

# USING INFORMATION FOR COMMUNITY CHANGE

## *National Trends and Examples of Using Local Data*

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IMLS State Data Coordinator Conference  
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# National Trends in Using Local Indicators

- ◆ **More neighborhood level data available than ever before**
  - *Online property data*
  - *No Child Left Behind reporting requirements*
- ◆ **Increased role for local administrative data**
  - *Decennial Census now seven years out of date*
  - *American Community Survey tract data not out until 2010*
- ◆ **Advances in usability and functionality of technology**
- ◆ **Wider understanding of benefits from tailoring programs & policies to local conditions**



# National Trends in Using Local Indicators

- ◆ But, still often difficult to find relevant, up-to-date data at the desired geography for community action
- ◆ And more than data is needed
  - *Knowledge and respect of the community*
  - *Committed institutions*
  - *Strong partnerships among organizations*
  - *Effective communication & advocacy*



# National Neighborhood Indicators Partnership (NNIP)

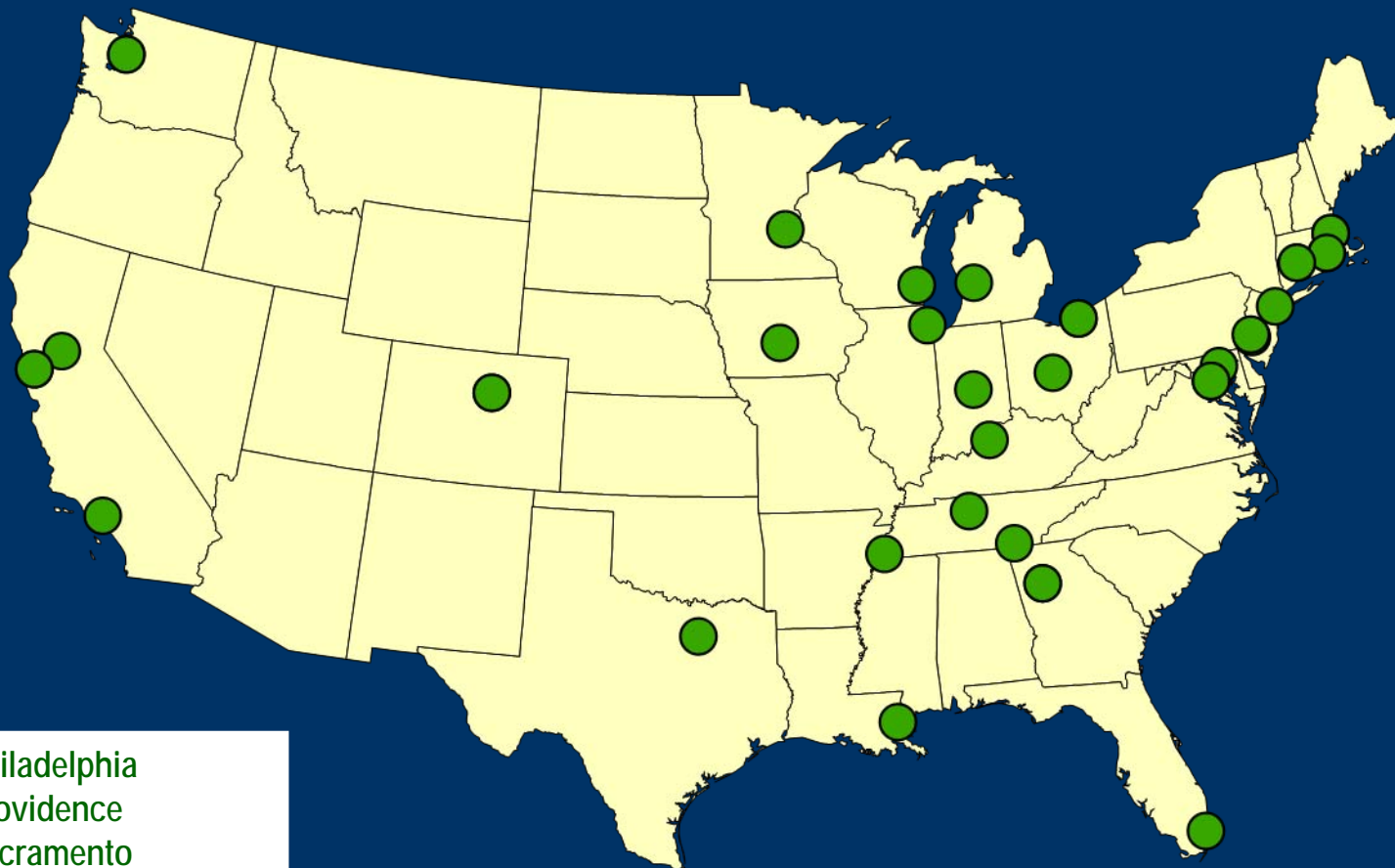
- ◆ **Collaborative effort since 1995**
  - *Urban Institute and local partners in 29 U.S. cities*
- ◆ **Partners operate information systems**
  - *Recurrently updated neighborhood data*
  - *Multiple topics and data sources*
- ◆ **Success required three innovations**
  1. *Data and technology*
  2. *Institutions*
  3. *Using information for change*



