

Kris Nelson Community-Based Research Program

...a program of the Center for Urban and Regional Affairs (CURA)

Community Of Opportunity: A Demographic Analysis Of Low To Moderate Income South Minneapolis

Prepared in partnership with
Hope Community

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EXECUTIVE SUMMARY

The Community of Opportunity report was initiated by Hope Community in order to identify the challenges and opportunities facing low-to-moderate income communities in South Minneapolis.

In addition to providing information about the 14 neighborhoods that make up the “study area” in this report, historical and comparative data are presented wherever possible. In particular, the “study area” is compared with data for the city of Minneapolis as a whole and the seven-county metropolitan region.

In concert with Hope Community’s mission as a community developer, this report focuses on the quality, availability, and costs of the existing housing stock in the study area, the city, and the region.

The report also focuses on the demographics and opportunities available to residents of the study area. The report includes historical and comparative data regarding race, ethnicity, immigrant status, income, education, employment, and transportation options for residents of the study area.

KEY FINDINGS

HOUSING

- Two-thirds of the study area’s land uses are for residential housing.
- Two-thirds of the study area’s housing stock consists of multi-family housing.
- Two-thirds of study area residents are renters.
- One-fifth of Minneapolis’ project-based affordable housing units are located in the study area.

DEMOGRAPHICS

- Study area residents account for 14% of Minneapolis’ population.
- Two-thirds of study area residents are members of communities of color.
- The study area is a present and historical home for Minneapolis’ African-American, American Indian, East African, and Latino communities.
- One quarter of families and half of children in the study area live in poverty.
- The median household income for the study area (\$32,827) is lower than the city and the region.
- Half of study area residents are employed in sales and service professions.
- From 2005-2010, the percentage of people commuting to the study area for work has increased by 31%.
- Residents of the study area are more likely to take public transportation or bike to work than city and regional residents.

PURPOSE

Since 1977, Hope Community has dedicated its efforts to improving the quality of life for residents in neighborhoods south of downtown Minneapolis. Headquartered in the Ventura Village neighborhood at the intersection of Portland and Franklin Avenues, Hope Community is a neighborhood leader in community development and affordable housing. Central to Hope’s mission is a mandate to create positive change without displacement.

Central city neighborhoods are too often dismissed as lacking in opportunities for current residents. The U.S. Department of Housing and Urban Development has recently begun to label low-income communities of color as “racially concentrated areas of poverty (RCAPs)” in an effort to identify neighborhoods that are not considered to be “geographies of opportunity.”¹ Rather than use only two indicators (race and poverty) to define culturally rich neighborhoods, the Community of Opportunity report uses many data points to demonstrate that



Source: Hope Community

neighborhoods in the “study area” are inherently communities of opportunity.

The Community of Opportunity report serves as an asset-based approach to understanding the neighborhoods that constitute low and moderate income South Minneapolis. By analyzing housing, infrastructure, and demographic changes in the neighborhood over the past 25 years, this report presents a data-driven case to policymakers that for residents of the study area, these neighborhoods are already areas of opportunity.

¹ “Regional Fair Housing and Equity Assessment,” U.S. Department of Housing and Urban Development website., Accessed May 25, 2013. http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities/regional_fairhsg_equityassesmt.

INTRODUCTION

STUDY AREA

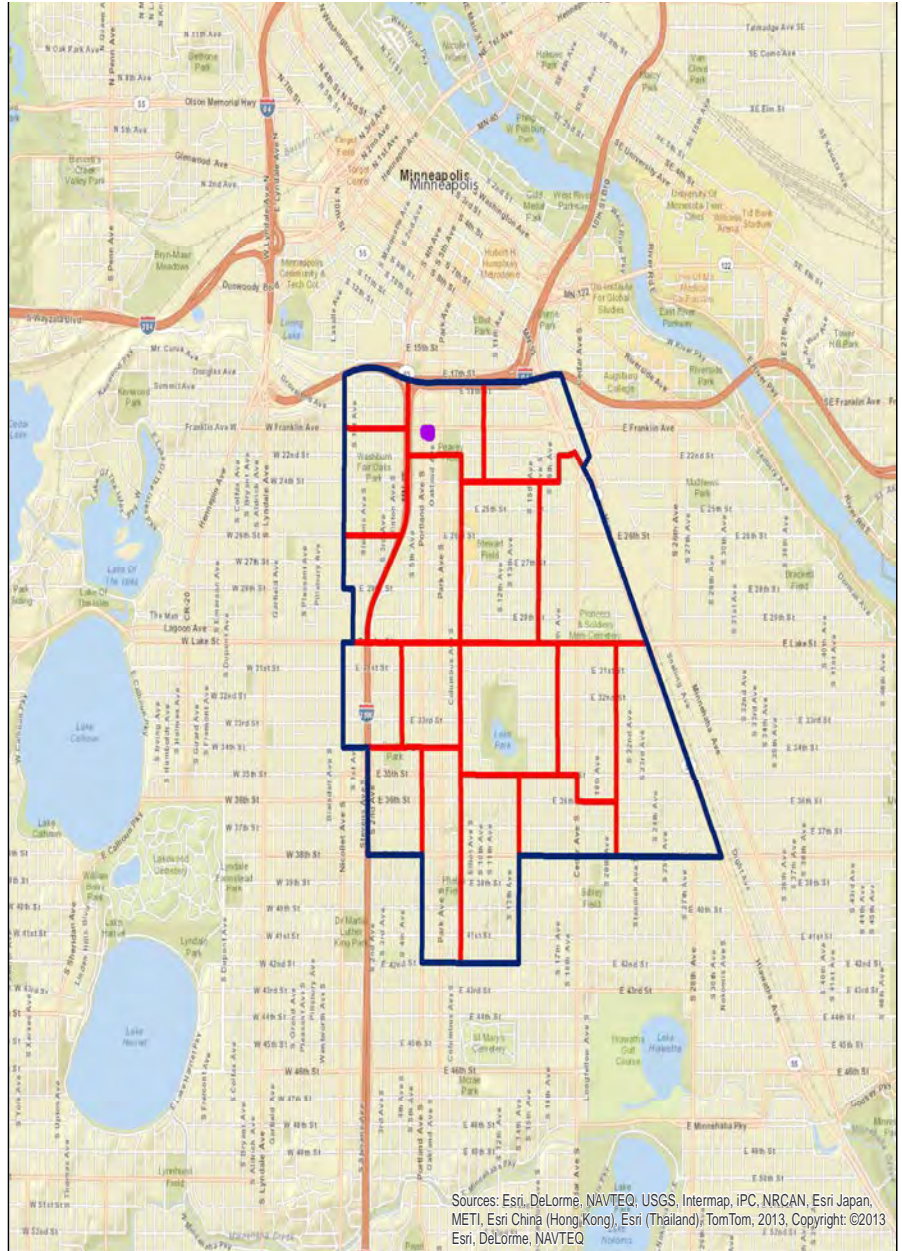
For the purposes of this report, 17 adjacent Census tracts in South Minneapolis are referred to as the “study area.” Covering 4.4 square miles, the study area is home to 53,880 residents in South Minneapolis.

The study area is located between Interstate 35W to the North, Nicollet Avenue to the West, Hiawatha Avenue to the East, and 38th Street to the South.

BASELINE COMPARISONS

Throughout the report, the study area is compared to the city of Minneapolis and the seven-county Twin Cities metropolitan region as a baseline for comparison.

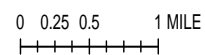
Map 3.1 - Study Area Boundary



Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, IPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013, Copyright: ©2013 Esri, DeLorme, NAVTEQ

LEGEND

- STUDY AREA
- Census Tract
- HOPE Community



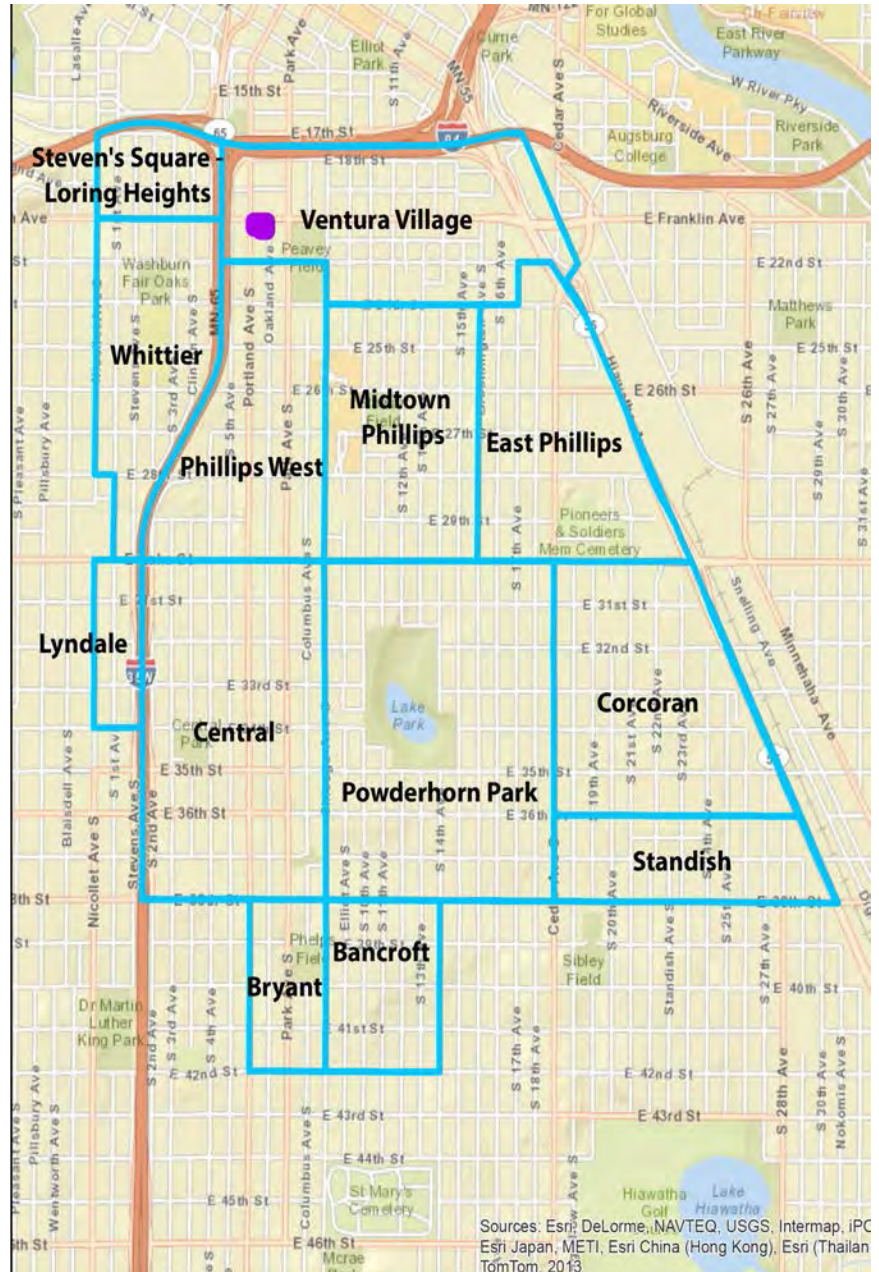
INTRODUCTION

NEIGHBORHOODS

The study area includes portions of 13 Minneapolis neighborhoods:

- BANCROFT
- BRYANT
- CENTRAL
- CORCORAN
- EAST PHILLIPS
- LYNDALE
- MIDTOWN PHILLIPS
- PHILLIPS WEST
- POWDERHORN PARK
- STANDISH
- STEVENS SQUARE - LORING HEIGHTS
- VENTURA VILLAGE
- WHITTIER

Map 3.2 - Neighborhoods in Study Area



Sources: Esri; DeLorme, NAVTEQ, USGS, Intermap, iPC, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

