

From Indicators to Action: Spurring Community Engagement through Data

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Organized by the Federal Reserve Bank of Richmond

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The **Connecting Communities**[®] audio conference series is a Federal Reserve System initiative intended to provide timely information on emerging and important community and economic development topics with a national audience. The audio conference series complements existing Federal Reserve Community Development outreach initiatives that are conducted through our regional Reserve Bank offices and at the Federal Reserve Board of Governors in Washington, D.C.

Welcome

Thank you for attending today's session. How to join (remember, this session is being recorded)

- Call-in number: 888-625-5230
- Conference code: 50237381
- Webinar link: <https://www.webcaster4.com/Webcast/Page/584/6922>

You have two options to ask questions today:

**These questions may be part of the recorded archive for this session.*

- Email us at: communities@stls.frb.org.
- Type your question into the chat box of the webinar.

An archived recording of this session will be available on the **Connecting Communities**[®] web site shortly after the session ends. Please visit www.stlouisfed.org/connectingcommunities/

In connection with this session, you can find a variety of additional resources on this topic, available at www.fedcommunities.org. We encourage you to browse through this site and to contact your regional office if you would like additional information on any of these items.

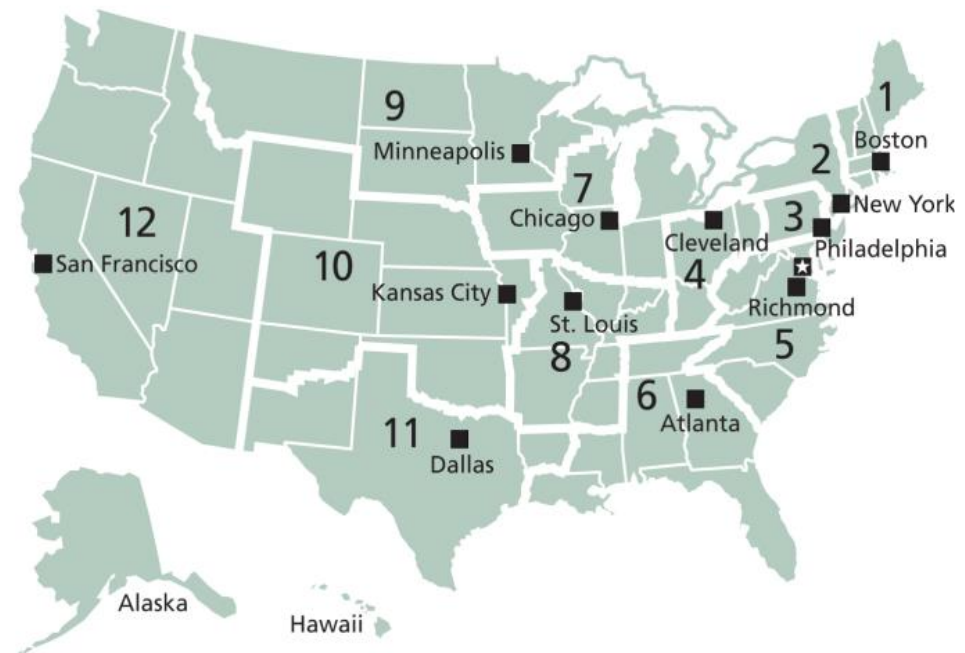
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Community Development

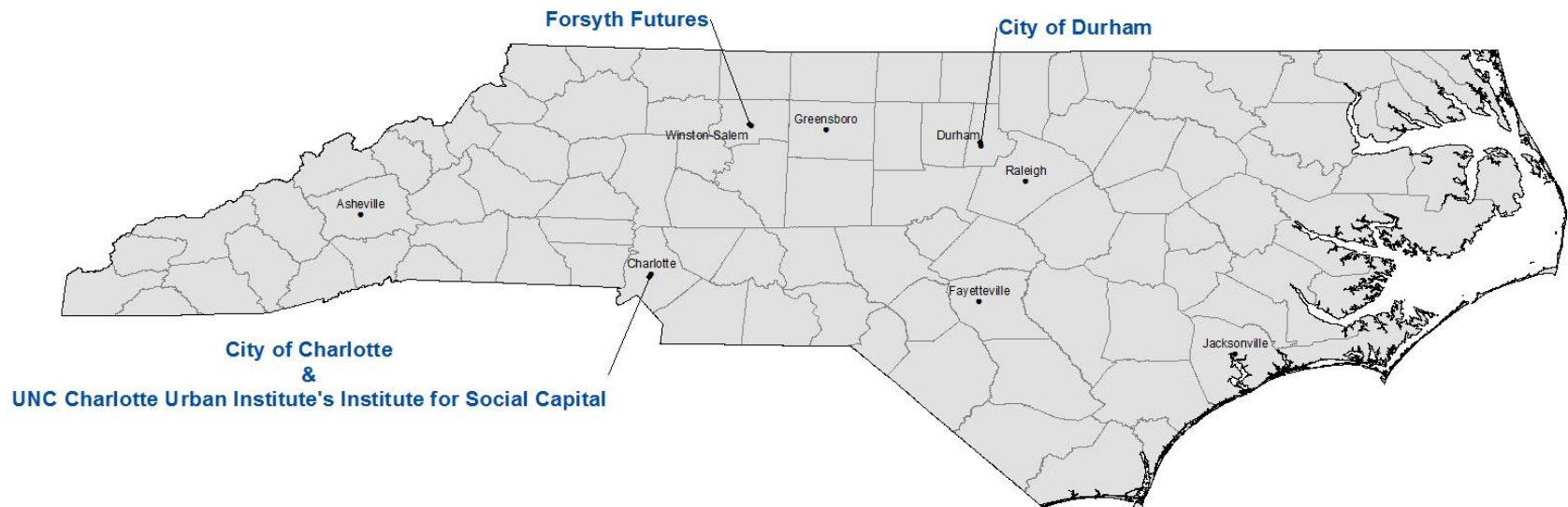
The Community Development (CD) function within the Federal Reserve System – consisting of individual departments at each of the twelve Federal Reserve Banks as well as at the Board of Governors – promotes economic growth and financial stability for low- and moderate-income (LMI) communities and individuals through a range of activities, including:

- **Convening stakeholders**, including practitioners, financial institutions, nonprofits, governmental agencies, and the philanthropic and private sectors,
- **Conducting and sharing research** to examine economic challenges facing low- and moderate-income communities and attendant policy implications; and,
- **Identifying emerging issues.**



Today's Presenters and Agenda

- **John Killeen**, *Neighborhood Compass Manager*, City of Durham
- **Rebecca Hefner**, *Community Research Manager*, City of Charlotte
- **Ashley Clark**, *Data and Research Coordinator*, UNC Charlotte Urban Institute's Institute for Social Capital
- **Mari Krane**, *Interim Executive Director*, Forsyth Futures



What Is the North Carolina Indicators Group?

- From the National Neighborhood Indicators Partnership (NNIP):
 - “Perhaps more important is the way they have used their data. NNIP partners operate very differently from traditional planners and researchers. Their theme is democratizing information. They concentrate on facilitating ***the direct practical use of data by city and community leaders, rather than preparing independent research reports on their own.*** And all have adopted as a primary purpose using information to build the capacities of institutions and residents in distressed urban neighborhoods.”

Source: <http://neighborhoodindicators.org/about-nnip/nnip-concept>

Durham's Neighborhood Compass

John Killeen

Neighborhood Compass Manager

City of Durham

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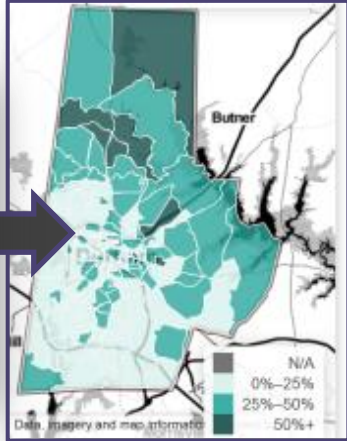
City of Durham Strategic Plan

- Goal 3: Thriving, livable neighborhoods
- Strengthen the foundation, enhance the value, and improve the quality and sustainability of neighborhoods
- Develop a Neighborhood Compass and use the annually updated data to improve the quality of neighborhoods

Linking Operations to Spatial Data



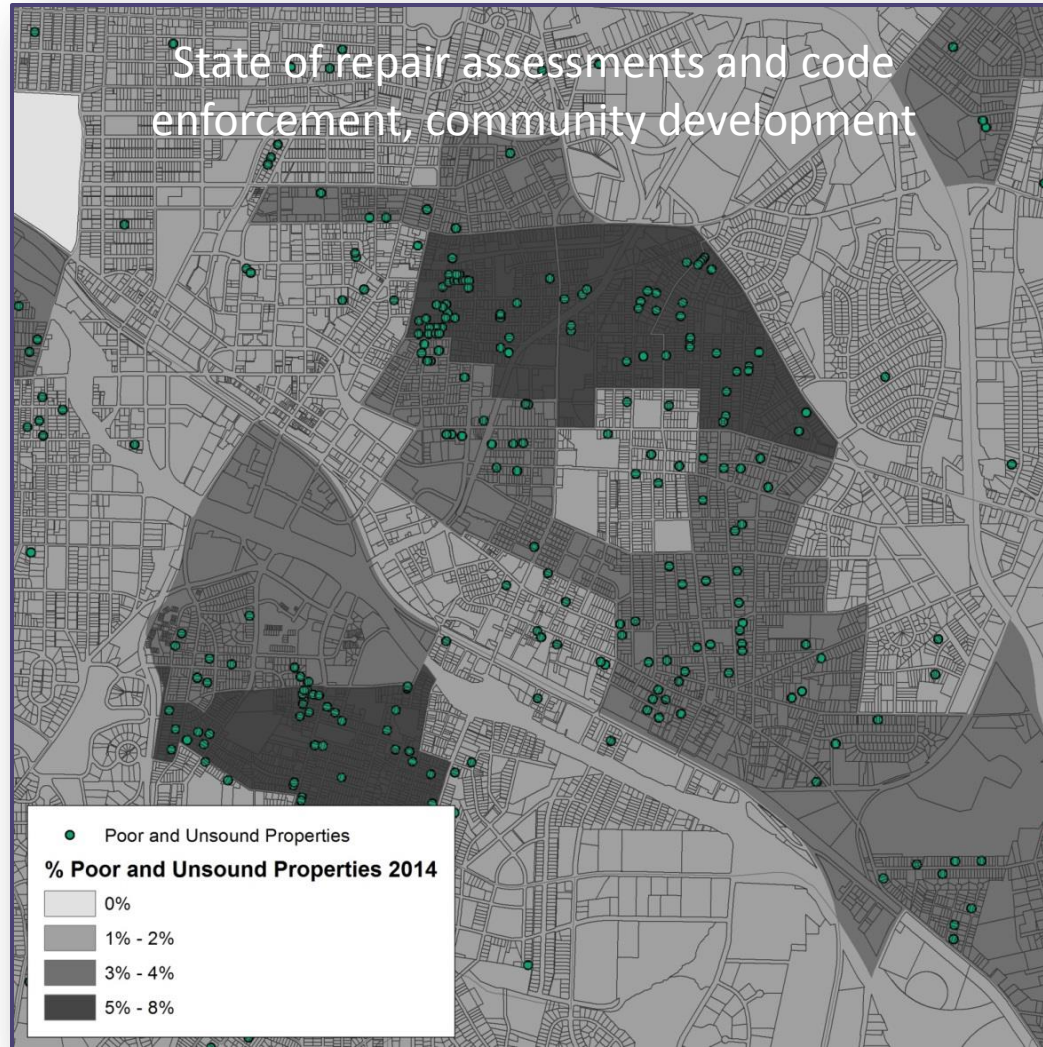
CITY	ZIPCODE	TAX_ID	MAISC_CODE	SIC_CODE
Tahama	27503	104029		999947
Morrieville	27560-6845	106030	54171001	873101
Durham	27701	104092		508435
Chapel Hill	27517	177089		999977
Durham	27701	105006		999977
Durham	27701	102008		999977
Leasfork	27572-6098	104002		999977
Durham	27701	102002		999977
Durham	27517-7892	106089		999977
Durham	27701	102003		999977
Morrieville	27560	106030		999977
Resorch Trngle Pk	27709	106030		999977
Durham	27704	104098		999977
Durham	27703	105031		999977
Durham	27703	105034		508454
Durham	27703	106032		999977
Durham	27703	105034		999977



