2019 Demographic Report for

South Orange and Maplewood

SOUTH ORANGE | MAPLEWOOD
COMMUNITY COALITION ON RACE

Our Mission: To build and sustain a community that is racially, culturally and socially integrated and truly inclusive where there is equity and equality for all.

Markers of stable integration:

- **Overall Diversity of the Towns**
- **Neighborhood Integration**
- **Housing Values**
- **School District Demographics**
- Civic Life
- Businesses
- Social Integration

Executive Summary

Stable racial integration in housing and all aspects of community life has been a core component of the Community Coalition on Race's intentional integration mission since 1996. The towns of South Orange and Maplewood SOMA have supported the Coalition on Race's mission for 23 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 and school integration in SOMA.

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This report asks:

- What have SOMA's demographics looked like over the last 23 years?

- What events have impacted our demographics?

- Where are we now?

- Are there observable trends that forecast our future demographic profile?

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We used the following sources to gather information:

- Census Data
- Home Mortgage Data Assessments
- American Community Survey data
- SOMSD school enrollment data
- NJ Department of Education 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 '90s, the overall demographics of the towns remained relatively stable between 2000 and 2010 based on census data.

- Housing prices rose more rapidly than other Midtown Direct towns through 2005 at the same time that the Black population share grew.

- There is now a distinct trend in the increase of White in-movers in SOMA, a slight increase in Hispanic in-movers, a minimal increase in Asian in-movers, and a decrease in Black in-movers.

- The White population increased successively beginning in the elementary schools in 2006, the middle schools in 2010, and finally at the high school in 2015.
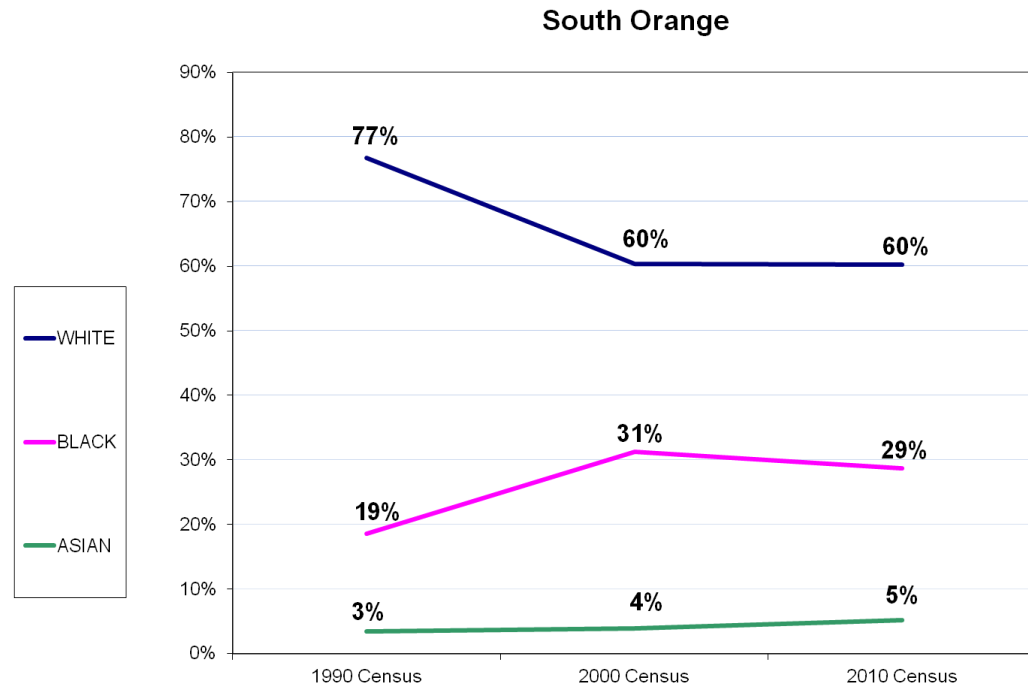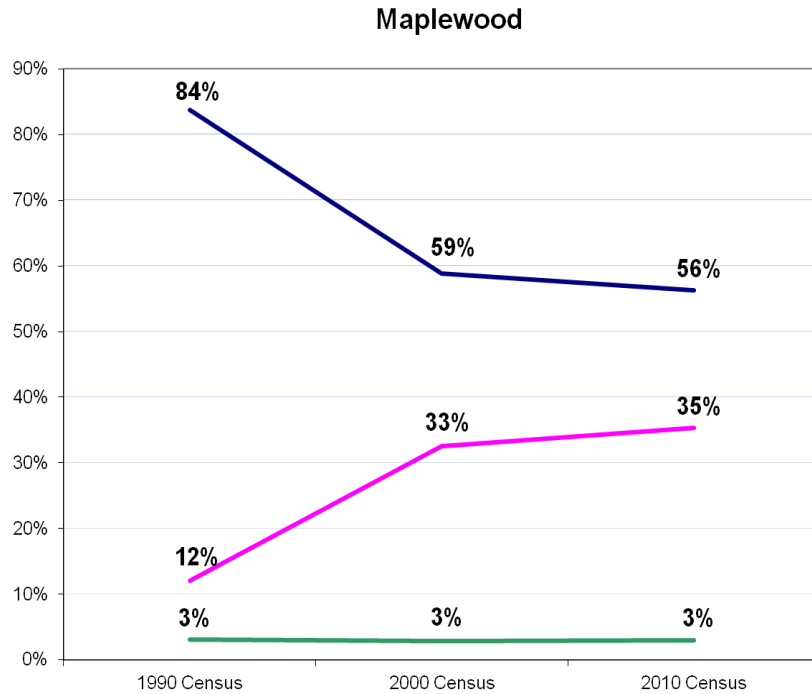
Racial Integration and Demographic Trends

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Dramatic Racial shifts in SOMA stabilized between 2000 and 2010

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SOMA Race/Ethnicity Shares Compared to Essex County, New Jersey, and the U.S.

Demographics	Maplewood	South Orange	SOMA	Essex County	NJ	US
White	56.6%	63.5%	60.0%	42.1%	67.9%	73.0%
Black or African American	34.2%	26.6%	30.4%	40.0%	13.5%	12.7%
Asian	2.8%	5.0%	3.9%	5.2%	9.4%	5.4%
2 or more races	4.0%	4.1%	4.0%	2.6%	2.6%	3.1%
Alaskan or Native American Indian	0.2%	0.1%	0.1%	0.3%	0.2%	0.8%
Hispanic or Latino all races	7.9%	6.6%	7.2%	22.4%	19.7%	17.6%

Source: 2017 American Community Survey 5-Year Estimates

Note: Unable to obtain data on same-sex households as the U.S. Census Department does not distinguish between married couples who are same sex vs. opposite sex.

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Race/Ethnicity Shares in SOMA & Comparable Towns, 2017

	BLOOMFIELD	LIVINGSTON	MILLBURN	MONTCLAIR	SPRINGFIELD	SUMMIT	TENECK	UNION	WEST ORANGE	MAPLEWOOD	SOUTH ORANGE	SOMA
Total population*	48,892	29,955	20,387	38,572	17,528	22,155	40,977	58,499	47,609	24,706	16,503	41,209
WHITE	62.5%	72.4%	73.3%	65.1%	76.3%	81.2%	55.6%	56.8%	57.7%	56.6%	63.5%	59.3%
BLACK/AFRICAN AMERICAN	18.7%	1.6%	3.1%	24.7%	8.7%	3.5%	27.6%	35.4%	27.4%	34.2%	26.6%	31.1%
ASIAN	9.4%	22.4%	20.9%	3.3%	9.8%	7.7%	8.5%	12.1%	8.1%	2.8%	5.0%	3.7%
HISPANIC ALL RACES **	28.2%	4.0%	4.4%	9.8%	10.4%	15.6%	19.1%	18.9%	19.9%	7.9%	7.9%	7.4%
NATIVE AM/ ALASKAN	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.4%	0.2%	.2%	0.1%	0.1%
NATIVE HAWAII/ PACIFIC IS	0.03%	0.2%	0.0%	0.0%	0.0%	0.0%	.02%	0.01%	0.0%	0.0%	0.0%	0.0%
TWO OR MORE RACES **	2.8%	2.6%	2.4%	4.0%	4.0%	1.8%	2.3%	2.1%	3.2%	4.0%	4.1%	4.0%

- *2017 American Community Survey population estimates, U.S Census*
- *NOTE: It appears some persons may have Identified as both a particular race/ethnicity AND as two or more races.*
- *Thus, totaling these individual groups may surpass the total population.*

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

Only geographies that <u>exceed</u> the NJ norm
by statistically significant amounts are shown

Geography	SOMA	NJ
Total Foreign Born Share	18.4%	22.1%
Country of Birth by % of Total Population		
Haiti	2.7%	0.5%
Jamaica	1.3%	0.5%
United Kingdom	0.9%	0.1%
Ghana	0.8%	0.2%
Nigeria	0.7%	0.2%
Trinidad and Tobago	0.6%	0.1%
Canada	0.5%	0.2%
Regions		
Caribbean	5.9%	3.6%
Western Africa	1.8%	0.5%
Northern Europe	1.0%	0.4%
Continents		
Africa	2.7%	1.2%

Source: ACS 2013–2017

SOMA has more than 7,000 foreign-born residents, nearly 75% of whom are people of color.

% of SOMA Residents Who Are Foreign Born, By Major Race Group

% of Total Adults in Each Race Group	Overall % of Pop.	White Non-Hispanic		Black/Hisp/Asian/Other		Black		Hispanic		Asian	
		% of Total Pop.	% of Foreign Born Pop.	% of Total Pop.	% of Foreign Born Pop.	% of Total Pop.	% of Foreign Born Pop.	% of Total Pop.	% of Foreign Born Pop.	% of Total Pop.	% of Foreign Born Pop.
SOMA											
Foreign Born	**18.4%**	5.1%	28.7%	13.3%	74.3%	7.8%	43.9%	2.0%	11.5%	2.0%	11.0%
Maplewood											
Foreign Born	**21.0%**	5.5%	26.9%	15.5%	76.2%	9.3%	46.0%	2.6%	11.8%	1.5%	7.4%
S. Orange											
Foreign Born	**14.5%**	4.6%	32.4%	9.9%	70.2%	5.6%	39.5%	1.2%	8.6%	2.7%	18.8%

Source: American Community Survey ACS 2013-2017 fielding midpoint: 2015
*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 2% 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/Hisp/Asian/Other = Overall minus Non-Hispanic White.