LEGEND

- Study Area
- Neighborhood
- HOPE Community
- Minneapolis

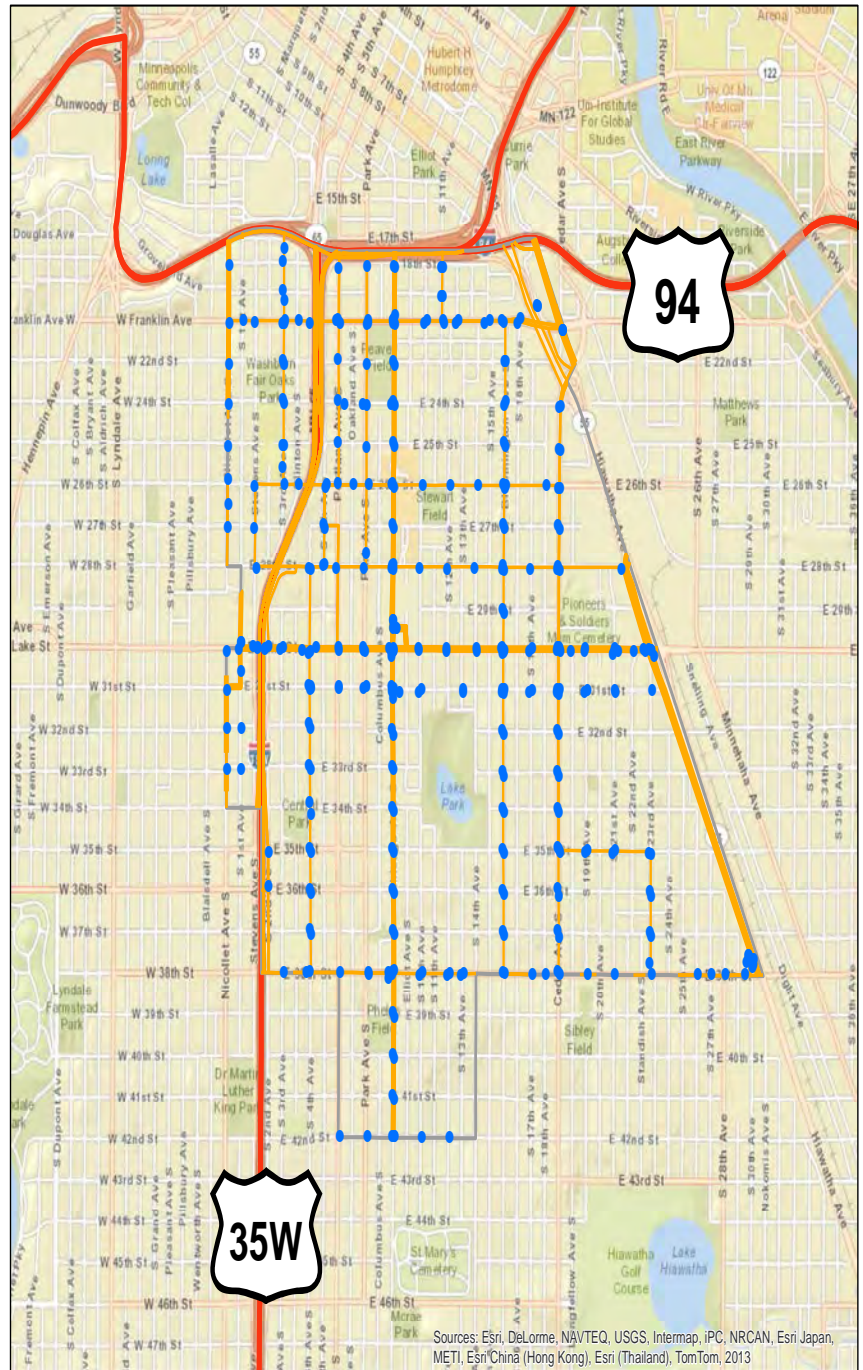
TRANSPORTATION

The study area is well situated to the region's transportation network. Interstate 94 runs east-west along the northern boundary of the study area. Interstate 35W runs north-south on the western edge of the study area.

The study area also has connections to Metro Transit's bus and light rail networks. The Blue Line (Route 55) light rail transit line runs along Hiawatha Avenue to the east. The Blue Line's Franklin Avenue, Lake Street, and 38th street stations are located within the study area.

14 regular bus routes have stops inside the study area. There is high-frequency bus service (defined by Metro Transit as occurring every 15 minutes during peak travel times) along Nicollet Avenue, Lake Street, and Chicago Ave. However, many express and limited service routes do not stop in the study area, but use the highway to bypass the study area.

Map 3.3 - Study Area Transportation Network



Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, IPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

LEGEND

- Study Area
 - Transit Stop
 - Bus Route
 - High Frequency Bus Route
 - Interstate
- 0 0.25 0.5 1 Mile

N

Places of Economic Activity

The 2011 Minneapolis Plan for Sustainable Growth identifies neighborhood level areas for economic development. The city identifies commercial nodes, commercial corridors, community corridors, and activity centers that currently function as areas of commercial activity within the city (Table 1.1). Ranging in degree of development intensity, these classifications provide spatial information on the degree and density of economic activity. The study area is home to 9 commercial nodes, 5 community corridors, 2 activity centers, and 2 commercial corridors. In addition, the Plan identifies light rail transit (LRT) station areas as places of economic activity. The study area has 3 LRT stations along the Blue Line.

Table 1.1 - Definitions of Economic Activity

Commercial Node	Serve the surrounding neighborhood, with a limited number of businesses serving a larger area.
Community Corridor	Primarily residential with intermittent commercial uses clustered at intersections in nodes.
Commercial Corridor	Historically have been prominent destinations. Mix of uses, with commercial uses dominating.
Activity Center	Mix of uses with citywide and regional draw. High intensity of uses, including employment, commercial, office, and residential uses.

Source: City of Minneapolis, 2011, Plan for Sustainable Growth. Definitions are quoted directly from the Plan.

STUDY AREA ECONOMIC ACTIVITY AREAS

COMMERCIAL NODES

- 25th Street E & Bloomington Avenue S.
- 35th Street E & Bloomington Avenue S.
- 38th Street E & 4th Avenue S.
- 38th Street E & 23rd Avenue S.
- 38th Street E & 28th Avenue S.
- 38th Street E & Bloomington Avenue S.
- 38th Street E & Cedar Avenue S.
- 38th Street E & Chicago Avenue S.
- 38th Street E & Nicollet Avenue S.

COMMERCIAL CORRIDORS

- Franklin Avenue - Nicollet Ave to 30th Ave S.
- Nicollet Ave (northern) - Washington Ave to 32nd Street W.

COMMUNITY CORRIDORS

- 38th Street - 43rd Ave S to Bryant Ave S.
- Bloomington Ave - Franklin Ave to 54th St E.
- Chicago Ave - Franklin Ave to 57th Street E.
- Franklin Ave - Nicollet Ave to Hennepin Ave
- Nicollet Ave - 32nd Street to 58th Street

ACTIVITY CENTERS

- 38th Street LRT Station Area
- Chicago Ave. & Lake Street

LRT STATION AREAS

- Franklin Avenue
- Lake Street/Midtown
- 38th Street Station

LAND USE

The study area has largely residential land uses. More than half of the entire area’s land use is made up of single family homes. An additional 13% is occupied by multi- family homes (including mixed-use residential). In total, nearly two-thirds of the study area’s land use is dedicated to residential purposes. The study area is more than 3 times as residential as the region.

Concentrated on Lake Street, Franklin Avenue, retail and office uses make up only 7.8% of land uses. Institutional land uses such as hospitals and churches account for 10.6% of the area’s land uses. Parks, lakes, and recreation centers account for 5.8% of land uses. Industrial uses are only 2.1% of the area’s land uses (Table 1.2).

In comparison, the metropolitan region’s largest land uses are agricultural or undeveloped land. In the region, residential land uses make up only one-quarter and commercial uses account for one-tenth of land uses. In addition, 2% of the region’s land uses are institutional and 16% are for recreational purposes (Table 1.3).

Table 1.2- Land Use, Study Area, 2011

LAND USE	Study Area
RESIDENTIAL	65.0%
SINGLE FAMILY	51.9%
MULTI-FAMILY	11.2%
MIXED USE	1.8%
COMMERCIAL & RETAIL	7.8%
INSTITUTIONAL	10.6%
PARKS, RECREATION & LAKES	5.8%
INDUSTRIAL	2.1%

Source: MetroGIS

Table 1.3 - Land Use, Region, 2010

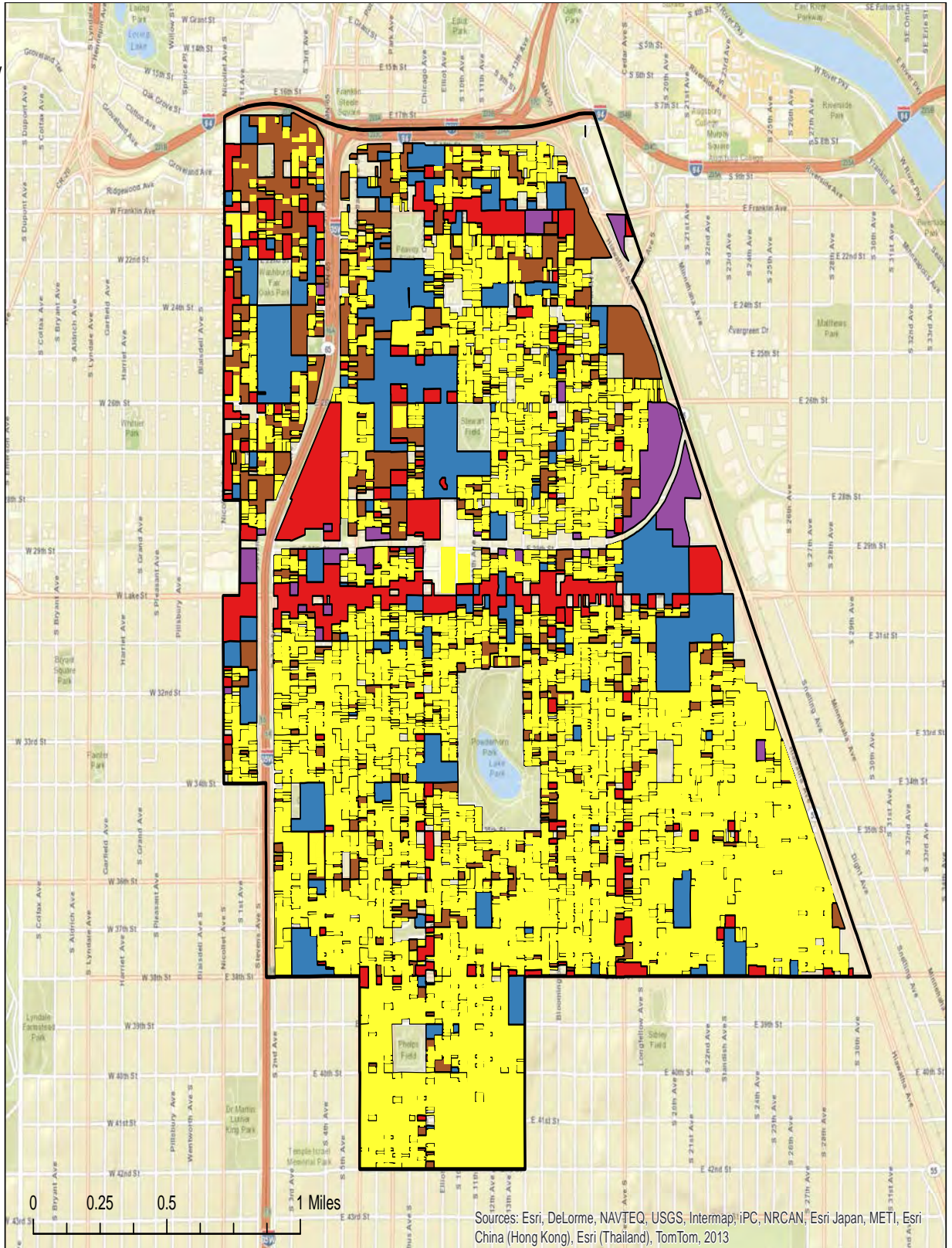
LAND USE	Region
AGRICULTURAL	30%
RESIDENTIAL	22%
COMMERCIAL & RETAIL	10%
INSTITUTIONAL	2%
PARKS, RECREATION & LAKES	16%
INDUSTRIAL	3%
UNDEVELOPED LAND	23%

