

Overview:

While the need for more affordable housing is substantial and increasing in Minnesota, limited resources are available to meet the need. Under these circumstances, Minnesota Housing and its partners must maximize the effectiveness and impact of investments. In an effort to help guide these decisions, Minnesota Housing has developed community profiles, an interactive web-based mapping tool to help guide investment decisions to maximize impact.

The Minnesota Housing Community Profiles widget contains a number of features that allow visitors the ability to:

- Generate a custom report for any tract or county in Minnesota.
- Build custom regions by drawing on the map, or by selecting groups of tracts/counties.
- Color-code polygon datasets and color-in custom regions.

Community Profiles features twenty-four indicators related to the housing market, household demographics, and economy and workforce. The indicators were selected to assist Minnesota Housing and partners in allocating limited resources as effectively as possible to meet the substantial and increasing demand for affordable housing throughout the state.

After developing the technology, Minnesota Housing and its partners at the Greater Minnesota Housing Fund and USDA Rural Development used Community Profiles highlighted the tool in a series of regional affordable housing dialogues across the state. The tool was extremely well-received and partners throughout Minnesota appreciated the ability to access current data in a user friendly format to highlight needs and challenges. The dialogues featured among other things, an environmental scan and regional assessment presentations, using mapping to facilitate discussion.

In an ongoing effort to make accessing Minnesota Housing programs easier, Community Profiles is also designed to make community-level data available to applicants to Minnesota Housing multifamily and single-family programs. Applicants can get information through printed map or data download, or they can create a custom report for their target area with all the information they require for the application.

The Community Profiles present the data elements in various formats. An interactive mapping and reporting tool, data, and printable map series can be accessed from the Minnesota Housing website: www.mnhousing.gov/communityprofiles.

Housing Indicators and Investment Opportunities:

To develop the Community Profiles, Minnesota Housing collected data for 24 indicators that capture critical housing market, community and population characteristics for the state's 87 counties and 1335 census tracts. The indicators are:

1. Percentage of Lower-Income Households Spending 30% or More of Income on Housing (broken out between renters, homeowners, and all households)
2. Median Household Income
3. Median Family Income
4. Poverty Rate
5. Median Rent
6. Median Monthly Homeownership Costs (households with a mortgage)
7. Homeownership Rate
8. Median Home Sale Price²
9. Percentage Change in Median Home Sale Price²

10. Unemployment Rate
11. Number of Low and Moderate Wage Jobs (within 5 miles for census tracts, total in county)
12. Change in Low and Moderate Wage Jobs (number and percentage)
13. Change in Households (number and percentage)
14. Median Distance to Work
15. Foreclosures (index for tracts, rate for counties)
16. Percentage of Population from Communities of Color
17. Median Age of the Housing Stock
18. Percentage of Population Age 55 and Over
19. Percentage of Population Age 25-34
20. Rental Vacancy Rate for Affordable Housing Developments
21. Average Months Supply of Homes for Sale (not available statewide)
22. Metropolitan Council Affordable Housing Targets (not available statewide)
23. Existing or Planned Supportive Housing Units
24. Estimated Homeless Population

To synthesize all of the data and help identify communities that are good candidates for housing investments, Minnesota Housing has combined the indicators to create seven categories of housing need, which are:

- Opportunities for Economic Integration
- Opportunities for Community Stabilization
- Opportunities for a Growing Workforce
- Opportunities for Increasing Homeownership
- Opportunities for Affordable Rental Housing
- Opportunities for Maintaining an Aging Housing Stock

Using the Profiles For funding that will be awarded in 2012, the community profiles provided applicants with a wide range of data that can be used in their applications. However, to the extent local data is readily available, partners are encouraged to use local data to supplement information in the profiles.

Geographic priorities documented in the consolidated RFP materials (see www.mnhousing.gov for more detail) are also found in the profiles to better assist applicants in scoring these items. The geographic priorities include: access to transportation, economic integration, high need foreclosure areas, and top growth communities.

Planning for future funding rounds, developers and community organizations can use the current community profiles as a tool for helping identify higher need communities in which to locate future projects and developments.

Accessible and user friendly data as the foundation to build strategic community investments

Minnesota Housing develops community profiles to help guide affordable housing investment decisions. To build the community profiles, the Agency collects data for 24 indicators that capture the critical housing market, economic and household demographic characteristics for the state's 87 counties and over 1,300 census tracts. These indicators can be compared with overlays such as proximity to transit.

