

Demographic Changes in South Orange and Maplewood



SOUTH ORANGE | MAPLEWOOD
COMMUNITY COALITION ON RACE

Our Mission: Stable Integration

Markers of stable integration:

- ▶ **Overall Town Diversity**
- ▶ **Neighborhood Integration**
- ▶ **Housing Values**
- ▶ **School District Demographics**
- ▶ Civic Life
- ▶ Businesses
- ▶ Social Integration



Executive Summary

The two towns of South Orange and Maplewood have demonstrated a commitment to racial integration through their support of the Community Coalition on Race since 1996. Stable racial integration in housing and all aspects of community life has been an essential component of the Community Coalition on Race's intentional integration mission for 20 years. This report presents a demographic profile of the two towns over time in order to establish where we have been, where we are now, and what trends we see in residential integration in SOMA.



This study asks:

- What have SOMA's demographics looked like over the last 20 years?
- What events have impacted our demographics?
- Where are we now?
- Are there observable trends that forecast our future demographic profile?



We used the following sources to gather information:

- Census Data
- Home Mortgage Data Assessments
- American Community Survey data
- SOMSD school enrollment data

Using these sources, we researched racial/ethnic demographics, housing, income, and school enrollment for SOMA



What we found:

- After experiencing swift demographic change in the late 1990s, the overall demographics of the towns remained relatively stable between 2000 and 2010.
- Housing prices rose more rapidly than other Direct towns through 2005 at the same time that the Black population share grew.
- The income of South Orange Black residents in the late 1990s through 2007 exceeded that of Whites; now the income of Black residents in both towns is lower and there is an increasing income gap between Blacks and Whites.
- There is now a distinct trend in the increase of White in-movers in SOMA, an increase in Asian and Hispanic in-movers, and a decrease in Black in-movers.
- There is a clear increase in the White population in the elementary and middle schools that will manifest in the high school soon.



Racial Integration



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Racial Integration Summary

- ▶ SOMA experienced dramatic demographic change in the late '90s that stabilized between 2000 and 2010.
- ▶ SOMA has a higher percent of Black residents than surrounding comparable communities.
- ▶ 23% of SOMA residents are foreign born; of those, 41% are People of Color.
- ▶ Asians, Hispanics, and Multi-racial people are groups that are showing an increase in population share since the 2010 Census.
- ▶ Neighborhood integration varies, with 2 sections of Maplewood showing concentrations of White or Black residents.



SOMA race/ethnicity/group shares compared to Essex County, NJ, and US based on 2010 US Census

| Demographics | SOMA | Essex County | NJ | US |
|-----------------------------------|------|--------------|------|------|
| White | 57.9 | 42.6 | 68.6 | 72.4 |
| Black or African American | 32.6 | 40.9 | 13.7 | 12.6 |
| Asian | 3.9 | 4.6 | 8.3 | 4.8 |
| 2 or more races | 3.6 | 3.2 | 2.7 | 2.9 |
| Some other race alone | 1.8 | 8.4 | 6.4 | 6.2 |
| Alaskan or Native American Indian | 0.2 | 0.4 | 0.3 | 0.9 |
| Hispanic or Latino (all races) | 6.5 | 20.3 | 17.7 | 16.3 |
| Same Sex Housholds | 2.2 | 0.5 | 0.4 | 0.5 |

Sources: 2010 Census and, for same-sex households, ACS 2009-2013



Percent of Residents Born in Foreign Country/Region: SOMA vs. NJ

Only geographies that exceed the NJ norm by statistically significant amounts are shown

| Geography | SOMA | NJ |
|---------------------------------|-------|-------|
| Total Foreign Born Share | 17.4% | 21.2% |
| Countries | | |
| Haiti | 1.9% | 0.4% |
| Jamaica | 1.4% | 0.5% |
| United Kingdom | 0.9% | 0.3% |
| Nigeria | 0.9% | 0.2% |
| Trinidad and Tobago | 0.5% | 0.2% |
| Ghana | 0.5% | 0.1% |
| Israel | 0.5% | 0.1% |
| Canada | 0.4% | 0.2% |
| Regions | | |
| Caribbean | 4.6% | 3.2% |
| Western Africa | 1.6% | 0.4% |
| Northern Europe | 1.3% | 0.5% |
| Continents | | |
| Africa | 2.3% | 1.0% |

Source: ACS 2009–2013



SOMA has almost 7,000 foreign-born adults. 10% of SOMA Whites and 41% of SOMA's non-Whites are foreign-born.

% of SOMA Adults That Are Foreign Born, for Each Major Race Group

| % of Total Adults in Each Race Group | Overall | White Non-Hispanic | Black/Hispanic/Asian/Other | Black | Hispanic | Asian |
|--------------------------------------|------------|--------------------|----------------------------|------------|------------|------------|
| SOMA | | | | | | |
| Foreign-born | 23% | 10% | 41% | 34% | 55% | 65% |
| Maplewood | | | | | | |
| Foreign-born | 26% | 11% | 44% | 37% | 68% | 69% |
| South Orange | | | | | | |
| Foreign-born | 20% | 9% | 37% | 31% | 29% | 63% |

Source: American Community Survey (ACS) 2010-2014 (fielding midpoint: 2012)

Caveat: The counts for all races are subject to sampling/weighting errors, The nativity percents for Asians and Hispanics are especially subject to error.

Notes: Children (far more likely to be U.S. born than adults) are excluded from this data. About 3% of adult SOMA blacks are Hispanic and thus appear in 2 columns above. Subtotals for Other Races and 2+ Races not shown, because of sampling errors. Black/Hispanic/Asian/Other = Overall minus Non-Hispanic White

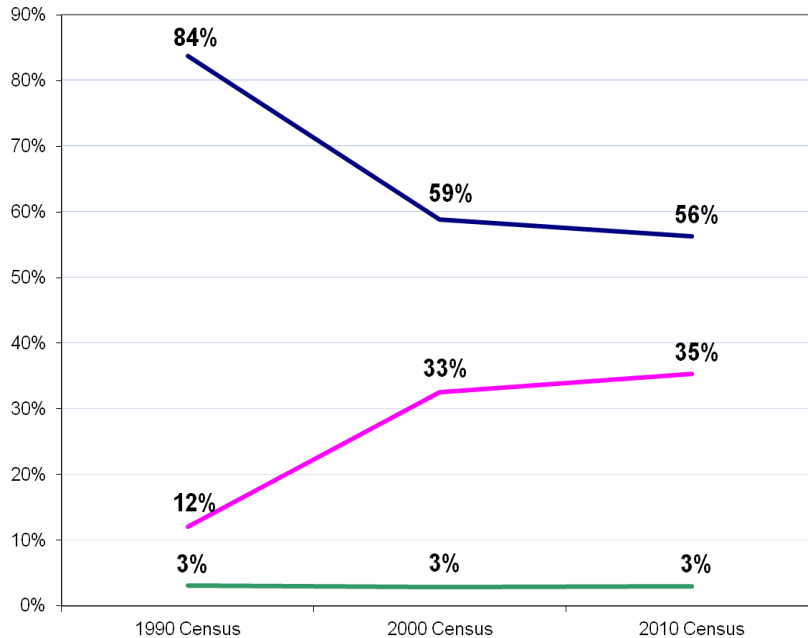
9 out of every 10 SOMA residents is either White or Black

| Demographics, 2010 | SOMA | NJ | SOMA Edge |
|--|------|------|-----------|
| % of Individuals | | | |
| White | 58% | 69% | -11% |
| Black or African American | 33% | 14% | 19% |
| Hispanic or Latino (of any race) | 6% | 18% | -11% |
| Asian | 4% | 8% | -4% |
| Biracial: White-Black | 1.0% | 0.6% | 0.5% |
| Biracial: White-Asian | 1.0% | 0.5% | 0.5% |
| | | | |
| Born in other state in the United States | 38% | 24% | 14% |
| Foreign born | 17% | 21% | -4% |
| | | | |
| % of Households | | | |
| % of Occupied Units occupied by Owner | 75% | 65% | 10% |
| Husband-wife family | 56% | 51% | 5% |
| With own children under 18 years | 40% | 32% | 8% |
| Households with same-sex partner* | 2.2% | 0.4% | 1.8% |

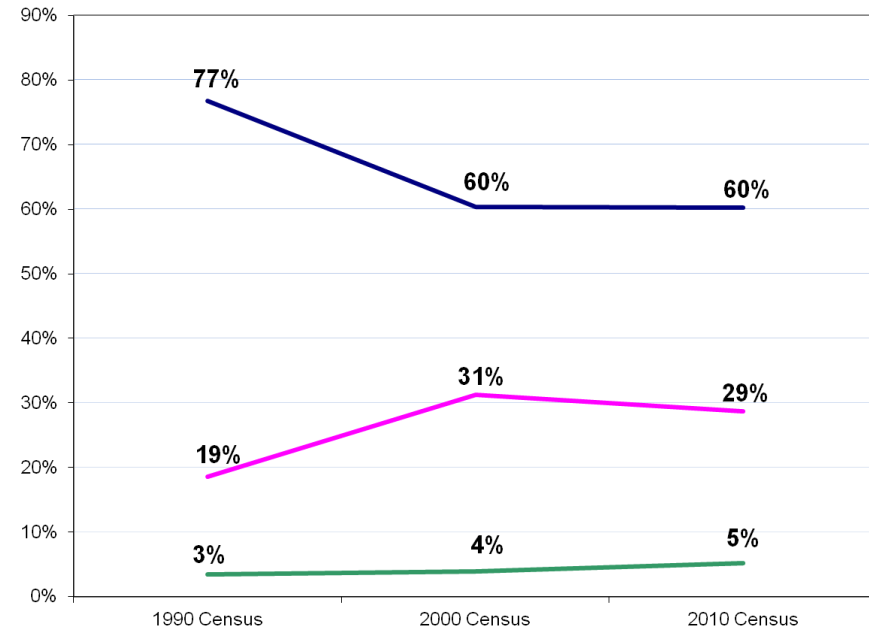
Source: Census 2010, except same-sex partners data, which comes from Census's ACS 2009-2013 (a smaller survey) ACS 2009-2013 (and involves sampling error, especially for the SOMA percents). * May be underestimate, as ACS partly uses phone.

