

Figure 1.3.1 Belknap Lookout Population Density

	Area (Acres)	1990 Density (people per acre)	2000 Density (people per acre)
Michigan	36,354,444	0.256	0.273
Kent County, Michigan	547,952	0.914	1.048
Belknap Lookout	611	10.051	9.841

Source www.census.gov

Figure 1.3.2 presents the total population from 1990 to 2000 for Michigan, Kent County, and Belknap Lookout. Michigan and Kent County’s population grew within this ten year period; however Belknap Lookout has a decreasing population. The table above shows that there is a 6.92% population growth for Michigan and a 14.72% growth for Kent County. The population in Belknap Lookout decreased between the Years 1990 and 2000 by 2.08% from 6,141 to 6,013.

Figure 1.3.2 Belknap Lookout Total Population and Population change

	Total Population		Percent Change
	1990	2000	1990-2000
Michigan	9,295,297	9,938,444	6.92%
Kent County, Michigan	500,631	574,335	14.72%
Belknap Lookout	6,141	6,013	-2.08%

Source: <http://www.census.gov>

The population and density decreased in Belknap Lookout between 1990 and 2000. While the population only decreased by 2.08% in Belknap Lookout, both the overall population in Michigan and Kent County are growing. Belknap Lookout’s population is going in the opposite direction of the goal for this indicator.

Eastown Results: Figure 1.3.3 presents area and density calculations for Michigan, Kent County, and the Eastown neighborhood in 1990 and 2000. The density increases slightly between 1990 and 2000 Michigan and Kent County, however the population does not change in Eastown. Eastown’s density in 1990 and 2000 is 13.64 people per acre.

Figure 1.3.3 Eastown Density

	Area (Acres)	1990 Density (people per acre)	2000 Density (people per acre)
Michigan	36,354,444	0.256	0.273
Kent County, Michigan	547,952	0.914	1.048
Eastown Total	572	13.636	13.636

Source: <http://www.census.gov>

Figure 1.3.4 presents the total population from 1990 to 2000 for Michigan, Kent County, and Eastown. There is a 6.92% population growth for Michigan and a 14.72% growth for Kent County. For Eastown, there is no growth or decline as the population stays at 7,800 people.

Figure 1.3.4 Eastown Total Population and Population Change

	Total Population		Percent Change
	1990	2000	1990-2000
Michigan	9,295,297	9,938,444	6.92%
Kent County, Michigan	500,631	574,335	14.72%
Eastown	7,800	7,800	0.00%

Source: <http://www.census.gov>

Between 1990 and 2000 there was no increase in density or population, as the population stayed at 7,800 people. While the population does not decrease in Eastown, the population totals in Kent County and Michigan both do increase within the ten year period.

Goal 1: Neighborhoods are Vibrant, Economically Sustainable Communities

Indicator 1.4: Neighborhood elementary schools

Measure: All neighborhood residences located within 8 blocks of residences

Method/Source: Google Maps, Community Research Institute (CRI) Data

Introduction: Quality neighborhood schools are essential to having vibrant, economically sustainable communities. According to a study from the American Public Health Association regarding neighborhood schools, “shorter distances are the best way to encourage physical active journeys to school. Neighborhood schools increase physical activity and decrease the use of cars and fuel.”⁷ Having children walk to school will cut down on pollution and encourage the city to invest money in infrastructure such as sidewalks, and street safety. Belknap Lookout has five elementary schools within walking distance of neighborhood borders. Eastown has ten elementary schools within walking distance of neighborhood borders.

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand	X		
Data easily available		X	
Relevance	X		
Forward-looking			X
Congruence	X		
Practicality	X		
Replicable	X		

- **Easy to understand:** This indicator is very easy to understand. Elementary schools are marked on the map with a red dot.
- **Data easily available:** Most of this data was easily available. However some of the schools did not appear on the CRI (Community Research Institute) interactive map but did come into view under the CRI full profile section. The schools that were not present on the CRI interactive map were located by entering the address found on the CRI full

⁷ Larsen, Kristian, Jason Gilliland, Paul Hess, and Patricia Tucker. "The Influence of the Physical Environment and Sociodemographic Characteristics on Children's Mode of Travel to and From School." American Journal of Public Health 99 (2008).

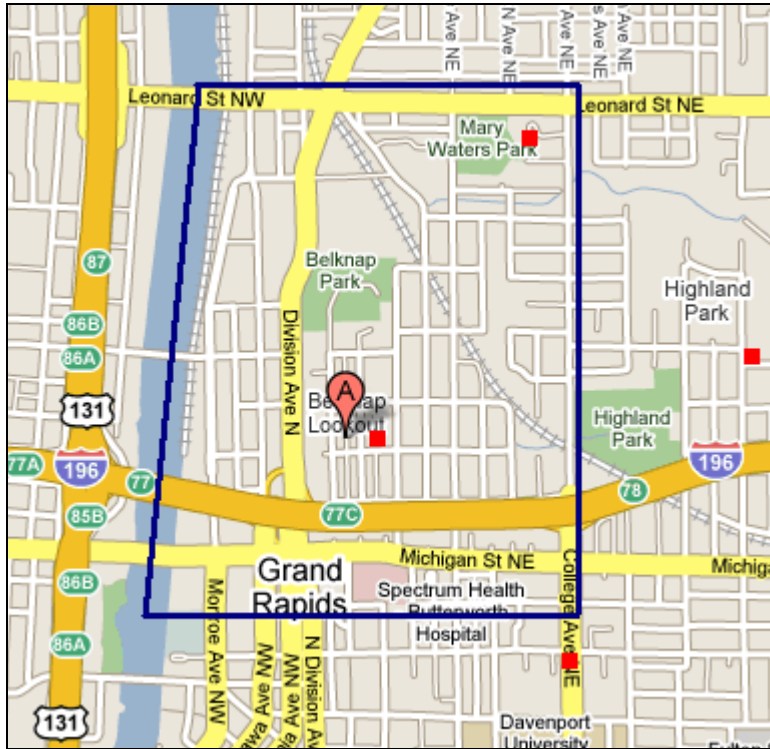
profile into Google. This data was found on the CRI Grand Valley website and Google maps. This process is explained in depth in the appendix section of the report.

