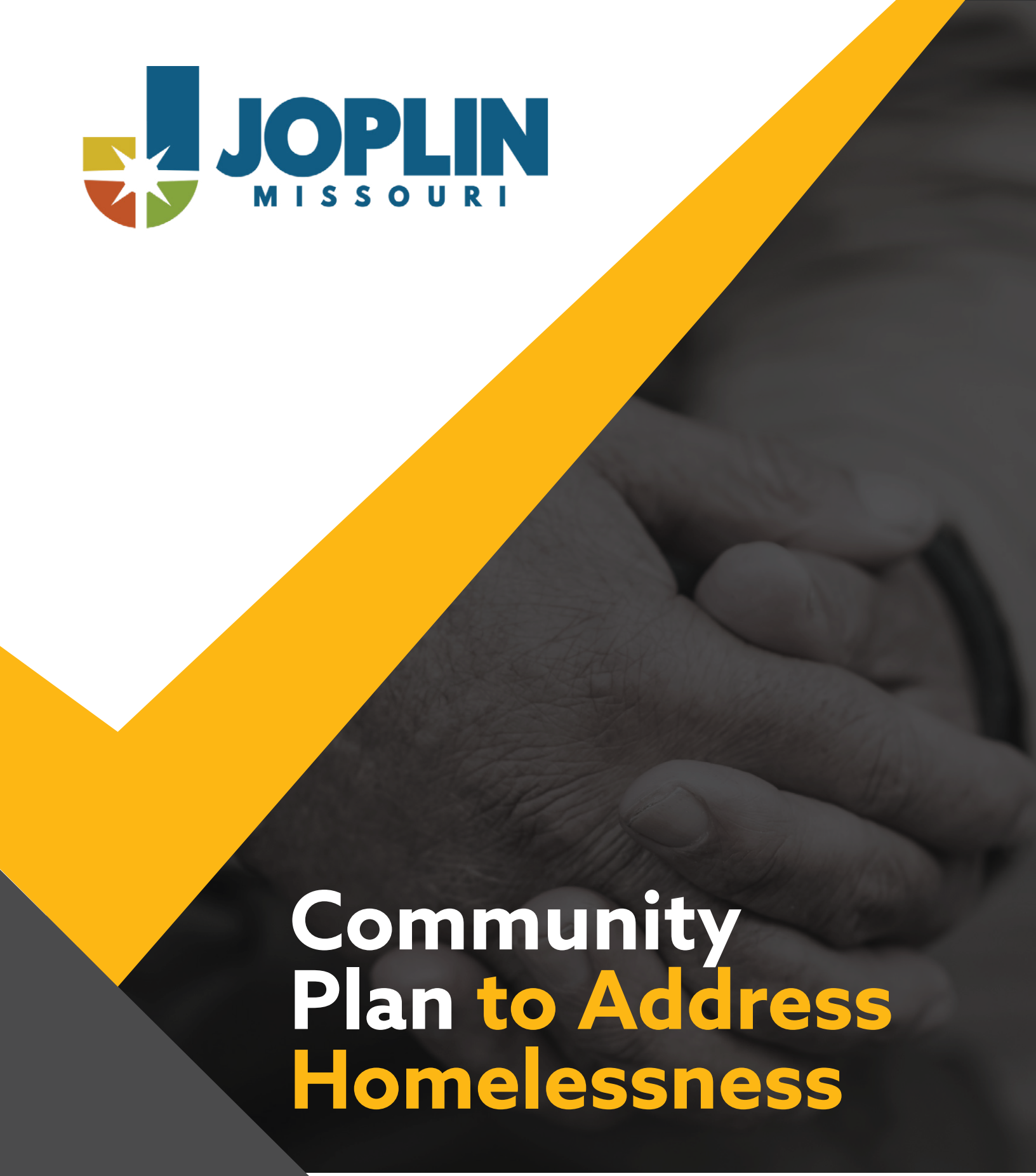
JOPLIN
MISSOURI



Community Plan to Address Homelessness

March 2024

SHARITY
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Acknowledgements

In the time since the City of Joplin's homelessness strategic planning project began, the community's commitment to addressing homelessness has been self-evident. The people of Joplin have shared their time, expertise, insights, and ideas, and rallied around the strategic planning effort. This extensive input has culminated in a plan that is by Joplin, for Joplin, and will be taken forward by the community. Today, workgroups are actively carrying the strategic plan into its next phase. These groups are poised to lead the plan's implementation.

It is the depth of the community's engagement with the project and the community's ongoing leadership that sets the plan up for success. Sharity sincerely thanks all the community members who contributed to the strategic planning project. You made this work possible.

Moving forward, your continued engagement will be imperative to the success of the strategic plan. It is our hope that all stakeholders will remain remain engaged and supportive of this effort.

Key Terms

Acronym	Term
CDBG	Community Development Block Grant
CoC	Continuum of Care
ESC	Economic Security Corporation of SW Area
ESG	Emergency Solutions Grant
HMIS	Homeless Management Information System
HUD	U.S. Department of Housing and Urban Development
ICA	Institute for Community Alliances
LEC	Lived Experience Council
NOFO	Notice of Funding Opportunity
PIT	Point in Time Count
RRH	Rapid Rehousing
SPM	System Performance Measures

KEY DEFINITIONS[1]

Common Shelter Types

Emergency Shelter – An immediate and temporary place for people without a home to stay that provides support services and short-term stabilization for individuals and families; often the first place people go to avoid experiencing unsheltered homelessness. Sometimes more generically referred to as a Homeless Shelter.

- **Low Barrier Shelter** – A location that has minimal requirements and expectations for entry.
- **High Barrier Shelter** – A location that places requirements on guests, such as sobriety, curfews, church attendance, program participation, identification.

Types of Low and High Barrier Emergency Shelter

- **Congregate Shelter** – A location where individuals and households are provided space in a common area with limited or no privacy, such as a gymnasium or auditorium.
- **Semi-Congregate Shelter** – A location where each individual or household has space that offers some level of privacy, such as smaller rooms with fewer individuals and/or partitions.
- **Non-Congregate Shelter** – A location where each individual or household has a private space with a door that separates them from other persons/households, such as a hotel room. Transitional Shelter – A program that provides temporary residence, ranging from 6-24 months that includes supportive services to improve employability. This can also be referred to as Transitional Housing.

Housing

Permanent Housing – Fair market housing often secured with a lease, such as apartments seen advertised for rent via Craigslist and Facebook Marketplace.

Other types of permanent housing

- **Permanent Supportive Housing** – Housing with voluntary and flexible supports and services to help people manage serious, chronic issues such as mental and substance use disorders.
- **Rapid Re-housing (RRH)** – RRH is the primary solution for ending homelessness. It is demonstrated to be effective for moving people quickly into a permanent housing unit using rental subsidies/assistance and supports.

1 From Anchorage Assembly. (2022). Definitions for Common Shelter Types. (Fact Sheet).

Part One: Project Overview

Background

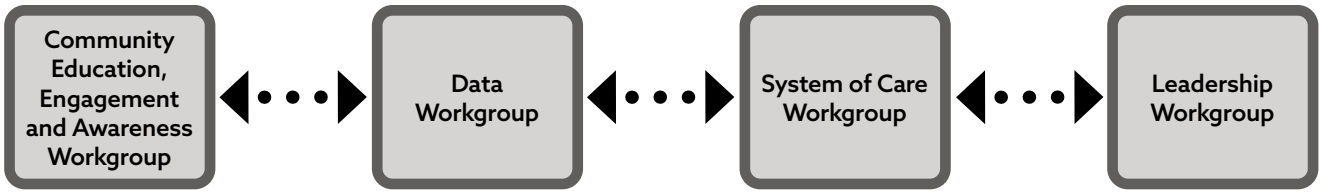
The impact of homelessness on individuals and the community was discussed with the City of Joplin as part of a listening tour conducted in 2020. Through that forum, stakeholders asserted the need for a coordinated community strategic plan to address homelessness in the region. The Joplin City Council allocated resources to enable a facilitated strategic planning process with community members and the Homeless Coalition of Jasper and Newton Counties. In June 2023, the City of Joplin launched its homelessness strategic planning project. Its objective was to better align and leverage resources toward solutions to support the most vulnerable homeless and at-risk individuals and households, and address the impacts of homelessness on the community.

Since then, community surveys have been undertaken, focus groups held, and stakeholder meetings and interviews facilitated. This work informed the development of four workgroups, one each for Leadership, Data, System of Care, and Community Education, Engagement, and Awareness. These workgroups have honed strategic plan goals, and are poised to lead the plan's implementation. The Leadership Workgroup will transition to serve as the Regional Commission on Homelessness.

The 2024 plan was developed by and for the Joplin community. Scores of volunteers from different sectors weighed in and shared their expertise. Notably, Joplin has previously worked to address homelessness. The difference between those efforts and the plan developed over the past year is that the latter culminates with this report and its actionable plan, which engaged leaders support and are ready to carry forward. All that is needed at this juncture is execution and implementation. The following report sets out a recommended three-year implementation plan that addresses key issues identified in the initial project phase and detailed in the Data Analysis and Community Mapping Report.[2] This report outlines priority action areas and corresponding, community-set goals, an implementation plan, and anticipated outcomes.

This strategic plan was developed in partnership with the Joplin City Council, homeless service providers, and the broader community. The Council will determine the next steps in the process upon reviewing and approving this report. Sharity is available to continue collaborating on this work should that be of assistance. Please note that while the city spearheaded this project, the plan sets out a comprehensive regional solution. Continuing to engage stakeholders across the region will be key to its success.

Graphic 1: Homelessness strategic planning process workgroup structure



2 See Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report.

Progress

In the time this project has been underway, a significant number of changes have been made, including the following.

- Educational street signage was installed, encouraging alternatives to panhandling.
- Cold night and warming shelter access information was widely distributed.
- The City of Joplin mapped encampments and shared with coalition partners and street outreach teams.
- Public property encampment cleanup procedures were updated.
- The City of Joplin revised relevant health, public safety, and public property ordinances.
- Drug and homelessness courts renewal and exploration.
- Improved law enforcement data collection to determine repeat versus new system entries.
- Improved the coordination and consistency of referrals for those with mental health and addiction issues.
- Improved law enforcement consistency.
- Added downtown-focused community outreach officers.
- Enhanced coordination of offenses and charges with the counties regarding felonies and drugs.
- New stakeholders, such as health care providers and Section 8 housing personnel, were engaged.
- The Homeless Coalition of Jasper and Newton Counties expanded and improved the information provided on their website.
- Due to increased collaboration, better data collection, and the City's encampment mapping, the January 2024 Point in Time count (PIT) was much more comprehensive than earlier counts.
- Federal funding for planning services increased by $50,000 due to recommended improvements in the annual application.
- Community engagement included:
  - public and coalition partner surveys to gather data, best practices, and opportunities;
  - multiple community stakeholder and public meetings;
  - a conversation about the increase in the student homeless population (held in October 2023);[3] and
  - a legislator-hosted town hall (held in November 2023).[4]

3 Saviello, A. (2023, October 5). Homeless student population in Joplin on the rise. KOAM News Now.com. https://www.koamnewsnow.com/lifestyle/family/homeless-student-population-in-joplin-on-the-rise/article_284f2e38-63d8-11ee-9fc5-1bd9e41a1e15.html.

4 Bolander, G. (2023, October 16). Two Southwest Missouri lawmakers are putting the spotlight on homelessness. KSN16. https://www.fourstateshomepage.com/local-news/joplin-news/two-southwest-missouri-lawmakers-are-putting-the-spotlight-on-homelessness/.

Executive Summary

Communities navigating surges in homeless populations typically consider their situation to be unique. They are often under the impression that people experiencing homelessness are physically dropped off in their community, for example, by bus, but in actuality service providers move clients and homeless individuals to where available services and open beds are. They also believe that people are drawn to their area because homelessness service providers exist there. These beliefs endure across state, political, and regional lines. On this front, Joplin is no different. This is notwithstanding that most people experiencing homelessness in Joplin are from the city or have family in the area.[5]

But Joplin is unique for different reasons. The historic 2011 tornado destroyed swathes of its affordable housing. That housing has yet to be fully rebuilt, and the housing that has been rebuilt is not, by definition, affordable.[6] This is consequential because of the central role housing supply plays in preventing and addressing homelessness. In Joplin, the lack of housing inventory coupled with rising housing costs has increased the number of people experiencing homelessness, and exacerbated other homelessness-related issues.

Addressing the housing supply problem is critical. So is having a strong network of well-resourced, effective homelessness service providers. In Joplin, the majority of providers are under-resourced and located downtown. This functions to cluster people experiencing chronic homelessness in one very visible area of the community. Shelters are high barrier, and at present there is no comprehensive, one-stop-shop day service provider ensuring warm handoffs, and no drop in center that law enforcement could use when they identify someone who needs a place to go during the day or night. Shelters do not program for consistent day use and as a result, people experiencing homelessness in the city often have nowhere to go during the daytime. In this context, many of the highest-need people experiencing homelessness are dispersed daily and are hard to reach, and cannot access shelter. They are therefore positioned to cycle through jails and health care institutions. Currently, they receive minimal targeted support from homeless service providers during the day, the most effective time to link them with other services.

The concentration of people experiencing homelessness in downtown Joplin also portrays the problem as a Joplin-specific issue. Key regional players, such as hospitals, counties, and the sheriff, have historically not been involved in solution development and coordinated implementation. To date, there has been limited coordination between stakeholders, in part because of an under-resourced Continuum of Care (CoC). Because the CoC is under-resourced, under-staffed, and largely volunteer driven, it has not been able to draw down additional federal grant funds and is stuck in a cycle of making do with a fraction of the funds needed to address homelessness.

The community also suffers from a lack of quality and consistent data about homelessness. When coupled with the widespread beliefs cited above, this can create confusion, frustration, and fear.

The City of Joplin and partners has led the charge to identify effective and sensible solutions that meet the community's needs. This report sets out the solutions and goals that community workgroups have generously volunteered their time to develop.

5 This was among this project's phase one findings from interviews of people experiencing homelessness in Joplin.

6 Affordable housing is generally defined as housing on which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities.

Part Two: Priority Action Areas

Leadership

Challenges

In Joplin, several collaborative groups have long worked on a variety of issues that either directly addressed or overlapped with homelessness. However, outside of service providers, there is no coordinated community leadership group driving a comprehensive, data-driven plan to address homelessness. Accordingly, service providers have worked to address the issue as best as possible. Some key leaders and stakeholders have previously not been actively engaged in collaboratively responding to the issue. Efforts to address homelessness have been siloed, disconnected, and duplicative.[7]

Recommended Action

The region needs an engaged and respected leadership cabinet that guides solution development and implementation, allocates institutional resources, and uses data, best and emerging practices, and the expertise of those with lived experience to establish priorities. To avoid the appearance of conflicts of interest, the cabinet's membership should be composed of esteemed, civic-minded, well-connected community members who are not homelessness service providers. This oversight body will advocate for solutions, align providers, and prioritize and direct additional resources to where they can be most impactful. The cabinet needs to be cognizant of community stakeholders' high quality work to address homelessness, all despite limited resources. They must support these parties, service providers in particular, and encourage the implementation of coordinated best practices such as participating in HMIS.

To maximize the impact of having a new commission, the CoC and Lead Agency would need to adapt to a new coordinated leadership structure. This would allow service providers to focus on providing services as designed. The Leadership Workgroup should evolve into the new Regional Commission on Homelessness and adopt the workgroup's goals, set out below.

Goal Statement

The region has an engaged and educated leadership cabinet that is respected by the community, and uses data, best and emerging practices, and the voices of those with lived experience to establish priorities.

Three-Year Goals

- A cross-section of respected leaders is the collective voice on priorities. They are trusted by the public and seen as the voice of reason.
- The cabinet reflects the community and has a succession plan built around a diverse matrix.
- The cabinet is designed to reduce and or eliminate conflicts of interest and is actively engaged in ongoing meetings and dialogue.
- There will be paid staffing available to support the community plan and CoC that is operated independent of partner agency conflicts of interest (namely funding and staffing). Providers will collect and share data with the CoC.

Recommended Leadership Structure

A Continuum of Care (CoC) is a regional or local planning body that coordinates housing, services and funding for individuals and families experiencing homelessness. A strong, empowered, and properly resourced CoC is critical to any community's plan to address homelessness and related issues.[8]

7 See generally Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report.
8 See generally Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report, 18.

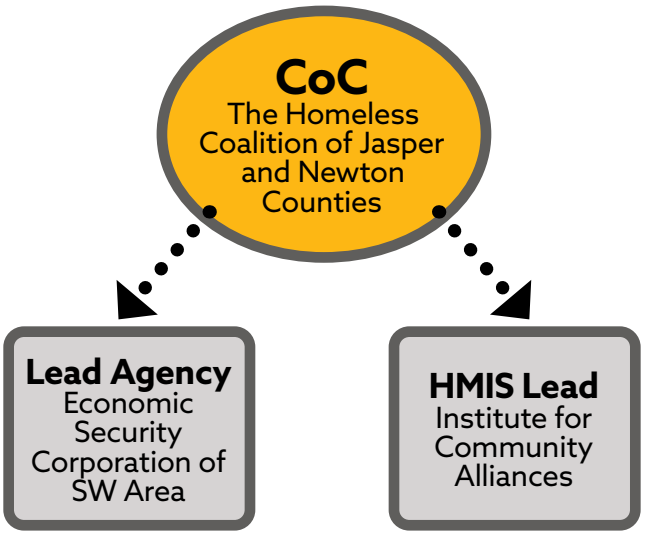
Current Continuum of Care (CoC) Structure

In Joplin, the Homeless Coalition of Jasper and Newton Counties (the Coalition) voluntarily holds the CoC role. The CoC oversees standardized access, assessment, referral, and housing placement for all people experiencing homelessness in the two-county area. The entity's key responsibilities include applying annually for federal funding via the U.S. Department of Housing and Urban Development (HUD). The organization that supports the CoC and its HUD application is referred to as the Lead Agency.[9] The Coalition, as the CoC, is responsible for designating who will take on the Lead Agency role and the Homeless Management Information System (HMIS) Lead role. Both roles are identified and voted on by CoC leadership as outlined in the CoC Charter and by-laws. Per the local CoC governance charter, "The responsibilities of the Continuum of Care take place through The Homeless Coalition with the leadership of the Executive Committee, Committee Chairs, the Collaborative Applicant and the HMIS Lead during monthly meetings and committee work." In Joplin, the Lead Agency is the Economic Security Corporation of SW Area (known as the ESC), and the HMIS Lead is the Institute for Community Alliances (ICA), a Colorado provider.

Current CoC Structure (Graphic 2)

Per HUD guidelines, agreements with the Lead Agency and HMIS Lead should be evaluated and reviewed every three to five years. It is quite common in rural, regional communities for a service provider to assume the Lead Agency role, especially if they are receiving the majority of HUD funding. This is because in smaller communities there is generally inadequate compensation for the necessary work, and the entity receiving the largest share of resources is the most incentivized to take it on. The appearance of a conflict of interest can emerge in this context, because the provider doing this work is then responsible for managing, reporting on, and distributing funds received. This can also create community tensions. The providers who do not assume the Lead Agency responsibilities, for example, may feel that there is neither open nor adequate competition for funds.

Graphic 2: Current CoC structure



Proposed Continuum of Care (CoC) Structure (Graphic 3)

To improve Joplin's homelessness response and position the CoC to draw down more funding, the Lead Agency and HMIS Lead roles should be held by local stakeholders who are not actively delivering direct services to people experiencing homelessness.

The community should also adopt a new structure combining the COC's HUD-mandated work, support from a strong Lead Agency, and a community-driven leadership group. The Joplin City Council should approve this structure. The recommended three entities are the Coalition (serving as CoC and comprised of service providers), the Regional Commission on Homelessness (formerly the Leadership Workgroup, comprised of community leaders), and the newly designated Lead Agency. The workgroups would continue under this new structure as follows.

9 Many of Joplin's CoC members and Lead Agency staff participated in the strategic planning workgroups. All providers were invited and strongly encouraged to participate.

Proposed Structure (Graphic 3)

- The Leadership Workgroup would transition to the Regional Commission on Homelessness and become a standing body supported by Lead Agency staff.
- The three entities are the Coalition (serving would be split into two separate bodies. The first would work under the Lead Agency and be focused on service provider and first responder education and training. The second would become a committee under the new Regional Commission on Homelessness, focusing on community engagement and awareness.
- The Data Workgroup would become a committee under the Lead Agency. To optimize data collection and analysis, the Lead Agency should assume the HMIS Lead's responsibilities. High-performing CoCs often have one organization assume both the Lead Agency and HMIS Lead's mandates in the interests of efficiency.
- The System of Care Workgroup would sit as a committee under the CoC, supporting strategic plan implementation. While the CoC is mandated to do this work, the new plan prioritizes community consensus and broad stakeholder engagement, making continual collaboration with the System of Care Workgroup a value add.

This new structure will be critical to ensuring Joplin's strategic plan is and continues to be successful. The recommendations for each of these bodies moving forward are outlined below.

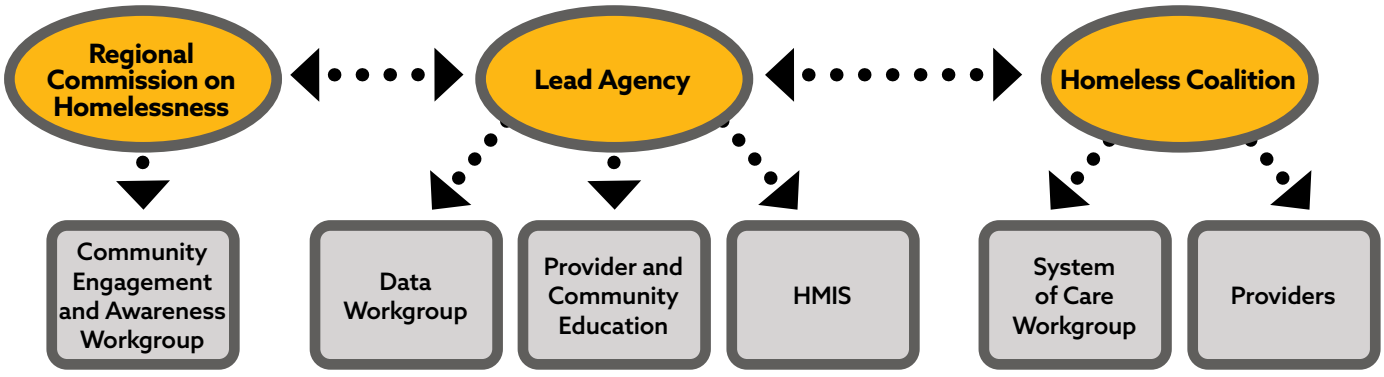
Roles and Responsibilities

Regional Commission on Homelessness

Purpose – To collaborate with the government and business communities and support providers working to make homelessness in Joplin rare, brief, and one-time. This Commission would ensure that the community-driven plan is making progress and is fully resourced. This body would work in partnership with and support the CoC as equal partners in the community solution. The Regional Commission's responsibilities are to ensure that resources are allocated to maximize impact, obstacles to success are removed, and the community is aware of how they can engage and support the plan.

Membership – The Regional Commission should be made up of community decision-makers and leaders who have community support and respect and are not current providers receiving HUD funding. Its membership should include executive or C-suite individuals, and elected officials representing Jasper and Newton Counties and local jurisdictions (amongst others). These individuals will bring knowledge and skills to the Regional Commission. There will, however, be a need to share best practices and specific information about developing and implementing solutions to reduce homelessness. A suggested list of prospective

Graphic 3: Proposed structure



Regional Commission members with the skills and expertise needed is set out below.

Regional Commission on Homelessness: Areas of Expertise
Accountant (certified public accountant)
Apartment owner
Attorney
Automotive dealership owner
Banking executives (two from large financial institutions)
Business owners (two to three from varied industries)
City and county law enforcement (police chief(s) and sheriff(s))
City and or county mayors (to allow for representation from all counties within the area)
County commissioners (from Jasper and Newton Counties)
Economic partnership and chamber executive
Hospital executives (two from large hospitals)
Land developer and or commercial realtor of multi-use housing
Larger employer
Power and utility executive
School district executive (representative of all geographic areas)
Sports team executives (from baseball and football)
Transportation and transit representation
United Way executive

The commission should develop a long-range plan that ensures the resources Joplin needs are prioritized and secured. This will require engaging regional and state leaders and the community in developing and implementing data-driven, evidence-based solutions.

The Homeless Coalition of Jasper and Newton Counties as the Continuum of Care (CoC)

Purpose – This collaborative, HUD-mandated body positions community partners to work together to provide a strong system of care. The CoC's mission is to improve the quality of life of individuals in the Jasper and Newton region impacted by all aspects of homelessness, through community education and coordinating community services. A CoC is expected to address homelessness through a coordinated, community-based process of identifying needs and building a system of housing and services to meet those needs. The targeted areas of significant focus and issues to address will be communicated by the Regional Commission on Homelessness to service providers. The CoC will need to determine who will serve as the region's HMIS Lead and the Lead Agency, and the CoC Board (leadership) must vote to approve those agencies. The Coalition as CoC will engage with the System of Care Workgroup and communicate the workgroup's priorities to the Regional Commission.

Membership – Homelessness service providers in the two-county area. Other community members who want to support providers' work to address homelessness.

Lead Agency

Purpose – To coordinate the CoC and its workgroups' activities, and provide support to the Coalition as CoC. It oversees the application, distribution, and monitoring of funds from HUD and other funders to homeless providers. In this new structure, it is recommended that the Lead Agency provide support to the Regional Commission on Homelessness and oversee the fundraising needed to execute the strategic plan.

As noted, in Joplin the current Lead Agency is the ESC. The ESC has done an outstanding job, especially given the scarce resources and staff capacity available over many years. Long has ESC used their own means to take on Lead Agency responsibilities. The recommendations that follow reflect the moment Joplin is navigating and the need to level up its response to homelessness, not the caliber of the ESC's work in its Lead Agency capacity.

The Coalition is encouraged to engage the United Way of Southwest Missouri (the United Way) as the new Lead Agency, for multiple reasons.

- **Recognition** – The United Way is a highly respected organization that has considerable community support and is recognized as a clearinghouse of resources.
- **Capacity** – United Way has the existing infrastructure necessary to write, distribute, and monitor grant funds. They have volunteer recruitment and portals as well as a data collection and collaboration system. They also have a larger staff dedicated to the functions necessary to support and scale the new structure.
- **Conflicts** – It is difficult to expect an agency that is receiving funds to appear unbiased when monitoring its own performance. United Way has no conflicts in terms of allocating resources or monitoring performance.
- **Performance evaluation** – United Way is uniquely placed to evaluate performance and progress because of its background in outcome measurement. This expertise could enhance the community's efforts to be data-driven. Across the U.S., the United Way is known for its research quantifying households that are struggling financially through ALICE (Asset Limited, Income Constrained, Employed). The Joplin community should tap this national support system as it develops its homelessness dashboard.
- **Resources** – United Way has a history of strong fundraising and fund distribution. This is particularly key at a time in which additional dollars are beginning to come into Joplin. The United Way's institutional knowledge and staffing positions them to effectively leverage those dollars. This is critically important.

Community examples of a United Way as the Lead Agency include:

- United Way of North Central Florida (Gainesville, Florida);
- United Way of Saginaw County (Michigan); and
- United Way of Suwannee Valley (Lake City, Florida).

Resources Required

Currently, HUD provides some funds for the CoC, Lead Agency, and HMIS Lead functions. This will increase, minimally, in 2024. The City of Joplin also provides pass-through Community Development Block Grant (CDBG) federal funding to support CoC activities. It will be important that the other jurisdictions and community institutions and organizations contribute to this new structure and support its effective operation. Many of those involved are volunteering their time and have other work commitments. There are currently no full-time positions supporting any of the entities recommended in this report. There must be dedicated operational assistance in place to support the Coalition and the Regional Commission, so that they can maintain their focus on addressing homelessness, and discharge their responsibilities, such as managing meetings, resourcing, coordination, monitoring, and follow-up on tasks. This should be a top community priority. If the volunteers and service organizations do not have adequate support, the plan will likely not move forward. In the first year, funding should be secured for a full-time project manager to support the Coalition as CoC and the Regional Commission. This individual would ideally be a Lead Agency employee. They would be responsible for communication and the initial coordination of data collection.

Best Practices

The community should have regard to best practices when determining next steps, including "the following as set out in **Table 1**.

Table 1: Leadership Best Practices

Organization	Location	Noteworthy work	Relevant Resources
Arlington County	Arlington, Virginia	Detailed overview of leadership council and CoC governance	Arlington County Continuum of Care Governance Charter
Austin Ending Community Homeless Coalition (ECHO)	Austin, Texas	Information supporting leadership council, committees and workgroups	Agency website
California Lead Me Home Leadership Council (The Coalition of Homelessness Service Providers)	Seaside, California	Information on appointed and elected representation and scope of responsibilities including governance charter	Council homepage Governance charter
Central Florida Commission on Homelessness	Orlando, Florida	Leadership council	Commission website Council introduction Council membership
Collective Impact Forum	National	Collective approach and strategies about how communities can end homelessness	How homelessness is solvable with a collective approach
Homeless and Housing Strategies for California	California	CoC roles and responsibilities	The importance of understanding the roles and responsibilities of california continuums of care (CoCs) in solving homelessness (article)
Local Housing Solutions by The Housing Solutions Lab at the NYU Furman Center	National	CoC information	Coordinating with a Continuum of Care as part of a local housing strategy (article)
US Department of Housing Exchange Information on CoC	National	HUD-specific information about roles and responsibilities	HUD website

Data

Challenges

Data as to who is experiencing homelessness, service availability, and outcomes is not centralized and collection is not fully coordinated in Joplin.[10] There are significant data quality issues, especially related to data systems used and HMIS data coverage. Some outcomes providers report cannot be verified. These gaps prevent a full assessment of initiatives' effectiveness. The lack of participation in HMIS precludes an assessment of service providers' performance, and results in a loss of points on the HUD application. In the absence of data evaluating the effectiveness – or not – of efforts to address homelessness, the community does not have the information necessary to invest in evidence-based solutions. This lack of data contributes to a community dialogue about homelessness which is not consistently grounded in fact.

The community does not have local staff to support consistent data management. While some funding is provided for HMIS, the HMIS Lead, ICA, is located out-of-state in Colorado. This makes ongoing onsite support extremely challenging, especially when service providers experience turnover and staff being onboarded cannot be consistently trained in data collection in a timely fashion. This compromises the HMIS data collection and analysis process. No agency or individual currently oversees data collection from stakeholders such as law enforcement, schools, and health care providers. In addition, Joplin's two homelessness shelters use alternate data collection, rather than HMIS, which challenges the community to accurately compare outcomes of and between projects.

Recommended Action

Data should be collected and reported consistently by all service providers across the region to be consistent and accountable. The data collection solution must minimize the burden on stakeholders, in particular service providers. In situations where the data might be protected, relevant providers should provide data in aggregate form. This ensures that the community can assess provider performance. Data should be shared in a comprehensive dashboard that tracks community outcomes (being outcomes that the community has agreed to and that are evidence-based).

Standardized definitions would also improve data quality and integrity. The region needs a shared understanding of what homelessness services are, how they are defined, how they operate, and how data is collected from those services. For example, when a provider states that they have a drop in center, the community should understand what that means, what services it entails, and what the service's objectives are.

Additional action items include:

- Working with funders to encourage CoC members and other providers to use HMIS;[11]
- Requesting HUD technical assistance on how to improve use of the region's HMIS system;
- Creating project performance reports on a quarterly basis for HUD-funded and other projects;
- Creating quarterly spending reports for projects to assist in assessing needs and key project indicators; and
- Working in partnership with workgroups, key stakeholders, and the Regional Commission to raise community awareness of HMIS and other relevant homeless-specific data sources.

Goal Statement

The region has and uses current, centralized, open data and the voices of those with lived experience to inform strategies and determine the effective use of resources.

10 Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report. 9.
11 Note that domestic violence providers cannot participate.

Table 2: Data Best Practices

Organization	Location	Noteworthy Work	Relevant Resources
Austin Ending Community Homeless Coalition	Austin, Texas	Homelessness dashboards	Agency website Dashboard
City of Knoxville	Knoxville, Tennessee	Community homelessness dashboard	Knox HMIS community dashboard
Sonoma County Homeless Coalition	Sonoma County, California	Homeless data dashboard	Sonoma County homeless data dashboard
Homeless Leadership Alliance of Pinellas	Pinellas County, Florida	Community dashboard	Pinellas Homeless data dashboard
Simtech Solutions HomelessData	National	Performance monitoring dashboards	Research tools

Three-Year Goals

- The community has established unified data definitions, and collection methods.
- Data is consistently collected by providers and gaps in data are identified and filled.
- Data is used to determine the success of interventions and allocation of available funding.

Resources Required

A full-time staff person should be hired to oversee and support HMIS implementation, data collection and dashboard management. The data function could initially fall within the project manager hired to support the system's responsibilities. To manage HMIS, a full time, specialized trainer and technology person would need to be added. This could be paid in part with existing funds. The HMIS Lead, ICA, currently receives:

- $14,000 from the Missouri Housing Innovation Program (MoHIP);
- $16,000 from a federal Emergency Solutions Grant (ESG); and
- $17,000 from a federal CDBG passed through by the City of Joplin; and

This represents total funding of $64,000 that could be leveraged for this position and relevant software. Should Joplin partner with other municipalities, the HMIS and data effort could be fully funded. Consider that approximately $110,000 would fund both a full-time staff member and relevant sophisticated software licenses, including one allowing for GPS tracking of questionnaires during the PIT count data collection.

The overall resources needed are as follows.

- Software to pull and process data from multiple platforms.
- An additional full-time staff member to assist with training, data collection, and HMIS support.
- A platform to house and publicize data.

Best Practices

The community should have regard to best practices when determining next steps, including those listed in **Table 2**.

Community Education, Engagement, and Awareness

The Community Education, Engagement and Awareness Workgroup has two priorities: community awareness, and service provider and first responder education. In implementing Joplin's strategic plan, this mandate should be split across two entities to reflect these distinct workstreams.

Community Awareness

Challenges

Homelessness is a complex social and housing issue that is often not well understood by the general public. In Joplin, there are community dialogues about homelessness – who experiences it, causes, and solutions – that are not consistently grounded in data.[12] There is not a shared understanding about services and their availability, which solutions are evidence-based, and how community members can best contribute. This lack of understanding can promote confusion, frustration, misinformation, and fear.

Recommended Action

The community needs to understand the root causes of homelessness, evidence-based solutions to address homelessness, and how they can most effectively help. A public awareness and education campaign is critical. While broad community education is helpful, when resources are limited, it is strategic to focus community education efforts on influencers who have the broader community's ear. The Regional Commission in partnership with the Community Awareness Workgroup should identify key influencers and stakeholders in the region and prioritize communication and education to them first. This should begin with all the local and regional elected officials and key stakeholders with consistent and agreed-upon talking points.

As a next step, donors and funders should be engaged so that they are aware of the collective community goals and how they can align their financial support with the plan and its outcomes. This will involve developing strategic communication with regional funders and foundations to provide clarity on how they can assess whether best practices are being used in their funding awards, including through the use of HMIS and the community dashboard. An ongoing communication plan underpinned by a professionally developed marketing strategy would be optimal. These services could be provided pro bono through a public relations firm or a local corporation with an in-house public relations or marketing team. The Regional Commission would oversee and manage the engagement of these professionals.

Goal Statement

The community is aware of the root causes and effective solutions for homelessness and how they can most effectively help.

Three-Year Goals

- There is an ongoing effort to gather information from individuals who have been successfully housed about what worked and why.
- There is ongoing communication to and from landlords and land developers.
- There is a volunteer system in place that encompasses United Way, faith community, providers, and government.
- Business owners have reference guides on site that are fully distributed throughout the region.

Resources Required

- Public relations and or a marketing firm to assist with regionwide message development and distribution. Alternatively, a corporate partner could donate their marketing and public relations team's time pro bono.
- Funds to develop and produce community education materials and resources.
- Volunteer management system and administrative support to work with a new system and or coordinate with any other

12 Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report. 12.

volunteer management systems that may be in place with local nonprofit and or faith partners. This could be adapted from the existing United Way portal.

Service Provider and First Responder Education

Challenges

In the framework of a CoC, the Lead Agency is typically responsible for determining local provider and first responder training needs and establishing a training calendar to address them. In Joplin, this is not occurring. There is no consistent training or education facilitated to ensure that the workforce addressing homelessness is knowledgeable about the implementation of best and emerging practices.[13] There is no up-to-date training calendar. The lack of a robust training schedule has a range of consequences, including that personnel holding key positions and interfacing with people experiencing homelessness are not up to date in critically important areas, such as trauma-informed care. It can also lower the CoC's score on its HUD application for federal funds.

Recommended Action

The frontline workforce needs to be continually trained in best and emerging practices. Service providers, staff, and the community should be surveyed to get a baseline understanding of training needs and to develop a 2024 training calendar. This calendar should be updated regularly, informed by a needs analysis, and used in developing a regional training plan. This analysis should involve consulting persons with lived experience of homelessness about training needs that they identify as important for the homeless response system's workforce. Core training for case managers, project directors, and outreach staff will ensure key personnel have the support they need to embrace system change toward a more housing-focused system.[14] These trainings must be offered regularly to support new staff when there is turnover and to reinforce new service delivery techniques. The Coalition should facilitate key partners' participation in national and regional trainings and conferences to stay informed about emerging and best practices.

Goal Statement

The frontline workforce is trained in using best and emerging practices.

Three-Year Goals

- There is an established and ongoing training calendar for frontline staff and volunteers that meets identified needs and best practices.
- Training developed for stakeholders based on role and provided at various times and in various modalities (in person, online, and on demand).

Resources Required

- Software that can be used to periodically conduct training needs assessments and feedback surveys.
- Funding to support establishing a quarterly training calendar with funds for training sites, facilitators, and training materials and or supplies.
- Assistance with identifying local and or regional national partners who may have online training opportunities that will support first responder training needs.
- Online training registration system that includes options for calendaring and registering for training opportunities.

Best Practices

The community should have regard to best practices when determining next steps, including those detailed in listed in **Table 3.**

13 Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report. 44.
14 Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report. 35.

Table 3: Community Education, Engagement and Awareness Best Practices

Organization	Location	Noteworthy work	Relevant Resources
Austin Ending Community Homeless Coalition	Austin, Texas	CoC training calendar	Training calendar
Cleveland Lead Agency	Cleveland, Ohio	Developing a training and technical assistance program to improve outcomes and HUD score	Training and Consultation Program for Homeless Service Providers to Support Improved Performance – Final Report and Recommendations
Homeless Services Network of Central Florida	Orlando, Florida	Training for providers, partners and community	Training calendar
		Community engagement campaign	Cardboard stories campaign
Los Angeles Homeless Services Authority	Los Angeles, California	Comprehensive website with information that is a resource for all stakeholder group[15]	Authority website
San Diego Regional Task Force on Homelessness	San Diego, California	Training for partners, providers, and community	Standards, learning and training

15 Please note that the website is for a large CoC. Some aspects of the information it provides may be overly detailed for Joplin's needs.

System of Care

Challenges

Joplin's system of care is under-resourced and often only serves the easiest to reach people experiencing homelessness. The first 75 (the highest need, highest cost people experiencing homelessness, those who are high risk with complex needs) tend to be unable to access services including shelter. Many critical services such as day services, case management, and street outreach are only available a few hours a day, a week, or even once a month. Barriers to accessing services are high, such that those with the greatest need are left on the street. These practices result in a highly visible homeless population that clusters near Joplin's downtown business district in public parks. Many of the people who are highest need disproportionately interact with law enforcement and medical providers. Expensive institutionalization or incarceration can follow these interactions.

Joplin also has poor outcomes for housing. Case management is insufficiently intensive and there is minimal street outreach due to its volunteer and under-resourced structure. Barriers to shelter prevent people from staying in shelter until housing can be secured. Law enforcement interventions then are positioned to criminalize homelessness as individuals have no day facility or programming. Additionally, the focus on people who are experiencing unaddressed chronic homelessness can obscure other experiences of homelessness in Joplin, such as those of families and unaccompanied youth.

Individuals who are left with few options often come into contact with law enforcement, especially when they have significant mental health or addiction issues. While a small minority of those unhoused do commit crimes, just like those with homes, individuals who are unhoused are more likely to be charged with survival crimes, including loitering, panhandling and trespassing, and sometimes petty theft. Being homeless is not a criminal act and efforts to reach people experiencing homelessness should be coordinated and involve intensive case management and street outreach services. The community should explore prioritizing housing resources to those persons who interact the most with law enforcement as a way to strategically use limited housing dollars while also allowing law enforcement to focus on more dangerous criminal activities.

HUD CoC Score

HUD's evaluation of the community's efforts speaks to these concerns. Joplin's overall 2023 score, 127 points out of a possible 200, continues to be below the national average (151 points). While progress was made in some areas from 2022 to 2023, without significant collaboration, partnerships, and resources, it will be difficult to increase the community score and draw down additional dollars. Further details as to the challenges, and changes needed to improve this score, follow.

Street outreach – It will be difficult to improve the region's street outreach score without additional resources. Currently street outreach is not consistent, and limited in hours and of a volunteer nature, as time permits. In communities maximizing points received for this section, outreach is done daily, or five to six days a week, with multi-lingual teams that include persons with lived experience. Targeted teams focus on youth, veterans and single women. Teams also engage individual folks who are least likely to participate in the system in the absence of outreach. They have coverage across their entire region. The city's GIS mapping of encampments and locations has been helpful in sharing areas for street outreach.

Rapid Rehousing (RRH) – This is an area many jurisdictions lost points on this year. RRH points are evaluated by whether a community has more RRH units in the past 12 months than the previous 12. Since most communities lost COVID funding that had supported substantial RRH projects, most communities saw a decrease in their RRH numbers. To get those points back or increase them, Joplin will need to determine a way to increase the number of RRH projects and or units.

Table 4: HUD CoC Scores

Scoring Category Summary	2023 Scores			2022 Scores			Change increase/decrease (Number and %)	
	Maximum Score (PointSs)	CoC Score (Points)	CoC score as % of Max	Maximum Score (Points)	CoC Score (Points)		Score change from 2022 to 2023	% change from 2022 to 2023
1B. Coordination and Engagement–Inclusive Structure and Participation	5	5	100%	5	4	80%	1	25%
1C. Coordination and Engagement–Coordination with Federal, State, Local, Private, and Other Organizations	29	18	62%	29	21.5	74%	-3.5	-16%
1D. Coordination and Engagement–Coordination with Federal, State, Local, Private, and Other Organizations — Continued	51	35	69%	49	45	92%	-10	-22%
1E. Project Capacity, Review, and Ranking–Local Competition	27	23.5	87%	30	26.5	88%	-3	-11%
2A. Homeless Management Information System (HMIS)–Implementation	9	5.5	61%	9	5	56%	0.5	10%
2B. Point-in-Time (PIT) Count	5	3	60%	5	4	80%	-1	-25%
2C. System Performance	60	37	62%	59	36	61%	1	3%
3A. Coordination with Housing and Healthcare	14	0	0%	14	0	0%	0	N/A
Total CoC Application Score*	**200**	**127**	**64%**	**200**	**142**	**71%**	**-15**	**-11%**

Lived experience – A robust Lived Experience Council (LEC) is critical to scoring well in street outreach and other areas. HUD is looking for a large percentage of LEC participants to have been homeless in the past seven years (or currently homeless) and to have experienced unsheltered homelessness. It is also helpful to be able to list specific policy issues that the LEC advised on, including what kinds of questions should be included in the local applications and how some of those questions should be scored.

Project review, ranking and selection – Joplin came close to maintaining this score from 2022 to 2023. HUD provides limited feedback as to application issues, but a more robust intrastructure could assist with score improvement in this area. This could include technical assistance on the NOFO and engaging experienced HUD grant writers.

HMIS and data – Joplin's issues with data and HMIS is highlighted here. Joplin will continue to lose points until more providers participate in the system. Ideally, HUD likes to see more than 85 percent of beds for each project type (shelter, transitional housing, permanent supportive housing, RRH, and other permanent housing) participating in HMIS. Currently none of Joplin's shelters participate. System Performance Measures (SPM) are 90 percent about the data. These numbers are influenced primarily by the housing market. Most communities will see improvements in some SPMs and decreases in

others. Joplin should be applauded for gaining points on returns to homelessness, and on increasing income. Its lower score could be connected to poor data quality in HMIS. When a case manager, for instance, does not enter the data needed to document increases in income over the years, this positive outcome is not being reflected in the NOFO.

Coordination – Joplin's loss of points in this area is likely due to the difficulty rural communities have engaging partners, because those partners just do not exist. Increased participation from the county and the state would improve this area. Issues with the PIT count could vary from missed deadlines to lack of participation in the count by critical providers such as the shelters.

Coordination with housing and healthcare – This has historically been a low performance area for Joplin. To improve, Joplin must do two things. First, they must expand their housing vouchers beyond the CoC and ESG. The local government or housing authority could "contribute housing vouchers and or housing units. That alone could add seven points. This would have to be above the match used for other projects. The other seven points would come from health care providers committing to providing a 25 percent match specifically using health services (dental, mental health, substance use, primary care, emergency care, etc) for program participants with high needs. A project serving, for example, eight people with housing of $200K would require a health care provider match of $50K in health services to those program participants. If one participant has cancer, they might meet that threshold with services to just one person. This would need to be documented. Most communities fund health services with Medicaid. Many communities combine the two options into one project, using leveraged housing units to serve people with high health care needs. This one new project could brings in all 14 possible points.