# National Neighborhood Indicators Partners

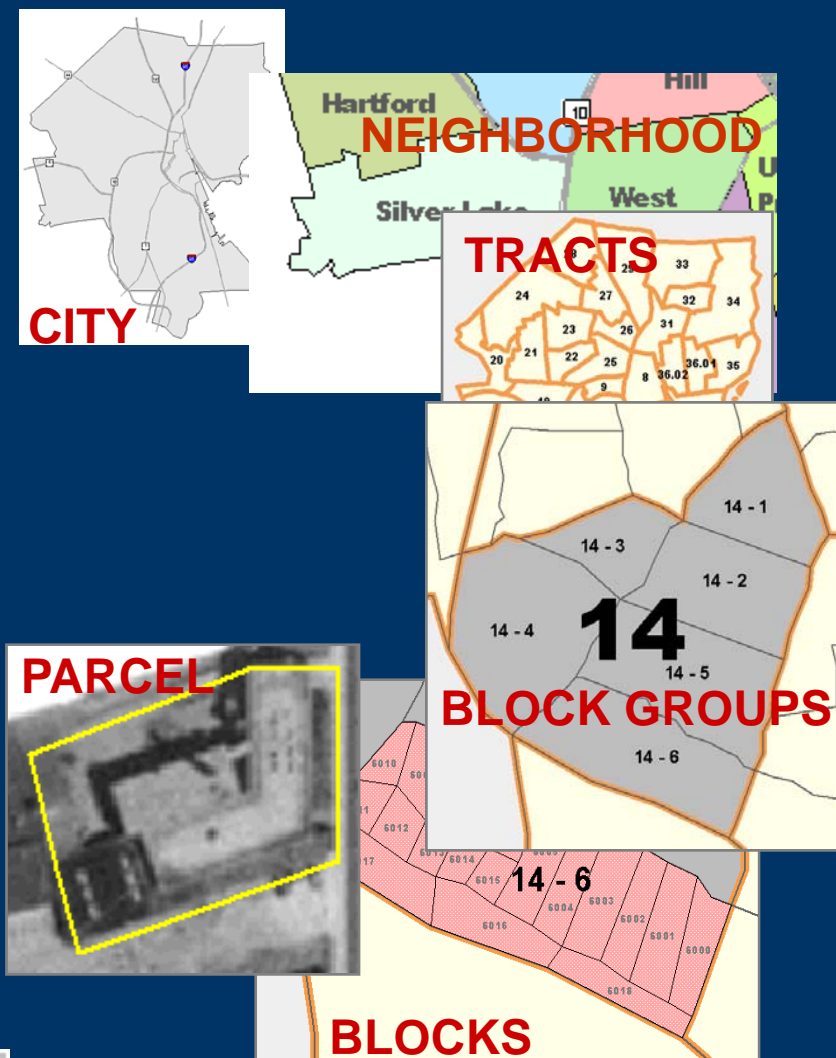
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Indianapolis  
Louisville  
Los Angeles  
Memphis  
Miami  
Milwaukee  
Minneapolis  
Nashville  
New Orleans  
New York City  
Oakland

Philadelphia  
Providence  
Sacramento  
Seattle  
Washington, DC



# Data and Technology

*Linking people information with place information*



- Problems are not evenly distributed across cities.
- Priority issues vary across neighborhoods.
- People can relate to data analysis at the neighborhood level.



