

URBAN

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Local Data and Arts Investment Data Day 2015: Arts & Culture Workshop

Project Background

- VALI: The Validating Arts and Livability Indicators Study
 - Qualitatively “validated” candidate indicators with individuals associated with Our Town projects in selected communities.
 - Goal to identify indicators appropriate for NEA’s anticipated indicator system, and to identify conditions where particular goals were most appropriate
- While respondents considered NEA’s indicators appropriate, some indicator data at the national level wasn’t considered as useful for creative placemaking efforts.
- Local data could be more closely aligned with project boundaries, more current, and better identify actual local conditions

National Neighborhood Indicators Partnership (NNIP)

- Collaboration between Urban Institute and local partners to further development and use of neighborhood-level information systems in community-building and policymaking
- Partners:
 - Build and operate an information system with recurrently updated indicators on neighborhood conditions
 - Facilitate and promote the direct practical use of data by community and government leaders in community building and local policymaking
 - Emphasize the use of information to build the capacities of institutions and residents in distressed neighborhoods



NATIONAL NEIGHBORHOOD
INDICATORS PARTNERSHIP

Station North

- Received a State designation as an Arts & Entertainment District in 2002
- Individuals and businesses located in Maryland State Arts & Entertainment Districts are eligible for tax incentives including:
 - An income tax subtraction modification for qualifying artists living in the City of Baltimore and producing and selling work in the District,
 - A property tax incentive for renovating approved spaces in the district for artistic purposes, and
 - An admission and amusement tax exemption for certified arts and entertainment activities in the District.

Station North District



Project background

- Goal: to help arts and cultural organizations understand how to better use local data to augment nationally-available data sources to demonstrate the effects of projects on community livability.
- Two sets of questions:
 - The measure any effect district had on livability using two sets of indicators: one of local-level data from national data sources, and the other using locally-produced and compiled data.
 - Understand how the two data sources align and where they differ

Methods and Data

A “pre/post” research design

Data:

- National data from Urban Institute’s data repository
- Local data on Station North and four comparable neighborhoods using data from BNIA-JFI