Source: Metropolitan Council

Map 3.4 - Land Use, 2011, Study Area

LEGEND

- Single Family Housing
- Multi-Family Housing
- Institutional
- Commercial
- Industrial



Source:
City of Minneapolis

Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, iPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

POPULATION

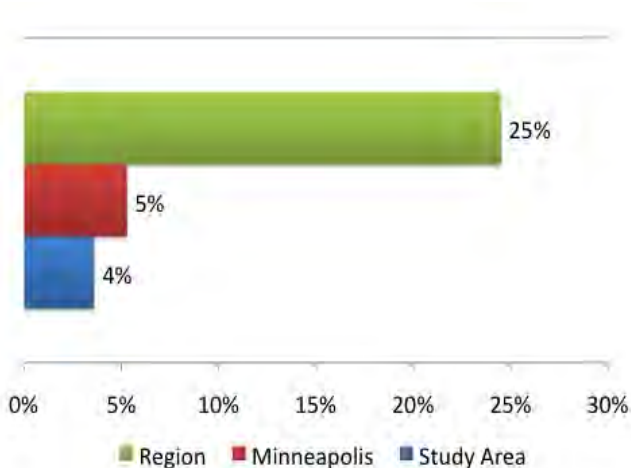
The study area has a population of 53,880 - making up 14% of Minneapolis' population in 2010 (Table 1.3). The study area's population has grown at roughly the same rate as the city and the region over the past 20 years. However, both the city and the study area lag behind the region in population growth (Table 1.4).

Table 1.3 - Population Count, 1990-2010

	1990	2000	2010
Study Area	52,011	54,835	53,880
MPLS	363,383	382,618	382,578
Region	2,288,721	2,642,056	2,849,567

Source: US Census

Chart 2.1 - Population Growth, 1990-2010



Source: US Census, Analysis by Author

POPULATION DENSITY

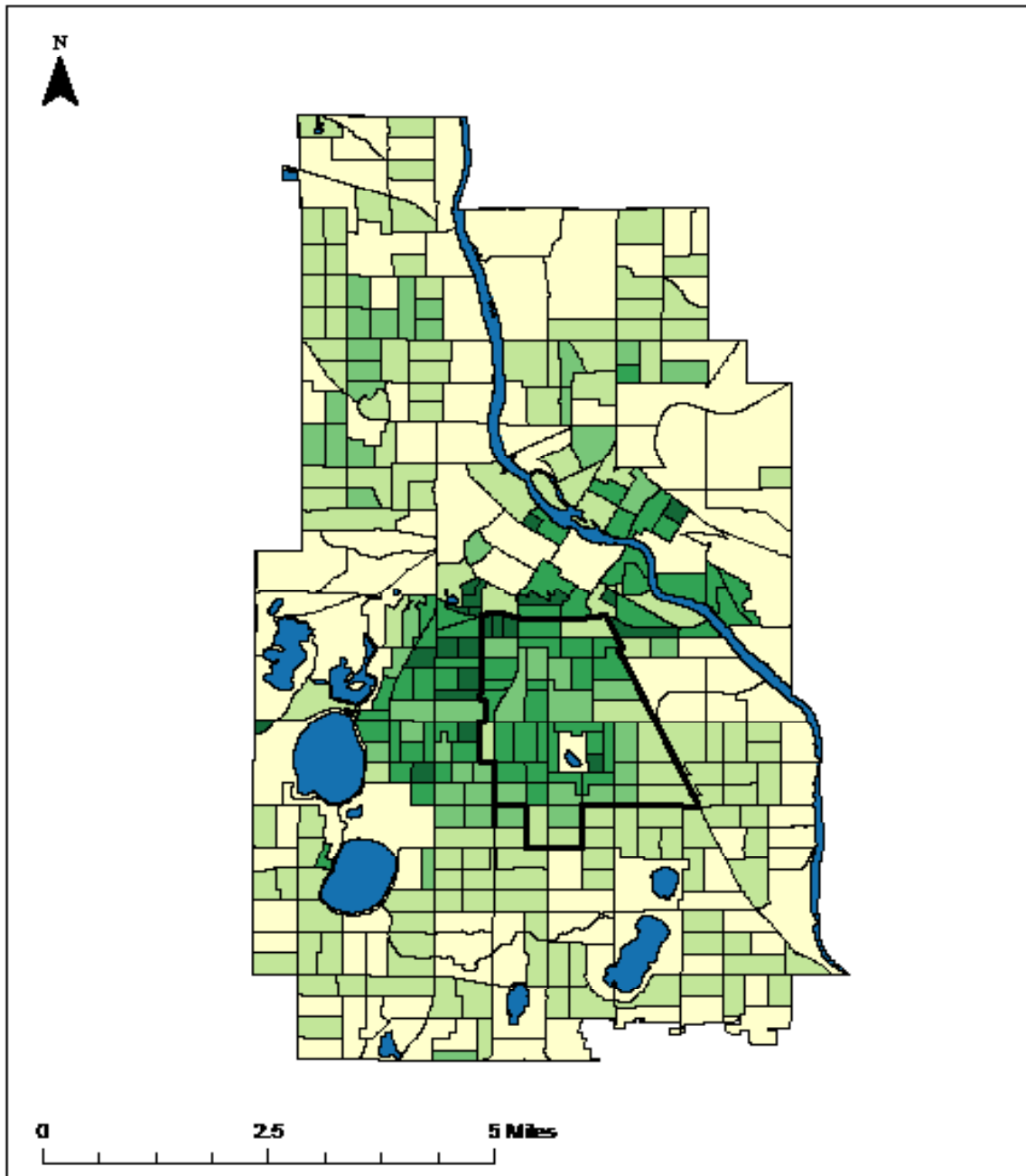
The overall population density for the study area is 19 people per acre. While the study area is one of the densest parts of Minneapolis, there is also a range of densities in the study area from 9 to 44 persons per acre (Table 1.5). The lowest density housing is located around Powderhorn Park, south of Lake street. The Corcoran and Standish neighborhoods have the lowest rates of density. The neighborhoods with the highest density - above 30 people per acre - are in the Whittier neighborhood (Map 3.5).

Table 1.4 - Population Density, 2010

POPULATION DENSITY (PPL/ACRE)	STUDY AREA	MINNEAPOLIS
TOTAL	19	10
MINIMUM	9	1.5
MAXIMUM	44	180
MEAN	21	15
MEDIAN	21	12

Source: US Census, Analysis by Author

Map 3.5 - Population Density, 2010



Source: 2010 Census, Analysis by Author

LEGEND

POPULATION DENSITY

Persons/Acre

Less than 10

11 - 15

16 - 20

21 - 30

More than 30

Study Area

Lake

Block Group

HOUSING

In comparison to the city and the region, the study area has some of the most diverse housing stock. Only one-third of the study area's housing are single family homes. In comparison, almost half of Minneapolis's housing stock and two-thirds of the region's housing stock is made up of single family homes.

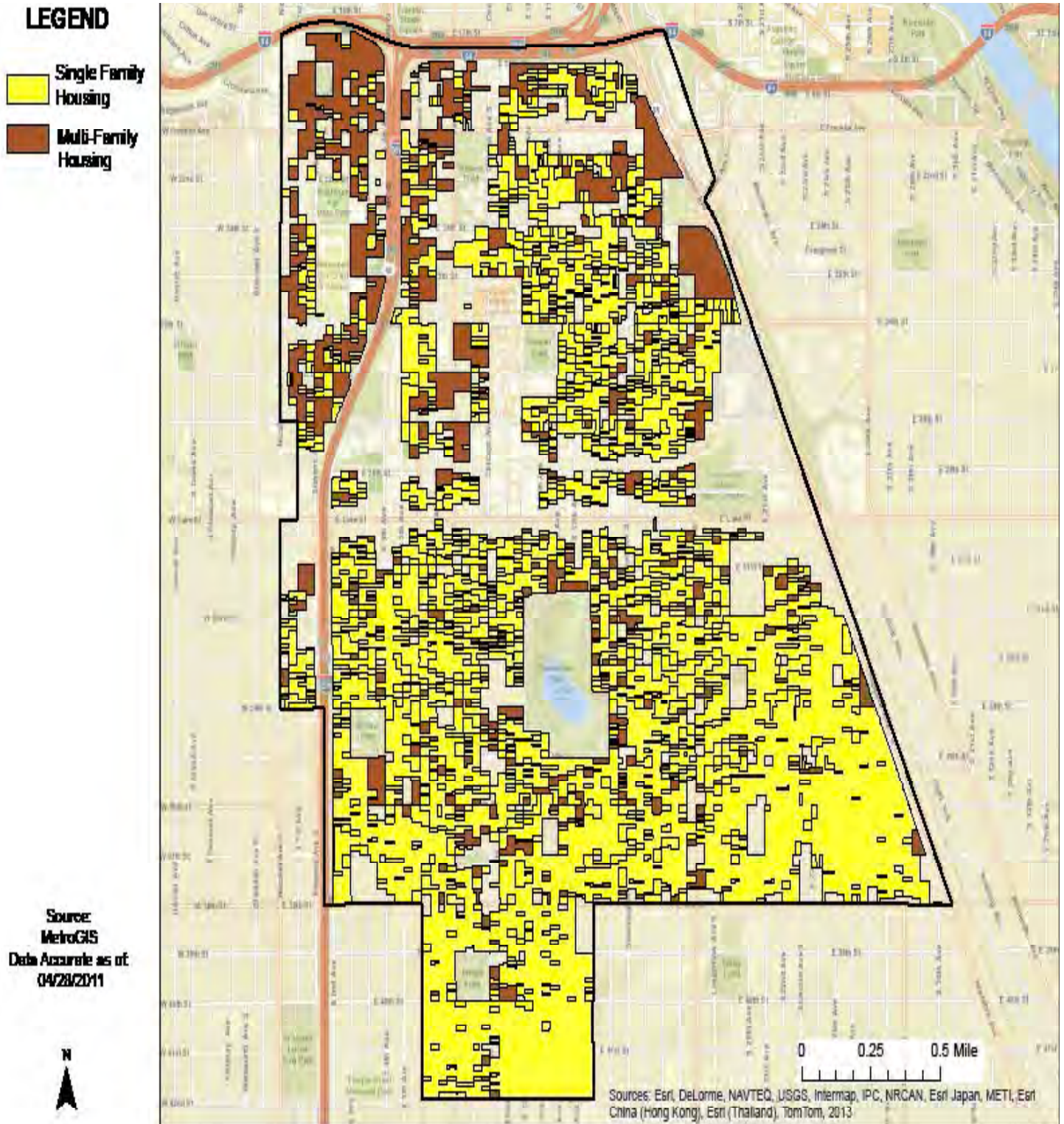
In the study area, single family housing is concentrated south of Lake Street. Multi-family housing is largely concentrated north of Lake street in the Whittier, East Phillips, Phillips, West Phillips, and Ventura Village neighborhoods (Map 3.6).

