

2024 Frogtown Whole Community Investment Initiative

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Source: Feeding America. (2023). Map the Meal Gap 2023: An Analysis of County and Congressional District Food Insecurity and County Food Cost in the United States in 2021

NARROWING DOWN



Also assessed:

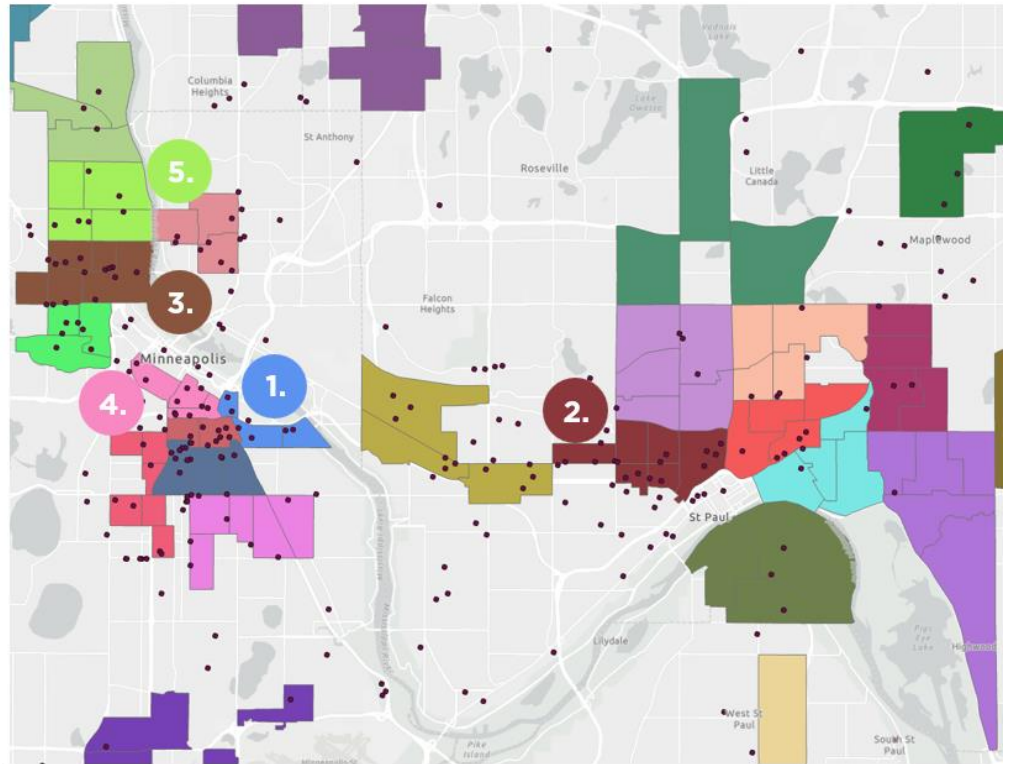
- Homeownership/rental/group quarters
- Unemployment rate
- % Gross rent over 50% income
- Avg number vehicles
- % SNAP participants
- Median age
- % Seniors
- Veteran status



METRO COMMUNITIES

Recommended order of investment

1. *Cedar Riverside/Seward
2. *Frogtown/Thomas-Dale/Capital Heights
3. North Minneapolis-Willard-Hay
4. Ventura Village
5. North Minneapolis-Cleveland/Folwell/McKinley



Investment preparation

1. Community-Informed phase

- Partner convening: food landscape, neighbor geo origin, ability/willingness to scale, relationship with SHH, degree of collaboration among partners, volunteer challenges and recruitment
- Neighbor engagement: natural areas of activity, access barriers, community leadership identification
- Community asset engagement: build relationships, assess for partnership potential, learn about the community

