

# REIMAGINING RAMSEY COUNTY

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## Building a Resilient Workforce

### RealTime Talent

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# Reimagining Ramsey County

## Introduction

In the first three months of the economic impact of COVID-19, 80,036 Ramsey County residents applied for unemployment insurance—about 22.8% of the local employed workforce, and representing over 10% of all unemployment insurance applications statewide. Although the employment impacts of the pandemic have been forecast to be sharp and short by most economists, without intentional reimagining of our communities, recovery is unlikely to be equally positive for all residents.

This report aims to highlight disparate workforce impacts of the COVID-19 pandemic and the racial and ethnic disparities that have persisted in our community. This report—part of a series of five community profiles—provides the background data necessary for a deeper understanding of community demographics, the varied impacts of job loss by industry, occupation, and demographic, rising opportunities in each community, and opportunities to reimagine the future of work. We explored the following research questions to guide this foundational study:

- What is the educational, linguistic, transportation, and digital literacy profile of each community?
- What industries are most vulnerable to the negative impacts of COVID-19? What is the possible short-term impact on key occupations? What do unemployment insurance application numbers indicate regarding demographics of job loss and occupations losing workers?
- What are the 1) transit accessible, 2) high-demand, 3) high-wage, 4) low-pandemic-vulnerability, and 5) high-skill jobs in each community?

### *Why this Report Matters*

As we look to the future and work to build an economy that works for everyone, we must start with local insights and community voices. This report is a place to begin the conversations that will spark our collective next steps. To learn more about what Ramsey County Workforce Solutions is doing with these findings and get involved in Reimagining Ramsey County, contact Ling Becker at [ling.becker@co.ramsey.mn.us](mailto:ling.becker@co.ramsey.mn.us).

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# REIMAGINING RAMSEY COUNTY

Volume 5

## Midway, Downtown, and Northern St. Paul

### RealTime Talent

November 2020



**RealTime Talent**  
Using data to build the  
world's best workforce

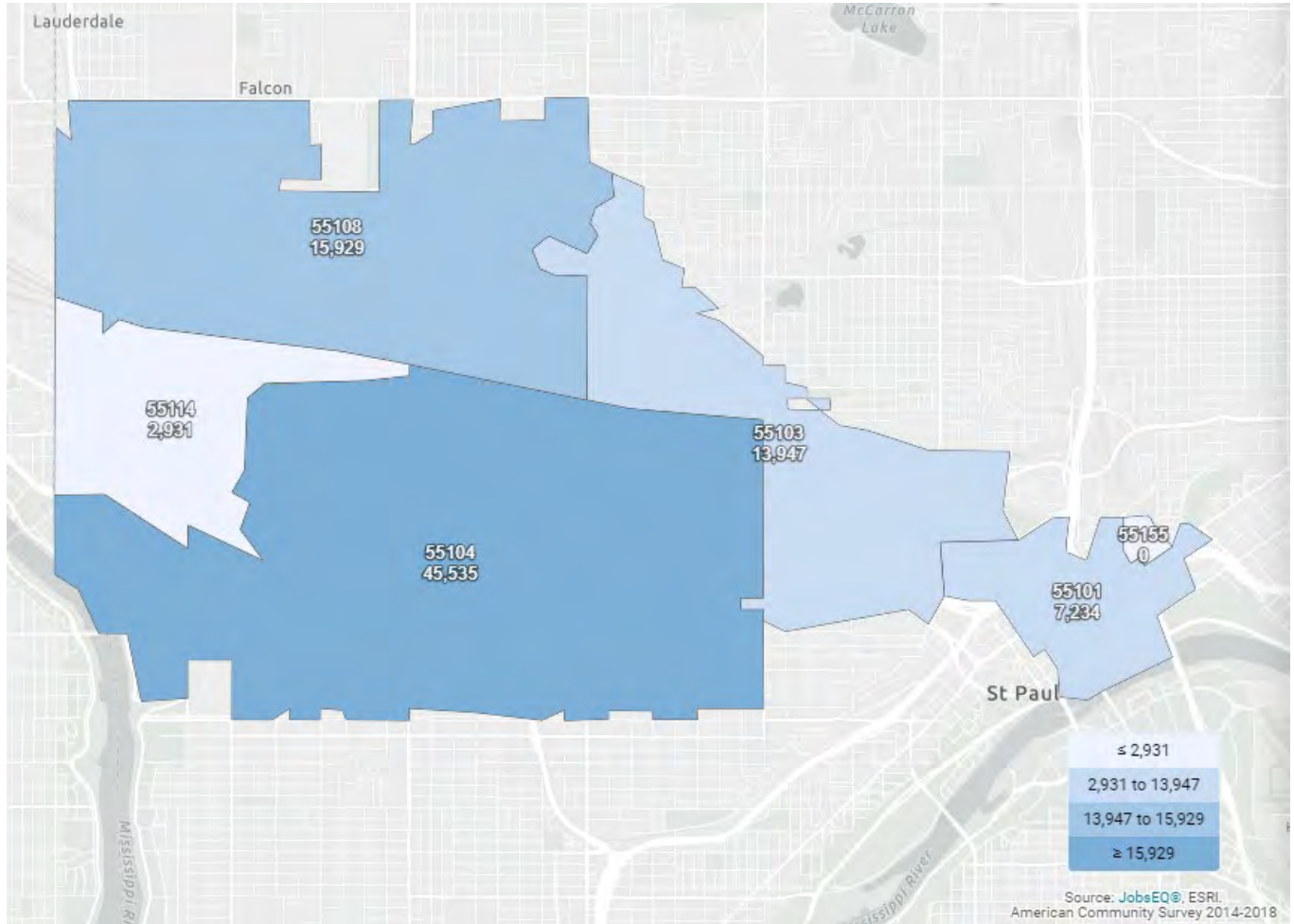


**RAMSEY COUNTY**  
**Workforce Solutions**

# Introduction

Midway, Downtown, and Northern St. Paul are a group of active and diverse neighborhoods in the core of St. Paul. Midway, Downtown, and Northern St. Paul is defined by zip codes 55108, 55114, 55104, 55103, 55101 and 55155. The communities included in these zip codes are St. Anthony Park, Hamline-Midway, Como, Union Park, Summit-University, Frogtown/Thomas Dale, North End, Downtown, and the Minnesota State Capital. By population, the largest number of people live in zip code 55104, which is the area east of the Mississippi River, west of Dale Street, south of Pierce Butler Route, and north of Summit Avenue. An estimated 5,205 businesses work out of Midway, Downtown, and Northern St. Paul.

**Resident Population of Midway, Downtown, and Northern St. Paul**

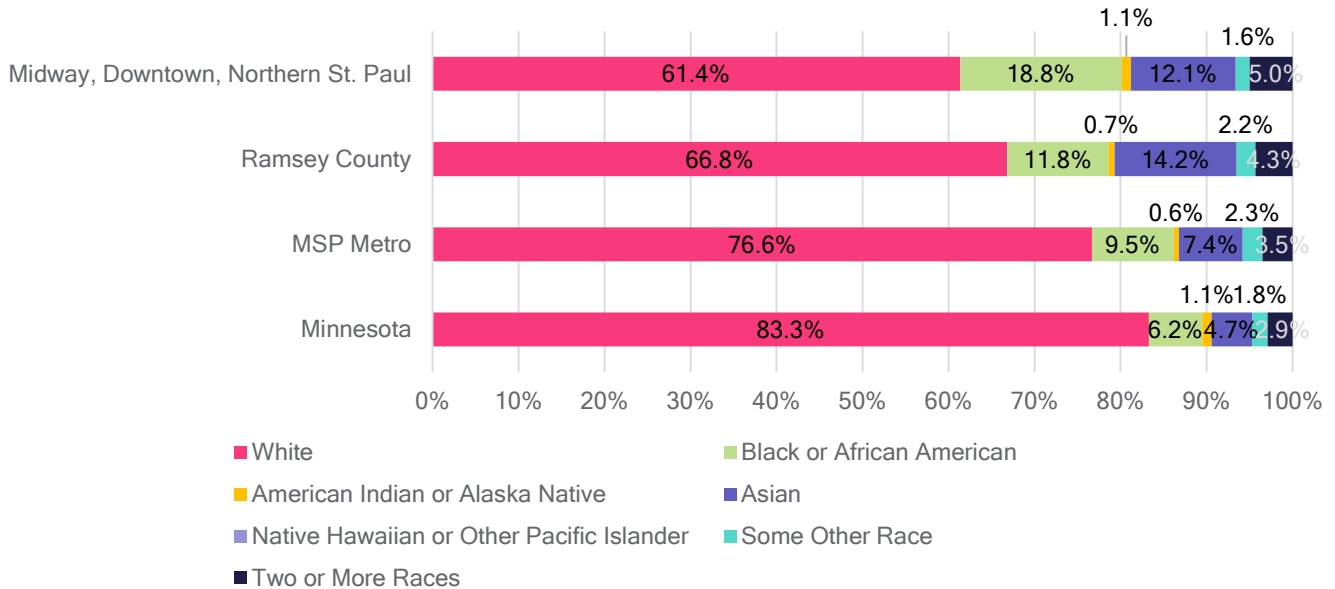


# Community Profile

## Demographics

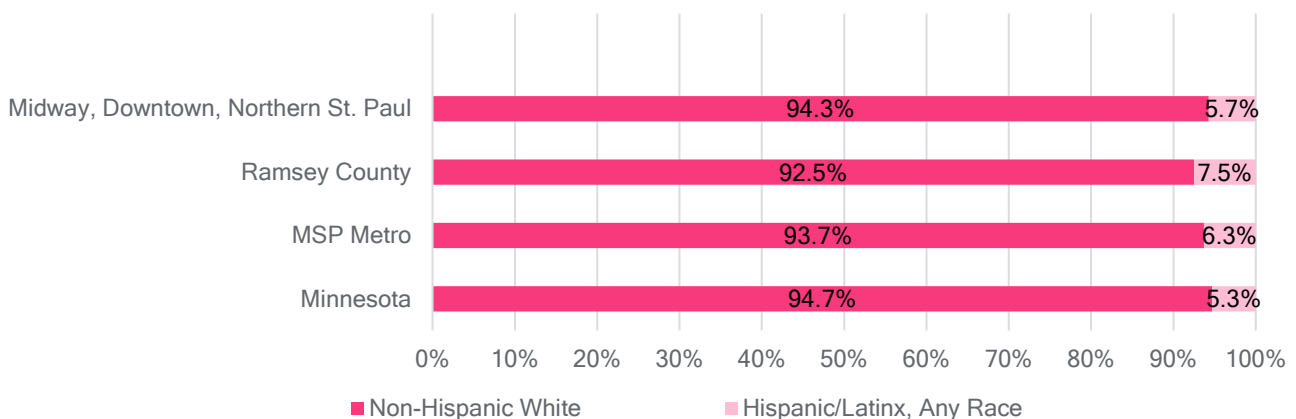
Midway, Downtown, and Northern St. Paul is more demographically diverse than Ramsey County overall; 38.6% of the population are non-Hispanic people of color, plus 5.7% identify as Hispanic or Latinx. The largest racial or ethnic group on Midway, Downtown, and Northern St. Paul after Non-Hispanic White is the Black or African American population, with 18.8% of residents of this area identifying as Black or African American compared to 11.8% in Ramsey County overall.

Population Race, All Ages



American Community Survey 2014-2018.

Population Ethnicity, All Ages



American Community Survey 2014-2018.



## Community Demographics

Demographics	Percent			Value		
	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	Twin Cities 7-County Metro	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	Twin Cities 7-County Metro
Population (ACS)	–	–	–	85,576	541,493	3,039,708
Male	48.9%	48.7%	49.4%	41,833	263,843	1,500,624
Female	51.1%	51.3%	50.6%	43,743	277,650	1,539,084
Median Age*	–	–	–	31.3	34.9	36.8
Under 18 Years	19.8%	23.4%	23.6%	16,975	126,490	717,668
18 to 24 Years	15.2%	10.2%	8.7%	13,047	55,420	263,378
25 to 34 Years	21.1%	16.6%	15.1%	18,018	89,740	459,585
35 to 44 Years	12.1%	12.0%	13.1%	10,358	65,173	399,319
45 to 54 Years	11.1%	11.8%	13.5%	9,484	63,728	410,408
55 to 64 Years	10.2%	12.3%	12.8%	8,747	66,694	390,595
65 to 74 Years	6.5%	7.8%	7.7%	5,526	42,271	234,633
75 Years, and Over	4.0%	5.9%	5.4%	3,421	31,977	164,122
Race: White	61.4%	66.8%	76.6%	52,542	361,501	2,328,568
Race: Black or African American	18.8%	11.8%	9.5%	16,048	63,724	288,828
Race: American Indian and Alaska Native	1.1%	0.7%	0.6%	912	3,723	18,437
Race: Asian	12.1%	14.2%	7.4%	10,318	77,156	225,056
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%	44	192	1,157
Race: Some Other Race	1.6%	2.2%	2.3%	1,411	12,028	70,602
Race: Two or More Races	5.0%	4.3%	3.5%	4,301	23,169	107,060
Hispanic or Latino (of any race)	5.7%	7.5%	6.3%	4,920	40,569	192,028

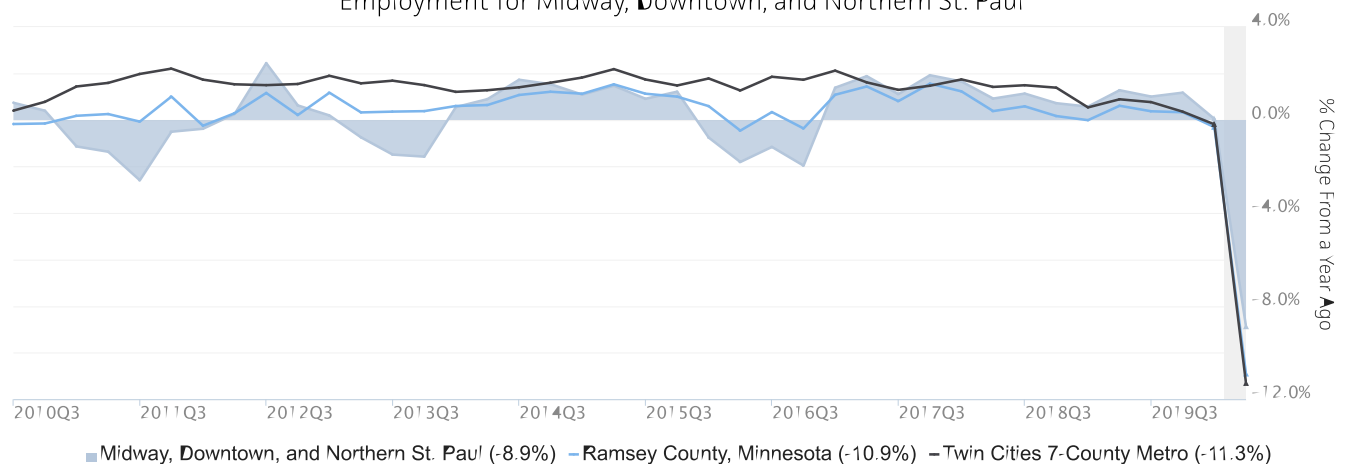
American Community Survey 2014-2018 unless noted otherwise.

\*Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

## Employment

As of 2020Q1, total employment for the Midway, Downtown, and Northern St. Paul was 97,595 (based on a four-quarter moving average). Over the year ending 2020Q1, employment was flat at 0.0% in the region. Over the year ending 2020Q2, employment declined 8.9% in the region.

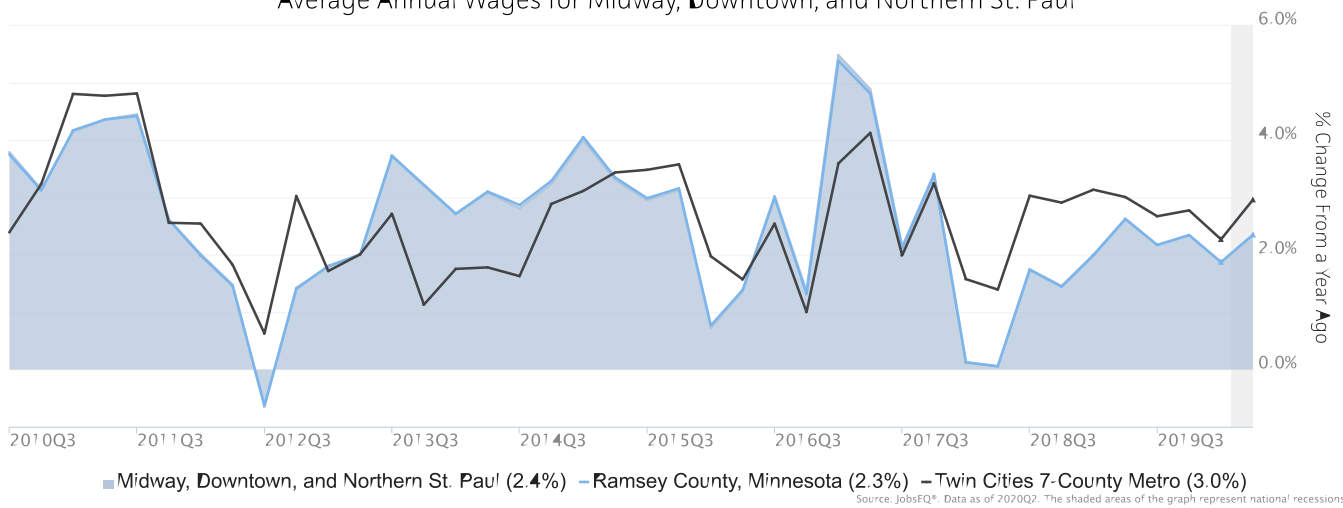
Employment for Midway, Downtown, and Northern St. Paul



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

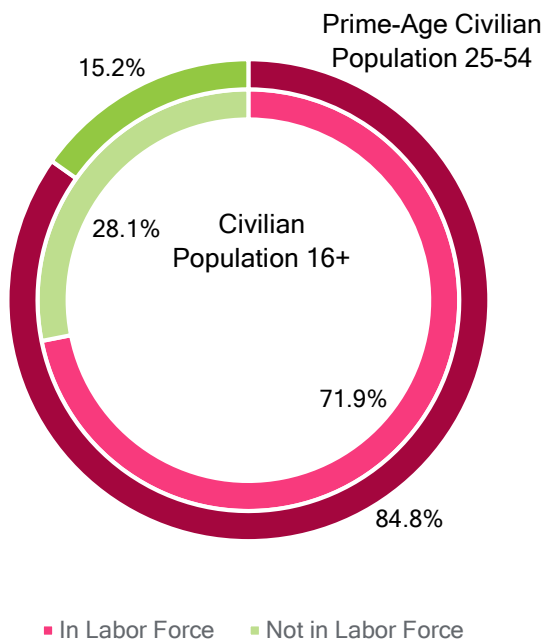
The average worker in the Midway, Downtown, and Northern St. Paul earned annual wages of \$63,768 as of 2020Q1. Average annual wages per worker increased 1.9% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,624 in the nation as of 2020Q1.

Average Annual Wages for Midway, Downtown, and Northern St. Paul



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

**Labor Force Participation Rate**



Residents of Midway, Downtown, and Northern St. Paul have a lower labor force participation rate among prime working age adults, but a higher labor force participation rate than in Ramsey County overall (Ramsey County labor force participation is 86% for prime working age and 69% for all). These neighborhoods have a higher percent of single parent households (6,137 or 37.4% of households) and a higher percent of residents with disabilities (5,851 or 9.9% of residents) than seen in other communities in Twin Cities 7-county Metro area, which could impact the labor force participation rate. The labor force participation rate in this community might also be impacted by having more residents that may be ineligible to work, as 17.1% of Midway, Downtown, and Northern St. Paul residents are foreign-born. This community has a higher proportion of uninsured residents (6.5%), households receiving food stamps (14.7%), and disconnected youth (3.9%) compared to other communities of Ramsey County. The largest

share of disconnected youth in this population are in zip code 55101 (30.4% or 45 youth), which corresponds with the Downtown neighborhood. The zip code 55103, the Frogtown and Como neighborhoods, has largest share of adults between the ages of 25 and 64 without a high school diploma or GED (23.4%) and zip code 55114, the St. Anthony Park neighborhood, has the largest share of residents who commute to work or school by public transportation (24.0%).