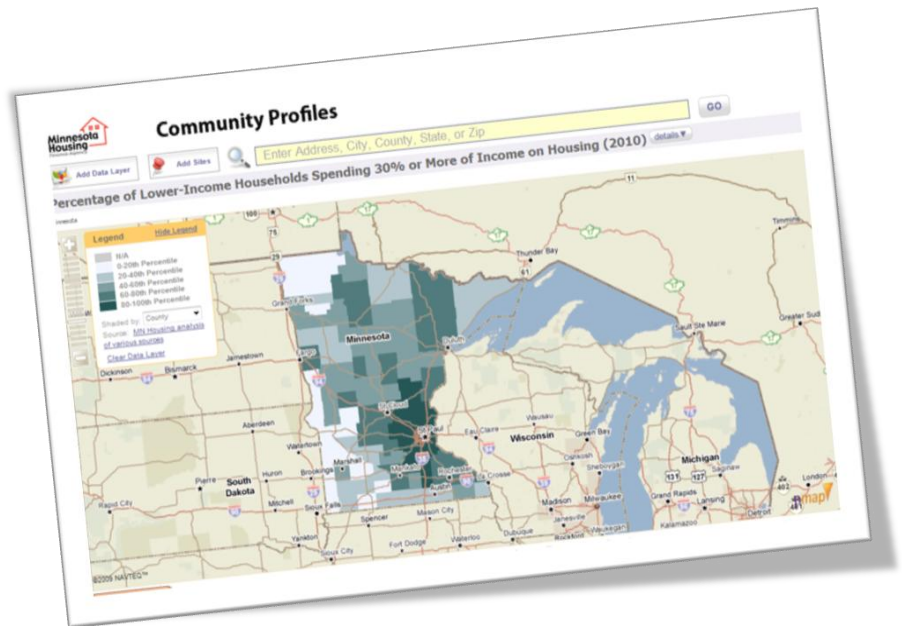
KEY FEATURES

- Interactive Mapping Tool
- Printable Map Series for All Counties
- Data Tables Available for Download

