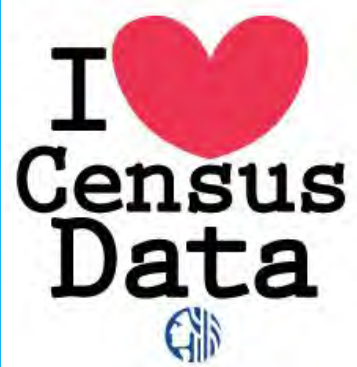# I ♥ Census Data

City of Seattle

Creative Conversations Series about Data in Seattle

I ♥ Census Data is a collaborative effort between the Seattle Department of Neighborhoods, the City Demographer in the Office of Planning & Community Development, and the Seattle Office for Civil Rights.

TOGETHER

- This series brings together **community members**, **city agencies and staff, data professionals, and community artists** for interactive presentations and conversation.

SEATTLE DATA

- You will learn about city facts and statistics and, most importantly, talk about what all this Census data tells you about our city.

Seattle is in Duwamish territory.

▼

We recognize that we are on Indigenous land, the traditional and current territories of the Duwamish people.
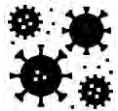
I ❤ Census Data

City of Seattle
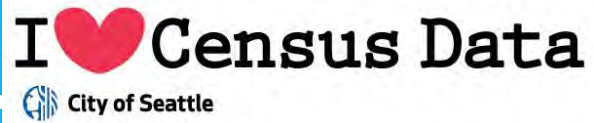
Today's Agenda

- Today's People –Introductions
- Where is the 2020 Census Data?
- Where does today's data come from?
- Panel: Understanding and Addressing Displacement in Seattle
- Q&A
- Wrap up

I ❤ Census Data
City of Seattle

What's happened with the 2020 Census data?

76.3% Seattle participation!

331,449,281 US population

Basic data release coming for cities and neighborhoods!

April 2020

Oct 2020

April 2021

August 2021

RESEARCHERS, CITY AGENCIES, ARTISTS, COMMUNITY
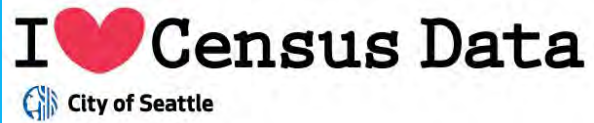
- **Elsa Batres-Boni**, Civic Engagement Advisor, Department of Neighborhoods

- **Diana Canzoneri**, City Demographer, Office of Planning & Community Development

- **Ubax Gardheere**, Equitable Development Initiative Director, Office of Planning & Community Development

- **Jessica Sanclemente-Gomez**, Strategic Advisor on Housing Policy and Equitable Development, Office of Housing

- **Stephanie Velasco**, Communications and External Relations Manager, Office of Housing

Ubax Gardheere

Office of Planning and Community Development
Ubax.Gardheere@seattle.gov

Ubax oversees the Equitable Development Initiative Division and fund the City is investing in community-based organizations working on anti-displacement strategies and economic development opportunities.

Ubax's core values are rooted in Social Justice and transformative practice. She prioritizes working towards equity, authentically listening to community and she has extensive experience in community development and building an inclusive vision with many of Seattle's communities of color. She was a member of the Housing Affordability Livability Agenda Committee.

Ubax serves as a Governance Group Member for Communities of Opportunity, a multi-million dollar, cross-sector initiative aimed at creating systems change across King County to address equitable health, housing and economic opportunity and serves on Serves on Seattle Foundation's COVID response and recovery fund Advisory Board. She serves on the board of Regional Coalition for Housing (ARCH) a partnership of the County and East King County Cities who have joined together to assist with preserving and increasing the supply of housing for low– and moderate-income households in the region.

Ubax is a proud single parent to three very energetic kids who keep her on her toes.

Diana Canzoneri,
City's Demographer
Office of Planning and Community
Development
Diana.Canzoneri@seattle.gov

Diana has been the City's Demographer for 12 years. She works in the Office of Planning and Community Development and provides analysis to inform neighborhood planning, long range planning for growth management, and the development of housing policy.

She also provides information on population characteristics and community conditions to officials and colleagues throughout the City organization, with a particular focus on advancing racial and social equity.

Jessica Sanclemente-Gomez
jessica.gomez@seattle.gov

Jessica works at **the Office of Housing for the City of Seattle** as a Strategic Advisor on Housing Policy and Equitable Development.

She graduated with a Master's Degree in Urban Planning from the Robert F. Wagner School at New York University.

She is a founder of Planning in Color which is a network for people of color working within the built environment in the Pacific Northwest.

She also is a founding member of Planners for Equity, Accountability and Justice who recently launched the website "Is Planning Racist". Jessica is also a board member of the Justice Committee, a grassroots organization dedicated to building a movement against police violence.

Stephanie Velasco
Stephanie.Velasco@seattle.gov

Stephanie is the Communications and External Relations Manager for the **Office of Housing.** She is a Co-Lead for OH's Change Team, which works to center racial equity in the work of the department and the City of Seattle as a whole.

Stephanie is a member of Planning in Color, a Professionals Council mentor for the University of Washington's Department of Urban Design & Planning, and a board member for the Housing Development Consortium of Seattle-King County. In her free time, Stephanie teaches classes in city planning for middle school and high school students around Seattle.

Decennial Census

- Designed to provide an **official count** of population
- Conducted once a decade
- 2020 Census had 10 questions
- Basic topics: sex, age, race, ethnicity, household size and type, owner or renter housing occupancy, group quarters

The American Community Survey

- Continuous survey
- Each household has roughly a 1-in-500 chance of being selected within a month.
- Provides **estimates of population, social, economic and housing characteristics**; not an official count.
- Describes characteristics over a period of time: 1 or 5 years of data.

I ♥ Census Data
City of Seattle

Topics on the American Community Survey

Demographic:
Total Population
Age
Sex
Hispanic or Latino Origin
Race
Household Population
Relationship to Householder
Group Quarters Population

Housing:
Occupancy Status
Tenure (Owner/Renter)
Monthly Housing Costs
Year Moved into Unit
Occupants per Room
Value of Home
Year Structure Built
Units in Structure
Number of Bedrooms
Plumbing, Kitchen, Utilities, Internet
Vehicles Available

Highlighted topics are also on the Decennial Census

Social:
Ancestry
Disability
Educational Attainment
Language
Residence 1 Year Ago
Place of Birth
Year of Entry into U.S.
School Enrollment

Economic:
Income and Poverty Status
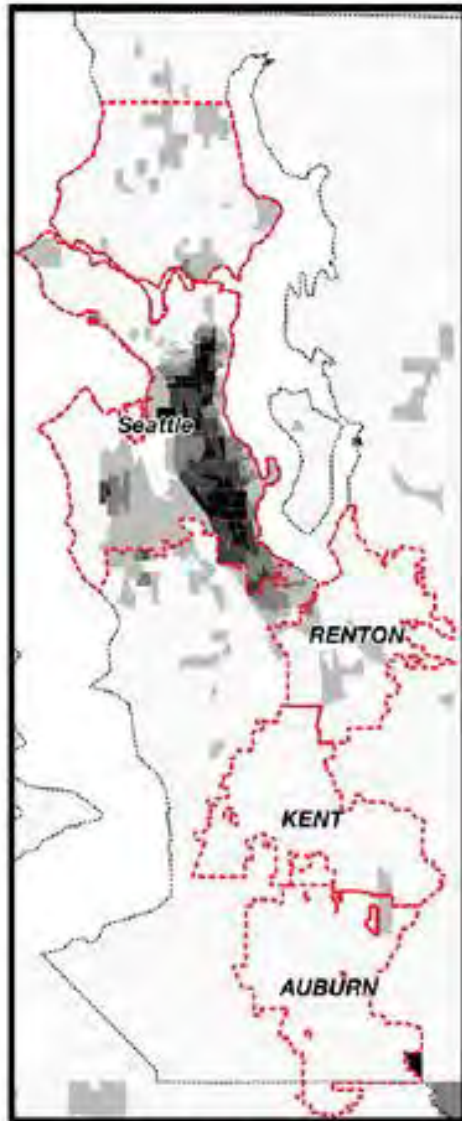Food Stamps/SNAP
Health Insurance Coverage
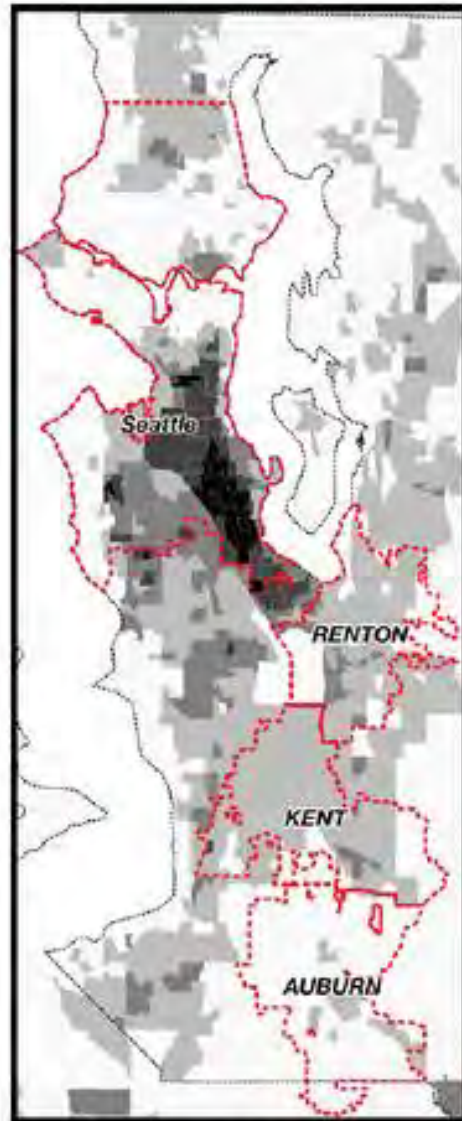Employment
Wages
Industry
Occupation
Commuting and Place of Work

These are just some of the topics on the ACS; see link for a full list.

