

# FRONT PORCH FLORIDA

*Offering more than you know*



# GREATER SOUTH CENTRAL



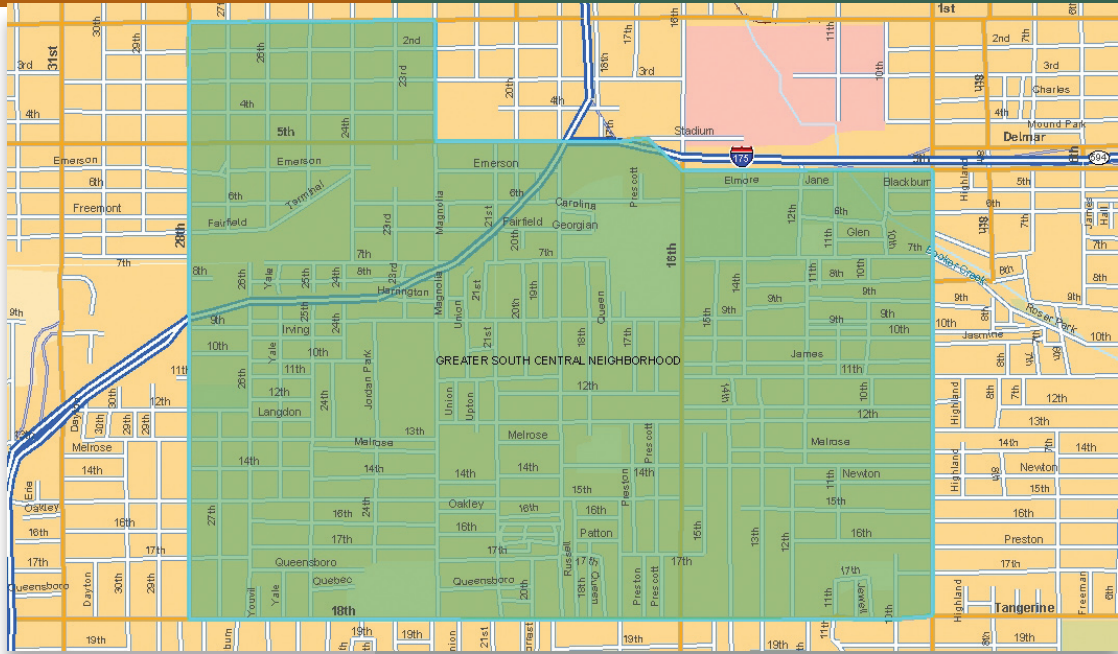


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SOURCES

*Geographic Boundary Map-Florida Department of Community Affairs-Division of Emergency Management*  
*Arc-GIS® 9 by ArcView®- Environmental Systems Research Institute (ESRI) Data, Maps & StreetMap*  
*PCensus Database for ArcView®, version 8.50 (U.S.)*  
 2000 Census Florida Summary File 1 & 3, U.S. Census Bureau

HISTORY OF THE FRONT PORCH INITIATIVE

The Front Porch Florida Initiative (FPF) was established in 1999 to promote community revitalization by empowering local community members through technical assistance, training and by developing skills necessary to identify and acquire resources for revitalization purposes.<sup>1</sup> The Office of Urban Opportunity (OUO) was formed to simplify administration; to create strategic alliances and networks of community collaboration; to develop and forge better relationships between Front Porch communities and other public and private sector entities.

Since inception, twenty Front Porch community designations have been established across the State of Florida. The communities are located in Bartow, Bradenton, Daytona Beach, Ft.Lauderdale, Gainesville, Gifford (Indian River County), Immokalee, Jacksonville, Miami, Ocala, Opa-Locka, Orlando, Pensacola, Sanford, Sarasota, St. Petersburg, Sylvania Heights (Okaloosa County), Tallahassee, Tampa, and West Palm Beach. These communities comprise some of the state’s most economically distressed urban and rural areas consisting of mostly African American residents. Front Porch Florida takes up this challenge to revitalize underserved communities that are dedicated to positive cooperation and communication to make their community a better place to live, work, and raise a family.

## PERSONS

(Greater) South Central is an overwhelmingly **Black** neighborhood (**93%**), followed by **Whites (5%)** and **Hispanics (1%)**. The city of St. Petersburg however, is predominately **White (72%), Black (22%)** and **Hispanic (4%)**; Pinellas County is made up of **Whites (86%), Blacks (9%)** and **Hispanics (5%)**. Additionally, the **average age** for the South Central community is considerably younger (**35 years**) than the city (**40 years**) and county (**43 years**). Finally, the **unemployment rate** for St. Petersburg is significantly higher at **16.2%** compared to the city's and county's level of **5.2%** and **4.3%**, respectively.

## HOUSEHOLDS

Both **average household (\$24,879)** and **family income (\$27,083)** are considerably less than St. Petersburg City (**\$46,951** and **\$56,252** respectively); the difference is even greater at the county level (**\$51,348** and **\$61,970** respectively). South Central household owners **receive public assistance (8.9%)** at a much higher rate than the city (**3.3%**) and county (**2.3%**).

South Central community has a much lower (**78%**) rate than does the city (**88%**) and county (**86%**) in **occupied housing units** and conversely, has a higher **vacancy rate (22%)** than the city (**12%**) and county (**14%**). Of the South Central occupied units, **37%** are **rented** and **41% owned**; the same ratio for the city is **32% rented** and **56% owned**; the county, **25% rented** and **61% owned**. Furthermore, the **median owned home value** for the community is significantly lower at **\$43,364** when compared to the city's and county's figure of **\$81,004** and **\$96,465** respectively.

A higher percentage (**37%**) of South Central homeowners are **paying more than 30% of income on home costs**; the same figure for the city is **25%**, and **24%** for the county. There is a much higher percentage of those **paying more than 30% of their income on rent** in South Central (**47%**) when compared to St. Petersburg and Pinellas County (both **39%**).

## POPULATION

The South Central community is generally a much younger population than both the city and county. The community has a greater or equal percentage of the population in every age category **under 24 years of age**. Conversely, the city and county have higher percentages of the population in nearly every category **older than 25 years of age**. The only distinct age range is the **65 to 74 years age** range in which South Central has a greater percentage of population than the city, but not the county.

## LABOR

South Central community members use vehicles as mode of **transportation to work** substantially less (**77%**) than the city's (**90%**) and county's (**91%**) population. Of those in the community who do use a vehicle, **25% carpooled** compared to **12%** in the city, and **11%** in the county. **Public transportation** is used by **13%** of the South Central population, **3%** of St. Petersburg population and **2%** of the Pinellas County population. Finally, **46%** of the community has **no access to a vehicle**; the same figure for the city is **12%**, and **9%** for the county.