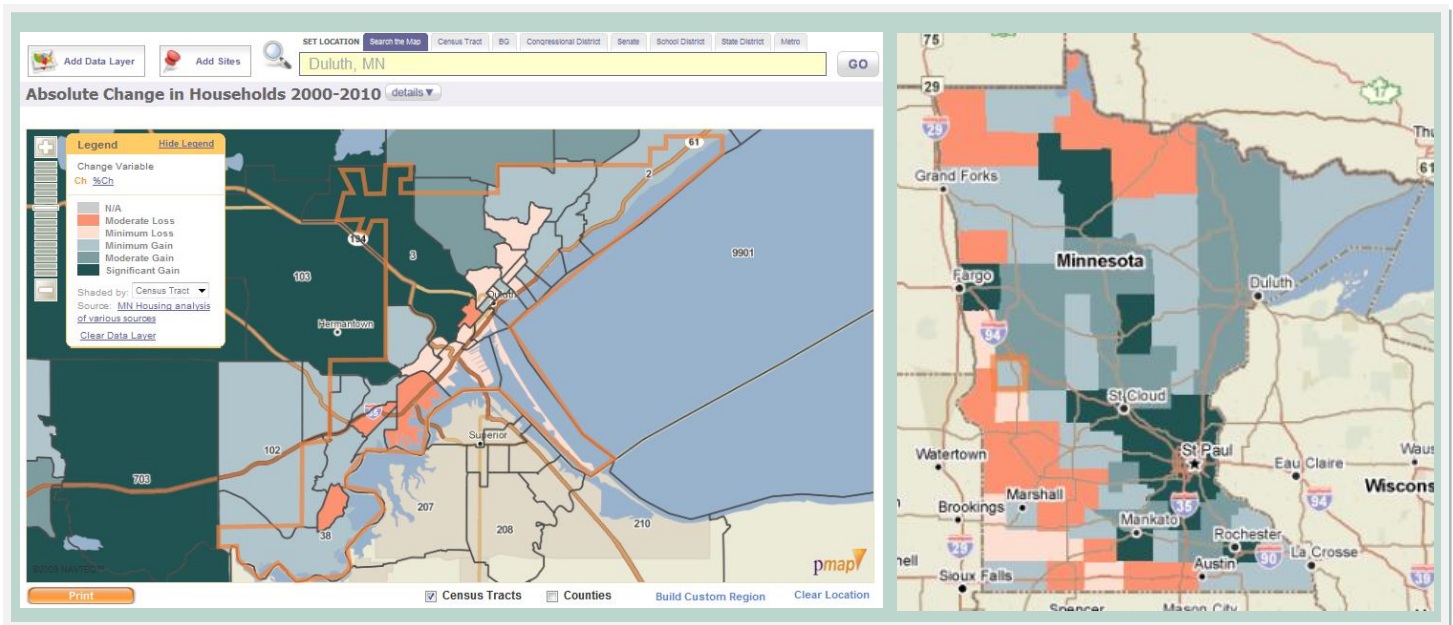
INTERACTIVE MAPPING TOOL

Minnesota Housing's Community Profiles interactive map allows users to:

- Map each of the 24 indicators by County and Census Tract,
- Assess market characteristics for specific property locations,
- Create custom regions to understand broader markets,
- Overlay other geographic characteristics, such as proximity to transit, and
- Generate printable and shareable reports.



Drill Down Maps to County and Census Tract



(continued on back)

Click on a Specific Property Location to View Characteristics or Create a Custom Region to Assess Broader Markets

170500 (Census Tract)

Indicator	Value	Rank	Notes
% Age 25-34	16.84%	80-90th Percentile	Decennial Census 2010
% Age 55+	25.78%	40-80th Percentile	Decennial Census 2010
% Communities of Color	13.55%	40-80th Percentile	Decennial Census 2010
Change in Households 2000-2010	229	Moderate Gain	Gain in Households (gain/loss break at 80th percentile for State)- Decennial Census 2000-2010
% Change in Households 2000-2010	13.86%	Moderate Gain	Gain in Households (gain/loss break at 80th percentile for State)- Decennial Census 2000-2010
% Households Cost Burdened	41.81%	0-20th Percentile	Margin of Error ± 2.10% - ACS 2008-2010
% Homeowners Cost Burdened	32.14%	0-20th Percentile	Margin of Error ± 2.50% - ACS 2008-2010
% Renters Cost Burdened	58.03%	20-40th Percentile	Margin of Error ± 4.90% - ACS 2008-2010
Med Family Income	\$87,292	40-80th Percentile	Margin of Error ± \$7288 - ACS 2008-2010
Med Household Income	\$44,375	20-40th Percentile	Margin of Error ± \$4788 - ACS 2008-2010
Share of Homeless Population	114	80-100th Percentile	Estimated Homeless Population in County - Wider and Minnesota Housing data for Blue Earth County, Minnesota
Poverty Rate	3.6%	20-40th Percentile	Margin of Error ± 3.2% - ACS 2008-2010

[Download Data](#)
[See Minnesota Community Report](#)

Select Areas on the Map By:

County

Click Map to Assemble Region

Current places: [Houston](#), [Winona](#), [Fillmore](#), [Olmsted](#), [Wabasha](#), [Rice](#), [Goodhue](#), [Dodge](#), [Steele](#), [Mower](#), [Freeborn](#), [Waseca](#), [Le Sueur](#).

[Clear All and Start Over](#) [Done](#)

Generate Reports

Date: **April 18, 2012** [Print Report](#)

LOCATION DETAILS:
This report summarizes data for [Rice County](#), [Houston County](#), [Mower County](#), [Olmsted County](#), [Wabasha County](#), [Steele County](#), [Winona County](#), [Waseca County](#), [Goodhue County](#), [Fillmore County](#), [Freeborn County](#), [Dodge County](#), [Le Sueur County](#)

This location is in the following region: [Greater Minnesota](#), [Non Metro MSA](#)

(+) AREA OF NEED

(+) ECONOMY AND WORKFORCE

(-) HOUSEHOLD DEMOGRAPHICS

	Median Value	Range
% Age 25-34	11.93%	Ranged From 10.34% to 15.26%
% Age 55+	27.28%	Ranged From 22.8% to 33.68%
% Communities of Color	7.26%	Ranged From 2.35% to 16.57%
Change in Households	810	Ranged From -179 to 9,273
% Change in Households	6.58%	Ranged From -1.34% to 19.4%
% Households Cost Burdened	50.87%	Ranged From 40.36% to 55.61%
% Homeowners Cost Burdened	47.94%	Ranged From 37.63% to 55.69%
% Renters Cost Burdened	56.33%	Ranged From 45.42% to 63.85%
Med Family Income	\$63,523	Ranged From \$56,774 to \$79,422