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
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

Better Waverly

Station North

Seton Hill, Mount Vernon

Dunbar-Broadway

Poppleton
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
Local data: pros and cons

- **Pros:**
  - Tailored to local conditions
  - More timely

- **Cons:**
  - Can have higher barriers to entry
  - Reliability (longer term)
## Local Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Year</th>
<th>Station North A&amp;E</th>
<th>Tract 1205</th>
<th>Tract 1801</th>
<th>Tract 904</th>
<th>Tract 604</th>
<th>Tract 1701</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td>2,292</td>
<td>1,668</td>
<td>1,988</td>
<td>1,682</td>
<td>2,292</td>
<td>1,690</td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td>2,247</td>
<td>1,751</td>
<td>2,200</td>
<td>1,586</td>
<td>1,183</td>
<td>1,602</td>
</tr>
<tr>
<td><strong>Total Primary Jobs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td>546</td>
<td>500</td>
<td>36</td>
<td>638</td>
<td>11,922</td>
<td>601</td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td>725</td>
<td>1,251</td>
<td>101</td>
<td>508</td>
<td>11,826</td>
<td>635</td>
</tr>
<tr>
<td><strong>Rate of Calls for Service for Dirty Streets and Alleys per 1,000 Population</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td>6.5</td>
<td>18.4</td>
<td>2.5</td>
<td>5.4</td>
<td>9.2</td>
<td>3.0</td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td>145.5</td>
<td>160.5</td>
<td>47.3</td>
<td>85.1</td>
<td>87.1</td>
<td>36.2</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>131.7</td>
<td>167.3</td>
<td>36.4</td>
<td>57.4</td>
<td>113.3</td>
<td>58.1</td>
</tr>
<tr>
<td>Indicator</td>
<td>Year</td>
<td>Station North A&amp;E</td>
<td>Tract 1205</td>
<td>Tract 1801</td>
<td>Tract 904 Tract 604</td>
<td>Tract 1701</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>------</td>
<td>------------------</td>
<td>------------</td>
<td>------------</td>
<td>---------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Median Sales Price</td>
<td>2000</td>
<td>$26,250</td>
<td>$45,000</td>
<td>$55,000</td>
<td>$49,650</td>
<td>$71,250</td>
<td>$58,500</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>$178,250</td>
<td>$175,000</td>
<td>$54,250</td>
<td>$31,975</td>
<td>$75,000</td>
<td>$82,000</td>
</tr>
<tr>
<td></td>
<td>2013</td>
<td>$100,500</td>
<td>$105,000</td>
<td>$69,055</td>
<td>$40,500</td>
<td>$156,500</td>
<td>$90,000</td>
</tr>
<tr>
<td>Percent of Registered Voters Participating in Last General Election</td>
<td>2002</td>
<td>25.2</td>
<td>17.8</td>
<td>29.6</td>
<td>21.7</td>
<td>22.6</td>
<td>21.3</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>64.1</td>
<td>63.8</td>
<td>73.3</td>
<td>60.4</td>
<td>68.6</td>
<td>69.6</td>
</tr>
</tbody>
</table>
Takeaways

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