

Richmond

Grocery Gap



Made possible by The California Endowment and the California FreshWorks Fund

Social**Compact**

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About Social Compact

Social Compact is a national not-for-profit corporation led by a board of business leaders whose mission is to help strengthen neighborhoods by stimulating private market investment in underserved communities. Social Compact accomplishes this through its Neighborhood Market DrillDown analytic tool, developed to accurately measure community economic indicators, and provides this information as a resource to community organizations, government decision makers and the private sector. Social Compact is at the forefront of identifying the market potential of underserved neighborhoods and promotes public-private partnership involving community members and leveraging private investment as the most sustainable form of community economic development.

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Background

In January 2010, the First Lady, Michelle Obama, proclaimed combating childhood obesity nationwide as one of her top priorities and has since launched a major initiative to engage federal and local leadership in addressing access to healthy, affordable food in communities throughout the United States. Since their arrival in office, Mr. and Mrs. Obama and the White House staff have made substantial efforts to raise the profile of health related illnesses and the importance of healthy food in the American public eye. Their words and actions echo those of local leadership across the country as communities take notice of the impact of health disparities and how they are precipitated by inequalities in access to fresh, healthy and affordable food, particularly in lower income and minority communities.

An absence of affordable, quality food does not necessarily result from lack of market demand and can lead to demonstrable health complications such as obesity, diabetes and hypertension. Understanding the demand for grocers in communities is essential to development professionals and legislators as many urban areas have begun crafting incentives for grocers to locate in their communities.

Over the past few years, Social Compact has worked to develop the Grocery Gap analysis, a research methodology that addresses critical questions regarding grocery and food access options in communities nationwide, namely (1) quantifying demand for grocery services and understanding when this demand is not being met and (2) measuring a community's access to and the availability of grocery services in a neighborhood and what it means to be "underserved." Furthermore, Social Compact strives to work in tandem with local leadership to leverage this information to improve food access and availability through targeted grocery store development strategies and other food-related program enhancements. Social Compact's research has served to inform grocery development and food access initiatives in cities across the country, including Detroit, MI, Los Angeles, CA, Louisville, KY, and Miami, FL.

Acknowledgments

The Richmond Grocery Gap analysis was made possible through generous support from the California Endowment and the California FreshWorks Fund. Social Compact would like to extend additional thanks to: Diane Aranda, Tina Castro, Charles Fields and Mona K. Jhawar at The California Endowment; Caroline Rivas at the Advancement Project, Healthy City Program; Gary S. Hammet and Butch Stark at Unified Grocers.

Social Compact would also like to recognize our proprietary data providers ACNielsen Claritas and Synergos Technologies, Inc.

Summary Highlights

An absence of affordable, quality food does not necessarily result from lack of market demand and can lead to demonstrable health complications such as obesity, diabetes and hypertension. Understanding the demand for grocers in communities is essential to development professionals and legislators as many urban areas have begun crafting incentives for grocers to locate in their communities.

This report assesses access to fresh, healthy food and market potential for full service grocers within the study area. It is not a comprehensive study of the area's food environment and cannot measure the impact of product quality, pricing and the like. Social Compact recognizes that those things may play an important role in the food environment of the study area. While this report cannot capture those nuances, it is an excellent resource to use in developing a discussion around food access in your neighborhood.

- There are 6 full-service grocers in the Richmond study area. These grocers provide an average of 2.25 square feet of grocery retail space per person (approximately, an average of 1.9 full-service grocers for every 10,000 households), compared to an industry standard of 3.0 square feet per person, Richmond residents are underserved. Grocers located outside of the study area that may be accessed by residents can be seen in the subsequent maps of the report.
- On average, residents in the Richmond study area travel a distance of 0.79 miles to reach a full service grocer, yet in some block groups residents travel a greater distance.
- Richmond grocers attract customers from beyond the study area. Residents in the Richmond study area spend an estimated \$81.2 million on groceries, constituting more than three quarters (about 80 percent) of grocers' annual revenues—estimated at , roughly \$103 million.
- About 33 percent of the Richmond study area total population (or 30,878 people) reside in “critical food access areas” - areas considered underserved when compared to the study area as a whole— many of which demonstrate market potential that could support additional grocery retail development.
- Eighteen percent of the Richmond study area population (or 16,832 people) reside in areas considered underserved— when compared to the study area as a whole— yet demonstrate market potential to support additional grocery retail development. These areas are characterized as “critical food access and market opportunity areas”
- Much has been written recently about “food deserts”, a term commonly used to define areas where residents have little access to fresh, healthy and affordable food options. Deserts by definition are areas lacking the fundamental infrastructure needed to flourish—in this case, water to support vegetation. Unlike real deserts, food deserts can often belie the capital infrastructure existing in some markets to support expansion of services or new development that in turn improve access.
- In contrast, the grocery gap analysis highlights the market strength and opportunity. By identifying “critical food access and market opportunity areas” — the analysis highlights neighborhoods where unmet demand for services can signal conditions prime for investment, building upon Social Compact's track record of leveraging neighborhood assets as a strong foundation for successful economic development.
- To enhance understanding of the Richmond grocery gap, Social Compact provides a series of indicators regarding study area size, ethnic/racial composition, household income and vehicle ownership as well as Social Compact food access indicators (see Table 1, page 5).

The Richmond study area is defined by U.S. Census Bureau block group boundaries provided to Social Compact by The California Endowment and Healthy Communities.

