



Describing your Community or Target Area

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General Objectives of Demographic Information

- ✓ To describe your community or target area
- ✓ Information should tell the story of your community and present a compelling need for Brownfields funds
- ✓ Strive to include a consistent message throughout the application as to how Brownfields funds will address specific needs of the community or target area
- ✓ Use demographic indicators whenever possible

General Demographic Indicators

- ✓ Unemployment Rate
- ✓ Median Income/Wage
- ✓ Population
- ✓ HUD Disadvantaged Areas/Empowerment Zones
- ✓ Percentage of Minorities and the Elderly
- ✓ Federally-recognized Indian Reservation
- ✓ Compare your target area to state and nation. If considerably different within the target area, call this out.

Explain How Brownfield funds would:

- ✓ Clean up the environment
- ✓ Have a positive impact on a specific sensitive population
- ✓ Complement economic stability and growth of your community
- ✓ Address health-related impacts caused, in part, by contaminated properties (both site-specific and cumulative)
- ✓ Address a specific community need (i.e. improve an urban renewal district, address a health concern near a site, complement a corridor-specific project or specific planning objective)
- ✓ Promote in-fill development
- ✓ Provide the funds to allow projects on hold due to environmental issues to happen

The Rural Challenge

- ✓ Generally more difficult for rural communities to obtain Brownfields grants because questions/scoring is skewed a bit to urban environments, and redevelopment pressure on Brownfields often not as great in rural settings;
- ✓ How to combat the above:
 - Explain the importance of a single redevelopment project
 - Describe what “sustainable” means to your rural community
 - Describe how re-investment in rural America is of primary importance to our country
 - Show how funds might enable regional development trends

Where to Find Demographic Information

Demographics*

US and States – State and County Quick Facts

<http://quickfacts.census.gov/qfd/states/30000.html>

States and Counties - State and County Quick Facts

<http://quickfacts.census.gov/qfd/states/30/30027.html>

Certain cities – State and County Quick Facts

<http://quickfacts.census.gov/qfd/states/30/3043375.html>

American Fact Finder: Detailed demographic data for US, Montana, Counties, Cities and Census tracks and census designated places

<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP03&prodType=table

Where to Find Demographic Information (Continued)

Demographics*

Local Area (Montana) Labor Market (Economic) Profiles

<http://www.ourfactsyourfuture.org/cgi/databrowsing/?PAGEID=4&SUBID=273>

Reservation Labor Market (Economic) Profiles

<http://www.ourfactsyourfuture.org/cgi/databrowsing/?PAGEID=4&SUBID=249>

County (Montana) Unemployment Rate Rankings (not seasonally adjusted)

<http://www.ourfactsyourfuture.org/cgi/databrowsing/?PAGEID=4&SUBID=268>

*Note of US Census information. In 2010, the US Census adopted a 10 question census survey which was sent to every household in the country. The 10 questions deal with the number of residents, age, sex, race, relationship to head of household, number of households, household characteristics, and housing occupancy. The Census Bureau queries groups of residents every year, every 3rd year and every 5th year on additional demographic and economic information. This data is presented as averages.

Where to Find Demographic Information (Continued)

Health

County Health Rankings and Roadmaps

<http://www.countyhealthrankings.org/app/#/montana/2013/rankings/outcomes/overall/by-rank>

County Cancer Registers

<http://www.dphhs.mt.gov/publichealth/cancer/documents/IMCTRAnnualReport20062010.pdf>