

This document details using the community profiles interactive map for accessing geographic information needed for the 2018 Single Family Standard Application Request for Proposal. *Note: the current RFP round is using data originated in 2017 to allow for a longer planning period for Minnesota Housing partners.*

The RFP application guide is found on [Minnesota Housing Website](#). Two sections in the application are addressed in this document. The steps below walk an applicant through finding this information using the interactive ma:

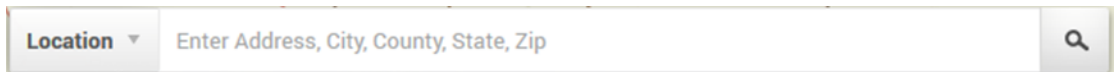
- **Section C – Project Feasibility - Target Area Impact Strategy**
- **Section D – Funding Priorities – Workforce Housing, Location Efficiency - Transit, Community Economic Integration, and Community Recovery**

Find a quick getting started document for the interactive tool and other information about the Community Profiles on the Minnesota Housing website: <http://www.mnhousing.gov> > [Policy & Research](#) > [Community Profiles](#) > [Scoring](#)

## SECTION B. - TARGET AREA – COMMUNITY PROFILES DATA

Follow these steps to create a target area map, and to analyze housing-market and community data in the target area.

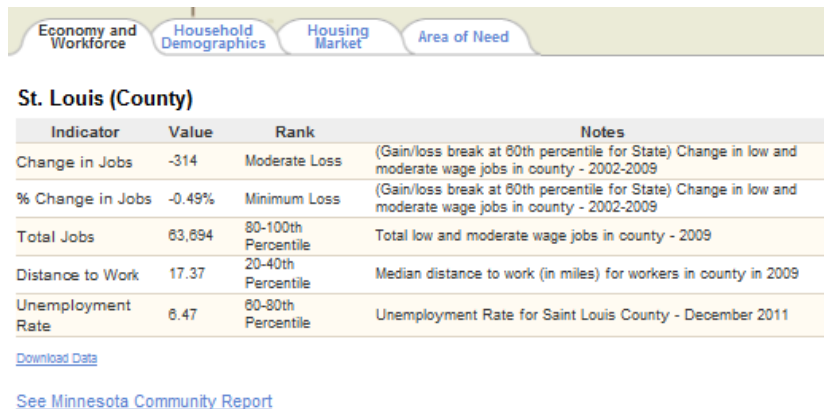
- 1) Open the community profiles interactive map in a web browser (Google Chrome or Firefox).
- 2) Navigate map to general target area. Use the search header to enter in an address, city, county, state or zipcode. This will zoom the map to that location. Alternatively, if a Census Tract or other geographic location is known, other options are available for searching.



- 3) Create the Target Area. Based on the uniqueness of target areas, there are three options to create a target area in the tool, as in A, B, and C. below:

### **a. Target Area is individual Census Tract or County**

- Click on the map within the Census Tract or County Boundary of your choice to display the “click to identify bubble” for that location.
- From the bubble, quickly view data indicators for the Census Tract or County, and download a Community Report by clicking the “See Minnesota Community Report” at the bottom of the bubble.
- *(Continue to Step 4 on the following page for details of the report)*



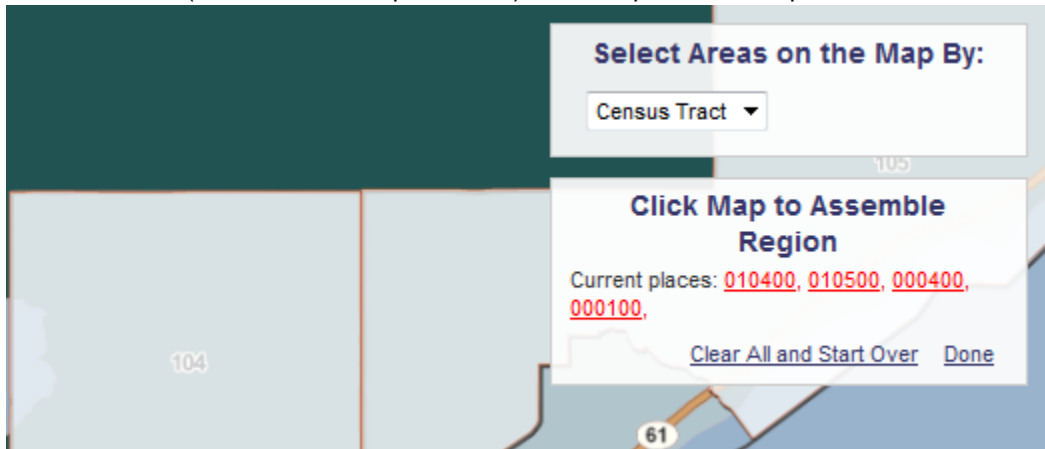
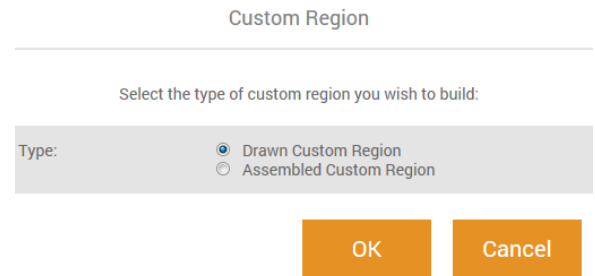
Indicator	Value	Rank	Notes
Change in Jobs	-314	Moderate Loss	(Gain/loss break at 80th percentile for State) Change in low and moderate wage jobs in county - 2002-2009
% Change in Jobs	-0.49%	Minimum Loss	(Gain/loss break at 80th percentile for State) Change in low and moderate wage jobs in county - 2002-2009
Total Jobs	83,894	80-100th Percentile	Total low and moderate wage jobs in county - 2009
Distance to Work	17.37	20-40th Percentile	Median distance to work (in miles) for workers in county in 2009
Unemployment Rate	6.47	60-80th Percentile	Unemployment Rate for Saint Louis County - December 2011


