

August 31, 2011

**To** | City of Eugene- Data Collaboration Core Project Team  
**From** | Monique G. López & Monica Witzig  
**SUBJECT** | INNOVATIVE MAPPING & DATA SYNTHESIS PROJECTS

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## INTRODUCTION

The City of Eugene hired the University of Oregon Community Planning Workshop (CPW) to investigate the best methods, tools, and strategies for displaying spatial data. This memorandum includes the following case studies:

- City of Madison Neighborhood Indicators;
- Baltimore Neighborhood Indicators Alliance-Jacob France Institute (BNIA-JFI);
- Piton;
- Equity Atlas;
- Sitaline Institute; and
- Portland Mapping

The case studies briefly describe each of these projects and provide information on the design of data display and the types of indicators that are displayed. The City of Madison is the only City project in this study. Therefore, additional items are included in the research such as: process/challenges to development, the resources and budget necessary to the development and maintenance, who is responsible for and how is the data monitored and updated, and external and internal data use. Each of these case studies should generate ideas that the City of Eugene can further explore when choosing neighborhood indicators to use for its Neighborhood Analyses and for developing methods for effective and useful display of data.

Lastly, there are other projects that the National Neighborhood Indicators Project (NNIP) recommends that are not included in this research; however, they may be of interest for the City of Eugene to consider in the future because they may contribute additional ideas in developing an approach for data display and in choosing what to display. See page “X” for a list of sources for these projects.

## METHODOLOGY

The Core Team and City staff we interviewed provided suggestions for selecting the case studies.<sup>1</sup> Moreover, case studies that were highlighted as best practices by the NNIP, under the leadership of the Urban Institute, were also chosen. Internet research and interviews were completed in order to get a comprehensive understanding of each neighborhood indicators project.

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<sup>1</sup> The Core Team consisted of Lorna Flormoe of Neighborhood Services, Michael Wisth of Community Development, and Sarah Zaleski of Community Development. They guided the project as it proceeded by providing feedback regarding interviews, drafts of memos, meetings, etc. They were chosen as part of the Core Team because they will be responsible for developing the new Neighborhood Analyses.

## CITY OF MADISON NEIGHBORHOOD INDICATORS

The City of Madison's Neighborhood Indicators program started approximately three years ago (2008) as an initiative of the Mayor. The goal of the Madison Neighborhood Indicators Project is to:

- Give a better understanding of the neighborhoods;
- Help tailor solutions to a neighborhood's particular needs or characteristics;
- Over time, help see emerging trends; and
- Give early warning signs of stress so that problems can be addressed quickly, effectively and less expensively.<sup>2</sup>

The Neighborhood Indicators tool provides community members an opportunity to understand how their neighborhood is doing and how it compares to other neighborhoods. Agencies use this tool when a particular issue in the community arises and they want more data to understand a certain situation. Madison City staff also use it to justify budget requests.

Madison previously did not have a system in place for proactively tracking the City's progress on goals. The Indicators project was developed to be used as an early warning tool and to be used for budgeting decisions. The project enabled staff and the community to access readily available data regarding issues in each neighborhood. For example, if crime is high in one particular neighborhood, more resources for crime prevention in that neighborhood could be redistributed to meet the needs.

The Mayor and a couple of key council members championed this project to move forward. All the City of Madison departments were on board with the project because they all use data and often found themselves frustrated with the inconsistency of data. For example, there were different types of ways that departments drew boundaries that did not all match. The departments wanted a "common vocabulary" about how data is represented spatially (i.e., neighborhood level) and a central location where it could be accessed by City staff and the community; the City of Madison found that the Neighborhood Indicators project could provide this. The Mayor's office made this project a priority and there were many meetings with various departments which helped solidify buy-in from the various departments.

### Design & Indicators

Madison has over 120 Neighborhood Associations. To find out about a particular neighborhood a map is used to identify the sector of the city an individual is interested in reviewing. Users then can use the pop-up menu or the links to go to that sector. If the name of the neighborhood association is known, they can directly access the neighborhood profile in the pop-up menu.<sup>3</sup>

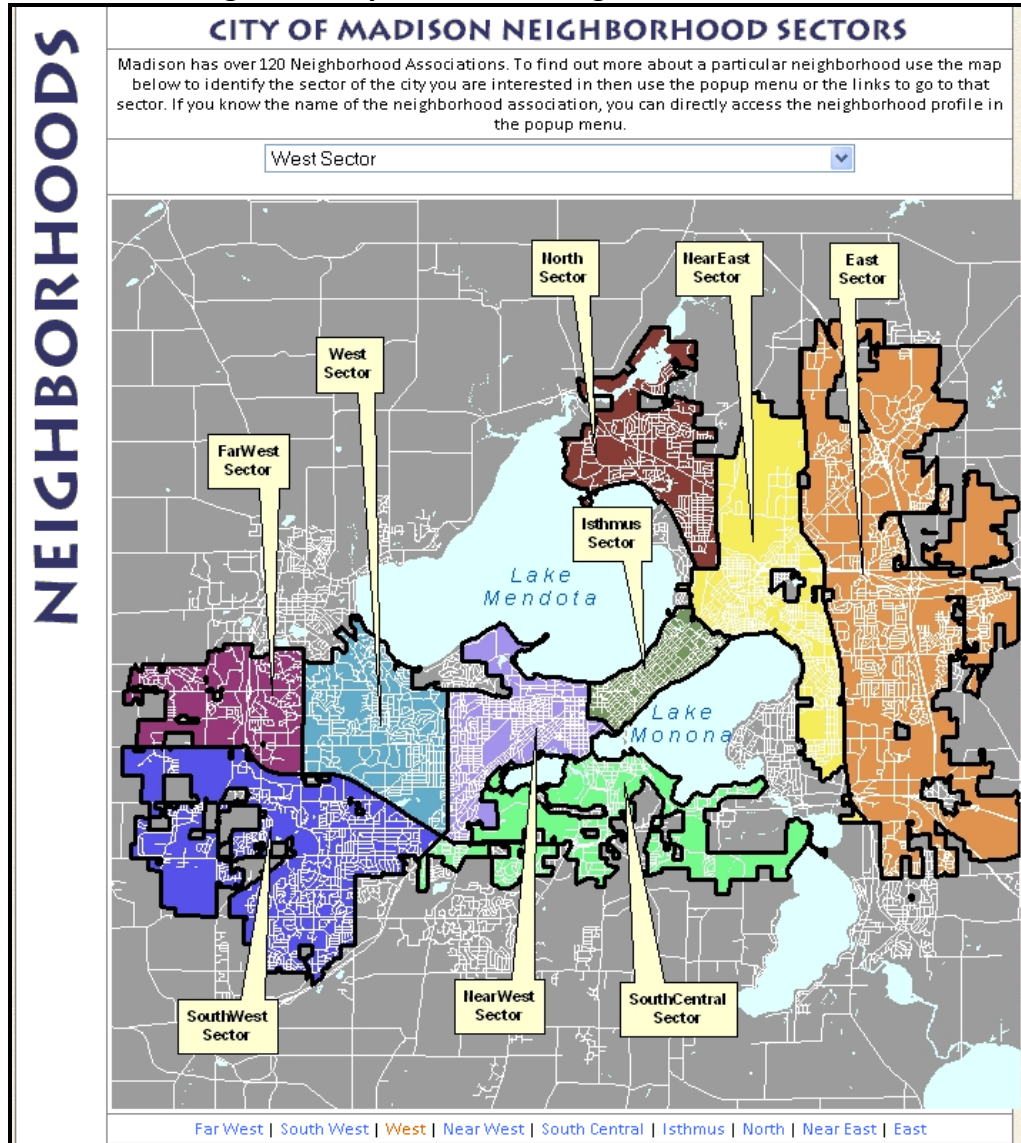
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<sup>2</sup> <http://madison.apl.wisc.edu/>

<sup>3</sup> <http://www.cityofmadison.com/neighborhoods/profile/sectors.html>

Each Neighborhood Association has its own webpage. The webpage is not necessarily rich in U.S. Census or other numeric data, but conveys general information that would be of interest and use for the average person residing in the neighborhood.

**Figure 1: City of Madison Neighborhood Sectors**



The list below highlights some of the information included on the Neighborhood Association webpage:<sup>4</sup>

- Neighborhood contacts;
- Neighborhood association meeting information;
- Neighborhood description, boundaries, recent accomplishment, neighborhood events, and places of interest (written);

<sup>4</sup> <http://www.cityofmadison.com/neighborhoods/profile/1.html>

- Neighborhood communications: newsletter and web page;
- Plans and publications: links to City plans, historic documents, and urban design districts
- Listing of government officials (local to state level); and
- Maps of facilities and services: community centers, community gardens, fire stations, library, parks and open space (link to map), Police districts (link to district), polling place, public art, and public schools (links to schools)

In addition to the individual Neighborhood Association pages, Madison has a general web page for neighborhood indicators, which includes: linked tabs for a mapping tool, neighborhood comparison tool, pdf reports for each individual neighborhood, definitions, and a place to leave feedback.

**Figure 2: City of Madison Neighborhood Indicators Web Profile**

**Web Profile**

City of MADISON HOME SERVICES AGENCIES CONTACT US

City of Madison

**Neighborhood Indicators**

Home Neighborhoods Mapping Tool Compare PDF Reports Definitions Leave Feedback Help

**Madison Neighborhood Associations**

Select a Neighborhood

**Madison Planning Districts**

Allis Planning District

**Year**

2009

**Allis Planning District**

Basic Area & Population Profile	Value	Map	Definition
Acres	457	<a href="#">map</a>	<a href="#">definition</a>
Housing Units	1,060	<a href="#">map</a>	<a href="#">definition</a>
Total Population	2,262	<a href="#">map</a>	<a href="#">definition</a>
Preschool Age Population	5.2%	<a href="#">map</a>	<a href="#">definition</a>
Youth population	19.5%	<a href="#">map</a>	<a href="#">definition</a>
Age 65 and Over	16.9%	<a href="#">map</a>	<a href="#">definition</a>
White	90.5%	<a href="#">map</a>	<a href="#">definition</a>
African American	3.1%	<a href="#">map</a>	<a href="#">definition</a>
Asian	1.6%	<a href="#">map</a>	<a href="#">definition</a>
Other Races or Multiracial	2.8%	<a href="#">map</a>	<a href="#">definition</a>
Hispanic/Latino (of any race)	2.0%	<a href="#">map</a>	<a href="#">definition</a>
Total Households	1,021	<a href="#">map</a>	<a href="#">definition</a>
Family Households	616	<a href="#">map</a>	<a href="#">definition</a>
Families with Children	23.1%	<a href="#">map</a>	<a href="#">definition</a>
Female headed households with children	4.3%	<a href="#">map</a>	<a href="#">definition</a>

**Indicators**

**Community Action and Involvement**

*(image truncated)*

On the page with general neighborhood indicators, there is a drop down menu in which an individual can choose either a neighborhood or planning district and the year to view statistical information. For each indicator listed a value is specified. There is a link to the map and a link

to the definition of the indicator; the indicator's definition includes a source. The following are the indicators the webpage includes at the neighborhood level and at the city level.<sup>5</sup>

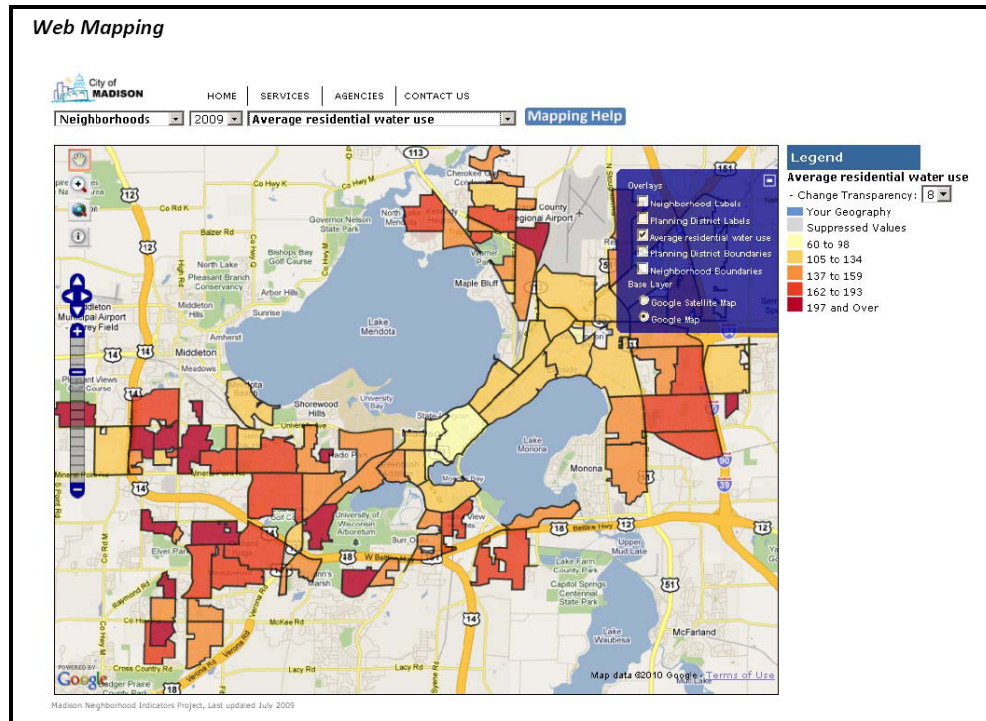
- Basic area & population profile: acres, housing units, total population, preschool age population, youth population, over 65 population, race/ethnicity, total households, family and families with children;
- Community action and involvement: voter turn-out and youth opportunity index;
- Housing quality and availability: community pride violations, average household value, square foot value of housing, owner occupied homes, median year built;
- Public safety: crimes against persons, crimes against property, crimes against society, crashes, calls for EMS/fire service;
- Health and family well-being: kindergarten preparedness, parent education, school lunch, infant health, and maternal health;
- Economic vitality indicators: median household income, families in poverty, unemployed, families who received medical assistance or food stamps;
- Transportation indicators: transit stop access, available service, households with a vehicle, and bike path access; and
- Conservation and sustainability: average residential water use.

The mapping tool can organize information either through neighborhood or planning district boundaries and can be displayed by year.

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<sup>5</sup> <http://madison.apl.wisc.edu/snapshot.html>

**Figure 3: City of Madison Neighborhood Indicators Mapping Tool**

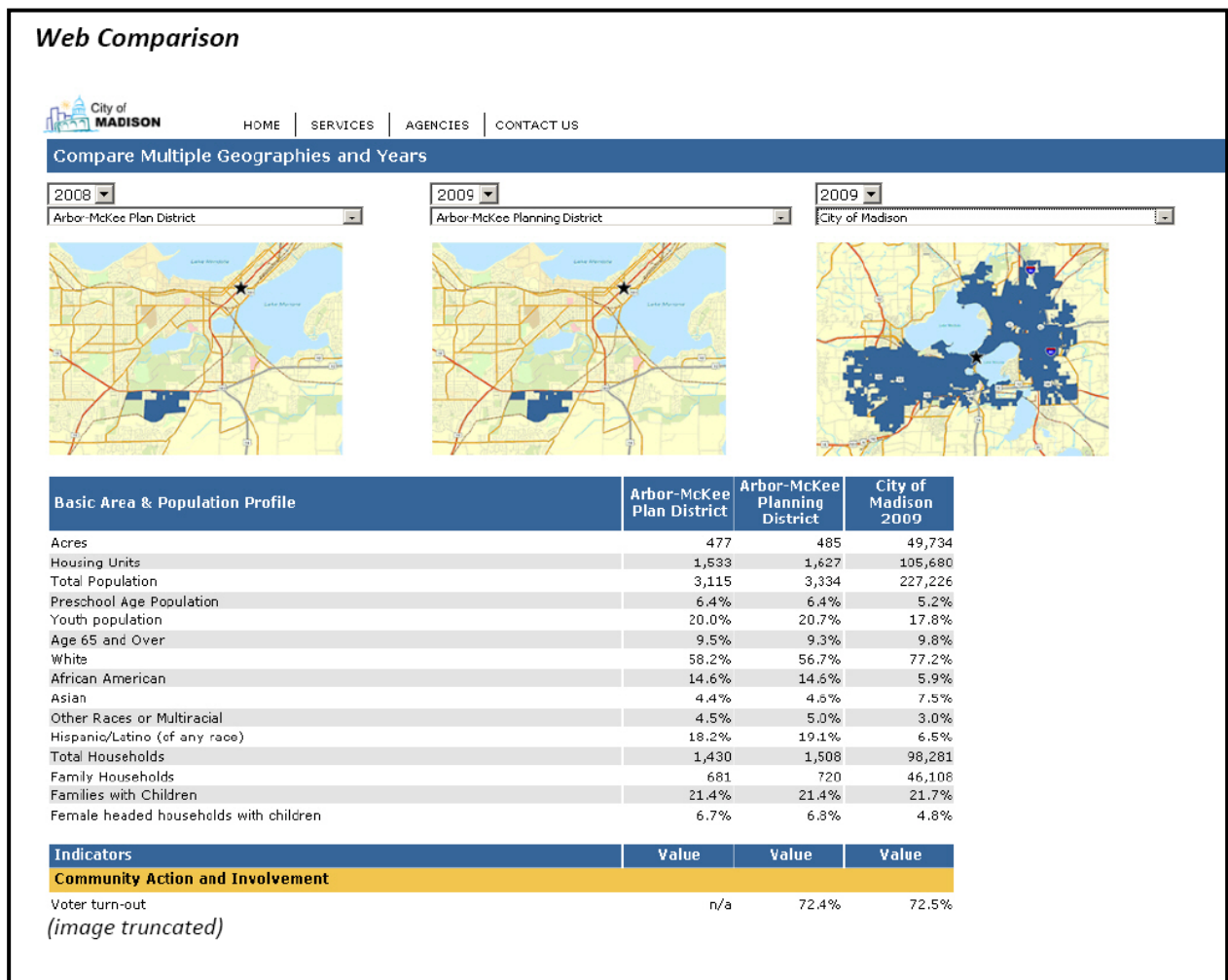


Nearly all the indicators listed above are mapped with a choropleth overlay.<sup>6</sup> Additionally, three neighborhoods can be compared to each other with the indicators listed on the comparison tool website.<sup>7</sup> A dropdown menu can be used to choose the neighborhood and year for comparisons and a table with three columns (one for each neighborhood being compared) houses the statistical data.

