

# Pain Point Analysis: Bronx

July 29, 2022



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# Overview

# Bronx Snapshot



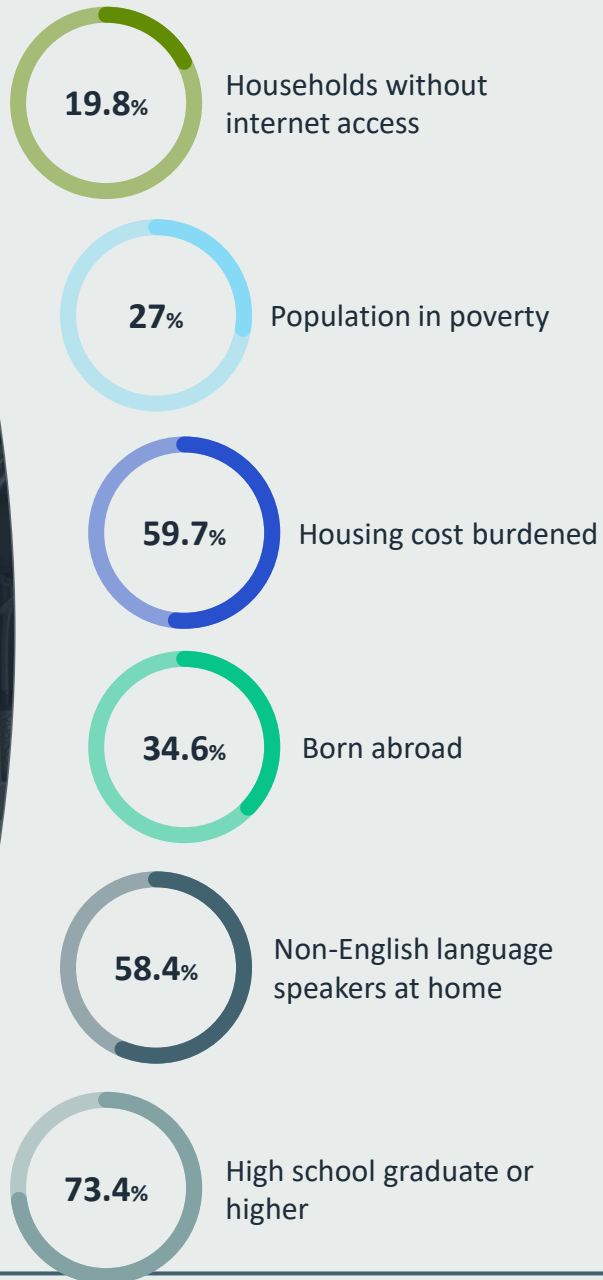
**1,472,654**  
Total population



**\$41,895**  
Median household income

## Zeitgeist

Due to the Bronx's economic inequity, making essential resources accessible is a key component of effectively engaging the community, while also considering affordable housing, poverty, and health concerns.



56.0%	Hispanic/Latinx
3.9%	Asian
9.0%	White alone, non-Hispanic
34.8%	Black
0.7%	American Indian

# Overview

- The Bronx is home to nearly one-fifth of the city's population. Primarily driven by immigrant populations, it has experienced the fastest growth among the boroughs over the past 20 years.
- Of all the boroughs, the Bronx has the highest share of people of color at 90 percent. Dominican, Mexican, and Ecuadorian immigrants are the most represented in the borough's Latinx population.
- Over 80 percent of Bronx businesses had fewer than 10 employees pre-pandemic. Over 70 percent of residents are employed in non-remote capacities, primarily in health care, social assistance, retail trade, and hospitality and food service sectors.
- In summer 2020, Bronx COVID-19 deaths per capita were double those in Manhattan, despite having a younger population. Just 61 percent of Black residents and 67 percent of Latinx residents have received two doses of the COVID vaccine, compared to 75 percent of the total borough population.
- The borough is home to the New York Botanical Garden, which draws more than a million visitors annually. The Bronx Zoo draws two million visitors annually and significantly contributes to the borough's economy through employment and tax revenue.
- The borough houses over 20 universities and colleges, including Fordham University and Albert Einstein College of Medicine, and three CUNY schools. The Bronx is also home to the New York Yankees.



