

**Attracting Workers to Live Closer to their Place of Employment:
Columbia Heights, MN**

March 2006

*A project of
Minnesota 3-D (M3D)
at the
Center for Urban and Regional Affairs (CURA)
University of Minnesota*

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Minnesota 3-D is a dynamic, GIS-based Internet application that brings together labor market, housing, and development information and analysis for the Twin Cities metro area into one easy-to-use tool for economic and community developers. By combining labor market origin–destination data on Minnesota jobs and workers with housing and transportation data, this tool will increase the capacity of project partners to plan and develop housing and economic development programs that narrow the growing spatial mismatch between housing and employment in the Twin Cities region.

The M3D project is a partnership between the Center for Urban and Regional Affairs, the Minnesota Department of Employment and Economic Development (DEED), the Minnesota Housing Finance Agency, the Minnesota Office of Revenue, the Metropolitan Council, Ramsey and Hennepin Counties, and various Twin Cities neighborhood organizations and community development corporations. The project is funded by a Technology Opportunities Program (TOP) grant from the U.S. Department of Commerce.

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Attracting Workers to Live Closer to their Place of Employment: Columbia Heights, MN

Community: City of Columbia Heights

Project Completion Date: March 2006

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Project Description: The city of Columbia Heights is looking to expand residential opportunities through new residential developments in their city. In order to market these new developments appropriately and effectively, one goal was to attract outer ring suburbanites to Columbia Heights as an alternative to considerable commute times. This project was completed to determine who, where and how many residents commute from Twin Cities northwest suburbs to work in downtown Minneapolis. Zip code areas were used in the analysis to connect areas with the greatest commuters to marketing mailing efforts.

Data Outputs: The M3D data compiled for this project represents that there are a number of commuters potentially traveling through Columbia Heights to their place of downtown employment—nearly 9,000 workers. The zip code areas 55304 (Andover) with 1,407 commuters and 55433 (Coon Rapids) with 1,348 commuters, show the largest number of commuters to downtown from the designated northern suburbs.

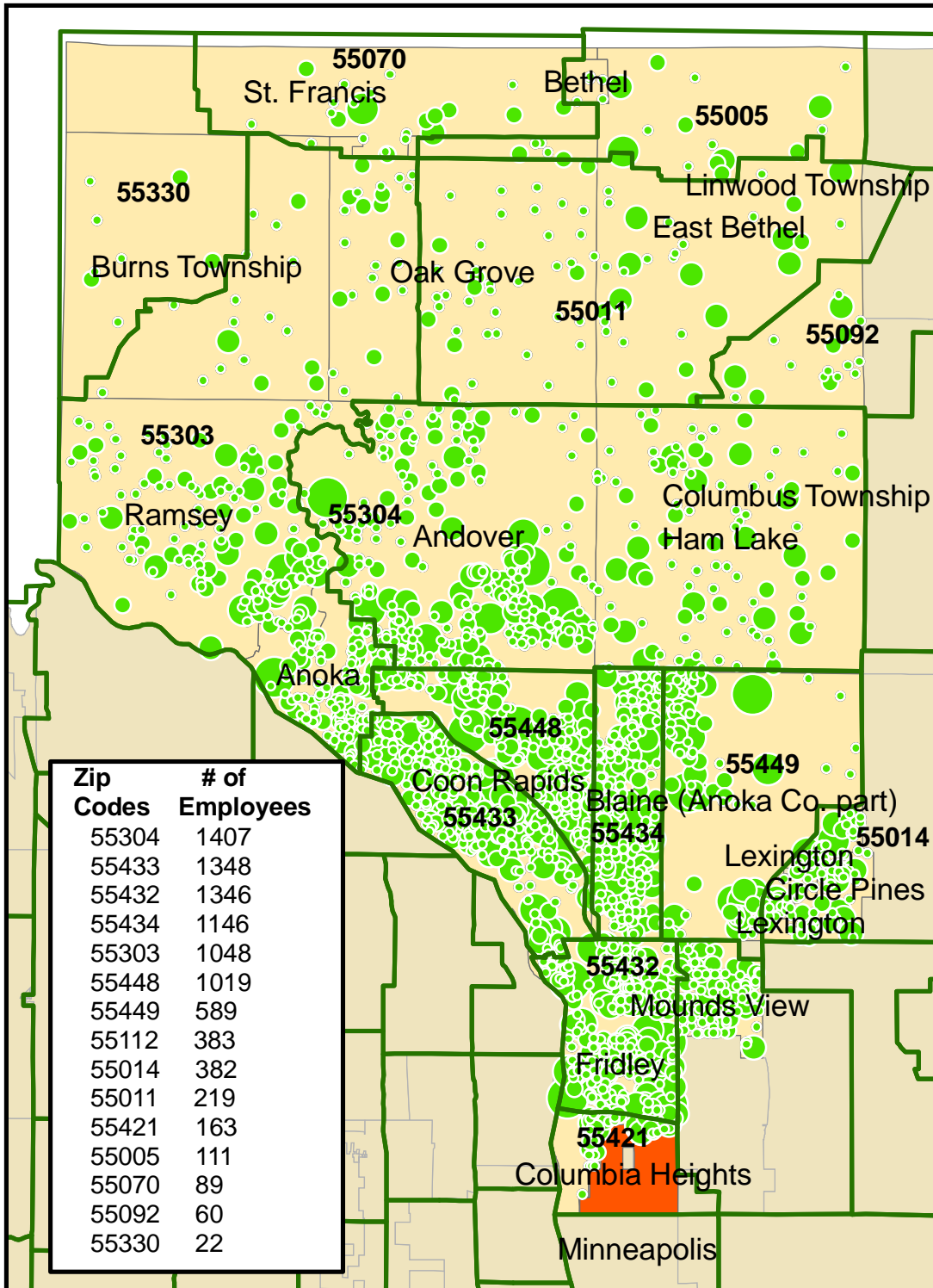
The following figure(s) were compiled to support this project:

- Minneapolis Downtown Workers Living in North Suburbs

Outcomes: The City of Columbia Heights continues to think about how to better market new housing developments. M3D maps and analysis help to focus and support that effort. Specific outcomes directly correlated to these marketing efforts are still being evaluated.

Data Sources: LED Worker Origins/Destinations, 2nd Qtr 2003, MetroGIS

Minneapolis Downtown Worker's Living in North Suburbs



Legend

Number of Employees

- 1.0000 - 3.0000
- 3.0001 - 7.0000
- 7.0001 - 15.0000
- 15.0001 - 25.0000
- 25.0001 - 48.0000

ZIP Codes

Suburbs North of Columbia Heights

Columbia Heights

City Boundaries

0 1.25 2.5 5 7.5 10 Miles



Data Source: LED Worker Origins/
Destinations, 2nd Qtr 2003
Map created by M3D staff, 3/06