<sup>6</sup> <http://madison.apl.wisc.edu/mapping.html>

<sup>7</sup> <http://madison.apl.wisc.edu/profile.html>

**Figure 4: City of Madison Neighborhood Indicators Web Comparison**



## Process/Challenges to Development

For data to be considered to be included in the project, potential indicators and population data needed to be available on an annual basis, or able to be reliably estimated, for small geographic units. During the pilot phase, the steering group arrived on a suite of 43 variables that appeared to meet the criteria and serve the needs expressed by prospective users. About half of the items were obtained locally through government or other institutional providers. The remainder came from third party data suppliers.<sup>8</sup>

Public input was important to the development of this project. Their roster of indicators was developed with over a year of public input that started with the 2006 Neighborhood Conference. The pilot was also featured at the Mayor's Neighborhood Roundtable in 2007 and 2008 and input from department and division heads was gleaned during project overviews and

<sup>8</sup> [http://madison.apl.wisc.edu/documents/2009\\_NI\\_Report.pdf](http://madison.apl.wisc.edu/documents/2009_NI_Report.pdf)

progress reports. Additionally, the Madison Metropolitan School District offered guidance on which indicators they deemed were most relevant. During each of these sessions, suggestions and recommendations were recorded and reviewed by a work group of City managers and staff.<sup>9</sup>

## **Budget & Monitoring**

The City of Madison had the knowledge in house to develop this project, but did not have staff time to dedicate toward the project. They hired the Applied Population Lab (APL) to assist in the development phases. The APL is a group of research and outreach professionals located within the Department of Community and Environmental Sociology at the University of Wisconsin-Madison which provides information solutions using applied demography; spatial information and analysis; community development and planning; and information applications.<sup>10</sup>

The City of Madison continues to contract with APL and pays them \$51,500 per year to update and provide maintenance to the Neighborhood Indicators project. City staff collaborates with APL to make sure that they include indicators or information that they need. The planning department has taken the internal lead to make sure that the neighborhood profiles are maintained and other departments know to let them know if there are any changes that need to be made. The indicators project is currently evolving because the new Mayor is interested in measuring outcomes of various City initiatives.

## **Key Points**

The City of Madison provides many valuable lessons for the City of Eugene. First, this initiative was spearheaded by the Mayor's office. Therefore, departments had a directive to collaborate in order to make this project possible. Second, they had a comprehensive community outreach process that incorporated diverse voices from the community in deciding which indicators should be included. Third, the project has a comparison tool for individuals to compare neighborhoods to neighborhoods and the City to neighborhoods. Fourth, the layout is clean and easy to understand. Fifth, the data is provided in multiple formats (e.g., pdf., excel, map, etc.). Lastly, the City of Madison leveraged their local resources by partnering with the local university to develop the indicators project and update it annually.

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<sup>9</sup> <http://madison.apl.wisc.edu/>

<sup>10</sup> <http://www.apl.wisc.edu/about.html>



## **BALTIMORE NEIGHBORHOOD INDICATORS ALLIANCE-JACOB FRANCE INSTITUTE (BNIA-JFI)**

The work of Neighborhood Indicators Alliance-Jacob France Institute at the University of Baltimore (BNIA-JFI) enables the public to better understand and access neighborhood data and indicators by allowing them to make better-informed, strategic decisions for:<sup>11</sup>

- Enhancing local community organizing strategies;
- Developing effective neighborhood plans;
- Informed policy decisions;
- Targeting resource investment;
- Setting goals in neighborhoods and citywide; and
- Designating indicators to measure progress toward success.

The Baltimore Neighborhood Indicators Alliance-Jacob France Institute at the University of Baltimore (BNIA-JFI) builds on and coordinates the related work of citywide nonprofit organizations, City and State government agencies, neighborhoods, foundations, businesses, and universities.<sup>12</sup> In 1998, the Annie E. Casey Foundation approached the Association of Baltimore Area Grantmakers (ABAG) to explore the development of a neighborhood indicators initiative. That initial exploration led to a two-year planning process resulting in the gathering of several citywide nonprofit organizations, City government, neighborhoods, and foundations. Their work ultimately led to the creation of the Baltimore Neighborhood Indicators Alliance (BNIA).<sup>13</sup>

### **Design & Indicators**

BNIA-JFI provides a *Vital Signs* report in which the indicators can be viewed separately from the report. In *Vital Signs 9*, BNIA-JFI provides data for nearly 80 indicators.<sup>14</sup> The goal of this effort is for neighborhood residents, organizations, and others to use both data and the *Vital Signs* report strategically and effectively to foster new ways of thinking about improving the City, neighborhoods, and government over time.<sup>15</sup>

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<sup>11</sup> [http://www.bnijfi.org/about\\_bnia](http://www.bnijfi.org/about_bnia)

<sup>12</sup> [http://www.bnijfi.org/about\\_bnia](http://www.bnijfi.org/about_bnia)

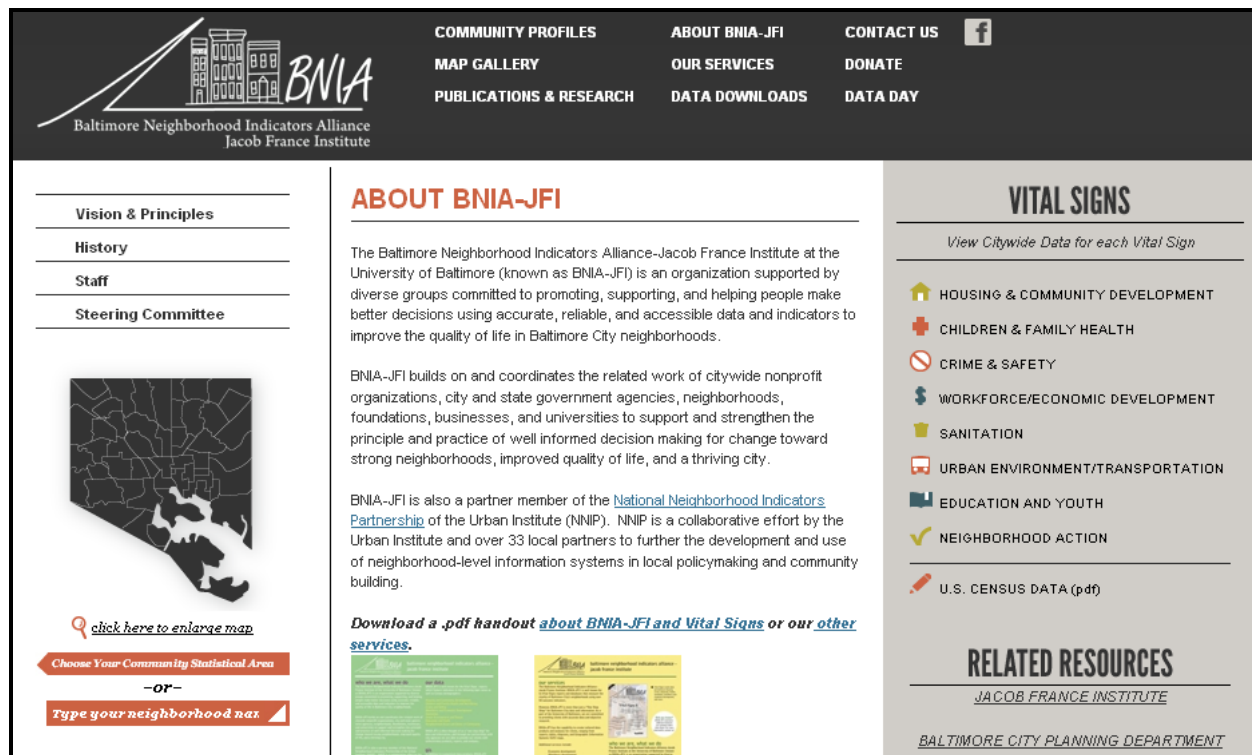
<sup>13</sup> [http://bnijfi.org/vital\\_signs\\_report/VS\\_9\\_Full\\_Report.pdf](http://bnijfi.org/vital_signs_report/VS_9_Full_Report.pdf), 5

<sup>14</sup> For a full list of the indicators and their sources go to page 92 on the following webpage

[http://www.bnijfi.org/vital\\_signs\\_report/VS\\_9\\_Full\\_Report.pdf](http://www.bnijfi.org/vital_signs_report/VS_9_Full_Report.pdf).

<sup>15</sup> [http://www.bnijfi.org/vital\\_signs\\_report/VS\\_9\\_Full\\_Report.pdf](http://www.bnijfi.org/vital_signs_report/VS_9_Full_Report.pdf), 7.

Figure 5: BNIA-JFI Homepage



The data within each of the sections provide a picture of the conditions within Baltimore City's neighborhoods and their progress. These sections are:

- Housing and Community Development;
- Children and Family Health and Well-being;
- Crime and Safety;
- Workforce and Economic Development;
- Sanitation;
- Urban Environment and Transit;
- Education and Youth;
- Neighborhood Action and Sense of Community; and
- U.S. Census Data.<sup>16</sup>

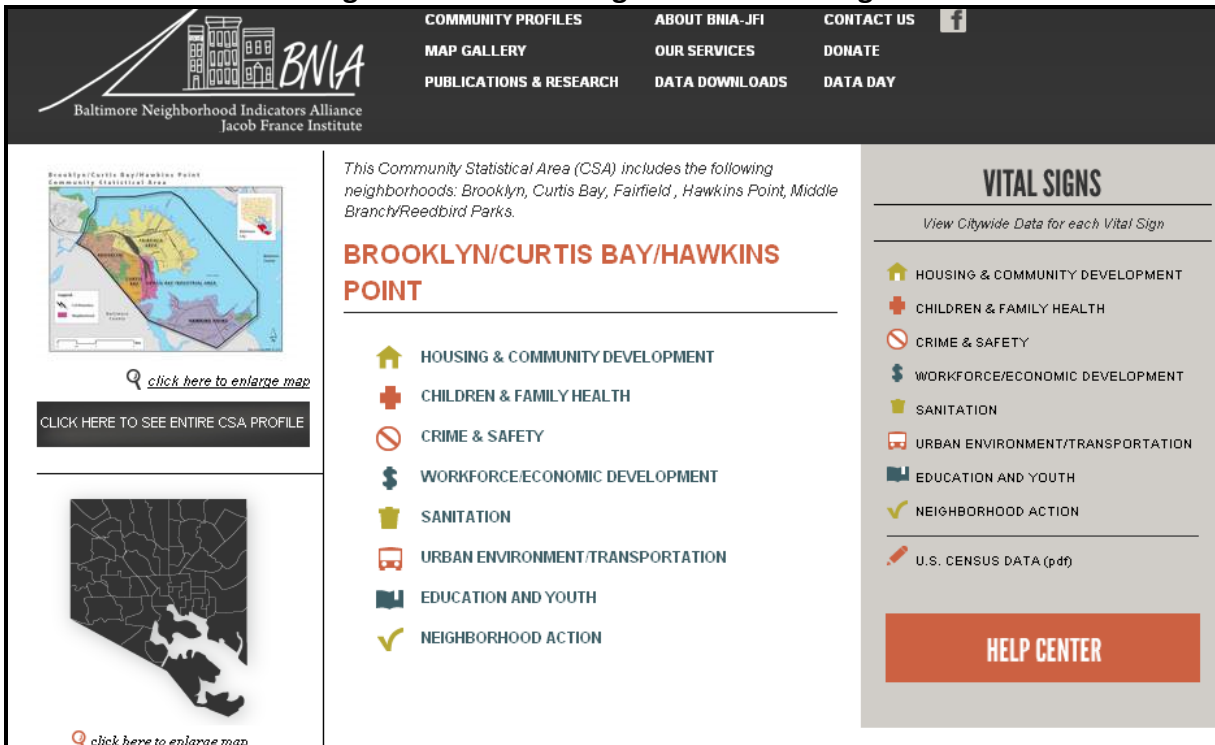
The *Vital Signs* report uses the Community Statistical Areas (CSAs) as its geographic level for which data is provided. CSAs are aggregations of Census tract boundaries.<sup>17</sup> BNIA-JFI has all CSA-level *Vital Signs* indicators available to download. Every indicator available at the CSA

<sup>16</sup> [http://www.bnijfi.org/vital\\_signs\\_report/VS\\_9\\_Full\\_Report.pdf](http://www.bnijfi.org/vital_signs_report/VS_9_Full_Report.pdf), 6.

<sup>17</sup> [http://www.bnijfi.org/vital\\_signs\\_report/VS\\_9\\_Full\\_Report.pdf](http://www.bnijfi.org/vital_signs_report/VS_9_Full_Report.pdf), 6.

geography can be downloaded in either an Excel (.xls) or ArcGIS shapefile (.shp) format.<sup>18</sup> Additionally, information on individual neighborhoods can also be accessed in pdf format.<sup>19</sup>

**Figure 6: BNIA-JFI Neighborhood Vital Signs**



## Key Points

Baltimore Data Day is an annual conference to help communities expand their capacity to use technology and data to advance their goals. At Baltimore Data Day, community leaders, nonprofit organizations, civic and faith-based institutions, and governmental entities come together to see:

- The latest in community-based data
- Technology and tools; and
- To learn how other groups are using data.

Baltimore Data Day serves to facilitate learning among participants at all levels of technical proficiency. This conference is organized by the Baltimore Neighborhood Indicators Alliance-Jacob France Institute in collaboration with the Maryland Department of Health and Mental Hygiene and the Baltimore City Department of Planning.<sup>20</sup>

<sup>18</sup> <http://www.bnijafi.org/downloads>

<sup>19</sup> [http://www.bnijafi.org/neighborhood\\_data](http://www.bnijafi.org/neighborhood_data) ; Click on this link to find a pdf document example of a neighborhood level indicators [http://www.bnijafi.org/uploaded\\_files/0000/0547/vs9\\_allendale.pdf](http://www.bnijafi.org/uploaded_files/0000/0547/vs9_allendale.pdf) .

<sup>20</sup> [http://bnijafi.org/baltimore\\_data\\_day](http://bnijafi.org/baltimore_data_day)

Additionally, BNIA-JFI offers the data in easy to access multiple platforms (e.g., pdf, excel, maps, etc.) and have a comprehensive list of indicators (over 80) that are updated frequently.

## PITON

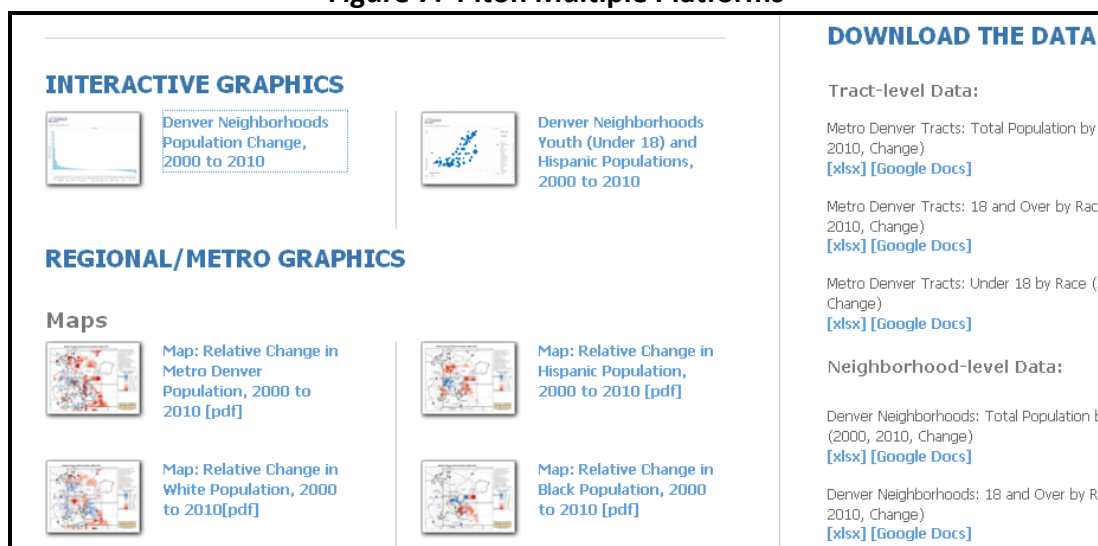
The Piton Foundation is a private, operating foundation established in 1976 and operates as the philanthropic investment division of the Gary-Williams Energy Corporation.<sup>21</sup> Piton develops and implements programs addressing three interrelated areas affecting Denver's low-income families and neighborhoods: (1) improving public education; (2) strengthening neighborhoods; and (3) promoting economic opportunity.<sup>22</sup>

## Design & Indicators

The Piton Foundation provides four types of data sets that they display: 2010 Census data, community facts, school facts, and a Create a Map feature.

**2010 U.S. Census Data Tool.** As the 2010 Census data for metro Denver become available, The Piton Foundation is analyzing the data for use by public officials, program providers, and citizens to learn how the metro Denver communities are changing. On this site you can find data briefs, maps, graphics, and raw data files.

**Figure 7: Piton Multiple Platforms**



They have also created a new web-mapping tool to allow you to easily find data at the census tract level in metro Denver.<sup>23</sup> The 2010 Census briefs include a regional focus, neighborhood focus, and youth focus. The briefs primarily focus on population growth in general and population growth of different racial/ethnic groups by neighborhood. The Census data mapper allows the user to choose total population, population under or over 18, race/ethnicity, and percent or number change during a 10-year period at the census tract level;<sup>24</sup> it is a user-friendly tool.

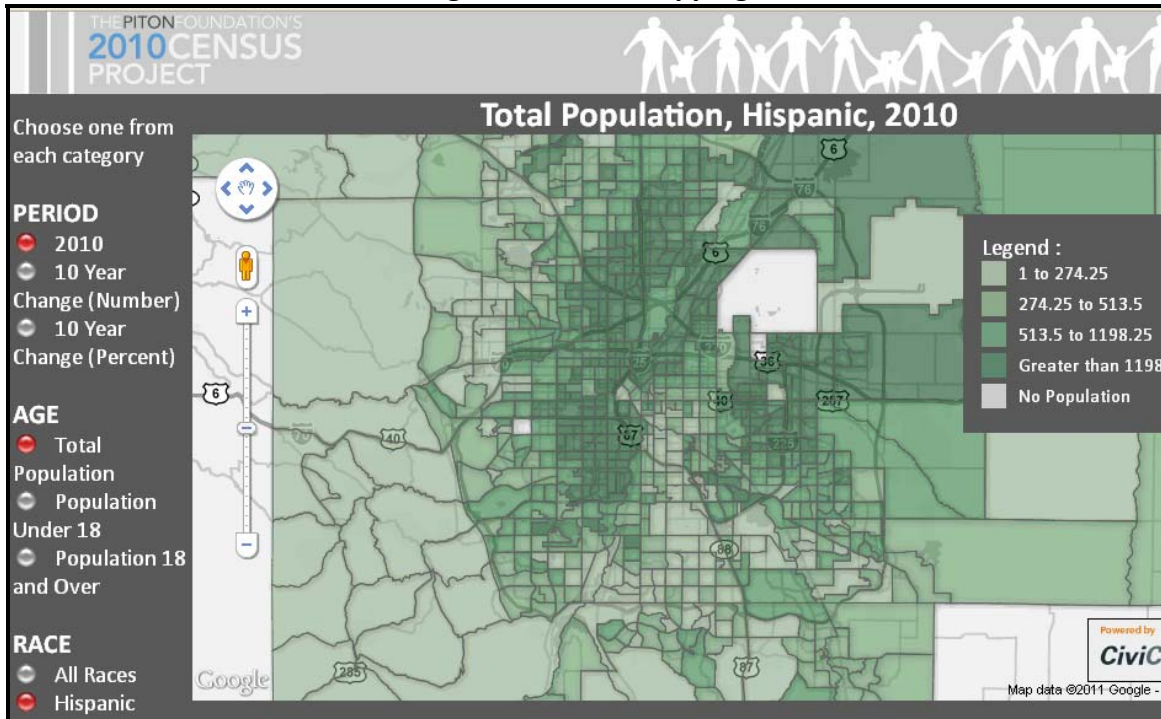
<sup>21</sup> [http://www2.urban.org/nnip/desc\\_den.html](http://www2.urban.org/nnip/desc_den.html)

<sup>22</sup> [http://www2.urban.org/nnip/desc\\_den.html](http://www2.urban.org/nnip/desc_den.html)

<sup>23</sup> <http://www.piton.org/census2010/>

<sup>24</sup> <http://map.piton.org/census2010/>

Figure 8: Piton Mapping



**Community Facts Tool.** Community Facts makes data about the health and well-being of Denver-area families and communities widely accessible. Community Facts provides detailed information about geographical areas related to demographics, education, housing, economics, health, safety, and more. It represents data in tables, maps and graphs.<sup>25</sup> The user can choose from "Neighborhood Summaries" for the most recent year's data on frequently requested demographic, housing, education, economic and health statistics. The data is available in tables, graphs and maps.<sup>26</sup> The neighborhood profiles include information about populations and households, youth, economic well being, housing, crime and safety, and schools that serve the area. An option to click on a map representing the data is available for every indicator. Additionally, the indicators at the neighborhood level can be downloaded in an excel sheet format. Histories of each Denver neighborhood are also provided.

