

FRONT PORCH FLORIDA

Offering more than you know



WEST OCALA



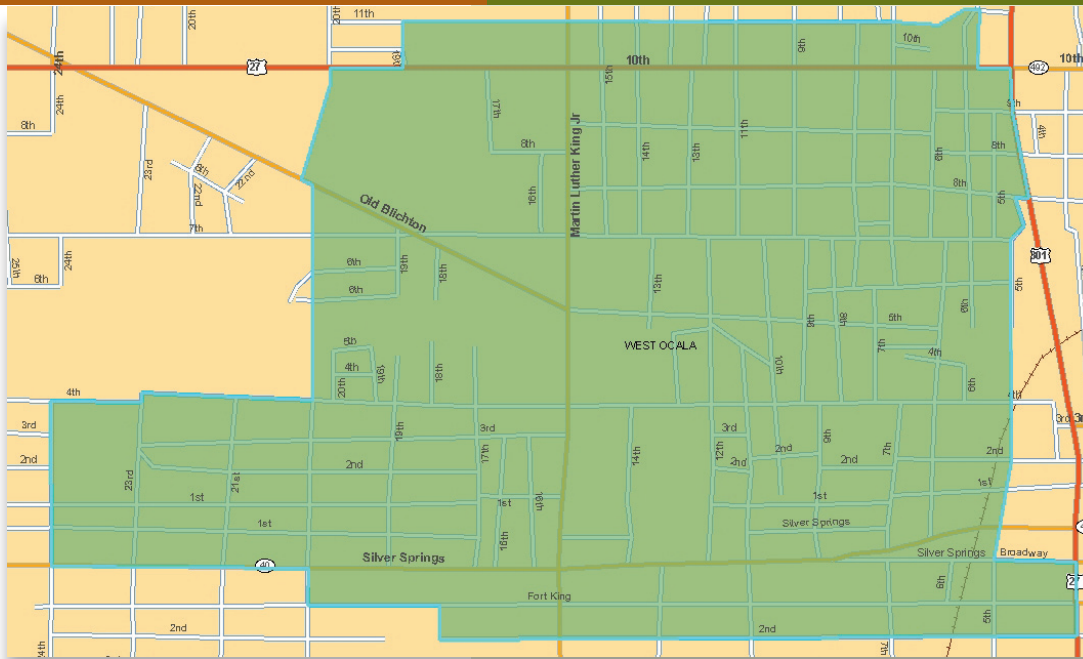


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SOURCES
 Geographic Boundary Map-Florida Department of Community Affairs-Division of Emergency Management
 Arc-GIS® 9 by ArcView®- Environmental Systems Research Institute (ESRI) Data, Maps & StreetMap
 PCensus Database for ArcView®, version 8.50 (U.S.)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

West Ocala is an overwhelmingly **Black** neighborhood (**81%**), followed by **Hispanics (12%)** and **Whites (8%)**. The city of Ocala however, is predominately **White (73%), Black (22%)** and **Hispanic (6%)**; Marion County is made up of **Whites (84%), Blacks (11%)** and **Hispanics (6%)**. Additionally, the **average age** for the West Ocala community is younger (**36 years**) than the city (**40 years**) and county (**43 years**). Finally, the **unemployment rate** for West Ocala is higher at **14.9%** when compared to city and county levels of **7.5%** and **5.8%** respectively.

HOUSEHOLDS

Both the **average household (\$19,732)** and **family income (\$21,639)** in West Ocala are considerably less than city levels (**\$42,396** and **\$51,444** respectively); this disparity is comparable when compared to county levels (**\$42,571** and **\$48,416**). West Ocala household owners **receive public assistance (7.4%)** at a much higher rate than city (**3.5%**) and county (**2.7%**) levels.

The community has a slightly lower (**86%**) level than does the city (**91%**) and county (**87%**) of **occupied housing units** and conversely, has a higher **vacancy rate (14%)**, compared to the city's (**9%**) and county's (**13%**). Of the West Ocala occupied units, **47%** are **rented** and **39%** **owned**; the same ratio for the city is **39%** **rented** and **52%** **owned**; the county, **18%** **rented** and **69%** **owned**. Furthermore, the **median owned home value** for the community is significantly lower at **\$38,429** when compared to city and county figures of **\$77,589** and **\$81,324** respectively.

A much higher percentage (**35%**) of West Ocala homeowners are **paying more than 30% of income on home costs**; the same figure for the city is **20%** and **19%** for the county. There is a higher percentage of those **paying more than 30% of income on rent** in West Ocala (**44%**) than in Ocala City (**41%**), but a lower percentage in comparison to Marion County (**35%**).

POPULATION

The West Ocala community is generally younger than the city and county population. The community has a greater percentage of the population in every age category **under 19 years of age**. The city and county have slightly higher or equal percentages of the population in every category **older than 24 years of age**, except for the **20 to 34 years** and **75 to 84 years** age categories.

LABOR

West Ocala community members use vehicles as mode of **transportation to work** slightly more (**95%**) than the city's (**93%**) and county's (**94%**) population. Of those in the community who do use a vehicle, **17%** **carpooled** compared to **12%** in the city, and **13%** in the county. **Public transportation** is used by **2%** of the West Ocala population and **0%** (statistically insignificant) of the Ocala City and Marion County population. Finally, **48%** of the community has **no access to a vehicle**; the same figure for the city is **12%**, and **6%** for the county.

INCOME

The West Ocala population has a considerably higher percentage (**83%**) of households **earning less than \$35,000**, when compared to the city (**56%**) and county (**55%**). Conversely, the community's "middle class" (**\$35,000 – \$74,999**) is substantially less (**16%**) than in the city (**31%**) and county (**34%**). The community's **median household income (\$15,493)** is substantially less than both city (**\$31,145**) and county (**\$32,230**) levels.

West Ocala's **White median household income (\$15,545)** is considerably less than city (**\$34,690**) and county (**\$33,172**) levels. Comparisons of **Black** community (**\$15,299**) household income reveal a smaller, yet noticeable, disparity between city (**\$19,572**) and county (**\$24,239**) levels. Similarly, community **Hispanic** households (**\$16,080**) earn a considerably lower than city (**\$24,247**) and county (**\$28,607**) Hispanic households.