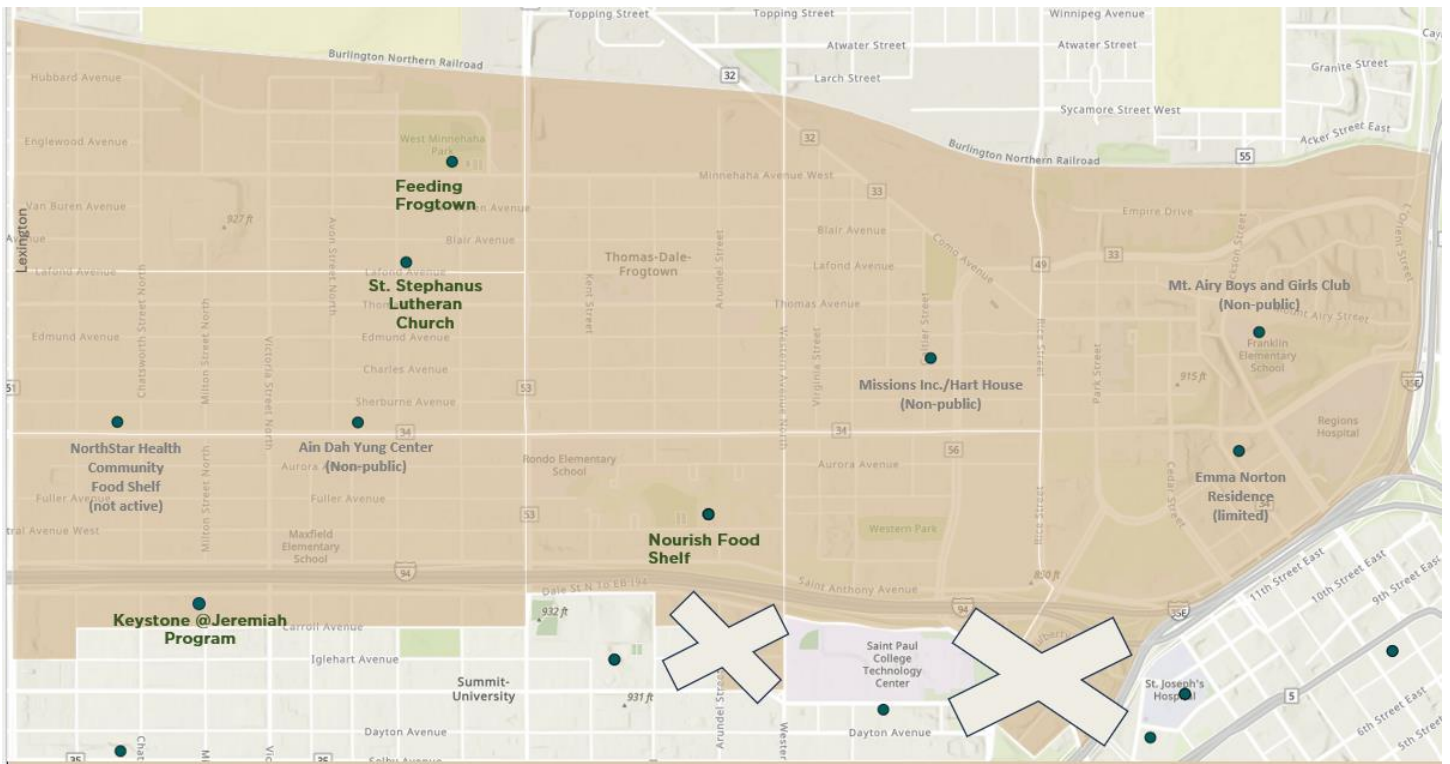
2. Investment preparation phase (current state)

- Coordination with SHH teams: Sourcing/Food Rescue, Transportation, Warehouse, Neighbor services, Volunteer Services, Partner Operations, Kitchen Coalition, Policy/Advocacy, Communications, Executive Team
- Co-creation with Partners

