

MIDTOWN
OUR
NEIGHBORHOOD VISION 2025

DATA BOOK



OCTOBER 2020

INTRODUCTION

MidTown Neighborhood Vision Plan

This databook is part of the process to create a **MidTown Neighborhood Vision Plan**. This effort aims to develop a cohesive vision for the identity of MidTown by creating a place-based and holistic neighborhood plan that will include strategies that grow MidTown as a neighborhood, reinforce MidTown as a great place to work, visit and live, and expand MidTown as a destination for entertainment and services that better support the surrounding communities.

This databook summarizes the investigation into publicly available data related to the MidTown area and surrounding neighborhoods to gain an understanding of existing conditions of the local community.

COVID-19 Note

The numbers in this databook are primarily from 2010 and 2018 American Community Survey / U.S. Census estimates, and do not reflect the economic, health, or social impacts related to the present Covid-19 pandemic. The full extent of Covid-19 impacts is yet unknown, as the virus continues to spread throughout the United States and abroad. Known impacts of Covid-19 on MidTown's local businesses, residents, and employees will be a focus of the MidTown Neighborhood Vision Plan through assessment and discussion of all qualitative and quantitative data available.

About MidTown + Near Neighborhoods

Datasets like the U.S. Census are based on survey responses of a local population within a predetermined geography. With any dataset, including the U.S. Census, some variability between the qualities of the actual population and the survey data representing that population is expected. The margin of error is a calculation used to represent the amount of variability you might expect in a given dataset. It is important to note that the MidTown Service Area Boundary, identified in Figure 1, is small with a resident population of only 1,100 households, approximately. This smaller population means that the margin of error for many of these datasets is large. For this reason, we present the Databook analysis across multiple geographies including MidTown alone, MidTown data including all bordering or near neighborhoods ("MidTown+NN"), the City of Cleveland, and Cuyahoga County as a whole. In some cases the State and National averages are also presented for context.

MidTown is at the nexus of many communities including AsiaTown, Hough, Central, and Fairfax. In some cases, near neighborhoods actually overlap the Midtown Service Area Boundary. Looking at these different geographies allows us to see MidTown's social, health, and economic conditions in context and better represent the multifaceted population of this area.



NEIGHBORHOODS

- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- PARK/OPEN SPACE
- NEIGHBORHOODS

Figure 1. MidTown Service Area Boundary

DATA OVERVIEW

POPULATION.

Introduction

This demographic data from the 2018 American Community Survey compares the total population, population density, and age statistics for MidTown with MidTown+NN, the City, and Cuyahoga County. Differences in population density help inform many planning discussions such as distribution of resources, transportation access, and potential impacts of investment. Understanding how the age distribution of the local population is changing offers insight into the needs or priorities of a community in different stages of life.

Key Takeaways

- MidTown's median age is younger than MidTown+NN (med. age 33), the City (med. age 36), and County (med. age 40)
- MidTown is less dense (has less people per square mile) than the rest of the area and the City
- The youth population in MidTown has grown 24% from 2010 to 2018, while it has decreased in MidTown+NN, the City, and County