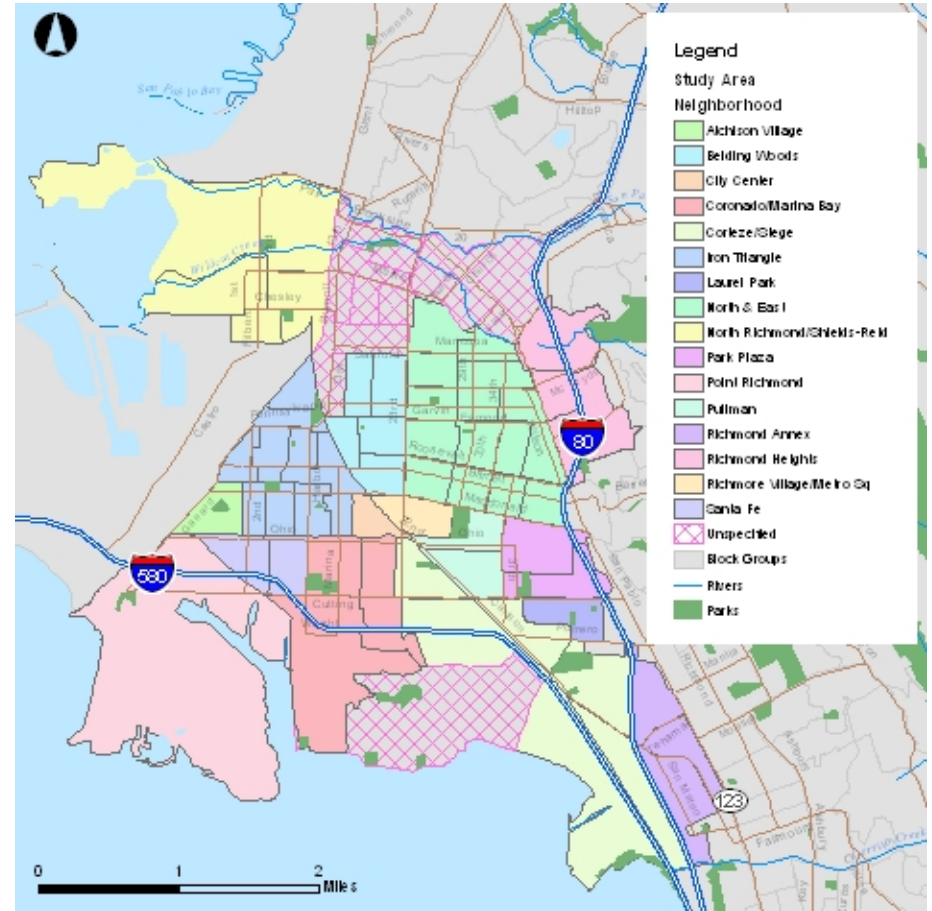
The Richmond grocery gap study area encompasses the entire City of Richmond as defined by U.S. Census Bureau block group boundaries. For the purpose of the Grocery Gap analysis, the Richmond study area has been further subdivided into the 18 Community Plan Areas listed below.

- Atchison Village
- Belding Woods
- City Center
- Coronado/Marina Bay
- Corteze/Stege, Eastshore, Parkview, Panhandle, SW Richmond Annex
- Iron Triangle
- Laurel Park
- North & East
- North Richmond/Shields-Reid
- Park Plaza
- Point Richmond
- Pullman
- Richmond Annex
- Richmond Heights
- Richmore Village/Metro Square
- Santa Fe
- Unspecified Block Groups

Table 1. Food Access Indicators

| Richmond Study Area | |
|---------------------------------------|-----------------|
| Population | 93,185 |
| Households | 30,986 |
| % Hispanic | 44% |
| % White | 10% |
| % Black | 31% |
| % Asian | 12% |
| % Other | 3% |
| HHs - Average Income | \$63,213 |
| HHs - Median Income | \$49,055 |
| HHs - No Car | 16% |
| HHs - 1 Car | 41% |
| HHs - 2+ Cars | 42% |
| Full Service Grocers | 6 |
| Full Service Grocers per 10K HHs | 1.94 |
| Grocery Sq Ft per Person | 2.25 |
| Average Distance to Grocer (in miles) | 0.79 |
| Grocery Revenues | \$103.0 Million |
| Grocery Expenditures | \$81.2 Million |
| Grocery Leakage | -\$21.8 Million |

Map 1. Richmond Study Area Context Map



Note: The Corteze/Stege, Eastshore, Parkview, Panhandle, SW Richmond Annex will be referred to as SW Richmond Annex.

Currently, full service grocers in the Richmond study area provide an average of 2.25 square feet of grocery retail space per person.

A 2008 survey of national retailers, conducted by Social Compact in partnership with the International Council of Shopping Centers (ICSC), revealed that a trade area may be considered underserved when the grocery store space servicing one person is less than 3 square feet.⁽¹⁾ With respect to full service grocers only (see Glossary and Sources, page 13 for definition), Richmond study area residents are served, on average, with 2.25 square feet of grocery retail space per person, well below the industry standard.

The map on the right depicts in blue available grocery retail space per person in and the Richmond study area. The areas depicted in dark blue are those where the available square feet per person is less and may be considered underserved.

