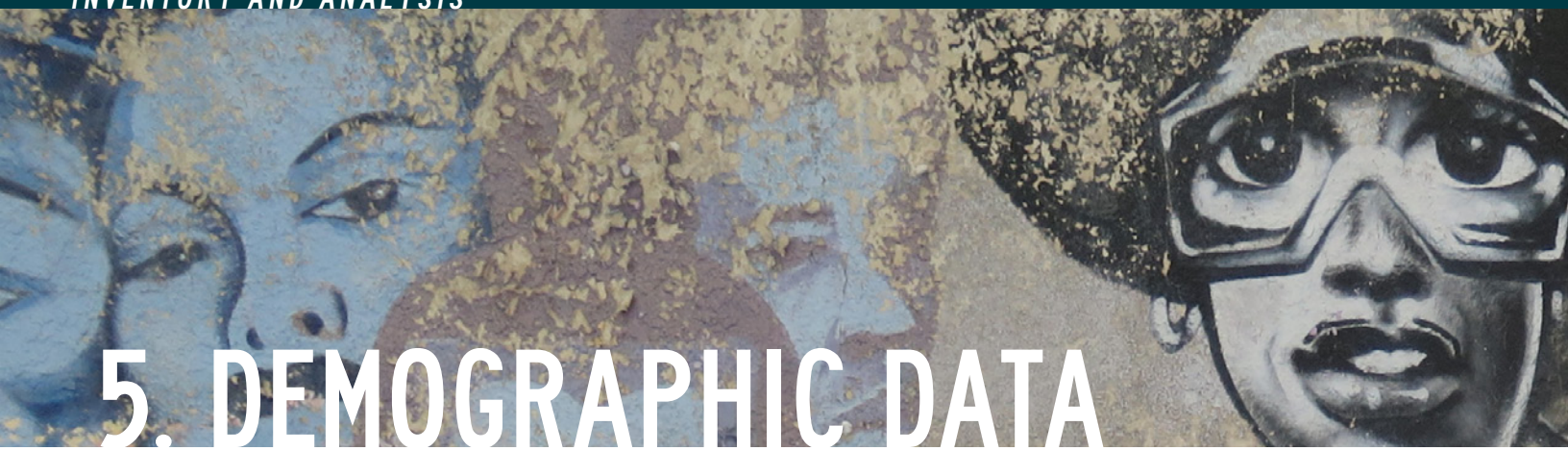
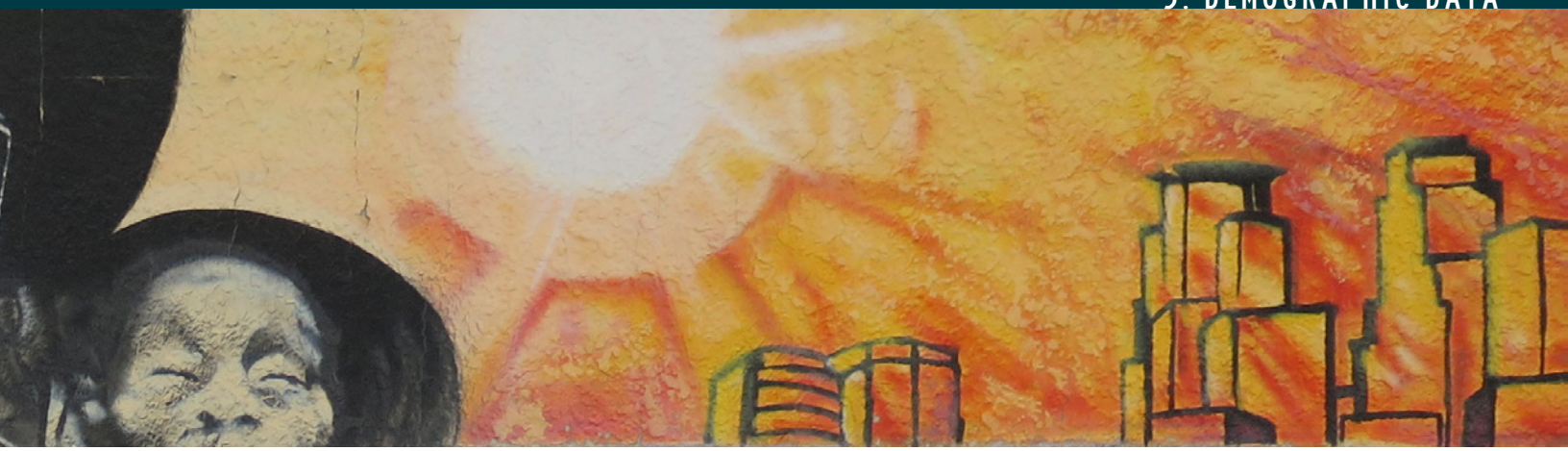


5. DEMOGRAPHIC DATA

OVERVIEW

This chapter presents baseline demographic data relevant to the Penn Avenue corridor and discusses the key findings of the data. Most of data collected also includes North Minneapolis neighborhoods outside of the Penn Avenue corridor, so comparisons between areas along the corridor and other north side neighborhoods are possible. Information was compiled on the following demographic and economic characteristics:

- Change in Population 2000-2010
- Median Age 2010
- Race/Ethnic Origin Dispersions 2010
- Population Below Poverty Level 2010
- Change in Non-Speaking English Population 2000-2010
- Change in Households 2000-2010
- Household Income 2010
- Change in Median Household Income 2000-2010
- Change in Crime Rates 1998-2013
- Employment by Industry Sector



POPULATION

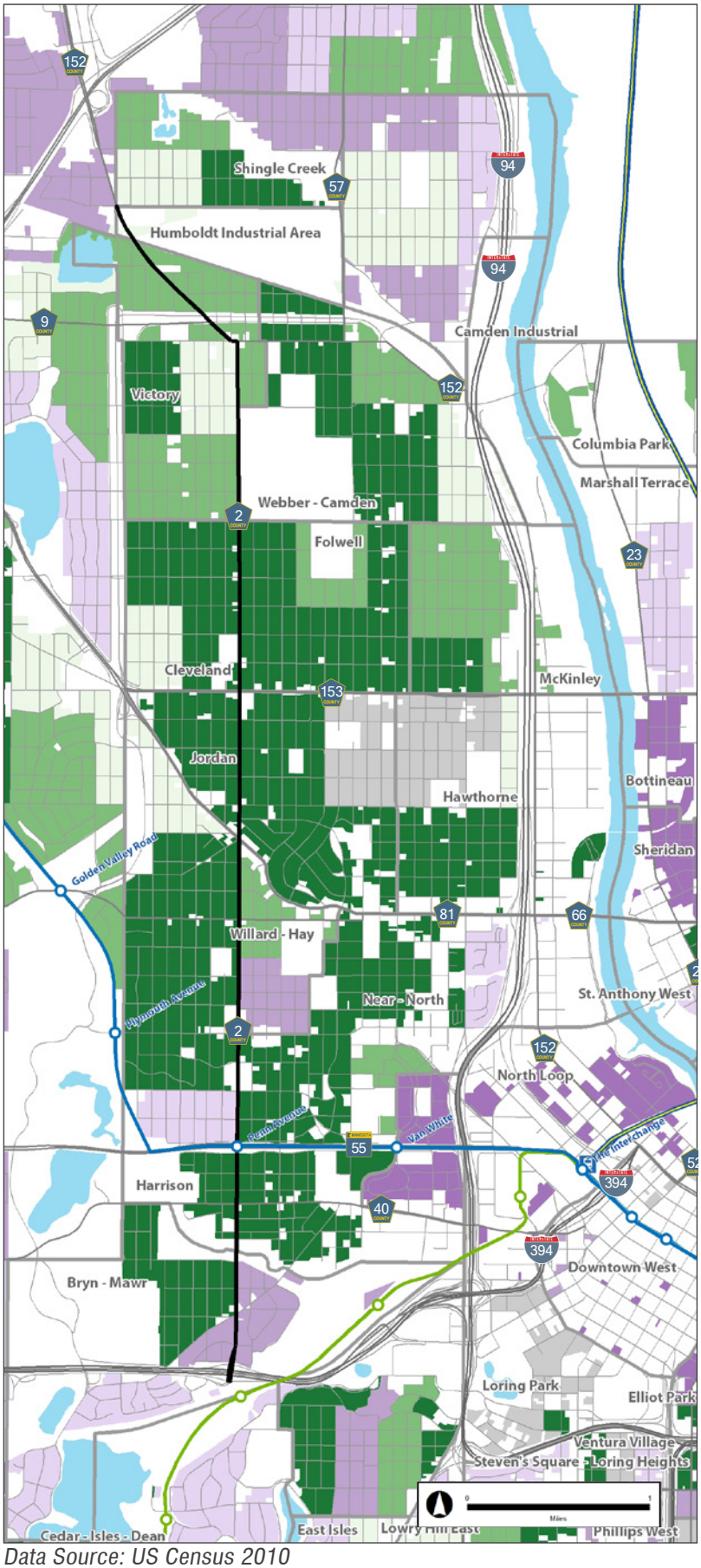
Population density is highest at the south end of the Penn Avenue corridor although neighborhoods on the southern end of the corridor generally experienced decreasing population from 2000 to 2010.