POVERTY

The West Ocala community has a substantially higher (**45%**) **percent of population below the poverty level** than the city (**18%**) and county (**13%**). There is a significantly higher percentage of community **Whites (42%)** below the poverty level in comparison to the city (**12%**) and county (**11%**). Although less drastic of a disparity, the same trend holds true for community **Blacks (43%)** when compared to city (**36%**) and county (**27%**) Blacks. Furthermore, **Hispanics** in the community (**66%**) have a much higher rate of poverty than

both city (**31%**) and county (**23%**) Hispanics. Finally, community **families with children under 18 below the poverty line** are higher (**5%**) than city and county levels (both **2%**).

EDUCATIONAL ATTAINMENT

In general, residents of West Ocala are not attaining the same higher levels of education as in the city and county. West Ocala has a significantly higher percentage of every category under **9th to 12th grade/no diploma**, making up **49%** of the population (compared to **21%** for the city and **22%** for the county). Conversely, Ocala City and Marion County have much higher percentages of the population including, and above the level **High school graduate (80% and 78% respectively)**; West Ocala's figure for these categories is **50%**. The community does have a comparable (**26%**) percentage of **high school graduates** in comparison to the city (**29%**), but not the county.

INDUSTRY

A breakdown of **industry employment** reveals West Ocala is generally in sync with the city's and county's industry make-up. West Ocala employs a significantly larger amount of **Accommodation and Food Service** and **Agriculture, Forestry, Fishing and Hunting** jobs in comparison to the city and county. Finally, the city and county have a much higher level of **Transporting and Warehousing and Finance, Insurance, Real Estate and Rental/Leasing activities**.

Persons	West Ocala		Ocala City		Marion County	
		%		%		%
Total Population	2,276	% base	45,622	% base	258,916	% base
Male	1,027	45%	21,361	47%	124,493	48%
Female	1,249	55%	24,261	53%	134,423	52%
Race & Ethnicity						
White	181	8%	33,143	73%	217,676	84%
Black or African American	1,837	81%	10,126	22%	29,401	11%
Hispanic or Latino (any race)	267	12%	2,515	6%	15,535	6%
Average Age	36.6		40.3		43.4	
Population 16 yrs and over By Employment Status	1,636	% base	36,252	% base	209,732	% base
Employed	659	40%	18,831	52%	98,248	47%
Unemployed	115	7%	1,517	4%	6,061	3%
Civilian participation rate	47.30%		56.20%		49.80%	
Unemployment rate	14.90%		7.50%		5.80%	

Households	West Ocala		Ocala City		Marion County	
		%		%		%
Average Income						
Household	\$19,732		\$42,396		\$42,571	
Family	\$21,639		\$51,444		\$48,416	
Total Households	902	% base	18,704	% base	106,707	% base
With public assistance income	67	7.40%	647	3.50%	2,877	2.70%
Total Housing Units	1,013	% base	20,616	% base	122,663	% base
Vacant	140	14%	1,812	9%	15,908	13%
Occupied	873	86%	18,804	91%	106,755	87%
Owner occupied	394	39%	10,677	52%	85,171	69%
Renter occupied	480	47%	8,127	39%	21,584	18%
Owner occupied units	394	% base	10,677	% base	85,171	% base
Average owned home value	\$43,969		\$96,686		\$99,169	

Median value of owned homes	\$38,429		\$77,589		\$81,324	
Percentage of owners paying more than 30% of income on home costs	35.70%		20.60%		19.10%	
Renter occupied units	480		8,127		21,584	
Average monthly gross rent	\$362		\$604		\$559	
Percentage of renters paying more than 30% of income on rent	44.70%		41.50%		35.70%	

Population	West Ocala		Ocala City		Marion County	
		%		%		%
Population by Age	2,276	% base	45,622	% base	258,916	% base
Under 5 years	153	7%	2,741	6%	13,079	5%
5 to 9 years	205	9%	3,002	7%	15,546	6%
10 to 14 years	233	10%	2,998	7%	17,014	7%
15 to 19 years	207	9%	2,988	7%	14,826	6%
20 to 24 years	141	6%	3,264	7%	11,264	4%
25 to 34 years	252	11%	5,462	12%	25,748	10%
35 to 44 years	287	13%	6,203	14%	36,260	14%
45 to 54 years	210	9%	5,364	12%	31,097	12%
55 to 59 years	70	3%	2,207	5%	14,532	6%
60 to 64 years	93	4%	2,000	4%	16,010	6%
65 to 74 years	202	9%	4,143	9%	35,271	14%
75 to 84 years	164	7%	3,589	8%	23,060	9%
85 years and over	58	3%	1,661	4%	5,209	2%

Labor	West Ocala		Ocala City		Marion County	
		%		%		%
Workers 16 years or older by Transportation to Work	644	% base	18,439	% base	96,304	% base
Car, truck, or van	610	95%	17,172	93%	90,409	94%
Drove alone	497	77%	15,001	81%	77,664	81%
Carpooled	113	17%	2,171	12%	12,745	13%
Public transportation	13	2%	81	0%	217	0%
Bicycle, walked, other means	21	3%	669	4%	2,500	3%

Households with no Access to a Vehicle	307	48%	2,187	12%	6,206	6%
Average travel time to work	16.2		19.8		25.8	