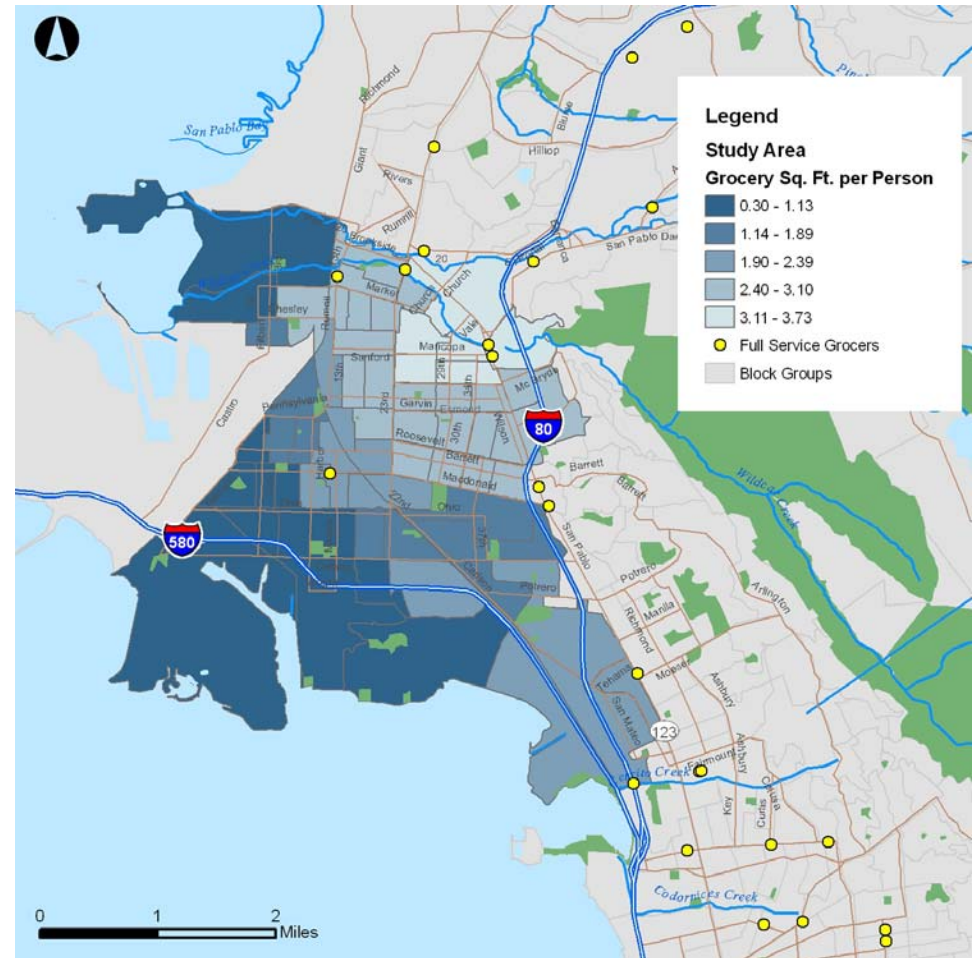
Available grocery square feet per person is below the citywide average (2.25 square feet per person) in the neighborhoods listed below (see Table 2, page 12) These neighborhoods do not necessarily represent grocery trade areas but serve as a tool to focus discussion about food access at the local level.

- Atchison Village (0.53)
- City Center (2.02)
- Coronado/Marina Bay (0.97)
- Iron Triangle (1.59)
- North Richmond/Shields-Reid (1.82)
- Park Plaza (1.84)
- Point Richmond (0.30)
- Pullman (1.74)
- Richmore Village/Metro Square (2.02)
- Santa Fe (.30)
- SW Richmond Annex (1.82)

Note: Grocery square feet per person is calculated as the ratio of the total square footage of each full service grocer to the total population within two miles of that grocer (based on total population of census block groups where the block group center falls within a two mile buffer of the grocer; in the case of rural block groups that are not within 5 miles of an urban area the analysis applies a 10 mile buffer). The analysis includes full service grocers within and up to two miles beyond the study area boundary.

Social Compact used the Census Bureau urban and rural classifications. The Census Bureau classifies as urban all territory, population, and housing units located within an urbanized area (UA) or an urban cluster (UC). It delineates UA and UC boundaries to encompass

Map 2. Available Grocery Retail Space - Square feet per Person By Census Block Group (Richmond)



densely settled territory, which consists of core census block groups or blocks that have a population density of at least 1,000 people per square mile and surrounding census blocks that have an overall density of at least 400 people per square mile. In addition, under certain conditions, less densely settled territory may be part of each UA or UC.

¹Social Compact, Inc. (2008). Inside Site Selection: Retailers' search for strategic business

On average, residents in the Richmond study area travel a distance of 0.79 miles to reach a full service grocer.

The map on the right depicts the average distance (by census block group) residents must travel to reach the nearest full service grocer in the study area. The areas depicted in dark blue are those where residents must travel a greater distance to reach a full service grocer.

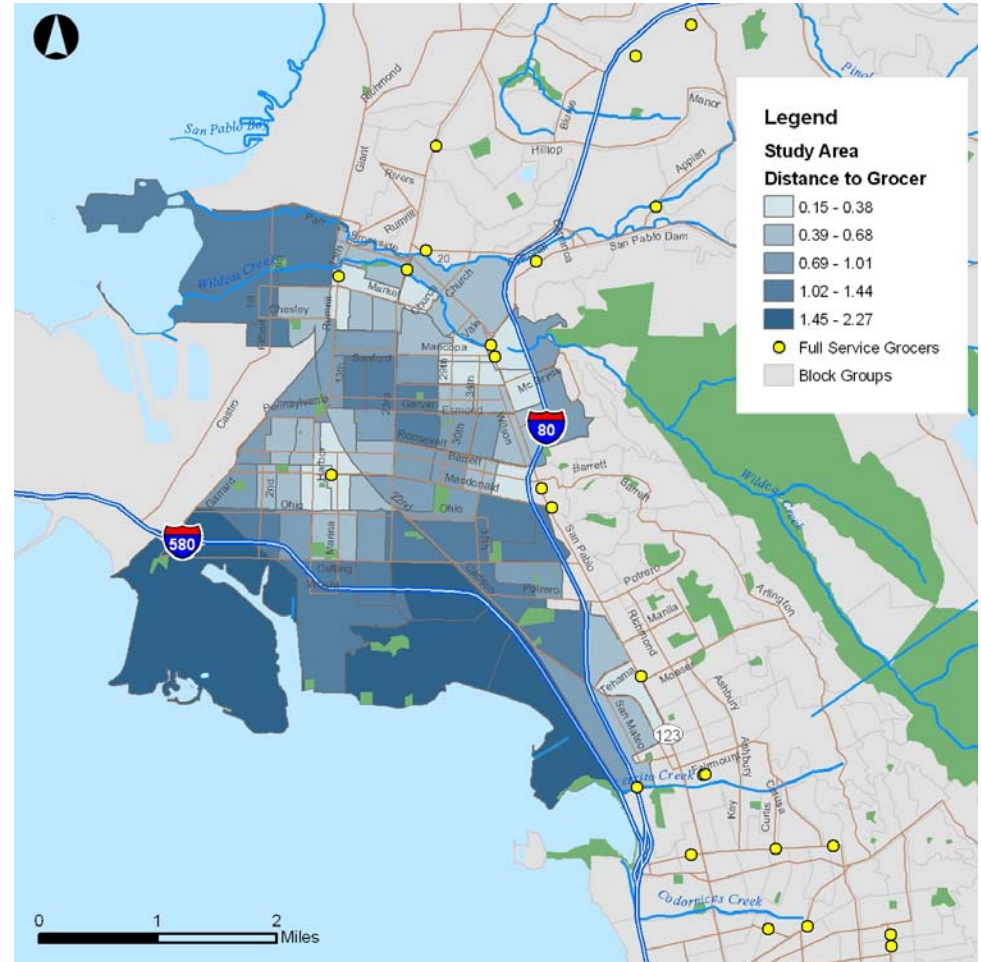
An analysis of the distance residents travel to a grocer, coupled with an analysis of available transportation options (personal vehicle or public transit), may enhance understanding of residents' access to grocers. Areas where residents travel a greater distance and are less likely to have access to transit options may be considered underserved by grocery retailers (see Table 1, page 5).