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SOMA Census Tracts: 190-199
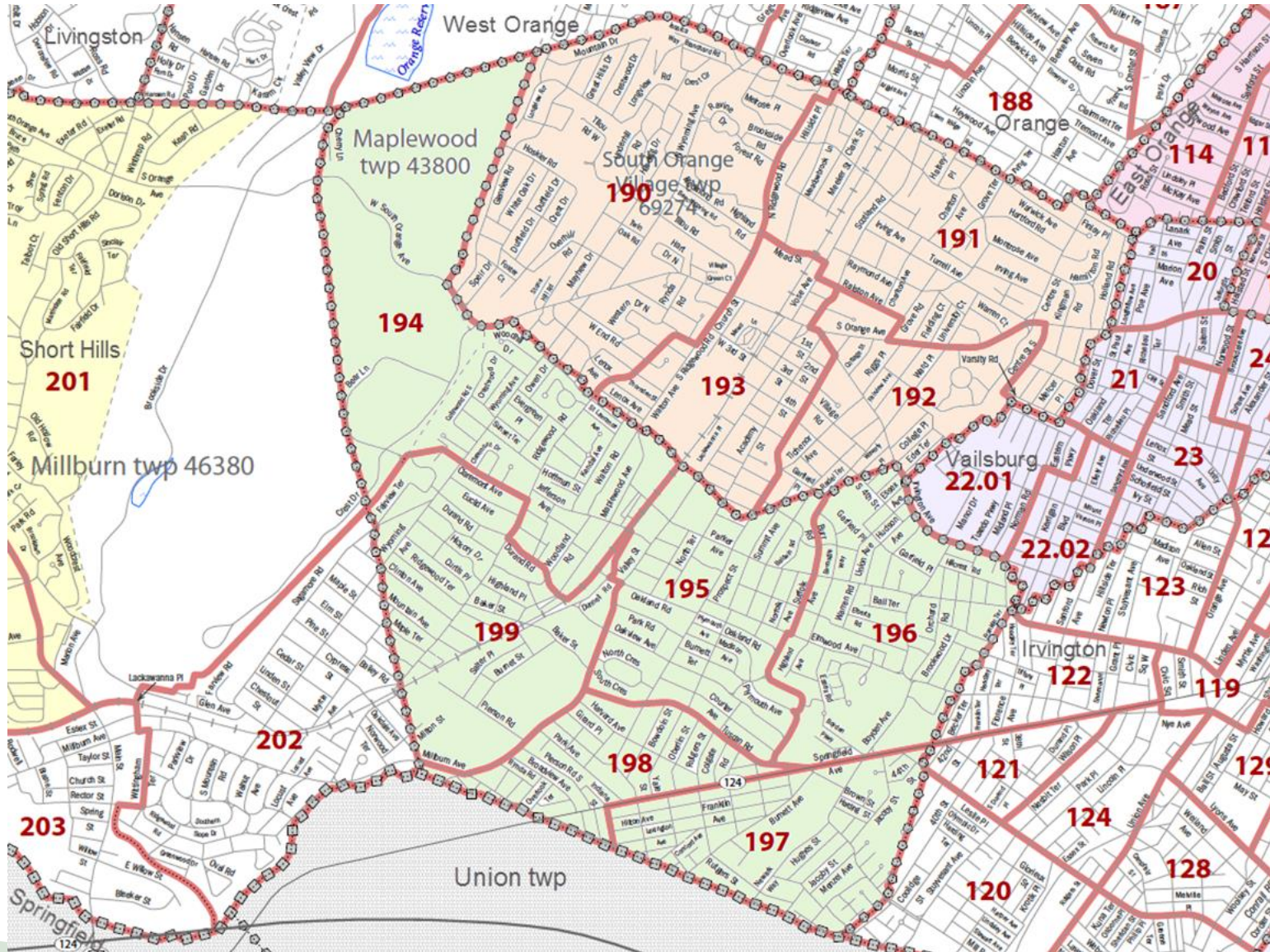
Our towns' success at Black/White residential integration varies by neighborhood.

Maplewood, in particular, has concentrations of White residents in the western sections and Black residents in the eastern section.

Black Share of Each SOMA Census Tract			
Census Tract Number	Black Share of Residents	Approximate Description	Town
197	65.9%	Hilton	Maplewood
196	50.3%	NE Maplewood	Maplewood
191	44.1%	NE South Orange	South Orange
198	26.3%	College Hill	Maplewood
193	25.2%	Downtown/Valley	South Orange
192	22.2%	SE South Orange	South Orange
190	16.4%	Wyoming/Newstead	South Orange
195	8.1%	North of Tuscan Road	Maplewood
194	6.9%	NW Maplewood	Maplewood
199	3.8%	SW Maplewood	Maplewood

Source: 2013-2017 American Community Survey 5-Year Estimates

Notable Integration Shifts

Which block groups have increased their integration levels since 2010?

- Tract 197 Hilton, the SOMA area with the largest percentage of Black residents, saw a modest decrease in the estimated share of Black residents, bringing this tract somewhat closer to the towns' overall racial representation.

- Tract 198 in Maplewood College Hill had an overall gain in the share of Black residents 5.4% to 10.7% , nearly all concentrated in Block Group 198.1.

- Block Groups 191.1 and 191.3 had significant gains in the share of Black residents.

- Block Groups 190.1 in Newstead and 195.1 north of Tuscan Road saw slight increases in the estimated Black population share, but remain well below the average.

Tract/ Block Group	2010	2017	2010-2017 Change
Tract 197	67.2%	65.9%	-1.3%
191.1	14.0%	24.5%	10.5%
198.1	5.4%	10.7%	5.3%
196.2	15.7%	20.4%	4.7%
191.3	7.5%	11.8%	4.3%
190.1	4.9%	6.3%	1.4%
195.1	3.0%	4.2%	1.2%

Percents refer to Black population shares.

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Notable Integration Shifts

Are there block groups that are becoming less integrated?

- Tract 191 Montrose started with proportionally high shares of Black residents that increased.

- Tract 192 Tuxedo Park, and 195 north of Tuscan Road started below the norm for Black shares and became proportionally whiter.

- Two block groups in Tract 191 191.2 and 191.4 started below the norm for Black shares and became proportionally whiter.

- Within Tract 197, which has a proportionally high share of Black residents in SOMA, block groups 197.2 and 197.3 are estimated to have lost Black residents.

Tract/ Block Group	2010	2017	2010-2017 Change
Tract 191	40.5%	44.1%	3.6%
Tract 192	28.8%	22.2%	-6.6%
Tract 195	11.1%	8.1%	-3.0%
191.2	9.9%	3.8%	-6.1%
191.4	10.4%	4.0%	-6.4%
197.2	15.4%	10.4%	-5.0%
197.3	7.3%	3.0%	-4.3%

Percents refer to Black population shares.

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.
- Almost one-fifth 18.4% of SOMA residents are foreign born; Of those, nearly three-quarters 74.3% are people of color.
- Asian, Hispanic, and Multiracial people are groups increasing in population share since the 2010 Census.
- Neighborhood integration varies, with 3 sections of Maplewood showing concentrations of White or Black residents.

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Housing

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SOMA Residential sales prices increase dramatically prior to the recession