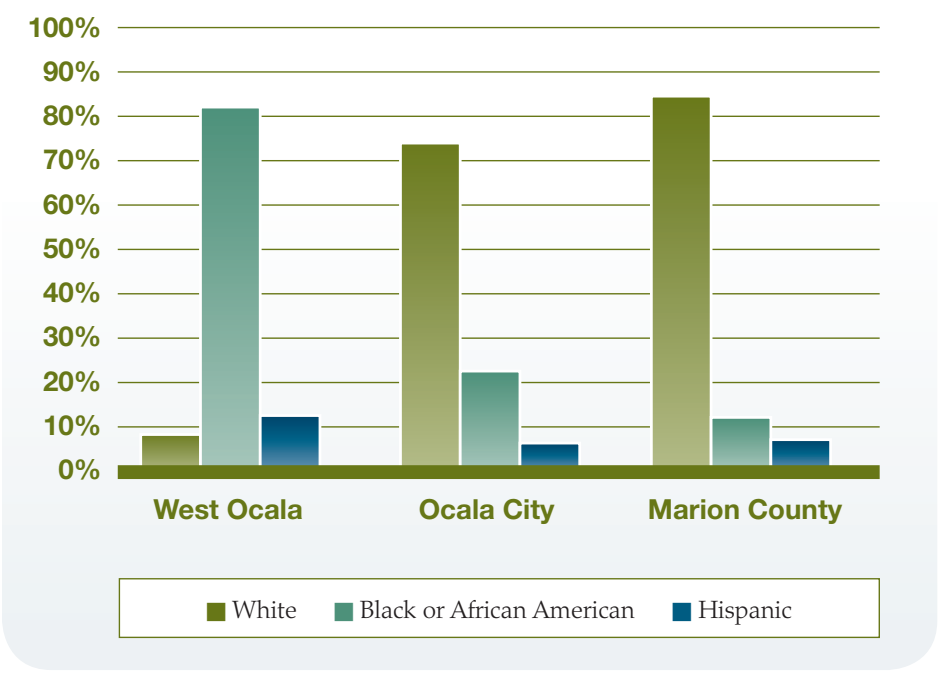
Income	West Ocala		Ocala City		Marion County	
		%		%		%
Households by 1999 Income Level	902	% base	18,704	% base	106,707	% base
Less than \$20,000	559	62%	6,015	32%	29,985	28%
\$20,000 to \$34,999	185	21%	4,425	24%	28,460	27%
\$35,000 to \$49,999	102	11%	3,035	16%	19,484	18%
\$50,000 to \$74,999	50	5%	2,874	15%	16,937	16%
\$75,000 to \$99,999	4	0%	1,128	6%	5,953	6%
\$100,000 to \$149,999	2	0%	792	4%	3,787	4%
\$150,000 or more	0	0%	435	2%	2,101	2%
Average household income	\$19,732		\$42,396		\$42,571	
Median household income	\$15,493		\$31,145		\$32,230	
Median Household Income by Race of Householder						
White	\$15,545		\$34,690		\$33,172	
Black or African American	\$15,299		\$19,572		\$24,239	
Hispanic or Latino (any race)	\$16,080		\$24,247		\$28,607	
Per Capita Income by Race						
White	\$6,906		\$21,209		\$19,029	
Black or African American	\$8,357		\$9,482		\$11,202	
Hispanic or Latino (any race)	\$5,840		\$11,396		\$13,246	
Average family income	\$21,639		\$51,444		\$48,416	

Poverty	West Ocala		Ocala City		Marion County	
		%		%		%
Percent of group below the poverty level						
Total persons	45%		18%		13%	
By Age						
Under 5 years	10%		11%		9%	
5 years	2%		2%		2%	
6 to 11 years	20%		15%		13%	
12 to 17 years	15%		10%		10%	
18 to 64 years	47%		52%		52%	
65 to 74 years	5%		5%		6%	
75 years and over	2%		6%		8%	
By Race						
White	42%		12%		11%	
Black or African American	43%		36%		27%	
Hispanic or Latino (any race)	66%		31%		23%	
Median Age of persons below the poverty level	22		29.4		32.6	
Total Families	548	% base	11,252	% base	74,927	% base
Below the poverty level:						
With related children under 18 years	28	5%	244	2%	1,675	2%

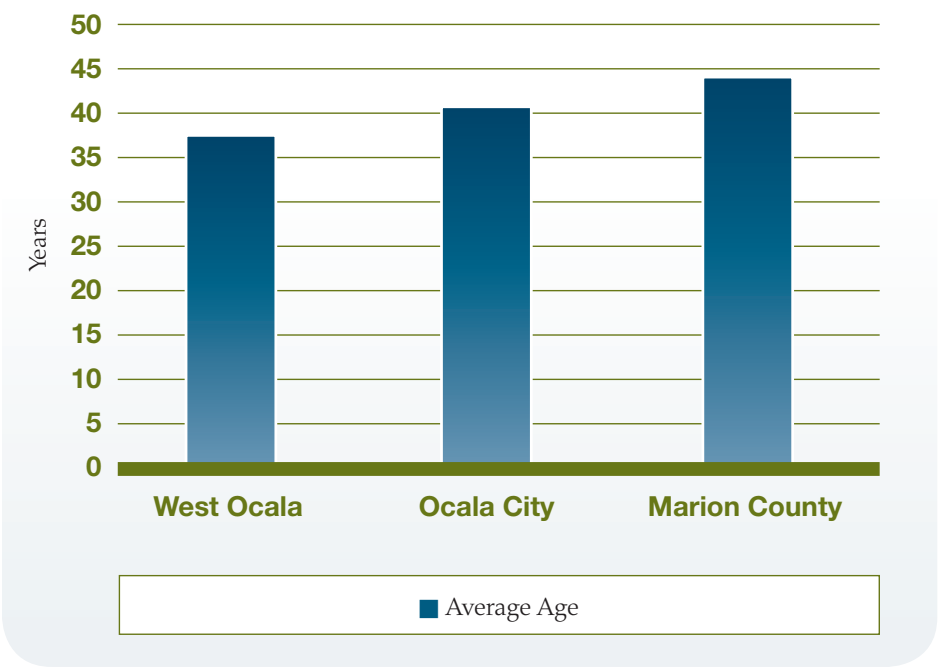
Educational Attainment	West Ocala		Ocala City		Marion County	
		%		%		%
Population 25 years or older	1,336	% base	30,629	% base	187,187	% base
Less than 9th grade	190	14%	2,043	7%	11,414	6%
9th to 12th grade/no diploma	467	35%	4,353	14%	29,399	16%
High school graduate	344	26%	8,977	29%	67,271	36%
Some college, no degree	205	15%	7,007	23%	41,545	22%
Associate degree	59	4%	2,311	8%	11,932	6%
Bachelor's degree	42	3%	3,633	12%	16,126	9%
Graduate/professional degree	28	2%	2,305	8%	9,500	5%

Industry	West Ocala		Ocala City		Marion County	
		%		%		%
Employed Population 16 years or older by Industry	659	% base	18,831	% base	98,248	% base
Agriculture, forestry, fishing and hunting	53	8%	219	1%	3,266	3%
Mining	0	0%	13	0%	166	0%
Construction	38	6%	1,545	8%	8,803	9%
Manufacturing	72	11%	1,873	10%	10,416	11%
Wholesale trade	4	1%	528	3%	3,117	3%
Retail trade	44	7%	2,512	13%	15,499	16%
Transportation and warehousing	19	3%	511	3%	3,714	4%
Utilities	5	1%	158	1%	1,075	1%
Information	30	5%	445	2%	1,892	2%
Finance, insurance, real estate and rental and leasing	16	2%	1,203	6%	5,100	5%
Professional and related services	21	3%	1,511	8%	7,712	8%
Educational services	63	10%	1,843	10%	7,275	7%
Health care and social assistance	104	16%	2,503	13%	11,892	12%
Arts, entertainment, and recreation	2	0%	297	2%	1,940	2%
Accommodation and food services	124	19%	1,641	9%	6,500	7%
Other services	29	4%	1,021	5%	5,305	5%
Public administration	34	5%	1,008	5%	4,576	5%
Top 3 Employers by Industry	Accommodation and food services Health care and social assistance Manufacturing		Retail trade Health care and social assistance Manufacturing		Retail trade Health care and social assistance Manufacturing	