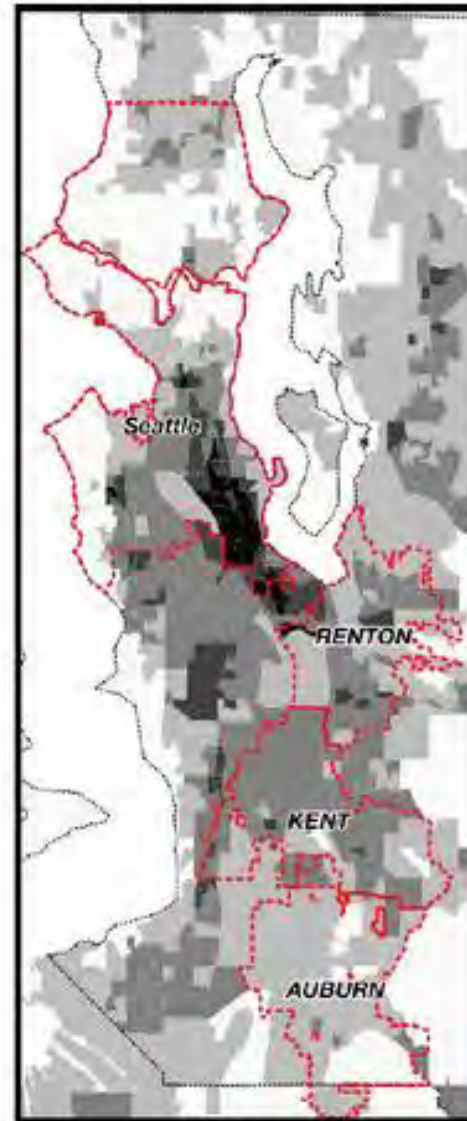# Neighborhood Change
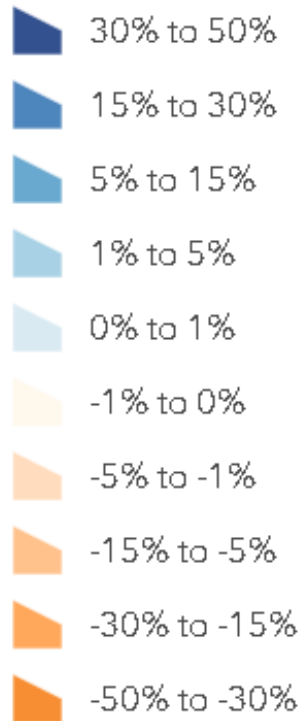

Shifting Locations of Communities of Color

Percent of population who are people of color

- 0 - 20%
- 20 - 40%
- 40 - 60%
- 60 - 80%
- 80 - 100%

1990   2000   2010

Decennial Census

Neighborhood Change

Change in *Share* of Population Who are People of Color

From 1990 to 2010
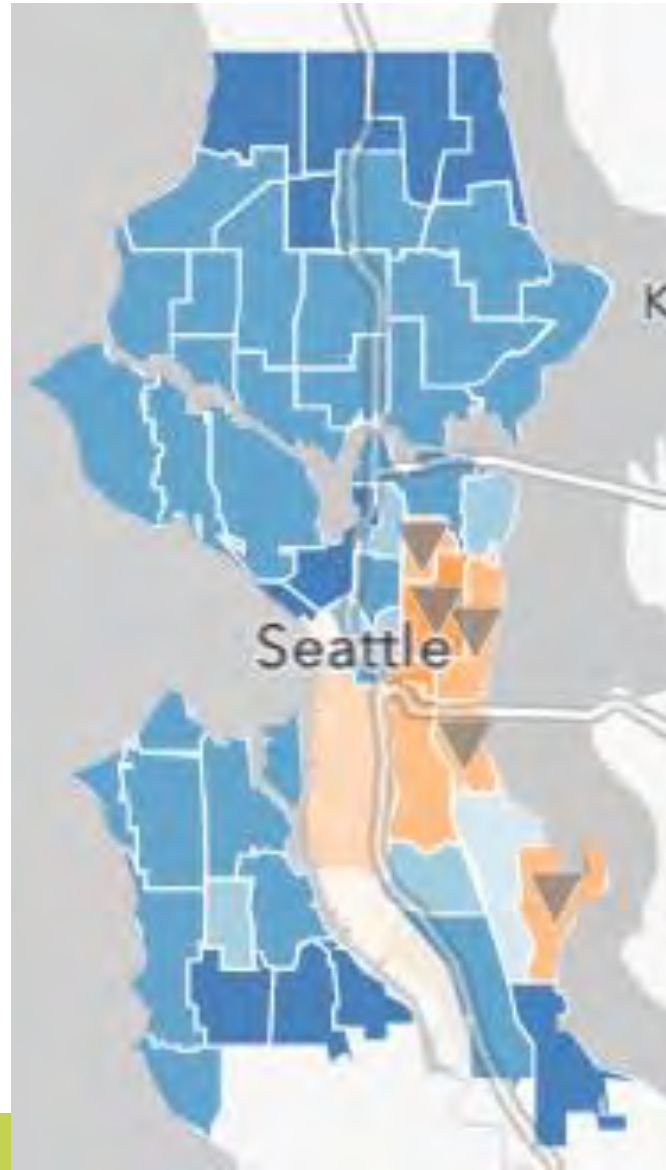
Since 2010
(2010 Census to 2018 5-Year ACS)

Change in Share in Population

- 30% to 50%
- 15% to 30%
- 5% to 15%
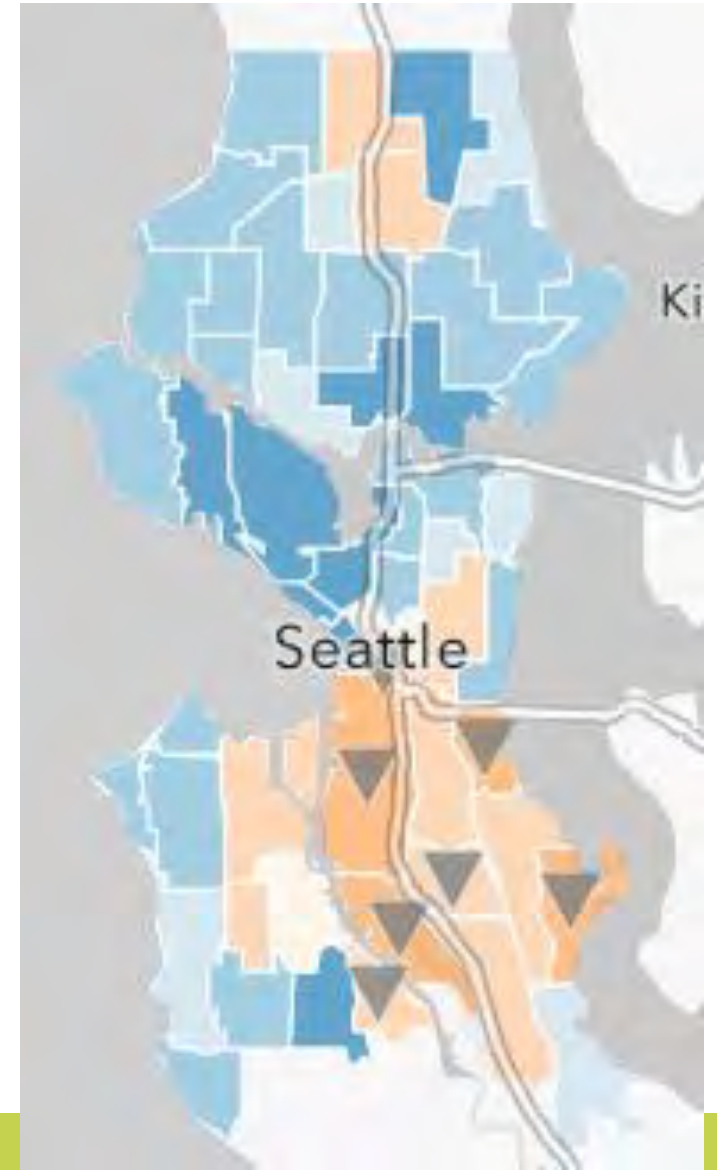- 1% to 5%
- 0% to 1%
- -1% to 0%
- -5% to -1%
- -15% to -5%
- -30% to -15%
- -50% to -30%

Numeric Decline in Population

▼

[Access neighborhood change maps](#) for individual races also available

Some (simplified) definitions

- **Gentrification:** a type of neighborhood change when the characteristics of a neighborhood shift as more affluent households move in; often with influx of capital in previously disinvested areas.

- **Displacement:** when existing residents move out even though they do not wish to do so.

Identifying Gentrification

1) **Which neighborhoods were "eligible" to gentrify at the beginning of study period**, e.g., compared to overall metro area, neighborhood has lower, income levels, lower home values/rents, etc.

2) **If the neighborhood was "eligible to gentrify," did it actually *undergo* gentrification** during the study period. For example, compared to metro area, did the neighborhood have higher rates of increase in incomes, home values/rents, etc.*

*Studies may also look at share of residents who have a 4-year college degree, are in a managerial/professional occupation, are white, etc.

(Some comparisons may be made with an absolute thresholds instead being benchmarked to a larger area.)

# The ACS as a Source for Measuring Neighborhood Change and Gentrification

Many of the topics in the ACS (income, education levels, rents, home values, etc.) are the topics we want to look at to identify gentrification.