Recommended Action

To adequately address homelessness, two things are imperative. The first is a sufficient supply of housing that is affordable to people of all income levels. The second is a strong network of effective and well-resourced homelessness service providers. The housing inventory issue is being addressed. It would be beneficial for the current housing inventory to be updated to reflect increases in housing costs and unit quality. An analysis of current local wages, ALICE data, and available inventory can determine the need for homelessness prevention efforts. Joplin has a landlord program that was developed but never implemented due to insufficient resources. The Lead Agency should launch this program for RRH and permanent supportive housing.[16] Establishing a repair fund, to cover the repair of any damages that may occur, would likely encourage more landlords to open up rental units.

Joplin has no place for most people to sleep at night or go during the day. These issues could be resolved with two solutions. Each will require significant resources. The first, which should be prioritized, is the opening of a day service center. This center should provide a variety of drop in services for those who have no place to go during the day and or cannot access night shelters in the community. While some providers offer a room or space for a limited number of people, Joplin needs a comprehensive, one-stop-shop where anyone who is experiencing or at risk of homelessness can receive assistance and warm handoffs between providers. The day shelter should operate as a hub for services so individuals can efficiently access the assistance they need to transition out of homelessness. An ideal day center provides system intake, a hot meal, showers, laundry facilities, identification and social services and medical and dental care. Mental health services and substance abuse treatment should also be accessible.

16 A strong landlord program provides a centralized point of contact for all landlords so they do not have to interface with the case manager for each of their program-affiliated tenants. This allows issues to be resolved quickly so people who have been housed do not face eviction.

Over the course of this project, the community has expressed interest in relocating one of the two homeless shelters, Souls Harbor. Souls Harbor is currently located on Main Street in downtown Joplin. This could assist in addressing the cluster of people experiencing homelessness congregating in the business area during the day. It would also provide for shelter services to be available in an area near a new day services facility. Resources could be identified to find a more suitable property and location for a more modern facility and additional beds. It is recommended, however, that funds be tied to the condition that services are provided with a significantly lower barrier to access than currently exist. Merely relocating a high barrier shelter so that it has more beds and then limiting who will be served there does not meet the community's long term needs.

To address encampments and public sleeping, Joplin needs to support a low barrier shelter.[17] Low barrier does not mean there are no rules. It refers to shelters and facilities where the requirements for entry are limited or minimal. They are designed to address the issues that frequently force individuals to stay on the street and are harm reduction-focused. Lower barrier shelters eliminate obstacles such as requirements for sobriety, and employment. Joplin has numerous encampments and individuals sleeping on the streets who cannot or will not access the community's existing shelters. A low barrier shelter would allow more individuals to be sheltered pending placement in housing. This includes families, couples, elderly persons, persons with belongings, and those with pets.

The creation of a targeted case management list for individuals with high system utilization will also be important. These people tend to be frequently arrested or institutionalized. In communities with high barrier shelters, they cycle in and out of programs with no real solution. Intensive services – including permanent supportive housing and RRH – should be targeted to households and individuals that are least likely to end their homelessness without coordinated intervention. This should be done through the coordinated entry program.

Additional recommendations include:

- Use quarterly performance reports from HMIS and quarterly spending reports to evaluate project performance and develop strategies to improve key project outcomes.
- Implement diversion practices and problem-solving conversations at all stages of engagement to maximize the use of existing relationships and support systems.
- Fund SSI/SSDI (Social Security Insurance and Social Security Disability Insurance) Outreach, Access and Recovery (SOAR) certified staff to maximize income for eligible persons with disabilities. This results in program participants' ability to pay partial rent and the maximization of housing resources.
- Request HUD technical assistance to review and make recommendations for CoC charter improvements and compliance.
- Establish a work group to review the previous year's federal CoC Notice of Funding Opportunity (NOFO) submission and identify strategies for action the community can take to improve responses in the next year's submission.
- Support the development of an effective and efficient relationship with CoC, Lead Agency, and Regional Commission on Homelessness.
- Review existing data and begin work to explore expanded service needs, funding opportunities, community and organizational capacity, and priority areas.

Goal Statement

There is a robust and fully capitalized regional response that is housing-focused, targets the most vulnerable, and includes all of the core surround services and components of an effective homelessness response system.

17 See Appendix E: Sharity Global. (2023). Data Analysis and Community Mapping Report. 33.

Three-Year Goals

Housing

- The region will have a robust affordable housing inventory with incentives to keep rent affordable and units at a base level of quality.
- There is an increase in the amount of housing available including tiny homes and permanent supportive housing.

Service Coordination

- The system of care response will fully engage all key stakeholders across the two-county area.

Expanded Services

- There is adequate case management to support those at risk of homelessness.
- In the region, there will be fully capitalized day services that are centralized with multiple providers.
- There will be a fully resourced strategy to serve unaccompanied youth.

Resources Required

- Funding for a day shelter with a location that is accessible via public transport but that is not downtown.
- A provider to operate a low-barrier shelter with a location that is accessible via public transport but that is not downtown.
- Intensive case management and street outreach to target and support the highest need, highest risk population.
- Staffing and a repair fund for a landlord program.
- Updated housing inventory study.
- Funding to pay for a NOFO consultant to assist with increasing system scoring.

Best Practices

The community should have regard to best practices when determining next steps, including the following in **Table 5**.

Table 5: System of Care Best Practices

Organization	Location	Noteworthy work	Relevant resources
Austin Ending Community Homeless Coalition	Austin, Texas	Homelessness response system	Coalition website
Beacon House	Philadelphia, Pennsylvania	Respite housing for people with substance abuse disorders	Project website
Camillus House	Miami, Florida	Day shelter	Provider website
Christian Service Center	Orlando, Florida	Drop-in center	Center website
Covenant House	Kansas City, Missouri	Unaccompanied minors who are homeless	Organization website
Esperanza Community	Esperanza, Texas	Tiny home community	Effort to fight homelessness marks ribbon-cutting for 50 individual emergency shelters (CBS article) Community website
Grace Marketplace	Gainesville, Florida	Low barrier and encampments	Shelter webpage

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Table 5: System of Care Best Practices Continued ...

Homeless Services Network of Central Florida	Orlando, Florida	Community showers for teens experiencing homelessness	New mobile showers for homeless youth come to Orlando (WFTV news article)
		Landlord partnership program	Landlord program website
		Training calendar for COC	Training calendar
Homeless and Housing Resource Center	National	Low barrier information	Low barrier shelter (presentation)
Local Housing Solutions; The Housing Solutions Lab at the NYU Furman Center	National	CoC information	Low-Barrier Shelter Models for People Who Use Drugs (presentation)
National Alliance to End Homelessness	National	Dismantling barriers to emergency shelter presentation	Dismantling barriers to emergency shelter (presentation)
Ruby's Place	Castro Valley, California	Unaccompanied minors who are homeless	House of Hope (residential supportive services program) webpage
Padmission	National	Housing and landlord connections through website resource	Padmission website
Urban Initiatives – Homeless and Housing Strategies for California	California	CoC role and responsibilities	The importance of understanding the roles and responsibilities of california continuums of care (CoCs) in solving homelessness (article)
US Department of Health and Human Services' Substance Abuse and Mental Health Services Administration	National	Behavioral health care service for people experiencing homelessness	Expanding access to and use of behavioral health services for people experiencing homelessness resource
US Department of Housing and Urban Development's Exchange	National	HUD exchange information on CoC	HUD website
US Interagency Council on Homelessness	National	Supportive housing opportunities planner tool	Supportive housing opportunities planner tool
O'Reilly Center for Hope	Springfield, Missouri	Day services	Center homepage

Part Three: Next Steps

Implementation

Quarter 1 (April – June 2024)

1. Leadership and Community Education, Engagement, and Awareness Workgroups meet with partner communities (Jasper and Newton county leaders.) They discuss partnership expectations and opportunities, including leadership, staffing, and financial support.
2. Leadership and Community Education, Engagement, and Awareness Workgroups meet with local, regional, and state elected officials. They discuss partnership expectations and opportunities, including leadership and financial support.
3. The Regional Commission on Homelessness establishes infrastructure, including its charter, organization processes and procedures, communication process, and membership expectations.
4. Workgroups implement their 90-day action steps with updates to the Regional Commission on Homelessness and the Coalition as CoC.
5. Data Workgroup maps both knowledge experts for HMIS and those who have access to homelessness-specific data sources. People identified are included in the workgroup's records of key people and databases.
6. In partnership with the Regional Commission, the Community Education, Engagement and Awareness Workgroup develops key talking points specific to the plan's who, what, when, where, why, and how.
7. The Community Education, Engagement, and Awareness Workgroup develops and implements an outreach campaign to share plan information with key stakeholders and influencers. This could include major employers, regional partners, elected officials, and other individuals and groups.
8. The Community Education, Engagement, and Awareness Workgroup develops an initial training calendar, informed by suggestions from the Data Analysis and Community Mapping Report. Initial training should focus on:
   - *Frontline workers* – those who directly work with people experiencing homelessness (volunteers and staff);
   - *Medical responders* – mental health first responders and emergency medical technicians; and
   - *Law enforcement and corrections* – police, security, and probation and parole officers.
9. Workgroups continue to research best practice initiatives that could be replicated in the Jasper and Newton two-county area to address identified gaps and opportunities.
10. The Regional Commission on Homelessness reviews the HUD Award Determination and leads a strategy discussion for the 2024 HUD NOFO. The Commission also implements suggested improvements with input from the Homeless Coalition as CoC and the current Lead Agency. It is strongly recommended that a professional consulting firm that specializes in HUD NOFO score improvement be engaged to assist with the review.
11. The Regional Commission on Homelessness researches funding opportunities that could include various private and public sources to support homelessness programs and support services.

Quarter 2 (July – September 2024)

12. Local jurisdiction and or City Council proclamation(s) formally establish the Regional Commission on Homelessness, endorse members, and support plan implementation.
13. The Regional Commission on Homelessness compiles information on the fiscal impact of implementing the plan. The Commission

explores and researches funding opportunities with local jurisdiction and partner organizations.

14. In partnership with the Coalition as CoC, the Regional Commission on Homelessness evaluates options and opportunities for the Lead Agency, such as the following.
    - Staff needs
    - Executive leadership
    - Work site
    - Timeline
    - Funds needed for full implementation
15. The Regional Commission on Homelessness and workgroups finalize a one-year and three-year implementation plan, who is accountable for each action item, and financial impact.[18]
16. The Regional Commission on Homelessness develops a strategy for ongoing funding research and the process for initiating funding applications.

Quarter 3 (October – December 2024)

17. The Regional Commission establishes a process and timeline for reviewing progress, adjustments to plans, responsibilities, and implementation.
18. The Lead Agency and Homeless Coalition as CoC prepare a coordinated response to the 2024 HUD NOFO.

Ongoing

- Relationships between the Regional Commission on Homelessness and workgroups are built and maintained.
- The Lead Agency supports the Coalition as CoC and the Regional Commission on Homelessness.
- Progress is monitored by the Regional Commission on Homelessness in partnership with the CoC, and other community groups. Progress is regularly shared with stakeholders and community members.
- Possible funding opportunities are researched and reviewed.

Support

Sharity is willing and available to provide ongoing strategic and technical support to the community's effort to address homelessness. Support can be provided in the following areas.

Fundraising Support

- Identification, exploration, and research of new funding opportunities
- Guidance in developing a framework case for support

System Support

- Technical assistance as those engaged identify, explore and research best practice models
- Providing assistance, guidance, and counsel to workgroups as needed
- Assisting with 90 day plans, accountability and communication

Regional Commission on Homelessness

- Supporting the establishment of the Regional Commission on Homelessness
- Providing guidance on communication and coordination with workgroups, the Coalition and other strategic partners

18 An accountability worksheet with draft goals has been provided to the City of Joplin.

Appendix A



Summary of Goals and Resources Needed

Leadership

Goal Statement

The region has an engaged and educated leadership cabinet that is respected by the community, and uses data, best and emerging practices, and the voices of those with lived experience to establish priorities.

Three-Year Goals

- A cross-section of respected leaders is the collective voice on priorities. They are trusted by the public and seen as the voice of reason.
- The cabinet reflects the community and has a succession plan built around a diverse matrix.
- The cabinet is designed to reduce and or eliminate conflicts of interest and is actively engaged in ongoing meetings and dialogue.
- There will be paid staffing available to support the community plan and CoC that is operated independent of partner agency conflicts of interest (namely funding and staffing). Providers will collect and share data with the CoC.

Resources Required

- Funding for a full-time project manager to support the Coalition as CoC and Regional Commission. This individual would ideally be a Lead Agency employee. They would be responsible for communication and the initial coordination of data collection.

Data

Goal Statement

The region has and uses current, centralized, open data and the voices of those with lived experience to inform strategies and determine the effective use of resources.

Three-Year Goals

- The community has established unified data definitions, and collection methods.
- Data is consistently collected by providers and gaps in data are identified and filled.
- Data is used to determine the success of interventions and allocation of available funding.

Resources Required

- Software to pull and process data from multiple platforms.
- An additional full-time staff to assist with training and data collection and HMIS support.
- A platform to house and publicize data.

Community Awareness

Goal Statement

The community is aware of the root causes and effective solutions for homelessness and how they can most effectively help.

Three-Year Goals

- There is an ongoing effort to gather information from individuals who have been successfully housed about what worked and why.
- There is ongoing communication to and from landlords and land developers.
- There is a volunteer system in place that encompasses United Way, faith community, providers, and government.
- There is a volunteer system in place that encompasses United Way, faith community, providers, and government.
- Business owners have reference guides on site that are fully distributed throughout the region.

Resources Required

- Public relations and or a marketing firm to assist with regionwide message development and distribution. Alternatively, a corporate partner could donate their marketing and public relations team's time pro bono.

Summary of Goals and Resources Needed

- Funds to develop and produce community education materials and resources.
- Volunteer management system and administrative support to work with a new system and or coordinate with any other volunteer management systems that may be in place with local nonprofit and or faith partners. This could be adapted from the existing United Way portal.

Service Provider and First Responder Education

Goal Statement

The frontline workforce is trained in using best and emerging practices.

Three-Year Goals

- There is an established and ongoing training calendar for frontline staff and volunteers that meets identified needs and best practices.
- Training developed for stakeholders based on role and provided at various times and in various modalities (in person, online, and on demand).

Resources Required

- Software that can be used to periodically conduct training needs assessments and feedback surveys.
- Funding to support establishing a quarterly training calendar with funds for training sites, facilitators, and training materials and or supplies.
- Assistance with identifying local and or regional national partners who may have online training opportunities that will support first responder training needs.
- Online training registration system that includes options for calendaring and registering for training opportunities.

System of Care

Goal Statement

There is a robust and fully capitalized regional response that is housing-focused, targets the most vulnerable, and includes all of the core surround services and components of an effective homelessness response system.

Three-Year Goals

Housing

- The region will have a robust affordable housing inventory with incentives to keep rent affordable and units at a base level of quality.
- There is an increase in the amount of housing available including tiny homes and permanent supportive housing.

Service Coordination

- The system of care response will fully engage all key stakeholders across the two-county area.

Expanded Services

- There is adequate case management to support those at risk of homelessness.
- In the region, there will be fully capitalized day services that are centralized with multiple providers.
- There will be a fully resourced strategy to serve unaccompanied youth.

Resources Required

- Funding for a day shelter with a location that is accessible via public transport but that is not downtown.
- A provider to operate a low-barrier shelter with a location that is accessible via public transport but that is not downtown.
- Intensive case management and street outreach to target and support the highest need, highest risk population.
- Staffing and a damage fund for a landlord program.
- Updated housing inventory study.
- Funding to pay for a NOFO consultant to assist with increasing system scoring.

Appendix B

Project Status

Phase	Task
PHASE ONE Planning Pre-visit, preparation, planning, and document review	☑ Hold a kick-off call with the City of Joplin
	☑ Finalize contract
	☑ Develop a contact list to support project management
	☑ Develop initial content outline for stakeholder surveys
	☑ Identify and gather background information and resources from the City
	☑ Co-design a data collection methodology
	☑ Review and finalize project methodology
	☑ Launch surveys
PHASE TWO Data collection Program reviews, observation, interviews, surveys	☑ Gather and analyze existing data and information
	☑ Analyze HMIS-generated reports and data
	☑ Review previous NOFO and HUD feedback
	☑ Identify types of homelessness in the community
	☑ Analyze the Coalition's Homeless Population Counts data
	☑ Identify degree of coordination and collaboration
	☑ Identify current state/local statutes, ordinances, code enforcement, zoning
	☑ Determine the level of options utilized versus criminalization
PHASE THREE Community mapping Needs analysis	☑ Map locations of Joplin service providers' offices and facilities
	☑ Map and diagram CoC across and through organizations
	☑ Identify agency and service-provider capacities and priorities
	☑ Identify provider capacity building and inhouse training needs
	☑ Identify any unmet needs of homelessness population
	☑ Identify barriers to accessing services needed for upward mobility
	☑ Assess whether accessing units from Public Housing Authority and Low Income Housing Tax Credit developments
	☑ Map current versus available funding for services
	☑ Provide in-person progress and status presentation updates
PHASE FOUR Town halls Qualitative analysis through community conversation	☑ Identify current availability of housing and services for entry, upsizing, and growth
	☑ Identify existing community education efforts
	☑ Engage community groups to identify housing efforts across the private sector
	☑ Convene and facilitate town hall events among service providers with a SWOT
PHASE FIVE Finalization Report writing, revision per feedback, and final submission	☑ Draft final report
	☑ Revise based on feedback
	☑ Provide report in pdf form and five bound copies with recommendations and action steps
	☑ Provide in-person presentation

Appendix E

JOPLIN
MISSOURI



Data Analysis and Community Mapping Report

SHARITY
EMPOWERING NONPROFITS

November 13, 2023

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Acknowledgments

This report is the product of the expertise, insights, and experiences of people in Joplin – the City, service providers, those experiencing homelessness, and other key stakeholders. Sharity thanks all parties who contributed. Community members shared and took the survey, encouraged others to do the same, participated in focus groups and individual interviews, and provided key documents and data. Staff at the City of Joplin, service providers, and nonprofits throughout Newton and Jasper Counties have likewise been very generous with their time.

So many in the region care deeply about people experiencing homelessness and work day in, day out to address the issue in Joplin. This work is often thankless, taxing, and demoralizing. Homelessness is a distinctly complex social issue, especially today, in the aftermath of a global pandemic and amid the cost of living and affordable housing crises. Sharity has tremendous respect for everyone working in the face of these challenges. It is remarkable that stakeholders in Joplin have such a discernible appetite for improving current practices and outcomes, especially given existing workloads. Your commitment and growth mindset makes the strategic planning project possible. Sharity is honored to be your partner.



Executive Summary

Like Joplin, many US cities and countries abroad are grappling with homelessness. As a result, much research has been conducted on what does and does not work. This positions Joplin to consider the literature and determine whether to adopt best practices. To date, efforts to respond to homelessness in Joplin have been considerable. It is clear that the community cares about and is invested in addressing the issue. At this stage, there is an opportunity to come together and develop a community and data-driven strategic plan underpinned by shared values, priorities, and standards. Over the course of the strategic planning process, several themes, and corresponding questions emerged. Consideration of the following four areas – data collection, leadership, system of care, and education and awareness – and the conversations they give rise to, is key to Joplin achieving a bespoke, effective strategic plan.

Key Themes

Data collection

Data collection efforts in Joplin are considerable. Several agencies, for example, dutifully track data for federal funding and Joplin School District maintains strong data on individual students. There are collection and quality issues, however. Currently, multiple systems are collecting data. Despite this, some data points are missing and other data is not aggregated. There is an opportunity to better coordinate collection. This is especially important given that present-day practices prevent full performance assessment. Joplin's lack of comprehensive, coordinated data collection prevents tracking of key outcomes.

The questions this raises include:

- Who should participate in data collection?
- How should the community coordinate and streamline data collection?
- What standards as to providers' key performance outcomes should the community establish and monitor?

Leadership

Many stakeholders in Joplin show strong leadership on addressing homelessness. That said, some key entities need to be and presently are not at the table. For example, to meaningfully respond to homelessness in the region, Newton and Jasper Counties need to be more involved. Skilled, civic-minded community members could assume a greater leadership role. More broadly, the community needs to come together and determine whether to address homelessness using a data-driven approach.

The questions this raises include:

- Who needs to be at the table and how do we get them there?
- What approaches – for example, Housing Focused or Housing Ready – will the community adopt?
- How do decisions get made, and are they data-informed?

System of Care

Joplin's homeless system of care involves the city government and coalition community's response, spanning laws and policies to service providers' delivery of programs. The system involves stakeholders, ranging from homeless, education, health services and housing providers, to law enforcement, to Joplin's Parks and Recreation Department, to faith communities, to funders. Several limitations impede the system from operating optimally. One is that shelters are high-barrier, and are yet to fully prioritize the most vulnerable people experiencing homelessness. Another is that there is limited coordination between key providers. Joplin would benefit from a reduction in siloing and fully coordinated and collaborative participation in Coordinated Care efforts.

The questions this raises include:

- Does the community have the necessary resources to create a successful system of care?

- How do we ensure that providers come together as one system of care and work collaboratively?
- How do we ensure that our services reach the most vulnerable, those who will not survive or make it off the streets without them?
- Are providers accountable to their boards alone, or to the community as well?

Education and Community Awareness

In Joplin, there is clear community investment in responding to homelessness. However, there are some public narratives about homelessness that are not grounded in data, and responses from concerned individuals, led independent of service providers' work, that have adverse consequences. There is also an opportunity to ensure that service provider workforces are trained on best practices and continually educated.

The questions this raises include:

- How is the community best engaged and positioned to understand homelessness, its causes and consequences, and what initiatives help?
- How can we ensure that we have the best trained workforce, and that the workforce is continually educated to solve the issues surrounding homelessness?

This report is designed to position the community to develop a strategic plan that addresses these questions. It is a point of departure that provides information key to understanding the landscape of homelessness in Joplin, identifying where there are opportunities to move the needle. Having a carefully crafted plan that can be fully implemented and monitored will allow Joplin to holistically address the issue in the community's best interests.



Project overview

Joplin and homelessness

Homelessness has been on the rise in the US since 2017, experiencing an overall increase of six percent.[1] In 2022, counts of both individuals (421,392 people) and chronically homeless individuals (127,768) reached record highs in data collection history. The end of COVID-19 economic relief had consequences. A Wall Street Journal review found sharper increases than in recent years as pandemic-era protections ended and housing costs rose.[2] Simultaneously, record-high inflation, significant job losses, and rising rent prices have shaped the affordable housing landscape. Between 2019 and 2021, the shortage of homes affordable and available to renters with extremely low incomes worsened by more than 500,000 units, increasing from a shortage of 6.8 million to 7.3 million. This continues a long-term trend of diminishing supply.[3] These trends are showing themselves in distinct ways. Elder homelessness, for example, "is increasing dramatically right now," per Jeff Olivet, executive director of the U.S. Interagency Council on Homelessness. He notes that: "Seniors over the age of 55 are likely the fastest-growing group of people experiencing homelessness ... and for many of them, it is first-time homelessness." [4] In some communities in the US, women over 55 are experiencing first-time homelessness at a rate of four to every one man.

This has created a perfect storm, one that the people of Joplin know all too well. On Sunday, May 22, 2011, a vicious multi-vortex tornado struck Joplin. It was the deadliest and costliest tornado in recorded US history.[5] In the aftermath, much of the city's affordable housing was destroyed, and a significant number of people became homeless. As the city recovered, it established homelessness service providers in a concentrated area downtown. Incidentally, this is near iconic U.S. Highway 66, colloquially known as Route 66, which also serves as Joplin's Downtown District and Main Street. Today, the city is a regional provider of services that were built up post-tornado. This has created a situation in which addressing homelessness – typically a regional problem – is perceived to be the City of Joplin's issue.

Stakeholders across the region recognize the need for coordination and collaboration. As a result, multiple collaborative groups have emerged under the umbrella of the Joplin Homeless Coalition, an organization of entities collaborating to varying degrees on issues that affect homelessness. These groups have developed and been working on a range of solutions. Homelessness is an extremely complicated national problem, which is expressed locally. At this stage in Joplin, efforts are broad and impact specific sectors, with varying degrees of success. However, they appear to work in siloed fashion and not yet in a well coordinated manner. This can harm collective efforts to address homelessness. It impacts the amount of resources allocated annually to the community and entities to

1 National Alliance to End Homelessness, (n.d.). State of Homelessness: 2023 Edition. https://endhomelessness.org/homelessness-in-america/homelessness-statistics/state-of-homelessness/.

2 Jamp, J. and Najmabadi, S. (2023, June 19). Homeless Numbers Rise in U.S. Cities. The Wall Street Journal. https://www.wsj.com/articles/homeless-numbers-rise-in-u-s-cities-fd59bc7b; see also Brooks, K. J. (2023, June 21). Homelessness rose in the U.S. after pandemic aid dried up. CBS News. https://www.cbsnews.com/news/federal-homelessness-statistics-us-2023-data/.

3 Aurand, A., Emmanuel, D., Forley, E., Clarke, M., Rafi, I., and Yentel, D. (2023). Addressing America's Affordable Housing Crisis. The National Low Income Housing Coalition. https://housingmatters.urban.org/research-summary/addressing-americas-affordable-housing-crisis.

4 Skiba, K. (2022, December 16). The Graying of America's Homeless: An Alarming Trend | Number of unhoused people 65 and older could triple by 2030. AAR. https://www.aarp.org/home-family/your-home/info-2022/americas-homeless-over-50.html.

5 National Institute of Standards and Technology. (2021, May 21). The Joplin Tornado: A Calamity and a Boon to Resilience, 10 Years On. https://www.nist.gov/feature-stories/joplin-tornado-calamity-and-boon-resilience-10-years.

address targeted and HUD defined priority groups. Joplin is accordingly striving to fully coordinate homelessness work, and grounding response strategies in measurable data with clear outcome measures, with specific entities assigned responsibility.

Stakeholders

In any community that is successfully addressing homelessness, a variety of stakeholders are involved. They collaborate closely under a community-wide, leadership-driven, strategic initiative that recognizes and incorporates context-specific, agreed upon strategies and solutions. The City of Joplin recognizes this and appreciates that the solution to homelessness requires stakeholders being coordinated and aligned on core principles and practices. More needs to be done. Key stakeholders in Joplin include the following.

- ***Government entities*** – These include the parties that create relevant laws, policies, and municipal guidelines; facilitate the criminal justice response (law enforcement, jails, sheriffs, city and county police, courts, and state attorneys); parks and recreation; first responders; and animal control.
- ***Primary provider nonprofits (shelters, homeless services and housing providers)*** – Those providing permanent housing solutions, emergency shelters, drug rehabilitation, mental and medical health services, and street outreach.
- ***Businesses*** – Primarily entities in the Joplin downtown business, hotel district, and primary commercial districts.
- ***Secondary provider nonprofits*** – These entities provide other support services that people access, including those experiencing homelessness. They include nonprofit hospitals. Mercy Hospital, Access Family Care, Community Clinic and Freeman Health are examples.
- ***Faith community*** – Providers of support services to people experiencing homelessness.
- ***General public*** – They donate, volunteer and support various initiatives.

Strategic plan

The City of Joplin, alongside partners, is committed to better aligning and leveraging resources toward solutions to address the most vulnerable homeless and at-risk individuals and households, and the impacts of homelessness on the Joplin community. As part of this work, the City sought to engage a consultant in early 2023 who could lead the development of a homelessness strategic plan. Sharity Inc. was selected. Sharity's role is to develop and facilitate a process to obtain significant input from the Joplin region. This involves engaging in a robust dialogue with the City of Joplin, citizens, community organizations, and Joplin Homeless Coalition service providers. The project is actively progressing, and will culminate with a final strategic plan complete with action steps, accountability, and recommendations.[6]

Developments

In the time the strategic planning process has been underway, there have been significant relevant developments in Joplin. These include the following.

- ***Service provider expansions***
  - ***Souls Harbor*** – A building acquired on a south corner of downtown Joplin's 800 block is now being used to extend the shelter's real estate footprint and list of services. It is home to the We Do Recover program, which serves people seeking help with narcotics addiction.[7] In addition, an adjacent property

6 For further details as to the project's status, please see Appendix A.

7 Zerkel, K. (2023, August 30). Souls Harbor extends services, footprint in downtown Joplin. Joplin Globe. https://www.joplinglobe.com/news/business/souls-harbor-extends-services-footprint-in-downtown-joplin/article_3459a5e4-474c-11ee-8760-b7f193cddb11.html.

was acquired for an outdoor play area for individuals and families with children.

- ***Watered Gardens*** – A renovation was completed that allows for the opening of nine more family units with beds for up to 45 mothers and children.[8]
- ***Lafayette House*** – A residential program for pregnant mothers was established.
- ***Vita Nova Village*** – A local office was opened with the intention of founding an affordable entry-level housing project.

- ***Funding***
  - ***Transportation funding*** – The City of Joplin recently received a $400,000 planning grant from the Federal Transit Administration to redevelop an under-resourced and partially idled transit program.[9]
  - ***School funding*** – The Joplin School District has been awarded a $600,000 grant from the Missouri Department of Elementary and Secondary Education to support resources for homeless students.[10]
  - ***Emergency services*** – Various public safety grants for fire and police personnel equipment and training have been awarded.

These developments illustrate how dynamic the homelessness landscape is in Joplin. They underscore that this project's final strategic plan must be sufficiently flexible to address the situation as it currently stands, while also being capable of addressing the community's changing needs, and opportunities that can arise.

8 Hacker, J. (2023, September 6). Watered Gardens celebrates renovation to old school's second floor. Joplin Globe. https://www.joplinglobe.com/news/business/watered-gardens-celebrates-renovation-to-old-school-s-second-floor/article_aa2503b0-4c45-11ee-9e0f-43483fb5dbb5.html.

9 Woodin, D. (2023, July 20). Joplin awarded $400,000 grant for public transit. Joplin Globe. https://www.joplinglobe.com/news/joplin-awarded-400-000-grant-for-public-transit/article_de6c1ef6-2729-11ee-bf00-5f94fbdabab7.html.

10 Younker, E. (2023, July 17). Joplin School District awarded grant to support homeless students. Joplin Globe. https://www.joplinglobe.com/news/local_news/joplin-school-district-awarded-grant-to-support-homeless-students/article_a1a368b2-24cc-11ee-b7b0-4b1bdcbaff17.html.

Data

Overview

Over the past five months, data has been gathered in several ways. Sharity surveyed the Joplin community and providers, conducted one-on-one interviews with key stakeholders, led multiple focus groups, and conducted an extensive desk review. Sharity also partnered with local outreach teams to survey people experiencing homelessness in the city.

Community survey

The community survey was launched on June 27, 2023. A total of 1,090 people completed the survey, which contained 36 questions, a mix of multiple-choice and open-ended.

Provider survey

The provider survey was launched on July 28, 2023. A total of 15 individuals completed the survey representing 14 organizations.

Homelessness lived experience

Sharity partnered with an outreach team who visited encampments to secure insights from people experiencing homelessness in Joplin. The city of Joplin community engagement team also visits known encampments to collect data, provide information on resources, and identify individuals to be directed to the Homeless Coalition.

Focus groups

Four on-site focus groups were conducted in August 2023, one each for business, City administrative leadership, service providers, and community stakeholders. A total of 68 individuals participated.

One-on-one interviews

Since the project commencement, more than 20 one-on-one and small group calls via Zoom and phone have been conducted with coalition partners and leaders.



City consultation

Sharity and city staff participated in ride-alongs with the police engagement team to visit some of the community encampments and other relevant locations. This work also included interviews with people experiencing homelessness.

Desk review

Sharity has requested, received, and reviewed supportive documents including the following.

- Continuum of Care data
- Data and information from current homeless coalition partners and providers
- Homeless Management Information System ("HMIS") generated reports and data (HUD system performance measures, at the time homeless, homeless longer than a year, into

permanent housing, returns to homelessness, unsheltered six to 12 months/two years, length of time homeless, HMIS and self-report, time to housing, PIT, housing inventory, HIC). These are local reporting efforts to HUD on current efforts and impacts on local populations. Allocated funds are largely based on these outcomes and reporting.

- Joplin Coalition's Homeless Population Counts data, including point in time count, HMIS annual count, and public school system reports
- Prior HUD reports, partnership agreements, statistical data, grants, Point in Time Counts
- Previous Department of Housing and Urban Development (HUD) and NOFA - Notice of Funding Availability and HUD feedback
- Current state and local law enforcement statutes, ordinances, code enforcement, zoning, and relevant jurisprudence
- School system homeless data
- Law enforcement arrest data
- Jail and incarceration data
- Domestic violence data
- Provider outcome data
- Relevant IRS Form 990s from area nonprofits
- Aligned best practices and legal opinions



Landscape

State of homelessness

Introduction

In this section, Sharity provides key data points on homelessness in Joplin. The data presented represents the best information available, verified through quantitative and qualitative analysis. However, there are significant issues with the collection of this data.

Data

To identify opportunities, challenges, and solutions with respect to homelessness, reliable, accurate data from multiple sources is key. In Joplin, analysis of homelessness is limited by data collection being siloed or non-existent, and coming from multiple systems. Much of the data that is collected does not identify individuals or demographic data and therefore makes deeper analysis difficult, and in some cases, not possible. This impacts the community's ability to make data-driven decisions and pull down funding from various sources.

The US Department of Housing and Urban Development (HUD) provides four categories of homelessness:

1. A person who is literally homeless and living in a place not meant for or fit for human habitation.
2. A person who is at imminent risk of homelessness.
3. Homeless under other federal statutes.
4. Those fleeing or attempting to flee domestic violence.

HUD looks at several indicators to determine a community's impact on homelessness. With clear and cohesive data collection, it is easy to benchmark a community's efforts and assess how they compare with national and similarly sized communities' measures. These system measurements are listed below.

Tracking and duplication

In Joplin, stakeholders who would typically track homelessness, like hospitals, are either not tracking data, or provide duplicative data. Law enforcement, courts, and jails currently do not collect data on whether or not a person is homeless upon entry or engagement. Data was gathered from arrest reports, incident reports, and information from outside formal systems. In these materials, homelessness was indicated when the relevant individual was locally known to be experiencing homelessness, self-reported experiencing homelessness, or listed the address of a shelter.

There is no consistent, verifiable source from which data was provided. Instead, data was provided by multiple systems. When data is provided in such a way, it is not clear if the same person is being counted more than once. Without an ability to de-duplicate between data sources, the total number of people experiencing homelessness is inflated and inaccurate. With school data, it is likewise not clear how many families are represented.

Post-disaster in Joplin, there was a tremendous outpouring of support. As part of that effort and partially driven by federal requirements, there was a concerted effort to track individuals and families receiving benefits to reduce duplication. While these efforts were beneficial at the time, they have resulted in a splintered system with little coordination. There are multiple collaborative homelessness network groups in Joplin including the Joplin Homeless Coalition, One Joplin, and Care Partner Network. The community maintains multiple data systems, which are decentralized and not integrated. These are the HMIS comparable database for domestic violence or human trafficking agencies, like One Joplin's Referral Database, Charity Tracker, and Care Partner Network.

These systems collect varying data fields but have different purposes. Moreover, there are other

systems in which referrals are made and tracked, but these are not used by all providers. Regional funders and stakeholders have not required the use of a centralized database to ensure at-scale and strategic impact to address homelessness. To date, there has been no coordinated effort to establish or maintain a centralized community dashboard or platform that allows for trends and resources to be identified, analyzed, and addressed so that efforts can be evaluated based on national metrics or locally established goals.

Best practice comment – If the community comes together to streamline data collection, an accurate, detailed picture of the state of homelessness both in Joplin and in the region could be gained. A centralized dashboard showing both project performance and system performance by agreed-upon metrics and target goals would assist. The city could use the data on homelessness from multiple sources, including schools, service providers, law enforcement, point-in-time counts, and other parties, to make policy and funding decisions.

Why a centralized data solution is critical

The use of multiple databases and gaps in data collection compromise Joplin's ability to accurately assess what homelessness in the city and region looks like. It prevents stakeholders from fully collaborating and analyzing who is homeless, where they come from, and how to optimally serve them. These data quality issues are consequential and should be addressed. As a result, Joplin is not fully receiving the resources it could be from federal support agencies that require high levels of participation and quality of data. Benefits of data collection include the following.

- ***Understanding the current nature of homelessness*** – Homelessness is an extremely complex issue related primarily to the region's housing market,[11] but also to services associated with mental health, substance use, employment, education, child care, transportation, health care, and mainstream services. Without comprehensive, accurate data it is hard for the region to make strategic decisions about programs, policies, and procedures.
- ***Measuring impact and investing in evidence-based strategies*** – Joplin needs to be able to measure which of their efforts are most impactful and concentrate resources on those efforts. Decisions about which programs to fund can be grounded in a data-driven understanding of which are most likely to work.
- ***Public literacy about homelessness*** – There is community dialogue in Joplin about homelessness that is not always grounded in data. This was observed during the data collection period. It is not uncommon in many communities following a high-profile incident in which a person who is experiencing homelessness is alleged to have committed a crime. A narrative emerges about the relationship between homelessness and crime. The general assumption then emerges that all individuals who are homeless are criminals. Frustration and anger about perceived action or lack thereof ensues. Collecting data comprehensively ensures the public has access to an accurate and comprehensive picture of the issue and which interventions are effective, and can make decisions accordingly.

Who is homeless in Joplin

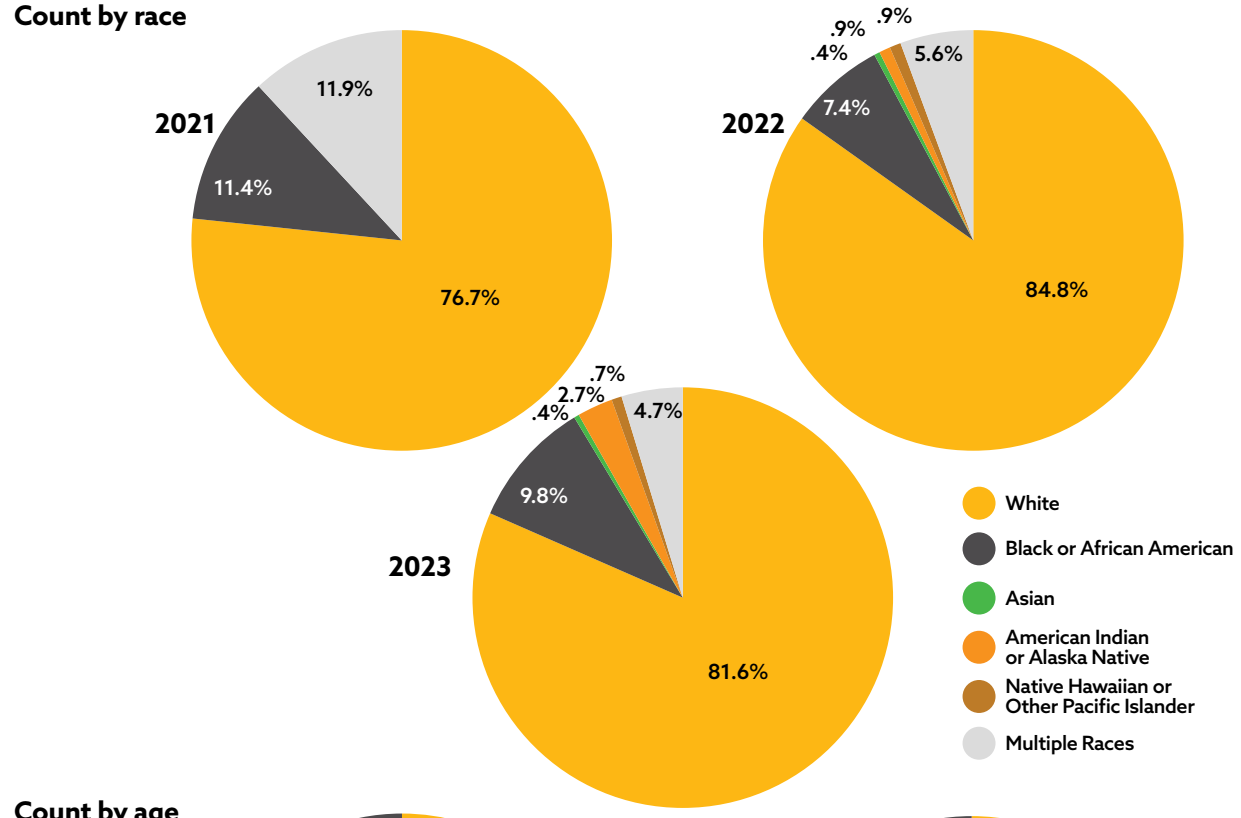
While it is not clear which data includes duplicate counts or are missing counts, Sharity has attempted to provide a picture of who is homeless in Joplin. The following figures reflect the best available data, from two sources:

1. the community Point in Time Count, designed to count all people both in shelters and on the streets at one time each year; and
2. a recent assessment by the Joplin School District.

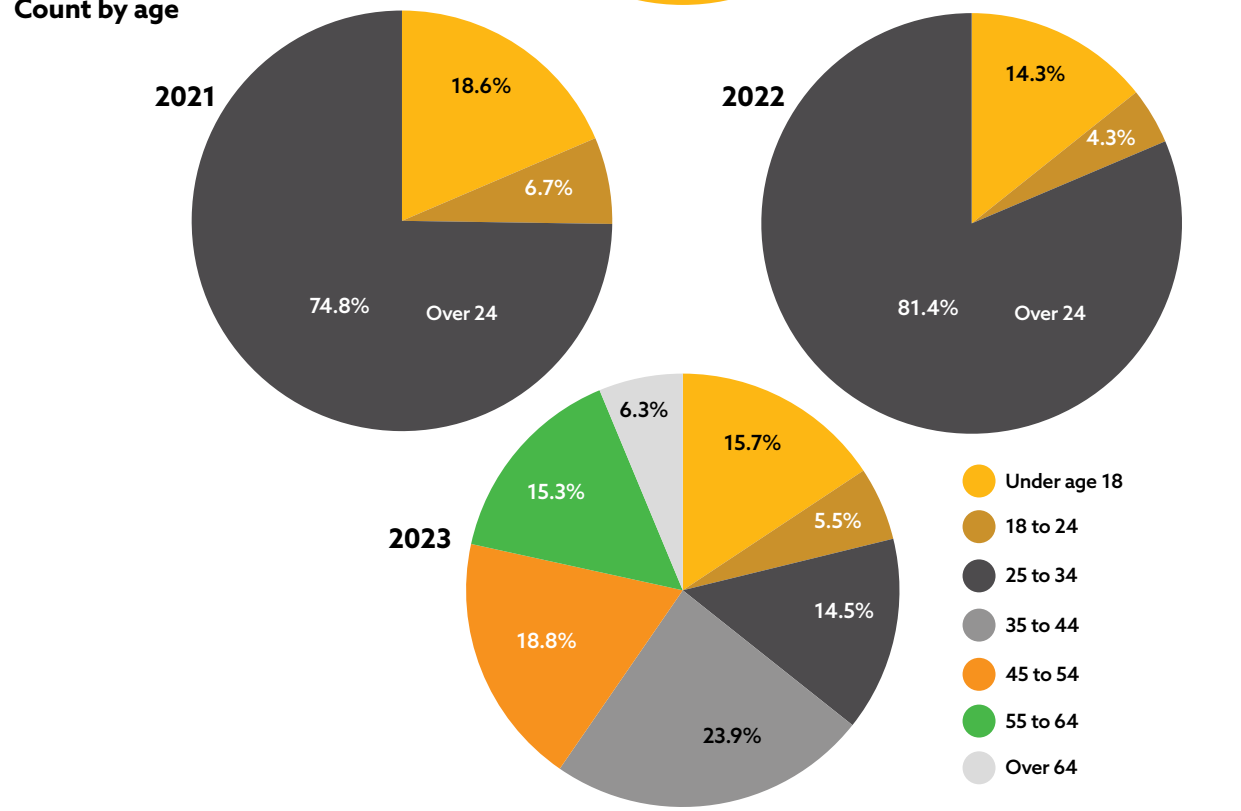
11 See generally Colburn, G., and Aldern, C. P. (2022). Homelessness is a Housing Problem. UC Press.

Changing demographics of homeless in Joplin

Count by race



Count by age



The Point in Time Count identifies those living in shelters, homeless transitional housing, or places not meant for human habitation, as homeless. By contrast, the federal McKinney-Vento Act uses a broader definition, deeming children and youth who lack "a fixed, regular, and adequate nighttime residence" to be homeless.

Point in Time Count: How many are experiencing homelessness

Year	Emergency Shelter	Transitional Housing	Unsheltered	Total
2023	116	78	61	255
2022	123	72	36	231
2021	96	79	35	210
2020	173	70	70	313
2019	122	66	49	237

Best Practice Comment – The Department of Housing and Urban Development (HUD) identifies several distinct sub-populations of those who are unhoused. Each requires a unique approach to ensure successful outcomes. All are on the rise nationally. In Joplin, no specific strategies have been developed and implemented to address homelessness by population type. While some data is able to be evaluated by age and race, the deeper analysis by HUD category was not possible. Collecting data so that it can be analyzed in this way would allow for more effective interventions as well as the ability to access funding that is available for these subpopulations.

The categories include:

- Youth;
- Survivors of violence (domestic and human trafficking);
- Families;
- Individuals;
- Chronically homeless (people who have experienced homelessness for at least a year — or repeatedly — while struggling with a disabling condition such as a serious mental illness, substance use disorder, or physical disability);[12]
- Those with a Significant Mental Illness (SMI); and
- The elderly.