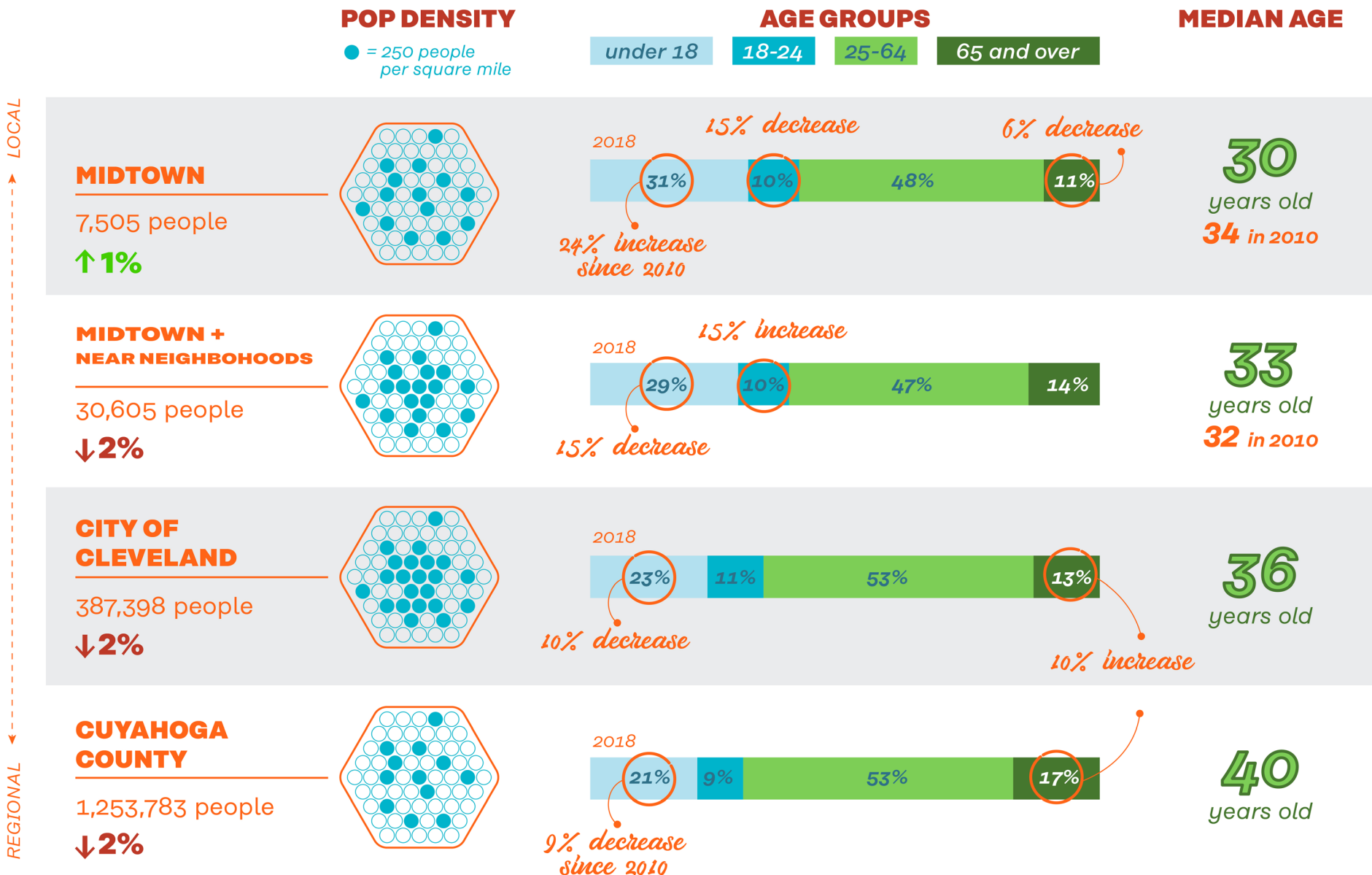


Figure 2. Change in Population and Age, 2010-2018
Source) U.S. Census ACS 2018 5-year estimate, Census 2010

INCOME AND WEALTH.

Introduction

Metrics related to household income and wealth come from the U.S. Census Bureau's American Community Survey and includes household income, educational attainment, unemployment rates, and housing and transportation expenses across several geographies.

Key Takeaways

- MidTown households have a lower median income than surrounding neighborhoods, the City and the County.
- In MidTown and MidTown+NN, renters are more likely to be cost-burdened. In this dataset, "cost-burdened renters" are defined as those who pay more than 30% of their monthly income towards housing costs, including rent or mortgage and utilities.
- Residents of MidTown have lower educational attainment on average than residents of the City and County
- Only 42% of MidTown residents have access to a car, compared to 65% and 74%, City and County-wide average.
- MidTown and MidTown+NN datasets show a high proportion of non-family households; 41% and 47%, respectively.
- Unemployment is high in MidTown (19%) and MidTown+NN (26%). The national average unemployment rate during the same time was 5%¹. These numbers are from 2018 estimates and current rates have likely been negatively impacted by economic impacts of the COVID-19 pandemic.

¹ <https://www.bls.gov/lau/acsqa.htm#:~:text=In%202018%2C%20the%20numbers%20of,annual%20average%20of%203.9%20percent>.