# Pain Points

# Public Health

- Currently, 39 percent of New Yorkers have received their booster, compared to 30 percent in the Bronx. Complicating this, more than one-third of residents were born abroad, contributing to low insurance and healthcare access.
- In the Bronx, 494.6 residents per 10,000 struggle with opioid use, compared to 305.2 for the city. The borough also has double the citywide rate for psychiatric hospitalizations.
- Nearly 40 percent of Bronx residents have one or more chronic conditions, including diabetes, hypertension, and asthma. However, there are only 225.5 general practitioners per 100,000 residents, less than a quarter of Manhattan's 1,196.9 per 100,000 residents.
- The Bronx records 229.2 emergency department visits for asthma per 10,000 residents, nearly double the citywide rate. This is driven by residents' proximity to four highways and a concentration of printing presses and distribution centers.
- Bronx residents contract sexually transmitted infections at higher rates than New York City.



# Affordable Housing

- More than 80 percent of the Bronx's residents are renters, more than any borough.
- The borough is home to one-fourth of the city's 400,000 public-housing residents. As many as one in five residents live in overcrowded conditions, which is associated with poor mental health and high disease transmission rates.
- Prior to the pandemic, the Bronx had the highest number of pending, scheduled, and executed evictions across boroughs. As of March 2022, New York City landlords filed for 128,404 evictions, 44,075 of which were in Bronx County.
- A fire at the apartment building Twin Parks North West started from an electric heater and killed 17 people in January 2022, drawing significant media attention. This fire reflected a broader problem in the Bronx, as cost-burdened families commonly use electric heaters despite safety hazards and high energy consumption. Twenty-three percent of households in the Bronx are cost-burdened.





# Resource Scarcity

- Prior to the pandemic, more than 70 percent of the Bronx workforce was concentrated in essential or in-person industries, and in May 2020 the borough's unemployment rate peaked at 25.6 percent. Despite the unemployment rate dropping to eight percent in May 2022, it is still the highest among all boroughs and residents remain unable to spend on essential goods and services.
- The borough added 69,000 SNAP recipients between February and September 2020; 16.4 percent of residents are affected by food insecurity, the highest of any borough. The Food Bank For New York City, based in the Bronx, is one of the country's largest food banks, serving over 1.5 million people annually.
- Within the Bronx, 15.8 percent of residents have only a smartphone and no other computing device with internet connectivity, compared to 5.7 percent in Manhattan.
- In July 2022, Mayor Adams unveiled the first Link5G kiosk in Morris Heights, Bronx as part of the LinkNYC initiative to provide 5G connectivity across the city. The kiosk provides free public Wi-Fi and nationwide calling, among other features.