Where they come from

Joplin is seen as a welcoming and supportive community. Multiple homeless individuals shared this view with surveyors and law enforcement. For this reason, alongside others, there are some who believe that Joplin is considered a destination for people experiencing homelessness. This is a common perception in communities across the country. Cities often have the sense that they have high inflow,[13] in part because it is easier to observe when people arrive, and harder to ascertain when they leave. In Joplin, one 2018 survey found that approximately 40 percent of people experiencing homelessness reported they came from outside the area. Sharity requested comparative migration data to assess these figures against in-migration numbers for the community as a whole, but were unable to verify ensuing years due to lack of data. This would have allowed for an assessment of whether the data indicating some inflow of people experiencing homelessness to Joplin aligned with Joplin's population growth numbers. Unfortunately, data was not available at this time.

In the Joplin context, Sharity heard anecdotally that there are two factors that are believed to bring individuals to the community. The first is the city's setting at the crossroads of the US. Large cities in rural areas commonly see rural-to-urban migration. Many individuals, while moving from one place to the other, find themselves stopped on the interstate exits of I-44/Rangeline (the hotel/commercial corridor)

12 National Alliance to End Homelessness. (N. d.). Chronically Homeless. https://endhomelessness.org/homelessness-in-america/who-experiences-homelessness/chronically-homeless/.

13 See discussion in De Jong, I. (2019). The Book on Ending Homelessness. FriesenPress.

or I-44/Hearnes/Main Street (the downtown district). They are drawn to Joplin's city center, where the majority of homelessness services are clustered. In addition to being on the interstate, Joplin is the largest regional city center serving the surrounding rural areas with medical, retail, and employment opportunities.

The second factor deserves deeper investigation. Nationally, hospitals, jails, and mental health units often cannot discharge someone to the streets, but instead look for a family member or local service provider to place the person with. As part of discharge planning, those staff often call area providers, looking for openings. Social workers interviewed as part of this project, reported that when inquiries are made of certain providers in the region, most respond that they were full. They reported that Joplin shelters often responded that they have bed availability. Individuals were therefore sent to Joplin to access what was understood to be an available bed and services. Unfortunately, the bed was not guaranteed. This may result in what some describe as individuals being shipped to Joplin by outside providers. Efforts should be made to work with local providers and regional centers to further understand the prevalence of this practice and address it as appropriate.

Best practice comment – To support the growth of businesses, many chambers of commerce organizations track migration flows. At present, the Joplin Chamber of Commerce does not track this. Tracking this migration data would allow for it to be compared with the in-migration of individuals and families experiencing homelessness, to determine if inflows correspond or not. This evaluation could become part of a community dashboard.



Project Homeless Connect initiative's survey of people experiencing homelessness found the following.

- ***2018 survey of 58 people*** – 43 percent reported they were not from the area.
- ***2023 survey of 51 respondents*** – 18 percent were from another area.

System response

A Joplin homeless system of care

A system of care is a strengths-based, culturally relevant, participatory framework for working with individuals who have complex needs. System of care approaches use inter-agency collaboration, individualized programming and community-based service provision.[14] In the homelessness sector, a system of care is a method at the community level of delivering services differently to help people who are homeless, or at-risk of homelessness. As a method of organizing and delivering services, housing, and programs, it aims to coordinate resources to ensure tangible and consistent community-level results.[15]

Joplin's current homeless system of care involves the city government and coalition community's response. This spans from laws and policies – how they are written, enacted, and enforced – to service providers' delivery of programs and the public's education, awareness and involvement. The system involves stakeholders ranging from homeless, education, health services and housing providers, to law enforcement, to Joplin's Parks and Recreation Department, to faith communities, to funders. It is a multi-stakeholder effort in which parties work together to try to solve the multifaceted, complex issue that is homelessness. As part of this project, Sharity has been reviewing the current system of care in Joplin, and identifying challenges, gaps, and opportunities for improvement.

Regional response

Homelessness in Joplin is compounded by the city's location in the middle of the U.S. at the intersection of the Kansas, Missouri and Oklahoma state lines in Jasper and Newton counties. It is a regional, county-wide issue. Currently, Joplin's homelessness is not approached as such. Due to the location of providers in Joplin's city center and the centralization of response efforts, the burden of solving this regional problem has fallen predominantly on Joplin and its citizens.

In the US, states and counties are typically responsible for providing specific mainstream services, including food stamps, TANF (Temporary Assistance for Needy Families), and employment, amongst others. Communities cannot assist persons experiencing homelessness to end their homelessness without those persons having coordinated access to all resources for which they are eligible and all services that they need. Effective strategic plans include development of practices to ensure people experiencing homelessness have access to, and in many cases are priorities for, mainstream resources that serve larger communities. For example, many low-income households, including people experiencing homelessness, are eligible for food stamps. It is important that persons experiencing homelessness have identified pathways to access those resources. In short, the county needs to be deeply engaged and at the table, especially given the nature of Joplin's location and size.

Best practice comment – Coordination between Joplin and the county governments, regional nonprofits, and system of care organizations will be critical moving forward. The solution must involve all regional stakeholders. These stakeholders must be fully engaged, see the issue as their own, and understand the benefits of engagement.This coordination needs to cover all areas from data collection, strategy, and partnership with the Continuum of Care to funding solutions.

14 Homeless Hub. (N.d.). A Systems Approach to Homelessness. https://www.homelesshub.ca/solutions/systems-approach-homelessness.

15 Homeless Hub. (N.d.). A Systems Approach to Homelessness. https://www.homelesshub.ca/solutions/systems-approach-homelessness.

Continuum of Care (CoC)

A Continuum of Care (CoC) is a regional or local planning body that coordinates housing and services funding for homeless families and individuals. A strong, empowered, and properly resourced CoC is critical to any community's plan to address homelessness and related issues. In Joplin, this entity is called the Homeless Coalition. It is a collaboration of organizations that work to end homelessness in Jasper and Newton Counties. The organization that oversees the CoC and its application to HUD each year is referred to as the lead agency. In Joplin, the lead agency is the Economic Security Corporation of SW Area. The CoC oversees standardized access, assessment, referral and housing placement for all people experiencing homelessness in Jasper and Newton Counties. This includes coordination of street outreach, coordinated entry and housing prioritization and placement. The CoC also manages an annual Point In Time (PIT) count that assesses the number of homeless in the community.

By requiring communities to submit a single application, HUD seeks to encourage a more structural and strategic approach to both housing and service provision to people experiencing homelessness. The goal of the CoC is to ensure collaboration and a standardized approach in each community.

System performance

As part of the annual application process for HUD funding, each COC's system of care is rated on several criteria. HUD evaluates System Performance Measures in two ways. They assess how a CoC is performing relative to the previous year, instead of comparing raw numbers from one community against another community. They also look at national trends and determine how well a CoC is doing as a percentage of change compared to other CoC's across the country. It should be noted that these measures are for the region which includes the City of Joplin as well as Jasper and Newton Counties. These measurements and the CoC's 2021 to 2022 performance is set out as follows.

Measure 1: Do community efforts to respond to homelessness decrease the length of time someone is homeless?

- Length of time someone is homeless increased.

Measure 2: Do individuals and families who have been placed in permanent housing become homeless again?

- The number of people returning to homelessness from permanent housing placements has increased.

Measure 3: Has the number of people who are homeless in Joplin gone up?

- The number of sheltered and unsheltered people in Joplin increased.

Measure 4: Three parts:

1. Have those in programs increased employment?
   - Those in programs whose income has increased due to employment stayed the same.
2. Have they Increased income from benefits?
   - Those in programs saw the total income due to benefits decreased.
3. Has their total income increased?
   - Those in programs saw their total income decreased.

Measure 5: Has the number of people who are homeless for the first time increased?

- The number of people who experienced homelessness for the first time increased.

Measure 7: Three parts:

1. Have individuals served in street outreach moved into permanent housing?
   - The number of people who were served by street outreach teams who moved into permanent housing decreased.
2. Have individuals who were served in residential placements (ie shelter, transitional housing) moved into permanent housing?
   - The number of people who were served by residential programs moved into permanent housing decreased.

3. Did those in permanent housing retain their housing?
   - The number of people who were placed in permanent housing who became homeless again increased.

Each of these measures receives a rating as well as the overall system. At 142 points of a possible 200, Joplin falls below the national median score (155.5) for performance by a system of care. There is significant opportunity for improvement of this score and that feedback is provided each year to the CoC. It should be noted that while Joplin is behind the national averages, the community has made improvement in three of the data points areas.

Of concern is that when Joplin differs from the national average, it typically does so substantially. This will result in lower scores in the national competition for funding from HUD. However, as will be shown later, the low participation rates of local agencies impacts the overall data accuracy for how the system as a whole is operating (versus how a particular project is performing) and is not very reliable.

With improvement comes the ability of the community to draw down additional services for outreach, case management, housing, veterans' services, and specialty services for youth, and trafficking and domestic violence survivors. This funding is acutely needed and is essential to support those with permanent disabilities, veterans and the elderly who might otherwise not be able to support themselves in housing long term.

Much of the opportunity for improvement comes in the form of strategic supportive partnership. The CoC lost 14 points in its most recently reviewed funding application because there was not a new project application that leveraged additional housing subsidy funds coming from outside the CoC. This could have been funds from the Housing Authority (Section 8) or city or county-funded vouchers, or a private source. Additionally, points were lost due to the lack of a health care provider commiting to leverage health care services for a new project that would serve people with high medical needs. While some of these efforts are occurring in Joplin, they are not in collaboration with the CoC and therefore do not help with drawing down additional funds.

Scoring Category	Maximum Score (Points)	Joplin CoC Score (Points)
1B. Coordination and Engagement–Inclusive Structure and Participation	5	4
1C. Coordination and Engagement–Coordination with Federal, State, Local, Private, and Other Organizations	29	21.5
1D. Coordination and Engagement–Coordination with Federal, State, Local, Private, and Other Organizations–Continued	49	45
1E. Project Capacity, Review, and Ranking–Local Competition	30	26.5
2A. Homeless Management Information System(HMIS)–Implementation	9	5
2B. Point-in-Time (PIT) Count	5	4
2C. System Performance	59	36
3A. Coordination with Housing and Healthcare	14	0
Total CoC Application Score	200	142

Needs met and cases

Current period	Total needs earned	Total needs met (mission-wide)	% of needs earned	Non-homeless cases served	Homeless cases served	Non-homeless cases served
Current period	10,116	33,436	30%	1,508	2,035	42%

Exit outcomes

Current period	Successful exits	Sheltered exits	Total exits	Successful exits	Sheltered exits	Combined successful and sheltered exits
Current period	70	76	429	16%	18%	34%

Best practice comment – The system of care has several opportunities for improvement that require collaboration and partnership. All efforts should be made to reduce silos and encourage coordination and full participation in the CoC efforts.

Shelter Practices – Measurement of Outcomes and Success

As noted,[16] Joplin's primary homeless shelters do not provide data to HMIS or participate in the CoC. Providing this data and participating in the COC would allow for improved information sharing and consensus building and could result in increasing funding.

The two local homeless shelters do not report their data into a cumulative database for analysis of success measures. For this reason, outcome data providers share on their websites and in their reports was used to analyze performance. On average, individuals stayed approximately 2.8 nights in shelter. Looking at system performance, it is estimated that the rate of individuals moving from shelter to either permanent housing or employment is around 25 percent. It would be beneficial to have reported aggregate data to compare to other systems of care services. Drawing from HMIS data, housing focused programs in Joplin show much higher success rates with exits to permanent housing in the 62 percent and above range for the past three years and retention in housing at 93 percent or better.

Best practice comment – The community needs to set standards as to what providers' key performance outcomes should be. Priority project indicators depend on what the community determines are priorities. Outcomes could include permanent housing, relocation to family, rearrest numbers, stable medical home outside of hospital emergency rooms, and being stably drug-free.

Government

Ordinances

The City is attuned to the importance of enacting ordinances that protect Joplin citizens, facilitate business, and enhance life in Joplin. They have a leadership team process through which homelessness issues are discussed on a weekly and monthly basis. The City considers what is being implemented, and potential adverse consequences. This involves the city researching relevant ordinances from other communities, acting to be aligned with best practices and legal standards, and being conscientious about reviewing other cities' innovative practices while monitoring what policies have been met with court challenges.

16 Insert cross reference.

These are important measures given that the homelessness landscape is dynamic and fluid. For example, in late September 2023, a bipartisan group of political leaders including the Governor of California and state legislators in Arizona asked the US Supreme Court to revisit lower court decisions on homeless camp ordinances.[17] While ordinances need to ensure that public rights of way are protected for all citizens, it is critical that the City avoids opening itself to a court challenge. It is not illegal to be homeless.

It is well known that no city can arrest its way out of homelessness. Panhandling, which Joplin stakeholders identified as their chief concern about homelessness, is an illustrative example. Some people who are homeless panhandle, but not all panhandlers are experiencing homelessness. The First Amendment covers solicitation for charitable donations. Panhandling, solicitation, or begging are protected speech under the First Amendment. Law enforcement responses to homelessness are expensive, and as other cities have found,[18] ineffective way to address homelessness.

Another challenge that Joplin and many cities in the US face is camping on private and public property. Unfortunately, when individuals have no place to sleep at night or when shelters are full or there are barriers to accessing those shelters, individuals and families sleep where they can. This can result in encampments on public or private property. Bus stops and park pavilions are turned into temporary housing. Cities often respond by creating ordinances that criminalize sleeping in these places. Nationally, criminalization efforts have failed to result in positive outcomes for both individuals and communities.[19]

Communities that have successfully addressed encampments and sleeping in public places have done so by offering low-barrier shelters as an alternative to sleeping on the streets. Treating homelessness as a housing or mental health crisis instead of criminal conduct and moving towards a housing and supportive services solution is more humane, aligned with best practices, and commonsensical from a legal risk standpoint.[20]

Panhandling, loitering, and camping are focuses of the city's ordinances, which include the following.

- No-tent camping ordinance in parks.[21]
- No parking recreational trailers on public streets ordinances.[22]
- No trespassing ordinance.
- No littering ordinance.
- No obstructing public ways ordinance.
- No loitering ordinance.
- A traffic and pedestrian safety ordinance adopted in September 2023.

Best practice – The City of Joplin is striving to use best practices in municipal code and ordinance development. The city's process should be documented as a policy for review, comparison and reflection prior to implementation. Simultaneously, Joplin can help educate community members and organizations to make

17 Hubler, S. (2023, September 27). In Rare Alliance, Democrats and Republicans Seek Legal Power to Clear Homeless Camps. The New York Times. https://www.nytimes.com/2023/09/27/us/in-rare-alliance-democrats-and-republicans-seek-legal-power-to-clear-homeless-camps.html.

18 National Homelessness Law Center. (2019). Housing Not Handcuffs 2019: Ending the Criminalization of Homelessness in US Cities. https://homelesslaw.org/wp-content/ uploads/2019/12/HOUSING-NOT-HANDCUFFS-2019-FINAL.pdf.

19 National Homelessness Law Center. (2019). Housing Not Handcuffs 2019: Ending the Criminalization of Homelessness in US Cities. https://homelesslaw.org/wp-content/ uploads/2019/12/HOUSING-NOT-HANDCUFFS-2019-FINAL.pdf.

20 DeCarmine, J., and Jackson, J. S. (2023) A Tale of Two Tent Cities: The Critical Role of Housing Engagement in Addressing Homeless Encampments. Georgetown Journal on Poverty Law and Policy. 30 (3), 371.

21 (Code 1977, § 27-31) Sec. 86-44. Erection of tents or other structures – No person shall be permitted to build or place any tents, buildings, booths, stands or other structures in any public park, boulevard, driveway or road under the control of the department of public works, without first obtaining the written permission of the director of parks and recreation.

22 See Appendix B.

effective choices about how to support people experiencing homelessness in a way that doesn't escalate harmful encampment developments and individual behaviors. The addition of a low barrier shelter option for those experiencing homelessness would provide an alternative to incarceration.

Public Works and Parks Department

The burden of city property abatement of homelessness encampments falls to the Public Works and Parks Department staff at considerable taxpayer expense. Private land encampments are abated through Code Enforcement at property owners' expense. Even so, city staff spend considerable time in processing these abatements which are unbudgeted and absorbed into normal operations.

Justice system

Criminal justice

Homelessness and the criminal justice system are deeply interlinked. For example, people incarcerated more than once are 13 times more likely to experience homelessness than the general public.[23] People experiencing homelessness are more likely to interact with the justice system. Being forced to live outside can lead to citations or arrests for low-level offenses like loitering or sleeping in parks.[24] And people currently or previously involved in the justice system, who are often disconnected from support and face housing and job discrimination, are more likely to experience homelessness.

Joplin citizens, business owners, and law enforcement are concerned about the relationship between homelessness and crime. Recent events have heightened this concern.

The criminal justice system response includes the following.

- ***Courts*** – Joplin City Jail, Joplin Municipal Court, Jasper County Court Division South and Joplin Small Claims Court. The jails in Joplin and Jasper County are among the primary referral sites for mental and medical health treatment and they see people experiencing chronic homelessness, almost more than any other provider. The county jail has a staff member who assists when inmates make a request for mental health or health care services. Joplin has medical services in the jail two days per week. Inmates who require medical attention during the days where medical staff is not present are either evaluated over the phone or sent to the hospital for treatment. If an inmate requires mental health and does not meet criteria for a hold, Ozark Center is contacted for a mental evaluation on site.
- ***Public defender***.
- ***Legal/Prosecutor*** – City provides legal guidance on policies and ordinances that relate to activities associated with homelessness.
- ***Police/sheriffs*** – Joplin City Police, Jasper County Sheriff's Office, Newton County Sheriff. The county sheriffs handles matters outside the City of Joplin,25 and provides support upon request. Joplin has a police officer that does outreach at encampments.

Law enforcement in Joplin invests significant resources to address issues associated with homelessness. Joplin Police Department has a community engagement team that frequently visits known and reported encampments and documents encounters with people experiencing homelessness.

Sharity requested data from all levels of the criminal justice system in Newton and Jasper

23 Urban Institute. (2020, September 16). Five Charts That Explain the Homelessness-Jail Cycle—and How to Break It. https://www.urban.org/features/five-charts-explain-homelessness-jail-cycle-and-how-break-it.

24 Urban Institute. (2020, September 16). Five Charts That Explain the Homelessness-Jail Cycle—and How to Break It. https://www.urban.org/features/five-charts-explain-homelessness-jail-cycle-and-how-break-it.

25 Please note that the county is outside the scope of this strategic planning project.

counties and the city. While some narrative and unofficial data is collected on who is homeless, there is not a shared consistent data collection practice. This prevents Sharity from fully analyzing any interlinkages between homelessness and crime, and making recommendations.

The following chart details the total number of people experiencing homelessness who were booked or arrested in 2022 or 2023. However, since collecting data on homelessness is not standard practice, it is likely that the count misses some individuals. Additionally, this is not an unduplicated count, meaning that if one person is arrested multiple times, they would increase the count. While city officers collect data internally, data collection across the region and reporting is inconsistent and unclear. This can make it appear that crime by people experiencing homelessness is increasing, when in fact the increase may be attributable to a limited number of individuals. Being able to identify those individuals for intervention could then dramatically reduce the number of arrests and taxpayer costs. This is an opportunity for improvement for Joplin because there is no standardized method of collection.

Total number of people experiencing homelessness booked/arrested			
Year	Jasper County	Joplin City	Newton County
2022	231	780	Does not collect data
2023 to date	160	416	Does not collect data

When a person who is homeless does commit a crime, it is important that they, like any citizen, be held accountable and that they do not reoffend. Data was not available from the courts to determine recidivism or level of accountability post-arrest by the court systems. Other challenges were named during focus groups. For example, local business owners noted that they do not want to press charges for fear of retaliation by way of after hours property damage.

The legal system's design also presents challenges for the community when it comes to holding those who violate ordinances or commit crimes accountable. In Joplin, several systems are operating in parallel, without coordination. The Joplin Police Department (JPD) only arrests people for code violations and misdemeanor offenses. These individuals are then held and processed by the city prosecutor and judge. If the offense is at the felony level, JPD will make an arrest but the individual is turned over to the county jail and court system. The transitory nature of unhoused individuals means they could come into contact with numerous law enforcement agencies - city police, county sheriff or even highway patrol and parks - be arrested multiple times. Without coordination and identification of those committing multiple crimes, it becomes difficult to see the patterns and address them in totality. In turn, each of those arrests limits opportunities for future intervention such as providing permanent housing and other supportive services that could reduce recidivism and criminal justice costs.

Case management of those who are arrested so they have a greater chance of not reoffending is sparse. Jasper County has one case manager who assists individuals who are incarcerated and who request help. However, this is not a consistent practice. There is no system in place to ensure all those who are identified as homeless have a plan prior to exit that ensures they are not released back to the streets.

Best practice comment – Joplin would benefit from a system of case management through a partnership with a prison ministry and/or service providers who work to ensure exit plans are created and that assertive follow up is in place. Similarly, strategic partnerships with health care providers to ensure persons who are started on medications while incarcerated are able to continue those medications upon release also reduces recidivism and can support the journey to permanent housing.

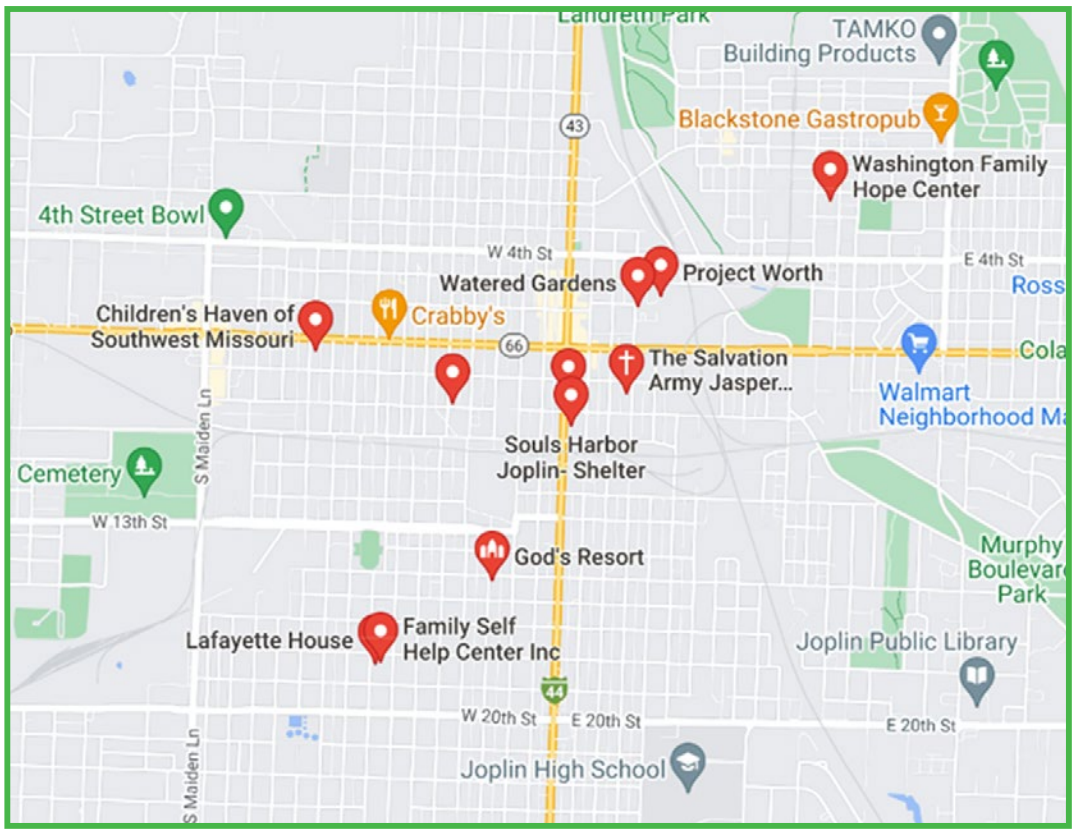
Best practice comment – Having a coordinated law enforcement response with appropriate specialization is important. It would also be helpful for best practices related to Critical Intervention Training, collaboration with outreach services and care connections to be implemented. The first step is establishing safety and trust, second is building ongoing engagement, and the third is connecting to housing and services.[26] Coordination between the entire criminal justice system in Newton and Jasper Counties and the City of Joplin, is critical for success. This should begin with a consistent collection of data on who is experiencing or at risk of experiencing homelessness. Collaboration with outside organizations to enhance post-release planning and support is critical. The implementation of a homeless court at both the county and city level could also help with recidivism.

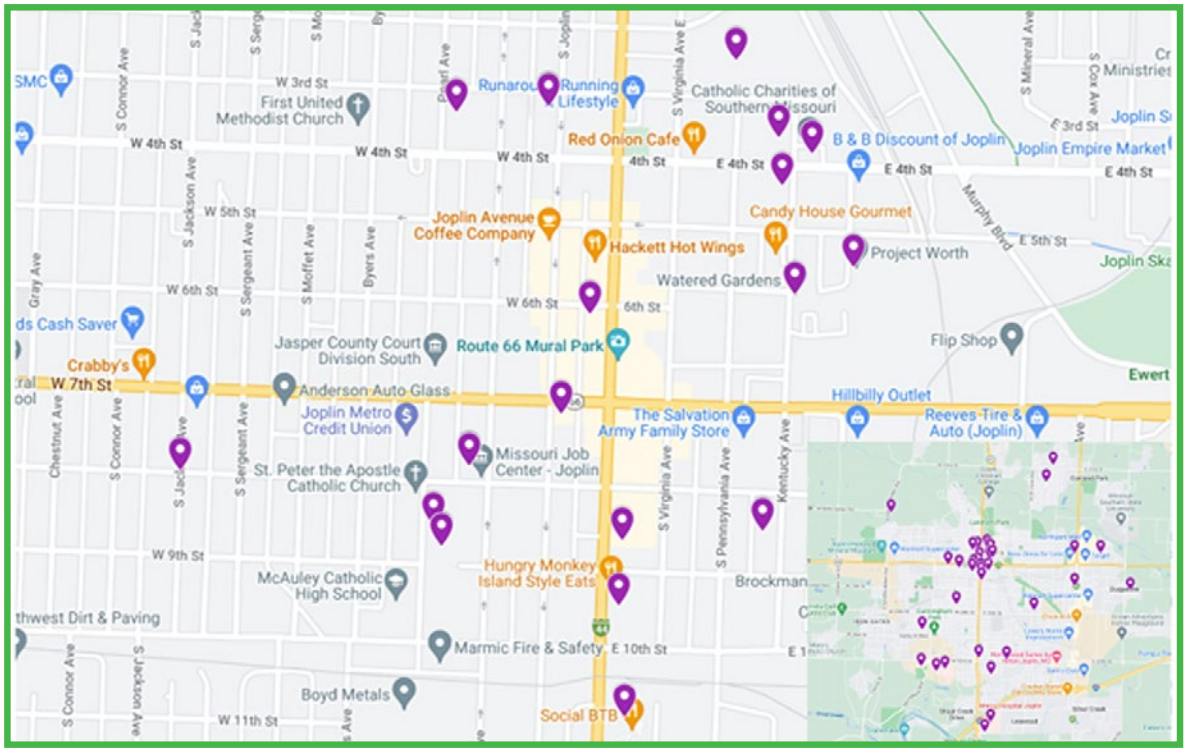
Specialized courts

Some specialized courts exist in the region, but they are not consistent and coordinated on homelessness. While Newton County has a Veterans Treatment Court and a Mental Health Board, there is no homelessness, mental health or other specialty courts in the city. In the past, specialized courts did exist to address mental health and homelessness to reported success. This reflects a piecemeal approach in which pragmatic, resource-constrained justice sector stakeholders implement diversion strategies for as long as there is funding available.

Best practice comment – The region would benefit from a Homeless Court. This could follow the ABA Homeless Court Model, which combines an alternative sentencing structure with proof of program activities, an assurance

26 Bureau of Justice Assistance. Responding to Homelessness: Strategies for Law Enforcement and Partners. U.S. Department of Justice. https://bja.ojp.gov/program/pmhc/responding-homelessness#uc2bg9.





Above: *The homeless service providers in downtown Joplin. The map in the right hand corner reflects the City of Joplin more broadly.*

of no custody, and a progressive plea bargain system.[27]

Providers

In any system of care, the most visible are those that provide direct services to people experiencing homelessness as their primary mission. In Joplin, there are numerous providers working with individuals experiencing homelessness. This ranges from shelters to those housing individuals to employment and job placement programs. Most providers are based in Joplin but many are larger organizations that have satellite offices. To their credit, other entities are acting on their own initiative to provide services in public parks. These sometimes run afoul of formal homelessness outreach efforts. Examples include food, health clinics, and clothing give-aways. These programs often conflict with existing city ordinances and may impact other organized coalition efforts. One of the challenges Joplin experiences is that the majority of services are offered in a relatively small area downtown, a common configuration in communities with services for people experiencing homelessness (See map below representing approximately a four square mile area.)

This geographic concentration coupled with the policies and practices of some providers creates a situation in which a high concentration of individuals experiencing homelessness are located in a relatively small area, often with no place to go, and nothing to do. Shelters do not offer day services and there is no drop in center. This means people leave shelter and

27 American Bar Association. (N.d.). About Homeless Courts. https://www.americanbar.org/groups/public_interest/homelessness_poverty/initiatives/homeless-courts/about-homeless-courts/.

congregate downtown with little to do but wait for providers to open or offer support services (for food, job search, and clothing etc) on various days and times during the week. This can reinforce the misconception that these individuals do not want help.

Other services are more spread out including in neighboring communities. Some providers have regional hubs but provide their main services in Joplin's main downtown area. Those seeking services are driven into this concentrated area. There is limited coordination between providers on service scheduling to ensure efficient delivery. Additionally, the lack of a coordinated community response in which providers participate means individuals needing services must visit multiple providers often over months to get a variety of needs met. This can result in frustration and giving up hope. Those with more resources and the ability to wait will likely get more help. Those most likely to struggle (due to factors such as mobility issues, mental health and other disabilities) are likely to be left on the streets without needed services. A coordinated community approach which involves all providers is likely to result in moving more people out of homelessness more quickly than the current siloed response.

For this report, Sharity has broken providers into two categories. The first is those whose primary mission is to serve individuals experiencing homelessness, or prevent homelessness. This includes shelters, housing focused providers, and outreach programs. The second category is organizations with a target population of persons that include, but are not exclusive to, people experiencing homelessness. They may also serve other individuals, usually low-income people, as part of their day-to-day operations. This includes substance abuse programs, health care services, mainstream services, and legal services.

Primary providers – Shelters

This section addresses providers whose primary mission is providing emergency and transitional shelter, and serving unhoused or precariously housed people. They are Watered Gardens, Souls Harbor, Lafayette House (a domestic violence center), and Children's Haven (a children's crisis center).[28]

Regional Emergency Shelter Beds Available	
Shelter	Count
Children's Haven of Southwest Missouri - ESG ES	12
Lafayette House - ESG ES [Non-HMIS/ DV]	45
Restoration Life Center - Emergency Shelter [Non-HMIS]	36
Souls Harbor of America - Emergency Shelter [Non-HMIS]	36
Watered Gardens - Gospel Rescue Mission ES [Non-HMIS]	48
Total Shelter Beds	177

In Joplin, the scope of services for emergency shelter include one specifically for survivors of violence such as domestic violence and human trafficking and one for children. The other two shelters house men and women and are faith-based. They are referred to as rescue missions. This type of shelter tends to have more restrictive access requirements than secular, Housing focused shelters. Requirements can include sobriety, and/or participation in faith services and programming.

Another rescue mission shelter is located in Neosho, approximately 20 miles SE of Joplin. It was not included in this analysis.

28 Please note that emergency shelters may set shelter requirements that separate a family due to age(s) of children and adults' gender when there is limited shelter.

Shelter	Services	HMIS participation
Watered Gardens Ministries	• Homeless shelter • Meals • Mailing address and mail collection • Substance abuse — inpatient • Mental health crisis stabilization • Employment • Coordinated entry and case management • Employment and skills training opportunities • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Clothing resources • Identification • Food access pantry • Showers • Mental health services • Mobile healthcare • Street outreach • Faith-based counseling • See neighborconnect.us	No
Souls Harbor	• Homeless shelter • Mailing address and mail collection • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Clothing resources • Technology and communication access • Coordinated entry intake • Identification • Food access pantry • Street outreach • Storage for personal belongings • Faith-based counseling	No
Lafayette House	• Domestic violence victim services on a residential or outpatient basis. Safe shelter, and individual, group and family counseling, community support/case management, onsite licensed child care, children's therapy, and support services. • Specialized treatment for women and their dependent children needing help for substance use disorders. Services include medication assisted treatment with counseling and recovery services; family counseling and education programs; children's services, including onsite licensed child care; case management; and support services including job training and transitional housing. Treatment services are available on a residential or outpatient basis. Also provides comprehensive outpatient treatment services for participants in the McDonald and Newton County Treatment Court programs. • Specialized counseling for victims of rape or childhood sexual abuse, as well as support groups and group counseling. Trained advocates respond to local emergency rooms to provide support to victims,	Yes (subject to VAWA)
Children's Haven	• Homeless shelter • Mailing address and mail collection • Coordinated entry intake	Yes

Other shelter

Advocates and law enforcement report that on a regular basis, individuals who are unhoused make the decision to enter a mental health facility or jail to access a meal and what they perceive to be a safe place to sleep. The cost to community members and taxpayers to shelter individuals in these alternative places is high.

Primary providers – Basic needs

This section addresses the providers whose primary mission is providing a variety of support services to people experiencing homelessness. Many of these organizations, including Loving Grace, Saint Peters Outreach, and Food Not Bombs, share meals with people experiencing homelessness.

Organization	Services	Requirements
Legal Aid of Western Missouri	• Street outreach • Housing • Landlord services • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Legal services	
Department of Mental Health	• Housing • Rent utility payments • Rent or utility deposits	Individuals with one or more forms of identification (ex. SS card, id card, drivers license, other) Income minimum and/or maximum
Food Not Bombs	• Meals • Street outreach • Clothing resources • community	Don't have requirements
Saint Peters Outreach	• Meals	No requirements just sign in
Veterans Administration	• Mental health services • Clinic based healthcare • Mobile healthcare • Mental health crisis stabilization • Transportation • Coordinated entry and case management • Coordinated entry intake • Housing • Family or individual counseling	Income minimum and/or maximum

Catholic Charities of Southern Missouri	• Employment • Legal services • Housing • Rent or utility deposits • Rent utility payments • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Employment and skills training opportunities • Case Management	Income minimum and/or maximum Individuals with one or more forms of identification (ex. SS card, id card, drivers license, other) Must be a veteran not dishonorably discharged.
Economic Security (Please note that this organization responded to the survey twice)	• Mailing address and mail collection • Street outreach • Coordinated entry and case management • Employment and skills training opportunities • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Transitional housing • Rent utility payments • Rent or utility deposits • Coordinated entry intake • Housing • Identification	Income minimum and/or maximum Individuals with one or more forms of identification (ex. SS card, id card, drivers license, other)
ESCSWA (Economic Security Corporation of Southwest Area) (Please note that this organization responded to the survey twice)	• Mailing address and mail collection • Street outreach • Employment • Coordinated entry and case management • Employment and skills training opportunities • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Transitional housing • Rent utility payments • Rent or utility deposits • Coordinated entry intake • Housing • Identification	Case Management and some rental assistance - Income guideline applies per funding source - income max.
United Way of Southwest MO	• Rent utility payments • Rent or utility deposits • Coordinated entry intake	Income minimum and/or maximum

Loving Grace	• Coordinated entry and case management • Household management skills — shopping, finances, bill paying, property maintenance, home repairs • Transitional housing • Meals	No pets Required to work Required to continue education Required to participate in faith/ worship services Required to complete mental health assessment Required to participate in treatment program/ services Willingness to complete medical assessment No children
Catholic Charities of Southern Missouri	• Coordinated entry and case management • Rent utility payments • Rent or utility deposits • Housing	Income minimum and/or maximum

Many community members, faith-based groups, and some primary providers focus on meeting the people experiencing homelessness' basic needs, by providing food and clothing. This can also include assisting individuals to complete applications for benefits, obtain identification, and other services. These initiatives are ultimately beneficial when individuals are linked with services that will move them toward permanent employment, housing, and mental health and medical health crisis management.

Some support services such as food or clothing are provided in pop-up fashion. Any basic need service should be part of a coordinated effort to connect individuals and families with case managers.

Within the community there are numerous efforts to address homelessness being run both alongside and independent of nonprofits. Of the community survey respondents, 28 percent worked with people experiencing homelessness. A further 11.1 percent volunteer. **Of those who volunteer, 38 percent are doing so independent of a nonprofit initiative.** These volunteer efforts range from individuals dropping off food and clothing in parks where they anticipate people experiencing homelessness will find them, to organized pop-up activities, to coordinated weekly volunteer street outreach efforts unaffiliated with formal coalition programming.

These efforts are well intended. They reflect the City of Joplin's generosity and compassion. However, they can have adverse consequences. They draw large numbers of people experiencing homelessness into city parks and vacant private and public land, and vermin and nuisance animals are then attracted to the parks because of leftover food, litter, and trash barrels. And food left out in public places does not always remain at food-safe temperatures, putting people who eat that food at risk, and other food items are left behind unattended, calling into question its longevity. Currently, city employees remove items left behind for disposal.

Primary providers – Housing and employment

Housing options span transitional housing, rapid rehousing, and permanent supportive housing.

- ***Permanent supportive housing*** refers to decent, safe, affordable, community-based housing that provides disabled tenants with the rights of tenancy and links to voluntary and flexible supports and services for people with disabilities who are experiencing chronic homelessness.
- ***Rapid rehousing*** places a priority on moving a family or individual experiencing homelessness into permanent housing as quickly as possible,

Local housing inventory (transitional, rapid rehousing, permanent supportive housing)		
Organization Name	Project Name	Total beds
Carthage Crisis Center	Carthage Crisis Center - Transitional Housing [Non-HMIS]	45
Catholic Charities of Southern Missouri, Inc.	CCSOMO - CoC Rapid ReHousing (Joplin)	27
Catholic Charities of Southern Missouri, Inc.	CCSOMO - MHTF Housing Assistance RRH (Joplin)	0
Catholic Charities of Southern Missouri, Inc.	CCSOMO - SSVF Rapid ReHousing (Joplin)	7
Economic Security Corporation of SW Area	ESC - CoC Chronically Homeless (Joplin)	12
Economic Security Corporation of SW Area	ESC - CoC RAP PSH (Joplin)	18
Economic Security Corporation of SW Area	ESC - CoC Rapid ReHousing (Joplin)	7
Economic Security Corporation of SW Area	ESC - CoC Rapid ReHousing Reallocation from TH(Joplin)	13
Economic Security Corporation of SW Area	ESC - CoC Shelter Plus Care PSH (Joplin)	20
Economic Security Corporation of SW Area	ESC - CSBG Rapid ReHousing (Joplin)	0
Economic Security Corporation of SW Area	ESC - MHTF Housing Assistance RRH (Joplin)	0
Economic Security Corporation of SW Area	ESC - Transitional Housing Program for Homeless Families(Joplin)	12
Gene Taylor CBOC-Veterans' Affairs	Gene Taylor CBOC-Veterans Affairs - HUD/VASH PSH (Joplin) [Non-HMIS]	118
Joplin Transitional Housing, Inc.	Loving Grace - Transitional/Maternity Group Home TH	15
Missouri Department of Mental Health	DMH - CoC SCN Joplin PSH	38
Salvation Army	Salvation Army Joplin - ESG Rapid ReHousing	9
The H.O.U.S.E. Inc.	The HOUSE inc. - VA GPD TH	25
The H.O.U.S.E. Inc.	The HOUSE Inc. - VA HCHV ES	15
Total	381	

ideally within 30 days of a client becoming homeless and entering a program. Time-limited services may include housing identification, rent and move-in assistance, and case management.

- ***Transitional housing*** is a type of temporary housing and appropriate support services to homeless persons to facilitate movement to independent living within 24 months. HUD encourages that this be a limited portion of the community inventory and reserved for specific sub-populations (e.g. youth or domestic violence victims) or for purposes like short-term interim housing.

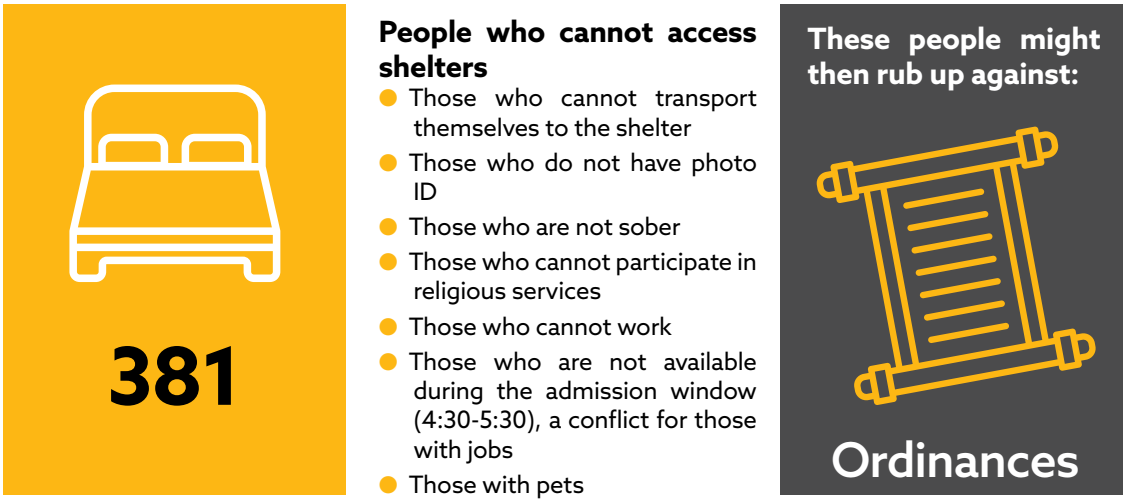
As noted the Economic Security Corporation of SW Area is another key stakeholder and serves as the Coalition's Continuum of Care (CoC) coordinating homelessness efforts. They serve as the primary housing focused agency and the Jasper and Newton Counties' lead agency for the CoC/HMIS. Additionally, they are the lead agency for the Coordinated Entry system (Housing Connect), the standardized one-stop access. The Corporation provides housing assessments, referrals, placements, resources, and financial assistance for families experiencing homelessness. This includes case management, overseeing street outreach, and providing housing vouchers.

Barriers to accessing primary service

While there are some individuals experiencing homelessness who decline assistance when offered, community members can perceive those who are homeless as lazy or not wanting help. In most cases the opposite is true. This is particularly the case given the barriers to accessing homelessness services in Joplin. Maintaining barriers can create a situation in which people who urgently need shelter cannot access. This positions people to have to sleep on the streets, parks, benches, right-of-way properties under bridges and vacant private properties. Passersby then assume they are on the streets because they do not want help.

Higher barrier shelters impose requirements for entry and stays. A higher barrier shelter may have requirements related to sobriety, giving up pets, and or attending religious services. It may not admit formerly incarcerated people or those with outstanding warrants to stay. For individuals who have spent significant time on the streets, or are navigating addiction or mental illness, these requirements can be difficult to meet.

Low and medium-barrier refers to shelters and facilities where the requirements for entry are limited or minimal. They are designed to address the issues that frequently force individuals to stay on the street and are harm reduction-



focused. Lower-barrier shelters eliminate obstacles such as requirements for sobriety, and employment. They also seek to keep families intact by providing options for married couples, families with older children, and pets. With investments in training staff to operate in a low-barrier, housing-focused service environment that is managed properly, these lower-barrier shelters are effective at moving as many people off the streets as quickly as possible so they are not in danger, arrested, or sleeping in doorways or parks. They simultaneously offer comprehensive wrap-around services that support the individual and family in being successful long term. These shelters are not operated without rules and expectations. They require that there be no threat of harm, no illegal drugs, and uphold safety oriented rules.

A robust homelessness system supports both high, medium and low barrier shelters. Joplin does not currently have a low-barrier shelter that will take any person at any time regardless of their pets, possessions, work hours, mobility and health issues, mental health symptoms, substance use challenges, or family makeup. Joplin's shelter services and even housing services are high barrier with considerable requirements, limited capacity, and what can be lengthy wait times. Barriers to accessing services can be overwhelming which can make shelter and housing out of reach. This creates numerous challenges for the community.

Additionally, Joplin's shelters do not provide programming during daytime hours. With the exception of Joplin's two special population shelters, shelter residents are required to vacate the premises during the day. There is no one place where these individuals can then go to receive daily support and activities such as case management, counseling, job coaching, housing assistance or meals. This can result in people experiencing homelessness not having a place to go during the day.

People experiencing homelessness and providers in Joplin identified the following as real and perceived barriers to accessing services.

- Physical location of emergency shelter
- Transportation to/from shelter and other services/jobs
- Requirements for entry (photo identification)
- Criminal background
- Requirements for continued stay (sobriety, religious participation, employment)
- Shelter capacity (general)
- Shelter capacity (family size and/or male/female, ages of children, minimum age (no shelter for unaccompanied homeless youth)
- Requirements to leave emergency shelter during the day
- Limited times of day for admission into shelter (Ex. 4:30-5:30 for onsite names added to waitlist; possible conflict for jobs and/or transportation)
- No guarantee of food when scheduled (breakfast canceled due to inconsistency of volunteers)
- Personal safety in shelter (private rooms/shared rooms)
- Reports of sexual assaults in shelter
- Limited and/or space for storage of personal belongings
- Lack of case management
- Waitlists for housing (some for six months)

Depending on the size of the family and age of the children and shelter capacity, parents may be separated from their children to access services such as shelter. A low-barrier shelter typically does not require family separation.

The sobriety requirement functions to force people experiencing homelessness to do one of the hardest things they will ever do – get sober – on the streets, with no residential options or case management support.

In Joplin, there is currently no shelter in which people can keep their pets with them. Many people experiencing homelessness will not live separated from their pet, and as a result, cannot or will not access shelters if their pets cannot

accompany them.[29] Likewise, domestic violence survivors report keeping pets with them is an important factor in deciding whether or not to seek shelter.[30] Many people experiencing homelessness interviewed said they would not go into shelters without their pets because the pets provide critical support and a sense of safety during what is often the most emotionally challenging time in a person's life.