# New Types of Institutions

- ◆ **Mostly outside of government**
  - *Stand-alone nonprofit, university centers, alliance*
- ◆ **But partner with resident groups, nonprofits, government, and other stakeholders**
- ◆ **Long-term and multifaceted interests**
- ◆ **Positioned to maintain trust of data providers and users**



# Shared Mission: *Information for Change*

- ◆ **Democratizing Information**

- *Facilitate the direct use of data by stakeholders*

- ◆ **Work for many clients**

- *Technical assistance to nonprofits*
- *Informing city's service provision*
- *Market analysis for local retail*

- ◆ **But a central focus on strengthening, empowering low-income neighborhoods**

- ◆ **Information as a bridge for collaboration among public agencies, nonprofits, businesses**





# Joint Work Program of the NNIP Partnership

- ◆ **Advance the state of practice**

1. *Informing local policy initiatives (cross-site projects)*
2. *Developing tools and guides*

- ◆ **Build/strengthen local capacity**

3. *Developing capacity in new communities*
4. *Services to an expanding network*

- ◆ **Influence national context/partnering**

5. *Leadership in building the field*



# Using Information for Change: Stories from Other Cities

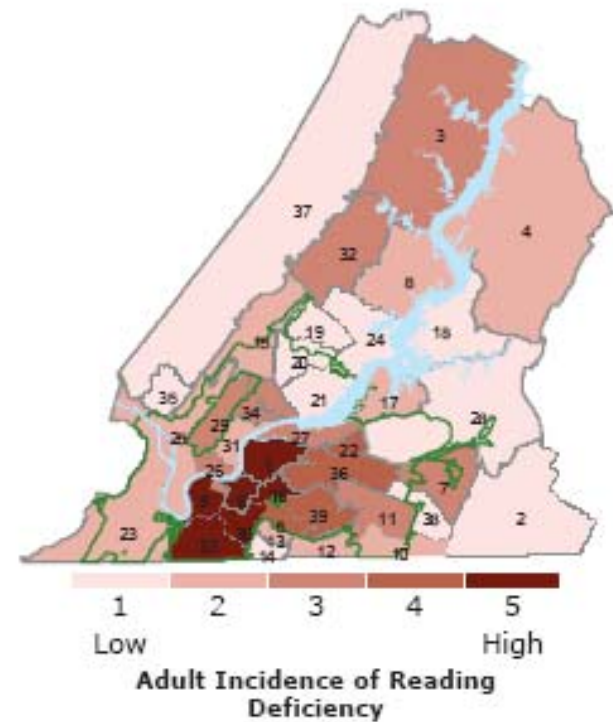
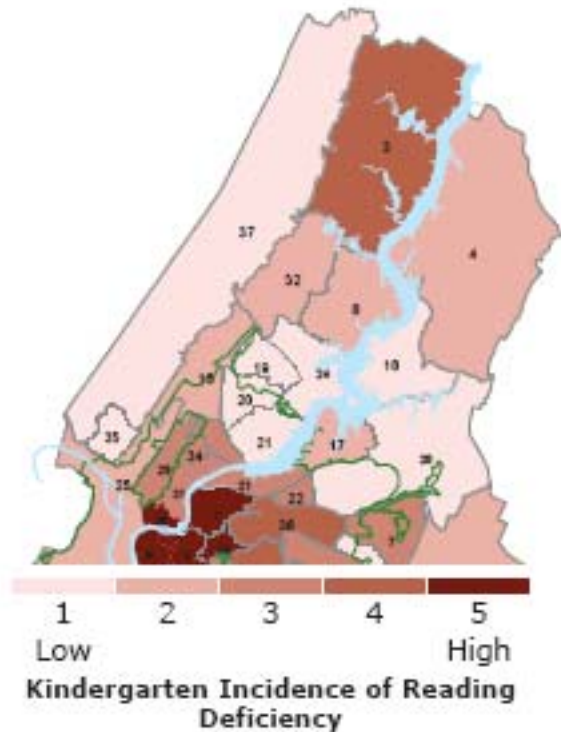
- ◆ **Improving Literacy Programs  
(Chattanooga)**
- ◆ **Supporting public library facilities and program  
planning (Milwaukee)**
- ◆ **Understanding how residential instability  
affects children's well-being (Providence)**