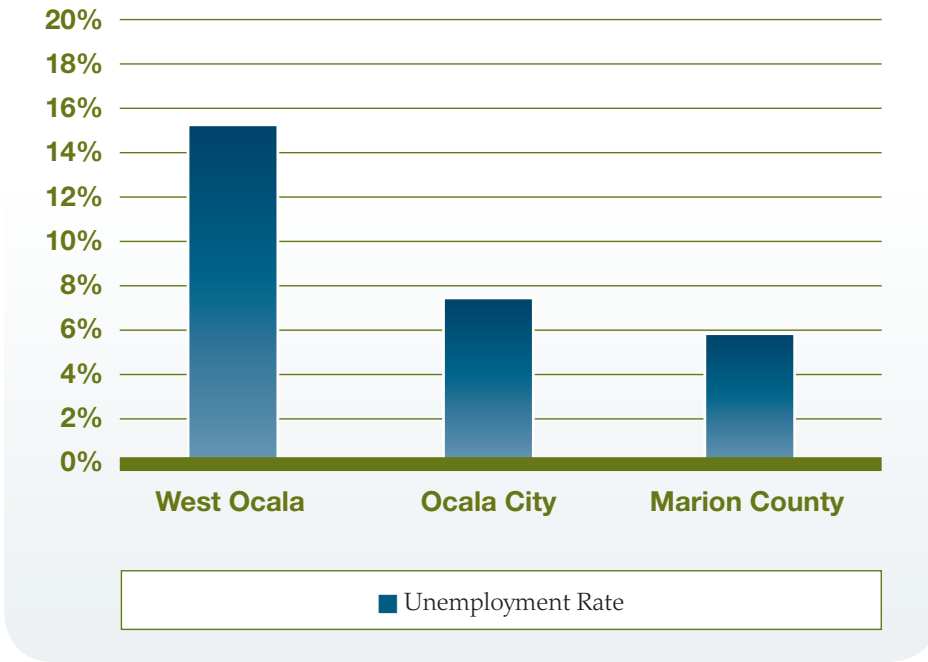
[RACIAL & ETHNIC BREAKDOWN]



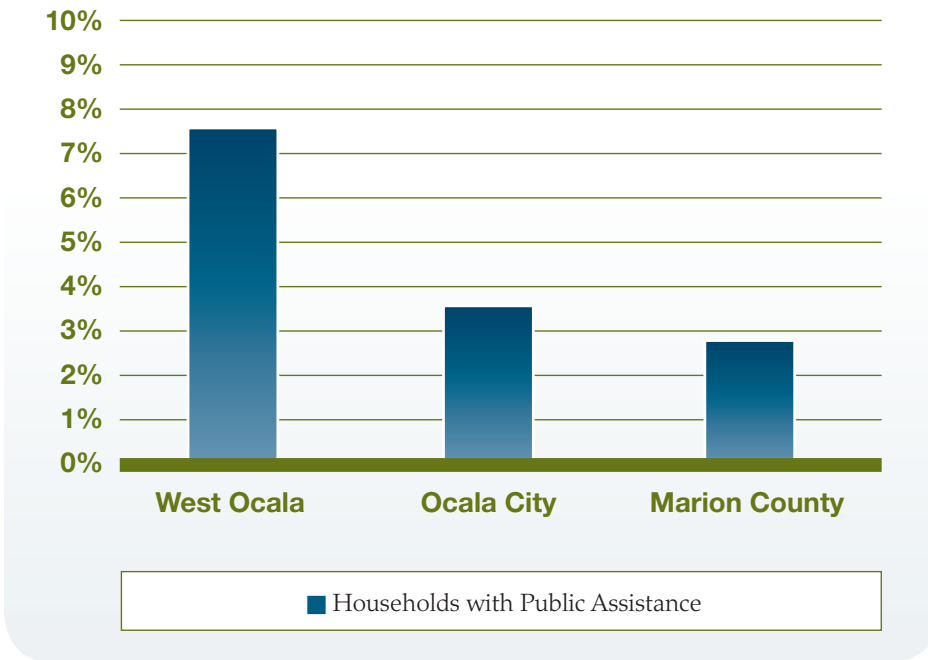
[AVERAGE AGE]



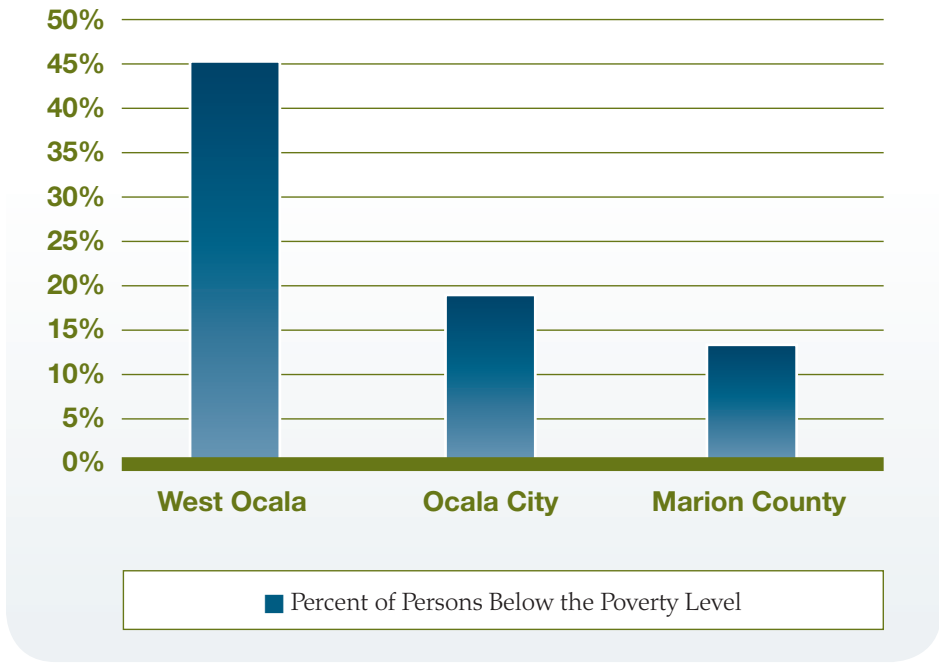
[UNEMPLOYMENT RATE]