The east half of the Bryn Mawr neighborhood exhibited population increases while the west side showed population decreases. A similar situation occurred at Plymouth Avenue.

At Glenwood Avenue, the west side of Penn Avenue exhibited population increases while the east side showed population decreases.

Many neighborhoods in the north side showed a decrease in population between 2000 and 2010 including Victory, Cleveland, Folwell, Willard-Hay, Jordan, Webber-Camden, McKinley, and Hawthorne. Population changes were mixed in the Bryn Mawr, Harrison, and Near North neighborhoods (increases and decreases by individual block groups). Contributing factors may include an overall aging of the population, lack of housing products to meet the needs of residents, concerns of safety and security, and the foreclosure crisis.

FIGURE 5-1: CHANGE IN POPULATION 2000-2010



Data Source: US Census 2010

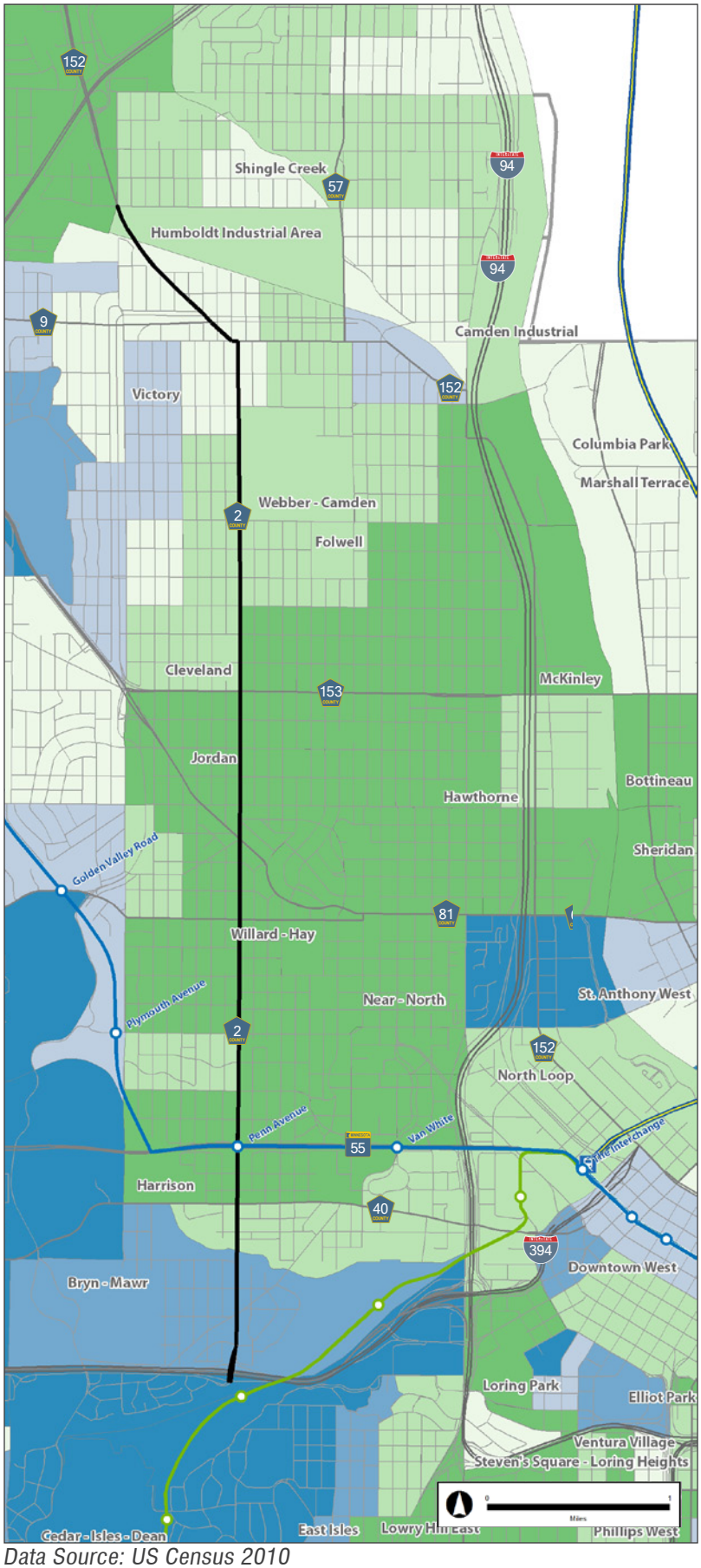
MEDIAN AGE

Bryn Mawr has the highest median age in the Penn Avenue corridor, with census block groups averaging between 40.8 years and 44.9 years of age.

The central segment of the Penn Avenue corridor which includes Willard-Hay, Near North, Jordan, Cleveland, and Folwell is much younger on average, due to a greater numbers of families with children and young adults, and fewer empty nesters and elderly residents. The median age ranges from 19.5 years to 30.1 years of age among census block groups.

Further north in the corridor, the median age increases modestly, with median ages ranging from 30.1 years to 34.3 years across census block groups. Neighborhoods in this age range include Cleveland, the northwest portion of Folwell, Webber-Camden, Shingle Creek, Humboldt Industrial Park, and some Census tracts on the west side of Penn Avenue bordering Golden Valley in the Willard Hay and Jordan neighborhoods.

FIGURE 5-2: MEDIAN AGE 2010



Data Source: US Census 2010

RACE/ETHNIC ORIGINS

This section includes information on race and ethnicity of residents in the Penn Avenue corridor and the change in these populations over time. Racial categories represented in the following maps include White, Black, Asian and Hispanic/Latino.

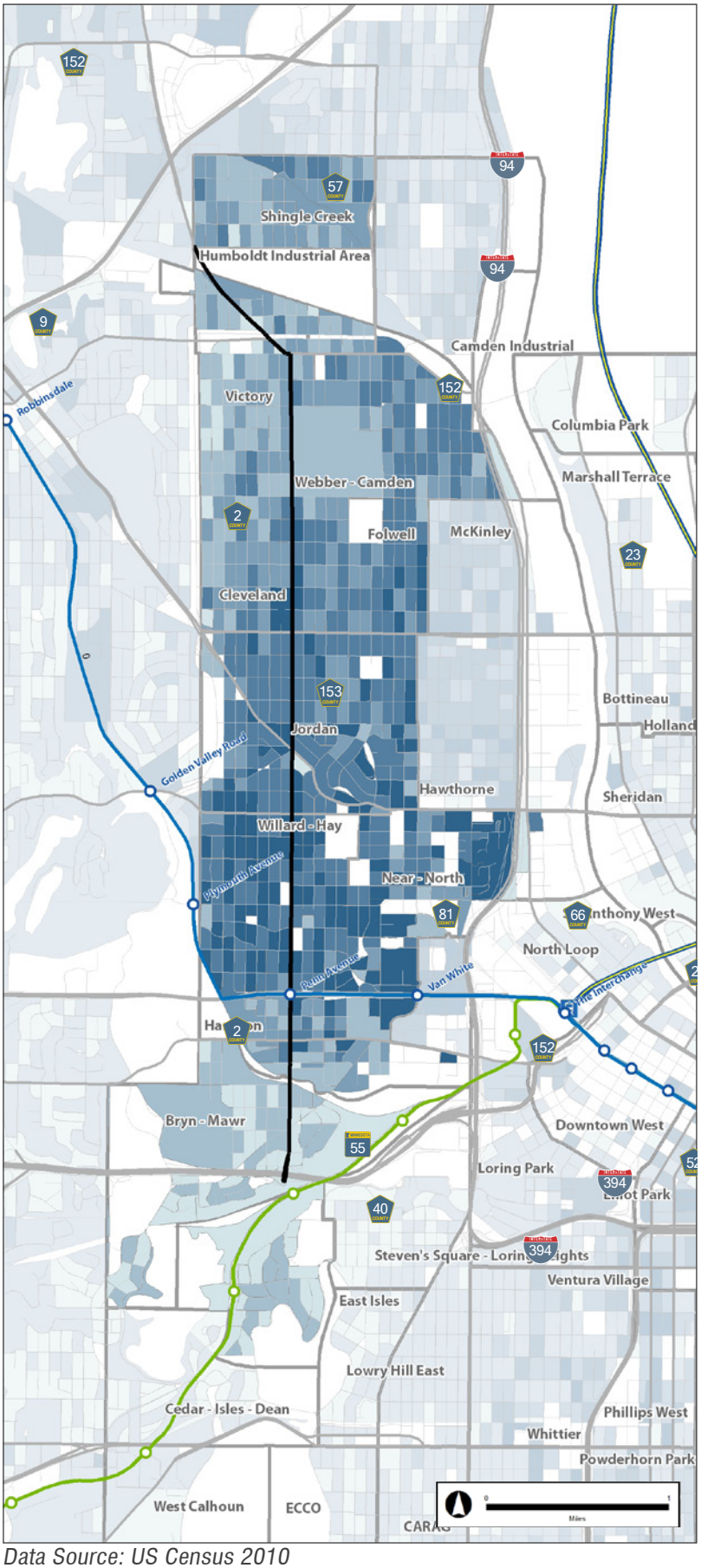
White populations tend to be concentrated in the northern and southern ends of the Penn Avenue corridor; the highest concentrations are seen in Bryn Mawr, Webber-Camden, Victory and some areas of Cleveland, and Shingle Creek. Black populations are generally dispersed throughout the corridor, but there are higher proportions in areas south of Lowry and north of Glenwood Avenue. The highest concentrations are located in the Willard-Hay, Near North, Jordan, and Folwell neighborhoods.