Table 1.5 - Housing Type, 2010

	Study Area	Minneapolis	Region
Housing Type			
Single Family Home	34.5%	48.9%	70%
2-4 Units			
Duplex	15.9%	9.4%	2.9%
Triplex or Fourplex	9.6%	13.8%	5.1%
5-19 Units			
5-9 Units	5.5%	3.7%	2.4%
10 -19 Units	11.5%	8.3%	4.4%
20 or more Units			
20-49 Units	12.3%	9.7%	6.5%
50 or More Units	10.2%	15.5%	10.2%

Source: American Community Survey, 2010, 5 Year Estimates

Map 3.6 - Single and Multi-Family Housing, Study Area, 2011



HOUSING TENURE

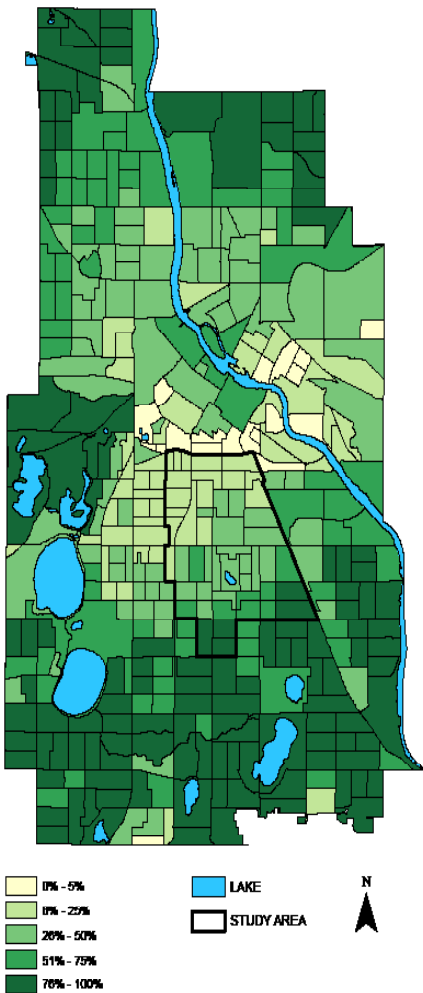
Housing tenure refers to whether occupants are renters or homeowners. In the study area, 65.2% residents are renters. In comparison to the city and the region, the study area has a higher percentage of renters. Two-thirds of South Minneapolis residents are renters compared with one-half of city residents and one-third of metropolitan area residents.

Table 1.6 - Housing Tenure, 2010

	South Minneapolis	Minneapolis	Region
Renter-Occupied	65.2%	49.2%	30.0%
Owner-Occupied	34.8%	50.8%	70.0%

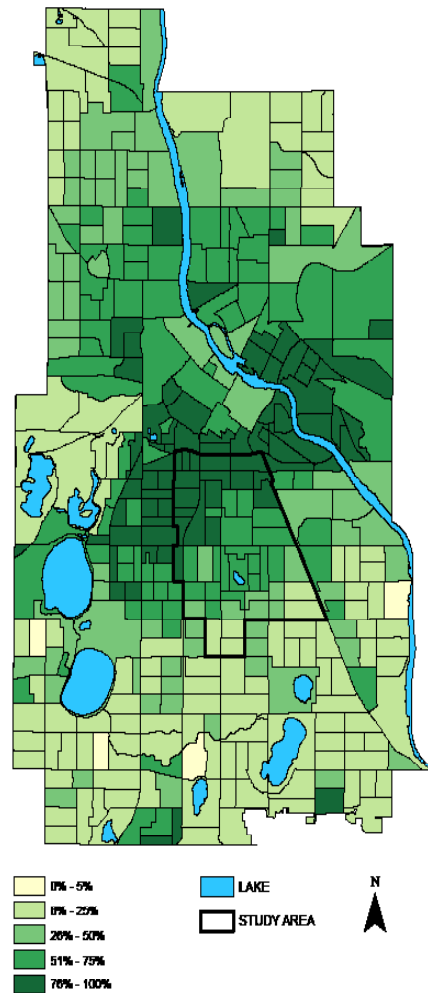
Source: 2010 Census

Map 3.7- Minneapolis Homeowners by Census Tract, 2010



Source: 2010 Census

Map 3.8- Minneapolis Renters by Census Tract, 2010



Source: 2010 Census

HOUSING STABILITY

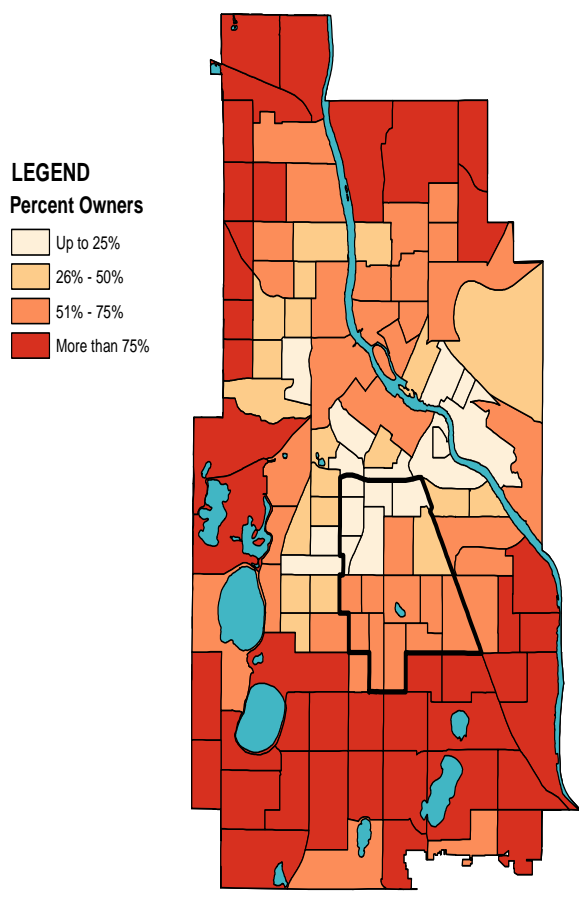
Housing stability refers to whether occupants remain in their homes year after year. In 2010, the study area has a similar percentage of residents who lived in the same house a year ago from 2009-2010 as the city and the region (Table 1.7). 72.4% of study area residents lived in the same residence one year ago, compared with 75.7% of Minneapolis residents. Both the city and the study area had less housing stability than the region overall.

Table 1.7 - Housing Stability, 2010

	Renters	Homeowners	Total
South Minneapolis	62.4%	88.1%	72.4%
Minneapolis	57.7%	91.3%	75.7%
Region	61.2%	93.0%	85.3%

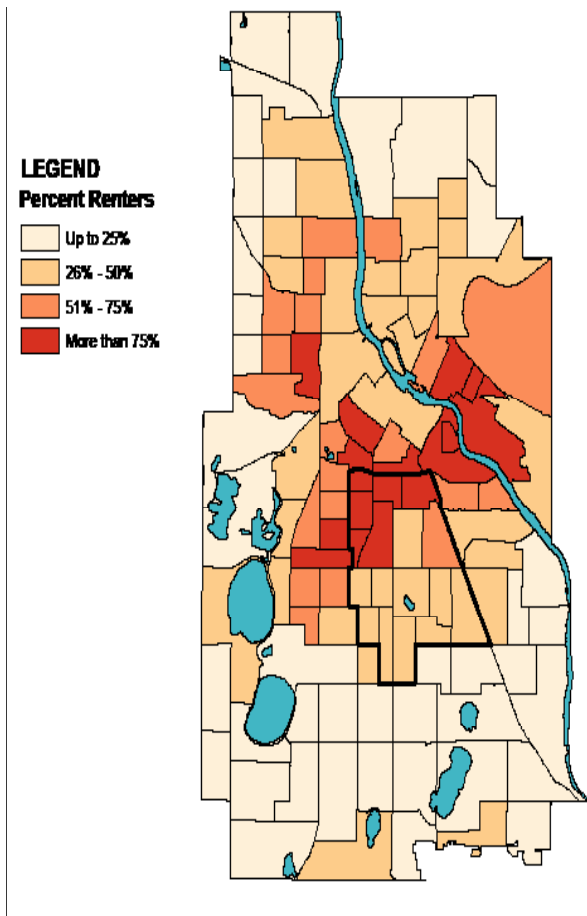
Source: American Community Survey, 2010, 5 Year Estimates

Map 3.9- Owners Living in the Same Home One Year Ago , 2010



Source: 2010 Census

Map 3.10- Renters Living in the Same Home One Year Ago, 2010



Source: 2010 Census

HOUSING AFFORDABILITY

The median monthly rental price for housing in the study area is \$697 (Table 1.6). This is less than the city (\$749) and the region (\$804) overall (Table 1.6). However, compared with the city and the region, more study area residents pay more than 30% of their income toward rent. Despite its lower rents, residents of the study area pay a higher proportion of their income in rent.

Table 1.7 -
2010 Homeowners: Median Housing Costs and Housing Cost Burden

	Median Home Values	Owners Paying >30% for Housing Costs
Study Area	\$191,295	47.4%
Minneapolis	\$239,304	39.5%
Region	\$228,700	34.7%

Source: American Community Survey, 2010, 5 Year Estimates

Table 1.6 -
2010 Renters:
Median Rent and Housing Cost Burden

	Median Rent	Renters Paying >30% Income for Rent
Study Area	\$697	56.0%
Minneapolis	\$749	50.9%
Region	\$804	47.6%

Source: American Community Survey, 2010, 5 Year Estimates

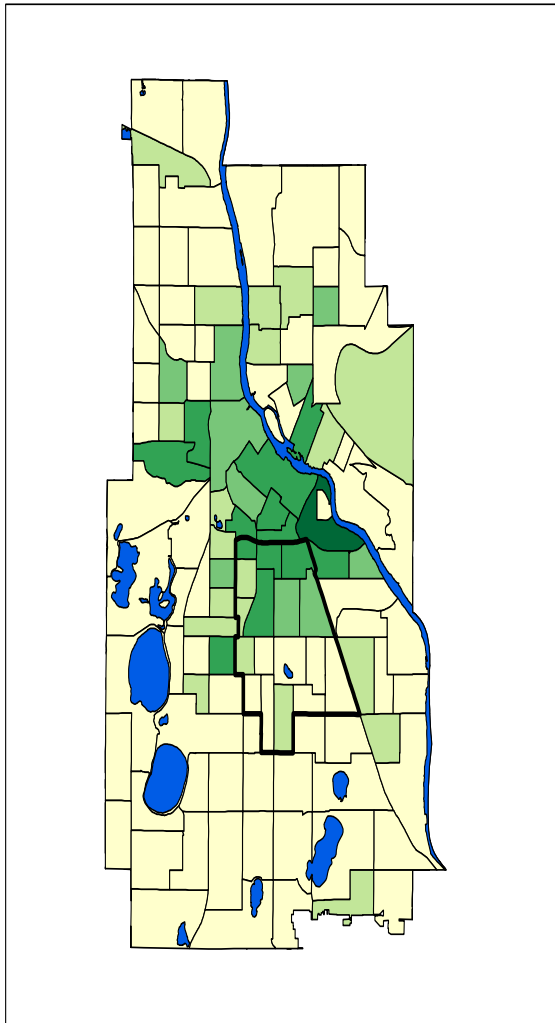
The same is true for homeowners in the study area (Table 1.7). While median home values are less (\$191,295) in the study area than in the region (\$239,304) or the city (\$228,700), more residents pay more of their income toward housing costs. 47.4% of study area homeowners pay more than 30% of their income in rent than the region or city overall. In comparison, 39.5% of city residents and 34.7% of metropolitan area residents pay more than 30% of their income toward paying their mortgage and other housing costs.

HOUSING AFFORDABILITY

Nearly 20% of Minneapolis’s 21,356 units of affordable housing are located in the study area. HousingLink defines affordable housing in this dataset as, “publicly-funded rental housing affordable to 80% area median income (AMI) or below.” This count does not include Section 8 or Housing Choice Vouchers used in the study area. Ventura Village has the highest density of affordable units per total units of housing in the study area. Census Tracts north of Lake street have the highest number and density of affordable housing units than tracts south of Lake Street in the study area.