# *Chattanooga* Improving Literacy Programs

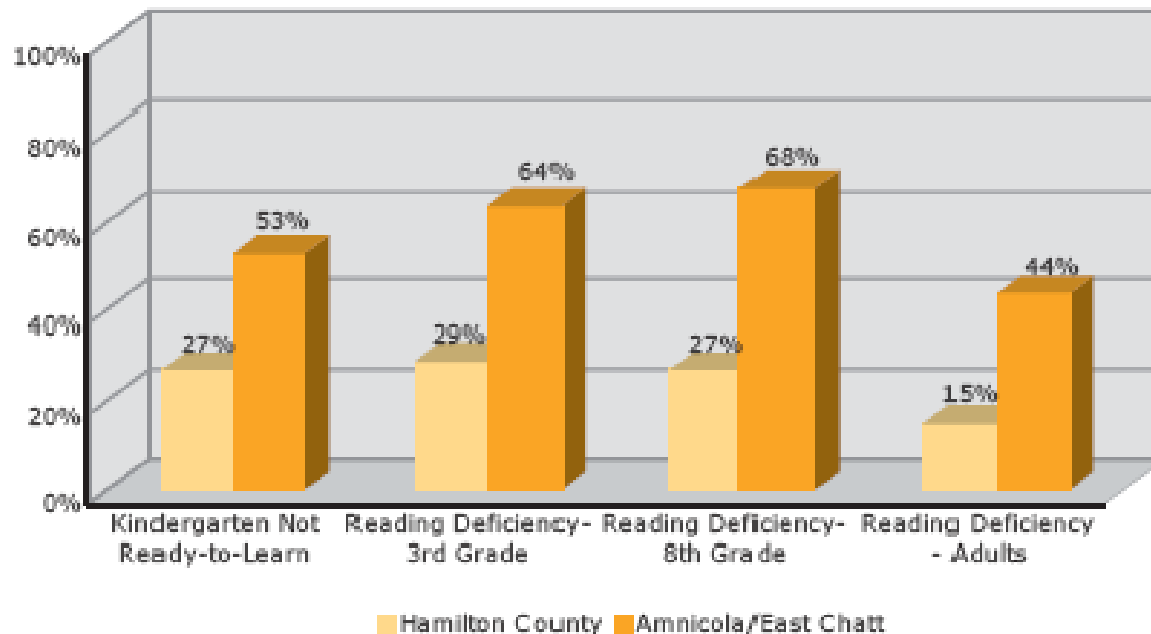


# Reading in Hamilton County, TN

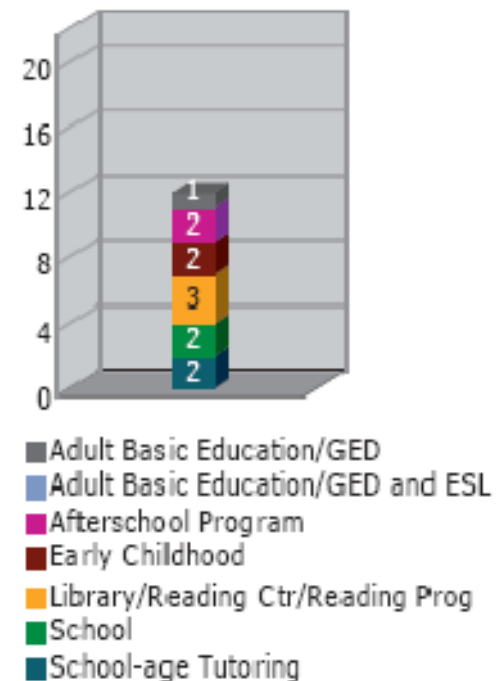


# Reading in Hamilton County

Reading Deficiency in Amnicola/East Chattanooga



Amnicola/East Chattanooga Reading Assets



***Milwaukee***  
**Supporting Public Library  
Facilities and Program Planning**



# COMMUNITY PATTERNS AND TRENDS IMPORTANT TO PUBLIC LIBRARY PLANNING

A. Population Trends

B. Race and Ethnicity Patterns

C. Challenges in Milwaukee Neighborhoods

D. Community Assets

E. Library Use Patterns



# ANALYZING LIBRARY USE

## Summary of Users by Library

- *Distribution of Active Card Holders*
- *Current Circulation - Items Checked Out in July, 2007*

## Market Reach for Branches

- *Distance matters! Libraries serve 75% of card holders within 2.5 miles.*
- *Three libraries have very close service patterns, another three branch libraries have wider service patterns*