## INCOME

The South Central population has a considerably higher percentage (**76%**) of households **earning less than \$35,000**, when compared to the city (**50%**) and county (**47%**). Conversely, the community’s “middle class” (**\$35,000 – \$74,999**) is substantially less (**21%**) than both the city (**34%**) and county (**36%**). The community’s **median household income** is a significantly less (**\$19,712**) than the city’s (**\$34,670**) and county’s (**\$37,327**).

South Central’s **White median household income (\$24,582)** is considerably less in comparison to the city’s (**\$37,279**) and county’s (**\$38,431**) level. Community **Black (\$19,408)** household income comparisons reveal a smaller gap between city (**\$25,946**) and county (**\$26,146**) **Blacks**. **Hispanics** in the city (**\$34,685**) earn marginally more than county (**\$34,319**) **Hispanics**; the figure for community **Hispanics** is unreported.

**Per capita income** for South Central’s **White** population (**\$10,506**) is significantly lower than the city’s (**\$24,216**) and county’s (**\$25,095**) **White population** level. The **Black** community population (**\$9,282**) earns less than both the city (**\$12,872**) and county (**\$12,590**) **Black population**. Finally, **Hispanics** in the community (**\$6,154**) earn much less than the city (**\$16,926**) and county (**\$15,517**) **Hispanic population**.

## POVERTY

The South Central community has a substantially higher **percent of population below the poverty level (34%)** than the city (**13%**) and county (**10%**). There is a significantly higher percentage of community **Whites (25%)** below the poverty level in comparison to the city (**9%**) and county (**8%**). Although less drastic of a disparity, there

is still a considerably higher percentage of community **Blacks (34%)** below the poverty level when compared to the city (**25%**) and county (**26%**) **Blacks**. Community **Hispanics (55%)** have the most dramatic difference of poverty levels when compared to city (**14%**) and county (**17%**) **Hispanics**. Finally, community **families with children under 18 below the poverty line (3%)** are higher than city and county levels (both **1%**).

## EDUCATIONAL ATTAINMENT

In general, residents of South Central are not attaining the same higher levels of education as in the city and county. South Central has a higher percentage of every category including and under **High school graduate**, making up **76%** of the population (compared to **46%** for the city and county). Conversely, the city of St. Petersburg and Pinellas County have a much higher percentage of the population including, and above the level **Some college, no degree (54% and 55%)**; South Central’s figure for these categories is **25%**. Finally, the community (**31%**) does have a higher percentage of **High school graduates** than does the city (**28%**) and county (**30%**).

## INDUSTRY

A breakdown of **Industry employment** reveals South Central is generally in sync with the city’s and county’s industry make-up. There is a much larger amount of **Construction** and **Health Care and Social Assistance** activities in the South Central community. Finally, St. Petersburg and Pinellas County far outnumbers the community in **Finance, Insurance, Real Estate and Rental/Leasing, Professional and Related Services** and **Retail Trade** activities.

Persons	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Total Population</b>	7,341	% base	247,793	% base	921,482	% base
Male	3,308	45%	118,258	48%	438,291	48%
Female	4,034	55%	129,535	52%	483,191	52%
<b>Race and Ethnicity</b>						
White	381	5%	177,203	72%	791,372	86%
Black or African American	6,839	93%	55,260	22%	82,384	9%
Hispanic or Latino (any race)	87	1%	9,878	4%	42,128	5%
<b>Average Age</b>	35.4		40.1		43.3	
<b>Population 16 yrs and over By Employment Status</b>	5,185	% base	199,857	% base	763,594	% base
Employed	2,141	41%	117,892	59%	425,349	56%
Unemployed	415	8%	6,411	3%	18,941	2%
Civilian participation rate	49.30%		62.40%		58.30%	
Unemployment rate	16.20%		5.20%		4.30%	

Households	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Average Income</b>						
Household	\$24,879		\$46,951		\$51,348	
Family	\$27,083		\$56,252		\$61,970	
<b>Total Households</b>	2,739		109,608		415,199	
With public assistance income	245	8.90%	3,583	3.30%	9,460	2.30%
<b>Total Housing Units</b>	3,549	% base	124,525	% base	481,573	% base
Vacant	766	22%	15,006	12%	66,605	14%
Occupied	2,782	78%	109,519	88%	414,968	86%
Owner occupied	1,466	41%	69,697	56%	293,869	61%
Renter occupied	1,317	37%	39,822	32%	121,099	25%
<b>Owner occupied units</b>	1,466	% base	69,697	% base	293,869	% base
Average owned home value	\$46,588		\$112,070		\$132,363	

<b>Median value of owned homes</b>	\$43,364		\$81,004		\$96,465	
Percentage of owners paying more than 30% of income on home costs	37.20%		25.30%		24.10%	
<b>Renter occupied units</b>	1,317		39,822		121,099	
Average monthly gross rent	\$429		\$597		\$659	
Percentage of renters paying more than 30% of income on rent	47.30%		39.90%		39.90%	

Population	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Population by Age</b>	7,341	% base	247,793	% base	921,482	% base
Under 5 years	558	8%	13,850	6%	44,894	5%
5 to 9 years	632	9%	15,268	6%	50,936	6%
10 to 14 years	776	11%	15,696	6%	52,361	6%
15 to 19 years	659	9%	14,036	6%	45,901	5%
20 to 24 years	408	6%	13,701	6%	41,296	4%
25 to 34 years	752	10%	32,949	13%	106,756	12%
35 to 44 years	1,007	14%	41,697	17%	146,573	16%
45 to 54 years	901	12%	34,586	14%	128,780	14%
55 to 59 years	267	4%	12,257	5%	51,172	6%
60 to 64 years	232	3%	10,315	4%	44,630	5%
65 to 74 years	661	9%	20,541	8%	97,203	11%
75 to 84 years	387	5%	16,114	7%	81,207	9%
85 years and over	102	1%	6,783	3%	29,773	3%

Labor	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Workers 16 years or older by Transportation to Work</b>	2,072	% base	116,066	% base	418,625	% base
Car, truck, or van	1,600	77%	104,408	90%	379,865	91%
Drove alone	1,080	52%	90,705	78%	333,832	80%
Carpooled	520	25%	13,703	12%	46,033	11%
Public transportation	268	13%	3,401	3%	8,117	2%
Bicycle, walked, other means	192	9%	4,489	4%	14,980	4%