Map 3.11- Number of Affordable Housing Units, 2011

Map 3.12 - Affordable Housing as a Percentage of All Housing Units, 2011

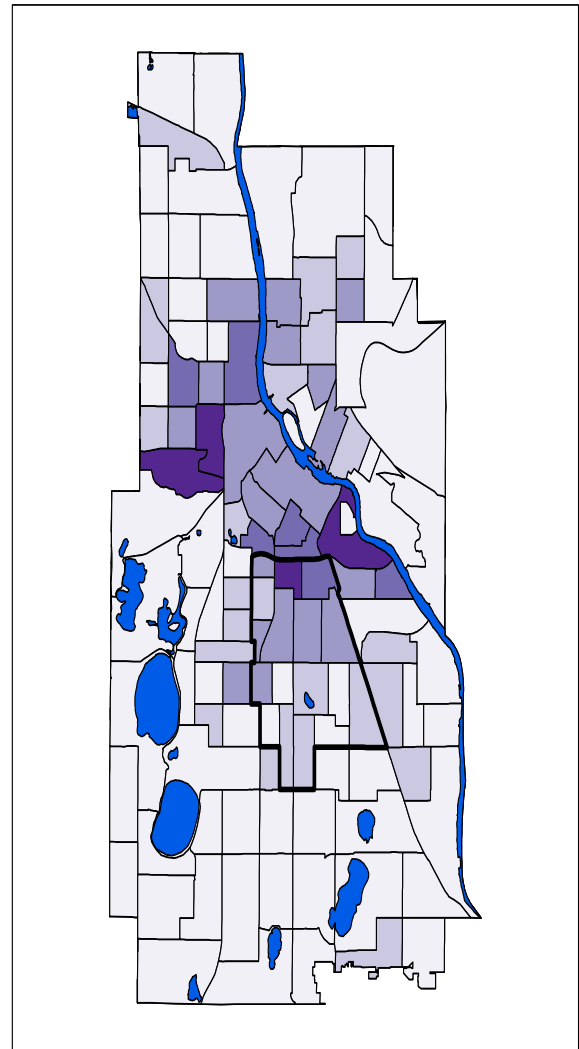


LEGEND

Number of Units of Affordable Housing

- Up to 100
- 101 - 250
- 251 - 500
- 501 - 1000
- More than 1000

- LAKE
 - STUDY AREA
- Source: HousingLink 2011



LEGEND

Percent Units of Affordable Housing/Total Units of Housing

- 0% - 5%
- 6% - 15%
- 16% - 30%
- 31% - 50%
- 51% - 66%

- LAKE
 - STUDY AREA
- Source: HousingLink 2011

Additional Sources: American Community Survey 2011, Analysis by Author.

FORECLOSURE CRISIS

Like Minneapolis and the region, the study area was hit hard by the foreclosure crisis. Over the past six years, 7.3% of Minneapolis's foreclosures occurred in the study area. From a peak of 570 foreclosures in 2008, the consistent decline in foreclosures is encouraging. Since 2008, the number of foreclosures in the study area has decreased every year (Table 1.8).

Table 1.8 - Foreclosures, 2007-2012

	Study Area	Minneapolis	Study Area's Percentage of City Foreclosures
2007	406	5,661	7.1%
2008	570	7,348	7.6%
2009	373	5,649	6.6%
2010	421	6,161	6.8%
2011	260	1,719	15.1%
2012	212	1,446	14.7%
TOTAL	2,042	27,994	7.3%

Source: City of Minneapolis

The neighborhoods that served as the epicenters of the area's foreclosure crisis were the Midtown Phillips and Phillips East and neighborhoods north of Lake Street and the Central and Powderhorn Park neighborhoods south of Lake Street. From 2007-2012, these four neighborhoods accounted for two-thirds of the study area's total foreclosures (Table 1.9).

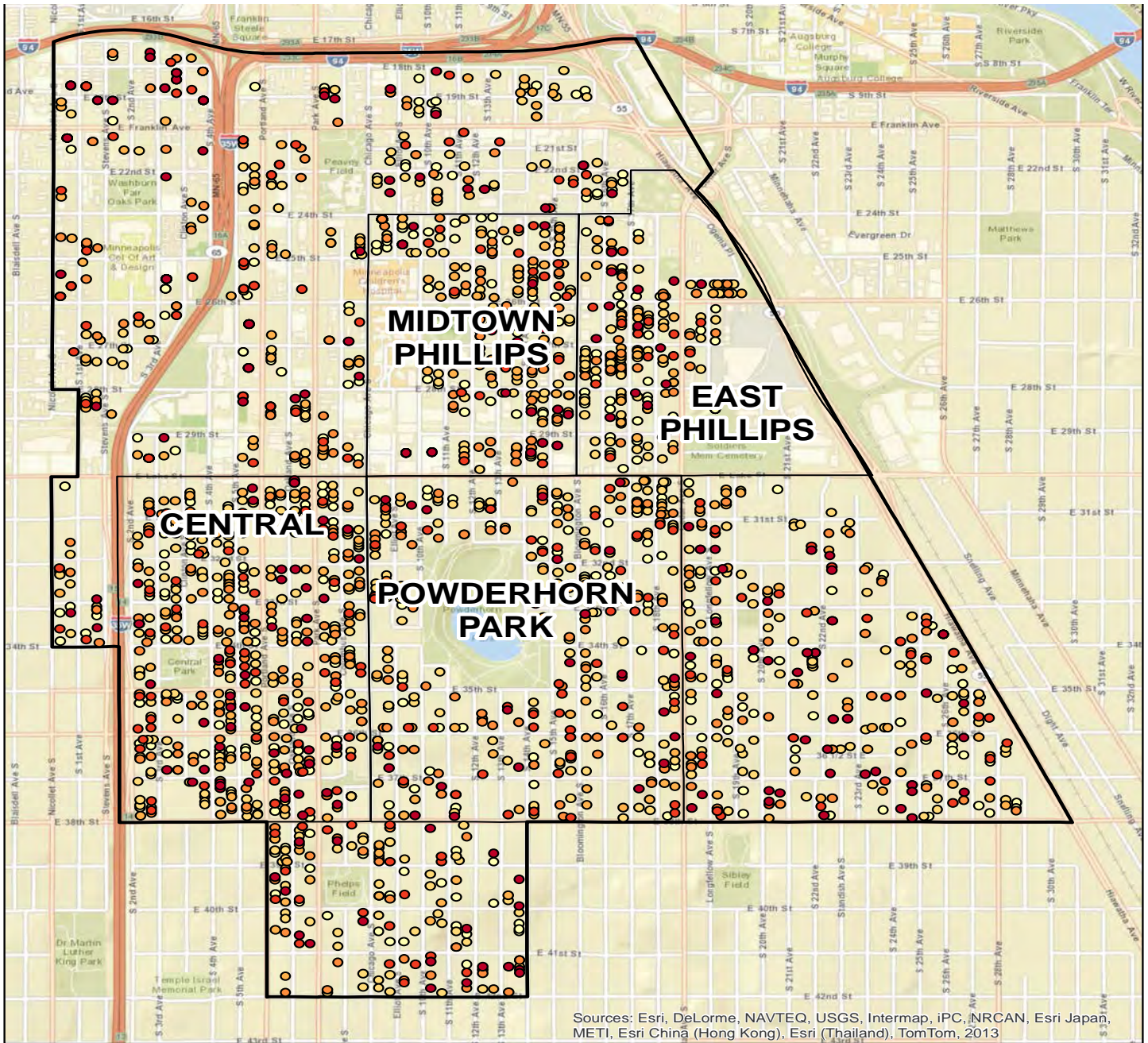
Table 1.9 - Neighborhoods in the Study Area with the Highest Number of Foreclosures, 2007-2012

Source: City of Minneapolis, Analysis by Author

	TOTAL	PERCENT
Central	362	17.7%
Midtown Phillips	452	22.1%
Phillips East	209	10.2%
Powderhorn	251	12.3%
Study Area	2,042	100%

FORECLOSURE CRISIS

Map 3.13 - Neighborhoods in the Study Area with the Highest Number of Foreclosures, 2007-2012



Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, iPC, INRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

LEGEND

- Foreclosed Home**
- 2012
 - 2009
 - 2011
 - 2008
 - 2010
 - 2007
 - Study Area

Source: City of Minneapolis, Analysis by Author

DEMOGRAPHICS

RACE & ETHNICITY

The study area is one of the most diverse areas of Minneapolis. In 2010, two-thirds of the population is non-white (Table 1.10). Compared with Minneapolis, which is two-thirds white and the region which is 70% white (Table 1.11). Diversity is one of the strengths of the study area. Over time, the study area has become more diverse.

For many communities of color, the study area is the community’s center. While 3% of the study area is American Indian, it is home to 38% of the city’s American Indian population. Similarly, the study area is one-fifth Latino, but also home to almost half of the city’s Latino population.

The study area also serves as a historic home to Minneapolis’s African-American and East African communities. Today 19% of the Minneapolis’s African-American and East African residents call the study area home. For many immigrant communities and communities of color in Minneapolis, the study area has served as a historic enclave.

Table 1.10 - Race + Ethnicity, 1990-2010

	1990	2000	2010
American Indian	11.3%	11.2%	4.5%
Asian	6.5%	5.8%	3.0%
Black	24.3%	26.5%	26.5%
Latino	3.3%	20.5%	20.5%
White	55.0%	35.0%	34.9%
Two Races	**	5.7%	3.6%

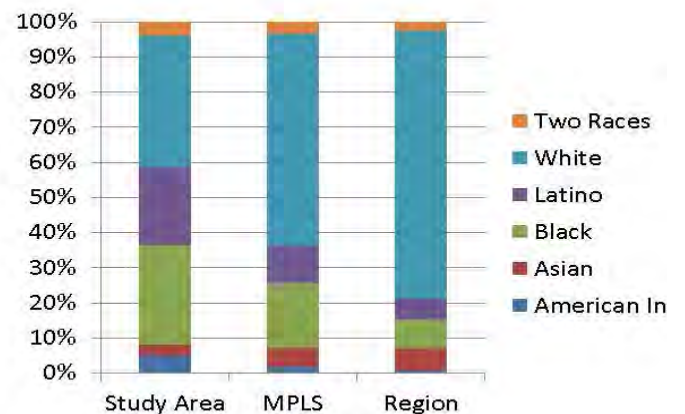
Source: US Census

Table 1.11 - Race + Ethnicity, 2010

	Study Area	MPLS	Region
American Indian	4.5%	1.7%	0.6%
Asian	3.0%	5.6%	6.4%
Black	26.5%	18.3%	8.2%
Latino	20.5%	10.5%	5.9%
White	34.9%	60.3%	76.3%
Two Races	3.6%	3.4%	2.4%

Source: US Census

Chart 2.2 - Race + Ethnicity, 2010



Source: US Census

FOREIGN BORN RESIDENTS

For many years, the study area has been a home to many first-generation immigrants from Central America and East Africa. In 2010, 26.9% of study area residents were born abroad, compared with 15.1% of Minneapolis and 10.4% of metro area residents (Table 1.13).

The area has also become more diverse over time. In 1990, only 8.3% of study area residents were foreign-born. In 2000, the percentage increased to 26.3%, where it has remained steady. Today, 26.9% of area residents are first-generation immigrants (Table 1.12).

There is also diversity in terms of the country of origin for immigrants living in the study area. In 2010, 25.6% of foreign-born residents in the study area were from East African countries including Somalia and Ethiopia. In addition to East African immigrants, 35.9% were from Mexico, and 12.9% are from Ecuador (Table 1.14). The study area has a higher percentage of immigrants from East Africa, Ecuador and Mexico than the city of Minneapolis.

Table 1.12 - Foreign-Born Population, 1990-2010

	Study Area	MPLS	Region
Native Born	73.1%	84.9%	89.6%
Foreign Born	26.9%	15.1%	10.4%

Source: American Community Survey, 2010, 5 Year Estimates

Table 1.13 - Place of Origin, Foreign-Born, 2010

Study Area			
	2000		2010
Foreign Born	26.3%		26.9%
	Place of Origin		
East Africa	20.1%		25.6%
Ecuador	6.8%		12.9%
Mexico	43.1%		35.9%

Table 1.14 - Place of Origin, Foreign-Born, 2010

Minneapolis			
	2000		2010
Foreign Born	14.5%		15.1%
	Place of Origin		
East Africa	17.0%		23.8%
Ecuador	3.5%		7.3%
Mexico	24.1%		21.0%

Source: American Community Survey 2010 5 Year Estimate

FOREIGN BORN - A HISTORICAL PERSPECTIVE

The study area's place as a home to new immigrants is not a recent phenomenon. In 1950, 9.6% of the study area was foreign born. However, the top countries for new arrivals was different from today. In 1940, 36% of immigrants came from Sweden, 24% from Norway, and 7% were from Canada.