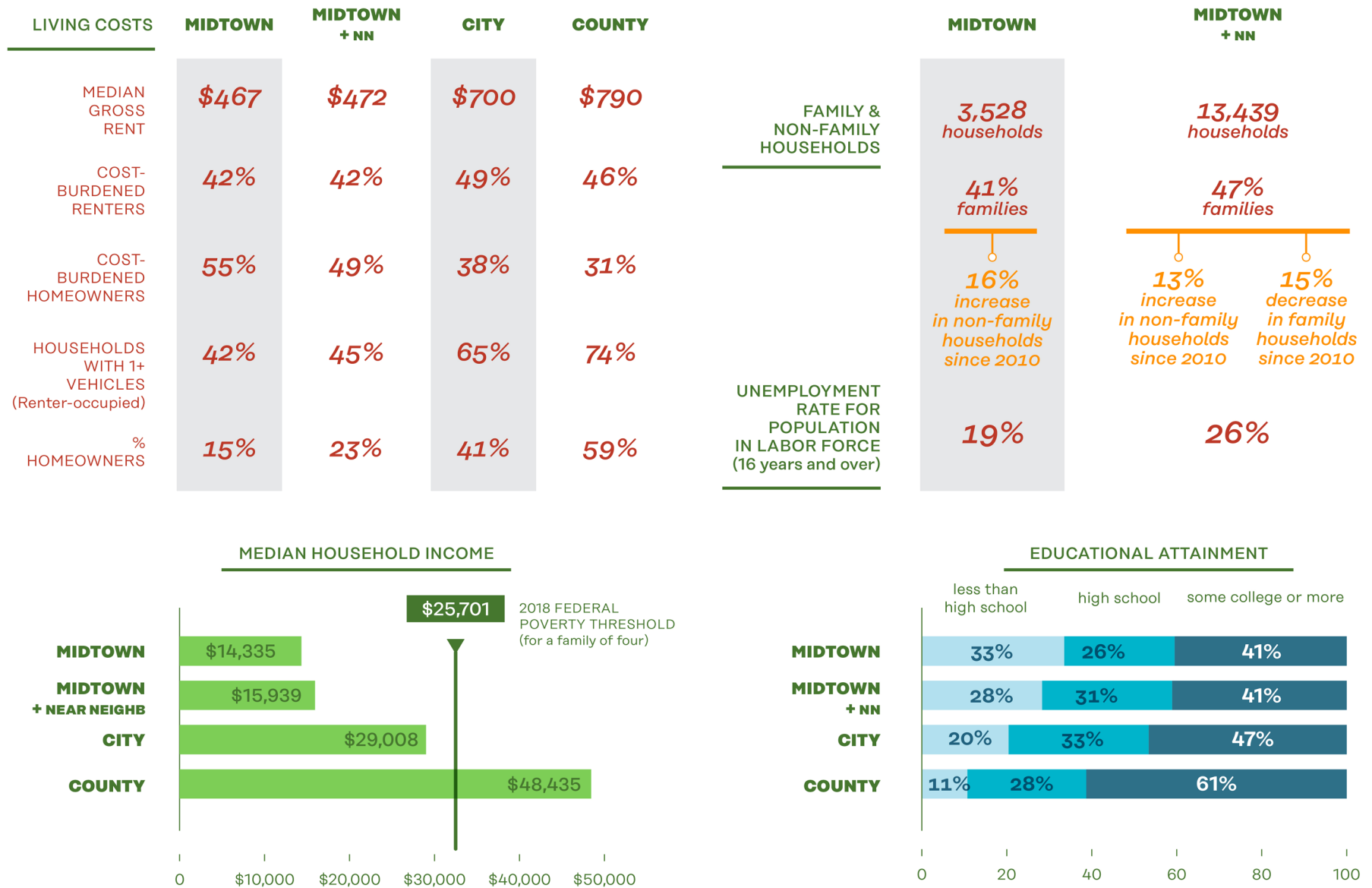


Figure 3. Change in Income and Wealth, 2010-2018

Source) U.S. Census ACS 2018 5-year estimate, Census 2010

DIVERSITY.

Introduction

The U.S. Census and American Community Survey data shown here represents the racial and ethnic diversity in MidTown, MidTown+NN, Cleveland, and Cuyahoga County. MidTown is surrounded by communities of color including AsiaTown and Hough. Growth and change in these surrounding areas is likely to reach into MidTown. Understanding some nuance in the ethnic and racial composition of surrounding neighborhoods is critical as the MidTown Vision Plan works to correct injustices that disproportionately impact communities of color, and help to celebrate the diversity already present in the MidTown area. Datasets representing the foreign-born resident population, populations by specific origin, and households that speak a second language at home are only available for the City of Cleveland as a whole and are not available at sub-geographies.

Key Takeaways

- The population of MidTown and surrounding neighborhoods are majority Black (71%). The proportion of Black residents in these areas is significantly higher than the proportion of Black residents in the City or County as a whole, 50% and 30%, respectively.
- MidTown has higher proportions of Asian residents (9%) than the City and County, 2% and County 3%, respectively.
- Based on the Citywide data, 33% of Asian residents identify themselves as Chinese (except Taiwanese), 21% identified as Asian Indian, and 10% identified as Nepalese by origin.
- The proportion of Hispanic or Latinx identified individuals is lower in MidTown and the surrounding neighborhoods (<4%), than it is for the City (12% Hispanic or Latinx identified), across all race categories.