Asian populations are generally spread throughout the North side neighborhoods, but are most concentrated in the Harrison, Jordan, Folwell, Willard-Hay, and Shingle Creek neighborhoods.

Hispanic/Latino populations are generally the most geographically dispersed of any of the race/ethnicities. Overall, it is difficult to identify any significant concentrations of this group as they are spread out across all of North Minneapolis. The highest concentrations are found in the Shingle Creek neighborhood, with smaller concentrations in Hawthorne, Near North, and Harrison.

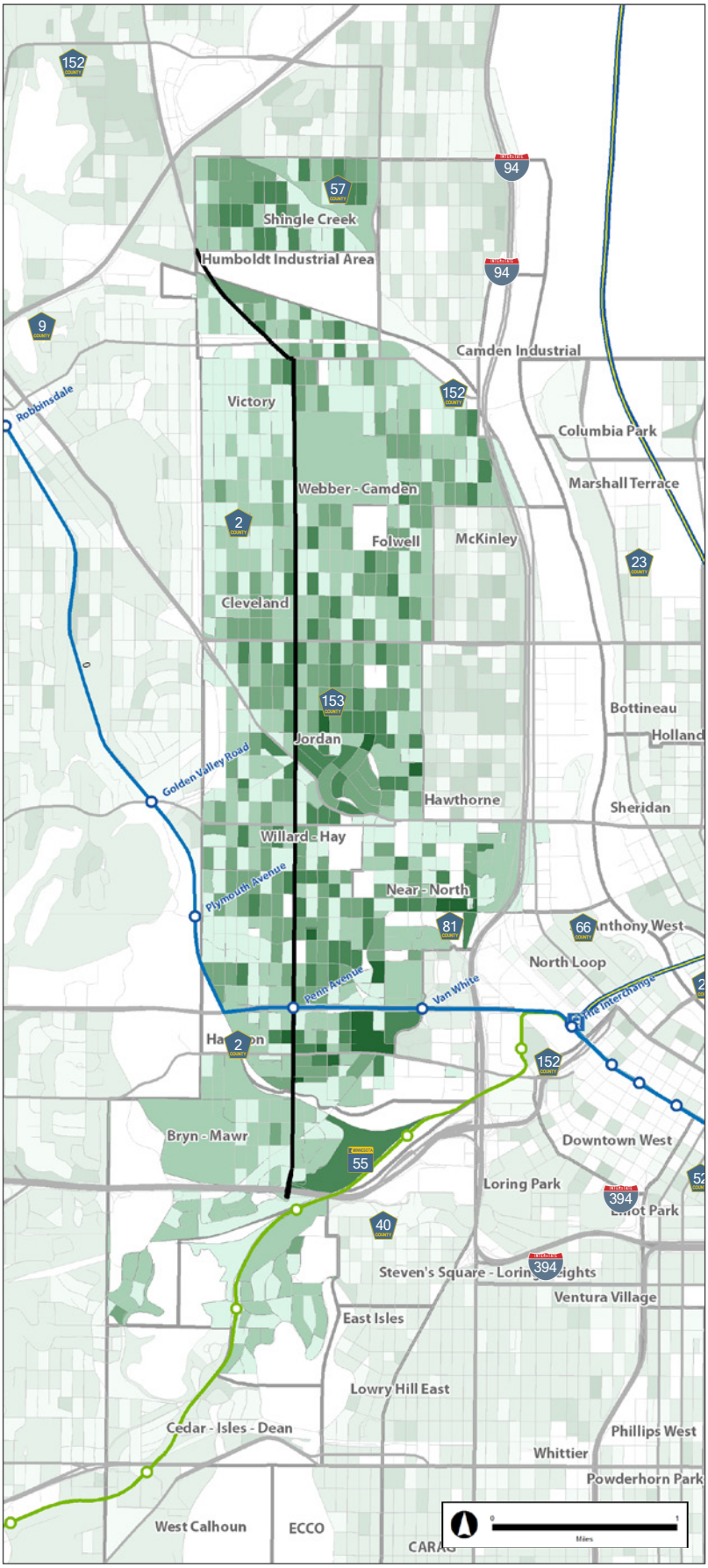
Overall, the data shows that the corridor is highly racially and ethnically diverse.