"The ACS is one of the most commonly used data sources in neighborhood change analyses because of its breadth of topics…"

--Guide to Measuring Neighborhood Change to Understand and Prevent Displacement, Urban Institute

Identifying Gentrification: Different criteria; different results (1990s)


Freeman
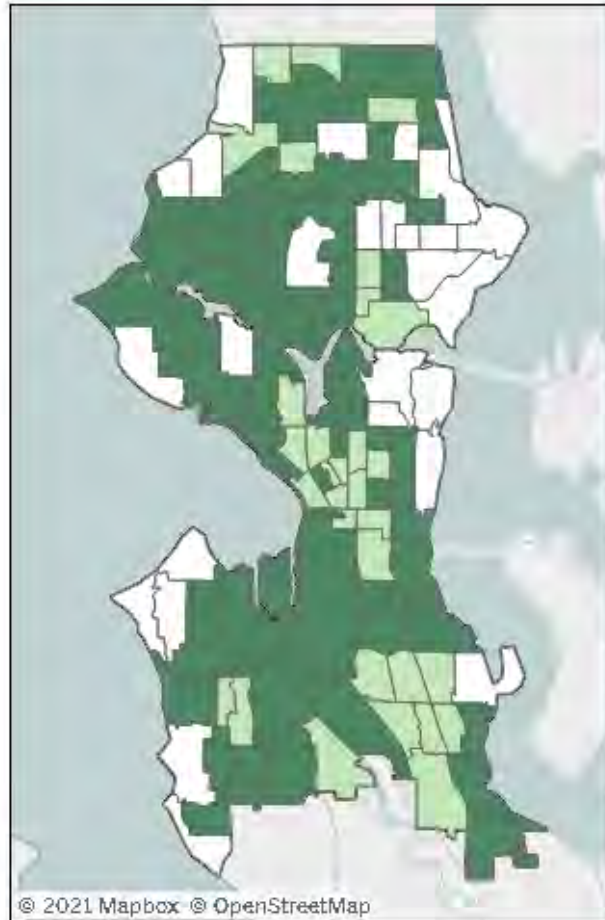
Eligible to Gentrify: Tract median household income AND share of housing built in prior 20 years both less than metro-wide values in first year of decade
Gentrified: Eligible AND change in tract share of residents with college degree greater than metro-wide value AND any increase in real house prices between first and last year of decade
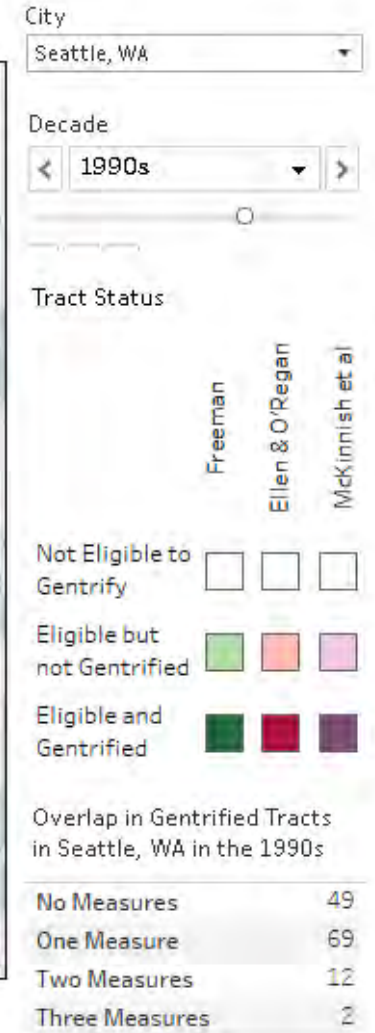
Ellen & O'Regan
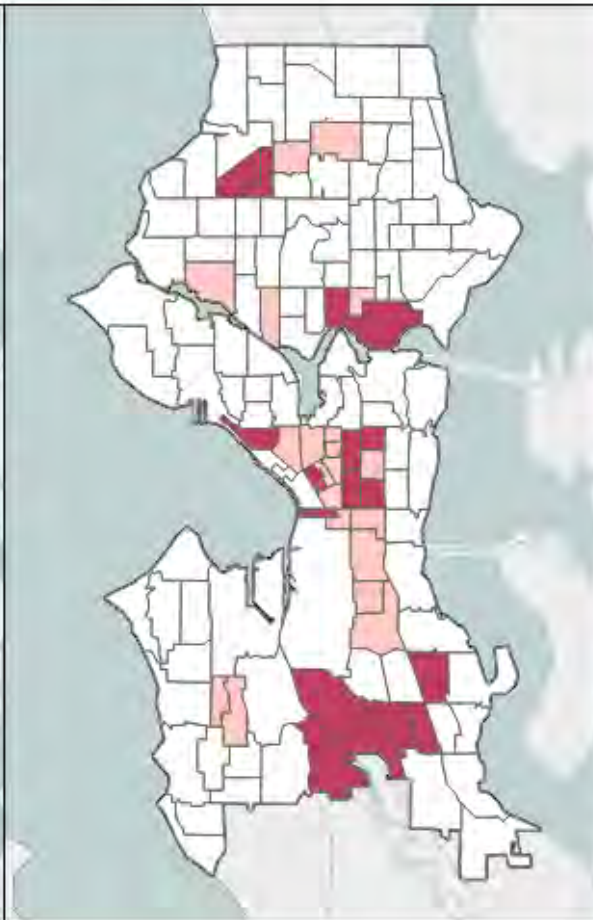
Eligible to Gentrify: Ratio of tract-to-metro average household income at start of decade less than 0.7
Gentrified: Eligible AND at least a 10-percentage-point increase in the ratio of tract-to-metro average household income over decade

McKinnish et al
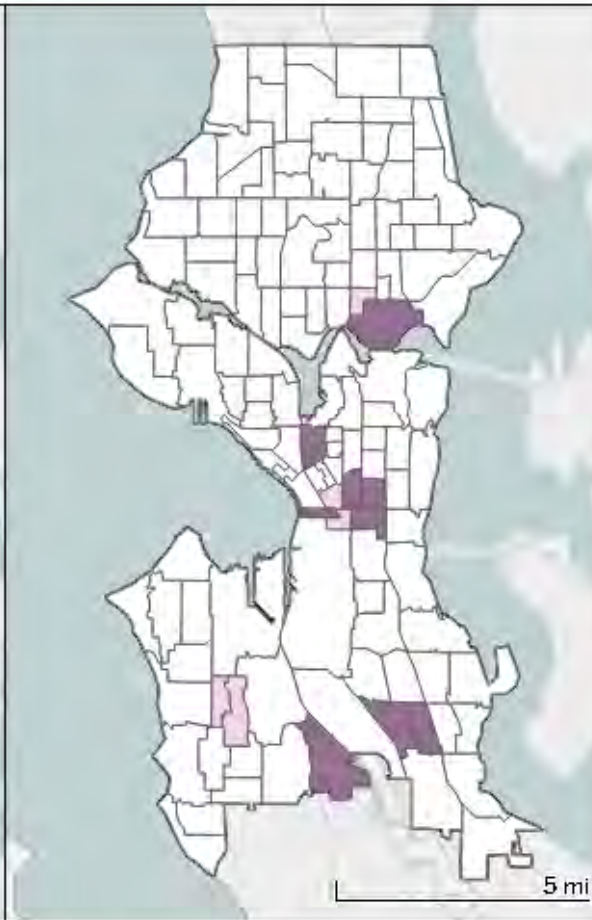
Eligible to Gentrify: Tract average family income in bottom 20% among all urban tracts nationwide in first year of decade
Gentrified: Eligible AND real increase in tract average family income of at least $10,000 between first and last year of decade

Data is from Geolytics, Inc. 1970-2010 Neighborhood Change Database. Census tract boundaries normalized to 2010 definitions.

City
Seattle, WA

Decade
< 1990s >

Tract Status

	Freeman	Ellen & O'Regan	McKinnish et al
Not Eligible to Gentrify	☐	☐	☐
Eligible but not Gentrified	🟩	🟥	🟪
Eligible and Gentrified	🟩	🟥	🟪

Overlap in Gentrified Tracts in Seattle, WA in the 1990s

No Measures	49
One Measure	69
Two Measures	12
Three Measures	2

Gentrification Comparison Tool (enterprisecommunity.org)

Limitations of Readily Available Decennial Census and ACS Data

- Not designed for longitudinal analysis; only allow us to see net changes
- Limited data on mobility (we can't discern moves between neighborhoods or estimate the characteristics of people who left Seattle)
- Data on population experiencing homelessness is very limited
- Nothing about reasons people moved

Measuring residential displacement is challenging, akin to 'measuring the invisible' as the population under question has moved away from the place of study."
--Atkinson 2000, as cited in Chapple and Zuk 2017

Relationship between Gentrification and Displacement

It's complicated to study:

- Seeing if low-income households moved out of gentrifying neighborhoods requires special data

- In many cases, *even special data* sets don't indicate why people moved

Relationship between Gentrification and Displacement

Relationship itself is complicated.

Literature review by Miriam Zuk and co-authors (2018):*

- identified *some* **consistent findings** in research about gentrifying neighborhoods:
    - "in-movers …are wealthier, whiter, and of higher educational attainment than incumbent residents"
    - "**out-movers are more likely to be renters, poorer, and people of color than in-movers**"
    - "**rent appreciation predicts displacement**"
- but also described **other, less consistent findings**, from some studies, e.g.:
    - displacement can precede gentrification
    - poor households in gentrifying neighborhoods can be less likely to move than poor households elsewhere

See "Gentrification, Displacement, and the Role of Public Investment," by Miriam Zuk, et. al., *Journal of Planning Literature*, 2018, Vol 33(I): 31-44. (Literature review on pages 35-39.)

Identifying Gentrification and its Impacts with Restricted-Access ACS Microdata

Analysis by Philadelphia Federal Reserve and University of Chicago using special longitudinal microdata from the 2000 Census and 2014 5-Year ACS.

From 2000 to 2014, Seattle was the third most gentrifying central city in all 100 metro areas analyzed.