The area's history as a point of arrival for new immigrants continues to this day. Today, 27% of the study's population is foreign born. Instead of arriving in Minneapolis from Scandinavia or Canada, the majority of immigrants who live in the study area today come from East Africa, Mexico, and Ecuador among other countries.

Between 1950-1960, the study emerged as a home to new immigrants and at a rate 2.5 times greater than the city as a whole. In 1950, 9.6% of the study area was foreign-born and 9.4% of Minneapolis' population was foreign-born.

By the 1960 Census, there was a noticeable shift. In 1960, 7.1% of Minneapolis' population was foreign-born. In 1960, the study area's foreign-born population had jumped to 24.9%. From 1960 on, the study area began to outpace the city in being a home to immigrants.

Table 1.15 - Foreign-Born Population, 1950-2010

	Study Area	Minneapolis
1950	9.4%	9.6%
1960	31.3%	7.1%
1970	6.0%	4.8%
1980	6.4%	4.9%
1990	8.3%	6.1%
2000	26.3%	14.5%
2010	26.9%	15.1%

Source: US Census

After the spike in foreign-born residents in 1960, the study area mirrored the city until the 2000 census. In 1990, the city also experienced a significant increase in immigrants. This suggests that many new immigrants in Minneapolis in the 1990s and 2000s moved to the study area.

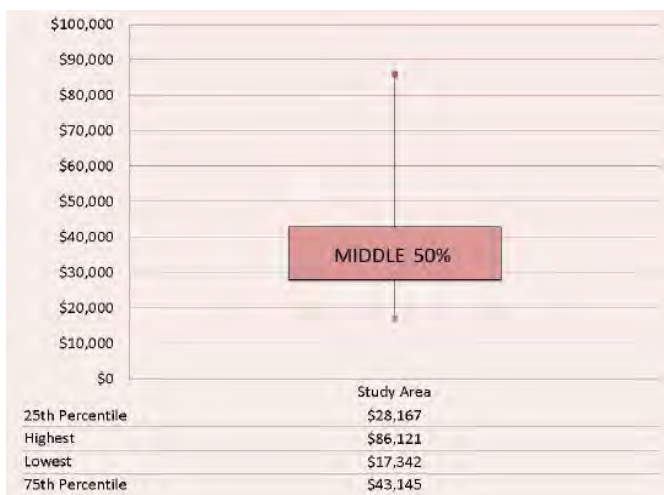
INCOME

In 2010, the median household income in the study area is \$32,827 - lower than for the city and the region (Chart 2.3).

However, the range of median incomes varies widely from \$15,503 in one census tract in Phillips West up to \$52,128 in a census tract in Corcoran (Map 3.14).

In the study area, median household incomes by census tract ranged from \$17,342 - \$86,121 in 2010. 50% of study area residents' incomes ranged from \$28,167 - \$43,145 (Chart 2.4). The wealthiest census tract is 5 times as wealthy as the poorest census tract in the study area. Just as there are a diversity of people in the census tract, there is also a diversity of incomes.

Chart 2.4 - Range of Median Incomes, Study Area, 2010



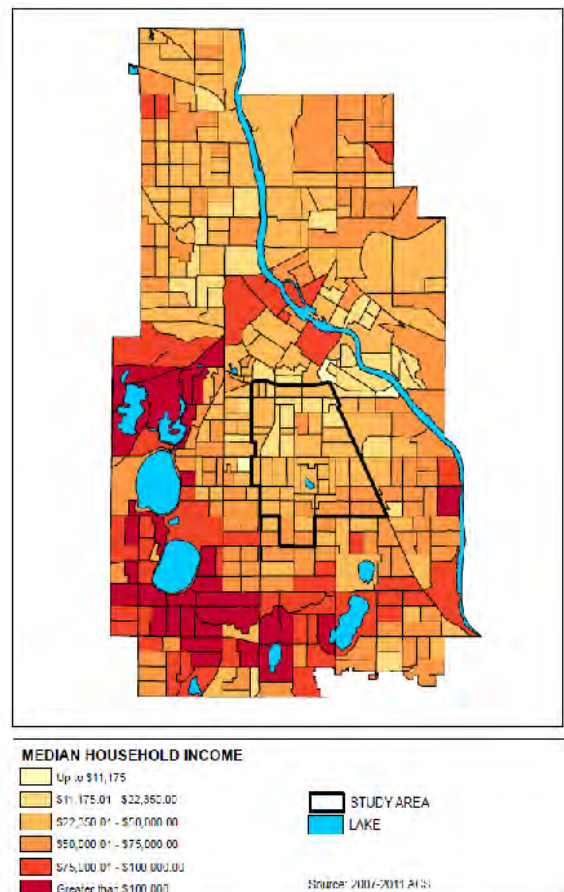
Source: American Community Survey, 2010, 5 Year Estimates

Chart 2.3- Median Household Incomes, 1990-2010



Source: 1990 Census, 2000 Census, American Community Survey 2010 5 Year Estimates

Map 3.14- Median Household Income, 2011



POVERTY

In 2010, one-quarter of families in the study area live in poverty. This is higher for than for both the city and the region. In Minneapolis, 16.5% of families live in poverty. In the region 6.5% of families live in poverty (Table 1.16).

The poverty rate is higher for children than for families. In the study area, almost half of all children under 18 live in poverty today. This is three times higher as a percentage than the region (Table 1.17).

The U.S. Department of Housing and Urban Development defines a census tract as an area of “concentrated poverty” in which 40% of residents live below the poverty level. Using that definition, 23% of study area residents live in concentrated areas of poverty.

Rates of poverty are also higher for communities of color in the study area. Two-thirds of American-Indians, half of African-Americans, one-third of Latinos, in the study area live in poverty. This is higher than the poverty rate for white. In comparison, one-fifth of whites in the study area live in poverty (Table 1.18).

Table 1.16 - Families in Poverty, 1990-2010

	Study Area	MPLS	Region
1990	34.0%	14.1%	5.8%
2000	23.4%	11.9%	4.4%
2010	28.0%	16.5%	6.5%

Source: 1990 Census, 2000 Census, 2010ACS 5 Year Estimate

Table 1.17- Children Under 18 in Poverty, 1990-2010

	Study Area	MPLS	Region
1990	54.8%	30.6%	11.4%
2000	36.1%	25.1%	9.0%
2010	47.0%	33.0%	13.5%

Source: 1990 Census, 2000 Census, American Community Survey, 2010, 5 Year Estimate

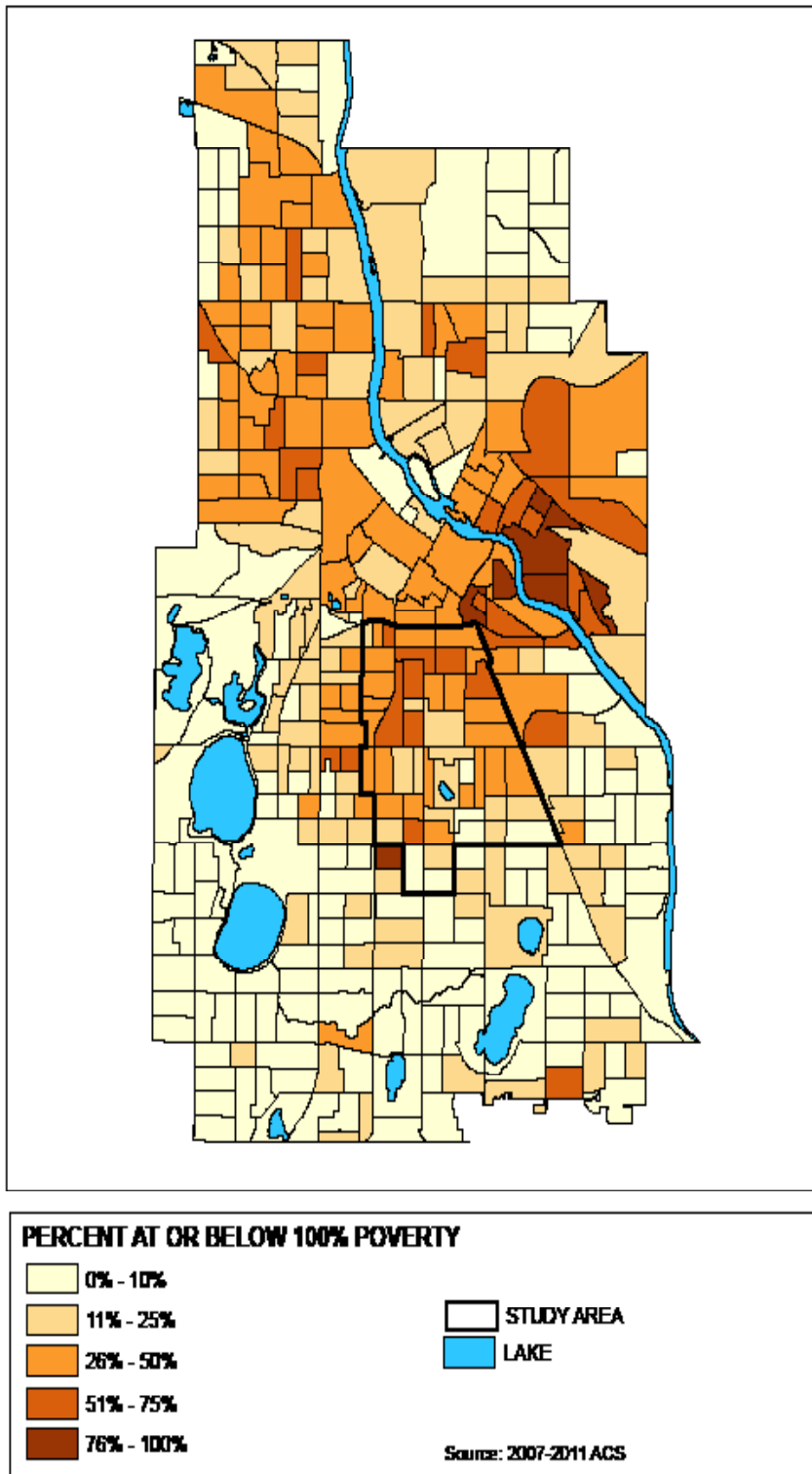
Table 1.18 - Individual Poverty by Race + Ethnicity, 2010

	Study Area	MPLS	Region
American Indian	62.9%	45.7%	30.0%
Asian	42.7%	35.7%	17.4%
Black	46.2%	44.8%	33.2%
Latino	30.1%	30.4%	21.9%
White	19.3%	14.6%	6.5%

Source: American Community Survey, 2010, 5 Year Estimate

POVERTY

Map 3.15- Families Living Below the Poverty Level, 2011



EDUCATIONAL ATTAINMENT

Almost three quarters of study area residents do not have a bachelor’s degree compared with more than half of Minneapolis residents (56.5%) and almost two-thirds of metro region residents (61.0%) (Table 1.19).

In the study area, more residents have less than a high school diploma (or equivalency) than in the city or the metro region. The study area also has less people with a bachelor’s, graduate, or professional degree than the city or the region. In sum, there are more people with lower levels of education in the study area as a percentage of the total population than in the city or the region.

There has been a small, but noticeable change, in the educational attainment of study area residents. From 1990-2010, the percentage of residents with a bachelor’s degree or higher has increased steadily. During the same time period, the percentage of residents with a high school education or less has remained relatively constant (Table 1.20).