 Randall Davis County Manager 200 East Main Street 2nd Floor, Old Courthouse Durham, NC 27703 Phone: 919-560-0000 Fax: 919-560-0000 Hours: 9:00 AM-5:00 PM Email:	 Marguerite Williams Deputy County Manager 200 East Main Street 2nd Floor, Old Courthouse Durham, NC 27703 Phone: 919-560-0000 Fax: 919-560-0000 Hours: 8:30 AM-3:00 PM Email:	 Lee Worthing Deputy County Manager 200 East Main Street 2nd Floor, Old Courthouse Durham, NC 27703 Phone: 919-560-0000 Fax: 919-560-0000 Hours: 8:30 AM-5:00 PM Email:
 (Name and contact info obscured)	 (Name and contact info obscured)	 (Name and contact info obscured)

Sources: www.careercast.com; City of Durham, www.durhamnc.gov; Durham County Management: Durham County Government, <http://dconc.gov/government/departments-a-e/county-manager>

Leading Data



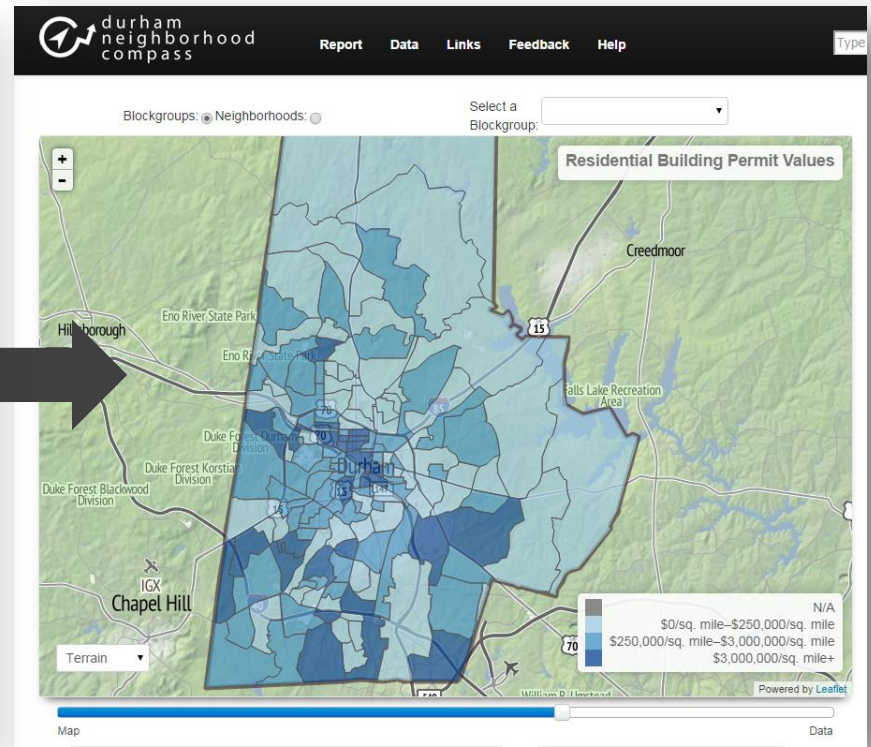
Linking Goals to Spatial Data

Strong & Diverse Economy

Maintain and grow a strong and diverse economy through a variety of businesses, industries, and employment opportunities for the community.

<ul style="list-style-type: none"> Net Gain in Jobs Number of high growth industry jobs created annually Announced Capital Investment by Industry Net Gain in Businesses 	<ul style="list-style-type: none"> Assess Existing Technical and Financial Business Programs Supportive of Small Business/Startups to Determine Most Responsive Programs/Gaps to be Addressed
<p>Objective:</p> <ul style="list-style-type: none"> Ensure Well Trained, Qualified Community Workforce <p>Measure:</p> <ul style="list-style-type: none"> High School Graduation Rate and GED attainment 	<ul style="list-style-type: none"> Expand Mayor's Summer Youth Works Program Increase the number and type of opportunities in the Durham YouthWork Internship Program in conjunction with County, Durham Public Schools and economic development partners
<p>Number and Value of Residential and Non-residential building permits</p>	
<ul style="list-style-type: none"> Percent of Students Graduated from Local Jobs Training Programs obtaining employment 	<ul style="list-style-type: none"> Survey major employers in target industries to determine employment percentages of Durham residents at their companies.
<p>Objective:</p> <ul style="list-style-type: none"> Sustain a Favorable Development Climate <p>Measure:</p> <ul style="list-style-type: none"> Ratio of Commercial/Industrial/Residential Tax Base Number and Value of Residential and Non-residential building permits 	<ul style="list-style-type: none"> Develop two pilot programs and implement two regulatory changes impacting components of the Development Review Process. Conduct an Annexation Study in Order to Promote a Strong and Diverse Economy
<p>Objective:</p> <ul style="list-style-type: none"> Encourage Startup, Retention and Expansion of Current Businesses 	<ul style="list-style-type: none"> Evaluate the Effectiveness of Existing Incentive Policies and