Best practice comment – The Joplin community needs a medium or low barrier shelter option. At the minimum they should consider day services for those who are homeless.

Housing Focused

In Joplin and elsewhere, there are different schools of thought in the homelessness service provider community. The most cost-effective and evidence-based approach, however, is housing focused.[31] Numerous studies and Joplin's data support this. While success has trended down, for the past three years in Joplin, 98-93 percent of those moved to permanent housing have retained their housing placement.[32]

It is well established that housing has many curative benefits for people experiencing homelessness.[33] Housing focused interventions such as Permanent Supportive Housing and Rapid Re-Housing have demonstrated that when people have assistance paying for housing, and when they receive services tailored to their individual needs, they will transition out of homelessness and will stay housed. Housing-focused interventions are also typically cheaper than allowing people to remain homeless and reliant on public shelters and other services. The Community Preventive Services Task Force also found that the economic benefits exceed the intervention cost for Housing focused programs; in fact, every dollar invested in housing focused programs results in $1.44 in cost savings.[34] While the state of Missouri has trended against a housing focused model,[35] it is a community decision to adopt a housing focused approach.

Best practice comment – A Housing focused approach, that prioritizes housing assistance and the supportive services that people require to sustain housing and avoid future homelessness, should be adopted.

Secondary providers

In this report, secondary providers refers to hospitals providing health and medical care, libraries, chambers of commerce, court services, legal, law enforcement, the faith community, and schools, and to a certain degree, municipal government. There are varying lists of providers used by different stakeholders.[36]

Best practice comment – Create and maintain a collective/shared database or list of primary and secondary providers and key information about each of the listed entities. Some will be formal established institutions and others will be pop up entities.

29 See National Alliance to End Homelessness and PetSmart Charities. (2020). Improving Outcomes in Homelessness: Keeping People and Pets Together. https://endhomelessness.org/pets/.

30 Urban Resource Institute and the National Domestic Violence Hotline. (2021). Breaking Barriers to Safety and Healing. https://www.thehotline.org/news/pets-are-critical-priority-for-survivors-seeking-safety/.

31 See generally the Office of Policy Development and Research. (2023). Housing First: A Review of the Evidence. U.S. Department of Housing and Urban Development. https://www.huduser.gov/portal/periodicals/em/spring-summer-23/highlight2.html.

32 Institute for Community Alliances. (N.d.). FY2022 System Performance Measures. https://icalliances.org/mo-system-performance-dashboards.

33 McDonald, S. (2019, June 21). Why Housing First? Why Not Housing Second? Or Third. National Alliance to End Homeless. https://endhomelessness.org/blog/why-housing-first-why-not-housing-second-or-third/.

34 See the Community Preventive Services Task Force. (2022, October 17). Housing First Programs Lead to Net Economic Benefits. https://www.thecommunityguide.org/news/housing-first-programs-lead-net-economic-benefits.html.

35 Stefanescu, V. (2022, October 4). As Missouri pivots away from Housing First homeless response, St. Louis CoC leaders aren't sure what's next. St Louis Magazine. https://www.stlmag.com/news/housing-first-homeless-response/.

36 See page ## for chart that includes primary and secondary providers.

Healthcare

Healthcare and homelessness are deeply intertwined. Housing is so important to health that those without a home die decades younger than those with a home.[37] While the tipping point for becoming homeless can be job loss, sickness or injury often precede changes in employment: sickness and injury make holding a job difficult. In the US, where health insurance is mostly employer-based, job loss can result in no health insurance. People experiencing homelessness therefore often have unmet health needs.

Optimally, housing and health care work together and are essential to preventing and ending homelessness. Health care services are more effective when a patient is stably housed, and in turn, maintaining housing is more likely if proper health care services are delivered.

Mercy Hospital and the Ozark Center at Freeman Health System are key healthcare providers in the continuum of care. Amongst other offerings, Mercy provides inpatient psychiatric care and treatment services for homeless patients with mental and behavioral health disorders. The Ozark Center provides services for homeless adults, families, and children, including:

- Individual, group and family counseling and therapy;
- Psychiatric services/medication management;
- Residential care;
- Acute inpatient care;
- 24-hour crisis services; and
- In-home support.

Medicaid/Medicare

Medicaid services can fund many of the health and behavioral healthcare needs people experiencing homelessness may have. Some communities have also effectively used Medicaid to pay for tenancy support for persons with disabilities who are experiencing homelessness, pairing those services with HUD rental assistance to create opportunities for stable housing.

Automatic medicaid disenrollment in Missouri means that people experiencing homelessness are dropped from the roll each year. This creates an administrative hurdle to accessing healthcare, because people experiencing homelessness need to have their eligibility redetermined.

Hospital discharge and step-down services

When people experiencing homelessness are discharged from hospitals, they may require step-down services (like ongoing intravenous treatment, or physical therapy). Pathways to care can include a skilled nursing facility that hospitals partner with to provide medical care for those who need to be discharged but cannot yet return to the streets. These step-down programs are critically important for medically vulnerable individuals.

In Joplin, there is no accessible step-down program. The Mercy Hospital Joplin Auxiliary funded the outfitting of one room at a shelter ($45,000), which is only accessible to Mercy Hospital patients,38 and can only be accessed when the hospital can also arrange and provide the necessary medical staffing. Moreover, accessing the room is subject to the gender of any current occupants. If a man is discharged from the hospital and is staying in the step-down facility, then it is men only who can subsequently be admitted, because it is a congregate space. Per reports from hospital staff, the relevant healthcare provider must pay a fee to Watered Gardens annually to be able to use the step-down facility in addition to paying to have staff there with the patient. One example provided was of a mother who required discharge who was daily medical treatment dependent. She

37 Hayashi, S. (2016, January 25). How Health and Homeless are Connected – Medically. The Atlantic. https://www.theatlantic.com/politics/archive/2016/01/how-health-and-homelessness-are-connectedmedically/458871/.

38 Barker, K. (2020, March 5). New Watered Gardens shelter helps homeless receive necessary care. The Joplin Globe. https://www.joplinglobe.com/news/local_news/new-watered-gardens-shelter-helps-homeless-receive-necessary-care/article_d75bf610-34ae-5ea1-a4f6-81ee2a1b87eb.html.

also had two small children. She could not access this service because her healthcare provider could not provide around-the-clock services to be delivered at the medical step-down facility.

Best practice comment – Joplin should consider an accessible medical step-down strategy that does not involve discharging medically needy people straight to the street. This should take into consideration dedicated spaces for both men and women with full-time medical staffing support services.

Schools

Schools can be central in safeguarding children and referring them to services for additional support.[39] Virtually every young person who becomes homeless was once enrolled at school, making schools a place in which children can be identified as high risk, monitored, and supported with interventive programs. Educators are often the first adults outside of the family to suspect or become aware of underlying problems that may lead to youth homelessness.[40]

Joplin City Schools (JCS) serves over 7,700 students pre-K through 12th grade. There are 10 elementary schools, three middle schools and one high school. JCS has an annual operating budget of $125,492,000, and receives local, county, state, federal and other funding.

JCS is proactive on homelessness and provided the following information about the number of students who are currently enrolled and meeting the McKinney-Vento definition of homeless.[41] Data was not available for the number of families this represents.

Current 2023 breakdown by grade		
Grade	Homeless	Total
Pre-school	5 students	315
Kindergarten	24 students	576
1	30 students	544
2	34 students	619
3	29 students	589
4	46 students	598
5	44 students	580
6	33 students	604
7	35 students	539
8	30 students	578
9	23 students	610
10	37 students	610
11	22 students	570
12	28 students	534

Current 2023 zip codes for homeless students.

- 64804 (Joplin) – 185 students
- 64801 (Joplin) – 223 students
- 64870 (Webb City) – 3 students
- 64834 (Carl Junction) – 1 student
- 64841 (Duenweg) – 8 students

Current 2023 genders for homeless students

- Male – 207 students
- Female – 213 students

According to Missouri Department of Elementary and Secondary Education (DESE)

- 2019 – 171 homeless students
- 2020 – 90 homeless students
- 2021 – 246 homeless students
- 2022 – 291 homeless students

39 Robinson, C. (2021, June 28). Reforming the Engagement of Schools With Unaccompanied Homeless Children. Oxford Research Encyclopedia of Education. https://oxfordre.com/education/display/10.1093/acrefore/9780190264093.001.0001/acrefore-9780190264093-e-1689.

40 Homeless Hub. (N. d.). Why Do Schools Matter? https://www.homelesshub.ca/node/36138.

41 See earlier discussion [PAGE]

- 2023 (current numbers) – 420 homeless students

Breakdown of homeless students by year (according to DESE Website)

- 2019 – 171 homeless students
- 2020 – 90 homeless students
- 2021 – 246 homeless students
- 2022 – 291 homeless students
- 2023 (current numbers) – 420 homeless students

Centralization

At present the biggest challenge identified to serving children experiencing homelessness is knowing when and who to go to for assistance. In Joplin, there is no centralized, coordinated effort or entry or early detection of homelessness or risk of homelessness. Data is currently maintained on individual children who are experiencing homelessness but not families experiencing homelessness.

Best practice comment – The Joplin School District should collect data on families experiencing homelessness, to position providers to monitor and address the needs of children within the context of their families. School zip code data should be used to target homelessness prevention services to higher risk neighborhoods. Additionally, the following general best practices should be considered.

- ***Improve identification*** of children experiencing homelessness and ensure support for them to enroll in school.
- ***Eliminate barriers to enrollment*** and provide seamless transitions from early childhood education through elementary, secondary, and post-secondary education.
- ***Improve access to and retention*** in early childhood education programs, elementary and secondary education, and post-secondary education.
- Review existing federal, state, and local program policies, procedures, and regulations to ***identify mechanisms that could increase both access to and retention in high-quality programs.*** These mechanisms should help remove barriers and ensure early childhood-to-adulthood educational access, quality child care, and early childhood education through elementary, secondary, and post-secondary education.
- ***Educate homelessness assistance providers*** about the laws, and the programs and practices under those laws, designed to increase access to early care and education, such as those carried out under Head Start, the McKinney-Vento Act's education subtitle, and the independent student provisions of the Higher Education Act.

Housing

In 2022, the City of Joplin commissioned a comprehensive housing market analysis and retained Urban Partners as a consultant to undertake the study. The study's goals were to provide City decision-makers, stakeholders, developers, and community members with comprehensive and meaningful data to establish a baseline of existing housing stock for current and future residential needs in Joplin. The report includes valuable information on demographic and employment trends, an analysis of income-restricted communities, home building, home sale and rental analysis, and population projects and housing needs. It concluded by outlining four strategies for consideration:

- ***Strategy #1:*** Encourage development of a variety of senior housing units
- ***Strategy #2:*** Promote housing development in downtown Joplin
- ***Strategy #3:*** Continue support for improvements in older housing stock
- ***Strategy #4:*** Ensure long-term availability of homes within reach of low-and-moderate income households[42]

42 See Appendix C.

Affordable housing

Long wait lists for housing are not uncommon in an affordable housing crisis. In Joplin, this is compounded by the 2011 tornado having destroyed considerable affordable housing inventory. During the rebuilding of housing that followed the tornado, and now in current and escalating market conditions, housing is more expensive and apartment rents have risen. This often prices out low-income individuals. During community group conversations, information was shared that the wait for an apartment when holding a voucher is more than six months. The city currently has a Joplin Housing Assistance Program, a Housing Rehabilitation Program, and Housing Revitalization Program. These efforts assist in making new housing stock affordable and intend to extend the quality and life cycle of existing housing stock, and may help with certain sectors of need.

Best practice comment – Joplin is in the process of developing a housing plan. This plan should include housing units, subsidies, and services to support people to obtain and maintain their residences.

Vacant buildings

Joplin is undergoing an analysis of current infrastructure, vacant and dangerous buildings, and housing. Joplin city staff report that there is a high number of absentee landlords and property owners which contributes to use by people experiencing homelessness. Joplin staff report that they have received significant resources and staffing additions aimed to address neighborhood improvement, quality and new housing stock, and demolition of vacant and dangerous buildings. These efforts will help address the conditions that exacerbate issues related to homelessness. A vacant and dangerous building windshield survey is being initiated and will be followed by a housing conditional analysis, which has not been done since the 1980s. Additional education and partnership opportunities exist with landlords and rental associations.

Landlord Housing Programs

Private market landlords are critical partners in the work to see people quickly exit homelessness.[43] Strong connections to landlords are especially important in high-cost, low-vacancy markets, where affordable housing options are limited and even those with a voucher may find themselves unable to locate a unit.[44] Some communities use licensed real estate agents to recruit landlords and units. These partnerships enable rental units to stay occupied while providing housing to a community's most vulnerable members. Rental assistance payments are made directly to landlords and property owners who permanently house program-eligible people. Successful landlord partnerships are locally driven and involve ongoing engagement.[45]

One Joplin has developed a Landlord Program. Its objective was to encourage landlords to lease to tenants experiencing homelessness using a voucher, when those prospective tenants had been through One Joplin's education program and certification. A pre-COVID-19 pilot of the program revealed that it was too lengthy to be appealing to prospective landlords. This effort was volunteer-led and did not progress due to a lack of dedicated agency and personnel to offer the class.

Best practice comment – The Landlord Program should be revisited and implemented to expedite the process of placing people into housing with available inventory. It is also recommended the community consider a small incentive

43 US Interagency Council on Homelessness. (2018, May 25). Landlord Engagement. https://www.usich.gov/solutions/housing/landlord-engagement/.

44 US Interagency Council on Homelessness. (2018, May 25). Landlord Engagement. https://www.usich.gov/solutions/housing/landlord-engagement/.

45 US Interagency Council on Homelessness. (2018, May 25). Landlord Engagement. https://www.usich.gov/solutions/housing/landlord-engagement/.

program or damages fund to entice landlords to participate.

Transportation

The City of Joplin recently received a $400,000 grant from the Federal Transit Administration (FTA).[46] The FTA documents state that Joplin is to receive funding for a study to identify gaps in its transportation network and ways to expand public transportation to people who lack affordable transportation to jobs, schools, health care and public services. The transportation system is the way to and from jobs, healthcare, and education. It is important for the community at large and also for people experiencing homelessness. Having an efficient and affordable transportation system is also critical in mitigating the risk of low-income and precariously housed people from becoming homeless. This is because, for example, if it is difficult for you to physically get to your job, it can be difficult to maintain that job. If it is difficult for you to get to healthcare and access pharmacies, it can be difficult to see a healthcare provider and stay on necessary medication.

Trolley

Due to a shortage of drivers, the City of Joplin in October 2022 announced that it would temporarily suspend trolley service. This limits peoples' ability to find work and access services. It also reduces peoples' ability to move through the city, meaning that people can be drawn to the community and downtown Joplin for services and then have few options for transporting themselves elsewhere.

Best practice comment – Mobility should be factored into permanent supportive housing program implementation.

Employment readiness

The following entities have reported that they provide employment and skills and training opportunities.[47]

- Catholic Charities of Southern Missouri
- Economic Security Corporation of SW Area (ESCSWA)
- Watered Gardens
- Veterans Administration
- Souls Harbor
- Lafayette House
- Ozark Center
- Building Bridges- Joplin
- Joplin Adult Education and Literacy
- Workforce Investment Board of Southwest Missouri
- Freeman Health System
- Joplin Public Library
- Joplin First Church of the Nazarene
- Missouri Job Center/Dept of Higher Education and Workforce Development
- Joplin Chamber of Commerce
- Crowder College Advanced Technology and Training Center

The employment services that are offered by these individual organizations are varied and may cover resume support, job search strategies, skills identification/assessment, interviewing skills, strategies for completing secondary and or post secondary education, job coaching, etc. In addition, organizations also offer their own onsite employment program. For example:

- ***The Forge Program at Watered Gardens*** helps students progress through four phases over 16 months. In the most recent fiscal year, 28 students entered the 16-month program with 5 (18 percent) graduates. The definition

46 Woodin, D. (2023, July 20). Joplin awarded $400,000 grant for public transit. Joplin Globe. https://www.joplinglobe.com/news/joplin-awarded-400-000-grant-for-public-transit/article_de6c1ef6-2729-11ee-bf00-5f94fbdabab7.html.

47 Please note that there may be other organizations involved in employment services.

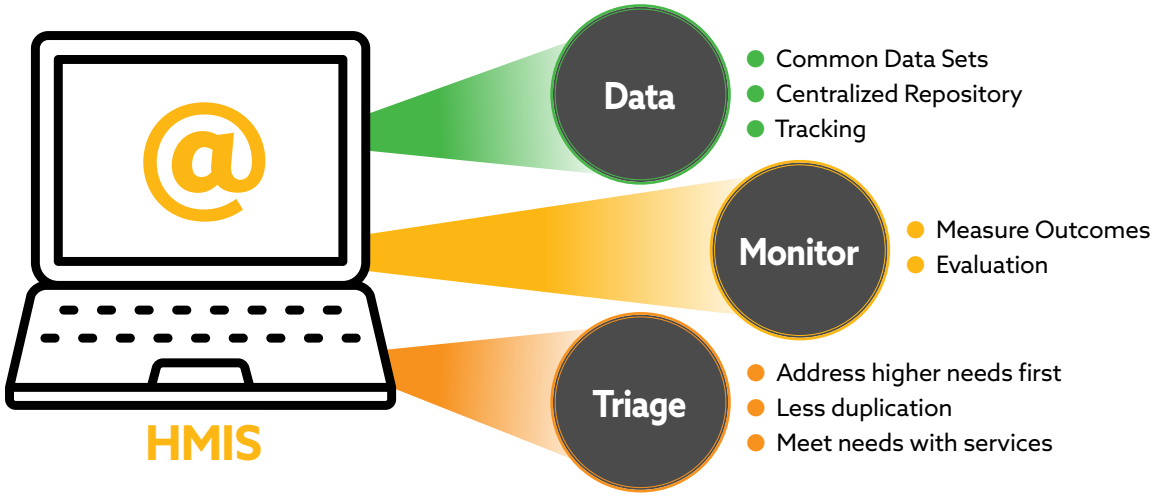


Image source: Calgary Homeless Foundation

of graduation is "fully employed, self insured, living independently, active in a local church and off all government assistance." In some phases of the program the students are volunteers and in other phases they begin employment and earn money. During the first phase of the program, participants volunteer. They make products to support program operating costs including housing and food.

- ***The Missouri Work Assistance (MWA) Program*** helps Temporary Assistance recipients become job ready, get real work experience, find employment, and retain a job. MWA services are provided through community agencies in 10 regions, including the Joplin Resource Center.

Best practice comment – For Joplin it is important that diverse partners and programs offer entry-level and ongoing life skills and workforce development training. These training programs should work to secure employment for those with criminal records, no physical address, and other complicating factors.

System Wide Practices

HMIS

While some agencies like the Economic Security Council, the Missouri Department of Mental Health and Catholic Charities, among others, participate and have high levels of data completeness and accuracy, they are the exception in Joplin. In fact, a significant number of agencies in the Joplin homelessness ecosystem are not participating in the Continuum of Care Homeless Management Information System (HMIS) data collection. HMIS is a local information technology system used to collect client-level data and data on the provision of housing and services to homeless individuals and families and persons at risk of homelessness.[48] This information is used by many communities to ensure the highest priority clients get the care they need. The lack of full participation in HMIS prevents the federal system from collecting performance data that communities like Joplin need to inform local programs, policies and procedures.

Children's Haven participates in HMIS, but the two Joplin homeless shelters, Watered Gardens and

48 HUD Exchange. (N.d.). Homeless Management Information System. https://www.hudexchange.info/programs/hmis/.

Soul's Harbor, do not. This lack of participation, especially by shelters, has caused the annual application to HUD to result in a 0 out of 5 points in one area of the application. As a domestic violence shelter, Lafayette House is prohibited from providing survivor information directly into HMIS, but they do provide aggregate information consistent with their obligations under the federal Violence Against Women Act. Joplin City Schools are not required to maintain data with HMIS. They track data on homeless students within the city school system's database.

A Homeless Management Information System (HMIS) is a local information technology system used to collect client-level data and data on the provision of housing and services to homeless individuals and families and persons at risk of homelessness.[49] Each community selects its own software. However, all HMIS systems contain information about the characteristics of each person who uses a program within the homeless services system, including emergency shelters, rapid rehousing programs, transitional housing programs, and permanent supportive housing.

HMIS was developed in response to a Congressional mandate. The mandate ensured that homeless service organizations who received HUD funds or organizations that were collaborating with federal partners would collect demographic information about homeless populations they intended to use those funds to help. An effective HMIS used by CoCs works to assess whether the collaborative effort is making progress toward their established goals. The mandate requiring all CoCs to maintain an HMIS ensures that local providers are not only using funding appropriately but that they are rendering services most needed by the local homeless population.[50] In short, HMIS helps share confidential client information in simple, effective manners making it easier for shelter providers to coordinate services. Benefits include:

- ***Improved client care:*** A robust HMIS system makes health and social care professionals who serve people experiencing homelessness more efficient. This enables them to spend more one-on-one time with clients, which improves the quality of care delivered[51]
- ***Reduced operational overhead and increase efficiency:*** Having information standardized, organized, and accessible reduces the amount of time organizations need to spend sifting through information and re-gathering work that has already been completed. This in turn reduces payroll costs creating operational efficiency[52]
- ***Reduction in errors:*** A great benefit of electronic records and information systems is the elimination of manual duplication and repetition. With fewer manual entries comes a reduction in error.[53]

Critically, HMIS gives the community a way to evaluate the effectiveness of a particular project or program, compare outcomes across projects, and assess the performance of the homelessness response system as a whole.

Best practice comment – Joplin should encourage full participation of all providers in HMIS. Joplin does not meet HUD's minimum standards for HMIS participation. This prevents Joplin from maximizing federal dollars. It also limits the community's ability to make data-

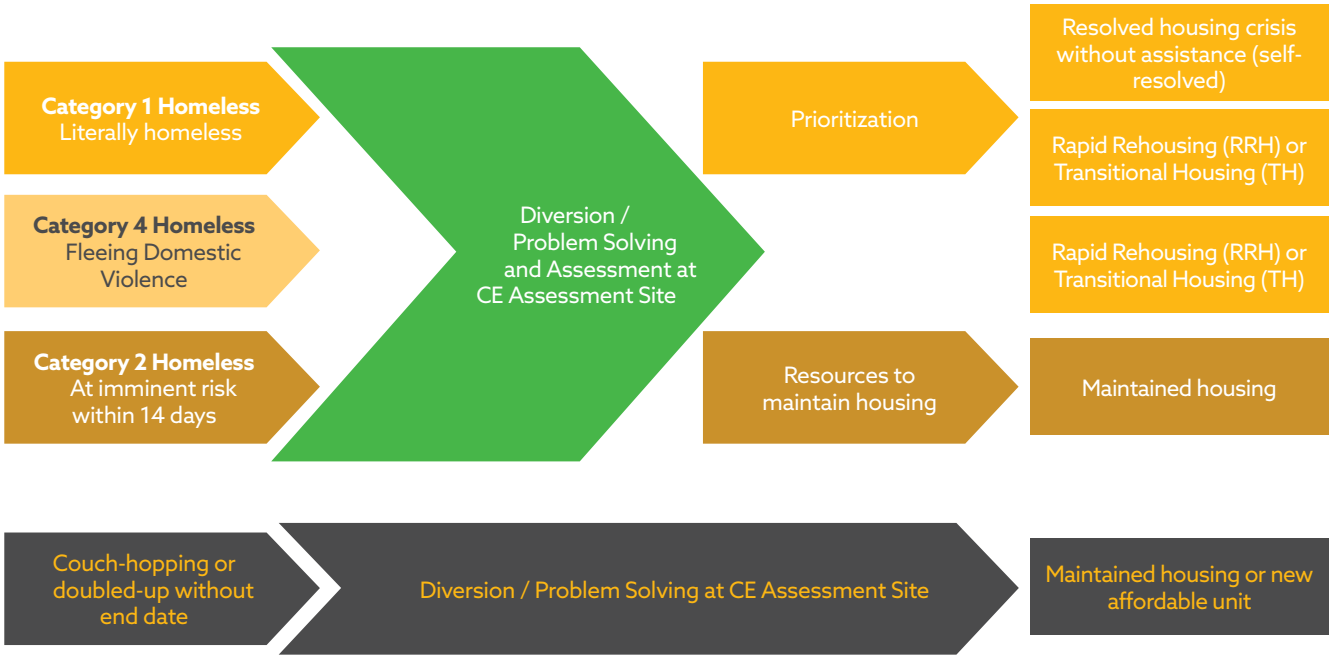
49 HUD Exchange. (N.d.). Homeless Management Information System. https://www.hudexchange.info/programs/hmis/.

50 Plan Street. (2021, February 9). What are the Benefits of Homeless Management Information Systems? https://www.planstreetinc.com/what-are-the-benefits-of-hmis/.

51 Plan Street. (2021, February 9). What are the Benefits of Homeless Management Information Systems? https://www.planstreetinc.com/what-are-the-benefits-of-hmis/.

52 Plan Street. (2021, February 9). What are the Benefits of Homeless Management Information Systems? https://www.planstreetinc.com/what-are-the-benefits-of-hmis/.

53 Plan Street. (2021, February 9). What are the Benefits of Homeless Management Information Systems? https://www.planstreetinc.com/what-are-the-benefits-of-hmis/.



Source: River Valley COC (Rochester/Southeast Minnesota CoC)

informed decisions about how to work with people experiencing homelessness.

Education and training

Training and education on how to align current practices with best practices should be an ongoing effort in every community. Training should be delivered to those providing services, first responders, and key stakeholders. It should be open to the general public. No information was readily available about ongoing training practices.

Best practice comment – There is a need for trauma-informed care and community awareness about the best ways to serve people experiencing homelessness. Training for community members and providers could be held, covering the nature of homelessness, empathy, and what does and does not help.[54]

Additionally, training for system of care parties in a housing-focused outreach system should be provided regularly. Effective housing-focused systems require a skilled workforce. Creating that workforce requires a community to provide training in core skills including trauma-informed interviewing and care, motivational interviewing, housing-focused solutions, and unconscious bias. All staff associated with coordinated entry, street outreach, emergency shelters, rapid rehousing, and permanent supportive housing should have ongoing access to this skill-building curriculum.

Best practice comment – Publicly available materials on the costs of action and inaction on homelessness are needed. This information could help the community understand what is the most effective way to maximize resources for the best results. The community can understand that resources can be spent on reacting to issues or preventing and solving them. Reaction to issues forces the city and state to spend resources on emergency room care, enforcement and jails, encampment

54 See Appendix D for a list of recommended trainings.

clean-ups, and other related activities with few positive results. Alternatively, if the city and state spend the money on interventions with strong outcomes, the whole system of care is stronger and people are more likely to become stable and independent.

Public Awareness and Education

Helping the public understand the complexities of homelessness is important. The citizens of Joplin are caring and generous, and voice their concern about homelessness and its impacts on the community. Having a robust education and awareness program directed at the community members is critical to ensuring they understand the issue. Additionally, it is important for those who want to help, to understand how to use their time and resources effectively.

The City of Joplin has recently started one awareness campaign that will be implemented in the coming months. This campaign is around the issue of panhandling.

Best practice comment – Coordinated campaigns that educate community members about homelessness and ways to help should be ongoing and grounded in research and best practices. Campaigns need consistent messaging and could use communication channels like billboards, public service announcements, and information that coalition partners, elected officials, and municipalities share publicly. A community dashboard to explain the progress on the city of Joplin's homelessness strategic plan with regular updates in an open forum is another way to communicate. Data shared through this dashboard can help community members determine in which homelessness initiatives to invest their resources, volunteer time, and other contributions. This leads to a coordinated community effort. It is also recommended that the community, business leaders, and key stakeholders be actively engaged in oversight and the development of community-based solutions.

Coordinated entry

Coordinated entry is a powerful part of a community's housing crisis response system. It aims to standardize a community's access, assessment, prioritization, and referral process across all agency providers to quickly and successfully provide assistance.[55] It ensures that people at-risk of or experiencing homelessness can readily access and navigate housing assistance, regardless of where in the community they first seek help. It is designed so that households are prioritized for and matched with the appropriate intervention as quickly as possible based on their vulnerability and severity of needs.

Coordinated entry can also be used to prioritize shelter services.

> This prioritization includes identifying who are least likely to transition off the streets without significant assistance and at highest risk of dying on the street.

The community then prioritizes the highest-risk individuals. This approach facilitates more strategic choices than a first come/first serve system. It prevents providers from only working with individuals who are most likely to transition out of homelessness on their own and directs resources to those who cannot end their homelessness without service intervention.

In Joplin, efforts are siloed, and providers are not all implementing a coordinated entry process. This is compounded by service delivery limitations. There are some referrals across the system, but a coordinated, extensive case management team is needed to serve those in need including and especially the first 75 (the highest cost, highest need people experiencing homelessness). As a result, those who are high-risk with complex needs can find themselves unable to access services including shelter.

55 Texas Homeless Network. (N. d). Coordinated Entry in the Texas Balance of State CoC. https://www.thn.org/texas-balance-state-continuum-care/coordinated-entry/.

Funding sources reported by providers		
Funding source	Respondent	Percentage
Private donations (individuals, direct mail and fundraising events)	7 resp.	53.8%
Foundations/grants	6 resp.	46.2%
HUD Homeless Assistance – Continuum of Care	4 resp.	30.8%
HUD Homeless Assistance – ESG	4 resp.	30.8%
United Way	4 resp.	30.8%
HUD – CDBG	3 resp.	23.1%
City/County/State pass-through of federal funds (may be listed above as well)	2 resp.	15.4%
VA – SSVF	2 resp.	15.4%
City/County/State general funds	1 resp.	7.7%
FEMA – Emergency food and shelter program	1 resp.	7.7%
HUD – VASH	1 resp.	7.7%
VA – Grant Per Diem	1 resp.	7.7%
VA – Other	1 resp.	7.7%
DOJ/VAWA/VOCA	0	0%
FEMA – disaster relief	0	0%
Medicaid	0	0%
TANF	0	0%
Other (Described as community donations, SOS Pilot Program, Federal sources CSBG, LIHEAP etc)	4	30.8%

Best practice – The Joplin community would benefit from convening all stakeholders to establish a coordinated entry approach. Steps include selection of a common assessment tool and identifying prioritization factors, coordinated entry assists the community to match persons experiencing homelessness with the most effective housing and support services for which they are eligible.

DEI Approach

Homeless populations are heterogeneous groups of people but instead of being seen as diverse and each with unique needs, they are often treated based on sameness. Differences matter when it comes to understanding and addressing homelessness.[56] For example, most minority groups in the U.S. experience homelessness at higher rates than whites, and therefore make up a disproportionate share of

56 See De Jong, I. (2019). The Book on Ending Homelessness. FriesenPress, 46.

Entity	Total Revenue	Total Assets
Watered Garden Rescue Mission	$3,590,737	$4,792,402
Souls Harbor of America Inc.	$253,600	$341,020
Children's Haven of Southwest Missouri, Inc	$1,028,259	$3,273,497
Lafayette House (Family Self Help Center Inc)	$3,521,834	$2,383,503
Economic Security Corporation of Southwest Area	$18,556,997	$10,642,309

the homeless population.[57] [58] Per census data, Joplin's population is majority white, as are the people experiencing homelessness in Joplin. However, there is currently limited information on whether service access and outcomes are consistent across racial groups and other forms of social difference.

Best practice comment – Joplin could collect disaggregated data to assess whether services have different enrollment and or outcomes based on race, age, gender, LGBTQ, and other factors. Another goal is that Joplin's workforce working with the homeless population resembles the population, in terms of race, age, and LGBTQ identity. This would involve hiring peer support who have lived experience.



57 National Alliance to End Homelessness. (2020, June 1).

Racial Inequalities in Homelessness, by the Numbers. https://endhomelessness.org/resource/racial-inequalities-homelessness-numbers/.

58 Olivet, J., Wilkey, C., Richard, M., Dones, M., Tripp, J., Beit-Arie, M., Yampolskaya, S., & Cannon, R. (2021). Racial Inequity and Homelessness: Findings from the SPARC Study. The ANNALS of the American Academy of Political and Social Science, 693(1), 82-100. https://doi.org/10.1177/0002716221991040.

Funding

Through surveys and follow up conversations, Sharity was able to partially map current funding sources. The table shows how most efforts in Joplin are funded. Additionally, the sources that are not being accessed are shown. This reflects that pathways exist to secure additional resources from existing sources other communities rely on.

Best practice comment – Emergency Solutions Grants (ESG) would help the City of Joplin leverage resources. The City needs dedicated non-emergency response staff to properly address homelessness, and ESG provides 7.5 percent of the grant to help pay for staff. In essence, that grant could help pay for the necessary City staff.

Current financial positions based on IRS Form 990 for fiscal year ending 2022

The ability to have stable, well resourced providers is critical to any system of care. Below is an analysis of the primary homeless providers in Joplin.

Best practice comment – It is important that stakeholders are transparent about financial data including key employee compensation. The latter is a requirement in IRS Form 990, which 501(3)(c) entities must submit annually. This data is needed so that funders and the broader community can gain a full picture of service delivery costs and return on investment. Ideally, funders would invest in proven programs and data-driven strategies based on community measures.

Community Support

There is an opportunity to educate donors in the community about how their money can make a difference. A majority of community survey respondents are not making donations. This suggests that an approach could be developed that engages them in supporting an issue they care deeply about. The Joplin community could come together to assess how to increase contributions, efficiently and effectively administer resources, monitor outcomes, and ensure that resources go to the areas that will have the most significant impact.

Some funding has come into Joplin recently – the abovementioned school board and transport grants – which was not tied expressly to homelessness service delivery but that will help address homelessness. This reflects the reality that solving the problem as a community pays dividends that benefit the community. There is also an opportunity for the county to contribute more meaningfully and support regional efforts.

Economic return on investment

There is a moral and economic case for properly addressing homelessness. It is important that both are communicated to funders. One Florida study found that it costs three times as much to leave people experiencing homelessness on the street than it does to provide them with supportive housing.[59] Consider that while someone is experiencing homelessness, they may develop health and behavioral health issues, and have interactions with law enforcement. The resulting expenses incurred in emergency rooms, substance use treatment programs and jails, among other publicly funded systems, that discharge people back into homelessness have a significant community financial consequence.

Measurement

Funders brought in should support what the community identifies as most important, as measured by outcomes, and there should be alignment between the subpopulations with the greatest need and funding. Likewise, there should be an effort to ensure that funders are supporting efforts that yield the highest return.

59 Shinn, G. (2014) The Cost of Long-Term Homelessness in Central Florida. Rethink Homelessness. https://shnny.org/research/the-cost-of-long-term-homelessness-in-central-florida/#:~:text=The%20researchers%20explore%20data%20from,other%20systems%20associated%20with%20homelessness.

The funders, like the providers, need to be in alignment.

HUD Funding Process

The application and administration of HUD grants is difficult. HUD is very difficult to write and administer. One nonprofit is currently taking on the lion's share of that work. Most successful communities have moved towards a model of having a lead agency that fulfills HUD's requirements for planning activities while also providing system support to the frontline agencies working directly with persons experiencing homelessness. This agency can also coordinate subsidized rent payments and other heavy administrative burdens. Additionally, because a lead agency in this model is not providing direct services, there is no perceived conflict of interest in distributing and administering funds.

Best practice comment – Successful communities are strategically accessing all available funding to support their work with this incredibly complex issue. One strategic source is Medicaid funding. Medicaid-funded activities have been creatively expanded to include significant support for persons with disabilities who need tenancy support to obtain and maintain permanent housing. By maximizing these service resources, communities can target their HUD funding to pay for housing, creating a successful project infrastructure of permanent housing with individualized wrap-around services.

Other opportunities to draw down

Continuum of Care	Emergency Solutions Grant	Emergency Food & Shelter Grant
HUD	HUD	FEMA
Competitive	Formula	Formula
Lead Agency submits applications	Awarded to jurisdictions	United Way — local board
Rent, some utilities, case management, HMIS, Coordinated Entry, limited street outreach	Rent, some utilities, case management, HMIS, limited street outreach	Food, lodging, rent, utility, transportation, supplies are technically eligible
Rapid Rehousing, Permanent Supportive Housing, limited Transitional Housing	Street Outreach, Prevention, Emergency Shelter, Rapid Rehousing	
Does not: Shelter, Prevention	Does not: Permanent Supportive Housing	

Next steps

Four pillar groups will be working to review data, develop recommendations, and determine the feasibility of recommendations for consideration by the City of Joplin and other stakeholders.

- ***Pillar Group One: Community data/dashboard development***

Leaders will work with Sharity facilitators to help create a community dashboard for measuring what matters most. The team will develop a Joplin plan of action to coordinate the collection, review, and analysis of the data by a centralized group. A strategy will be established to use data-driven results to enact changes necessary to address the greatest needs with the right resources and support efforts that are producing outcomes.

- ***Pillar Group Two: Leadership***

Leaders will work with Sharity facilitators to develop a strategy to create a region-wide collaboration of best practices of efforts and services. Additionally, this group will address the need for ongoing community leadership and funding for priority initiatives.

- ***Pillar Group Three: System of Care***

Leaders will work with Sharity facilitators to create a prioritized plan to address identified gaps in the system of care, and address issues around coordination and prioritization.

- ***Pillar Group Four: Community Awareness and Education***

Leaders will work with Sharity facilitators to develop a plan to create a process for communication with the community about how they can engage, act, and respond. The team will explore target audiences for communication and also look at the training needs of those within the system of care and help create an implementation plan.



Glossary[60]

Continuum of Care (CoC) A community planning body required by HUD to organize and deliver housing and services to meet the specific needs of people who are homeless as they move to stable housing and maximum self-sufficiency. Continuum of Care is often used to refer to the system of programs to address and prevent homelessness as well as the body the coordinates such efforts.

Coordinated Entry System (CES) is a community-wide process to outreach to and identify households experiencing homelessness, assess their needs, and prioritize access to programs and resources to end their homelessness. An effective coordinated entry process includes prioritization, housing focused orientation, emergency services, standardized assessment, referral to housing, outreach, and use of HMIS.

Chronic homelessness is experienced by an individual or family with a disabling condition who has been continuously homeless for a year or more or has had at least four episodes of homelessness in the past three years.

Diversion (aka Targeted Homelessness Prevention) is aimed at helping households stay safely in current housing or, if that is not possible, move to other housing without requiring a shelter stay first. Priority is given to households who are most likely to be admitted to shelters or be unsheltered if not for this assistance.

Emergency Shelter is any facility designed to provide temporary or transitional shelter for people who experience homelessness, typically (but not exclusively) for a period of 90 days or less. Supportive services may or may not be provided in addition to the provision of shelter. HUD encourages average length of stay to be less than thirty (30) days.

Homelessness (HUD) Households who lack a fixed, regular and adequate nighttime residence and are living in temporary accommodations such as shelter or in places not meant for human habitation; or families who will imminently lose their primary nighttime residence; or families who are fleeing, or are attempting to flee, domestic violence, dating violence, sexual assault, stalking or other dangerous or life-threatening conditions that relate to violence against the individual or a family member. ***(Sometimes referred to as "literal homelessness")***

Homelessness (ED) means children and youths who lack a fixed, regular, and adequate nighttime residence and includes children and youths who are sharing the housing of other persons due to loss of housing, economic hardship, or a similar reason; are living in motels, hotels, trailer parks, or camping grounds due to the lack of alternative adequate accommodations; are living in emergency or transitional shelters; or are abandoned in hospitals; children and youths who have a primary nighttime residence that is a public or private place not designed for or ordinarily used as a regular sleeping accommodation for human ; children and youths who are living in cars, parks, public spaces, abandoned buildings, substandard housing, bus or train stations, or similar settings; and migratory children who qualify as homeless. ***(Sometimes referred to as "precariously housed homelessness")***

Homeless Veteran is an individual who has served any branch of the U.S. military. All Veterans including those who are ineligible for Veteran Health Administration benefits.

Homeless Youth are typically defined as unaccompanied youth ages 12 and older (up to age 24) who are without family support and who are living in shelters, on the streets, in cars

60 Central Florida Commission on Homelessness. (2018) Central Florida's Roadmap Home: Strategic Actions to Impact Homelessness 2014-2018. https://www.cfch.org/central-florida-roadmap-report/. 5.

or vacant buildings, or who are "couch surfing" or living in other unstable circumstances.

Homelessness Management Information System (HMIS) is a computerized data collection tool designed to capture client-level information over time on the characteristics and service needs of men, women, and children experiencing homelessness.

Housing First is an approach to ending homelessness that centers on providing people experiencing homelessness with housing as quickly as possible – and then providing services as needed. The basic underlying principle of Housing First is that people are better able to move forward with their lives if they are first housed.

McKinney-Vento Homeless Assistance Act The U.S. law passed in 1987 and amended several times since that provides federal money for homeless programs, including Emergency Solutions Grant and Continuum of Care. It also protects the rights of homeless children in the public school system by granting them protected-class status. The Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act of 2009 amended and reauthorized the McKinney-Vento Homeless Assistance Act with substantial changes to the HUD programs, including a consolidation of HUD's competitive grant programs.

Point in Time (PIT) A snapshot of the homeless population taken on a given day. Since 2005, HUD requires all CoC applicants to complete this count every other year in the last week of January. This count includes a street count in addition to a count of all clients in emergency and transitional beds.

Permanent supportive housing (PSH) is decent, safe, affordable, community-based housing that provides disabled tenants with the rights of tenancy and links to voluntary and flexible supports and services for people with disabilities who are experiencing chronic homelessness.

Rapid Rehousing places a priority on moving a family or individual experiencing homelessness into permanent housing as quickly as possible, ideally within 30 days of a client becoming homeless and entering a program. Time-limited services may include housing identification, rent and move-in assistance, and case management.

Transitional Housing is a type of temporary housing and appropriate support services to homeless persons to facilitate movement to independent living within 24 months. HUD encourages that this be a limited portion of the community inventory and reserved for specific sub-populations (e.g. youth or domestic violence victims) or for purposes like short-term interim housing.

Appendixes

Appendix A	Project Status
Appendix B	City of Joplin Ordinances
Appendix C	Urban Partners Housing Market Report
Appendix D	Recommended Training List

Appendix A | Project Status

Phase		Task
Phase one — Planning Pre-visit, preparation, planning, and document review	✔	Hold a kick-off call with the City of Joplin
	✔	Finalize contract
	✔	Develop a contact list to support project management
	✔	Develop initial content outline for stakeholder surveys
	✔	Identify and gather background information and resources from the City
	✔	Co-design a data collection methodology
	✔	Review and finalize project methodology
	✔	Launch surveys
Phase two — Data collection Program reviews, observation, interviews, surveys	✔	Gather and analyze existing data and information
	✔	Analyze HMIS-generated reports and data
	✔	Review previous NOFA and HUD feedback
	✔	Identify types of homelessness in the community
	✔	Analyze the Coalition's Homeless Population Counts data
	✔	Identify degree of coordination and collaboration
	✔	Identify current state/local statutes, ordinances, code enforcement, zoning
	✔	Determine the level of options utilized versus criminalization
Phase three — Community mapping Needs analysis	✔	Map locations of Joplin service providers' offices and facilities
	✔	Map and diagram CoC across and through organizations
	✔	Identify agency and service-provider capacities and priorities
	✔	Identify provider capacity building and inhouse training needs
	✔	Identify any unmet needs of homelessness population
	✔	Identify barriers to accessing services needed for upward mobility
	✔	Assess whether accessing units from Public Housing Authority and Low Income Housing Tax Credit developments
	✔	Map current versus available funding for services
		Provide in-person progress and status presentation updates
Phase four — Town halls Qualitative analysis through community conversation	✔	Identify current availability of housing and services for entry, upsizing, and growth
	✔	Identify existing community education efforts
	✔	Engage community groups to identify housing efforts across the private sector
		Convene and facilitate town hall events among service providers with a SWOT
Phase five — Finalization Report writing, revision per feedback, and final submission		Draft final report
		Revise based on feedback
		Provide report in pdf form with recommendations and action steps
		Provide in-person presentation

Appendix B | City of Joplin Ordinances

Sec. 1-2. - Definitions and rules of construction.

... Public place. The term "public place" shall mean any park, cemetery, schoolyard, or any other property owned or controlled by a public governmental body or any private property open to public view.

Public way. The term "public way" includes any street, alley, boulevard, parkway, highway, sidewalk or other public thoroughfare.

Sec. 82-5. - Obstructing service of process; resisting officer.

(a) It shall be unlawful for any person to knowingly and willfully obstruct, resist or oppose any officer of the city in the service or execution, or in the attempt to serve or execute any writ, warrant or process, original or judicial, or in the discharge of any other duty.

(b) For the purposes of this section, physical obstruction, giving false information, failure to fully cooperate, etc., shall be deemed violations of this section.

Sec. 82-7. - Littering.

(a) Prohibited. It shall be unlawful for any person to throw, drop, cast or deposit upon any street, alley or sidewalk or any yard or premises, public or private, any filth of any kind, or cans, paper, trash, paper containers, rubbish, bottles or any other form of litter or waste matter.

(b) Duties of business owners.

(1) Premises to be kept clean. The owner or occupant of any store or other place of business situated within the city shall exercise reasonable diligence at all times to keep his premises clean of wastepaper, wrapping paper, paper napkins, cartons, package containers, and other used or waste materials thrown or left on the premises by its customers, and to take reasonable measures to prevent such materials from drifting or blowing to adjoining premises.

(2) Receptacles. Receptacles of sufficient size and number shall be placed on the premises accessible to the customers of such business where the articles of waste referred to in subsection (b)(1) of this section may be disposed of.