Eligible to Gentrify: median household income in 2000 in bottom half of tracts in metropolitan statistical area

☐ Not gentrifiable
☐ Did not gentrify
■ Gentrified

Gentrified: very high* proportional increase in college-educated residents from 2000 Census to 2014 5-Year ACS

*Increase in the 90th percentile or higher among all core city tracts in largest 100 metro areas
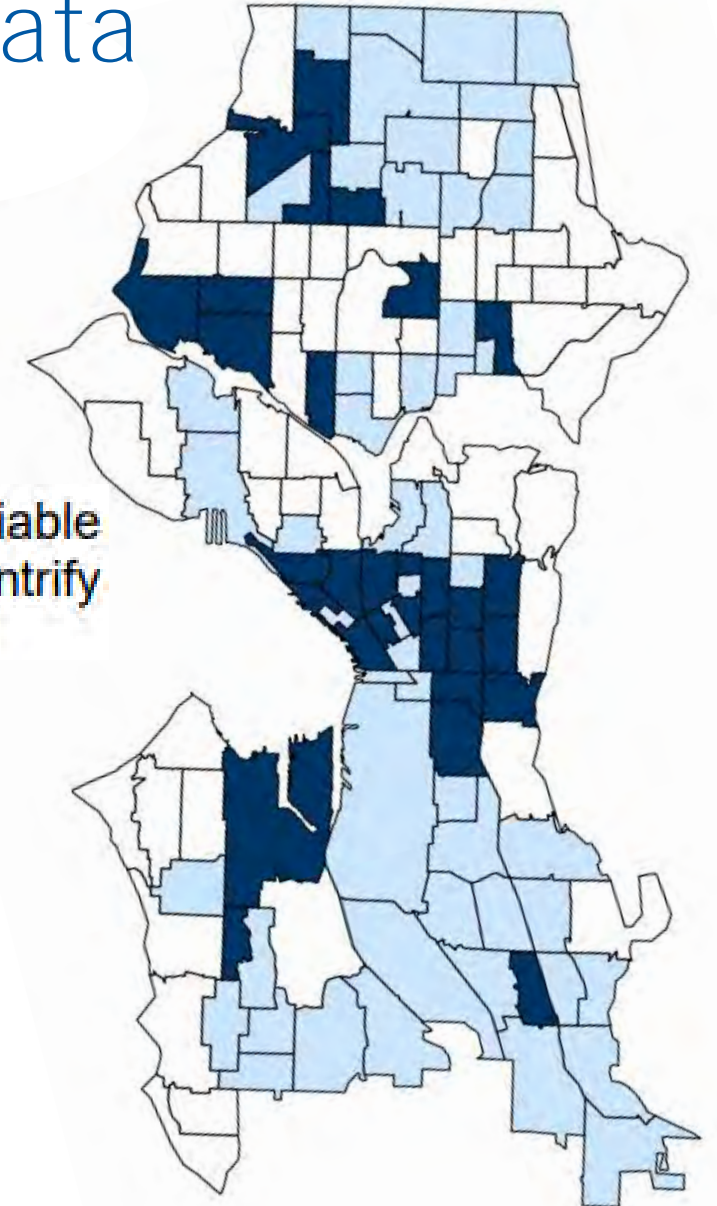
"The Effects of Gentrification on the Well-Being and Opportunity of Original Resident Adults and Children," by Quentin Brummet, University of Chicago; and Davin Reed, Federal Reserve Bank of Philadelphia, July 2019

The "inherent difficulty of quantification"

"...due to the inherent difficulty of quantification,

we found no quantitative studies that attempt to analyze...the loss of social meaning, cultural practices, and social networks associated with gentrifying neighborhoods."

--Zuk et. Al., 2018

Using Census and ACS data to Inform City Policy and Programs

- **Displacement Risk Index and Map**

- **Equitable Development Monitoring Program**

- Identification of neighborhoods for Community Preference program

- Housing Needs Analyses

  - Seattle 2035 Comprehensive Plan Housing Appendix

  - Housing Choices

  - Assessment of Fair Housing

- Race and Social Equity Index (interactive mapping app)

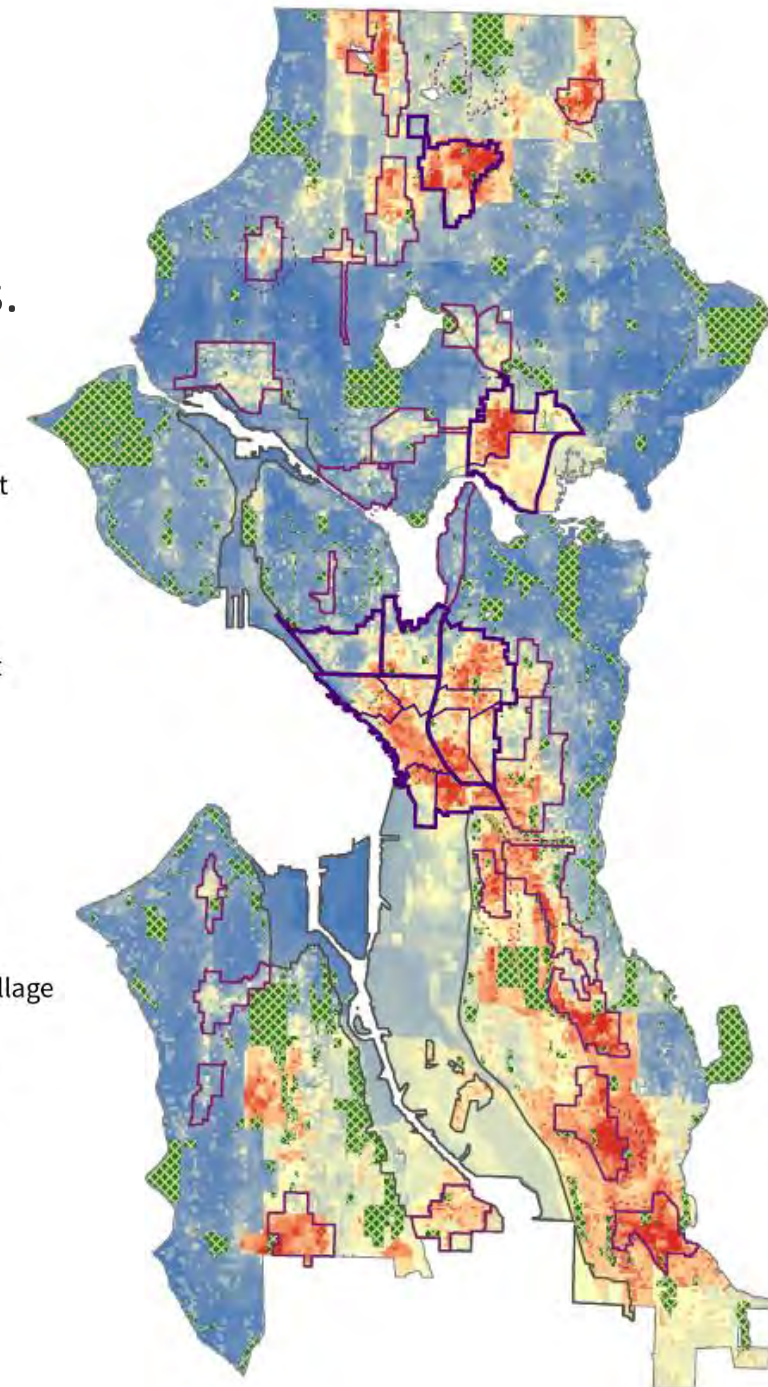- Population and Demographics webpages

- and more…

Displacement Risk Index

Identifies places where there is a high risk that vulnerable residents could be displaced from their homes due to development pressures.

Developed in 2016 as part of the Growth and Equity Analysis to:

- guide the long-term Growth Strategy in Seattle's Comprehensive Plan

- inform City anti-displacement efforts and investments

We are updating the index, including 2020 Census data when available.

Will inform the next Comprehensive Plan Update (due in 2024).

High displacement risk

Low displacement risk

☐ Urban Center

☐ Urban Center Village

☐ Hub/Residential Urban Village

⌈ ⌉ Potential urban village expansion area

☐ Manufacturing & Industrial Center

▨ Park

Displacement Risk Index

Includes indicators of vulnerability, amenities, development potential, and median rent.

All vulnerability indicators, highlighted, come from the ACS or decennial Census.

Indicator		Description
1	People of color	Percentage of the population that is a race other than non-Hispanic White
2	Linguistic isolation	Percentage of households in which no one 14 and over speaks English only or no one 14 and over speaks both a language other than English and English "very well"
3	Educational attainment	Percentage of the population 25 years or older who lack a Bachelor's degree
4	Housing tenancy	Percentage of households that are renters
5	Housing cost-burdened households	Percentage of households with income below 80% of area median income (AMI) that are cost burdened (paying > 30% of income on housing)
	Severely housing cost-burdened households	Percentage of households with income below 80% of area median income (AMI) that are or severely cost burdened (> 50% of income on housing)
6	Household income	Percentage of the population whose income is below 200% of poverty level
7	Proximity to transit	Number of unique transit trips within a quarter-mile walking distance
8	Proximity to current or future Link light rail and streetcar	Location near a current and future light rail stations and streetcar stops, measured by walking distance
9	Proximity to core businesses	Location within a certain distance of supermarket/grocery (0.5 mi), pharmacy (0.25 mi), and restaurant/café/diner (0.25 mi)
10	Proximity to civic infrastructure	Location within a certain distance of a public or private school (0.25 mi), community center (0.25 mi) or park of at least 0.25 acre (distance varies based on park size), or library (0.5 mi)
11	Proximity to high-income neighborhood	Census tracts that (a) have a median household income < 80% of AMI and (b) abut a tract where median household income is > 120% of AMI
12	Proximity to job center	Travel time to designated King County Urban Centers and Manufacturing/Industrial Centers
13	Development capacity	Parcels that allow residential uses identified as likely to redevelop in City development capacity model
14	Median rent	Ratio of rent per net rentable square foot by tract to the Seattle average for rent per net rentable square foot

Heightened Displacement Risk Indicators

Included in dashboard

- **Housing Cost Burden (ACS)**
- **Affordability and Availability of Rental Housing (ACS)**
- Redevelopment Requiring Tenant Relocation
- Condo Conversion Applications
- Foreclosures
- Applications for Early Design Guidance
- Housing Construction Permits
- SF Sales Price and Change in Price
- Home Flipping

Potential others

Check this out!