## Economic and Social Characteristics of Midway, Downtown, and Northern St. Paul

Economic and Social Characteristics	Percent			Values		
	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro
Labor Force Participation Rate and Size (civilian population 16 years and over)	71.9%	69.0%	72.1%	50,552	295,458	1,730,688
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.8%	86.0%	88.7%	32,091	187,867	1,125,534
Armed Forces Labor Force	0.0%	0.0%	0.1%	16	214	1,274
Veterans, Age 18-64	2.4%	2.9%	3.5%	1,448	9,950	67,574
Veterans Labor Force Participation Rate and Size, Age 18-64	73.6%	75.8%	81.5%	1,066	7,538	55,073
Median Household Income*	–	–	–	\$57,035	\$62,304	\$77,034
Per Capita Income	–	–	–	\$32,237	\$34,049	\$40,637
Poverty Level (of all people)	21.2%	14.7%	9.4%	17,388	77,330	282,384
Households Receiving Food Stamps/SNAP	14.7%	12.8%	8.2%	5,087	26,850	96,883
Enrolled in Grade 12 (% of total population)	1.2%	1.4%	1.5%	1,039	7,827	46,253
Disconnected Youth**	3.9%	2.1%	1.5%	189	597	2,270
Children in Single Parent Families (% of all children)	37.4%	35.8%	27.9%	6,137	43,659	193,871
Uninsured	6.5%	5.5%	4.6%	5,518	29,542	139,536
With a Disability, Age 18-64	9.9%	10.0%	8.0%	5,851	33,948	152,512
With a Disability, Age 18-64, Labor Force Participation Rate and Size	44.9%	47.0%	53.4%	2,627	15,945	81,517
Foreign Born	17.1%	15.6%	12.0%	14,629	84,379	363,294

American Community Survey 2014-2018 unless noted otherwise.

\*Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties. \*\*Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

## Education



**90.7%** of prime working age adult residents have at least a high school diploma or GED.

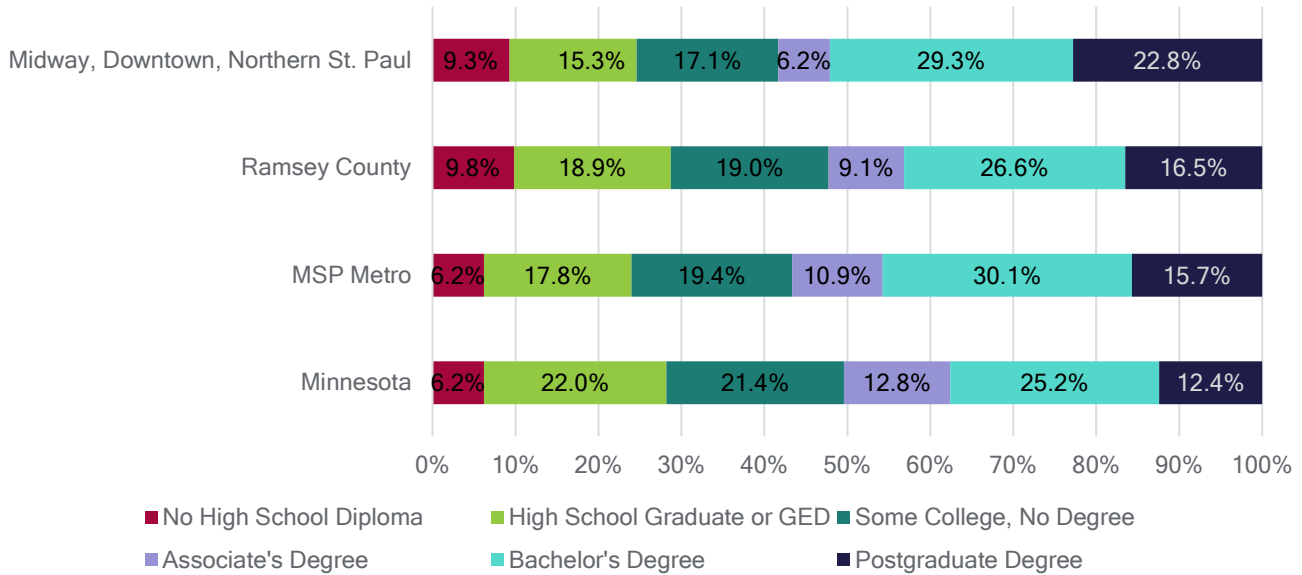
The residents of Midway, Downtown, and Northern St. Paul have a higher level of educational attainment overall in comparison to Ramsey County as a whole. According to the most recent American Community Survey estimates, only 9.3% of Midway, Downtown, and Northern St. Paul residents between ages 25 and 64 do not have a high school diploma, and 29.3% hold a Bachelor's Degree as their highest level of educational attainment.

### Educational Characteristics of Midway, Downtown, Northern St. Paul

Educational Characteristics	Percent			Values		
	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro
No High School Diploma	9.3%	9.8%	6.2%	4,340	28,060	103,067
High School Graduate	15.3%	18.9%	17.8%	7,109	54,037	295,274
Some College, No Degree	17.1%	19.0%	19.4%	7,964	54,211	321,288
Associate's Degree	6.2%	9.1%	10.9%	2,893	25,991	180,284
Bachelor's Degree	29.3%	26.6%	30.1%	13,666	75,814	499,663
Postgraduate Degree	22.8%	16.5%	15.7%	10,635	47,222	260,331

American Community Survey 2014-2018 unless noted otherwise.

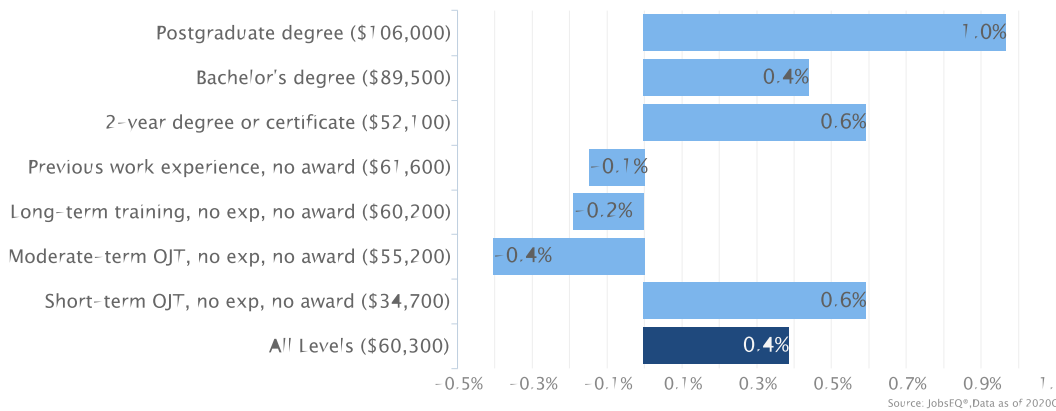
### Educational Attainment, Age 25-64



American Community Survey 2014-2018.

Expected growth rates for occupations vary by the education and training required. While all employment in the Midway, Downtown, and Northern St. Paul is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.0% per year, those requiring a bachelor's degree are forecast to grow 0.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.6% per year.

Annual Average Projected Job Growth by Training Required for Midway, Downtown, and Northern St. Paul



Employment by occupation data are estimates as of 2020Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Transportation



**6,594** residents  
Commute via public transit (14.2%)

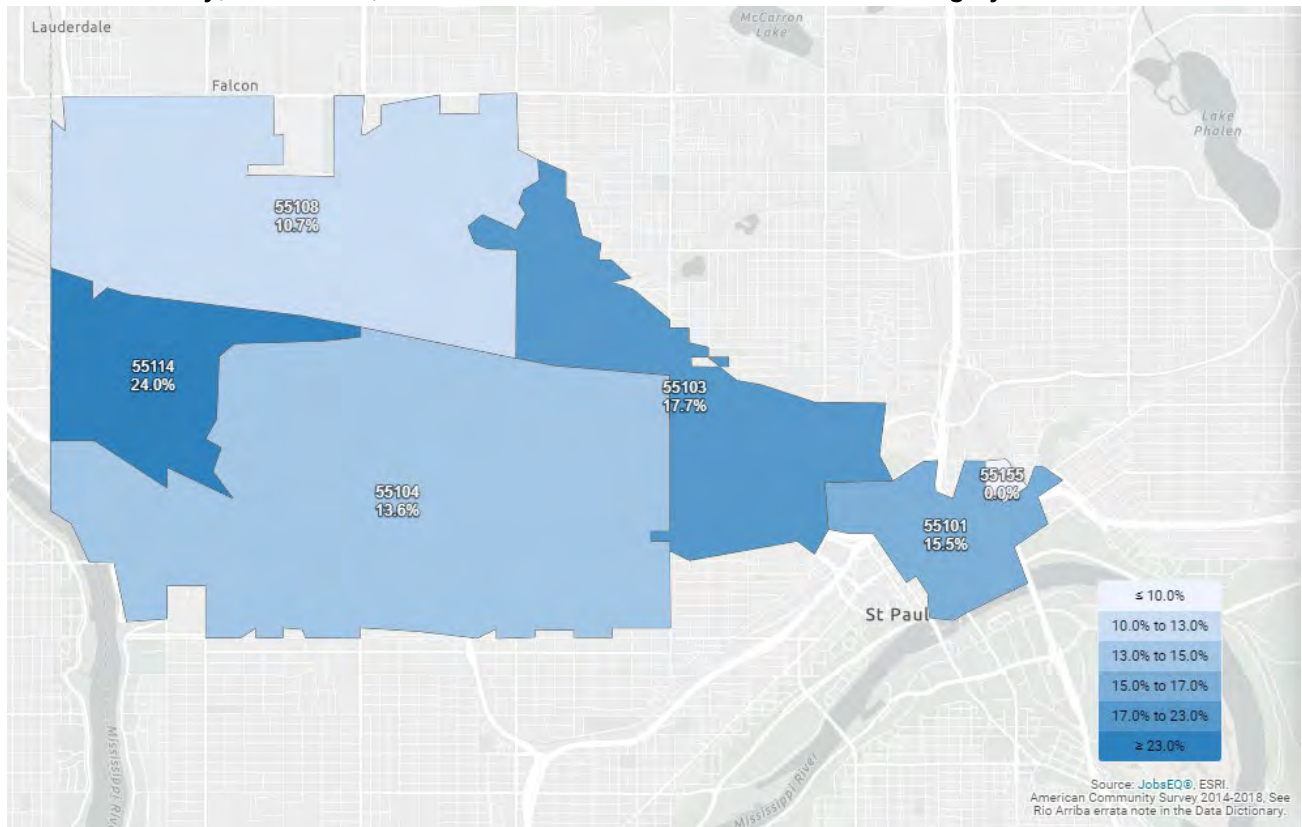
**22.8** Minute



Mean Commute Time

**5,822** Residences have no vehicle available  
(16.9% of all occupied residences)

Midway, Downtown, and Northern St. Paul Residents Commuting by Public Transit



Transportation Characteristics of Midway, Downtown, and Northern St. Paul

Transportation Characteristics	Percent			Values		
	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro
Mean Commute Time (minutes)	-	-	-	22.8	23.9	24.7
Commute via Public Transportation	14.2%	6.7%	5.3%	6,594	18,565	87,307
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	16.9%	10.5%	7.8%	5,822	21,937	91,325

American Community Survey 2014-2018 unless noted otherwise.

## Language



**10.7%** of residents over age 5 speak English less than “very well” (a total of 8,597 residents)

**77.1%** of Ramsey County residents over age 5 speak ONLY English (a total of 388,179 residents)

- 11.5% Asian/Pacific Island Languages
- 5.2% Spanish
- 3.7% Other Languages (African, etc.)
- 2.4% Indo-European Languages

### Language Characteristics of Midway, Downtown, and Northern St. Paul

Language Characteristics	Percent			Values		
	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro	Midway, Downtown, and Northern St. Paul	Ramsey County, Minnesota	7-County MSP Metro
Speak English Less Than Very Well (population 5 yrs and over)	10.8%	10.8%	6.6%	8,597	54,243	187,303

American Community Survey 2014-2018 unless noted otherwise.

### Primary Languages Spoken in Ramsey County, Ages 5+

English	378,245	80.71%
All languages other than English combined	90,411	19.29%
Hmong	27,858	5.94%
Spanish	24,405	5.21%
African languages	10,883	2.32%
Chinese	3,578	0.76%
Other Asian languages	2,847	0.61%
Vietnamese	2,621	0.56%
French	2,504	0.53%
German	2,018	0.43%
Laotian	1,264	0.27%
Mon-Khmer, Cambodian	1,200	0.26%
Korean	953	0.20%
Arabic	898	0.19%
Tagalog	836	0.18%
Russian	773	0.16%
Thai	721	0.15%
Hindi	720	0.15%
Other Indic languages	676	0.14%
Other Indo-European languages	637	0.14%
Japanese	549	0.12%
Italian	538	0.11%
Polish	496	0.11%
Scandinavian languages	488	0.10%
Other specified North American Indian languages	462	0.10%
Other Slavic languages	380	0.08%
Hebrew	284	0.06%
Portuguese	259	0.06%
Urdu	259	0.06%
Serbo-Croatian	239	0.05%
Other West Germanic languages	202	0.04%
<b>Total:</b>	<b>468,656</b>	

U.S. Census Bureau, 2010 Decennial Census (5-year summary data, collected 2006-2010). Detailed language data available every 10 years.

# Digital Literacy

## Access to Internet<sup>1</sup>



1% to 45% of households in each census tract have no access to the internet.

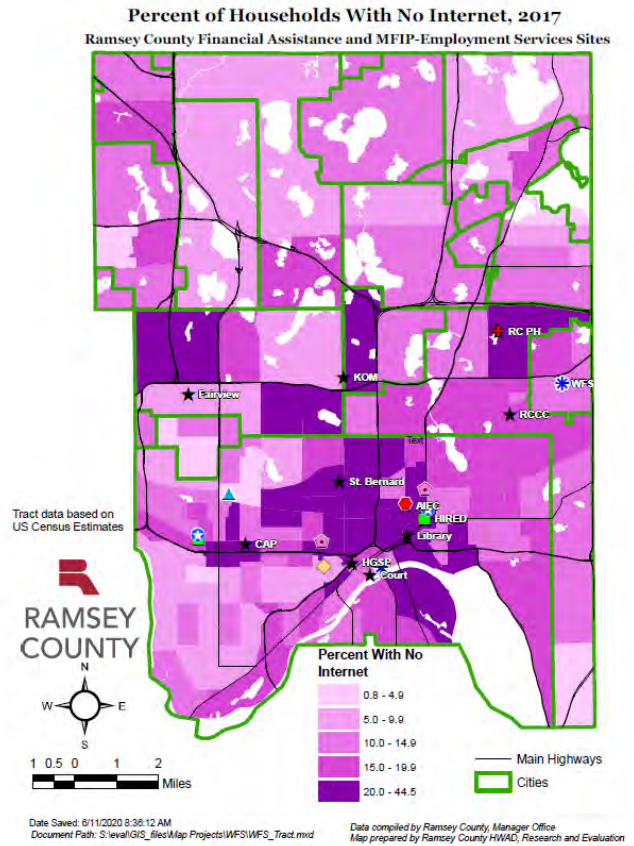
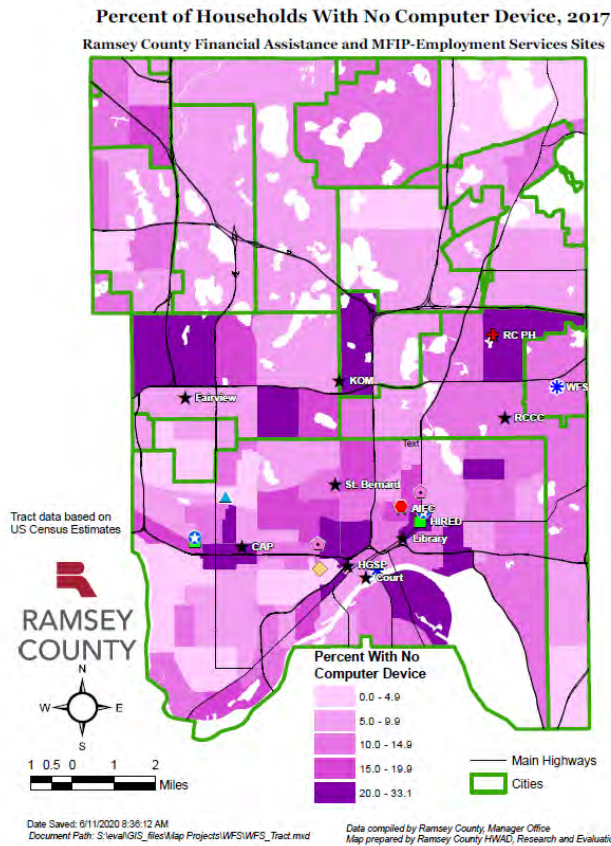
American Community Survey, 2017.

## Access to Technology



0% to 33% of households in each census tract have no access to a computer device.

American Community Survey, 2017.



<sup>1</sup> Census tracts allocated to Midway, Downtown, and Northern St. Paul have 50% or more of their geographic area within zip codes 55108, 55114, 55104, 55103, 55101, and 55155.



## Digital Skills



**39%** of Basic Computer Skills assessments received a passing score on the first try in 2019, 38% of Internet Basics, and 30% of Word 2016 assessments.

Northstar Digital Literacy, a program of Literacy Minnesota

North Star Digital Literacy, a program of Minnesota Literacy, offers online assessment modules, curricula resources, and learning tools to help organizations identify gaps and improve digital literacy in their client populations.

In Midway, Downtown, and Northern St. Paul, Northstar Digital Literacy sites<sup>2</sup> administered 924 skills assessments in twelve key areas that represent the first attempt of tester-takers seeking to earn certificates and badges during a six month period.<sup>3</sup> Among the most frequent assessments administered in Midway, Downtown, and Northern St. Paul in 2019, 39% of Basic Computer Skills received a passing score on the first try, 23% of Windows 10, and 30% of Word 2016. Member organizations administered 343 first attempt assessments in Midway, Downtown, and Northern St. Paul during the first half of 2020, which is a 28% decrease from the previous time period.

