DRIVEN BY DATA
- Census-Informed Programming -

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PRESENTED ON:
JULY 13, 2018
Mission: Recruit and Retain City Residents

- 10,000+ contacted us
- 240,000+ researched neighborhoods
- 1 in 7 homebuyers registered
Primary Data Sources

• **MRIS**: Regional home sales
• **SDAT**: Maryland deeds and property taxes
• **Census**: Population and demographic change
Baltimore City

Overview

- 81 square miles
- Largest independent city
- 30th largest city overall
- 278 neighborhoods
- Peak population: 949,708
- 614,000+ people today
Census-Informed Programs
Four Examples
Opportunity Latino Population

- 32,000 residents
- 5% of Baltimore's population
- +100% in the last decade
- +5,040 (2010-2016)
- Neighborhoods:
  - Highlandtown, Baltimore Highlands, Brooklyn, Lakeland, Fallstaff, Curtis Bay, Orangeville, Armistead Gardens
Challenge
Families

- Changing household composition
- -8,415 children (2010-2016)
- City Schools enrollment fell to 80,592 in SY17/18 (down more than 4,000 from its most recent peak in SY14/15)

source: 2000 Decennial Census and 2016 ACS 1-year
Challenge
Black Population

- 385,000 residents
- 62% of Baltimore's population
- -9,482 (2010-2016)
### Opportunity Commuter Flows

<table>
<thead>
<tr>
<th>County</th>
<th>Live/Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore County</td>
<td>51%</td>
</tr>
<tr>
<td>Balt. Suburbs N/E</td>
<td>52%</td>
</tr>
<tr>
<td>DC Outer Suburbs</td>
<td>57%</td>
</tr>
<tr>
<td>Balt. Suburbs S</td>
<td>60%</td>
</tr>
<tr>
<td>Baltimore City</td>
<td>61%</td>
</tr>
<tr>
<td>DC Inner Suburbs</td>
<td>69%</td>
</tr>
<tr>
<td>DC</td>
<td>76%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 2009-2013 5-year estimates, D.C. Policy Center
Want to use more Census data? Try these resources...

- **Census Emails**: Fun Facts, Data Releases
- **The Census Project Blog**: 2020 Census Advocacy
- **Census.gov**: Interactive Tools