- **Displacement-related reasons for moving** from previous residence—Puget Sound Regional Council (PSRC) Household Travel Survey
- Eviction filings
- Expirations of Income Restrictions
- Affordability of Market-rate Rentals
- Utility Bill and Property Tax Arrears
- Commercial Rent & Rent Change
- Loss of Cultural Spaces

Heightened Displacement Risk Indicators

Share of very low-income households (30-50% of AMI) who are severely cost burdened shot up over the last decade.

Likely even worse with pandemic.

Source: ACS 1-year public use microdata

Share of Renter Households Who are *Severely* Housing Cost Burdened
(>50% of Income on Housing Costs)
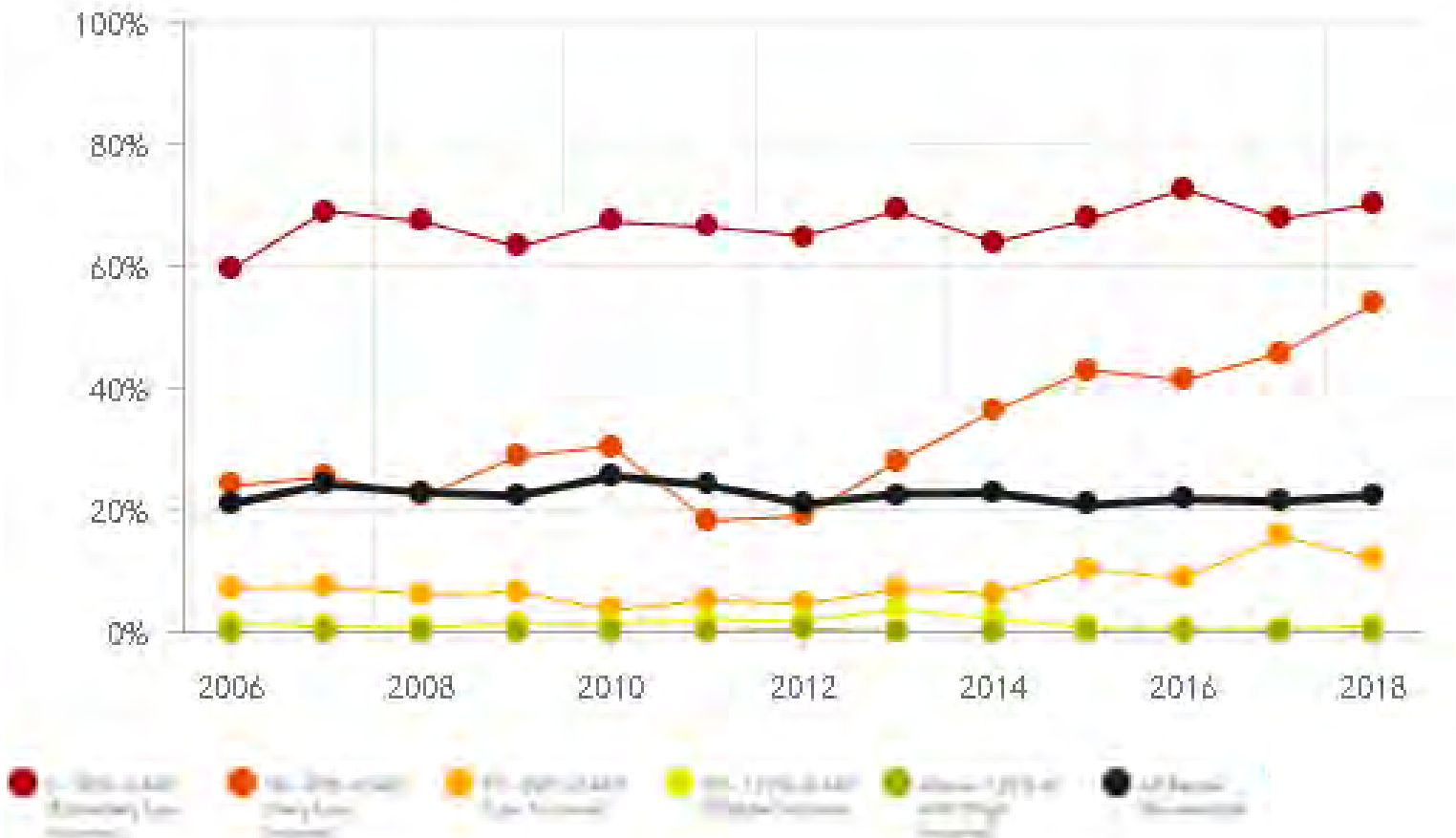
Types of Displacement Risk

Defining Displacement & Measuring Risk

Displacement pressures threaten the ability of marginalized households to stay in their homes and limit where these households can live, reducing their ability to stay connected with supportive networks and limiting their access to opportunity. Displacement can also result in Seattle households, businesses, and organizations being pushed out of their neighborhood-- or out of Seattle altogether.

While displacement is difficult to predict and measure, existing data enable us to track some forms of displacement and gain insights into displacement risk.

The indicators we present here signal and/or quantify various displacement pressures affecting Seattle households, with each indicator measuring at least one of three types of displacement risk.

Direct/Physical Displacement

Households are directly forced to move for reasons such as eviction, foreclosure, natural disaster, or deterioration in housing quality.

Indirect/Economic Displacement

Households are indirectly compelled to move by rising housing costs, or loss of cultural / social networks.

Exclusionary Neighborhood Change

Households are unable to move into a neighborhood that would have previously been accessible to them; also known as "exclusionary displacement".

Equitable Development Monitoring Program (EDMP)

[EDMP reporting](#)
launched in fall 2020

Community Indicators
21 indicators: housing, community livability, transportation, and economic opportunity (baseline reporting in PDF)

Heightened Displacement Risk Indicators
Indicators of *heightened risk and displacement that's underway*

Neighborhood Change
Historical context and recent data on shifts in racial and ethnic demographics

How we selected the EDMP indicators

- City staff research, inter/intradepartmental discussions, and consultation with other agencies, university researchers:

  - Contracted with UC Berkeley's Urban Displacement Project for recommendations on indicators

- Advice from Planning Commission, Equitable Development Initiative (EDI) Advisory Board, and other boards and commissions

- Engagement with community members

Equitable Development Framework

Strategies to achieve **community stability** and resilience in the face of displacement, and **great neighborhoods with access to all.**

Equity Drivers

Advance economic mobility and opportunity.