## Mapping Library Use Patterns

- *Concentrations of Card Holders*
- *Average Rate of Use by Age Group*





# KEY FINDINGS

**A. How will population patterns change?**

**B. What challenges that neighborhoods face affect library programming?**

**C. Where are the gaps in library coverage?**



# Milwaukee: Supporting Public Library Planning

## I. Executive Summary

## II. Introduction and Overview

To simplify a discussion of neighborhoods, most references will be to library branch service districts. [Click here to see a district map](#)

## III. Sections

- A. Population Trends
- B. Race and Ethnicity Patterns
- C. Challenges in Milwaukee neighborhoods
- D. Milwaukee neighborhoods - Alternative Definitions
- E. Community Assets
- F. Library Use Patterns

## IV. Key Findings

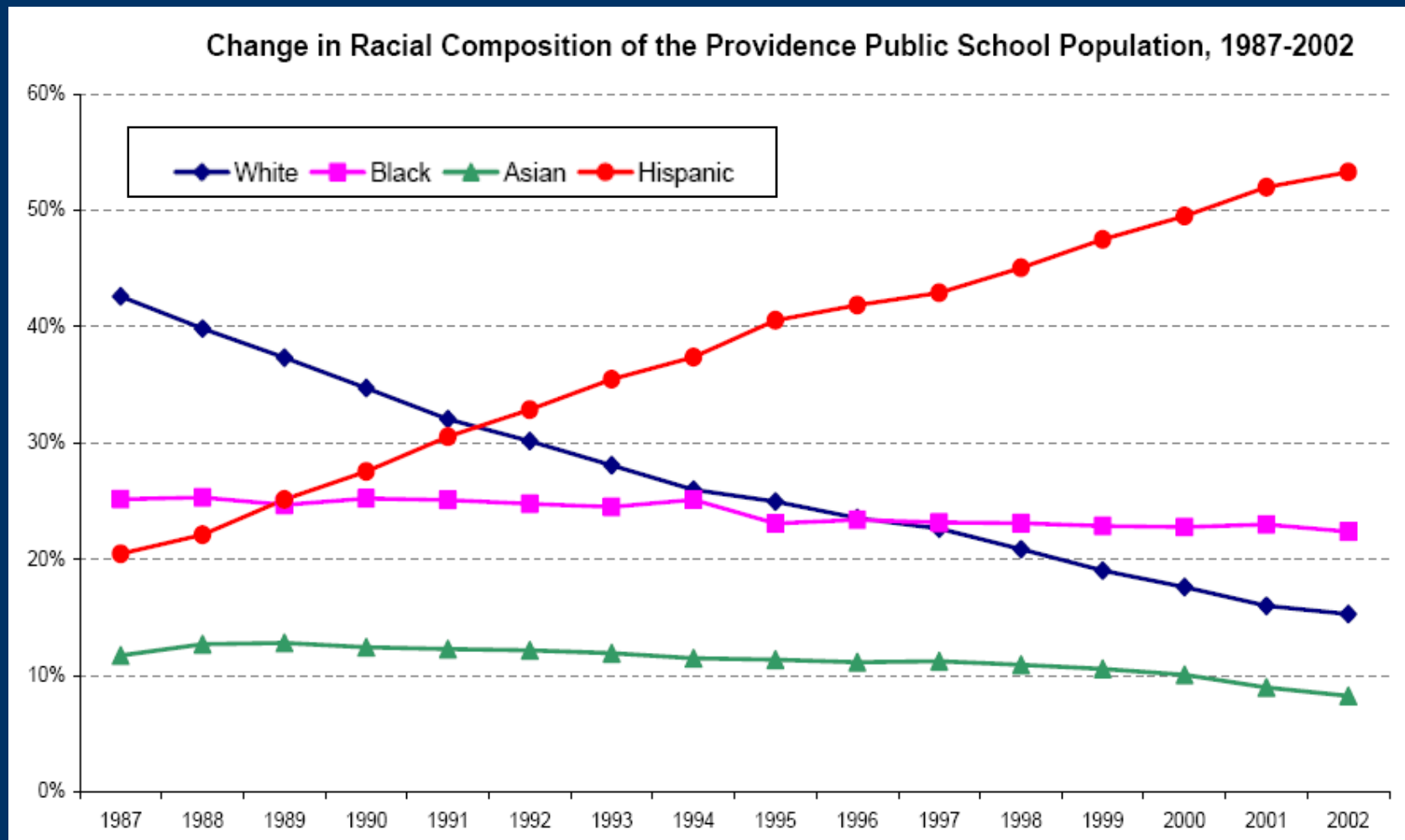
- A. How will population patterns change?
- B. What challenges that neighborhoods face affect library programming?
- C. Where are the gaps in library coverage?
- D. Comments from focus groups