Table 1.19 - Educational Attainment, 2010

	Study Area	MPLS	Region
Did not finish High School	24.4%	12.1%	7.4%
Diploma or GED	24.9%	19.5%	22.8%
Some College	23.3%	24.9%	30.3%
Bachelor’s Degree	18.4%	27.5%	26.5%
Graduate or Professional Degree	9.0%	16.1%	12.9%

Source: American Community Survey 2010, 5 Year Estimate

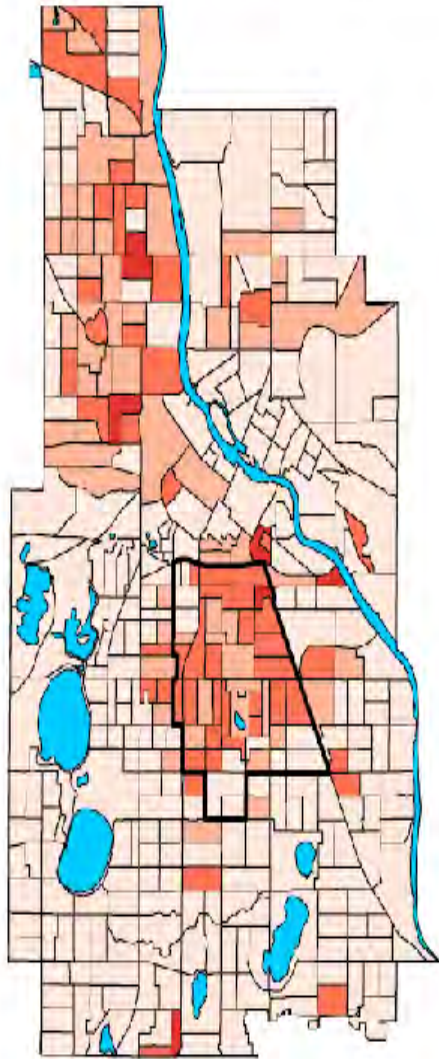
Table 1.20 - Educational Attainment, 1990-2010, Study Area

	1990	2000	2010
Did not finish High School	26.3%	27.4%	24.4%
Diploma or GED	27.4%	25.8%	24.9%
Some College	27.4%	25.5%	23.3%
Bachelor’s Degree	14.2%	14.7%	18.4%
Graduate or Professional Degree	4.8%	6.5%	9.0%








Source: American Community Survey 2010, 5 Year Estimate

EDUCATIONAL ATTAINMENT

Map 3.16 - Educational Attainment, Less than High School, 2011

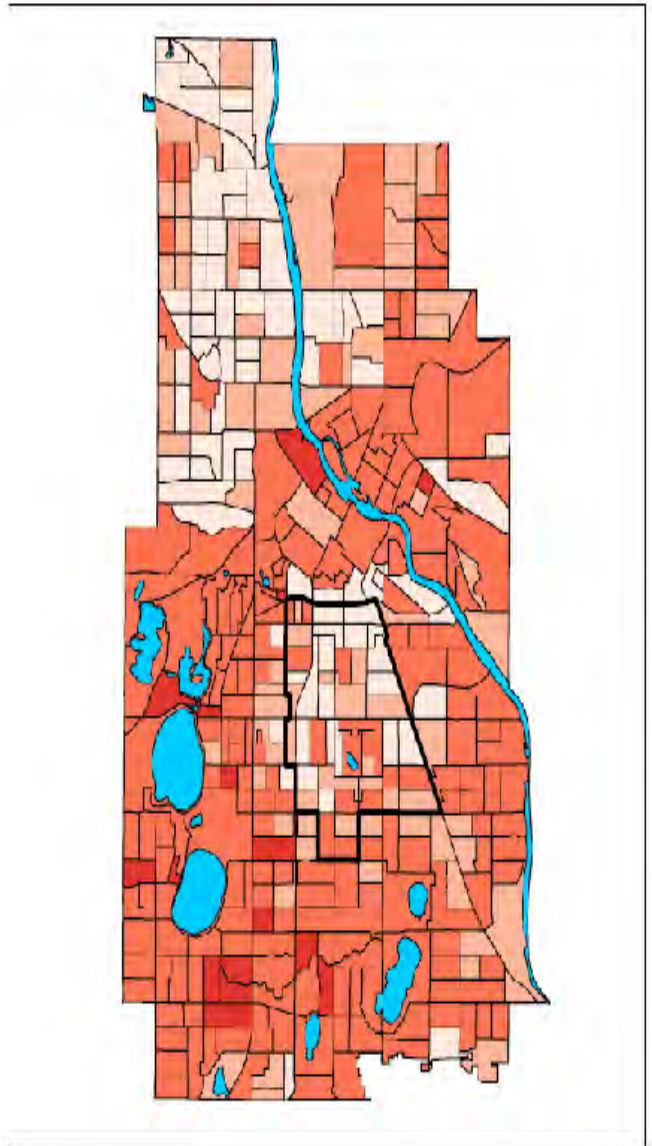


LESS THAN HIGH SCHOOL








 0% - 15%	 STUDY AREA  LAKE
 16% - 25%	
 26% - 50%	
 51% - 75%	
 76% - 100%	

Source: 2007-2011 ACS

Map 3.17 - Educational Attainment, Bachelor's Degree, 2011



BACHELOR'S DEGREE

 0% - 15%	 STUDY AREA  LAKE
 16% - 25%	
 26% - 50%	
 51% - 75%	
 76% - 100%	

Source: 2007-2011 ACS

EMPLOYMENT

The study area has a higher unemployment rate than the city or the region. In 2010, 11.0% of study area residents were unemployed compared with 9.0% in the city and 6.6% in the region (Table 1.21).

There are also stark disparities in employment levels by race. In 2010, one-third of American Indians and one-fifth of Blacks living in the study area were unemployed. This is a higher rate of unemployment for both of these groups than in the city and the region.

Prior to the 2008 recession, unemployment levels were high in the study area. In 1990, unemployment for study area residents was 10.8% (Table 1.22). In 2000, the unemployment rate decreased for study area residents to 8.3%. However, the unemployment rate increased again in 2010 to 11.0%.

Table 1.21- Unemployment by Race, 2010

	Study Area	MPLS	Region
Unemployment	11.0%	9.0%	6.6%
American Indian	35.2%	25.7%	16.5%
Asian	11.4%	11.2%	7.9%
Black	20.4%	14.3%	16.3%
Latino	6.2%	7.1%	8.6%
White	6.1%	5.8%	5.6%

Source: 2010 American Community Survey, 5 year Estimate

Table 1.22 - Unemployment by Race, 1990-2010, Study Area

	1990	2000	2010
Unemployment	10.8%	8.3%	11.0%
American Indian	22.8%	24.0%	35.2%
Asian	11.6%	5.8%	11.4%
Black	19.8%	12.4%	20.4%
Latino	16.9%	8.6%	6.2%
White	6.8%	5.5%	6.1%

Source: 2010 American Community Survey, 5 year estimate

EMPLOYMENT

Residents of the study area are largely employed in the sales, service, and management professions. In 2010, almost 50% of study area residents were employed in sales and service professions (Table 1.23). This pattern of employment by industry has remained relatively unchanged from 2000-2010. Management professions remain the largest industry for study area residents, accounting for almost one-third of study area residents in 2010. Following closely behind are service and sales industry occupations.

The percentage of residents employed in service and sales professions in the study area is slightly higher than in the city and the region at 45%. In 2010, 41% of area residents were employed in sales and service professions. In the region, 40% of residents are employed in sales and service professions (Tables 1.24, 1.25).

There is a noticeable difference in the percentage of residents employed in management and professional industries in 2010. Both the city and the region have 10% more residents employed in management than in the study area.

Table 1.23- Employment by Industry, Study Area, 2000-2010

	2000	2010
Construction and Maintenance	6.2%	6.2%
Farming, Fishing, and Forestry	0.3%	0.3%
Management	27.2%	29.6%
Production	11.4%	8.4%
Sales and Office	23.4%	20.8%
Service	24.7%	26.5%
Transportation	6.9%	8.4%

Table 1.24 -Employment by Industry, Minneapolis, 2000-2010

	2000	2010
Construction and Maintenance	4.8%	4.4%
Farming, Fishing, and Forestry	0.1%	0.2%
Management	41.1%	44.3%
Production	7.2%	5.0%
Sales and Office	25.7%	23.3%
Service	16.2%	18.3%
Transportation	4.8%	4.5%

Table 1.25 -Employment by Industry, Region, 2000-2010

	2000	2010
Construction and Maintenance	7.0%	6.2%
Farming, Fishing, and Forestry	0.2%	0.2%
Management	40.0%	42.5%
Production	7.4%	6.0%
Sales and Office	28.4%	26.1%
Service	12.4%	14.4%
Transportation	4.7%	4.6%

Source Tables on this Page: 2000 Census, 2010 American Community Survey 5 Year Estimate

EMPLOYMENT

The number of people working in the study area has increased by 31% from 2005-2010. Today, over 20,000 commuters arrive in the study area for work, while another 15,000 study area residents leave each day to work outside of the study area. Only 1,500 study area residents live and work in the study area (Table 1.26).

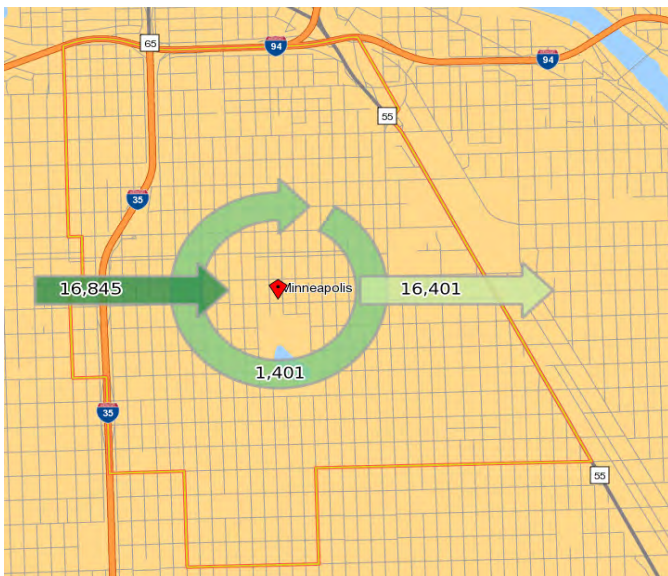
During the same time period, the number of people living and working in the study area increased by 13% and the number of people living in the study area and working outside of it decreased by 4.4%.

Table 1.26 - Commute and Labor Shed, Study Area, 2005 and 2010

	2005	2010	Percent Change
Commute TO study area	15,845	20,778	+31%
Commute FROM study area	16,401	15,685	-4.4%
Live + Work in Study Area	1,401	1,578	+13%

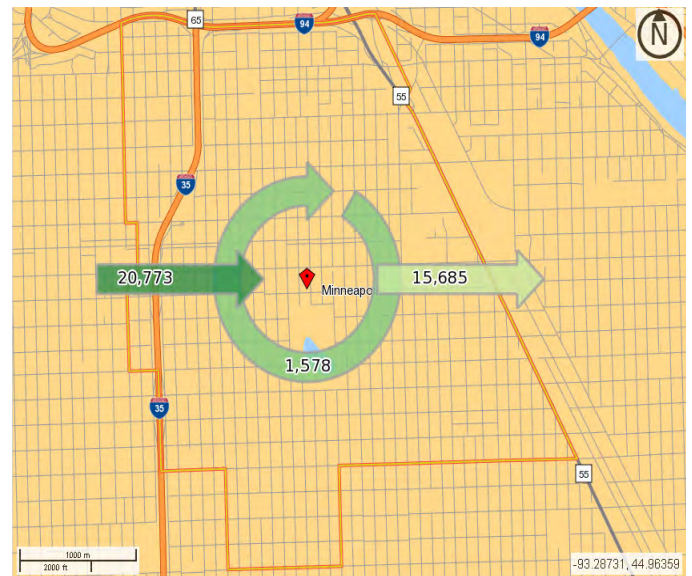
Source: OntheMap.Com, LEHD Data

Map 3.18 - Commute + Labor Shed, 2005



Source: OntheMap.Com, LEHD Data

Map 3.19 - Commute + Labor Shed, 2010



Source: OntheMap.Com, LEHD Data

EMPLOYMENT - Where Study Area Residents Work

In 2005 and 2010, over 50% of study area residents worked in Minneapolis or St. Paul. Commute patterns have largely not changed from 2005-2010. Of the top 15 places that study area residents worked in 2005, 13 remain in the top employment centers. Bloomington - home to Minneapolis-St. Paul airport and the Mall of America - and the Western suburbs of St. Louis Park, Edina, Minnetonka, and Eden Prairie are other major employment centers for study area residents (Table 1.27, 1.28).