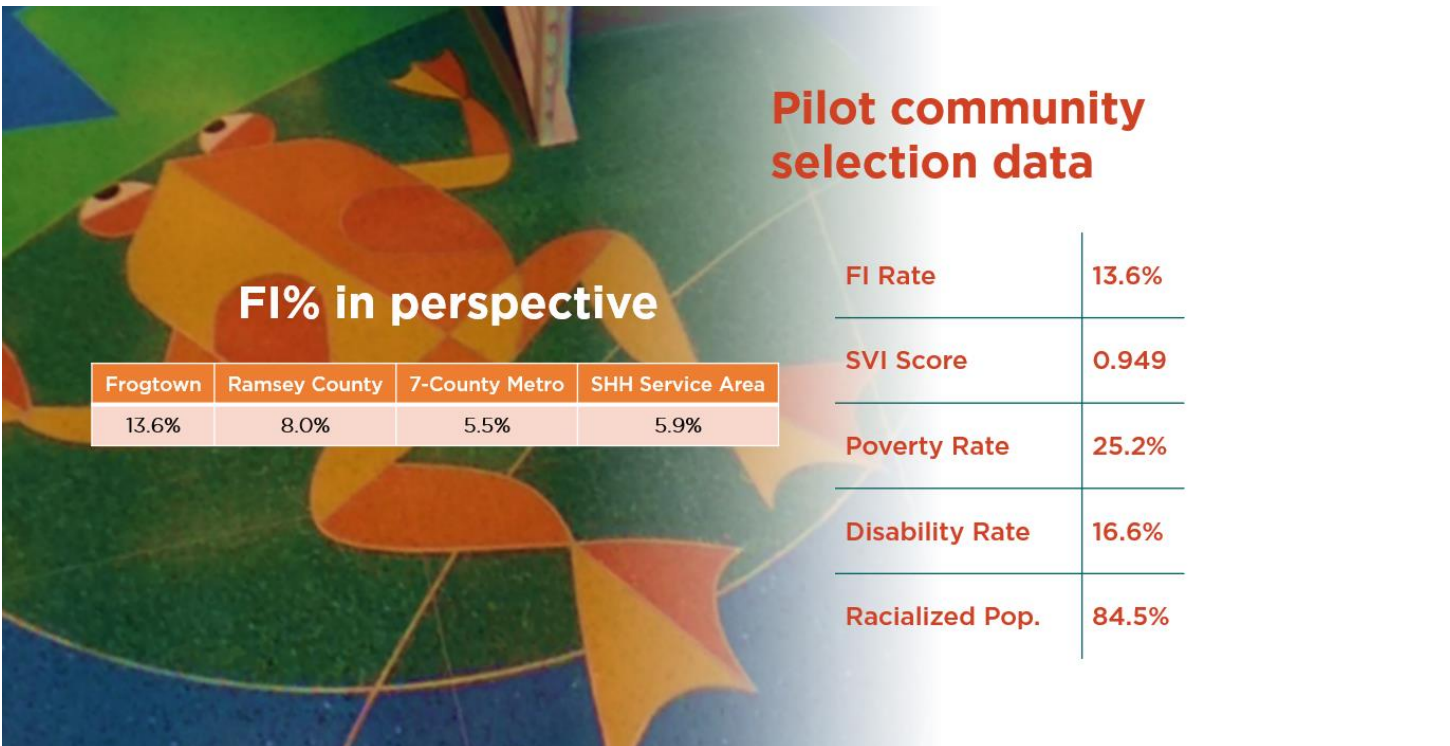
3. Investment pilot launch phase

- Staged projects to onboard new partners, launch mobile distribution sites, scale partners, promote services, establish new food rescue relationships, deploy targeted communications efforts, etc.