- **Relevance:** This indicator is relevant to community issues. With the information presented in this indicator, policies can be implemented.
- **Forward-looking:** A different method of data collection would have to be used to find the information in the future in order to create a trend.
- **Congruence:** This indicator relates to the goal “neighborhoods are vibrant, economically sustainable communities” and coincides with other indicators measured in this report, such as indicator 1.2 “quality neighborhood schools”.
- **Practicality:** This indicator is practical and also possible to implement actions based off of the information provided.
- **Replicable:** The indicator can be very easily replicated with the help of CRI data and Google maps.

Data:

Belknap Lookout Results: Figure 1.4.1 is a Google map that shows the Belknap Neighborhood and parts of the surrounding neighborhoods. The surrounding neighborhoods are relevant to the indicator because they are within eight blocks of Belknap Lookout’s Borders. The surrounding neighborhoods are Highland Park and Heritage hill. The red squares on the map signify where there is an elementary school. According to the data gathered there are four elementary schools within eight blocks of Belknap’s borders. In the Belknap Lookout neighborhood there are two neighborhood public elementary schools, Coit Arts Academy and East Leonard Elementary School. In the Highland Park neighborhood there is Eastern Elementary School, and in the Heritage Hill neighborhood there is Fountain Elementary School.

Figure 1.4.1 Belknap Lookout



Source: <http://www.google.com/>

Eastown Results: This is a Google map that shows the Eastown Neighborhood and parts of the surrounding neighborhoods. The surrounding neighborhoods are relevant because they are within eight blocks of Eastown's Borders. These neighborhoods are Fulton Heights, East Hills, Madison, Oakdale, and Ottawa Hills. The red squares on the map signify where there is an elementary school. According to the data gathered, there are ten elementary schools within eight blocks of Eastown's borders. In Eastown there is Campus Elementary, Campus Early Childhood Center, St Stevens, and St Thomas. In Fulton Heights there is William C. Abney Academy. In the East Hills Neighborhood there is Congress Elementary. In the Madison Neighborhood there is the Martin Luther King Leadership Academy. In the Oakdale neighborhood there is Alexander Elementary, and in the Ottawa Hills neighborhood is the Ottawa Montessori elementary school.

Goal 1: Neighborhoods Are Vibrant, Economically Sustainable Communities

Indicator 1.5: Neighborhood businesses are locally owned

Measure: Number of businesses locally owned

Method/Source: www.localfirst.com, Community Association(s)

Introduction: Keeping money within the neighborhood creates a more economically stable and viable community that can improve socially or structurally. Local businesses help to keep employment within the neighborhood stable and create an identity for the residents.

United Growth’s vision for the commercial district is an increase in locally owned businesses. Owners of the local businesses live within the area and help re-circulate money within the local economy, employ and serve locals, and are less dependent on imports.⁸

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand	X		
Data easily available			X
Relevance	X		
Forward-Looking	X		
Congruence	X		
Practicality	X		
Replicable		X	

- **Easy to understand:** The data is presented in a simple chart.
- **Data easily available:** Data that is found online is not area specific to the neighborhood.
- **Relevance:** More local businesses satisfy the goal, yet, not all local businesses are Local First members.
- **Forward-Looking:** Future trends can be made with future assessments.
- **Congruence:** Locally owned businesses can be inventoried in other cities and neighborhoods.

⁸ (2009). Retrieved March 23, 2009, from <http://www.localfirst.com/why>

- **Practicality:** The data is capable of giving an accurate assessment of what is locally owned. It should be noted that the business owner may be not living within the actual neighborhood, but is still a member of the city or region.
- **Replicable:** Until data is easily and readily available, the data cannot be replicated.

Comments: This current measure of local businesses is not very accurate. Relying on the Local First directory can only display businesses that are registered, which requires a fee.

The local neighborhood associations are a good source in obtaining the required information due to the level of intimacy they have with the neighborhood. It would be quicker for long term data gathering if the neighborhood associations annually or yearly inventoried the number and location of both local and non-local businesses. This would allow for accurate and comprehensive results.

The U.S. Economic Census data that can provide a total for the businesses can only go as precise as the zip code, which does help to narrow down the general neighborhoods of interest but does not account for the overlapping of the neighborhoods. The accuracy of the data is not present.

Obtaining the information for the total number of businesses and the total number of locally owned businesses would require a physical inventory of the businesses each time a measure was required. This would yield accurate data.

Data: A locally owned business is a business that contributes to the local community and is owned and operated by a local member of the community, city, county, or region. The business thrives to be less dependent on the need to utilize imported products and goods in order to serve the community. Businesses that are willing to achieve this general criterion are designated as a locally owned and operated business. As time progresses, the percentage of the locally owned businesses will reflect a positive or negative growth on the overall services available in the neighborhood.

