From Indicators to Action: Spurring Community Engagement through Data

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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.
Legal Notice and Disclaimer

The information, analyses, and conclusions set forth are those of the presenters and do not necessarily indicate concurrence by the Board of Governors of the Federal Reserve System, the Federal Reserve Banks, or members of their staffs.
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

[Map of North Carolina showing locations mentioned in the presentation]
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

Leading Data

State of repair assessments and code enforcement, community development
Linking Goals to Spatial Data

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

Source: Durham Neighborhood Compass
Supporting Community Groups

Source: City of Durham Neighborhood Improvement Services, 2013
Community Engagement

Rebecca Hefner
Community Research Manager
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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

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

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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

DATA
- Create
- Compile
- Refine
- Analyze
- Track

ENGAGEMENT
- Inspire action
- Boots on the ground
- Celebrate success

RESOURCES
- Programs
- Partnerships
- Policies

1. Show: Communities Where They Are

- **Energy Consumption (kwh)**
  - Average: 1,140
  - Min: 631

- **Recycling Participation**
  - NPA 123: 54%
  - County Average: 52%
  - NPA Maximum: 50%

- **Nuisance Violations**
  - NPA 123: 8
  - County Average: 0
  - NPA Maximum: 121
2. Ask: What They Want and Need
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

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

Don’t forget the M&Ms!

“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
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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

Justice

Social Services

Education

Non-profits
Sample Types of Research with Integrated Data System (IDS)

- Academic research
- Program evaluations
- Data stories
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?
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1. Email us at: communities@stls.frb.org.
2. Type your question into the chat box of the webinar.
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/
In connection with this session, you can find a variety of additional resources on this topic, available at [www.fedcommunities.org](http://www.fedcommunities.org).

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