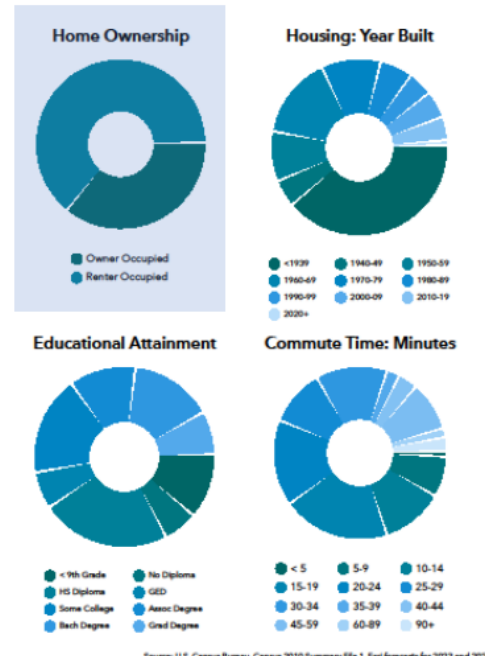
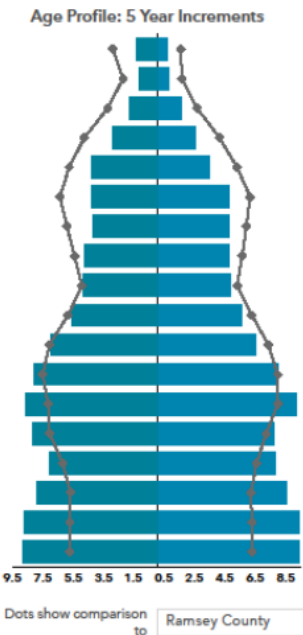
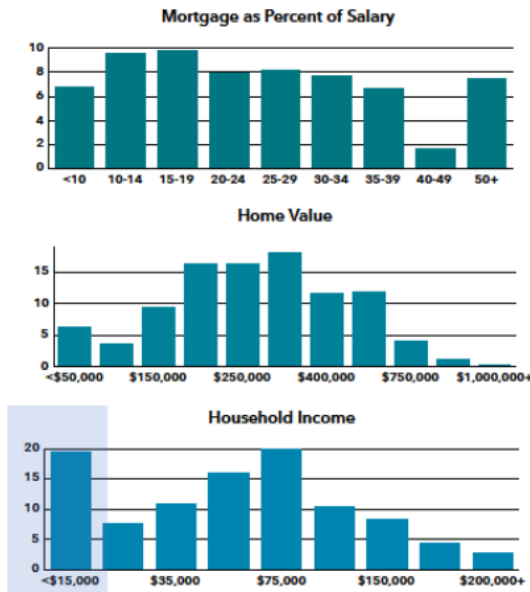
Frogtown Investment



Community Data



COMMUNITY PROFILE



Source: U.S. Census Bureau, Census 2010 Summary File 1. Earl forecasts for 2023 and 2028

2020 Census Summary

8 Census Tracts 2
Geography: Census Tract

The 2020 Census data includes information on population and housing as well as detailed data on age, sex, race, Hispanic origin, household and family type, relationship to householder, group quarters population, housing occupancy, and tenure.



KEY FACTS

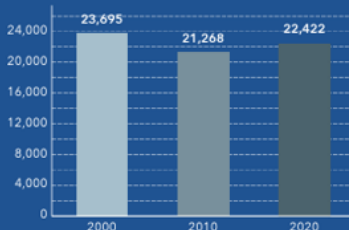


2010-2020 ANNUAL GROWTH RATE

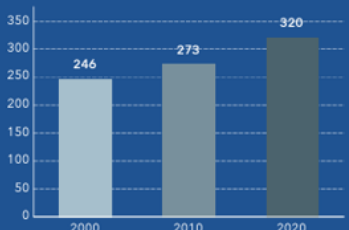


Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020).

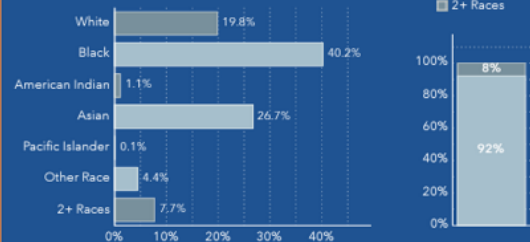
HOUSEHOLD POPULATION



GROUP QUARTERS



TOTAL POPULATION BY RACE



POPULATION BY AGE AND RACE	Less Than 18 Years	18 Years and Older
Total	7,283	15,459
1 Race	6,497	14,490
White	582	3,925
Black	3,534	5,601
American Indian/Alaska Native	80	168
Asian	2,023	4,054
Pacific Islander	8	10
Some Other Race	270	732
2 or More Races	786	969