Belknap Lookout Results:

Figure 1.5.1 Belknap Lookout Locally Owned Businesses

	Belknap Lookout
Local First Businesses	10
Total Businesses	110
% Locally owned	9%

Source: <http://www.localfirst.com>

In Belknap Lookout, 9% of locally owned businesses are Local first members. An on-site inventory will be needed for more accurate results.

Eastown Results:

Figure 1.5.2 Eastown Locally Owned Businesses

	Eastown
Local First Businesses	32
Total Businesses	94
% Locally owned	34%

Source: <http://www.localfirst.com>

In Eastown, 34 percent of locally owned businesses are Local First members. For further information of locally owned businesses an on-site inventory will need to be conducted.

Goal 1 Conclusion

Goal 1: Neighborhoods Are Vibrant, Economically Sustainable Communities

Belknap Lookout Conclusion:

- 1.1 There is a slight increase in vacancy rates in Belknap. This does not meet the goal, especially since Kent County has decreased their vacancy rates.
- 1.2 One school surpasses Grand Rapids public school MEAP scores and the other school partially surpasses Grand Rapids schools.
- 1.3 Density has not decreased or increased, however both Michigan and Kent County has seem some density increase. Population has decreased in Belknap Lookout, which does not meet Goal 1.
- 1.4 There are four elementary schools within eight blocks of Belknap Lookout borders. This meets goal 1.
- 1.5 The proportion of locally owned businesses is 9 percent.

Eastown Conclusion:

- 1.1 Eastown does meet the goal because it maintains its low vacancy rate.
- 1.2 Two of the three public elementary schools in Eastown exceed the MEAP scores of Kent County. The third school exceeds Kent County in three of the four categories.
- 1.3 Eastown does not increase density or population; however it does maintain the same rates of density and population between 1990 and 2000.
- 1.4 There are ten elementary schools within eight blocks of Eastown borders. This meets goal 1.
- 1.5 The total number of locally owned businesses for the Eastown neighborhood is at a substantial number given the total number of businesses in the area.

GOAL 2

EVERY NEIGHBORHOOD IS A MIXED-INCOME NEIGHBORHOOD

- **Indicator 2.1 – One-Third Rental Housing is available**
- **Indicator 2.2 – Permanently Affordable Housing Units**
- **Indicator 2.3 – Economic Diversity**
- **Indicator 2.4 – Housing is Accessible**
- **Indicator 2.5 – Racial Composition mirrors the City of Grand Rapids**



Source:http://2.bp.blogspot.com/_NcZTGbn73A/SPasxfj0CMI/AAAAAAAAABo/3Rk_EQqjgU/s200/MixedIncomeNeighborhoodRally.jpg

Goal 2: Every Neighborhood is a Mixed Income Neighborhood

- 2.1 Rental Housing Is Available
- 2.2 Permanently Affordable Housing Units
- 2.3 Economic Diversity
- 2.4 Housing is Accessible
- 2.5 Every Neighborhood is Mixed-Income Neighborhood

Mixed income cities are more diverse economically, providing a place to live or work for all people. In a mixed income neighborhood the low-income residents have access to all of the same amenities and services as the upper income residents. This shows social equality, and allows for more social economic mobility. An ideal neighborhood will have many long term residents of all economic classes living within its borders.

Goal 2: Every Neighborhood is a Mixed Income Neighborhood

Indicator 2.1: 1/3 Rental housing is available

Measure: Ratio of rentals to owner occupied

Method/Source: US Census Data

Introduction: This indicator was chosen by United Growth to determine the amount of rental housing located within each neighborhood. This is an important indicator to measure when creating a mixed income environment, because renting is another housing option for people with other needs. The availability of rental properties can lead to a variety of housing options and ideally lead to a mixed income neighborhood.

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand	X		
Data easily available	X		
Relevance	X		
Forward-looking			X
Congruence	X		
Practicality	X		
Replicable	X		

- **Easy to understand:** This data is easy to understand.
- **Data easily available:** This data is easily accessible. It is available on the American FactFinder Census website from the decennial census.
- **Relevance:** This availability of rental housing is relevant to community decisions and policy making.
- **Forward-looking:** This indicator is not forward looking. This study does not make estimates or projections.
- **Congruence:** This indicator relates to goal II “every neighborhood is a mixed income neighborhood” and coincides with other indicators such as indicator 2.4 “housing is accessible”.

- **Practicality:** It is possible to implement actions that will improve the availability of rental housing.
- **Replicable:** This indicator can be easily replicated with the help of the American FactFinder Census website.

Comments: The indicator implies that the housing is available, however many of the rental housing units are occupied.

Data:

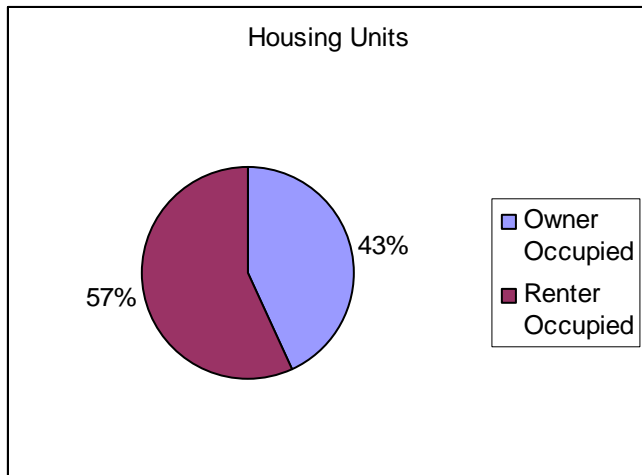
Belknap Lookout Results: The Figure 2.4.1 shows the total number of housing units in the Belknap Lookout neighborhood, and the number of homes that are owner-occupied and renter-occupied. Out of the 2,162 people that live in the Belknap Lookout neighborhood, 937 of them are occupied by their owners and 1,225 of them are occupied by renters. Figure 2.4.2 represents the data from figure 2.4.1 visually. Belknap Lookouts has the desired 1/3rd amount rental properties, and exceeds the 1/3rd amount substantially. Although there are many renters in Belknap, some of these renters have been occupying the same home for twenty years or more. These renters contribute the same amount to the community as owner-occupied residents.