(3) Signs. Each and every business establishment shall place upon its premises, in a conspicuous place, in close proximity to the receptacles referred to in subsection (b)(2) of this section, signs which shall, in essence, convey to its customers a request that they use such receptacles for the disposal of waste material.

(c) Duties of customers. It shall be unlawful for any customer going upon the premises of another to in any manner dispose of wastepaper, wrapping paper, paper napkins, cartons, package containers, and other used or waste materials except in receptacles provided for such purposes.

Sec. 82-42. - Trespass upon premises or property of another.

(a) No person shall willfully enter or remain upon or in any land, structure, vehicle, aircraft or watercraft with knowledge that he is not authorized or privileged to enter or remain upon or in such land, structure, vehicle, aircraft or watercraft, if:

(1) He enters upon or in the land, structure, vehicle, aircraft or watercraft after such entry upon or in has been forbidden by a personal communication of the owner or person authorized by the owner to make such communication, or he remains upon or in the land, structure, vehicle, aircraft or watercraft after he has been ordered to leave by the owner or person authorized by the owner to so order;

(2) The land, structure, vehicle, aircraft or watercraft is posted in a reasonable manner which would ordinarily come to the attention of intruders; or

(3) The premises or property is used for residential purposes.

(b) The provisions of this section shall not apply to cases involving landlords and tenants.

(c) Any person violating any of the provisions of this section is guilty of a misdemeanor, and upon conviction shall be punished as provided by law.

Sec. 82-111. - Smoking.

(a) No person shall smoke any cigarette, cigar, pipe or other tobacco product inside any building or designated portion of a building, public or private, where signs have previously been erected prohibiting smoking.

(b) Signs prohibiting smoking shall be deemed sufficient when the signs contain:

(1) A reference to this section; and

(2) The words "No Smoking" or words to similar effect, or the international "No Smoking" symbol consisting of a pictorial representation of a burning cigarette enclosed in a red circle with a bar across it.

Sec. 82-195. - Obstruction of public ways or buildings.

Any person who shall obstruct or encumber any street corner, crossing or sidewalk, or other public place, or the entrance to any building open to the public in the city, by loitering in or about the such place, after being requested to move on by any police officer, shall be deemed guilty of a misdemeanor.

Urban Partners Housing Market Report

Comprehensive Housing Market Analysis City of Joplin, MO

FINAL

Submitted to:
City of Joplin, MO

Prepared by
URBAN PARTNERS
123 S. Broad Street, Suite 2042
Philadelphia, PA 19109

January 11, 2022

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1. Study Background

The City of Joplin is located in southwest Missouri, mostly within Jasper County but a small portion in Newton County. Though the zinc mining industry that fueled the City's initial growth in the 19th century has dissipated, Joplin continues to serve as the center of economic activity in southwest Missouri, accounting for more than half of all jobs in Jasper/Newton Counties.

As part of an effort to maintain a robust yet balanced housing market for the benefit of all its residents, the City of Joplin commissioned a Comprehensive Housing Market Analysis and retained Urban Partners as a consultant to undertake the study. The stated goals of the study are to provide City decision makers, stakeholders, developers, and community members with comprehensive and meaningful data to establish a baseline of existing housing stock for current and future residential needs in Joplin. Using this document, the City intends to guide new housing investments using a set of strategic funding and policy interventions.

Figure 1: Historic Home in the Murphysburg District of Joplin

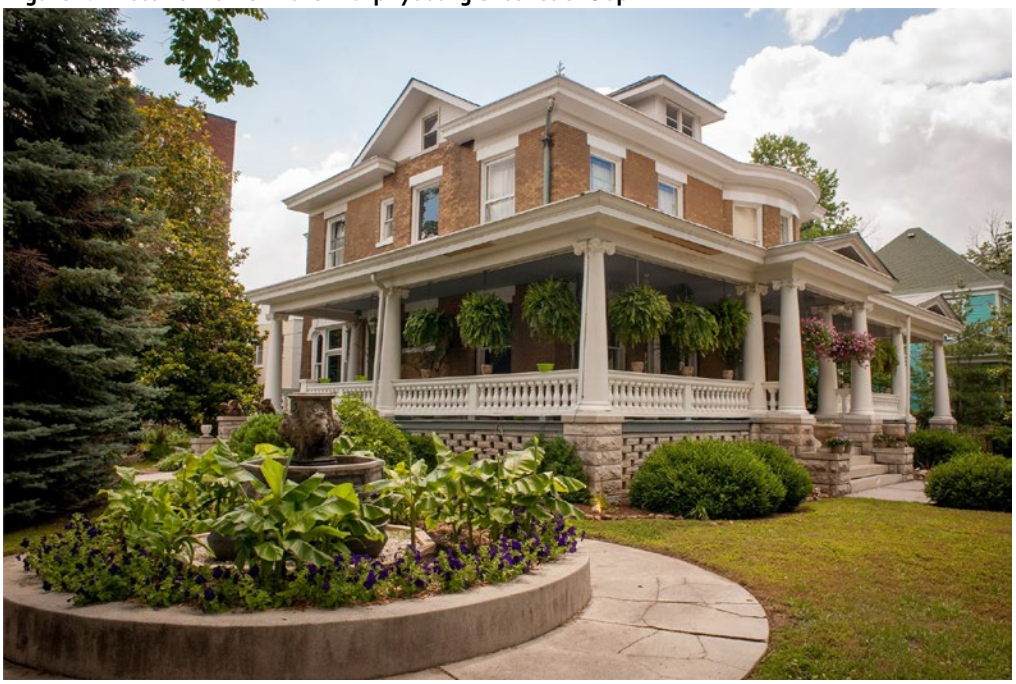


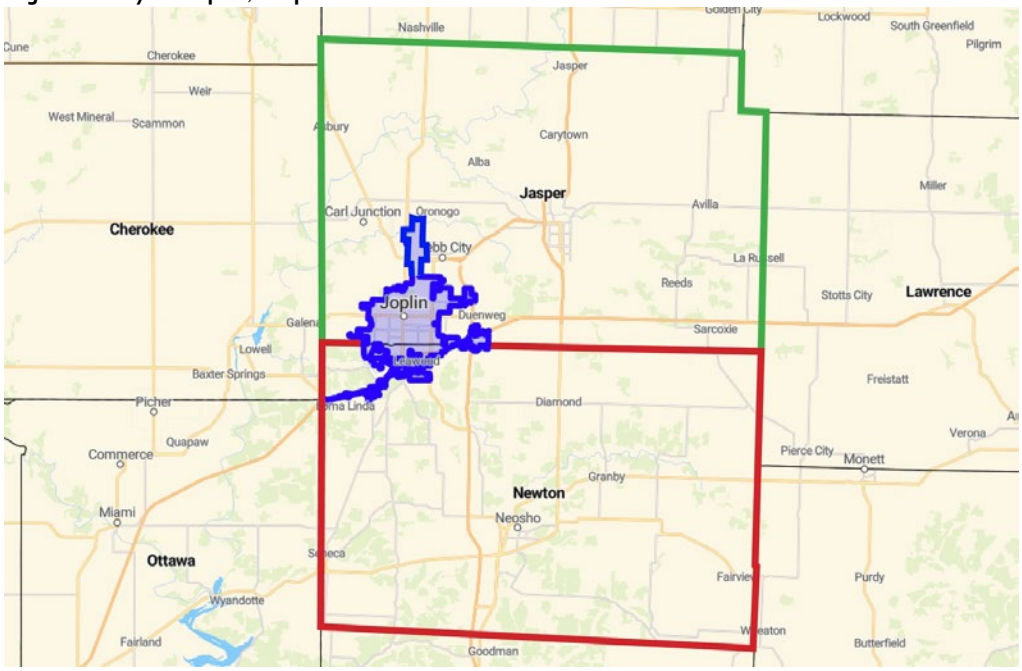
Photo Credit: Joplin Convention and Visitors Bureau.

2. Demographic Trends

The appropriate starting point for a housing market analysis is an examination of key demographic trends to identify the composition of the market's residents in addition to its housing stock. Specific elements of these trends include population and household characteristics, and income and poverty characteristics. Detailed analyses of the housing stock and housing market conditions will be discussed in subsequent sections of this study.

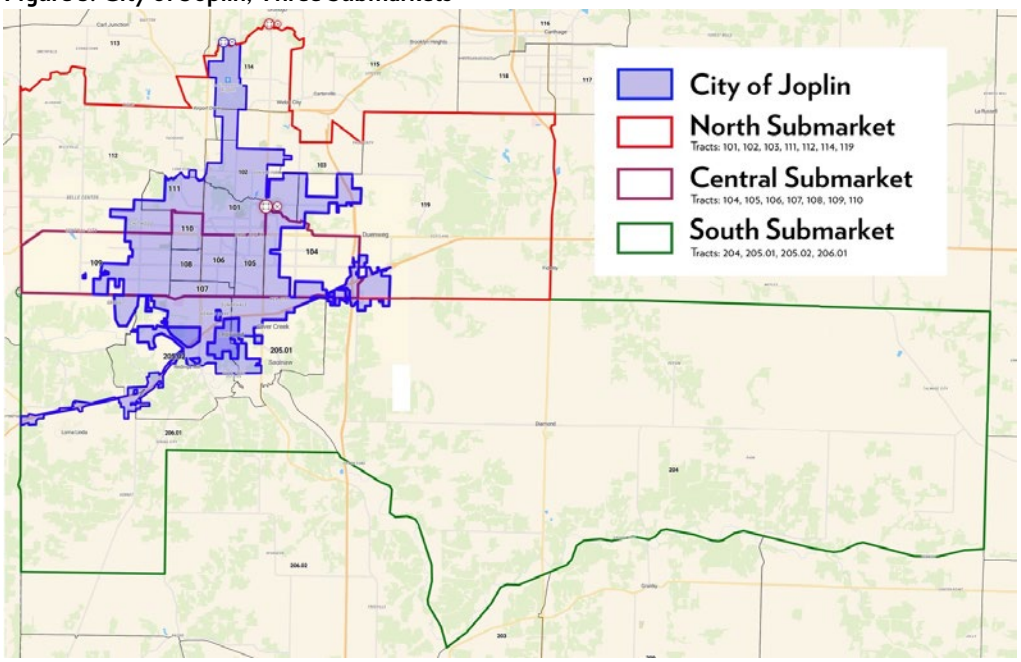
The primary data sources for the demographic analysis are the U.S. Census Bureau's Decennial Census, providing actual counts for the year 2000, and the American Community Survey, providing data based on calculated estimates for 2010 and 2019—the latest year for which detailed demographic data is available. The geographic study areas analyzed and compared for this analysis include the City of Joplin, Jasper County, and Newton County (see Figure 2).

Figure 2: City of Joplin, Jasper and Newton Counties



To account for unique attributes within the City—and staying consistent with the 2014 Housing Needs Assessment report—demographic trends were observed for three separate submarkets: North, Central and South. The aggregate area for the three submarkets are larger than the City of Joplin since they are based on census tract boundaries (see Figure 3)

Figure 3: City of Joplin, Three Submarkets



Population and Household Characteristics

The 2019 American Community Survey 5-Year Estimates (ACS) reported a total population of 50,386 for the City of Joplin, an increase of 1.9% from 2010 (See Table 1 on the following page). However, from 2000 to 2010, the City's population increased by 8.5%, likely a result of both population growth combined with the City's annexation of formerly unincorporated land.

The submarkets and Jasper/Newton counties experienced similar patterns of growth in population. Once the largest submarket in 2000 and 2010, the Central Submarket grew by just 6.7% from 2000 to 2010 and decreased by 2.1% by 2019, likely a result of the tornado in 2011 which passed through this section of the City. The North Submarket became the largest of the three, increasing by just over 10% from 2010 to 2019, down from 7.6% the previous 10 years. The South Submarket witnessed significant growth in the 2000s—40.6%—but only increased by 1.6% during the following decade. Jasper County remained approximately twice as populated as Newton County, though the growth rate for Jasper County from 2010 to 2019 (4.3%) was notably faster than Newton County's (1.1%).

Table 1: Population Trends, 2000-2019

	2000 Census	2010 ACS	2019 ACS	% Change (2000-2010)	% Change (2010-2019)
City of Joplin	45,566	49,453	50,386	8.5%	1.9%
North Submarket	29,730	31,983	35,218	7.6%	10.1%
Central Submarket	31,657	33,778	33,054	6.7%	-2.1%
South Submarket	15,731	22,125	22,468	40.6%	1.6%
Jasper County	104,686	115,029	119,920	9.9%	4.3%
Newton County	52,636	57,561	58,180	9.4%	1.1%

Source: U.S. Census Bureau, Urban Partners

As shown on Table 2 below, the area's household growth trend was similar to the population growth from 2000 to 2019. Joplin's households increased by 6.0% from 2000 to 2010—again, likely the result of annexation—but by just 0.1% since 2010.

The submarkets and Jasper/Newton counties also experienced similar patterns of household growth. Households in the Central Submarket increased in the 2000s by 3.3% but decreased in the 2010s by 4.5%—which was likely due in large part by the 2011 tornado. The North Submarket witnessed the largest household growth of the three submarkets from 2010 to 2019, increasing by 8.6%. The South Submarket experienced more significant household growth during the prior decade, increasing by 38.0%. Households in Jasper and Newton Counties grew by 7.3% and 10.1% in the 2000s, respectively. From 2010 to 2019, however, the increase in Jasper County households was a more modest 2.8%, while estimates for Newton County suggested no change.

Table 2: Household Trends, 2010-2019

	2000 Census	2010 ACS	2019 ACS	% Change (2000-2010)	% Change (2010-2019)
City of Joplin	19,196	20,339	20,369	6.0%	0.1%
North Submarket	11,510	12,549	13,632	9.0%	8.6%
Central Submarket	13,696	14,150	13,510	3.3%	-4.5%
South Submarket	6,129	8,457	8,781	38.0%	3.8%
Jasper County	41,471	44,505	45,759	7.3%	2.8%
Newton County	20,163	22,202	22,202	10.1%	0.0%

Source: U.S. Census Bureau, Urban Partners

Contrary to national trends, Joplin experienced an increase in average household size from 2010 to 2019, expanding from 2.33 to 2.38 (see Table 3 on the following page). Renter-occupied household size increased by a significant margin over owner-occupied households, though they remained smaller than owner-occupied households in both 2010 and 2019. Average household size grew even more substantially—4.3%—in the Central Submarket, with an even larger growth rate of household size among renters. Both the North and South Submarkets experienced a reduction in owner-occupied average household size, while the South

Submarkets also witnessed a total reduction of 3.5%. At the same time, the South Submarket's average household size among renters grew by more than 7%. While Newton County's average remained unchanged from 2010 to 2019, owner-occupied households experienced a 3.0% reduction in average household size.

Table 3: Average Household Size, 2010-2019

	2010 ACS			2019 ACS			% Change (2010-2019)		
	All	Owner	Renter	All	Owner	Renter	All	Owner	Renter
City of Joplin	2.33	2.45	2.18	2.38	2.48	2.25	2.1%	1.2%	3.2%
North Submarket	2.44	2.58	2.33	2.47	2.57	2.42	1.2%	-0.4%	3.9%
Central Submarket	2.33	2.48	2.17	2.43	2.52	2.29	4.3%	1.6%	5.5%
South Submarket	2.59	2.67	2.24	2.50	2.54	2.40	-3.5%	-4.9%	7.1%
Jasper County	2.53	2.61	2.36	2.57	2.64	2.44	1.6%	1.1%	3.4%
Newton County	2.57	2.68	2.49	2.57	2.60	2.51	0.0%	-3.0%	0.8%

Source: U.S. Census Bureau, Urban Partners

Joplin has a higher percentage of residents in non-household group quarters at 3.8%, compared to Jasper and Newton Counties (see Table 4)[1]. However, the North and South Submarkets have a much lower percentage of group quarters residents at 1.2% and 1.8%, respectively. Among those living in households, the Counties have a much higher percentage of population living in family households (82.7% and 86.2%, respectively), compared to the City's 75.3%. However, this figure is quite varied across the three submarkets. The North Submarket has the lowest percentage of family households at 74.0%, while the South Submarket has the highest at 86.1%

Table 4: Population by Household Type, 2019

	City of Joplin	North Submarket	Central Submarket	South Submarket	Jasper County	Newton County
Total Population	50,073	32,841	34,577	22,344	119,238	58,202
In Households	48,188	32,439	33,210	21,951	116,865	57,154
In Households (% of Total Population)	96.2%	98.8%	96.0%	98.2%	98.0%	98.2%
In Family Households (% of Households)	75.3%	74.0%	81.3%	86.1%	82.7%	86.2%
In Non-Family Households (% of Households)	24.7%	26.0%	18.7%	13.9%	17.3%	13.8%
In Group Quarters (% of Total Population)	3.8%	1.2%	4.0%	1.8%	2.0%	1.8%

Source: U.S. Census Bureau, Urban Partners

The ethnic/racial composition of the city and region's population is predominantly White, though the area is growing more diverse (see Table 5 shown on the following page). In 2010, the South Submarket had the highest percentage of White residents (92.0%) among the three submarkets and continued that pattern in 2019, though it dropped to 90.2%. The largest percentages of African American and Asian residents lived in the Central Submarket in

1 The Census Bureau classifies all people not living in housing units (house, apartment, mobile home, rented rooms) as living in Group Quarters, of which there are two types: 1) Institutional, such as correctional facilities, nursing homes, or mental hospitals; and 2) Non-Institutional, such as college dormitories, military barracks, group homes, missions, or shelters.

2019—shifting from the North Submarket in 2010—though in relatively small numbers. In most instances, from 2010 to 2019, the comparative geographies experienced the most gains in residents of Two or More Races and Hispanic residents. In Joplin, this growth amounted to increases of 60.0% and 43.5%, respectively. The largest gains in the Hispanic population occurred in the South Submarket, where an increase of 126.6% occurred, though growing to just 657 residents.

Table 5: Ethnic/Racial Composition, 2010-2019

	White Alone	Black or African American Alone	American Indian & Alaska Native Alone	Asian Alone	Native Hawaiian & Other Pac Islander Alone	Some other Race Alone	Two or More Races	Hispanic (All Races)
City of Joplin								
2010	87.2%	3.1%	2.0%	0.9%	0.6%	0.0%	2.6%	3.6%
2019	83.4%	3.2%	1.7%	2.3%	0.1%	0.2%	4.1%	5.1%
North Submarket								
2010	88.2%	2.7%	2.2%	1.3%	0.1%	0.2%	2.2%	3.1%
2019	87.6%	2.3%	1.3%	1.1%	0.0%	0.0%	3.0%	4.5%
Central Submarket								
2010	87.7%	2.3%	2.1%	0.6%	0.7%	0.1%	2.7%	3.9%
2019	84.1%	3.0%	2.0%	2.4%	0.1%	0.1%	4.4%	3.9%
South Submarket								
2010	92.0%	0.7%	2.2%	1.0%	0.4%	0.0%	2.4%	1.3%
2019	90.2%	1.1%	1.7%	1.5%	0.0%	0.1%	2.5%	2.9%
Jasper County								
2010	86.8%	1.8%	1.6%	0.8%	0.2%	0.1%	2.3%	6.4%
2019	84.2%	1.8%	1.3%	1.1%	0.1%	0.1%	3.4%	8.0%
Newton County								
2010	88.4%	0.7%	2.3%	1.3%	0.8%	0.1%	2.2%	4.1%
2019	86.1%	0.9%	2.3%	1.4%	1.0%	0.0%	2.9%	5.3%

Source: U.S. Census Bureau, Urban Partners

Table 6 and Figure 4, shown on the following page, compare the age distribution patterns between the City of Joplin, submarkets, and Jasper/Newton counties. The largest age cohort in 2019 in the City, according to the ACS, is adults aged 25 to 34, comprising 14.8% of the population. This is followed closely by the population aged 15 to 24 at 14.0%. The former cohort's share of the City's total population increased just slightly since 2010, while the 15 to 24-year cohort decreased by 15.1%.

The submarkets and Jasper/Newton counties exhibit different age patterns than the city in 2019. The North Submarket's largest cohort is 15- to 24-year-olds, at 15.4% of its population—also the largest cohort in 2010. In the Central Submarket, 25- to 34-year-olds comprise the largest group at 15.7%. The South Submarket trends toward the older end of the age spectrum, where the largest cohort there is aged 45 to 54 (15.0%)—also the largest for that area in 2010. In both Jasper and Newton Counties, the largest age group is the much younger 5- to 14-year-

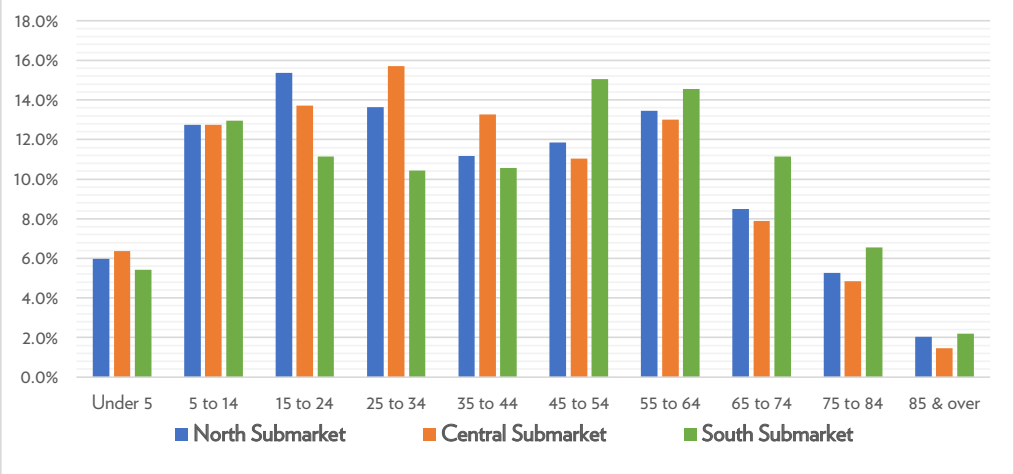
olds, at 14.1% and 13.6% of the population, respectively. The number of residents over age 65 increased significantly in Joplin as well, by 13.6% from 2010 to 2019. Each of the other geographies examined experienced increases in seniors as well except for the Central Submarket, which had a slight decrease.

Table 6: Distribution of Age, 2010-2019

	Under 5	5 to 14	15 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 84	85 & Over
City of Joplin										
2010	7.7%	10.7%	16.8%	14.3%	12.2%	13.1%	10.4%	6.8%	5.9%	2.1%
2019	6.3%	12.8%	14.0%	14.8%	12.2%	10.8%	12.7%	9.1%	5.4%	2.0%
North Submarket										
2010	6.4%	14.8%	15.9%	13.5%	13.3%	12.6%	10.4%	7.7%	3.9%	1.4%
2019	6.0%	12.7%	15.4%	13.6%	11.2%	11.8%	13.5%	8.5%	5.3%	2.0%
Central Submarket										
2010	8.8%	9.9%	16.6%	14.8%	11.0%	13.8%	10.4%	6.7%	6.0%	2.0%
2019	6.4%	12.7%	13.7%	15.7%	13.3%	11.0%	13.0%	7.9%	4.9%	1.5%
South Submarket										
2010	5.1%	12.8%	12.7%	9.3%	13.1%	16.7%	14.1%	9.1%	5.8%	1.3%
2019	5.4%	12.9%	11.1%	10.4%	10.6%	15.0%	14.5%	11.1%	6.6%	2.2%
Jasper County										
2010	7.7%	14.0%	14.4%	13.7%	13.0%	13.3%	10.6%	7.0%	4.7%	1.6%
2019	6.8%	14.1%	13.4%	14.0%	12.6%	11.8%	12.2%	8.6%	4.9%	1.7%
Newton County										
2010	6.7%	14.3%	13.5%	10.9%	13.2%	14.4%	12.3%	8.2%	4.9%	1.6%
2019	6.2%	13.6%	12.6%	11.8%	11.4%	13.0%	13.6%	10.3%	5.5%	2.0%

Source: U.S. Census Bureau, Urban Partners

Figure 4: Comparison of Age Distribution by Submarkets, 2019



Source: U.S. Census Bureau, Urban Partners

The City of Joplin in 2019 has a higher educational attainment level of residents over the age of 25 than both Jasper and Newton Counties (see Table 7). Over a quarter of the residents aged 25 and above in Joplin have bachelor's degrees or graduate/professional degrees as the highest educational attainment, up 31.4% from 2010. In each geography examined, the largest percentage of residents have high school diplomas as the highest educational attainment. Among the submarkets, both the North and South Submarkets have the same proportion of their populations—25.8%—with bachelor's degrees or higher, compared to 24.2% in the Central Submarket. The North Submarket experienced significant growth in the proportion of residents with graduate or professional degrees at 3.2%, or a 78.3% increase in actual residents.

Table 7: Educational Attainment for Population 25 Years and Over, 2010-2019

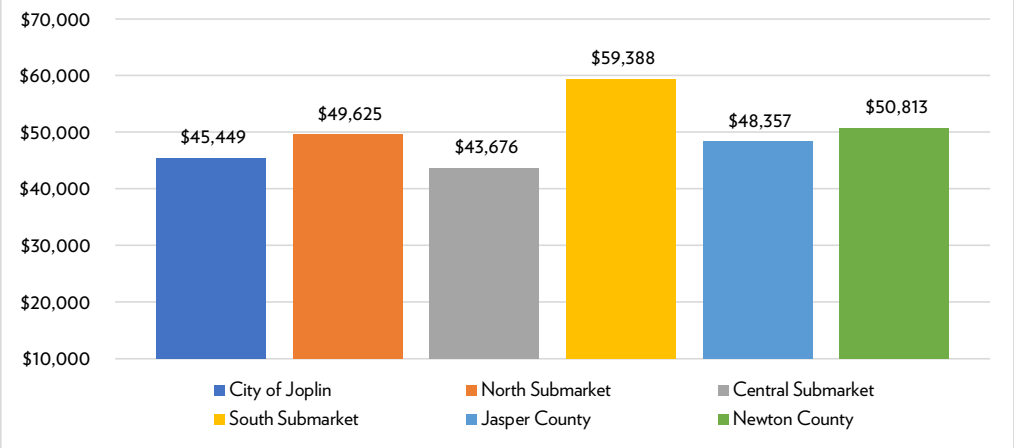
	Less Than 9th Grade	9th to 12th Grade, No Diploma	High School Graduate (Includes Equiv.)	Some College, No Degree	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
City of Joplin							
2010	3.8%	12.5%	29.9%	25.9%	6.7%	13.4%	7.9%
2019	2.8%	7.6%	30.5%	25.3%	7.3%	17.5%	9.0%
North Submarket							
2010	3.4%	12.4%	33.7%	23.5%	7.6%	13.7%	5.7%
2019	2.3%	8.6%	32.9%	24.0%	6.5%	16.9%	8.9%
Central Submarket							
2010	4.1%	14.4%	30.3%	26.5%	6.5%	11.6%	6.5%
2019	2.4%	8.6%	31.3%	25.4%	8.1%	18.0%	6.2%
South Submarket							
2010	2.8%	8.1%	32.7%	24.2%	8.5%	14.0%	9.6%
2019	2.6%	6.8%	32.4%	23.5%	9.0%	16.9%	8.9%
Jasper County							
2010	5.8%	12.8%	33.3%	23.1%	6.3%	12.6%	5.9%
2019	4.4%	8.8%	33.6%	22.7%	6.9%	16.7%	6.9%
Newton County							
2010	4.9%	10.2%	34.6%	23.9%	8.2%	11.4%	6.9%
2019	4.4%	8.5%	34.5%	23.6%	9.0%	13.3%	6.7%

Source: U.S. Census Bureau, Urban Partners

Household Income & Poverty Characteristics

As shown in Figure 5 on the following page, City of Joplin households, with a median household income of $45,449, are poorer than households in Jasper and Newton Counties, according to the 2019 ACS. The South Submarket has the highest median household of the examined geographies at $59,388, exceeding that of both counties. The Central Submarket has the lowest at $43,676.

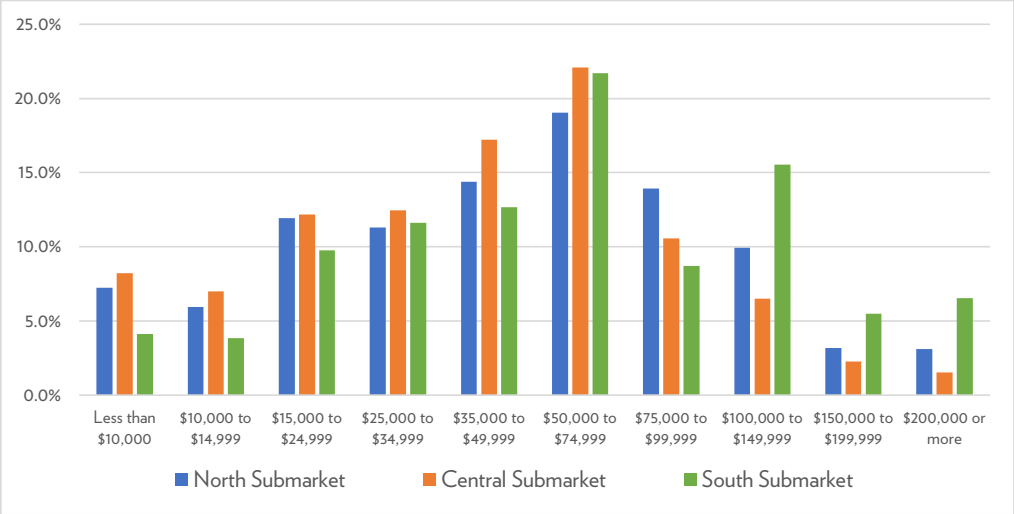
Figure 5: Median Household Income, 2019



Source: U.S. Census Bureau, Urban Partners

In the City of Joplin, almost 27% of the households earn less than $25,000 annually, compared to 23.6% in Jasper County and 19.9% in Newton County (see Figure 6). The poorest of the three submarkets is the Central Submarket, where 27.4% of households earn less than $25,000, in contrast with 17.8% in the South Submarket. The largest income category in each of the examined geographies is $50,000 to $74,999, comprising approximately 20% of households in the City of Joplin. The South Submarket contains the households with the highest median income, where 27.6% earn more than $100,000 per year and 6.6% more than $200,000.

Figure 6: Distribution of Median Household Income, 2019



Source: U.S. Census Bureau, Urban Partners

According to the 2019 ACS, 8,851 City of Joplin residents (or 18.2%) are living below the poverty level, a decrease of 4.2% since 2010 (see Table 8), though Joplin's 2019 poverty rate continues to exceed that of both Jasper and Newton Counties. The Central Submarket had the highest poverty rate among examined geographies in both 2019 and 2010, though the number of residents living below the poverty level decreased by almost 7% during that time. The poverty rate also decreased in the North Submarket, while it increased slightly in the South Submarket.

Table 8: Population Living Below Poverty Level, 2010-2019

	City of Joplin	North Submarket	Central Submarket	South Submarket	Jasper County	Newton County
Population Living Below Poverty Level						
2010	9,235	5,593	6,940	2,332	21,124	9,241
2019	8,851	5,592	6,460	2,401	20,089	7,714
Population Living Below Poverty Level (%)						
2010	19.6%	18.6%	21.1%	10.7%	18.9%	16.3%
2019	18.2%	16.5%	19.8%	10.9%	17.1%	13.5%

Source: U.S. Census Bureau, Urban Partners

According to the 2019 ACS, 13.9% of owner-occupant households in the City of Joplin pay more than 30% of their income toward housing costs (and thus are "cost-burdened"), and 47.5% of renter households are cost burdened (see Table 9).

Table 9: Tenure by Housing Costs – City of Joplin, 2019

	Owner Occupants	%	Renter Occupants	%
All Household Income Levels	11,761	-	8,608	-
Less than 20%	7,751	65.9%	2,138	24.8%
20 to 29%	2,269	19.3%	1,788	20.8%
30% or more	1,632	13.9%	4,091	47.5%
Zero or negative income/no cash rent	109	0.9%	591	6.9%

Source: U.S. Census Bureau, Urban Partners

The most cost burdened households in Joplin are renters with annual household incomes under $35,000 (see Table 10 shown on the following page). A total of 4,493 such renter households reside in Joplin and 3,816 (or 84.9%) are cost burdened.[2] At earnings greater than $35,000 annually, owner-and renter-occupied households have a much more even burden of housing costs as a percentage. Households with annual earnings greater than $75,000 are effectively free of housing cost burdens, both among owner-occupants and renter-occupants.

2 This figure includes 2,184 renter households earning less than $20,000 and 1,632 renter households earning between $20,000 and $34,999.

Table 10: Tenure by Housing Costs as a Percentage of Household Income, 2019

	Owner Occupants	%	Renter Occupants	%
Households earning less than $20,000	1,258		2,431	
Less than 30% (not cost burdened)	445	35.4%	247	10.2%
30% or more (cost burdened)	813	64.6%	2,184	89.8%
Households earning $20,000 to $34,999	1,757		2,062	
Less than 30% (not cost burdened)	1,267	72.1%	430	20.9%
30% or more (cost burdened)	490	27.9%	1,632	79.1%
Households earning $35,000 to $49,999	1,573		1,327	
Less than 30% (not cost burdened)	1,334	84.8%	1,101	83.0%
30% or more (cost burdened)	239	15.2%	226	17.0%
Households earning $50,000 to $74,999	2,563		1,422	
Less than 30% (not cost burdened)	2,487	97.0%	1,373	96.6%
30% or more (cost burdened)	76	3.0%	49	3.4%
Households earning $75,000 or more	4,501		775	
Less than 30% (not cost burdened)	4,487	99.7%	775	100.0%
30% or more (cost burdened)	14	0.3%	0	0.0%

Source: U.S. Census Bureau, Urban Partners

3. Employment Trends

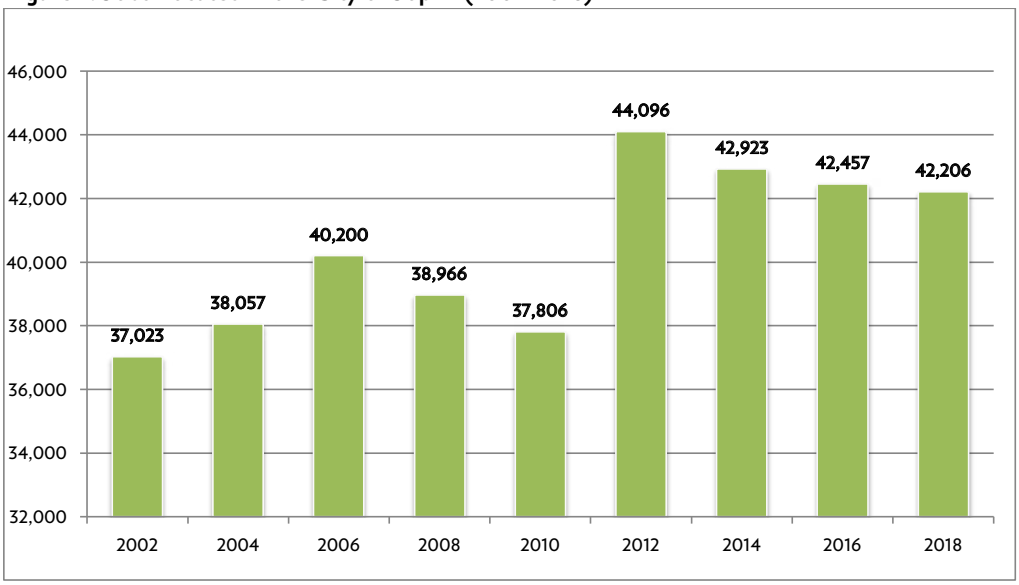
The correlation between job growth (or decline) and the local housing market is complex and beyond the scope of this study, but simply stated—as a region or municipality adds new jobs, it attracts new workers and their families that will need housing. The increase in new residents will increase demand for homes and will result in a more competitive marketplace for housing. Conversely, the opposite will occur when a region or municipality loses jobs.

The following is an examination of employment patterns for the City of Joplin and its residents from 2002 to 2018. The data source for this analysis is the *OnTheMap* application from the U.S. Census Bureau's Longitudinal Employer-Household Dynamics Program, which uses employer payroll tax information to geo-locate jobs within a defined area.

Jobs Located in Joplin

According to the *OnTheMap* application, the City of Joplin reported a total of 42,206 jobs, adding 5,183 jobs from 2002 to 2018, a growth of 14.0% (see Figure 7). The total number of jobs reached 40,200 in 2006, but then began decreasing at the onset of the Great Recession in 2008. Joplin experienced a rebound and reported 44,096 jobs in 2012 (at the height of the post-tornado recovery period), followed immediately by a modest loss of jobs from 2012 to 2018.

Figure 7: Jobs Located in the City of Joplin (2002-2018)



Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

Detailed in Table 11 below, there are two significant employment trends for the City of Joplin. First, five industrial sectors experienced robust job growth—from 2002 to 2018, *Administrative & Support, Waste Management/Remediation* sector[3] added 1,190 net new jobs (growth rate of 72.3%), *Transportation & Warehousing* sector added 938 net new jobs (growth rate of 50.6%), *Accommodation & Food Services* sector added 947 net new jobs (growth rate of 29.7%), *Retail Trade* sector added 887 net new jobs (growth rate of 17.0%), and *Health Care & Social Assistance* sector added 789 net new jobs (growth rate of 8.9%). Second, the *Manufacturing* sector experienced a steep decline from 2002 to 2012, losing 2,383 jobs during this period (from 6,700 jobs to 4,317 jobs). From 2012 to 2018, however, Joplin added 1,632 *Manufacturing* jobs—resulting in a net loss of 751 jobs from 2002 to 2018 (loss of 11.2%).

Table 11: Jobs Located in the City of Joplin by Industry Sectors, 2002-2018

	Jobs in 2002	%	Jobs in 2018	%	Change 2002-2018
All Sectors	37,023	100.0%	42,206	100.0%	5,183
Health Care and Social Assistance	8,904	24.0%	9,693	23.0%	789
Retail Trade	5,224	14.1%	6,111	14.5%	887
Manufacturing	6,700	18.1%	5,949	14.1%	-751
Accommodation and Food Services	3,189	8.6%	4,136	9.8%	947
Admin & Support, Waste Mgmt/Remed.	1,645	4.4%	2,835	6.7%	1,190
Transportation and Warehousing	1,855	5.0%	2,793	6.6%	938
Educational Services	1,595	4.3%	2,195	5.2%	600
Wholesale Trade	1,288	3.5%	1,746	4.1%	458
Professional, Scientific, and Technical Services	824	2.2%	1,210	2.9%	386
Construction	1,084	2.9%	1,079	2.6%	-5
Other Services (excluding Public Administration)	1,232	3.3%	1,056	2.5%	-176
Finance and Insurance	799	2.2%	853	2.0%	54
Management of Companies and Enterprises	182	0.5%	763	1.8%	581
Public Administration	611	1.7%	441	1.0%	-170
Real Estate and Rental and Leasing	457	1.2%	414	1.0%	-43
Information	726	2.0%	381	0.9%	-345
Arts, Entertainment, and Recreation	170	0.5%	366	0.9%	196
Utilities	525	1.4%	169	0.4%	-356
Mining, Quarrying, and Oil and Gas Extraction	9	0.0%	10	0.0%	1
Agriculture, Forestry, Fishing and Hunting	4	0.0%	6	0.0%	2

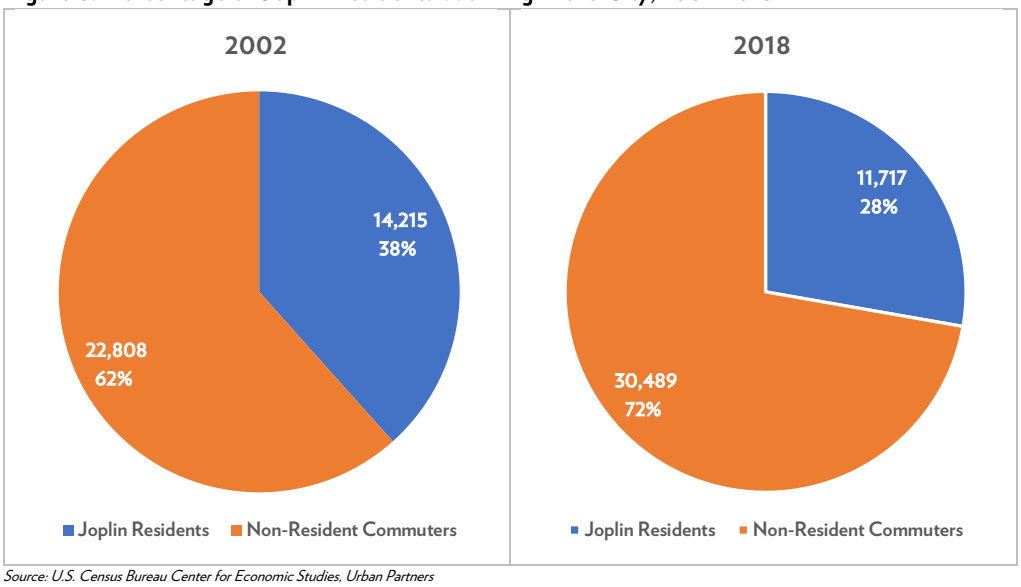
Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

Other key sectors adding jobs in significant numbers since 2002 are: *Management of Companies and Enterprises* (581 jobs for a 319.2% increase); *Arts, Entertainment, and Recreation* (196 jobs for a 115.3% increase); *Professional, Scientific, and Technical Services* (386 jobs for a 46.8% increase); *Educational Services* (600 jobs for a 37.6% increase); and *Wholesale Trade* (458 jobs for a 35.6% increase).

3 Top occupations in the Administrative & Support, Waste Management/Remediation sector include: janitors and cleaners, laborers; freight, stock, and material movers; landscaping and groundskeeping workers; office clerks; and security guards.

In terms of commuting, the *OnTheMap* application reports that the number/percentage of workers commuting from outside Joplin are increasing. In 2002, a total of 14,215 Joplin workers were also residents (comprising 38.4%). In 2018, that number decreased to 11,717 individuals living and working in Joplin (27.8%, see Figure 8).

Figure 8: Percentage of Joplin Residents Working in the City, 2002-2018



Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

Despite the decreasing numbers, Joplin residents continue to make up the largest block of workers employed in the city (11,717 workers, or 27.8% of all workers), followed by those commuting from Webb City (2,166 workers, 5.1% of all workers in Joplin, see Table 12).

Table 12: Top 10 Commuting Origins for Joplin Workers, 2002-2018

	Jobs in 2002	%	Jobs in 2018	%	% Change 2002-2018
Joplin	14,215	38.4%	11,717	27.8%	-17.6%
Webb City	22,70	6.1%	2,166	5.1%	-4.6%
Carl Junction	1438	3.9%	1,542	3.7%	7.2%
Carthage	996	2.7%	1,218	2.9%	22.3%
Neosho	788	2.1%	1,006	2.4%	27.7%
Springfield	595	1.6%	749	1.8%	25.9%
Kansas City	558	1.5%	422	1.0%	-24.4%
Duquesne	510	1.4%	410	1.0%	-19.6%
Oronogo	464	1.3%	380	0.9%	-18.1%
Baxter Springs	406	1.1%	374	0.9%	-7.9%
All Other Locations	14,783	39.9%	22,222	52.7%	50.3%

Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

Employed Joplin Residents

According to the *OnTheMap* application, there were a total of 21,625 employed residents of Joplin in 2018, an increase of 990 persons (4.6%) from 2002 (see Table 13). The top five sectors in which Joplin residents were employed remained unchanged from 2002 to 2018: *Health Care & Social Assistance; Manufacturing; Retail Trade*; *Accommodation & Food Services;* and *Educational Services*.

Table 13: Jobs of Joplin Residents by Industry Sectors, 2002-2018

	Jobs in 2002	%	Jobs in 2018	%	Change 2002-2018
All Sectors	21,625	100.0%	22,615	100.0%	990
Health Care and Social Assistance	1,987	14.6%	2,369	16.0%	382
Manufacturing	1,963	14.4%	2,016	13.6%	53
Educational Services	1,905	14.0%	1,773	11.9%	-132
Retail Trade	1,581	11.6%	1,572	10.6%	-9
Accommodation and Food Services	1,044	7.7%	1,430	9.6%	386
Construction	771	5.7%	811	5.5%	40
Admin. & Support, Waste Mgmt/Remed.	582	4.3%	712	4.8%	130
Professional, Scientific, and Technical Services	485	3.6%	651	4.4%	166
Public Administration	638	4.7%	635	4.3%	-3
Other Services (excluding Public Administration)	502	3.7%	607	4.1%	105
Wholesale Trade	552	4.1%	514	3.5%	-38
Transportation and Warehousing	377	2.8%	446	3.0%	69
Finance and Insurance	423	3.1%	442	3.0%	19
Information	233	1.7%	190	1.3%	-43
Arts, Entertainment, and Recreation	161	1.2%	172	1.2%	11
Management of Companies and Enterprises	78	0.6%	163	1.1%	85
Real Estate and Rental and Leasing	183	1.3%	160	1.1%	-23
Utilities	98	0.7%	144	1.0%	46
Agriculture, Forestry, Fishing and Hunting	16	0.1%	28	0.2%	12
Mining, Quarrying, and Oil and Gas Extraction	26	0.2%	4	0.0%	-22

Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

The *OnTheMap* application reports that 11,717 out of the 22,615 employed residents, or 51.8%, work inside the City of Joplin, meaning that 48.2% of employed city residents commute elsewhere for work. In 2002, 34.3% of employed city residents commuted outside Joplin for work.

Notable locations of job growth for Joplin residents from 2002 to 2018, as shown in Table 14 on the following page, include Duenweg (105.1% increase), Springfield (91.8% increase), Kansas City (90.4% increase), and Webb City, (28.3% increase).