### Number of Digital Literacy Assessments with Passing Scores on the First Try in Basic Computer Skills, Internet Basics, and Email within a Six-month Period, Midway, Downtown, and Northern St. Paul

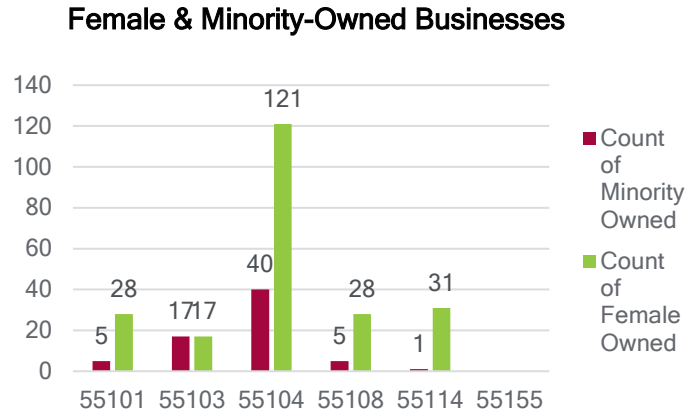
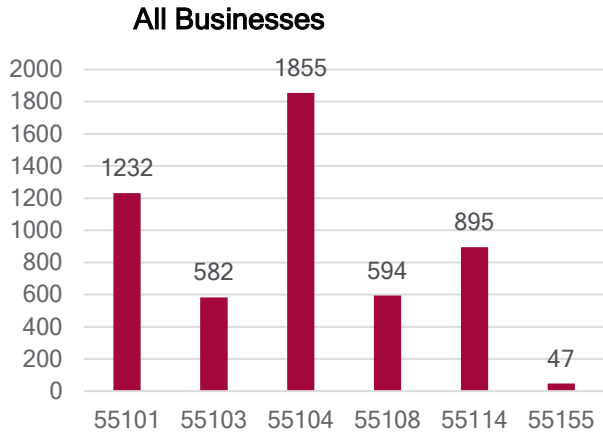
Subject	First Half of 2019		Second Half of 2019		First Half of 2020	
	Passed	Total	Passed	Total	Passed	Total
Basic Computer Skills	43% (46)	107	35% (37)	105	48% (32)	66
Internet Basics	44% (27)	61	29% (14)	48	43% (18)	42
Word 2016	34% (24)	71	26% (18)	70	37% (29)	78

<sup>2</sup> Northstar Digital Literacy is a program of Literacy Minnesota, and Northstar locations are subscription sites independent of Literacy Minnesota/Northstar. Learn more about Northstar Digital Literacy and find test sites at <https://www.digitalliteracyassessment.org/>. Passing a given digital literacy assessment in a specific area does not indicate digital literacy skills in other areas. Numbers in the report reflect distinct first takes within the six-month period.

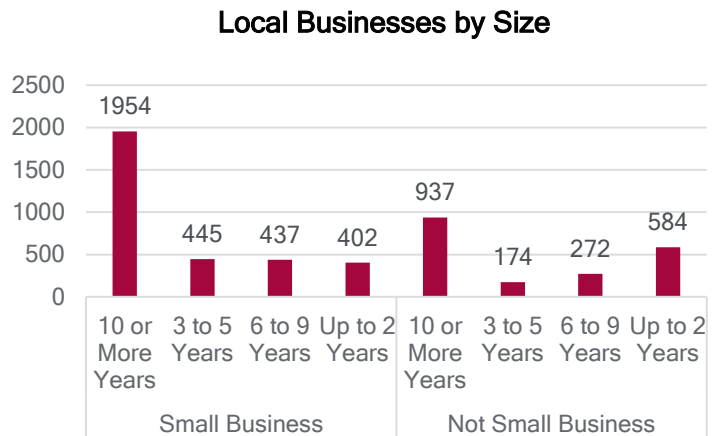
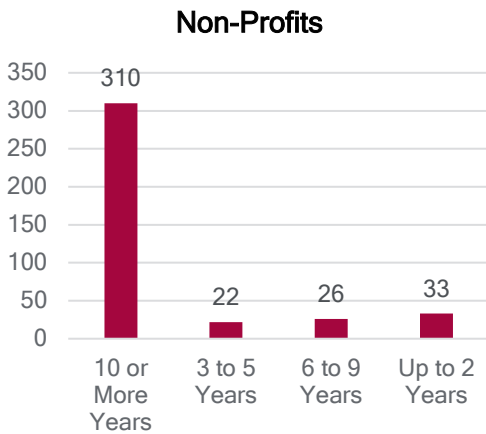


## Businesses

According to DatabaseUSA, there are about 5,205 businesses located in Midway, Downtown, and Northern St. Paul. About 36% of business (1,855 businesses) are located in zip code 55104. Of all Midway, Downtown, and Northern St. Paul businesses, just 225 are confirmed to be female-owned, and 68 are confirmed to be “minority-owned.” This section of the report shows an overall picture of businesses in the following zip codes: 55101, 55103, 55104, 55108, 55114, and 55155.



Among the 391 local non-profit organizations, the vast majority have been in existence for ten or more years, with very few young organizations in the community. The majority of for-profit businesses in the area are small businesses.



# Workforce Impacts of COVID-19

## Community Vulnerability

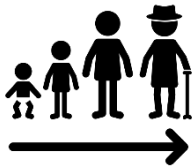
Because COVID-19 is a new disease, more work is needed to better understand the risk factors for severe illness or complications. Potential risk factors that have been identified by the Center for Disease Control (CDC) to date include:

- Age
- Race/ethnicity
- Gender
- Some medical conditions
- Use of certain medications
- Poverty and crowding
- Certain occupations
- Pregnancy

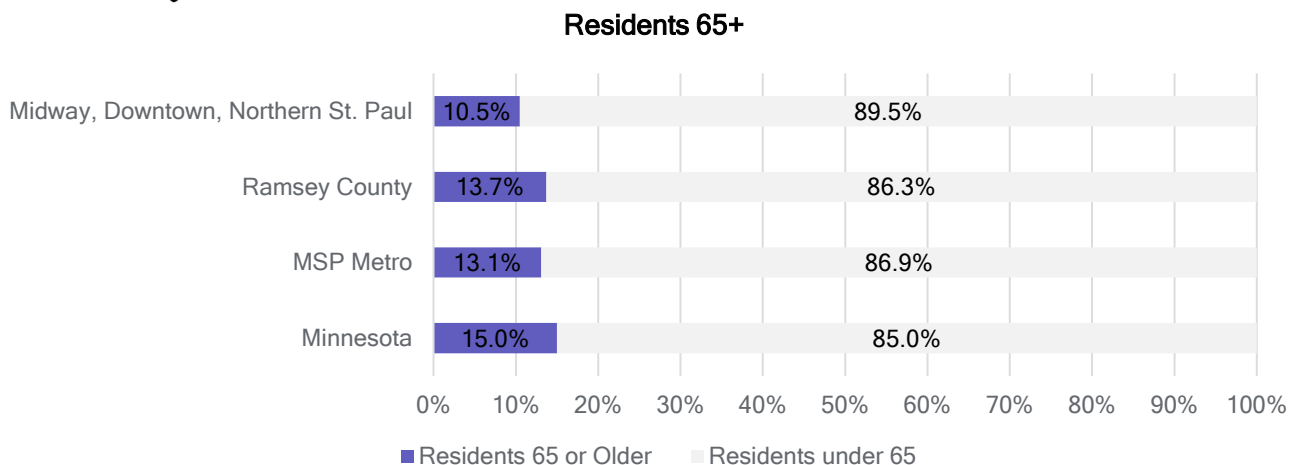
Older adults and people with medical conditions are at increased risk for severe illness. People who may need extra precautions, as prevalence of the virus is higher for these groups, include racial and ethnic minority groups, people living in rural communities, and people experiencing homelessness. Additional groups advised by the CDC to take additional precautions are those who may have more complex treatment needs if they were to fall seriously ill, such as people who are pregnant or breastfeeding, people with disabilities, and people with developmental or behavioral disorders.

Midway, Downtown, and Northern St. Paul represents a diversity of income and population. This report shows an overall picture of low community vulnerable; however, there are communities within Midway, Downtown, and Northern St. Paul that are highly vulnerable.

## AGE



Midway, Downtown, and Northern St. Paul has a **LOWER** share of residents 65 or older (10.5% of residents).



American Community Survey 2014-2018.

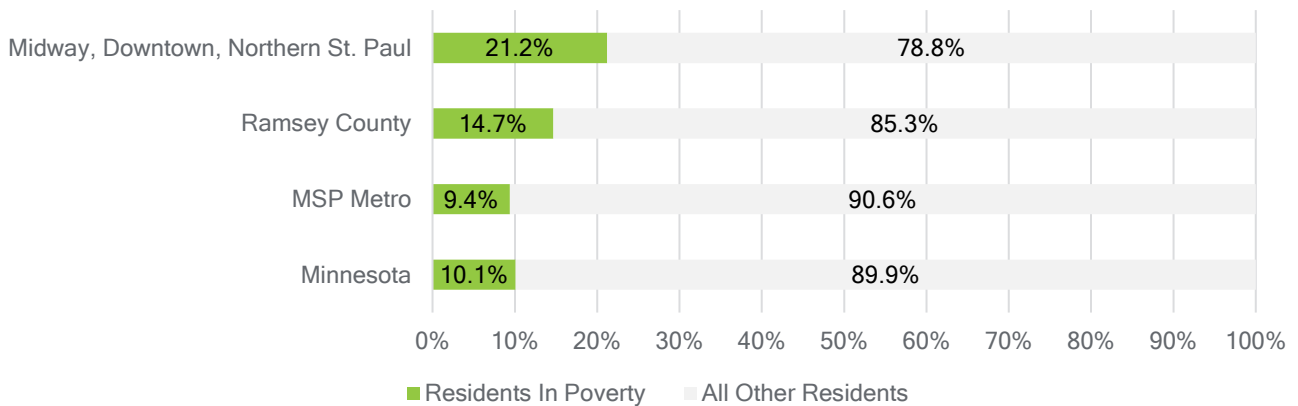
## POVERTY



Midway, Downtown, and Northern St. Paul has a **HIGHER** share of residents living in poverty (21.2%).

The per-capita income of residents of Midway, Downtown, and Northern St. Paul is \$32,237, which is \$1,812 lower than the per-capita income of Ramsey County residents overall (\$34,049). About one in five (21.2%) Midway, Downtown, and Northern St. Paul residents lives in poverty, and about one in seven (14.7%) of households receive food stamps, compared to 14.7% and 12.8% across Ramsey County, respectively.

### Residents in Poverty



American Community Survey 2014-2018.

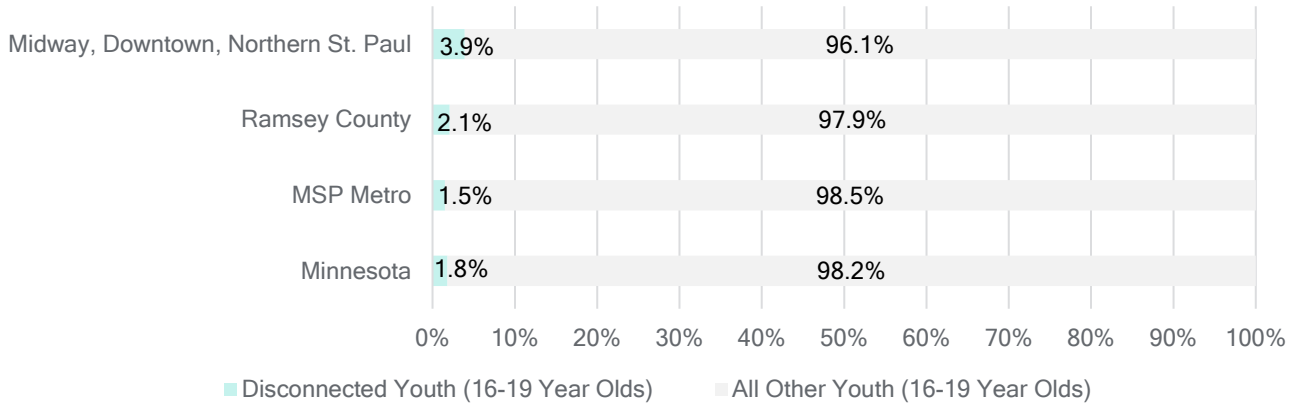
## DISCONNECTED YOUTH



Midway, Downtown, and Northern St. Paul has a **HIGHER** share of disconnected youth (3.9%).

Midway, Downtown, and Northern St. Paul has about 189 disconnected youth, which is about 3.9% of the total population of people between the ages of 16 and 19; 105 of these disconnected youth are in zip code 55104, which corresponds with the Hamline-Midway, Union Park, and Frogtown/Thomas Dale neighborhoods. These youth are not in school, not high school graduates, and are either unemployed or not in the labor force. Midway, Downtown, and Northern St. Paul's disconnected youth represent about 4% of all disconnected youth in the state (5,025 total statewide).

### Disconnected Youth



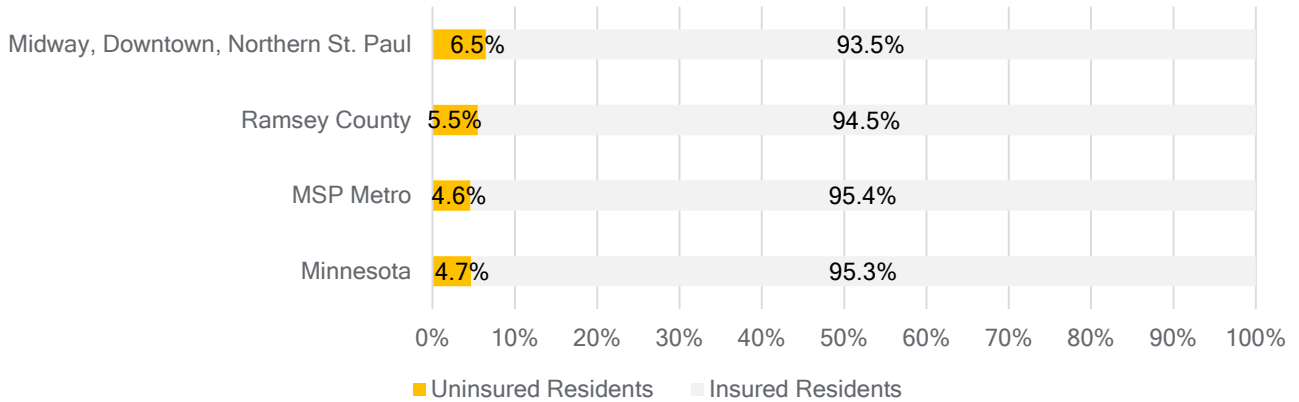
American Community Survey 2014-2018.

## UNINSURED



Midway, Downtown, and Northern St. Paul has a **HIGHER** share of residents without health insurance (6.5%).

### Uninsured Residents



American Community Survey 2014-2018.

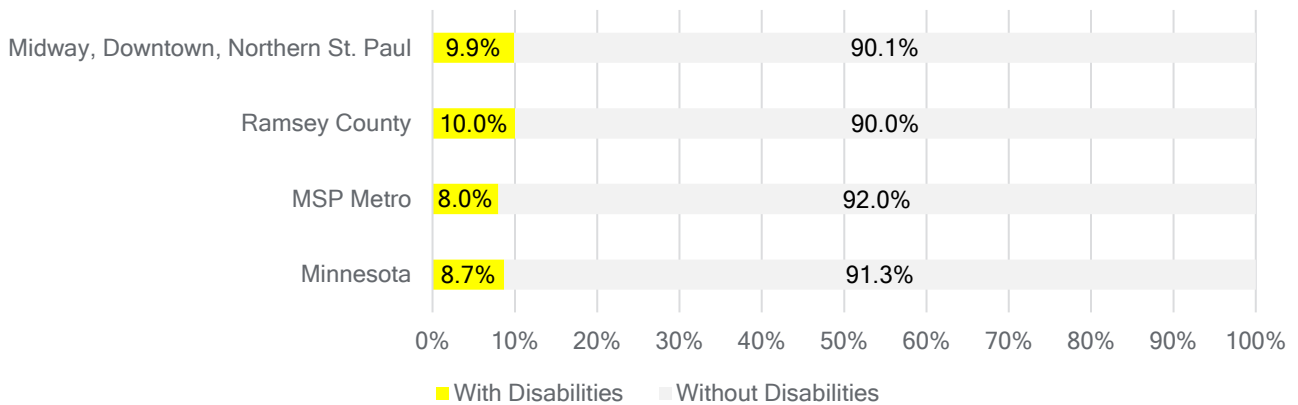
## DISABILITY



Hamline, Midway, and Northern St. Paul has an **EQUAL** share of residents with disabilities (9.9%).

Midway, Downtown, and Northern St. Paul has a comparable share of prime working age adults with disabilities, with about 5,851 adults (9.9%) having some form of disability, compared to 10.0% in Ramsey County overall. Of these in Midway, Downtown, and Northern St. Paul, 44.9% participate in the labor force (2,627 total working or seeking work), compared to 52.5% statewide.

Residents with Disabilities, Ages 18-64



American Community Survey 2014-2018.

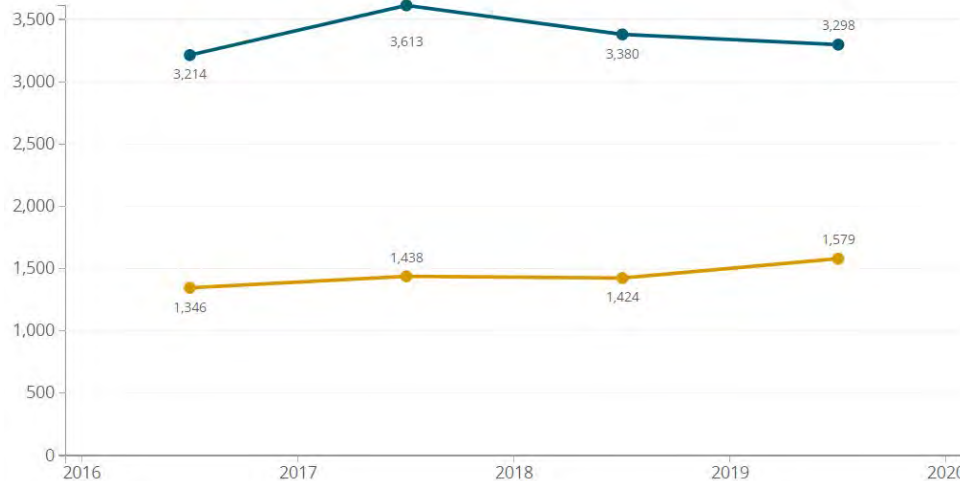
## HOMELESSNESS



About 1,579 Ramsey County residents (0.3%) experienced homelessness in January 2019, and an estimated 3,298 (0.6% of residents) accessed emergency shelter services in 2019.

According to the Ramsey County Homelessness Management Information System (HMIS), 3,298 people accessed emergency shelter services in Ramsey County in 2019—or about one in every 200 people residing in Ramsey County. On a single night in January 2019, there were 1,579 Point-in-Time (PIT) individuals experiencing homelessness, including those in emergency shelters, transitional housing, unsheltered, or in other outdoor places. The majority of people counted in the PIT estimates were utilizing emergency shelters. Black and American Indian people are much more likely to experience homelessness than other groups, with Black individuals being eight times more likely and American Indian people 13 times more likely to experience homelessness than White people in Ramsey County. According to PIT estimates, about 27% of Ramsey County residents experiencing homelessness in 2019 were children.

## Ramsey County Residents Experiencing Homelessness



Ramsey County, 2019. <https://opendata.ramseycounty.us/Health-and-Environment/Total-Homeless/h9kg-nnh5>

## Industry Vulnerability

The Economic Vulnerability Index is a measurement developed by Chmura Economics to estimate the negative impact that the coronavirus crisis can have on employment based upon a community's mix of industries.<sup>4</sup> For example, accommodation and food services are projected to lose more jobs as a result of the coronavirus (over half of jobs lost, on average across the broad industry category) compared to utilities and education services (with mild or no job contractions in most cases). Overall, this index measure the possible impact in a community dependent upon the local industry mix—it does not take into account variation due to a region's rate of viral infection, health services, policies, or other considerations.

According to Chmura Economics, “the average Vulnerability Index score is 100, representing the average job loss expected in the United States. Higher scores indicate the degree to which job losses may be greater—an index of 200, for example, means the rate of job loss can be twice as large as the national average. Conversely, an index of 50 would mean a possible job loss of half the national average.” In the MSP Metro, Scott County may have as much as 20% higher job losses, while Ramsey County may have about 18% lower job losses than the national average.