Figure 2.1.1 Owner/Renter Occupied Units (2000)

	Housing Units
Total	2,162
Owner Occupied	937
Renter Occupied	1,225

Source: <http://factfinder.census.gov/>

Figure 2.1.2 Owner/Renter Occupied Units (2000)



Source: <http://factfinder.census.gov/>

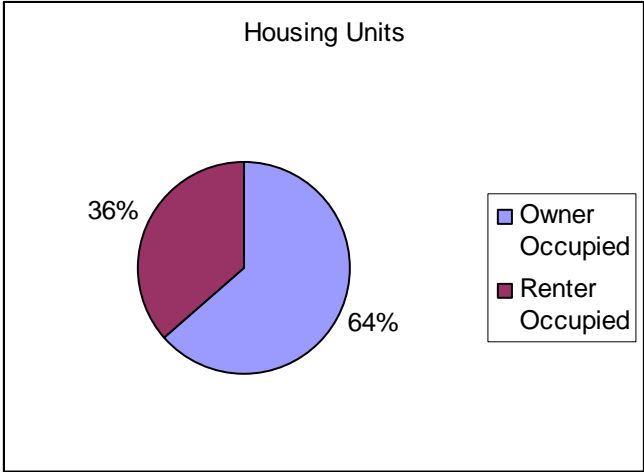
Eastown Results: Figure 2.4.3 shows the total amount of housing units in the Eastown neighborhood as well as the amount of homes that are owner occupied and renter occupied. Out of the 2,423 people that live in the Eastown neighborhood, 1,541 of them are occupied by their owners and 882 of them are occupied by renters. Figure 2.4.4 represents the data from figure 2.4.3 visually. Eastown’s strength is its supply of available rental properties. The amount of rental properties in the Eastown Neighborhood fulfills indicator 2.1 requirement “1/3 Rental housing is available”.

Figure 2.1.3 Owner/Renter Occupied Units (2000)

	Housing Units
Total	2,423
Owner Occupied	1,541
Renter Occupied	882

Source: <http://factfinder.census.gov/>

Figure 2.1.4 Owner/Renter Occupied Units (2000)



Source: <http://factfinder.census.gov/>

Goal 2: Every Neighborhood is a Mixed Income Neighborhood

Indicator 2.2: Permanently affordable housing units

Measure: House Prices

Method/Source: US Census data, www.roderickparker.com, Housing and Urban Development (HUD)

Introduction: The indicator 2.2 “Permanently affordable housing units” was chosen as an indicator by United Growth because affordable housing is vital for creating mixed income neighborhoods. Affordable housing is necessary if United Growth is going to achieve its goal of having every neighborhood a mixed income neighborhood. Housing must be affordable to lower income people in order to achieve a mixed income environment. The data acquired for this indicator was from the Census American Fact Finder website. The house prices for all of the homes in Belknap and Eastown, along with the household income medians were gathered to find if the neighborhoods contained affordable housing. According to HUD, the “generally accepted definition of affordability is for a household to pay no more than 30% of its annual income on housing. Families who pay more than 30% of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care.”⁹

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand		X	
Data easily available		X	
Relevance	X		
Forward-looking			X
Congruence		X	
Practicality	X		
Replicable	X		

⁹ "Affordable Housing - CPD - HUD." Homes and Communities - U.S. Department of Housing and Urban Development (HUD). 15 Apr. 2009 <<http://www.hud.gov/offices/cpd/affordablehousing/index.cfm>>.

- **Easy to understand:** This indicator is a little difficult to understand because there is no information on permanent affordable housing. Calculation must be done, and mortgage calculators used. See appendix page 128.
- **Data easily available:** No data for permanently affordable housing was available. Household income and house prices were easily available on the American FactFinder Census website.
- **Relevance:** The indicator is relevant to policy making and local circumstances.
- **Forward-looking:** The indicator is not forward looking. It does not show how the affordability may change in the future.
- **Congruence:** The indicator relates to the goal “every neighborhood is a mixed income neighborhood”. If lower income residents are to live amongst upper income residents then affordable housing must be available.
- **Practicality:** Is it possible to implement actions that will improve the amount of permanent affordable housing.
- **Replicable:** This indicator is easy to replicate as it is currently done in this report. If it were to be replicated a different way, it may be a bit challenging, because there are no records for permanent affordable housing in the Belknap Lookout and Eastown neighborhoods.

Comments: No housing is permanently affordable, because housing is subject to change over time. Interest rates, especially those of adjustable rate mortgages (ARMs) and mortgage terms can dramatically change a mortgage payment. Property taxes were not included in the mortgage assessment. Many mortgage calculators are different. The one used in this report may give higher or lower figures than others. These are all estimates.

