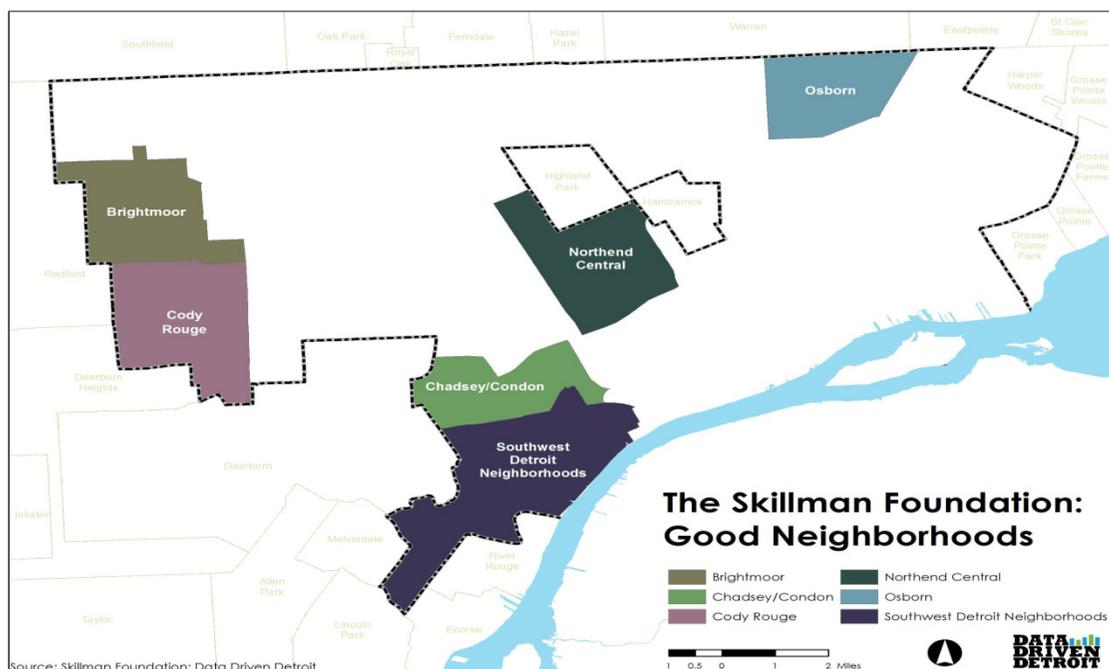


Brightmoor Neighborhood Profile

The Brightmoor neighborhood is home to 23,845 residents on the western edge of Detroit. It is bordered on the East by Evergreen, Grand River, West Outer Drive, Grandville and the Southfield Freeway, and on the West by the Detroit city limits. The Northern border is West McNichols Road, while the railroad tracks and I-96 serve as the community's boundary to the South.¹ Brightmoor is home to an estimated 7,236 children and youth (0 to 18 years of age).

Figure 1. Reference Map of Skillman Neighborhoods*



*A detailed street map of the Brightmoor neighborhood is provided at the end of the narrative profile.

General Population Trends – Age, Race/Ethnicity and Household Structure

The 2010 population of 23,845 represented a 31.1 percent decrease over 2000's total of 34,598. This was somewhat higher than the 25 percent loss experienced by the City of Detroit. The population of children and youth experienced an even higher rate of loss than the population as a whole. The area lost 4,071 children and youth over the decade, representing 36.0 percent of their 2000 total. Such a trend mirrored that of the city (though at a slightly higher differential), which experienced a higher rate of loss for its 0 to 18 years population than for the general population, 33.9 and 25.0 percent, respectively. An analysis of the data makes it quite clear that families, both married couple and single parent, with school-age children (particularly 5 to 14 years of age) lead the exodus from Detroit over the decade. The family dynamics in Brightmoor played out such that households with children decreased at a rate more than one and one-half times that of households in general (39.4 percent vs. 24.6 percent). While single-parent families with children decreased at a lower rate than all families with children (30.2 percent vs. 39.4 percent),