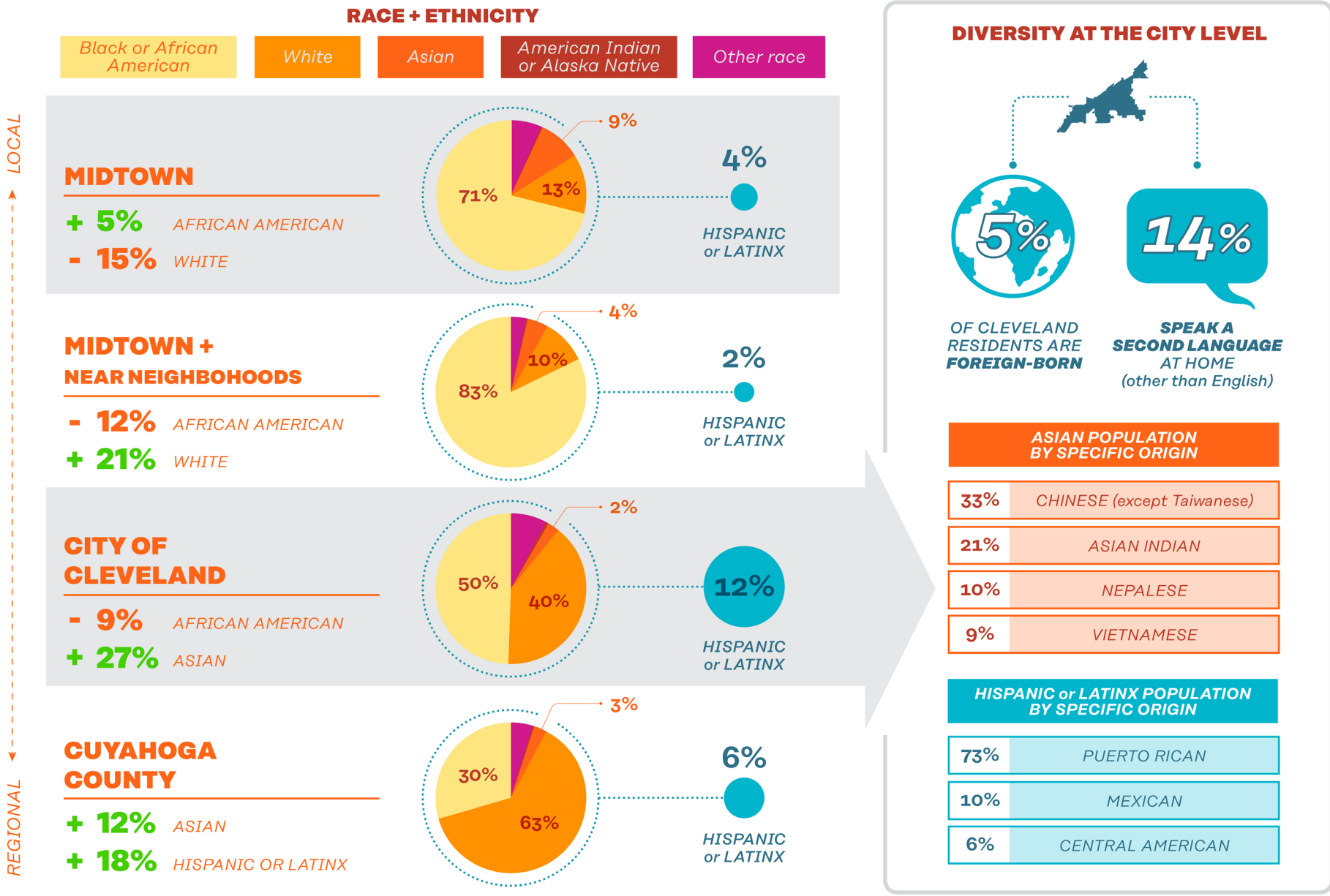


Figure 4. Change in Diversity, 2010-2018
 Source) U.S. Census ACS 2018 5-year estimate, Census 2010