<sup>25</sup> <http://www.piton.org/CommunityFacts>


<sup>26</sup> Click on the link to see the neighborhood summaries homepage.

<http://www.piton.org/index.cfm?fuseaction=CommunityFacts.NeighborhoodsList> Click on the link to see an example of a neighborhood profile.  
[http://www.piton.org/index.cfm?fuseaction=CommunityFacts.Summary&Neighborhood\\_ID=860](http://www.piton.org/index.cfm?fuseaction=CommunityFacts.Summary&Neighborhood_ID=860)

**Figure 9: Piton Community Facts Tool**

**NEIGHBORHOOD SUMMARY**

**Skyland** [Download all neighborhood facts](#) | [Compare this neighborhood](#)



Clayton and Skyland were annexed to Denver under the Session Laws of 1883 and 1889. The acquisition of land for City Park, south of the neighborhoods, along with the legacy of the Clayton estate, a trust of \$2.5 million, ... [more](#)

**Jump to the facts:**

- [Population and Households](#)
- [Youth](#)
- [Economic Well Being](#)
- [Housing](#)
- [Crime And Safety](#)

[View map of Denver](#)

Indicator	2000 Data	Most Recent Data	Data Year
Total Population	3,375	3,106	2010
Denver Public School Enrollment (Grades 1 - 12)	614	396	2009
Total Births *	69	46	2008
% Births Non-Latino White *	10.14%	36.96%	2008
% Births African-American *	49.28%	30.43%	2008
% Births Latino *	40.58%	32.61%	2008
% Birth Native American *	0%	0%	2008
% Birth Asian/Pacific Islander *	0%	0%	2008
% Births Other Race *	0%	0%	2008
Total Foreclosure Filings	16	42	2009

**Schools that serve Skyland**

**Elementary Schools**

- [Barrett](#)
- [Columbine](#)
- [Teller](#)

**Middle Schools**

- [Morey](#)
- [Smiley](#)

**High Schools**

- [East](#)
- [Manual High School](#)

**Population and Households** [Download this data](#)

**General**

INDICATOR	SKYLAND	DENVER	DATA YEAR	MAP
Total Population	3,106	600,158	2010	
Households	1,411	259,169	2007	
Denver Public School Enrollment (Grades 1 - 12)	396	60,719	2009	
Total Births *	46	10,248	2008	

[Show General data definitions](#)

**Race/Ethnicity**

INDICATOR	SKYLAND	DENVER	DATA YEAR	MAP
% Population Non-Latino White	9.81%	51.93%	2000	
% Population African American	64.2%	10.8%	2000	
% Population Latino	21.69%	31.68%	2000	
% Population Native American	0.39%	0.69%	2000	
% Population Asian/Pacific Islander	0.74%	2.81%	2000	
% Population Other Race (Single Race Selected)	0.24%	0.18%	2000	
% Population of 2 or More Races	3%	1.9%	2000	
% Foreign Born	13.07%	17.42%	2000	
% Adults Non-English Speaking	10.1%	9.2%	2000	
% Births Non-Latino White *	36.96%	39.29%	2008	

Users can also choose "Advanced Neighborhood Search" to view many additional statistics, data from prior years, and to make comparisons between two or more neighborhoods.<sup>27</sup> . Comparisons can include multiple indicators. Once results are displayed, the user has the option to download the information in an excel sheet format or are able to generate a vertical or horizontal bar chart or a line graph and download the image as a jpg file.

**School Facts.** All the data within School Facts has been provided to The Piton Foundation by Denver Public Schools and the Colorado Department of Education.<sup>28</sup> By going to the school summaries website, a school can be chosen through navigating an interactive map or by choosing a school in the alphabetical listing which is then hyperlinked to the school's profile page. There are a variety of indicators to review, which include but are not limited to: enrollment, percent capacity, students receiving free lunch, race/ethnicity, test performance, graduation and dropout rates, attendance, suspensions, teacher experience, and staff retention. Maps, serving as a visual comparison by school, are provided for all of these indicators as well.

**Figure 10: Piton School Facts Tool**

**Whittier** [Download all school facts](#) | [Compare this school](#)

[View Map of Denver](#)

**Jump to the facts:**

- [School Level](#)
- [Student Level](#)
- [Staff Level](#)

**OVERVIEW**

Contact Information			
Address:	2480 Downing St, Denver, CO 80205-5239	Principal:	Jai Palmer
Phone:	(303)-861-1310	School type:	K-8
Fax:	(720)-424-3065	Grades:	EC - 7
Website:	<a href="#">Not Available</a>		
School Offerings			
Early Childhood Education:	Yes	All-day Kindergarten:	Full Day
Foreign-Language Classes:	ESL, Span. Qual.	After School Care Program:	

Neighborhoods served by this school:

- [Five Points](#)
- [Whittier](#)

Children have attended or will attend:

Middle Schools [Morey](#)

High Schools [East](#)

**Create a Map Feature.** Using the Flash Mapping tool, the user can instantly generate maps that display the indicators he or she selected. Maps can be generated for the following options:

<sup>27</sup> Click on the following link to see the comparison feature. <http://www.piton.org/index.cfm?fuseaction=CommunityFacts.Search>

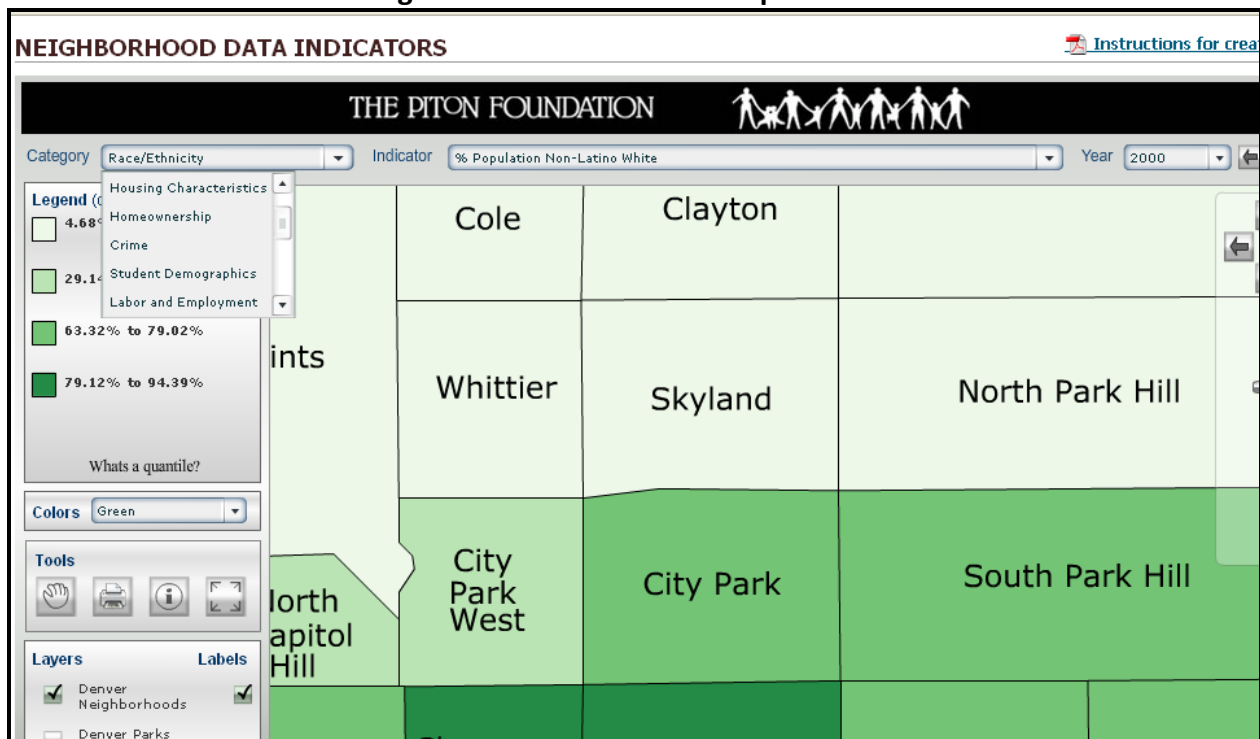
<sup>28</sup> <http://www.piton.org/SchoolFacts>



- Neighborhood Data: Create maps of Denver neighborhoods showing data related to demographics, education, housing, economics, health, safety, and more.
- Denver Public Schools Data: Generate maps showing the attendance areas of Denver schools to display school-related data such as test scores, free-lunch participation, demographics and more.<sup>29</sup>

The Create a Map feature contains three dropdown menus.<sup>30</sup> The first drop down menu is the “category of indicator” which includes: poverty and income, general, housing characteristics, homeownership, crime, student demographics, labor and employment, child abuse, race/ethnicity, newborns, age, education, early education, families and households, adult education and mobility. Once a category is chosen, a list of indicators pertaining to the category appear in the second drop down menu. The last drop down menu contains the years for which the data is available. Once all three sections are chosen, a map is generated that shows a comparison of data for each neighborhood boundary. Maps can be printed or exported to be converted into pdf format.

**Figure 11: Piton Create a Map Feature**



## Key Points

Piton includes school data that may be of interest and use to community members. The City of Eugene currently does not include this category of data in its Neighborhood Analyses. Additionally, they provide various options to access the material which include a pdf document

<sup>29</sup> <http://www.piton.org/Maps>

<sup>30</sup> Click on webpage to see create a map feature. <http://www.piton.org/index.cfm?fuseaction=Maps.NeighborhoodData>

of individual neighborhood profiles, jpg graphs/charts, excel sheets, and interactive build it yourself maps. This versatility allows the user to access the data that would be of most use to them in a manner that will meet their needs.

## EQUITY ATLAS

The Equity Atlas is coordinated by the Coalition for a Livable Future (CLF). CLF unites over 90 diverse organizations and hundreds of individuals to promote healthy and sustainable communities. They emphasize connections between the issues and between the cities, towns, and counties that make up the Portland-Metro region.<sup>31</sup> In 2002, Myron Orfield, who authored *Portland Metropolitica* in 1998, approached the Coalition for a Livable Future about updating it. Through a series of discussions with CLF board of trustees and other community leaders, CLF concluded to start Regional Equity Atlas Project.<sup>32</sup> The CLF partners with the Institute of Portland Metropolitan Studies and the Portland State University Population Research Center. CLF convened a series of workshops involving CLF member organizations, community members and other local experts to identify potential research questions.<sup>33</sup> They receive support from foundations such as the Bullitt Foundation, Rose Tucker Charitable Trust, and Meyer Memorial Trust. They also receive support from local municipalities.

The Regional Equity Atlas displays over 50 maps that illustrate the geographic distribution of people and assets in the region, along with the relationship between the two. The first set of maps focus on the distribution of populations who have historically been left behind—poor people and people of color. The second set of maps show the regional distribution of resources to which everyone should have access—resources like affordable housing, quality public schools, transit, public parks, greenspaces, grocery stores and walkable neighborhoods. A reference table combines the two map sets to provide the basis for understanding the relationship between where vulnerable populations live and whether or not they have adequate access to these regional assets.<sup>34</sup>

## Design & Indicators

The Equity Atlas is comprised of three main formats. The first is a large report which includes an easy to understand analysis of the mapping and tables.<sup>35</sup> This is separated into two parts; equity, and who we are, where we live and access to resources. An analysis on demographics is part of section one. An analysis on housing, schools, transportation, public resources, health and design, and parks and nature are part of section two. Secondly, there is an option to choose the map that you would like to view through a drop down menu. They are organized by the chapter in which they are found in the Regional Equity Atlas.<sup>36</sup>

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<sup>31</sup> <http://www.equityatlas.org/aboutclf.html>

<sup>32</sup> <http://www.equityatlas.org/history.html>

<sup>33</sup> <http://www.equityatlas.org/history.html>

<sup>34</sup> <http://www.equityatlas.org/research.html>

<sup>35</sup> <http://www.equityatlas.org/chapters/EquityAtlas.pdf>

<sup>36</sup> Click on webpage to see the drop down options. <http://www.equityatlas.org/maps.html>

**Figure 12: Equity Atlas Map Dropdown Menu**

Choose the map you'd like to view.

They're organized by the chapter in which they're found in the *Regional Equity Atlas*.

Warning: Map 1-1 is very large (73 MB)! Most maps are 1 to 5 MB in size.

Chapter 1: **Introduction**  
Choose a map:

Chapter 2: **Demographics**  
Choose a map:

Chapter 3: **Housing**  
Choose a map:

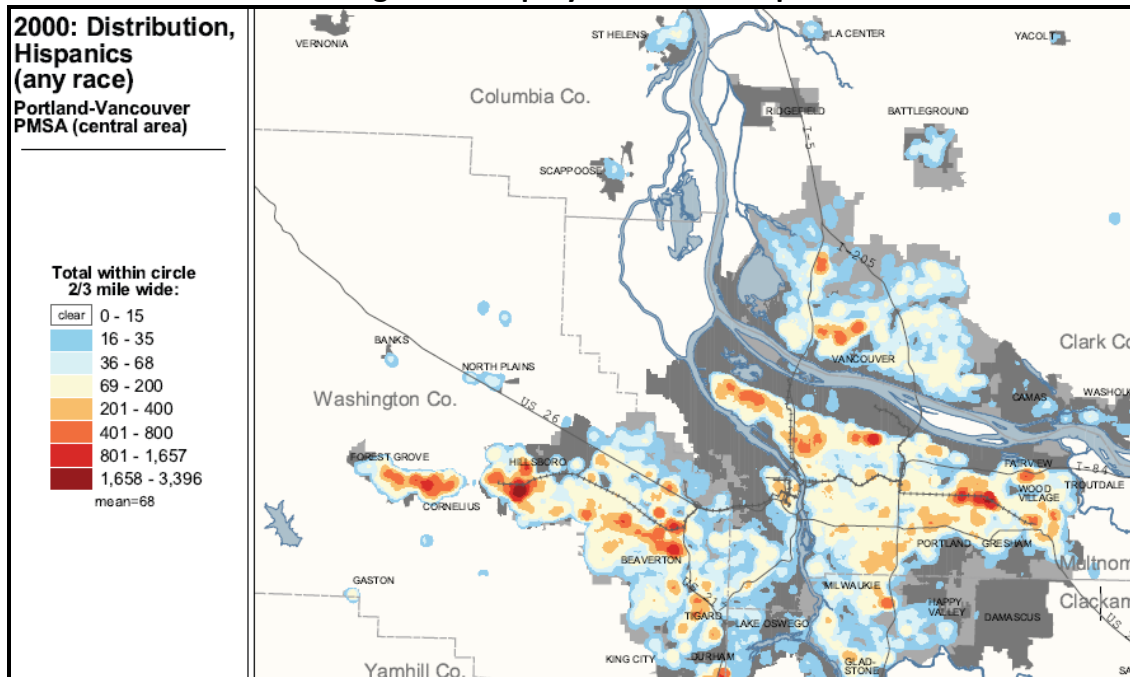
Chapter 4: **Schools**  
Choose a map:

Chapter 5: **Transportation**  
Choose a map:

Chapter 6: **Health & Design**  
Choose a map:

Chapter 7: **Parks & Nature**  
Choose a map:

**Figure 13: Equity Atlas Heat Map**



Thirdly, there is a Neighborhood and City Summary Table which corresponds to an appendix in the Regional Equity Atlas. The file includes an orientation map, to help find the neighborhood an individual is interested in, as well as an explanation of fields included in the table.<sup>37</sup>


<sup>37</sup> Click on the webpage to see the tables. <http://www.equityatlas.org/chapters/NeighborhoodTable.pdf>

**Figure 14: Equity Atlas Table Dropdown**

Included as Appendix A in the Regional Equity Atlas, the Neighborhood/City Summary Table is a unique reference table that describes demographic information and measures for access to parks, transit, affordable housing and the like, for over 300 neighborhoods and cities in the four-county metropolitan region.

**ORDER NOW!** To order a CD with a compilation of the Neighborhood/City Summary data layers and data for use with desktop mapping software, go to our [secure online order page](#).

The file below includes an orientation map, to help find the neighborhood you're interested in, as well as an explanation of fields included in the table.



[Appendix A: Neighborhood and City Summary Table \(2 MB\)](#)

**Other Tables & Figures**

Choose from one of the drop-down menus below to view or download any of the tables or figures found in the *Regional Equity Atlas*.

**Tables:**  
Table M-3. 2004 Revenue per Capita by Source

**Figures:**  
Choose a figure:

The indicators in the Equity Atlas include:

- Demographics: race/ethnicity, poverty, median income;
- Housing: housing affordability, home sale prices, cost burden, minority owned homes;
- Schools: household income by district, student teacher ratio, percent reduced/free lunch, teacher and training experience by school;
- Transportation: workers who drive alone, walking distance from nearest transit stop, transit access;
- Health & Design: sidewalk coverage around schools, access to grocery stores, diesel particulates; and
- And parks & Nature: walking distance to parks, natural habitat acres per capita, proximity to nature habitat.

## Key Points

The Equity Atlas serves as a great example of how communities can be empowered by data that is well-organized and well-displayed. One example, is how the Equity Atlas served as a tool for empowerment by the Affordable Housing Now (AHN) campaign. AHN led a campaign to create an “affordable housing set-aside” in Portland’s urban renewal areas to guarantee that affordable housing is created in these publicly subsidized redevelopment districts. In October

2006, the Portland City Council passed a resolution to establish a 30% set aside for the development, preservation, and rehabilitation of housing that is affordable to households with incomes below 80% of median family income. AHN used the Atlas research to impact these public policy decisions.<sup>38</sup>

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<sup>38</sup> <http://www.equityatlas.org/accomplishments.html>

## SITELINE INSTITUTE

The Sightline Institute is an independent, nonprofit research and communications center that was founded in 1993. Their work includes in-depth research, commentary, and analysis, delivered online, by email, and in-person to Northwest policy champions.<sup>39</sup>

### Design & Indicators

The Sitaline Institute covers states in the Pacific Northwest which include British Columbia, Idaho, Oregon and Washington. The categories of indicators include sprawl and transportation, energy and climate, pollution and toxics, forests and wildfire, human health, population, and economy. The Sitaline Institute authors reports on these topics and also displays these indicators using maps, animated maps using Flash software, and tables and charts. The maps and charts are colorful and have a clean and uncluttered appearance.<sup>40</sup> The maps and charts can also be downloaded on a single page so they can be used in a document or presentation.