Data:

Belknap Lookout Results: House prices and household income were used to determine the amount of affordable housing in the Belknap Lookout Neighborhood. The first chart is figure 2.2.1 House Prices for Belknap Lookout. Figure 2.2.2 has the identical information. Figure 2.2.3 is Household Income for Belknap Lookout. Figure 2.2.4 has the identical information. The median values were found for household income and house prices. HUD defines affordable housing as being 30% of annual income. Belknap Lookout annual income is \$6,734, which was multiplied by .3, then divided by 12 months is \$561. According to Rod Parker John Adams

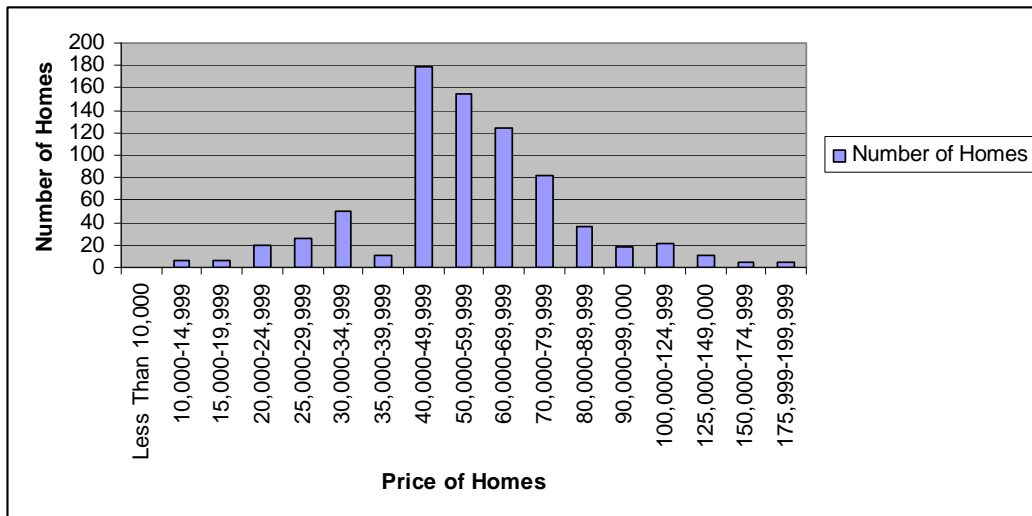
Affordability Calculator, an affordable house, not including property tax, in the Belknap Lookout neighborhood, with a 30-year term, and a 7% interest rate is approximately \$84,000. The median house price is 54,999. It can be concluded that Belknap Lookout has a majority supply of affordable housing.

Figure 2.2.1 Housing Prices Belknap Lookout(2000)

Price of Homes	Number of Homes
Less Than 10,000	0
10,000-14,999	6
15,000-19,999	6
20,000-24,999	19
25,000-29,999	26
30,000-34,999	50
35,000-39,999	11
40,000-49,999	179
50,000-59,999	154
60,000-69,999	125
70,000-79,999	82
80,000-89,999	37
90,000-99,000	18
100,000-124,999	21
125,000-149,000	10
150,000-174,999	4
175,999-199,999	5

Source: <http://factfinder.census.gov/>

Figure 2.2.2 Housing Chart Belknap Lookout (2000)



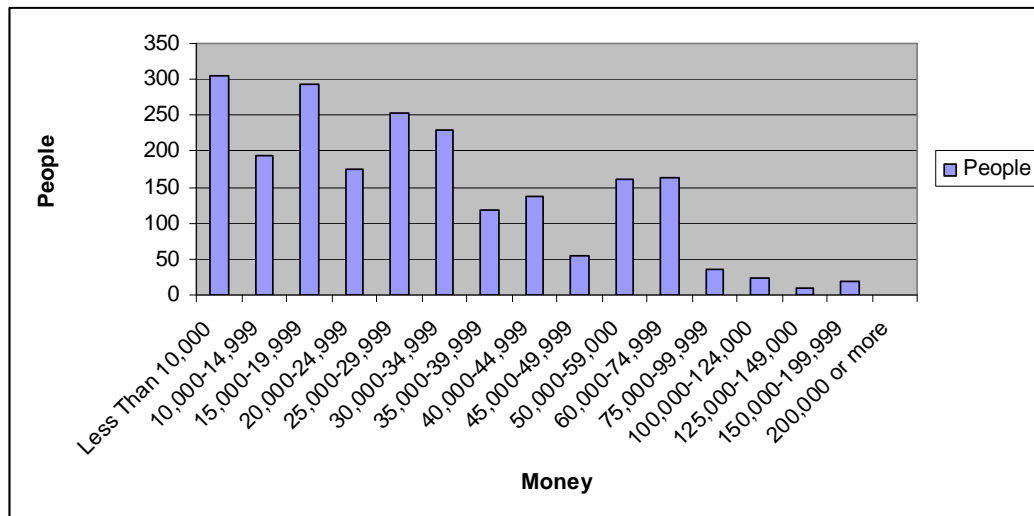
Source: <http://factfinder.census.gov/>

Figure 2.2.3 Household Income Belknap Lookout (2000)

House Hold Income	People
Less Than 10,000	305
10,000-14,999	195
15,000-19,999	294
20,000-24,999	176
25,000-29,999	253
30,000-34,999	229
35,000-39,999	118
40,000-44,999	136
45,000-49,999	54
50,000-59,000	160
60,000-74,999	164
75,000-99,999	36
100,000-124,000	24
125,000-149,000	10
150,000-199,999	20
200,000 or more	0

Source: <http://factfinder.census.gov/>

Figure 2.2.4 Household Income Chart Belknap Lookout (2000)