Promote transportation mobility and connectivity

Prevent residential, commercial, and cultural displacement.
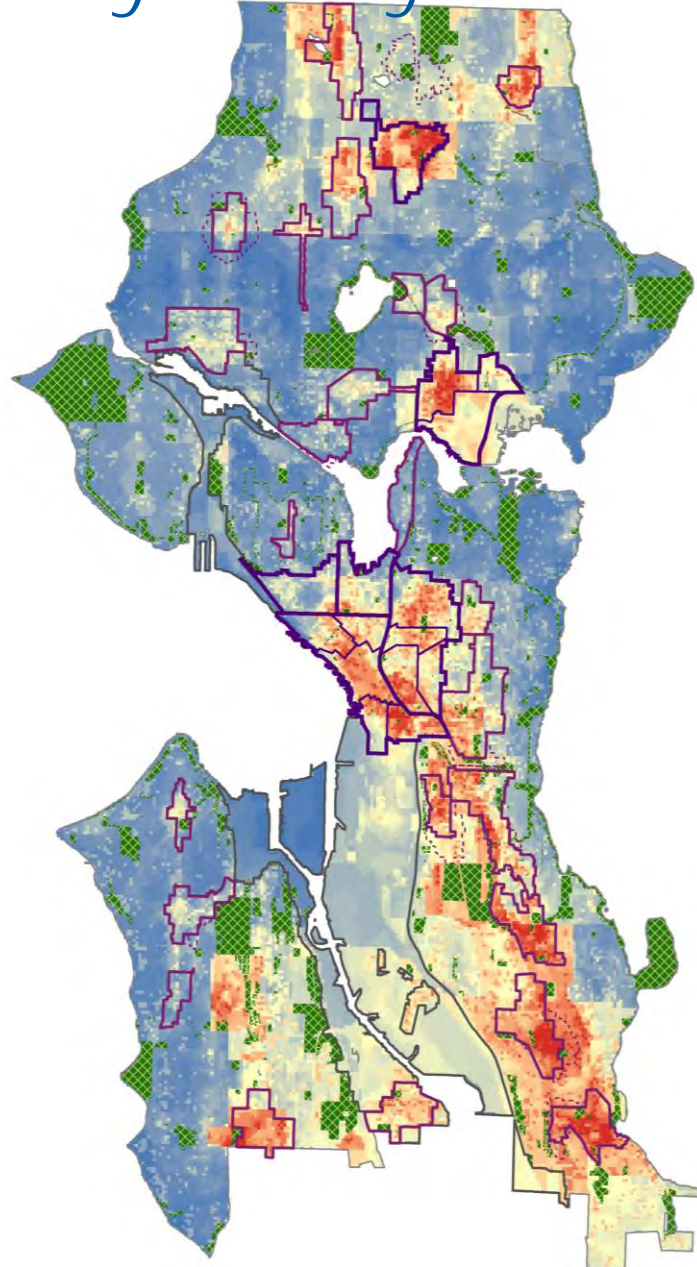
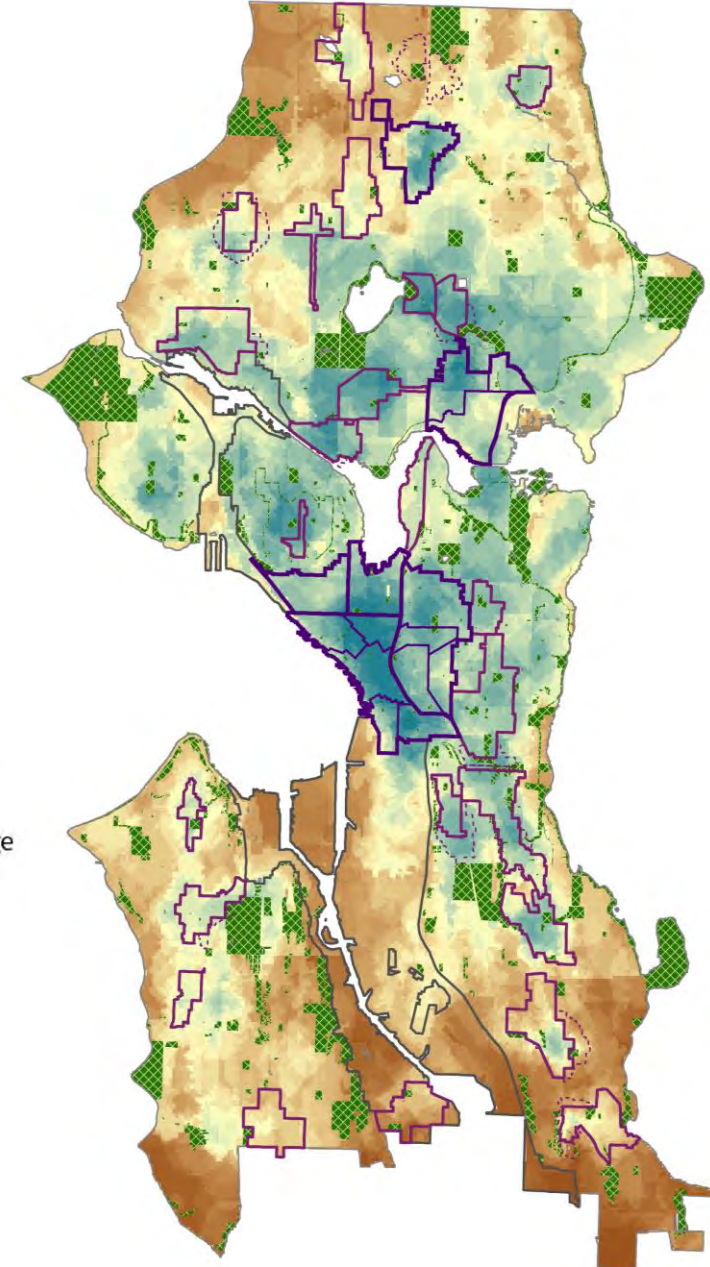**Develop healthy and safe neighborhoods**

Build on local cultural assets.

Provide equitable access to all neighborhoods

Growth & Equity Analysis

Risk of Displacement

Legend:
- High displacement risk
- Low displacement risk
- Urban Center
- Urban Center Village
- Hub/Residential Urban Village
- Potential urban village expansion area
- Manufacturing & Industrial Center
- Park

Access to Opportunity

Legend:
- High access to opportunity
- Low access to opportunity
- Urban Center
- Urban Center Village
- Hub/Residential Urban Village
- Potential urban village expansion area
- Manufacturing & Industrial Center
- Park

In the Central Area, Black people went from being close to 60 percent of the population in 1990 to less than a quarter of the population more recently. (Neighborhood change webpage)

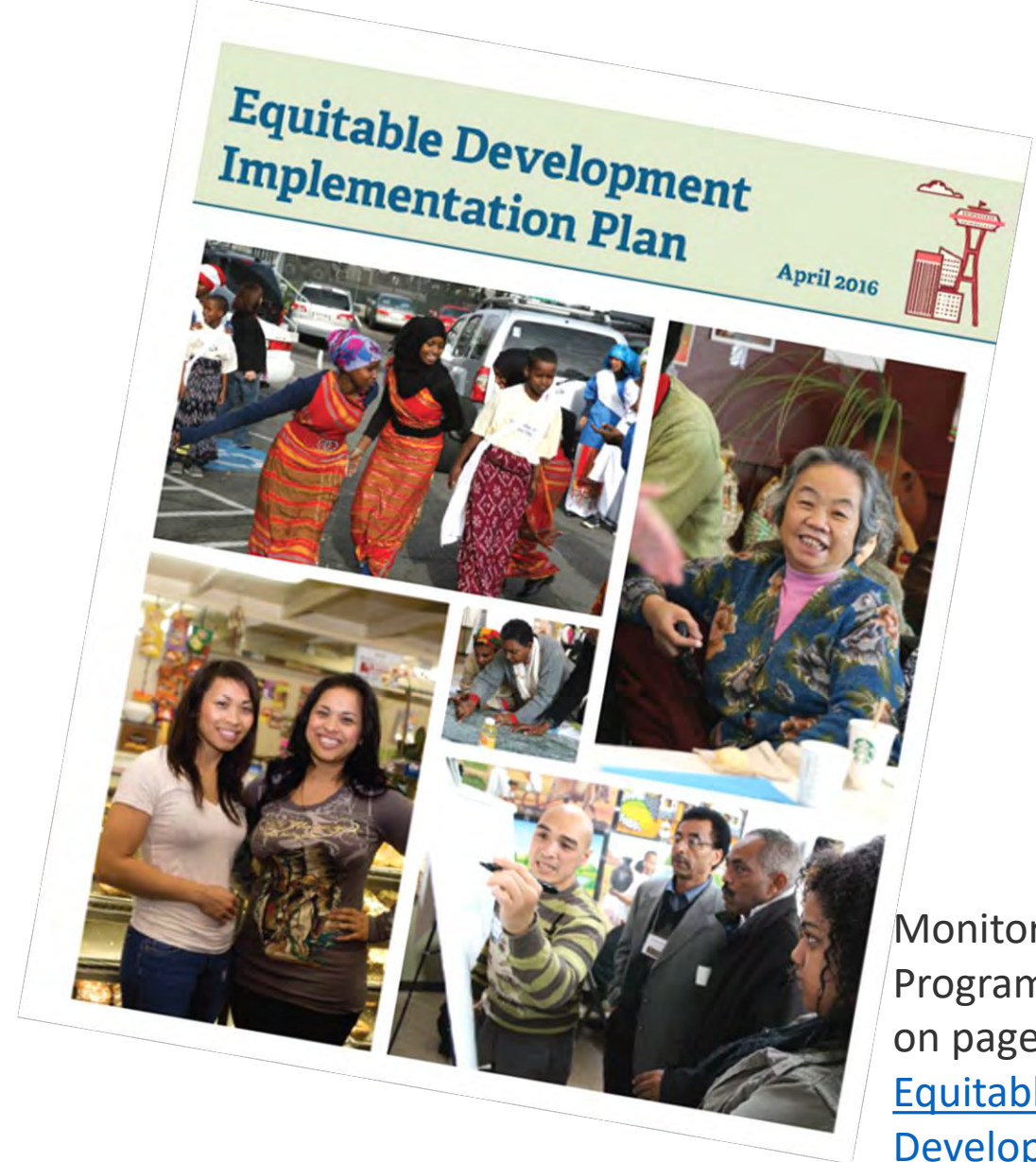# Equitable Development Monitoring Program

Initial guidance and direction:

- **Council Resolution 31577** – called for stronger integration of racial and social equity in Comprehensive Plan and establishment of Equitable Development Initiative.

- City's **Comprehensive Plan** and **Equitable Development Implementation Plan** –both identify monitoring of indicators as key for making progress in advancing equity.
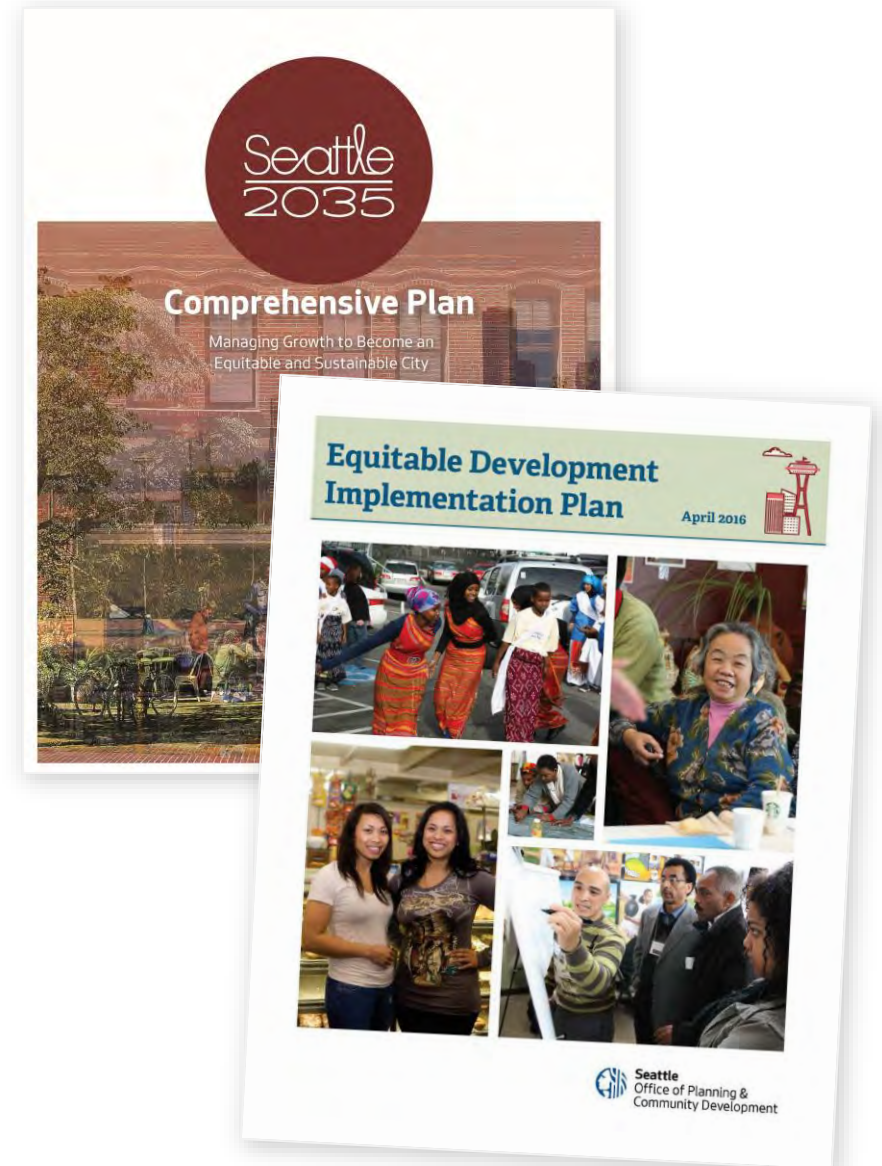
Part of the systemic change needed to eliminate racial inequities