[Download Data](#)

[See Minnesota Community Report](#)


**b. Target area is a combination of several census tracts or counties**

- Begin to build a custom region by clicking the “Draw Report Area” link in the upper-right hand corner of the map.
- Choose “Assembled Custom Region” option and click OK and OK again.
- Choose Census Tract or County from the drop down menu depending on which geography will be assembled to create the target area.
- Next, Click on the map inside the boundaries you wish to include. To remove a boundary, click it again. The Current places listing will show which areas are included along with highlighting on the map. When finished, click done.
- Name the area (this will be the report name) add an optional description and click done again.



- The area will now be outlined in orange and will shown two icons. Click the blue x on the outline to remove an individual custom region. Click the orange icon  to access the report or change the region’s color.
- *(Continue to Step 4 on the following page for details of the report)*

**c. Target area has a defined boundary that could include many tracts or counties**

- Begin to build a custom region by clicking the “Draw Report Area” link in the upper-right hand corner of the map.
- Choose “Drawn Custom Region” option and click OK.
- To begin custom region, click a location on the map, move your mouse to another location and click again. A grey line will show on the map to display the drawn area as each point is drawn. Continue adding points to the map, closing the custom region by clicking on the first point again.
- When finished, name the region, and click done.
- Click the orange icon to access the report or change the color of the region on the map .
- *(Continue to Step 4 on the following page for details of the report)*

**Note on Custom Regions:** To disable all custom regions on the map the, click "Cancel" in the upper-right corner of the map. Also note that custom regions can not be saved and will only be available during the current browsing session.

- 4) The Minnesota Housing Report will open up in a new tab or window from your web browser. The report contains details of all of the indicators as in the bubble, but is in an easy to print format. The below example shows the report. Above the indicators and area of need statistics is a brief summary of the target area, including a small map, and which Census Tract(s) or County(s) are represented. Click “Print Report” button to generate a PDF.



**COMMUNITY PROFILE REPORT (2013)**  
**County Faribault**



Date: April 16, 2014

**LOCATION DETAILS:**  
 This report summarizes data for Faribault County

This location is in the following region: Greater Minnesota

[Print Report](#)

- (+) ECONOMY AND WORKFORCE
- (+) HOUSEHOLD DEMOGRAPHICS
- (+) RENTAL HOUSING MARKET
- (-) HOMEOWNER HOUSING MARKET

	Value	Rank	Notes
Homeownership Costs	\$943	0-20th Percentile	Margin of Error ± \$34, American Community Survey 2007-2011
Homeownership Rate	80.3%	60-80th Percentile	Margin of Error ± 1.9%, American Community Survey 2007-2011

5) Printing Target Area Map from Tool



To download a map from the tool, such as a map showing the drawn target area, click the button found by

clicking in the upper-right corner of the map. This will generate a jpeg image of the map as displayed on the screen, showing whichever layers are selected.

## D – FUNDING PRIORITIES

Overlays available for all geographic funding areas can be found under “**NEW MAP**” at the top-left of the interactive mapping tool. These overlays can be mapped in relation to a location or custom region (target area) as described above. Click an overlay to add it to the map. Overlays will display on top of other layers on the map and multiple overlays can be drawn on the map simultaneously. Click the [x] button in the legend to remove an overlay from the map.



More detail on the site overlay methodologies can be found under the 2018 Single Family Request for Proposal (RFP) by clicking [here](#).

### **Location Efficiency - Transit**

Minnesota Housing has proximity to transit data available to map for the Twin Cities Metro, Duluth, Rochester, Mankato, Moorhead, East Grand Forks, La Crescent, and St. Cloud. To map target area against transit in these areas, select the Location Efficiency - Transit overlay from the NEW MAP menu. The overlay will display on the map as a semi-transparent blue area with a darker border. The proximity to transit areas overlay can be color coded by tiers described

in the RFP application. Click “**EXPAND LEGEND**”

A button with a left-pointing arrow and the text "EXPAND LEGEND" in orange.

found in the legend of the map in the upper-right

corner of the application. Click “**Filter**,”

A button with a funnel icon and the text "Filter" in grey.

then click “**Type**”, and finally “**Color Code All**” to display the different priority types for that criterion.

### **Economic Integration**

To map target area against economic integration priority areas, select Economic Integration from the NEW MAP menu. The overlay will display on the map as a semi-transparent blue area with a darker border. The economic integration areas can be color coded by tiers described in the RFP application the same way as described above in location efficiency.

### **Workforce Housing**

To map target area against workforce housing priority areas, select Workforce Areas from the NEW MAP menu. The overlay will display on the map as a semi-transparent blue area with a darker border. Workforce housing areas can be color coded by type described in the RFP application the same way as described above in location efficiency.

### **Rural Designation Areas**

To map a location in relation to the rural designation areas, select the Rural Designation Areas from the NEW MAP menu. The overlay will by default display on the map as a semi-transparent blue area with a darker border.

### **Community Recovery**

To map a location in relation to community recovery areas, select Community Recovery from the NEW MAP menu. The overlay will by default display on the map as a semi-transparent blue area with a darker border.

## FOR MORE INFORMATION

- Find more information about the community profiles at the Minnesota Housing website: <http://www.mnhousing.gov> > [Policy & Research](#) > [Community Profiles](#) > [Scoring](#).
- Questions or comments should be directed to [Kody.Thurnau@state.mn.us](mailto:Kody.Thurnau@state.mn.us) or at 651.215.5972.