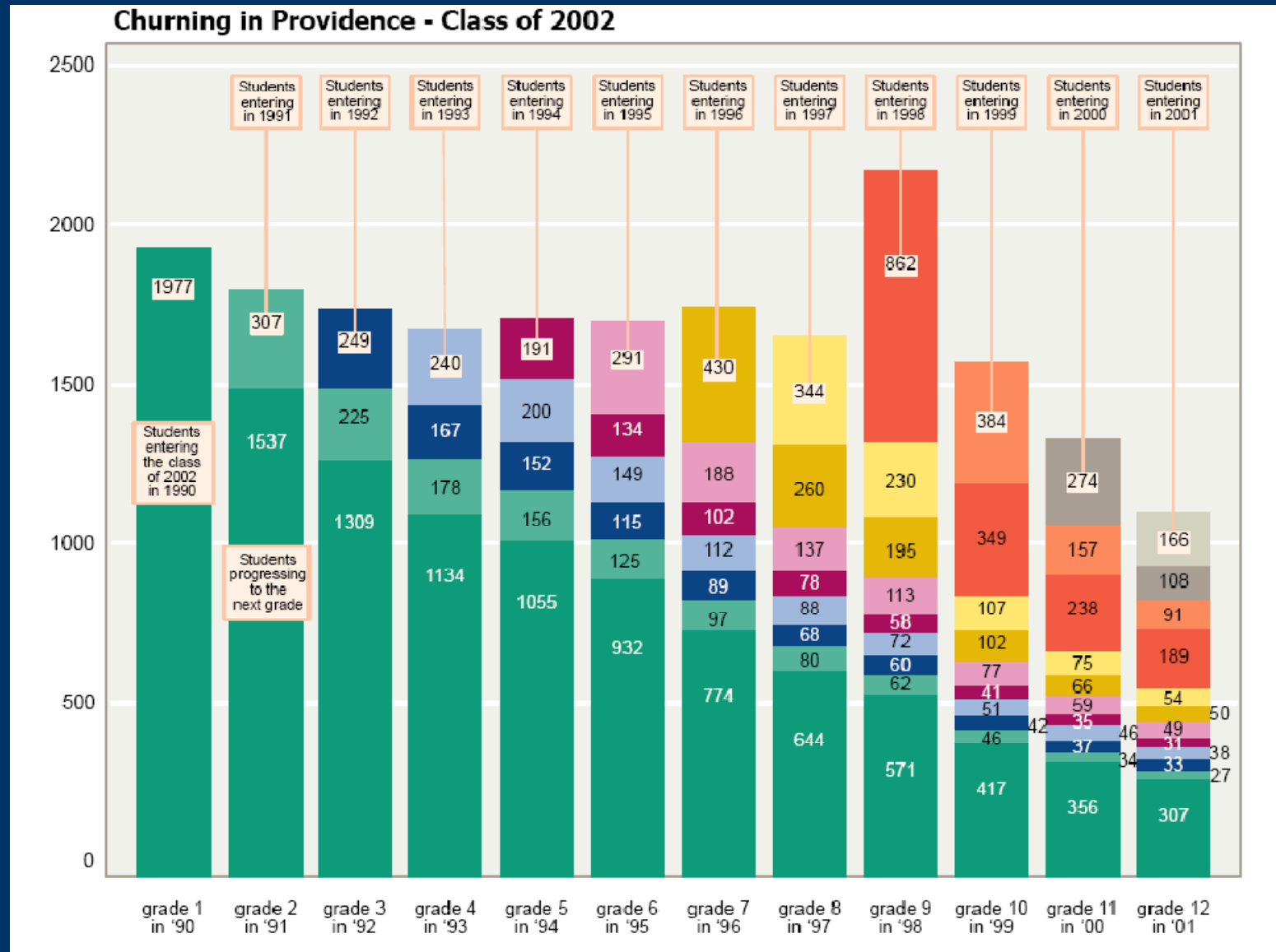
*Providence*  
**Residential Instability and  
Children's Well-being**



# Providence public student population increasingly diverse



# High rate of churning among students



# Problem concentrated in certain neighborhoods

## Residential Mobility

25 percent of public school students move at least once from one year to the next.

