

Understanding Community Needs and the Importance of Community-Level Data in the Head Start Application

Presentation to

**Head Start Funding Opportunities for
Early Childhood Programs
Forum**

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Data Driven Detroit

April 11, 2012

What is Data Driven Detroit (D3)?

- D3 is a non-profit, founded in 2009, principally funded by The Kresge Foundation and The Skillman Foundation.
- D3 supports foundation, public, non-profit, and community partners with research, analysis, and mapping/data visualization.
- D3 is a member of the National Neighborhood Indicators Program (NNIP), founded by the Urban Institute.

Mission

Data Driven Detroit (D3)

provides accessible high-quality information and analysis to drive informed decision-making that strengthens communities in Southeast Michigan

Data Driven Detroit's Roles

Work with Data

- Collect and Evaluate
- Enhance
- Analyze/Synthesize
- Visualize
- Democratize

Support Partners

- Share Information
- Illustrate Trends
- Provide Neighborhood Analyses
- Inform Strategy Policy
- Provide Project Technical Assistance
- Promote Synergy and Convergence



How Does D3 Support Communities?

Data Analysis for Goal Setting & Evaluation

- Operationalize broad community goals
- Develop evaluation metrics
- Provide initial neighborhood benchmarks
- Measure change, track progress

Data Collection & Analysis

- Acquire data / conduct surveys
- Database management
- GIS and visualization services
- Data interpretation for broad audiences

Data / Information Sharing Tools

- Web-based resources to communicate inputs, decisions, process, goals, and successes
- Incorporate existing plans into communication tools
- Conduct workshops to build capacity to access data

Community Meeting Preparation Support

- Inventory community assets
- Communicate meeting goals
- Prepare handouts and data tools

Communication Plan Support

- Graphic design /visualization of neighborhood assets, characteristics, tools for media strategy

Neighborhood Planning Technical Assistance

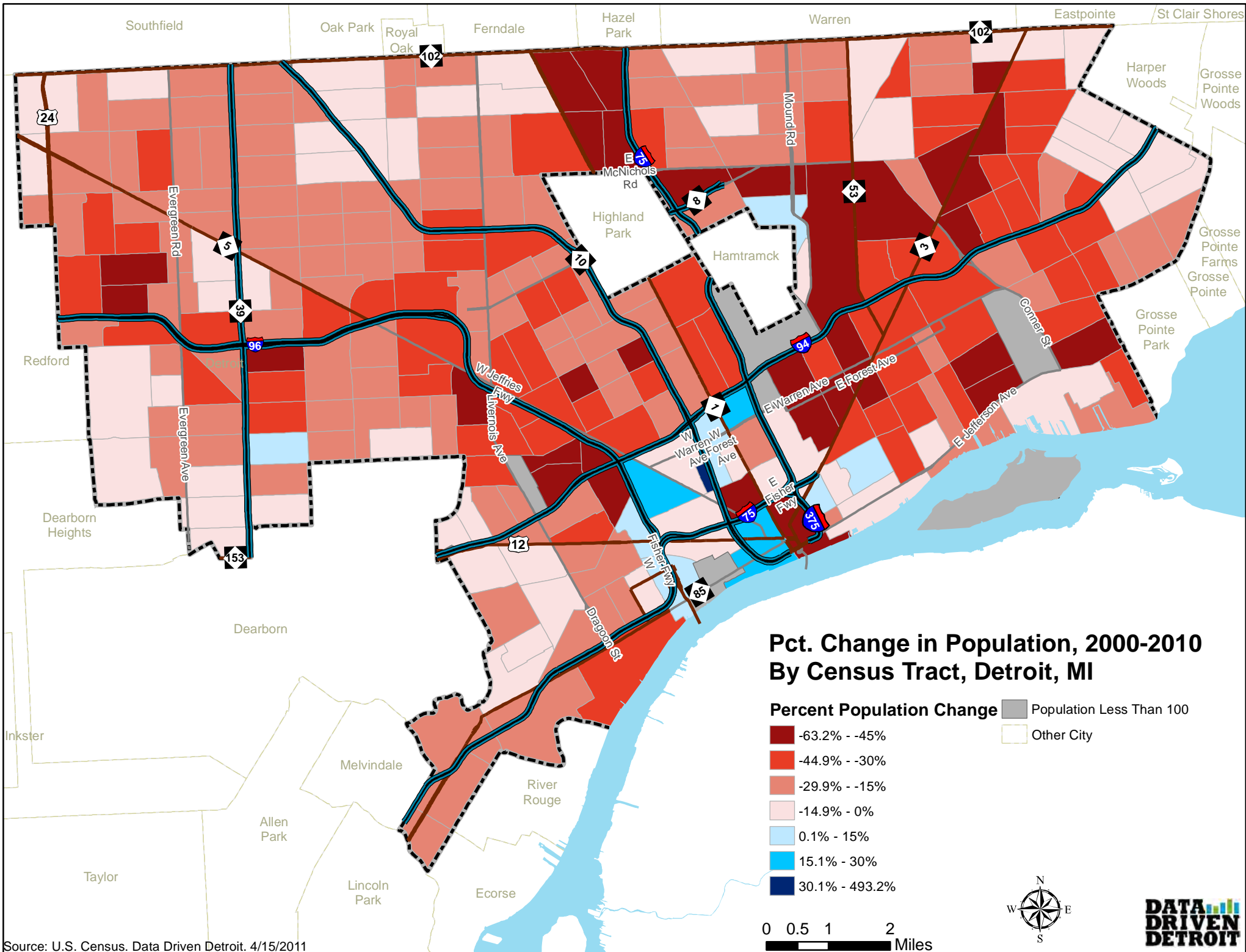
- Prepare data and planning analyses to inform decision-making
- Document planning process, decisions, neighborhood strategy, and implementation steps

