



# Minnesota Compass

**Ellen Wolter**

Wilder Research, Minnesota Compass

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# What is MN Compass?

A community indicators project, Minnesota Compass provides a common foundation of information and data that people need to identify, understand, and effectively act on community issues.

# The collaborative of foundations behind Minnesota Compass...

3M Foundation

Blue Cross and Blue Shield  
of Minnesota Foundation

Boston Scientific

Otto Bremer Trust

Bush Foundation

Greater Twin Cities United Way

Initiative Foundation

Mardag Foundation

The McKnight Foundation

Community Leadership Fund of The  
Minneapolis Foundation

Northwest Minnesota Initiative  
Foundation

The Jay & Rose Phillips Family  
Foundation of Minnesota

The Saint Paul Foundation

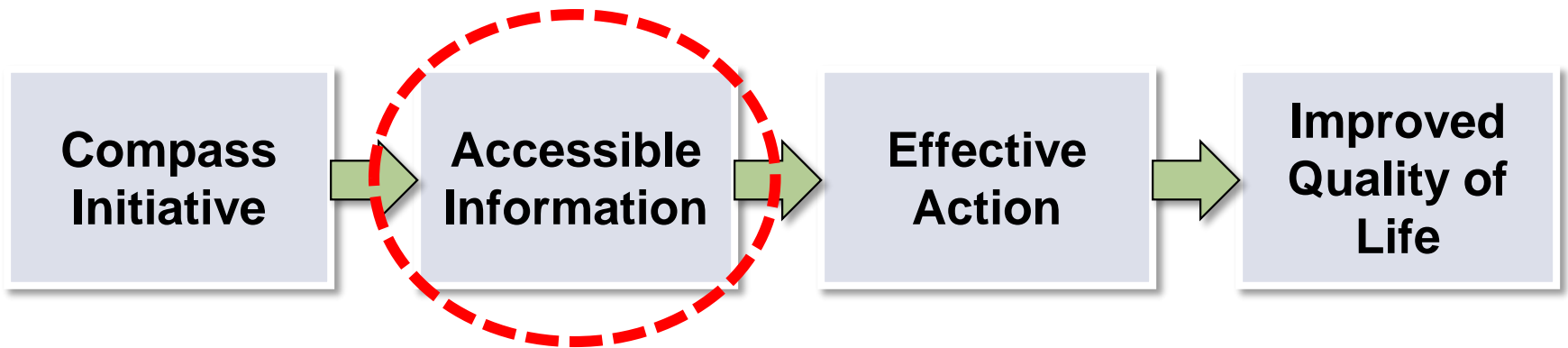
Wells Fargo Foundation Minnesota

Amherst H. Wilder Foundation



# How does Minnesota Compass work?

## A Simple Logic Model



*Measuring progress, inspiring action*

# What can I find on Minnesota Compass?



**Aging**



**Children & Youth**



**Civic Engagement**



**Demographics**



**Disparities**



**Early Childhood**



**Economy**



**Education**



**Environment**



**Health**



**Housing**



**Immigration**



**Public Safety**



**Transportation**



**Workforce**



# Driven by advisors

# Compass Governance Committee

- **Susan Brower**, State Demographer
  - **Neal Cuthbert**, McKnight Foundation
  - **Nate Dorr**, Northwest Minnesota Foundation
  - **Nancy Fasching**, Southwest Initiative Foundation
  - **Jennifer Ford Reedy**, Bush Foundation
  - **Frank Forsberg**, Greater Twin Cities United Way
  - **Kathy Gaalswyk**, Initiative Foundation
  - **Marilee Grant**, Boston Scientific
  - **MayKao Hang**, Amherst H. Wilder Foundation
  - **Charlotte Johnson**, Otto Bremer Trust
  - **Eric Jolly**, Minnesota Philanthropy Partners
  - **Carolyn Link**, Blue Cross and Blue Shield of Minnesota Foundation
  - **Paul Mattessich**, Wilder Research
  - **Tim Penny**, Southern Minnesota Initiative Foundation
  - **Carolyn Roby**, Wells Fargo Foundation Minnesota
  - **Steven Rosenstone**, Minnesota State Colleges and University
  - **Tony Sertich**, Northland Foundation
  - **Patrick Troska**, The Jay & Rose Phillips Family Foundation of Minnesota
  - **Sandra Vargas**, The Minneapolis Foundation
  - **Greg Wagner**, West Central Initiative
- 