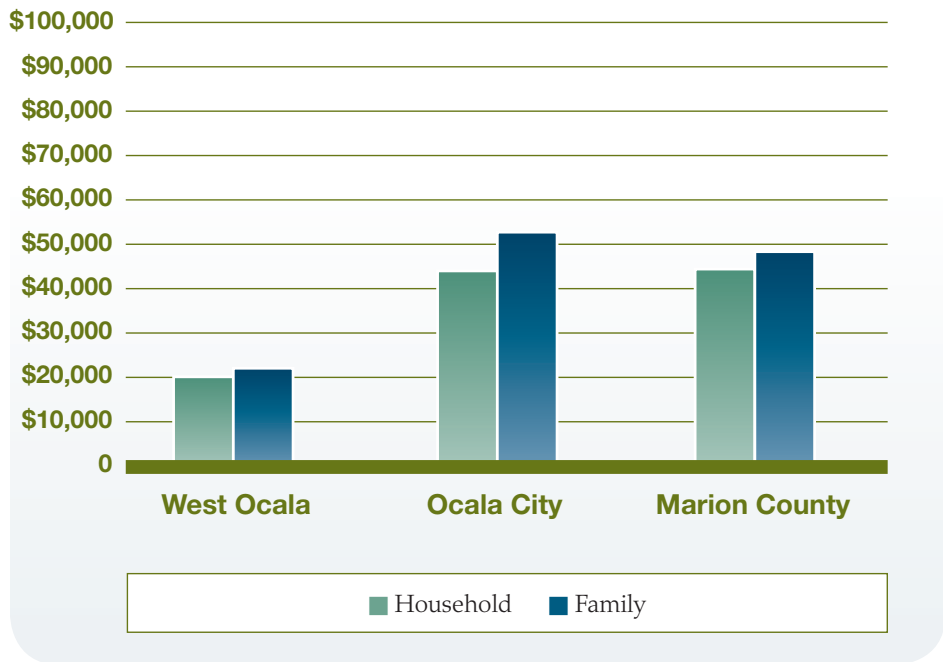
[HOUSEHOLDS WITH PUBLIC ASSISTANCE]



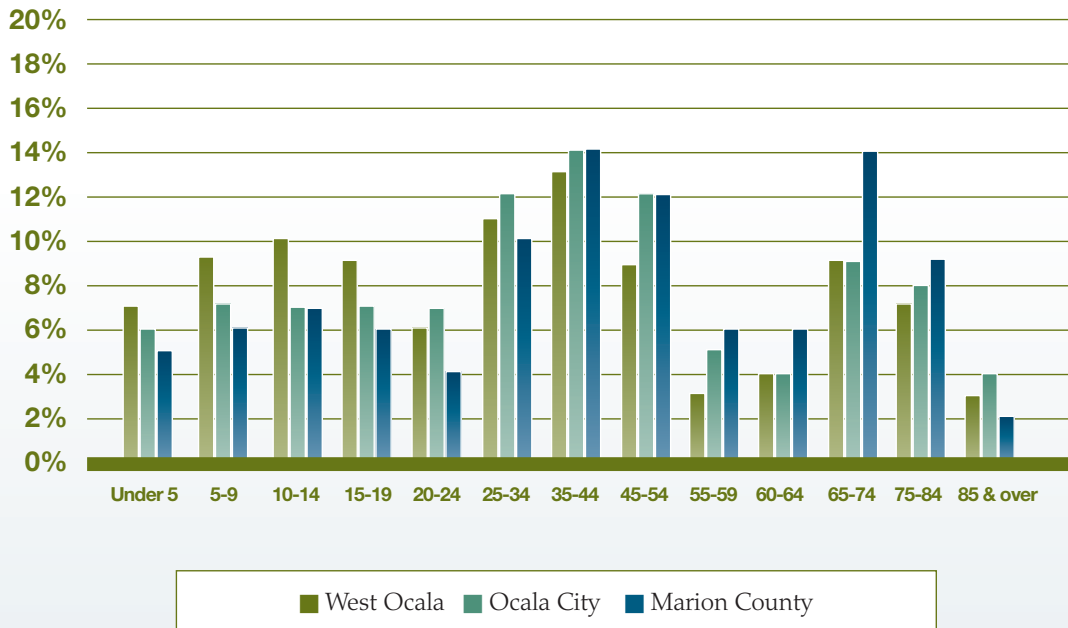
[POVERTY LEVEL]



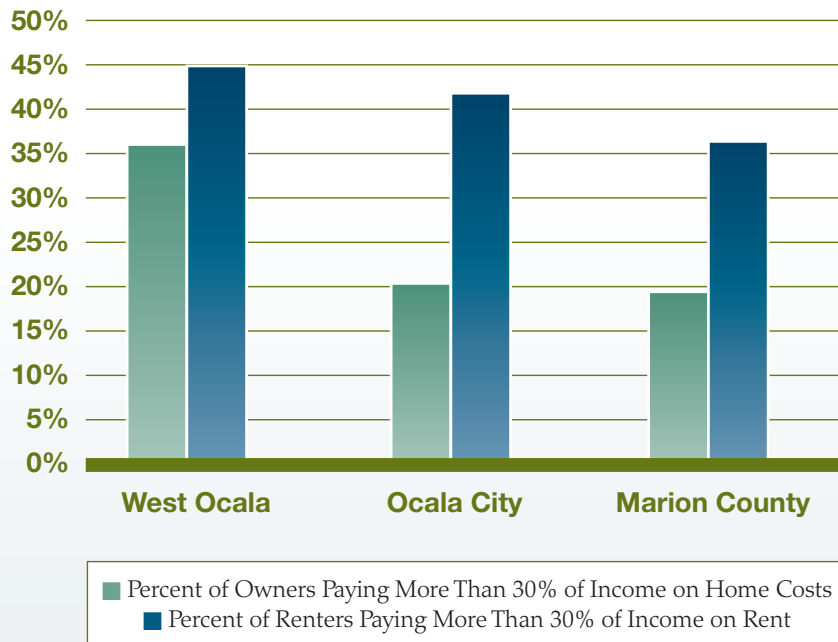
[AVERAGE INCOME LEVELS]



