

Demographic Analysis

State Street RAISE Grant

Boise, Idaho
April 1, 2022



Contents

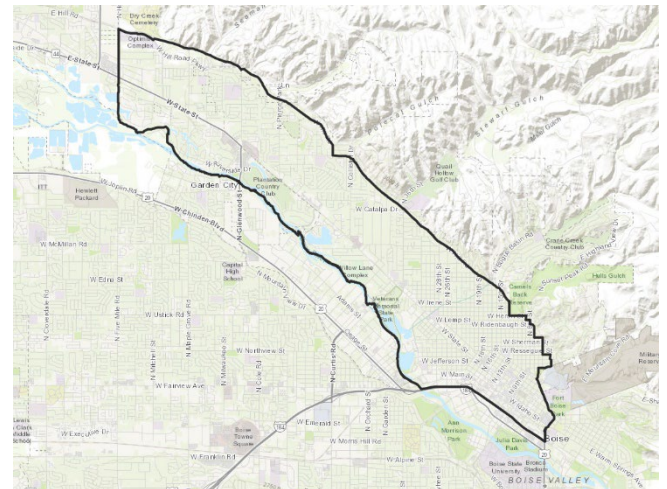
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Overview:

This analysis – informed using publicly available and market research data – provides an overview of the residents, businesses, and socioeconomic characteristics within the study area for the State Street RAISE Grant Application.

State Street, located near downtown Boise, Idaho is within the county limits of Ada County, Idaho. The street is a major intermodal transportation corridor that is being evaluated for roadway improvements.

Key demographic and socioeconomic traits of the State Street study area are outlined here. Census Tracts 102.23, 3.04, 3.03, 3.02, 4, 5, 6 and 1 are included to provide information about the neighborhoods nearest to the proposed project. Ada County statistics provide a benchmark for comparing reported values across the local region.



Social Equity

Insights obtained from analyzing demographic and socioeconomic of the community will inform local communications and outreach strategies. To develop a holistic and inclusive

communications plan, metrics that indicate potentially vulnerable or disadvantaged populations are included in this assessment and analyzed at the county and combined census-tract level for the immediate vicinity of State Street.

State Street Study Area

GENERAL POPULATION DESCRIPTION

State Street study area residents live in a high-density area, in a mix of both owner (~59%) and renter (~41%) occupied housing units. Residents comprise about 8.4% of the total county population. Over a quarter (~33%) of owner-occupied households in the study area have only 1 vehicle, and a combined 8% of residents either bike or walk as a means of transportation work.

DEMOGRAPHIC AND SOCIOECONOMIC TRAITS

	Ada County General Population Traits	State Street Study Area Key Insights
Population	517,348	43,385
Income	Median household income: \$72,912 Percent poverty: 11.1%	Median household income (\$61,569) is 15% lower than the county benchmark , and 12.9% of the population lives below the poverty level, which is 17% higher than the county benchmark.
Housing	Percent owner-occupied housing is 73%; percent renter-occupied housing is 27%	The Housing Affordability Index indicates this area is significantly more affordable than the county (118). This area's affordability index is 94, 20% lower than the county benchmark. Percent owner-occupied housing is substantially lower (59%) than the county benchmark (73%); percent renter-occupied housing is 54% higher than the county benchmark (41% versus 26%).
Transportation	Owner households with no vehicles (1.39%) Renter households with no vehicles (8.98%)	Owner households with no vehicles (2.62%) is 88% higher than the county benchmark (1.39%) Renter households with no vehicles (11.8%) is 31% higher than the county benchmark (8.98%).
Internet/Computer Access	12.15% do not have access to a high-speed internet connection at home	Households in this area are more likely to have internet access than the larger city (14.13% versus 12.15%).

<p>Commute to Work</p>	<p>Workers taking public transportation (0.4%), biking (1.65%), and walking (1.64%) were significantly lower in the larger county as compared to the State Street study area</p>	<p>Workers taking public transportation (0.8%) is 117% higher than the county benchmark.</p> <p>Workers biking (5.01%) is 203% higher than the county benchmark.</p> <p>Working walking (3%) is 82% higher than the county benchmark.</p>
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Appendices