Figure 15: Sitaline Multiple Platforms



<sup>39</sup> <http://www.sightline.org/about>

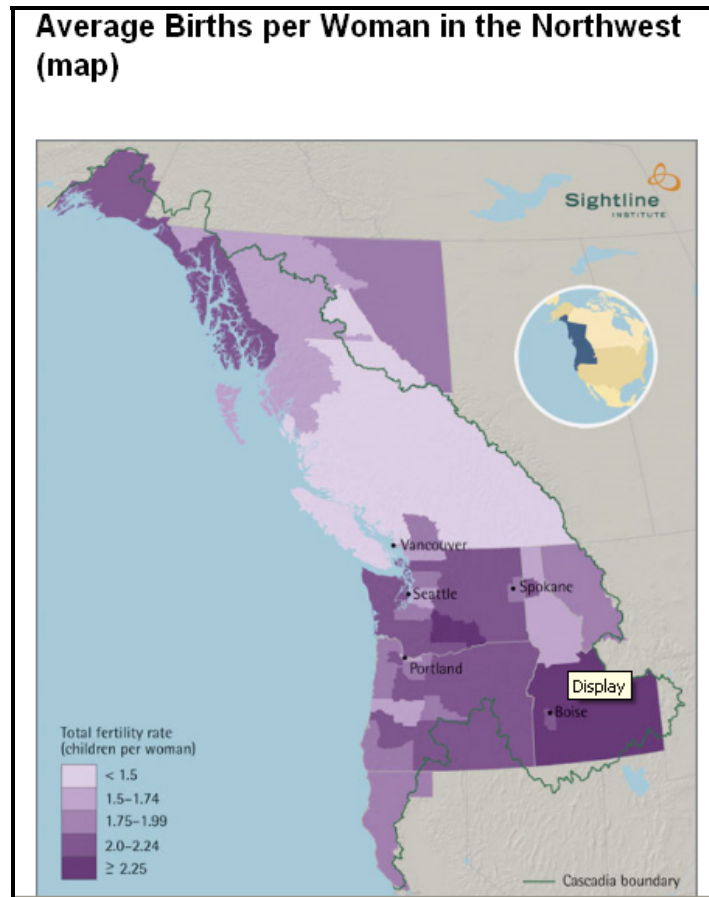
<sup>40</sup> Click on this webpage to see examples of the maps and charts. <http://www.sightline.org/maps>



## Key Points

The Sitrine Institute's maps and charts serve as a good example for the City of Eugene on how to lay out content that is easy to understand and use. The interactive features capture the audience's attention while disseminating information at a pace that most can process information.

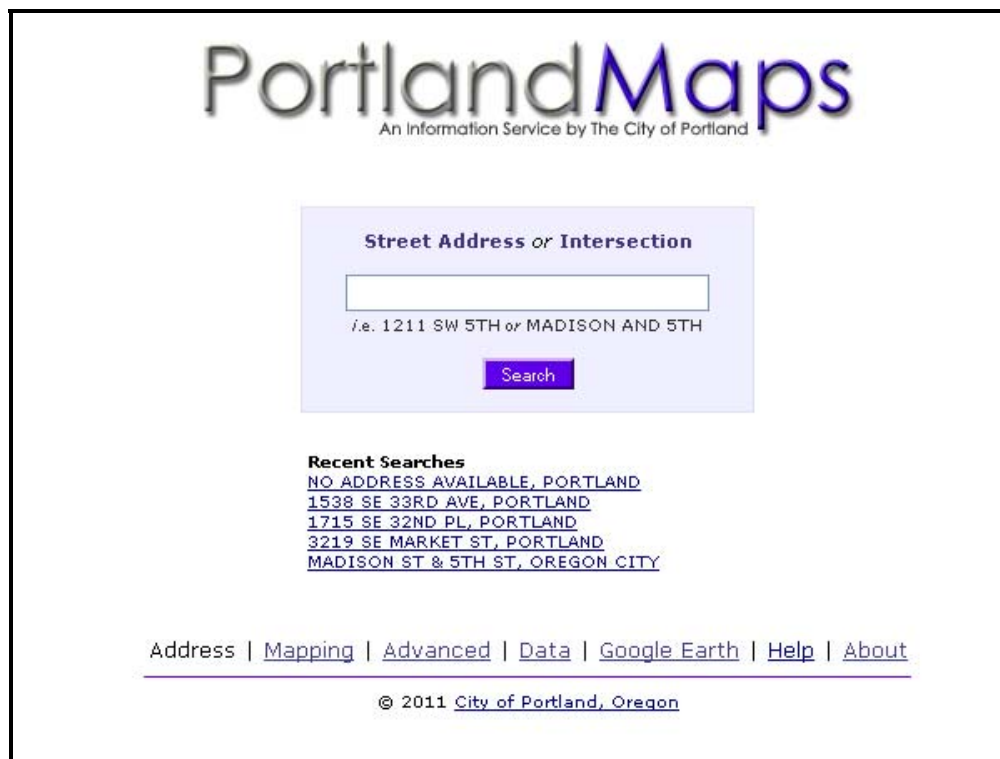
Figure 16: Sitrine Example of Clean and Clear Map Design



## PORTLANDMAPS.COM

The City of Portland is providing data to the public via PortlandMaps.com. The City of Portland states that this information has always existed and could be attained by individuals who asked for it although accessing the information for the average individual was too complex or not well known.<sup>41</sup> Before the PortlandMaps.com interface, the datasets needed to be obtained from multiple sources in a variety of formats.<sup>42</sup> Therefore, the City provided this tool in order to provide easy access to information for the public. Data can now be gathered in one place in one streamlined format. The data presented is the work of many departments collaborating. However, the site and the applications within it were built and are maintained by Corporate GIS (CGIS), and the Bureau of Technology Services (BTS) at The City of Portland.<sup>43</sup>

Figure 17: PortlandMaps Homepage



## Design & Indicators

A variety of data is available for the Portland Metropolitan Area. A few of the indicators include:

- Assessor/Tax Lot Information;
- Aerial Photography;

<sup>41</sup> <http://portlandmaps.com/about.cfm>

<sup>42</sup> <http://portlandmaps.com/about.cfm>

<sup>43</sup> <http://portlandmaps.com/about.cfm>

- Building Footprints;
- Building Permits;
- Census;
- Crime Data;
- Elevation;
- Parks;
- Mass Transit;
- Natural Hazard;
- Schools;
- Urban Growth Boundary;
- Underground Storage Tanks;
- Water/Sewer;
- Zip Code; and
- Zoning Maps.<sup>44</sup>

Portlandmaps.com has three main features: (1) maps, (2) an advanced setting, and (3) CivicApps Data Catalog.

## Maps

The “maps” feature allows one to type in their address and apply a layer for the following:

- Property: assessor, permits/cases, block, schools, parks, development, garbage/recycling, noise, historic permits, and water;
- Maps: benchmarks, businesses, elevation, fire, hazard, areal photos, property, tax map, UGB, Walkability, Zoning, Zip Code, fire, hazard, and public art;
- Projects: Capital Improvement Projects, and Public Works projects;
- Crime: personal, property, etc.;
- Census;
- Environmental: sewer, grease program, natural resources, stormwater incentives, stormwater management, and watershed; and
- Transportation: traffic, transit, paving, snow and ice, transportation system plan.<sup>45</sup>

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<sup>44</sup> <http://portlandmaps.com/about.cfm>

<sup>45</sup> <http://www.portlandmaps.com/detail.cfm?action=Explorer&ZoomLevel=1&x=7655000&y=680000>

Figure 18: PortlandMaps Mapping Options

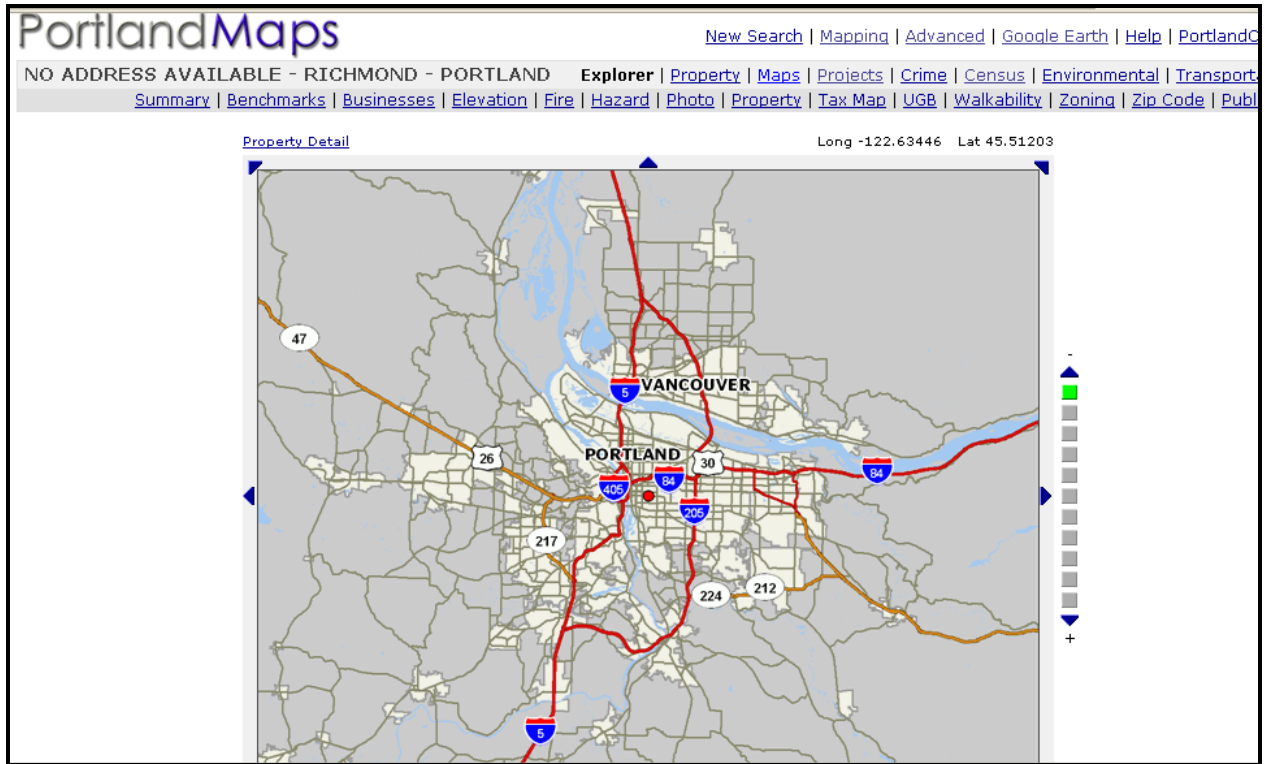


Figure 19: PortlandMaps Mapping Example

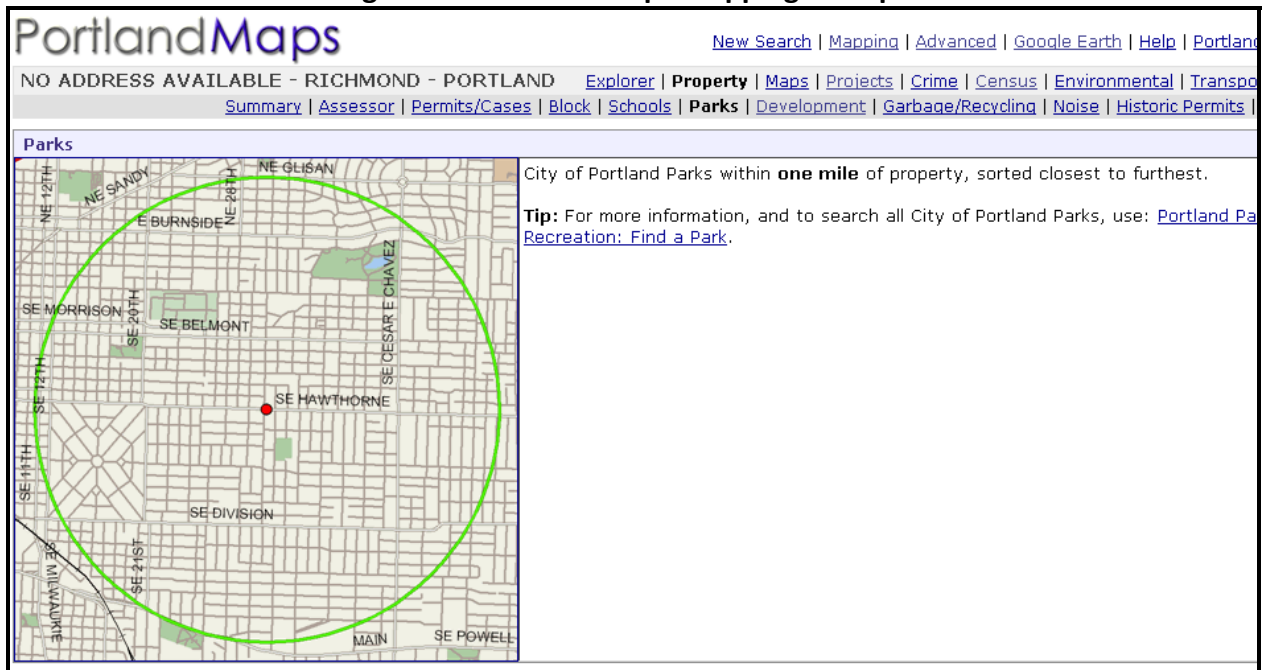
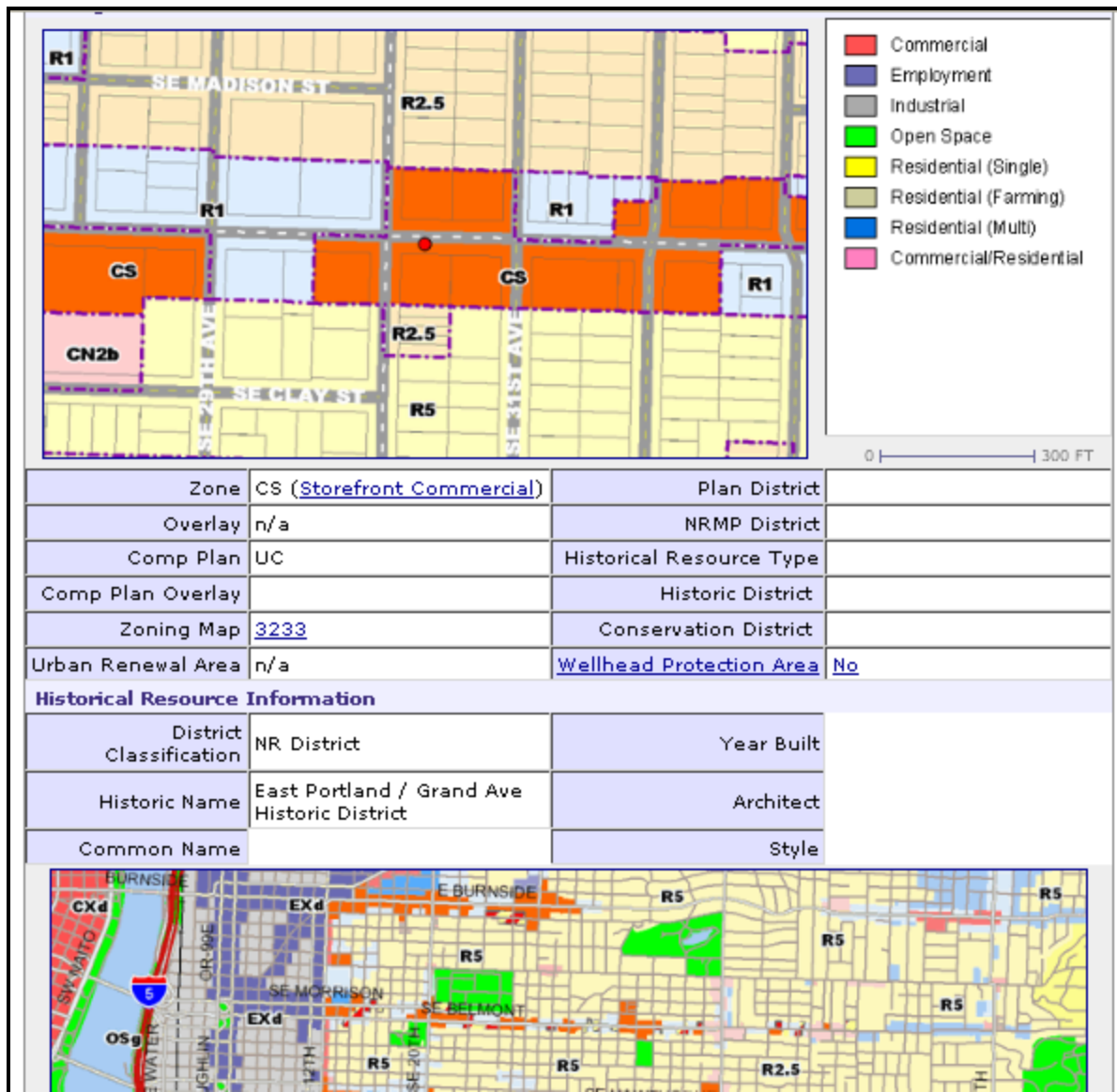


Figure 20: PortlandMaps Mapping Example



### CivicApps Data Catalog

The Catalog includes public datasets from a wide array of local government jurisdictions and is the only inter-jurisdictional repository of local public data of its kind in the United States.<sup>46</sup>

<sup>46</sup> <http://www.civicapps.org/datasets>

**Figure 21: PortlandMaps CivicApps Data Catalog**

## Datasets > Crime Incidents - 2010

<b>Category</b>	Public Safety
<b>Agency</b>	City of Portland
<b>Sub-Agency</b>	Police
<b>Date Released</b>	March 17, 2011
<b>Date Updated</b>	March 17, 2011
<b>Frequency</b>	As needed
<b>Description</b>	This static file reflects crimes reported to the City of Portland Police Bureau in 2010. Classification of the crime type is based on the Uniform Crime Reporting (UCR) system developed by the FBI and used by law enforcement agencies throughout the United States.
<b>Agency Program</b>	<a href="#">City of Portland / Police</a>
<b>Technical Documentation</b>	<a href="#">Crime Incidents (metadata)</a>
<b>Keywords</b>	aggravated assault arson burglary City of Portland crime curfew disorderly conduct drugs DUII embezzlement forgery fraud gambling homicide incident incidents kidnapping larceny liquor laws neighborhoods offense against family prostitution rape robbery runaway sex crime simple assault stolen property theft from vehicle thematic grid trespass vandalism vehicle theft weapon

APPS / IDEAS USING THIS DATASET

---

Rating

☆☆☆☆☆

If an individual does not see data that they think should be included, they are able to suggest new datasets.