FIGURE 5-3: BLACK POPULATION BY CENSUS TRACT



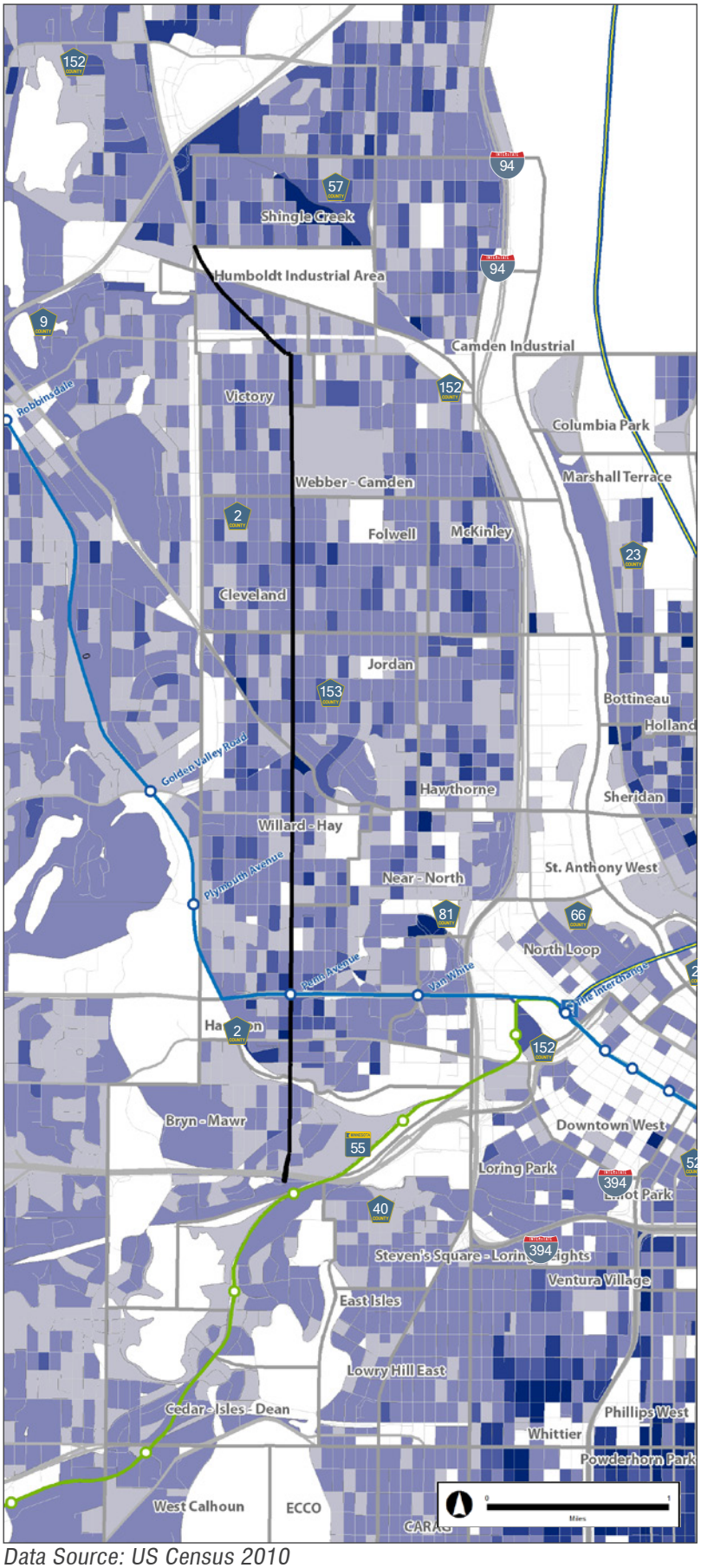
Data Source: US Census 2010

FIGURE 5-4: ASIAN POPULATION BY CENTSUS TRACT



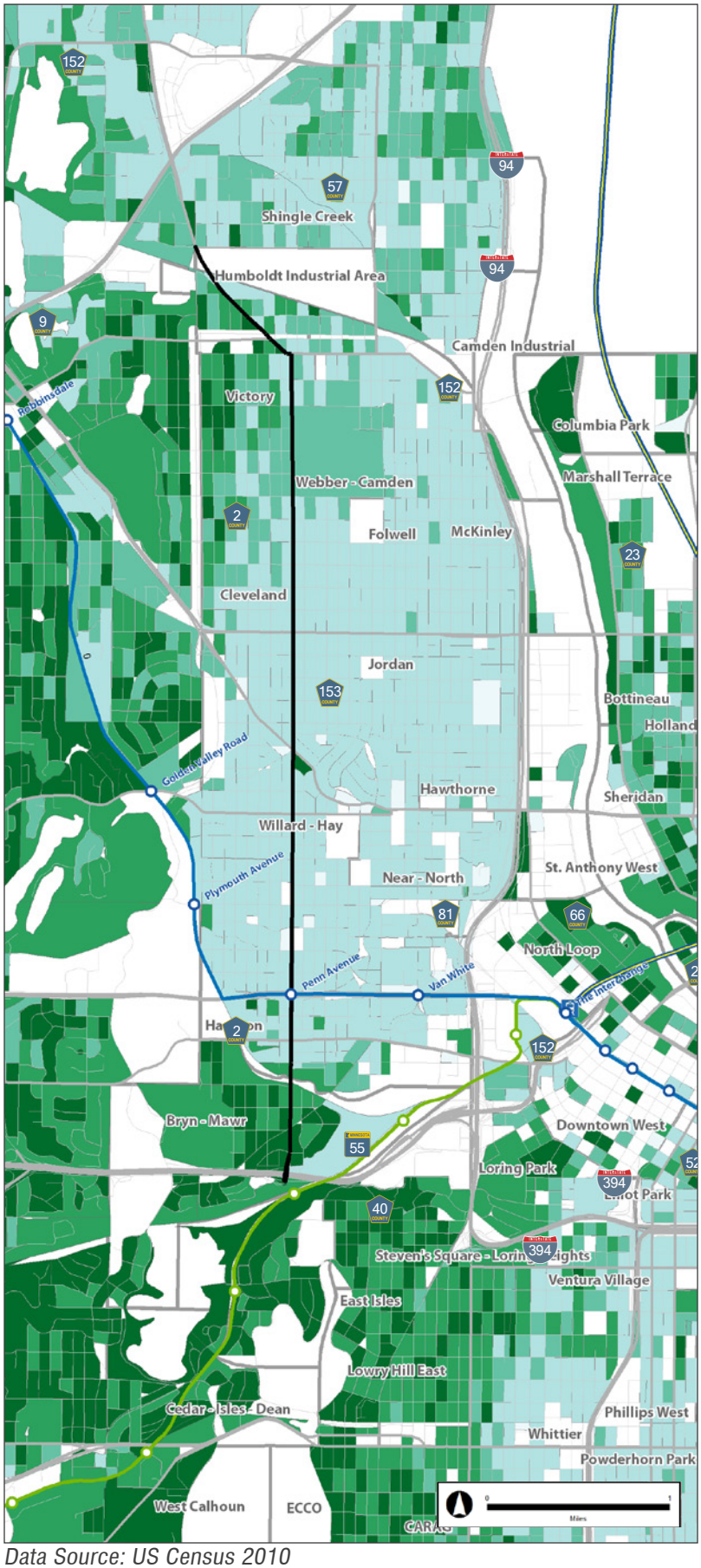
Data Source: US Census 2010

FIGURE 5-5: LATINO POPULATION BY CENSUS TRACT



Data Source: US Census 2010

FIGURE 5-6: WHITE POPULATION BY CENSUS TRACT



Data Source: US Census 2010

POPULATION BELOW POVERTY LEVEL

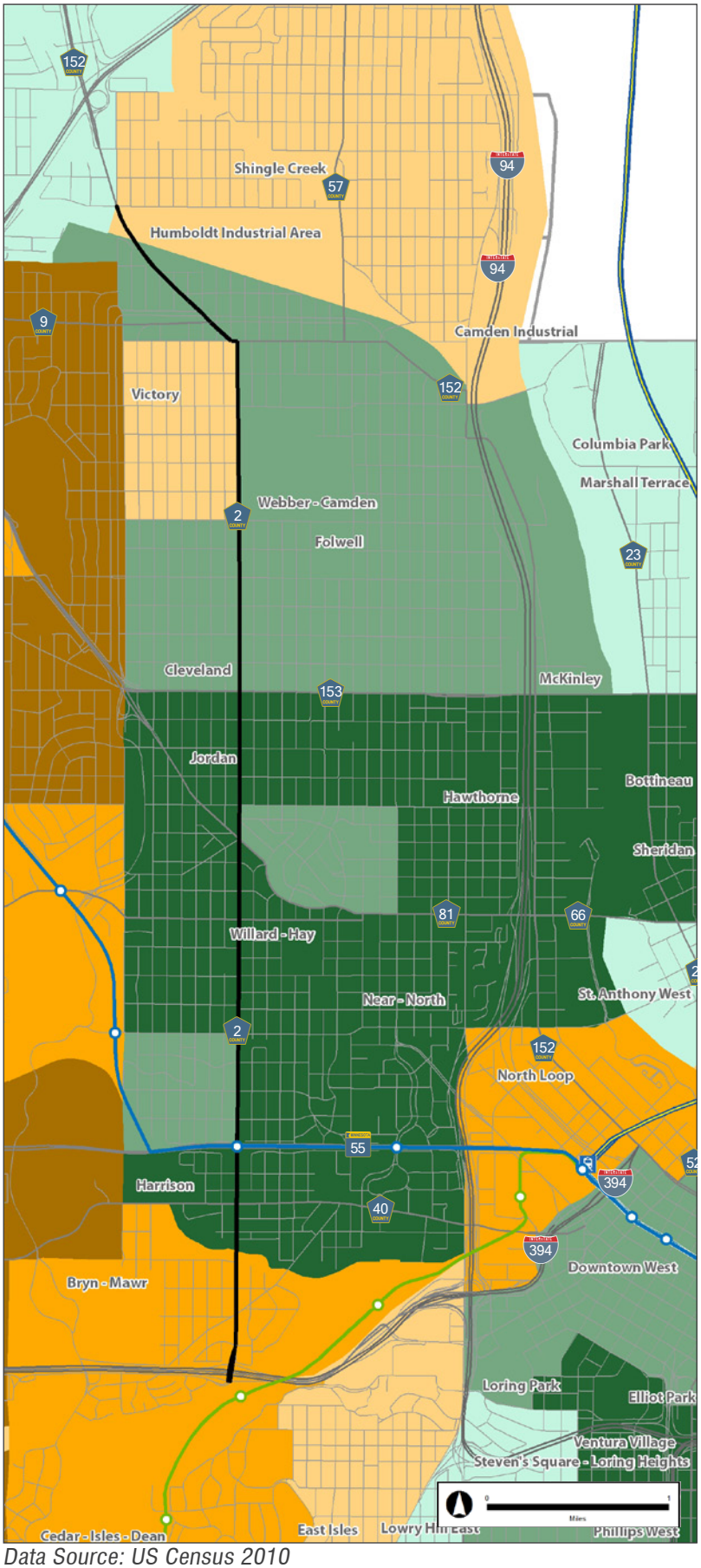
Figure 5-7 shows the proportion of the population below the 2010 poverty level, by census tract. Census tracts are colored according to how the proportion of households in poverty compares to the proportion in Hennepin County as a whole.

The central neighborhoods of north Minneapolis, including Jordan, Hawthorne, Near North, Harrison, and Willard-Hay, have the highest poverty levels (30.02 percent to 74.55 percent). The area of the Jordan/ Hawthorne neighborhoods north of West Broadway Avenue and east of Penn Avenue exhibits a slightly lower poverty level (18.81 percent to 30.2 percent).

Neighborhoods exhibiting the lowest rates of poverty include Victory, Bryn Mawr, and Shingle Creek (zero percent to 6.10 percent).

With high rates of poverty occurring in the central neighborhoods of the North Side, low rates of housing vacancy, and increasing costs for new construction, supporting new market rate housing in these neighborhoods will be challenging.