### Economic Vulnerability of MSP Metro Counties by Industry Mix, July 2020

MSP Metro Counties	Vulnerability Index	National Rank
Scott County	119.58 ↘	252 ↘
Washington County	117.73 ↗	276 ↗
Dakota County	104.03 ↗	591 ↗
Anoka County	103.07 ↗	635 ↗
Carver County	95.46 ↘	1,019 ↗
Hennepin County	93.01 ↗	1,176 ↗
Ramsey County	81.76 ↘	1,795 ↗

Economic Vulnerability Index model from Chmura Economics & Analytics

Note: Trendline indicates whether the county improved or lost rank from the first forecasts put forth in March. Downward arrow indicates improved ranking. Scott County remains in the top 8% for expected impact out of 3,141 counties nationwide.

<sup>4</sup> Chmura Economics, April 2020. <http://www.chmuraecon.com/interactive/covid-19-economic-vulnerability-index/>



An estimated 9% of local occupations by industry in Midway, Downtown, and Northern St. Paul are vulnerable to the immediate-term impacts of COVID-19.

### Short-Term Industry Vulnerability to COVID-19 Pandemic, Midway, Downtown, and Northern St. Paul

Industry	Anticipated Short-Term Job Loss from COVID-19	Total Local Employment	Total Vulnerable Jobs
Accommodation and Food Services	60%	4,237	2,542
Arts, Entertainment, and Recreation	60%	958	575
Other Services (except Public Administration)	15%	4,190	629
Transportation and Warehousing	10%	2,127	213
Retail Trade	20%	3,818	764
Wholesale Trade	20%	2,989	598
Information	15%	1,557	234
Manufacturing	7%	3,930	275
Construction	7%	2,275	159
Mining, Quarrying, and Oil and Gas Extraction	5%	0	0
Real Estate and Rental and Leasing	5%	1,276	64
Health Care and Social Assistance	5%	24,827	1,241
Finance and Insurance	5%	6,494	325
Educational Services	5%	6,372	319
Administrative and Support and Waste Management and Remediation Services	2%	7,039	141
Agriculture, Forestry, Fishing and Hunting	2%	3	0
Public Administration	1%	17,788	178
Professional, Scientific, and Technical Services	1%	5,113	51
Management of Companies and Enterprises	1%	2,598	26
Utilities	1%	3	0
<b>Total Jobs</b>	<b>9%</b>	<b>97,595</b>	<b>8,332</b>

Economic Vulnerability Index model from Chmura Economics & Analytics

## Occupational Vulnerability

Research by Dingel and Neiman<sup>5</sup> and by Leibovici, Santacreu, and Famiglietti<sup>6</sup> highlights occupations that cannot be done from home and are consistently high contact-intensity. Following their models, a combination of occupational employment estimates as of the first quarter of 2020 in Midway, Downtown, and Northern St. Paul, coupled with an index of occupational contact-intensity from O\*NET, gives us a picture of local occupations in high vulnerability due to their level of close proximity to patients or the general public. O\*NET classifies positions based on a rating system of job requirements in close physical proximity to other people. The possible answers and corresponding scores are:

I don't work near other people (beyond 100 ft.): 0

I work with others but not closely (e.g. private office): 25

Slightly close (e.g. shared office): 50

Moderately close (at arm's length): 75

Very close (near touching): 100

All occupations are then classified into low-medium and high contact-intensity categories based on scores of 0-50 (low), 50-75 (medium), and 75+ (high). Fifteen out of 107 occupations at the four-digit Standard Occupation Level (SOC) are considered high contact-intensity. The occupation cluster of highest contact intensity are Barbers, Hairstylists, and Cosmetologists,

<sup>5</sup> Dingel, C. L., and B. Neiman (2020): "How Many Jobs Can be Done at Home?" *NBER Working Paper No. 26948*.

<sup>6</sup> Leibovici, F., A. M. Santacreu, and M. Famiglietti (2020): "Social Distancing and Contact-Intensive Occupations," FRB St. Louis Technical Report, URL: <https://www.stlouisfed.org/on-the-economy/2020/march/social-distancing-contact-intensive-occupations#:~:text=Food%20and%20beverage%20serving%20workers%20are%20at%20the%20bottom%20of,K%20to%2012th%20grade%20teachers.>

with a physical proximity index of 92.17. Other occupations that are contact-intensive include teachers, health care workers, and a multitude of roles in the service industry. Minnesota has around 21% of workers in high contact-intensity roles, on the lower end of states ranging from 20% to 25% overall.

Midway, Downtown, and Northern St. Paul has a larger share of high contact-intensity positions than Minnesota overall, with about 27% of employed individuals in the first quarter of 2020 being employed in high contact-intensity positions. The majority of these were in direct health care support roles, health diagnosing and treating roles, food, and beverage service roles, or teaching roles. Of these, the healthcare positions are expecting the greatest volume in annual growth over the next five years. In all, about 32% of new positions opening due to job exits, job changes, or job growth under normal economic conditions would be for high contact-intensity positions in Midway, Downtown, and Northern St. Paul. Across Ramsey County, these high contact-intensity roles pay an average \$51,300 per year compared to \$51,400 for jobs located in Midway, Downtown, and Northern St. Paul.

### Summary Statistics of High Contact-Intensity Positions in Midway, Downtown, and Northern St. Paul, 2020Q1

SOC	Occupation	Proximity Index	Annual Supply Gap	Current Empl. 2020Q1	Annual Growth Demand	Annual Sep Demand	Total Annual Demand	Projected Empl 2030	Accum. Supply 2025	Accum. Demand 2025	Avg Wages
31-2000	Occupational Therapy and Physical Therapist Assistants and Aides	90.5	(1)	121	3	22	25	153	51	56	\$54,500
31-1100	Home Health and Personal Care Aides; and Nursing Assistants, Orderlies, and Psychiatric Aides	90.3	(2)	8,861	250	1,942	2,192	11,360	4,330	4,339	\$30,200
35-1000	Supervisors of Food Preparation and Serving Workers	88.0	2	407	2	80	82	425	198	189	\$42,800
29-1000	Healthcare Diagnosing or Treating Practitioners	86.2	(57)	4,604	68	367	435	5,282	773	1,057	\$105,600
39-1000	Supervisors of Personal Care and Service Workers	84.5	(2)	210	3	31	33	238	69	77	\$45,200
29-2000	Health Technologists and Technicians	82.7	(19)	2,071	22	216	239	2,295	487	584	\$53,400
31-9000	Other Healthcare Support Occupations	80.2	(5)	804	13	136	149	935	312	337	\$44,500
25-2000	Preschool, Elementary, Middle, Secondary, and Special Education Teachers	79.5	(9)	1,906	19	221	240	2,091	545	590	\$64,700
25-3000	Other Teachers and Instructors	79.0	(1)	774	6	138	144	837	302	308	\$44,900
53-3000	Motor Vehicle Operators	75.6	1	1,993	4	346	350	2,031	776	771	\$44,700
39-9000	Other Personal Care and Service Workers	75.5	9	1,475	11	337	347	1,580	784	738	\$33,200
35-3000	Food and Beverage Serving Workers	75.2	34	2,797	16	734	750	2,957	1,712	1,541	\$27,900
<b>All High Contact-Intensity Occupations</b>				<b>26,023</b>	<b>417</b>	<b>4,570</b>	<b>4,986</b>	<b>30,184</b>	<b>10,339</b>	<b>10,587</b>	<b>\$51,400</b>
<b>Total - All Occupations</b>				<b>97,823</b>	<b>386</b>	<b>14975</b>	<b>15362</b>	<b>101672</b>	<b>35984</b>	<b>36130</b>	<b>\$59,800</b>
<b>Share High Contact-Intensity</b>				<b>27%</b>	<b>MOD</b>	<b>31%</b>	<b>32%</b>	<b>30%</b>	<b>29%</b>	<b>29%</b>	

The ongoing pandemic affects each of these occupations, though in different ways: for instance, hospitality and food service roles were nearly eliminated during the first three months of the pandemic, while essential occupations remained in high demand and experienced dramatic shortages of workers. Health Diagnosing and Treating Practitioners is one occupation area that has had extremely varied experiences, as some medical procedures not deemed essential were placed on hold for a period of time and sending many into furlough. Long-term, Health Diagnosing and Treating Practitioners are expected to be in shortage in Midway, Downtown, and Northern St. Paul and experiencing higher than average growth demand. Average wages for these roles are \$105,600 in these neighborhoods and positions typically require a college degree. See more on detailed occupation impacts in the immediate-term through local unemployment application trends and the mid-term based on occupation supply-demand analysis.

### *Immediate-Term Occupational Impacts*

Non-essential occupations that require a high-degree of close physical interaction have been hit hardest in the early weeks of the pandemic, as consumers reduced demand in pursuit of social distancing and regulation at state and local levels shut down business functions in high-contact roles. According to Leibovici and collaborating authors, “these occupations are likely to be more vulnerable to the shock, leading either to layoffs of nonessential workers or to an increase in the risk of contagion among those workers that have to stay in the workplace to perform essential activities. Carrying out some of these occupations remotely, when plausible, is likely to allow them to better absorb the negative shock.”<sup>7</sup>

Food and Beverage Serving Workers and Retail Sales Workers had the most applicants for unemployment in Ramsey County since the beginning of the COVID-19 Pandemic, representing over 15% of all applications. Both of these occupation groups are also found in moderate volumes in Midway, Downtown, and Northern St. Paul, representing just over 5% of all local jobs together.

<sup>7</sup> Ibid.

**Unemployment Insurance Applicants by Top 20 Occupations Requesting Insurance in Ramsey County from March 16, 2020 - July 25, 2020, with Midway, Downtown, and Northern St. Paul Employment**

<b>Occupation Group</b>	<b>Unempl. Insurance Applicants in Ramsey County</b>	<b>% of Total Applicants in Ramsey County</b>	<b>2020Q1 Employment in Midway, Downtown, and Northern St. Paul</b>	<b>% of Total in Midway, Downtown, and Northern St. Paul*</b>
Food and Beverage Serving Workers	6,235	7.90%	2,797	2.9%
Retail Sales Workers	5,875	7.50%	2,405	2.5%
Cooks and Food Preparation Workers	3,589	4.60%	1,073	1.1%
Motor Vehicle Operators	3,496	4.40%	1,993	2.0%
Construction Trades Workers	3,240	4.10%	1,743	1.8%
Other Healthcare Support Occupations	3,196	4.10%	804	0.8%
Information and Record Clerks	2,961	3.80%	4,519	4.6%
Other Food Preparation and Serving Related Workers	2,704	3.40%	388	0.4%
Other Production Occupations	2,624	3.30%	1,208	1.2%
Health Diagnosing and Treating Practitioners	2,512	3.20%	4,604	4.7%
Personal Appearance Workers	1,959	2.50%	190	0.2%
Nursing, Psychiatric, and Home Health Aides	1,844	2.30%	8,861	9.1%
Other Office and Administrative Support Workers	1,694	2.20%	2,806	2.9%
Building Cleaning and Pest Control Workers	1,588	2.00%	3,262	3.3%
Health Technologists and Technicians	1,555	2.00%	2,071	2.1%
Other Education, Training, and Library Occupations	1,547	2.00%	1,141	1.2%
Other Personal Care and Service Workers	1,537	2.00%	1,475	1.5%
Other Management Occupations	1,483	1.90%	2,348	2.4%
Preschool, Primary, Secondary, and Special Education	1,207	1.50%	1,906	1.9%
Computer Occupations	1,187	1.50%	2,850	2.9%
<b>Total - Top 20 Occupations</b>	<b>52,033</b>	<b>66.2%</b>	<b>48,444</b>	<b>49.5%</b>
<b>Total - All Occupations</b>	<b>78,663</b>		<b>97,825</b>	

\*Fields marked in orange are in the top ten percent of occupations by volume.

By demographic, St. Paul residents between the ages of 20 and 44 years and 65 and older had their careers disproportionately negatively impacted by COVID-19, applying for unemployment insurance at higher rates than expected based on the overall share of all workers they represent. In Midway, Downtown, and Northern St. Paul, there is a greater share of people under the age of 34 in high contact-intensity roles than the same age group in overall employment across all occupations. Individuals in these groups may be more likely to be exposed to the virus in their place of work or experience layoffs associated with being in proximity to the public.

Occupations requiring a high school diploma or only some college education were disproportionately impacted by COVID-19 across Ramsey County and in St. Paul. In Midway, Downtown, and Northern St. Paul, there is a higher concentration of local high contact-intensity workers who have two-year degrees and advanced education. The share of local workers with postgraduate degrees that hold high contact-intensity roles is somewhat unique to these neighborhoods in comparison to other Ramsey County communities.

By sex, females have applied for unemployment insurance at higher rates in St. Paul than males. Although females comprise an equal share of Midway, Downtown, and Northern St. Paul's workforce, they represent a larger share of high contact-intensity occupation roles. Asian and Black/African American workers in St. Paul have also applied for unemployment insurance at higher rates than would be expected by their local employment rate. In Midway, Downtown, and Northern St. Paul, there are higher numbers of Black/African American workers in high contact-intensity occupations than expected by their local employment rate.

**Unemployment Insurance Applicant Demographics from March 16 - July 25, 2020 in Ramsey County and St. Paul, With Midway, Downtown, and Northern St. Paul Employment in High Contact-Intensity Occupations**

Age Group	Ramsey County		St. Paul				Midway, Downtown, and Northern St. Paul	
	Ramsey County Workers Filing for Unemployment between March 15 and July 25, 2020	Percent of Total in Ramsey County Filing for Unemployment	St. Paul Workers Filing for Unemployment between March 15 and July 25, 2020	Percent of Total in St. Paul Filing for Unemployment	Share of Total 2020Q1 St. Paul Employment	Difference (> 0 Indicates Higher Than Expected UI App by Group)	Share of 2020Q1 Workers in Midway, Downtown, and Northern St. Paul	Employment in High Contact-Intensity Occupations in Midway, Downtown, Northern St. Paul**
65+	4,602	5.10%	3,308	4.4%	4.1%	1.5%	4.1%	3.9%
55-64	11,603	12.90%	8,533	11.3%	14.3%	-0.7%	11.8%	10.8%
45-54	13,117	14.60%	10,113	13.3%	17.1%	-2.6%	15.6%	14.2%
35-44	18,656	20.80%	15,066	19.9%	19.2%	0.8%	17.4%	16.3%
25-34	26,620	29.60%	23,248	30.7%	28.7%	0.4%	31.4%	30.8%
20-24	12,682	14.10%	13,322	17.6%	12.4%	3.9%	15.6%	17.8%
16-19	2,639	2.90%	2,179	2.9%	4.2%	-3.1%	4.1%	6.1%
<b>Education Level</b>								
Advanced	6,224	6.9%	4,924	6.5%	16.8%	-10.3%	21.1%	22.1%
4-year degree	17,608	19.6%	14,839	19.6%	28.4%	-8.8%	31.5%	26.8%
2-year degree	7,513	8.4%	5,834	7.7%	9.7%	-2.0%	9.1%	11.0%
Some college	23,239	25.8%	20,123	26.6%	16.7%	9.9%	15.3%	16.4%
HS	28,689	31.9%	24,079	31.8%	20.3%	11.5%	16.8%	17.7%
Less than HS	6,646	7.4%	5,970	7.9%	8.1%	-0.2%	6.1%	6.0%
<b>Gender</b>								
Female	46,363	51.60%	38,676	51.0%	49.7%	1.3%	50.0%	67.7%
Male	43,555	48.40%	37,092	49.0%	50.3%	-1.3%	50.0%	32.3%
<b>Race and Ethnicity</b>								
Choose not to answer	N/A*	N/A	3,936	5.2%				
More than one race	N/A	N/A	2,787	3.9%	3.4%	0.5%	4.0%	4.0%
Native Hawaiian or Pacific Islander	N/A	N/A	119	0.2%	0.0%	0.2%	0.1%	0.1%
American Indian Alaska Native	595	0.70%	534	0.7%	0.7%	0.0%	0.7%	0.7%
Hispanic	45,825	6.70%	5,840	8.1%	8.3%	-0.2%	5.6%	5.0%
Asian	13,295	14.80%	11,037	15.4%	14.7%	0.7%	9.3%	9.0%
Black	16,436	18.30%	15,426	21.5%	12.9%	8.6%	15.2%	18.9%
Non-Hispanic White	45,825	51%	36,090	50.2%	60.3%	-10.1%	70.7%	67.3%
<b>Total UI Applications</b>	<b>89,919</b>		<b>75,769</b>					

\*Race percent are of those who indicated a race/ethnicity. Some race data was not available online at the county level through the UI Applicant Data Tool.

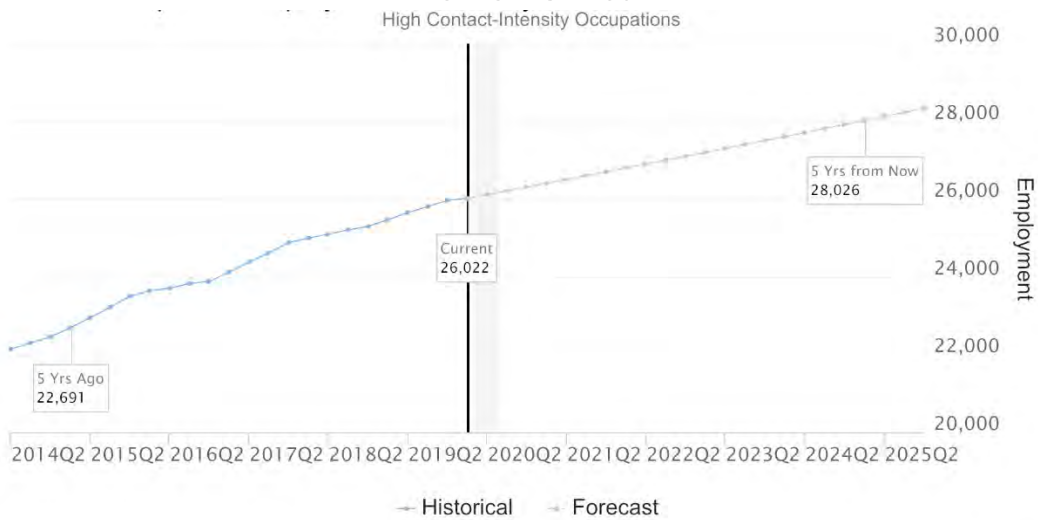
\*\*Fields marked in orange are found in greater concentration on Midway, Downtown, Northern St. Paul than in St. Paul broadly.



Early on in the pandemic, many economists optimistically hoped that impacts of COVID-19 would be sharp and short, with an eventual return to the forecasted trends anticipated prior to the impact of the virus. Across Ramsey County, it is anticipated that from the 90,041 people employed locally in high contact-intensity roles during the fourth quarter of 2020 will see a dramatic drop to just 81,982 by the first quarter of 2021, and then gradually rise through the third quarter of 2022 to return to a similar annual growth rate for these positions that was anticipated prior to the pandemic.

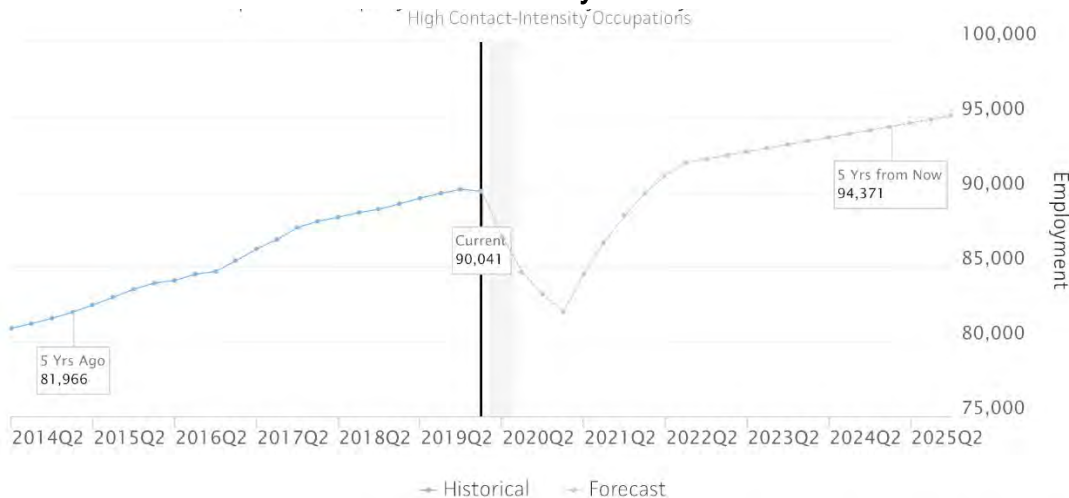
Employment was forecast to grow across Ramsey County by 0.2% annually over the next five years but will likely only grow by about 0.1% due to the impacts of COVID-19. Specific statistics to local occupational impacts of COVID-19 are not possible to compute at zip code levels.