## Key Points

Even though Portlandmaps.com does not provide the most visually pleasing graphics and maps compared to the other case studies in this document, it does a good job of providing explanations on how to use the data, graphs, and locate a parcel by address. This resource also provides definitions for each term.<sup>47</sup> Also, PortlandMaps.com serves as a good example of intergovernmental collaboration of data.

<sup>47</sup> <http://portlandmaps.com/help.cfm#cm-gra>

## RECOMMENDATIONS

Each case study provides the City of Eugene examples of the types of indicators to include, which methods to develop for effective and useful display of the data, and the process of development and implementation. The following are the main recommendations that emanated from the case studies that most apply to the City of Eugene's current capabilities and goals:

**Public input.** Wide public participation is important to the development of this neighborhood indicators project. This includes engaging communities beyond participants in Eugene Neighborhood Associations. Moreover, public input should also continue once the tool is available. Allowing the community to comment on the tool when it becomes live and incorporating their comments when updating the data will strengthen the tool. This can lead to a tool that empowers the community.

**Comparison tool.** Providing a function to compare neighborhoods to neighborhoods and neighborhoods to the City allows for greater analysis and identifies "problem" areas or areas where things are going well (relatively).

**Clean, easy to read layouts.** Uncluttered, careful choice of color palates and consistency will make the Neighborhood Analyses tools less intimidating and easier for the public to use.

**Multiple platforms.** Provide various options to access the material. Options include a pdf document of individual neighborhood profiles, jpg graphs/charts, Excel sheets, and interactive build it yourself maps. This versatility allows the user to access the data that would be of most use to them in a manner that will meet their needs.

**Definitions and instructions.** Include analysis, definitions, clear sources, and instructions on how to use the data. Doing so will lessen the misinterpretation of the data and better equip the community and staff to be better able to use the data in the Neighborhood Analysis.

**Intergovernmental and departmental Collaboration.** Intergovernmental and departmental collaboration is key in order to have data that is readily available for analysis and use. This collaboration process will also lessen duplication of efforts of having data dispersed throughout different departments and agencies web interfaces.

**Partner with the University of Oregon.** Three of the six case studies reviewed partnered with the local University to assist in data collection and display. The City of Eugene has a great opportunity to collaborate with the University of Oregon and tap into the resources of the University. The best fit for such a project would include the InfoGraphics Lab, Geography Department, and/or the Planning, Public Policy & Management Department.

**Data workshops.** Coordinate a Data Day, an annual conference, or workshops throughout the year to help communities expand their capacity to use technology and data to advance their goals.

## **Additional Research**

For the purposes of keeping this memorandum brief, only six projects are prioritized to include in this case study. However, The National Neighborhood Indicators Project (NNIP) provides additional projects that display data creatively, accessibly, and effectively that the City of Eugene may be interested in exploring. The following is a list of additional projects for future research that provide innovative methods for data display:

- HartfordInfo  
[\(http://www.hartfordinfo.org/;](http://www.hartfordinfo.org/)  
[http://www2.urban.org/nnip/desc\\_har.html\)](http://www2.urban.org/nnip/desc_har.html)
- Center for Urban and Regional Affairs (CURA) University of Minnesota  
<http://www.mncompass.org/twincities/index.php;>  
[http://www2.urban.org/nnip/desc\\_minn.html](http://www2.urban.org/nnip/desc_minn.html)
- Community Indicators Consortium  
<http://www.communityindicators.net/>
- Camden, NJ  
[http://www.camconnect.org/fact/map\\_main.html](http://www.camconnect.org/fact/map_main.html)  
[http://www2.urban.org/nnip/desc\\_cam.html](http://www2.urban.org/nnip/desc_cam.html)
- Community Research Council  
[http://www2.urban.org/nnip/desc\\_cha.html](http://www2.urban.org/nnip/desc_cha.html)  
<http://www.ochscenter.org/neighborhoodmap.php>



August 31, 2011

**To** | **City of Eugene- Data Collaboration Core Team**  
**From** | **Monique G. López & Monica Witzig**  
**SUBJECT** | **DATA COLLABORATION AT THE CITY OF EUGENE: CURRENT PRACTICES & RECOMMENDATIONS**

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## **INTRODUCTION**

Due to the 2010 Census data being released, staff at the City of Eugene are discussing ways to analyze and map data for City and public consumption. Moreover, the City desires to increase coordination of data collection, maintenance, and dissemination amongst its departments. Neighborhood Services, part of the City Manager's office, contracted with the University of Oregon Community Planning Workshop (CPW) to (1) conduct a data and mapping needs assessment with designated City departments and to (2) provide recommendations for improving its Neighborhood Analyses within the context of recognizing the need for data collaboration.

This document addresses the data needs assessment component and is therefore organized into the following sections: Methodology, Data Collection & Display, Data Sharing & Collaboration. By addressing these topics, linkages between departmental projects using data and issues with data collaboration may be identified. Data collaboration for Eugene City staff involves (1) collecting data, (2) communicating that new data and/or information is available, and (3) managing requests for data and/or access to information.

CPW provided Neighborhood Services a separate report, "Neighborhood Analyses Recommendations," which covers short-term and long-term recommendations for future iterations of updates to the City's Neighborhood Analyses. Additionally, CPW researched examples of the best methods, tools, and strategies for displaying spatial data. A third document discusses the results of this research and is entitled: "Innovative Mapping & Data Synthesis Projects."

## **METHODOLOGY**

CPW conducted 13 interviews with City staff from across the organization, attended a GIS Coordinating Committee (GISCO) meeting on July 20<sup>th</sup>, 2011 and facilitated a Collaboration Meeting on August 18<sup>th</sup>, 2011 to better understand the data collaboration environment within the City. Representatives from Fire, Facilities, Planning & Development, Finance, Parks & Open Space, Public Works, Information Services, Lane Council of Governments (LCOG), and the Regional GIS coordinator attended the meeting. Assessing the City's needs for data collection, maintenance, dissemination, and the mapping of data meant:

- Identifying what types of data departments collect;
- Determining how departments currently use data;

- Understanding what departments would like to see regarding content and approach to projects that the City pursues in the future; and
- Recognizing and clarifying issues and potential solutions regarding the process of sharing data and other information.

## Interviews

CPW interviewed City staff whose divisions pursue data and mapping projects as identified by the project's Core Team.<sup>1</sup> Some interviews had more than one staff member representing an office, division, or department. A total of 18 staff were interviewed.<sup>2</sup>

## GISCO Meeting

CPW attended the GISCO meeting on July 20, 2011.<sup>3</sup> GISCO meeting attendees were provided information regarding the following: types of data collected periodically, protocols/strategies for sharing data, issues regarding data Collaboration, and ideas for how to improve Data collaboration. The group also discussed improvements to the Neighborhood Analyses.<sup>4</sup>

The GISCO team plays an important role in providing various City departments with accurate and up-to-date data. The institutional knowledge that they hold is crucial to the understanding of what type of data departments value, how it is used, what they would like to see, and how to streamline the process. Representatives from Fire, Facilities, Planning & Development, Finance, Parks & Open Space, Public Works, Information Services, Lane Council of Governments (LCOG), and the Regional GIS coordinator attended the meeting.

## Collaboration Meeting

After conducting the interviews and attending the GISCO meeting, CPW invited all interviewees to attend a Collaboration Meeting on August 18th. The intent was for the staff who were interviewed to attend the meeting. Some staff replaced the interviewees, as some who were originally identified could not make the interviews but could attend the meeting or vice versa. A list of Collaboration Meeting attendees is in Appendix D. The goals of the Collaboration meeting were to:

- Show results from the Neighborhood Analysis survey;<sup>5</sup>
- Ask City staff if they have the data that was most requested in the survey and identify where this data could be accessed;

<sup>1</sup> The Core Team consisted of Lorna Flormoe of Neighborhood Services, Michael Wisth of Community Development, and Sarah Zaleski of Community Development. They guided the project as it proceeded by providing feedback regarding interviews, drafts of memos, meetings, etc. They were chosen as part of the Core Team because they will be responsible for developing the new Neighborhood Analyses.

<sup>2</sup> The set of interview questions that addressed data collection and collaboration are provided as Appendix A. The list of Eugene City staff who CPW interviewed are in Appendix B.

<sup>3</sup> Representatives from Fire, Facilities, Planning & Development, Finance, Parks & Open Space, Public Works, Information Services, Lane Council of Governments (LCOG), and the Regional GIS coordinator attended the meeting.

<sup>4</sup> The questions asked to staff at the GISCO meeting are in Appendix C.

<sup>5</sup> To see a discussion of the results of the survey, please refer to or request to see the document covering updates to the Neighborhood Analyses.

- Gather ideas for making the Neighborhood Analyses more useful to City staff; and
- Present key findings from interviews with City staff around data collaboration and brainstorm solutions to improve data collaboration among City staff.

## **KEY FINDINGS**

This document identifies positive aspects/opportunities for, issues and potential solutions to data collaboration within the City. The interviews with City staff, CPW’s attendance at the GISCO meeting in July, and the Collaboration Meeting informed the issues and potential solutions. The process of assessing staff practices of data collection and collaboration revealed that while there is a distinction between data and information, some staff perceived these to be the same. While reading the following sections, one should be cognizant that data means different things to staff. Some staff perceive data to be numbers in a spreadsheet that are suitable for manipulation to fit specific needs, whereas others view reports with quantitative analysis as data.

### **Current Practices**

#### **Collecting & Maintaining Data**

Most staff use Excel, GIS web-based applications, and GeoDart to manage data. The most common practice for collecting data from other staff is to call around and ask for particular people since many staff know who to connect with. On occasion, staff has to contact the supervisors of other departments. The supervisors then contact the staff person with the request. There is a general sense across the organization that the person who collects and maintains the data is in charge of it/ “owns that data.”<sup>6</sup>

#### **Communicating Newly Available Data/Information**

Many departments rely on e-mail to publicize the availability of reports, other information, or data. Since some data is not made public, some staff provide data or other information on a by-request basis rather than announcing that something is available.

#### **Managing Requests**

When City staff in other departments have requests, they are primarily directed to one staff member. Upon request, most departments forward the information after the conversation or are able to answer staff on the spot. Phone calls and e-mails are common with requests from other agencies and organizations. Examples of other agencies and organizations the City shares with are:

- LCOG;
- The State;

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<sup>6</sup> Appendix E identifies what categories of data certain departments/divisions collect in addition to identifying additional staff to contact for data. These categories are not a comprehensive list because staff who participated in the interviews, the GISCO meeting, and/or the Collaboration meeting recalled this information from memory.

- The University of Oregon (UO);
- UO InfoGraphics;
- The City of Springfield;
- The Oregon Department of Transportation;
- Lane Transit District (LTD); and
- Various non-profits.

The public- including students, advocates, and the media, also requests data and information. City staff manage public requests for information differently depending on (1) the nature of the request and (2) who the request is directed toward. The public may either speak directly with staff the first time they call, or their requests may be passed on to other staff members.

## Positive Aspects of Data Collaboration

There are several positive aspects of the current data collaboration system. These aspects include:

- The GISCO forum which has an annual data acquisition meeting, strategic GIS implementation plan and regularly scheduled team meetings;
- The opportunities with the new CE-SHARE platform;
- The existing relationships amongst City staff and across other organizations/agencies;
- The Eugene Counts web presence; and
- The Collaboration Meeting held as part of this project.

## Issues with Current Practices

The interviews revealed that the issues with data collaboration were substantial. Yet, staff at three interviews said that data collaboration works well from their perspectives only when they need to gather data. These same staff recognized that although acquiring data works well for their needs, it is not working well for staff who approach them with requests for data. Staff explained that differences in the ability to collect data in a timely manner exist partly because some workgroups have a better understanding of GeoDart and GIS. Other staff reasoned that the process is easier for them due to their long-term employment with the City. Unlike someone who is newly hired, these staff know who to talk to for certain types of data and have also had the opportunity to build successful working relationships.

Table 1, Data Collaboration Issues synthesizes information gathered from (1) the interviews with Eugene City staff and (2) the Collaboration Meeting. The counts represent the number of times an issue or solution was expressed by interview rather than by number of staff because some interviews were group interviews. Thus, if an issue was identified six times, it should be read as “six out of 13” rather than “six out of 18.” This table does not account for staff who expressed similar thoughts at the Collaboration Meeting because they confirmed what they expressed during the interviews.

**Table 1: Data Collaboration Issues**

<b>Issues</b>	<b>Count</b>	<b>Frequency</b>
<b>Lack of awareness of who is doing what and what data already exist</b>	12	High
<b>Lack of knowledge of how to store data and how to access catalogued data</b>	6	Medium
<b>Administrative capacity of departments differs for maintaining and accessing data</b>	5	
<b>Project-specific mindset for sharing data and maintaining data</b>	4	Low
<b>Difficulty in retrieving/analyzing data for non-Council approved projects or projects requiring involvement with ISD</b>	3	

Source: Data Collaboration Interviews with Eugene City Staff, 2011.

- **Lack of awareness of who is doing what and what data already exist (High Frequency).**

This issue is distinct from being unclear about how to access “catalogued data” in a database (the second issue, below) but instead addresses both the potential for duplicating efforts and the protocol for requesting data from staff.

Because staff are unaware of what data exist, there is no established protocol when staff inquire about data both within the City and between the City and other agencies. Yet, staff expressed that it would be helpful to have a strategy to get information for a project. The lack of protocol causes inefficiencies in sharing data. Exacerbating this issue is that, “it is all about who you know when you have a request for access to data... If you have been here for a while you know who is here and what to ask.” Some staff expressed that people do not know who actually has the data even if they think they know who to ask.

- **Lack of knowledge of how to store data and how to access catalogued data (Medium Frequency).** According to the interviews, there is no file structure for storing data online for the organization as a whole although GeoDart and CE-SHARE exist. Because there is a lack of awareness on who is doing what, staff have established their own ways of gathering and managing data, which sustains inconsistencies across departments (although some of these differences are expected due to the nature of specific projects and responsibilities). Some staff use GeoDart, some use GIS, and some have other methods; these sources are therefore not shared. According to some staff navigating the entire CE-SHARE system’s file structure is generally not intuitive, and it is hard to search. Some staff have not used it at all and said that, “we have a server, but there is limited access to it,” while others think that all of the information on CE-SHARE is accessible to everyone.

**Administrative capacity of departments differs for maintaining and accessing data (Medium Frequency).** Staff resources, funding, and levels of staff expertise of how to maintain and collect data differs across divisions and departments. Specific departments are responsible for the maintenance of their data, but the majority of the data

maintenance is done by Public Works. Public Works and Community Development have GIS technicians, but other departments have one or no staff with capacity to use GIS.

GISCO coordinates data collection and maintenance, but some staff think that it should be more inclusive in who they involve because they are not involving all of the right people. Each year, the GISCO team (GIS specialists) meets and lists all of the maps/data that staff need. GISCO votes to prioritize data projects and which layers it will maintain, but in essence, “they advocate for their departments.”

- **Project-specific mindset for sharing data and maintaining data (Low Frequency).** Most staff are concerned about data on a project-by project basis; they are gathering data for a specific task. An observation expressed by several staff was that most everyone places a higher priority on doing their jobs well as individuals and as employees belonging to separate divisions. This “siloed” nature of departmental functions may cause some staff to lose perspective of the citywide organization and that some data might be useful to share with staff in other departments. Some departments get datasets before others because of the project they are working on. Staff expressed frustration when people do not immediately make data available due to the political nature of certain projects, which makes data sharing a more formalized process.

Also related to a project-specific mindset is that some staff do not think about how to maintain data. Outdated data is a problem not only because it takes up space, but because it becomes difficult to use the data correctly (if at all) in the future. Staff should provide information about the data such as how it was collected and by whom if they are going to place data on a server. It takes extra work to prepare the data for access when someone puts data on a server and does not maintain it nor do they explain that the information is dated or that it has limitations and should be used for specific purposes. There is potential for City staff (or the public) to tell different stories with the same data, which could cause problems.

- **Difficulty in retrieving/analyzing data for non-Council approved projects or projects requiring involvement with ISD (Low Frequency).** When staff needs are not seen as a priority then their requests are not easy to fulfill and it is difficult or impossible to get the data. Stonewalling sometimes occurs when the person requesting data is an individual staff member because he or she is not part of a project team. Some interviewees expressed that there is a discrepancy between the priorities that ISD works on and the priorities that are set by City staff.

## Potential Solutions to Current Practices

The following solutions for improving interdepartmental coordination and efficiency in collecting data address both procedural aspects of data collaboration (e.g., communication) in addition to organizational aspects (e.g., tools for managing data). This section categorizes solutions as short-term, long-term, or as having potential for both.

Table 2, Potential Solutions to Data Collaboration Issues also accounts for the interviews and the suggestions provided at the Collaboration Meeting.<sup>7</sup> Like Table 1, it accounts for the number of times a solution was expressed by interview (rather than by number of staff). The tallied response counts for solutions do not double count input that staff had during the interviews and then repeated at the Collaboration Meeting. Instead, Table 2 distinguishes if staff generated new solutions at the meeting.

**Table 2. Potential Solutions to Data Collaboration Issues**

<b>Solutions</b>	<b>Count</b>	<b>Frequency</b>
<b>Determine an improved method for managing data: Clarify the purposes of GeoDart, CE-SHARE, and the City of Eugene’s website</b>	9	High
<b>Designate one person from each division (or department if this makes more sense) as “data liaison”</b>	5	Medium
<b>Provide training sessions on how to access data and save in a consistent manner.</b>	4	
<b>Provide more structured opportunities for staff to share current and future projects involving comprehensive data gathering</b>	3	
<b>Coordinate data collaboration efforts with the Strategic GIS Implementation Plan (the GISCO Strategic Plan)</b>	2	Low
<b>Create a collaboration website (online tools)</b>	2	
<b>Develop priority datasets for the City (e.g., a “top ten” list)</b>	Collaboration Meeting	N/A
<b>Develop a list of staff resources for hire</b>	Collaboration Meeting	

Source: Data Collaboration Interviews with Eugene City Staff and Collaboration Meeting, 2011.

When proceeding with solutions, it is important that the City determines its current administrative and fiscal capacities to address the issues it faces. Data management is not a side job, which means the entire Organization must support coordination of data and other aspects of Citywide functions. These potential solutions range from short-term to longer-term as a result. Furthermore, they also acknowledge that some staff do not want to add more bureaucracy to the data collection process and do not want to overwhelm staff with requests for data.

### Short-Term

**Designate one person from each division (or department if this makes more sense) as “data liaison” (Medium Frequency).** Due to the lack of awareness of where to go for data or the lack of knowledge of how to access data using City technology, some staff at the Collaboration meeting suggested developing a “data liaison” position for each department or division. Staff should identify someone to coordinate data collection and updating efforts who understands what background information and caveats to certain data exist that will be important to explain to someone before he or she uses the data; staff suggested someone from ISD would be appropriate as coordinator.

<sup>7</sup> See Appendix F for a list of solutions discussed at the Collaboration meeting.