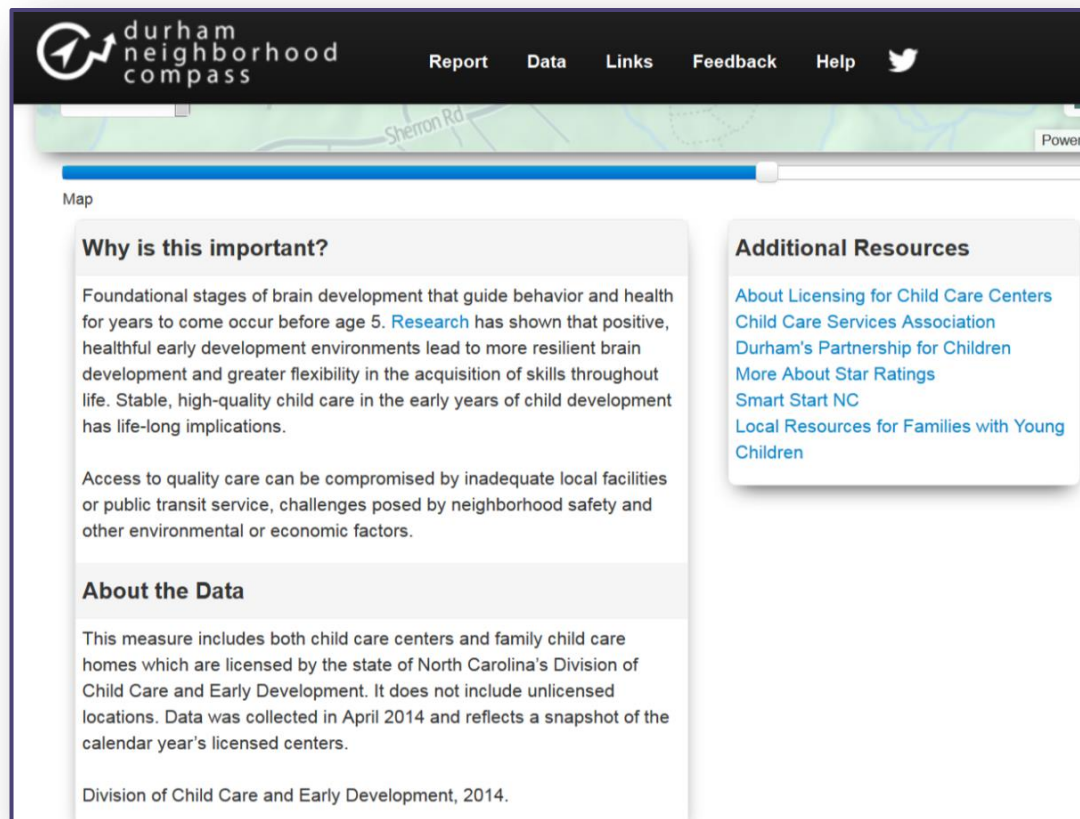
◆ At or Above Target
 ▶ Slightly Below Target
 ● Below Target
 ● Target Pending
 ■ No Data
 ✓ Complete



Source: City of Durham Strategic Plan: <http://www.durhamnc.gov/StrategicPlan/Goals/>; Durham Neighborhood Compass, compass.durhamnc.gov

Linking Data Design to Community Needs

Metrics and metadata designed with input from content-specific community groups



The screenshot displays the Durham Neighborhood Compass interface. At the top, the logo for Durham Neighborhood Compass is on the left, and navigation links for Report, Data, Links, Feedback, and Help are on the right. Below the navigation is a map showing a street labeled 'Sherron Rd'. The main content area is divided into two columns. The left column has a section titled 'Why is this important?' with two paragraphs of text. The right column has a section titled 'Additional Resources' with a list of five blue hyperlinks. At the bottom of the left column is a section titled 'About the Data' with a paragraph of text and a source attribution.

Why is this important?

Foundational stages of brain development that guide behavior and health for years to come occur before age 5. [Research](#) has shown that positive, healthful early development environments lead to more resilient brain development and greater flexibility in the acquisition of skills throughout life. Stable, high-quality child care in the early years of child development has life-long implications.

Access to quality care can be compromised by inadequate local facilities or public transit service, challenges posed by neighborhood safety and other environmental or economic factors.

About the Data

This measure includes both child care centers and family child care homes which are licensed by the state of North Carolina's Division of Child Care and Early Development. It does not include unlicensed locations. Data was collected in April 2014 and reflects a snapshot of the calendar year's licensed centers.

Division of Child Care and Early Development, 2014.

Additional Resources

- [About Licensing for Child Care Centers](#)
- [Child Care Services Association](#)
- [Durham's Partnership for Children](#)
- [More About Star Ratings](#)
- [Smart Start NC](#)
- [Local Resources for Families with Young Children](#)