# Minnesota Compass Steering Committee

- **Allison Barmann**, Bush Foundation
- **Diane Benjamin**, Otto Bremer Trust
- **Susan Brower**, State Demographer
- **Claire Chang**, Blue Cross and Blue Shield of Minnesota Foundation
- **Nancy Fasching**, Southwest Initiative Foundation
- **Catherine Gray**, The Minneapolis Foundation
- **Sarah Hernandez**, McKnight Foundation
- **Don Hickman**, Initiative Foundation
- **Bruce Johansen**, Twin Cities Media Alliance
- **Sean Kershaw**, Citizen's League
- **Devon Meade**, Greater Twin Cities United Way
- **Kallie Rollenhagen**, Southern Minnesota Initiative
- **Mary Rothchild**, Minnesota State College and Universities
- **Marty Sieve**, Northwest Minnesota Foundation
- **Nadege Souvenir**, Minnesota Philanthropy Partners
- **Lisa Stone**, Boston Scientific
- **Erik Torch**, Northland Foundation
- **Greg Wagner**, West Central Initiative



# Topic advisory groups





# Compass website tour

<http://www.mncompass.org/>



# **Using *Compass* to Know Your Community**



# Demographics



# Quiz

**What share of St. Paul residents are people of Color?**

- a) 5%   b) 15%   c) 25%   **d) 44%**

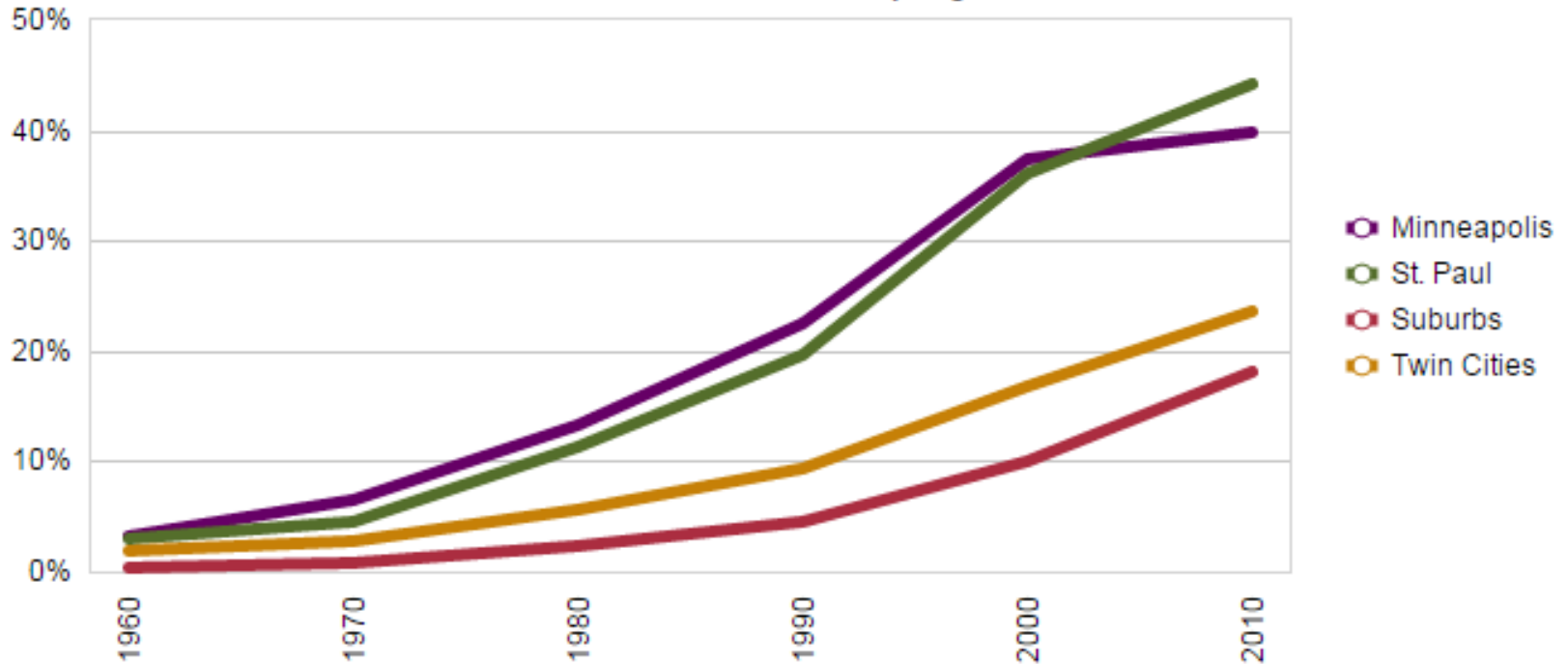
**St. Paul is  
growing more  
diverse—and  
it's a long-term  
trend**