Source: <http://factfinder.census.gov/>

Median income is 22,449

Median house price is 54,999

Affordable house is \$84,000

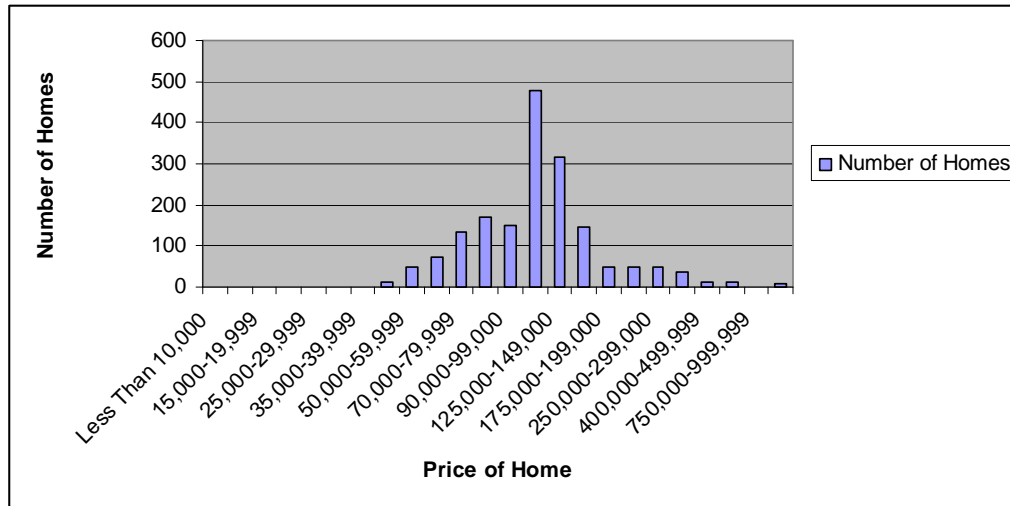
Eastown Results: House prices and household income were used to determine the amount of affordable housing in the Eastown Neighborhood. The first chart is figure 2.2.5 House Prices Eastown. Figure 2.2.6 has the identical information. The seventh chart is figure 2.2.7 Household Income Eastown. Figure 2.2.8 has the identical information. The median values were found for household income and house prices. HUD defines affordable housing as being 30% of annual income. Eastown annual income is \$10,500, which was multiplied by .3, then divided by 12 months is \$875. According to Rod Parker John Adams Affordability Calculator, an affordable house, not including property tax, in the Eastown neighborhood, with a 30-year term, and a 7% interest rate is approximately \$131,500. The median house price is 107,500. It can be concluded that Eastown has a majority supply of affordable housing

Figure 2.2.5 Housing Prices Eastown (2000)

Price of Homes	Number of Homes
Less Than 10,000	0
10,000-14,999	0
15,000-19,999	0
20,000-24,999	0
25,000-29,999	0
30,000-34,999	0
35,000-39,999	0
40,000-49,999	14
50,000-59,999	50
60,000-69,999	73
70,000-79,999	135
80,000-89,999	172
90,000-99,000	150
100,000-124,999	477
125,000-149,000	316
150,000-174,999	145
175,000-199,000	50
200,000-249,000	50
250,000-299,000	48
300,000-399,000	37
400,000-499,999	13
500,000-749,999	13
750,000-999,999	0
1,000,000 +	8

Source: <http://factfinder.census.gov/>

Figure 2.2.6 Housing Prices Chart Eastown (2000)



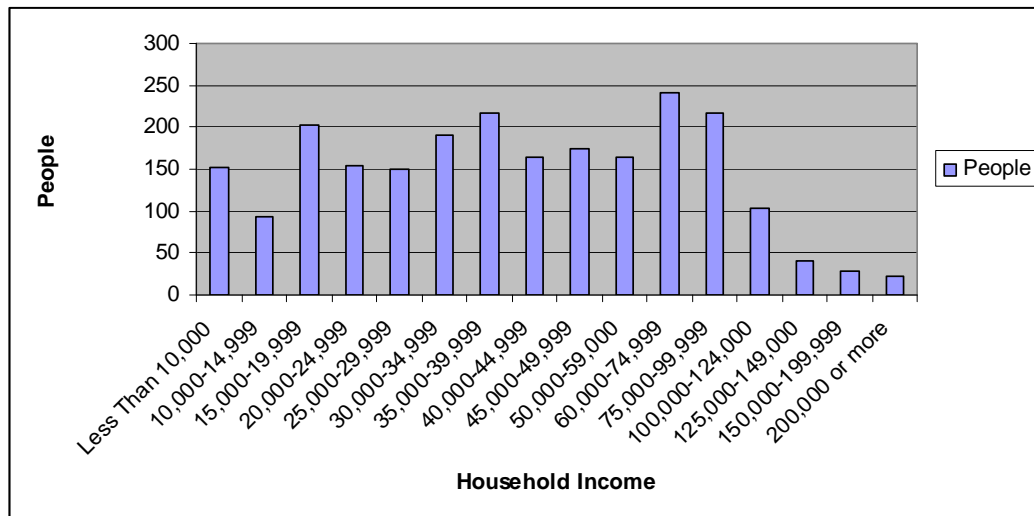
Source: <http://factfinder.census.gov/>

Figure 2.2.7 Household Income Easttown (2000)

House Hold Income	People
Less Than 10,000	153
10,000-14,999	94
15,000-19,999	202
20,000-24,999	154
25,000-29,999	150
30,000-34,999	191
35,000-39,999	217
40,000-44,999	165
45,000-49,999	174
50,000-59,000	165
60,000-74,999	242
75,000-99,999	216
100,000-124,000	103
125,000-149,000	41
150,000-199,999	29
200,000 or more	23

Source: <http://factfinder.census.gov/>

Figure 2.2.8 Household Income Easttown (2000)



Source: <http://factfinder.census.gov/>

Median income is 35,000

Median house price is 107,500

Affordable house price \$131,500

Goal 2: Every Neighborhood Is a Mixed-Income Neighborhood

Indicator 2.3: Economic diversity

Measure: Economic Composition Mirrors the County

Method/Source: US Census Data

Introduction: Economic composition illustrates the economic make-up of the neighborhoods, and comparisons can be made to the county and state. This shows how many people are in lower, middle, and upper income brackets.