<b>Household with no Access to a Vehicle</b>	953	46%	13,853	12%	38,169	9%
<b>Average travel time to work</b>	26.9		22.9		23.6	

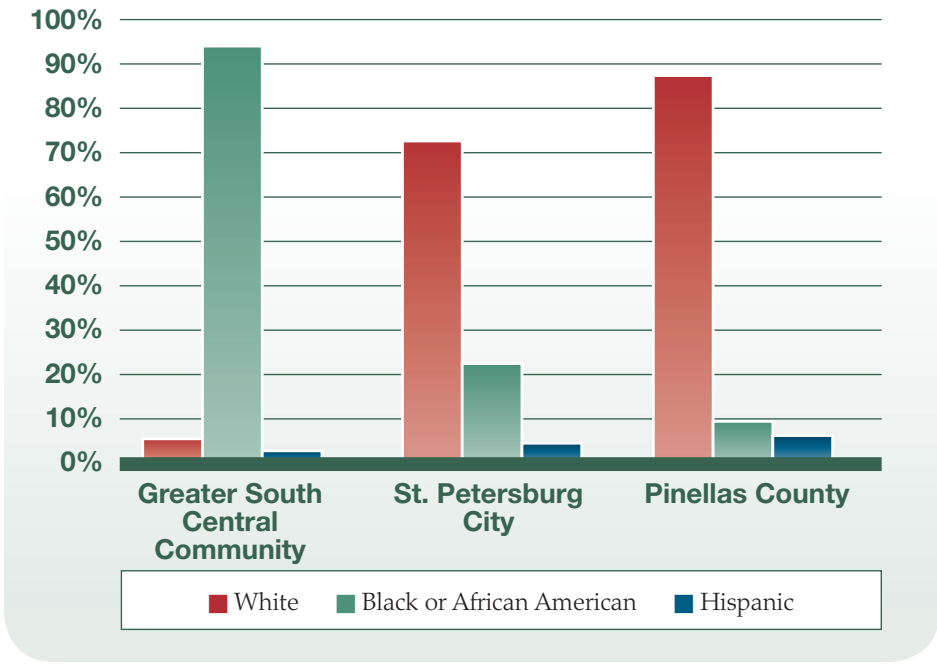
Income	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Households by 1999 Income Level</b>	2,739	% base	109,608	% base	415,199	% base
Less than \$20,000	1,389	51%	28,969	26%	99,473	24%
\$20,000 to \$34,999	684	25%	26,374	24%	95,854	23%
\$35,000 to \$49,999	387	14%	18,978	17%	72,790	18%
\$50,000 to \$74,999	191	7%	18,489	17%	72,965	18%
\$75,000 to \$99,999	67	2%	8,458	8%	34,478	8%
\$100,000 to \$149,999	20	1%	5,183	5%	23,501	6%
\$150,000 or more	0	0%	3,157	3%	16,138	4%
<b>Average household income</b>	\$24,879		\$46,951		\$51,348	
<b>Median household income</b>	\$19,712		\$34,670		\$37,327	
<b>Median Household Income by Race of Householder</b>						
White	\$24,582		\$37,279		\$38,431	
Black or African American	\$19,408		\$25,946		\$26,146	
Hispanic or Latino (any race)	\$0		\$34,685		\$34,319	
	Unreported					
<b>Per Capita Income by Race</b>						
White	\$10,506		\$24,216		\$25,095	
Black or African American	\$9,282		\$12,872		\$12,590	
Hispanic or Latino (any race)	\$6,154		\$16,926		\$15,517	
<b>Average family income</b>	\$27,083		\$56,252		\$61,970	

Poverty	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Percent of group below the poverty level</b>						
Total persons	34%		13%		10%	
<b>By Age</b>						
Under 5 years	11%		8%		8%	
5 years	4%		2%		2%	
6 to 11 years	13%		12%		10%	
12 to 17 years	16%		9%		8%	
18 to 64 years	43%		55%		54%	
65 to 74 years	7%		7%		8%	
75 years and over	6%		7%		10%	
<b>By Race</b>						
White	25%		9%		8%	
Black or African American	34%		25%		26%	
Hispanic or Latino (any race)	55%		14%		17%	
<b>Total Families</b>	1,786	% base	61,930	% base	244,901	% base
Below the poverty level:						
With related children under 18 years	48	3%	906	1%	2,708	1%

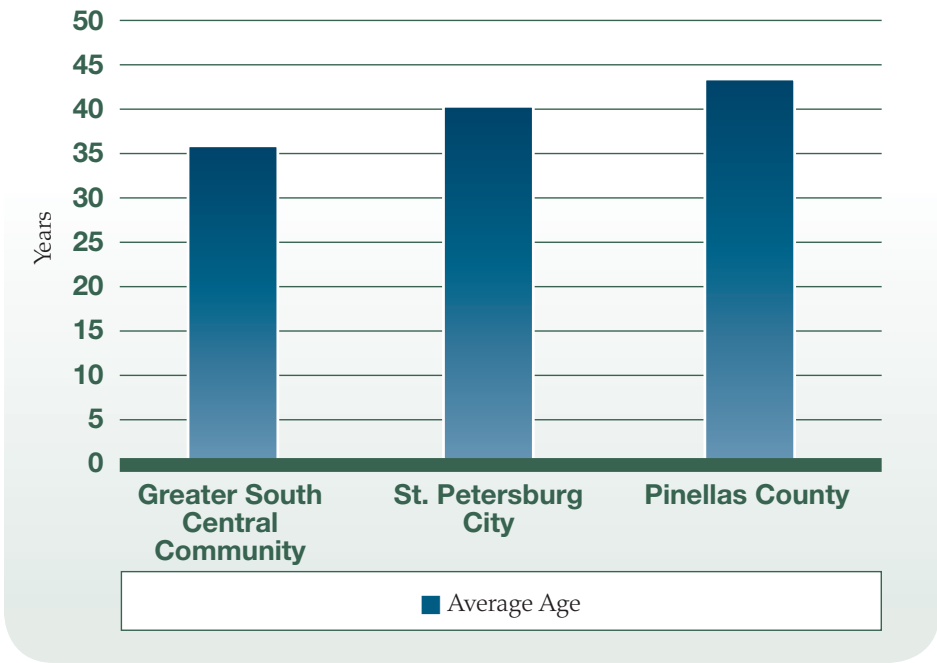
Educational Attainment	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Population 25 years or older</b>	4,308	% base	175,242	% base	686,094	% base
Less than 9th grade	642	15%	8,554	5%	26,921	4%
9th to 12th grade/no diploma	1,292	30%	23,230	13%	82,777	12%
High school graduate	1,331	31%	49,028	28%	203,495	30%
Some college, no degree	691	16%	40,477	23%	163,849	24%
Associate degree	169	4%	13,966	8%	51,817	8%
Bachelor's degree	117	3%	25,958	15%	103,324	15%
Graduate/professional degree	66	2%	14,029	8%	53,911	8%