# How are St. Paul demographics changing?

## Persons of Color as a percent of total population

Central cities and suburbs, Twin Cities 7-county region, 1950-2010



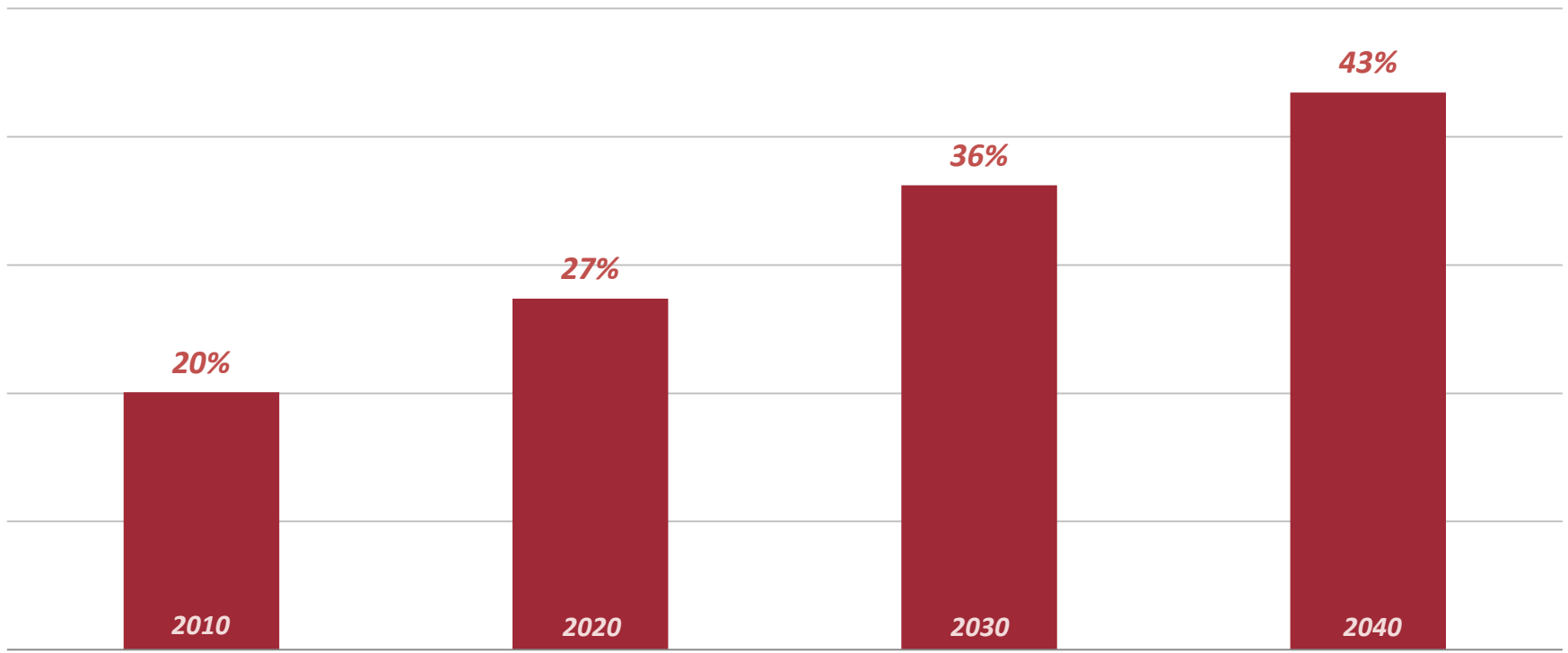
Compiled by  
Compass

Sources:

U.S. Census Bureau, Decennial Census.