# Priority Neighborhoods

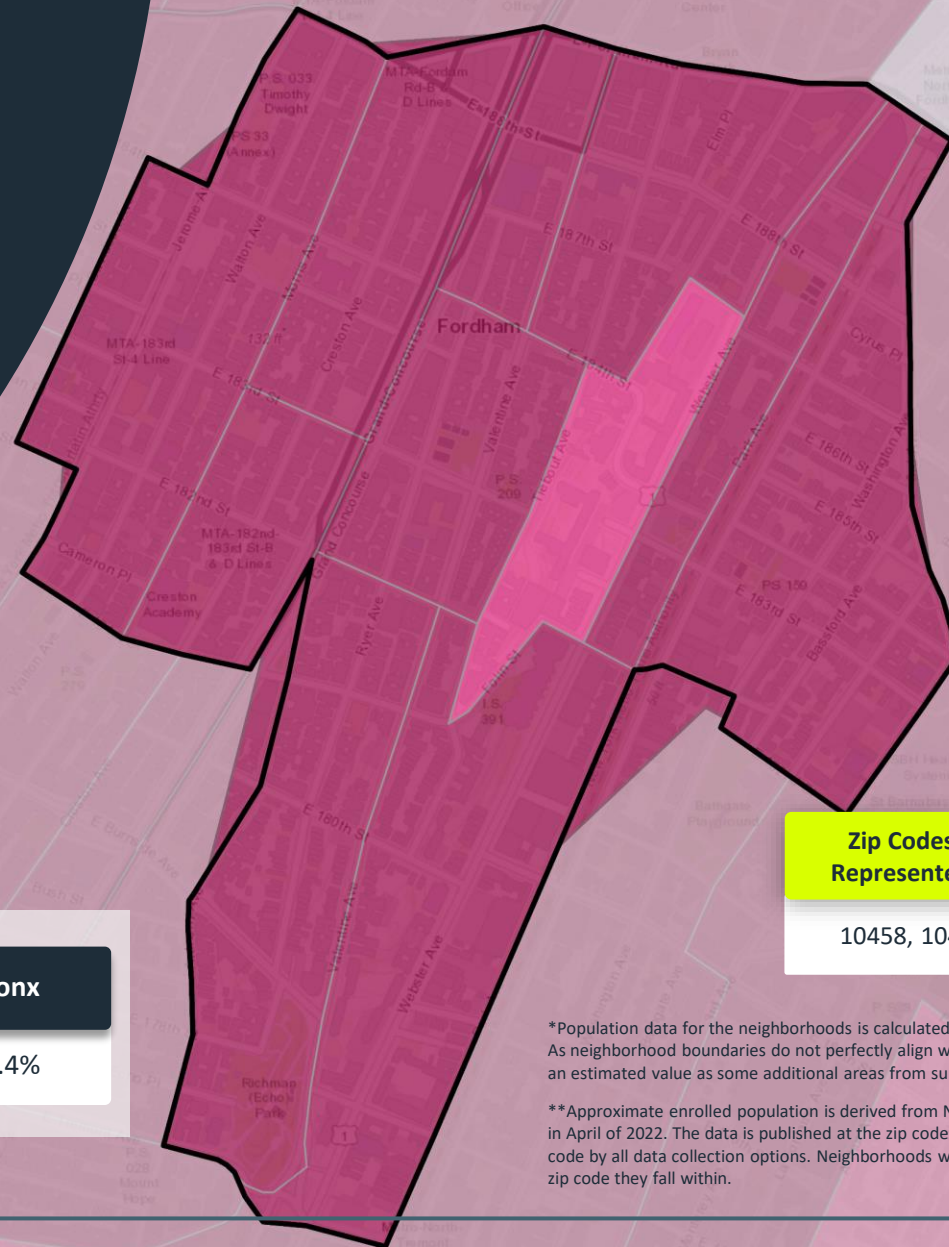
# Fordham Heights

Population: 53,372\*

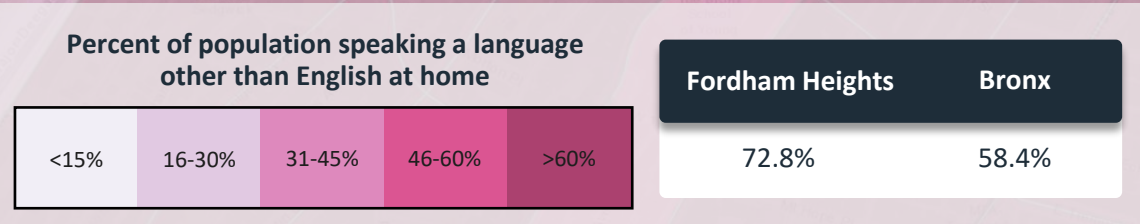
Fordham Heights is 71 percent Latinx and 27 percent Black. The median household income is approximately \$32,000 and 73 percent of individuals speak a non-English language at home. Just outside the neighborhood sits Fordham Plaza, a commercial and transportation hub that hosts community events like the Bronx Night Market.

Sixty-five percent of residents are rent-burdened in Fordham Heights and landlords “adequately maintain” only 18 percent of renter-occupied units. Reports from supportive housing tenants describe mold, utility cut-offs, and other hazards. As a result, the Supportive Housing Organized and United Tenants pushed City Council to pass a supportive housing tenants’ bill of rights. The neighborhood garnered national attention in 2022 following the Twin Parks North West high-rise fire that left 17 people dead.