Industry	Greater South Central Community		St. Petersburg City		Pinellas County	
		%		%		%
<b>Employed Population 16 years or older by Industry</b>	2,141	% base	117,892	% base	425,349	% base
Agriculture, forestry, fishing and hunting	11	1%	135	0%	789	0%
Mining	0	0%	18	0%	44	0%
Construction	214	10%	6,986	6%	25,907	6%
Manufacturing	166	8%	11,956	10%	43,049	10%
Wholesale trade	24	1%	3,892	3%	15,835	4%
Retail trade	247	12%	14,036	12%	58,918	14%
Transportation and warehousing	77	4%	3,945	3%	13,999	3%
Utilities	35	2%	1,245	1%	3,343	1%
Information	38	2%	4,613	4%	14,139	3%
Finance, insurance, real estate and rental and leasing	61	3%	11,980	10%	39,721	9%
Professional and related services	177	8%	13,192	11%	51,137	12%
Educational services	157	7%	8,150	7%	25,644	6%
Health care and social assistance	513	24%	16,792	14%	54,606	13%
Arts, entertainment, and recreation	50	2%	2,549	2%	8,626	2%
Accommodation and food services	202	9%	8,044	7%	30,269	7%
Other services	131	6%	5,653	5%	22,498	5%
Public administration	36	2%	4,706	4%	16,825	4%
<b>Top 3 Employers by Industry</b>	Health care and social assistance Retail trade Construction		Health care and social assistance Retail trade Professional and related services		Retail trade Health care and social assistance Professional and related services	

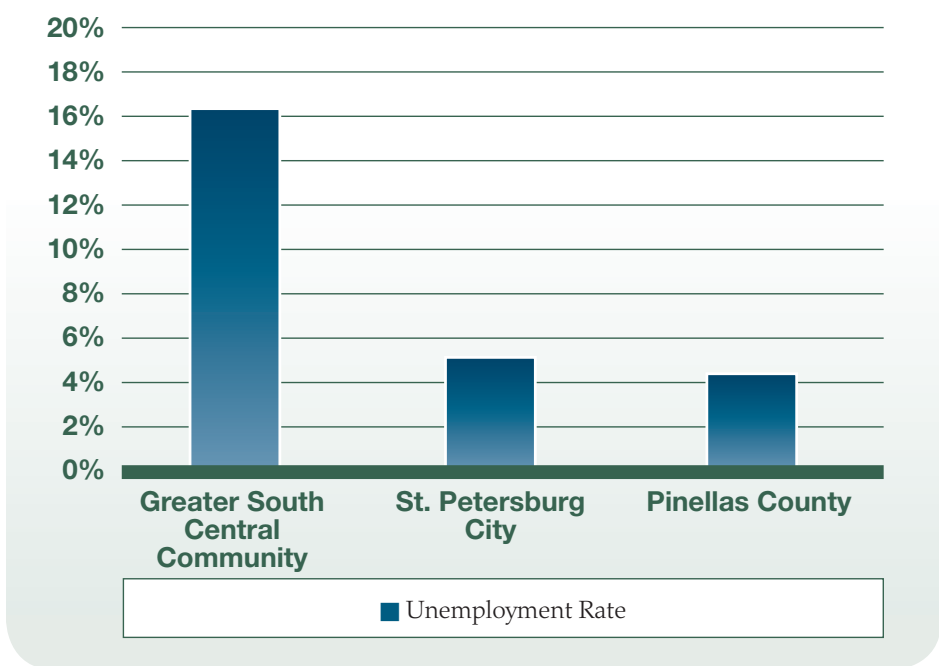
[ RACIAL & ETHNIC BREAKDOWN ]



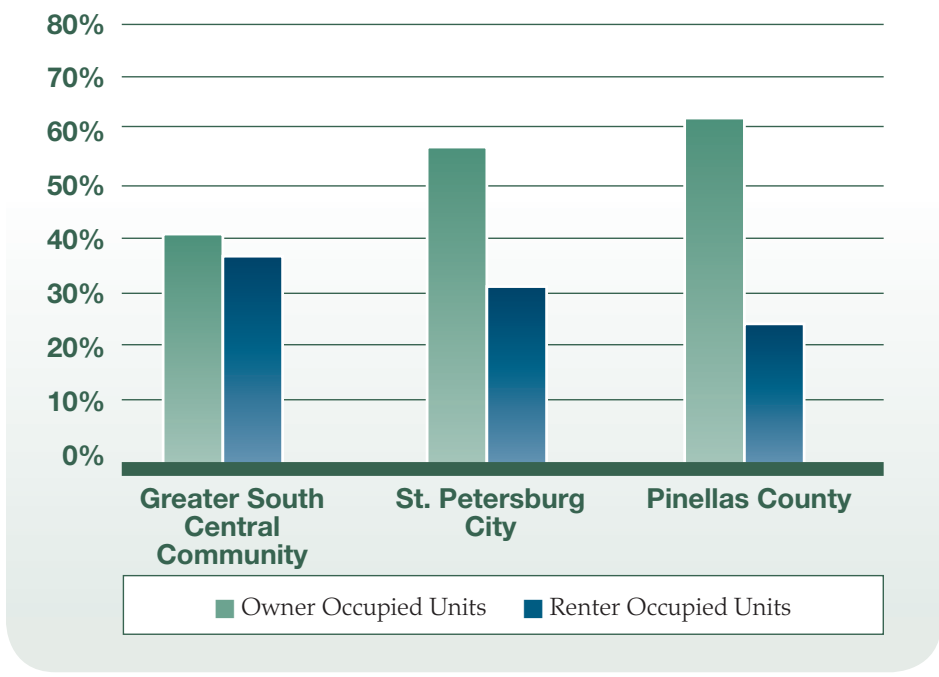
[ AVERAGE AGE ]