FIGURE 5-7: POPULATION BELOW POVERTY LEVEL 2010



Data Source: US Census 2010

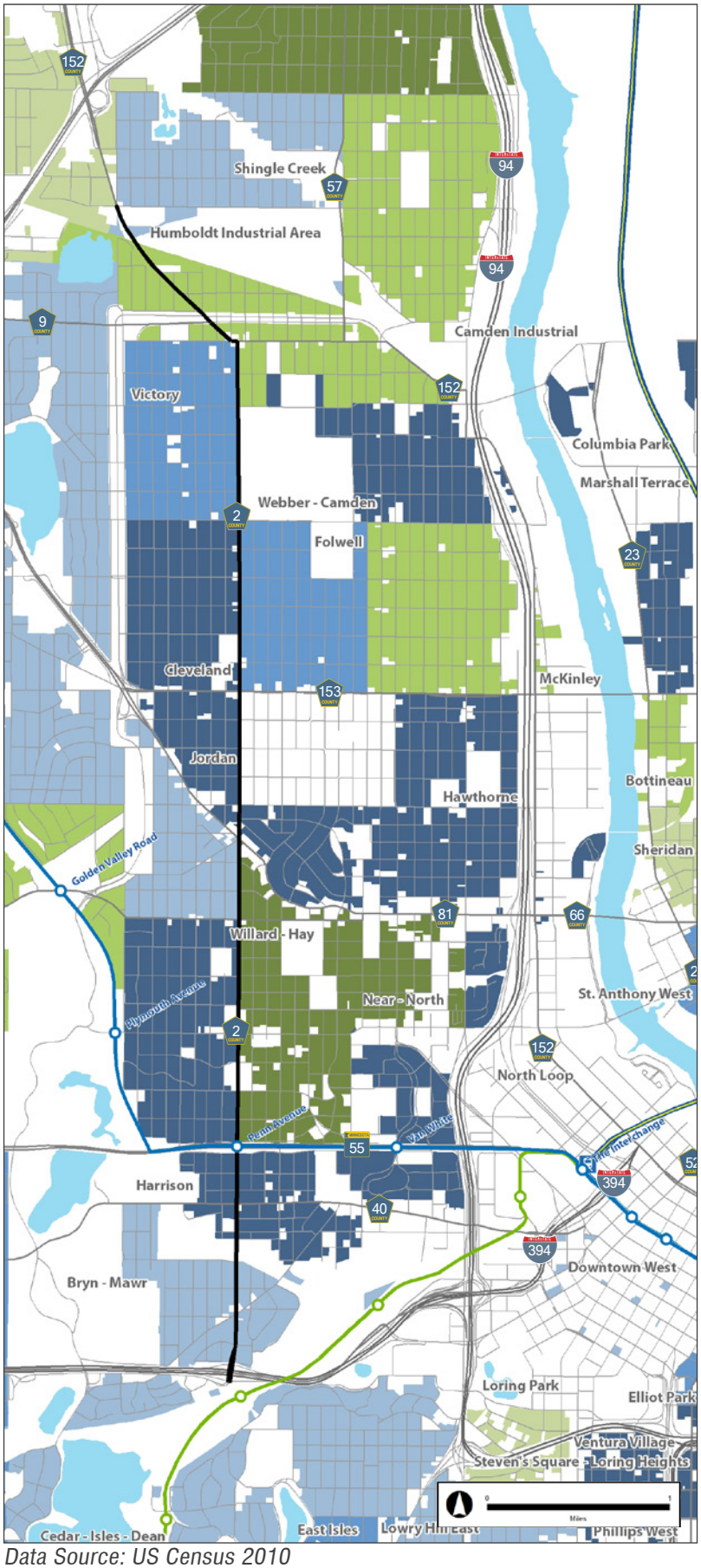
NON-ENGLISH SPEAKING POPOULATION

Most neighborhoods that abut the Penn Avenue corridor have seen a decrease in the Non-English speaking population from 2000 to 2010. The largest decreases in this segment of the population have occurred in the Harrison, Willard-Hay, Hawthorne, and Cleveland neighborhoods (-1.24 percent to -10.66 percent) while the largest increase has been in the Near North neighborhood (2.98 percent to 19.51 percent).

Neighborhoods that have experienced modest decreases (-0.27 percent to -1.24 percent) are Willard-Hay north of Golden Valley Road and west of Penn Avenue as well as the Folwell, Victory, and Shingle Creek neighborhoods. McKinley, Humboldt Industrial area, and the east side of the Shingle Creek neighborhood experienced modest increases (1.25 percent to 2.98 percent).

Given the sustained diversity of populations that reside along the Penn Avenue corridor, communications and outreach strategies regarding public transit services should target non-English speaking residents and specifically address cultural differences. Racial and cultural diversity is a strength for the corridor and has positive implications for future retail development.

FIGURE 5-8: CHANGE IN NON-ENGLISH SPEAKING POPULATION 2000-2010



Data Source: US Census 2010

CHANGE IN HOUSEHOLDS

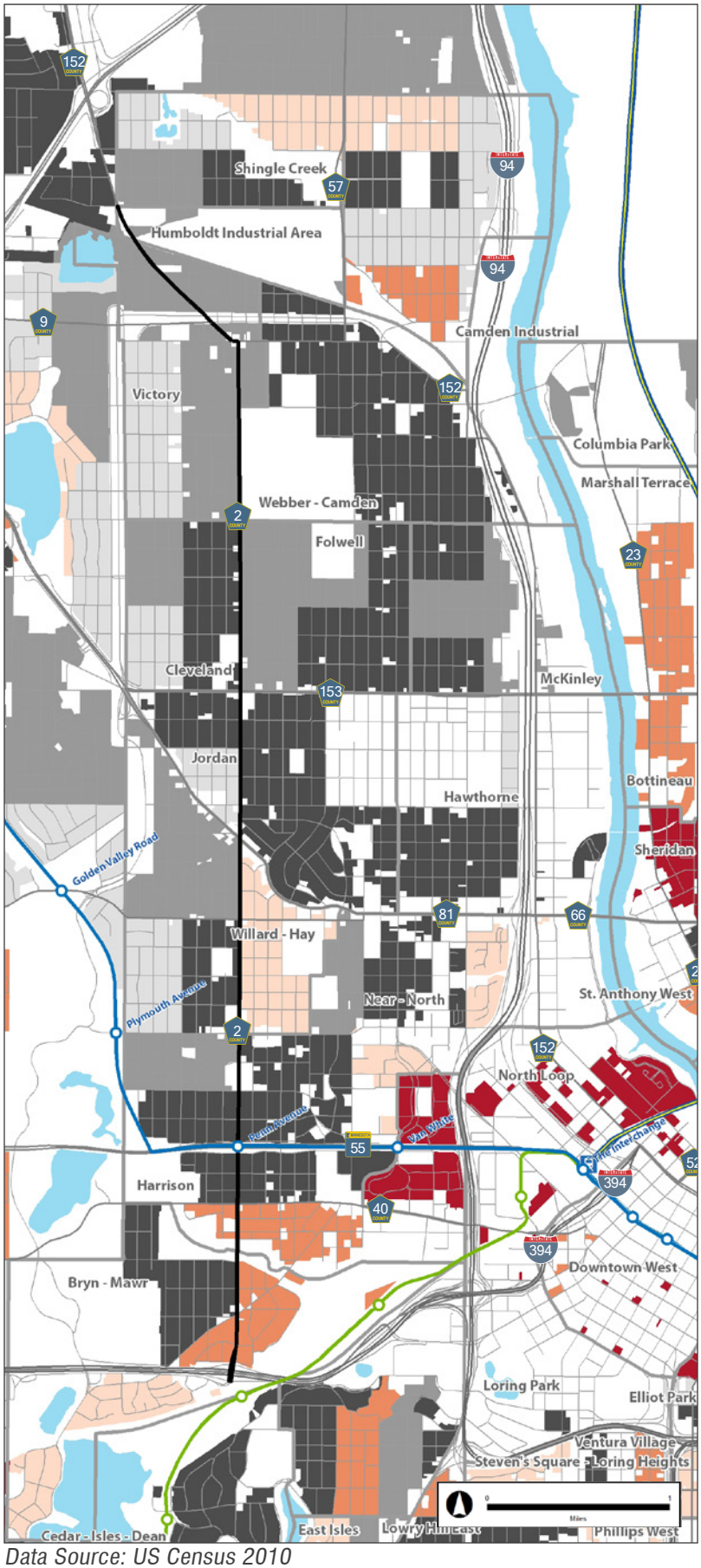
Areas along the Penn Avenue corridor experienced decreases in households between 2000 and 2010. This is atypical of most areas in Minneapolis and in the Twin Cities, which experienced overall increases due to new household formations and redevelopment projects.

The significant impact of home foreclosures in north side neighborhoods resulted in an increase in home vacancies and related decrease in the number of occupied dwelling units (households).

Although there remain concerns regarding the number of vacant homes on the North side, the economic recovery that has occurred post-2010 and local efforts to stabilize properties in the North side neighborhoods, have reduced vacancies from the high levels of three to four years ago.

The east side of Bryn Mawr, the south side of Harrison, and the west side of the Near North neighborhoods all experienced household increases between 2000 and 2010.