**Avg. Residential Sales Price, 1994-2018 For Selected Towns in Essex & Union Counties**

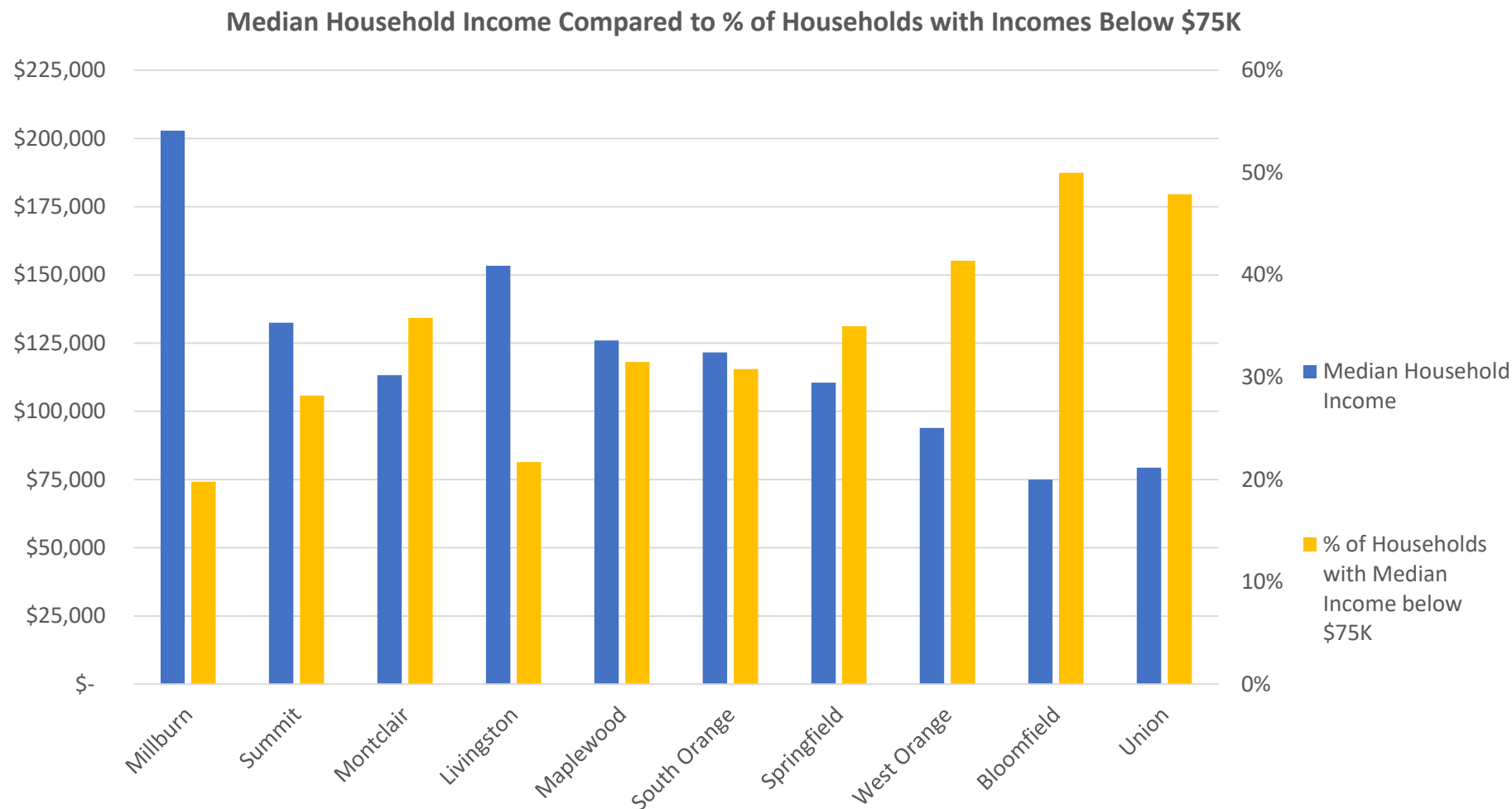*Source: https://www.state.nj.us/treasury/taxation/lpt/class2avgsales.shtml*
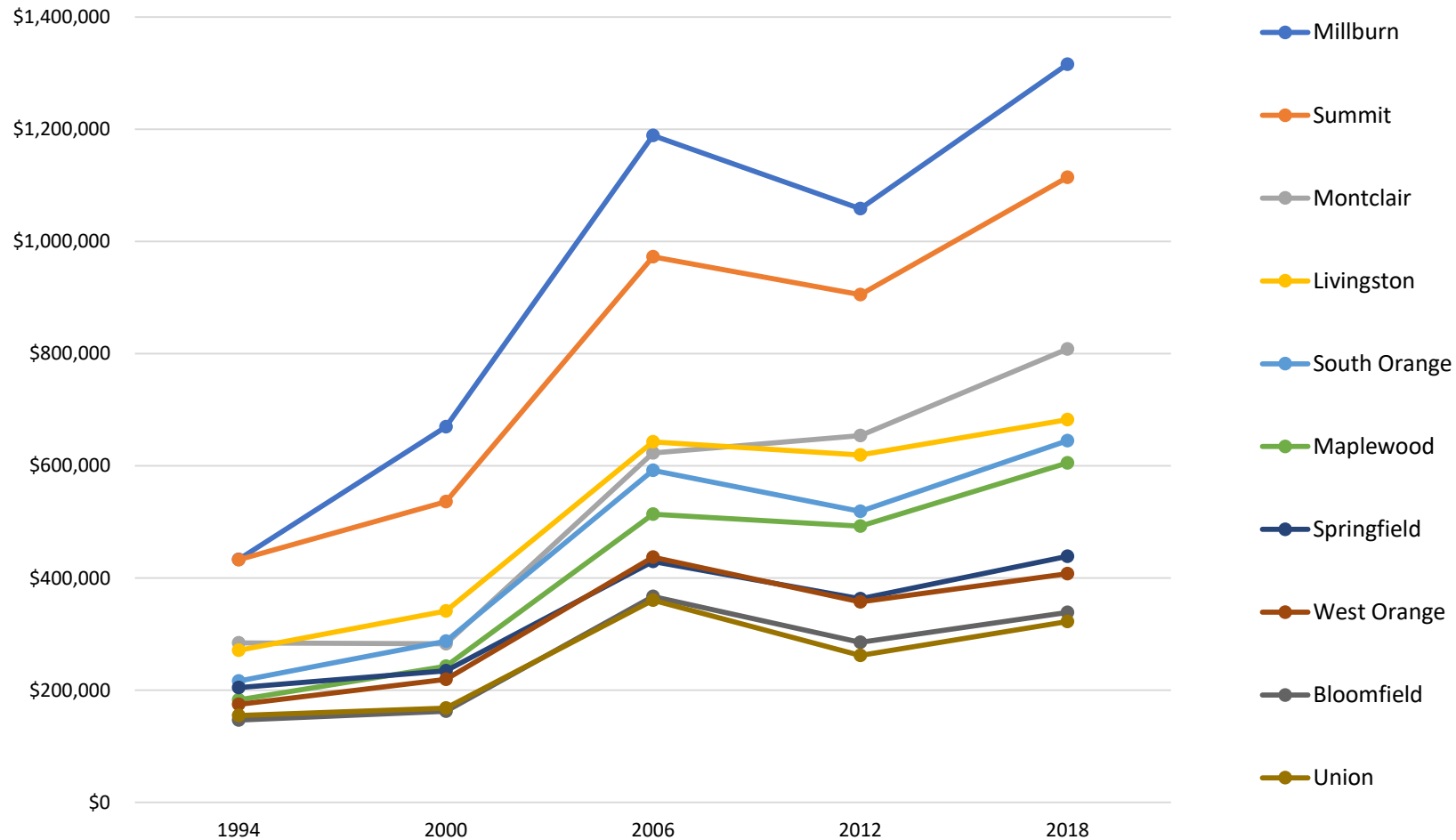
The post-recession decrease in new Black homeowners in SOMA has largely stabilized since 2012 at approximately 12% of new mortgagees.

Race/Ethnicity of Primary Mortgagee for Owner-Occupied Houses Bought in SOMA, 2007-2017
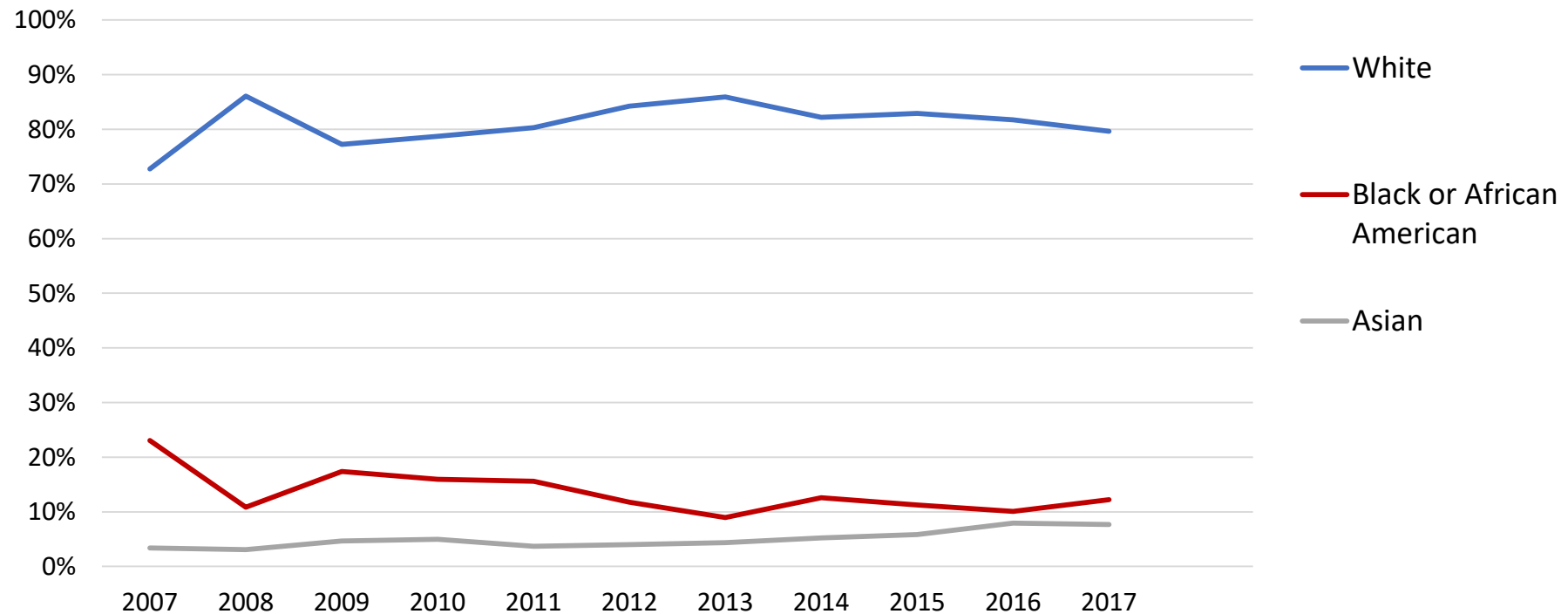
Source: Consumer Financial Protection Bureau's HMDA records of primary mortgagee for owner-occupied 1-4 family residences. Does not include mortgagee ethnicity or individuals who did not provide race/ethnicity data.

Income data places SOMA in a $120-125K median-household income competitive set.

Median Household Income Compared to % of Households with Incomes Below $75K

Legend:
- Median Household Income
- % of Households with Median Income below $75K

Source: ACS 2013-2017; Estimates subject to sampling *error*

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What do we mean by Affordable?

- **AFFORDABLE HOUSING**: In general, this is housing for which the occupants is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities.

  - In Maplewood, HUD calculated the Area Median Income for a family of four in 2017 as $126,000. In South Orange the 2017 AMI was $121,637. Thirty percent of this AMI would be roughly $37,145.

- **FAIR MARKET RENTS: FMRs** are used to determine standard payment amounts for various federal housing programs. The U.S. Department of Housing and Urban Development HUD annually estimates FMRs for defined metropolitan areas, some HUD defined subdivisions of metropolitan areas, and each nonmetropolitan county.

- **LOW INCOME AFFORDABLE HOUSING**: Housing available to families or persons who meet certain income criteria, which are set annually by HUD. Affordable housing is accessible to those whose household income is below the Area Median Income AMI for households.

- **ALICE FAMILIES**:   These families are described as ASSET-LIMITED, INCOME-CONSTRAINED, EMPLOYED. The adults have incomes above the federal poverty level, but they do not earn enough to cover the basic cost of living.

Source: https://www.huduser.gov/portal/glossary/glossary_a.html

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SOMA Housing Facts and Figures 2017

▸ **Median home value**
  ◦ Maplewood = $488,000   South Orange = $553,100

▸ **Median household income** varies to extent by census tract
  ◦ Maplewood $126,000   South Orange $121,637

▸ **Median rent per month**
  ◦ Maplewood $1,485   South Orange $1,568

▸ **Maplewood total households = 8,907***
  ◦ Owner-occupied = 6342 71.2%
  ◦ Renter-occupied = 1834 20.5%

▸ **South Orange total households = 5,610***
  ◦ Owner-occupied = 3504 62.5%
  ◦ Renter occupied = 1647 29.4%

NOTE: some of the total households are currently vacant; therefore, percentages do not = 100%.