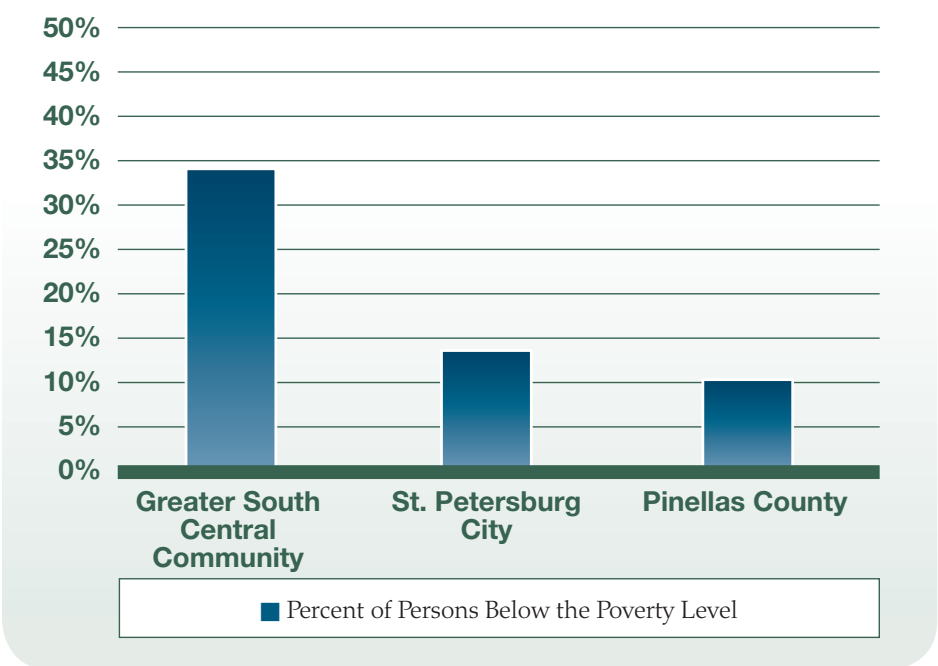
[ UNEMPLOYMENT RATE ]



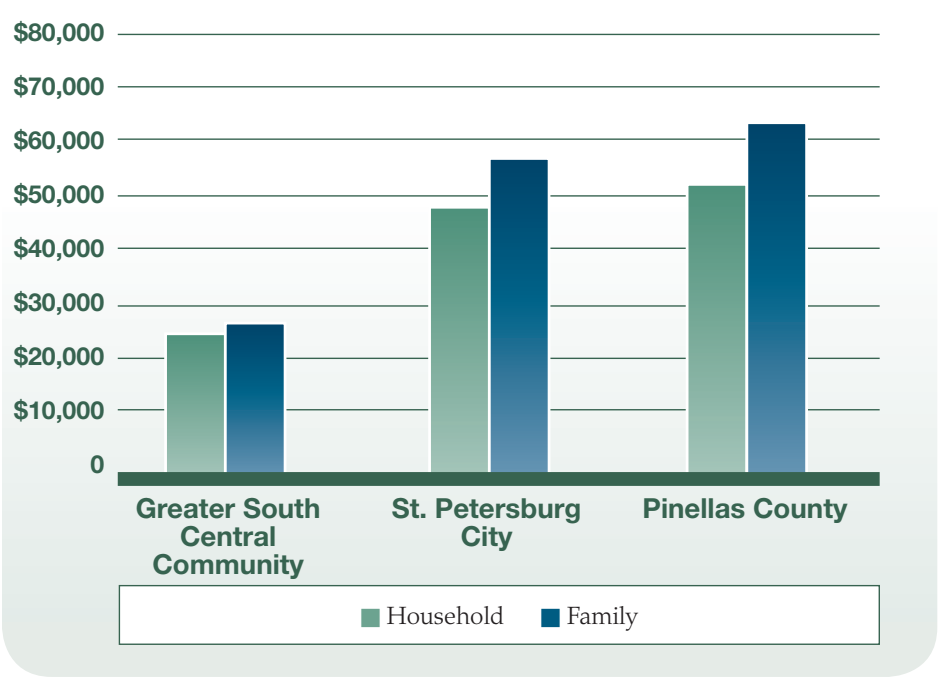
[ OWNER & RENTER OCCUPIED UNITS ]



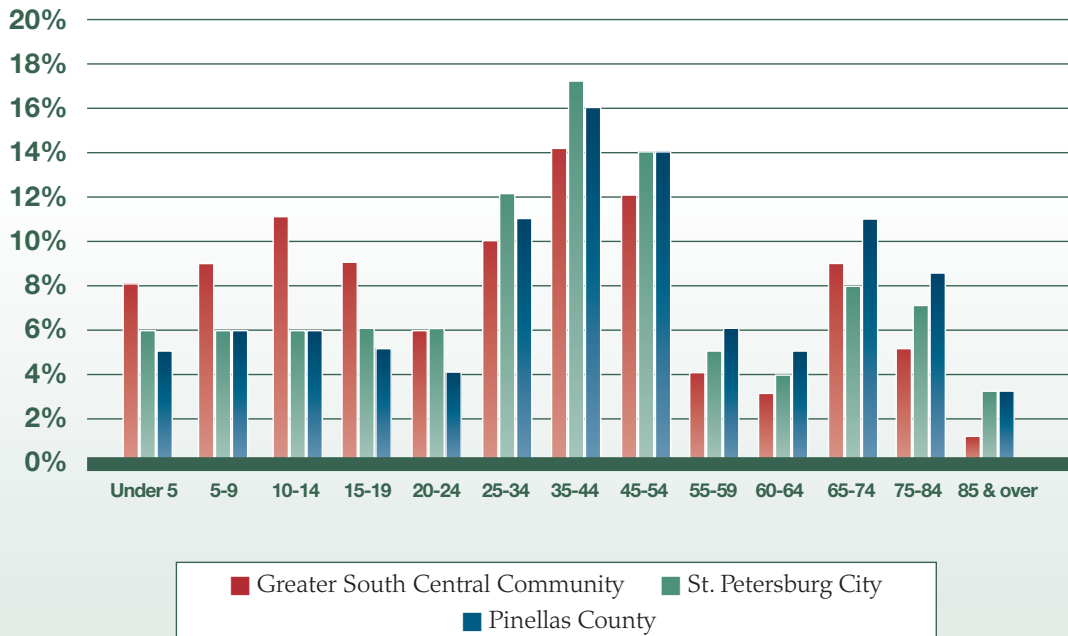
[ POVERTY LEVEL ]