FIGURE 5-9: CHANGE IN HOUSEHOLDS 2000-2010



Data Source: US Census 2010

MEDIAN HOUSEHOLD INCOME

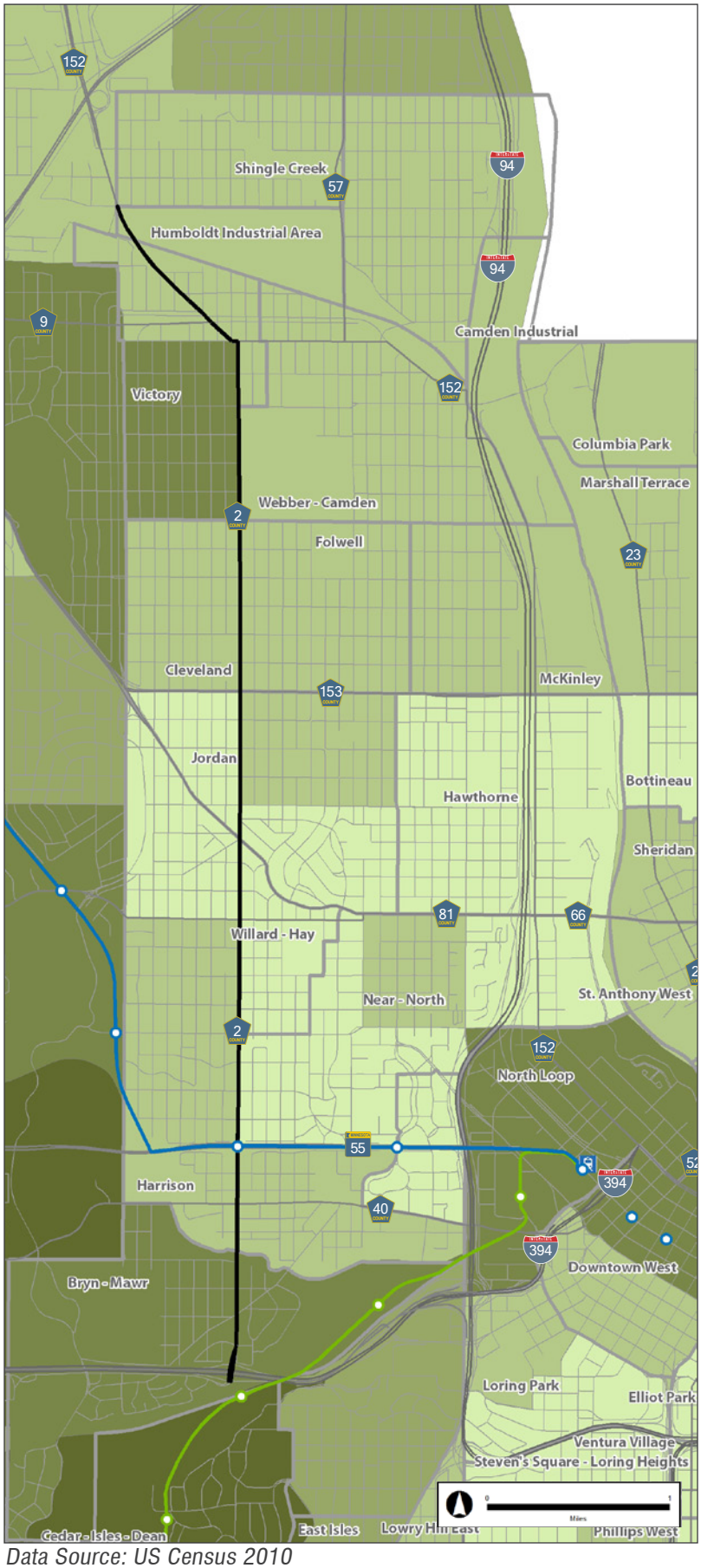
Median household incomes are mixed along the Penn Avenue corridor. The highest incomes are generally at the north and south ends of the corridor. Households residing in the central segment of the corridor tend to have more modest incomes.

The highest median household incomes in the corridor range from $65,000 to $99,999.

The lowest incomes occur in the areas between Highway 55 and Lowry Avenue with median household incomes ranging from $0 to $49,999.

The diversity of household incomes along the corridor indicates that strategies for redevelopment will need to carefully consider the types of development that will most benefit existing and future households. For example, in locations where incomes are higher, there is the potential to consider market rate housing. For lower-income areas, affordable housing products may be most appropriate.

FIGURE 5-10: HOUSEHOLD INCOME



Data Source: US Census 2010

CHANGE IN MEDIAN HOUSEHOLD INCOME

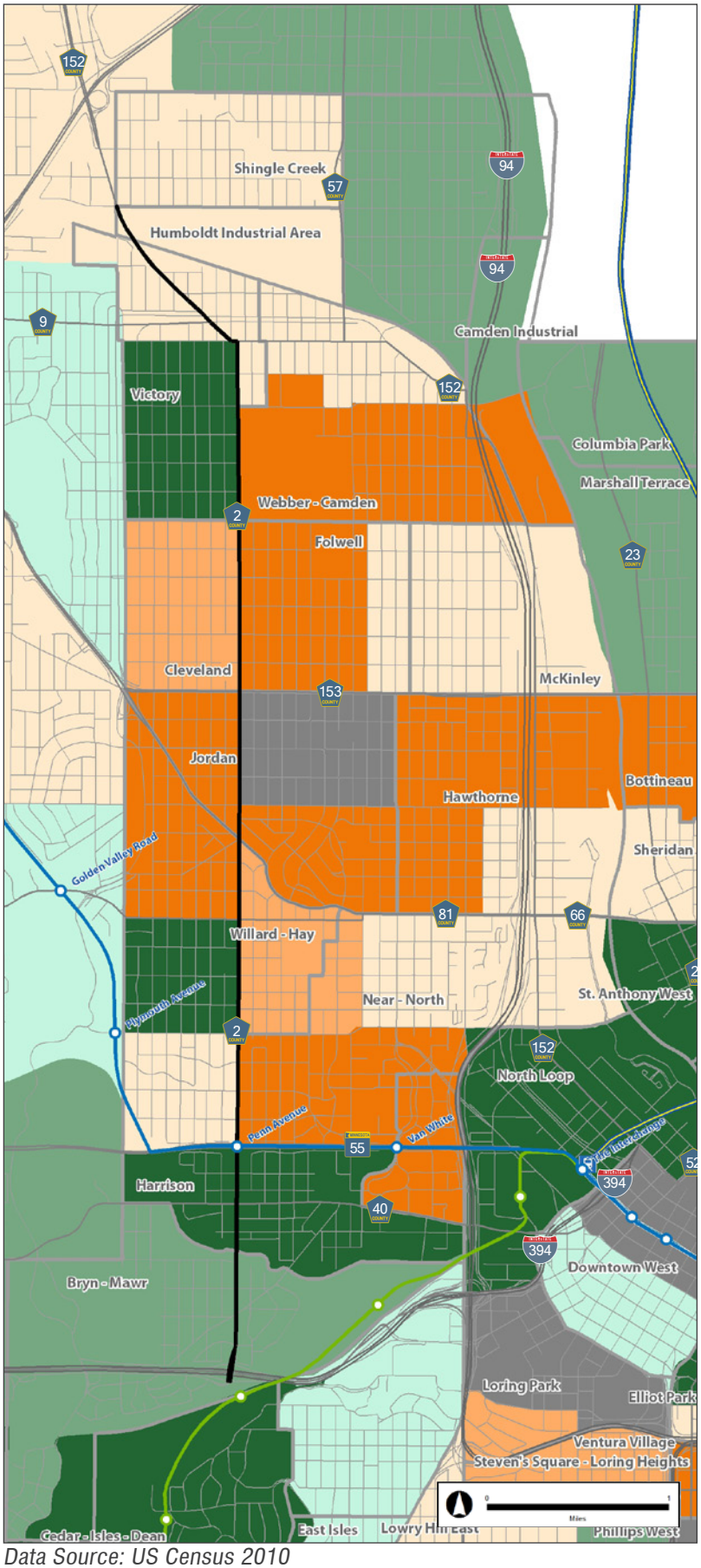
Median household incomes experienced the greatest increases between 2000 and 2010 in the Harrison and Victory neighborhoods and in the census tract of Willard-Hay that is north of Plymouth Avenue and south of Golden Valley Road. Median household incomes increased in these areas between 33.03 percent and 63.69 percent.

Conversely, the southern two-thirds of Webber-Camden, the western two-thirds of Folwell, most of the Jordan and Hawthorne, the northern two-thirds of Willard-Hay, and the southern half of the Near North neighborhood showed the largest decreases in median household incomes. Some of these areas experienced decreases in median household income of up to -34.37 percent.

Modest increases in household income occurred in the southern quarter of the Willard-Hay neighborhood nearest to Highway 55 and in the Shingle-Creek and Humboldt Industrial Area neighborhoods. These increases ranged from 11.17 percent to 18.58 percent over the ten-year period.

An analysis of the housing dynamics in these areas coupled with the change in median household income will provide further insight regarding strategic initiatives for housing and economic development.

FIGURE 5-11: MEDIAN HOUSEHOLD INCOME 2000-2010



Data Source: US Census 2010

SUMMARY COMPARISON OF SOCIO-ECONOMIC DATA

Table 5-1 on the following page presents a summary comparison of key socio-economic data for residents of the Penn Avenue corridor, North Minneapolis residents (including those in the Penn Avenue corridor), and residents of the City of Minneapolis.

The Penn Avenue corridor and North Minneapolis as a whole are racially and ethnically diverse, more so than the City as a whole. In North Minneapolis, the proportions of White non-Hispanic, and Black or African American non-Hispanic residents were nearly equal as of 2010. Asian residents comprised about 12.3 percent of residents in the Penn Avenue corridor and Hispanic or Latino residents comprised 7.0 percent of residents.

For the population age 25 and older, 17.0 percent of Penn Avenue corridor residents and 18.6 percent of North Minneapolis residents do not have a high school diploma. Penn Avenue residents are slightly more likely to have had some college education, but no degree (24.2 percent) in comparison to North Minneapolis residents as a whole (21.4 percent). Penn Avenue residents and North Minneapolis residents were slightly more likely to have Associate's degrees as a proportion of all educational attainment in comparison to Minneapolis as a whole. However, Penn Avenue corridor residents and North Minneapolis residents were significantly less likely to have Bachelor's degrees than Minneapolis residents (29.1 percent versus about 18.2 percent).