- MIDTOWN BOUNDARY
- LAKE/RIVER
- RAIL
- CENSUS BLOCK GROUP
- ASIAN
- BLACK/AFRICAN-AMERICAN
- WHITE

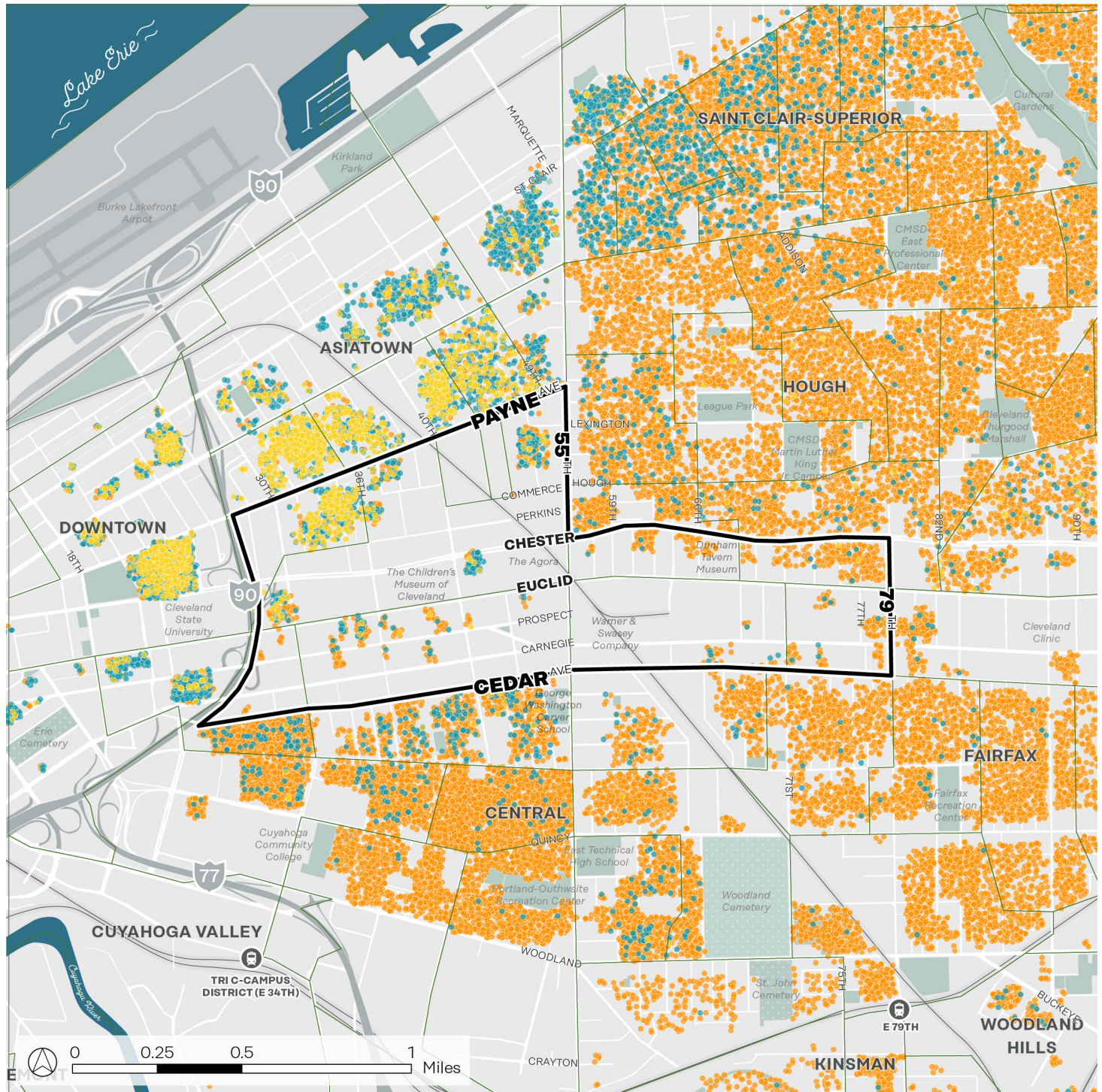


Figure 5. Population Density by Race, 2018
 Source) U.S. Census ACS 2018 5-year estimate