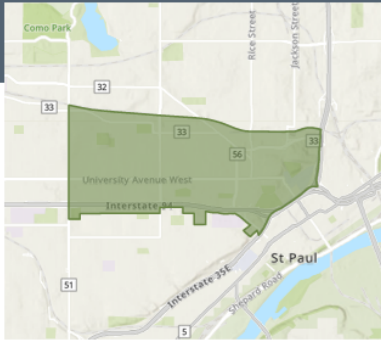


AT RISK POPULATION PROFILE



8 Census Tracts 2

Geography: Census Tract



23,250

Population

7,914

Households

2.90

Avg Size Household

29.6

Median Age

\$45,106

Median Household Income

\$244,030

Median Home Value

38

Wealth Index

72

Housing Affordability

76

Diversity Index

AT RISK POPULATION



2,710

Households With Disability



2,397

Population 65+



2,143

Households Without Vehicle

POVERTY AND LANGUAGE



26%

Households Below the Poverty Level



2,068

Households Below the Poverty Level



0

Pop 65+ Speak Spanish & No English

POPULATION AND BUSINESSES



37,639

Daytime Population



926

Total Businesses

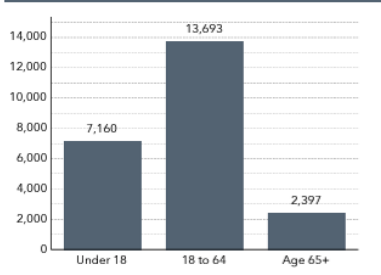


25,211

Total Employees

Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	2,459	7,980	1,521	11,960
Spanish	309	562	26	897
Spanish & English Well	309	436	26	771
Spanish & English Not Well	0	122	0	122
Spanish & No English	0	4	0	4
Indo-European	37	130	6	173
Indo-European & English Well	37	99	6	142
Indo-European & English Not Well	0	31	0	31
Indo-European & No English	0	0	0	0
Asian-Pacific Island	1,204	3,692	265	5,161
Asian-Pacific Isl & English Well	1,047	2,357	4	3,408
Asian-Pacific Isl & English Not Well	92	816	110	1,018
Asian-Pacific Isl & No English	65	519	151	735
Other Language	1,078	1,740	194	3,012
Other Language & English Well	1,078	1,412	97	2,587
Other Language & English Not Well	0	274	42	316
Other Language & No English	0	54	55	109

POPULATION BY AGE



Source: This infographic contains data provided by Esri (2023, 2028), ACS (2017-2021), Esri Data Axle (2023).