There is significant movement among neighborhoods within the Southside

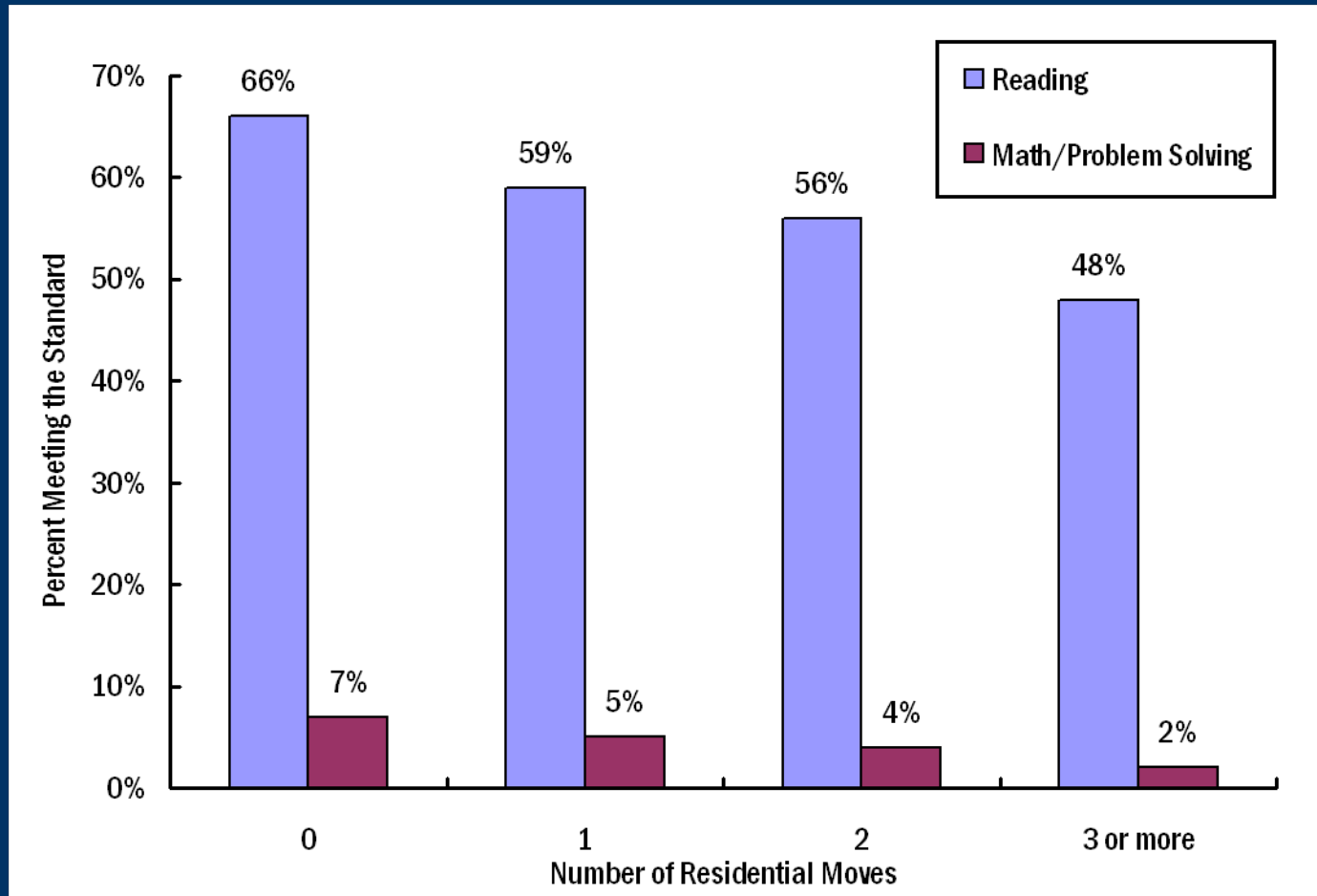


*Data Source: Providence School Department*

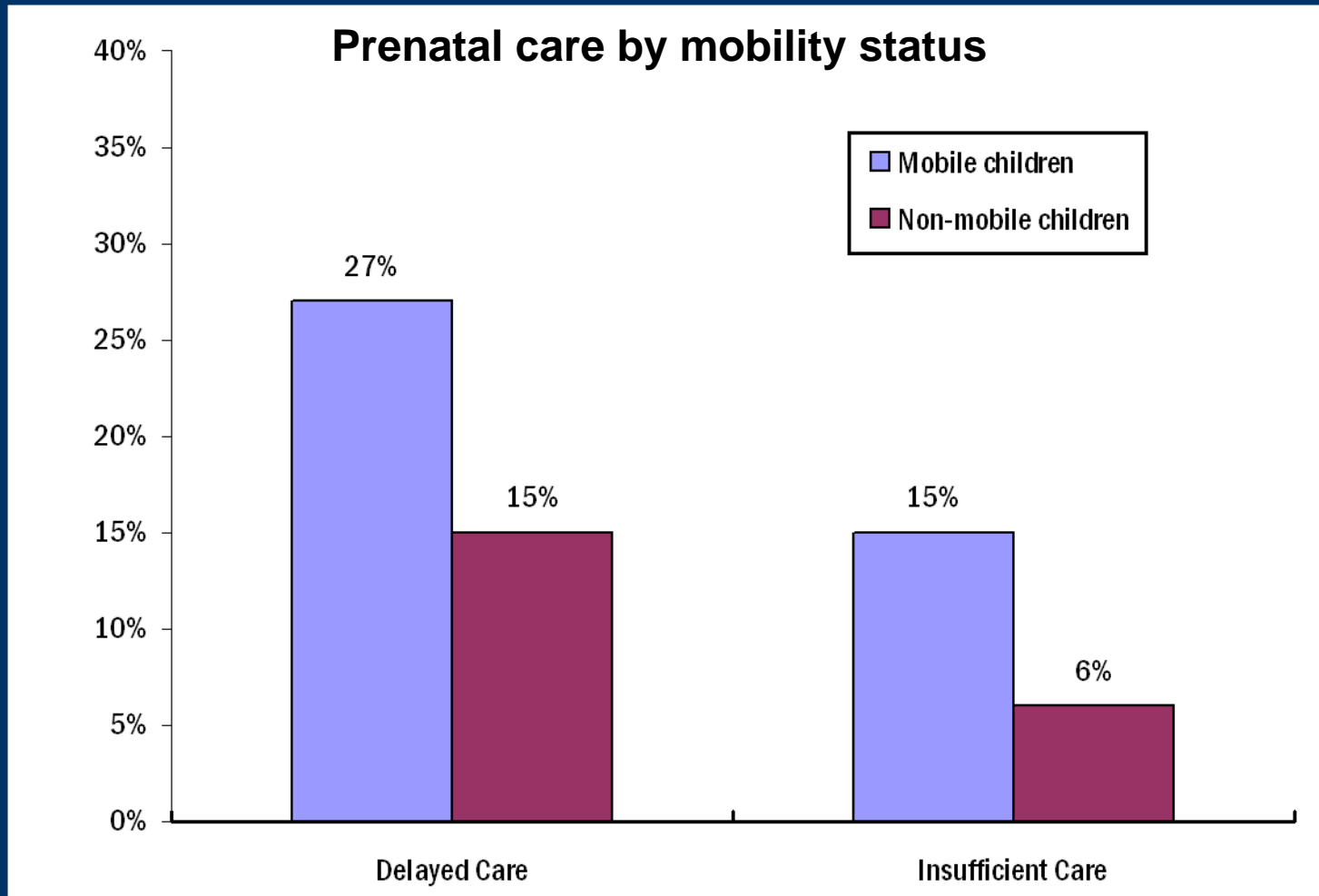


# Students in mobile households have lower test scores

Percent of students meeting testing standards



# Risk factors can identify families more likely to face residential instability





# How Libraries Can Use Neighborhood Level Data

- ◆ **Analyze data for internal planning**
  - *Both library data and other data that describes the community and trends*
- ◆ **Share Library Usage Patterns for Program Improvement and Advocacy**
  - *Early Childhood Development, Adult Literacy, English as a Foreign Language Programs*
- ◆ **Serve as a resource for public on neighborhood level data in your area**
  - *Become familiar with nationally available systems*  
*ex: [www.policymap.org](http://www.policymap.org), [beta.dataplace.org](http://beta.dataplace.org),*
  - *Host training sessions*



# For more information

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