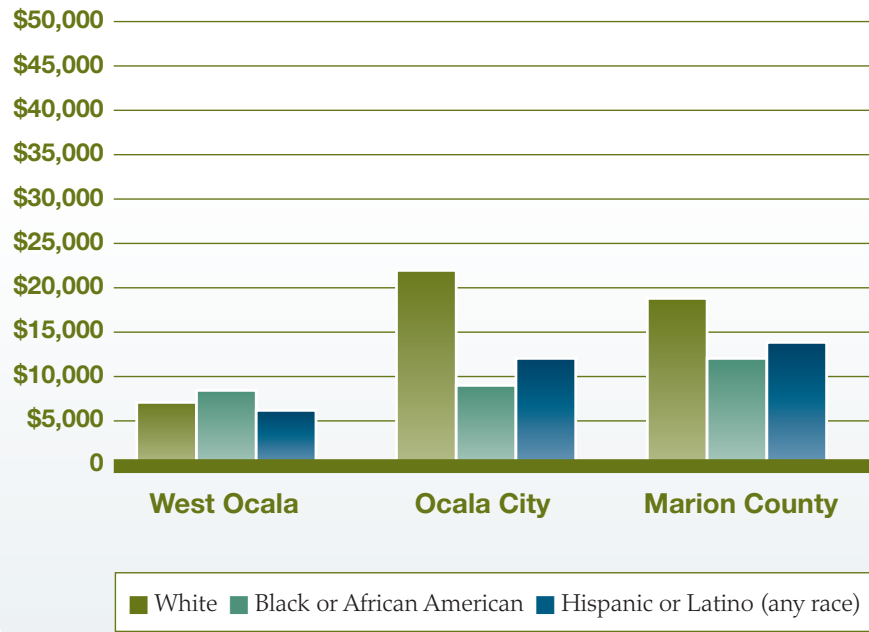
[POPULATION BREAKDOWN BY AGE]



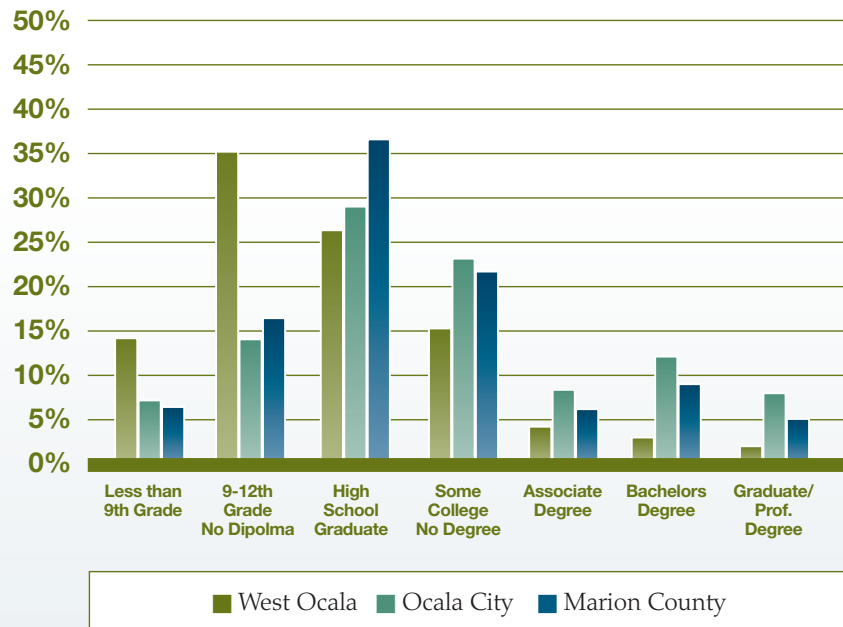
[INCOME RATIO TO HOMEOWNER & RENTER COSTS]



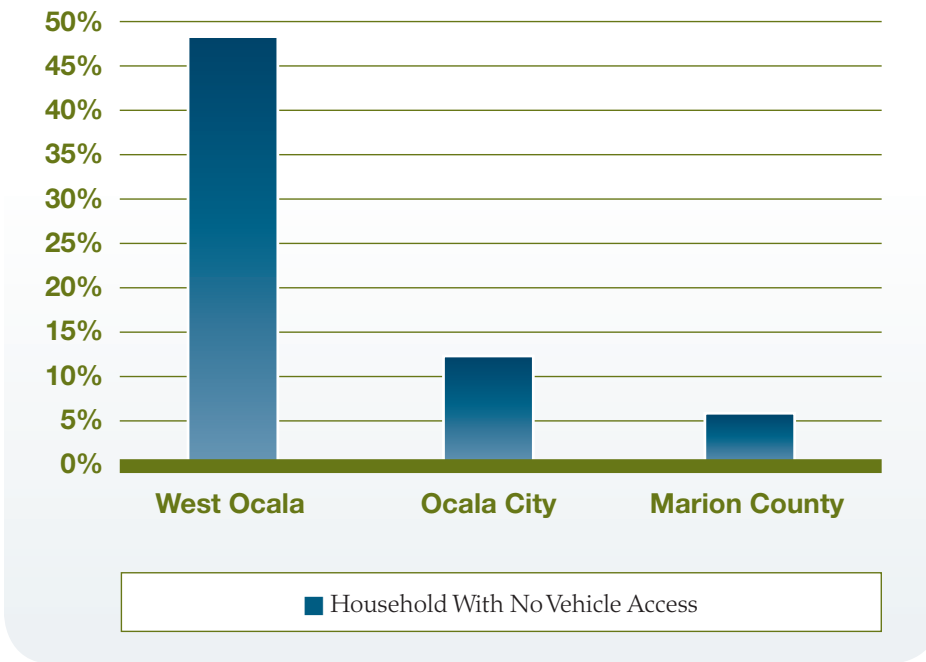
[PER CAPITA INCOME BY RACE]