Issue One: Finding Comparable Neighborhoods

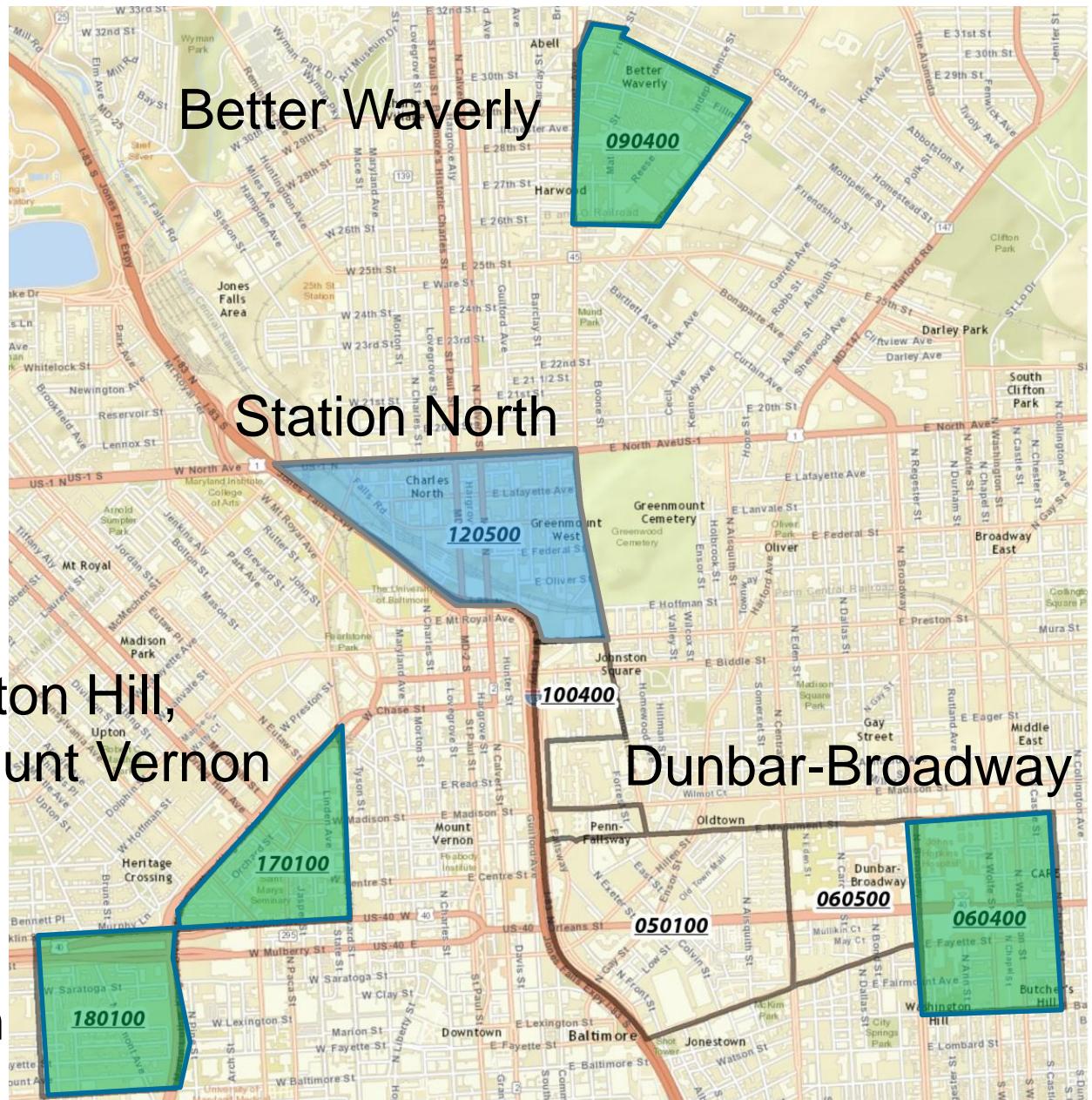
With the help of BNIA-JFI analysis, we selected four neighborhoods to compare with Station North

They identified other neighborhoods similar to Station North based on 2000 figures for:

- Share of commercial properties
- Racial diversity index
- Median household income
- Unemployment rate

Station North stood out: relatively high percent commercial and high unemployment was unique to the area in Baltimore.