**Baseline High Contact-Intensity Occupation Employment 5-Year Forecast in Midway, Downtown, and Northern St. Paul**



Source: JobsEQ®, Data as of 2020Q1, The shaded areas of the graph represent national recessions.

**COVID-19-Impacted High Contact-Intensity Occupation Employment 5-Year Forecast in Ramsey County**

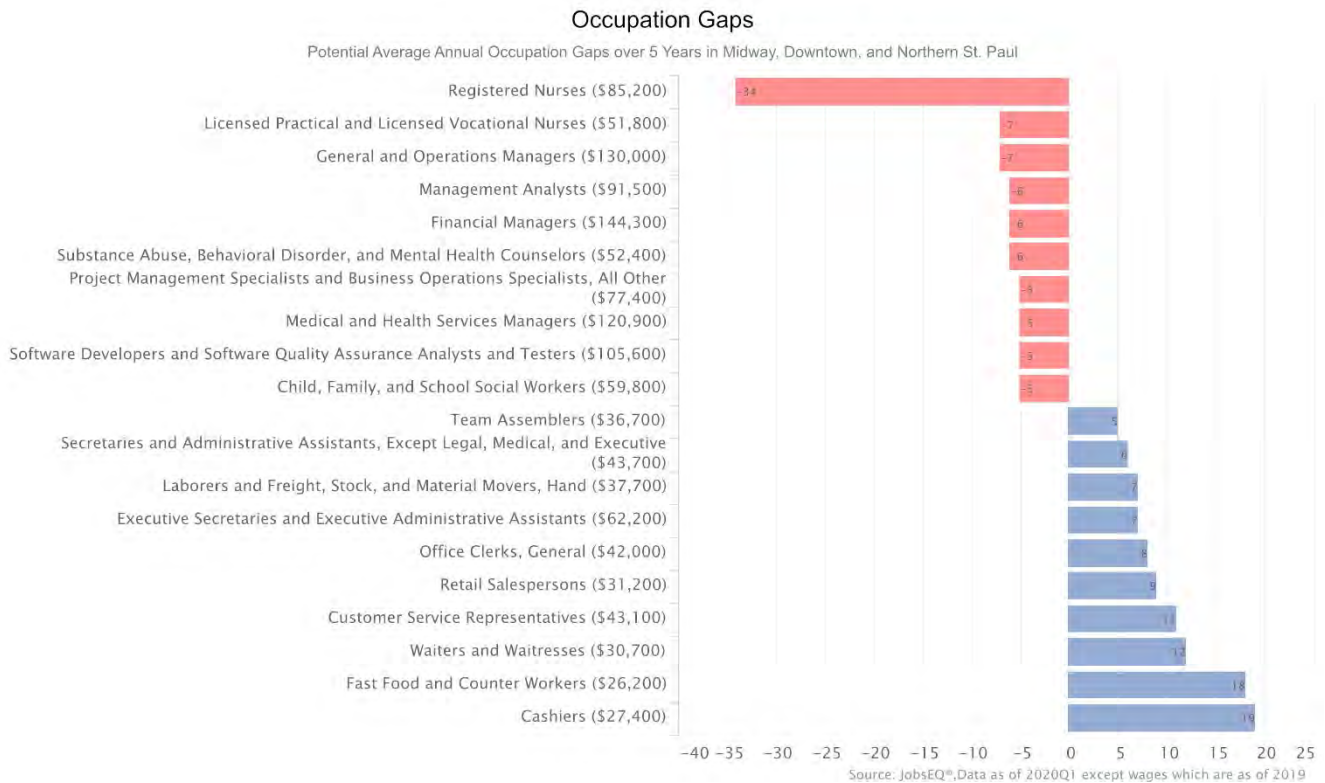


Source: JobsEQ®, Data as of 2020Q1, The shaded areas of the graph represent national recessions.

## Mid-Term Occupational Impacts

Estimation of mid-term and long-term recovery of critical local occupations is based on our most reasonable hypothesis given current conditions. In Midway, Downtown, and St. Paul, an analysis of local labor market occupational gaps as of the first quarter of 2020 showed that there was a shortage of local Nurses, Managers, Management Analysts, Mental Health Counselors, Software Developers, and Social Workers. Based on forecasted growing demand for health, education, tech, and remote work-friendly management positions, these occupations of shortage are likely to rebound and grow in demand as the pandemic subsides, possibly beyond initial forecasts. All of the top ten positions of highest forecasted talent shortage over the next five years pay wages of \$51,000 per year or over, and require an Associate’s Degree or higher.

Conversely, the ten positions forecast to have the highest surplus of talent as of the first quarter of 2020 all require less than a high school diploma on average and pay under \$62,000 per year. All seven of these positions typically cannot be done remotely, and two out of ten of these positions are considered high contact-intensity. Given the impacts of the COVID-19 pandemic on local industry, these occupations of anticipated high talent excess will likely decline in overall local demand and shift dramatically in how work is done on a daily basis.



## Shifting Opportunities

An analysis of current opportunities in Midway, Downtown and Northern St. Paul reveal that approximately 51% of all jobs offered in the community are non-remote, and just 14% of positions can be made fully remote. The remaining positions (35%) may be able to function as partially-remote but will still require in-person activities.

### Remote, Partial, and Non-Remote Jobs by Place of Employment, Midway, Downtown, and Northern St. Paul, 2020Q1

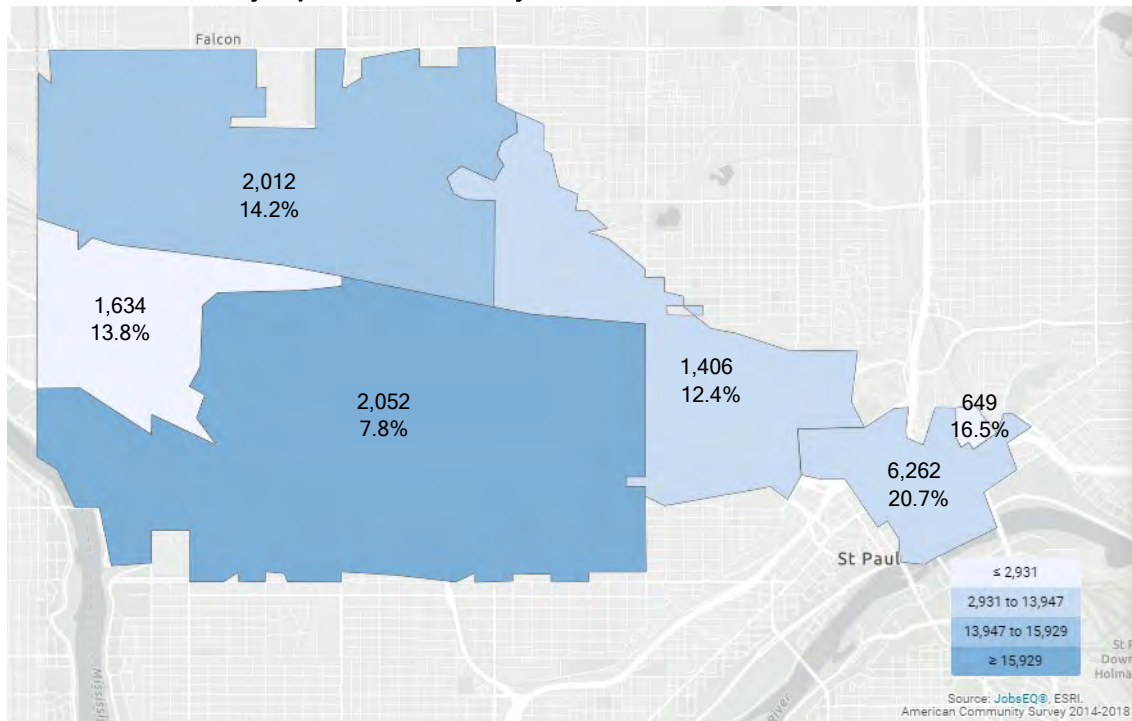
Midway, Downtown, and Northern	55108	55114	55104	55103	55101	55155	Entire Midway, Downtown, and Northern St. Paul
Remote	2,012	1,634	2,052	1,406	6,262	649	14,015
Partially-Remote	5,708	4,194	7,730	3,979	10,962	1,621	34,194
Non-Remote	6,400	6,033	16,365	5,923	13,006	1,658	49,386
<b>All Occupations</b>	<b>14,120</b>	<b>11,861</b>	<b>26,147</b>	<b>11,309</b>	<b>30,230</b>	<b>3,928</b>	<b>97,595</b>

Midway, Downtown, and Northern	55108	55114	55104	55103	55101	55155	Entire Midway, Downtown, and Northern St. Paul
Remote	14.2%	13.8%	7.8%	12.4%	20.7%	16.5%	14.4%
Partially-Remote	40.4%	35.4%	29.6%	35.2%	36.3%	41.3%	35.0%
Non-Remote	45.3%	50.9%	62.6%	52.4%	43.0%	42.2%	50.6%
<b>All Occupations</b>	<b>14,120</b>	<b>11,861</b>	<b>26,147</b>	<b>11,309</b>	<b>30,230</b>	<b>3,928</b>	<b>97,595</b>

## Remote Work

Across the 97,595 positions employing people in Midway, Downtown, and Northern St. Paul, 14% are either remote full-time or able to be made fully remote without dramatic changes to the occupational role. Across the six zip codes of Midway, Downtown, and Northern St. Paul, 55108, 55114, 55104, 55103, 55101 and 55155, 55101 has a higher share of remote work positions out of the total number of positions employing workers in each zip code (20.7%).

Remote Work by Zip Code in Midway, Downtown, and Northern St. Paul, 2020Q1



Analysis of employment by race, ethnicity, and gender reveal that a disproportionate share of Asian and White workers living in Midway, Downtown, and Northern St. Paul who are employed in remote work roles, whereas all other race and ethnic groups have a smaller share of local workers in these roles. Among the top ten remote work positions by volume of residents employed, seven have 11.0% or more being Asian workers, compared to 9.3% across all types of occupations. Similarly, eight of the top ten remote work positions by volume of residents employed, have 72.0% or more White workers compared to 70.7% across all types of occupations. These top ten positions also have a disproportionately high volume of non-Hispanic workers. Lawyers, Marketers, Financial Managers, Personal Service Managers, and Bookkeeping, Accounting and Auditing Clerks also have a disproportionately high share of White workers in Midway, Downtown, and Northern St. Paul.

All of the top ten remote work positions by volume in this community require some college or higher, with nine out of the ten positions requiring a Bachelor's degree or higher, but little to no prior experience or on-the-job training. Remote work positions in Midway, Downtown, and Northern St. Paul pay an average annual salary of \$96,700 compared to \$59,800 across all local employment. Overall, remote work positions in Midway, Downtown, and Northern St. Paul are forecast to grow by an average of 0.1% annually over the next five years, about 0.2 percentage points lower than overall expected employment growth in the community.

### Demographics of Remote Work Talent by Occupation and Place of Residence in Midway, Downtown, and Northern St. Paul, 2020Q1

SOC	Occupation	Total Empl	White	Black	American Indian	Asian	Pacific Islander	Two or More Races	Non-Hispanic/Latino	Hispanic or Latino (of any race)	Male	Female
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	672	51.4%	5.4%	0.2%	40.4%	0.1%	2.5%	98.4%	1.6%	84.4%	15.6%
13-1198	Project Management Specialists and Business Operations Specialists, All Other	601	72.0%	10.2%	1.4%	12.9%	0.0%	3.5%	96.6%	3.4%	47.5%	52.5%
13-2011	Accountants and Auditors	550	74.5%	8.3%	0.3%	13.9%	0.0%	3.0%	97.1%	2.9%	43.6%	56.4%
43-3031	Bookkeeping, Accounting, and Auditing Clerks	489	80.1%	8.5%	0.3%	8.6%	0.0%	2.4%	95.9%	4.1%	13.3%	86.7%
13-1111	Management Analysts	438	73.6%	7.4%	0.2%	16.3%	0.0%	2.5%	97.2%	2.8%	63.0%	37.0%
23-1011	Lawyers	434	84.6%	5.8%	0.2%	7.1%	0.0%	2.3%	98.1%	1.9%	68.6%	31.4%
15-1211	Computer Systems Analysts	429	64.0%	9.2%	0.3%	22.3%	0.1%	4.2%	97.3%	2.7%	65.0%	35.0%
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	375	80.4%	7.9%	0.5%	8.5%	0.1%	2.6%	96.7%	3.3%	68.5%	31.5%
11-3031	Financial Managers	355	76.3%	8.4%	0.3%	11.0%	0.0%	4.1%	96.2%	3.8%	51.8%	48.2%
13-1161	Market Research Analysts and Marketing Specialists	342	79.4%	5.8%	0.0%	13.3%	0.0%	1.5%	97.7%	2.3%	48.9%	51.1%
<b>95-0300</b>	<b>Remote Jobs</b>	<b>8,424</b>	<b>74.5%</b>	<b>8.0%</b>	<b>0.3%</b>	<b>14.1%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>97.1%</b>	<b>2.9%</b>	<b>58.4%</b>	<b>41.6%</b>
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>50,485</b>	<b>70.7%</b>	<b>15.2%</b>	<b>0.7%</b>	<b>9.3%</b>	<b>0.1%</b>	<b>4.0%</b>	<b>94.4%</b>	<b>5.6%</b>	<b>50.0%</b>	<b>50.0%</b>

Note: Employment estimates as of 2020Q1 by place of residence, derived from the Chmura Industry/Occupation Matrix and industry employment data from the Quarterly Census of Employment and Wages (QCEW) provided by the Bureau of Labor Statistics.

### Wages, Forecast, and Experience Requirements of Remote Work Talent by Occupation and Place of Residence in Midway, Downtown, and Northern St. Paul, 2020Q1

SOC		Avg Ann Wages	Forecast Ann Growth	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	\$105,600	0.4%	Bachelor's degree	None	None
13-1198	Project Management Specialists and Business Operations Specialists, All Other	\$77,400	0.2%	Bachelor's degree	None	None
13-2011	Accountants and Auditors	\$76,000	0.1%	Bachelor's degree	None	None
43-3031	Bookkeeping, Accounting, and Auditing Clerks	\$47,800	-0.8%	Some college, no degree	None	Moderate-term on-the-job training
13-1111	Management Analysts	\$91,500	0.8%	Bachelor's degree	Less than 5 years	None
23-1011	Lawyers	\$128,600	0.0%	Doctoral or professional degree	None	None
15-1211	Computer Systems Analysts	\$97,400	0.2%	Bachelor's degree	None	None
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	\$134,900	0.1%	Bachelor's degree	Less than 5 years	None
11-3031	Financial Managers	\$144,300	0.9%	Bachelor's degree	5 years or more	None
13-1161	Market Research Analysts and Marketing Specialists	\$79,000	1.3%	Bachelor's degree	None	None
<b>95-0300</b>	<b>Remote Jobs</b>	<b>\$96,700</b>	<b>0.1%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>\$59,800</b>	<b>0.3%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>

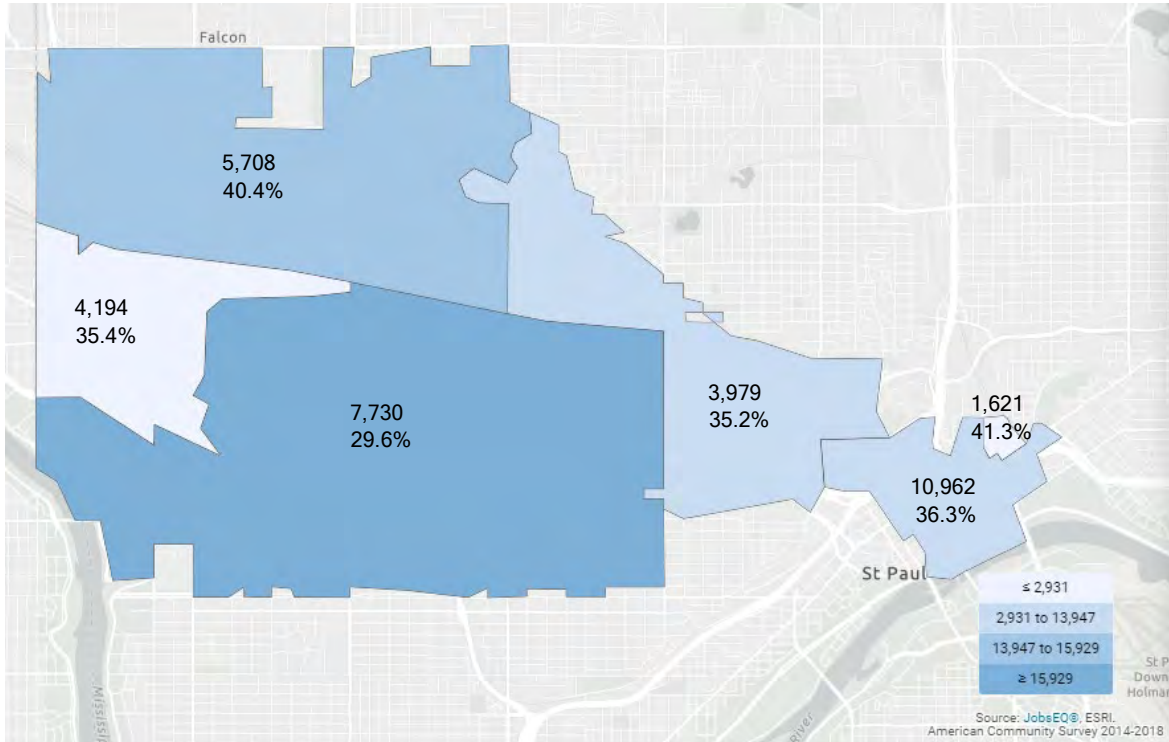
Note: Average Annual Wages as of 2019 by the Bureau of Labor Statistics and imputed by Chmura as necessary. Forecast employment growth uses projections from the Bureau of Labor Statistics for 2016-2026, adapted for regional growth patterns by Chmura.



## Partially-Remote Work

Of the 97,595 positions employing people in Midway, Downtown, and Northern St. Paul, 35% can be served at least partially remotely. Across the six zip codes of Midway, Downtown, and Northern St. Paul, 55155 has the greatest share of partially-remote work positions out of the total number of positions employing workers in that zip code (41.3%).

Partially-Remote Work by Zip Code in Midway, Downtown, and Northern St. Paul, 2020Q1



Distribution of employment in partially-remote occupations by race, ethnicity, and gender is relatively balanced to overall employment rates, though White workers hold a greater share of partially-remote roles in comparison to other racial groups. However, Asian workers are underrepresented in eight of the ten partially-remote occupations that employ the largest number of Midway, Downtown, and Northern St. Paul residents. Women are more likely to hold partially-remote roles than men (57.5% of partially-remote jobs are held by women in Midway, Downtown, and Northern St. Paul).

Seven of the top ten partially-remote work positions by volume in this community require just a high school diploma (except for General and Operations Managers, Secondary School Teachers, and Human Resource Specialist, which require a Bachelor's degree) and little or no previous work experience. Partially-remote work positions in Midway, Downtown, and Northern St. Paul pay on average about \$35,900 less than remote work positions (but about \$1,000 more than the overall average salary), at an average annual salary of \$60,800. Overall, partially-remote work positions in Midway, Downtown, and Northern St. Paul are forecast to grow by an average of 0.5% annually over the next five years, about 0.2 percentage points more than overall expected employment growth in the community.