Dramatic Racial shifts in SOMA stabilized between 2000 and 2010

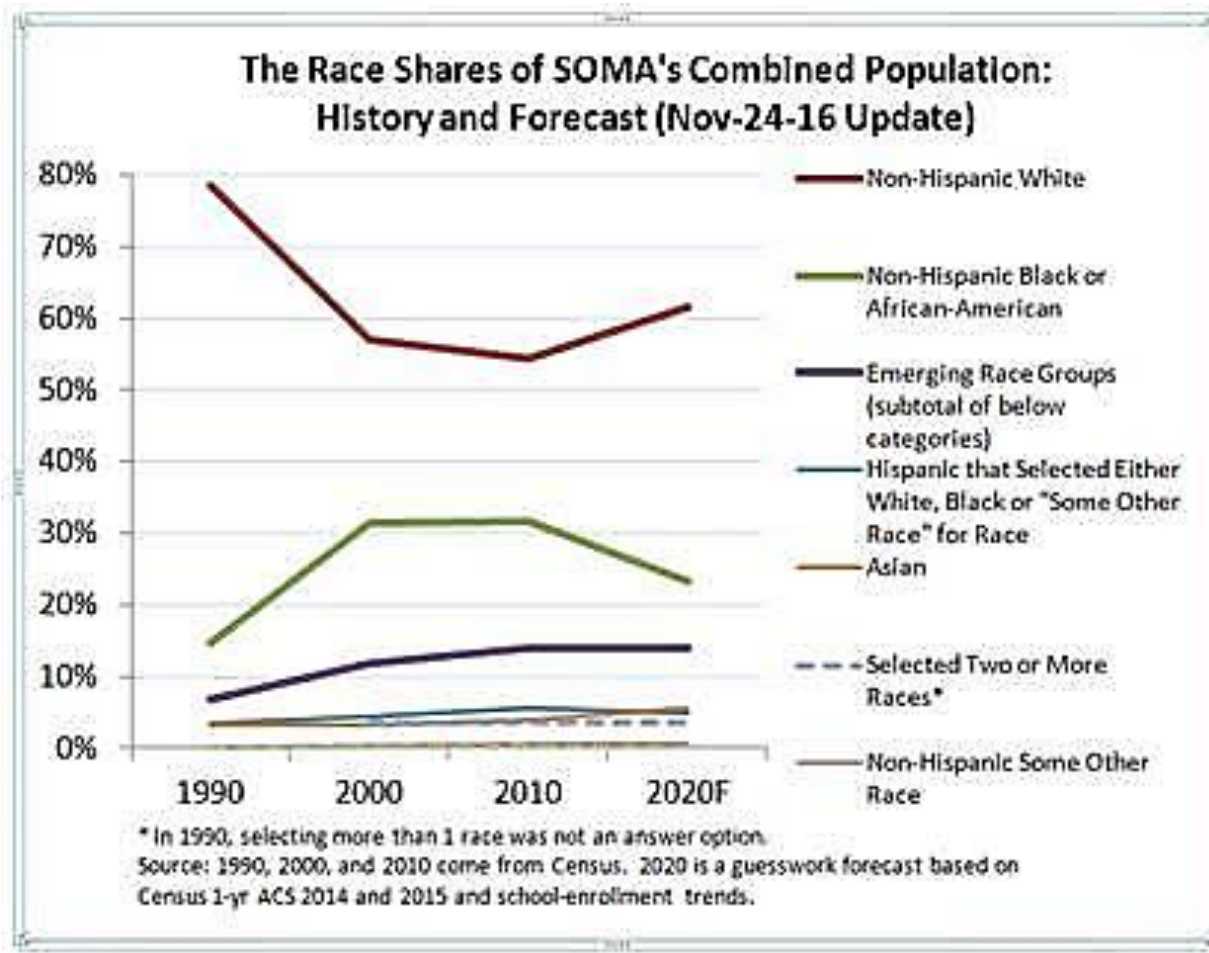
Maplewood



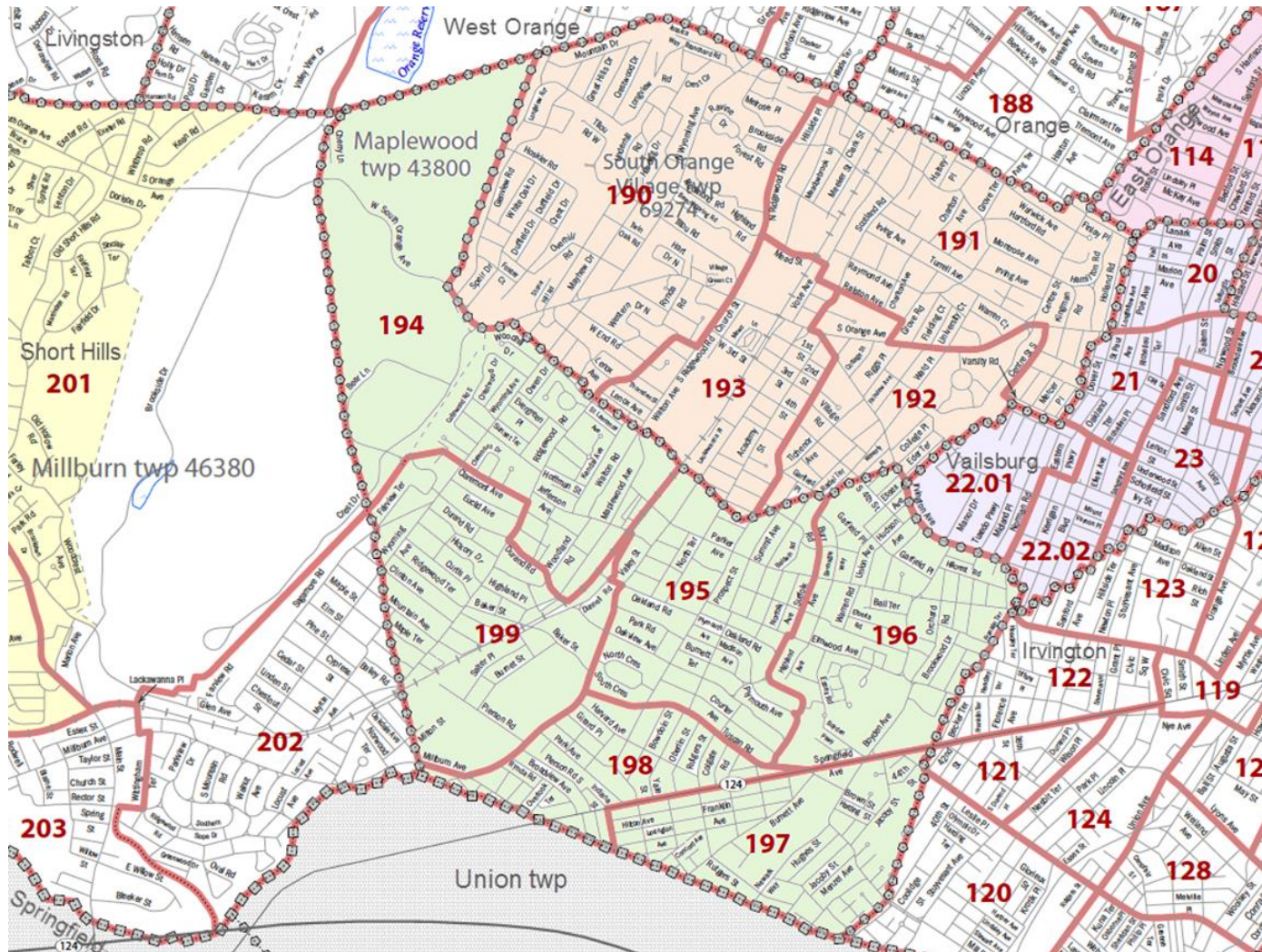
South Orange



Based on census and school enrollment data, by 2020 the Black share of the population will continue to fall, but remain above the combined population share of emerging race/ethnic groups in SOMA—Asians, Hispanics, and Multi-racial. The White population will continue to grow rapidly.



SOMA Census Tracts: 190-199



Within SOMA, our towns' success at Black/White residential integration varies from neighborhood to neighborhood. Maplewood, in particular, has concentrations of Whites in the western sections and Blacks in the Eastern section.

African-American Share of Each SOMA Tract

| Census Tract Number | Black Share of Residents | Approximate Description | Town |
|---------------------|--------------------------|-------------------------|--------------|
| 197 | 69% | Hilton | Maplewood |
| 196 | 52% | NE Maplewood | Maplewood |
| 191 | 42% | NE South Orange | South Orange |
| 192 | 30% | SE South Orange | South Orange |
| 193 | 26% | Downtown/Valley | South Orange |
| 198 | 22% | College Hill | Maplewood |
| 190 | 18% | Wyoming/Newstead | South Orange |
| 195 | 11% | North of Tuscan Rd. | Maplewood |
| 194 | 5% | NW Maplewood | Maplewood |
| 199 | 4% | SW Maplewood | Maplewood |

Source: Census 2010, Summary File 1.



Notable Integration Shifts

Which block groups increased their integration levels?

- ▶ Tract 191 in Montrose and Block group 196.4 (Parker Ave. in the Clinton School area) saw a decrease in the Black share, bringing them closer to overall town racial representation
- ▶ Block Group 199.1 (Golf Island area) saw an increase in the Black share, but remains well below the norm

| Tract or Block Group | 2000 | 2010 | Change |
|----------------------|-------|-------|--------|
| 191 Tract | 47.2% | 41.8% | -5.3% |
| 196.4 | 44.9% | 36.0% | -9.0% |
| 199.1 | 1.3% | 8.1% | 6.8% |

Percents refer to Black population shares



Notable Integration Shifts

Are there block groups that seem to be moving away from integration?

- ▶ 197.1, 197.2, 197.3 (Hilton) and 196.2 started with high Black shares that became higher.
- ▶ 193.3 (Valley St. in South Orange), and 198.1 and 198.2 (College Hill) started below norm for Black shares and became whiter.

| Tract Block Grp | 2000 | 2010 | Change |
|-----------------|-------|-------|--------|
| 197.1 | 62.1% | 77.1% | 15.0% |
| 197.2 | 61.4% | 73.2% | 11.7% |
| 196.2 | 58.7% | 69.9% | 11.2% |
| 197.3 | 40.9% | 54.1% | 13.2% |
| 193.3 | 28.1% | 20.4% | -7.7% |
| 198.1 | 20.9% | 14.8% | -6.1% |
| 198.2 | 17.1% | 12.0% | -5.1% |



Housing & Income



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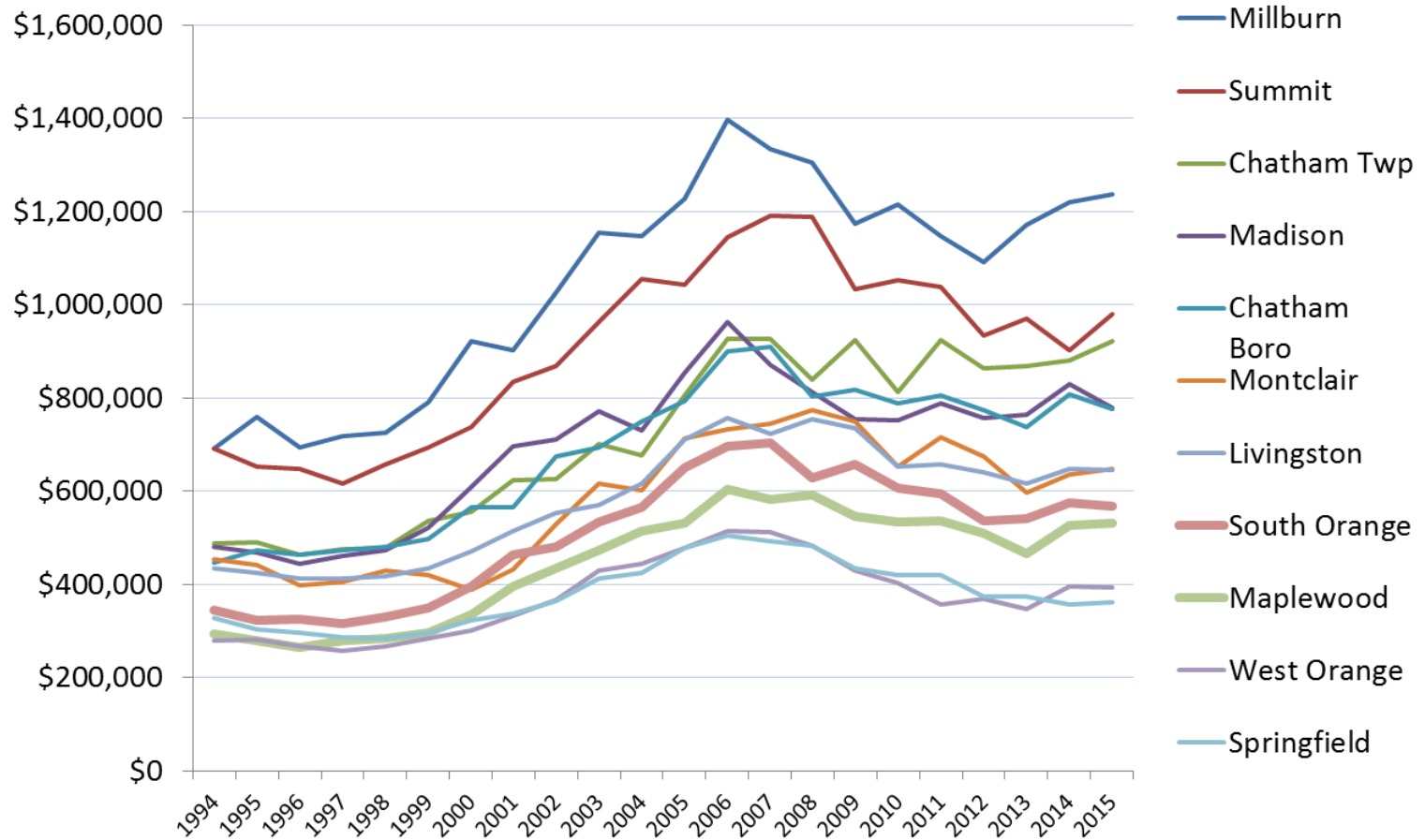
Housing & Income Summary

- ▶ From 1995-2005, SOMA's housing prices rose more rapidly than in neighboring high-income towns along the Direct.
- ▶ As noted earlier, within that period and beyond, the Black share of SOMA's residents held steady from 2000 to 2010.
- ▶ During the Great Recession (2008-2009), many area housing prices fell. SOMA prices did not return to pre-recession values, but stayed steady through mid-2015.
- ▶ The share of mortgage applications submitted by Blacks has mostly fallen since 2007.
- ▶ Median Household Income for Blacks in South Orange exceeded that of Whites in both towns through 2007.
- ▶ Now there is a growing income gap between Blacks and Whites in both towns; the incomes of Black households are dropping and White households are rising.