WORKERS



9,624

Workers Age 16+



5,713

Workers 16+ Drove Alone to Work

TRANSPORTATION TO WORK



1,771

Workers 16+ Took Public Transportation



1,076

Workers 16+ Carpooled



199

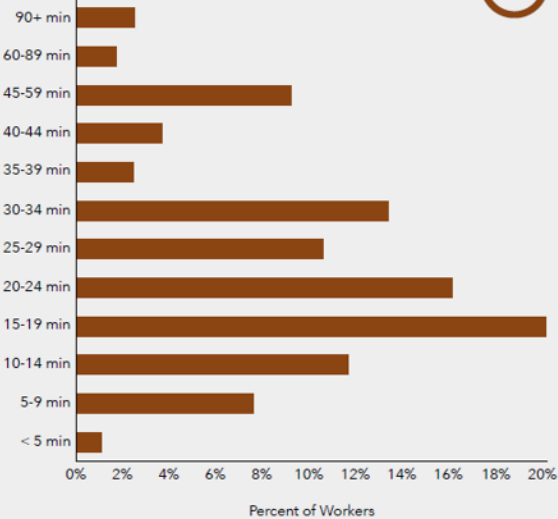
Workers 16+ Walked



41

Workers 16+ Bicycled

TRAVEL TIME TO WORK



TRANSPORTATION TO WORK

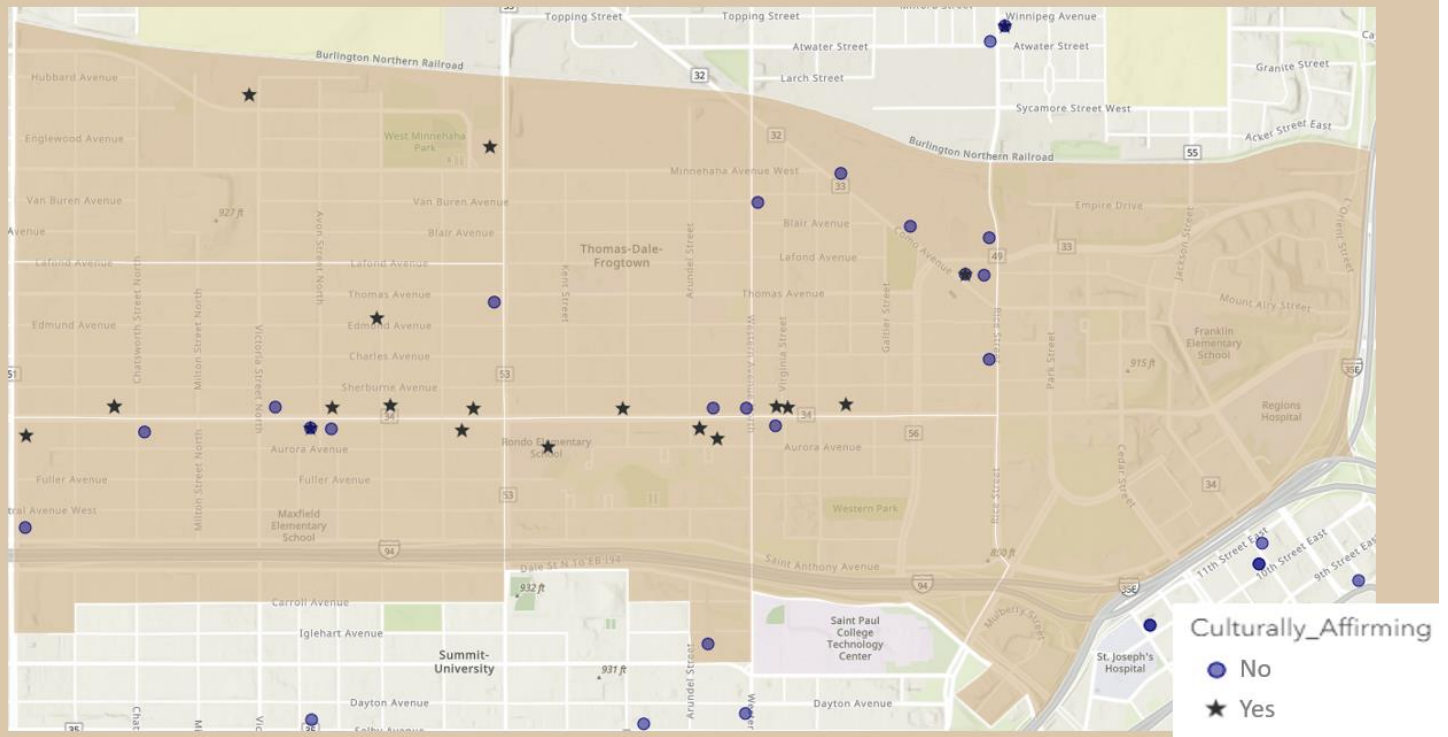
8 Polygons
Area: 2.73 square miles

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau.

Read an in-depth analysis of the ACS from Esri's data team at this [link](#)