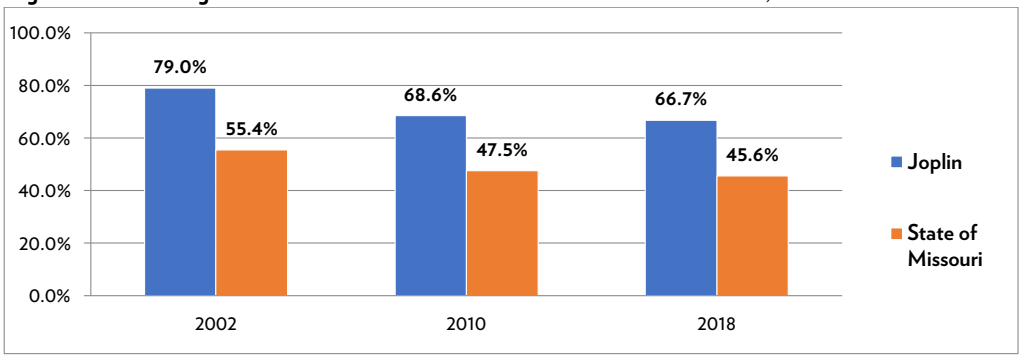
Table 14: Top Commuting Destinations for Employed Joplin Residents, 2002-2017

	Jobs in 2002	%	Jobs in 2018	%	% Change 2002-2018
Joplin	14,215	42.8%	11,717	51.8%	-17.6%
Springfield	598	4.9%	1,147	5.1%	91.8%
Carthage	898	4.9%	993	4.4%	10.6%
Webb City	735	5.4%	943	4.2%	28.3%
Neosho	432	3.3%	530	2.3%	22.7%
Duenweg	136	2.1%	279	1.2%	105.1%
Duquesne	239	1.9%	278	1.2%	16.3%
Kansas City	135	2.2%	257	1.1%	90.4%
All Other Locations	3,634	32.5%	6,471	28.6%	78.1%

Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

Commuting distances have also evolved among employed Joplin residents. Figure 9 illustrates the percentage of employed residents who live less than 10 miles from their place of employment. In 2018, 66.7% of the employed Joplin residents lived less than 10 miles from their jobs, compared to 45.6% of all workers in the State of Missouri.

Figure 9: Percentage of Workers that Live Less than 10 Miles from Work, 2002-2018



Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

At the same time, longer-distance commutes have increased significantly among employed residents since 2002 (see Table 15). Most notably, the number of commuters traveling beyond 50 miles has increased by 119.7% from 2002 to 2018.

Table 15: Distances Traveled to Work by Employed City of Joplin Residents, 2002-2018

	Jobs in 2002	%	Jobs in 2018	%	Change 2002-2018
Less than 10 miles	17,091	79.0%	15,080	66.7%	-11.8%
10 to 24 miles	2,155	10.0%	2,547	11.3%	18.2%
25 to 50 miles	493	2.3%	844	3.7%	71.2%
Greater than 50 miles	1,886	8.7%	4,144	18.3%	119.7%

Source: U.S. Census Bureau Center for Economic Studies, Urban Partners

4. Housing Supply Analysis

From 2010 to 2019, the total number of housing units in the City of Joplin remained relatively the same, with the vacancy rate remaining unchanged as well at 12.8% (see Table 16). However, the three submarkets exhibited very different patterns:

- Housing units within the North Submarket grew by 7.1% overall, while its occupied units grew by 8.6% to constitute 90% of its housing stock.
- The Central Submarket's housing units decreased 3.4% during that same time, while its number of vacant units grew by 4.0%, likely a result of the tornado. As of 2019, 13.7% of the housing stock is vacant.
- The South Submarket experienced an overall increase in housing units—growing by 4.2%—while both its occupied and vacant inventory increased, resulting in a vacancy rate of 9.3% in 2019.
- Housing units in both Jasper and Newton Counties grew from 2010 to 2019, resulting in countywide vacancy rates of 10.8% and 10.3%, respectively.

Table 16: Housing Occupancy Status, 2010-2019

	2010 ACS	%	2019 ACS	%	% Change 2010-2019
City of Joplin	23,336	-	23,347	-	0.0%
Occupied Units	20,339	87.2%	20,369	87.2%	0.1%
Vacant Units	2,997	12.8%	2,978	12.8%	-0.6%
North Submarket	14,134	-	15,140	-	7.1%
Occupied Units	12,549	88.8%	13,632	90.0%	8.6%
Vacant Units	1,585	11.2%	1,508	10.0%	-4.9%
Central Submarket	16,205	-	15,648	-	-3.4%
Occupied Units	14,150	87.3%	13,510	86.3%	-4.5%
Vacant Units	2,055	12.7%	2,138	13.7%	4.0%
South Submarket	9,289	-	9,682	-	4.2%
Occupied Units	8,457	91.0%	8,781	90.7%	3.8%
Vacant Units	832	9.0%	901	9.3%	8.3%
Jasper County	50,259	-	51,322	-	2.1%
Occupied Units	44,505	88.6%	45,759	89.2%	2.8%
Vacant Units	5,754	11.4%	5,563	10.8%	-3.3%
Newton County	24,076	-	24,753	-	2.8%
Occupied Units	21,618	89.8%	22,202	89.7%	2.7%
Vacant Units	2,458	10.2%	2,551	10.3%	3.8%

Source: U.S. Census Bureau, Urban Partners

The 2019 ACS specifies that in Joplin, 23.0% of the vacant units are available for rent, down 25.4% since 2010. At the same time, the number of homes rented but not occupied grew by almost 161%, the category of vacant housing with the largest increase. "Other vacant" units in Joplin increased by 33.6%. These vacancy conditions are likely reflecting the impacts of the

tornado, which eliminated a significant portion of the city's rental housing stock that still has not been completely replaced. At the same time, another component of the rental housing supply requires repairs to enable occupancy, and thus remains vacant (see Table 17).

Table 17: Housing Vacancy Status – City of Joplin, 2010-2019

	2010 ACS	%	2019 ACS	%	% Change 2010-2019
Total	2,997		2,978		-0.6%
For rent	920	30.7%	686	23.0%	-25.4%
Rented, not occupied	92	3.1%	240	8.1%	160.9%
For sale only	528	17.6%	174	5.8%	-67.0%
Sold, not occupied	117	3.9%	118	4.0%	0.9%
For seasonal use	68	2.3%	60	2.0%	-11.8%
For migrant workers	0	0.0%	0	0.0%	-
Other vacant	1,272	42.4%	1,700	57.1%	33.6%

Source: U.S. Census Bureau, Urban Partners

From 2010 to 2019, the home ownership rate for Joplin increased slightly—by just over 1%—while renter-occupancy decreased by the same percentage. As with occupancy, the three submarkets exhibited different patterns. In each, renter-occupied housing grew at a higher rate than owner-occupied. Occupied housing units within the North Submarket increased by 8.6%, with an 11.3% increase in rental housing (see Table 18).

Table 18: Housing Tenure, 2010-2019

	2010 ACS	%	2019 ACS	%	% Change 2010-2019
City of Joplin	20,339		20,369		0.1%
Owner-Occupied Units	11,635	57.2%	11,761	57.7%	1.1%
Renter-Occupied Units	8,704	42.8%	8,608	42.3%	-1.1%
North Submarket	12,549		13,632		8.6%
Owner-Occupied Units	8,086	64.4%	8,665	63.6%	7.2%
Renter-Occupied Units	4,463	35.6%	4,967	36.4%	11.3%
Central Submarket	14,150		13,510		-4.5%
Owner-Occupied Units	7,828	55.3%	7,171	53.1%	-8.4%
Renter-Occupied Units	6,322	44.7%	6,339	46.9%	0.3%
South Submarket	8,457		8,781		3.8%
Owner-Occupied Units	6,636	78.5%	6,875	78.3%	3.6%
Renter-Occupied Units	1,821	21.5%	1,906	21.7%	4.7%
Jasper County	44,505		45,759		2.8%
Owner-Occupied Units	29,254	65.7%	29,096	63.6%	-0.5%
Renter-Occupied Units	15,251	34.3%	16,663	36.4%	9.3%
Newton County	21,618		22,202		2.7%
Owner-Occupied Units	16,134	74.6%	15,877	71.5%	-1.6%
Renter-Occupied Units	5,484	25.4%	6,325	28.5%	15.3%

Source: U.S. Census Bureau, Urban Partners

On the other hand, the Central Submarket's occupied housing decreased by 4.5% during the 2010 to 2019 period, likely a result of the tornado, while its number of owner-occupied units decreased by 8.3%. The South Submarket experienced an overall increase in occupied housing units—growing by 3.8%—while both its owner-occupied and renter-0ccupied inventory increased. While occupied housing units in both Jasper and Newton Counties grew at about the same rate from 2010 to 2019, owner-occupied housing decreased slightly while rental housing increased significantly in both jurisdictions.

A detailed breakdown of the age of housing stock by tenure for Joplin is shown in Table 19. Of all housing units in Joplin, 38.6% were built before 1970. The U.S. Census Bureau also reports that owner-occupied homes are older than renter-occupied homes (40.3% of the owner-occupied housing were built in 1970 or earlier, compared to 36.3% of renter-occupied homes). At the same time, owner-occupied homes are also slightly newer than rentals; 25.5% were built since 2000, compared to 23.7% of the rental housing stock. The majority of rental housing in Joplin was built in the 1970s and 1990s. From 1970 through 1999, 39.9% of Joplin's renter-occupied homes were constructed.

Table 19: Age of Housing Stock by Tenure, City of Joplin, 2019

	All Units	%	Owner-Occupied	%	Renter-Occupied	%
Built 2014 or later	825	4.1%	475	4.0%	350	4.1%
Built 2010 to 2013	2,130	10.5%	1,147	9.8%	983	11.4%
Built 2000 to 2009	2,085	10.2%	1,375	11.7%	710	8.2%
Built 1990 to 1999	2,621	12.9%	1,482	12.6%	1,139	13.2%
Built 1980 to 1989	2,152	10.6%	1,359	11.6%	793	9.2%
Built 1970 to 1979	2,689	13.2%	1,184	10.1%	1,505	17.5%
Built 1960 to 1969	1,921	9.4%	1141	9.7%	780	9.1%
Built 1950 to 1959	1,993	9.8%	1,335	11.4%	658	7.6%
Built 1940 to 1949	963	4.7%	537	4.6%	426	4.9%
Built 1939 or earlier	2,990	14.7%	1,726	14.7%	1,264	14.7%

Source: U.S. Census Bureau, Urban Partners

The majority of homes (79.5%) within Joplin are one-unit structures—both attached and detached types (see Table 20 shown on the following page). According to the 2019 ACS, 98.2% of the homeowners live in residential structures with just one unit. Renter households are also predominantly occupying single units—54.1%—but are more evenly distributed among structures with more than one unit. The next largest number of renters (640 households, or 9.9% of all rental units) live in structures with 2 units (twins/duplexes). Just 6.7% of the renting households reside in buildings with 50 or more units.

Table 20: Units in Structure by Tenure, City of Joplin, 2019

	All Units	%	Owner-Occupied	%	Renter-Occupied	%
1 Unit, detached	15,505	76.1%	11,486	97.7%	4,019	46.7%
1 Unit, attached	700	3.4%	60	0.5%	640	7.4%
2 Units	884	4.3%	33	0.3%	851	9.9%
3 or 4 Units	747	3.7%	15	0.1%	732	8.5%
5 to 9 Units	749	3.7%	12	0.1%	737	8.6%
10 to 19 Units	675	3.3%	0	0.0%	675	7.8%
20 to 49 Units	258	1.3%	0	0.0%	258	3.0%
50 or more Units	577	2.8%	0	0.0%	577	6.7%
Mobile home	274	1.3%	155	1.3%	119	1.4%
Boat, RV, van, etc.	0	0.0%	0	0.0%	0	0.0%

Source: U.S. Census Bureau, Urban Partners

Income-Restricted Communities in Joplin

Table 21 is a detailed list of the 32 income-restricted communities in Joplin that total 1,910 units. These units currently represent approximately a quarter of the total rental market. It should be noted that recently 224 units in two complexes—Frisco Station and Campbell Reserve—reached the end of their tax credit compliance periods and have emerged as market-rate apartments.

Table 21: List of Income-Restricted Communities in Joplin

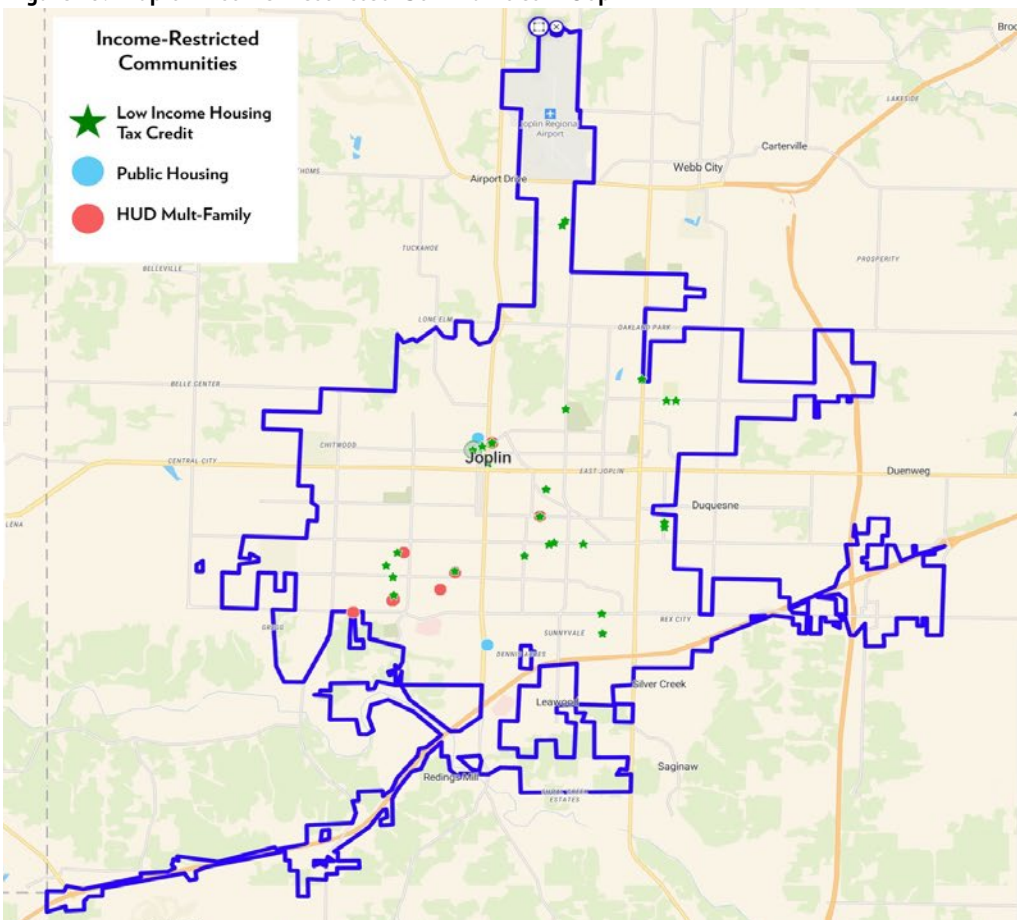
	Name	Address	Type	Subsidized Units	Earliest Expiration Date
1	1502 Michigan Place Apts.	1502 S. Michigan Ave	HUD MF - Section 8	138	2030
2	Bartlett Hill/Golden Oaks/Parr Hill	1009 E. 36th St	Public Housing	148	N/A
3	Cedar Hill	1807 W. 30th St	HUD MF - Senior	14	2021
4	Delaware Duplex Community	2226 E. 20th St	LIHTC	20	2027
5	Eagle Ridge	621 W. 25th St	LIHTC	40	2028
6	Eagle Ridge	601 W. 25th St	HUD MF - Section 8	40	2025
7	Ford Lofts of Joplin	228 S. Joplin Ave	LIHTC	35	2026
8	Forest Park Apartments	1815 To 1821 W. 29th St	LIHTC	25	2028
9	Hampshire Landing II	2021 Hampshire Terrace	LIHTC	38	2034
10	Hampshire Terrace II	2020 New Hampshire Ave	LIHTC	84	2028
11	Hope Cottages	2430 S. Tyler Ave	LIHTC	25	2028
12	Joplin Apartments	1631 Rex Ave	LIHTC	36	2030
13	Joplin Seniors	1501 Rex Ave	LIHTC	56	2028
14	Katherine Estates, L.P.	1500 Katherine Ave	LIHTC	48	2030
15	Logan's Run II	1630 Logan Dr	LIHTC	12	2030
16	Logan's Run III	1602 Lucas Dr	LIHTC	24	2031
17	Magnolia Heights	1820 W. 30th St	HUD MF - Senior	23	2021
18	Memorial Hills	1712 W. 26th Street	LIHTC	48	2034
10	Mercy Village Joplin	1120 W. 28th St	HUD MF - Senior	65	2021
20	Messenger Towers	102 E. 2nd St	HUD MF - Section 8	130	2029
21	Murphy Manor /Leonard Estates	128 S. Wall Ave	Public Housing	126	N/A
22	North Park Village	3508 Newman Rd	LIHTC	120	2026

23	North Park Village II	3430 Newman Rd	LIHTC	60	2034
24	Oak Meadows	1502 S. Michigan Ave	LIHTC	138	2027
25	Oxford Park Apartments	2630 E. 34th St	LIHTC	18	2025
26	Parkwood Senior Housing	1300 N. Range Line Rd	LIHTC	42	2028
27	Poplar Place	2540 W. 32nd St	HUD MF - Senior	14	2021
38	Ridgway Apartments	404 Byers Ave	LIHTC	12	2017
29	Springview Gardens	1736 W. 22nd St	HUD MF - Section 8	79	2023
30	Tanglewood Apartments	2525 E. 32nd St	LIHTC	176	2018
32	Union City Homes	2205 Indiana Ave	LIHTC	30	2028
32	Zahn Apartments	320 S. Wall Ave	LIHTC	46	2022

Source: HUD, PolicyMap, Urban Partners

The highest concentration of income-restricted communities is located in the Central Submarket, between Route 66/W. 7th Street and 32nd (see Figure 10).

Figure 10: Map of Income-Restricted Communities in Joplin



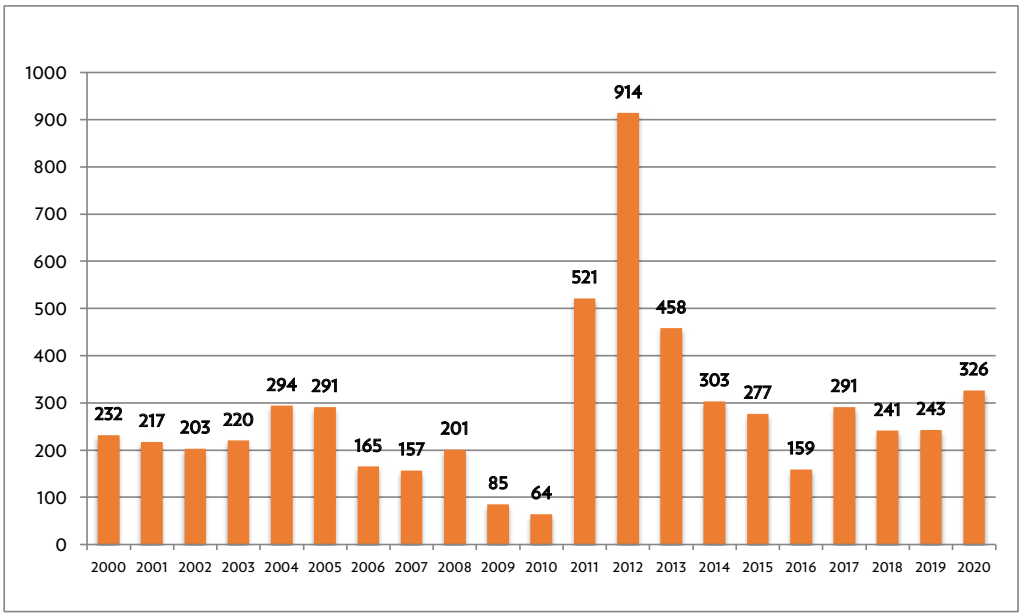
Source: HUD, PolicyMap, Urban Partners

5. Home Building Activity

Residential Building Permits Issued

Shown below are the City of Joplin's data on the number of authorized residential building permits in the City of Joplin. Prior to 2020, the peak residential production period was following the tornado in 2012 when permits to build over 900 units were issued. From 2014 to 2020, Joplin averaged 263 units of building permits per year (see Figure 11).

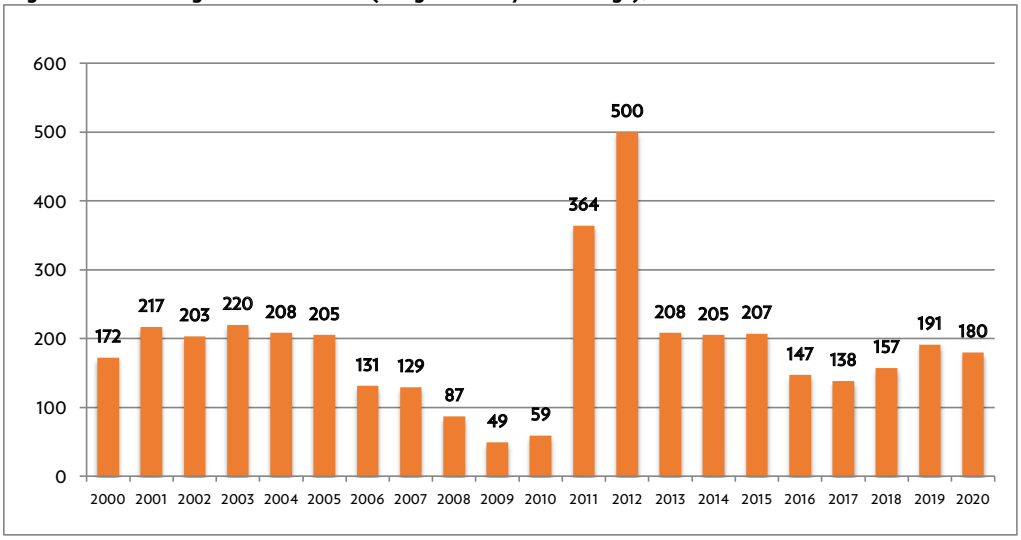
Figure 11: Building Permits Issued (Total Units), 2000-2020



Source: U.S. Census Bureau, City of Joplin, Urban Partners

Again, the peak period for single-family permitting was in the wake of the tornado when 364 units were permitted in 2011, followed by another 500 units in 2012. From 2013 to 2020, the City have been averaging 179 units of single family permits a year (see Figure 12 shown on the following page).

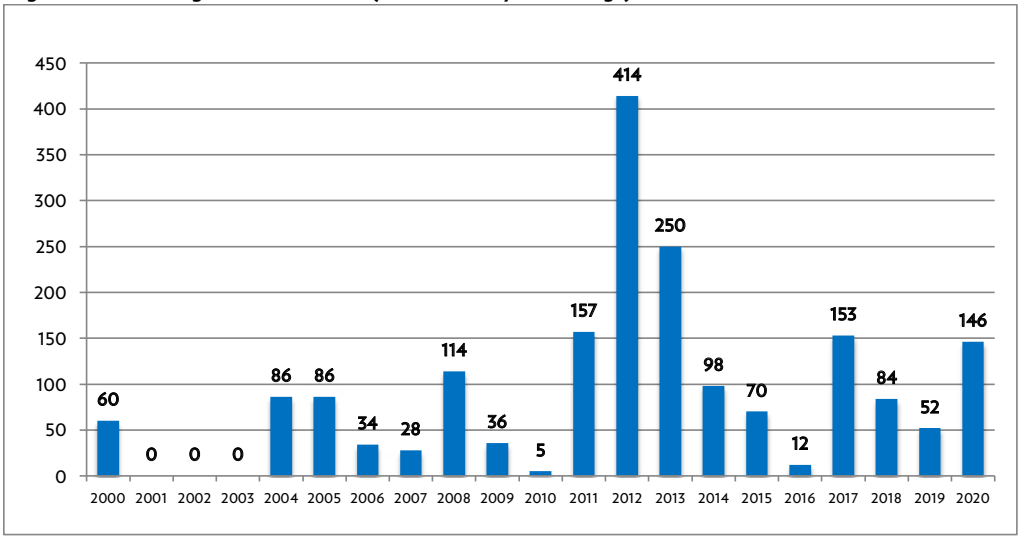
Figure 12: Building Permits Issued (Single-Family Dwellings), 2000-2020



Source: U.S. Census Bureau, City of Joplin, Urban Partners

Figure 13 below details Joplin's permitting activity from 2000 to 2020 for multi-family dwellings. The 414 units permitted in 2012 are an all-time high for multi-family building permit issuance. From 2014 to 2020, Joplin had permitted an average of 88 multi-family units per year.

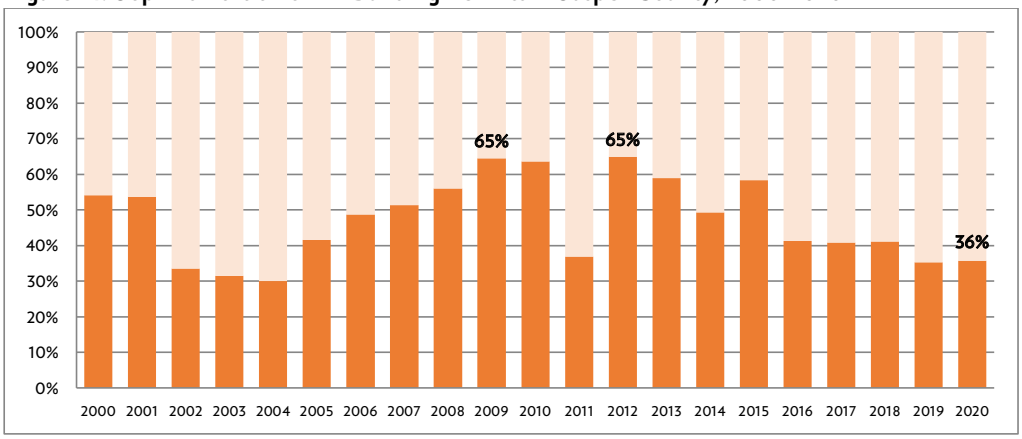
Figure 13: Building Permits Issued (Multi-Family Dwellings), 2000-2020



Source: U.S. Census Bureau, City of Joplin, Urban Partners

Figures 14 and 15 show the U.S. Census Bureau's report of Joplin's building permitting activity and compares it to Jasper County as a whole[4]. In 2020, building permits issued in the Jasper County portion of City of Joplin represented 36% of all residential permits issued in the county—which is significantly lower than the highs of 65% in 2009 and in 2012 (see Figure 14).

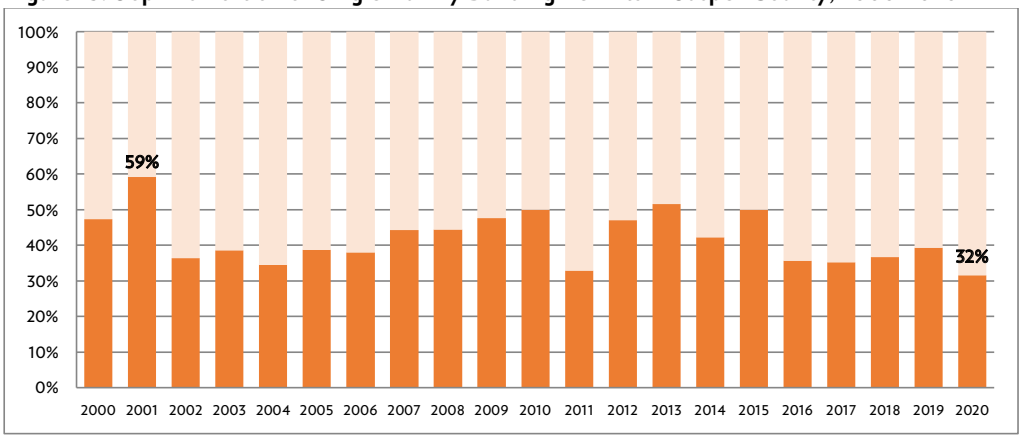
Figure 14: Joplin's Portion of All Building Permits in Jasper County, 2000-2020



Source: U.S. Census Bureau, Urban Partners

Figure 15 shows the Joplin's portion of the single-family building permits issued in Jasper County. In 2020, single-family building permits issued in Joplin (a total of 180) represented 32% of all single-family permits issued in the county—the lowest mark in the analysis period.

Figure 15: Joplin's Portion of Single-Family Building Permits in Jasper County, 2000-2020



Source: U.S. Census Bureau, Urban Partners

[4] *The U.S. Census Bureau's data significantly under-report Joplin's permitting activity, especially during the post-tornado recovery period.*

Planned Residential Building Projects

As of this report, there are 1,217 units of housing in various stages of development. There are two projects currently under construction (190 units), one proposed project in plan review (54 units), and six proposed projects in predevelopment (973 units).

The following projects are under construction as of this report:

1. Name of Development: Crescent Falls (see Figure 16)
   Units: 150 units
   Type: market-rate senior rental

2. Name of Development: Forest Park North
   Units: 40 units
   Type: affordable rental

Figure 16: Artist's Rendering of the Crescent Falls Complex



Photo Credit: Multifamilypress.com

The following projects are in plan review as of this report:

3. Name of Development: Memorial Hills Phase II
   Units: 54 units
   Type: affordable senior rental

The following projects are in various stages of predevelopment as of this report:

4. Name of Development: 500 Commons
   Units: 48 units
   Type: student-oriented rental

5. Name of Development: Hammons Residential Phase I, II, III
   Units: 447 units
   Type: market-rate rental

6. Name of Development: Red-Wood Apartments
   Units: 144 units
   Type: market-rate rental

7. Name of Development: Kansas City University on-campus housing
   Units: 179 units/254 bedrooms
   Type: Student housing

8. Name of Development: 1234 N. Duquesne Rd.
   Units: 7 units
   Type: market-rate rental

9. Name of Development: Township 27
   Units: 148 units
   Type: market-rate rental

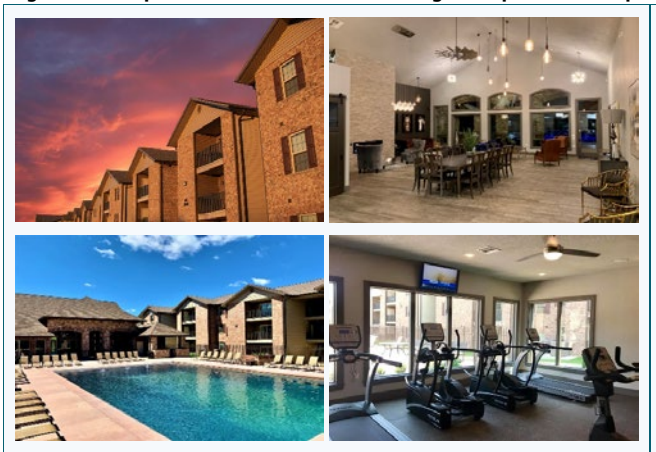
6. Rental Housing Market Analysis

To understand the Joplin market-rate rental housing market, Urban Partners has examined market conditions within Joplin as well as the portions of the three submarkets immediately surrounding the city where rental housing exists. Our focus for this market is the predominant form of rental housing in the area: multi-family housing complexes as well as individual units, mostly existing as single-family detached homes.

Multi-Family Rental Housing Complexes

The Joplin area has a significant supply of market-rate multi-family rental housing complexes located both within Joplin and in some adjacent communities. Figure 17 describes a sampling of these developments in terms of apartment and building amenities, size, and age as a representation of the variety of multi-family units available in the area.

Figure 17: Representative Rental Housing Complexes in Joplin and Adjacent Communities



17th Place Apartments
1607 S. Ellis Street, Webb City

Total Units: 120
Built: 2019

Apartment amenities:
Stainless appliances, granite counters, laminate and carpet, walk-in closets, dens, balconies and patios, washer/dryer hookup.

Building amenities:
Business center, media center, game room, pool, clubhouse, cabana, fitness center, basketball court, picnic area, extra storage, pet play area.



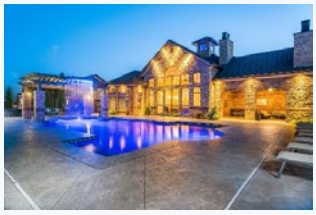
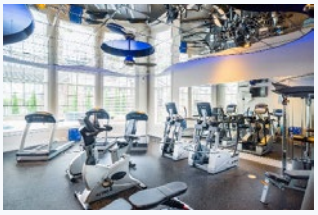
Copper Point Landing
2034 Connecticut Avenue, Joplin

Total Units: 138
Built: 2015

Apartment amenities:
Fully-equipped kitchens, vaulted ceilings, walk-in closets, balconies and patios, in-unit washer/dryers.

Building amenities:
Clubhouse, pool, fitness center, media center, pet park, playground, basketball court, outdoor grills, storm shelter, walking distance to shops and parks.



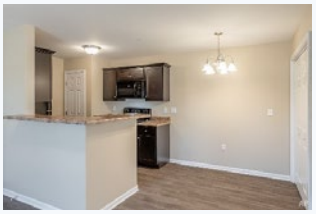



Villas at the Plaza
1817 Rex Avenue, Joplin

Total Units: 70
Built: 2014

Apartment amenities:
Stainless appliances, granite counters, carpet and tile, crown molding, fireplaces, walk-in closets, balconies and patios, washer/dryer hookup, attached garages.

Building amenities:
Business center, lounge, clubhouse, fitness center, pool, spa, cabana, media center/theater, patio, grill/picnic area, pet play area, garage parking.



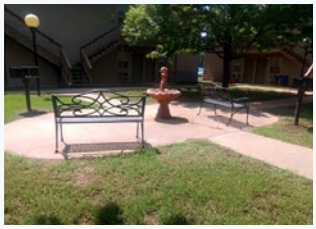
Terrace Green
3900 E. 7th Street, Joplin

Total Units: 220
Built: 2009

Apartment amenities:
Stainless appliances, granite counters, pantry, laminate and carpet, vaulted ceilings, balconies and patios, washer/dryer hookup.

Building amenities:
Business center, clubhouse, fitness center, pool, sundeck, fire pit, patio, grill/picnic area, surface lot parking.



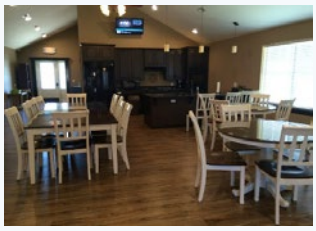


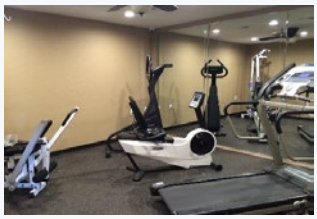

Lion Crest Apartments
924 N. Goetz Boulevard, Joplin

Total Units: 63
Built: 2004

Apartment amenities:
Modern kitchens, carpet, vaulted ceilings, walk-in closets, dens, balconies and patios, washer/dryer hookup.

Building amenities:
Courtyard, grills, bike storage, surface parking, walking distance to shops, parks, and university.



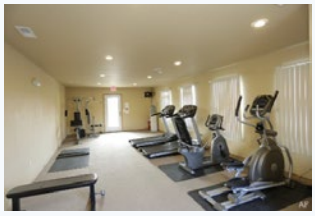
Ellis Point Apartments
1604 S. Ellis Street, Webb City

Total Units: 104
Built: 1998

Apartment amenities:
Updated kitchens, laminate floors, vaulted ceilings, walk-in closets, balconies, washer/dryer hookup.

Building amenities:
Clubhouse, fitness center, media center, multi-use room, grill and picnic area, pond, playground, pet play area, surface lot parking.



Aspen Park Apartments (formerly Royal Orleans)
3902 College View Drive, Joplin

Total Units: 127
Built: 1970

Apartment amenities:
Spacious updated kitchens, carpet and vinyl, walk-in closets, balconies and decks, in-unit washer/dryers.

Building amenities:
Pool, fitness center, grill and picnic area, laundry facility, surface lot parking, pets allowed, walking distance to university.







Columbian Apartments
418 S. Main Street, Joplin

Total Units: 8
Built: 1890

Apartment amenities:
Fully renovated apartments in historic building, new appliances, hardwood and tile floors, high ceilings, central AC, original Victorian details and woodwork.

Building amenities:
Elevator, furnished common roof area, ground-floor commercial amenities, nearby off-street parking spot.

Source: Apartments.com, Apartmentfinder.com, Apartmentguide.com, individual complexes

In Table 22, shown on the following page, age, size, rental rate and occupancy information is summarized for all market-rate apartment complexes throughout the City of Joplin and adjacent communities where multifamily housing exists.

Age of Complexes

The Joplin area has several major multi-family developments that were constructed in the last ten years—many to replace lost housing resulting from the tornado in 2011. Such complexes include Redwood Garden Estates and the Dock Apartments, both completed in 2016, Copper Point Landing, completed in 2015, and the Plaza Apartments, built in 2016. The newest multi-family developments have occurred in Webb City, where Redwood Garden Estates of Webb City was completed in 2018, and 17th Place Apartments more recently opened in 2019. At the same time, recent apartment investment has been occurring in Downtown Joplin with several smaller projects recently completed or underway. These include Main Street Place Lofts, 824 S. Main Street, and the Willard Building, all completed within the last five years. Other projects are currently in the pipeline that will be bringing additional new residential units to downtown, including Olivia Apartments and the conversion of Frisco Station Apartments from income-restricted to market-rate.

Several more complexes were built in the 2000s, the most recent being Terrace Green, completed in 2009. Other buildings developed during the aughts include Cardinal Apartments, Lion Crest Apartments, Rockwood Apartments, and the Village at Wingfield.

The 1990s were equally as active in terms of multi-family construction. Six complexes were constructed that decade, the largest of which is Ellis Point Apartments, which opened in 1998. Magnolia Place, Northside Apartments, and Peachtree Apartments were also developed in the '90s. No major complexes were constructed in the 1980s. Aspen Park and Village Apartments were built in the 1970s while Riverview Apartments and Ozark Terrace Apartments were constructed in the '60s. Various more historic buildings have been renovated for apartments, including Columbian Apartments and Olivia Apartments, both constructed around the turn of the 20th Century.

Table 22: Summary of Market-Rate Rental Characteristics for Multi-Family Complexes in and Adjacent to the City of Joplin

Name	Address	City	Year Built	Units	Type	Rent	Size	Rent/SF	Availability (9/21)
17th Place Apartments	1607 S. Ellis Street	Webb City	2019	120	1 Bedroom	$745	865 SF	$0.86	0
					2 Bedroom	$895	1,200 SF	$0.75	0
					3 Bedroom	$975	1,300 SF	$0.75	0
1810-1918 Connecticut Avenue	1810-1918 Connecticut Avenue	Joplin	2012	18	3 Bedroom	N/A	1,600 SF	N/A	0
824 S. Main Street	824 S. Main Street	Joplin	2014	4	N/A	N/A	N/A	N/A	N/A
Airport Landings Apartments	25022 W. C Street	Joplin	2012	54	1 Bedroom	N/A	676 SF	N/A	1
					2 Bedroom	$912	750 SF	$1.22	1
					3 Bedroom	$850	1,008 SF	$0.84	0
Airport Village Apartments	24971 Betty Rose Lane	Joplin	1996	32	2 Bedroom	N/A	N/A	N/A	0
Appletree Townhomes	2909 W. 14th Street	Joplin	1999	20	Studio	N/A	600 SF	N/A	0
					2 Bedroom	N/A	1,100 SF	N/A	0
Aspen Park Apartments (Royal Orleans)	3902 College View Drive	Joplin	1970	127	Studio	$695	600 SF	$1.16	0
					1 Bedroom	$705-$805	665 SF	$1.06-$1.21	0
					2 Bedroom	$820-$920	925-960 SF	$0.87-$0.96	0
Bridgestone Townhomes	777 Cardinal Drive	Webb City	N/A	N/A	1 Bedroom	$550	N/A	N/A	0
					2 Bedroom	$695	N/A	N/A	0
Buchanan Place	E. Broadway Street	Joplin	2017	14	3 Bedroom	$1,195	1,500 SF	$0.80	0
Campbell Reserve (Formerly the Park, a LIHTC community)	1703 Campbell Parkway	Joplin	1976	192	Studio	$625	436 SF	$1.43	Available
					1 Bedroom	$725	649 SF	$1.12	Available
					2 Bedroom	$825	807 SF	$1.02	Available
					3 Bedroom	$995	1,000 SF	$0.99	Available
Cardinal Apartments	733 Cardinal Drive	Webb City	2001	12	2 Bedroom	$695	N/A	N/A	0
Carolina West Rentals	1101 S. Williard Avenue	Joplin	N/A	N/A	1 Bedroom	$550	N/A	N/A	0
					2 Bedroom	$635	N/A	N/A	0
Classic Townhomes	1836 S. Oronogo Street	Webb City	N/A	N/A	2 Bedroom	$695	N/A	N/A	0
College View Apartments	3808 College View Drive	Joplin	N/A	16	1 Bedroom	N/A	708 SF	N/A	0
Columbian Apartments	418 S. Main Street	Joplin	1890	8	2 Bedroom	N/A	N/A	N/A	0
Connecticut Place Townhomes	3220 Connecticut Avenue	Joplin	2013	20	2 Bedroom	N/A	N/A	N/A	0

Copper Point Landing	2034 Connecticut Avenue	Joplin	2015	138	Studio	$650	494 SF	$1.32	0
					1 Bedroom	$720	676 SF	$1.07	0
					2 Bedroom	$850	994 SF	$0.86	0
					3 Bedroom	$875-$905	1,164-1,312 SF	$0.69-$0.75	0
Crestwood Apartments	2306 E. 8th Street	Joplin	N/A	16	1 Bedroom	$795	N/A	N/A	0
The Dock Apartments	2123 S. Rhode Island Avenue	Joplin	2016	44	2 Bedroom	N/A	1,100 SF	N/A	0
Eastmoreland Place	2910 E. Markwardt Street	Joplin	N/A	16	1 Bedroom	$595	668 SF	$0.89	0
					2 Bedroom	$660	869 SF	$0.76	0
					3 Bedroom	$725	1,055 SF	$0.69	0
Ellis Point Apartments	1604 S. Ellis Street	Webb City	1998	104	2 Bedroom	$685	1,060 SF	$0.65	0
					3 Bedroom	$785	1,200 SF	$0.65	0
					3 Bedroom	$835	1,200 SF	$0.70	0
French Gables	1002 Goetz Boulevard	Joplin	N/A	32	3 Bedroom	N/A	1,400 SF	N/A	0
Frisco Station (formerly LIHTC community)	601 S. Main Street	Joplin	1913	57	1 Bedroom	N/A	N/A	N/A	N/A
					2 Bedroom	N/A	N/A	N/A	N/A
LeFleur Luxury Lofts	719 S. Main Street	Joplin	N/A	4	2 Bedroom	N/A	1,400 SF	N/A	0
Lion Crest Apartments	924 N. Goetz Boulevard	Joplin	2004	63	Studio	$450	550 SF	$0.82	0
Magnolia Place (Casa Grande)	2401 Texas Avenue	Joplin	1993	89	1 Bedroom	$625	500 SF	$1.25	1
					2 Bedroom	$700	1,000 SF	$0.70	0
Main Street Place Lofts	501 S. Main Street	Joplin	N/A	26	1 Bedroom	$575-$865	625-1,000 SF	$0.87-$0.92	0
					2 Bedroom	N/A	N/A	N/A	0
					3 Bedroom	N/A	N/A	N/A	0
McClelland Cottages	2950 McClelland Boulevard	Joplin	N/A	N/A	1 Bedroom	$540	N/A	N/A	0
					2 Bedroom	$700	N/A	N/A	0
Northside Apartments	3209-327 N. Range Line Road	Joplin	1993	44	2 Bedroom	N/A	980	N/A	0
Olivia Apartments	320 S. Moffet Avenue	Joplin	1906	Being Rehabbed	N/A	N/A	N/A	N/A	0
Ozark Terrace Apartments	1501-5 S. Michigan Avenue	Joplin	1963	30	1 Bedroom	N/A	N/A	N/A	0
					2 Bedroom	N/A	N/A	N/A	0
Peachtree Apartments	1848 S. Oronogo Street	Webb City	1995	32	2 Bedroom	$595	900 SF	$0.66	0
The Plaza Apartments	1715 Rex Avenue	Joplin	2012	198	1 Bedroom	$705	895 SF	$0.79	0
					2 Bedroom	$860	1,195 SF	$0.72	0
					3 Bedroom	$935	1,300 SF	$0.72	0
The Plaza of Webb City	1715 Redwood Drive	Webb City	2012	84	1 Bedroom	$660	865 SF	$0.76	0
					2 Bedroom	$795	1,200 SF	$0.66	0
					3 Bedroom	$875	1,300 SF	$0.67	0

Redwood Garden Estates	1431 S. Rex Avenue	Joplin	2016	52	2 Bedroom	$975	1,248 SF	$0.78	0
Redwood Garden Estates of Webb City	1750 Redwood Drive	Webb City	2018	61	2 Bedroom	$975-$1,125	1,318 SF	$0.74-$0.85	0
Riverview Apartments	5258 Courtney Lane	Joplin	1961	32	1 Bedroom	N/A	N/A	N/A	0
					2 Bedroom	N/A	N/A	N/A	0
Rockwood Apartments	4551 E. Zora Street	Joplin	2005	36	1 Bedroom	N/A	N/A	N/A	0
					2 Bedroom	N/A	N/A	N/A	0
Rustic Ridge Villas	404 N. Cattleman Drive	Joplin	2014	84	1 Bedroom	$855	750 SF	$1.14	0
					2 Bedroom	$988	1,050 SF	$0.94	0
Southern Trails Estates	3185 S. Waterview Court	Joplin	2016	52	1 Bedroom	$645	625 SF	$1.03	0
Terrace Green	3900 E. 7th Street	Joplin	2009	220	Studio	$675-$685	804 SF	$0.84-$0.85	0
					1 Bedroom	$700-$745	830-836 SF	$0.84-$0.89	1
					2 Bedroom	$800-$845	1,057-1,070 SF	$0.76-$0.79	0
					3 Bedroom	$900-$960	1,152-1,299 SF	$0.74-$0.78	0
Village Apartments	3516 E. Range Line Road	Joplin	1972	20	1 Bedroom	N/A	N/A	N/A	0
					2 Bedroom	N/A	N/A	N/A	0
The Village at Wingfield	1308 Mary Lane	Webb City	2005	32	2 Bedroom	N/A	800 SF	N/A	0
Villas at the Plaza	1817 Rex Avenue	Joplin	2014	70	1 Bedroom	$1,125	852 SF	$1.32	0
					2 Bedroom	$1,225-$1,475	1,110-1,526 SF	$0.97-$1.10	0
					3 Bedroom	$1,575	1,436-1,539 SF	$1.02-$1.10	0
Waterview Estates	3185 S. Waterview Lane	Joplin	2018	100	1 Bedroom	$645-$745	N/A	N/A	0
					2 Bedroom	$725	N/A	N/A	0
Webb City Duplexes	1400 S. Ellis Street	Webb City	N/A	14	2 Bedroom	$815	1,100 SF	$0.74	0
Webb City Plaza Duplexes	1883 Kristin Lane	Webb City	N/A	12	2 Bedroom	$835	1,250 SF	$0.67	0
Willard Building	925 S. Main Street	Joplin	2019	N/A	N/A	N/A	N/A	N/A	N/A
Willington Lofts	702 S. Wall Avenue	Joplin	N/A	7	1 Bedroom	$875	700 SF	$1.25	0
					2 Bedroom	$1,100	950 SF	$1.16	0
Willow Vista	5703 W. 33rd Street	Joplin	2018	24	1 Bedroom	$645	550 SF	$1.17	0

Source: Apartments.com, Apartmentfinder.com, Apartmentguide.com, Rent.com, individual complexes, Urban Partners

Number of Units

The largest market-rate multi-family complex in the Joplin area is Terrace Green, with 220 units. The next largest development—the Plaza Apartments—consists of 198 units. The other largest complexes, containing 100 units or more, include Campbell Reserve (formerly the Park Apartments which was until recently a LIHTC community) with 176 units; Copper Point Landing, with 138 units; Aspen Park Apartments (formerly Royal Orleans), with 127 units; 17th Place Apartments, with 120 units; Ellis Point Apartments, with 104 units; and Waterview Estates, with 100 units. Seven additional developments contain more than 100 apartments. Many of the market-rate complexes in the Joplin area are relatively small; 13 complexes examined have 20 units or less.