SOMA Residential Sales increase dramatically through 2005

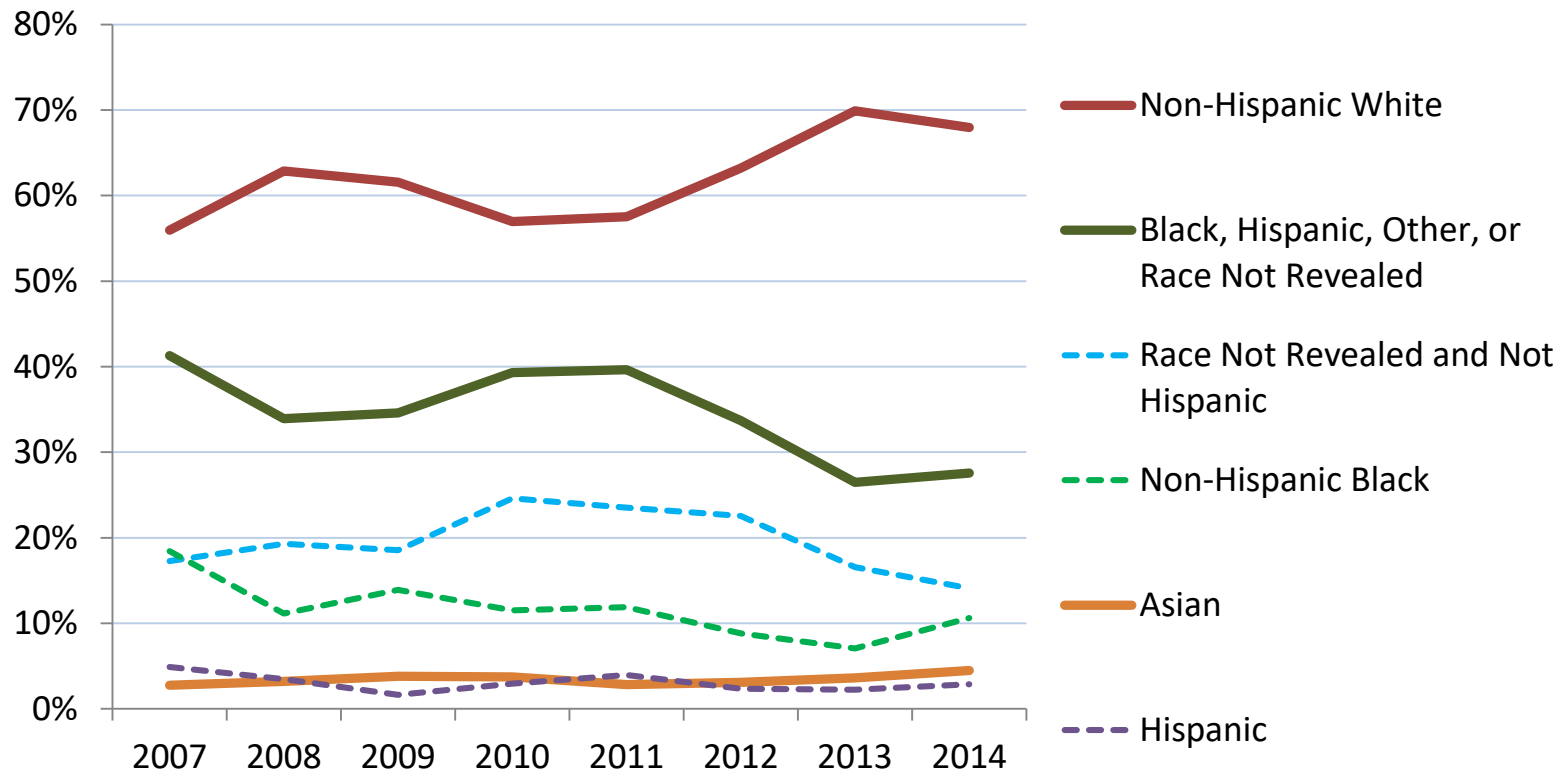
**Avg. Residential Sales Price (In \$ inflation-adjusted to 2015 prices), 1994-2015
For Selected Towns in Essex, Union and Morris Counties**



Source: <http://www.state.nj.us/treasury/taxation/lpt/class2avgsales.shtml> (as of October 2015)

Despite a post-recession housing price decrease and a stable population share of 34%, Blacks' share of SOMA mortgages has been declining since 2007 and is at a 20-year low.

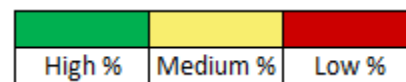
The Race/Ethnicity of the Primary Mortgagees for Owner-Occupied Houses Bought in SOMA, 2007-2014



Dashed lines are rolled up in Black/Hispanic/Other/Not-revealed subtotal. Source: Consumer Financial Protection Bureau's HMDA records of 3,482 mortgages for purchase of owner-occupied 1-4 family residences.

Based on mortgage application rates, it appears that Blacks are purchasing fewer homes in SOMA compared to the year prior to the Great Recession (2008)

The AA Share of the Home-Purchase Mortgages
Originated in SOMA, Each Town, Each Tract, by Year

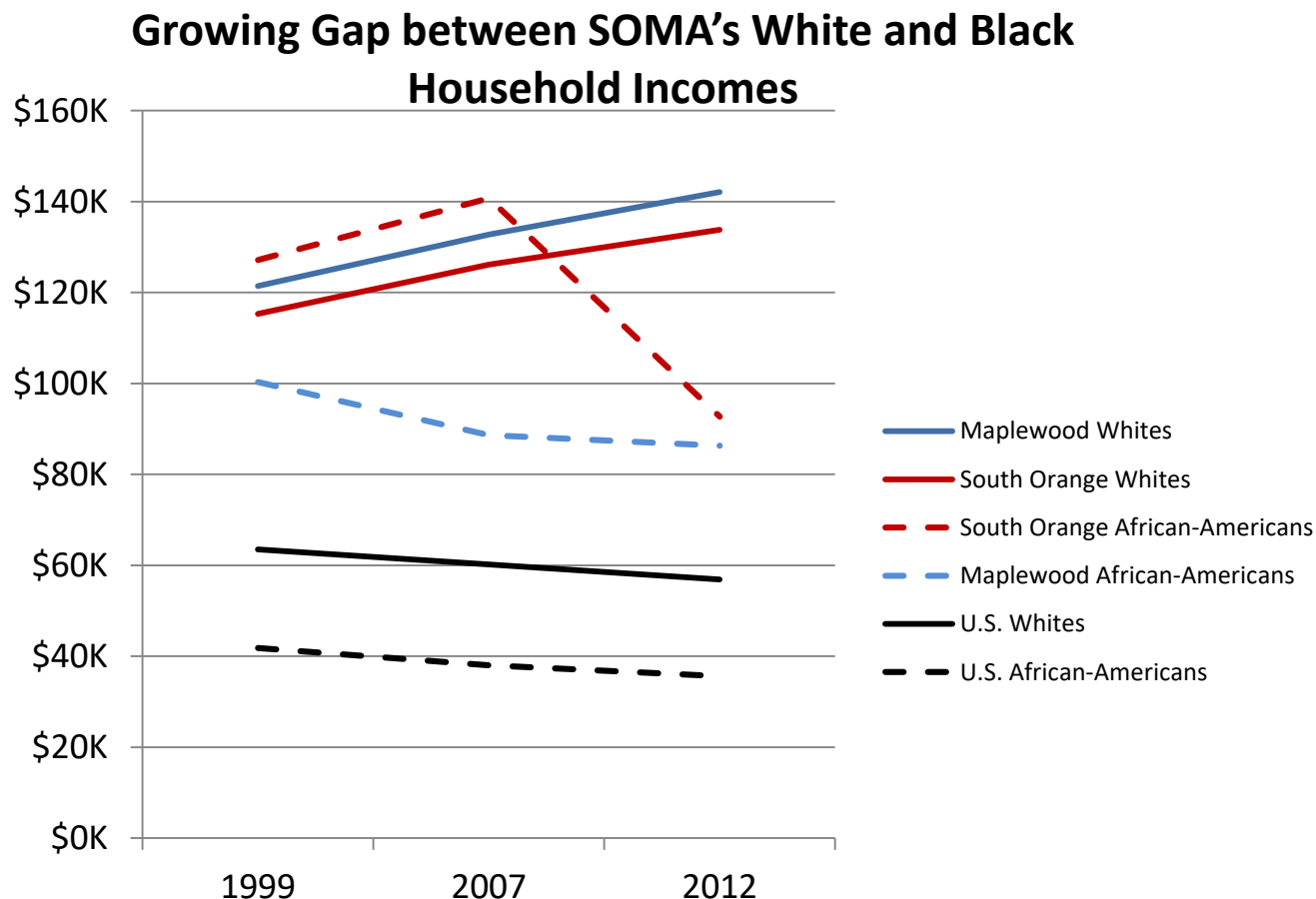


| Tract # | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------------------------------|------|------|------|------|------|------|------|
| AA Share of SOMA Mortgages Overall | 23% | 14% | 17% | 16% | 16% | 12% | 9% |
| S. Orange | 22% | 12% | 17% | 9% | 18% | 10% | 9% |
| 190 | 15% | 15% | 17% | 7% | 21% | 8% | 6% |
| 191 | 31% | 17% | 17% | 4% | 13% | 15% | 15% |
| 192 | 24% | 5% | 20% | 23% | 13% | 14% | 0.0% |
| 193 | 21% | 6% | 14% | 13% | 25% | 5% | 8% |
| Maplewood | 23% | 15% | 18% | 20% | 14% | 13% | 9% |
| 194 | 9% | 0.0% | 3% | 2% | 6% | 3% | 2% |
| 195 | 6% | 10% | 2% | 10% | 9% | 2% | 2% |
| 196 | 40% | 35% | 41% | 38% | 35% | 19% | 14% |
| 197 | 50% | 47% | 50% | 57% | 43% | 64% | 44% |
| 198 | 0.0% | 0.0% | 5% | 11% | 11% | 0.0% | 3% |
| 199 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3% | 0.0% |

- Black share of SOMA mortgages has fallen from 22% in 2007 to 9% in 2013.
- Almost no mortgages have gone to borrowers identifying themselves as Black in Census Tract 199 during the years 2007 to 2013.
- In 2012 and 2013, the Black share fell even more sharply as the volume of mortgages to Whites for owner-occupied homes having 1 - 4 housing units grew.