# By 2040, close to half of our working-age adults will be of Color...

**Of Color share of the projected working-age population (ages 25-64)**  
Twin Cities 7-county metro region, 2010-2040





# Economic prosperity



# Quiz

**How does the Twin Cities metro rank among the top 25 metro regions for poverty rate?**

**a) 2<sup>nd</sup> lowest**

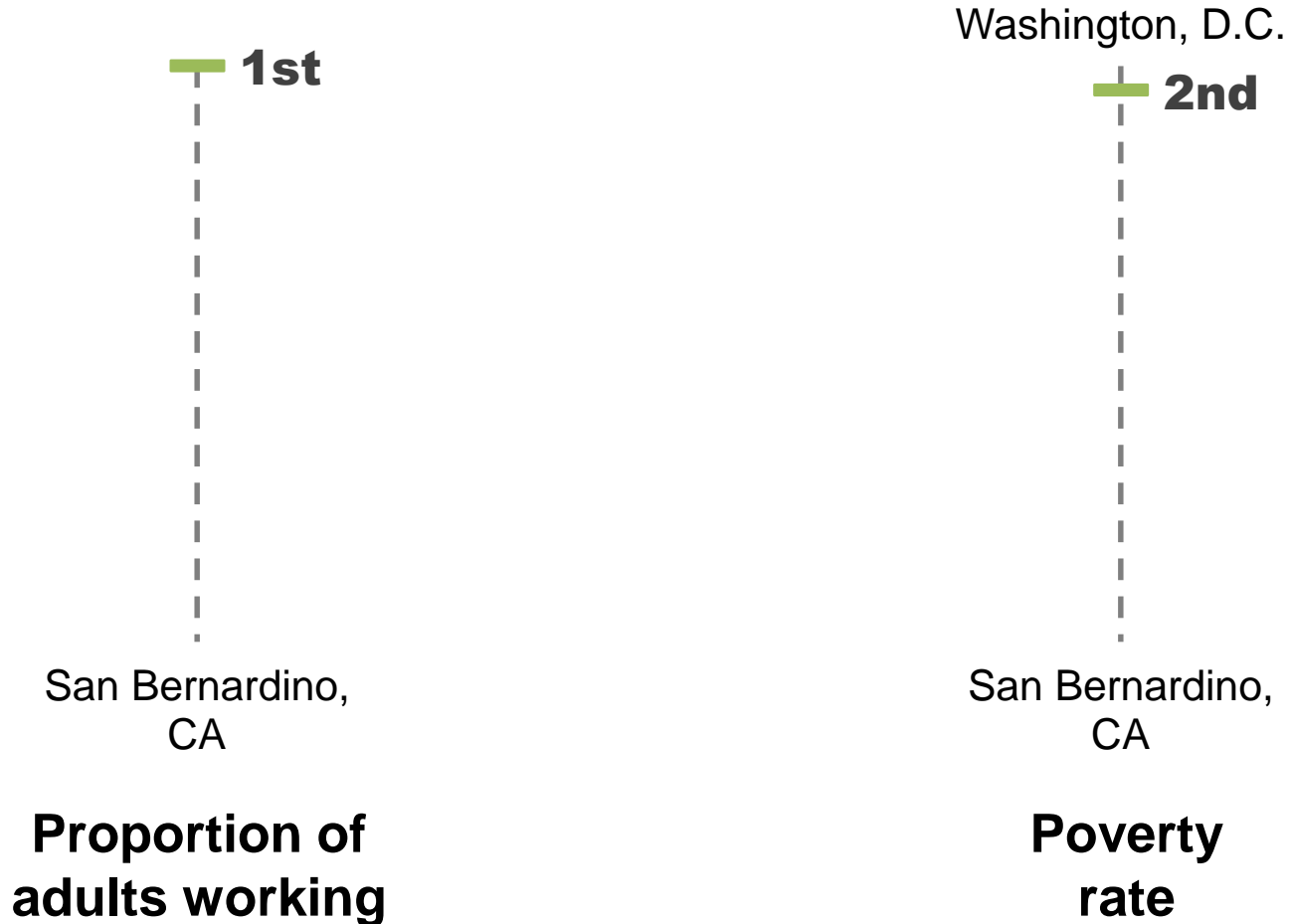
b) 7<sup>th</sup> lowest

c) 13<sup>th</sup> lowest

d) 22<sup>nd</sup> lowest

# How are we doing in the Twin Cities?

Among the 25 largest metros...