Sources: 2013–2017 ACS estimates; United Way, Alice Report, 2018
https://www.unitedway.org/local/united-states/new-jersey

Low Income Families in SOMA & Comparable Towns, 2016

TOWNS	PERCENT BELOW POVERTY or ALICE FAMILIES
Bloomfield	37%
Livingston	16%
Millburn	15%
Montclair	29%
Springfield	24%
Summit	21%
Teaneck	25%
Union	37%
West Orange	31%
Maplewood	**24%**
South Orange	**24%**
SOMA	**24%**

ALICE – Asset-Limited, Income-Constrained, Employed

Source: United Way, Alice Report, 2018
https://www.unitedway.org/local/united-states/new-jersey

Affordable Housing in Comparable Towns, 2015

	BLOOMFIELD	LIVINGSTON	MILLBURN	MONTCLAIR	SPRINGFIELD	SUMMIT	TEANECK	UNION	WEST ORANGE	MAPLEWOOD	SOUTH ORANGE	SOMA
TOTAL POPULATION*	48,892	29,955	20,387	37,669	15,817	21,457	39,776	56,642	46,209	24,706	16,503	41,209
Total households*	18,476	10,426	6,813	15,158	7,290	8,070	13,470	21,516	17,344	8,907	5,610	14,517
Affordable % of total households**	1.7%	0.75%	In litigation Owes 3773 units	6.0%	3.4%	3.0%	1.8%	2.8%	4.5%	1.9%	2.2%	2.0%
AFFORDABLE UNITS BY TYPE**												
Age mainly senior	247	33		328	145	125	110	488	525	114	65	179
Family income only	0	32		532	80	70	27	90	0	0	0	0
Special Needs	26	14		45	22	4	44	20	49	42	17	59
Rehab	42	0		0	0	43	58	0	211	11	42	53
% OF AFFORDABLE HOUSING UNITS												
Age mainly senior	78.4%	41.7%		36.2%	58.7%	51.7%	46%	81.6%	66.9%	68.3%	52.4%	61.5%
Family income only	0.0%	40.5%		58.8%	32.4%	29.0%	11.3%	15.0%	0.0%	0.0%	0.0%	0%
Special Needs	8.3%	17.7%		5.0%	8.9%	1.6%	18.4%	3.4%	6.2%	25.2%	13.7%	20.3%
Rehab	13.3%	0.0%		0.0%	0.0%	17.7%	24.3%	0.0%	26.9%	6.6%	33.9%	18.2%

Note: percentages do not always = 100%

* 2017 American Community Survey population estimates, U.S Census

**2015 statistics www.state.nj.us/dca/divisions/codes/publications/pdf_guide_2_afford_hsg/

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SOMA Affordable Housing Responses

As of June 2015, the New Jersey Supreme Court directed municipalities to appear in trial courts throughout the state to show how they will provide their fair share of their region's need for homes affordable to lower-income families, people with disabilities, and seniors on fixed incomes between 1999 - 2025.

- South Orange is including its response in its Master Plan, which is presently being drafted.
- Maplewood's plan was approved in January 2018 and is shown on the next slide.

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Maplewood Housing Elements Fair Share Plan, 1999-2025

- Preparation of the Plan included reviews of population, current housing and condition, employment and income, and vacant land analysis.
- Four components of Settlement Agreement:
  1. Prior Round 1987-1999 Obligation = **51 units**, already satisfied through existing housing + credits and bonuses
  2. Rehab Obligation = **114 units**, to be met with Rehabilitation and Home Improvement Programs + excess credits from Senior Citizen Housing
  3. Gap from 1999-2015 combined with Prospective Need, 2015-2025 = **444 units**
     - Settlement Agreement noted the town's Vacant Land Analysis and Realistic Development Potential RDP and reduced the 444 units to 82 units **79 units** already constructed and 3 under construction
  4. Maplewood recognizes the Unmet Need = **362 units**
     - **Three areas** near Springfield Avenue and Burnett Ave. could be redeveloped, with set asides for affordable sales and rental prices.
     - Possible construction at Maplewood Golf Course owned by its members; would exclude Flood Plain

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Housing Summary

▸ From 1995-2005, SOMA's housing prices rose more rapidly than in neighboring high-income towns along the Midtown Direct.

▸ Within that period and beyond, the Black share of SOMA's residents held steady from 2000 to 2010.

▸ Beginning in 2007, there is a drop in mortgages taken by Black in-movers at only 12% of all SOMA mortgages based on HMDA data.

▸ 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. As of 2018, there is a slight upward trend.

▸ Twenty-four percent (24%) of SOMA families are ALICE asset limited income constrained employed.

▸ We lack affordable housing for families that do not have other special needs or are seniors, making SOMA out of range for lower income families of any race/ethnicity.
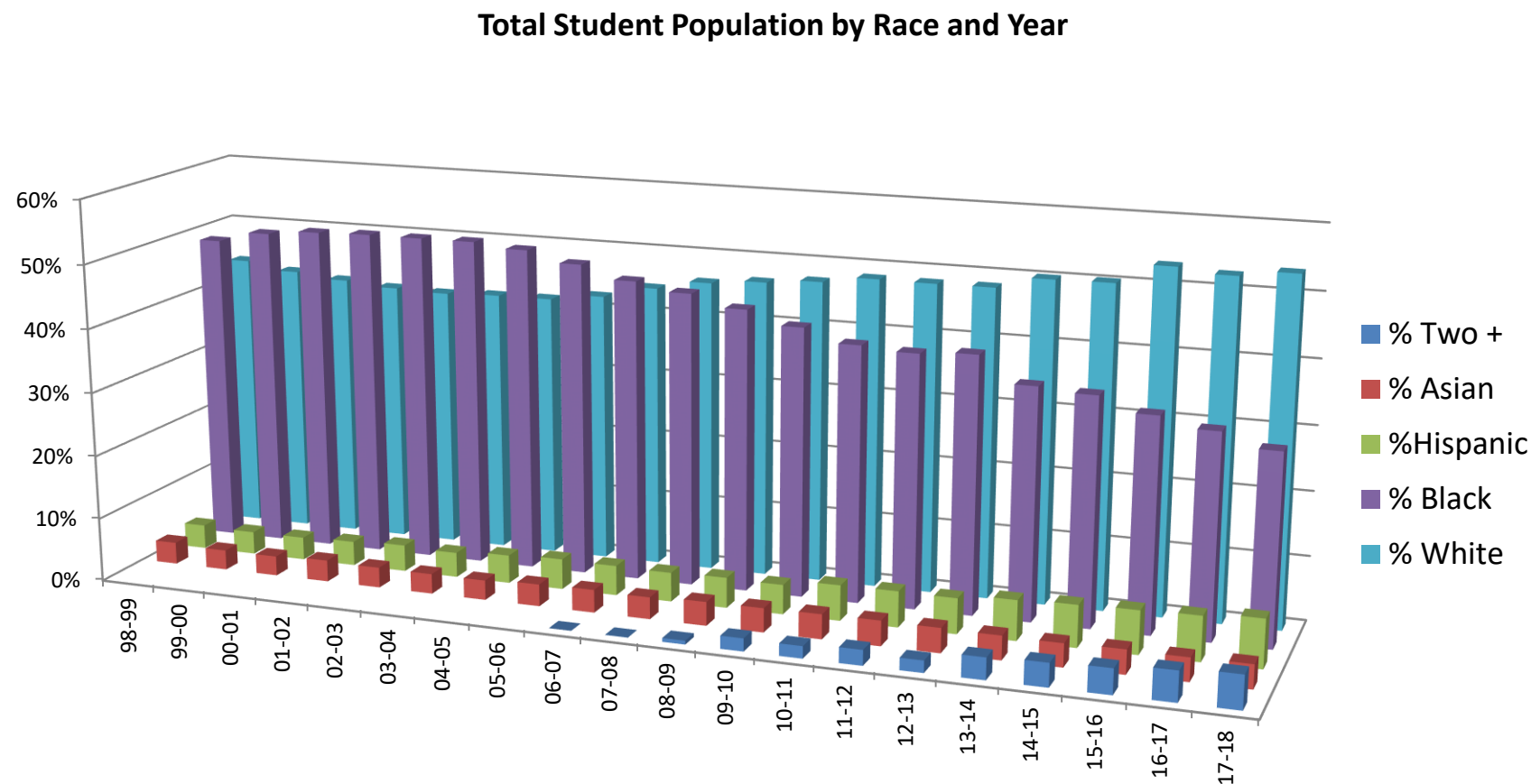
School Enrollment & Integration

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

Total Student Population by Race and Year

Legend:
- % Two +
- % Asian
- %Hispanic
- % Black
- % White

The increase in White share and decrease in Black share began in 2005 at Tuscan. The emerging race groups have remained stable since 2011.

Tuscan

Legend: % Two +, % Black, % White, % Asian, % Hispanic

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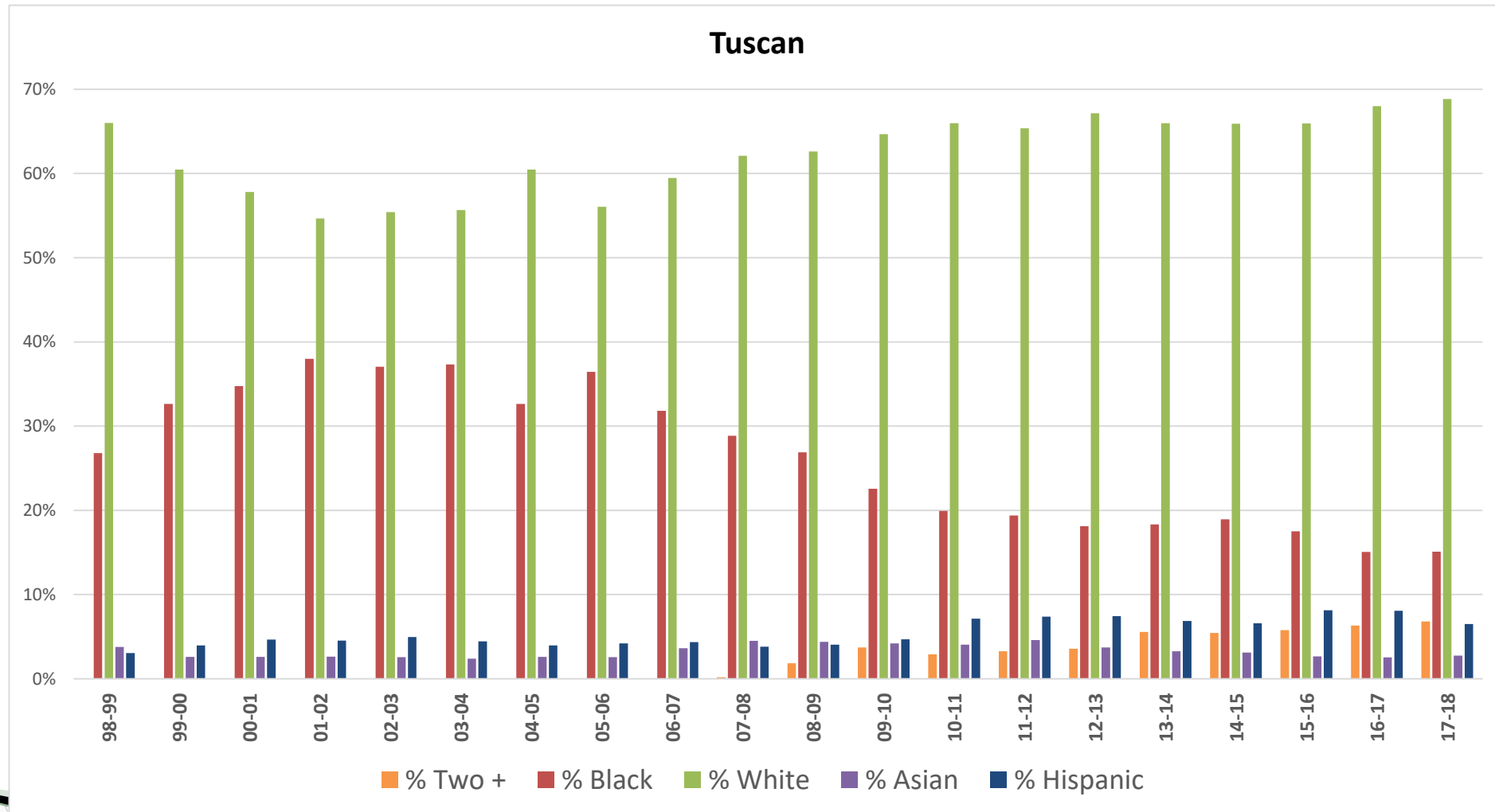
At Clinton Elementary School, the increase in the White share continues along side a surge in the emerging-race share and a steep drop in the Black share.