Source: Durham Neighborhood Compass

Supporting Community Groups



Source: City of Durham Neighborhood Improvement Services, 2013

Community Engagement

Rebecca Hefner

Community Research Manager

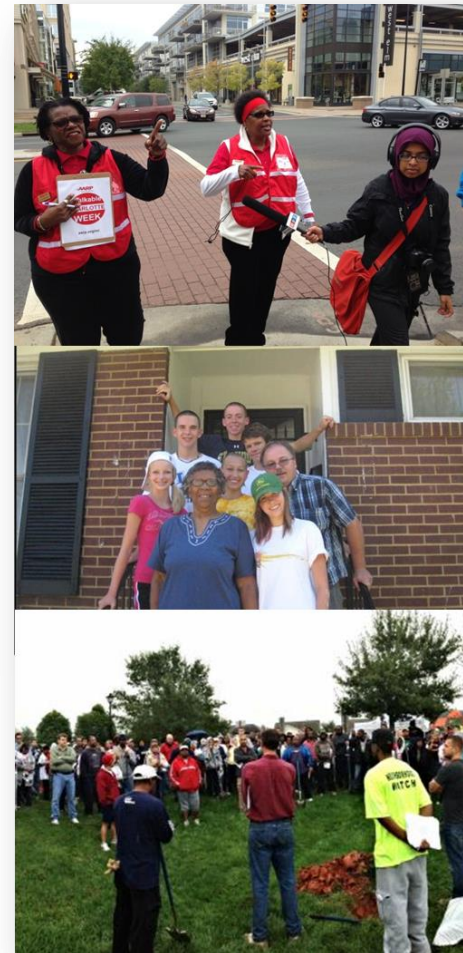
City of Charlotte

rhefner@charlottenc.gov



Community Engagement

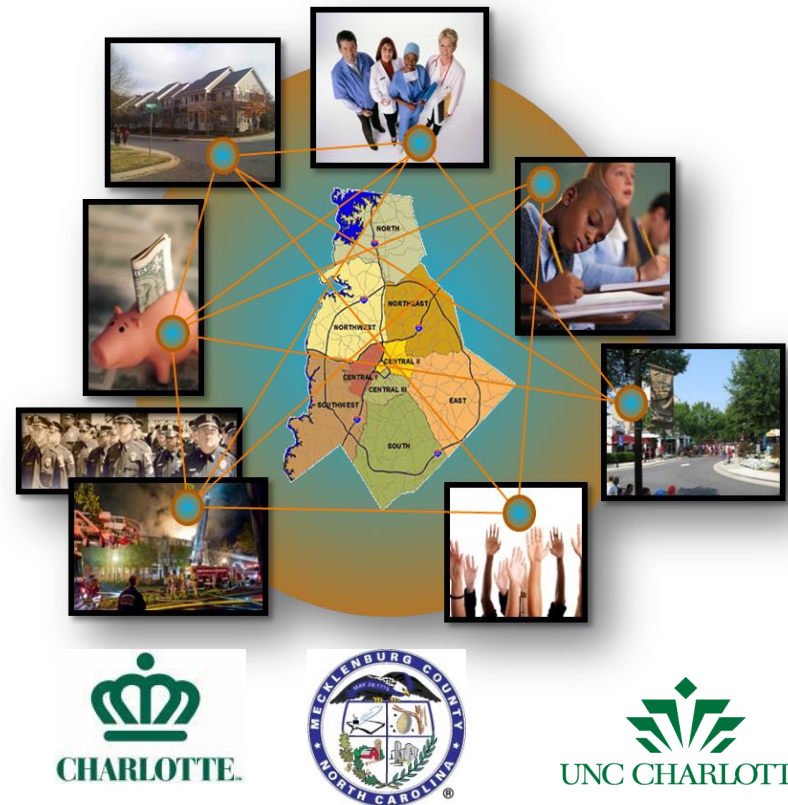
- Community engagement describes how an active resident participates in the community to help shape the community's future.
- Community Engagement Division:
 - Learning about our community
 - Supporting neighborhoods
 - Connecting to youth
 - Celebrating success



Source: Photos submitted by City of Charlotte employees

Quality of Life Explorer: What Is It?

- Snapshot of neighborhoods in Mecklenburg County
- Data set with 80+ variables
 - Character
 - Economics
 - Education
 - Engagement
 - Environment
 - Health
 - Housing
 - Safety
 - Transportation
- Interactive website



Sources: City of Charlotte Housing Services staff; <https://aie-guild.org>; <http://www.legeros.com>; <http://charmack.org>; <http://media.infoarrel.com>; <http://www.formacaosaude.com/>; <http://4.bp.blogspot.com/>

Quality of Life Explorer: Dashboard

Variable Name

Select Neighborhood Areas

Time Slider

Data Table

Area Comparison

Bar Chart and Legend

Trend Chart

Share to Social

Create Report

Quality of Life Dashboard

About Get Data Contact + Help

Impervious Surface

search map

Percentage of land area that is impervious

SELECTED NPAs
36.1%
1,239 Acres

COUNTY
14.1%
47,339 Acres

0.0% 12.5% 24.1% 35.6% 47.2% 58.8%

.... Median 16.9%

40% 35% 30% 25% 20% 15% 10%

2011 2013

Selected NPAs County

Twitter Facebook LinkedIn

Show Map Clear Selected Report

NPA	Value	Change 2011-2013	Number	Change 2011-2013
3	36.9%	↓ 0.1	427 Acres	↓ 0.3
30	28.1%	↑ 0.1	133.8 Acres	↑ 0.4
338	43.8%	↑ 0.1	67 Acres	↑ 0.2
339	36.5%	↑ 1	92.5 Acres	↑ 2.5
341	43.1%	↓ 0.1	159 Acres	↓ 0.2
342	49.3%	↑ 1.9	138.1 Acres	↑ 5.5
384	38.1%	↓ 0.1	132.3 Acres	↓ 0.5
388	22.5%	↓ 1.6	89.3 Acres	↓ 6.5