 Fordham Heights Neighborhood Boundary



Zip Codes Represented	Approximate Enrollees within Zip Codes**
10458, 10457	85,751



\*Population data for the neighborhoods is calculated using combined and averaged census tract level information. As neighborhood boundaries do not perfectly align with the census boundaries, the data for neighborhoods is only an estimated value as some additional areas from surrounding neighborhoods are included.

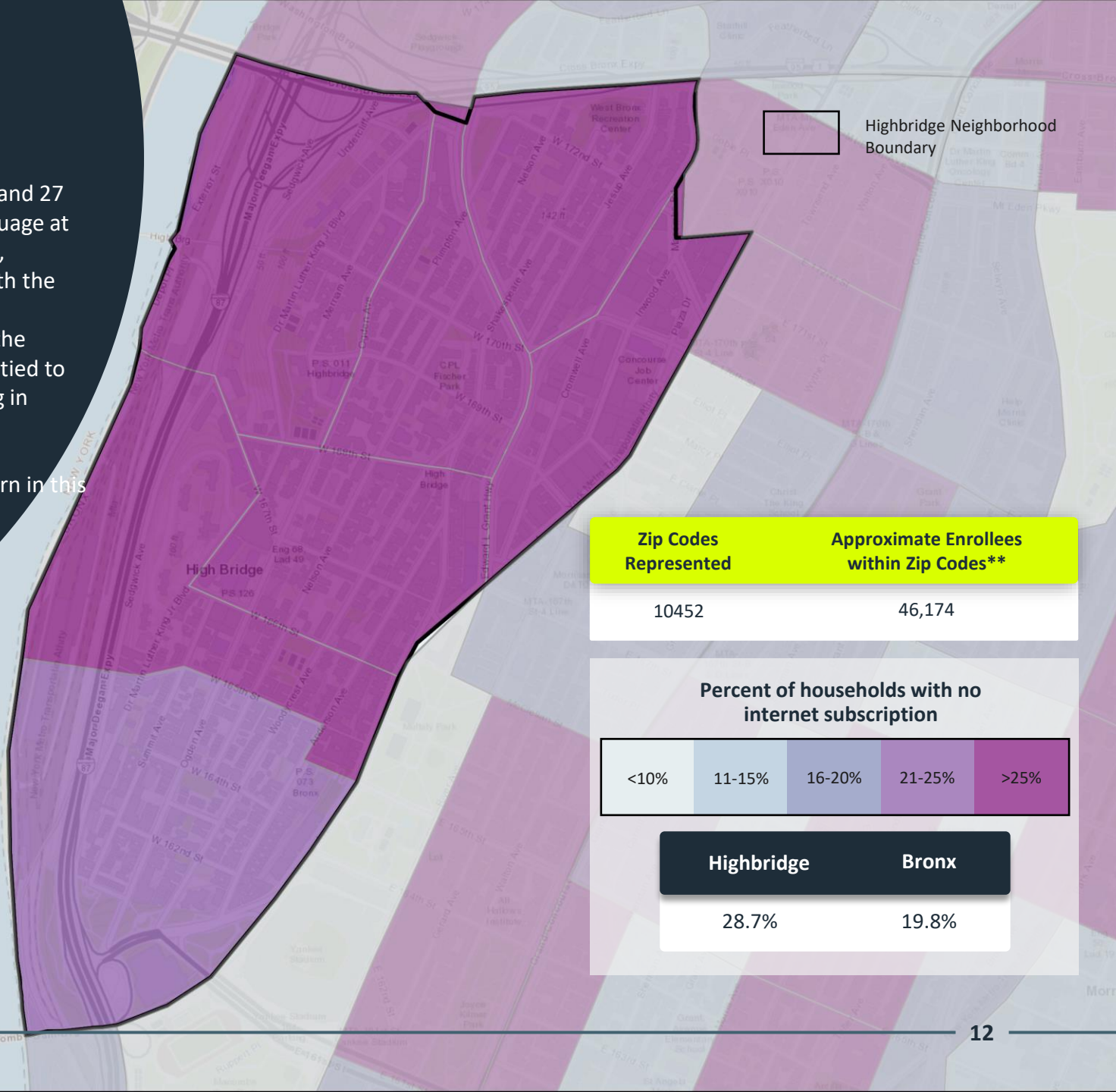
\*\*Approximate enrolled population is derived from New York State of Health’s publicly available data, last updated in April of 2022. The data is published at the zip code level and reflects the average number of enrollees per zip code by all data collection options. Neighborhoods were assigned the total enrollment population reflective of the zip code they fall within.