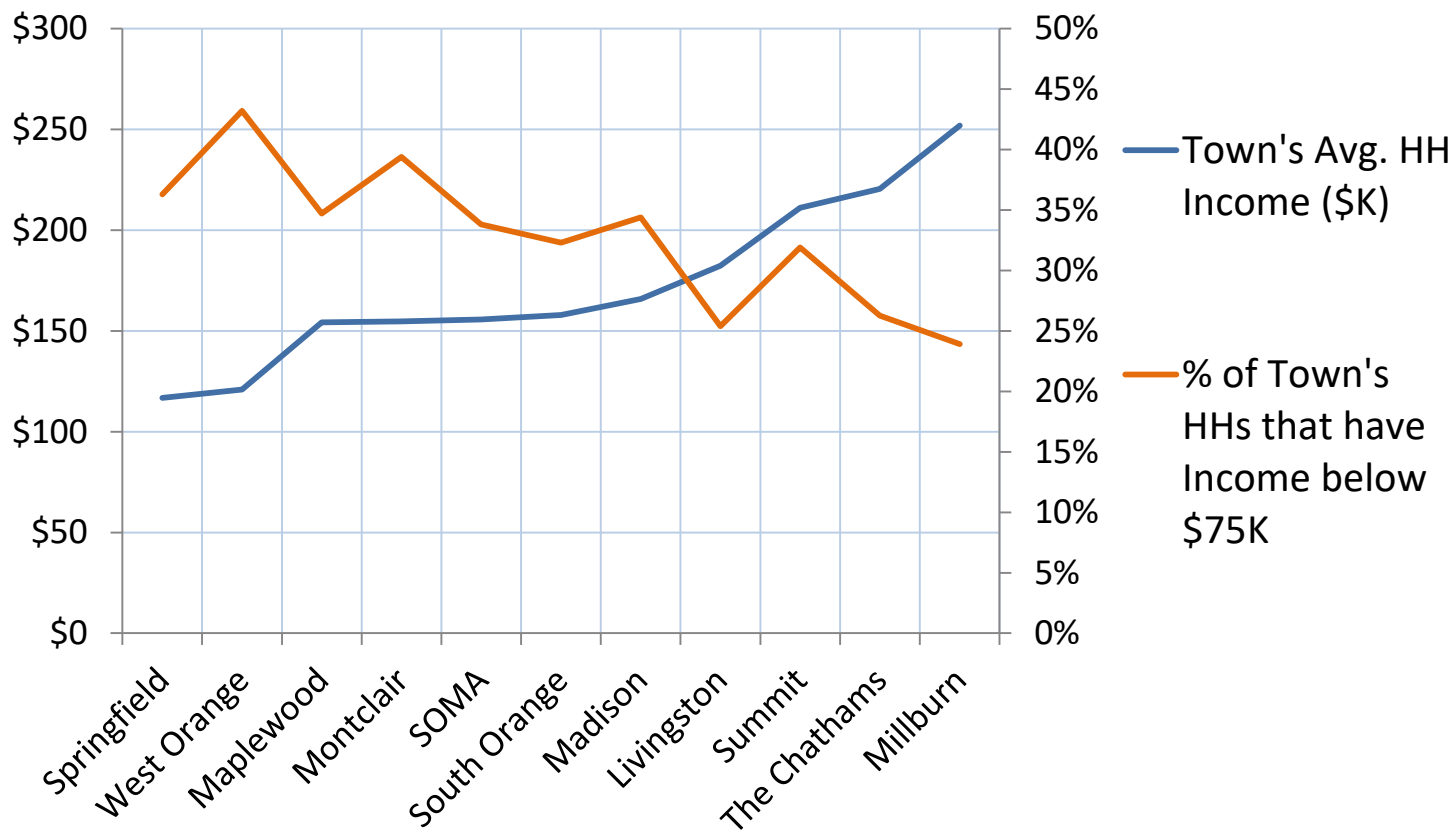
Source: Consumer Financial Protection Bureau HMDA records of 2472 originated mortgages for the purchase of owner occupied 1-4 family residences from 2007-2013

Between 1999-2007, South Orange Blacks' incomes exceeded that of Whites in both South Orange and Maplewood. By 2012, the situation in South Orange changed dramatically and the gap in Maplewood continued to grow.



Income data places SOMA in a \$150K-average-household income competitive set.

Average Household Income (\$K) Compared to % of Households with Sub-\$75K Income, for 10 Towns



Source: ACS 2010-2014; Estimates subject to sampling error

There are 13 towns in NJ in which the household income of Blacks is comparable to or exceeds that in SOMA. On average, these towns have higher shares of Asians and Hispanics

Thirteen NJ Communities with at least 2,000 African-American Residents, where The AA's Median 2012 Household Income Exceeded that of Maplewood's AAs

| Census Places | AA Pop. 2000 | AA Pop. 2010 | Pop. Ch. 2000 to 2010 | HHI Median '99 | HHI Median '12 | Estimate d Ch. In Income | Error Interval HHI2012 | Is Est. Ch>Error Interval | Estimated %Ch. Real Income from 1999 to 2012 |
|--------------------------|-----------------|-----------------|-----------------------------|----------------------|----------------------|--------------------------------|------------------------------|---------------------------------|--|
| Lumberton, Burlington | 1,470 | 2,387 | 917 | 53.8 | 116.3 | 62.5 | 22.7 | Yes | 74% |
| S. Plainfield, Middlesex | 1,863 | 2,382 | 519 | 77.2 | 106.6 | 29.4 | 7.1 | Yes | -4% |
| Westampton, Burlington | 1,581 | 2,266 | 685 | 62.1 | 98.0 | 35.9 | 11.6 | Yes | 16% |
| Aberdeen, Monmouth | 2,059 | 2,160 | 101 | 55.6 | 97.6 | 42.0 | 18.4 | Yes | 34% |
| West Orange, Essex | 7,635 | 12,040 | 4,405 | 71.6 | 94.2 | 22.6 | 20.7 | Yes | -10% |
| Teaneck, Bergen | 10,970 | 10,886 | -84 | 71.7 | 94.1 | 22.4 | 10.6 | Yes | -11% |
| S. Orange Village, Essex | 4,892 | 4,533 | -359 | 89.5 | 92.7 | 3.2 | 10.6 | No | -38% |
| Somerset CDP | 8,871 | 6,281 | -2,590 | 67.1 | 91.6 | 24.5 | 16.0 | Yes | -5% |
| Scotch Plains, Union | 2,599 | 2,629 | 30 | 66.0 | 91.3 | 25.2 | 26.4 | No | -4% |
| Piscataway, Middlesex | 10,004 | 11,033 | 1,029 | 69.5 | 91.1 | 21.6 | 8.7 | Yes | -11% |
| Bergenfield, Bergen | 1,756 | 2,088 | 332 | 66.4 | 91.0 | 24.5 | 28.1 | No | -5% |
| North Bergen, Hudson | 1,539 | 2,396 | 857 | 42.5 | 89.2 | 46.7 | 23.5 | Yes | 68% |
| Sayreville, Middlesex | 3,538 | 4,612 | 1,074 | 56.4 | 87.8 | 31.5 | 10.7 | Yes | 14% |
| Maplewood, Essex | 7,811 | 8,375 | 564 | 70.6 | 86.3 | 15.7 | 18.5 | No | -20% |

Source: Census 2000 and 2010 (population), Census 2000 and ACS 2014 5Yr (for Household Income (HHI))
 % Change in Real Income = (2012 income (at 2014 prices) divided by 1999 Income (1999 prices) - 1 - 0.42. Consumer prices increased 42% from 1999 to 2014 If an estimated increase in Nominal Income does not exceed the Error Interval, then there is a 5% chance that the estimated increase did not occur (one-sided t-test). Note: Communities with less than 2,000 African Americans were excluded, because the sampling error around income estimates was too great (e.g., a very high or low estimated income for AAs could easily be a fluke). Also, communities with AA household income below that of Maplewood in 2010 were excluded.



Affordable Housing in SOMA & Comparable Towns

Government-Program Affordable-Housing Units, by Type, as of 2010: 5 Towns Compared

| | 5-city sum | Maple- wood | South Orange | SOMA | Summit | Mont- clair | Madison |
|-----------------------------------|---------------|----------------|-----------------|--------|--------|----------------|---------|
| Total Households in Town (Census) | 42,038 | 8,240 | 5,516 | 13,756 | 7,708 | 15,089 | 5,485 |
| Affordable-Housing Units | 2,006 | 148 | 89 | 237 | 215 | 1,164 | 390 |
| Affordable share | 4.8% | 1.8% | 1.6% | 1.7% | 2.8% | 7.7% | 7.1% |
| | | | | | | | |
| Affordable-Housing Units, by Type | 2,006 | 148 | 89 | 237 | 215 | 1,164 | 390 |
| age (mainly senior) | 835 | 114 | 66 | 180 | 125 | 426 | 104 |
| family (income only) | 683 | | | | 70 | 370 | 243 |
| unspecified (mixed, etc) | 392 | | | | 14 | 335 | 43 |
| special needs | 96 | 34 | 23 | 57 | 6 | 33 | |

| | | | | | | | |
|-------------------------------|------|------|------|------|------|------|------|
| % of Affordable Housing Units | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| age (mainly senior) | 42% | 77% | 74% | 76% | 58% | 37% | 27% |
| family (income only) | 34% | 0% | 0% | 0% | 33% | 32% | 62% |
| unspecified (mixed, etc) | 20% | 0% | 0% | 0% | 7% | 29% | 11% |
| special needs | 5% | 23% | 26% | 24% | 3% | 3% | 0% |

Source: www.state.nj.us/dca/divisions/codes/publications/pdf_guide_2_afford_hsg/essex.pdf

Rental Units Compared to Owner-Occupied Housing Units

- ▶ Of occupied units in SOMA, 75.5% are owner-occupied, vs 65.4% statewide.
- ▶ 18.5% of SOMA residents live in renter-occupied units, vs. 31.2% of NJ residents statewide.
- ▶ SOMA has 689 rental and 3672 owner-occupied households with school-aged children.

Source: 2010 Census

School Enrollment



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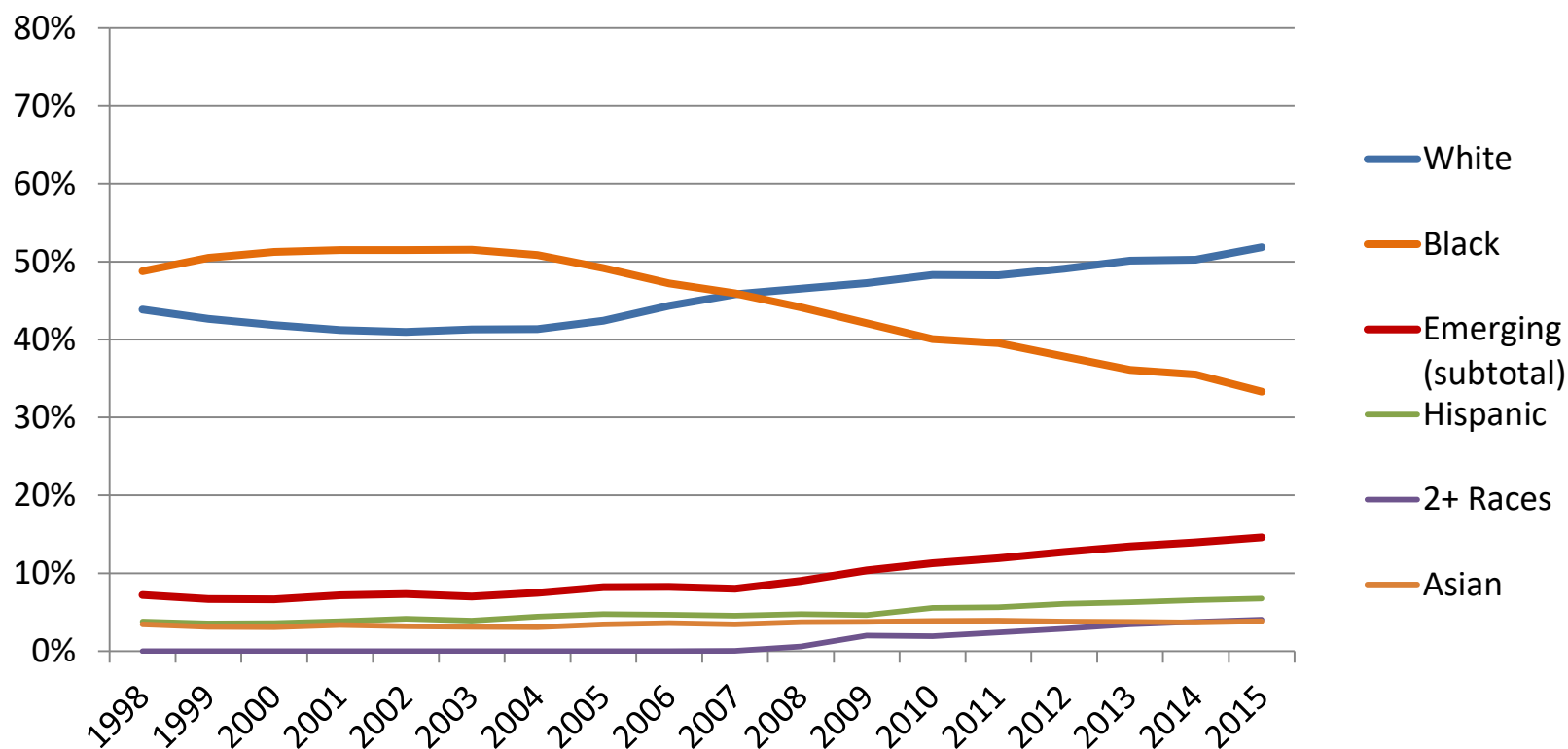
School Enrollment Trends Summary

- ▶ Total student enrollment has averaged 6200 since 1998 and is very high at 6,752 for 2015-16.
- ▶ By ACS 2009-2013 estimates, 10.7% of SOM School District children attend private school. (Statewide, the data show that 11.2% percent of all students attend private schools).
- ▶ Overall Black enrollment has decreased for 10 consecutive years; between 1998 and 2014 it fell 18%.
- ▶ Overall White enrollment has increased for 10 consecutive years; between 1998 and 2014 it increased 22%.
- ▶ Hispanic enrollment has increased over time; the 2014 Hispanic share is higher than the 1998 share in every grade.
- ▶ The growth of Asian total enrollment counts plateaued in 2011; as the years pass, the Asian share is rising in lower grades.