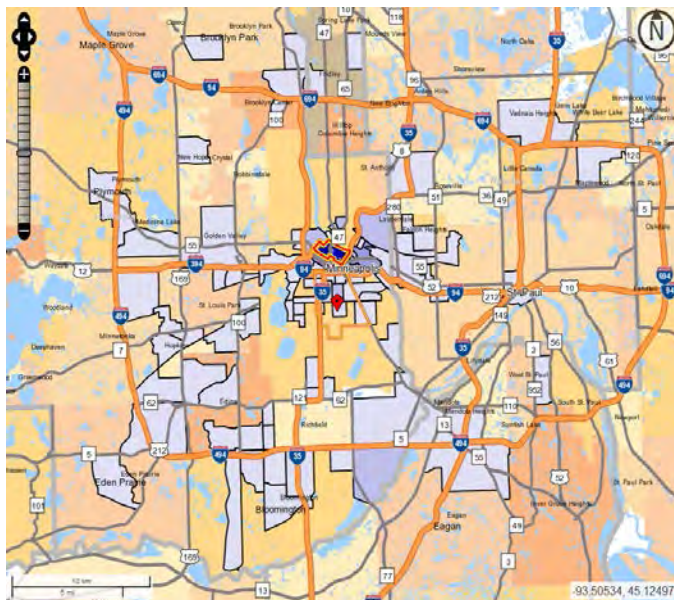
Table 1.27 - Study Area Resident Employment Locations, 2005

Rank	2005		
1	Minneapolis	7,980	44.8%
2	St. Paul	1,725	9.7%
3	Bloomington	1,107	6.2%
4	Edina	783	4.4%
5	St. Louis Park	537	3.0%
6	Eden Prairie	379	2.1%
7	Minnetonka	350	2.0%
8	Brooklyn Park	312	1.8%
9	Plymouth	285	1.6%
10	Roseville	228	1.3%

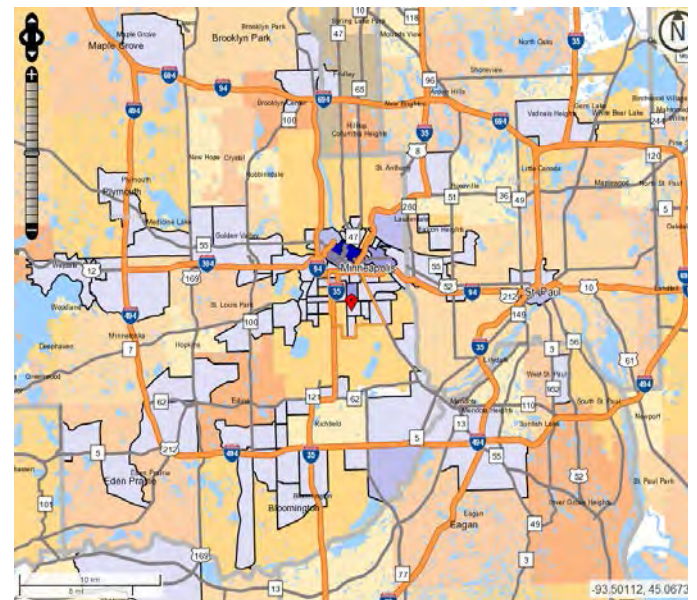
Table 1.28 - Study Area Resident Employment Locations, 2010

Rank	2010		
1	Minneapolis	7970	46.2%
2	St. Paul	1748	10.1%
3	Bloomington	920	5.3%
4	St. Louis Park	518	3.0%
5	Edina	498	2.9%
6	Minnetonka	343	2.0%
7	Eden Prairie	318	1.8%
8	Golden Valley	303	1.8%
9	Plymouth	287	1.7%
10	Eagan	279	1.6%

Map 3.20- Study Area Resident Employment Locations, 2005



Map 3.21- Study Area Resident Employment Locations, 2010



Source All Tables + Maps on this Page: onthemap.ces.census.gov

EMPLOYMENT -

Where People Who Work In the Study Area Commute From

In 2005 and in 2010, roughly one-third of commuters who work in the study area live in Minneapolis and St. Paul. Other major sources of workers in the study area are Bloomington, Brooklyn Park, and Eagan. There has been little change in the employment base of people who work in the study area. Of the top 10 cities in 2005, 9 remain on the list in 2010.

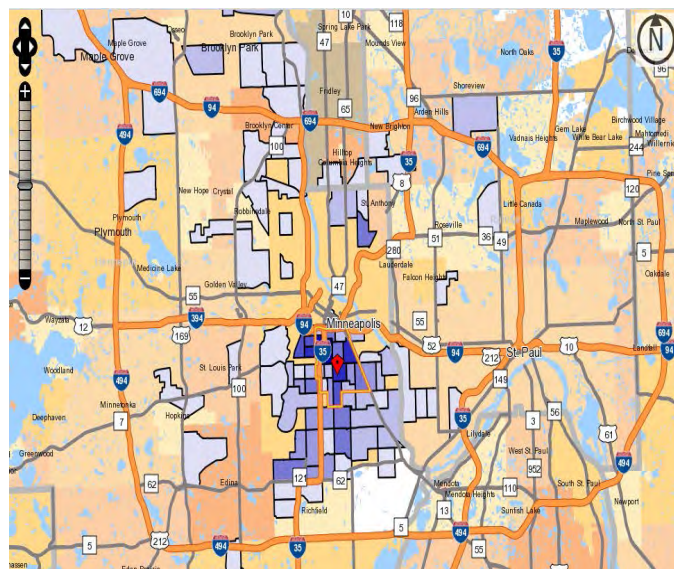
Table 1.29 - Study Area Commuter Residence Locations, 2005

Rank	2005		
1	Minneapolis	5,512	30.2%
2	St. Paul	1,487	8.1%
3	Bloomington	613	3.4%
4	Brooklyn Park	463	2.5%
5	Eagan	413	2.3%
6	Richfield	397	2.2%
7	St. Louis Park	368	2.0%
8	Plymouth	341	1.9%
9	Burnsville	339	1.9%
10	Maple Grove	317	1.7%

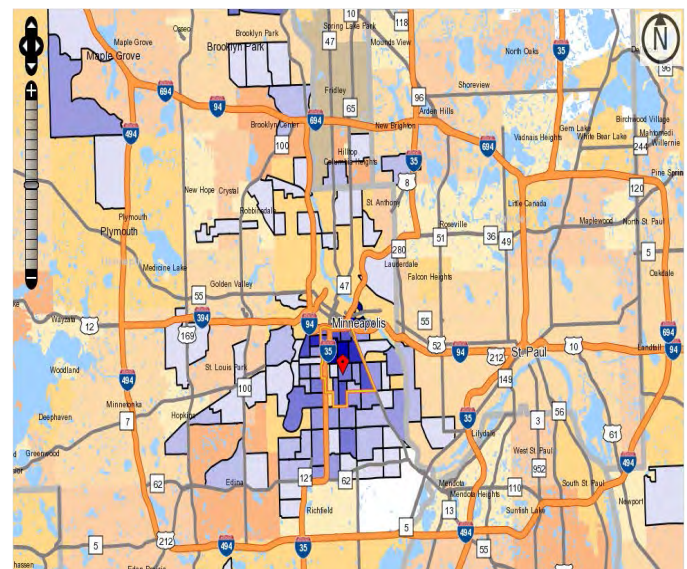
Table 1.30 - Study Area Commuter Residence Locations, 2010

Rank	2010		
1	Minneapolis	6,413	28.7%
2	St. Paul	1,700	7.6%
3	Bloomington	688	3.1%
4	Brooklyn Park	568	2.5%
5	St. Louis Park	458	2.0%
6	Eagan	452	2.0%
7	Blaine	441	2.0%
8	Burnsville	410	1.8%
9	Richfield	399	1.8%
10	Plymouth	373	1.7%

Map 3.22- Study Area Commuter Residence Locations, 2005



Map 3.33- Study Area Commuter Residence Locations, 2010



Source All Tables + Maps on this Page: onthemap.ces.census.gov

TRANSPORTATION

Residents of the study area are more likely to take public transportation or bike to work than city and regional residents. In 2010, one-fifth of study area residents took public transportation to work, compared to 14% of city residents and 5% of metro region residents (Table 1.31). Study area residents also higher rates of walking or working from home than the region - but at a lower rate than Minneapolis residents. A smaller percentage of study area residents drive to work than the city or region. However, two-thirds of study area residents still drive to work despite its residents' high rates of taking alternative forms of transportation to work.

From 1990-2010, study area residents have largely kept the same commute habits, with the exception of biking and walking (Table 1.32). In 2010, the study area also has a higher number of residents who bike to work than the city or the region. In fact, the percentage of residents biking to work in the study area has almost doubled from 1990-2010.

Table 1.31 - Transportation Mode, Commute to Work, 2010

	Study Area	MPLS	Region
Car	65.4%	70.0%	86.0%
Transit	20.2%	14.0%	5.3%
Bicycle	4.6%	3.7%	0.5%
Walk	4.6%	6.7%	2.5%
Worked at Home	4.6%	4.8%	3.7%

Source: American Community Survey, 2010, 5 Year Estimate

Table 1.32 - Transportation Mode, Commute to Work, Study Area, 1990-2010

Study Area	1990	2000	2010
Car	63.8%	66.6%	65.4%
Transit	20.7%	21.6%	20.2%
Bicycle	2.5%	1.9%	4.6%
Walk	8.7%	5.7%	4.6%
Worked at Home	2.6%	3.3%	4.6%

Source: American Community Survey, 2010, 5 Year Estimate

The reverse trend is true for study area residents who walk to work. In 1990, almost ten percent of study area residents walked to work. By 2010, the percentage had decreased by almost half to 4.6%. Today's study area residents are more likely to bike than to walk to work.

CONCLUSION

The study area is the heart of low to moderate income South Minneapolis. For many residents, the study area is an area of opportunity. While the study area faces many challenges, it also has areas of opportunities for economic mobility - particularly in its housing stock. The diverse mix of apartments, duplexes, and single family homes enable residents and families in the study area to remain in the study area as their family or economic situation changes. As a result, the study area is an inclusive environment for residents of all family sizes and economic means to choose to live and remain in the study area.

Another strength of the study area is its diversity. Long home to immigrants in the Twin Cities metropolitan area, the study area is also the historical and cultural hub for Minneapolis' African-American, American Indian, East African, and Latino communities. This diversity makes the study area one of the most culturally rich areas in the city and the region.

In spite of these strengths, there are also many challenges facing residents of the study area. One quarter of families and half of children in the study area live in poverty. Only one-quarter of study area residents have a bachelor's degree. In addition, the study area has higher levels of unemployment than the city or region. Future policies to strengthen economic opportunities for study area residents should address these concerns.

The study area's locational advantages may be key to improving economic opportunities for its residents. Located miles from downtown, the study area is connected by interstates, transit, and bike lanes to employment centers throughout the metropolitan region.

The Community of Opportunity report presents a study area that cannot be accurately defined by only two indicators: race and poverty. By investigating the fuller picture of housing options, immigrant history, employment, and transportation, the study area's true place as a community of opportunity becomes visible.