Assistance for Site Selection

- Provide data /visualize general ownership/land use/parcel-level detail

OBJECTIVES AND NEED FOR ASSISTANCE

- identify the geographic location it proposes to serve
- define area(s) of greatest need and show how it will direct Head Start resources to these areas
- The extent to which the applicant demonstrates its plan to meet the needs for child development services for Head Start eligible children and families, including:
 - estimated number of eligible children by geographic location
 - needs of children with disabilities including procedures to identify such children
 - needs of limited English proficient children
 - needs of homeless children and their transportation needs
 - needs of children in foster care
- Include data regarding the education, health, nutrition, social, child care and other service needs of the proposed children and families

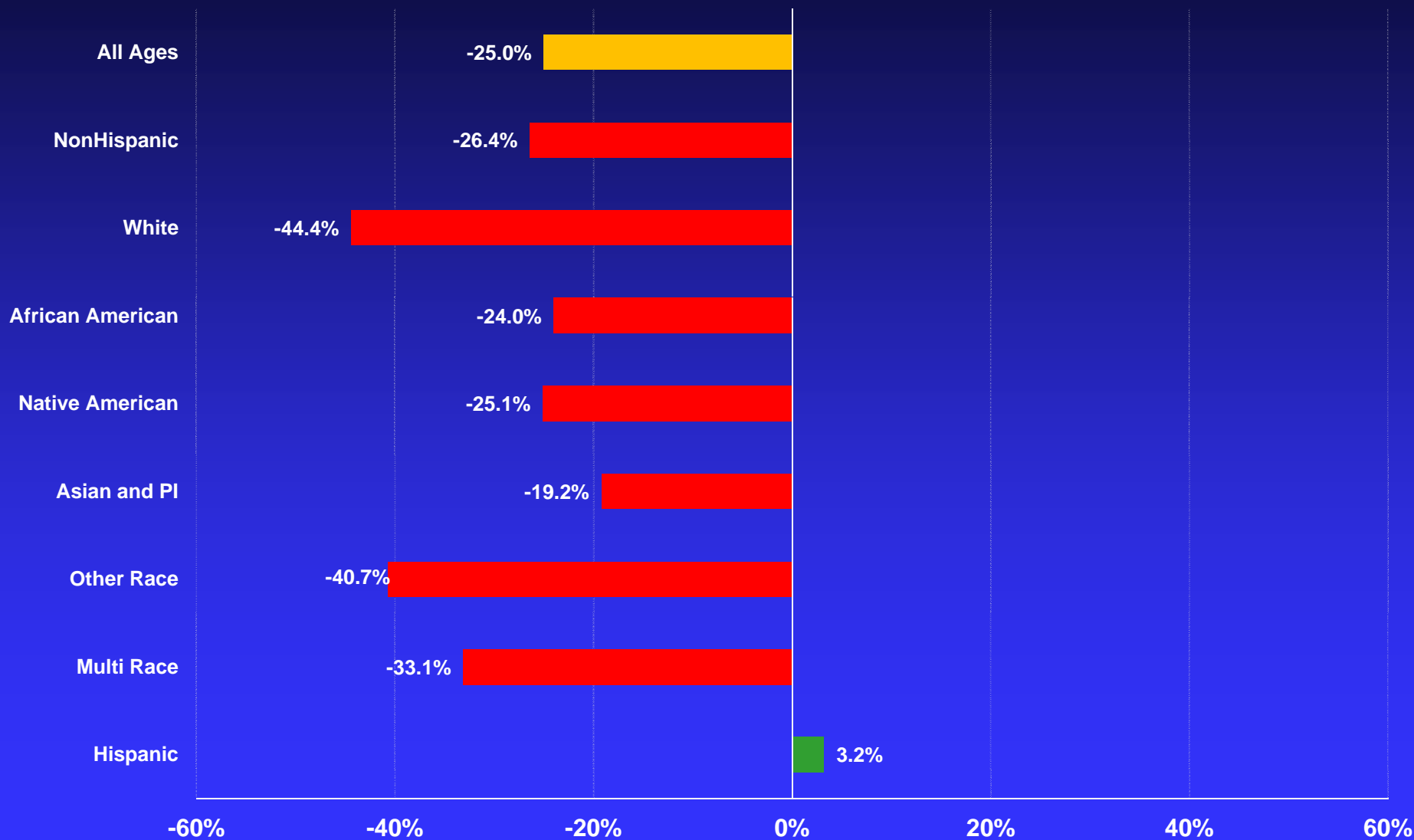


Source: U.S. Census. Data Driven Detroit. 4/15/2011



2000 – 2010 Population Change by Race/Ethnicity Group

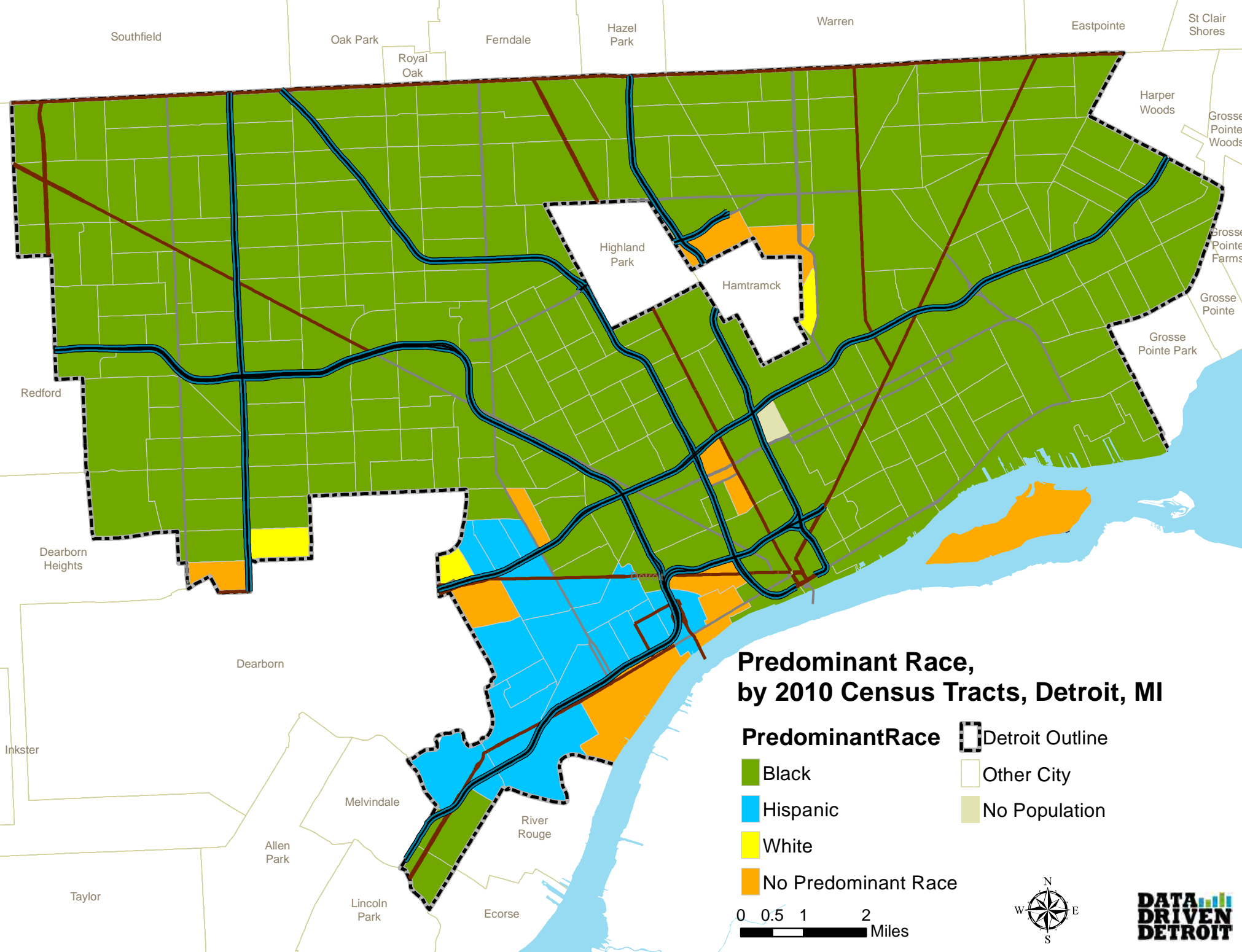
CITY OF DETROIT



The Suburban Movement of the 1990s Increased Post-2000 With Exodus of African Americans From Detroit

| | White | African American | Asian | Hispanic | Other/ Multi |
|------------------|--------------|-------------------------|--------------|-----------------|-------------------------|
| Macomb | -16,189 | 50,902 | 8,176 | 6,660 | 2,664 |
| Oakland | -68,354 | 42,595 | 18,319 | 12,921 | 2,104 |
| Washtenaw | 3,642 | 3,826 | 6,746 | 5,021 | 2,530 |
| Wayne | -126,804 | -131,826 | 10,659 | 18,053 | -10,316 |
| Out-Wayne | -82,487 | 53,567 | 12,445 | 16,541 | -3,327 |
| Detroit | -44,317 | -185,393 | -1,786 | 1,512 | -6,989 |