### Demographics of Partially-Remote Work Talent by Occupation and Place of Residence in Midway, Downtown, and Northern St. Paul, 2020Q1

SOC	Occupation	Total Empl	White	Black	American Indian	Asian	Pacific Islander	Two or More Races	Non-Hispanic/Latino	Hispanic or Latino (of any race)	Male	Female
31-1122	Personal Care Aides	1592	53.9%	28.7%	1.1%	12.3%	0.2%	3.8%	92.8%	7.2%	16.4%	83.6%
43-9061	Office Clerks, General	892	69.3%	15.2%	0.6%	11.6%	0.1%	3.3%	92.9%	7.1%	20.1%	79.9%
11-1021	General and Operations Managers	806	83.0%	7.2%	0.3%	4.7%	0.1%	4.7%	95.9%	4.1%	73.3%	26.7%
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	583	80.9%	10.2%	0.6%	5.1%	0.1%	3.1%	95.7%	4.3%	8.1%	91.9%
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	431	85.3%	6.3%	0.3%	5.0%	0.0%	3.1%	96.5%	3.5%	76.5%	23.5%
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	406	85.6%	7.4%	0.2%	4.2%	0.0%	2.6%	97.1%	2.9%	49.0%	51.0%
43-1011	First-Line Supervisors of Office and Administrative Support Workers	378	75.9%	14.7%	0.8%	4.9%	0.1%	3.7%	95.7%	4.3%	35.8%	64.2%
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	348	83.1%	8.1%	0.1%	6.1%	0.0%	2.6%	95.9%	4.1%	73.7%	26.3%
21-1093	Social and Human Service Assistants	293	60.6%	26.2%	2.1%	5.1%	0.1%	5.9%	94.5%	5.5%	24.5%	75.5%
13-1071	Human Resources Specialists	280	73.2%	13.8%	0.3%	8.3%	0.1%	4.3%	95.4%	4.6%	30.9%	69.1%
<b>95-0290</b>	<b>Partially Remote Jobs</b>	<b>16,075</b>	<b>73.7%</b>	<b>13.8%</b>	<b>0.6%</b>	<b>8.3%</b>	<b>0.1%</b>	<b>3.5%</b>	<b>95.5%</b>	<b>4.5%</b>	<b>42.5%</b>	<b>57.5%</b>
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>50,485</b>	<b>70.7%</b>	<b>15.2%</b>	<b>0.7%</b>	<b>9.3%</b>	<b>0.1%</b>	<b>4.0%</b>	<b>94.4%</b>	<b>5.6%</b>	<b>50.0%</b>	<b>50.0%</b>

Note: Employment estimates as of 2020Q1 by place of residence, derived from the Chmura Industry/Occupation Matrix and industry employment data from the Quarterly Census of Employment and Wages (QCEW) provided by the Bureau of Labor Statistics. \*Except Legal, Medical, and Executive \*\*Except Technical and Scientific Products \*\*\*Except Advertising, Insurance, Financial Services, and Travel

### Wages, Forecast, and Experience Requirements of Partially-Remote Work Talent by Occupation and Place of Residence in Midway, Downtown, and Northern St. Paul, 2020Q1

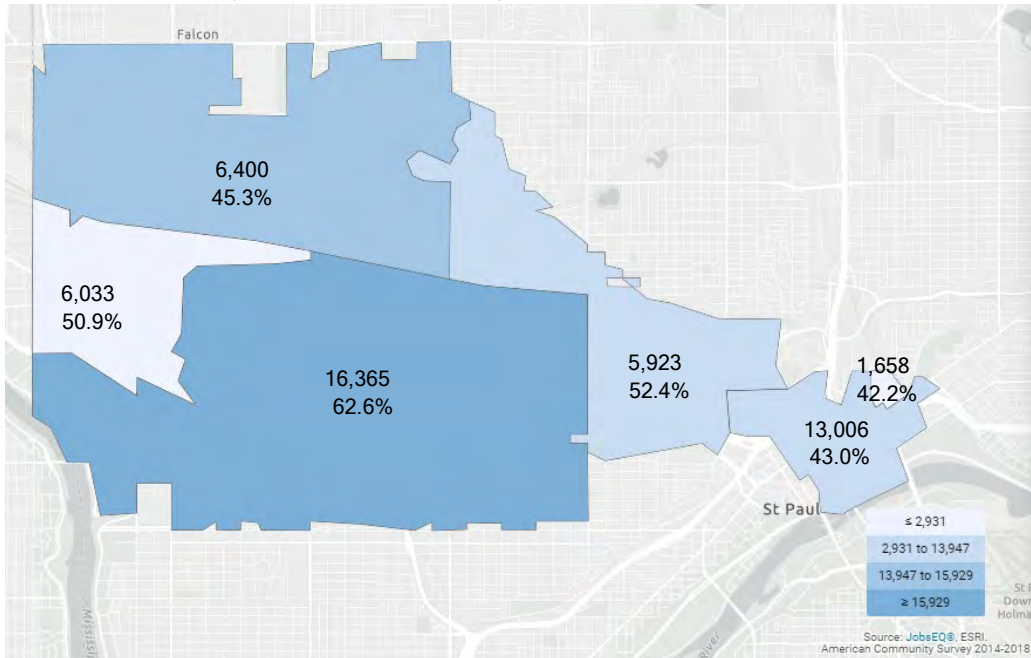
SOC		Avg Ann Wages	Forecast Ann Growth	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
31-1122	Personal Care Aides	\$28,900	2.7%	High school diploma or equivalent	None	Short-term on-the-job training
43-9061	Office Clerks, General	\$42,000	-0.7%	High school diploma or equivalent	None	Short-term on-the-job training
11-1021	General and Operations Managers	\$130,000	0.3%	Bachelor's degree	5 years or more	None
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$43,700	-1.2%	High school diploma or equivalent	None	Short-term on-the-job training
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$83,200	-0.4%	High school diploma or equivalent	None	Moderate-term on-the-job training
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	\$70,100	1.0%	Bachelor's degree	None	None
43-1011	First-Line Supervisors of Office and Administrative Support Workers	\$66,900	-0.6%	High school diploma or equivalent	Less than 5 years	None
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	\$69,200	0.3%	High school diploma or equivalent	None	Moderate-term on-the-job training
21-1093	Social and Human Service Assistants	\$38,100	1.3%	High school diploma or equivalent	None	Short-term on-the-job training
13-1071	Human Resources Specialists	\$70,300	0.1%	Bachelor's degree	None	None
<b>Partially-Remote Jobs</b>		<b>\$60,800</b>	<b>0.5%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Total - All Occupations</b>		<b>\$59,800</b>	<b>0.3%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>

Note: Average Annual Wages as of 2019 by the Bureau of Labor Statistics and imputed by Chmura as necessary. Forecast employment growth uses projections from the Bureau of Labor Statistics for 2016-2026, adapted for regional growth patterns by Chmura. \*Except Legal, Medical, and Executive \*\*Except Technical and Scientific Products \*\*\*Except Advertising, Insurance, Financial Services, and Travel

## Non-Remote Work

About half (51%) of all positions employing workers in Midway, Downtown, and Northern St. Paul as of 2020Q1 cannot be made remote or partially-remote. Zip code 55116 has the largest share of non-remote occupations (63%) followed by 55104 (62.6%). These 49,386 positions are some of the most vulnerable to pandemic impacts.

### Non-Remote Work by Zip Code in Midway, Downtown, and Northern St. Paul, 2020Q1



About half of all positions employing people that work in Midway, Downtown, and Northern St. Paul are non-remote (50.6%), and 51.5% of Midway, Downtown, and Northern St. Paul residents work in non-remote positions—whether they work in the neighborhood or commute to work outside of the neighborhood where they live. A greater share of Black, African American, American Indian, Hispanic, and residents of two or more races work in non-remote occupations in Midway, Downtown, and Northern St. Paul. Female residents account for 48.1% of non-remote employees who live in Midway, Downtown, and Northern St. Paul, compared to 50.0% of workers overall. Food service, retail, warehouse labor, customer service, elementary education, and nursing positions dominate the top non-remote work positions by employment. All but four positions that are in the top ten by employment among residents of Midway, Downtown, and Northern St. Paul (Registered Nurses, Retail Salespersons, Waiters and Waitresses, Home Health Aides and Nursing Assistants) employ a disproportionately high volume of Black or African American and Hispanic or Latino workers.

Eight of the top ten non-remote work positions by volume in this community require a high school diploma or less (except for Registered Nurses and Nursing Assistant, which require either some college or Bachelor's degree) and no previous work experience. Registered Nurses is the only occupation of the top ten that pays a living wage for a household of three. This occupation requires an Associate's or Bachelor's degree and are predominantly held by Midway, Downtown, and Northern St. Paul's White and Non-Hispanic residents, 73.4% and 97.7% respectively. Non-remote positions in Midway, Downtown, and Northern St. Paul pay about \$10,200 less than the overall average, with non-remote roles paying an average annual salary of \$49,600. Non-remote work positions in Midway, Downtown, and Northern St. Paul are forecast to grow by an average of 0.3% annually over the next five years, which is equal to the overall expected employment growth for residents in the community.

### Demographics of Non-Remote Work Talent by Occupation and Place of Residence on Midway, Downtown, and Northern St. Paul, 2020Q1

SOC	Occupation	Total Empl	White	Black	American Indian	Asian	Pacific Islander	Two or More Races	Non-Hispanic/Latino	Hispanic or Latino (of any race)	Male	Female
29-1141	Registered Nurses	1,231	73.4%	12.7%	0.4%	11.1%	0.1%	2.3%	97.7%	2.3%	13.4%	86.6%
35-3023	Fast Food and Counter Workers	1,135	64.2%	19.8%	1.0%	7.9%	0.0%	7.1%	93.6%	6.4%	42.2%	57.8%
41-2031	Retail Salespersons	1,120	74.5%	14.1%	0.6%	6.2%	0.1%	4.5%	93.7%	6.3%	55.9%	44.1%
43-4051	Customer Service Representatives	963	67.1%	19.1%	0.7%	7.0%	0.1%	6.1%	93.4%	6.6%	40.0%	60.0%
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	895	65.6%	23.0%	0.9%	5.6%	0.1%	4.8%	88.7%	11.3%	65.5%	34.5%
41-2011	Cashiers	834	61.3%	20.4%	1.1%	10.2%	0.1%	6.9%	91.8%	8.2%	32.1%	67.9%
35-3031	Waiters and Waitresses	745	67.4%	12.7%	0.8%	10.8%	0.0%	8.3%	92.0%	8.0%	32.1%	67.9%
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	708	65.8%	24.6%	0.7%	4.3%	0.1%	4.5%	92.3%	7.7%	80.5%	19.5%
31-1121	Home Health Aides	531	47.3%	42.7%	0.6%	6.5%	0.1%	2.9%	94.4%	5.6%	13.2%	86.8%
31-1131	Nursing Assistants	490	47.6%	42.5%	0.6%	6.3%	0.1%	2.9%	94.4%	5.6%	13.3%	86.7%
<b>95-0280</b>	<b>Non-Remote Jobs</b>	<b>25,980</b>	<b>67.6%</b>	<b>18.5%</b>	<b>0.8%</b>	<b>8.4%</b>	<b>0.1%</b>	<b>4.6%</b>	<b>92.8%</b>	<b>7.2%</b>	<b>51.9%</b>	<b>48.1%</b>
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>50,485</b>	<b>70.7%</b>	<b>15.2%</b>	<b>0.7%</b>	<b>9.3%</b>	<b>0.1%</b>	<b>4.0%</b>	<b>94.4%</b>	<b>5.6%</b>	<b>50.0%</b>	<b>50.0%</b>

Note: Employment estimates as of 2020Q1 by place of residence, derived from the Chmura Industry/Occupation Matrix and industry employment data from the Quarterly Census of Employment and Wages (QCEW) provided by the Bureau of Labor Statistics.

### Wages, Forecast, and Experience Requirements of Non-Remote Work Talent by Occupation and Place of Residence in Midway, Downtown, Northern St. Paul, 2020Q1

SOC	Occupation	Avg Ann Wages	Forecast Ann Growth	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
29-1141	Registered Nurses	\$85,200	1.3%	Bachelor's degree	None	None
35-3023	Fast Food and Counter Workers	\$26,200	0.9%	None	None	Short-term on-the-job training
41-2031	Retail Salespersons	\$31,200	-0.5%	None	None	Short-term on-the-job training
43-4051	Customer Service Representatives	\$43,100	-0.9%	High school diploma or equivalent	None	Short-term on-the-job training
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$34,000	0.4%	None	None	Short-term on-the-job training
41-2011	Cashiers	\$27,400	-0.8%	None	None	Short-term on-the-job training
35-3031	Waiters and Waitresses	\$30,700	0.1%	None	None	Short-term on-the-job training
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	\$37,700	-0.2%	None	None	Short-term on-the-job training
31-1121	Home Health Aides	\$28,900	2.8%	High school diploma or equivalent	None	Short-term on-the-job training
31-1131	Nursing Assistants	\$37,800	1.1%	Postsecondary non-degree award	None	None
<b>Non-Remote Jobs</b>		<b>\$49,600</b>	<b>0.3%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Total - All Occupations</b>		<b>\$59,800</b>	<b>0.3%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>

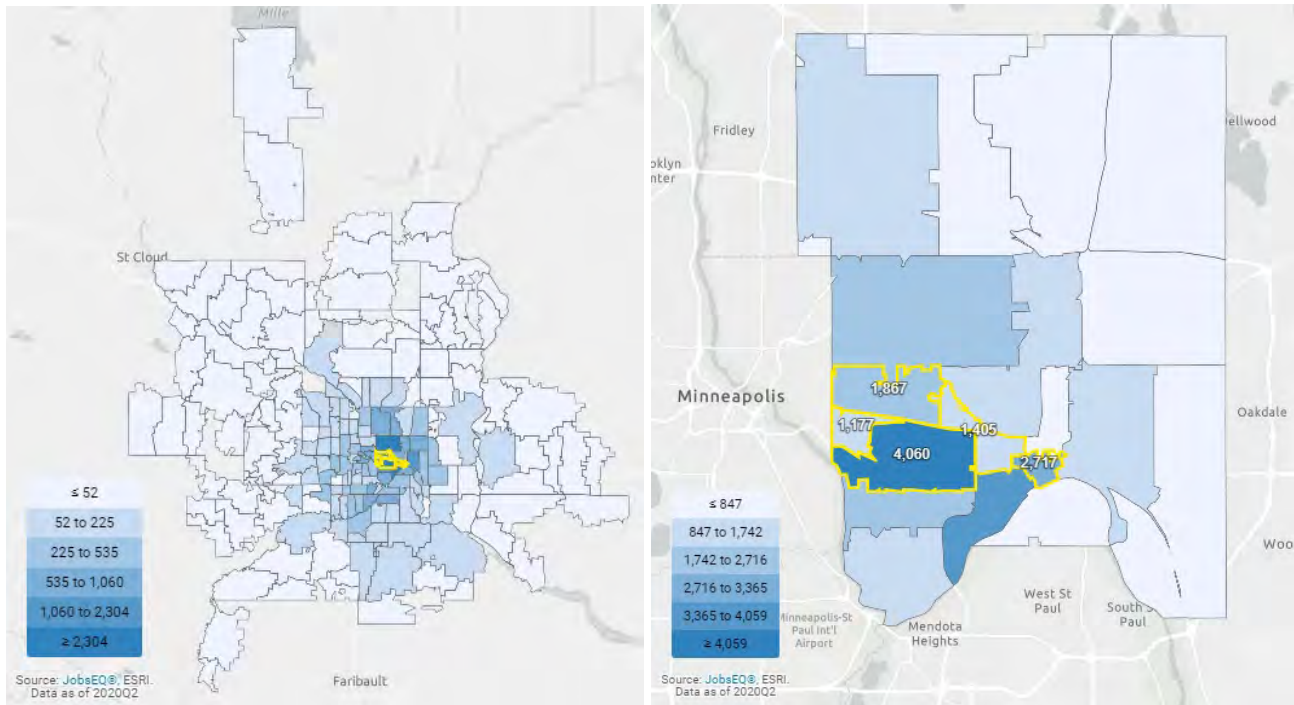
Note: Average Annual Wages as of 2019 by the Bureau of Labor Statistics and imputed by Chmura as necessary. Forecast employment growth uses projections from the Bureau of Labor Statistics for 2016-2026, adapted for regional growth patterns by Chmura.



## Commute Shed

A moderately large share of residents work locally. In all, 11,226 residents of Midway, Downtown, and Northern St. Paul also work in their community, which is about 22% of local residents and about 11% of the total workforce employed within these communities. Of all Ramsey County residents, 55.3% also work in Ramsey County. Just 1.1% of Ramsey County residents work in a state other than Minnesota.

Zip Code of Place of Work for Residents of Midway, Downtown, and Northern St. Paul



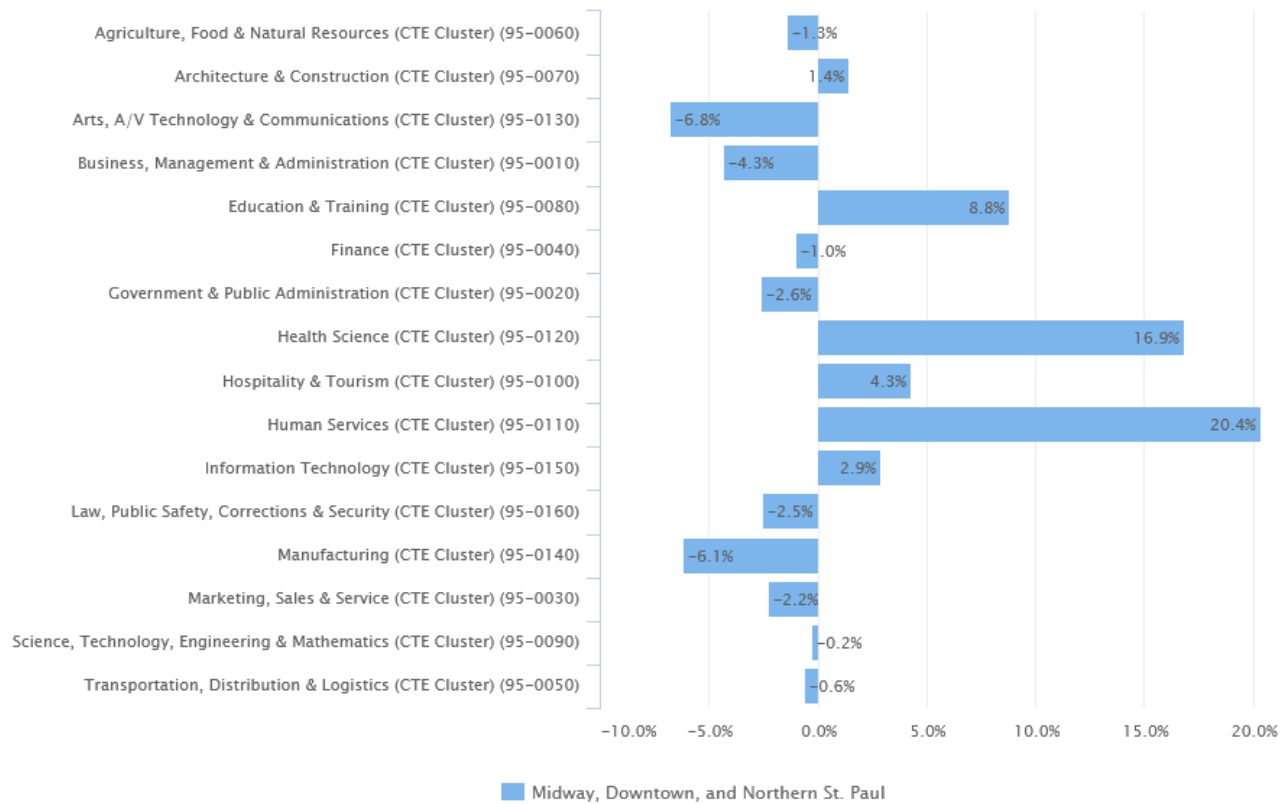
## Future Growth by Cluster

Of sixteen career clusters used by Career and Technical Education (CTE), six are expected to grow and ten are expected to decline over the next ten years in Midway, Downtown, and Northern St. Paul. The clusters expecting the greatest growth are Human Services (20.4%), Health Science (16.9%), and Education and Training (8.8%). In contrast, Arts, A/V Technology and Communications (-6.8%), Manufacturing (-6.1%), and Business, Management, and Administration (-4.3%) career clusters are anticipating the greatest declines in overall employment.