Appendix A

DEMOGRAPHIC INFOGRAPHIC
State Street Study Area
Ada County

Appendix B

HOUSING COMPARISON REPORT
State Street Study Area and Ada County

Appendix C

TRANSPORTATION COMPARISON REPORT
State Street Study Area and Ada County

Appendix D

DIGITAL USAGE INFOGRAPHIC
State Street Study Area

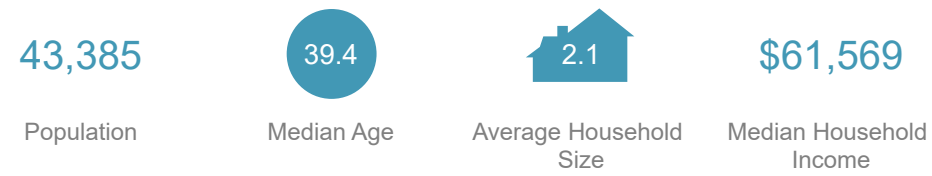
Appendix E

EQUITY COMPARISON REPORT
State Street Study Area and Ada County

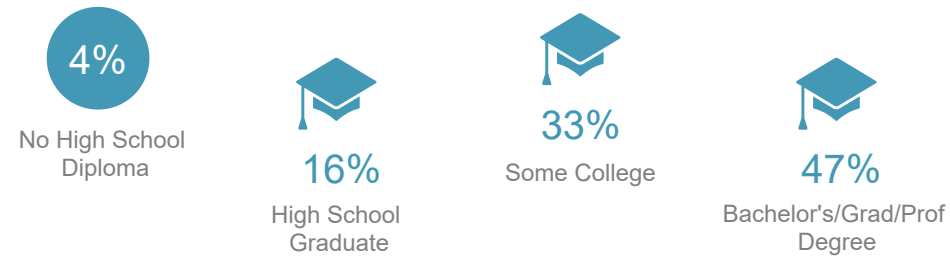
Demographic and Socioeconomic Profile

State Street Study Area

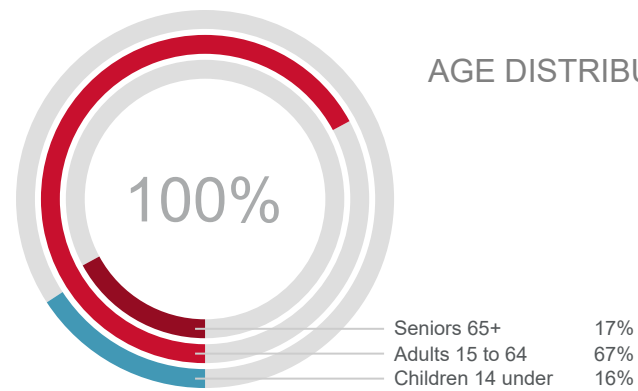
KEY FACTS



EDUCATION



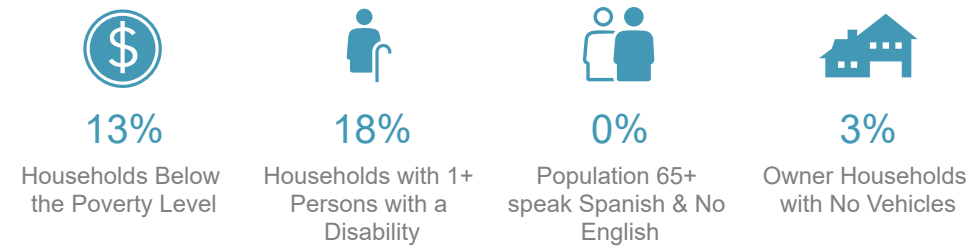
AGE DISTRIBUTION



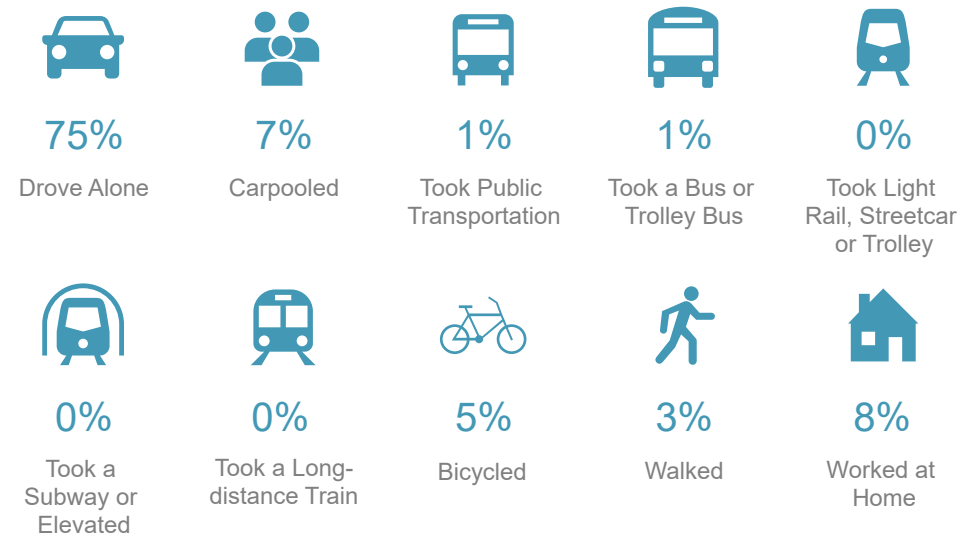
HOUSING



AT RISK



JOURNEY TO WORK



Households By Income

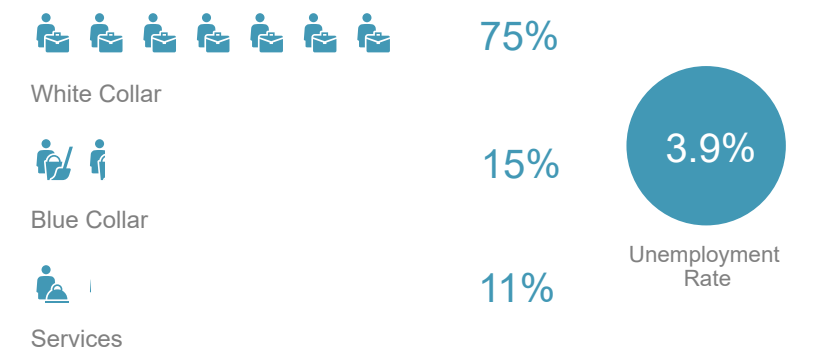
The largest group: \$50,000 - \$74,999 (19.0%)

The smallest group: \$150,000 - \$199,999 (6.8%)

Indicator ▲	Value	Diff
<\$15,000	8.9%	+2.4%
\$15,000 - \$24,999	8.6%	+2.2%
\$25,000 - \$34,999	9.8%	+1.5%
\$35,000 - \$49,999	12.1%	+0.6%
\$50,000 - \$74,999	19.0%	+0.5%
\$75,000 - \$99,999	12.0%	-3.2%
\$100,000 - \$149,999	14.0%	-2.9%
\$150,000 - \$199,999	6.8%	-1.4%
\$200,000+	8.9%	+0.3%

Bars show deviation from Ada County

EMPLOYMENT



BUSINESS



INSURANCE

2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%) 0%

2021 Medical insurance covers you and other household or family members (%) 41%

2021 Have home insurance coverage for earthquake or flood (%) 3%

2021 Have any homeowners or personal property insurance (%) 58%

2021 Currently carry life insurance (%) 45%

Race and Ethnicity

The largest group: White Alone (88.69)

The smallest group: Pacific Islander Alone (0.22)

Indicator ▲	Value	Diff
White Alone	88.69	+0.45
Black Alone	2.06	+0.59
American Indian/Alaska Native Alone	0.77	+0.12
Asian Alone	2.12	-0.64
Pacific Islander Alone	0.22	-0.02
Other Race	1.86	-1.13
Two or More Races	4.28	+0.63
Hispanic Origin (Any Race)	7.24	-1.72