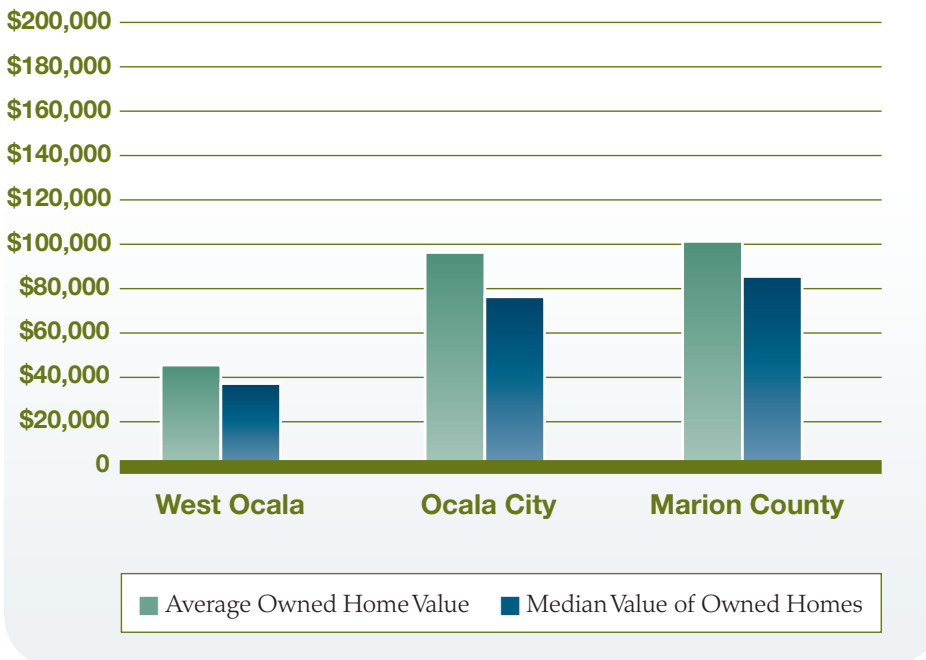
[EDUCATIONAL ATTAINMENT]



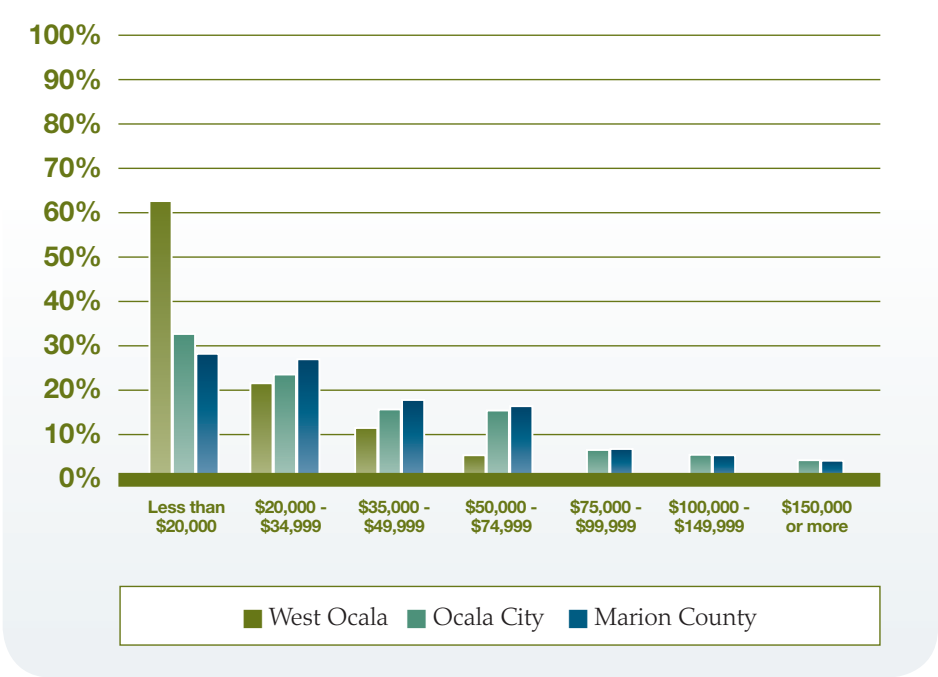
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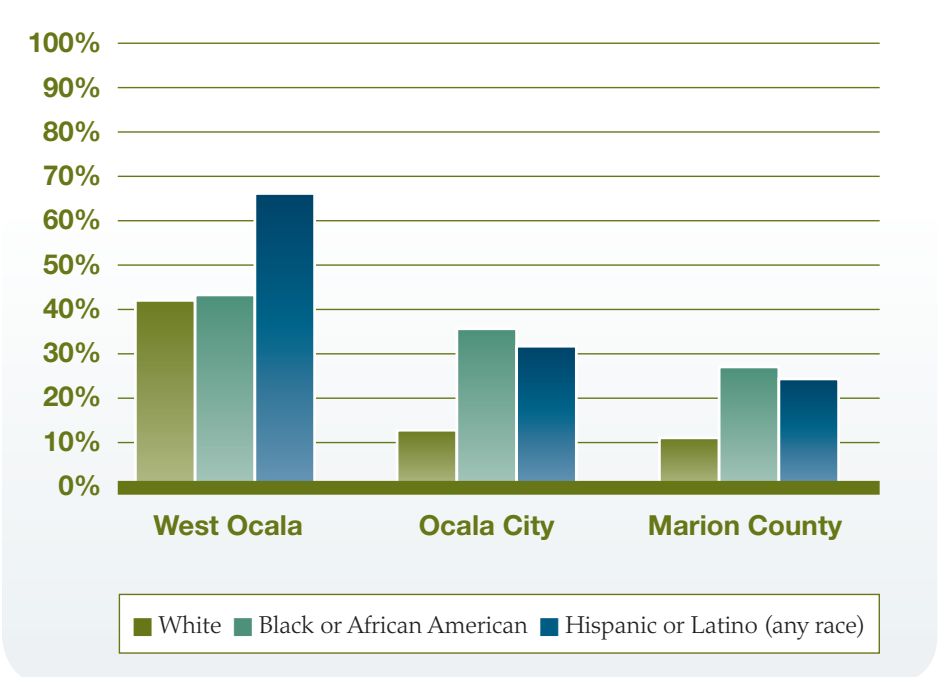
[HOME VALUES]



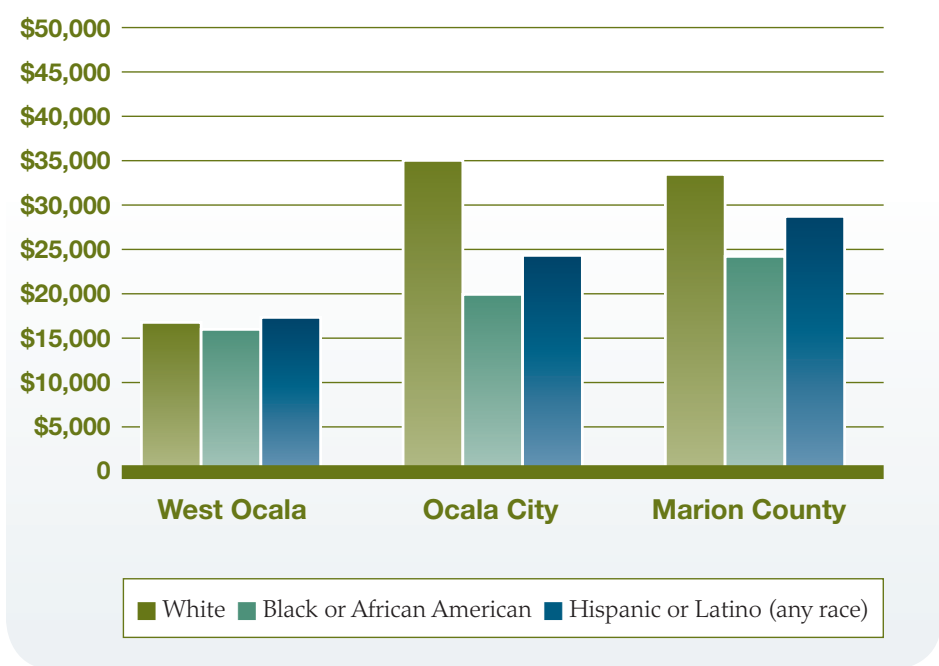
[HOUSEHOLD INCOME RANGES]