## 10 Year Forecast Growth Rate

Total Employment, 2020



## Emerging Career Paths

Online job posting data can tell us a lot about employer demand for certain skills, certifications, qualifications, and occupational competencies. There is rich data available by city, county, and even by specific employer. However, it can be challenging to pinpoint exactly which positions advertised would be physically located in a specific geography without a complete address being included in a job post.

Despite these limitations, there are still a sufficient number of job postings that do include an address or a zip code for the location of the job opportunity being advertised. Looking at positions in this way will favor employers that have the particular practice of including the business' physical location in the posting. Typically, staffing agencies and temp agencies are some of the more likely companies to have this standard practice. Although attempting to use these approximation for local job opportunities may not be a complete picture of all demand in the community, it can give a glimpse into the trending opportunities and how they compare to opportunities in the past.

During the first three months of the COVID-19 pandemic,<sup>8</sup> there were 1,399 new jobs advertised specifying one of the six zip codes or multitude of communities in Midway, Downtown, and Northern

<sup>8</sup> March 15-June 15, 2020.

St. Paul. This volume of new posted positions was a decrease of about 45% of positions specifically indicating these neighborhoods in the same three months in 2019. The position with the highest growth in job postings from the prior year was for Physicians and Surgeons. Other positions trending locally include Human Resources Specialists, Software Quality Assurance Engineers and Testers, and Security Guards.

#### **Top Emerging Occupations in Midway, Downtown, and Northern St. Paul, March 15-June 15, 2020**

1. **Physicians and Surgeons, All Other** (Oculoplastic Surgeon, Cardiologist)
2. **Software Developers, Applications** (.Net developer, Pega Engineer, Senior Engineer)
3. **Human Resources Specialists** (HR Specialist, Staffing Advisor, Apprenticeship Training Field Rep)
4. **Software Quality Assurance Engineers and Testers** (QA Analyst, Test administrator)
5. **Bookkeeping, Accounting, and Auditing Clerks** (Full Charge Bookkeeper, Reconciliation Assistant, Accounting Clerk)
6. **Medical Secretaries** (Patient Coordinator, Front Office Team Member, Outreach Scheduler)
7. **Security Guards** (Security Officer - Evenings/Afternoons)

The certifications in demand locally match in particular to the high-skill healthcare positions listed above and the few food preparation and serving positions posted locally. Most hard, soft, and technical skills saw drops in frequencies in online job postings from March 15-June 15, 2020 in comparison to early 2020 or any point in 2019.

#### **Top Emerging Skills in Midway, Downtown, and Northern St. Paul in Order of Frequency in Job Postings, March 15-June 15, 2020**

1. Dedication (-59% from pre-COVID-19)
2. Scheduling (-59% from pre-COVID-19)
3. Communication (-52% from pre-COVID-19)
4. Innovation (-40% from pre-COVID-19)
5. Patient Care (-61% from pre-COVID-19)
6. Customer Service (-41% from pre-COVID-19)
7. Collaboration (-56% from pre-COVID-19)
8. Medical Transports (-67% from pre-COVID-19)
9. Responsibility (-54% from pre-COVID-19)
10. Evaluation (-56% from pre-COVID-19)

# Accessible Career Pathways

## Local Careers for People with an Associate's Degree or Less

Taking a holistic look at high-wage, accessible career opportunities in Midway, Downtown, and Northern St. Paul reveals a large number of opportunities that are 1) uniquely concentrated in this community, 2) have seen high historic employment growth, 3) may have been trending in job postings since March 2020, and 4) would be able to be done remotely or with low contact-intensity.

Interestingly, these communities have very few occupations that fit all four of these criteria. Most of the high-location quotient, high historic growth occupations at lower education levels have not been trending in local job posting volumes during the pandemic and are typically high contact-intensity.

For example, **Radiation Therapists** are found in Midway, Downtown, and Northern St. Paul at about 23% higher rate than a typical Minnesota community (LQ of 1.23). However, future replacement demand is relatively low, and this job cannot be done remotely or low contact-intensity. Nearly 28% of local residents working in these roles are Black, Indigenous, or People of Color, and typically these positions require an Associate's degree, but little to no prior experience. Due to the limited number of trending positions in online job postings, just three occupations of high demand have been highlighted below from the table overview which follows.

### Respiratory Therapists

**Titles Used:** Registered Respiratory Therapist, Certified Respiratory Therapist

**Employers:** Club Staffing, Allina Health

### Diagnostic Medical Sonographers

**Titles Used:** Echocardiographer, Diagnostic Sonographer

**Employers:** Fairview Health Services/HealthEast, Allina Health

### Customer Service Representatives

**Titles Used:** Customer Service Associate, Customer Associate, Contact Center Representative

**Employers:** Walgreens, Asurion, TalentBurst, Securian, Sleep Number, Wells Fargo

### Midway, Downtown, and Northern St. Paul Local High-Opportunity Careers Requiring an Associate's Degree or Less

SOC	Occupation	Current				Historical	5-Year Forecast		Considerations				Education & Experience		
		2020Q1 Empl	High Wage (Avg Ann Wages)*	High Local Concentration (LQ)	Low Historic Unemployment Rate		High Ann % Empl Growth	High Total Demand (Replacing Over 50% of 2020Q1 Empl in 5 Yrs)	Ann % Growth	Able to be Remote (R)	Low Contact Intensity (L)	Trending in Job Postings Locally During Pandemic (T)	Higher than Local Resident Average BIPOC Employment (over 34.9%)	Typical Entry-Level Education	Previous Work Experience
29-1126	Respiratory Therapists	95	\$70,300	1.14	n/a	3.8%	41	2.5%				40.2%	Associate's degree	None	None
31-2021	Physical Therapist Assistants	68	\$58,800	1.11	n/a	4.0%	56	2.5%				20.0%	Associate's degree	None	None
31-2011	Occupational Therapy Assistants	32	\$53,900	1.15	n/a	5.2%	24	2.4%				44.8%	Associate's degree	None	None
29-2032	Diagnostic Medical Sonographers	36	\$82,300	0.80	n/a	2.6%	13	1.4%				27.9%	Associate's degree	None	None
29-2056	Veterinary Technologists and Technicians	60	\$40,900	0.86	n/a	14.1%	29	1.2%				38.2%	Associate's degree	None	None
29-1124	Radiation Therapists	14	\$81,700	1.23	n/a	1.8%	4	1.2%				27.8%	Associate's degree	None	None
29-2034	Radiologic Technologists and Technicians	143	\$70,100	1.09	n/a	0.7%	46	0.8%				27.5%	Associate's degree	None	None
25-2011	Preschool Teachers, Except Special Education	342	\$41,200	1.12	2.8%	1.1%	191	0.7%				33.7%	Associate's degree	None	None
47-2181	Roofers	51	\$61,300	0.52	7.1%	-0.5%	29	0.7%		L		39.9%	None	None	Moderate OJT
29-2031	Cardiovascular Technologists and Technicians	42	\$66,300	1.19	n/a	1.7%	13	0.7%				27.9%	Associate's degree	None	None
<b>Total - All Occupations</b>		<b>97,825</b>	<b>\$59,800</b>	<b>1.00</b>	<b>3.2%</b>	<b>0.7%</b>	<b>55,677</b>	<b>0.4%</b>				<b>34.9%</b>			

\*Only careers paying an average of \$40,000 or more are included in this table. Occupations paying an average salary higher than the all-occupation average (\$59,800) in the community are highlighted in green. Unemployment rates below 3% are considered low and highlighted in green. Historical annual employment growth rates above 1.8% are considered high and highlighted in green. Forecasted annual employment growth over 0.6% is considered high and highlighted in green.

The job titles and employer data shown in this section is based on content found in jobs newly posted online and explicitly listed as located in the zip codes of the communities comprising Southern St. Paul. It is not a complete or representative list of job opportunities in the neighborhood, but is offered as a sampling of jobs advertised.<sup>9</sup> These employers and job postings were identified by the address included by the employer in the job posting; therefore, it only represents jobs by those employers that explicitly included one of the two zip codes for Southern St. Paul. In some cases, these employers located in the neighborhood may be hiring for positions in other parts of St. Paul.

## Local Careers for People with a Bachelor's Degree or Higher

All but one of the rising and most promising accessible careers in Midway, Downtown, and Northern St. Paul typically requiring a Bachelor's degree can be done partially remotely. The vast majority of opportunity occupations are in the Human Services career field, specifically in social work, community health education, and educational administration spheres. A large majority of local opportunities in Midway, Downtown, and Northern St. Paul that will see growth, high wages, and high local concentration of need are in healthcare, education, government, and faith-based organizations. In fact, of the top five occupations advertised locally by volume, the employers with the most local postings during the pandemic were Allina Health, Fairview Health Services, and the University of St. Thomas.

For example, **Community and Social Service Specialists** are more concentrated in Midway, Downtown, and Northern St. Paul than an average community of its size in Minnesota. Over the next five years, about 176 positions will need to be filled due to job growth (about 0.7% annual growth anticipated), retirements, and job transitions. About 2 in 5 local Community and Social Service Specialists are Black, Indigenous, or People of Color (compared to 34.9% overall in these communities), and usually these roles seek fresh talent with a Bachelor's degree and no prior experience needed.

### Registered Nurses

**Titles Used:** Nurse Clinician (Cancer), RN Home Care, Adolescent Mental Health RN

**Employers:** Allina Health, Fairview Health Services/HealthEast, Veterans Health Administration, Minnesota Community Care

### Social and Community Service Managers

**Titles Used:** Civil Legal Advocacy Coordinator, Executive Director, Community Manager

**Employers:** Higher Education Consortium for Urban Affairs, Mid MN Legal Assistance, StandPoint, Aurora St. Anthony Neighborhood Corporation, Friends for a NonViolent World

### Community and Social Service Assistants

**Titles Used:** Case Manager, Mental Health Program Assistant, Residential Connection Team Member, Desk Assistant, Shelter Supervisor

**Employers:** Thomas Allen Inc., Army, University of St. Thomas, Ramsey County, Fairview Health Services/HealthEast, MN Department of Health

### Health Education Specialists

**Titles Used:** Health Educator, Nurse Educator

**Employers:** Allina Health

### Child, Family, and School Social Workers

**Titles Used:** Family Social Worker

**Employers:** Allina Health

### Social Workers

**Titles Used:** Case Manager, Mental Health Program Worker

**Employers:** Ramsey County, Thomas Allen Inc.

## Midway, Downtown, and Northern St. Paul Local High-Opportunity Careers Requiring a Bachelor's Degree or Higher

SOC	Occupation	Current				Historical High Ann % Empl Growth	5-Year Forecast		Considerations				Education & Experience		
		2020Q1 Empl	High Wage (Avg Ann Wages) *	High Local Concentration (LQ)	Low Historic Unemployment Rate		High Total Demand (Replac ing Over 50% of 2020Q1 Empl in 5 Yrs)	Ann % Growth	Able to be Remote (R)	Low Contact Intensity (L)	Trending in Job Postings Locally During Pandemic (T)	Higher than Local Resident Average BIPOC Employ- ment (over 34.9%)	Typical Entry- Level Education	Previous Work Experience	Typical On-the- Job Training
21-1099	Community and Social Service Specialists, All Other	285	\$49,700	4.62	4.3%	2.5%	176	0.7%		L		41.6%	Bachelor's degree	None	None
21-1021	Child, Family, and School Social Workers	881	\$59,800	4.27	1.5%	3.9%	480	0.8%		L		36.8%	Bachelor's degree	None	None
11-9151	Social and Community Service Managers	379	\$82,600	3.65	2.6%	4.6%	202	1.4%		L		25.0%	Bachelor's degree	Less than 5 years	None
21-1091	Health Education Specialists	117	\$59,500	3.24	1.5%	1.1%	75	1.1%		L		41.6%	Bachelor's degree	None	None
21-1029	Social Workers, All Other	120	\$65,900	3.22	1.5%	-0.2%	61	0.2%		L		35.9%	Bachelor's degree	None	None
21-1013	Marriage and Family Therapists	135	\$64,700	3.21	1.6%	8.7%	93	2.3%		L		32.0%	Master's degree	None	Internship /resid.
19-3051	Urban and Regional Planners	64	\$87,000	2.83	2.0%	1.4%	31	0.3%		L		28.6%	Master's degree	None	None
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	486	\$52,400	2.69	1.6%	5.6%	340	2.4%		L		32.7%	Bachelor's degree	None	None
21-1023	Mental Health and Substance Abuse Social Workers	187	\$62,500	2.47	1.5%	0.6%	113	1.6%		L		36.0%	Master's degree	None	Internship /resid.
21-1022	Healthcare Social Workers	277	\$59,800	2.43	1.5%	3.9%	173	1.8%		L		36.4%	Master's degree	None	Internship /resid.
13-1131	Fundraisers	134	\$63,600	2.40	3.8%	9.3%	77	0.7%	R	L		12.6%	Bachelor's degree	None	None
<b>Total - All Occupations</b>		<b>97,825</b>	<b>\$59,800</b>	<b>1.00</b>	<b>3.2%</b>	<b>0.7%</b>	<b>55,677</b>	<b>0.4%</b>				<b>34.9%</b>			

\*Only careers paying an average of \$40,000 or more are included in this table. Occupations paying an average salary higher than the all-occupation average (\$59,800) in the community are highlighted in green. Unemployment rates below 3% are considered low and highlighted in green. Historical annual employment growth rates above 1.7% are considered high and highlighted in green. Forecasted annual employment growth over 0.6% is considered high and highlighted in green.

The job titles and employer data shown in this section is based on content found in jobs newly posted online and explicitly listed as located in the zip codes of the communities comprising Southern St. Paul. It is not a complete or representative list of job opportunities in the neighborhood, but is offered as a sampling of jobs advertised.<sup>10</sup> These employers and job postings were identified by the address included by the employer in the job posting; therefore, it only represents jobs by those employers that explicitly included one of the two zip codes for Southern St. Paul (55105 or 55106). In some cases, these employers located in the neighborhood may be hiring for positions in other parts of St. Paul.



## Retooling and Reimagining Work

The following section highlights the critical skills in demand in Midway, Downtown, and Northern St. Paul, as identified by employers in jobs advertised online in the community. This section's data are based on the content found in jobs newly posted online by employers located in the zip codes 55101, 55103, 55104, 55108, 55114, and 55155. This list is not a complete or representative list of job opportunities in the region but is offered as a sampling of jobs advertised.<sup>11</sup> In some cases, these employers located in Midway, Downtown, and Northern St. Paul may be hiring for positions in other parts of the county.

In Midway, Downtown, and Northern St. Paul, 350 identified employers advertised 1,950 jobs locally, between March 16 and July 31, 2020. The employers who advertised jobs within 55101, 55103, 55104, 55108, 55114, and 55155 that explicitly included a location in Midway, Downtown, and Northern St. Paul may not have a physical location in the community (i.e., a staffing agency or chain headquartered elsewhere but recruiting in that specific zip code). The next two sections highlight the foundational skills in demand among local employers, and the skill transferability opportunities of the local talent supply.

### *Foundational Skills*

Much research has gone into determining what skills are considered essential in the emerging digital economy. According to a report published by Burning Glass Technologies and the Business Higher Education Forum in late 2019 titled "The New Foundational Skills of The Digital Economy: Developing the Professionals of the Future" classified 14 essential skills aligning to three categories: Human Skills, Business Enablers, and Digital Building Blocks.<sup>12</sup> This research found that all three categories of New Foundational Skills are essential across every industry and job type, and that all of these skills are able to be developed through training and education.

In addition, positions that require at least one of the New Foundational Skills pay more on average. Nationwide, jobs requesting at least one of the New Foundational Skills advertised an average salary of \$61,000, which is \$8,000 higher than other jobs that do not require any of these foundational skills. Each of the skills in the Digital Building Block and Business Enabler skill groups include a further salary premium from 7% to 38% higher than the overall average. By developing a range of New Foundational Skills, this study found that job-seekers could increase their earning power and productivity by growing their abilities in all three skill areas. Burning Glass Technologies estimates that fewer than one in five job-seekers they analyzed had some skills developed in each of the three areas. To further clarify within the Business Enablers group, we have added a 15th Foundational Skill called "Digital Skills," which includes social media, search engine marketing, web analytics, content marketing, email, mobile campaigns, strategy and planning, social selling, video production, and similar related skillsets. For a full list of the New Foundational Skills, see below.

<sup>12</sup> Burning Glass Technologies, BHEF. 2019. The New Foundational Skills of the Digital Economy: Developing the Professionals of the Future." Accessed 7/30/2020 at [https://www.burning-glass.com/wp-content/uploads/New\\_Foundational\\_Skills.pdf](https://www.burning-glass.com/wp-content/uploads/New_Foundational_Skills.pdf)

## Defining the New Foundational Skills

### High-Demand Human Skills

**Analytical Skills** - Analyze information, problem solve, and make decisions - detect patterns, brainstorming, observing, interpreting data, integrating new information, theorizing, and making decisions based on multiple factors.

**Collaboration**—Open communication, reaching consensus, giving credit, identifying obstacles and addressing problems cooperatively, focus on group goals. Examples, resilience and respect for diversity.

**Critical Thinking**— Refers to evaluating information and then making a decision based on your findings. Examples: Process management, ongoing improvement, auditing, benchmarking, big data analytics, business intelligence, calculating, case analysis, causal relationships, classifying, computing, decision making, diagnostics, recording keeping, evaluating, prioritization, troubleshooting, attention to detail.

**Creativity** - Could include ability to spot trends, come up with innovative solutions, solve for big problems. Examples: Budgeting, brainstorming, optimization, predictive modeling, problem-solving, restructuring, strategic planning, integration.

**Communication** - Explain information orally in a meeting or presentation. Write a memo, email, or report. Examples: Active listening, reporting, surveying, teamwork, oral communication, written communication, presenting.

### High-Demand Digital Building Block Skills

**Analyzing Data** - Examples include SQL, Microsoft excel, critical thinking, R or Python, Data Visualization, Presentation skills and Machine learning, data cleaning, data preparation.

**Managing Data** - Data mining, data assessments, data validation, data security, data transference, SQL, Workflow Optimization, Information systems, and market analysis, databases.

**Software Development**—Examples mathematical aptitude, problem solving, programming languages (Python, React, Angular, Docker, CompTIA, Amazon AWS), time management, writing and testing code, Machine learning, Source Control, Operating systems.

**Computer Programming**—examples include programming languages, write computer programs, update computer programs, troubleshoot programs, test software programs, collaborate with other programmers, mathematical skills, problem-solving, inquisitiveness, Java, C++.

**Digital Security and Privacy**—examples security engineering, encryption, intrusion detection, breach response, firewall development, vulnerability analysis, penetration testing, security information and event management, cybersecurity, HTTPS, SSL, and TLS, Endpoint threat detection and data loss prevention.