SPANISH ACTIVITIES

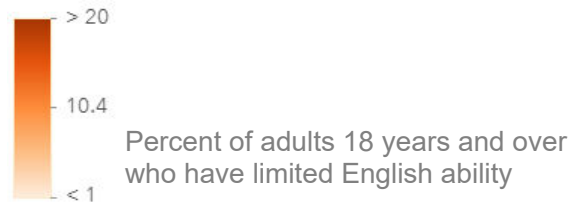


3%

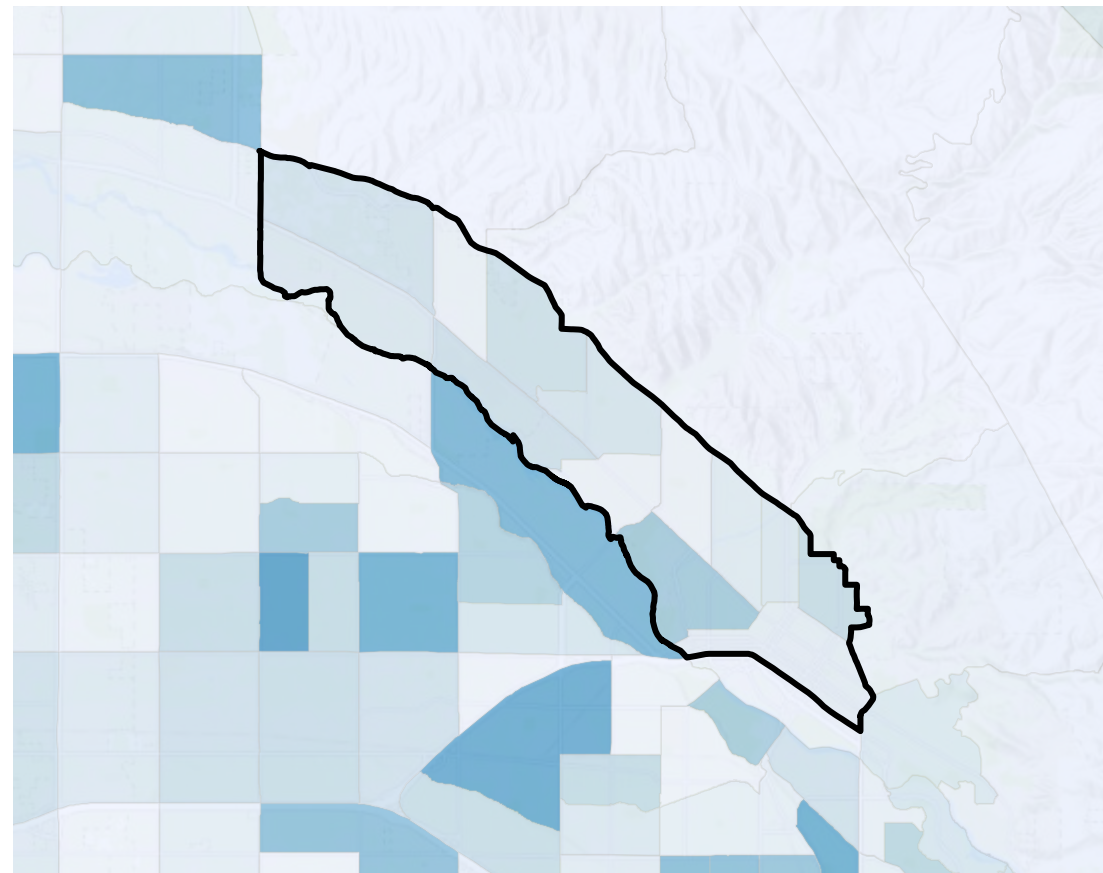
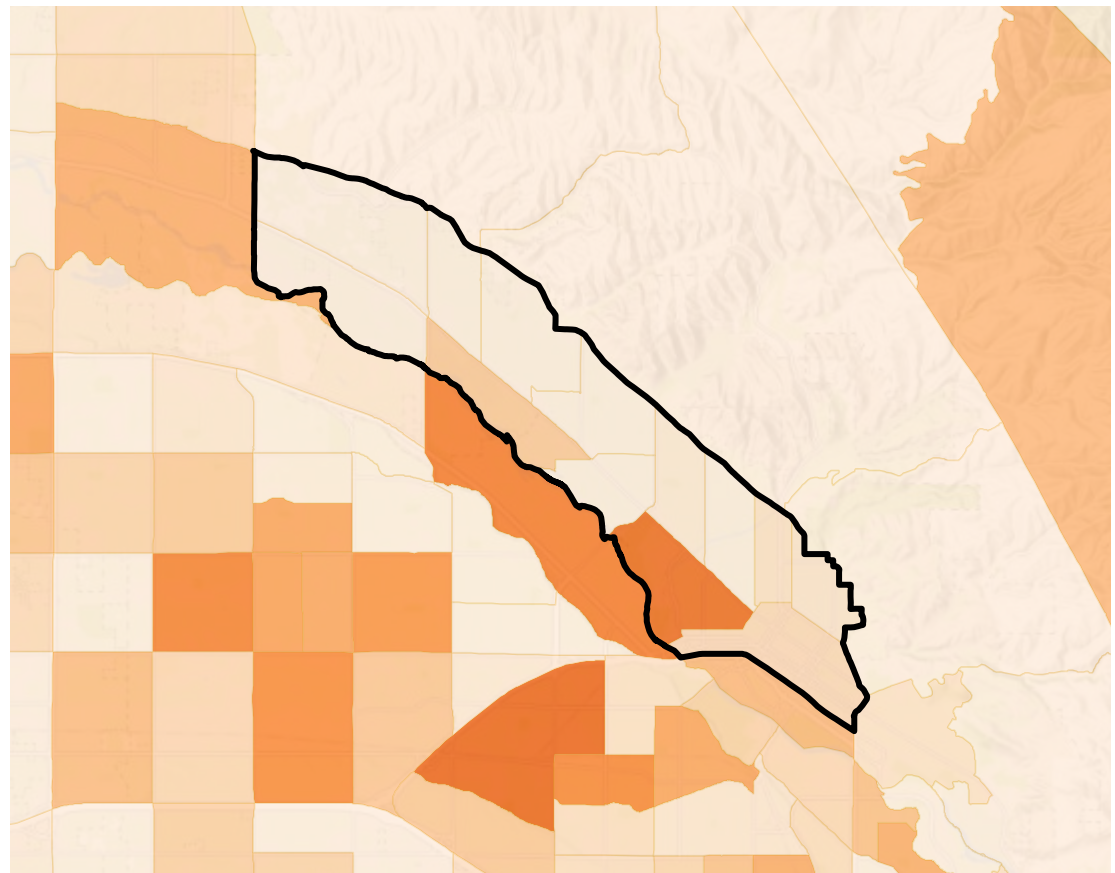
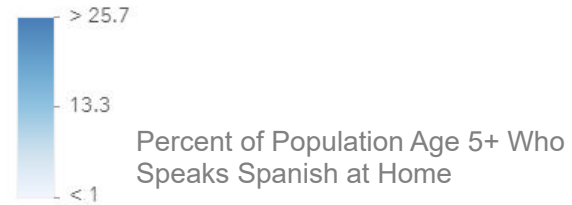
2021 Used Spanish Language Website or App Last 30 Days

LIMITED ENGLISH PROFICIENCY ADULTS 18-64 HH %

Speak Spanish & No English	0%
Speak Spanish & English Not Well	0%
Speak Indo-European & No English	0%
Speak Indo-European & English Not Well	0%
Speak Asian-Pacific Island & No English	0%
Speak Asian-Pacific Island & English Not Well	0%
Speak Other Language & No English	0%
Speak Other Language & English Not Well	0%