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand	X		
Data easily available		X	
Relevance	X		
Forward-looking			X
Congruence		X	
Practicality			X
Replicable	X		

- **Easy to understand:** Income numbers are straightforward and relatable.
- **Data easily available:** Current and past data is readily available digitally on the census' website. In the future, the long form questionnaire, where this data comes from, is not going to be used in the 2010 census.
- **Relevance:** This data is relevant; income is an integral part of the neighborhood's economic profile.
- **Forward-looking:** This data is strictly for the year 2000. This study does not make estimates or projections.
- **Congruence:** This data is easily comparable to larger geographical areas, as illustrated with the county and state data.
- **Practicality:** It is not practical to try and change people's incomes, but economic development efforts can be made to attract more affluent families.
- **Replicable:** Income data has been collected by the U.S. Census for decades, but may not be collected at this geography level (census tract) in the future.

Comments: This is a successful indicator that provides understandable and replicable results. However, this indicator measures median household incomes, not economic composition and therefore the title should be changed.

Data: Income data is available from the 2000 Census in 20 different brackets, which have been condensed into four brackets. The percentage of the population with household incomes within these brackets is given below.

Belknap Lookout:

Figure 2.3.1 Economic Composition (2000)

	Michigan	Kent County, Michigan	Grand Rapids, Michigan	Belknap Lookout, Grand Rapids, Michigan
\$1-\$12,499	28.6%	27.1%	31.8%	36.7%
\$12,500-\$44,999	47.4%	51.5%	53.3%	56.6%
\$45,000-\$99,999	20.6%	18.2%	13.3%	5.8%
\$100,000 or more	3.5%	3.2%	1.6%	0.9%
Total	100.0%	100.0%	100.0%	100.0%

Source: <http://www.census.gov>

Belknap Lookout Results:

Belknap Lookout residents have higher proportions of its residents living in the lower income brackets than both the city and the state. Kent County has a similar income distribution as the state of Michigan.

Easttown:

Figure 2.3.2 Economic Composition (2000)

	Michigan	Kent County, Michigan	Grand Rapids, Michigan	Easttown, Grand Rapids, Michigan
\$1-\$12,499	28.6%	27.1%	31.8%	36.2%
\$12,500-\$44,999	47.4%	51.5%	53.3%	47.9%
\$45,000-\$99,999	20.6%	18.2%	13.3%	14.3%
\$100,000 or more	3.5%	3.2%	1.6%	1.6%
Total	100.0%	100.0%	100.0%	100.0%

Source: <http://www.census.gov>

Easttown Results: Easttown residents have a higher proportion of residents than Grand Rapids in the lowest bracket, but a higher proportion in the upper-middle income bracket. Kent County has a similar income distribution as the state of Michigan.

Goal 2: Every Neighborhood Is a Mixed-Income Neighborhood

Indicator 2.4: Housing is accessible

Measure: Number of ZeroStep certificates awarded

Method/Source: Disability Advocates of Kent County (DAKC)

Introduction: An integral part of becoming a diverse and inclusive neighborhood is ensuring accessibility for disabled persons. This can be accomplished by using the principles of Universal Design. “Universal Design is the art of creating environments that are attractive and user friendly for people of all ages and abilities. It is the ONLY design concept that consciously designs to accommodate peoples’ differences— not their similarities.”¹⁰

Assessment:

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand		X	
Data easily available		X	
Relevance		X	
Forward-looking		X	
Congruence		X	
Practicality	X		
Replicable	X		

- **Easy to understand:** Universal Design standards are not commonly known, but are simple to understand when explained.
- **Data easily available:** The data was not available online; however, it was available upon request by telephone.
- **Relevance:** This data measures how often people consider ZeroStep’s design standards, but others may design with accessibility in mind and not use ZeroStep.
- **Forward-looking:** This data is strictly for the year 2009. It cannot be said if ZeroStep certificates will ever be awarded in a neighborhood.
- **Congruence:** This data is easily comparable to larger geographical areas, if the data is gathered. However, ZeroStep is mostly promoted in the Kent County area.

¹⁰ Welcome to ZeroStep. 10 Mar. 2009 <<http://zerostep.org/index2.htm>>.

- **Practicality:** Promoting the ZeroStep program and Universal Design principles would directly improve this indicator’s results.
- **Replicable:** Presumably this data will continue to be accessible in the future, but only for the Kent County area.
- **Comments:** The ZeroStep certification process is quite new at this point. As baseline data for a young certification program, the following numbers are to be expected. This is a very commendable program, however, and in the future, the progress (approaching 2030 and beyond) will be noteworthy. However, the fact that no buildings in a neighborhood are ZeroStep certified does not mean Universal Design, or accessible design, has not been used in the design or renovation of that neighborhood’s buildings, they may simply have not pursued ZeroStep certification.

Data: The ZeroStep program educates people about the reasons for including this in the design of a building. They promote Universal Design principles, and also have a certification program for homes that meet a set of standards. Measuring the number of buildings with ZeroStep certification will indicate how many have taken Universal Design into consideration. The data was obtained by calling ZeroStep by telephone at 616.949.1100.