"Monitoring is fundamental for ensuring accountability and making meaningful and sustained progress on equitable development."
— EDI Implementation Plan

Monitoring Program outlined on pages 37-40 of Equitable Development Implementation Plan

Community Participation in Monitoring

Ongoing part of Seattle's Equitable Development Monitoring Program.

- The **Seattle Planning Commission** and the **EDI Advisory Board** have ongoing roles advising on the indicators and using the findings.

- Aiming to integrate Community-Based Participatory Research.

How the City is Using Displacement Risk and Equitable Development Monitoring Data

➢ Prioritizing neighborhoods for support through the Equitable Development Fund.

Applications just closed for the 2021 funding round which includes $6.8 million + $3 million for organizations working on anti-displacement efforts in high displacement risk neighborhoods.
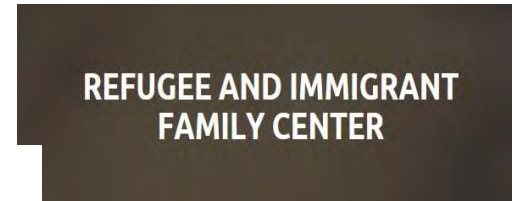
The funds will be used for organizational capacity building, property acquisition, and capital expenses.

EQUITABLE DEVELOPMENT INITIATIVE

Funded Projects
The EDI Fund, through a community-advised selection process, has funded the projects in this brochure.

View our EDI Funded Projects brochure.

Equitable Development Projects

How the City is Using the Data (continued)

➢ Informing selection of $30 million in proposed [Equitable Communities Initiative](#) investments
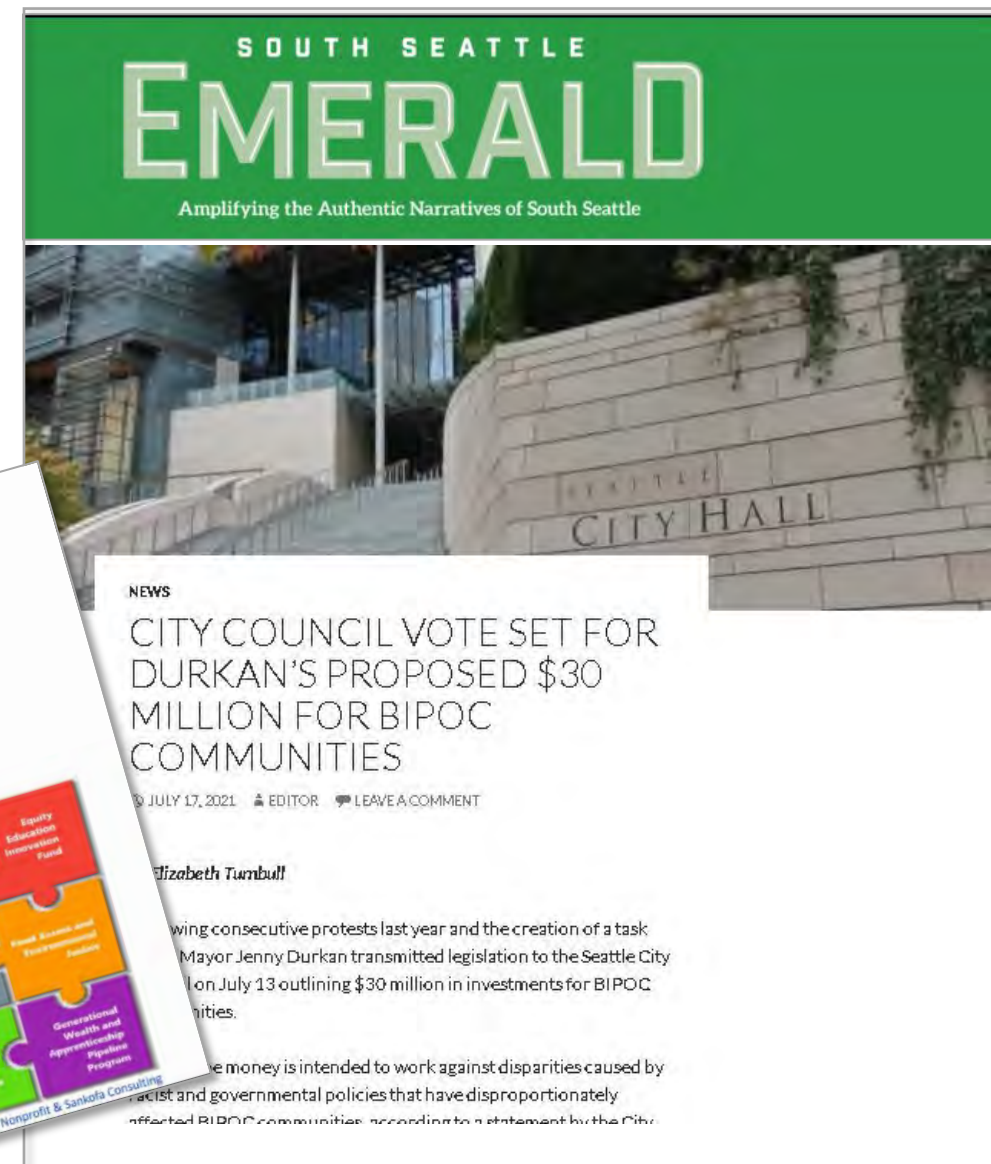
How the City is Using the Data (continued)

➤ Anti-displacement strategies

➤ COVID-19 pandemic response and recovery planning

➤ Updating the Comprehensive Plan

- Scoping and issues identification

- Updating Seattle's Growth Strategy

What does the Office of Housing (OH) do?

- We steward public funds
  to create
  and preserve affordable homes.

- We implement MHA and
  other citywide programs
  to make sure new development
  contributes
  to affordable housing.

What does the Office of Housing (OH) do?

- We provide services to make sure low-income homeowners can stay in their homes.

- We develop policies that support equitable development throughout the city.