[POPULATION BELOW POVERTY BY RACE]



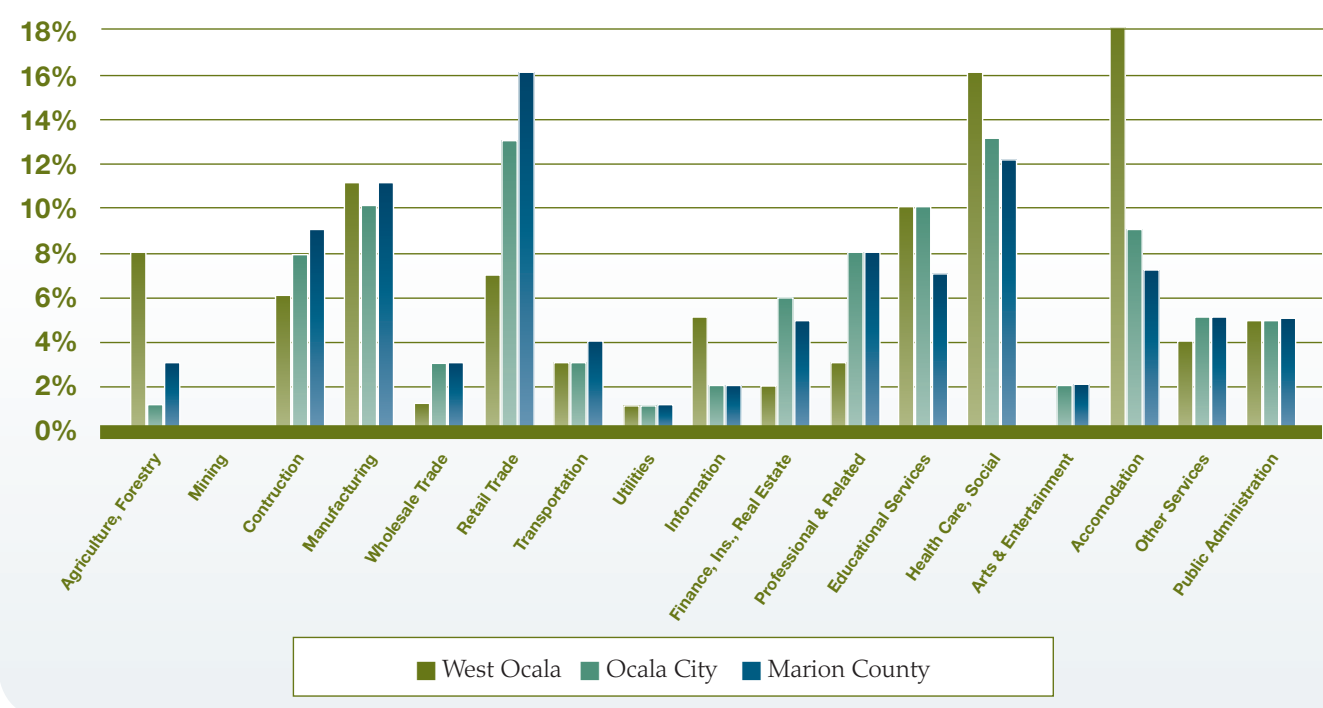
[MEDIAN HOUSEHOLD INCOME BY RACE]



[VACANT & OCCUPIED HOUSING UNITS]

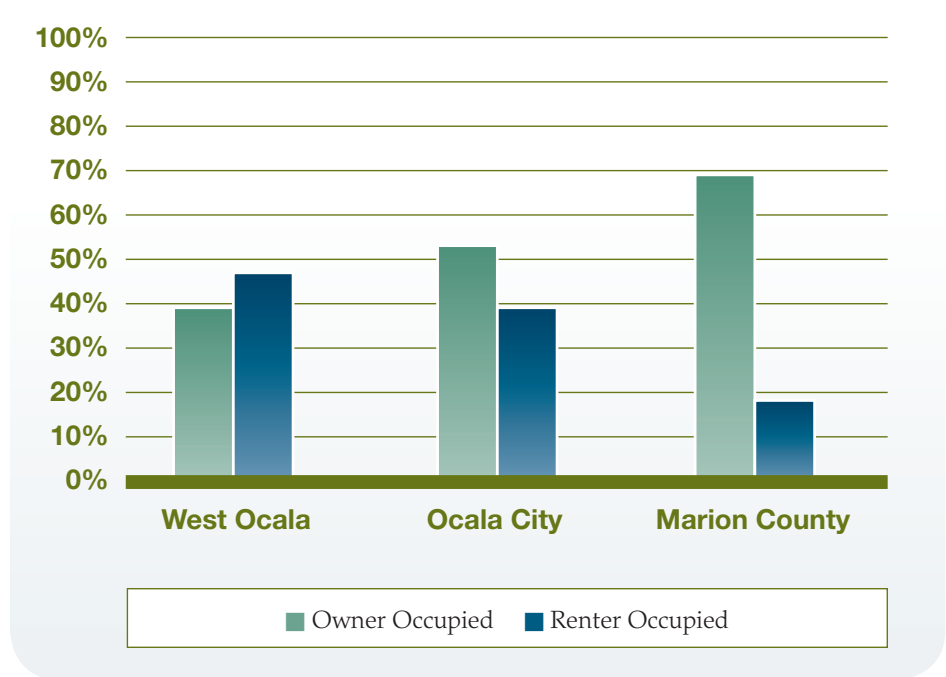


[INDUSTRY BREAKDOWN]



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[OWNER & RENTER OCCUPIED UNITS]





FRONT PORCH FLORIDA COMMUNITIES WEST OCALA

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