# Highbridge

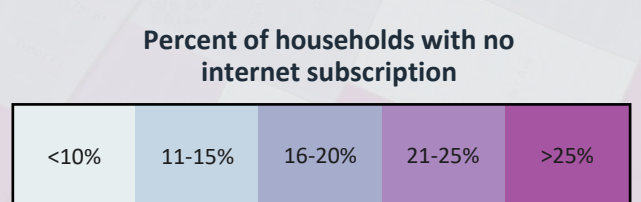
Population: 38,093\*

Located along the Harlem River, Highbridge's population is 68 percent Latinx and 27 percent Black, with 70 percent of the population speaking a non-English language at home. The neighborhood still feels the effects of disinvestment and redlining, exacerbated by 29 percent of households lacking internet. In combination with the Concourse neighborhood, Highbridge had higher rates of air pollution and hypertension than the Bronx and New York City in 2018, along with some of the lowest life expectancies. In 2022, a Legionnaire's outbreak in Highbridge was tied to a building that houses a charter school and low-income apartments, resulting in two deaths.

With Yankee Stadium at its Southeast border, gentrification has caused concern in this community, which experienced some of the highest pre-pandemic rent increases in the city. Poor housing conditions and negligent landlords have led tenants to organize.



Zip Codes Represented	Approximate Enrollees within Zip Codes**
10452	46,174



Highbridge	Bronx
28.7%	19.8%

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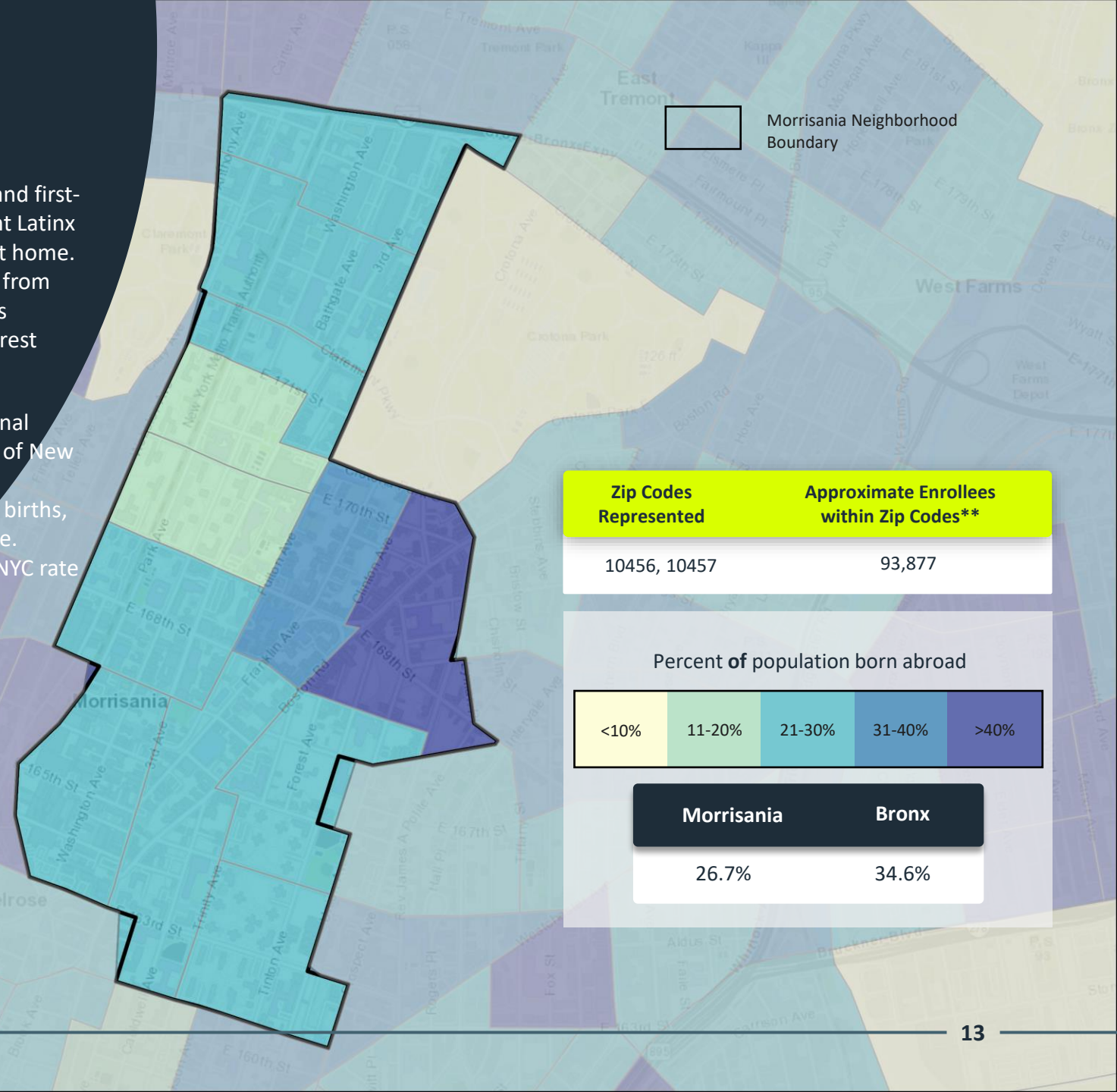
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# Morrisania