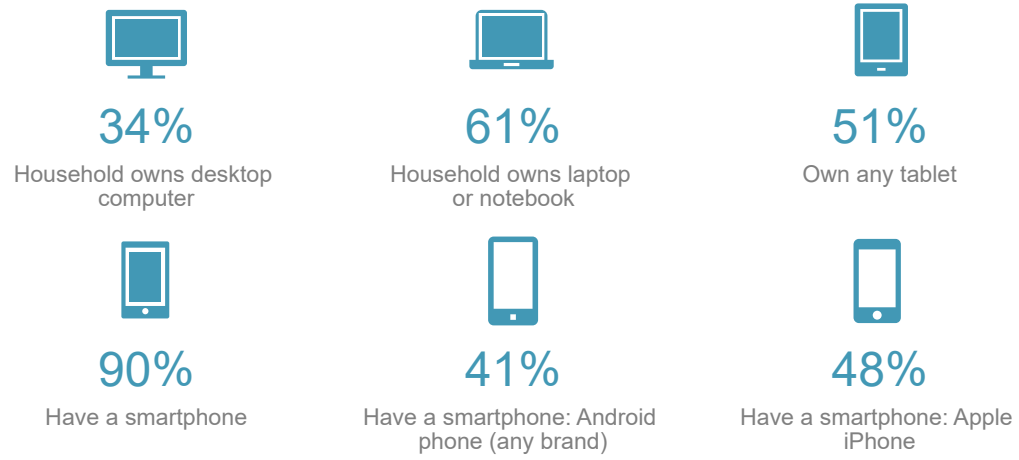
Bars show deviation from **Ada County**



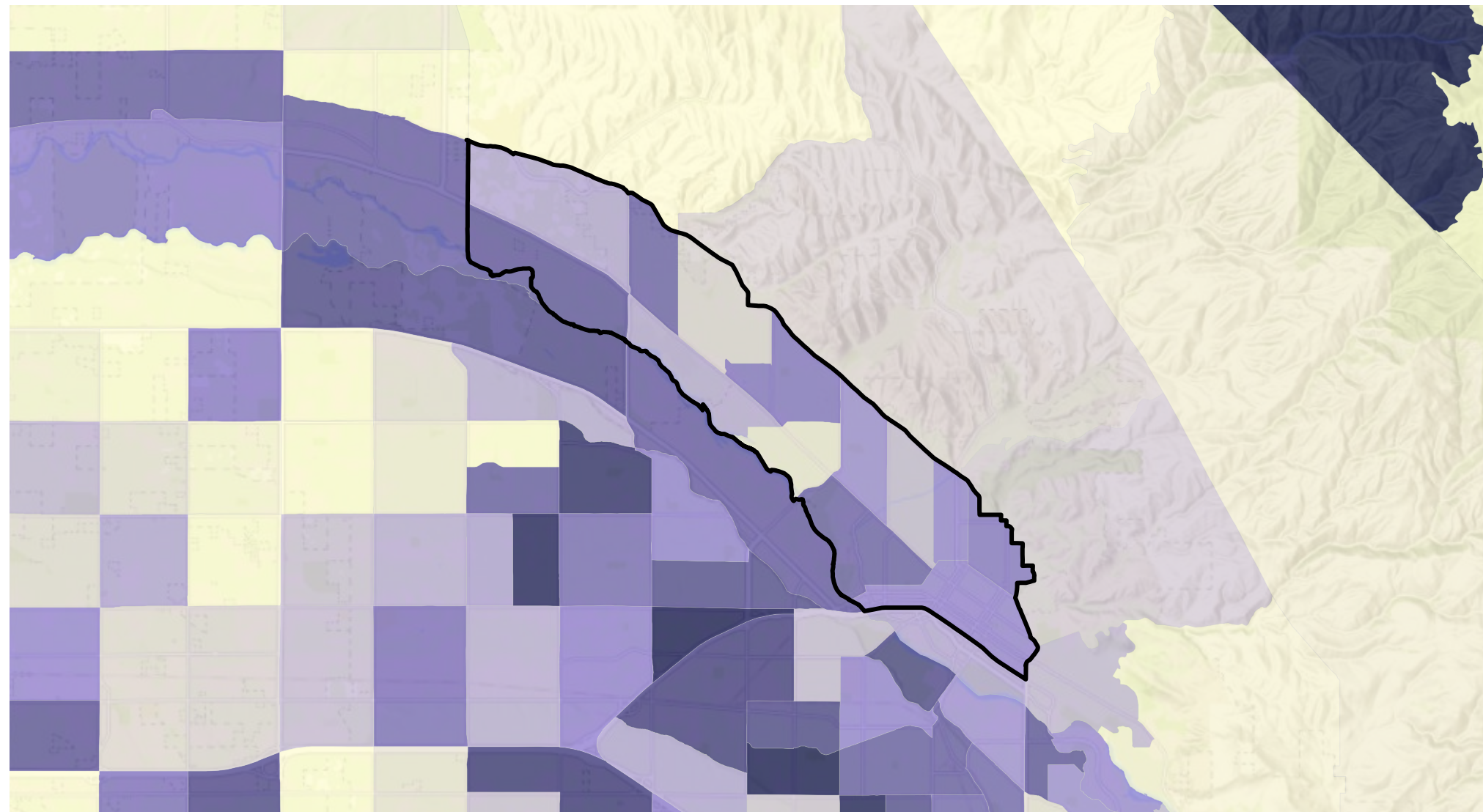
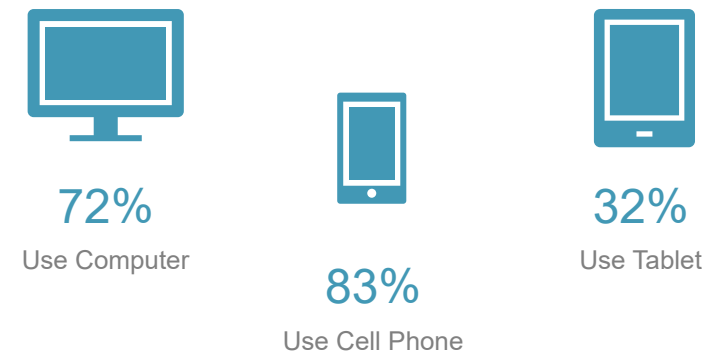
LIMITED ENGLISH PROFICIENCY SENIORS 65+ HH %

Speak Spanish & No English	0%
Speak Spanish & English Not Well	0%
Speak Indo-European & No English	0%
Speak Indo-European & English Not Well	0%
Speak Asian-Pacific Island & No English	0%
Speak Asian-Pacific Island & English Not Well	0%
Speak Other Language & No English	0%
Speak Other Language & English Not Well	0%

DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

2019 Have access to Internet at home (%)	92%
2019 Connect to Internet at home via cable modem (%)	52%
2019 Connect to Internet at home via DSL (%)	9%
2019 Connect to Internet at home via fiber optic (%)	14%
2019 Access Internet at home via high speed connection (%)	91%

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

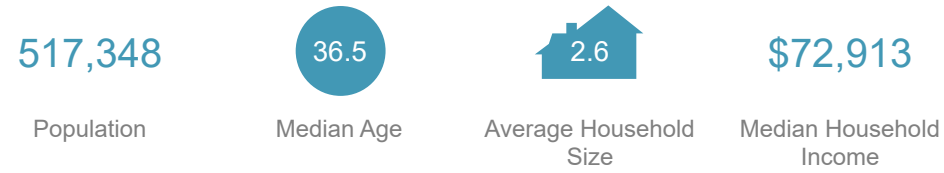
HH %

Visited online blog (%)	17%
Watched TV program online (%)	24%
Used Spanish language website in last app (%)	3%
Facebook.com (%)	67%
Instagram.com (%)	39%
Linkedin.com (%)	16%
Tumblr.com (%)	4%
Twitter.com (%)	19%
Youtube.com (%)	56%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	10%
Search engine: google.com (%)	85%
Search engine: yahoo.com (%)	18%

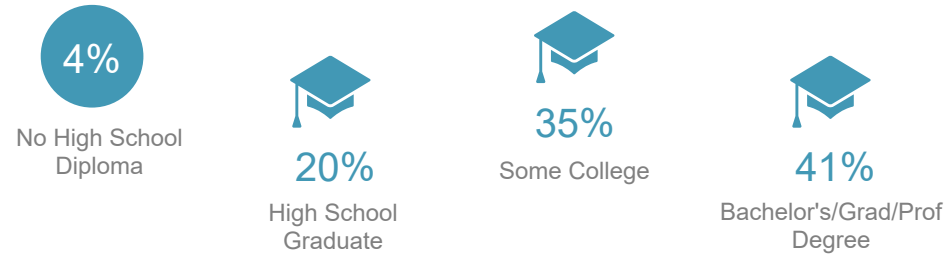
Percent of Households with No Internet Access