Clinton

Legend: % Two +, % Black, % White, % Asian, % Hispanic
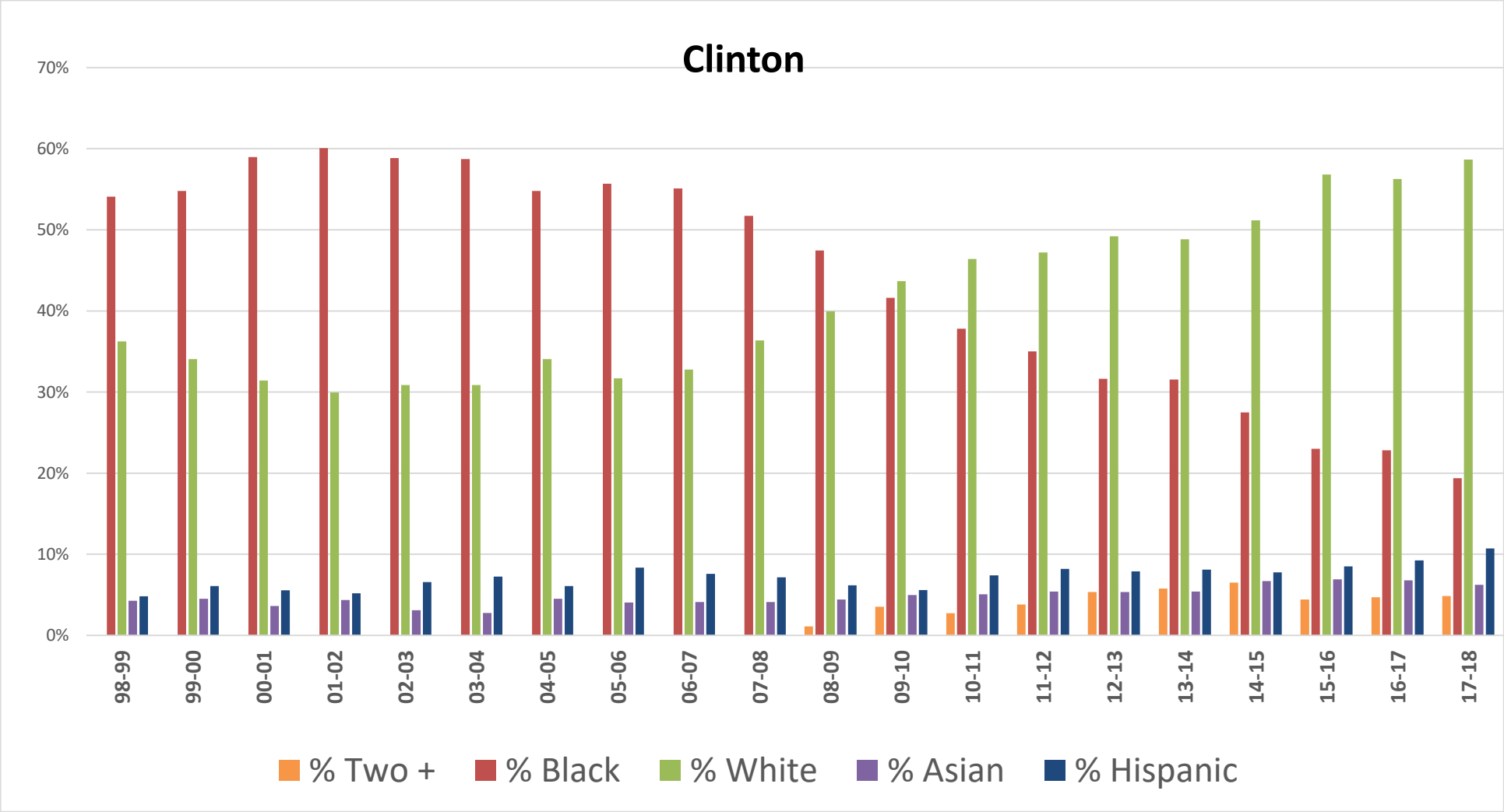
Conversely, Seth Boyden Elementary School has seen a drop in its share of White students and an increase in Black students. There has been a slight increase in the Hispanic population.

Seth Boyden

Legend: % Two +   % Black   % White   % Asian   % Hispanic

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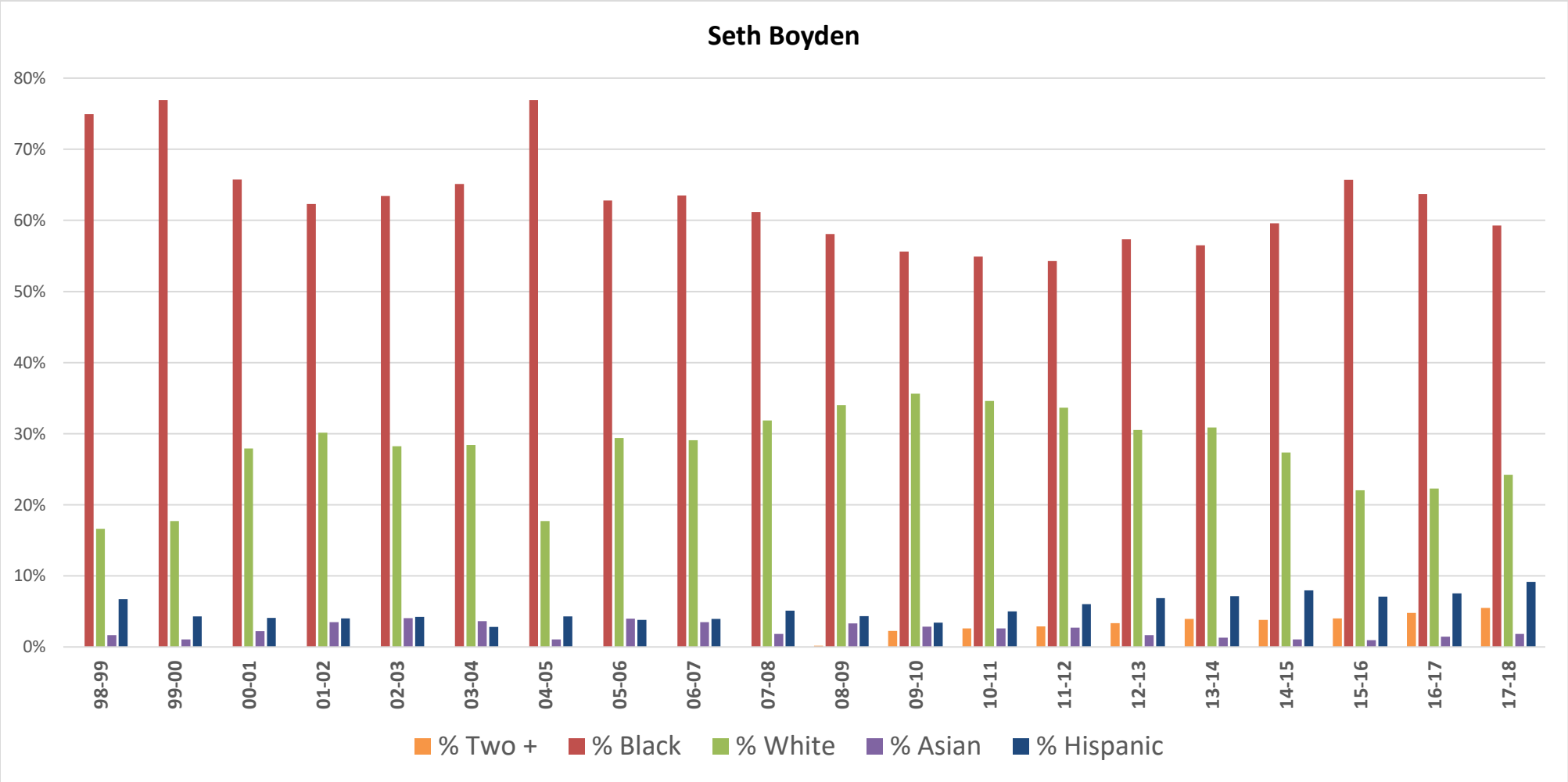
At Marshall-Jefferson, the emerging-race share of students has increased since 1999. At Marshall, the share of Black students has remained stable for the last 5 years. At Jefferson there has been a steady decline in the share of Black students.
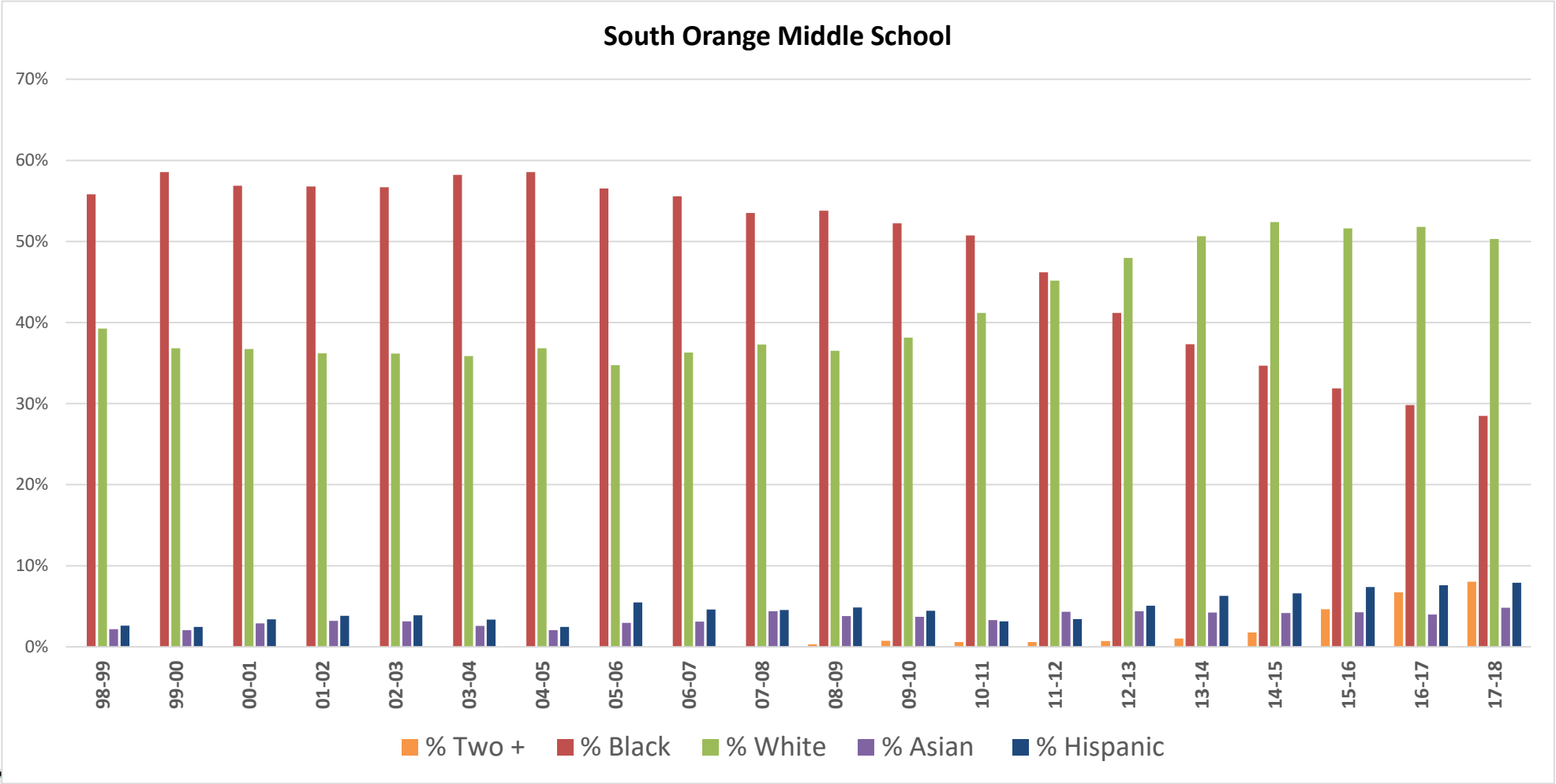
Marshall