Source: Census Bureau



Southfield

Oak Park

Ferndale

Hazel Park

Warren

Eastpointe

St Clair Shores

Royal Oak

Harper Woods

Grosse Pointe Woods

Highland Park

Hamtramck

Grosse Pointe Farms

Grosse Pointe

Grosse Pointe Park

Redford

Dearborn Heights

Dearborn

Inkster

Melvindale

River Rouge

Allen Park

Taylor

Lincoln Park

Ecorse

Predominant Race, by 2010 Census Tracts, Detroit, MI

PredominantRace

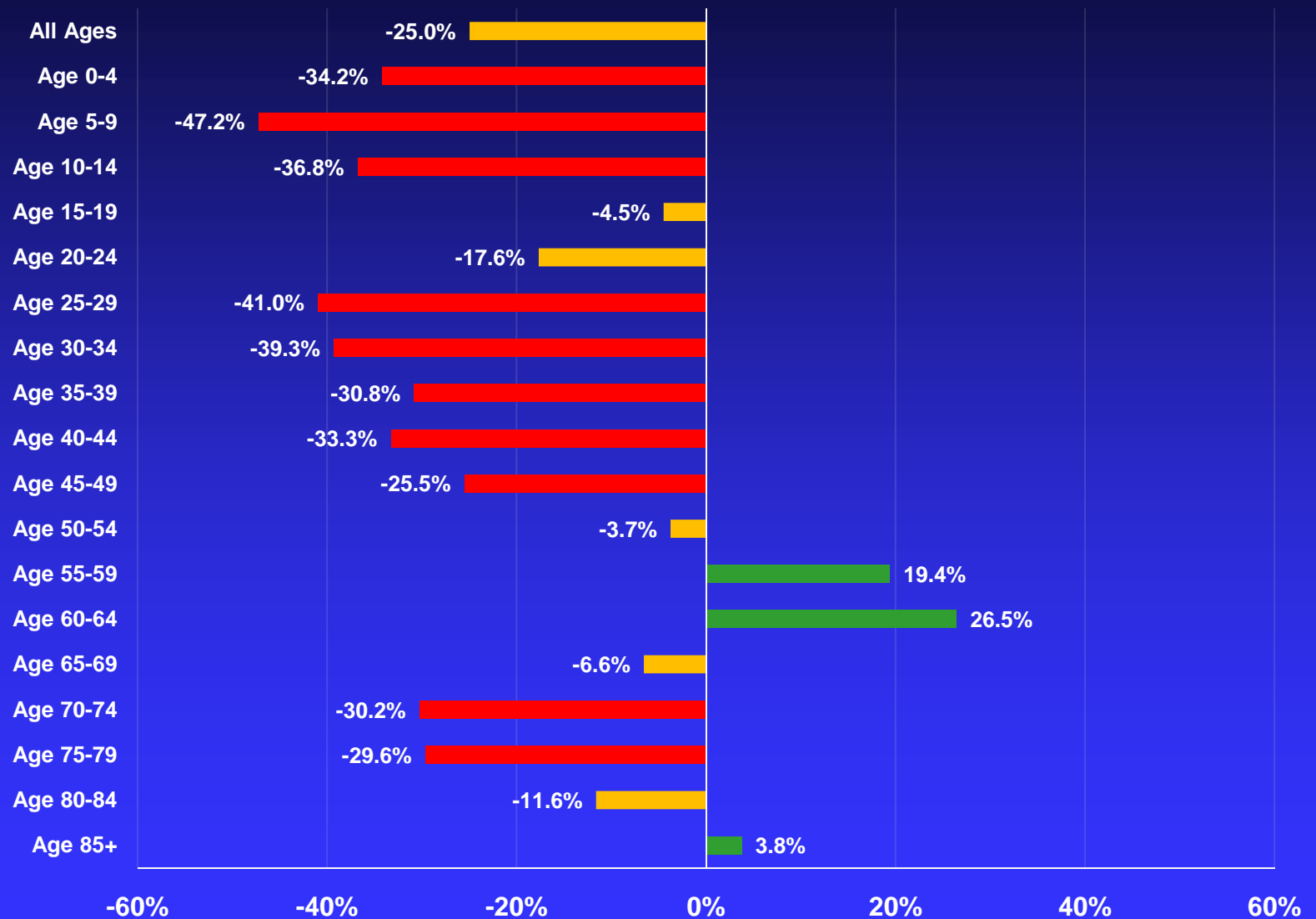
- Black
- Hispanic
- White
- No Predominant Race