Rents

Rents at the Joplin-area multi-family apartment complexes examined in Table 22, for which rents were available, cover a variety of price-points—ranging from $0.65 to $1.32 per square foot. The upper end of this scale can be found at Copper Point Landing, built in 2015 with 138 studio, one-bedroom, two-bedroom, and three-bedroom apartments. Amenities there include a clubhouse, pool, fitness center, media center, pet park, playground, basketball court, outdoor grills, and storm shelter, and the complex is walking distance to shops and parks. Rents at Copper Point have the following ranges:

- Studio units: $650 per month ($1.32 per square foot, "SF" henceforth)
- One-bedroom units: $720 per month ($1.07 per SF)
- Two-bedroom units: $850 per month ($0.86 per SF)
- Three-bedroom units: $875 to $905 per month ($0.69 to $0.75 per SF)

Other complexes at the upper end of the rent scale (more than $1.00 per SF) include Willington Lofts, with one- and two-bedroom units renting for up to $1.25 and $1.16, respectively; Airport Landings Apartments, with two-bedroom units renting for up to $1.22 per SF; Aspen Park Apartments, with one-bedroom units renting for up to $1.21 per SF; Rustic Ridge Villas, with one-bedroom units renting for up to $1.14; Willow Vista, with one-bedroom units renting for up to $1.17; and Villas at the Plaza, with one- and two-bedroom units renting for up to $1.10.

Villas at the Plaza is Joplin's premier multi-family complex with the highest rents, though not the highest rent per SF due to the larger sizes of the apartments. Built in 2014, the Villas has 70 units. Amenities include a business center, lounge, clubhouse, fitness center, pool, spa, cabana, media center/theater, patio, grill/picnic area, pet play area, and garage parking. Rents at the Villas have the following ranges:

- One-bedroom units: $1,125 per month ($1.32 per SF)
- Two-bedroom units: $1,225 to $1,475 per month ($0.97 to $1.10 per SF)

- Three-bedroom units: $1,575 per month ($1.02-$1.10 per SF)

On the opposite end of the rent spectrum, there are several relatively affordable market-rate multi-family housing complexes in the Joplin area. At the Lion Crest Apartments, studio units rent for $450 per month, which is $0.82 per SF for a 550 SF unit. One-bedroom units at Bridgestone Townhomes in Webb City rent for $550 per month. Also for $550 per month are one-bedroom units at Carolina West Rentals.

The majority of apartments in representative multi-family complexes in the Joplin have rents that straddle $0.75 per SF, as Table 22 shows. This results in typical rents of approximately $600 to $700 per month for one-bedroom apartments, $800 to $900 for two-bedroom apartments, and $900 to $1,000 for three-bedroom units. Complexes in this mid-level range include Main Street Place Lofts, the Plaza Apartments and Plaza of Webb City, and Terrace Green. These developments still typically offer similar amenities as the higher-priced complexes, including pools, outdoor recreation, and community rooms, creating a good value for their residents.

Availability

Joplin appears to have an extremely competitive multi-family rental housing market in terms of availability. Just three (6.3%) of the 48 representative complexes identified in Table 22 had any available units at the time of this research (September 2021), however additional vacancies exist for move-in dates in October and November. The complexes with availability include Airport Landings Apartments, with a one- and two-bedroom unit; Magnolia Place (former Casa Grande) with a one-bedroom unit; and Terrace Green, with a one-bedroom unit.

Individual Apartments in Single-Family Houses

Aside from larger multi-family complexes, additional market-rate rental housing units in Joplin are found mostly in individual homes, including detached, duplexes, and townhouses. As of September 2021, there were several such homes available for rent (see Table 23).

Figure 18: Sample of Available Single-Family Houses for Rent



1322 W. 13th Street | 2115 Virginia Avenue | 2121 Maryland Avenue

Source: Zillow.com

Table 23: Summary of Available Single-Family Houses for Rent

Address	Type	Rent	SF	Rent/SF	BR	BA	Description
Wisconsin Ave.	Duplex	$595	900	$0.66	2	1.0	Hardwood floors, washer/dryer hookups, walk-in closets, attached garage. Tenant pays utilities.
1322 W. 13th St.	Duplex	$650	850	$0.76	2	1.0	Duplex with new carpet, in-unit washer/dryer, one-car attached garage. Tenant pays utilities.
2601 S. Pitcher Ave.	Duplex	$900	1,000	$0.90	2	2.0	Newer duplex with carpet and tile, utility room with washer/dryer hookup, attached one-car garage, near parks and medical school. Tenant pays utilities.
1228 S. Pitcher Ave.	House	$675	800	$0.84	2	1.0	New carpet and paint, new central AC, washer/dryer hookup, one-car carport. Tenant pays utilities.
1220 New Hampshire Ave.	House	$825	1,100	$0.75	3	1.0	Renovated interior, hardwood floors, washer/dryer hookup, central AC, fenced yard, one-car garage, close to parks and trails. Tenant pays utilities.
1743 Central St.	House	$950	995	$0.95	3	2.0	Hardwood floors, in-unit washer/dryer, central AC, detached garage. Tenant pays utilities.
508 S. St. Charles Ave.	House	$1,000	1,700	$0.59	3	2.0	All brick house, updated baths and kitchen with new appliances, new flooring, washer/dryer hookup, central AC, large yard, detached large one-car garage. Tenant pays utilities.
1322 Missouri Ave.	House	$1,000	900	$1.11	2	1.0	Renovated interior, newly painted, hardwood floors, washer/dryer hookup, new roof and windows, fenced yard, one-car garage. Tenant pays utilities.
828 S. Brownell Ave.	House	$1,100	1,020	$1.08	3	2.0	Hardwood floors, in-unit washer/dryer, central AC, garage, porch. Tenant pays utilities.
2225 Pearl Ave.	House	$1,100	1,100	$1.00	3	2.0	Newer construction on corner lot, laminate flooring, in-unit washer/ dryer, central AC, covered patio and deck, yard. Tenant pays utilities.
1852 W. 20th St.	House	$1,150	1,550	$0.74	4	2.0	Newly remodeled, ensuite master bathroom, tile and carpet, laundry room with washer/dryer hookup, front porch, large backyard. Tenant pays utilities.
2501 Markwardt St.	House	$1,200	1,567	$0.77	3	1.5	Fireplace, washer/dryer hookup, central AC, fenced yard, two-car garage, close to parks and trails. Tenant pays utiilties.
2108 Alabama Ave.	House	$1,500	1,418	$1.06	3	2.0	Newer home, granite countertops, fireplace, washer/ dryer hookup, central AC, covered patio and deck, fenced yard, two-car garage. Tenant pays utilities.
W. 42nd St.	House	$1,500	1,300	$1.15	3	2.0	Newer modern house with open floor plan, master suite, in-unit washer/dryer, firepit, garage. Tenant pays utilities.
2121 Maryland Ave.	Townhouse	$1,200	1,700	$0.71	3	2.0	New townhouse w/ granite countertops, vaulted ceilings, hardwood floors, washer/ dryer hookup, large master suite, large closets, upstairs den, storm shelter under attached garage. Tenant pays utilities.

Source: Apartments.com, Zillow.com, Craigslist, Urban Partners

Most advertised single-family homes for rent are recently renovated or newer construction. They include two- to four-bedroom homes with relatively similar amenities, including in-home washer/dryers, porches or patios, yards, and off-street parking. The highest rent commanded among available houses of this type is $1,500 per month for a 1,300 SF three-bedroom home, or $1.15 per SF. This is also the highest rent on a square-footage basis among available houses for rent. More commonly, homes range from $0.75 to $0.90 per SF, however five exceed $1.00. Overall, rents range from $595 to $1,000 per month for two-bedroom homes (including duplexes); $825 to $1,500 for three-bedroom homes (including a townhouse); and $1,150 for a four-bedroom home.

7. For-Sale Housing Market Analysis

Summary of Recently Sold Homes

To understand the for-sale housing market in Joplin's market area, Urban Partners examined market conditions for the sale of newly-constructed homes as well as the resale of older homes. By using a comprehensive real estate database service called *RealQuest*, we can gauge pricing information for recently sold homes in the Joplin area. For this analysis, we obtained records of home sales for a five-year period starting June of 2016 and ending June of 2021.[5]

The home sale market in Joplin is strong and active. We have identified more than 4,500 home sales during this five-year period. These home sales are almost exclusively single-family detached homes. The median sale price for these homes was $129,000 (see Table 24). 79.3% of these homes were purchased by homeowners—3,582 homes at a median sales price of more than $138,000. The remaining 934 homes, generally those less attractive to homebuyers, were bought by investors for a median price of $84,000. For more than 70% of homes sold during this period, the seller was a previous homeowner. Investors generated nearly 20% of sales. Home builders were also active during this period, releasing 356 newly-built homes (nearly 8% of homes sold). Finally, lenders sold a total of 92 homes (2%) that had been repossessed or otherwise acquired.

Table 24: Summary of Home Sales in the Joplin Study Area (June 2016 to June 2021)

	Number of Sales	Median Sale Price	Share of Sales
Purchased by Homeowner	**3,582**	**$138,148**	**100.0%**
- Sold by Developer	303	$173,663	8.5%
- Sold by Homeowner	2,717	$138,839	75.9%
- Sold by Investor	510	$119,516	14.2%
- Sold by Lender	52	$88,256	1.5%
Purchased by Investor	**934**	**$84,000**	**100.0%**
- Sold by Developer	53	$155,716	5.7%
- Sold by Homeowner	468	$85,000	50.1%
- Sold by Investor	373	$76,250	39.9%
- Sold by Lender	40	$58,700	4.3%
Total	**4,516**	**$129,000**	**100.0%**
All Homes Sold by Developer	**356**		**7.9%**
All Homes Sold by Homeowner	**3,185**		**70.5%**
All Homes Sold by Investor	**883**		**19.6%**
All Homes Sold by Lender	**92**		**2.0%**

Source: RealQuest, Jasper County, Urban Partners

[5] *Note: the following sale prices and transactional activities reflect, for the most part, pre-pandemic market conditions. The nature and scale in which the COVID-19 pandemic impacted and will continue to impact Joplin's housing market is beyond the scope of this study but should be examined in the future.*

More than three-quarters of homes purchased by homeowners were bought from other homeowners. These homeowner-to-homeowner transactions were 60% of all home sales. The median price of these homeowner-to-homeowner sales was nearly $139,000. Another 468 homes were sold by homeowners to investors. These properties represented half of all homes purchased by investors during the period and were purchased for a median price of $85,000. An important subset of investors buys these properties with intent to make modest repairs and upgrades and resell the homes to new homeowners. In fact, during this period, investors sold 883 homes, including 510 to homeowners at a median sales price of nearly $120,000. The remaining 373 investor sales were to other investors at a median price of $76,000, with nearly 40% of investor-to-investor sales as "bulk sales" of two or more homes in a package.

The 92 lender sales were similar to other home sale categories in that better quality properties were sold directly to homeowners at a median price of more than $88,000, while lesser quality properties went to investors at a median price of nearly $59,000. Not surprisingly, newly-constructed homes by developers were largely sold to homeowners (303 sales) at the highest median price of any category—nearly $174,000. However, investors were also interested in purchasing newly constructed homes with 53 being purchased at a median sales price of nearly $156,000.

Homeowner Purchases

As noted above, home purchases by owner-occupants represent nearly 80% of all home sales in the past five years. These purchases include newly-constructed homes as well as homes built as far back as the 19th century. Table 25 analyzes these sales transactions based on the age of the house. About half of homes purchased by homeowners during this period were built before 1990; half after. Nearly 20% of these homes are 70 years old or older (built before 1950) while 8.5% are newly constructed and being sold by developers and home builders.

Table 25: Homeowner Purchases by Age of House (2016-2021)

	No. of Transactions	% of All Transactions	Median Sales Price	Median Square Footage	Median Price Per SF
House Built Before 1950	704	19.7%	$83,214	1,362	$61.10
House Built 1950-1969	523	14.6%	$107,725	1,444	$74.60
House Built 1970-1989	587	16.4%	$146,137	1,682	$86.88
House Built 1990-2010	994	27.7%	$156,745	1,693	$92.58
House Built After 2010	471	13.1%	$164,588	1,654	$99.51
New Construction	303	8.5%	$173,663	1,716	$101.20
Total	**3,582**	**100.0%**	**$138,148**		

Source: RealQuest, Jasper County, Urban Partners

As shown above on Table 25, in general the newer the home, the higher the sales price. Median sales prices by age of home grow from $83,214 for homes built before 1950 through $107,725 for 1950-69 homes, $146,137 for 1970-89 homes, and on up to $164,588 for homes less than 10 years old—only slightly less than the median of $173,663 for newly constructed homes.

Median home sizes (for homeowner purchase) have been fairly steady at about 1,700 SF since 1970. Typical older homes built before 1970 are somewhat smaller. On a square foot basis, pre-1950 homes sell for a median of $61 per square foot (SF). These price points range upward to $75/SF (1950-69 vintage); $87/SF (1970-89); $93/SF (1990-2009); $100/SF (2010 and newer); and $101/SF for new construction.

Similarly, on Table 26, we examine these homeowner purchases on the basis of location within three submarkets of the Joplin market: North, Central, and South. During this five-year period, roughly half of homeowner purchases occurred in the North Submarket; 40.9% in the Central Submarket; and only 10% in the South Submarket. The median sales price was $140,085 ($84.64/SF) in the North Submarket and $125,377 ($82.98/SF) in the submarket. On the other hand, in the South Submarket median price and price per square foot were significantly higher at $218,344 and $119.25/SF. The typical home in the Central Submarket was somewhat older—median year built of 1979 versus 1988 for the North Submarket and 1989 for the South Submarket. The typical home in the South Submarket was considerably larger at 1,831 SF.

Table 26: Homeowner Purchases by Submarket (2016-2021)

	No. of Transactions	% of All Transactions	Median Sales Price	Median Square Footage	Median Price Per SF	Median Year Built
North Submarket	1,754	49.0%	$140,085	1,655	$84.64	1988
Central Submarket	1,464	40.9%	$125,377	1,511	$82.98	1979
South Submarket	364	10.2%	$218,344	1,831	$119.25	1989
Total	**3,582**	**100.00%**	**$138,148**			

Source: RealQuest, Jasper County, Urban Partners

New Housing Construction

Table 27 shown on the following page analyzes the sales during this five-year period of homes constructed or substantially rehabilitated by developers and homebuilders. We have identified 356 such sales including 303 to homeowner-occupants and 53 to investors.

Joplin Area Habitat for Humanity has been a consistent developer of affordable homes in the community over this five-year period with 24 sales. These sales have generally been in the range of $85,000 to $125,000 with a median sales price of $107,600, or $89.09/SF for a 1,200 SF home. All 24 of these homes were sold to owner-occupants.

Table 27: Sales of Newly Constructed Homes (2016-2021)

	No. of Sales	Median Sale Price	Median Square Footage	Median Price Per SF	Typical Sales Price Range
Sold to Homeowners					
- Habitat for Humanity	24	$107,600	1,208	$89.07	$85k to $125k
- Older Properties	16	$128,900	1,267	$101.74	$85k to $210k
- New Homes Less Than 1,100 SF	15	$102,900	1,017	$101.18	$90k to $145k
- New Homes: 1,100-1,700 SF	102	$145,400	1,482	$98.11	$110k to $190k
- New Homes: 1,700 to 2,200 SF	91	$192,800	1,874	$102.88	$150k to $255k
- New Homes: 2,200 to 3,000 SF	49	$264,600	2,548	$103.85	$195k to $320k
- Custom Homes: Over 3,000 SF	6	$341,750	3,818	$89.51	N/A
Total	**303**				
Sold to Investors					
- Older Properties	4	$107,900	960	$112.40	N/A
- New Homes Less Than 1,100 SF	3	$106,300	940	$113.09	N/A
- New Homes: 1,100-1,700 SF	32	$155,800	1,374	$113.39	$100k to $270k
- New Homes: 1,700 to 2,200 SF	6	$135,000	1,820	$74.18	N/A
- New Homes: 2,200 to 3,000 SF	4	$265,800	2,390	$111.21	N/A
- Custom Homes: Over 3,000 SF	4	$325,000	3,391	$95.84	N/A
Total	**53**				

Source: RealQuest, Jasper County, Urban Partners

Another 20 sales involve older properties (more than 10 years old) that were moderately or substantially rehabilitated by builders. 16 of these homes were sold to homeowners generally in the range of $85,000 to $210,000 with a median sales price of $128,900, or $101.74/SF. The median size of these 16 homes was 1,267 SF. The other four homes were sold to investors. These were generally smaller homes (median size of 960 SF) selling for a median of $107,900, or $112.40/SF.

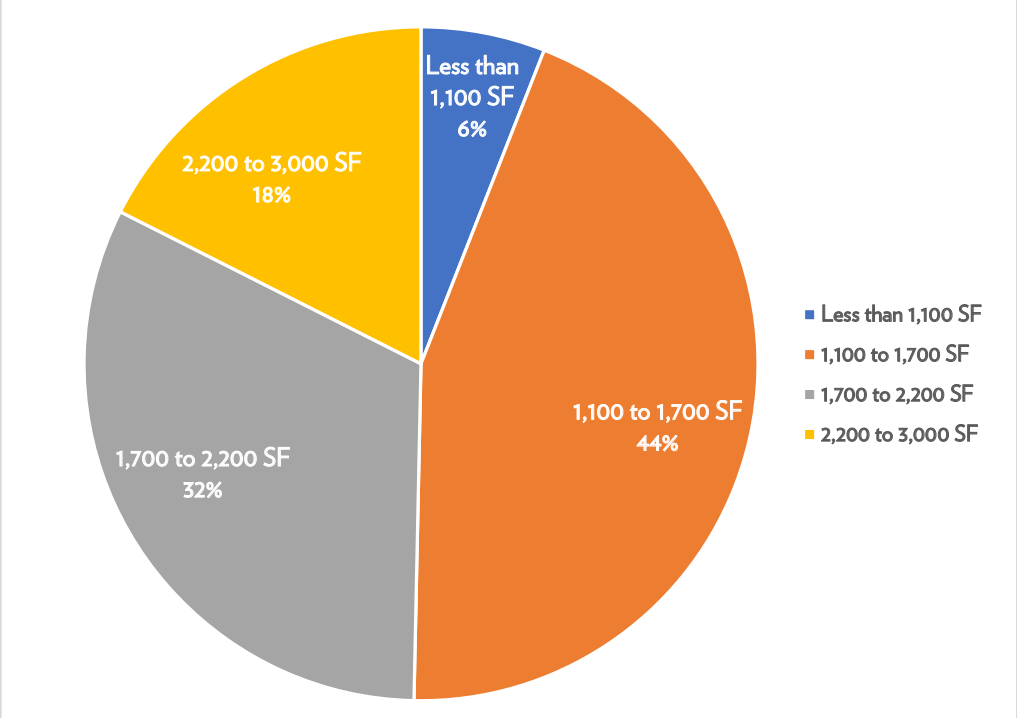
At the high end of the spectrum, ten custom homes of over 3,000 SF were sold in the $325,000 to $341,750 range, or $89.51 to $95.84 per square foot.

The majority of new home sales—302 homes—were developer production models in a variety of sizes. For this analysis, we have grouped these sales in four size classes:

- Less than 1,100 SF (18 homes—15 sold to homeowners; three to investors).
- 1,100 to 1,700 SF (134 homes—102 sold to homeowners; 32 to investors).
- 1,700 to 2,200 SF (97 homes—91 sold to homeowners; six to investors).
- 2,200 to 3,000 SF (53 homes—49 sold to homeowners; four to investors).

Figure 19 shown on the following page is a pie chart summarizing the distribution of developer built new home sales by home sizes.

Figure 19: Size Distribution of Developer Built New Home Sales by Home Sizes



For the homes sold to owner-occupants, the pricing is very consistent—$98 to $104/SF—through these size ranges. In effect, there is a new home available for a broad range of homebuyers with sales from $90,000 to $320,000. The most popular homes sizes are in the 1,100 to 2,200 SF range with 193 homes sold to owner-occupants at prices ranging from $110,000 to $255,000.

In all size categories, investors tended to purchase units 3% to 8% smaller than typical for homeowner purchase, but at higher prices per square foot—generally in the range of $111/SF to $113/SF. This suggests that new units purchased to rent had higher end finishes to attract top end renters.[6]

6The six investor purchases in the 1,700 to 2,200 SF range are at lower prices. This information may be skewed by one or two distressed sales or transactions among related parties.

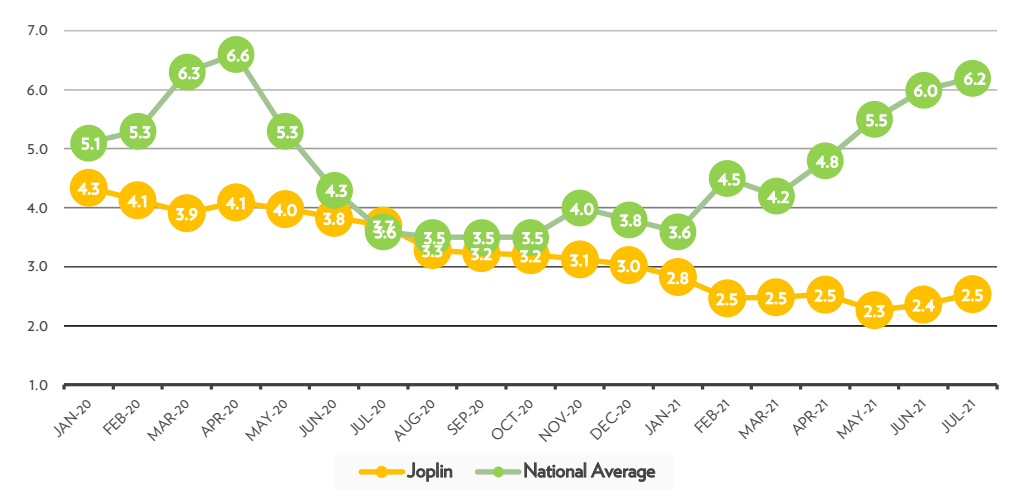
Months of Inventory, For-Sale Homes

The Ozark Gateway Association of REALTORS (OGAR) maintains statistics on residential sales based on the Multiple Listing Service (MLS) data. In Joplin, home sales that utilize the MLS service represent approximately 85 to 90% of all sales reported to the county assessor's offices.

The Months of Inventory is a useful indicator in determining the size of the for-sale inventory in relation to the number of homes sold. It provides an estimate of the number of months it would take for a typical home to sell if no new listings became available in the area. For instance, if the Months of Inventory number is 5.0, all the current listings can expect to be sold within 5 months. According to the National Association of REALTORS, "six months of supply is associated with moderate price appreciation, and a lower level of months' supply tends to push prices up more rapidly."

Since January 2020, Joplin's Months of Inventory is far lower than the national average, indicating a limited supply of homes and pointing to an escalation of housing prices. In January of 2020, Joplin maintained 4.3 months of inventory, compared to 5.1 months for the U.S. From that point on, Joplin's for-sale market tightened every month with only a few small exceptions. From February to July of 2021, Joplin maintained an average of 2.5 months of inventory, which is considerably lower than the 6.2 months of inventory available for the U.S. (see Figure 20).

Figure 20: Months of Inventory of Homes for Sale, January 2020 to July 2021



Source: Federal Reserve of St. Louis, Ozark Gateway Association of REALTORS, Urban Partners

8. Population Projections, Housing Needs

Population Growth Assumptions & Housing Demand

Utilizing population projections provided in the 2019 Comprehensive Economic Development Strategy of the Harry S. Truman Coordinating Council, Urban Partners estimates that Jasper County and Newton County will grow at annual rates of 0.27% and 0.07% per year from 2020 to 2030, respectively (see Table 28). Jasper County's total population in 2030 is projected at 126,500 residents, about 3,700 more than the estimated 2020 population, while Newton County is projected to remain flat at 59,100 in 2030 (just 352 more residents over the ten-year period).

Table 28: Population Growth Forecasts, Jasper County, Newton County, 2020-2030

	2010	2018	2020	2025	2030
Jasper County Population	117,404	120,426	122,761	124,600	126,500
Forecasted Growth 2020 to 2030					3.05%
Annual Growth Rate					0.27%
Newton County Population	58,114	58,827	58,648	58,900	59,100
Forecasted Growth 2020 to 2030					0.77%
Annual Growth Rate					0.07%

Sources: U.S. Census Bureau; Harry S. Truman Comprehensive Economic Development Strategy, Urban Partners

According to the U.S. Census Bureau, the population of Joplin grew from 50,150 in 2010 to 51,762 in 2020[7]. To achieve this population, Joplin captured 28.5% of the population growth in Jasper/Newton Counties. Assuming that Joplin's share of the two counites' population increases slightly to 29.1% by 2030, Joplin can anticipate a total population of 54,000 in 2030 (Table 29).

Table 29: Joplin Share of Jasper/Newton County Population 2010-2030

	2010	2018	2020	2025	2030
Jasper + Newton Counties	175,518	179,253	181,409	183,500	185,600
Joplin City	50,150	50,073	51,762	52,900	54,000
Joplin Share of Jasper/Newton Population	28.6%	27.9%	28.5%	28.8%	29.1%
Joplin Growth 2020 to 2030					4.32%
Annual Growth Rate					0.38%

Sources: U.S. Census Bureau; Harry S. Truman Comprehensive Economic Development Strategy, Urban Partners

About 4% of Joplin's population lives in group quarters such as college dorms, correctional institutions, and nursing home and assisted living facilities. We anticipate that the group quarters population will remain flat at around 2,000 residents through 2020 (see Table 30 shown on the following page).

7 According to the 2010 and 2020 Decennial Census datasets.

Table 30: Estimated Group Quarters Population, 2010-2030

	2010	2018	2020	2025	2030
Total Joplin Population	50,150	50,073	51,762	52,900	54,000
Group Quarters Population	2,006	2,008	2,008	2,009	2,010
Population In Households	48,144	48,065	49,754	50,891	51,990

Sources: U.S. Census Bureau; Urban Partners

As show in Table 31 below, the remaining population (about 52,000 by 2030) will reside in households. In recent years, the average household size in Joplin has been about 2.3 persons. Assuming that the ratio declines to 2.28 by 2025 and to 2.26 by 2030, the projected number of Joplin households in 2030 is 22,996. Factoring housing vacancies[8], we estimate that Joplin will require a total of 628 units by 2025 and an additional 547 units from 2025 to 2030.

Table 31: Estimated Population in Households, Total Housing Need, 2010-2030

	2010	2018	2020	2025	2030
Population in Households	48,144	48,065	49,754	50,891	51,990
Households	20,860	20,251	21,664	22,353	22,996
Average Household Size	2.31	2.37	2.30	2.28	2.26
Housing Units Reported	23,322	23,375	24,052		
Vacancy	10.6%	13.4%	9.9%	8.5%	7.0%
Housing Units Required				24,430	24,727
Demolition 2020-2025 (@50/Yr.)				250	
Net New Units Required: 2020-2025				**628**	
Demolition 2025-2030 (@50/Yr.)					250
Net New Units Required: 2025-2030					**547**

Sources: U.S. Census Bureau; City of Joplin, Urban Partners

Under those assumptions, ***the Joplin market will require substantial levels of housing production in the 2020 to 2030 period. Specifically, an annual average of 118 housing units in the 2020 to 2030 period—a total of 1,175 new units during the decade***. Based on the City's residential building permit data from the past five years, Joplin has averaged 250 new units annually (approximately 160 single-family units and 90 multi-family units).

Population Growth by Age Group

The manner in which Joplin's population age composition will evolve in the coming decade will inform necessary components of the 1,175 total housing demand. There has been limited forecasting of population dynamics in Missouri; in 2008, the Missouri Office of Administration developed population forecasts for Jasper and Newton Counties by age group. Utilizing that analysis and applying historic relationships of population age between Joplin and Jasper/Newton Counties, Urban Partners forecasts the population of Joplin for 2025 and 2030 by age group on Tables 32 shown on the following page.

[8] *Reported housing vacancy in Joplin has declined in recent years from 13.4% in 2010 to 9.9% in 2020. This vacancy includes housing for sale or rent, units in the process of being occupied, seasonal housing, and uninhabitable units. For forecast purposes, we assume this aggregate vacancy will decline to 7% of the housing stock by 2030.*

Table 32: Joplin Population Forecast by Age

	2020	2025	2030	Change 2020-2030
Population				
Under 15 Years	9,877	9,854	9,867	(10)
15 to 34 Years	14,841	15,188	15,422	581
35 to 64 Years	18,461	18,159	18,162	(299)
65+ Years	8,583	9,699	10,549	1,966
All Ages	**51,762**	**52,900**	**54,000**	**2,238**

Sources: U.S. Census; Missouri Office of Administration; Urban Partners

After adjusting for group quarters population, these forecasts show a large growth in the population over 65 in households of almost 2,000 persons during the decade versus more modest growth or population loss in younger age groups. In fact, ***the growth in the over 65+ population is 87.8% of all household population growth during the 2020 to 2030 period*** (1,964 out of 2,236 new residents, see Table 33). This aging of the population is highly consistent with trends observed throughout the United States.

Table 33: Joplin Groups Quarters and Population in Households Forecast by Age

	2020	2025	2030	Change 2020-2030
Group Quarters				
Under 15 Years	10	10	10	
15 to 34 Years	1,275	1,275	1,275	
35 to 64 Years	225	225	225	
65+ Years	498	499	500	2
All Ages	**2,008**	**2,009**	**2010**	**2**
Population in Households				
Under 15 Years	9,867	9,844	9,857	-10
15 to 34 Years	13,566	13,913	14,147	581
35 to 64 Years	18,236	17,934	17,937	-299
65+ Years	8,085	9,200	10,049	1,964
All Ages	**49,754**	**50,891**	**51,990**	**2,236**

Sources: U.S. Census; Missouri Office of Administration; Urban Partners

Components of Housing Demand

Urban Partners analyzed the 2010 to 2020 U.S. Census data for Joplin to understand the demand for housing by age of householder and tenure. As shown on Table 34 on the following page, the householder per capital ratio (i.e., the ratio of people who are head of a household to the total population within a specific age group) varies by age group from 0.364 householders per capita for those ages 15 to 34 to 0.673 householders per capita for those ages 65 and older. Depending on the age of the householder, there is also significant variation in tenure, with 68.6% of 15 to 34-year-old households renting, while 76.5% of households over age 65 are homeowners.

Table 34: Recent Joplin Housing Demand by Age of Householder

	2020 Population	Householders Per Capita	2020 Households	Owner Share	Renter Share
Persons 15 to 34 Years	13,566	0.364			
Persons 35 to 64 Years	18,236	0.548			
Persons 65+ Years	8,085	0.673			
Householders 15 to 34 Years			4,937	31.4%	68.6%
Householders 35 to 64 Years			9,988	60.5%	39.5%
Householders 65+ Years			5,444	76.5%	23.5%

Sources: U.S. Census Bureau; Urban Partners

On Table 35, we apply these factors to the household population growth data on Table 33 to identify the likely composition of households in Joplin in 2025 and 2030 by age of householder and tenure. Note that total growth in households is estimated at 1,373 for the ten-year period with 1,319 of those households (96.1%) being headed by a householder 65 years of age or older.

Table 35: Joplin Housing Demand by Tenure & Age of Householder (2020-2030)

	2020	2025	2030	Growth 2020-2030
All Households	**20,369**	**21,084**	**21,742**	**1,373**
15 to 34 Years	4,937	5,064	5,150	213
35 to 64 Years	9,988	9,828	9,829	-159
65+ Years	5,444	6,192	6,763	1,319
All Owner-Occupied Housing	**11,758**	**12,273**	**12,737**	**980**
15 to 34 Years	1,550	1,590	1,617	67
35 to 64 Years	6,043	5,946	5,947	-96
65+ Years	4,165	4,737	5,174	1,009
All Renter-Occupied Housing	**8,611**	**8,811**	**9,005**	**393**
15 to 34 Years	3,387	3,474	3,533	146
35 to 64 Years	3,945	3,882	3,883	-63
65+ Years	1,279	1,455	1,589	310

Sources: U.S. Census Bureau; Urban Partners

Finally, on Table 36 on the following page, we disaggregate this information to identify the increments of household demand likely to appear in Joplin during the 2020 to 2030 period. ***This new demand is heavily oriented toward the senior market with 100% of the net new demand involving additional sales housing occupied by seniors and 78.9% oriented to senior rentals***.

Table 36: Incremental Housing Need for 2025 & 2030 by Tenure & Age of Householder

	Units Needed 2020 to 2025	Units Needed 2025 to 2030	Total Units Needed 2020 to 2030
Owner-Occupied Housing	**515**	**465**	**980**
Householder 15 to 34 Years	40	27	67
Householder 35 to 64 Years	-97	1	-96
Householder 65+ Years	572	437	1,009
Renter-Occupied Housing	**200**	**193**	**393**
Householder 15 to 34 Years	87	58	146
Householder 35 to 64 Years	-63	1	-63
Householder 65+ Years	176	134	310
Total Demand Growth	**715**	**658**	**1,373**
Net Absorption of Vacant Units (Adjusted for Demolition)	**87**	**111**	**198**
New Supply Needed (7% Vacancy)	**628**	**547**	**1,175**

Sources: Urban Partners

It should be noted that the demand for housing for seniors doesn't necessitate building over 1,300 units of senior oriented housing units in the next ten years. The increment of senior housing can be accommodated in a variety of ways:

- Many of the households aging into the 65+ age segment in the next ten years will choose to remain in their current homes. Many of these homes will most likely need to be adapted or modified to enable the aging-in-place option.
- Existing housing stock in well-serviced locations will be attractive options for downsizing seniors.
- There will be demand for new construction homes that are suitable for senior living. These communities don't necessarily need to be aged-restricted, but features such as first floor main bedrooms, community maintained exterior spaces (e.g., lawn care, snow removal, etc.), and close proximity to shops/services/walking trails will be crucial elements of new developments that can attract senior households.

9: Housing Strategies

The following strategies were formulated by Urban Partners based on the quantitative analysis performed above, with input and guidance from City staff and key stakeholders. The four strategies detailed below represent the most significant topics for the City to pursue in the coming decade, but not necessarily an exhaustive list of policies and strategies the City may pursue in the effort to promote a healthy and balanced housing market in Joplin.

Strategy #1: Encourage development of a variety of senior housing units

Key findings:

- Consistent with national demographic trends, Joplin's population is aging.
- Ninety-six percent (96%) of all net household growth in the next ten years in Joplin will be headed by householders 65 years of age or older.
- The incremental housing demand for seniors from 2020 to 2030 are 1,009 owner-occupied units and 310 rental units, far greater than any other age group.

Policy recommendations:

1.1. Evaluate the feasibility of initiating a senior home modification program that can offer grants, low-interest loans, and/or volunteer labor for a variety of items to accommodate senior households wishing to age-in-place (such as ramps, stair lifts, bathroom grab bars, roll-in showers, and ground floor bedroom conversion).

1.2. Increase the supply of new lower-maintenance housing in walkable, amenity-rich neighborhoods with design features that are suitable for senior living (such as one-level living, common or no-maintenance arrangement, and walking distance to shops/services/outdoor recreational facilities). Suitable areas may include: Downtown and near-Downtown neighborhoods such as Murphysburg and East Town; neighborhoods within close proximity to commercial corridors such as Range Line Road and 32nd Street; and neighborhoods near the hospitals and ancillary medical services.

1.3. Institute sensible building and zoning regulations for accessory dwelling units for households interested in intergenerational living arrangements.

1.4. Work with affordable housing providers to build new low-income senior apartments and retain the current supply of such units. Prioritize areas serviced by public transit, social services, and medical facilities.

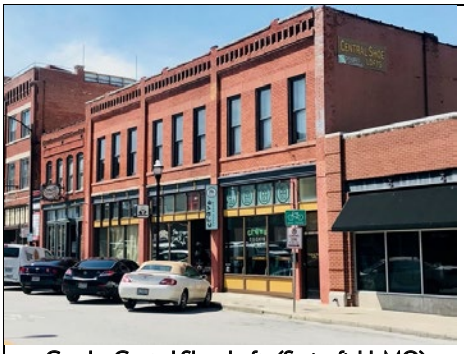
Strategy #2: Promote housing development in Downtown

Key findings:

- Millennials and retiring Baby Boomers, as well as Gen Zs who will play an increasingly pivotal role in the market the next ten years, are increasingly preferring walkable communities with urban amenities, entertainment, culture, and education.
- Endowed with a rich history and beautiful architecture, Downtown Joplin has a unique opportunity within the region to strengthen its status as a 24-hour district by adding more residential units.

Policy recommendations:

2.1. Work with developers and home builders to construct denser housing types such as townhomes, apartments, and condominiums that properly integrate design features to the downtown environment (see examples of downtown housing in other cities below).



Condo: Central Shoe Lofts (Springfield, MO)



Condo: St. Paul's Square (Valparaiso, IN)



Townhome: Carini Townhomes (Bryan, TX)



Apartment: Electric City (Schenectady, NY)

2.2. Strengthen the Downtown housing market with additional high-quality rental developments that can attract young adults and seniors alike. Once the Downtown is gaining traction as a residential district, encourage additional for-sale products such as condominiums and townhomes.

2.3. Examine and modify current zoning as necessary to ensure developers can build denser residential structures by right. Consider a downtown overlay district that regulates, among other items: design standards, building setbacks, floor area ratios, building heights, minimum parking requirements/shared parking arrangements, minimum lot sizes, and signage.

2.4. Create a working group consisting of housing specialists and business recruitment/economic development practitioners to identify key housing initiatives to maintain and grow the downtown.

2.5. Evaluate the feasibility of offering employer-assisted housing programs and/or a cash incentive to new residents to relocate to Downtown Joplin (see examples in other cities and communities below).

Relocation Incentive Programs in Other Cities and Communities

- **Northwest Arkansas ($10,000)**
  Must be at least 24 years-of-age. Applicants must reside outside of Arkansas and upon acceptances must move to Benton County or Washington County within six months. Must have full time employment (remote or self).

- **Tulsa, Oklahoma ($10,000)**
  Must be at least 18 years-of-age. Applicants must reside outside of Oklahoma and upon acceptances must move to Tulsa in 12 months. Must have a full-time job outside of Oklahoma or accept a position with a participating Tulsa-based company. Must live in Tulsa for at least one year.

- **Bloomfield, Iowa ($15,000 + tax incentive)**
  New homes built in an existing tax increment financing (TIF) area qualify for a $15,000 cash incentive. Homes built outside an existing TIF district are eligible for a $10,000 cash incentive and will receive a three-year property tax abatement.

- **Jasper, Indiana ($5,000)**
  Must be between 25 and 40 years-of-age. Applicants must reside outside of Indiana and upon acceptances must move to Jasper in six months. Must work remotely or be able to bring their job to Jasper. Must have a minimum income. Must live in Dubois County for at least two years.

- **Lewisburg, West Virginia ($12,000)**
  Must be at least 18 years-of-age. Must have a full-time job outside of West Virginia. Must live in Lewisburg for at least two years

Strategy #3: Continue support for improvements in older housing stock

Key findings:

- Census data show that 38.6% of all housing units in Joplin were built before 1970.
- As of 2019, there are 1,700 "other vacant" units which generally refer to long-term vacancies for homes in disrepair, legal issues, or other circumstances that prevent safe occupancy.
- Many older homes are underperforming in the market and/or will require major investments in order to retain their value.
- 54.1% of renter-occupied homes are in single-family structures.

Policy recommendations:

3.1. Maintain a real-time inventory of vacant or distressed homes along with key property information (such as ownership with mailing address, lien/judgment status, tax payment status, mortgage, etc.).

3.2. Evaluate the feasibility of instituting a vacant property registration program.

3.3. Incentivize the demolition/replacement of distressed homes by offering grants ranging from $20,000 to $40,000 based on the appraised value of the newly built replacement home. Institute deed restrictions to keep replacement homes from being converting to rental units.

3.4. Partner with various service providers to launch a multi-faceted home improvement program in older neighborhoods where focused intervention efforts will reverse disinvestment and stabilize the housing stock. Initiate a pilot program in North Heights, East Town, Conklin, Emerson, and other neighborhoods with similar physical and economic characteristics. Support basic systems repairs (roofing/ weatherization, mechanical system, etc.) and façade improvements (repairs to front porch, sidewalks, street address labels, landscaping, etc.).

3.5. Evaluate the feasibility of instituting a real estate tax abatement program for substantial home repairs (e.g., a ten-year tax abatement for older homes requiring a minimum monetary threshold in repairs).

3.6. Work with local lending institutions to establish and widely publicize mortgage products that support the purchase and rehabilitation of homes (e.g., 203K loans). Explore the potential of leveraging other resources available for first time homebuyers (such as Missouri Housing Development Commission's First Place program).

3.7. Evaluate the feasibility of launching a tangled title legal assistance program for low-and-moderate income households ("*Tangle Title refers to situations in which the deed to a property bears the name of someone other than the apparent owner. Tangled titles can have serious ramifications for residents and neighborhoods,*

sometimes causing people to lose their primary residence or be unable to manage its upkeep" from The Pew Charitable Trusts).

3.8. Initiate a citywide rental registration program to ensure code compliance and proper tenant protection. Conduct regularly scheduled inspections.

Strategy #4: Ensure long-term availability of homes within reach of low-and-moderate income households

Key findings:

- Census data show that nearly 9,000 Joplin residents are living under the poverty line.
- More than 5,500 households earning less than $50,000 a year are cost burdened (1,542 homeowners and 4,042 renters) and may experience hardships in affording other necessities such as medical costs, food, clothing, education, and transportation.
- Despite the presence of 32 income-restricted rental communities offering a total of 1,910 units, the demand for affordable rentals far exceeds the current supply in Joplin.

Policy recommendations:

4.1. Collaborate with Missouri Housing Development Commission, County agencies, and private/non-profit housing development organizations to preserve existing income-restricted rental housing stock (i.e., devise a plan for communities with expiring compliance periods).

4.2. Work with MHDC, County agencies and private/non-profit housing development organizations to build new income-restricted rental units. Evaluate the potential of mixed-income development schemes.

4.3. Continue working with affordable housing providers to increase production of subsidized for-sale homes (both new and renovation of existing units).

4.4. Continue working with major employers and institutions to increase housing options within reach of moderate-income households (at 60% to 80% of the Area Median Income, or $36,000 to $48,000 annually for a 4-person household). Potential programs initiated by employers/institutions may include downpayment assistance, mortgage guarantees, and home repair grants. Programs offered by the city and/or partnering organizations may include financial literacy education, development incentives, site assemblage, expedited permitting process, real estate tax abatements, density bonus for allocating a percentage of the units to moderate-income households, etc.