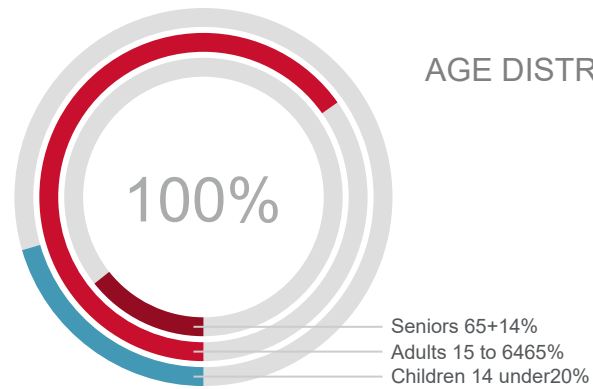
KEY FACTS



EDUCATION



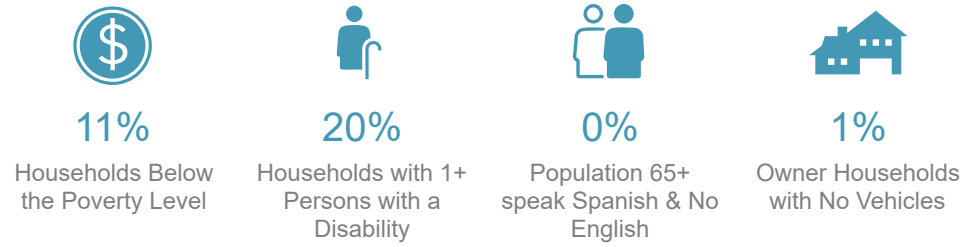
AGE DISTRIBUTION



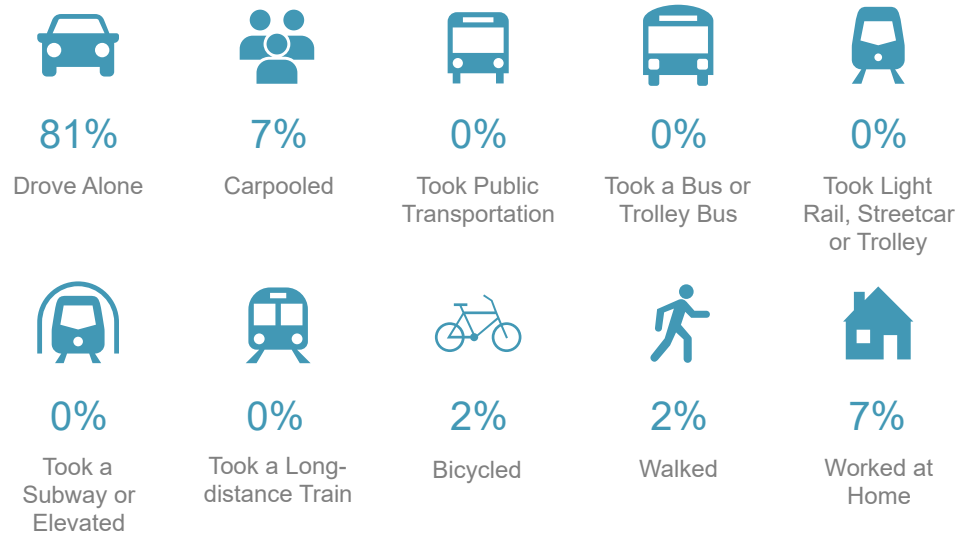
HOUSING



AT RISK



JOURNEY TO WORK



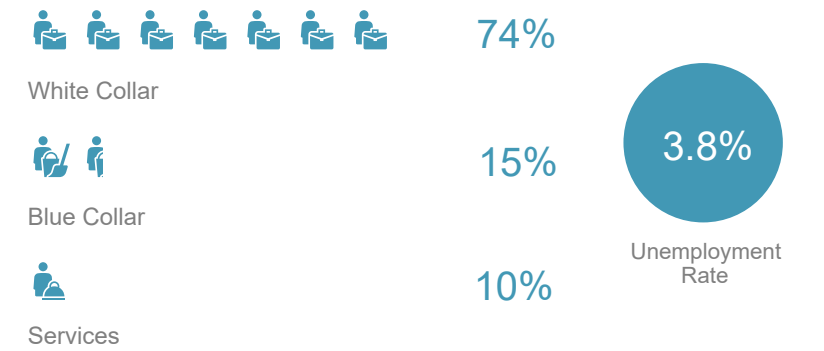
Households By Income

The largest group: \$50,000 - \$74,999 (18.5%)
The smallest group: \$15,000 - \$24,999 (6.4%)

Indicator ▲	Value	Diff	
<\$15,000	6.5%	-1.7%	
\$15,000 - \$24,999	6.4%	-2.7%	
\$25,000 - \$34,999	8.3%	-1.4%	
\$35,000 - \$49,999	11.5%	-1.7%	
\$50,000 - \$74,999	18.5%	-2.0%	
\$75,000 - \$99,999	15.2%	+1.1%	
\$100,000 - \$149,999	16.9%	+1.8%	
\$150,000 - \$199,999	8.2%	+2.9%	
\$200,000+	8.6%	+3.7%	

Bars show deviation from Idaho

EMPLOYMENT



BUSINESS



INSURANCE

2019 Pop <19: No Health Insurance Coverage (ACS 5-Yr) (%)	1%
2021 Medical insurance covers you and other household or family members (%)	47%
2021 Have home insurance coverage for earthquake or flood (%)	3%
2021 Have any homeowners or personal property insurance (%)	63%
2021 Currently carry life insurance (%)	48%

Race and Ethnicity

The largest group: White Alone (88.24)

The smallest group: Pacific Islander Alone (0.24)

Indicator ▲	Value	Diff
White Alone	88.24	+1.30
Black Alone	1.47	+0.58
American Indian/Alaska Native Alone	0.65	-0.76
Asian Alone	2.76	+1.23
Pacific Islander Alone	0.24	+0.05
Other Race	2.99	-2.85
Two or More Races	3.65	+0.45
Hispanic Origin (Any Race)	8.96	-4.33

SPANISH ACTIVITIES

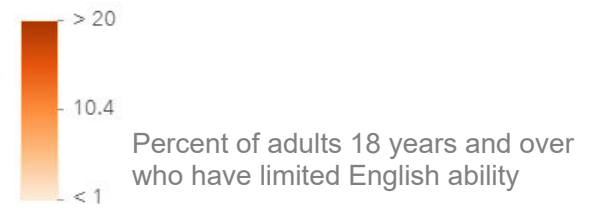


4%

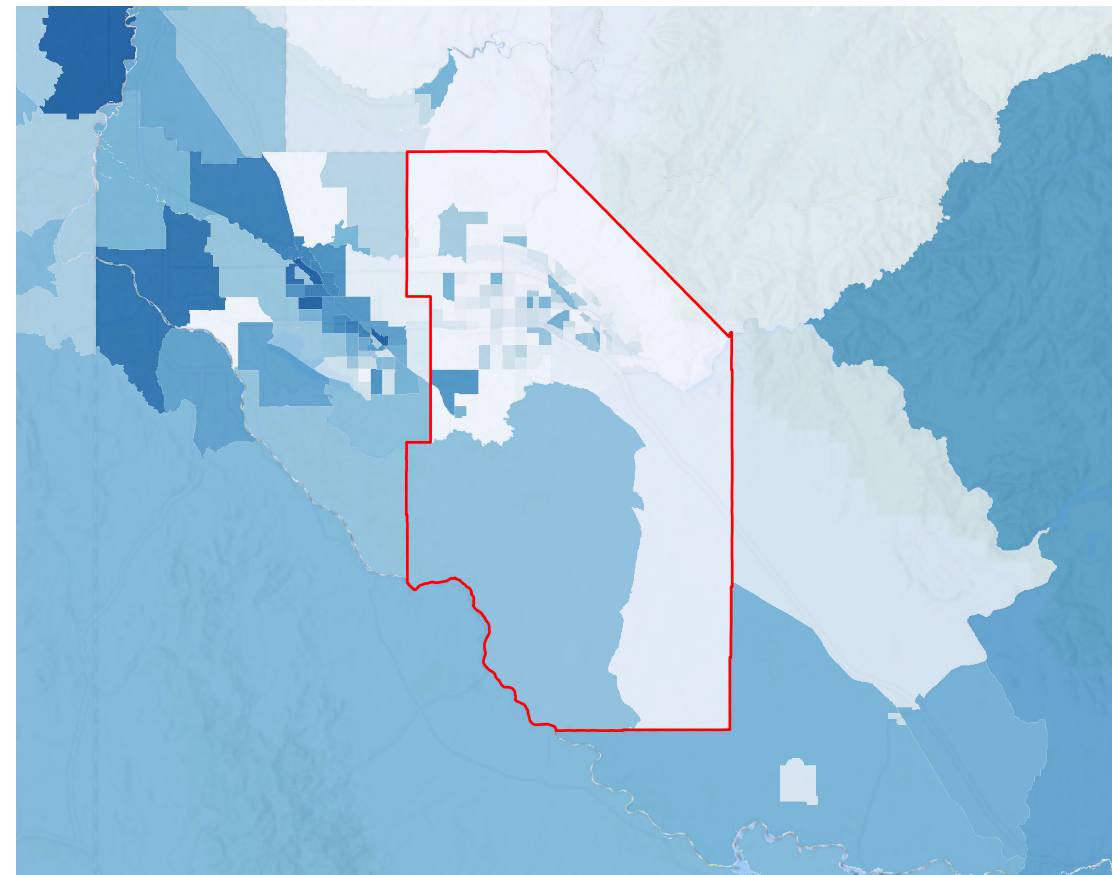
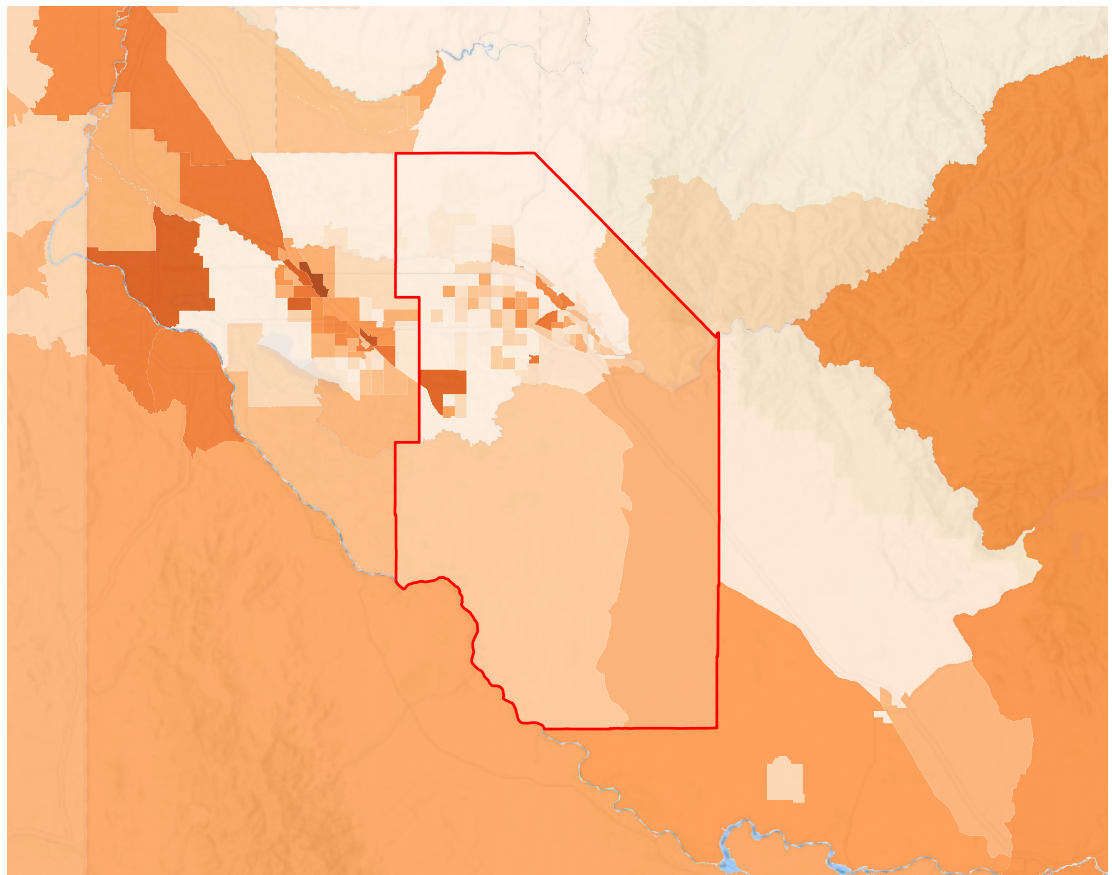
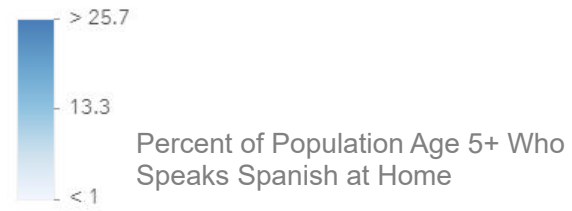
2021 Used Spanish Language Website or App Last 30 Days