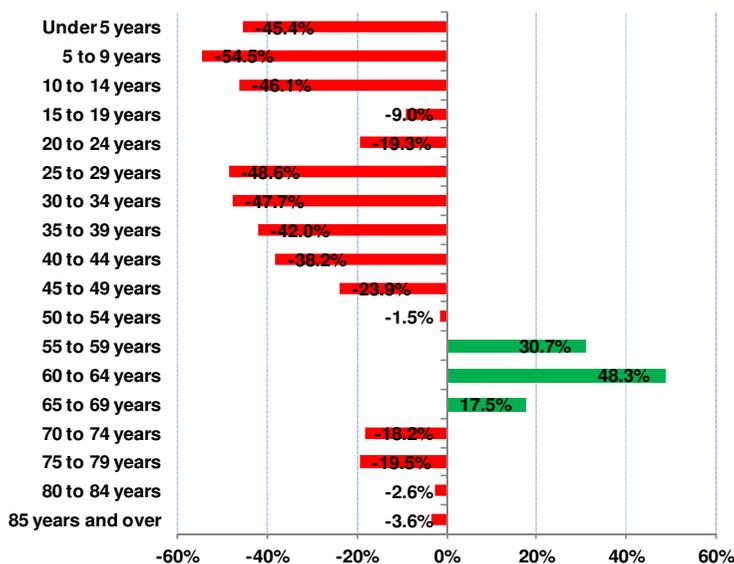
¹ The Brightmoor Alliance voted in the first quarter of 2012 to expand the "footprint" of the Brightmoor neighborhood to include 4 additional census tracts - 5432, 5434, 5442, and 5443 - to the north.

married-couple families with children decreased by more than half (57.0 percent). The share of married couple families with children, as a percent of total households, decreased in the neighborhood from 15.7 to 9.0 percent. Married couple families as a whole, with or without children, decreased in share from 27.2 to 20.1 percent.

A more detailed picture of the area's changing age structure can be seen in Figure 2. While the total population 0 to 18 years of age fell by 36.0 percent, it is clear that the three lowest school-age cohorts experienced even higher rates of loss, and that the older cohort of 15 to 18 year olds was the most stable. While the city as a whole has experienced a huge decline in births (down by over 55 percent citywide since 1990), due to a combination of lower birth rates and fewer women in their child-bearing years, the trend over the last decade has had an even greater impact in Brightmoor, as population under 5 years of age has decreased by 45.4 percent, compared to the city's loss of 34.2 percent. The movement out of Detroit by parents, particularly married couples in Brightmoor, of children entering school resulted in a loss of more than half (54.5 percent) of children 5 to 9 years of age. The loss in the 10 to 14 years age cohort, 46.1 percent, was still quite a bit higher than the overall rate for youth. The only stability in the lower ages was in the 15 to 19 years of age group. The city, due to high birth rates in the early 1990s², has experienced a population bubble in the high school years. Such a bubble accounts for the small decrease of 9.0 percent. In fact, this was the smallest loss of any cohort in Brightmoor until we reach the 1.5 percent loss for the 50-54 year olds, followed by the growth cohorts between 55 and 69 years of age.

An analysis beyond the age of 18 years shows that the only age groups to grow in Brightmoor were the baby boomer cohorts.