**But not all are sharing in this  
economic prosperity**

# Who lives below poverty? Some more than others...

**22%** *of all Saint Paul residents*

**33%** *of Saint Paul's **children***

**37%** *of Saint Paul's **residents of color***

**36%** *of Saint Paul's **residents with a disability***



**Learn  
about your  
community**

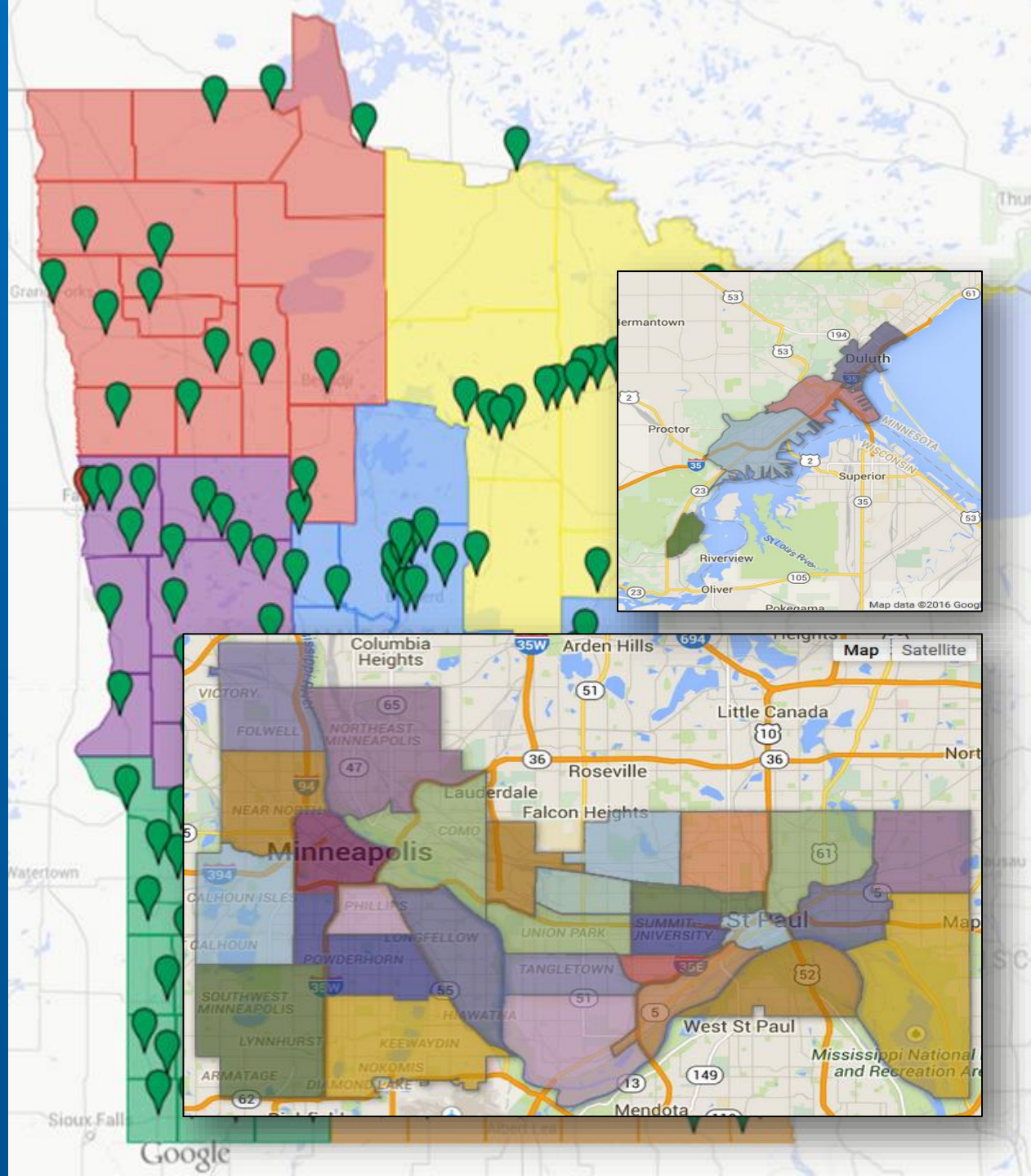
# **Digging deeper**



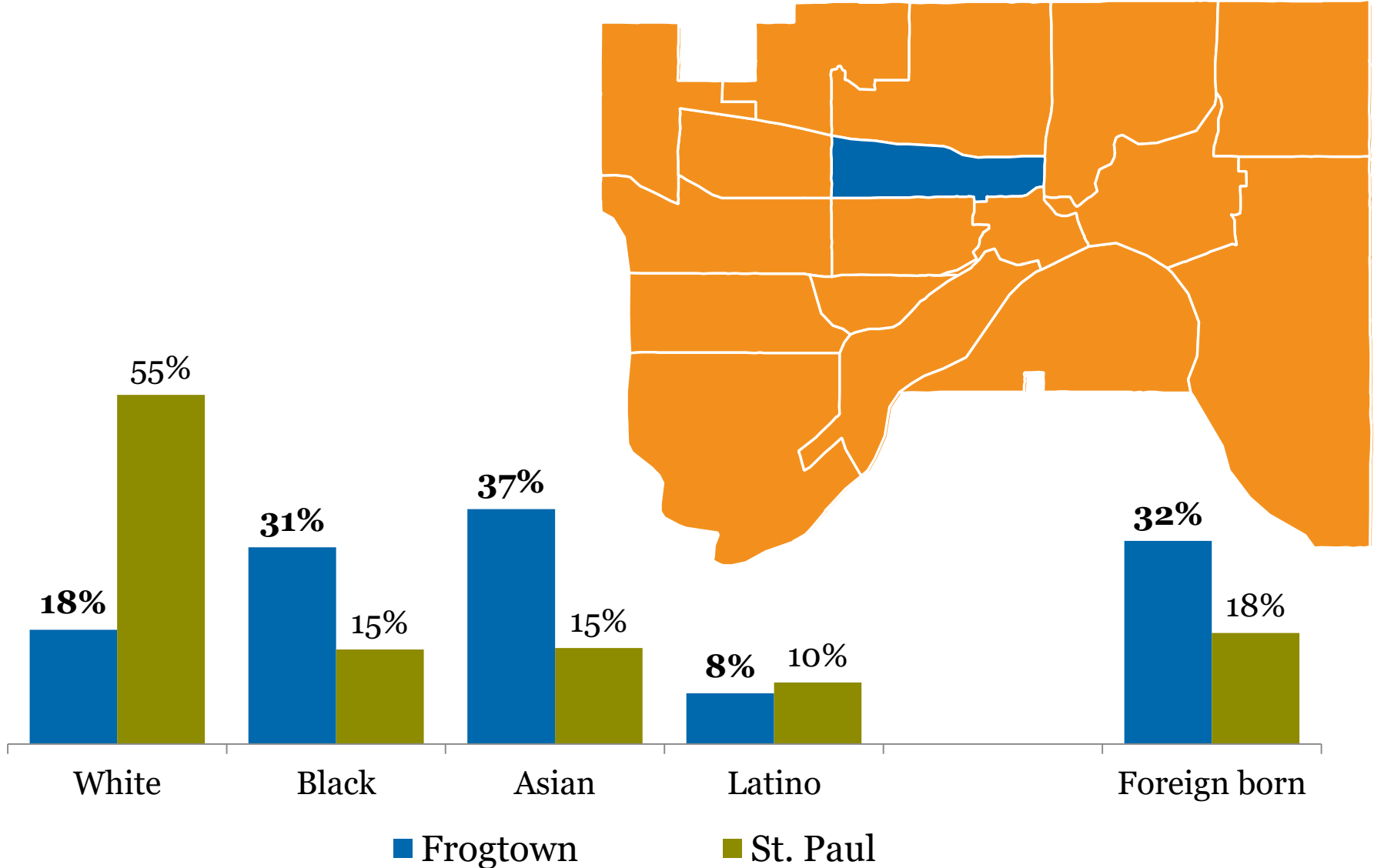
## Data profiles for:

- Minnesota
- 7 regions
- 87 counties
- 54 largest cities (pop 20,000+)
- 301 Small-medium cities (population 1,000 – 19,999)
- 117 urban neighborhoods in Minneapolis, St. Paul, & Duluth