Comparison Neighborhoods

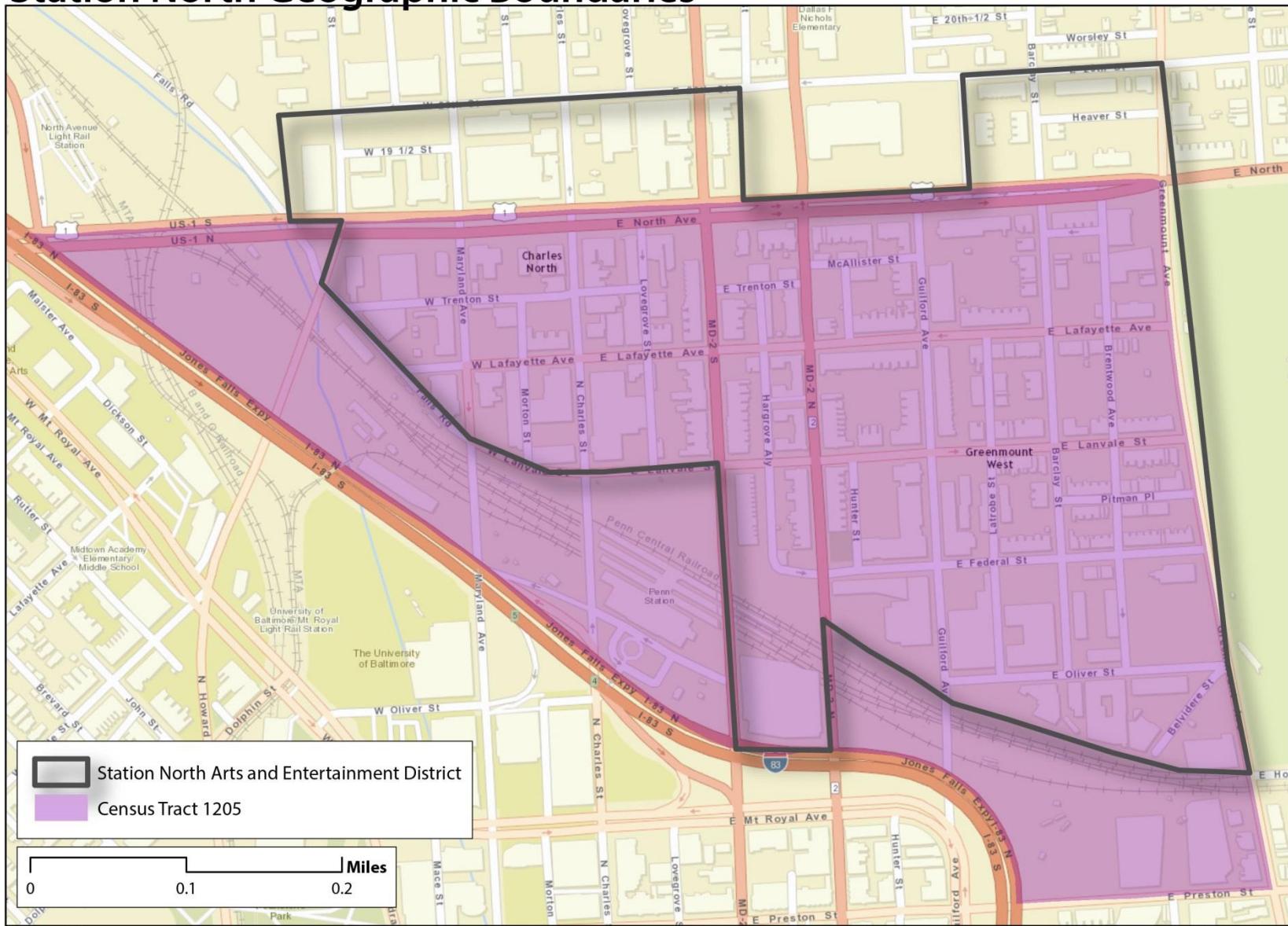


Issue Two: Geography

- National Data, especially from the Census, uses the census tract as a base
- Some other national data sources use Zip codes.
 - *Just hope you don't need Zip code-level data!*
- *Most* of the Station North District falls within tract 1205, but it actually includes parts of three tracts.
- Local data is great here: if it's available at the address level, you can customize your geography to the exact boundaries of what you care about, rather than let things get fuzzy at the margins.

Station North Geographic Boundaries

Source: BNIA



National data: pros and cons

- Pros:
 - Easy to compare different areas
 - Relatively low barrier to entry
- Cons:
 - Geography isn't ideal
 - The “five-year estimate” problem

The screenshot shows the homepage of American FactFinder. At the top, there's a navigation bar with links for 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH' (which is highlighted in yellow), and 'DOWNLOAD CENTER'. Below the navigation is a search bar with a magnifying glass icon containing the word 'KANSAS'. To the right of the search bar is a map showing parts of the United States, specifically Kansas, Missouri, Kentucky, and Virginia. On the left side, there's a sidebar titled 'Your Selections' which says "'Your Selections' is empty" and includes 'load search' and 'save search' buttons. Below this is a section titled 'Search using the options below:' with five expandable categories: 'Topics' (age, income, year, dataset, ...), 'Geographies' (states, counties, places, ...), 'Race and Ethnic Groups' (race, ancestry, tribe), 'Industry Codes' (NAICS industry, ...), and 'EEO Occupation Codes' (executives, analysts, ...). To the right of the sidebar, there's a main content area with the heading 'To search for tables and other files in American FactFinder:' followed by three numbered steps: 1. Enter search terms and an optional geography and click GO. This step shows a search form with fields for 'topic or table name' and 'state, county or place (optional)', and radio buttons for 'topics', 'race/ancestry', 'industries', and 'occupations'. 2. Select from Topics, Race and Ethnic Groups, Industry Codes, EEO Occupation Codes. This step lists these four categories with bullet points: 'these are added to 'Your Selections'' and 'the Search Results are updated'. 3. Next, select Geographies (states, counties, cities, towns, etc.). This step lists the 'Geographies' category with the same bullet points. Finally, it says 'Select one or more Search Results and click View'.