Jefferson

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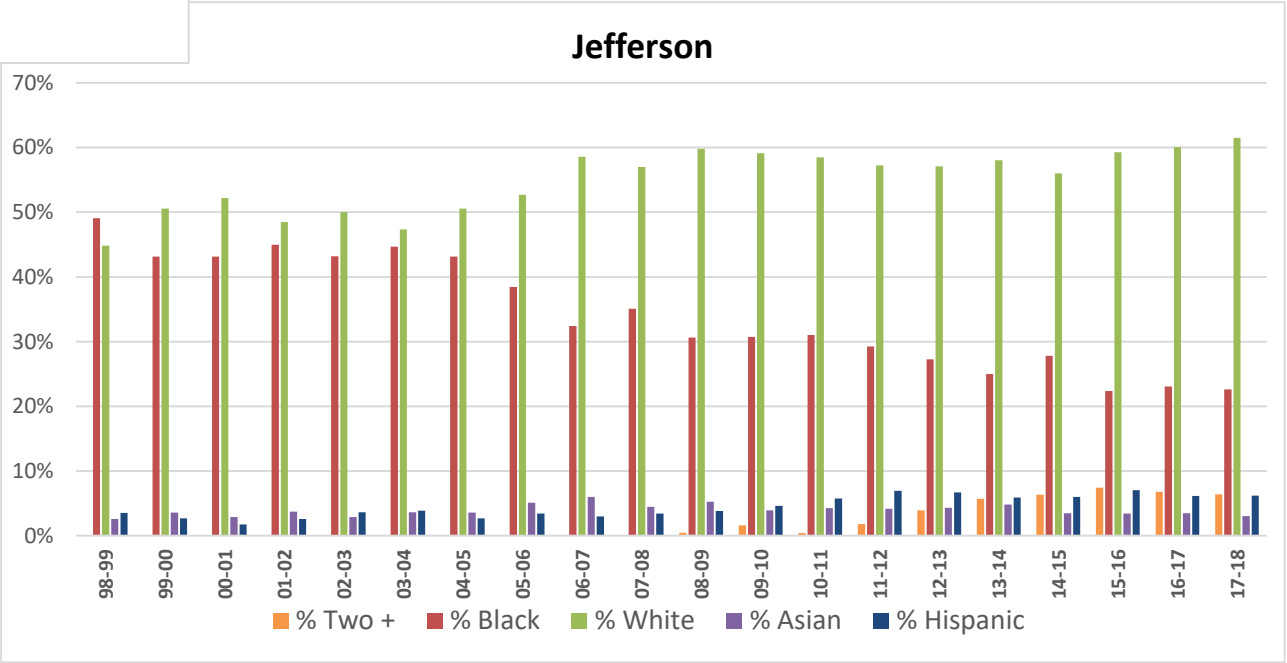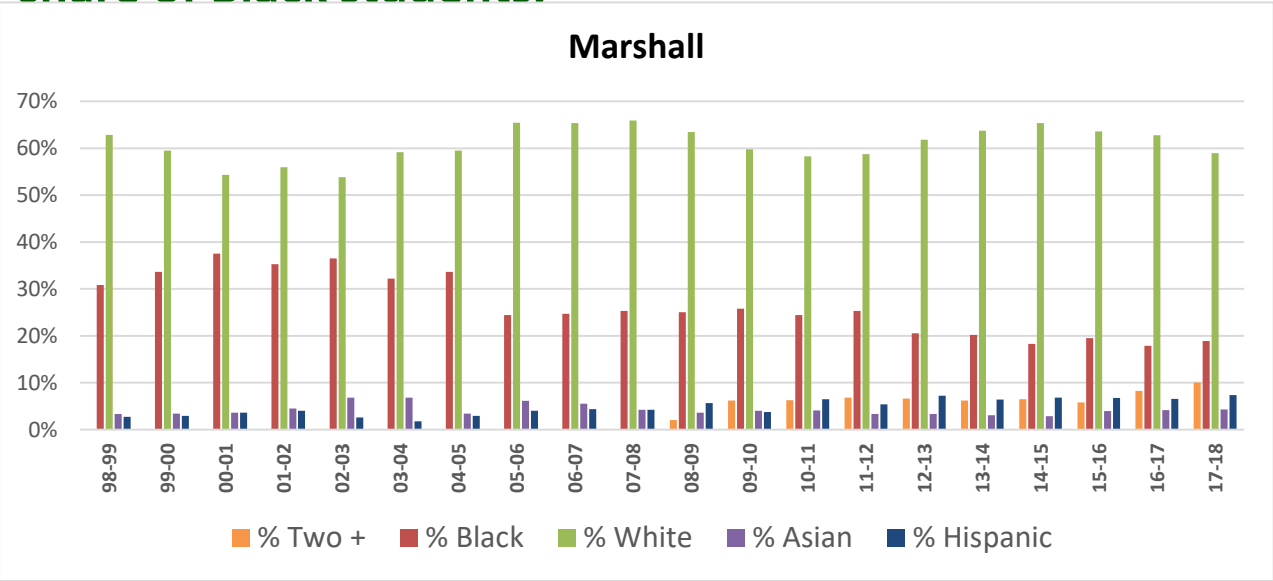
At South Mountain Elementary the emerging-race shares of students rose and the Black population has steadily decreased since 2006.

South Mountain

Legend: % Two +, % Black, % White, % Asian, % Hispanic

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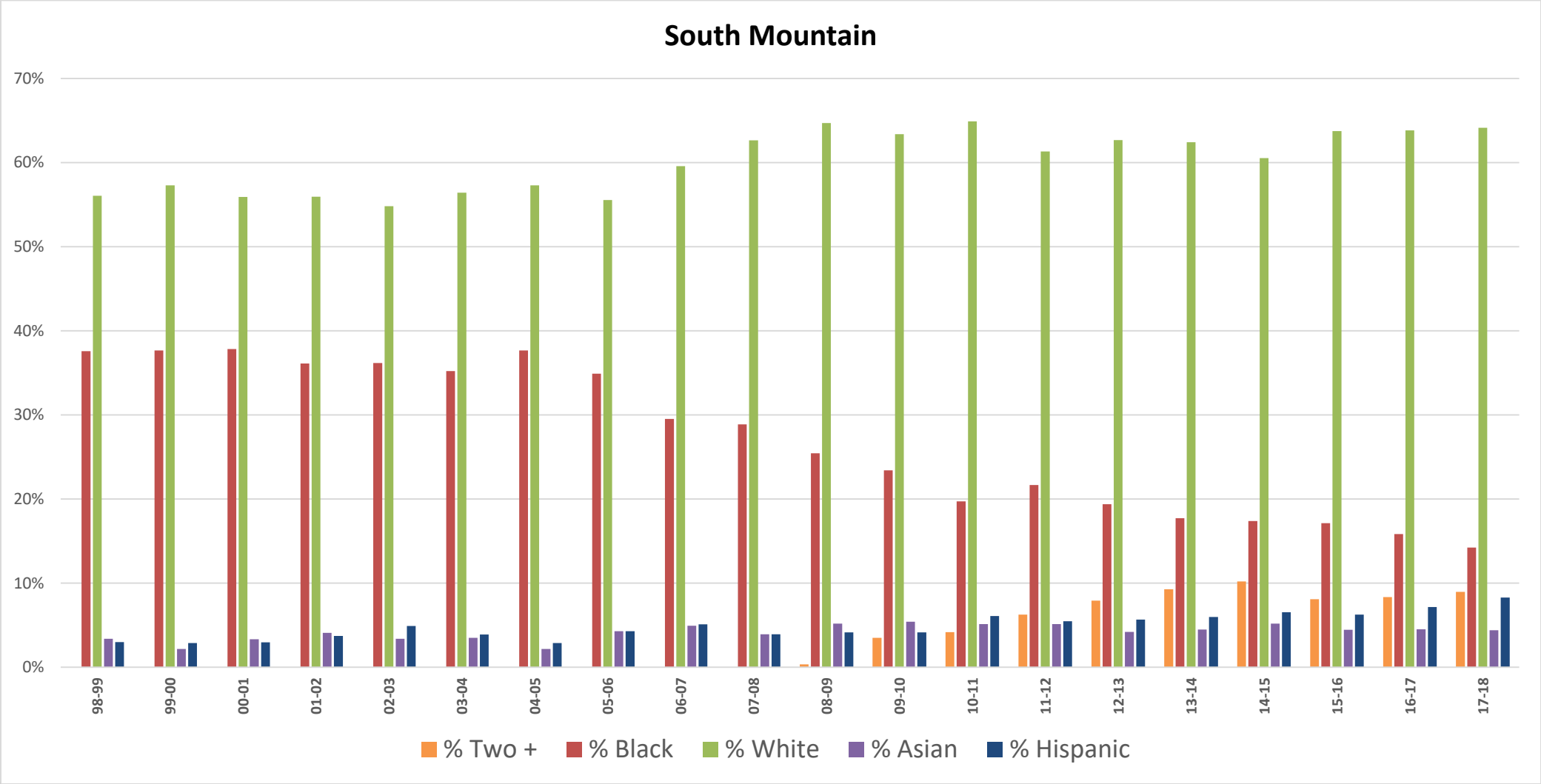
At Maplewood Middle School the White share of students rose through 2015 and exceeds the Black share by 17 percentage points in 2018.