2013

2011 2013

Download as CSV

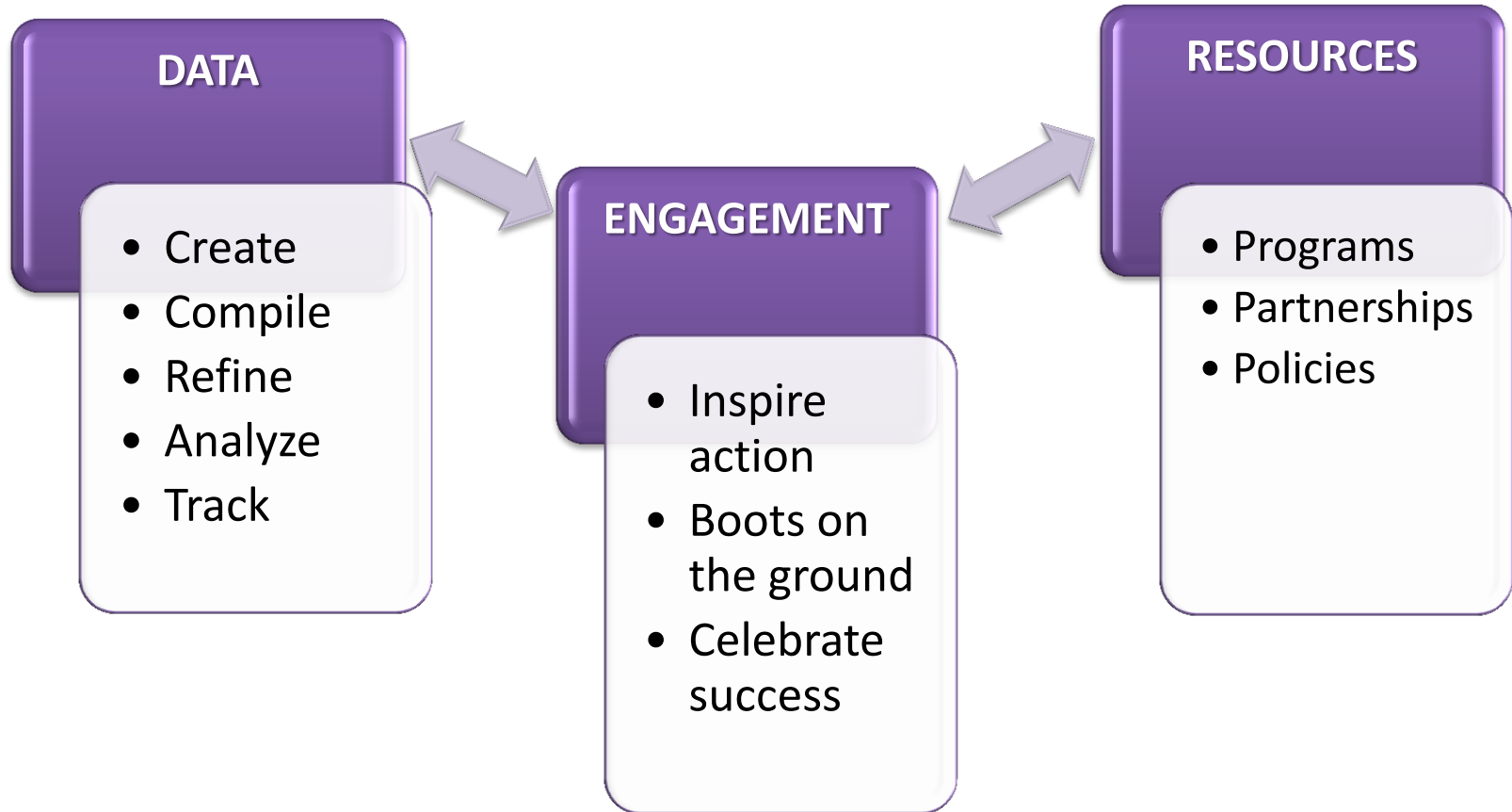
Quality of Life Explorer: Who Uses It and How

- Neighborhoods
- Government agencies
- Community organizations
- Real estate agents
- Universities
- Businesses
- More!
- Learn more about the county and its neighborhoods
 - Develop programs and services
 - Plan for the future
 - Connect to resources to take action



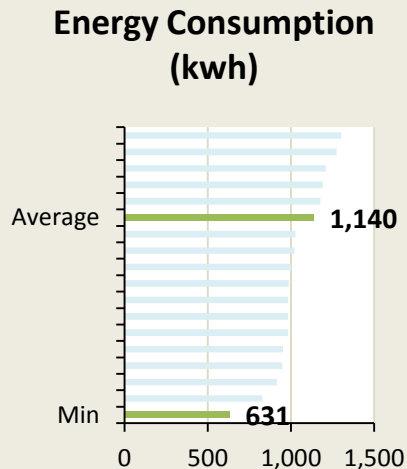
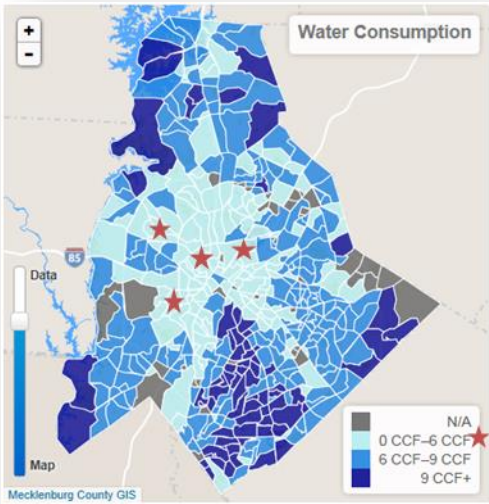
Source: Photo by Juan Ossa

Positive Change



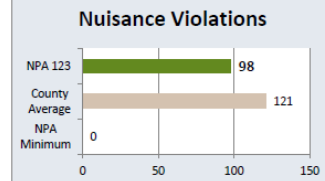
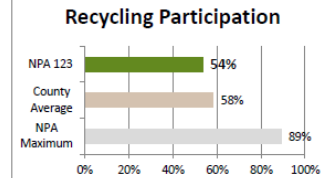
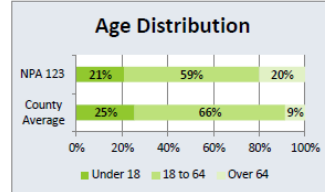
1. Show 2. Ask 3. Connect 4. Celebrate