In the neighborhoods listed below (see Table 2, page 12), the average distance residents travel to the nearest full-service grocer is above the citywide average of 0.79 miles in the following neighborhoods. These neighborhoods do not necessarily represent grocery trade areas but serve as a tool to focus discussion about food access at the local level .

- Atchison Village (0.93)
- Belding Woods (0.80)
- Coronado/Marina Bay (1.02)
- Laurel Park (1.00)
- North Richmond/Shields-Reid (1.13)
- Park Plaza (1.09)
- Point Richmond (2.27)
- Pullman (1.11)
- Santa Fe (.92)
- SW Richmond Annex (1.27)

Note: Distances are calculated from the census block group center to the nearest full service grocer, including grocery establishments within and up to two miles beyond the study area boundary.

Map 3. Average Distance to Full Service Grocer By Census Block Group (Richmond)



Findings suggest that Richmond grocers attract customers from beyond the study area. Residents in the Richmond study area spend an estimated \$81.2 million on groceries, constituting more than three quarters (about 80 percent) of grocers’ annual revenues—estimated at, roughly, \$103 million.

The map on the right depicts the average grocery leakage (by census block group) in the study area when using a 2 mile radius trade area for the analysis, or in the case of rural block groups that are not within 5 miles of an urban area a 10 mile radius trade area. Leakage is characterized as the portion of residents’ grocery expenditures not captured by full service grocers—and thus represents missed market opportunity.

Areas in yellow depict those block groups where no grocery leakage is present - meaning grocery retailers attract customer spending from within as well as beyond the immediate area (census block groups). Areas in blue are those where residents’ grocery expenditures exceed full service grocers’ revenues. Darker blue indicates greater leakage.

Neighborhoods in Richmond demonstrate grocery leakage, characterized as unmet demand for full-service grocers (see Table 2, page 12). The neighborhoods with leakage are listed below. These neighborhoods do not necessarily represent grocery trade areas but serve as a tool to focus discussion about food access at the local level .

- Atchison Village (\$977,223)
- Cornado/Marina Bay (\$1,052,547)
- Iron Triangle (\$832,037)
- North Richmond/Shields-Reid (\$431,554)
- Point Richmond (\$1,714,119)
- Santa Fe (\$927,951)

Map 4. Grocery Leakage By Census Block Group (Richmond)



About 34 percent of the Richmond study area total population (or 32,119 people) reside in “critical food access areas” - areas considered underserved when compared to the study area as a whole.

Social Compact’s grocery gap indicators (grocery square footage per capita, average distance to the closest grocer, and grocery leakage) serve to identify areas where the need for access to healthy affordable food options is essential.

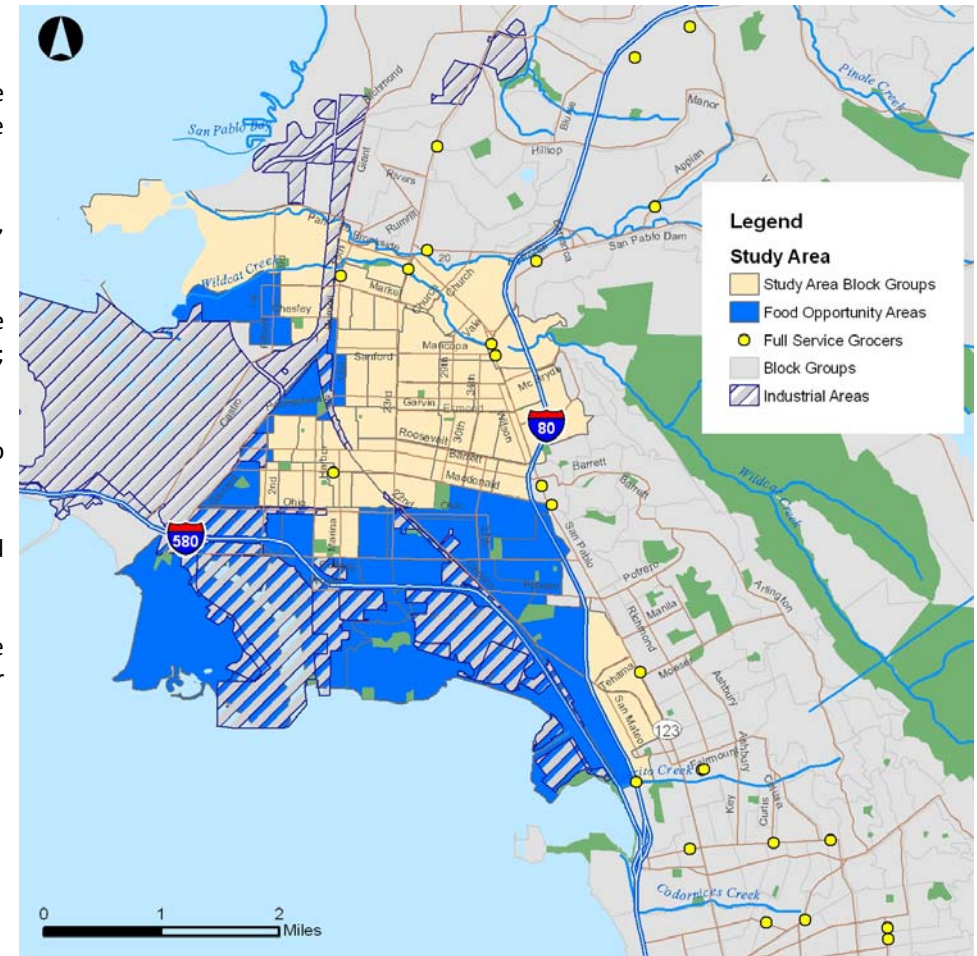
The map on the right depicts in blue areas where two of the three indicators converge, highlighting 23 block groups where:

- (1) the average square feet of available grocery retail space per person is below the study area average of 2.25 and the industry standard of 3 square feet per person; and
- (2) residents travel a distance greater than the study area average of 0.79 miles to reach a full-service grocer.

Characterized as “critical food access areas,” these block groups are considered underserved and represent areas where food retail strategies may be necessary.

It should be noted that some critical food access areas are partially within the industrialized areas of Richmond. Efforts at improving food access should occur outside of those areas.

Map 5. Critical Food Access Areas By Census Block Group (Richmond)



About 34 percent of the Richmond study area total population (or 32,119 people) reside in “critical food access areas” - areas considered underserved when compared to the study area as a whole.

While the Richmond study area as a whole has a need for full-service grocers and improved access to fresh, healthy and affordable food options, Social Compact’s grocery gap indicators (grocery square footage per capita, average distance to the closest grocer, and grocery leakage) serve to further identify areas where this need may be more acute.

The map on the right depicts in blue areas where two of the three indicators converge, highlighting 23 block groups where:

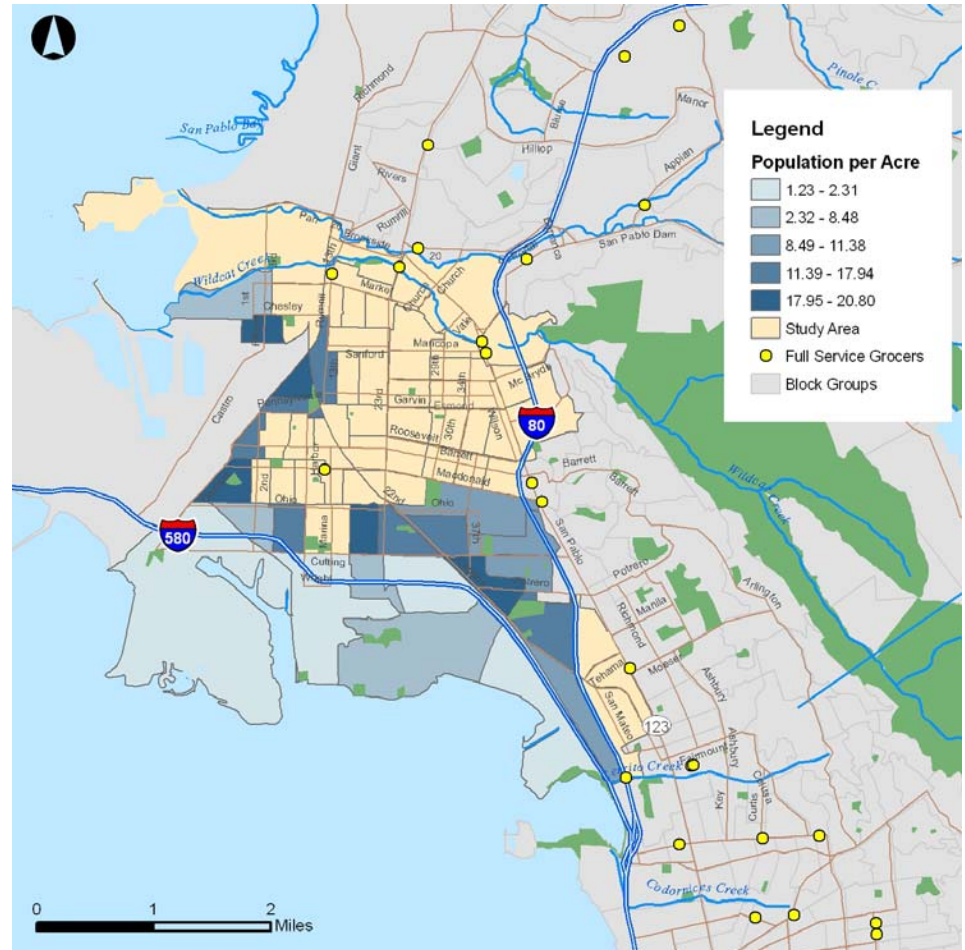
- (1) the average square feet of available grocery retail space per person is below the study area average of 2.25 and the industry standard of 3 square feet per person; and
- (2) residents travel a distance greater than the study area average of 0.79 miles to reach a full-service grocer.

Characterized as “critical food access areas,” these block groups are considered underserved and represent areas where food retail strategies may be necessary.

Density has long proven a competitive advantage typical to urban markets. The areas depicted in dark blue are the critical food access areas with greater population density. A more detailed analysis of critical food opportunity areas and density can enhance understanding of where the need for grocery development is more acute and likely to impact a greater proportion of underserved residents.