★ Infinite “custom” urban areas



# Frogtown/Thomas Dale neighborhood



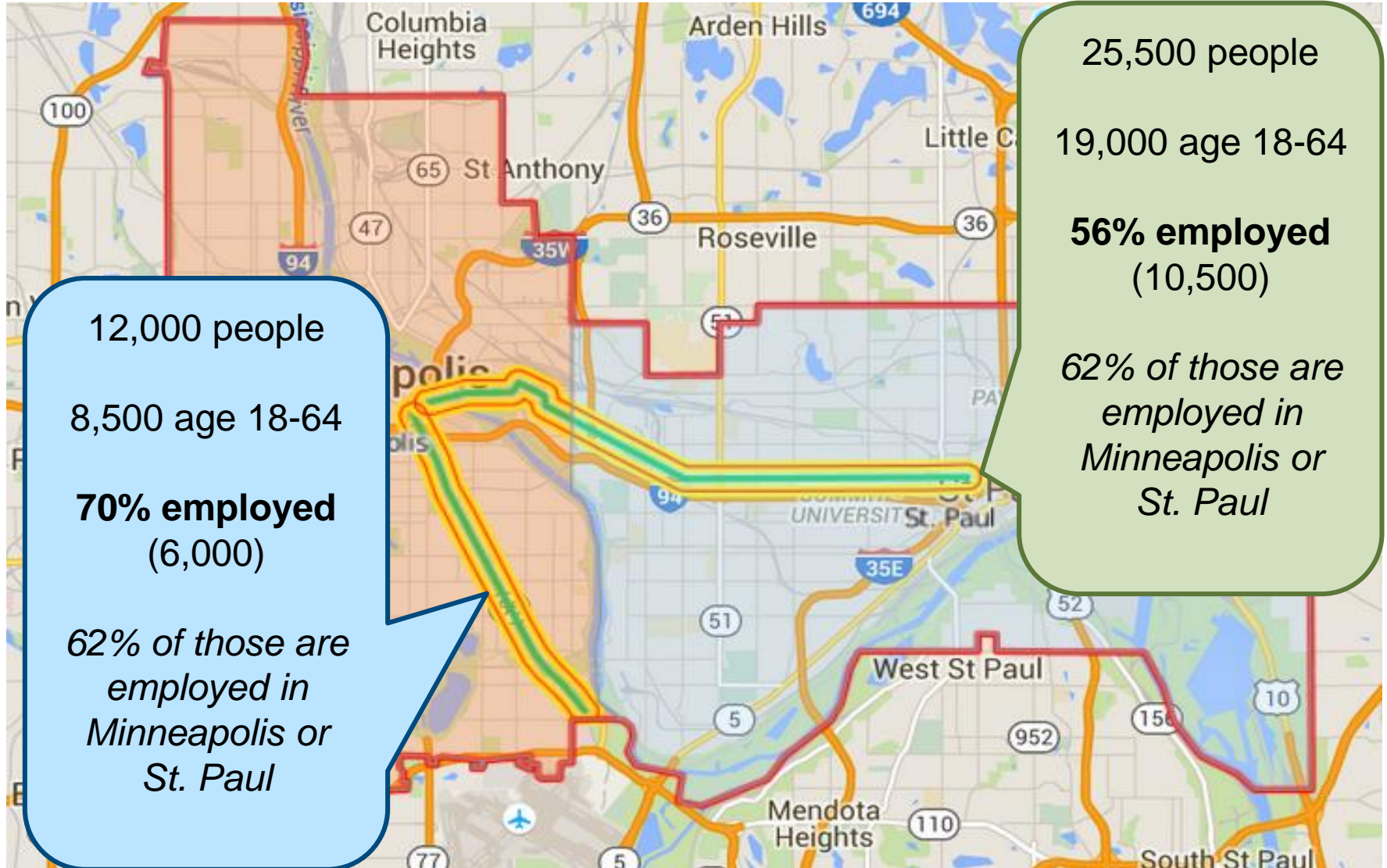




# Custom profile tool

<http://www.mncompass.org/profiles/neighborhoods/minneapolis-saint-paul#!community-areas>