1. Show: Communities Where They Are



NPA 123 GRIERS GROVE HOMEOWNERS' ASSOCIATION

SNAPSHOT	NPA 123	COUNTY
Total Population	2,443	1,986
Median Income	\$36,733	\$61,973
Eligible for Neighborhood Matching Grants	Yes	\$61,650
Percent Unemployed	18.0%	9.5%
Average Residential Property Value	\$59,197	\$196,906
Owner-Occupied Housing	59.8%	60.5%
Median Gross Rent	\$680	\$948
Bicycle Friendliness Index	1.4	1.4
Proximity to Public Outdoor Recreation	98.3%	72.1%



EDUCATION	NPA 123	COUNTY
Adults without High School Diploma	7.7%	12.2%
EOG Proficiency 3-5 th Grade	53.9%	67.5%
Students Attending Neighborhood Schools	66.8%	75.4%
CMS Dropout Rate	5.2%	3.2%

ENGAGEMENT	NPA 123	COUNTY
Registered Voters	96.6%	71.7%
Adopt-A-Street Participation	0.5 Miles	0.6 Miles
Adopt-A-Stream Participation	0%	8.1%

ENVIRONMENT	NPA 123	COUNTY
Commuters Driving Alone	87.4%	76.2%
Recycling Participation Rate	53.5%	58.3%
Electricity Consumption (kwh)	1002	1140
Nat. Gas Consumption (therms)	61	54
Water Consumption (CCF)	5.6	7.1

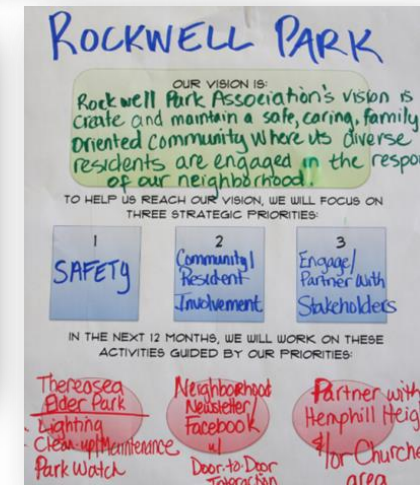
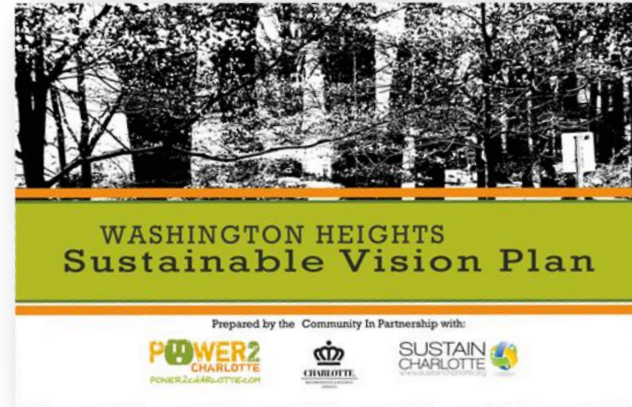
HEALTH	NPA 123	COUNTY
Age of Death	69	67
Births to Adolescents	6.9%	4.4%
Proximity to Grocery Store	1.3%	38.2%

HOUSING	NPA 123	COUNTY
Housing Code Violations	8	4
Neighborhood Nuisance Violations	98	121
Vacancy Rate	5.8%	9.1%
Change in Residential Property Value	-4.4%	1.1%

SAFETY	NPA 123	COUNTY
Property Crime Rate per 1,000	41.34	44.36
Violent Crime Rate per 1,000	4.91	5.15
Fire Calls for Service Rate	.045	.026

ECONOMIC ACTIVITY	NPA 123	COUNTY
Square Feet of Commercial Buildings	622,301	499,884
Square Feet of Commercial Building Permits	20,723	50,067
Residential Building Permits	12	33

2. Ask: What They Want and Need



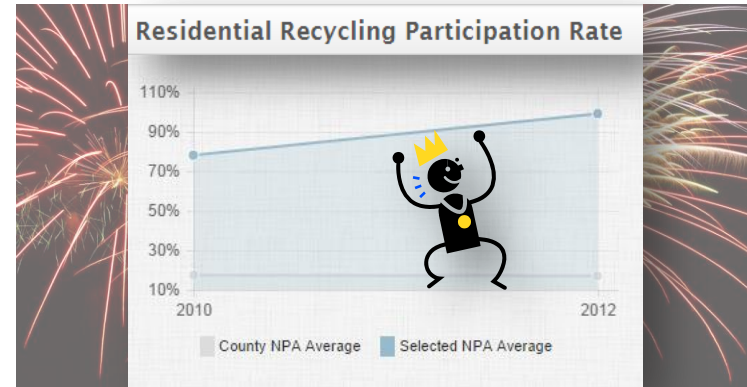
Source: Photos submitted by Juan Ossa and City of Charlotte employees

3. Connect: Them to Resources



Source: Photos submitted by City of Charlotte employees

4. Celebrate: Success



Source: Photos submitted by Media Arts Collective City of Charlotte employees

From Indicators to Neighborhood Action



**Don't forget the
M&Ms!**

energy_cd	adopt_a_s	commerci	street_cor	juvenile_	streets_ad	nuisance_	animal_cd	re
992	0	499884	1.2	3793	3.42	140	119	
973	38.6	8554082	1.6	515	13.56	673	241	
192	8	1582777	1.2	395	0	90	103	
867	0	496101	1.2	395	0	90	103	
1019	0	77227	1.3	192	2.71	47	294	
316	24	1582777	1.2	0	2.24	1	4	
909	26.5	28379	1.2	1282	3.19	74	75	
924	0	887	1.4	0	0.59	92	49	
909	0	394094	1.4	2212	6.51	640	391	
1033	44.8	532734	1.3	176	1.73	65	103	
914	2.3	126534	1.1	516	1.5	24	107	
797	0	1388754	1.2	181	3.19	358	155	
1041	0	89481	1.1	213	1.28	65	95	
1420	19.5	31388	1.2	190	0.08	58	102	
932	27.2	490156	1.2	1176	2.13	525	337	
1261	0	219198	1.2	914	3.93	560	237	
1164	35.9	403490	1.2	594	3.96	46	105	

“Data by itself does not connect with people. It’s the relevance to them that makes it meaningful and memorable.”