A higher proportion of Penn Corridor residents and North Minneapolis residents drive to work alone or in a carpool in comparison to residents in the City of Minneapolis (76.3 percent versus 69.6 percent, respectively). A slightly lower proportion of Penn corridor residents ride public transit to work than residents in Minneapolis. More Minneapolis residents walk to work (6.9 percent) than residents in the Corridor (1.7 percent).

The proportion of households in poverty in the corridor was moderately higher than the City of Minneapolis as a whole (27.4 percent for the Penn Corridor versus 22.5 percent for Minneapolis).

The length of commute for Penn Avenue corridor, North Minneapolis, and Minneapolis residents were generally similar with about 42 percent of residents commuting less than 20 minutes to work and about 48 percent commuting between 21 and 44 minutes.

The proportion of households lacking a vehicle was slightly lower among Penn Avenue corridor residents than among North Minneapolis or Minneapolis residents. 17.2 percent of Penn Avenue corridor households do not own a vehicle versus 20.4 percent for North Minneapolis and 18.5 percent for Minneapolis.

TABLE 5-1: DEMOGRAPHIC CHARACTERISTICS SUMMARY COMPARISON

Demographic Characteristics	Penn Corridor Residents	North Minneapolis	City of Minneapolis
Total population (2010)	35,757	64,774	382,578
Race and ethnicity (2010)			
White, non-Hispanic	34.2%	38.0%	60.3%
Black or African American, non-Hispanic	39.9%	39.2%	18.3%
American Indian, non-Hispanic	1.2%	1.6%	1.7%
Asian or Pacific Islander, non-Hispanic	12.3%	11.3%	5.6%
Some other race or more than one race, non-Hispanic	5.4%	3.7%	3.7%
Hispanic or Latino	7.0%	6.2%	10.4%
Age (2010)			
0 to 17	31.3%	26.9%	20.2%
18 to 39	33.6%	38.6%	43.5%
40 to 64	28.6%	28.1%	28.4%
65 and up	6.5%	6.5%	3.4%
Educational attainment (2008-2012; limited to population age 25+)			
No high school diploma	17.0%	18.6%	12.1%
High school diploma or equivalent	24.1%	24.9%	16.2%
Some College, no degree	24.2%	21.4%	18.0%
Associate's degree	7.8%	7.1%	6.9%
Bachelor's degree	18.2%	18.4%	29.1%
Graduate or professional degree	8.6%	9.6%	17.7%
Means of transportation to work (2008-2012; limited to employed residents)			
Drive alone or carpool	76.3%	76.4%	69.6%
Public transit	12.6%	12.5%	13.9%
Walk	1.7%	3.2%	6.4%
Other means	3.3%	3.1%	5.0%
Work at home	6.1%	4.8%	5.0%
Length of commute (2008-2012; limited to employed residents who do not work at home)			
0 to 20 minutes	41.2%	42.3%	43.8%
20 to 44 minutes	48.9%	48.0%	48.7%
45 to 59 minutes	5.1%	4.5%	3.9%
60 minutes or more	4.8%	5.2%	3.7%
Percentage of households lacking a vehicle (2008-2012)	17.2%	20.4%	18.5%
Percentage of population in poverty (2008-2012)	27.4%	30.3%	22.5%

Note: Penn Avenue corridor data is within one-half mile of the Corridor

Sources: U.S. Census Bureau, 2010 Census and 2008-2012 American Community Survey; Metropolitan Council; Maxfield Research Inc.

CRIME RATES

According to the data, the change in the annual CODEFOR (Computer Optimized Deployment- Focus On Results) crime statistics from 2003 to 2013 varied dramatically across the corridor and on the North side overall. The CODEFOR system is intended to help to reduce crime by employing the following elements: Accurate and timely information, rapid deployment of personnel and resources, effective tactics, and relentless follow-up and assessment.

According to data shown in Figure 5-12, the annual CODEFOR crime rates increased dramatically in the east side of the Shingle Creek neighborhood nearest I-94, in the Folwell and Jordan neighborhoods, and in the North Loop and Downtown West segments of Downtown Minneapolis between 1998 and 2013. The increase in annual crime rates for these areas ranged from 20.2 percent to 54.0 percent over the 15-year period.

The areas that experienced the least change in annual CODEFOR crime rates were Near-North, Harrison, and Webber-Camden. Annual CODEFOR crime rates experienced changes ranging from 0.0 percent to -14.1 percent in these areas. None of the areas that abut the Penn Avenue corridor experienced decreases that exceeded 14.1 percent.

The Bryn Mawr, Willard-Hay, and Cleveland neighborhoods each experienced increases in annual CODEFOR crime rates of between 10.9 percent and 20.1 percent.

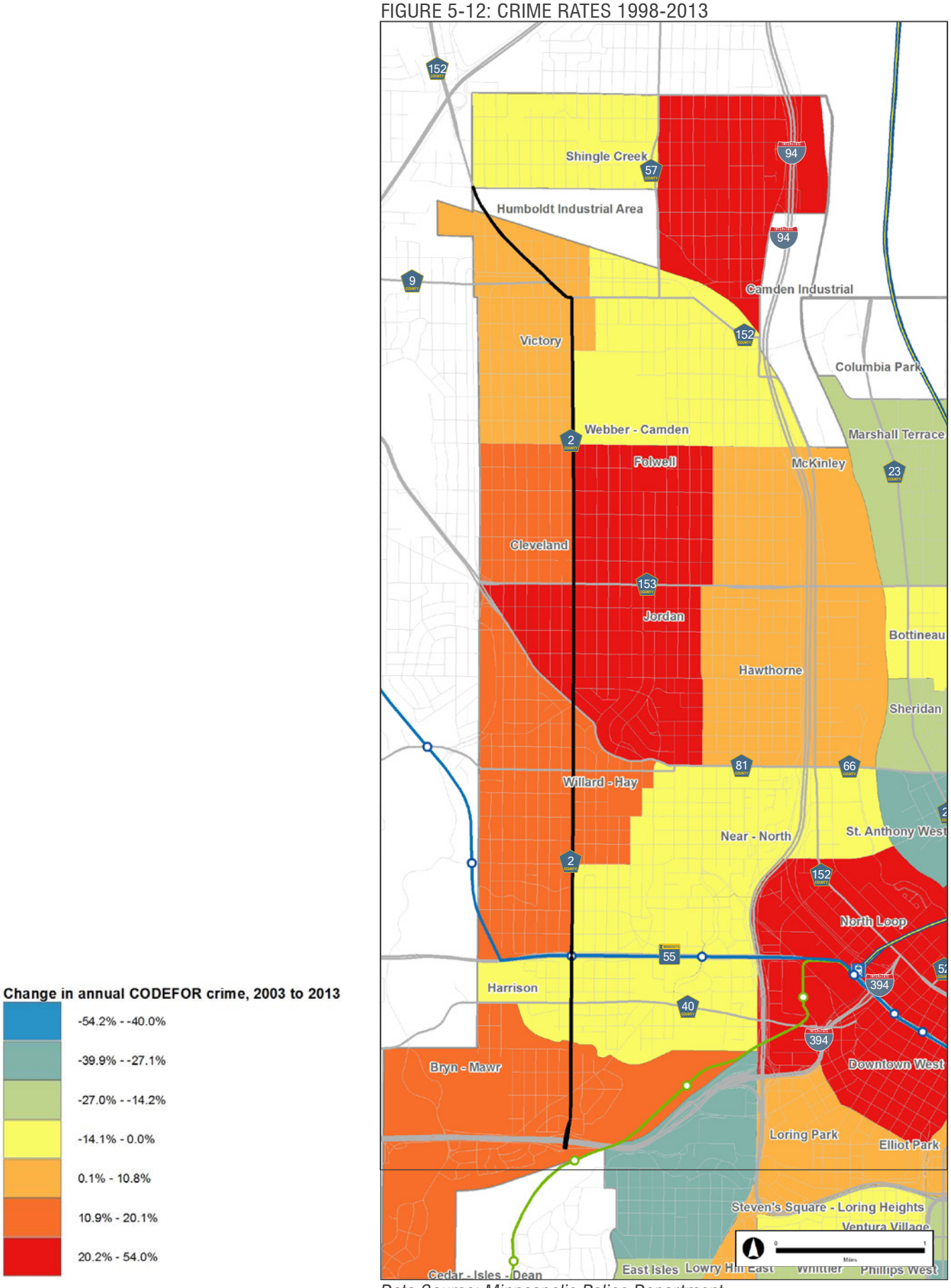
Resident concerns regarding personal safety, especially at night, were documented through community surveys and personal intercept surveys (doorknocking). Personal security and safety were cited as reasons why residents did not want to ride the bus at night or stand for long periods of time on the sidewalk in the evening or at night.

Resident concerns over personal safety and security also have the potential to impact redevelopment potential in the area. Increasing density and improving the streetscape character of Penn Avenue through increased lighting, increased pedestrian activity, and other means of deterring crime can enhance personal safety and perceptions of safety. However, high crime rates tend to deter economic development by dampening business and development investment.