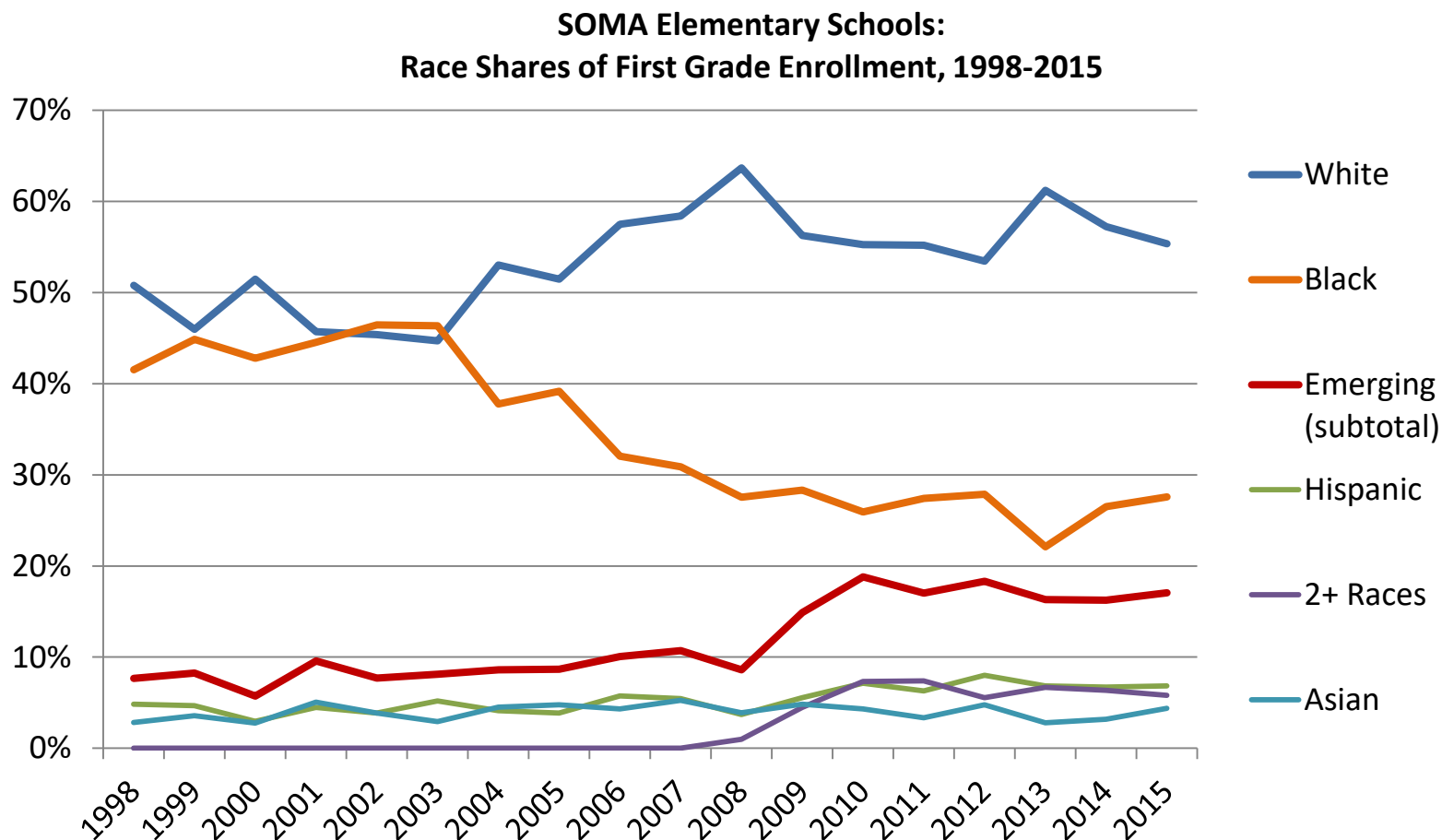
Looking at the race shares of the total school population, we see the Black share of SOMA's public school students dwindling gradually since 2004.

South Orange/Maplewood Public School Enrollment: Race Shares: 1998-2015



Source: NJ DOE enrollment tables, K-12 (2015 = '15-'16). "2+ races" share understates reality, because it was not a new-student answer option until 2007-2008.

Looking at 1st grade enrollment, we can see the racial shift was much more dramatic and mostly occurred 10 years ago, when children born in the years after the 1996 introduction of the Direct reached 1st grade.

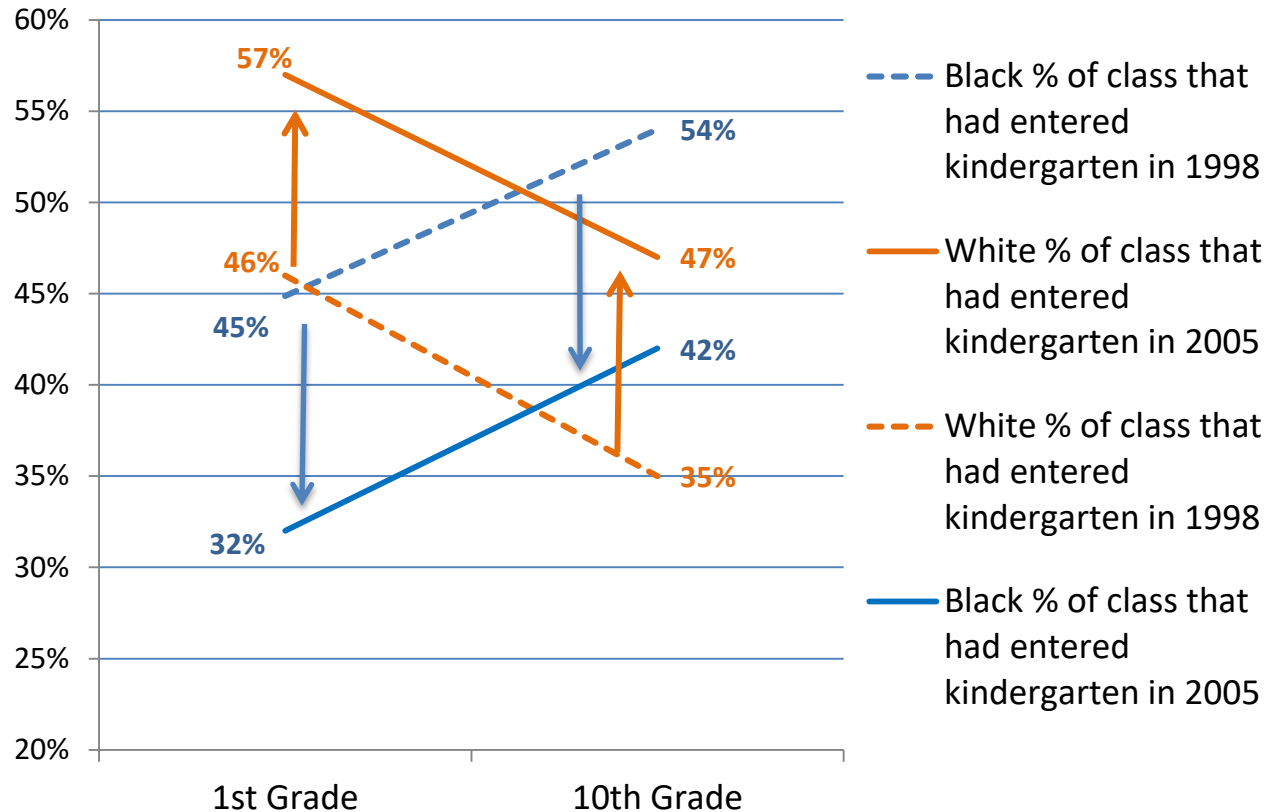


Source: NJ DOE public school enrollment tables, K-12; 2015 = '15-'16;
Emerging: Sum of Hispanic, 2+ Race, and Asian shares



The increased White share of 1st grade enrollment in the mid-2000s is now affecting the later grades: the 10th grade White share (47%) now exceeds the 10th grade Black share (42%)

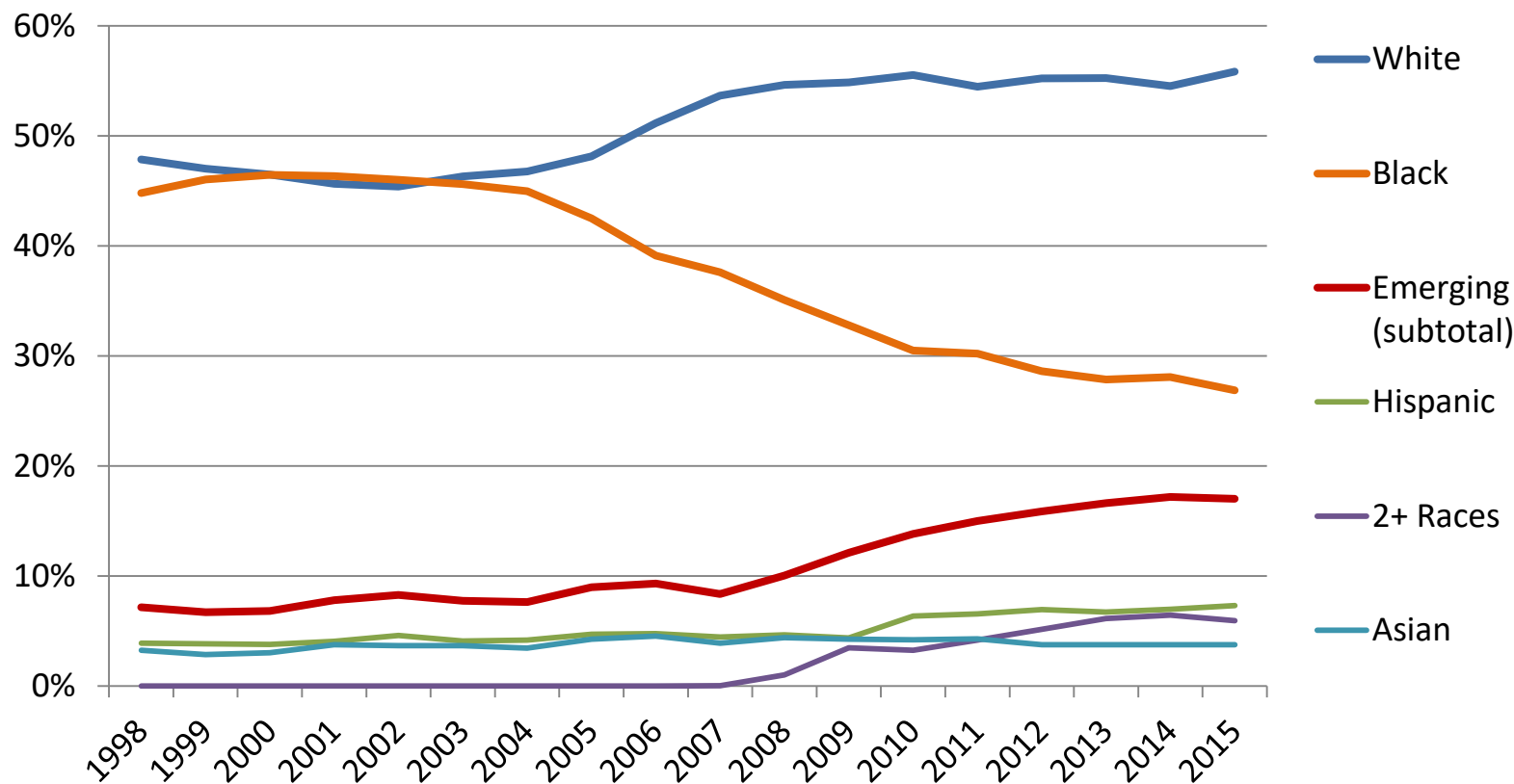
White and Black Shares of the Cohorts that Entered SOMA Public Schools in 1998 and 2005. The 2005 cohort reached 10th Grd in '15-'16.