Local data: pros and cons

- Pros:

- Tailored to local conditions
- More timely

- Cons:

- Can have higher barriers to entry
- Reliability (longer term)

The screenshot shows the Open Baltimore data portal. At the top is the Open Baltimore logo, featuring a stylized green 'O' icon followed by the text 'OPEN BALTIMORE'. Below the logo is a decorative graphic of colored dots and lines forming a network pattern.

The main interface consists of two main sections. On the left is a sidebar with a search bar at the top, followed by 'Clear All Options' and 'View Types' which includes links for Data Lens pages, Datasets, Charts, Maps, Calendars, Filtered Views, External Datasets, Files and Documents, and Forms. Below this are 'Categories' (All, City Government, City Services, Config (internal), Crime, Culture & Arts, View All) and 'Topics'. On the right is a list titled 'Results matching category of Culture & Arts' with a feed icon. The results include:

- Baltimore City Murals Project 1987 to Present**: Mayor Stephanie Rawlings-Blake and the Baltimore Office of Promotion & The Arts have announced CityPaint 2012: Baltimore Mural Program. This initiative will decorate Baltimore City with numerous murals this year. As part of the Cleaner, Greener Baltimore program, the city is partnering with neighborhood groups, community organizations, artists and corporations for CityPaint 2012.
- Religious Buildings**: This dataset represents the location of religious buildings within the City of Baltimore. Personnel in the Mayor's Office track the coming and goings of religious organizations. The listing is currently limited to Christian and Jewish faiths.
- Pool - Shape**: ESRI Shp file of swimming pool locations.
- Parks**: This inventory was set up to fulfill the request of the City auditors for a description of all city property. It has been modified to include information useful to the Department of Recreation and Parks.
- Landmark Designated - Shape**: ESRI Shp file of designated landmarks.
- Recreation Center - Shape**: ESRI Shp file of recreation center locations.

Local Indicators

Indicator	Year	Station North A&E	Tract 1205	Tract 1801	Tract 904	Tract 604	Tract 1701
Total Population	2000	2,292	1,668	1,988	1,682	2,292	1,690
	2010	2,247	1,751	2,200	1,586	1,183	1,602
Total Primary Jobs	2002	546	500	36	638	11,922	601
	2011	725	1,251	101	508	11,826	635
Rate of Calls for Service for Dirty Streets and Alleys per 1,000 Population	2002	6.5	18.4	2.5	5.4	9.2	3.0
	2011	145.5	160.5	47.3	85.1	87.1	36.2
	2013	131.7	167.3	36.4	57.4	113.3	58.1

Local Indicators, continued

Indicator	Year	Station North A&E	Tract 1205	Tract 1801	Tract 904	Tract 604	Tract 1701
Median Sales Price	2000	\$26,250	\$45,000	\$55,000	\$49,650	\$71,250	\$58,500
	2011	\$178,250	\$175,000	\$54,250	\$31,975	\$75,000	\$82,000
	2013	\$100,500	\$105,000	\$69,055	\$40,500	\$156,500	\$90,000
Percent of Registered Voters Participating in Last General Election	2002	25.2	17.8	29.6	21.7	22.6	21.3
	2012	64.1	63.8	73.3	60.4	68.6	69.6

Takeaways

- Numbers are great, they don't tell the whole story
- Context matters
- Knowing your neighborhood is important
- Knowing *data* is important
- Next steps