CLEVELAND, OH

MIDTOWN + NEAR NEIGHBORHOODS

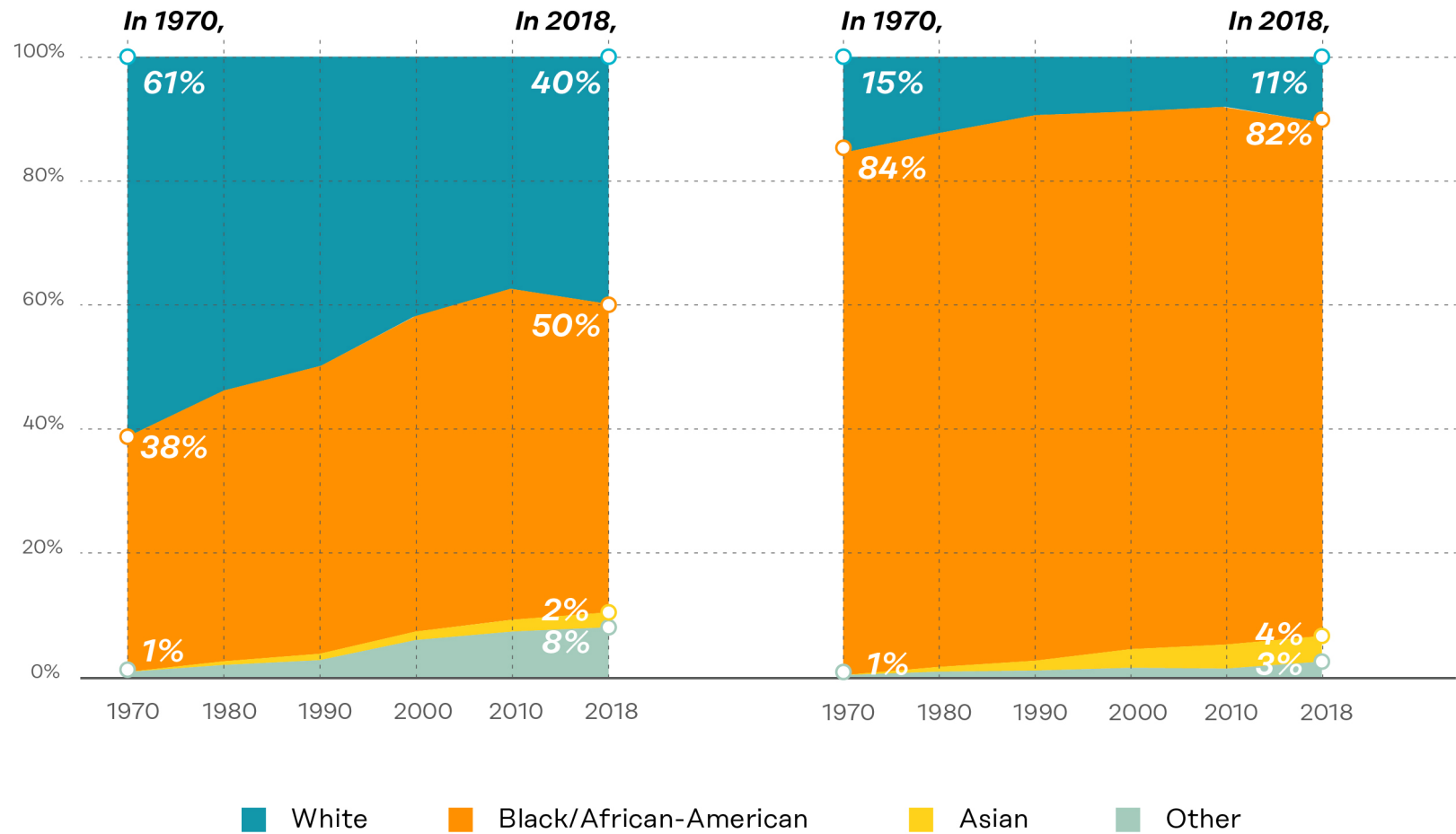


Figure 6. Race Over Time, 1970-2018

Source) U.S. Census ACS 2018 5-year estimate, Census 1970, 1990, 2000, and 2010

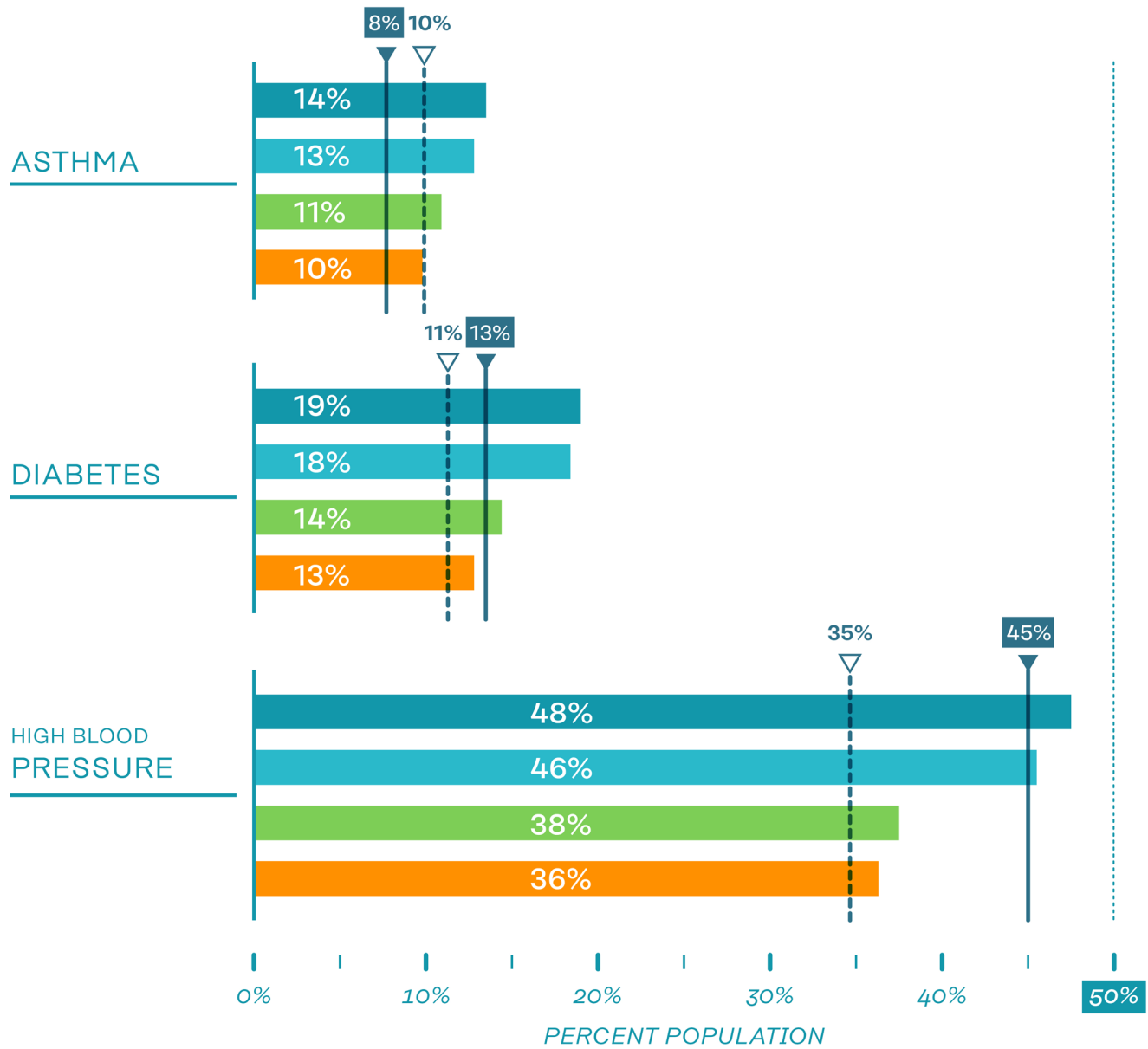
COMMUNITY HEALTH ●

Introduction

Health metrics like these are an important indicator of the overall physical health of a community. Due to privacy protections for citizens, the availability of health-related data for specific geographies is more limited than other datasets. Health data is not tracked in the U.S. Census. Data in this section comes from a variety of sources, including the Center for Disease Control's Behavioral Risk Factor Surveillance System, Cleveland Department of Public Health, Ohio Department of Public Health, Cleveland Clinic publicly available data resources, and NEO CANDO database, managed by Case Western Reserve University. The data presented here represent some of the most widely available data showing rates of common health indicators - smoking, obesity rates, child lead exposure and infant mortality rates - and common chronic conditions such as Asthma, Diabetes, and High Blood Pressure. Negative health metrics like these reinforce the need to invest in safe, open spaces for all ages and abilities, and to broaden education and access to health information and healthcare.

Key Takeaways

- MidTown and MidTown+NN residents are slightly more likely to smoke cigarettes (~23% and 26%, respectively) compared to 21% Citywide. The National average is 13%.
- MidTown and MidTown+NN residents are more likely to have high blood pressure (48% and 46%), while 38% of Clevelanders and 35% of Ohioans report high blood pressure.
- Diabetes is more prevalent in MidTown and MidTown+NN (19% and 18%, respectively), than it is in the City or County (14% and 13%, respectively).
- The infant mortality rate in the MidTown area is consistent with Cleveland and County rates, however these are above state and national averages.
- The percent of children with elevated blood lead levels in MidTown is consistent with Cleveland and County rates, however these are above state and national averages.



MIDTOWN
 SURVEYED POPULATION:
 6,113

MIDTOWN + NEAR NEIGHBORHOODS
 SURVEYED POPULATION:
 23,035

CITY OF CLEVELAND
 SURVEYED POPULATION:
 299,268

CUYAHOGA COUNTY
 SURVEYED POPULATION:
 299,268

▽ OHIO ▽ USA

Figure 7. Community Health Indicators 1 of 3, 2016-2018
 Source) Various, 2016-2018