Source: NJ DOE Enrollment Data, as of April 2016

In SOMA's public elementary schools, the White share sharply increased beginning in 2006. Since then, the share of emerging race/ethnic groups in SOMA—Asians, Hispanics, and Multi-racials—has also been rising.

**SOMA Elementary Schools:
Race Shares of Student Enrollment, 1998-2015**

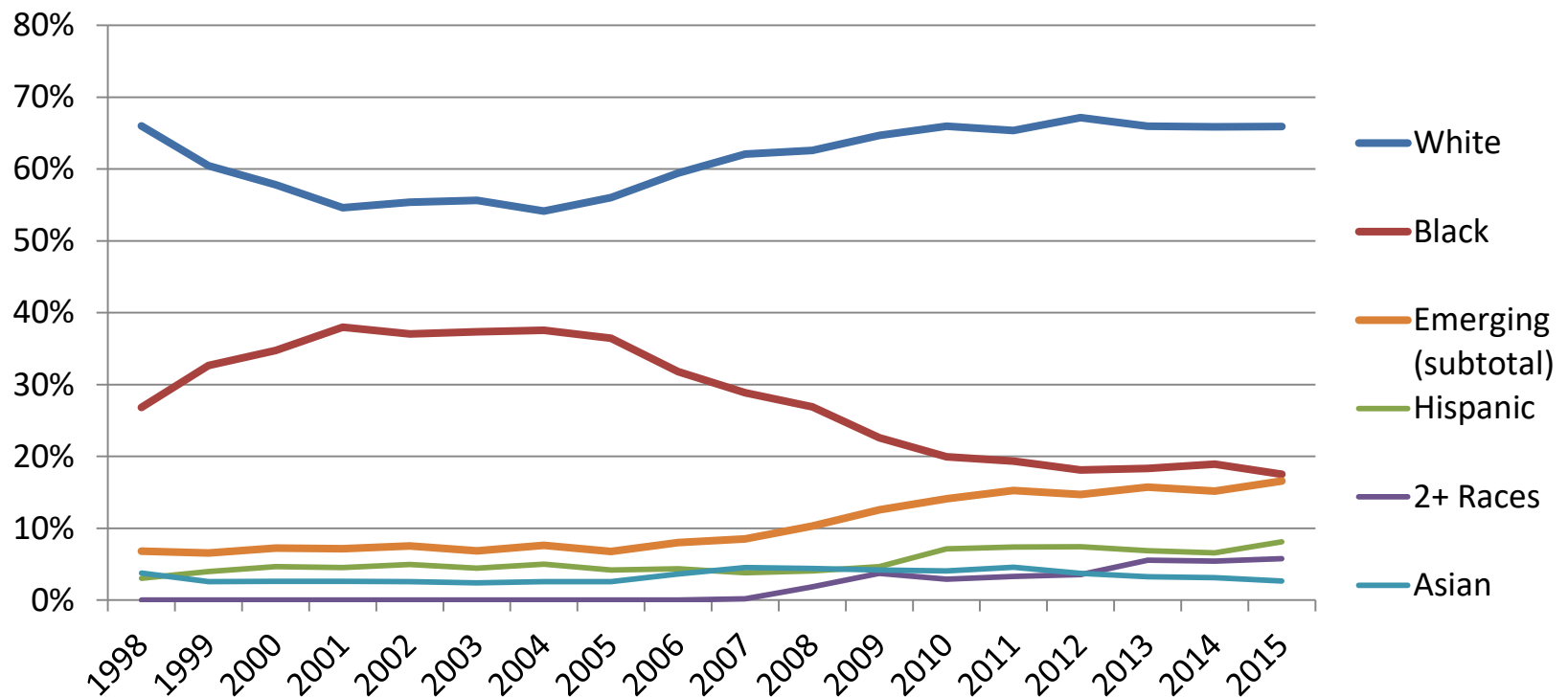


Source: NJ DOE public school enrollment tables, K-12; 2015 = '15-'16;
Emerging: Sum of Hispanic, 2+ Race, and Asian shares



The increase in White share and decrease in Black share began in 2005 at Tuscan. The trend for this school now is the growth of the emerging race groups.

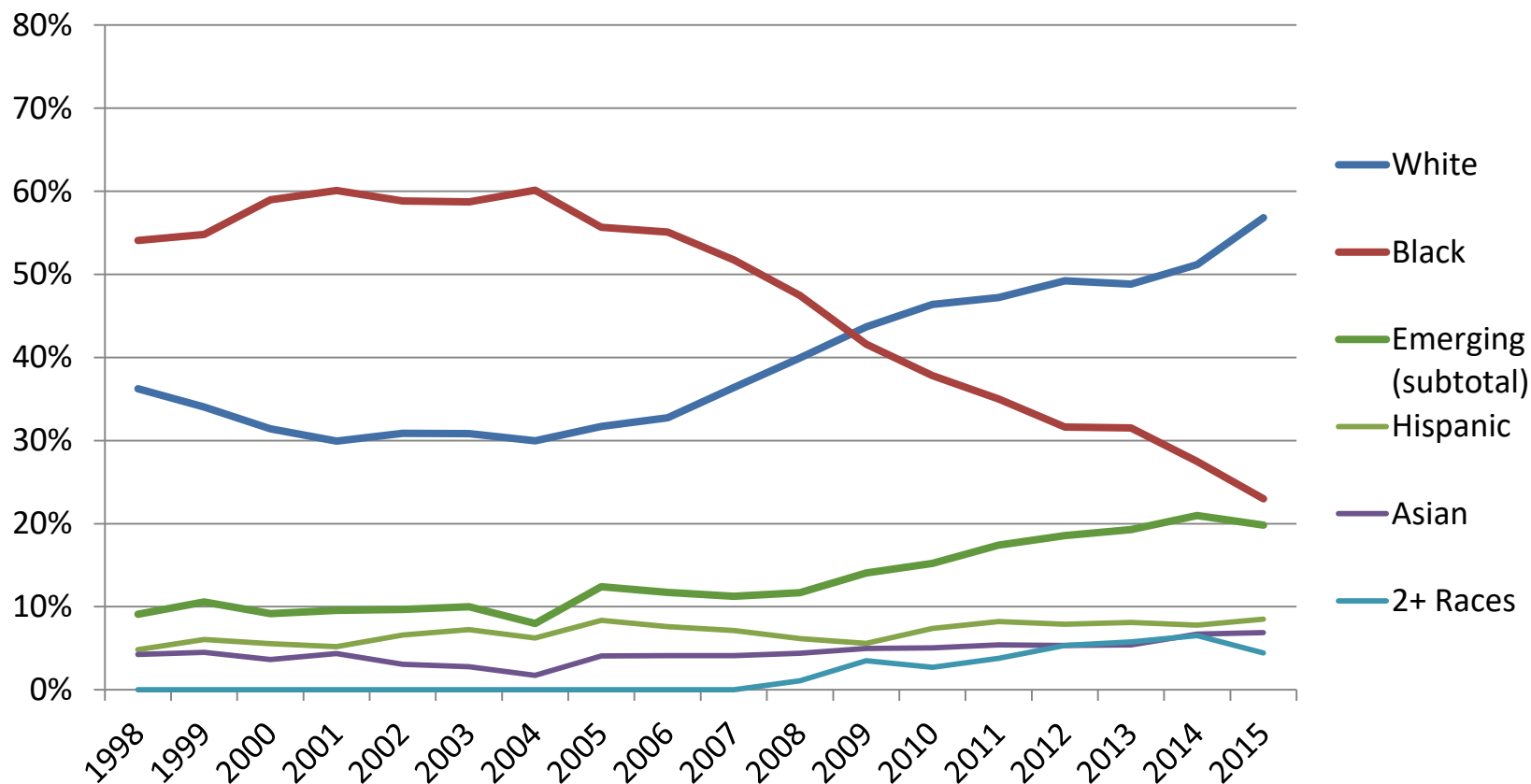
**Tuscan Elementary School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, K-12; 2015 = '15-'16; Emerging: Hisp, 2+ Race and Asian combined

At Clinton Elementary School (central-and-north east Maplewood, plus southeast South Orange), the increase in the White share continues along side a surge in the emerging-race share and a steep drop in the Black share.

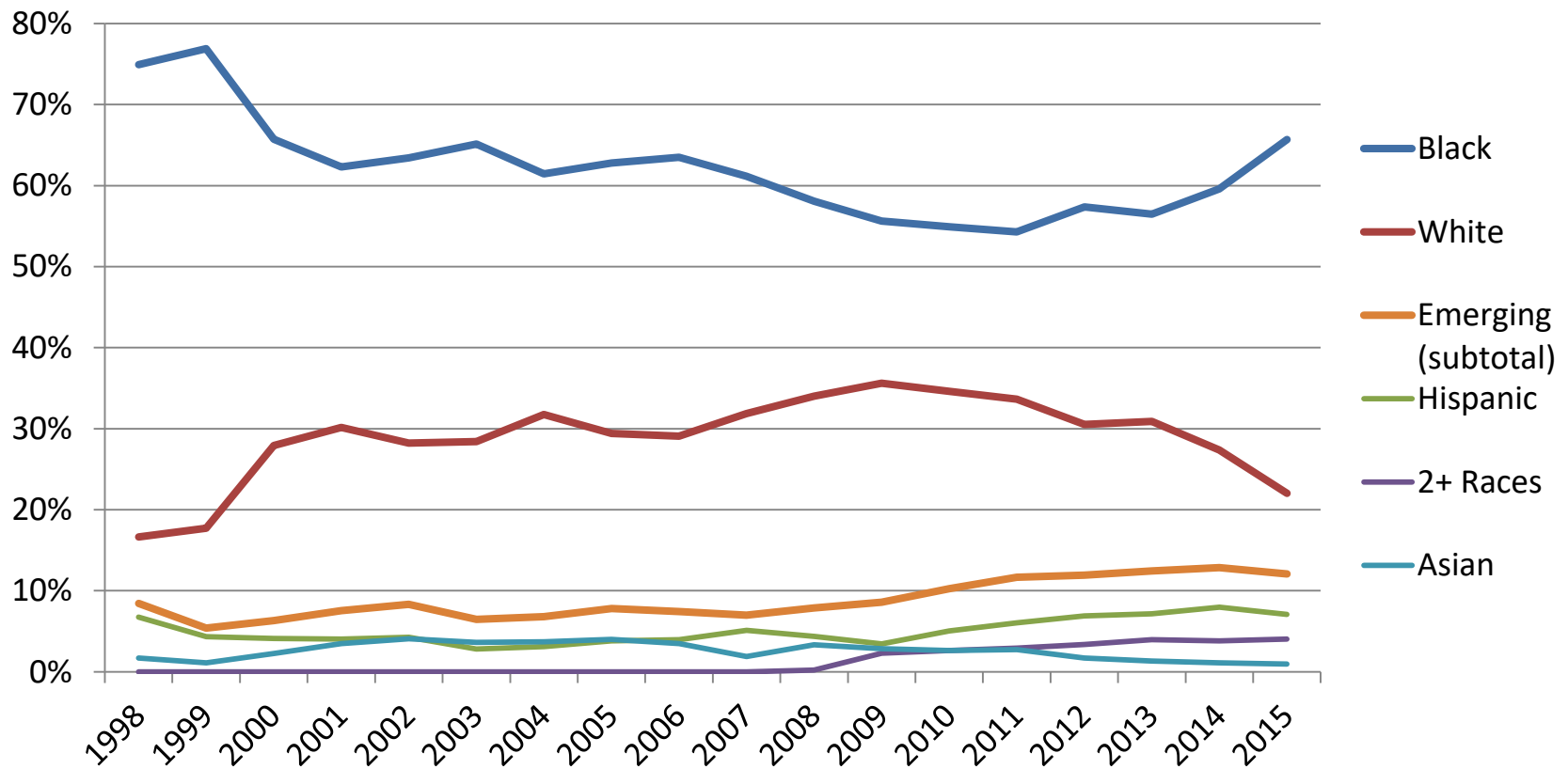
**Clinton Elementary School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment; 2015 = '15-'16; Emerging: Hisp, 2+ Race and Asian combined

Conversely, Seth Boyden Elementary School, covering the southeast of Maplewood, has seen a drop in its share of White students and an increase in Black students. Its growth of emerging-race students has been mild.