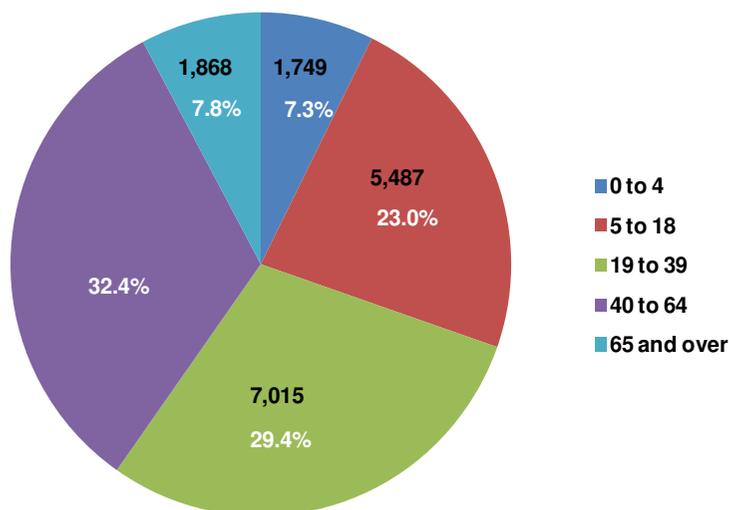
Figure 2. Population Change in the Brightmoor Neighborhood by 5-Year Age Group, 2000 - 2010



² The City of Detroit averaged 22,349 births annually between 1990 and 1993. During the most recent 4-year span, 2007-2010, annual births averaged 11,532. Table 2 includes only the births for which geocoding and characteristics were available. A total of 10,800 of Detroit's birth total of 10,970 met these criteria.

The 2010 age distribution of Brightmoor is provided in Figure 3. The age groupings separate the population less than five years of age from the 5 to 18 year population. The ‘working age’ population is divided into two groups, 19 to 39 years and 40 to 64 years. The final category is the senior population, 65 years and over.

Figure 3. Population Distribution by Age in the Brightmoor Neighborhood in 2010

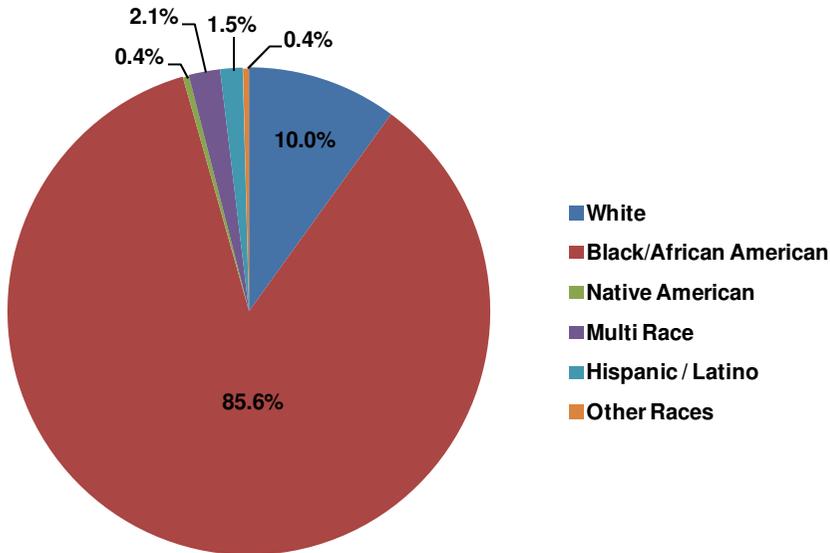


While Brightmoor has experienced population decreases cross all race/ethnic groups over the last decade, the largest losses occurred among whites, Asians and Other Race groups. African Americans, while decreasing in number by 25.4 percent, experienced an increase in their share of the neighborhood's population from 79.1 percent in 2000 to 85.6 percent in 2010. The second largest group was whites at 10.0 percent, down 56.5 percent in number from an 15.8 percent share in 2000. The Asian population, accounting for only 0.3 percent of the neighborhood's population, decreased in number from 361 to 65, a loss of 82 percent. The remainder of the community is 2.1 percent Multiracial, and 1.5 percent Hispanic/Latino. While both groups lost population over the decade, the decrease for both was less than the neighborhood average, thus resulting in a slight growth in their overall representation. The remaining 0.5 percent is comprised primarily of Native Americans (0.4 percent) and Other, non-specified races³ (Figure 4).