The City could create a document that lists these individuals. If City staff move forward with this suggestion, they should determine how this list will be distributed and who will be responsible for periodically updating this list. The City would also need to develop a “job description” for these staff, but potential tasks might include:

- Being the main point of contact for data request for the department/division;
  - Updating a list of data the department/division maintains; and
  - Assisting co-workers in accessing data using GeoDart, CE-SHARE, etc.
- **Develop a list of staff resources for hire (Collaboration Meeting).** Knowing who has data analysis skills within the City gives staff the opportunity to consider internal contracting as a resource.
  - **Develop priority datasets for the City (e.g., a “top ten” list) (Collaboration Meeting).** Staff could meet to identify what types of data are most needed. Part of this process is not only deciding what is most important for the City, but also assures that these datasets will be maintained. Due to time, staff at the Collaboration meeting did not discuss who should be involved, how often meetings should take place, or which resources (e.g., Eugene Counts) should inform this decision.
  - **Provide training sessions on how to access data and save in a consistent manner (Medium Frequency).** There are different levels of knowledge of and comfort with data and technology amongst City staff. Some staff are contracting out as a result of their data needs not being met, which makes consistency difficult to achieve when it comes to a standard format to collect, manage, and display data. While trainings exist on how to access and use some of the existing servers (e.g., CE-SHARE or the metadata system), they have not been well-attended nor consistent in who attends. Several staff expressed interest in training sessions about GeoDart and GIS, but at the Collaboration meeting, it was said that this already happens. The marketing for these training sessions could be improved or staff could target key people in the Organization to train who could then help other people in their divisions. Additionally, training about how to save files in a consistent manner would minimize issues on the front end.
  - **Provide more structured opportunities for staff to share current and future projects involving comprehensive data gathering (Medium Frequency).** GISCO provides a forum for different departments to talk about data; however, some staff expressed interest in increasing staff collaborative conversations about data; this could happen through GISCO or separately. If City staff view GISCO as a team that already satisfies this goal and that furthering its efforts is a more feasible proposal for continuing this effort, then its role should expand by reaching out to not only supervisors and managers, but to staff working on the project/going through the steps of collecting data in addition to getting interagency experts on board such as LCOG and LTD. GISCO meetings should also (1) emphasize consistent attendance and (2) determine who is doing what with data



because aligning data collection with project anticipation is instrumental to successful data collaboration.

- **Coordinate data collaboration efforts with the GISCO Strategic GIS Implementation Plan (the GISCO Strategic Plan) (Low Frequency).**

## **Long-Term**

- **Determine an improved method for managing data: Clarify the purposes of GeoDart, CE-SHARE, and the City of Eugene’s website (High Frequency).** Currently, there are multiple places to store data and information and, at times, it can be confusing about how and where to store the data. There should be a process that helps staff determine what kind of data gets put into what system and what the protocol is for placing it there. There also needs to be a mechanism to catalogue the data that distinguishes data as specialized (i.e., used for a one-time, specific purpose) or data that requires long-term maintenance.
- **Create a collaboration website (online tools) (Low Frequency).** A user-friendly website or program for sharing information about data needs could take the form of an online collaboration tool/blog/chat. The intent of this tool is not to duplicate the efforts of CE-SHARE nor is it to create just one more place that staff have to maintain and go to, but instead would be a useful communication tool for staff. Staff that have the ability to answer questions could post information about projects they are doing without providing the actual content.

## APPENDIX A

### Interview Questions for City Staff

#### DATA COLLECTION & DISPLAY

- 1) What general categories of data do you collect on a periodic basis?  
[Prompt: We know that you collect lots of data for your work. We are particularly interested in data that you collect on a routine basis, --- specifically data that might help other City staff work on projects that may occur in neighborhoods--- meaning your work can be seen at the neighborhood level, but does not have to stay within a specific neighborhood boundary (e.g., Maintenance’s services might be to trim trees, but the trees extend across more than one neighborhood boundary.) Also think different types of data: specific like potholes, but also higher level: like “street conditions.”]
  - a. What are the geographic boundaries of the data you collect (prompt: city, census block or tract, neighborhood, etc.)?
  - b. How often do you collect this data?
- 2) Alternatively, is there data you collect for a specific project and may only occur once?
  - a. What did you collect? What was the geographic boundary?
- 3) Of the data you are collecting, do you present it visually or analyze it from a geospatial perspective?
  - a. If yes: Tell me more about this.
  - b. If no: Would you like to present it visually?
  - c. What would make it easier for you to do this in the future?

#### DATA SHARING

- 1) Do you share data with other City departments/divisions? If so,
  - a. Which departments/divisions?
  - b. What kind of data is it?
  - c. What platforms do you use for sharing it (e.g., the web, CE-SHARE, a server)? How do you promote that the data is there?
- 2) How well do you think the process of sharing data (i.e., collaboration) is working?
  - a. Are you aware of all of the types of data that are available? / Do you know who to go to for the data that you need?
  - b. If they see a need for improvement: What are some suggestions you have for enhancing the efficiency of data sharing/collaboration within the City?
  - c. Is there a current protocol for asking other departments for data?

## APPENDIX B

- Matt McRae- Climate and Energy Analyst, Office of Sustainability;
- Robin Hostick, Doug Terra, Jason Dedrick- Planning & Development;
- Stephanie Jennings- Grants Manager, Community Development Division;
- Lorna Flormoe, Mike Kinnison- Neighborhood Services;
- Peter Shum- eGov, Desktop, GIS, & Data Services Manager, Information Services Division;
- Terrie Monroe- Service Improvement Manager;
- Fred McVey- Engineering Data Services Manager;
- Linda Phelps, Carter Hawley- Eugene Police Department;
- Raquel Wells- Equity & Human Rights Manager, Equity & Human Rights Center;
- Kurt Yeiter, Lee Shoemaker- Transportation Planning Division;
- Neil Bjorklund- Planning Manager, Parks & Open Space Division;
- Andy Fernandez- Adaptive Recreation Services Manager, Recreation & Cultural Services;
- Joe Rizzi- Emergency Manager, Risk Service Division.
- 

## APPENDIX C

GISCO Meeting  
July 20, 2011

### Questions/Conversation Prompts

#### Introduction

- Name
- Department
- Position

#### Data Sources

- What general categories of data do you collect on a periodic basis?
- 

#### Data Collaboration

- How do departments currently communicate with one another to share data?
- What can be done to make data sharing, collection and display be more collaborative/improved?

## **APPENDIX D**

### **Staff Attendance at the August 18<sup>th</sup> Collaboration Meeting**

- Chavanne, Peter
- Flormoe, Lorna
- Hawley, Carter
- Kinnison, Mike
- McRae, Matt
- McVey, Fred
- Monroe, Terrie
- Miller, Mike
- Newman, Menina (intern)
- Osborne, Keli
- Shum, Peter
- Terra, Doug
- Wells, Raquel
- Wisth, Michael
- Yeiter, Kurt
- Zaleski, Sarah

## **APPENDIX E**

### **Categories of Data Staff Collect & Suggestions for Future staff Contacts for Additional Data**

#### **Community Development**

- Qualitative and quantitative data.
- Uses several sources for data needs, including: American Community Survey (ACS), Regional Land Information Database (RLID), GeoDart, and RealtyTrac.
- In association with the Consolidated Plan (updated every five years), Community Development generates a year-end report on the locations of grant-related projects and their outcomes (e.g., how many jobs were created because of each project). The report includes:
  - Social science operation;
  - Development of affordable housing;
  - Improvements to non-profit facilities;
  - Low-income families who need to improve accessibility;
  - Business loans; and
  - Foreclosure data through Realty Track and also use RLID.
- The project locations are mapped every year to show spatial distribution. These maps also consider the environmental reviews/impact assessments that determine the locations of floodplains, explosive hazards, proximity to the airport, etc.

## **Equity & Human Rights Center**

- Complaints about bias/hate crimes, discrimination, graffiti:
  - When and who.
  - Can also sort by category (e.g., housing, employment discrimination, etc.).
  - Does not code by neighborhood.
  - Documents requests that come in for funding/action by the Commission.
  - Within the city limits, but gets calls from people in Springfield, Salem, and other places outside of the county- these people are referred to the correct person to speak with in their respective cities.

## **Facilities**

- Primarily use aerial photos for tasks such as narrowing down potential sites for facilities.
- Use GeoDart and Google Maps- constant Updating.

## **Finance**

- Requests data rather than generates new data.
- Has a financial planning application database- updated annually.

## **Fire**

- Ambulance and fire statistics for Eugene and Springfield including: response times, crews, schedules, and number of calls. Working with LCOG to develop a map of ISO ratings for insurance purposes.

## **Information Services Division**

- [Does not collect data, but creates a GIS infrastructure to support data/maintains systems].
- Public wi-fi locations- updates vary.

## **Library, Recreation & Cultural Services**

- Recreation system participants: where they live, their ages, and what kind of disabilities they have.
- Geolocation of where their participants come from.
- Names of the community partner agencies that use the building (e.g., Ride Source), but no information about the agencies' participants.
- ICMA generator performance measurement (obesity prevention template has some school district data and offers comparisons to other communities)- Rec. Services collects and submits the data, but the City Manager's Office- contact Jessica- has access to the ICMA database). Updated annually.
- Doug Terra mapped two queries from Library Rec. & Cultural Services when looking for Geolocation of where participants come from.

## **Neighborhood Services**

- Number of neighborhoods using RLID.
- Matching grants over time (tracking)/what kind of projects are in the neighborhood.

- Members of the Board of Neighborhood Associations.
- Basic activity levels of neighborhood associations: events, number of people in the association, use of public information, and outreach budget.
- Neighborhood Analyses, neighborhood survey (asking questions about neighborhood concerns, if they participate in the neighborhood association, and demographics).
- Number of addresses per boundary area.
- Components of the SNAP program- data collection will be on a project basis.

### **Office of Sustainability**

- Census data, regional data- socioeconomic and transportation (from LCOG), local/city data, transportation system data maintained by ISD, especially the bike/pedestrian information and nodal data.
- Grocery stores, convenience stores, business names and types (contact Matt McRae)- updates vary.
  - Stores were sorted for 20-Minute Neighborhoods;
  - Business names and types use NAICS codes from LCOG or the City (contact Doug Terra).
- Data needs are very broad and depend on specific projects.

### **Parks & Open Space**

- Information about the physical parks system:
  - What it is, where it is, condition of its facilities, and how it is managed;
  - Land that the City owns, land that the City manages (but might not own or that the public might not have access to), and land that the City has partnerships with;
  - Park service areas- updated periodically, as needed;
  - Park planning sub-areas- rarely updated.
  - Urban forests and street trees- frequency “as needed;”
  - Chemical use;
  - View points (not mapped yet);
  - Hiking Trails (updated as needed); and
  - In the beginning process of linking spatial data with cost data.

### **Planning & Development**

- Permit transactions, land use permits, building permits, and information about historic properties. Long-range planning does not systematically collect data, but uses the information listed. Short-term data is used for long-term planning.
- Neighborhood boundaries.
- Nodal transportation system data.
- Police data.
- Floodplain information (also on City website).
- Photographs of buildings and other properties, sketch-up models (3-d) that show different densities, and building outlines for urban form analyses.

- Business systems tracking for field verifications of all lots zoned commercial and residential. This information is used as a base for transportation information and SNAP projects. The regional land use layer was just updated as well as the census data that will become available.
- Areas that might be used for urban agriculture beyond the community garden effort. Contact Doug Terra.
- Contact Sarah Zaleski for the following information:
  - Affordable housing- updated as needed.
  - Landbank sites.
  - Urban Renewal, MUPTE, DRLP, EZ Boundaries.
  - Homeless service sites.
  - HUD Low-Mod income areas.
  - Eugene EWEB ward boundaries- updated every 10 years.
- Doug Terra mapped two queries from Library Rec. & Cultural Services when looking for Geolocation of where participants come from.

### **Police Department**

- All different types of crime data: stolen cars, burglaries, serious crimes, use of tasers, marijuana citations, etc. The Police Department documents 40 different crime types by using a system called Data Led Policing (DLP).
  - DLP is timely. This is separate from the “hot spots” reports;
  - Input taser information into a “use of force” report every year;
  - Map “hot spots” of certain crimes by number of occurrence (i.e., density). Portrayed geographically/ can geocode to neighborhood boundaries; and
  - Crime Analysts using DLP can visually represent data in charts/other data representations.
- Registered sex offenders.
- Annual crime report by the Crime Analyst. Information by neighborhood by crime-geocode by neighborhood boundary.
- Staff meet weekly to review the information and to determine how they will best operate in the next week given that information (e.g., dedicate forces for “x” and “y”).
- Does not share personal information.

### **Public Works**

- Use regional file servers- GeoDart and GIS.
- Waste water.
- Storm water.
- Tax lots (also available from the Assessor).
- Infrastructure:
  - City Facilities buildings (contact Mike Miller)- updated annually.
  - Countywide parcel base; and
  - Transportation: streets/bike infrastructure;
    - Pedestrian and bike counts in areas of high activity;

- Crash data from the Police Department (that data is actually State data); intersection counts of vehicles, walking, and biking;
- Mode split from the American Community Survey;
- Signals, streetlights;
- Type of pavement;
- Nodal data (Lee Shoemaker)- constant updates. Map online, Google Maps.
- Functional class (e.g., arterial), traffic volumes (contact Traffic Operators), speed, lane widths;
- Sidewalk and access ramps (GIS);
- Road conditions- updated annually (which offers a sound view of current at projected conditions broken out by road type);
- Ownership of paths; and
- Capital projects (past, current, and future). Updated monthly to annually. Contact Fred McVey in PWE. BUT transportation improvements (contact ERIC JONES) are considered “live” updates (see keepusmoving.org and LCOG’s RTP project website).
  - Eugene Counts: fair, stable, and inadequate resources.
- Constant Updating.

### **Risk Services**

- General data on a periodic basis – CERT (community emergency response training).
  - “We track the characteristics of these people so we know where they live and what skills they have.”
  - The next goal (new idea for data collection) is to make emergency preparedness teams within neighborhood associations. New data would require if people move out of the neighborhood they have to tell Risk.
- Emergencies: landslide information, fire potential, etc. (also on City website).
- Forest cover (wildfire potential).
- Map Your Neighborhood: neighborhood associations reach out to the citizens and talk about resources that neighbors have. The process should demonstrate where there are vulnerable populations (e.g., kids, elderly, etc.).
  - Who is taking the trainings and what areas the trainings have taken place. The “mapping” data resides with the neighborhoods (data is private within the neighborhood), but:
  - The Map Your Neighborhood data might be good for the public because it shows the preparedness level of the neighborhood.

### **Service Improvement**

- [Did not ask about data collection in the interview with Terrie Monroe- Service Improvement Manager. The interview focused on suggestions for data collaboration and tools for information sharing].



## Suggestions for Future Contacts

- Lane Transit District: bus routes current and planned, ridership. Contact Theresa Brand (P2P, LTD).
- Business Commute Challenge. Contact Paul Athins- Point2Point Solutions. Annual updates.
- School District: achievement gaps, high school graduation rates, school district attendance and area boundaries, population and demographics by level of schooling. Contact Pat McGillivray at Bethel or Barb Bellany at 4J. These are initial contacts and will refer you to others.
- City Manager's Office (Terrie Monroe) working with many departments on Eugene Counts.
  - Public Works on street conditions and classifications of certain resources;
  - Police Department (contact Linda Phelps again) on the Safe Community measure, which gives several different views of crime data broken down by neighborhood, community, survey data, etc. These updates are monthly to annually;
- Ethan Nelson and Jenna Garmon- Waste Prevention Green Building for climate information (e.g., emissions of materials) and Green Building.
- Crime Prevention Specialist- Lisa Barrong.
- UO InfoGraphics: Distribution of students (address locations).
- **Energy and Water Use category:**
  - Percent of energy by source (e.g., hydro, wind, nuclear). Updated at least annually. Contact Jeanne Parisi or Bill Welch at EWEB;
  - Total energy used by sector (e.g., industrial, residential). Same contacts as above;
  - Water usage: amount, sector, seasonal. Contact EWEB or Ethan Nelson and Jenna Garmon at WPGB;
  - Natural Gas Use. Contact NW Natural or the Energy Trust of Oregon. Updated annually; and
  - Vehicle Miles Travelled, but may not be fine-grained enough for neighborhoods. Contact Susan Payne at LCOG. Updated annually.
- LCOG:
  - Landmark and points of interest- GIS dataset. (Contact Eric Brandt); and
  - Businesses: covered employment, (Info USA).
- The State: covered employment, Corp registry.
- Building and Permitting Services/PDD.

## APPENDIX F

### Solutions Discussed at the Collaboration Meeting

- Interagency data experts – LTD and LCOG
- Citywide data coordinator – maybe ISD person

- At GISCO – talk about who is doing what with data – get more consistent membership at GISCO
- GISCO strategic plan is updated
- Do intro to GeoDart training
  - Do more outreach about current systems
  - Not easy to provide trainings
- Inspire staff to think creatively about data
- Short-term (ST)
  - Use CE-SHARE
  - Designate data liaison (not expert)
  - List of data for departments and divisions
  - Develop list of staff resources (for hire)
  - Folks that have data analysis skills (internal contracting resource)
  - Training for CE-SHARE data site.
- Long-term (LT)
  - Develop “top ten” data set for City – identify what is most needed
  - All of these solutions can move forward
  - Need better buy in across the organization
  - Data is not a side job
  - Need someone that will help with data/provide support and capacity
  - Training (applied – to a project with a project team) not just for tech – for concepts

### **Other Staff**

- We need more coordination (across the City) not just data

August 31, 2011

**To** | City of Eugene- Data Collaboration Core Project Team  
**From** | Monique Lopez & Monica Witzig  
**SUBJECT** | NEIGHBORHOOD ANALYSES RECOMMENDATIONS

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## **INTRODUCTION**

Now that the 2010 Census data is being released, many staff within the City of Eugene are discussing ways to analyze and map this and other city data for City and public consumption. The City has contracted with the Community Planning Workshop to gather and provide ideas and advice about how to improve the neighborhood analyses for the neighborhood associations using 2010 census and other available data. Ideas and suggestions for the next generation of neighborhood analyses will be implemented based on feasibility and availability of resources. Other ideas and suggestions may be implemented in subsequent years as feasible.

Responses from City staff interviews and the Neighborhood Association survey are organized in the following manner:

- Knowledge and current use of the neighborhood analyses;
- Content that respondents would like to see in the newly developed neighborhood analyses; and
- Suggestions on future formats of the neighborhood analyses.

## **METHODOLOGY**

CPW conducted interviews with Eugene City staff, attended a Neighborhood Leaders Council (NLC) meeting, and sent an electronic survey to Eugene's neighborhood association leaders and members to assess current use of and to provide recommendations for improving content and format of the City's Neighborhood Analyses.