LIMITED ENGLISH PROFICIENCY HH %
ADULTS 18-64

Speak Spanish & No English	0%
Speak Spanish & English Not Well	0%
Speak Indo-European & No English	0%
Speak Indo-European & English Not Well	0%
Speak Asian-Pacific Island & No English	0%
Speak Asian-Pacific Island & English Not Well	0%
Speak Other Language & No English	0%
Speak Other Language & English Not Well	0%



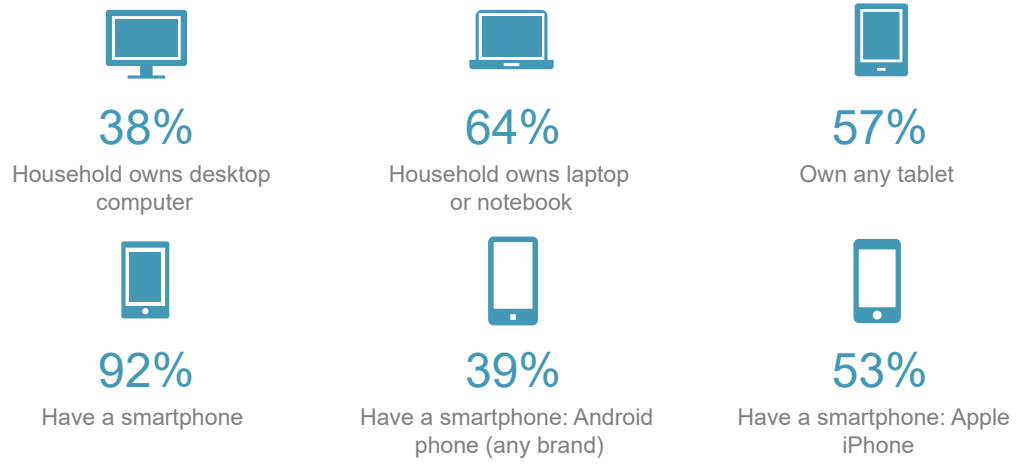
Bars show deviation from



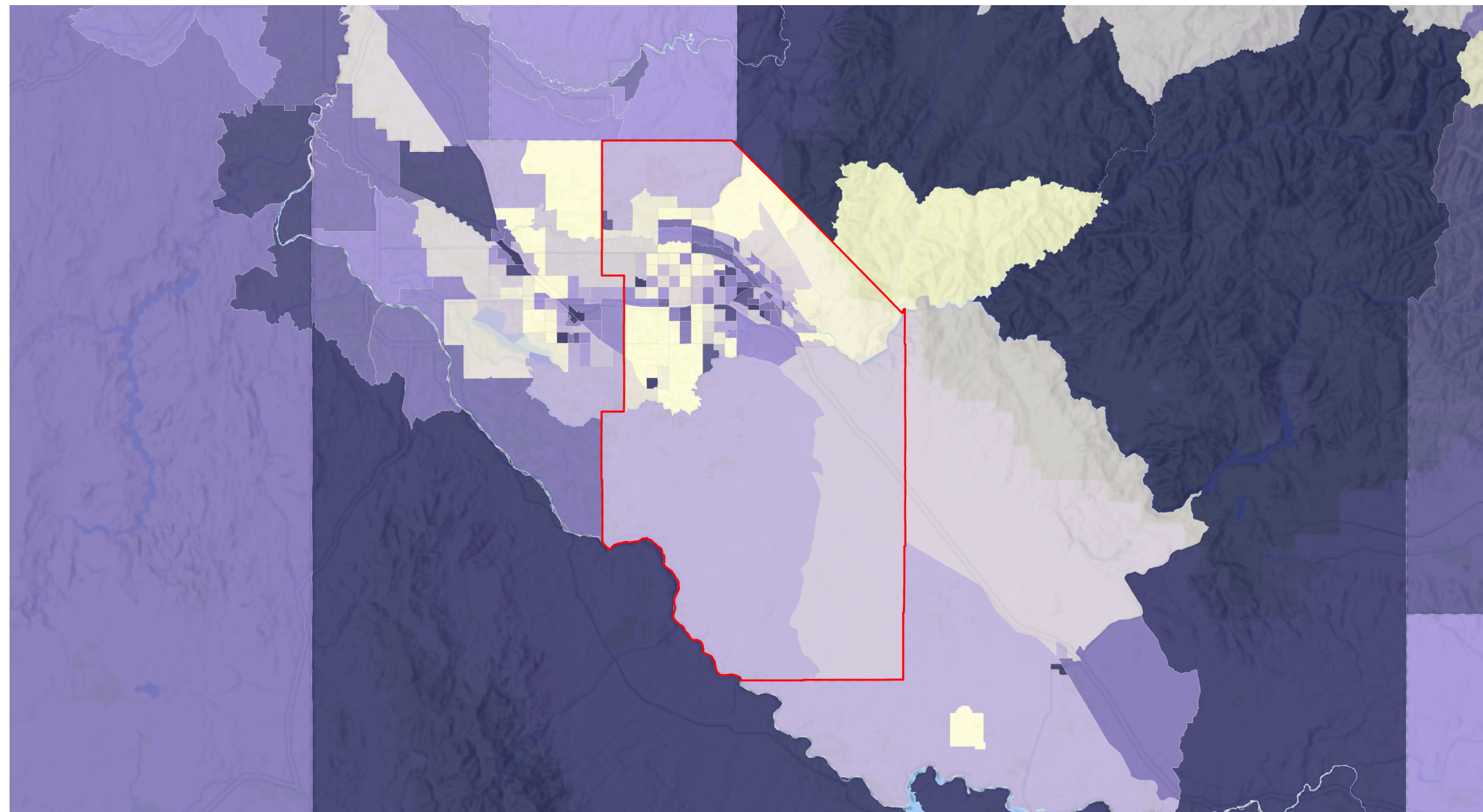
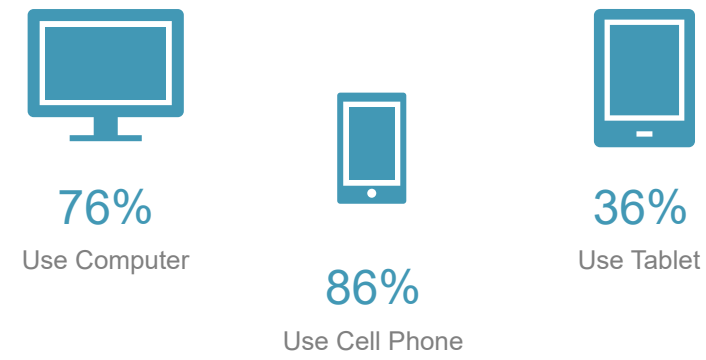
LIMITED ENGLISH PROFICIENCY HH %
SENIORS 65+