Different food retail strategies and investments may be appropriate for different food opportunity areas based on the neighborhood context, population density, and other characteristics of underserved areas. It is important that the food retail strategies be tailored to the specific conditions of each neighborhood and align with the city’s long-term land use vision.

Map 6. Critical Food Access Areas and Population Density By Census Block Group (Richmond)



Eighteen percent of the Richmond study area population (or 16,832 people) reside in areas considered underserved— when compared to the study area as a whole— yet demonstrate market potential to support additional grocery retail development (using a 2 mile trade area for urban block groups and block groups within 5 miles of an urban block group and a 10 mile trade area for rural block groups). These areas are characterized as “critical food access and market opportunity areas.”

The map on the right depicts in blue areas where the three indicators converge, highlighting 13 block groups where:

- (1) the average square feet of available grocery retail space per person is below the study area average of 2.25 and the industry standard of 3 square feet per person;
- (2) residents travel a distance greater than the study area average of 0.79 miles to reach a full-service grocer; and
- (3) grocery leakage is above \$0.

These areas are not only characterized as “critical food opportunity areas,” considered underserved when compared to the study area as a whole, but also demonstrate demand for food retail and market potential (signaled by grocery leakage) to support additional grocery store development. It is important, however, that food retail strategies be tailored to the specific conditions of each neighborhood and align with the city’s long-term land use vision.

The grocery gap analysis highlights market strength and opportunity. By identifying “food opportunity areas”— neighborhoods where unmet demand for services can signal conditions prime for investment — the analysis builds upon Social Compact’s track record of leveraging neighborhood assets as a strong foundation for successful economic development.

It should be noted that some critical food access and market opportunity areas are partially within the industrialized areas of Richmond. Efforts at improving food access should occur outside of those areas.

Map 7. Critical Food Access and Market Opportunity Areas By Census Block Group (Richmond)

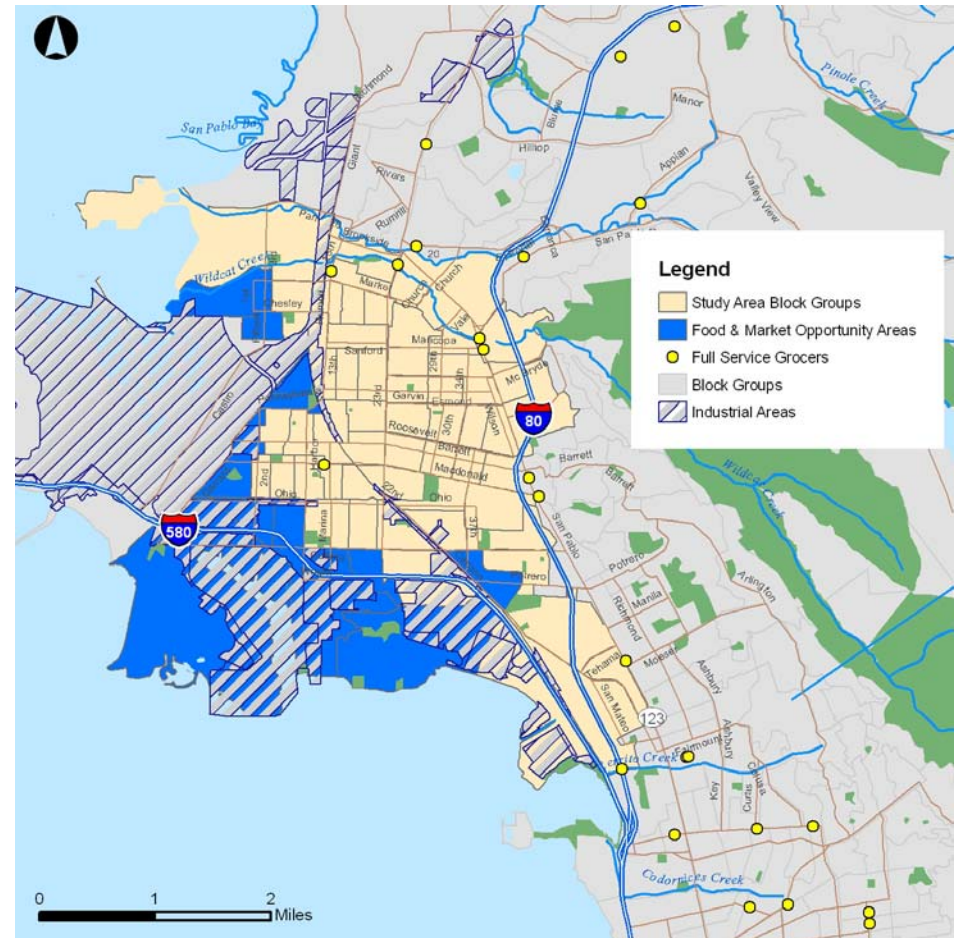


Table 2. Food Access Indicators | Richmond Study Area

Research has shown that food disparities, and resulting health complications, disproportionately afflict low-income and minority communities. Furthermore, limited access to healthy, affordable food is exacerbated when residents have fewer transportation options. To enhance understanding of the Richmond grocery gap, the information below provides a series of indicators regarding neighborhood size, ethnic/racial composition, household income and vehicle ownership as well as Social Compact’s food access indicators.