Commercial Food Availability: Restaurants & Grocers



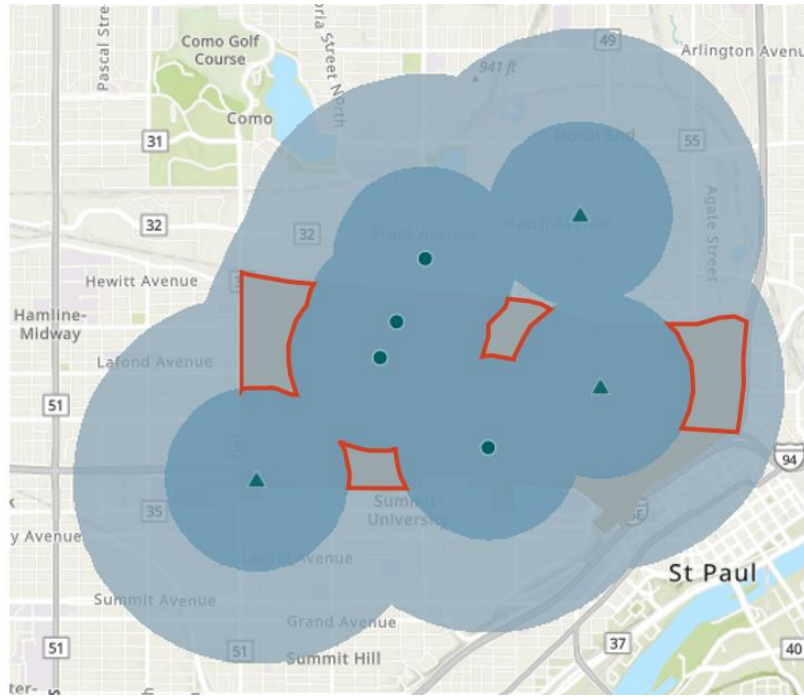
Existing partners

Partner	Visits per year				Total lbs per year	Avg lbs per month	Avg lbs per distro	Potential to scale?
	Child	Adult	Seniors	Total HHs				
Feeding Frogtown	9,469	10,756	1910	14,803	104,594	8,716	2 @ 4,358	Yes
Keystone								Yes
Nourish Food Shelf (@ Mt. Olivet Lab School)	10,364	8,679	3088	5,155	142,249	11,854	4 @ 2,964	Yes
St. Stephanus	1,498	2,055	664	1,509	63,034	5,253	1 @ 5,253	Yes
Ain dah Yung	0	254	0	250	10,518	877		No
Missions/Heart House	No public distro							No
Mt Airy	No public distro							No

0.5 and 1 Mile buffer around SHH Frogtown partner locations

Includes Keystone mobile sites

- Service Gaps
- ▲ Keystone Mobile
- SHH Partners



Planning for estimated need

FI Rate 13.6% X Frogtown Population 23,250 = Approximately 3,162 community members experiencing food insecurity
 3,162 community members ÷ Average household size of 2.9 = Approx. 1,091 food insecure households

- If each household could get 30 pounds of food twice a month:
 Need 65,460 lbs – Pounds distributed now 26,700 = 38,760 additional lbs per month in 8 more distributions
- If each household could get 40 pounds of food twice a month:
 Need 87,280 lbs – Pounds distributed now 26,700 = 60,580 additional lbs per month in 12 more distributions



Distribution calendar

	Monday	Tuesday	Wednesday	Thursday*	Friday	Saturday**	Sunday**
Before noon						Nourish FS 10:00-12:00	
Noon-4:00	Keystone @ Jeremiah Program 2:00-4:00	Feeding Frogtown KitchCo Distro: Liberty Plaza 2pm -3pm Mount Airy 2:30pm -3:30pm Rivertown Commons 3:30pm -4:30pm Como Place Apts 3:30pm -4:30pm				Feeding Frogtown Every other Friday 3:00-6:00	
After 4:00		Feeding Frogtown KitchCo Distro: Fuller Apartments 4pm - 5pm Wilder 4:30pm - 5:30pm		St. Stephanus 3 rd Th only 4:00-6:00			

* Requires Wednesday delivery

** Requires Friday delivery

Investment needs

- Refrigerated truck for partner sharing (medium duty)
- Purchase reefer containers for cold storage
- Start up pantry funds for 3 new partners
- Permanent building for Nourish Food Shelf
- Technology upgrades for all partners for inventory tracking, volunteer management, and neighbor intake
- Funding to heavily subsidize purchase of culturally affirming products and increase availability of proteins
- Purchase of beverage trailers for mobile food distribution
- Funding for mobile truck food content
- Expand SHH staff capacity to provide volunteer training and management support
- Funding for geo-targeted awareness and anti-stigma campaigns
- Funding to support opportunities to expand SNAP/WIC/CSFP enrollment