### High-Demand Business Enabler Skills

**Business Process**—Operational procedures, ensure compliance, process improvements, business requirements, customer service, analysis techniques - Agile Business Analysis, Six Sigma, Business Process Modeling Notation (BLMN), and Rational Unified Process.

**Project Management**—Organization, negotiation, team management, time management, risk management, problem-solving, budget management, motivation, technical writing, adaptability, tech saavy, reporting skills, active listening, research skills, interpersonal skills, project management methodologies, policy knowledge, conflict management.

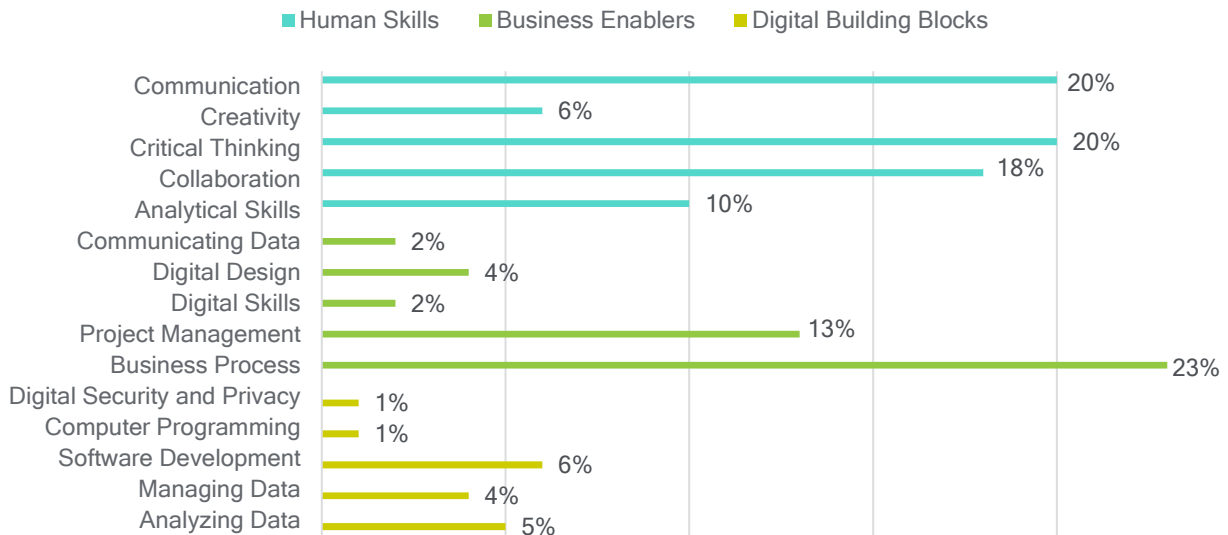
**Digital Skills** - social media, search engine marketing, analytics, content marketing, email, mobile campaigns, strategy and planning, social selling, pay per click marketing, Video production.

**Digital Design** - Typography, Adobe creative suite, interactive media, coding, branding, wireframing, layout and navigation principles, HTML/CSS, design thinking approaches, UX/UI.

**Communicating Data**—Data visualization, storytelling, writing and publishing skills, data visualization.

In Midway, Downtown and Northern St. Paul, Human Skills like Communication, Critical Thinking, and Collaboration, as well as Business Enablers like Business Process and Project Management appear in the highest volumes as required skills for local jobs. Digital Building Blocks such as Computer Programming and Digital Security and Privacy appear in lower volumes in this community.

### Midway, Downtown, and Northern St. Paul Foundational Skills for the Digital Economy



Midway, Downtown, and Northern St. Paul	
Communication	20%
Creativity	6%
Critical Thinking	20%
Collaboration	18%
Analytical Skills	10%
Communicating Data	2%
Digital Design	4%
Digital Skills	2%
Project Management	13%
Business Process	23%
Digital Security and Privacy	1%
Computer Programming	1%
Software Development	6%
Managing Data	4%
Analyzing Data	5%

Jobs posted by employers in Midway, Downtown, and Northern St. Paul between March 16 and July 31, 2020, showed demand comparable to in-demand skills across Ramsey County. About 40% of the 100 top skills mentioned as “required” in new job ads posted during this four-and-a-half-month period were specific to employers in Midway, Downtown, and Northern St. Paul. 33 of the 40 skills unique to jobs posted by employers in Midway, Downtown, and Northern were related to healthcare positions, such as surgical technicians. There was also a difference in the frequency of the skills within postings in Midway, Downtown, and Northern St. Paul compared to Ramsey County as a whole. The blue text below indicates skills required in positions advertised by employers located in this area in St. Paul that are not in the top four required skills in each category across Ramsey County overall.

High-Demand Human Skills	High-Demand Digital Building Block Skills	High-Demand Business Enabler Skills
<b>Analytical Skills</b> 1) Analysis 2) Monitoring 3) Research 4) Problem Solving <b>Collaboration</b> 1) Dedication 2) Collaboration 3) Nursing 4) Leadership <b>Critical Thinking</b> 1) Scheduling 2) Patient Care 3) Health Care 4) Evaluation <b>Creativity</b> 1) Innovation 2) Design 3) Passion 4) Testing <b>Communication</b> 1) Communication 2) Customer Service 3) Supervision 4) Coordination	<b>Analyzing Data</b> 1) Evaluation 2) Monitoring 3) Detail-oriented 4) Computer Usage <b>Managing Data</b> 1) Research 2) Detail-oriented 3) Databases 4) Organizational Skills <b>Software Development</b> 1) Implementing 2) Problem solving 3) Prioritization 4) Design <b>Computer Programming</b> 1) Multitasking 2) Mathematics <b>Digital Security and Privacy</b> 1) Security	<b>Business Process</b> 1) Scheduling 2) Customer Service 3) Health Care 4) Planning <b>Project Management</b> 1) Collaboration 2) Leadership 3) Supervision 4) Coordination <b>Digital Skills</b> 1) Research 2) Marketing <b>Digital Design</b> 1) Implementing 2) Prioritization 3) Design 4) Testing <b>Communicating Data</b> 1) Writing 2) Written Communications

## ***Skill Transferability***

When advising individuals who have recently lost their jobs or are facing work instability, identifying jobs that the individual would be willing to take (meaning that it pays equally well or better than their prior role) and able to take (meaning they possess the skill set and educational background necessary for success). To simplify this search process, we can use a “willing and able” matrix, which utilizes skill competencies outlined in O\*NET and estimated local future talent supply gaps to allow us to create meaningful career and education decisions.

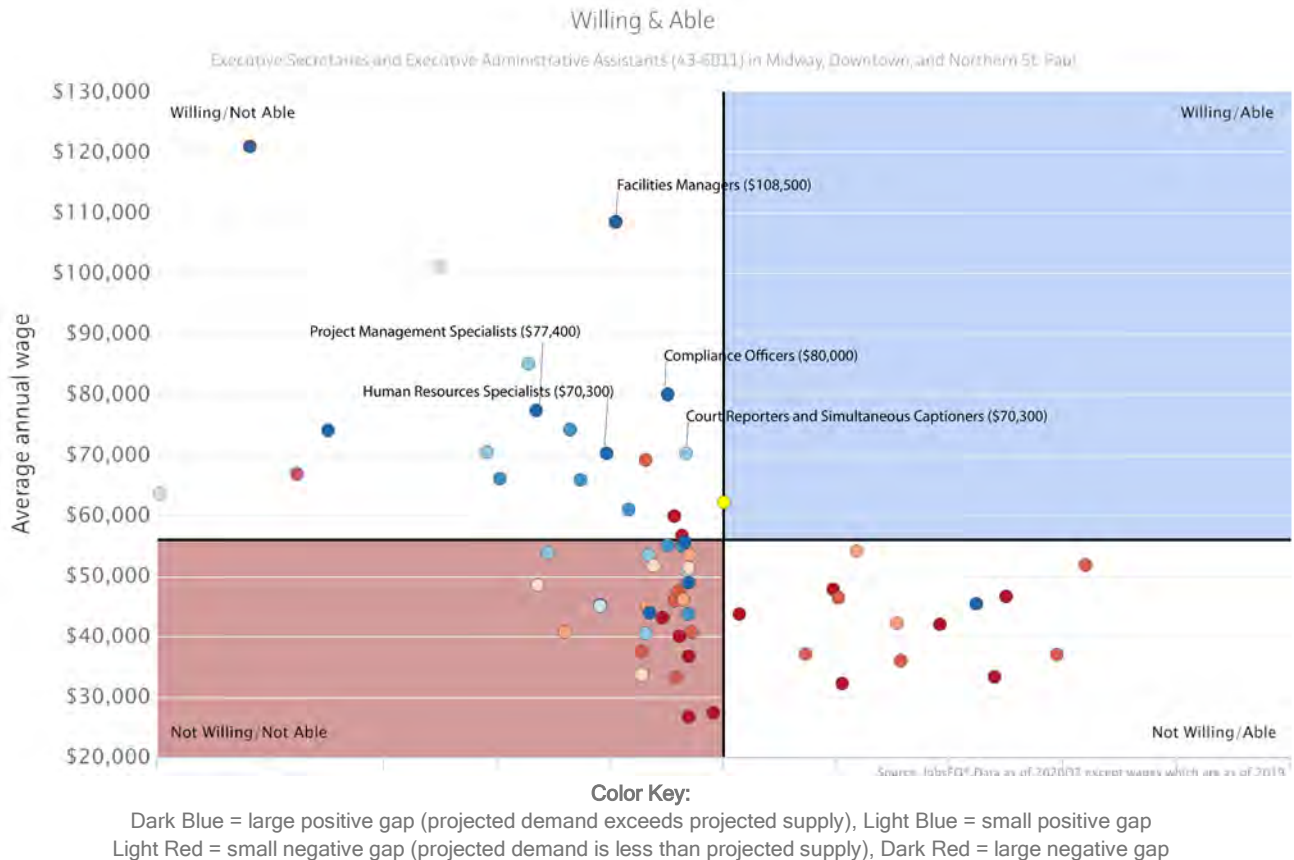
The occupations below are all found in high volumes in Midway, Downtown, and Northern St. Paul, are anticipated to have a local surplus of talent over the next five years, and experienced high unemployment applications across Ramsey County since the beginning of the pandemic.

### **Executive Secretaries and Administrative Assistants**

Approximately 558 people work in Executive Secretaries and Administrative Assistants roles in Midway, Downtown, and Northern St. Paul as of early 2020. Over the next five years, only about 200 more administrative assistants will be needed to replace talent lost to job changes and labor force exits, as the occupation overall declines locally. Fortunately, there are several occupations that have similar skill sets that pay higher wages and are likely to see shortages locally in the next few years. Roles such as Compliance Officers, Facilities Managers, and Court Reporters pay higher salaries on average than typical Executive Secretary and Executive Administrative Assistant roles. These

occupations would be accessible with some development of skills or attaining industry-specific certifications. Executive Assistants could leverage customer service skills, attention to detail, communication, and coordination to enter into a local career identified below. For many roles found in the Willing/Not Able quadrant below, a Bachelor's degree may be required.

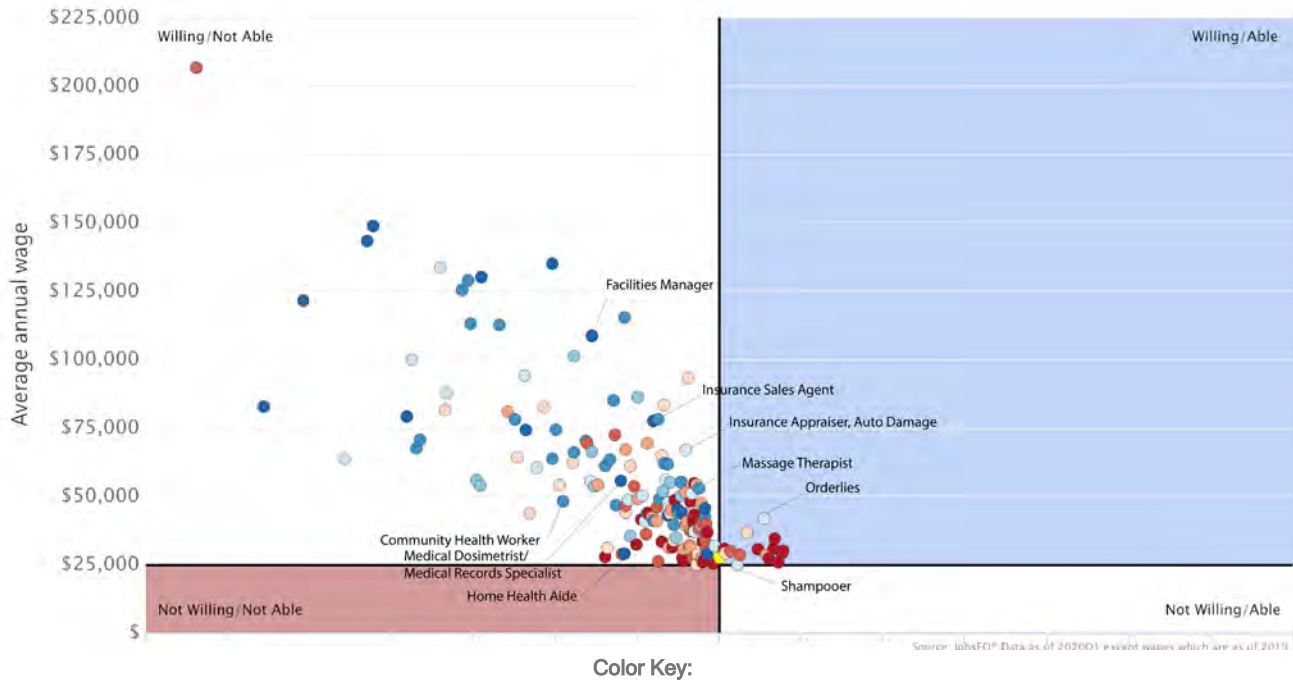
### Executive Secretaries and Executive Administrative Assistants Skill Transferability in Midway, Downtown, and Northern St. Paul



### Cashiers

Cashiers receive and disburse money in establishments other than financial institutions. They may use electronic scanners, cash registers, or related equipment, and often process credit or debit card transactions and validate checks. Though in relatively small volume, Orderlies offer similar pay, require similar skills, are entry-level, and may see shortages in talent in Midway, Downtown, and Northern St. Paul. Occupations that would have related skillsets but require a bit more training to be accessible to a former Cashier include Billing and Posting Clerk, Medical Records Specialist, Community Health Worker, Insurance Appraiser, or Insurance Sales Agent.

### Cashier Skill Transferability in Midway, Downtown, and Northern St. Paul

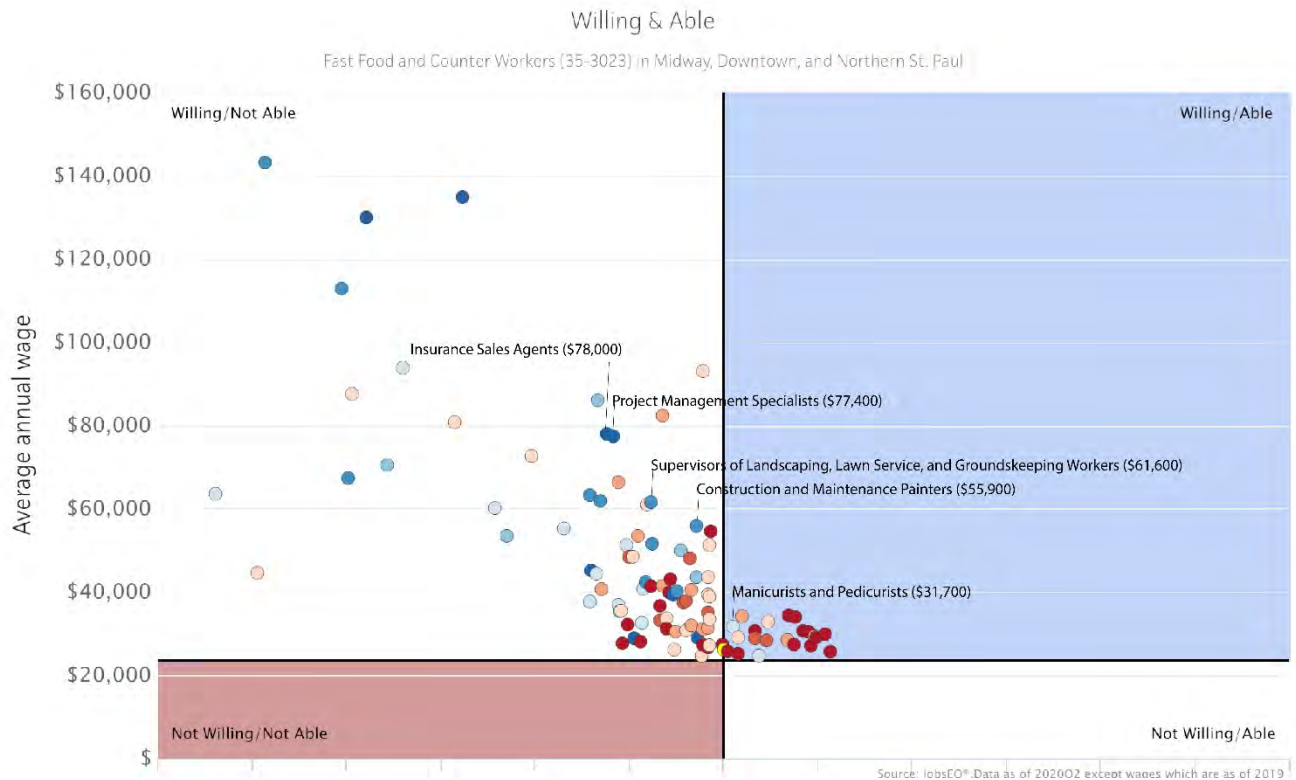


### Fast Food and Counter Workers

There were nearly 1,500 people employed in Midway, Downtown, and Northern St. Paul as Fast Food and Counter Workers in the first quarter of 2020, with many of these being displaced as a result of the COVID-19 pandemic. By the second quarter of 2020, unemployment in these roles was estimated around 11% locally. Historically, Fast Food and Counter Worker employment has remained relatively stable in these communities, with about 0.3% annual growth over the past five years. Over the next five years, recovery of some of the jobs lost to the pandemic is likely, but still with a surplus of local talent for these roles. Other occupations anticipating shortages over the next five years that pay higher wages on average (without accounting for tips) and value similar baseline skillsets include Home Health Aides, and Manicurists and Pedicurists. Other positions anticipating future shortages but requiring some form of new certification (and representing a wide range of industries) include Construction and Maintenance Painters, Landscaping Supervisors, Project Managers, and Insurance Sales Agents.



## Fast Food and Counter Workers Skill Transferability in Midway, Downtown, and Northern St. Paul



### Color Key:

Dark Blue = large positive gap (projected demand exceeds projected supply), Light Blue = small positive gap  
 Light Red = small negative gap (projected demand is less than projected supply), Dark Red = large negative gap

## Conclusion

Midway, Downtown, and Northern St. Paul have a variety of local career opportunities across multiple sectors, with education, healthcare, and human services careers in particular high demand now and into the future. Rising skills in coordination, planning, and foundational computer skills indicate local businesses need people with broad skills in project management and technology. Education and workforce programming in Midway, Downtown, and Northern St. Paul may choose to focus on education, human services, and healthcare support occupations with strong entry-level pathways for individuals with lower educational attainment to obtain certifications and education that will be necessary to advance a career in the field locally.

This report has highlighted the most critical human skills, digital skills, and business enablers sought in this community, as well as the related skills-based career shifts for individuals in service industries who may have experienced layoffs or are still employed in occupations that are likely to have an excess of talent locally over the next five years. However, it is important to remember that the communities of Midway, Downtown and Northern St. Paul are not isolated from the rest of the county. Many individuals commute both in and out of this community daily for both work and educational opportunities; positioning these community needs in the broader context of Ramsey County as a whole will ensure that the county is filled with resilient neighborhood economies today and tomorrow.