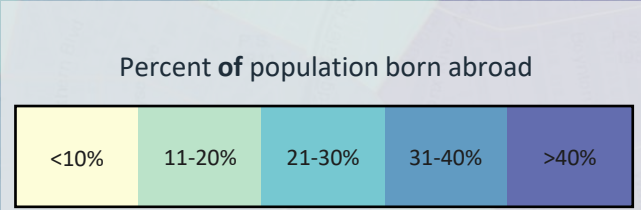
Population: 53,155\*

Morrisania is a highly diverse community, primarily composed of immigrants and first-generation Black, Latinx, and Caribbean residents. The population is 53 percent Latinx and 44 percent Black, and three in five people speak a non-English language at home. Morrisania is known for art and music, with several famous musicians coming from the neighborhood such as Thelonious Monk and Herbie Hancock. The area has numerous public housing buildings, including Morrisania Air Rights and the Forest Houses.

Morrisania continues to struggle with poverty, health issues, and institutional disinvestment. The median household income is \$31,383, less than half of New York City's. Furthermore, in 2018, in combination with the Crotona neighborhood, Morrisania had higher rates of teen pregnancy, preterm births, obesity, and diabetes compared to the Bronx overall and NYC as a whole. Morrisania and Crotona also had more than double the of psychiatric hospitalization in 2018.



Zip Codes Represented	Approximate Enrollees within Zip Codes**
10456, 10457	93,877



Morrisania	Bronx
26.7%	34.6%

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# Key Findings

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Of New York City boroughs, the Bronx has some of the worst health outcomes and social determinants of health. With high poverty rates and continued disinvestment, many Bronx residents lack the resources and information needed to re-enroll in NY State of Health coverage.

- Given that a majority of Bronx residents live in supportive housing developments, partnering with tenant associations and local affordable housing development organizations can effectively and significantly increase NY State of Health's reach in high-need communities.
- The highest need areas in the Bronx are predominantly Latinx communities, but this does not mean they are homogenous, as various ethnicities are represented. Developing culturally sensitive and relevant materials will be integral, as well as partnering with community organizations that cater to these unique populations.
- Redlining in the Bronx has worsened health outcomes and disconnected communities. Given the added challenge of poor internet access in high-need communities, NY State of Health must ensure that outreach, engagement, and support efforts are conducted in person at a hyperlocal level.