## **Interviews**

CPW conducted thirteen interviews with the following 18 staff members (some interviews were group interviews). The City staff were identified by the Core Project Team as employees of departments that pursue data and spatial analysis projects:<sup>1</sup>

- Matt McRae- Climate and Energy Analyst, Office of Sustainability;
- Robin Hostick, Doug Terra, Jason Dedrick- Planning & Development;

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<sup>1</sup> The Core Project Team consisted of Lorna Flormoe of Neighborhood Services, Michael Wisth of Community Development, and Sarah Zaleski of Community Development. They guided the project as it proceeded by providing feedback regarding interviews, drafts of memos, meetings, etc. They were chosen as part of the Core Project Team because they will be responsible for developing the new Neighborhood Analyses.

- Stephanie Jennings- Grants Manager, Community Development Division;
- Lorna Flormoe, Mike Kinnison- Neighborhood Services;
- Peter Shum- eGov, Destop, GIS, & Data Services Manager, Information Services Division;
- Terrie Monroe- Service Improvement Manager;
- Fred McVey- Engineering Data Services Manager;
- Linda Phelps, Carter Hawley- Eugene Police Department;
- Raquel Wells- Equity & Human Rights Manager, Equity & Human Rights Center;
- Kurt Yeiter, Lee Shoemaker- Transportation Planning Division;
- Neil Bjorklund- Planning Manager, Parks & Open Space Division;
- Andy Fernandez- Adaptive Recreation Services Manager, Recreation & Cultural Services;  
and
- Joe Rizzi- Emergency Manager, Risk Service Division.

Additionally, CPW attended a Neighborhood Leaders Council (NLC) meeting to inform them of the project and get their feedback regarding how they currently use the Neighborhood Analyses and what type of data they would like to see included in the updated Neighborhood Analyses.

## Survey

CPW interviewed 3 members of various neighborhood associations to help develop a survey designed for members of neighborhood associations. The survey was sent out electronically using Survey Monkey.<sup>2</sup> The City of Eugene forwarded it to neighborhood association board members and leaders who then sent the link to additional neighborhood association participants; therefore, the sample does not reflect the diverse views of the community at large. Seventy-one individuals completed the survey, which was available from August 4<sup>th</sup> to August 15<sup>th</sup>, 2011.

The top five neighborhood associations that participated include: Laurel Hill (21%), Santa Clara (10%), Whiteaker (10%), Cal Young (9%), and Jefferson Westside (9%).<sup>3</sup> Of those that participated in the survey:

- 39% are very comfortable with using technology (i.e., computers, smart phones, GPS tracking devices, Microsoft excel, and the internet),
- 28% were comfortable, 26% are somewhat comfortable,
- 6% are somewhat uncomfortable, and
- 1% are uncomfortable.

## KEY FINDINGS - INTERVIEWS

The purpose of the interviews with City staff was to determine: (1) how City staff can better integrate their data analysis, visualization and mapping efforts and (2) how to enhance the

<sup>2</sup> See Appendix B for a listing of Survey Questions.

<sup>3</sup> See Appendix D to for Table 10: Neighborhoods that individuals reside in who took the survey.

Neighborhood Analyses.<sup>4</sup> This memorandum only contains the analysis regarding the feedback for the Neighborhood Analyses and is organized into three topics: knowledge and current use, suggestions for content, and preferences on format. For the purposes of the analysis in this memorandum, interview sessions (13 sessions), not individual responses (18 people interviewed), will be noted.

## **Knowledge & Current Use**

The majority of those people interviewed do not use the Neighborhood Analyses. Nine of the thirteen interviews stated that they have heard of the Neighborhood Analyses but do not use them. Two individuals had no awareness of the Neighborhood Analyses; and Two individuals had heard of and used the Neighborhood Analyses. Instead of using the Analyses, staff accesses their own databases or programs like ArcMap or GeoDart in order to generate the data they need.

## **Suggestions for Content**

Table 1 shows City staff's suggestions for data that they would find useful. The count is not a reflection of individuals, but rather if it was said at one of the thirteen interviews by any party present at that interview.

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<sup>4</sup> See Appendix A for a listing of City Interview Questions Regarding Neighborhood Analyses.

**Table 1. Neighborhood Analyses Content Suggestions from City Staff (By Interview Session)**

Content	Count	Frequency
20-Minute Neighborhoods data	6	High
Demographic Information (e.g., Race/Ethnicity, Age, Disabilities, etc.)	6	
Trends & Comparisons to other neighborhoods and/City	4	
Crime rates (e.g., bodily, personal, property)	4	
Alternative Modes of Transportation (e.g., bus routes, bus stops, bike routes)	4	
Community Assets & Informal Gathering Spots (e.g., parks, community centers, etc.)	4	
Emergency/natural hazards (e.g., flood, fire, landslide, location of shelters)	3	Medium
Qualitative indicators (photographs and quotations from residents)	3	
Explanation & Sources of Data	3	
Housing Types & Characteristics	3	
Overlay boundaries (e.g., school districts, fire districts, city council, etc.).	3	Low
Accident rates: motor vehicles alone and accidents between cyclists and motor vehicles.	2	
Grocery Stores & Businesses	2	
Home and Property Values and Sales	2	
School Information (e.g., Graduation rates, teacher/student ratios, school's performance)	2	
New development, redevelopment, and proposed projects	2	
Streetscapes & Infrastructure (e.g., trees, street conditions, lighting)	2	
Neighborhood Contacts (e.g., neighborhood leadership, CERT trained, etc.)	2	
Energy Use (e.g., use of fossil fuel, natural gas, diesel, electricity, vehicle miles traveled (VMT))	1	
Zoning (actual and comprehensive plan)	1	
Neighborhood Meeting dates/times	1	

Source: Data Collaboration Interviews with Eugene City Staff, 2011.

## Preferences for Format

**Multiple Platforms.** The City staff interviewed emphasized the need for having the data available in multiple platforms. These platforms include static pdf documents that include graphs, charts, and maps; excel spreadsheets with data, and an interactive web platform. Staff responses are overwhelmingly encouraging of an interactive format that would give them and residents the opportunity to click, explore, and chose the data they need. Hard copies are useful for people who might not use computers. However, it was emphasized that if it is going to be static, then only represent data that changes slowly over time.

**Effective display of information.** Staff suggested making the analyses more appealing to look at and keeping the layout consistent across neighborhoods. Use multiple ways to display data such as charts, graphs, maps and text. Place the Neighborhood Analyses online in an easily accessible and noticeable place. Think about where you would first look for this type of information. Allow for comparisons to city as a whole.

**Explanation & Analysis.** The Neighborhood Analyses need to include more explanation of how to use the data and how to interpret it. Provide interpretation on what the data means because there is a danger in dump raw data on there without putting it into context. There should also be some analysis of the data provided. Also, it is important to clearly cite sources for each data point.

## KEY FINDINGS - NEIGHBORHOOD ASSOCIATIONS SURVEY

To get a better understanding of what types of data and how the display of data could be made more useful to neighborhood association leaders and members, Community Planning Workshop (CPW) attended a Neighborhood Leaders Council (NLC) meeting and interviewed three members of Eugene’s neighborhood associations to develop a survey. The 10-question survey assessed total survey respondents’:

- Levels of awareness about the Neighborhood Analyses;
- Reasons for using them;
- Data content they would like to see in future versions of the Analyses;
- How they would like to see the data displayed; and
- How they would like to access the data (e.g., pdf).

## Awareness & Current Use

Of those that took the survey, the majority of individuals 66% (47 respondents) knew about the Neighborhood Analyses; however, only 39% (28 respondents) have used them.

As noted in table 2 below, of the residents who have used the Analyses, they stated that they use the Analyses for the following: (1) To learn more about who lives in my neighborhood (65%); (2) To better understand an issue affecting my neighborhood (51%); (3) To compare my

neighborhood to others and/or to the city as a whole (45%); and (4) To establish priorities when planning for my neighborhood’s future represent the top four reasons for doing so (45%).

**Table 2. Reasons for Accessing a Neighborhood Analysis (Most Popular to Least)**

	Response Rate (%)	Response Count
To learn more about who lives in my neighborhood	65	33
To better understand an issue affecting my neighborhood	51	26
To compare my neighborhood to others and/or to the city as a whole	45	23
To establish priorities when planning for my neighborhood's future	45	23
To know what resources/amenities are available in my neighborhood (e.g., parks, libraries, etc.)	31	16
Other	24	12
To gather information for grants and other applications	12	6

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

Of the respondents who selected “Other,” four used the Analyses to reach out to neighborhood residents at neighborhood meetings in order to understand their needs so that meeting attendance might increase. Two used it due to interests in planning for the specific area. The individual responses in the other section include:

- Income status;
- For a community project, outside of my own neighborhood;
- Looking to buy property;
- Because of this survey request;
- Planning purposes for a City committee; and
- To gather information for a land use appeal.



## Data Content

The survey asked the respondents: “The Neighborhood Analyses currently include the following information. How useful is this data?” The majority of respondents expressed that most data is either “Somewhat Useful” or “Very Useful,” with Crime Data, Zoning and Land Use Classifications, and the base map representing the top three “Very Useful” categories of data.

**Table 3. Usefulness of Current Content on the Neighborhood Analyses**

	Not Useful	Somewhat Useful	Very Useful	Not Sure	Response Count
<b>A base map with a neighborhood boundary, educational centers, emergency services, activity centers, and City amenities (e.g., libraries, parks, etc.)</b>	1.4% (1)	26.4% (19)	69.4% (50)	2.8% (2)	72
<b>Population Characteristics (e.g., age, sex distribution, etc.)</b>	1.4% (1)	29.2% (21)	63.9% (46)	5.6% (4)	72
<b>Housing Characteristics</b>	1.4% (1)	30.6% (22)	63.9% (46)	4.2% (3)	72
<b>Zoning and Land Use Classifications</b>	1.4% (1)	25.0% (18)	68.1% (49)	5.6% (4)	72
<b>Crime Data</b>	5.6% (4)	19.4% (14)	70.8% (51)	4.2% (3)	72
<b>Employment/Economic Characteristics</b>	4.2% (3)	37.5% (27)	54.2% (39)	4.2% (3)	72

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

Survey respondents were allowed to select up to five categories of "new" data that they would like to see in the Neighborhood Analyses. “New” data includes data that was not a part of the original neighborhood analysis. Out of 70 respondents, the top five responses include:

- Neighborhood Amenities (e.g., access to grocery stores);
- Streetscape and infrastructure (e.g., number of crosswalks, trees, etc.);
- Alternative transportation;
- Comparisons (e.g., between neighborhoods); and
- More detail about crime rates.

**Table 3. Preferences for Additional Data in Future Versions of the Analyses (Most Preferred to Least)**

	Response Rate (%)	Response Count
Neighborhood Amenities (e.g., access to grocery stores)	54	38
Streetscape and Infrastructure (e.g., number of crosswalks, trees, etc.)	50	35
Alternative Transportation Comparisons (e.g., between neighborhoods)	49	34
More Detail About Crime Rates	46	32
Capital Projects	40	28
Energy and water use	36	25
Motor Vehicle Accident Rates	31	22
Administrative Boundaries (e.g., School District, Council Ward, etc.)	29	20
Other	29	20
School Data (e.g., enrollment)	24	17
Natural Hazards/ Emergencies (e.g., fire, landslide, etc.)	20	14
Disability Information	13	9

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

## Format & Data Display

Currently, the Neighborhood Analyses are located on the City of Eugene website in a pdf format. The survey respondents stated overwhelmingly that they would like the information in the neighborhood analysis in the form of a pdf (78%) and an online, interactive data tool (76%).

**Table 4. Preferred Format of Future Neighborhood Analyses (Most Preferred to Least)**

	Response Rate (%)	Response Count
Pdf format	78	55
Online, interactive data tool (e.g., Google Maps)	76	54
Raw data (e.g., a spreadsheet suitable for manipulation to fit your needs)	32	23
Hard copy	23	16

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

Survey respondents would like to see more graphics and data tables and an explanation of the data provided in the neighborhood analyses.

**Table 5: Neighborhood Analysis Preference of Data Display**

Neighborhood Analyses Presentation of Information		
Answer Options	Response Percent	Response Count
I would like more graphics.	43.8%	28
I would like more data/tables.	31.3%	20
The Analyses currently do a good job balancing numbers with images.	29.7%	19
I would like more text that explains the data.	31.3%	20
<i>answered question</i>		<b>64</b>
<i>skipped question</i>		<b>7</b>

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

## NEXT STEPS

Prior to selecting the individual indicators to include in the updated Analyses we suggest discussing the following high level considerations:

**Determine purpose and understand your audience.** One of the first steps is to know the audience and establish goals of the Neighborhood Analyses and create them accordingly (Is this a tool for community members, staff, or both?). Content and format of the Neighborhood Analyses will depend on who Neighborhood Services envisions using the Analyses. It was expressed during staff interviews that perhaps the Analyses are not necessarily a tool for their data needs. Other platforms may be necessary to meet their needs.

**Determine frequency of updates.** Determine how frequent the data in the Analyses is going to be updated. Certain data sets are available on a weekly basis (e.g., crime data from EPD), some sets are available annually (e.g., ACS and Consolidated Plan), and some sets are available every five years (e.g., Consolidated Housing Plan). Also, some data sets are only collected on a project by project basis (e.g., 20 Minute Neighborhoods). Therefore, with the varying timelines of data updates, the data updates within the Neighborhood Analyses may need to be staggered. Static content should only include data that is not updated as frequently as other data sets.

**Link to data provided by other departments.** Other departments are collecting data and currently make their data available to the public on various City websites.<sup>5</sup> The data provided could either be integrated into the Neighborhood Analyses or a link to these sites could be available on the Neighborhood Analyses page. Collaboration with these departments is

<sup>5</sup> See Appendix C for Information Departments Collect.

recommended in order to coordinate efforts on what would be the best way to distribute the data to the public.

- **Eugene Counts.** Eugene Counts has its own platform that contains data regarding safe communities, sustainable development, accessible culture and recreation, information from Envision Eugene feedback. It is more visual, more customizable than the current static Neighborhood Analyses.<sup>6</sup>
- **20 Minute Neighborhoods.** 20 Minute Neighborhoods provides information on the “walkability” of a neighborhood. It includes neighborhood full composite heat maps on employees, residential density, bike facilities, intersection density, sidewalks, bus stops, convenience stores, elementary school, full service grocery, parks, and other commercial services.<sup>7</sup>
- **Consolidated Plan.** The Consolidated Plan is a planning process to identify housing, homeless, community and economic development needs and resources, followed by the development of a 3 to 5 year plan outlining how those needs will be met. There are maps and data regarding demographics.<sup>8</sup>
- **Crime Data.** The Eugene Police Department map crimes (person, property, behavioral etc.) committed on a weekly basis and makes these maps accessible to the public.<sup>9</sup>

## Criteria for Content Selection

We recommend that the selection criteria for the first round of improvements to the Neighborhood Analyses include (1) those indicators that were mentioned to include by neighborhood residents in the survey; (2) indicators that were both mentioned by city staff and neighborhood residents; and (3) evaluation of which indicators to include should be dependent upon availability and access to data.

The top indicators requested that those who responded to the neighborhood association survey and City staff interviewed include: neighborhood amenities, streetscape and infrastructure, alternative transportation, crime, and general demographics.<sup>10</sup> See Tables 6 – 9 for current data the City has for these indicators.

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<sup>6</sup> [http://www.eugene-or.gov/portal/server.pt/gateway/PTARGS\\_0\\_0\\_17266\\_737\\_0\\_43/http%3B/ceppportlet.eugene1.net/EugeneCounts/MissionControl.html](http://www.eugene-or.gov/portal/server.pt/gateway/PTARGS_0_0_17266_737_0_43/http%3B/ceppportlet.eugene1.net/EugeneCounts/MissionControl.html)

<sup>7</sup> <http://www.eugene-or.gov/portal/server.pt?open=512&objID=730&PageID=4658&cached=true&mode=2&userID=2>

<sup>8</sup> <http://www.eugene-or.gov/portal/server.pt?space=CommunityPage&control=SetCommunity&CommunityID=229&PageID=4088>

<sup>9</sup> <http://www.eugene-or.gov/portal/server.pt?space=CommunityPage&control=SetCommunity&CommunityID=219&PageID=0>

<sup>10</sup> General demographics data can be found in the U.S. Census. All other tables listing other data requests can be found in Appendix E.

**Table 6: Neighborhood Amenities Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>Names of Organizations that use community buildings</b>	Library, Recreation and Cultural Services	
<b>Info about physical parks system (what, where and conditions of facilities)</b>	Parks and Open Space	
<b>Business systems (tracking)</b>	PDD	
<b>Landmark and Point of Interest (GIS data set)</b>	LCOG - Eric Brandt	Annual
<b>City Facilities - Buildings - GIS</b>	Mike Miller - PWE	
<b>Viewpoints</b>	POS	This is data we haven't mapped yet
<b>Businesses</b>	LCOG (Covered employment, InfoUSA); State (Covered employment, Corp registry; COE (limited buss. Lic)	Varies
<b>Community based organizations providing social services</b>	Community Centers (partial)	Ongoing
<b>Public wifi locations</b>	ISD	Varies
<b>Grocery Stores</b>	Sorted for 20-min neighborhoods - Matt McRae	
<b>Convenience Stores</b>	Sorted for 20-min neighborhoods - Matt McRae	
<b>Business Names and Types</b>	NACS Codes @ LCOG or City of Eugene (Doug Terra)	

**Table 7: Streetscapes and Infrastructure Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>Wastewater, storm water</b>	Public works; GeoDart/GIS	constant updating
<b>Aerial photos</b>	Facilities; GeoDart/Google Maps	constant updating
<b>Bike Infrastructure</b>	Public works; GeoDart/GIS	constant updating
<b>Tax Lots</b>	Public works; Assessor	constant updating
<b>Street data (pavements, functional class, etc. - PW/GIS)</b>	Fred McVey - PWE	Monthly
<b>Sidewalk &amp; Access Ramps - GIS</b>	Fred McVey - PWE	Monthly
<b>Signals, Street Lights- GIS</b>	Fred McVey - PWE	Monthly
<b>Building Footprints</b>		
<b>Street Trees</b>	POS	As needed
<b>Eugene Counts/ Fair, stable, and inadequate resources</b>	PW/CMO	Annual
<b>Road conditions measure offers a good view of current and projected conditions broken out by road type</b>	PW/CMO	Annual

**Table 8: Alternative Transportation Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>Transportation System Data</b>		
* <b>Bike Ped System</b>	PWE Transportation Planning and GIS (Lee Shoemaker); LCOG; Public works; Office of Sustainability	Contant. (map online, also, googlemaps)
* <b>Nodal</b>	PDD	
* <b>Mode Split</b>	US Census (American Survey)	1-3 years
* <b>Ped/Bike Counts in Areas of high activity</b>	Currently done very informally by volunteers (Lee Shoemaker is the main contact)	Annual
<b>Business Commute Challenge</b>	Paul Atkins/Point2point Solutions	Annual
<b>Hiking Trails</b>	POS	As needed
<b>LTD bus routes, current and planned, ridership</b>	Theresa Brand, P2P/LTD	

**Table 9: Crime Data Available**

Specific Data	Contact Name	Updates
40 different crime types (stolen cars burglaries, serious crime)	Police - Linda Phelps	varies (weekly...annually...)
* maps "hot spots" of certain crimes by number of occurrences		
* Taser information and "use of force"		annually
Complaints about bias/hate crimes discriminations, graffiti	Equity and Human Rights	
* when/who; by "type" (employment...)		
* only within the City limits		
Crime Prevention Specialists	Lisa Barrong	
Eugene Counts/Safe Community -- several different views of crime data, some broken out by neighborhood, community survey data, etc.	CMO- Terrie Monroe	varies from monthly to annually
Registered Sex offenders	Police	

## LESSONS FROM CASE STUDIES FOR NEIGHBORHOOD ANALYSES

The City of Eugene hired CPW to investigate the best methods, tools, and strategies for displaying spatial data. The following case studies were pursued:

- City of Madison Neighborhood Indicators;
- Baltimore Neighborhood Indicators Alliance-Jacob France Institute (BNIA-JFI);
- Piton;
- Equity Atlas;
- Sitaline Institute; and



- Portland Mapping

Each case study provides the City of Eugene examples of the types of indicators to include, methods for effective and useful display of the data, and the process of development and implementation. The following are the main recommendations that emanated from the case studies that most apply to the City of Eugene’s current capabilities and goals in updating the Neighborhood Analyses:

**Public input.** Wide public participation is important to the development of this neighborhood indicators project. This includes engaging communities beyond participants in Eugene Neighborhood associations. Moreover, public input should also continue once the tool is available. Allowing the community to comment on the tool when it becomes live and incorporating their comments when updating the data will strengthen the tool. This can lead to a tool that empowers the community.