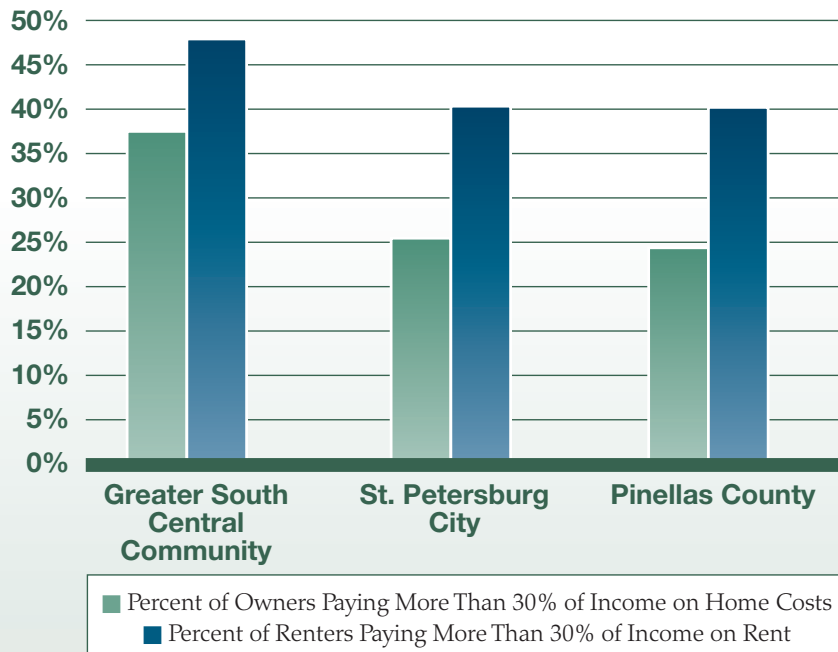
[ AVERAGE INCOME LEVELS ]



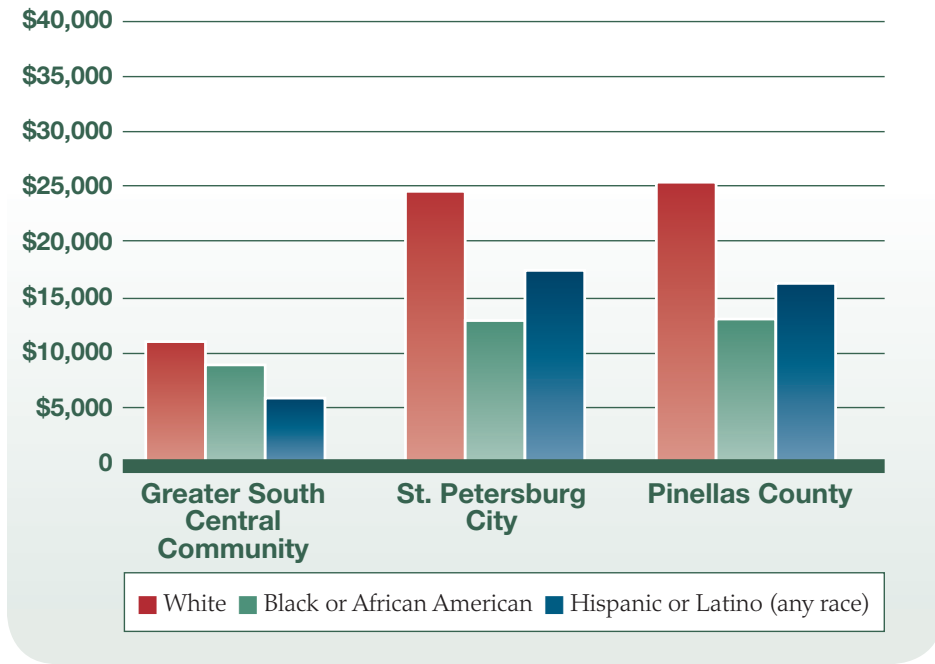
[ POPULATION BREAKDOWN BY AGE ]



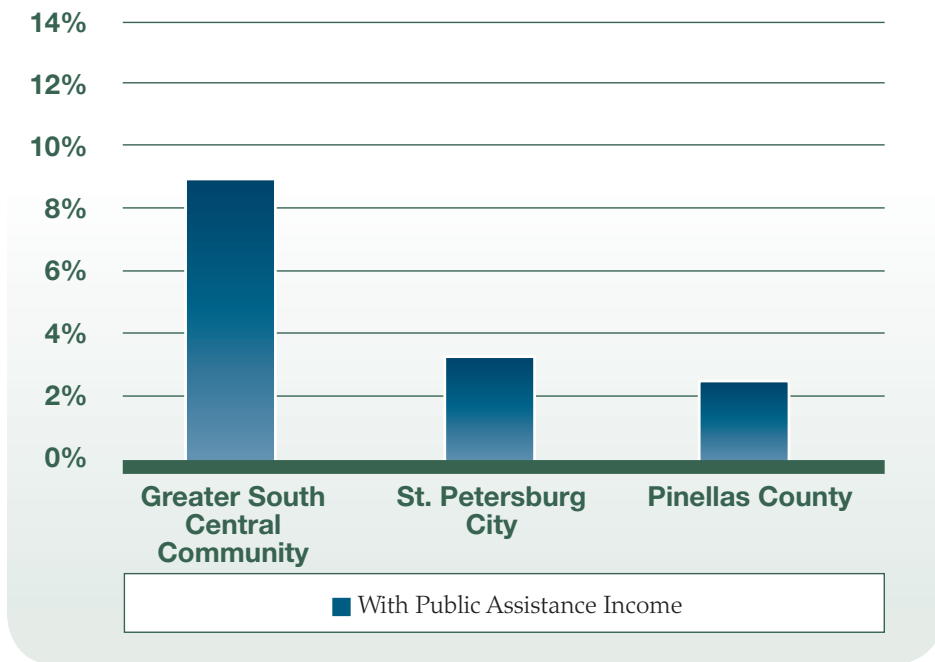
[ INCOME RATIO TO HOMEOWNER & RENTER COSTS ]