³ The 2010 Census defines race and ethnicity as follows:

- **American Indian or Alaska Native** – A person having origins in any of the original people of North and South America (including Central America) and who maintains tribal affiliation or community attachment
- **Asian** – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **Black or African American** – A person having origins in any of the black racial groups of Africa
- **Native Hawaiian or Other Pacific Islander** – A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **White** – A person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **Hispanic or Latino** – A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race

Figure 4. Racial/Ethnic Composition of the Brightmoor Neighborhood in 2010



The 24.6 percent decrease in Brightmoor households over the decade was driven primarily by the loss of family households. Families (households of two or more persons related by blood, marriage or adoption) decreased by 29.5 percent while nonfamily households decreased at half that rate (14.9 percent). This trend was quite similar to that of the city as a whole, where the loss of family households was much greater than that of nonfamily households, 25.4 vs. 9.7 percent, respectively. The result was that family households reduced their share of the total from 66.1 to 61.8 percent, while nonfamily households increased from 33.9 to 38.2 percent.

While family households decreased overall by 29.5 percent, there were wide differences by family type. Married couple (husband-wife) families decreased at the highest rate of all household types, down 44.1 percent. Single female-headed families decreased by 20.7 percent in total, while single male-headed families decreased by 12.4 percent. Among nonfamily households, the dominant type is single person households. These households experienced a 12.7 percent decrease, half the overall average, resulting in an increase of their share of total households from 33.9 to 38.2 percent. All other nonfamily households of two or more persons decreased at rates higher than that of the singles. The major impact of these changes was that husband-wife families decreased their share of households from 27.2 to 20.1 percent, while female-headed families increased their share from 32.1 to 33.8 percent, and nonfamily households grew from 33.9 to 38.2 percent of the total.

The second half of Table 1 looks specifically at households with children and youth. Here we see the trends reported for total households magnified. Their overall decrease was 60 percent higher than that of total households, 39.4 vs. 24.6 percent. This fact supports the earlier finding of a much higher loss for the under 18 years of age population than the general population in Brightmoor. Married couples with children decreased at a rate of 57.0 percent and represented only 23.9 percent of all households with children. While single female-headed families with children dropped by 31.2 percent, their share of all Brightmoor households with children

increased from 56.2 to 63.8 percent. Single male-headed families experienced a slightly lower rate of decrease over the decade, 24.1 percent, resulting in a rise in their share of the total households with children from 8.9 to 11.2 percent.

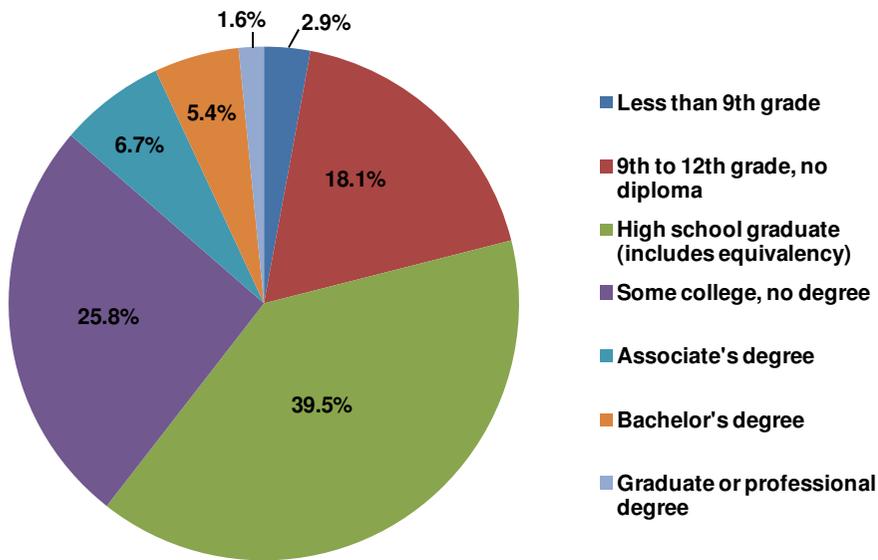
Table 1. Household Structure and Living Arrangements of Children and Youth in the Brightmoor Neighborhood in 2010