Affordable Housing Funded by the Office of Housing
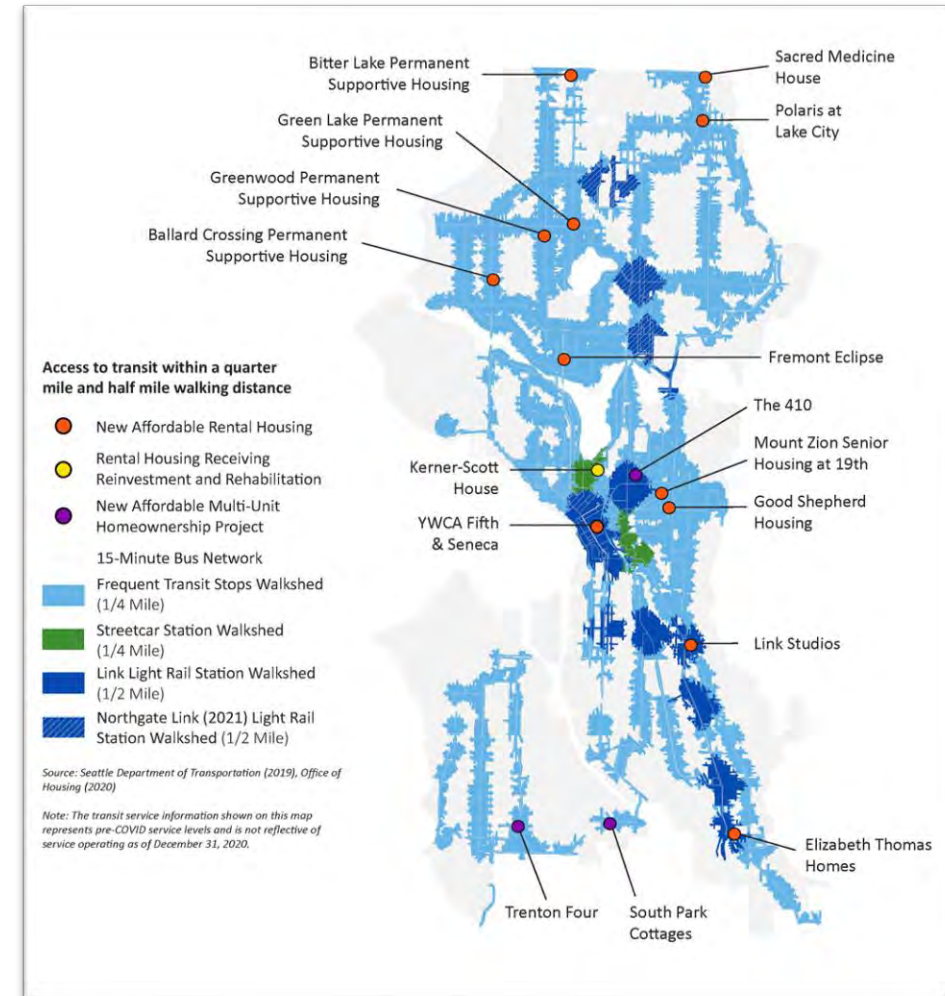
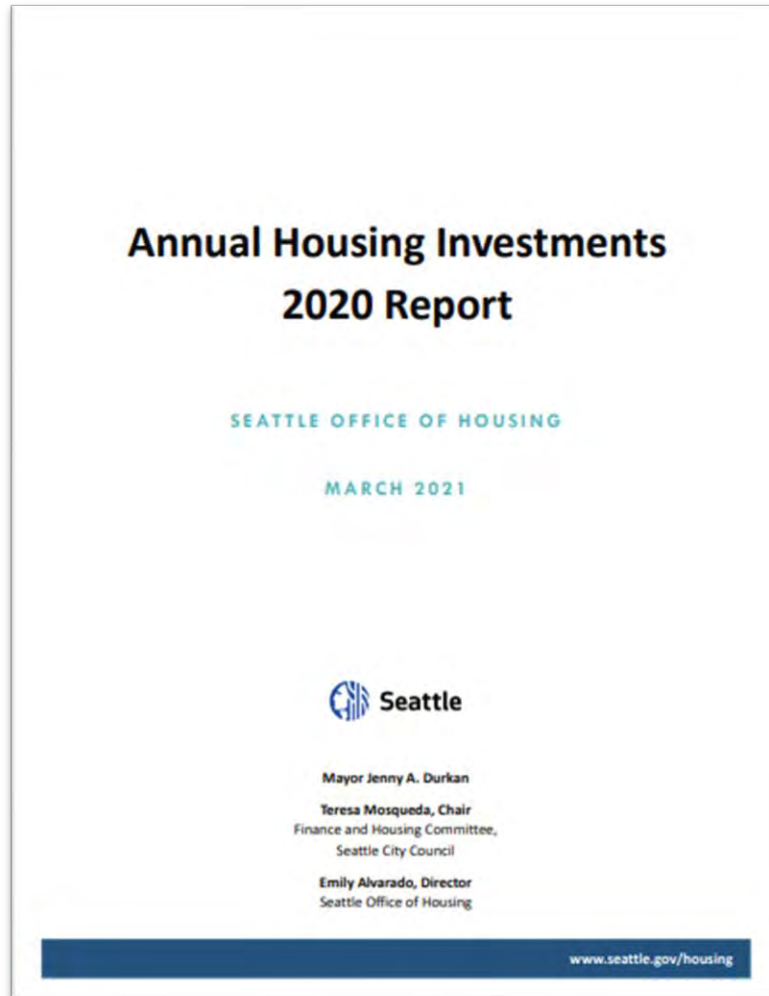# What does "affordable housing" mean?

- Rental or for-sale housing that is only available to households meeting certain income eligibility requirements
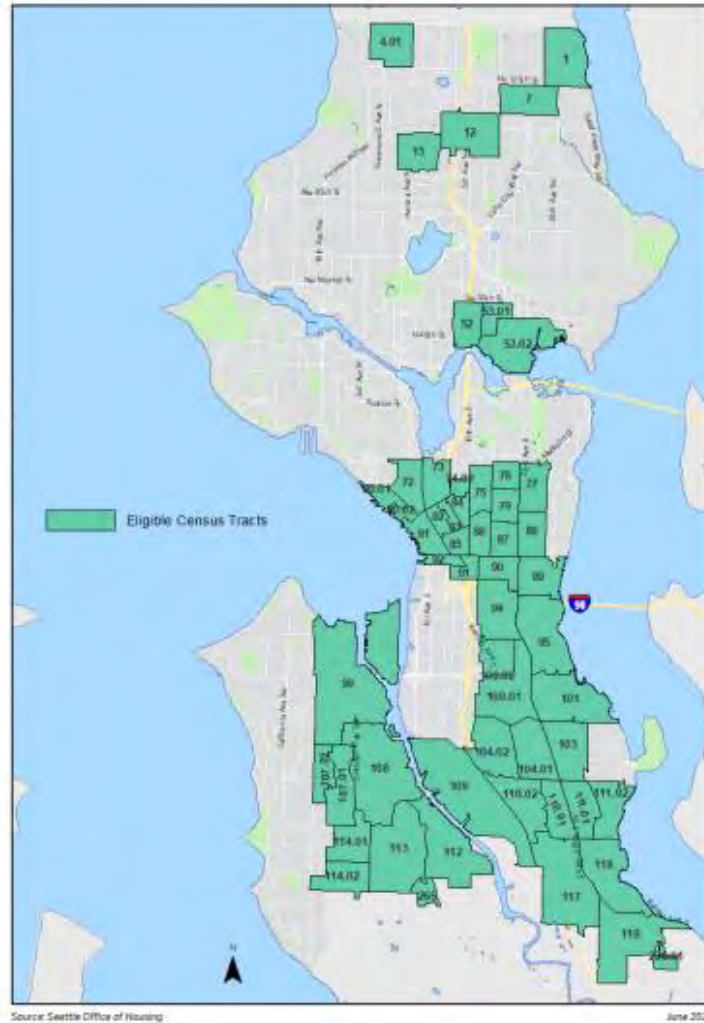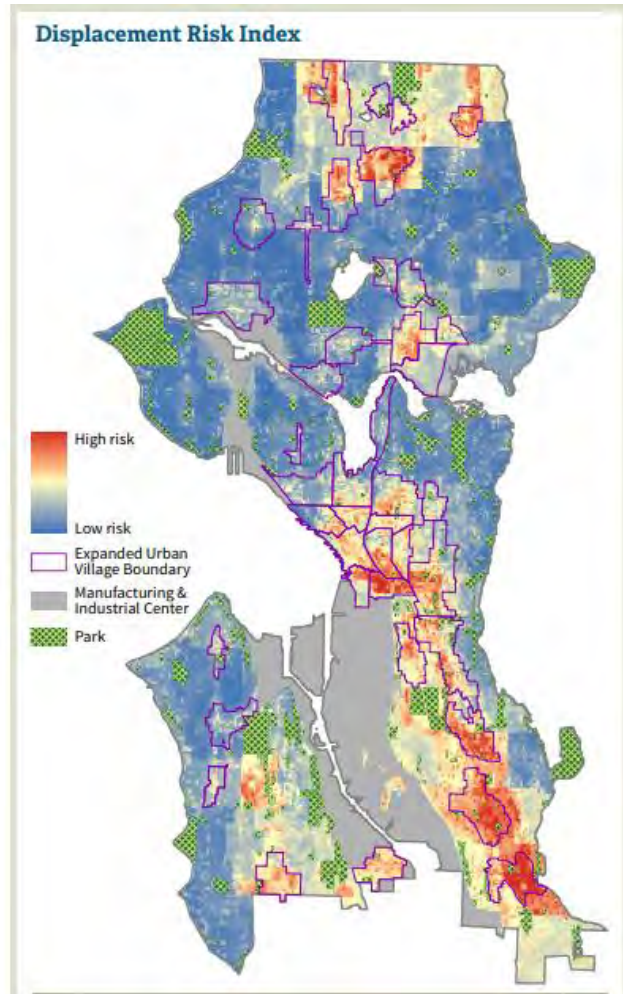
Income Limit and Affordable Rent Examples

City Funded Rental Housing Program				
	Household Size		Rent Limit	
Income Level	1 Person	4 Persons	1 Bedroom	2 Bedrooms
30%	$24,300	$34,700	$651	$781
50%	$40,500	$57,850	$1,085	$1,302
60%	$48,600	$69,400	$1,301	$1,562
80%	$64,790	$92,560	$1,851	$2,083

Office of Housing & Data

Community Preference

Displacement Risk Index
- High risk
- Low risk
- Expanded Urban Village Boundary
- Manufacturing & Industrial Center
- Park

Eligible Census Tracts

Source: Seattle Office of Housing

June 2020

www.seattle.gov/housing /programs-and-initiatives/community-preference

How does Community Preference work?

- Designated census tracts

- Permissive Policy – Not Mandatory

- Up to 50% of the apartments (units) in a building

- Recommended preferences but not limited to:
    - **Applicant is a current resident**
    - **Applicant, family member, or ancestor is a former resident**
    - **Applicant utilizes services in the neighborhood**

South Park – Duwamish Valley Program

- The City of Seattle will acquire two sites in the heart of South Park

- Setting precedence as it is the first time the City of Seattle will acquire land in its name for the purpose of developing affordable housing.

- Duwamish Valley Affordable Housing Coalition, the Duwamish River Clean-up Coalition along with other community organizations.

This is how we make people and community "pencil" in transactions. When we speak about strategic, we must think about the people and their stories. This isn't just about math!

South Park and the Duwamish Valley

Vision for the South Park Development

- 70-120+ family sized units for low-income families

- Community services on the ground floor

- Activation of 14th Avenue S. with housing and ground floor uses

- Safe and healthy housing

- Aim for highly energy efficient building

- Community Preference to benefit those most impacted by displacement

- Meets the racial equity outcomes outlined in the Duwamish Valley Action Plan

July 12, 2021 Press Release

Anti-Displacement Departmental Team

- Cross departmental collaboration
- Sharing current work that could be expanded
- Brainstorming sessions
- Allows for North Star ideas
  - Dream a Little

Contacts

Office of Planning & Community Development

Presented:

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Office of Housing

Presented:

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Office for Civil Rights:

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What else?
How did we do?