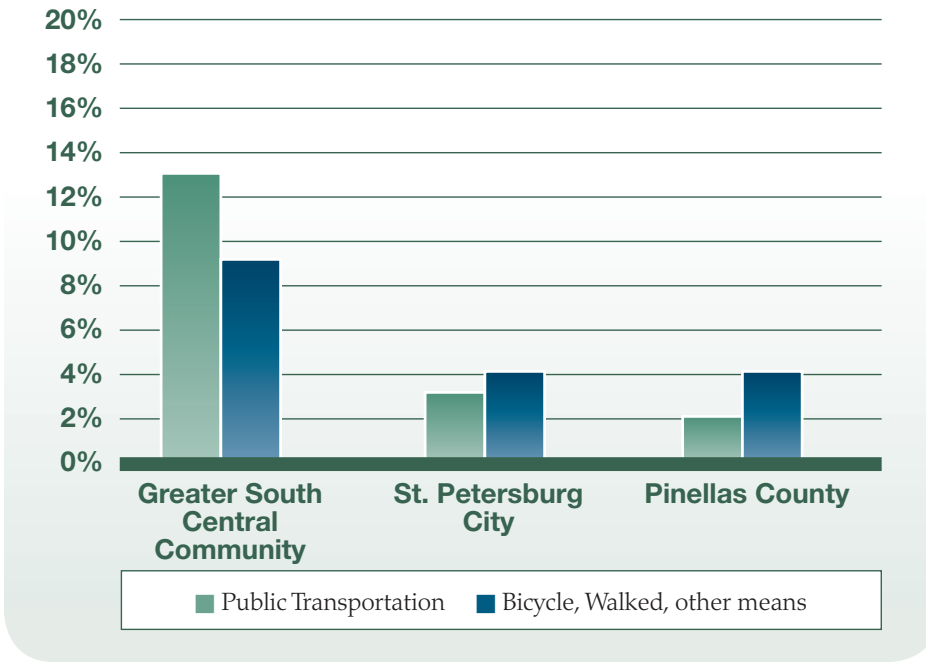
[ PER CAPITA INCOME BY RACE ]



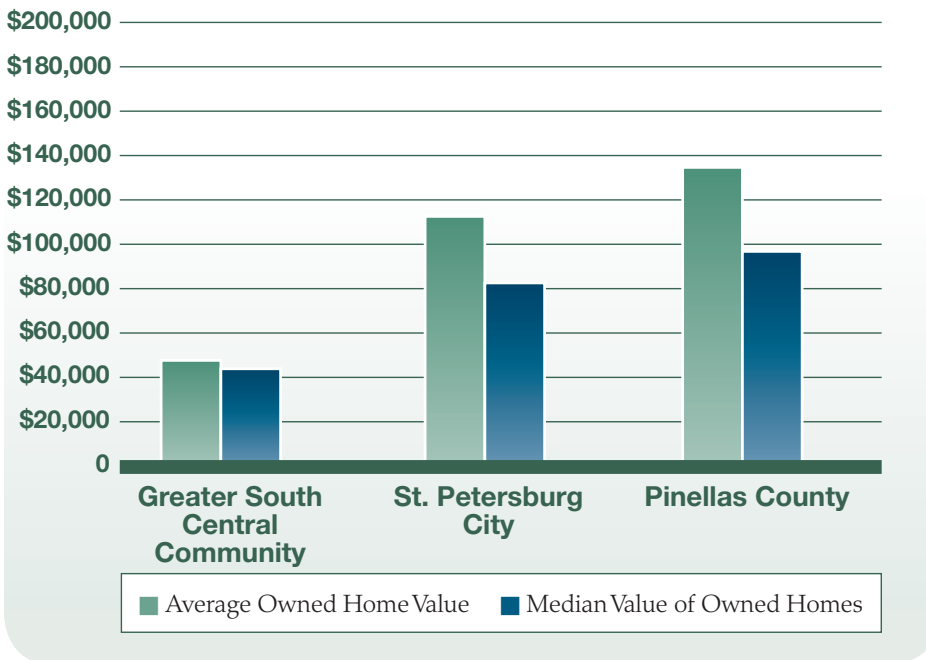
[ HOUSEHOLDS WITH PUBLIC ASSISTANCE ]



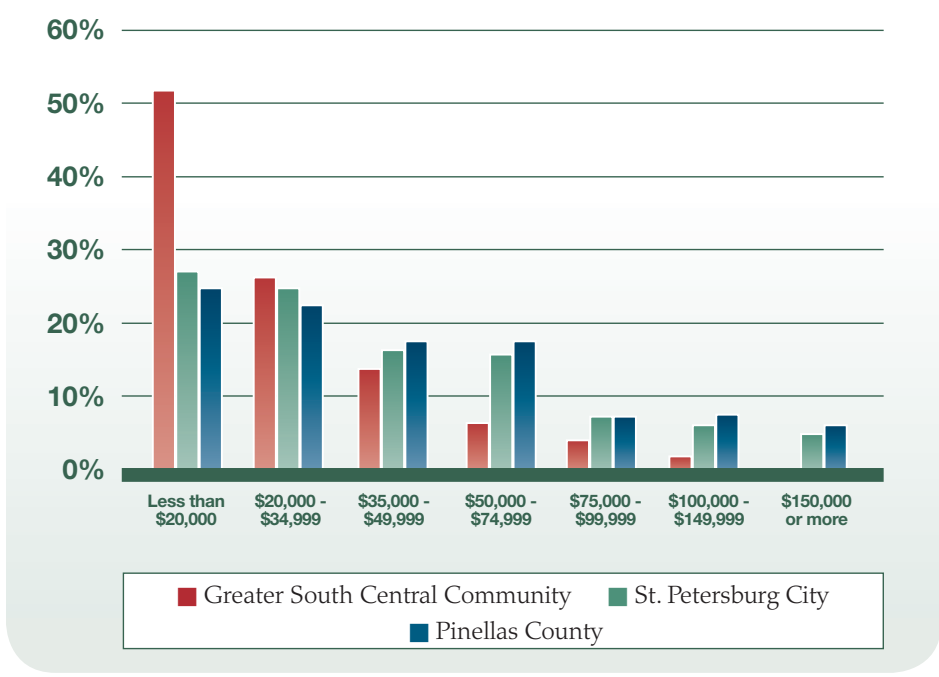
[ TRANSPORTATION TO WORK ]



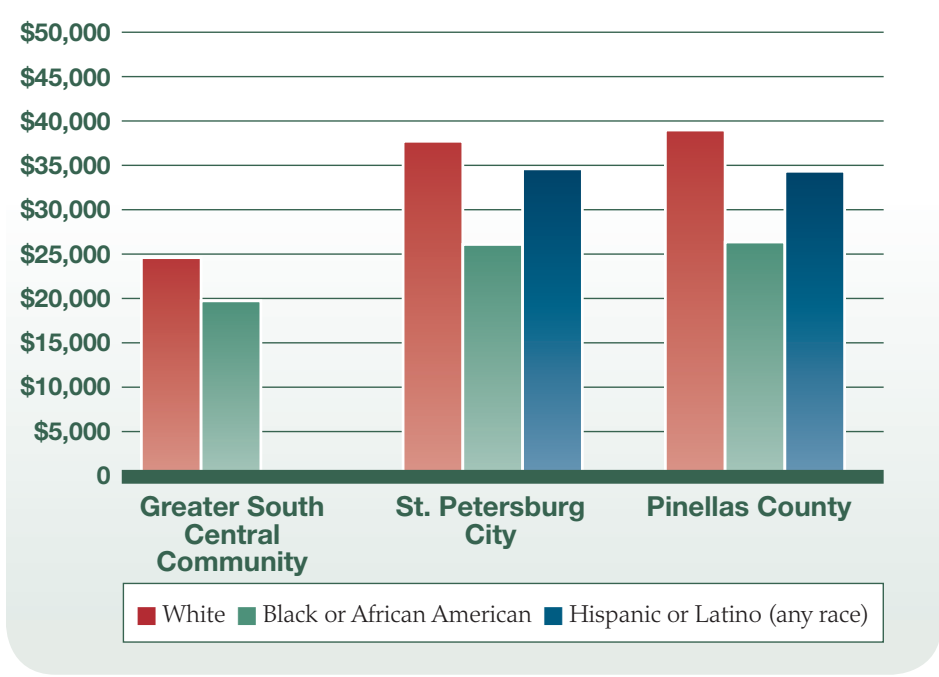
[ HOME VALUES ]