| | Population | Households (HHs) | % Hispanic | % White | % Black | % Asian | % Other | HHs - Avg Income | HHs - No Car | HHs - 1 Car | HHs - 2+ Car | Full Service Grocers | Full Service Grocers per 10K HHs | Grocery Sq Ft per Person | Average Distance to Grocer (in miles) | Grocery Expenditures | Grocery Leakage |
|--------------------------------------|------------|------------------|------------|---------|---------|---------|---------|------------------|--------------|-------------|--------------|----------------------|----------------------------------|--------------------------|---------------------------------------|----------------------|-----------------|
| Richmond Study Area | 93,185 | 30,986 | 44% | 10% | 31% | 12% | 3% | \$63,213 | 16% | 41% | 42% | 6 | 1.9 | 2.25 | 0.79 | \$81.2 M | -\$21.7 M |
| Atchison Village | 1,541 | 565 | 71% | 0% | 22% | 4% | 3% | \$46,426 | 22% | 45% | 34% | 0 | 0.0 | 0.53 | 0.93 | \$1.5 M | \$977,223 |
| Belding Woods | 7,498 | 1,964 | 70% | 5% | 17% | 6% | 2% | \$55,383 | 20% | 36% | 44% | 0 | 0.0 | 2.66 | 0.80 | \$5.1 M | -\$2.3 M |
| City Center | 1,284 | 369 | 56% | 3% | 34% | 3% | 3% | \$51,731 | 28% | 55% | 17% | 0 | 0.0 | 2.02 | 0.47 | \$950,714 | -\$140,955 |
| Coronado/Marina Bay | 3,785 | 1,247 | 27% | 3% | 62% | 3% | 4% | \$51,031 | 21% | 40% | 39% | 0 | 0.0 | 0.97 | 1.02 | \$3.2 M | \$1.1 M |
| Corteze/Stege, Eastshore, Parkview + | 8,933 | 3,032 | 19% | 4% | 64% | 8% | 4% | \$50,114 | 24% | 40% | 35% | 0 | 0.0 | 1.82 | 1.27 | \$7.8 M | -\$1.8 M |
| Iron Triangle | 10,421 | 2,918 | 55% | 1% | 35% | 6% | 3% | \$52,127 | 27% | 39% | 34% | 1 | 3.4 | 1.59 | 0.58 | \$7.5 M | \$832,037 |
| Laurel Park | 899 | 304 | 6% | 3% | 77% | 10% | 4% | \$82,660 | 13% | 35% | 51% | 0 | 0.0 | 2.25 | 1.00 | \$815,859 | -\$357,785 |
| North & East | 15,145 | 5,319 | 45% | 15% | 19% | 19% | 3% | \$64,634 | 10% | 45% | 46% | 0 | 0.0 | 2.99 | 0.68 | \$14.0 M | -\$8.8 M |
| North Richmond/Shields-Reid | 4,420 | 1,129 | 51% | 1% | 41% | 3% | 3% | \$43,078 | 25% | 31% | 44% | 0 | 0.0 | 1.82 | 1.13 | \$2.9 M | \$431,554 |
| Park Plaza | 2,507 | 846 | 24% | 2% | 64% | 8% | 2% | \$71,812 | 15% | 35% | 51% | 0 | 0.0 | 1.84 | 1.09 | \$2.2 M | -\$675,491 |
| Point Richmond | 1,545 | 866 | 22% | 59% | 10% | 5% | 4% | \$111,105 | 4% | 43% | 53% | 0 | 0.0 | 0.30 | 2.27 | \$2.4 M | \$1.7 M |
| Pullman | 2,391 | 783 | 34% | 2% | 53% | 8% | 2% | \$52,346 | 17% | 44% | 39% | 0 | 0.0 | 1.74 | 1.11 | \$2.0 M | -\$425,584 |
| Richmond Annex | 5,951 | 2,590 | 23% | 32% | 17% | 23% | 6% | \$76,667 | 11% | 40% | 50% | 1 | 3.9 | 2.38 | 0.50 | \$6.9 M | -\$3.5 M |
| Richmond Heights | 4,060 | 1,459 | 29% | 23% | 24% | 18% | 6% | \$67,893 | 11% | 47% | 42% | 2 | 13.7 | 3.31 | 0.47 | \$3.8 M | -\$2.6 M |
| Richmore Village/Metro Square | 909 | 252 | 44% | 8% | 37% | 6% | 4% | \$49,146 | 16% | 42% | 42% | 0 | 0.0 | 2.02 | 0.76 | \$651,063 | -\$96,528 |
| Santa Fe | 1,826 | 509 | 43% | 0% | 49% | 4% | 4% | \$65,295 | 24% | 39% | 37% | 0 | 0.0 | 0.30 | 0.92 | \$1.3 M | \$927,951 |

*Neighborhoods do not total to study area because some block groups in the study area were not assigned to a neighborhood

Glossary & Sources

The following indicators are based on Social Compact's aggregations of data provided at the census block group level by STI: PopStats - the market research industry's first - and only - quarterly population estimates provider helping retailers and developers assess markets with greater accuracy and speed. PopStats data used in the grocery gap analysis is current as of July (3rd quarter) 2010. Descriptions and definitions provided in this document directly reflect or have been adapted from the PopStats data dictionary. PopStats indicators include the following:

POPULATION: The total population of a geography (the estimated household population added to the group quarter estimated population). Group quarters include colleges, military bases, and institutions (state homes, hospitals, and prisons). Each of the group quarter categories are estimated individually, then combined for a total estimate. Undocumented immigrants, such as migrant workers, are not counted by PopStats unless they receive U.S. mail. Source(s): 2000 U.S. Census, U.S. Postal Service ZIP +4® records; Integrated Postsecondary Education Data System (IPEDS); Department of Defense's (DOD) Manpower Data Center; National Center for Education Statistics (NCES).

HOUSEHOLDS: The estimated number of single- and multi-person households. A household includes all the people who occupy a housing unit as their usual place of residence. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. An updated household size is applied to the calculated household population (described above) for a final household population estimate. Source(s): U.S. Census Bureau; U.S. Postal Service.

RACE/ETHNICITY (WHITE, BLACK, ASIAN, OTHER, HISPANIC): The number of people who self-identify themselves as White, Black, Asian, and other (all technically listed under "Race" in the U.S. Census); and the number of people who self-identify as Hispanic or Latino (including options for Mexican, Puerto Rican, and Cuban) or Not Hispanic or Latino. Race and Hispanic origin are considered two separate concepts and, therefore, Hispanics may be of any race or races.