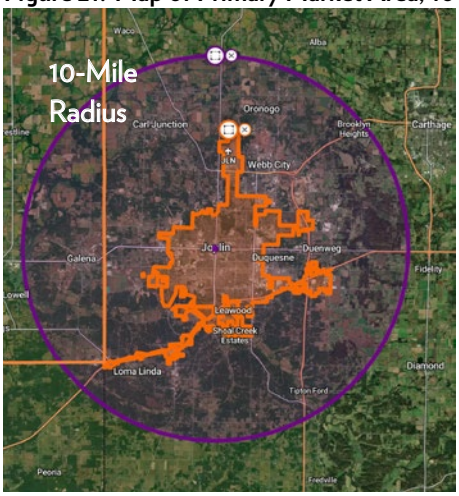
4.5. Continue to promote workforce development opportunities with the city's economic development partners to raise potential earnings of poverty level residents.

Appendix 1: Residential Tapestry Segmentation

In addition to the traditional demographic data from the U.S. Census Bureau, a Psychographic Segmentation was analyzed for area residents. Whereas the Census Data provide historical resident profiles in a particular geographic location, psychographics broadens the scope by identifying lifestyle habits, values, attitudes, and other defining attributes.

For this analysis, ESRI Tapestry Segmentation dataset—which classifies resident groups into 67 unique segments in easy-to-visualize terms based not only on demographics but also on socioeconomic characteristics—was analysis for residents within a 10-mile radius from Downtown Joplin (see Figure 21).

Figure 21: Map of Primary Market Area, 10-mile Radius from Downtown Joplin



Source: ESRI, Urban Partners

The 10-mile radius includes adjacent Jasper communities of Webb City, Carl Junction, Oronogo, Duquesne, and Duenweg—in addition to portions of Newton County, small portions of southeast Kansas and northeast Oklahoma. PolicyMap estimates that approximately 105,600 people reside within this 10-mile radius.

According to ESRI, the segment called *Traditional Living* is the most prevalent in the 10-mile radius, followed by *Old and Newcomers, Middleburg, Midlife Constraints, and Salt of the Earth*. Almost two-thirds of all households fall in one of these five segments (Table 37).

Table 37: Top ESRI Tapestry Segments

	10-Mile Radius Area Households %	All U.S. Households %
1. Traditional Living	19.8%	1.9%
2. Old and Newcomers	14.9%	2.3%
3. Middleburg	12.3%	3.0%
4. Midlife Constraints	9.2%	2.5%
5. Salt of the Earth	6.9%	2.9%

Source: ESRI, Urban Partners

The following pages show detailed profiles for the top segments.

Tapestry Segmentation Area Profile

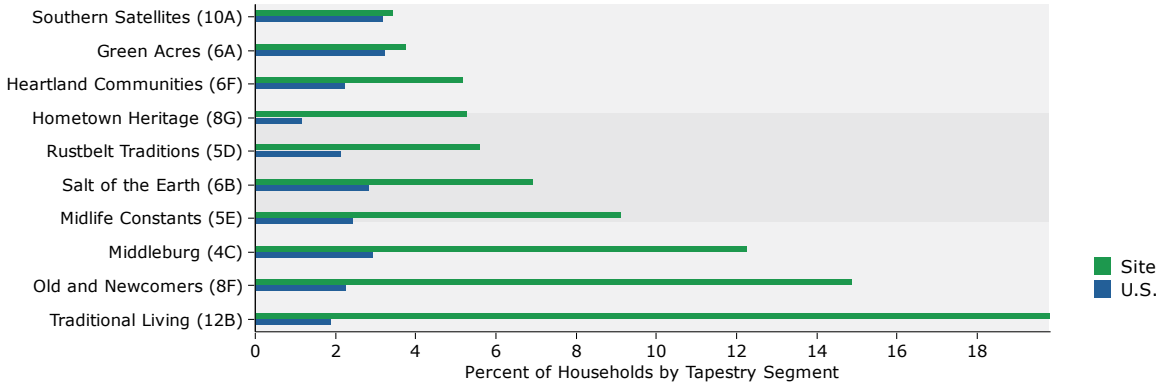
621 S Main St, JOPLIN MO 64801
621 S Main St, JOPLIN MO 64801
Ring: 10 mile radius

Latitude: 37.0851
Longitude: -94.5134

Top Twenty Tapestry Segments

		2021 Households		2021 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Traditional Living (12B)	19.8%	19.8%	1.9%	1.9%	1046
2	Old and Newcomers (8F)	14.9%	34.8%	2.3%	4.2%	649
3	Middleburg (4C)	12.3%	47.0%	3.0%	7.2%	413
4	Midlife Constants (5E)	9.2%	56.2%	2.5%	9.6%	373
5	Salt of the Earth (6B)	6.9%	63.1%	2.9%	12.5%	242
	Subtotal	**63.1%**		**12.6%**		
6	Rustbelt Traditions (5D)	5.6%	68.7%	2.2%	14.7%	259
7	Hometown Heritage (8G)	5.3%	74.0%	1.2%	15.8%	445
8	Heartland Communities (6F)	5.2%	79.2%	2.3%	18.1%	229
9	Green Acres (6A)	3.8%	83.0%	3.3%	21.4%	116
10	Southern Satellites (10A)	3.5%	86.5%	3.2%	24.6%	109
	Subtotal	**23.4%**		**12.2%**		
11	Prairie Living (6D)	2.7%	89.2%	1.1%	25.6%	259
12	Small Town Simplicity (12C)	1.9%	91.2%	1.8%	27.4%	106
13	In Style (5B)	1.9%	93.1%	2.2%	29.7%	84
14	Set to Impress (11D)	1.6%	94.6%	1.4%	31.1%	114
15	Rooted Rural (10B)	1.0%	95.7%	2.0%	33.0%	53
	Subtotal	**9.1%**		**8.5%**		
16	Savvy Suburbanites (1D)	1.0%	96.7%	3.0%	36.0%	34
17	Social Security Set (9F)	0.9%	97.6%	0.8%	36.8%	113
18	Comfortable Empty Nesters (5A)	0.9%	98.5%	2.4%	39.3%	37
19	Home Improvement (4B)	0.8%	99.3%	1.7%	41.0%	48
20	Down the Road (10D)	0.7%	100.0%	1.2%	42.1%	59
	Subtotal	**4.3%**		**9.1%**		
	Total	**100.0%**		**42.1%**		**237**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

September 15, 2021

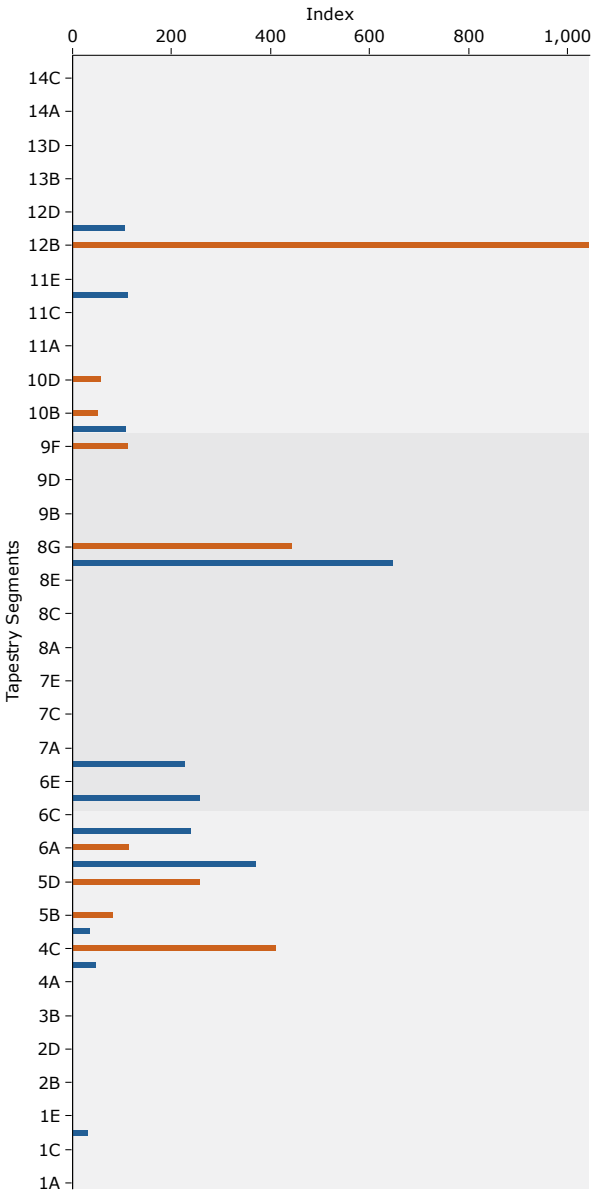
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Tapestry Segmentation Area Profile

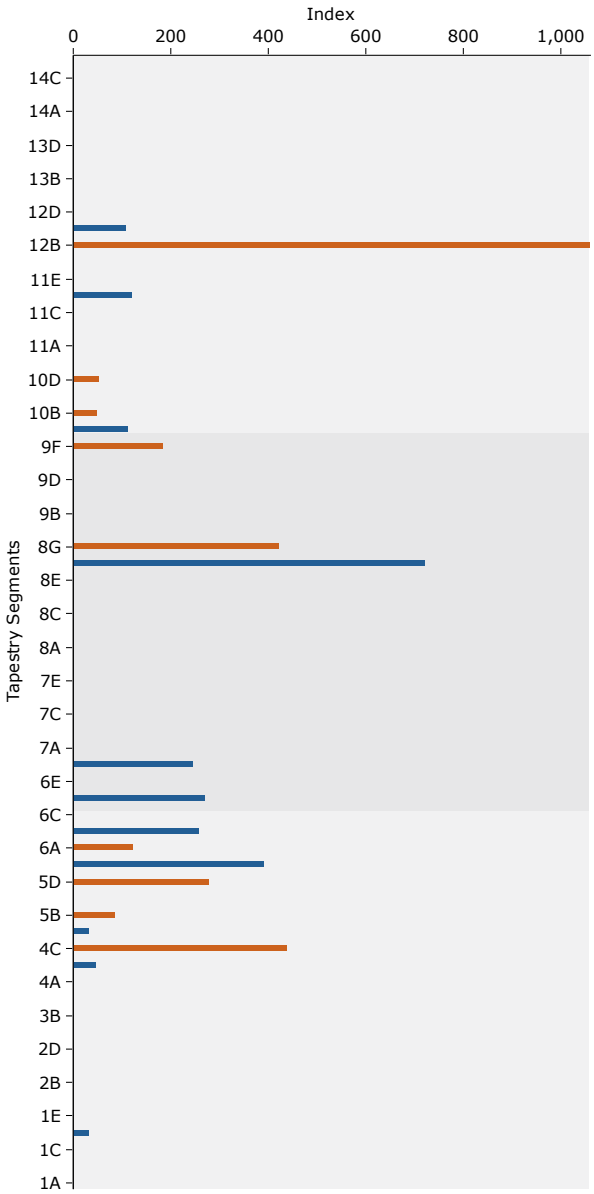
621 S Main St, JOPLIN MO 64801
621 S Main St, JOPLIN MO 64801
Ring: 10 mile radius

Latitude: 37.0851
Longitude: -94.5134

2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

September 15, 2021

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Tapestry Segmentation Area Profile

621 S Main St, JOPLIN MO 64801
621 S Main St, JOPLIN MO 64801
Ring: 10 mile radius

Latitude: 37.0851
Longitude: -94.5134

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,254	100.0%		87,908	100.0%	
1. Affluent Estates	**457**	**1.0%**	**10**	**975**	**1.1%**	**10**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	457	1.0%	34	975	1.1%	34
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**5,928**	**13.1%**	**172**	**12,282**	**14.0%**	**175**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	370	0.8%	48	789	0.9%	49
Middleburg (4C)	5,558	12.3%	413	11,493	13.1%	440
5. GenXurban	**7,938**	**17.5%**	**156**	**15,428**	**17.6%**	**163**
Comfortable Empty Nesters (5A)	406	0.9%	37	747	0.8%	35
In Style (5B)	850	1.9%	84	1,613	1.8%	88
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,539	5.6%	259	5,040	5.7%	281
Midlife Constants (5E)	4,143	9.2%	373	8,028	9.1%	394
6. Cozy Country Living	**8,453**	**18.7%**	**155**	**17,261**	**19.6%**	**165**
Green Acres (6A)	1,715	3.8%	116	3,673	4.2%	124
Salt of the Earth (6B)	3,145	6.9%	242	6,554	7.5%	259
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,242	2.7%	259	2,447	2.8%	272
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	2,351	5.2%	229	4,587	5.2%	246
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

September 15, 2021

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Tapestry Segmentation Area Profile

621 S Main St, JOPLIN MO 64801
621 S Main St, JOPLIN MO 64801
Ring: 10 mile radius

Latitude: 37.0851
Longitude: -94.5134

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,254	100.0%		87,908	100.0%	
8. Middle Ground	**9,147**	**20.2%**	**187**	**16,811**	**19.1%**	**191**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	6,751	14.9%	649	12,554	14.3%	722
Hometown Heritage (8G)	2,396	5.3%	445	4,257	4.8%	424
9. Senior Styles	**412**	**0.9%**	**16**	**1,074**	**1.2%**	**24**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	412	0.9%	113	1,074	1.2%	186
10. Rustic Outposts	**2,351**	**5.2%**	**63**	**4,699**	**5.3%**	**64**
Southern Satellites (10A)	1,563	3.5%	109	3,228	3.7%	114
Rooted Rural (10B)	475	1.0%	53	898	1.0%	52
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	313	0.7%	59	573	0.7%	55
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**712**	**1.6%**	**26**	**1,255**	**1.4%**	**26**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	712	1.6%	114	1,255	1.4%	121
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**9,856**	**21.8%**	**362**	**18,123**	**20.6%**	**363**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	8,975	19.8%	1,046	16,526	18.8%	1,061
Small Town Simplicity (12C)	881	1.9%	106	1,597	1.8%	110
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

September 15, 2021

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Tapestry Segmentation Area Profile

621 S Main St, JOPLIN MO 64801
621 S Main St, JOPLIN MO 64801
Ring: 10 mile radius

Latitude: 37.0851
Longitude: -94.5134

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,254	100.0%		87,908	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**2,539**	**5.6%**	**34**	**5,040**	**5.7%**	**33**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,539	5.6%	259	5,040	5.7%	281
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**20,096**	**44.4%**	**246**	**37,279**	**42.4%**	**254**
In Style (5B)	850	1.9%	84	1,613	1.8%	88
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	6,751	14.9%	649	12,554	14.3%	722
Hometown Heritage (8G)	2,396	5.3%	445	4,257	4.8%	424
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	412	0.9%	113	1,074	1.2%	186
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	712	1.6%	114	1,255	1.4%	121
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	8,975	19.8%	1,046	16,526	18.8%	1,061
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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	Number	Percent	Index	Number	Percent	Index
Total:	45,254	100.0%		87,908	100.0%	
4. Suburban Periphery	**5,376**	**11.9%**	**37**	**10,539**	**12.0%**	**37**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	457	1.0%	34	975	1.1%	34
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	370	0.8%	48	789	0.9%	49
Comfortable Empty Nesters (5A)	406	0.9%	37	747	0.8%	35
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	4,143	9.2%	373	8,028	9.1%	394
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**9,103**	**20.1%**	**214**	**18,250**	**20.8%**	**228**
Middleburg (4C)	5,558	12.3%	413	11,493	13.1%	440
Heartland Communities (6F)	2,351	5.2%	229	4,587	5.2%	246
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	313	0.7%	59	573	0.7%	55
Small Town Simplicity (12C)	881	1.9%	106	1,597	1.8%	110
6. Rural	**8,140**	**18.0%**	**106**	**16,800**	**19.1%**	**113**
Green Acres (6A)	1,715	3.8%	116	3,673	4.2%	124
Salt of the Earth (6B)	3,145	6.9%	242	6,554	7.5%	259
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	1,242	2.7%	259	2,447	2.8%	272
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	1,563	3.5%	109	3,228	3.7%	114
Rooted Rural (10B)	475	1.0%	53	898	1.0%	52
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

September 15, 2021

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LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

12B

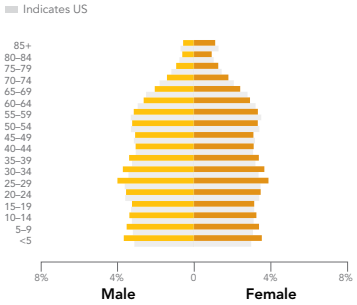
LifeMode Group: Hometown

Traditional Living

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

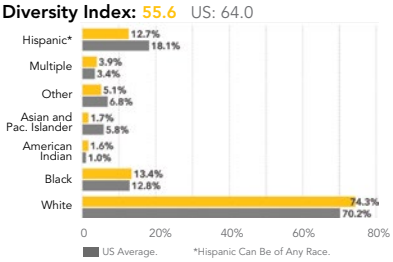
Median Age: 35.5 US: 38.2



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 55.6 US: 64.0



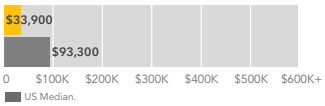
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

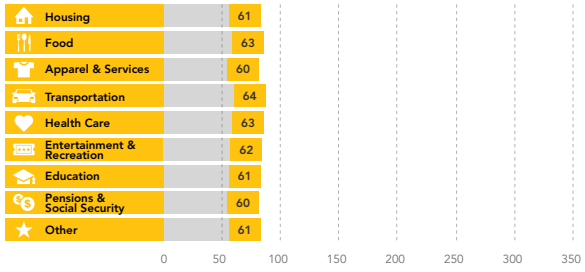


Median Net Worth



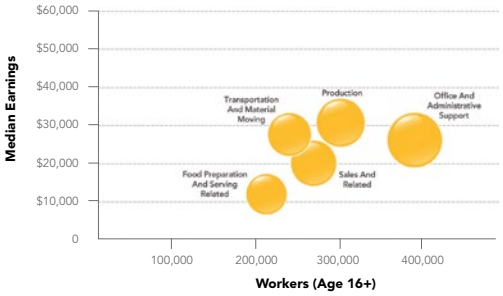
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



12B

LifeMode Group: Hometown

Traditional Living

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include ABC Family, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

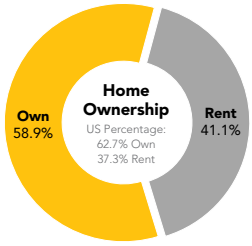
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

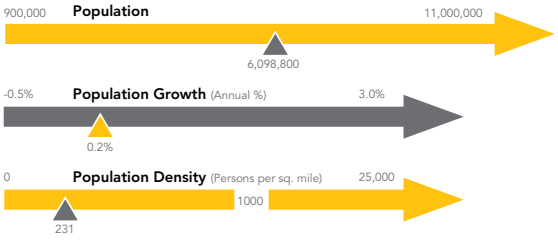
Median Value:
$83,200

US Median: $207,300



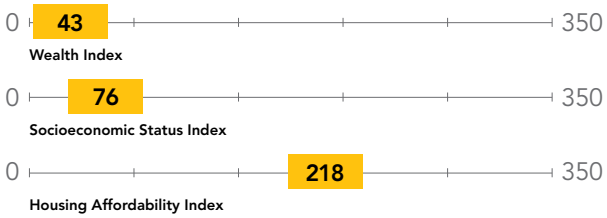
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



12B

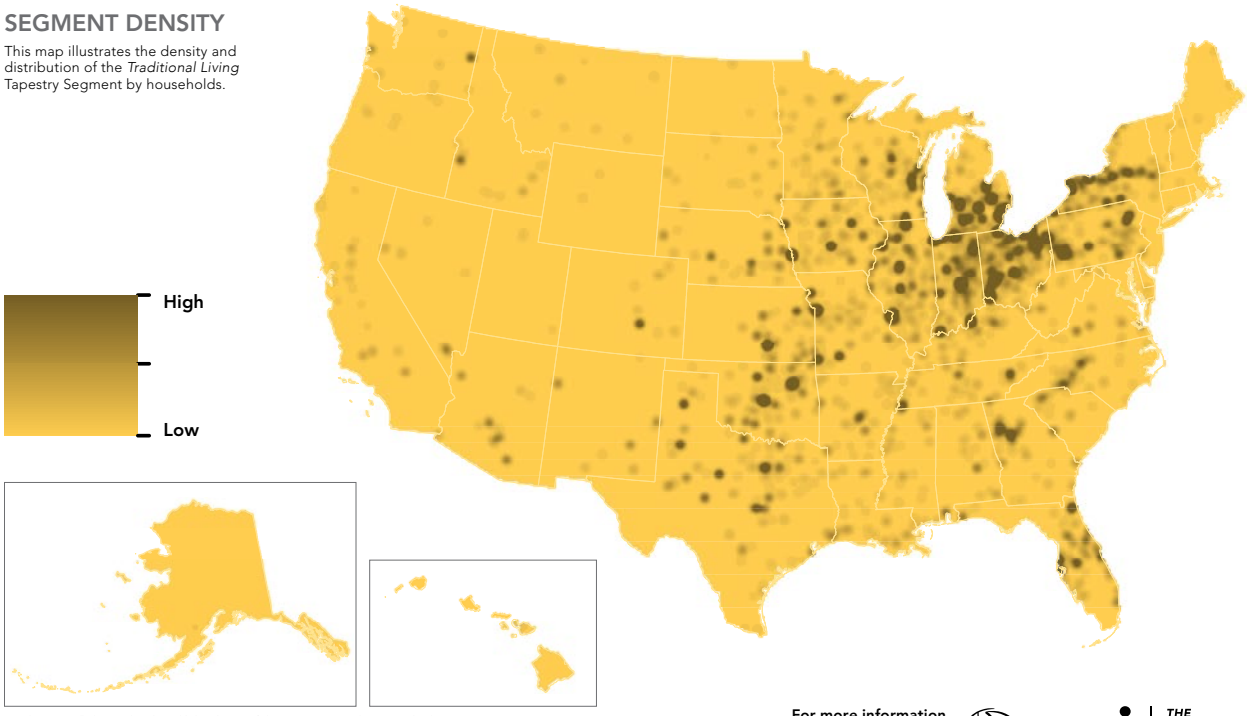
LifeMode Group: Hometown

Traditional Living

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.



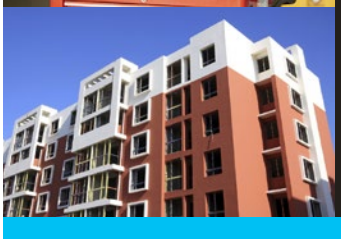
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esri THE SCIENCE OF WHERE





LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

8F

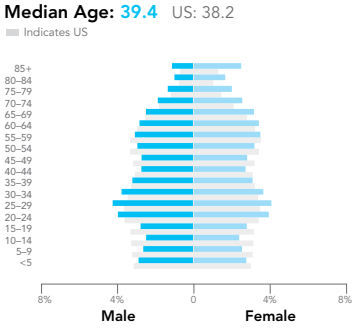
LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

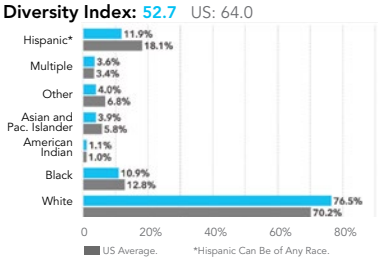
Median Age: 39.4 US: 38.2



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

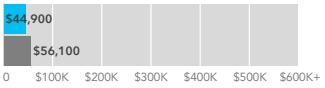
Diversity Index: 52.7 US: 64.0



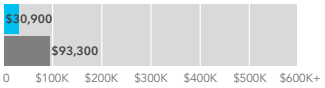
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

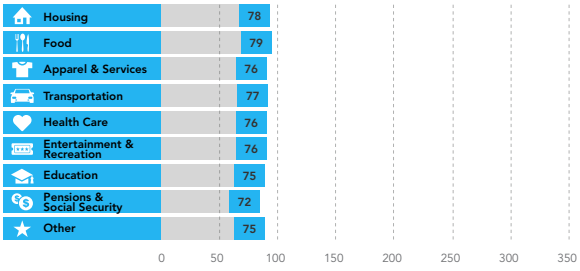


Median Net Worth



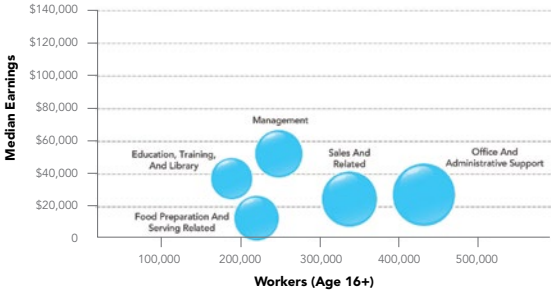
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



8F

LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

HOUSING

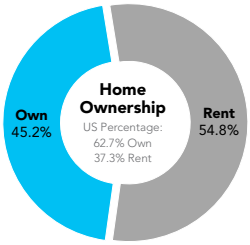
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

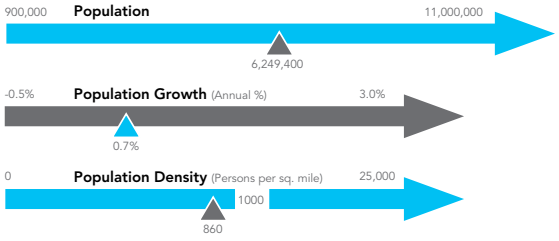
Average Rent:
$880

US Average: $1,038



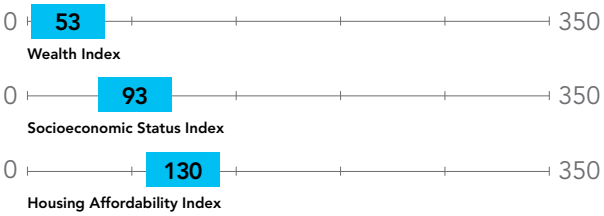
POPULATION CHARACTERISTICS

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ESRI INDEXES

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8F

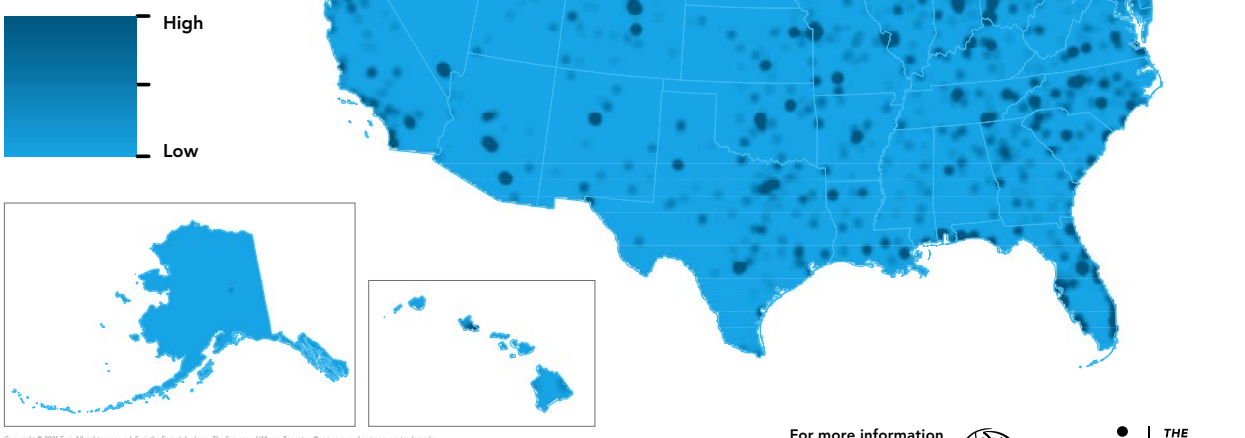
LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



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esri THE SCIENCE OF WHERE





LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

4C

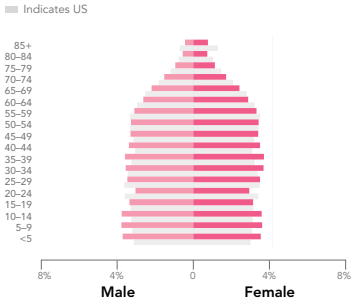
LifeMode Group: Family Landscapes

Middleburg

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

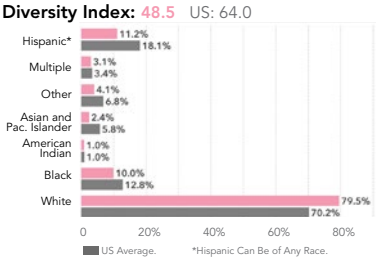
Median Age: 36.1 US: 38.2



RACE AND ETHNICITY (Esri data)

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Diversity Index: 48.5 US: 64.0



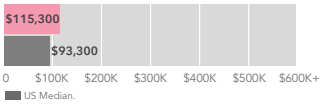
INCOME AND NET WORTH

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Median Household Income

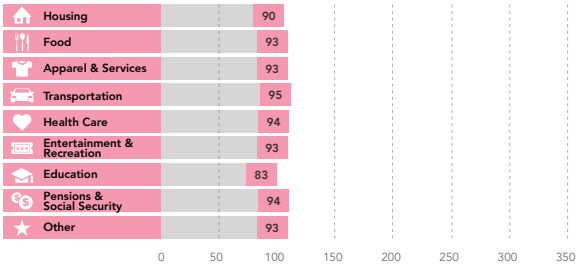


Median Net Worth



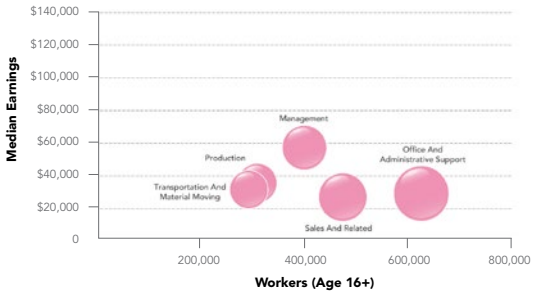
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4C

LifeMode Group: Family Landscapes

Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

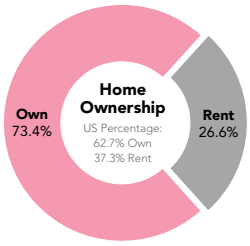
HOUSING

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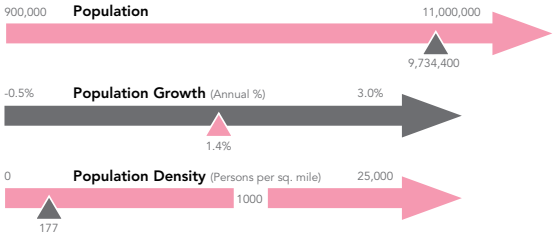
Typical Housing:
Single Family

Median Value:
$175,000
US Median: $207,300



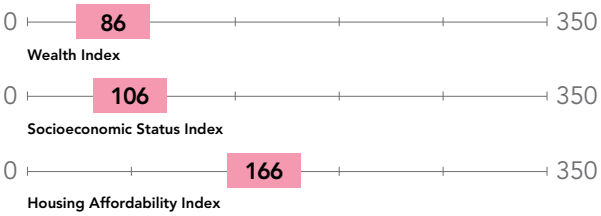
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



4C

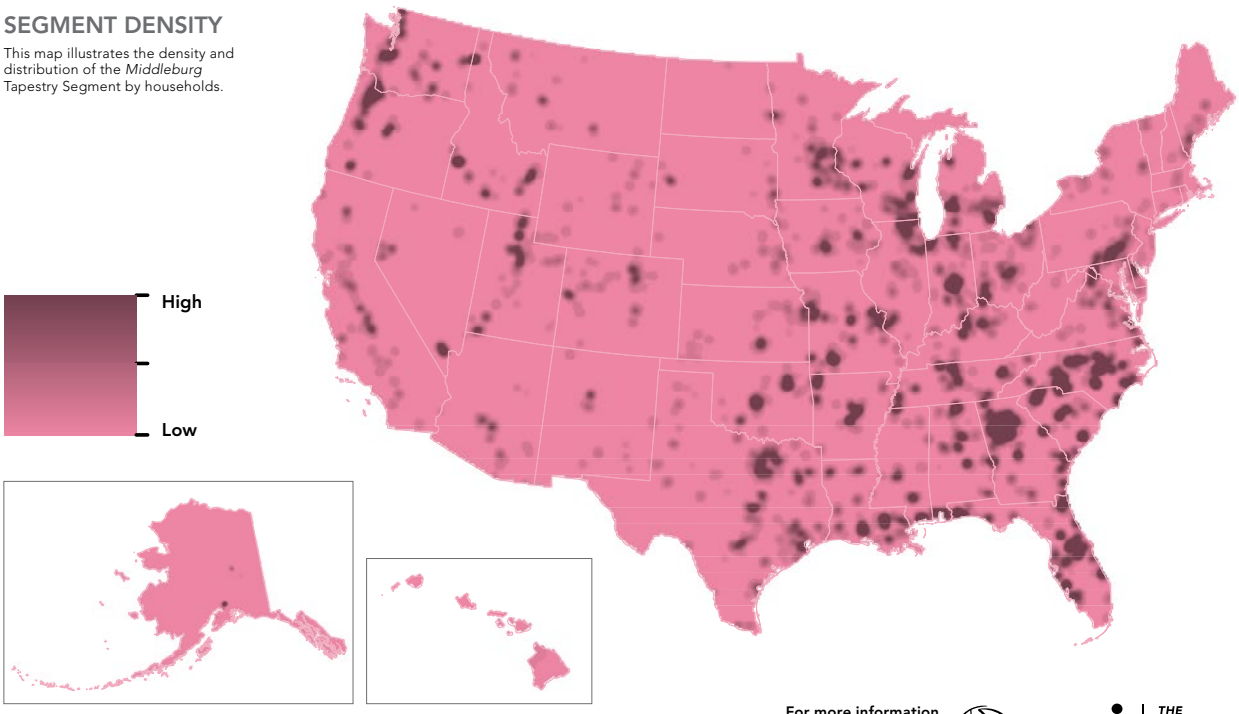
LifeMode Group: Family Landscapes

Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.

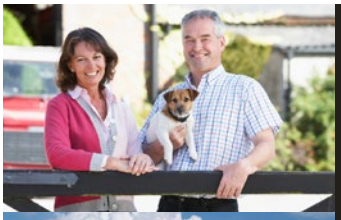


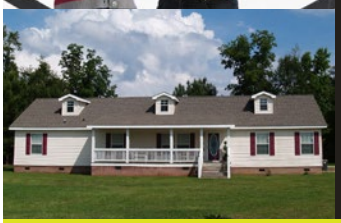
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LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5E

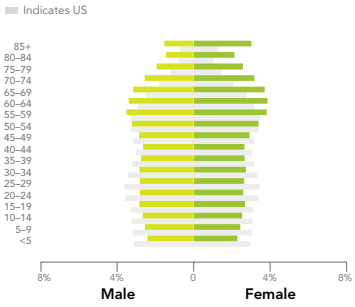
LifeMode Group: GenXurban

Midlife Constants

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

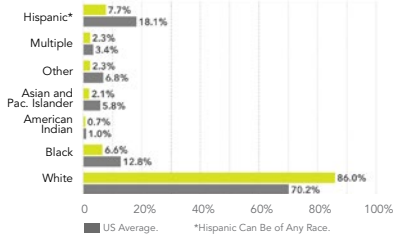
Median Age: 47.0 US: 38.2



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 36.2 US: 64.0



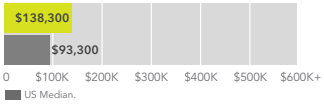
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

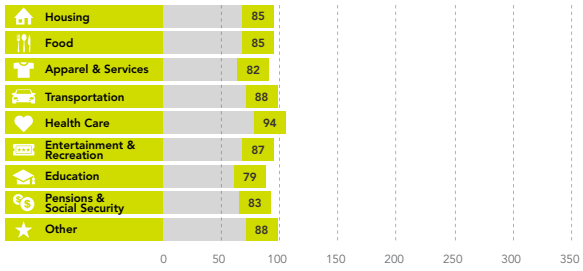


Median Net Worth



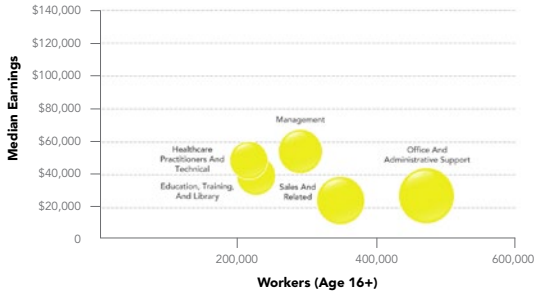
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



5E

LifeMode Group: GenXurban

Midlife Constants

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

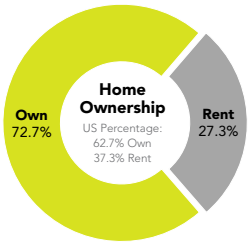
HOUSING

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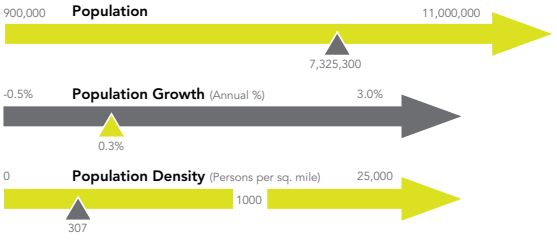
Typical Housing:
Single Family

Median Value:
$154,100
US Median: $207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

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5E

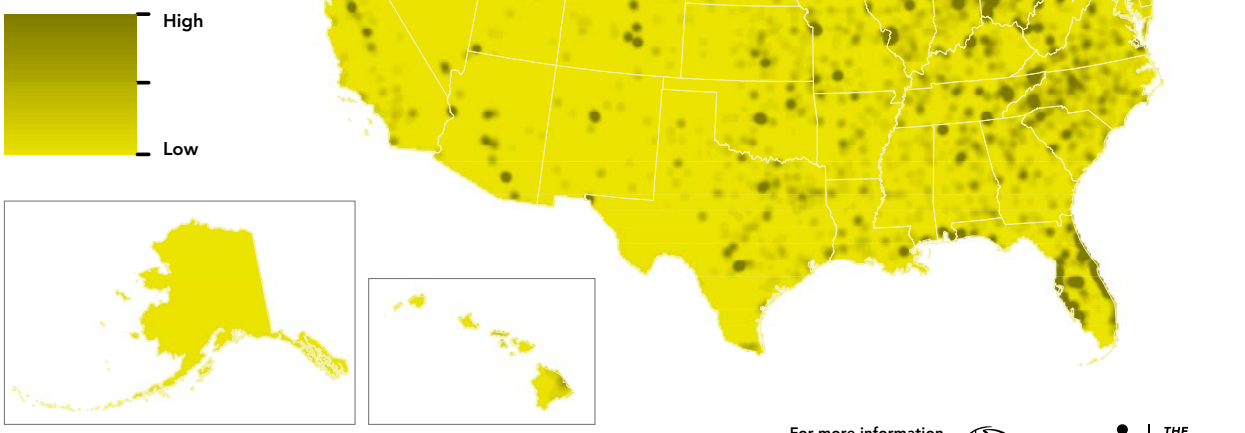
LifeMode Group: GenXurban

Midlife Constants

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are com posed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

6B

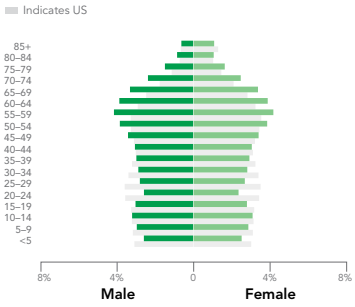
LifeMode Group: Cozy Country Living

Salt of the Earth

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

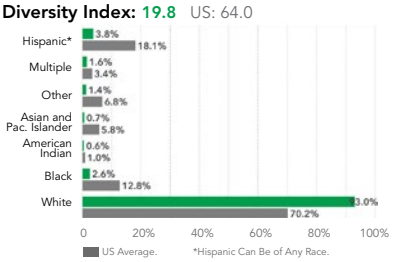
Median Age: 44.1 US: 38.2



RACE AND ETHNICITY (Esri data)

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Diversity Index: 19.8 US: 64.0



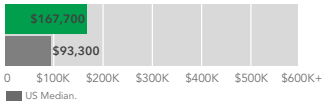
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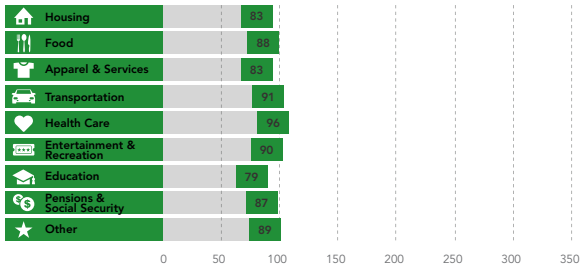


Median Net Worth



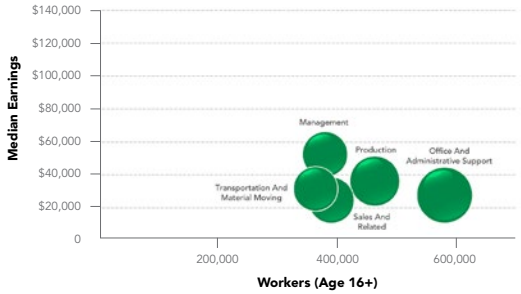
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LifeMode Group: Cozy Country Living

Salt of the Earth

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

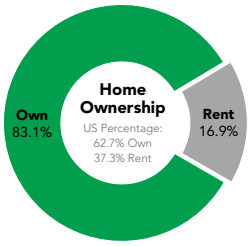
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Typical Housing:
Single Family

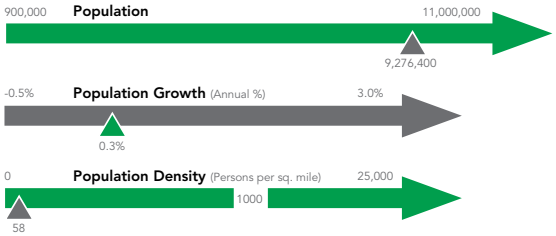
Median Value:
$154,300

US Median: $207,300



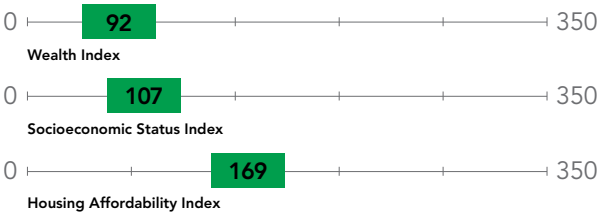
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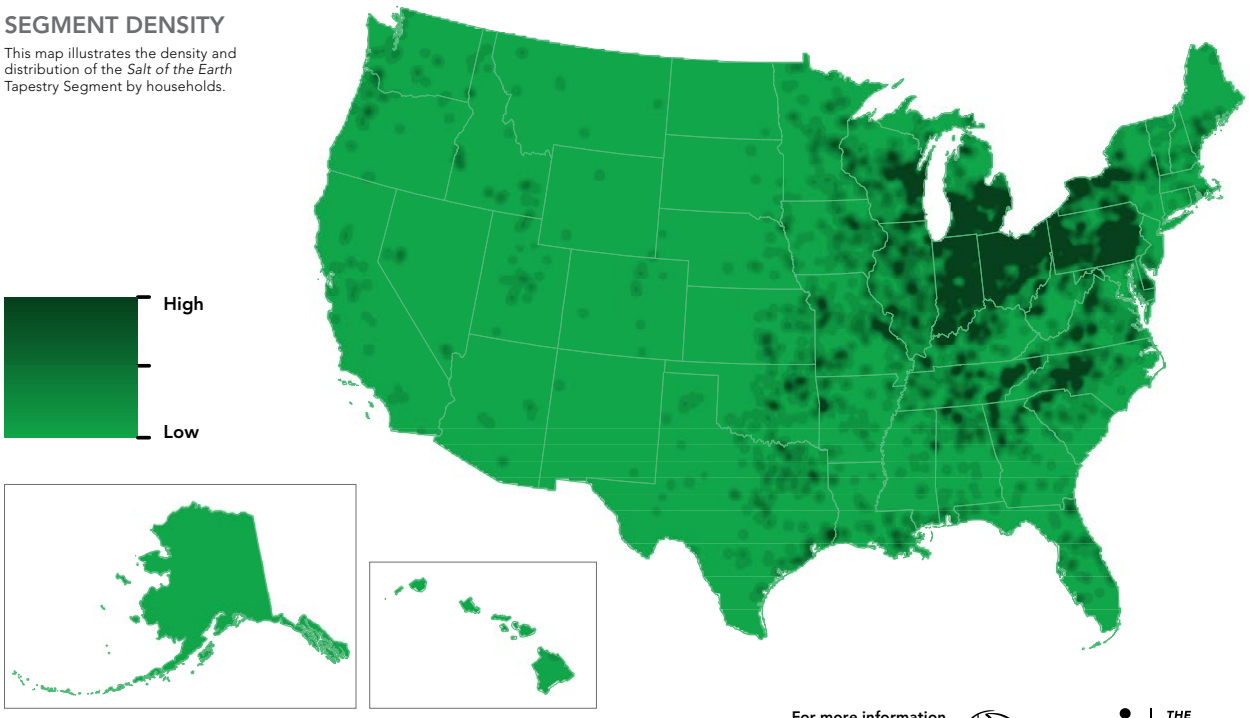
LifeMode Group: Cozy Country Living

Salt of the Earth

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.



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Appendix D | Recommended Training List

- Housing Focused
- Motivational Interviewing
- Trauma Informed Care
- Harm Reduction
- Cultural Competency
- Effective Domestic Violence and Human Trafficking System Response
- Mainstream Services (access, eligibility - TANF, food stamps, homeless education, medicaid/ medicare, SSI, SSDI, veterans benefits etc)
- Diversion
- SOAR
- Equal Access (race equity, LGBTQ)
- Fair Housing
- Some of these can be done by others in the community and CoC members encouraged to attend.

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Sharity
Sharity partners with nonprofit, foundation, and government organizations, positioning them to scale, thrive, and realize their vision. We provide critical support services to grow sustainable infrastructure and revenue.