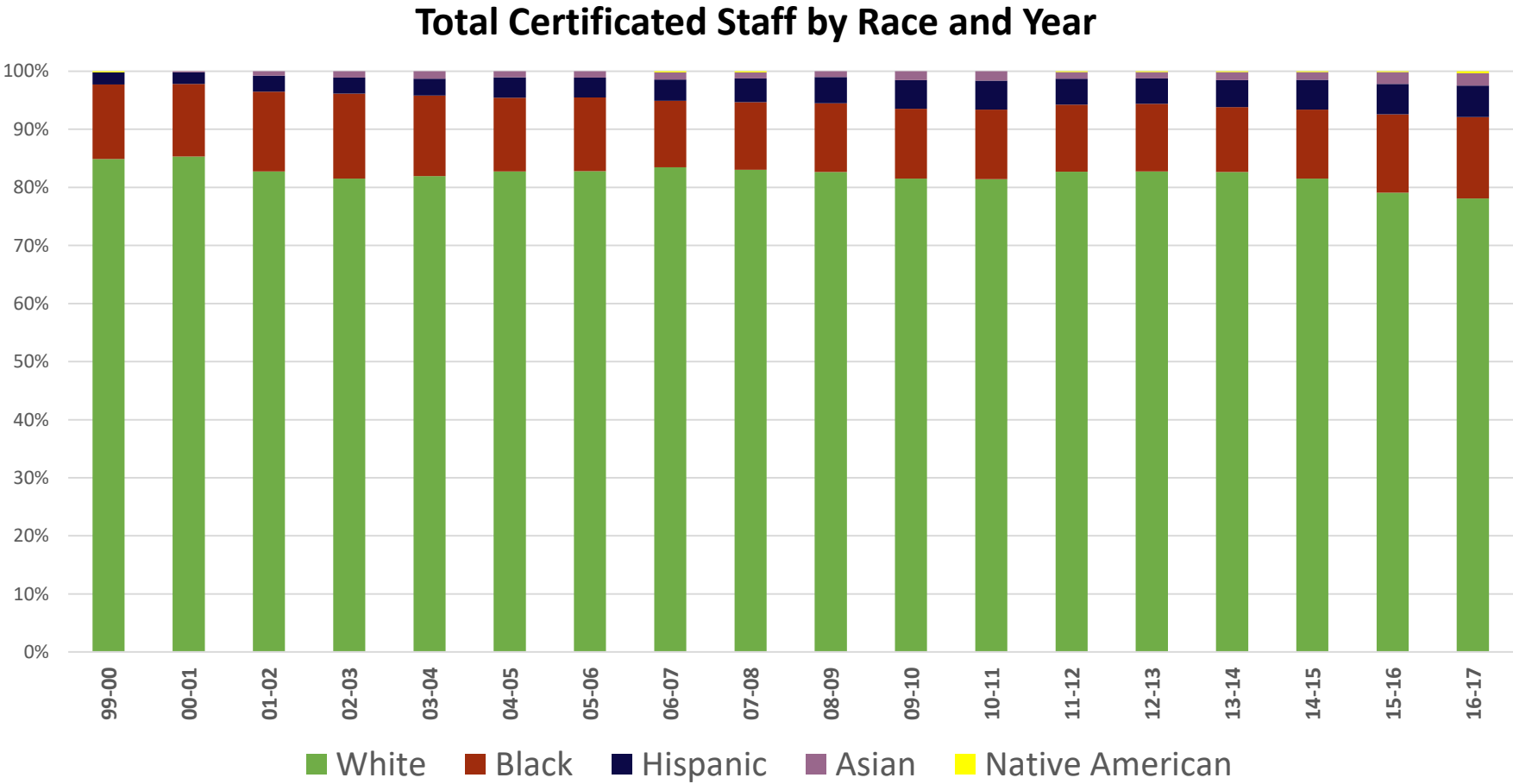Maplewood Middle

Legend: % Two +, % Black, % White, % Asian, % Hispanic

www.communitycoalitiononrace.org
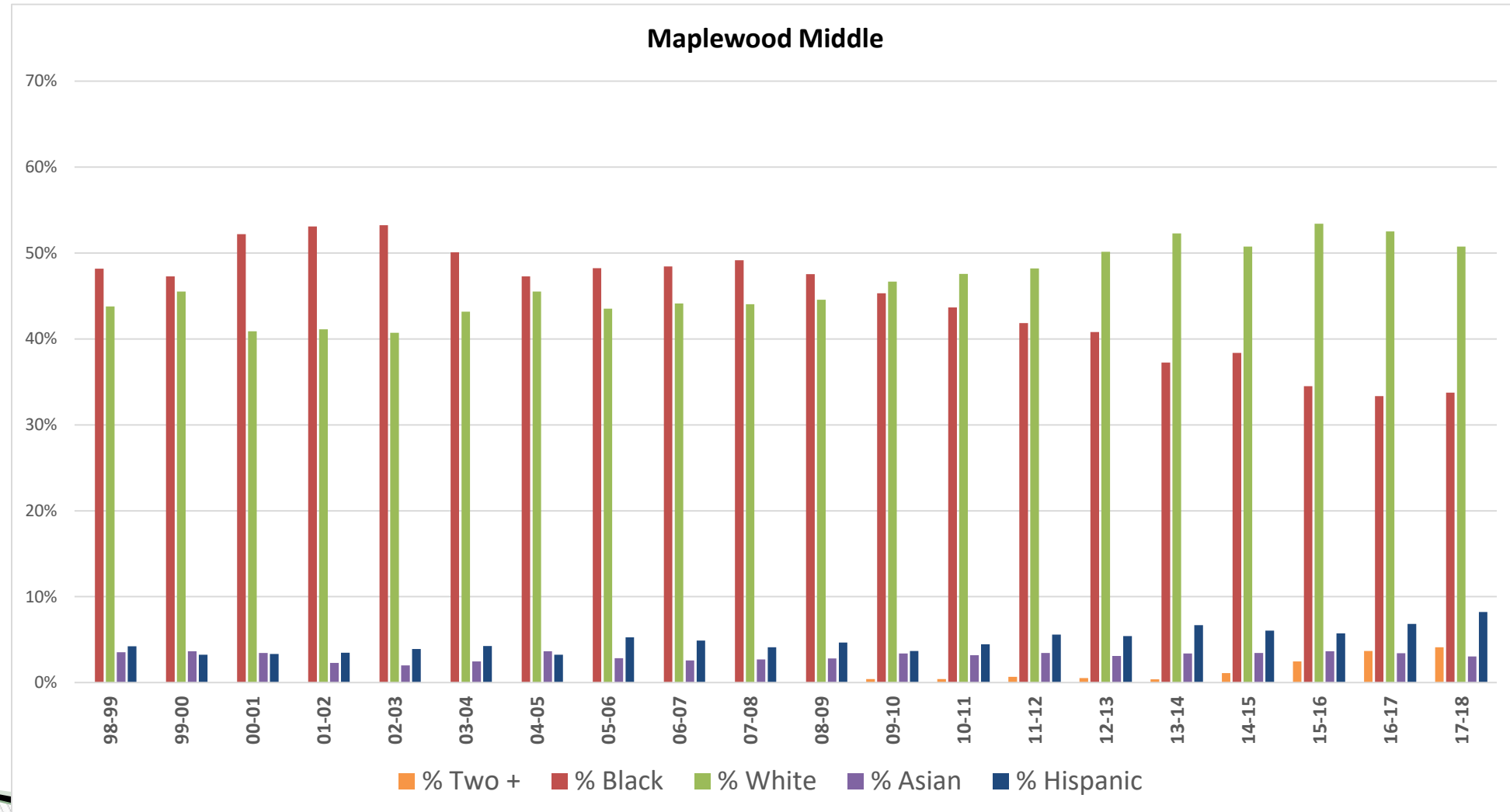
At South Orange Middle School the Black share peaked in 1999, and the White, Multi-race, and Hispanic shares have been growing.

South Orange Middle School

Legend: % Two +, % Black, % White, % Asian, % Hispanic

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The White share of students at CHS exceeded the Black share beginning in the 2016-17 school year.