	2000	2010	% Change		2000	2010	% Change
	Number				Percent		
Total households	12,199	9,204	-24.6%		100.0%	100.0%	0.0%
Family households	8,067	5,689	-29.5%		66.1%	61.8%	-6.5%
Husband-w ife family	3,316	1,852	-44.1%		27.2%	20.1%	-26.0%
Male householder, no w ife present	830	727	-12.4%		6.8%	7.9%	16.1%
Female householder, no husband present	3,921	3,110	-20.7%		32.1%	33.8%	5.1%
Nonfamily households	4,132	3,515	-14.9%		33.9%	38.2%	12.7%
Householder living alone	3,358	2,933	-12.7%		27.5%	31.9%	15.8%
Householder not living alone	774	582	-24.8%		6.3%	6.3%	-0.3%
Households with one or more under 18 years	5,686	3,443	-39.4%		46.6%	37.4%	-19.7%
Family households	5,616	3,407	-39.3%		98.8%	99.0%	0.2%
Husband-w ife family	1,915	824	-57.0%		33.7%	23.9%	-28.9%
Male householder, no w ife present	507	385	-24.1%		8.9%	11.2%	25.4%
Female householder, no husband present	3,194	2,198	-31.2%		56.2%	63.8%	13.6%
Nonfamily households	70	36	-48.6%		1.2%	1.0%	-15.1%

Socioeconomic Trends - Educational Attainment, Income and Poverty

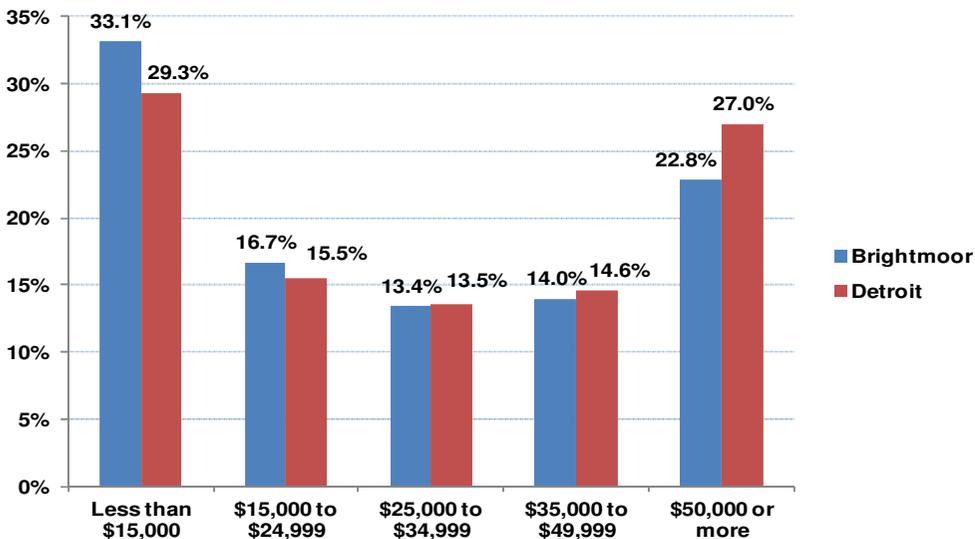
The Census Bureau’s American Community Survey collects data on the educational attainment of the population 25 years and over. Due to the annual sample size, data at the neighborhood must be aggregated over a five-year period to produce statistically reliable estimates. The latest data from the 2006-10 period were released in February 2012 and reproduced in Figure 5. The share of residents without a high school diploma, 21.3 percent, is on the low end among the six Skillman neighborhoods and slightly under the city average of 23.2 percent. One quarter of residents, 25.8 percent, responded that they had completed some college but had not attained a degree. This was just above the city average of 24.7 percent. The neighborhood college graduation rate of 8.7 percent exceeded four of the neighborhoods but was below the city average of 11.8 percent. There appears to be an opportunity to reach out to those in the neighborhood with some college and develop programs that can move them forward to acquire either an Associate degree or complete a Bachelor’s degree. On the other end of the education spectrum, an investment in adult education would be of great benefit in order to increase the reading, math and technical skills of those who have been marginalized in this economy.