**Comparison tool.** Providing a function to compare neighborhoods to neighborhoods and neighborhoods to the City allows for greater analysis and identifies “problem” areas or areas where things are going well (relatively).

**Clean, easy to read layouts.** Uncluttered, careful choice of color palates and consistency will make the Neighborhood Analyses tools less intimidating and easier for the public to use.

**Multiple platforms.** Provide various options to access the material. Options include a pdf document of individual neighborhood Analyses, jpg graphs/charts, Excel sheets, and interactive build it yourself maps. This versatility allows the user to access the data that would be of most use to them in a manner that will meet their needs.

**Definitions and instructions.** Include analysis, definitions, clear sources, and instructions on how to use the data. Doing so will lessen the misinterpretation of the data and better equip the community and staff to be better able to use the data in the Neighborhood Analysis.

**Intergovernmental and departmental Collaboration.** Intergovernmental and departmental collaboration is key in order to have data that is readily available for analysis and use. This collaboration process will also lessen duplication of efforts of having data dispersed throughout different departments and agencies web interfaces.

**Partner with the University of Oregon.** Three of the six case studies reviewed partnered with the local University to assist in data collection and display. The City of Eugene has a great opportunity to collaborate with the University of Oregon and tap into the resources of the University. The best fit for such a project would include the InfoGraphics Lab, Geography Department, and/or the Planning, Public Policy & Management Department.

**Data workshops.** Coordinate a Data Day, an annual conference, or workshops throughout the year to help communities expand their capacity to use technology and data to advance their goals.

## **APPENDIX A**

### **CITY INTERVIEW QUESTIONS REGARDING NEIGHBORHOOD ANALYSES**

- 1) Before you were contacted about this project, were you aware of the Neighborhood Analyses?
  - a. Do you/staff in your department use the neighborhood Analyses?
  - b. If so, how and how often? What do you like about them?
  - c. If no, why not?
    - i. Now that you know about them, would you use them in their current form?
- 2) The City is in the process of updating the Neighborhood Analyses. There is a possibility for including more and/or different data in them. For these Analyses to be useful to you in your work and to help you provide service to the public, what types of data would need to be included? (Note – some people may have no use for the Analyses even if they are enhanced.)
- 3) In an ideal world, what information would these Analyses include?  
(Prompt: In this question you do not have to restrict your suggestions to the specific needs of your department/division.)

## **APPENDIX B**

### **SURVEY QUESTIONS**

1) **Which neighborhood do you live in?** (CPW provided the list from which respondents selected)

2) **Did you know that each neighborhood association has a Neighborhood Analysis that provides neighborhood-specific demographics and other data?**

3) **Have you ever used a Neighborhood Analysis?**

4) **4. Why did you access the Neighborhood Analysis? (Select all that apply.)**

- To learn more about who lives in my neighborhood.
- To compare my neighborhood to others and/or to the city as a whole.
- To know what resources/amenities are available in my neighborhood (e.g., parks, libraries, etc.)
- To better understand an issue affecting my neighborhood.
- To establish priorities when planning for my neighborhood's future.
- To gather background information for grants or other applications.

5. **The Neighborhood Analyses currently include the following information. How useful is this data?** (Options were: Not Useful, Somewhat Useful, Very Useful, and Not Sure).

- A base map with a neighborhood boundary, educational centers, emergency services, activity centers, and City amenities (e.g., libraries, parks, etc.)
- Population Characteristics (e.g., age, sex distribution, etc.)
- Housing Characteristics
- Zoning and Land Use Classifications
- Crime Data
- Employment/Economic Characteristics

6. **Please select up to five categories of "new" data you would like to see in the Neighborhood Analyses:**

- Motor Vehicle Accident Rates
- Natural Hazards/Emergencies (e.g., fire, landslide, etc.)
- Comparisons (e.g., between neighborhoods)
- Energy and Water Use
- School Data (e.g., enrollment)
- Disability Information

- More Detail About Crime Rates
- Capital Projects
- Streetscape and Infrastructure (e.g., number of crosswalks, trees, etc.)
- Neighborhood Amenities (e.g., access to grocery stores)
- Alternative Transportation
- Administrative Boundaries (e.g., School District, Council Ward, etc.)

And an "Other" option

**7. If you desire specific information about any of the above categories, please specify. (optional)**

**8. We are assessing the way the Neighborhood Analyses present information. Specifically, we are looking at the mix of graphics and text. Please select up to two options that best fit your perspective:**

- I would like more graphics.
- I would like more data/tables.
- The Analyses currently do a good job balancing numbers with images.
- I would like more text that explains the data.

**9. Currently, the Neighborhood Analyses are located on the City of Eugene website in a pdf format. How would you like to access this information in the future? (Select all that apply.)**

- Pdf format
- Hard copy
- Online, interactive data tool (e.g., Google Maps)
- Raw data (e.g, a spreadsheet suitable for manipulation to fit your needs)

**10. Please complete this statement by selecting one of the options below: I am \_\_\_\_\_ using technology including devices such as computers, smart phones (e.g., the iPhone), GPS tracking devices, and programs such as Microsoft Excel and the internet.**

- Very comfortable
- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable

# **APPENDIX C**

## **INFORMATION DEPARTMENTS COLLECT**

### **Community Development**

- Qualitative and quantitative data.
- Uses several sources for data needs, including: American Community Survey (ACS), Regional Land Information Database (RLID), GeoDart, and RealtyTrac.
- In association with the Consolidated Plan (updated every five years), Community Development generates a year-end report on the locations of grant-related projects and their outcomes (e.g., how many jobs were created because of each project). The report includes:
  - Social science operation;
  - Development of affordable housing;
  - Improvements to non-profit facilities;
  - Low-income families who need to improve accessibility;
  - Business loans; and
  - Foreclosure data through Realty Track and also use RLID.
- The project locations are mapped every year to show spatial distribution. These maps also consider the environmental reviews/impact assessments that determine the locations of floodplains, explosive hazards, proximity to the airport, etc.

### **Equity & Human Rights Center**

- Complaints about bias/hate crimes, discrimination, graffiti:
  - When and who.
  - Can also sort by category (e.g., housing, employment discrimination, etc.).
  - Does not code by neighborhood.
  - Documents requests that come in for funding/action by the Commission.
  - Within the city limits, but gets calls from people in Springfield, Salem, and other places outside of the county- these people are referred to the correct person to speak with in their respective cities.

### **Facilities**

- Primarily use aerial photos for tasks such as narrowing down potential sites for facilities.
- Use GeoDart and Google Maps- constant Updating.

### **Finance**

- Requests data rather than generates new data.
- Has a financial planning application database- updated annually.

## Fire

- Ambulance and fire statistics for Eugene and Springfield including: response times, crews, schedules, and number of calls. Working with LCOG to develop a map of ISO ratings for insurance purposes.

## Information Services Division

- [Does not collect data, but creates a GIS infrastructure to support data/maintains systems].
- Public wi-fi locations- updates vary.

## Library, Recreation & Cultural Services

- Recreation system participants: where they live, their ages, and what kind of disabilities they have.
- Geolocation of where their participants come from.
- Names of the community partner agencies that use the building (e.g., Ride Source), but no information about the agencies' participants.
- ICMA generator performance measurement (obesity prevention template has some school district data and **offers comparisons to other communities**)- **Rec. Services collects and submits the data, but the City Manager's Office- contact Jessica- has access to the ICMA database**). Updated annually.
- Doug Terra mapped two queries from Library Rec. & Cultural Services when looking for Geolocation of where participants come from.

## Neighborhood Services

- Number of neighborhoods using RLID.
- Matching grants over time (tracking)/what kind of projects are in the neighborhood.
- Members of the Board of Neighborhood associations.
- Basic activity levels of neighborhood associations: events, number of people in the association, use of public information, and outreach budget.
- Neighborhood Analyses, neighborhood survey (asking questions about neighborhood concerns, if they participate in the neighborhood association, and demographics).
- Number of addresses per boundary area.
- Components of the SNAP program- data collection will be on a project basis.

## Office of Sustainability

- Census data, regional data- socioeconomic and transportation (from LCOG), local/city data, transportation system data maintained by ISD, especially the bike/pedestrian information and nodal data.
- Grocery stores, convenience stores, business names and types (contact Matt McRae)- updates vary.

- Stores were sorted for 20-Minute Neighborhoods;
- Business names and types use NAICS codes from LCOG or the City (contact Doug Terra).
- Data needs are very broad and depend on specific projects.

## **Parks & Open Space**

- Information about the physical parks system:
  - What it is, where it is, condition of its facilities, and how it is managed;
  - Land that the City owns, land that the City manages (but might not own or that the public might not have access to), and land that the City has partnerships with;
  - Park service areas- updated periodically, as needed;
  - Park planning sub-areas- rarely updated.
  - Urban forests and street trees- frequency “as needed;”
  - Chemical use;
  - View points (not mapped yet);
  - Hiking Trails (updated as needed); and
  - In the beginning process of linking spatial data with cost data.

## **Planning & Development**

- Permit transactions, land use permits, building permits, and information about historic properties. Long-range planning does not systematically collect data, but uses the information listed. Short-term data is used for long-term planning.
- Neighborhood boundaries.
- Nodal transportation system data.
- Police data.
- Floodplain information (also on City website).
- Photographs of buildings and other properties, sketch-up models (3-d) that show different densities, and building outlines for urban form analyses.
- Business systems tracking for field verifications of all lots zoned commercial and residential. This information is used as a base for transportation information and SNAP projects. The regional land use layer was just updated as well as the census data that will become available.
- Areas that might be used for urban agriculture beyond the community garden effort. Contact Doug Terra.
- Affordable housing- updated as needed. Contact Sarah Zaleski.
- Landbank sites.
- Urban Renewal, MUPTE, DRLP, EZ Boundaries.
- Homeless service sites.
- HUD Low-Mod income areas.
- Eugene EWEB ward boundaries- updated every 10 years.



- Doug Terra mapped two queries from Library Rec. & Cultural Services when looking for Geolocation of where participants come from.

## Police Department

- All different types of crime data: stolen cars, burglaries, serious crimes, use of tasers, marijuana citations, etc. The Police Department documents 40 different crime types by using a system called Data Led Policing (DLP).
  - DLP is timely. This is separate from the “hot spots” reports;
  - Input taser information into a “use of force” report every year;
  - Map “hot spots” of certain crimes by number of occurrence (i.e., density). Portrayed geographically/ can geocode to neighborhood boundaries; and
  - Crime Analysts using DLP can visually represent data in charts/other data representations.
- Registered sex offenders.
- Annual crime report by the Crime Analyst. Information by neighborhood by crime-geocode by neighborhood boundary.
- Staff meet weekly to review the information and to determine how they will best operate in the next week given that information (e.g., dedicate forces for “x” and “y”).
- Does not share personal information.

## Public Works

- Use regional file servers- GeoDart and GIS.
- Waste water.
- Storm water.
- Tax lots (also available from the Assessor).
- Infrastructure:
  - City Facilities buildings (contact Mike Miller)- updated annually.
  - Countywide parcel base; and
  - Transportation: streets/bike infrastructure;
    - Pedestrian and bike counts in areas of high activity;
    - Crash data from the Police Department (that data is actually State data); intersection counts of vehicles, walking, and biking;
    - Mode split from the American Community Survey;
    - Signals, streetlights;
    - Type of pavement;
    - Nodal data (Lee Shoemaker)- constant updates. Map online, Google Maps.
    - Functional class (e.g., arterial), traffic volumes (contact Traffic Operators), speed, lane widths;
    - Sidewalk and access ramps (GIS);
    - Road conditions- updated annually (which offers a sound view of current at projected conditions broken out by road type);

- Ownership of paths; and
  - Capital projects (past, current, and future). Updated monthly to annually. Contact Fred McVey in PWE. BUT transportation improvements (contact ERIC JONES) are considered “live” updates (see [keepusmoving.org](http://keepusmoving.org) and LCOG’s RTP project website).
- Eugene Counts: fair, stable, and inadequate resources.
- Constant Updating.

## Risk Services

- General data on a periodic basis – CERT (community emergency response training).
  - “We track the characteristics of these people so we know where they live and what skills they have.”
  - The next goal (new idea for data collection) is to make emergency preparedness teams within neighborhood associations. New data would require if people move out of the neighborhood they have to tell Risk.
- Emergencies: landslide information, fire potential, etc. (also on City website).
- Forest cover (wildfire potential).
- Map Your Neighborhood: neighborhood associations reach out to the citizens and talk about resources that neighbors have. The process should demonstrate where there are vulnerable populations (e.g., kids, elderly, etc.).
  - Who is taking the trainings and what areas the trainings have taken place. The “mapping” data resides with the neighborhoods (data is private within the neighborhood), but:
  - The Map Your Neighborhood data might be good for the public because it shows the preparedness level of the neighborhood.

## APPENDIX D

**Table 10: Neighborhoods that individuals reside in who took the survey**

Answer Options	Response Percent	Response Count
Amazon	1.4%	1
Bethel	2.8%	2
Cal Young	8.5%	6
Churchill	0.0%	0
Crest Drive	2.8%	2
Downtown	2.8%	2
Fairmount	5.6%	4
Far West	2.8%	2
Friendly	7.0%	5
Harlow	1.4%	1
Jefferson Westside	8.5%	6
Laurel Hill	21.1%	15
River Road	4.2%	3
Santa Clara	9.9%	7
South University	0.0%	0
Southeast	4.2%	3
Trainsong	1.4%	1
West Eugene	1.4%	1
West University	4.2%	3
Whiteaker	9.9%	7
Not Sure	0.0%	0
<i>answered question</i>		<b>71</b>
<i>skipped question</i>		<b>0</b>

Source: Survey created by CPW and distributed by the City of Eugene; August 4- August 15, 2011.

## APPENDIX E

**Table 11. Administrative Boundaries Data Available**

Specific Data	Contact Name	Updates
Land that the City owns, land that the City manages (but doesn't own), land that the City has partnerships with.	Parks and Open Space	
Number of addresses per boundary area (neighborhood boundary)	Neighborhood services	
Neighborhoods' boundaries	Neighborhood Services, PDD	
Geolocation of where participants come from (All over county? Metro Area?)	LRCS (two data queries mapped by Planning, Terra)	
*within City limits only: where participants live, age, disability type		
CBDG projects	LRCS	Annually
Park Service Areas	POS	Periodically, as needed
Park Planning SOB-areas	POS	Rarely, if ever
Urban Renewal, MUTPE, DRLP, EZ Boundaries	PDD, CD - Sarah Zaleski	As needed
HUD LowMod Areas	PDD, CD - Sarah Zaleski	As data is available
Census	PDD, CD - Sarah Zaleski	As data is available
Eugene EWEB ward boundaries	PDD, CD - Sarah Zaleski	2011,2021 - every ten years
Areas that might be used for Urban Agriculture (beyond Community Garden Efforts)	Doug Terra, PDD	
Distribution of Students (address locations)	Ken Cato - UO Inforgraphics	

**Table 12. Capital Projects Data Available**

Specific Data	Contact Name	Updates
Permit data - land use building	PDD - Shelly Warren, BPS	
Transportation improvements	Public Works (Erie Jones)	There are "live" updates: <a href="http://Keepusmoving.org">Keepusmoving.org</a> . Also LCOG's RTP project website
Affordable Housing - location/distribution; land bank sites	Community Development	Yearly

<b>Neighborhood Matching Grants</b>	Neighborhood Services	
<b>Parks (future)</b>	POS	
<b>Past, Current &amp; Future PW Capital Projects GIS layer</b>	Fred McVey PWE	Monthly/Annual
<b>Financial Planning Application Database</b>	Finance Division	Annual
<b>Affordable Housing</b>	Sarah Z PDD, CD	As needed
<b>Land Bank Sites</b>	Sarah Z PDD, CD	As needed
<b>Homeless Services Sites</b>	Sarah Z PDD, CD	As needed

**Table 13. School Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>ICMA Center for Performance Measurement; Obesity Prevention template has some school-district data and offers comparisons with other communities</b>	Recreation(they collect/submit the data) and CMO (Jessica Mumme (sp?) for access to ICMA database	Annual data
<b>Achievement gap, high school graduation rates, school district and attendance area boundaries, SES by school attendance areas, population and demographics by school (elementary, middle, high and overall)</b>	Pat McGillivray, Bethel & Barb Bellany, 4J (initial contacts and they'll refer to specific folks)	

**Table 14. Natural Hazards Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>Community emergency response training</b>	Risk Services	
<b>Map Your Neighborhood (preparedness)</b>	Risk Services	
<b>Ambulance and Fire Statistics (response time, # of calls)</b>	Fire	
<b>Recreation system participants (location, age, type of disability)</b>	Library, Recreation, and Cultural Services	

<b>Flood Plain Information</b>	PDD and on city's website	
<b>Landslide information</b>	On city's website (Risk)	
<b>Forest Cover information (wildfire potential)</b>	On city's website (Risk)	

**Table 15. Motor Vehicle Accidents Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>Accident Data</b>	Police	
<b>Ambulance</b>	Fire	
<b>Traffic Volume/Counts</b>	PWM - Traffic Ops	Annual

**Table 16. Energy & Water Use Data Available**

<b>Specific Data</b>	<b>Contact Name</b>	<b>Updates</b>
<b>% of energy by source (e.g. hydro, wind, nuclear) from EWEB</b>	Jeannie Parisi, EWEB or Bill Welch, EWEB	At least annually
<b>Total energy used by sector (e.g. industrial, residential) - again, EWEB-specific</b>	Jeannie Parisi, EWEB or also Ethan Nelson and Jenna Garmon in PDD/BPS can be good sorces and liaisons on energy and water information!	At least annually
<b>Natural Gas Use</b>	Northwest Natural Gas or Energy Trust of Oregon	Annually