Key Terminology:

CODEFOR (Computer Optimized Deployment-Focus On Results): CODEFOR is a crime-reduction strategy employed by the Minneapolis Police Department. that utilizes computer-generated data to identify crime “hot spots” and divert police resource to them in a coordinated manner. This CODEFOR crime data (referred to here as “CODEFOR statistics” or “CODEFOR crime rates”) is used in this report to understand changes in annual crime rates along the Penn Avenue corridor.

FIGURE 5-12: CRIME RATES 1998-2013



Data Source: Minneapolis Police Department

EMPLOYMENT OF CORRIDOR RESIDENTS BY INDUSTRY SECTOR

Table 5-2 presents information on the number of employed residents in the corridor by industry sector or the sector of their primary job. This information was compiled through the LEHD (Local-Employment Household Dynamics) data that is provided by the Census Bureau. The information is current as of 2011, the most recent information that has been published.

The table shows that 19.2 percent of employed corridor residents worked in the *Health Care Services* sector as of 2011. This sector contained the highest proportion of employed corridor residents. *Health Care Services* positions typically pay a living wage.

The second and third highest proportions of employed residents worked in *Retail Trade* and *Manufacturing* at 9.50 percent each. The *Retail Trade* sector typically pays lower wages than many of the other employment sectors, except for *Accommodation and Food Service*. Manufacturing tends to pay higher wages. Tied for fourth and fifth places were *Administrative and Support and Waste Management* and *Remediation Services* and *Educational Services* at 8.50 percent each. In sixth place was *Accommodation and Food Service* which accounted for 7.90 percent of all employed corridor residents. In total, these industry sectors accounted for the employment of 63.5 percent of all employed corridor residents (13,313 people).

TABLE 5-2: BREAKDOWN OF EMPLOYED RESIDENTS BY INDUSTRY SECTOR, 2011

Two-Digit NAICS Sector	Industry	Number of employed corridor residents whose primary job is in the given industry	Percent of employed corridor residents whose primary job is in the given industry
11	Agriculture, Forestry, Fishing, and Hunting	10	0.10%
21	Mining, Quarrying, Extraction (Oil and Gas)	2	0.00%
22	Utilities	56	0.40%
23	Construction	387	2.90%
31-33	Manufacturing	1,261	9.50%
42	Wholesale Trade	546	4.10%
44-45	Retail Trade	1,259	9.50%
48-49	Transportation and Warehousing	300	2.30%
51	Information	286	2.10%
52	Finance and Insurance	798	6.00%
53	Real Estate and Rental and Leasing	298	2.20%
54	Professional, Scientific and Technical Services	786	5.90%
55	Management of Companies and Enterprises	367	2.80%
56	Administrative and Support and Waste Management and Remediation Services	1,137	8.50%
61	Educational Services	1,135	8.50%
62	Health Care and Social Assistance	2,555	19.20%
71	Arts, Entertainment and Recreation	193	1.50%
72	Accommodation and Food Services	1,053	7.90%
81	Other Services (except Public Administration)	484	3.60%
92	Public Administration	390	2.90%
	Other Unclassified	10	0.10%
	Total	13,313	100.00%

Sources: US Census Bureau: Longitudinal Origin-Destination Employment Statistics (2011); Metropolitan Council.

COMMUTE PATTERNS – EMPLOYED RESIDENTS

Table 5-3 presents information on the number of employed corridor residents by the City where their job is located. This information is from the Local Household Employment Dynamics data as published by the US Census Bureau.

In 2011, nearly 38 percent of employed residents worked in Minneapolis. The second highest proportion (10.2 percent) worked in St. Paul. Much smaller proportions were identified for other cities including Bloomington (4.7 percent), St. Louis Park (3.8 percent), Plymouth Avenue(3.3 percent) and Golden Valley Road (3.2 percent).

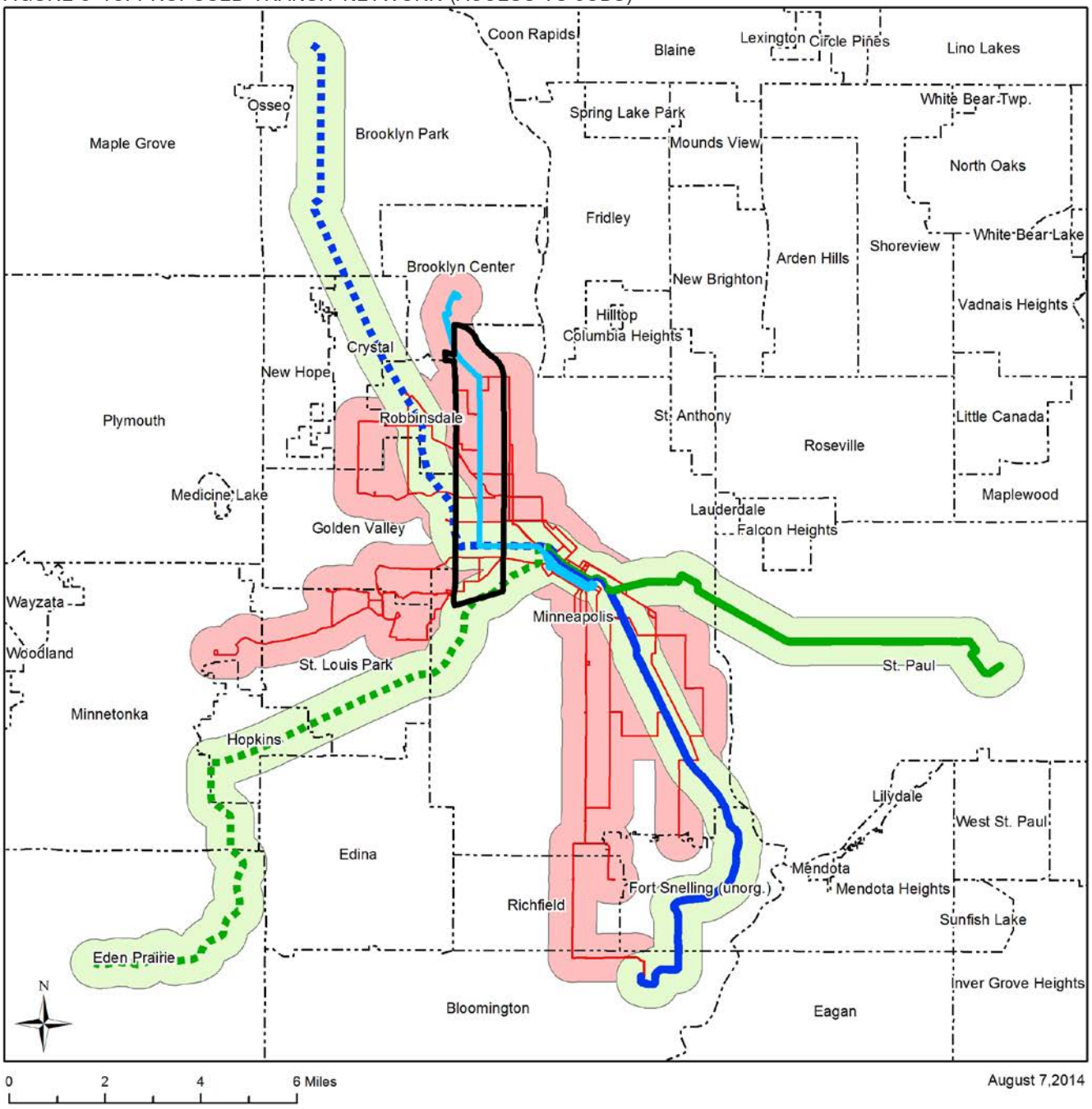
TABLE 5-3: COMMUTE PATTERNS, 2011

City	Percent of employed corridor residents whose primary job is located in a given City
Minneapolis	37.6%
St. Paul	10.2%
Bloomington	4.1%
St. Louis Park	3.8%
Plymouth	3.3%
Golden Valley	3.2%
Outside 7-County Metro Area	2.7%
Brooklyn Park	2.7%
Edina	2.7%
Minnetonka	2.5%
Eden Prairie	2.3%
Note: Table includes only cities where at least 2% of employed corridor residents work.	
Source: U.S. Census Bureau, Longitudinal Origin-Destination Employment Statistics (2011); Metropolitan Council	

ACCESS TO JOBS

The C Line BRT will provide improved transit access to jobs by connecting residents to downtown Minneapolis and to other existing and proposed transit options. The proposed C Line BRT will connect with the proposed Bottineau LRT at Highway 55 (also known as Olson Memorial Highway). The Bottineau LRT line is intended to eventually connect from downtown Minneapolis, through North Minneapolis, Golden Valley, Robbinsdale, and Crystal, out to Brooklyn Park. These BRT and LRT connnections into and out of Downtown Minneapolis will increase access to jobs that exist along other major commuter routes, including the Northstar Commuter Rail, the METRO Green Line, and the METRO Blue Line.

FIGURE 5-13: PROPOSED TRANSIT NETWORK (ACCESS TO JOBS)



Source: Metropolitan Council