Figure 5. Educational Attainment in the Brightmoor Neighborhood, 2006-2010



The income distribution for households in the Brightmoor neighborhood tended to trend somewhat lower than the city’s overall distribution. Figure 6 shows that its share of households with income less than \$15,000 was 3.8 percentage points more than the city average, while its share of households with incomes more than \$50,000 was 4.2 percentage points less. The difference between the two for the categories between these extremes was consistently within about one percentage point.

Figure 6. Household Income Distribution in Brightmoor and Detroit, 2006-2010



The lower household income distribution is reflected in the poverty rates for children. Both the poverty rates for children overall in Brightmoor and for children less than 6 years of age were higher than the city averages. The differential for all children was seven percentage points (54.7 vs. 47.7 percent), while it was nine percentage points (59.2 vs. 50.3 percent) for children less than 6 years of age. Brightmoor had the highest poverty rate among the six neighborhoods for all children and ranked second highest, behind Northend Central, for children less than six years of age.

Housing Characteristics – Occupancy, Tenure and Cost

The total number of housing units in Brightmoor decreased at a rate much lower than that of the population. The 12,298 housing units in 2010 represented a decrease of 8.7 percent from the 2000 total of 13,475. The reason for the gap between housing and population decreases was the large increase in vacant housing units. Vacancies almost tripled over the ten year period, rising from 1,276 to 3,094. The overall vacancy rate rose from 9.5 to 25.2 percent, higher than the citywide average of 22.8 percent. It is easy to understand how a community with one of every four housing units sitting vacant has an extreme degree of pressure working against its overall stability.

The occupied housing stock experienced a slight shift from owner occupancy to renter occupancy. The number of owner-occupied units dropped by 28.9 percent, while renter-occupied units decreased by 19.6 percent. The result was a continued movement toward an evenly distributed owner-renter housing stock, as the owner occupancy rate decreased from 53.2 to 50.1 percent. This was just below the Detroit average of 51 percent.

Housing affordability is a critical factor in understanding the stability of a neighborhood. The rule of thumb is that housing costs should not consume more than 30 percent of a household's gross income to be considered affordable. When the costs consume greater shares there is less available to cover the other costs of daily living. Data from the 2006-10 American Community Survey show that 41.7 percent of owners and 64.1 percent of renters are over the 30 percent limit. These are both slightly below city averages and in the middle of the six Skillman neighborhoods.

Table 2. Summary Table of 2010 Demographic and Housing Data for the Brightmoor Neighborhood (Part 1)