# Employment: Higher along the Blue Line or the Green Line?



# Minneapolis poised to buy part of

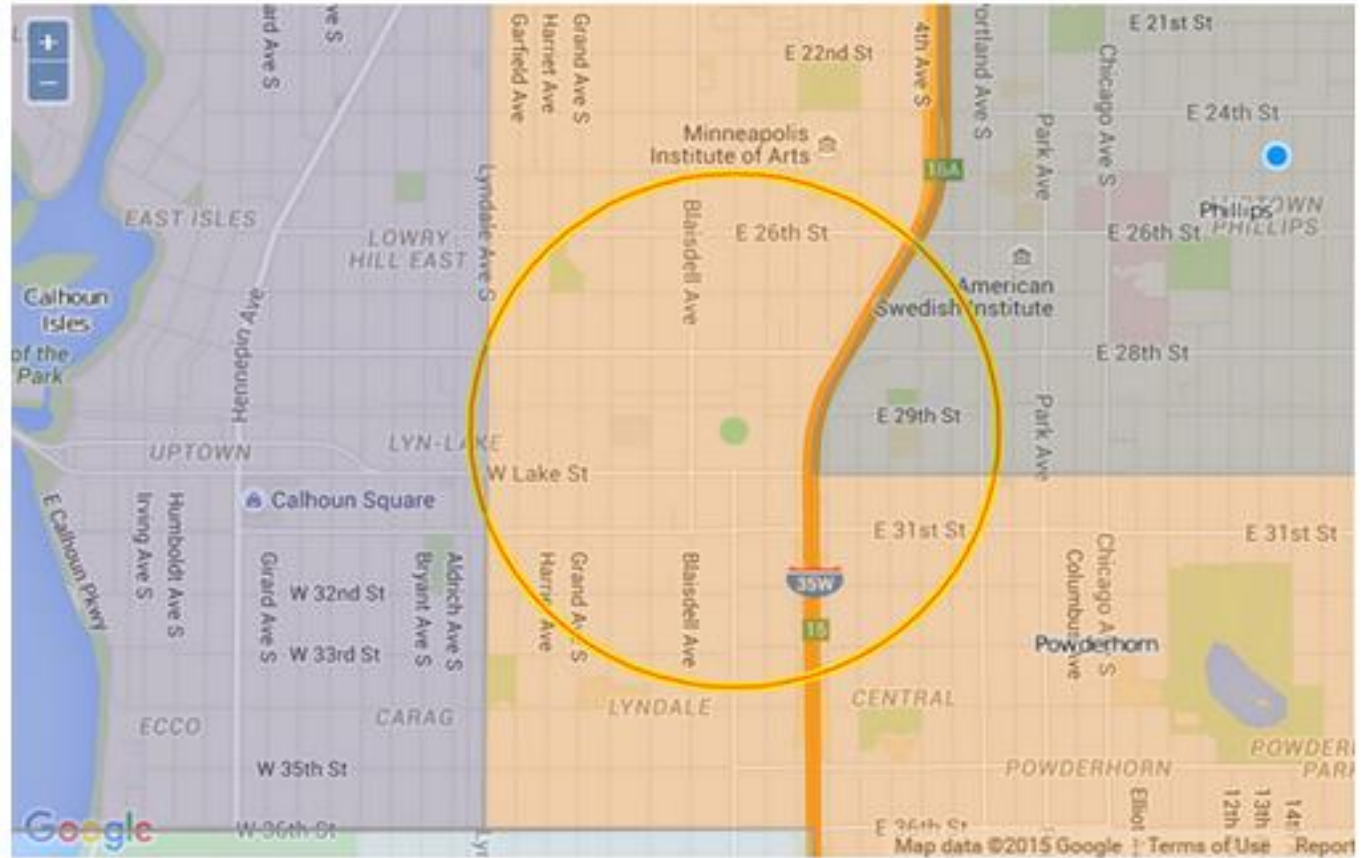
# Kmart Nicolle

Minneapolis  
15 years.

By Eric Roper Sta

**Craig Helmstetter** @c\_helmstetter · 6 Nov 2015

13,000 people w/in 3/4 miles of K-mart; 22% Black, 26% Latino, 11.6% unemployed.. [mncompass.org/profiles/custo...](http://mncompass.org/profiles/custo...) #MSPnhoods





**Custom selection area**

## Custom profile funders:

- \* McKnight Foundation
- \* Northland Foundation
- \* Duluth Superior Area Community Foundation
- \* Ordean Foundation
- \* Head of the Lakes United Way
- \* City of Duluth

## Technical partner:

- \* Excensus

# Coming Soon!

## New tools for 7-County Region

- More data in our city profiles
- Custom drawing tool
- Comparison report feature



# Ways to keep in touch...



Text **MNCOMPASS** to 22828



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