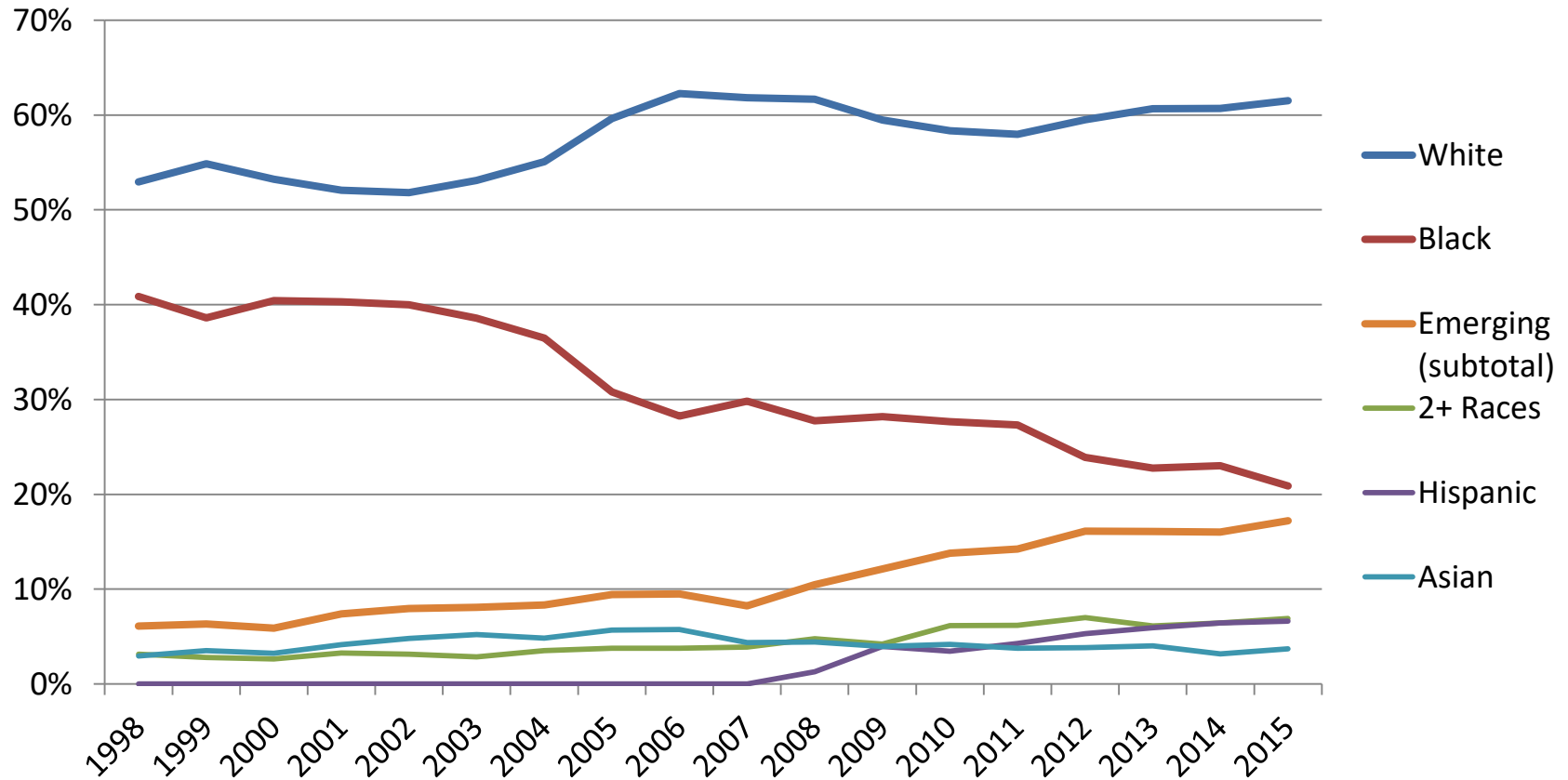
**Seth Boyden Elementary School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment; 2015 = '15-'16; Emerging: Hisp, 2+ Race and Asian combined

At Marshall /Jefferson (Montrose area of South Orange plus western Maplewood), the emerging-race share of students has been rising steadily. The White-share increases ended long ago and the decrease in Black shares continues.

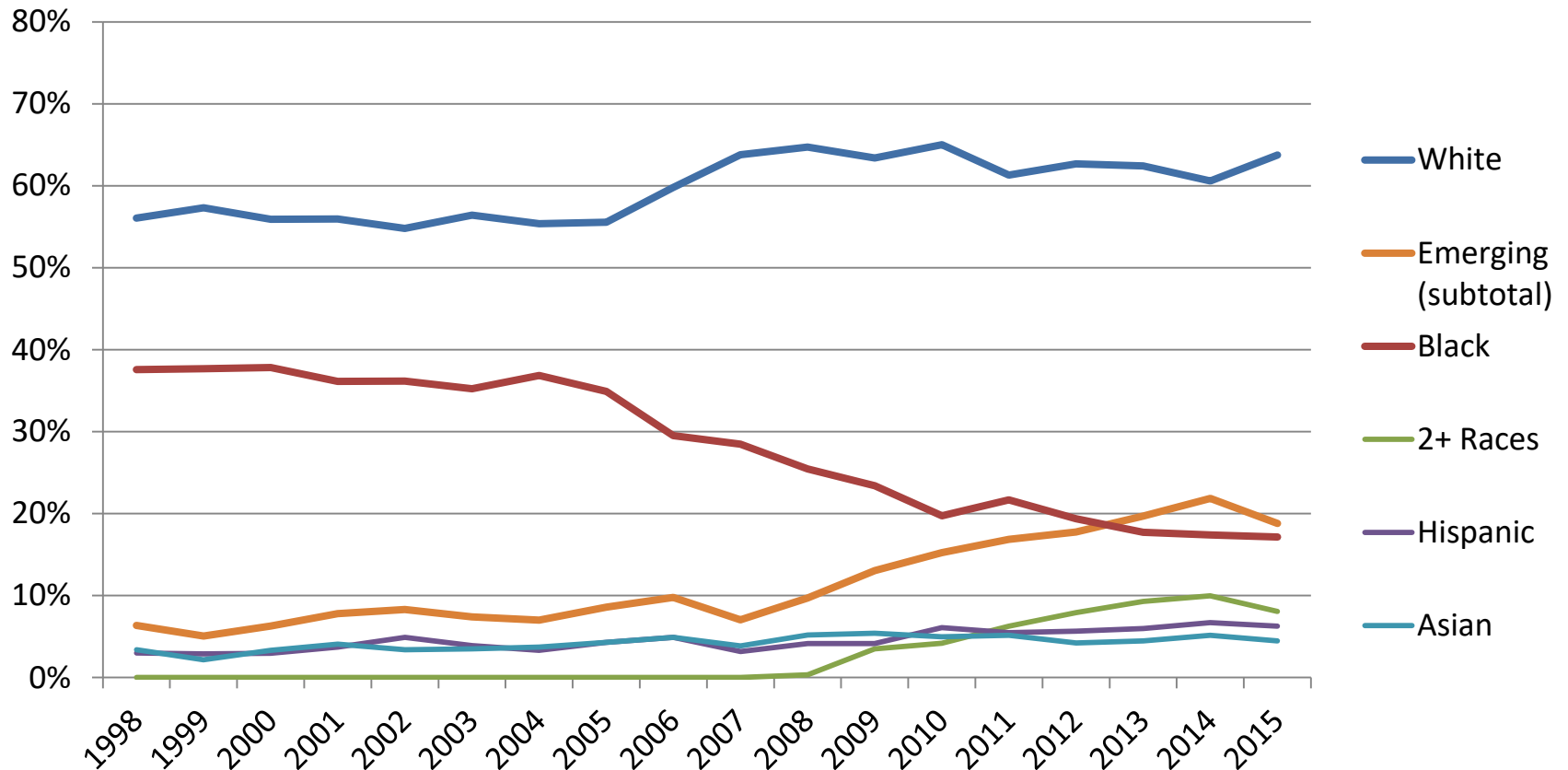
**Marshall/Jefferson Elementary School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment; 2015 = '15-'16; Emerging: Hisp, 2+ Race and Asian combined

At South Mountain Elementary School (western South Orange), the emerging-race share of students has been rising rapidly, too, except in the latest year, when the White share rose.

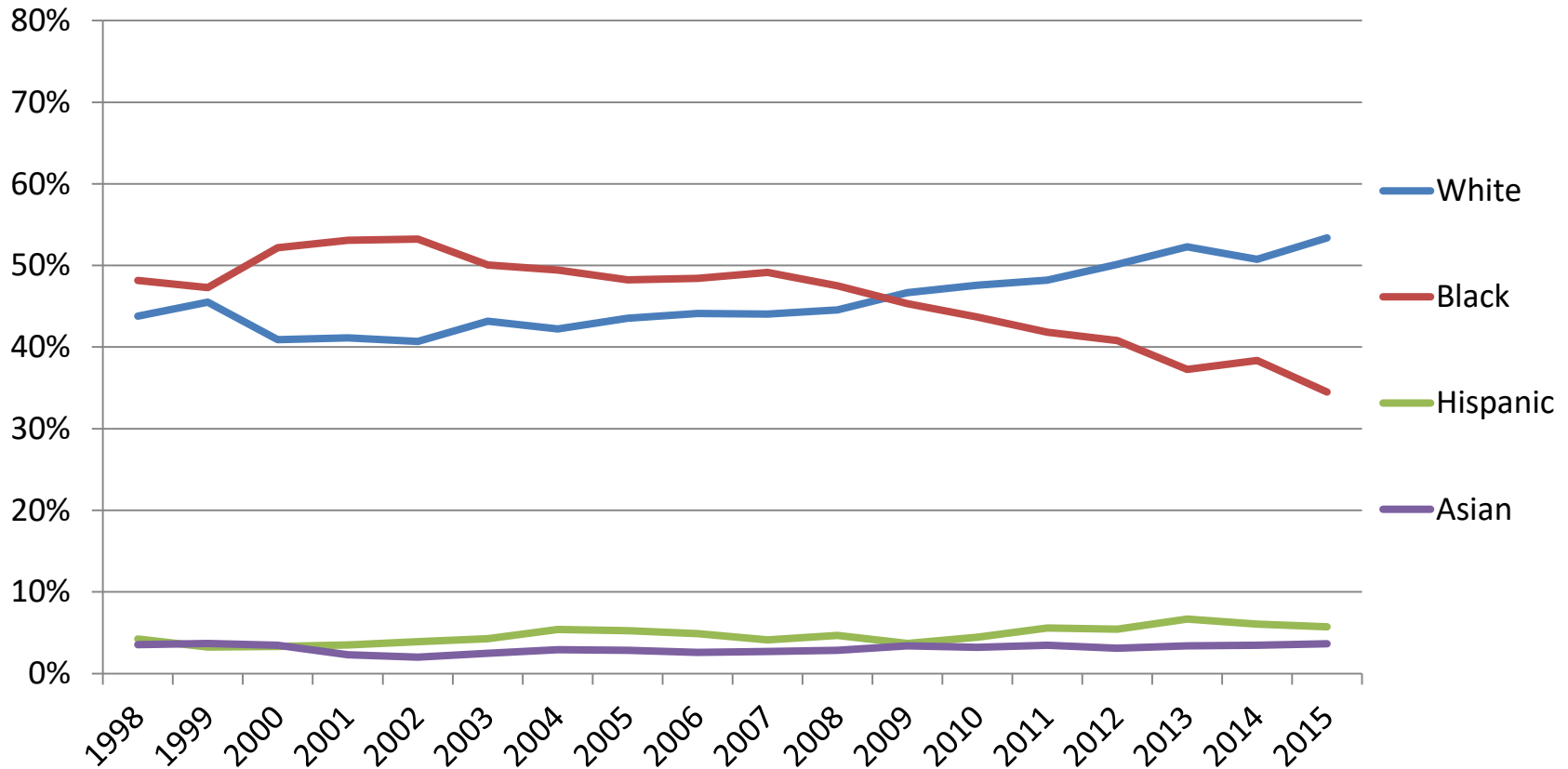
**South Mountain Elementary School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment; 2015 = '15-'16; Emerging: Hisp, 2+ Race and Asian combined

At Maplewood Middle School (covers all of Maplewood except the Clinton zone), the White share of students continues to rise and now exceeds the Black share by 19 percentage points.