Columbia High School

Legend: % Two +, % Black, % White, % Asian, % Hispanic
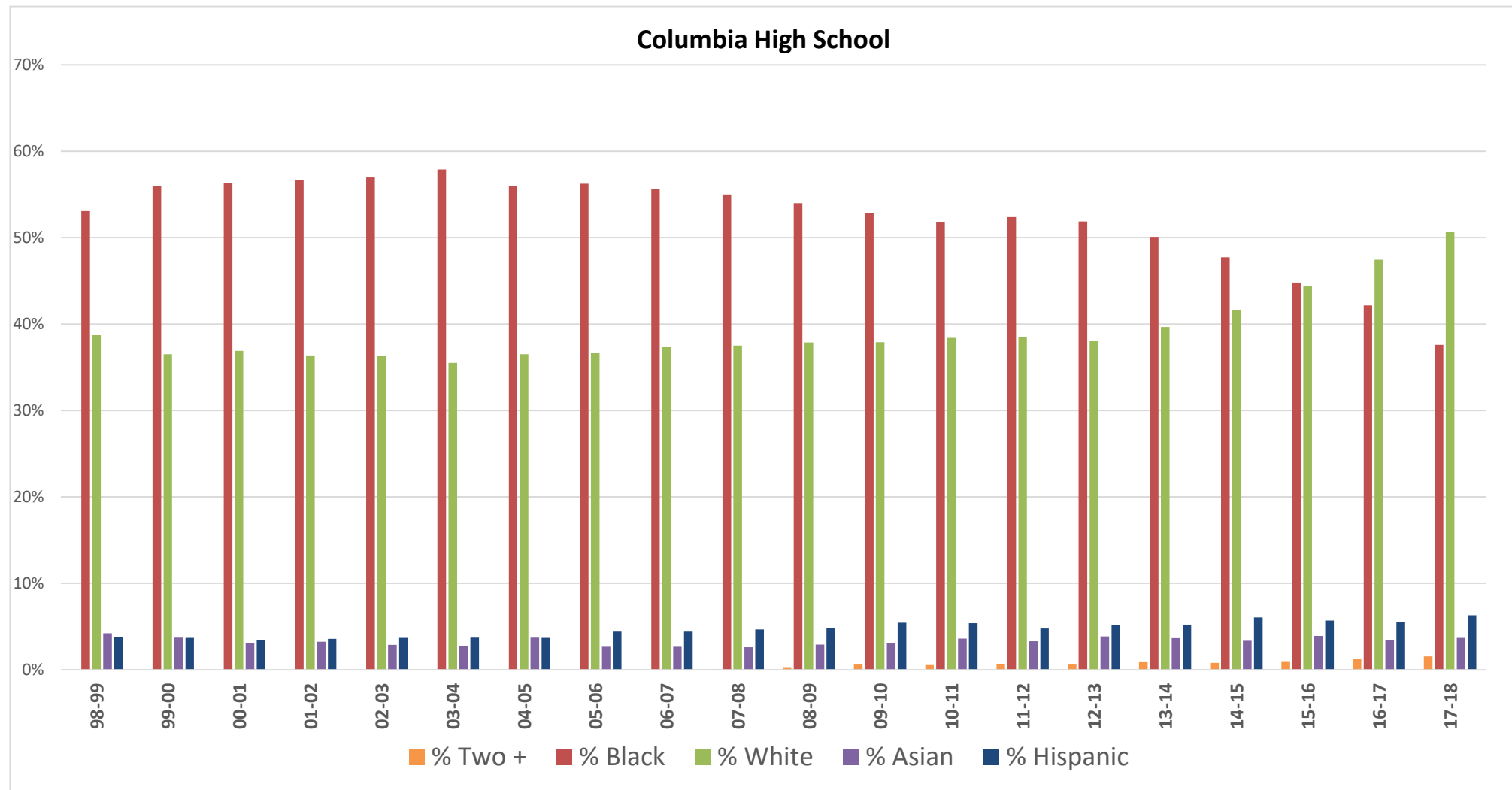
This chart shows district-wide certificated staff by race from 1999-2017. The percentages have remained level over this nearly 20 year period. The Schools Committee has advocated for improved hiring and retention of teachers of color.

Total Certificated Staff by Race and Year

Legend: White, Black, Hispanic, Asian, Native American

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The chart shows 2016-17 Certificated Staff by race and building. Staff members of color are highest at the middle schools and the district office and lowest at South Mountain Elementary.

Certificated Staff by Race and Building 2016-2017

Legend: White, Black, Hispanic, Asian, Ameircan Indian, Pacific Isl

Categories: DISTRICT TOTAL, TUSCAN, SOUTH MOUNTAIN, SETH BOYDEN, MARSHALL, JEFFERSON, CLINTON, SOUTH ORANGE MIDDLE, MAPLEWOOD MIDDLE, COLUMBIA SR HIGH, DISTRICT OFFICE

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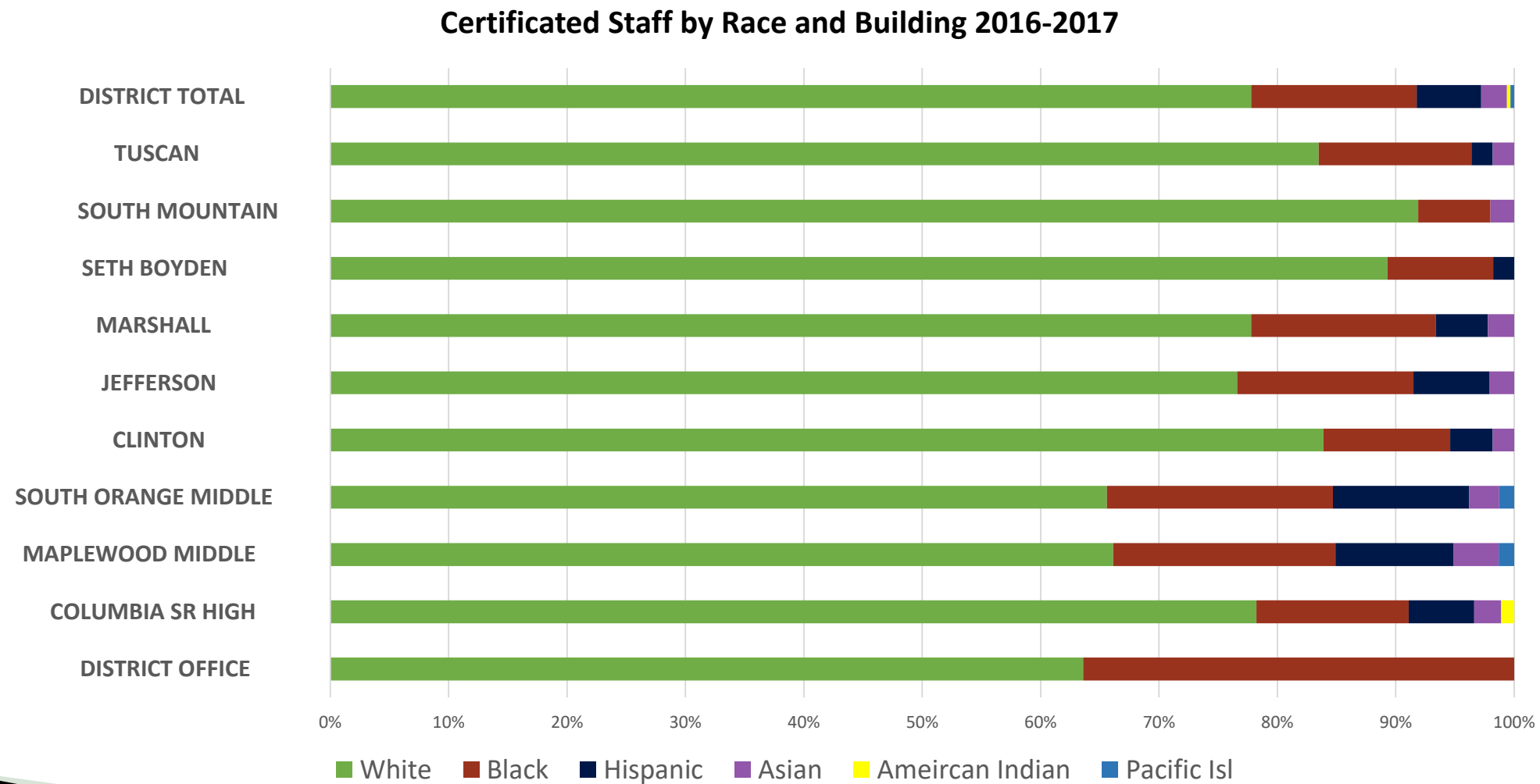
School Enrollment Trends Summary

- Total student enrollment has averaged 6200 since 1998 and was very high at 7036 in the 2017-18 school year.

- By ACS 2013-2017 estimates, 10.9% of SOM School District children attend private school. Statewide, the data show that 11.2% of all students attend private schools. The Census does not break this down by race

- Overall Black student enrollment has decreased for 10 consecutive years; between 1998 and 2018 it fell 19%.

- Overall White student enrollment has increased for 10 consecutive years; between 1998 and 2018 it increased 10%.

- Hispanic student enrollment has increased over time; the Hispanic share has grown from a 3.6% low in 2000 to 7.6% in 2018.

- The growth of Asian student total enrollment counts plateaued in 2011; as the years pass, the Asian share is rising in lower grades.

Efforts to integrate schools and/or handle space issues

1970's First Street and Montrose Elementary Schools are closed or repurposed.

1981 Fielding Elementary School is closed and students are sent to Clinton.

1982 Marshal and Jefferson Elementary Schools are paired through grade clusters and busing to achieve racial balance.

Early 1990's Redrawing of the attendance zone near Clinton School the "wedge," an area between of Irvington Avenue South Orange Avenue to send students to South Mountain.

1990 All 5th graders move to Middle Schools called the 'Middle School Philosophy', an arrangement that was undone within a few years.

1996 5th grade from Seth Boyden is sent to Jefferson School; this is followed by a contentious community debate about 'redistricting.'

1999 The establishment of Seth Boyden as a Demonstration School with limited in-district zoning and a reliance on opt-ins from other attendance zones.

2000's School District adjusts attendance zones multiple times.

2018-21 Long range facilities improvement plan coupled with new elementary school configuration to support stable racial and socio-economic integration.

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Observations on SOMSD School & Classroom Integration

- Redrawing Attendance Zones has resulted in increased school integration in SOMSD, but those past changes are now compromised by new residential patterns and changing demographics.

- Minimizing tracking and academic levels, and creating a policy that opens access to higher level and AP classes, are efforts that the district has made toward integrating classrooms.

- To maintain our community character as a diverse, welcoming, and inclusive community, the schools have to serve all children well.

- We need to make progress in recruiting and retaining a diverse staff.

- All students in racially and socioeconomically integrated schools experience academic, cognitive, and social benefits that are not available to students in racially isolated schools.

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General Observations & Final Thoughts

General Observations

- Since 1997, the Community Coalition on Race, progressive elected leadership, 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 $120,000+ in terms of housing affordability but have fewer options for those earning less than $100,000.

- Even with the increase in the White share and the emerging race groups, there is a very high presence of Black people in SOMA—much higher than in nearby comparable communities.

- Nearby communities like Union and West Orange have broader economic diversity, more lower-priced housing options, growing racial diversity, strong schools, and lower property taxes—and are now increasingly attractive to Black and Hispanic people, regardless of their income.

- The SOMA increase in Asian and Hispanic people is consistent with national trends in suburban demographics.

- 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.

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Final Thoughts:

- SOMA's reputation, based on its strong branding and marketing, succeeded in creating high demand among White homebuyers looking for welcoming, inclusive, and diverse communities along the train line and with 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.

- Prior to the recession, between 2000 and 2006, housing values rose and our demographics remained relatively stable, with only a modest decrease in Black in-movers during that time. The large decline in Black in-movers begins in 2007 and we question what has happened to this market.

- Supporting the construction and/or rehabilitation of affordable housing in our high-opportunity community is critical to supporting socio-economic diversity.

- Integrated schools that serve all children well and equitably are critical to the stability of the towns.

- We will be able to assess integration patterns over two decades more clearly after the 2020 Census. The data will be available in March 2021.

- **We will need new and creative solutions to resist relapsing into the suburban segregation patterns that have persisted in NJ for nearly a century.**

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The updated 2019 report is based on the 2016 Demographic Report with significant contributions made by Chris Stetson.

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