- Lou Solomon

“Data informs the direction of change, it does not drive change.”

- Dan Heath

Source: Nuts.com

Institute for Social Capital (ISC) Community Database

Ashley Clark

Data and Research Coordinator

UNC Charlotte Urban Institute's Institute for Social Capital

Ashley.Clark@uncc.edu



What Is the ISC Community Database

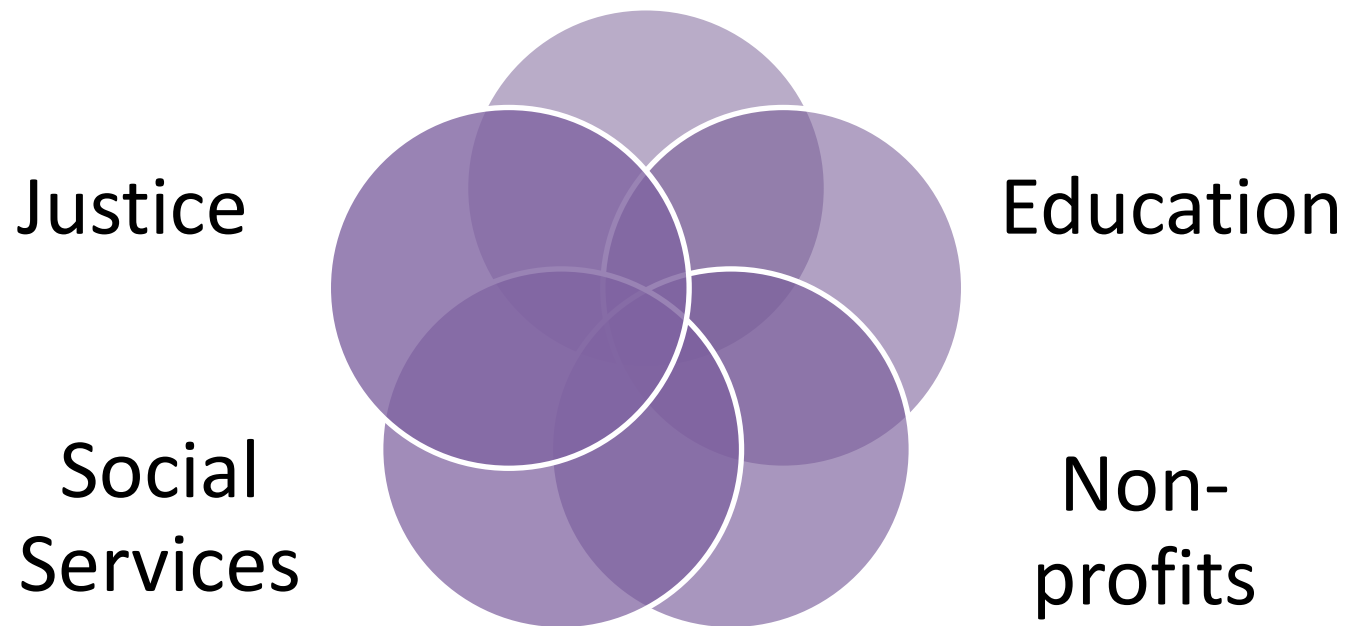
- An integrated database that links administrative data on individual people across multiple agencies
- A source of de-identified data for researchers that can guide policy decisions in our community
- A tool to convene stakeholders to formulate and analyze community policies and better allocate resources

Why Link Across Agencies?

- Research can be conducted in months, rather than years
- Can use population rather than sample, provides clearer picture
- Reduced cost for policy research

Data Deposits

Housing and Homelessness



Sample Types of Research with Integrated Data System (IDS)

- Academic research
- Program evaluations
- Data stories

Forsyth Futures

Mari Krane

**Interim Executive Director
Forsyth Futures**

mari@forsythfutures.org



Forsyth Futures: Putting Community Knowledge to Work

Our Vision

Forsyth County's diverse residents and community organizations effectively collaborate to focus on issues, make decisions, and take actions to improve the quality of life.

Our Mission

Forsyth Futures puts community knowledge to work by providing an objective broad view of local information, being a catalyst, connecting people, and serving as a convener.

Forsyth County's Community Food System: A Foundation to Grow 2013

Health

Economic
development

Food access



Sources: Photo courtesy of Evan Hawkins, Forsyth Futures, Rebecca's Store

Community Food System: Results

- Support a community food system consortium
 - To serve as a convener and catalyst for the Forsyth County community food system, and to guide the implementation of the opportunities for community action recommended in the Forsyth County's Community Food System study.



Sources: Photo courtesy of Forsyth Futures, Forsyth Futures, and Rebecca's Store

Community Food System Forsyth Community Food Consortium



Questions?

You have two options to ask questions today:

1. Email us at: communities@stls.frb.org.
2. Type your question into the chat box of the webinar.

Wrap-Up/Closing

Thank you to today's presenters and to all participants for joining this session.

Next steps:

- All session materials are available on our web site and in the next few days we will be posting an audio file of today's session.
- If you have topical suggestions for future sessions, or any questions about this program, please feel free to contact us at communities@stls.frb.org
- Information about future sessions will be posted on our website along with archived materials from past sessions:
www.stlouisfed.org/connectingcommunities/

Related Resources



In connection with this session, you can find a variety of additional resources on this topic , available at **www.fedcommunities.org**.

It provides an array of practical resources to help you in your role as a community development professional, whether your work involves supporting people, places, the practice of community development, or small business development.