Data Category	Brightmoor	Detroit
Total Population	23,845	713,777
Children		
Number of children 0 to 18 years of age	7,236	204,095
Percent of the total population	30.3%	28.6%
Number of children 0 to 5 years of age	2,112	59,786
Percent of the total population	8.9%	8.4%
Number of children 6 to 11 years of age	2,197	60,863
Percent of the total population	9.2%	8.5%
Number of children 12 to 18 years of age	2,927	83,446
Percent of the total population	12.3%	11.7%
Percent of all households with children	37.4%	34.4%
Percent of family households with children led by a single parent	75.8%	69.2%
Race/Ethnicity		
Black children 0 to 18 years of age	6,528	167,612
Percent of the population 0 to 18	90.2%	82.1%
Hispanic children 0 to 18 years of age	144	19,300
Percent of the population 0 to 18	2.0%	9.5%
White children 0 to 18 years of age	277	9,179
Percent of the population 0 to 18	3.8%	4.5%
Multiracial children 0 to 18 years of age	237	4,999
Percent of the population 0 to 18	3.3%	2.4%
Other race children 0 to 18 years of age	50	3,005
Percent of the population 0 to 18	0.7%	1.5%
Education		
Percent of the population 25 and over with less than a high school diploma	21.3%	23.2%
Percent of the population 25 and over with a bachelor's degree or higher	8.7%	11.8%
Voting		
Percent of voting age population which turned out in the 2010 election	30.2%	31.1%
Percent of registered voters who turned out in the 2010 election	27.7%	29.1%
Safety (we use a different methodology than the FBI's Uniform Crime Rate)		
Property crime rate per 1,000 residents	68.8	73.1
Burglary	31.0	26.1
Larceny-Theft	19.3	27.4
Motor Vehicle Theft	16.3	17.9
Violent crime rate per 1,000 residents	22.7	24.1
Robbery	7.6	8.5
Aggravated Assault	42.0	42.7
Low-Level Crime rate per 1,000 residents		
Drug/Narcotics	7.8	5.7
Destruction/Damage/Vandalism of Property	19.2	20.3

Table 2. Summary Table of 2010 Demographic and Housing Data for the Brightmoor Neighborhood (Part 2)

Data Category	Brightmoor	Detroit
Health		
Total Births	359	10,800
<i>Percent of all births by mother's age in 2009</i>		
10-19	20.6%	21.4%
20-24	28.1%	31.5%
25 and over	51.3%	47.1%
<i>Percent of births to teens in 2009...</i>		
Where baby has a low, or very low, birth weight	6.8%	10.1%
Where prenatal care was inadequate	26.9%	23.2%
To an unmarried mother	97.3%	96.9%
To a mother who did not graduate high school	65.8%	60.1%
<i>Percent of total births in 2009...</i>		
Where baby has a low, or very low, birth weight	12.5%	11.4%
Where prenatal care was inadequate	17.2%	18.4%
To an unmarried mother	84.1%	79.8%
To a mother who did not graduate high school	32.0%	36.0%
Housing		
Percent of all housing units which are vacant	25.2%	22.8%
Percent of all residential lots which are vacant land	32.6%	26.9%
Percent of all occupied housing units owner-occupied	50.1%	51.1%
Percent of all housing units built before 1950	49.8%	62.2%
Percent of renters paying 30 percent or more of monthly income towards rent	64.1%	65.7%
Percent of owners paying 30 percent or more of monthly income towards housing costs	41.7%	44.8%
Economic Security		
Percent of people 20 to 64 who are unemployed	16.0%	15.1%
Percent of people 20 to 64 not working	46.0%	48.0%
Average household income (in 2010 dollars)	\$36,135	\$39,838
<i>Household income by category</i>		
Percent with income less than \$15,000	29.9%	29.3%
Percent with income \$15,000 to \$24,999	15.3%	15.5%
Percent with income \$25,000 to \$34,999	13.7%	13.5%
Percent with income \$35,000 to \$49,999	16.4%	14.6%
Percent with income greater than \$50,000	24.7%	27.0%
Percent of children less than 6 in poverty	59.2%	50.3%
Percent of children less than 18 in poverty	54.7%	47.7%
Vehicle Ownership and Transportation		
Percent of households with no access to a vehicle	18.8%	21.5%
Average travel time to work (minutes)	28.0	26
Percent of people who travel to work on public transportation	7.5%	7.9%
Definitions		
Low or Very low birthweight - Very low birthweight is less than 1,500 grams; low birthweight is 1,500 to 2,499 grams		
Inadequate prenatal care - According to the Kessner index, when no care is received or if care began during the 3rd trimester		
Unemployed - Population not working and actively looking for work in the past 4 weeks		
Not working - Population which is unemployed plus population which not working or looking for work		