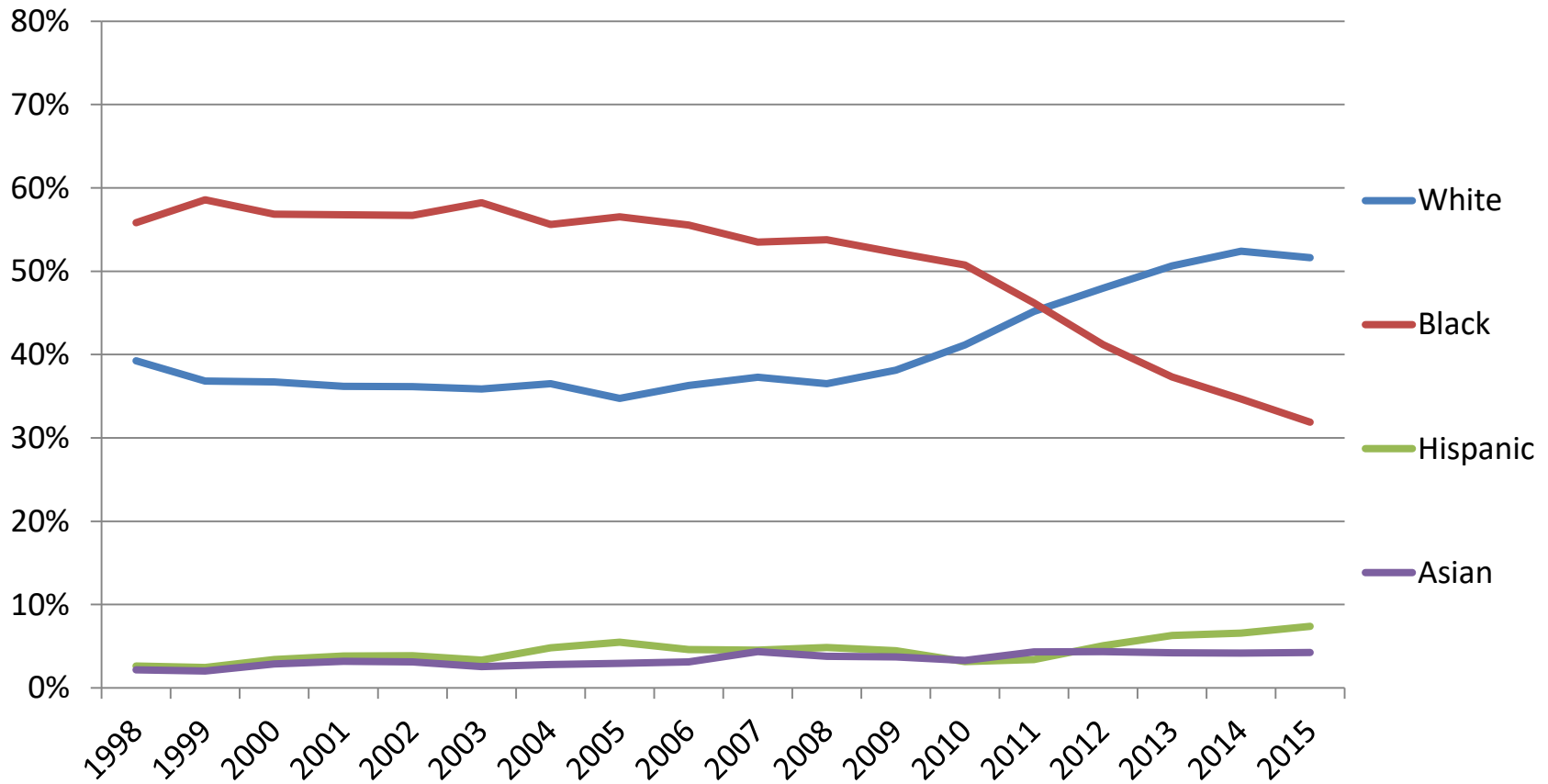
**Maplewood Middle School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment (2015 = '15-'16); "2+ races" not shown, because "2+" was not answer option for many in this age.

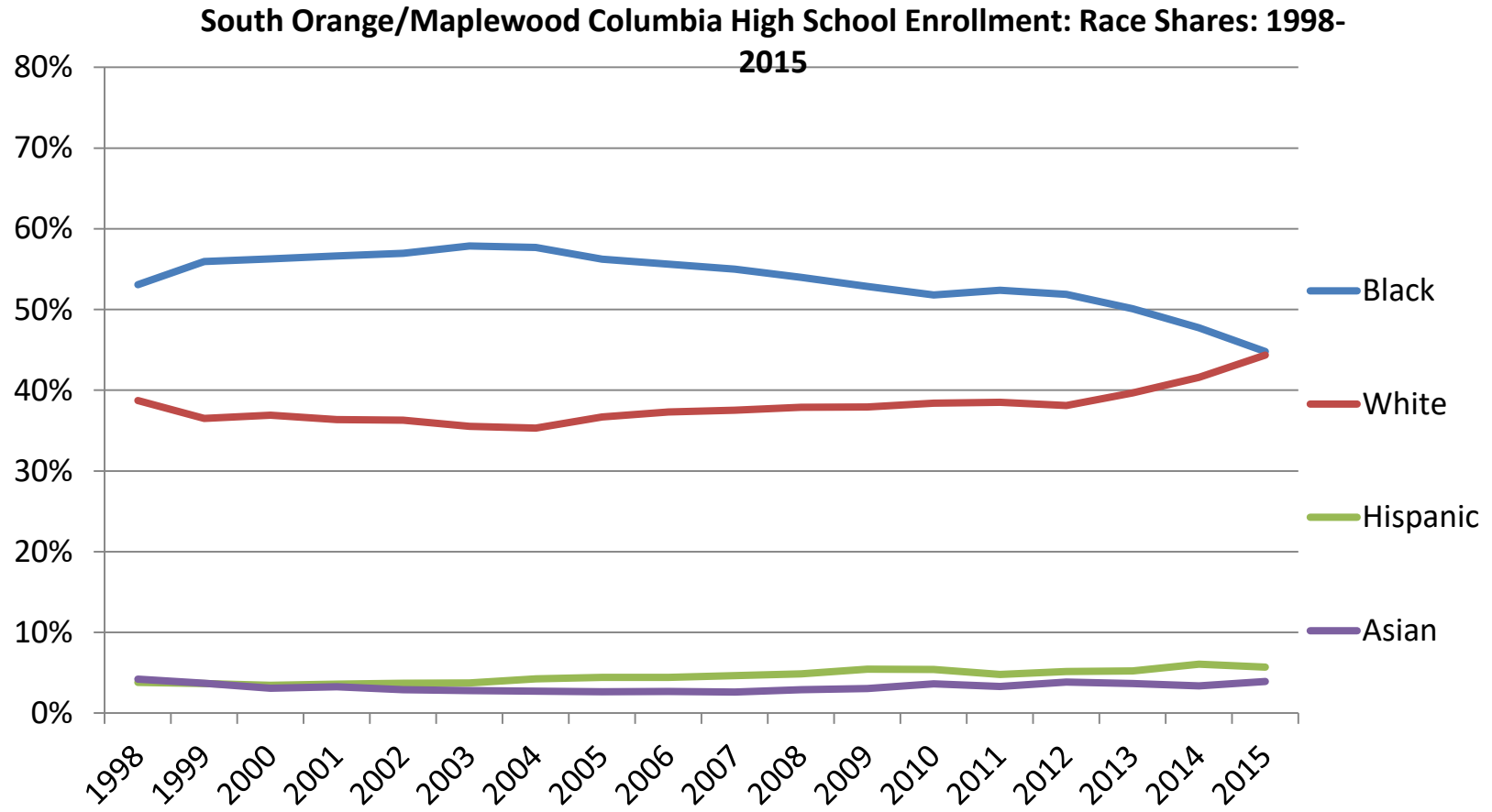
At South Orange Middle School (all of South Orange plus the Maplewood portion of the Clinton zone), the White and Hispanic shares have been growing. The Black share peaked in 1999.

**South Orange Middle School Enrollment:
Race Shares, 1998-2015**



Source: NJ DOE enrollment tables, total enrollment (2015 = '15-'16); "2+ races" not shown, because 2+ was not answer option for many in this age range.

In the 2015-2016 school year, the White share of Columbia High School students almost reached the Black share of students for the first time in nearly 20 years. The White share will continue to rise for a some years, as the students now in the middle schools, which are still getting whiter, enter CHS.



Source: NJ DOE enrollment tables, total enrollment (2015 = '15-'16). "2+ races" not shown because 2+ not answer option for most in this age range.



Observations

- ▶ Since 1997, the Community Coalition on Race, the Midtown Direct, the rise in SOMA housing prices, and the Great Recession have all had an effect on who moves to SOMA.
- ▶ The lack of lower cost housing has an effect as well—we currently serve well those making over \$100,000 in terms of housing affordability but have fewer options for those earning less than \$100,000.
- ▶ Even with the increase in Whites and the emerging race groups, there is a very high Black presence in SOMA—much higher than in nearby comparable communities.
- ▶ Blacks tend to stay longer in SOMA—and that has contributed to the stability of the Black percentage of the population at least through 2010—but that may change.



Observations, continued

- ▶ While 20 years ago there was a concern about “White flight,” the issue we’re facing today is a strong White “re-entry” and a decrease in Black in-movers.
- ▶ The SOMA increase in Asians and Hispanics is consistent with national trends in suburban demographics.
- ▶ The SOMA increase in Whites and decrease in Blacks, however, is inconsistent: in the US overall, White presence in suburbs has dropped by 16% and Black presence is growing modestly.
- ▶ Nationwide, Whites and Asians tend to live in wealthier neighborhoods than Blacks and Hispanics earning the same annual income.
- ▶ This pattern is reflected in the strong growth of Asian populations in places like Millburn and Livingston, and of Blacks and Hispanics in West Orange.



Final Thoughts

- ▶ SOMA's reputation—based on its strong branding and marketing—as welcoming, inclusive, and diverse succeeded in attracting White homebuyers looking for exactly that (i.e., not their parents' suburbs)--along a train line, with more space than the cities and good schools.
- ▶ The Great Recession reduced many people's buying powers, and the decrease in asset ownership has been proportionally greater among minority households nationally.
- ▶ Some nearby communities have broader economic diversity, more lower-priced homes, growing racial diversity, strong schools, and lower property taxes—and are now increasingly attractive to Blacks and Hispanics, regardless of their income.
- ▶ The good news is we may be witnessing a broader regional growth in diverse communities.
- ▶ **The question for SOMA is how do we stay competitive in attracting and retaining non-white populations and maintain the diversity we cherish as we face the 'white re-entry' phenomenon?**



Research, Data Analysis and Report Preparation by:

- ▶ Nancy Gagnier
- ▶ David Kraiker
- ▶ George Robinson
- ▶ Chris Stetson
- ▶ Leila González Sullivan