Speak Spanish & No English	0%
Speak Spanish & English Not Well	0%
Speak Indo-European & No English	0%
Speak Indo-European & English Not Well	0%
Speak Asian-Pacific Island & No English	0%
Speak Asian-Pacific Island & English Not Well	0%
Speak Other Language & No English	0%
Speak Other Language & English Not Well	0%

DEVICE OWNERSHIP (HH)



INTERNET ACCESS (HH)



INTERNET CONNECTIVITY

HH %

2019 Have access to Internet at home (%)	94%
2019 Connect to Internet at home via cable modem (%)	52%
2019 Connect to Internet at home via DSL (%)	9%
2019 Connect to Internet at home via fiber optic (%)	17%
2019 Access Internet at home via high speed connection (%)	93%

INTERNET & SOCIAL MEDIA USAGE in Last 30 Days

HH %

Visited online blog (%)	15%
Watched TV program online (%)	23%
Used Spanish language website in last app (%)	4%
Facebook.com (%)	68%
Instagram.com (%)	38%
Linkedin.com (%)	16%
Tumblr.com (%)	3%
Twitter.com (%)	18%
Youtube.com (%)	56%
Social network used to track current events (%)	17%
Search engine: bing.com (%)	11%
Search engine: google.com (%)	88%
Search engine: yahoo.com (%)	19%

Percent of Households with No Internet Access



Variable	Ada County, ID	State Street Study Area	
		value	difference
2021 Owner Occupied Housing Units (%)	73.18%	58.54%	-20.01%
2021 Renter Occupied Housing Units (%)	26.82%	41.46%	+54.59%
2021 Vacant Housing Units (%)	5.18%	6.34%	+22.39%
2026 Owner Occupied Housing Units (%)	73.24%	58.31%	-20.39%
2026 Renter Occupied Housing Units (%)	26.76%	41.69%	+55.79%
2026 Vacant Housing Units (%)	4.72%	6.04%	+27.97%
2019 Owner HHs by Year Moved In: 2017 or Later (%)	5.89%	4.38%	-25.64%
2019 Owner HHs by Year Moved In: 2015 to 2016 (%)	9.55%	6.64%	-30.47%
2019 Owner HHs by Year Moved In: 2010 to 2014 (%)	16.15%	12.06%	-25.33%
2019 Owner HHs by Year Moved In: 2000 to 2009 (%)	22.19%	18.78%	-15.37%
2019 Owner HHs by Year Moved In: 1990 to 1999 (%)	9.52%	10.38%	+9.03%
2019 Owner HHs by Year Moved In: 1989/Earlier (%)	6.01%	5.52%	-8.15%
2019 Renter Households by Year Moved In: 2017 or Later (%)	6.59%	10.92%	+65.71%
2019 Renter Households by Year Moved In: 2015 to 2016 (%)	8.61%	9.80%	+13.82%
2019 Renter Households by Year Moved In: 2010 to 2014 (%)	9.38%	14.98%	+59.70%
2019 Renter Households by Year Moved In: 2000 to 2009 (%)	5.48%	6.05%	+10.40%
2019 Renter Households by Year Moved In: 1990 to 1999 (%)	0.46%	0.46%	0.00%
2019 Renter Households by Year Moved In: 1989/Earlier (%)	0.16%	0.04%	-75.00%
2010 Vacant Housing Units by Vacancy Status Base	11,026	1,500	-86.40%
2010 Vacant Housing Units (%)	6.91%	7.70%	+11.43%
2010 Vacant Housing Units: For Rent (%)	36.62%	37.04%	+1.15%
2010 Vacant Housing Units: Rented - Not Occupied (%)	2.15%	2.29%	+6.51%
2010 Vacant Housing Units: For Sale Only (%)	29.78%	25.12%	-15.65%
2010 Vacant Housing Units: Sold - Not Occupied (%)	4.23%	3.23%	-23.64%
2010 Vacant Housing Units: Seasonal/Recreational/Occasional Use (%)	9.23%	12.86%	+39.33%
2010 Vacant Housing Units: For Migrant Workers (%)	0.05%	0.07%	+40.00%
2010 Vacant Housing Units: Other Vacant (%)	17.93%	20.40%	+13.78%
2010 Vacant Housing Units: Seasonal/Recreational/Occasional Use	1,018	191	-81.24%

Percent difference from the benchmark

- Benchmark site values
- -86.4% to 0%
- 0% to 0%
- 0% to +1.15%
- +1.15% to +65.71%

Values represent the normalized difference between a value and a benchmark:
 $(\text{value} - \text{benchmark}) / \text{benchmark} * 100\%$

Variable	Ada County, ID	State Street Study Area	
		value	difference
2019 Owner Households with No Vehicles (%)	1.39%	2.62%	+88.49%
2019 Owner Households with 1 Vehicle (%)	25.40%	33.63%	+32.40%
2019 Workers 16+ Took Public Transportation (%)	0.40%	0.87%	+117.50%
2019 Workers 16+ Took a Long-distance Train or Commuter Rail (%)	0.02%	0.00%	-100.00%
2019 Workers 16+ Took Light Rail, Streetcar or Trolley (%)	0.00%	0.00%	
2019 Workers 16+ Took a Subway or Elevated (%)	0.02%	0.00%	-100.00%
2019 Workers 16+ Carpooled (%)	7.37%	7.01%	-4.88%
2019 Workers 16+ Drove Alone to Work (%)	80.57%	75.30%	-6.54%
2019 Workers 16+ Motorcycled (%)	0.28%	0.14%	-50.00%
2019 Workers 16+ Bicycled (%)	1.65%	5.01%	+203.64%
2019 Workers 16+ Walked (%)	1.64%	3.00%	+82.93%
2019 Workers 16+ Worked at Home (%)	7.30%	8.14%	+11.51%
2019 Workers 16+ Took Other Means of Transportation (%)	0.65%	0.32%	-50.77%
2021 HH Owns or Leases Any Vehicle (%)	89.55%	85.51%	-4.51%
2021 HH Owns or Leases a Gasoline Fuel Vehicle (%)	86.03%	82.15%	-4.51%
2021 HH Owns or Leases a Diesel Fuel Vehicle (%)	3.73%	2.88%	-22.79%
2021 HH Owns or Leases a Hybrid Vehicle (%)	3.47%	3.05%	-12.10%
2021 Transportation	\$1,853,873,941	\$186,939,819	-89.92%
2021 Transportation - Public/Other Transportation	\$30,540,256	\$3,753,163	-87.71%
2021 Car/Van Pool & Non-motorized Transportation	\$904,400	\$100,050	-88.94%
2021 Intracity Mass Transit Fares	\$15,377,738	\$1,967,441	-87.21%
2021 Taxi Fares & Limousine Services	\$13,858,780	\$1,651,308	-88.08%
2021 Transportation	\$2,321,775,331	\$231,002,516	-90.05%
2021 Transportation - Public/Other Transportation	\$38,101,251	\$4,702,469	-87.66%
2021 Car/Van Pool & Non-motorized Transportation	\$1,132,267	\$125,200	-88.94%
2021 Intracity Mass Transit Fares	\$19,142,667	\$2,467,947	-87.11%
2021 Taxi Fares & Limousine Services	\$17,323,371	\$2,066,566	-88.07%