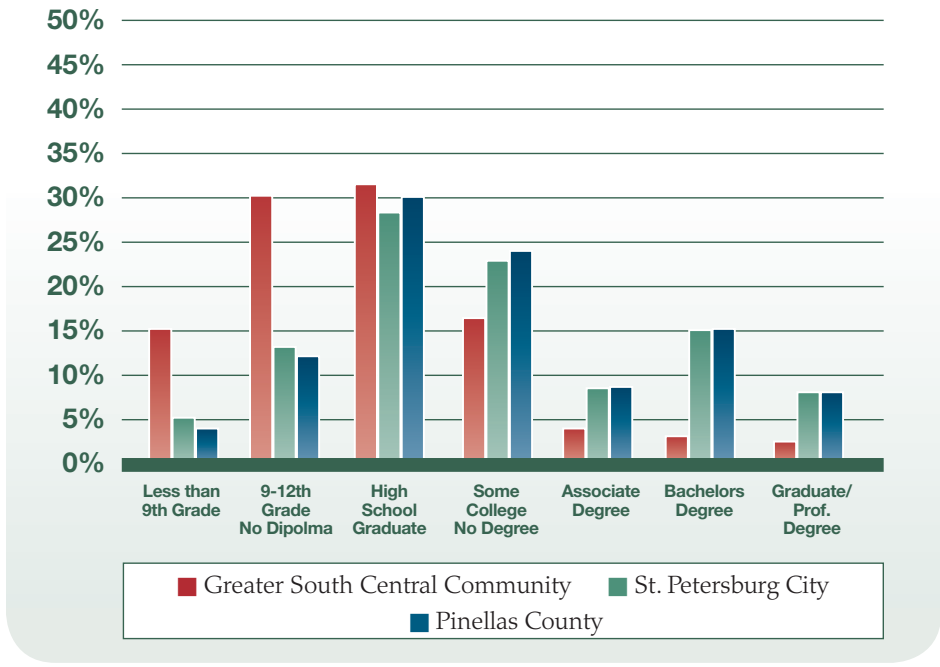
[ HOUSEHOLD INCOME RANGES ]



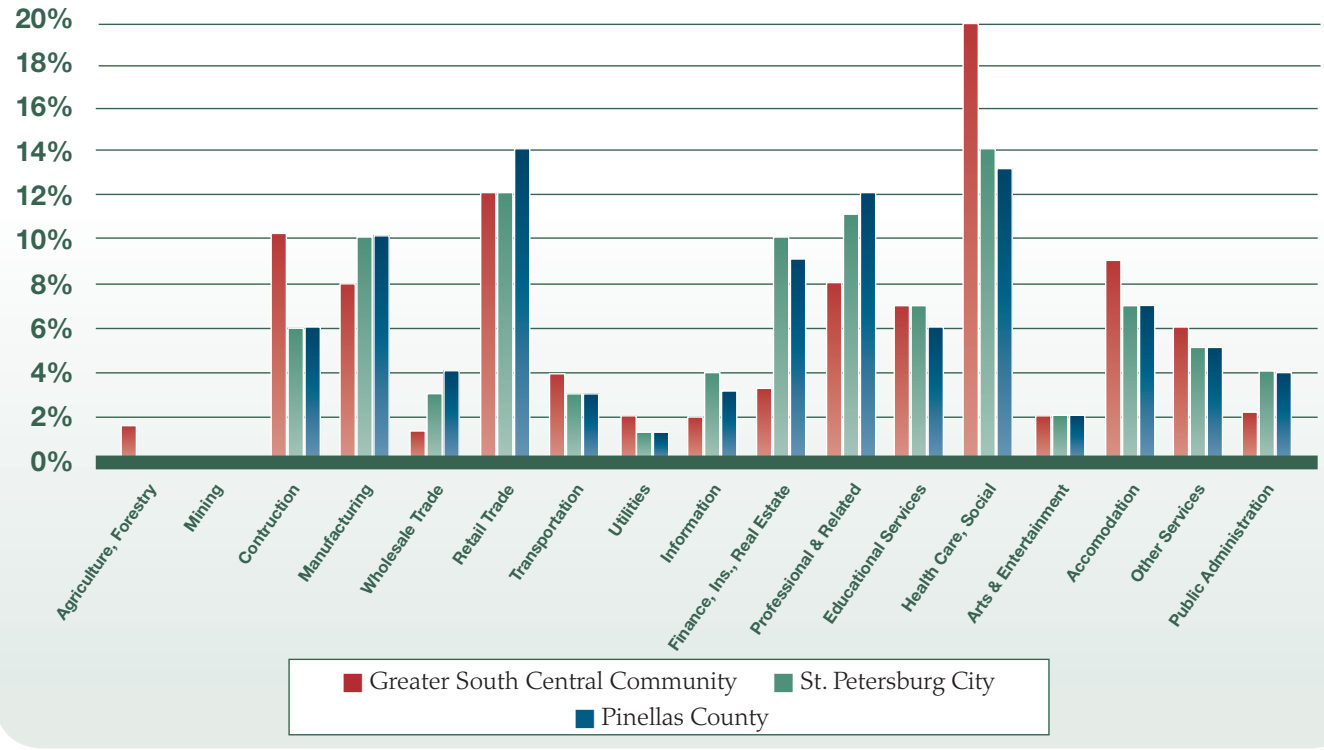
[ MEDIAN HOUSEHOLD INCOME BY RACE ]



## [ EDUCATIONAL ATTAINMENT ]



## [ INDUSTRY BREAKDOWN ]



No bar indicates less than 1%.



# FRONT PORCH FLORIDA COMMUNITIES GREATER SOUTH CENTRAL

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