Belknap Lookout:

Figure 2.4.1 ZeroStep (2009)

	Number of ZeroStep Certificates
Belknap Lookout	0

Source: DAKC

Belknap Lookout Results: Belknap Lookout has no ZeroStep buildings.

Eastown:

Figure 2.4.1 ZeroStep (2009)

	Number of ZeroStep Certificates
Eastown	0

Source: DAKC

Eastown Results: Eastown has no ZeroStep buildings.

Goal 2: Every Neighborhood is Mixed-Income Neighborhood

Indicator 2.5: Racial composition mirrors the City of Grand Rapids

Measure: Racial diversity

Method/Source: US census data, Community Research Institute (CRI)

Goal 2: Every Neighborhood is Mixed-Income Neighborhood

Indicator 2.5: Racial composition mirrors the City of Grand Rapids

Measure: Racial diversity

Method/Source: US census data, Community Research Institute (CRI)

Introduction: Racial composition mirrors the City of Grand Rapids, Michigan.

Neighborhoods are meant to be an integrated network of people with a diverse exchange of cultural ideas and backgrounds.

Assessment: This method of measurement can be used in future measurements regardless of whether the US Census is used to gather the population and the various groups within the population. Also, this comparison can be used beyond the City of Grand Rapids and applied to other cities, regions, and states.

While the indicator remains a practical means of determining the quality of an area, it also has the comparison capability to be compared to another neighborhood, district, city, county, or even state.

Maclaren's Indicators criteria matrix

	Yes	Inconclusive	No
Easy to understand	X		
Data easily available	X		
Relevance		X	
Forward-looking	X		
Congruence	X		
Practicality	X		
Replicable	X		

- **Easy to understand:** The data can easily be observed and assessed.
- **Data easily available:** The data is available through CRI which obtained its data from the US Census.

- **Relevance:** Information displays the local condition of both neighborhoods and the city.
- **Forward-Looking:** A trend based on racial composition can be established with periodical data collection.
- **Congruence:** Population/racial data are observable in other cities and neighborhoods.
- **Practicality:** Can be applied to determine how well a neighborhood has progressed in becoming a racially well integrated neighborhood in comparison to a city or county.
- **Replicable:** The data and comparisons can easily be replicated.

Comments: The leading concern is how often the data is needed to measure the progression of the neighborhoods with their comparative counterpart(s). The U.S. Census measures population once every 10 years, which conflicts with United Growth's need for the data to be updated for measurement every 3 to 5 years. Another alternative to this measurement will be needed for measurement that is less than ten year intervals.

Data: The comparison of the racial composition of a respective neighborhood and that of the City of Grand Rapids is a viable tool for using in grasping whether or not the growth of the City is proportionally reflecting the growth of the neighborhood.

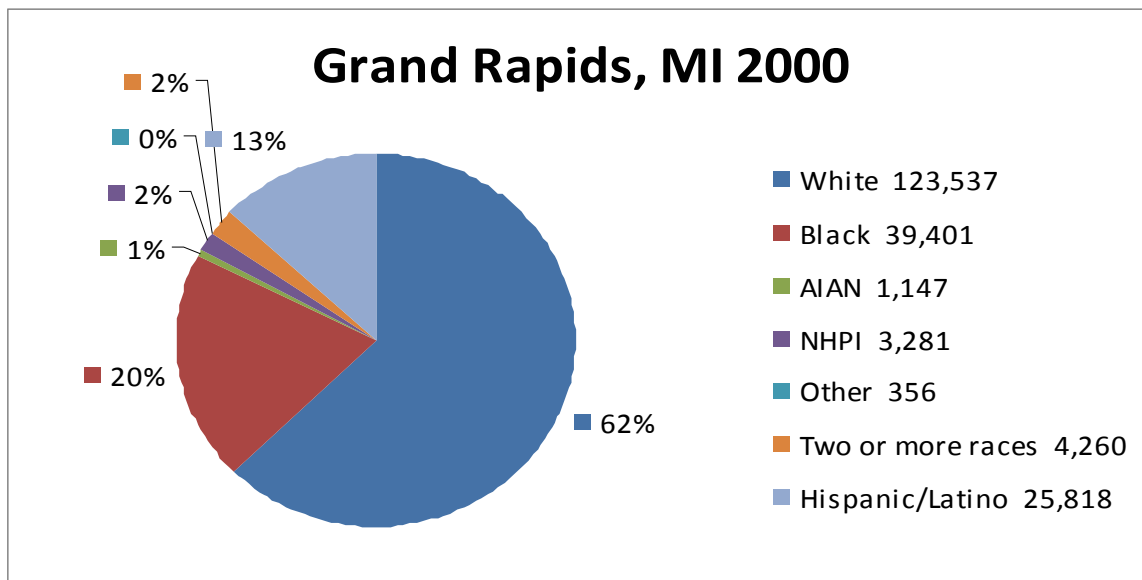
City Of Grand Rapids Results:

Figure 2.5.5 Racial Composition: Grand Rapids (2000)

Grand Rapids, MI 2000	
Total Population	197,800
White	123,537
Black¹¹	39,401
AIAN¹²	1,147
NHPI¹³	3,281
Other	356
Two or more races	4,260
Hispanic/Latino	25,818

Source: <http://www.cridata.org/default.aspx>

Figure 2.5.7 Racial Composition: Grand Rapids (2000)



¹¹ Black – Black or African American

¹² AIAN – American Indian and Alaska Native

¹³ NHPI – Native Hawaiian and Other Pacific Islander