Percent difference from the benchmark

- Benchmark site values
- -100% to -50.77%
- -50.77% to 0%
- 0% to 0%
- 0% to +203.64%

Values represent the normalized difference between a value and a benchmark:
 $(\text{value} - \text{benchmark}) / \text{benchmark} * 100\%$



Digital Usage Summary

State Street Study Area

KEY FACTS

43,385

Population

39.4

Median Age

2.1

Average Household Size

\$61,569

Median Household Income

INTERNET ACCESS



72%

Use Computer



83%

Use Cell Phone



32%

Use Tablet

AT RISK



13%

Households Below the Poverty Level



18%

Households with 1+ Persons with a Disability



3%

Owner Households with No Vehicles



12%

Renter Households with No Vehicles



0%

Population 65+ speak Spanish & No English

SOCIAL MEDIA USAGE



67%

Use Facebook in last 30 days



39%

Used Instagram in last 30 days



16%

Used LinkedIn in last 30 days



19%

Used Twitter in last 30 days

CONSUMER ATTITUDE



23%

Internet impacts my daily life substantially



32%

Internet has some impact on my daily life



30%

Internet unlikely to impact my daily life



14%

Internet does not impact my life at all



6%

Government shouldn't focus more on environmental issues



15%

Government should focus slightly more on environmental issues



41%

Government should focus somewhat more on environmental issues



39%

Government should focus more on environmental issues



15%

Worry 'Smart' Products Invade Privacy: 1- Disagree Completely



19%

Worry 'Smart' Products Invade Privacy: 2- Disagree Somewhat



40%

Worry 'Smart' Products Invade Privacy: 3- Agree Somewhat



25%

Worry 'Smart' Products Invade Privacy: 4- Agree Completely

Variable	Ada County, ID	State Street Study Area	
		value	difference
2021 Total Population	517,348	43,385	-91.61%
2021 Median Age	36.5	39.4	+7.95%
2021 Senior Population (Age 65+) (%)	14.32%	17.08%	+19.27%
2021 Median Household Income	\$72,913	\$61,569	-15.56%
2019 Households Below the Poverty Level (%)	11.10%	12.98%	+16.94%
2021 Unemployment Rate	3.8%	3.9%	+2.63%
2021 Population Age 25+: Less than 9th Grade (%)	1.15%	1.21%	+5.22%
2021 Population Age 25+: 9-12th Grade/No Diploma (%)	3.08%	2.53%	-17.86%
2021 Population Age 25+: High School Diploma (%)	16.40%	12.92%	-21.22%
2021 Population Age 25+: Some College/No Degree (%)	23.88%	23.62%	-1.09%
2021 Population Age 25+: Bachelor's Degree (%)	25.66%	26.97%	+5.11%
2021 Population Age 25+: Graduate/Professional Degree (%)	14.87%	20.53%	+38.06%
2021 Population Age 25+: GED/Alternative Credential (%)	4.03%	2.73%	-32.26%
2021 Median Home Value	\$351,480	\$362,065	+3.01%
2021 Housing Affordability Index	118	94	-20.34%
2021 Owner Occupied Housing Units (%)	73.18%	58.54%	-20.01%
2021 Renter Occupied Housing Units (%)	26.82%	41.46%	+54.59%
2019 Housing: Mobile Homes (%)	3.91%	3.12%	-20.20%
2021 Group Quarters Population (%)	2.20%	1.21%	-45.00%
2019 Owner Households with No Vehicles (%)	1.39%	2.62%	+88.49%
2019 Renter Households with No Vehicles (%)	8.98%	11.80%	+31.40%
2019 Average Commute to Work for Workers 16+	20.7	0.0	-100.00%
2019 Workers 16+ Took Public Transportation (%)	0.40%	0.87%	+117.50%
2019 Workers 16+ Took Other Means of Transportation (%)	0.65%	0.32%	-50.77%
2019 HHs with No Internet Access (%)	12.15%	14.13%	+16.30%
2019 Pop 18-64 in HHs: have No Computer (%)	1.89%	1.95%	+3.17%
2019 Pop 65+ in HHs: have No Computer (%)	1.56%	1.95%	+25.00%
2019 Households with 1+ Persons with a Disability (%)	20.29%	18.20%	-10.30%
2021 Have Home Insurance Coverage For Earthquake or Flood (%)	3.43%	3.00%	-12.54%
2021 Medical Insurance Covers You and Other HH/Family Members (%)	47.06%	40.79%	-13.32%
2021 Total Crime Index	64	85	+32.81%
2021 Voted in Federal or State or Local Election Last 12 Mo (%)	50.24%	50.86%	+1.23%
2021 Participated in Any Public Activity Last 12 Mo (%)	78.74%	78.52%	-0.28%
2021 Hispanic Population (%)	8.96%	7.24%	-19.20%
2021 Diversity Index	34.8	31.8	-8.62%
2019 Pop 18-64 Speak Spanish & No English (%)	0.07%	0.17%	+142.86%
2019 Pop 65+ Speak Spanish & No English (%)	0.02%	0.00%	-100.00%
2019 Pop 18-64 Speak Spanish & English Not Well (%)	0.29%	0.32%	+10.34%
2019 Pop 65+ Speak Spanish & English Not Well (%)	0.04%	0.06%	+50.00%
2019 Pop 18-64 Speak Indo-European & No English (%)	0.04%	0.06%	+50.00%
2019 Pop 18-64 Speak Indo-Eur & English Not Well (%)	0.11%	0.17%	+54.55%
2019 Pop 65+ Speak Indo-European & No English (%)	0.02%	0.00%	-100.00%
2019 Pop 65+ Speak Indo-Eur & English Not Well (%)	0.02%	0.05%	+150.00%
2019 Pop 18-64 Speak Asian-Pacific Isl & No English (%)	0.03%	0.00%	-100.00%
2019 Pop 18-64 Speak Asian-PI & English Not Well (%)	0.12%	0.00%	-100.00%
2019 Pop 65+ Speak Asian-Pacific Isl & No English (%)	0.06%	0.00%	-100.00%
2019 Pop 65+ Speak Asian-PI & English Not Well (%)	0.04%	0.00%	-100.00%
2019 Pop 18-64 Speak Other Language & No English (%)	0.04%	0.05%	+25.00%
2019 Pop 65+ Speak Oth Language & No English (%)	0.00%	0.00%	
2019 Pop 18-64 Speak Oth Language & English Not Well (%)	0.09%	0.05%	-44.44%
2019 Pop 65+ Speak Oth Language & English Not Well (%)	0.00%	0.00%	

Percent difference from the benchmark

■ Benchmark site values

■ -100% to -0.28%

■ -0.28% to 0%

■ 0% to 0%

■ 0% to +150%

Values represent the normalized difference between a value and a benchmark:

$(\text{value} - \text{benchmark}) / \text{benchmark} * 100\%$