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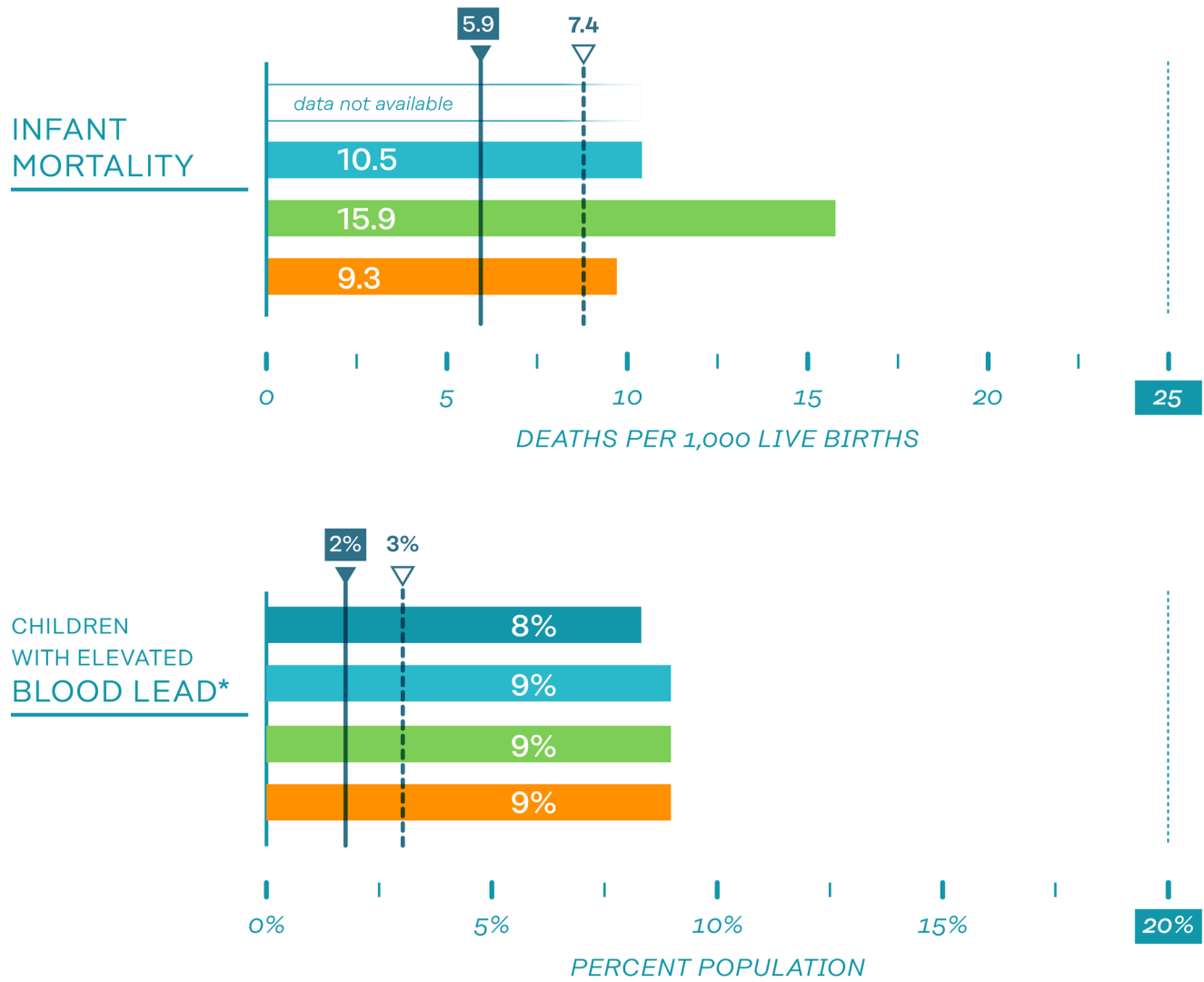
**CUYAHOGA
COUNTY**

SURVEYED POPULATION:
299,268

▽ OHIO ▽ USA

Figure 8. Community Health Indicators 2 of 3, 2016-2018

Source) Various, 2016-2018



MIDTOWN

MIDTOWN + NEAR NEIGHBORHOODS

CITY OF CLEVELAND

CUYAHOGA COUNTY

▽ OHIO ▲ USA

**Note: 2015 Blood Lead Level data comes from the CDC (USA & Ohio data), Ohio Dept. of Health (Cleveland and Cuyahoga County data), and NEO CANDO (MidTown & Near Neighborhoods data), all of which have differing sample sizes and margins of error.*

Figure 9. Community Health Indicators 3 of 3, 2016-2018
 Source) Various, 2016-2018



WHAT IS MEASURED



WHAT ARE THE DATA SOURCES

CHRONIC HEALTH CONDITIONS or RISK FACTORS	MIDTOWN	MIDTOWN + NEAR NEIGHBORHOODS	CITY OF CLEVELAND	CUYAHOGA COUNTY	STATE	NATION
ASTHMA	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					CDC National Asthma Data Report (2018)
DIABETES	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					CDC National Diabetes Statistics (2018)
HIGH BLOOD PRESSURE	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					CDC/CMS Hypertension Prevalence Report (2013-2016)
SMOKING	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					CDC Smoking and Tobacco Use Fast Facts (2018)
OVERWEIGHT	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					CDC BRFSS (2018)
OBESITY	PolicyMap, CDC Behavioral Risk Factor Surveillance System (BRFSS) (2017)					NCHS Data Brief for Prevalence of Obesity (2017-2018)
LEAD POISONING	NEO CANDO Neighborhood Data Warehouse Tables (2015)		Ohio Department of Health Public Health Information Warehouse (2015)		CDC National Childhood Blood Lead Surveillance Data (2012-2017)	
INFANT MORTALITY	NEO CANDO Neighborhood Data Warehouse Tables (2016)		Cleveland DPH Infant Mortality Report (2012-2015)	Cleveland Clinic Community Health Needs Assessment (2019)	Cleveland DPH Infant Mortality Report (2012-2015)	

Figure 10. Community Health Data Source

THANK YOU!

Created on behalf of MidTown Cleveland Inc.
for the MidTown Neighborhood Vision Plan, by

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