The Census Bureau collects race data in accordance with guidelines provided by the U.S. Office of Management and Budget (OMB), and these data are based on self-

identification. The racial categories included in the American Community Survey (ACS) questionnaire generally reflect a social definition of race recognized in this country, and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or socio-cultural groups. People may choose to report more than one race to indicate their racial mixture, such as "American Indian" and "White." People who identify their origin as Hispanic, Latino, or Spanish may be of any race.

PopStats uses a unique process to create race and ethnicity estimates. There are technically two techniques: one for existing population and one for new population. Existing refers to established neighborhoods where no new building is occurring. New population refers to neighborhoods that are currently growing. Existing estimates are calculated using a ratio analysis of data from the 2000 Census, ACS, and NCES. Of these three, the NCES is the most important. It tells the ratio make up of every elementary school in the U.S. The model takes the racial make up of elementary schools (which tend to be a reflection of the neighborhoods that surround them), and models any shifts in the racial make up of existing neighborhoods. The race and ethnicity of new populations is calculated by assessing the data from the 2000 Census, ACS, and FFIEC. Of these three, the FFIEC data is the most important, because it records the race of people who are taking out new home mortgages. Source(s): April 2000 Census; U.S. Census Bureau's American Community Survey (ACS); National Center for Education Statistics (NCES) (public and private records); Federal Financial Institutions Examination Council (FFIEC).

INCOME (MEDIAN, AVERAGE, AGGREGATE): Household income estimates are based on a two-step process. First, household incomes at the county level are estimated using a blend of information from the IRS's Survey of Income, the Census Bureau's March CPS's income estimates, and the BEA's personal income estimates. Once the county estimate is derived, the block group level is estimated. This is done in two parts. First, existing households are separated from new-growth households, because research has found that in high growth areas existing households are not a good indicator for determining the income of new households entering the area. Therefore, a typical income-growth approach that resembles the growth of county income is used. Then a separate income growth

Glossary & Sources

for new households is modeled using the FFIEC's mortgage data transactions. Source(s): 2000 U.S. Census; U.S. Census's Current Population Survey (CPS); IRS's Survey of Income; Bureau of Economic Analysis (BEA); Federal Financial Institutions Examination Council (FFIEC).

VEHICLES PER HOUSEHOLD: Vehicles per household describes, for each household, the number of passenger cars, vans, and trucks of one-ton capacity or less kept at home and available for use by household members. Source(s): 2000 U.S. Census; U.S. Postal Service.

RESIDENT EXPENDITURES: Based on Weekly Per Capita Consumer Expenditures in the "Market Basket" category in the study area. Five categories of expenditures are made available: Market Basket; Apparel and Related Services; Transportation; Health Care; and Entertainment, received as a per capita/per week figures representative of population in households. STI: PopStats models this raw data according to several key demographic factors until it is possible to determine the typical spending patterns of every U.S. household. The data is modeled down to the block level. Source(s): STI: PopStats data (including income, age, and region, Bureau of Labor Statistics' (BLS) Consumer Expenditure Surveys.

The following indicators are generated by Social Compact's aggregations of public and proprietary block group level data provided at the address, census block group or census tract level by various sources. Social Compact's indicators include the following:

FULL SERVICE GROCERS: Grocery Trade Channel businesses with 20 or more employees and/or of 10,000 square feet or more based on 2009 listings provided by ACNielsen (including the following: Supermarket-Conventional, Supermarket-Limited Assortment, Supercenter, Natural/Gourmet Foods, Warehouse Store, Military Commissary, and/or Superette/Small Grocery). Full Service Grocers may include Grocery Trade Channel businesses of 10,000 square feet or less or with fewer than 20 employees if products from each and all of the following categories are regularly available: fruits, vegetables, dairy, meat, and breads. Note: This category does not include convenience stores, restaurants, or carry-out establishments.

AVERAGE DISTANCE TO FULL SERVICE GROCER (in miles): The average distance residents must travel to reach the closest full service grocer; represents the average of the distance in miles from each census block group center to the nearest establishment (irrespective of neighborhood boundaries). This assessment includes establishments in the study area and up to two miles beyond the study area boundary. In the case that an establishment is located on or just beyond the neighborhood boundaries used in the Grocery Gap analysis, this indicator serves as a more accurate determinant of residents' access to these services.

GROCERY SQUARE FEET PER CAPITA: The total square footage of available full service grocery retail space per person as per full service grocer listings as defined above.

GROCERY SQUARE FEET POTENTIAL: The total square footage of full service grocery retailer space (as per full service grocer listings as defined above) that the estimated grocery leakage could support based on grocery industry average sales per square foot. The total square feet of retail space the estimated leakage could potentially support; based on the International Council of Shopping Center's (ICSC) national estimates of retail revenue per square foot for grocery and apparel retailers and restaurants. This figure is not available for all retailers.

GROCERY LEAKAGE: Grocery expenditure previously not captured by full service grocers, representing unmet demand for grocery services. An estimate derived through subtracting full service grocers' annual sales revenue from residents' annual aggregate expenditures. Leakage is presented as a dollar amount that is meant to identify the gap between available retail within the neighborhood and the retail spending of residents themselves. A positive leakage number means residents' expenditures exceed retail business revenues in the study area, suggesting unmet demand. A negative leakage number means retail business revenues exceed residents' aggregate expenditures. This may indicate the presence of a shopping district or other retail destination or may be the result of significant visitor or tourist retail spending. Thus, an estimate of zero or negative leakage does not necessarily imply that neighborhoods are sufficiently retailed, rather that particular demand is not revealed through broad aggregate numbers. For this analysis leakage has been calculated using 2 mile trade area.