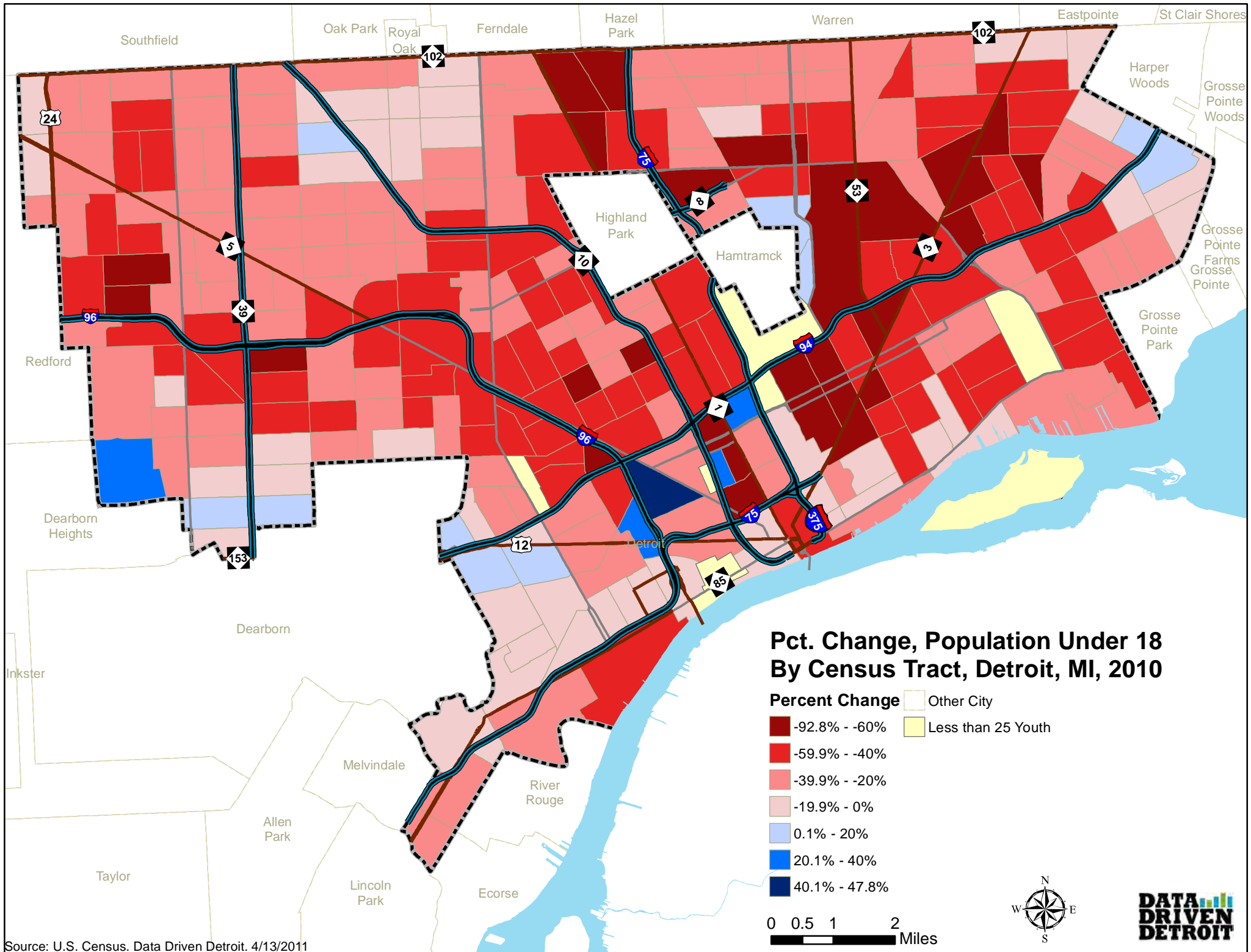
- Detroit Outline
- Other City
- No Population

0 0.5 1 2 Miles



2000 – 2010 Population Change by Age Group DETROIT

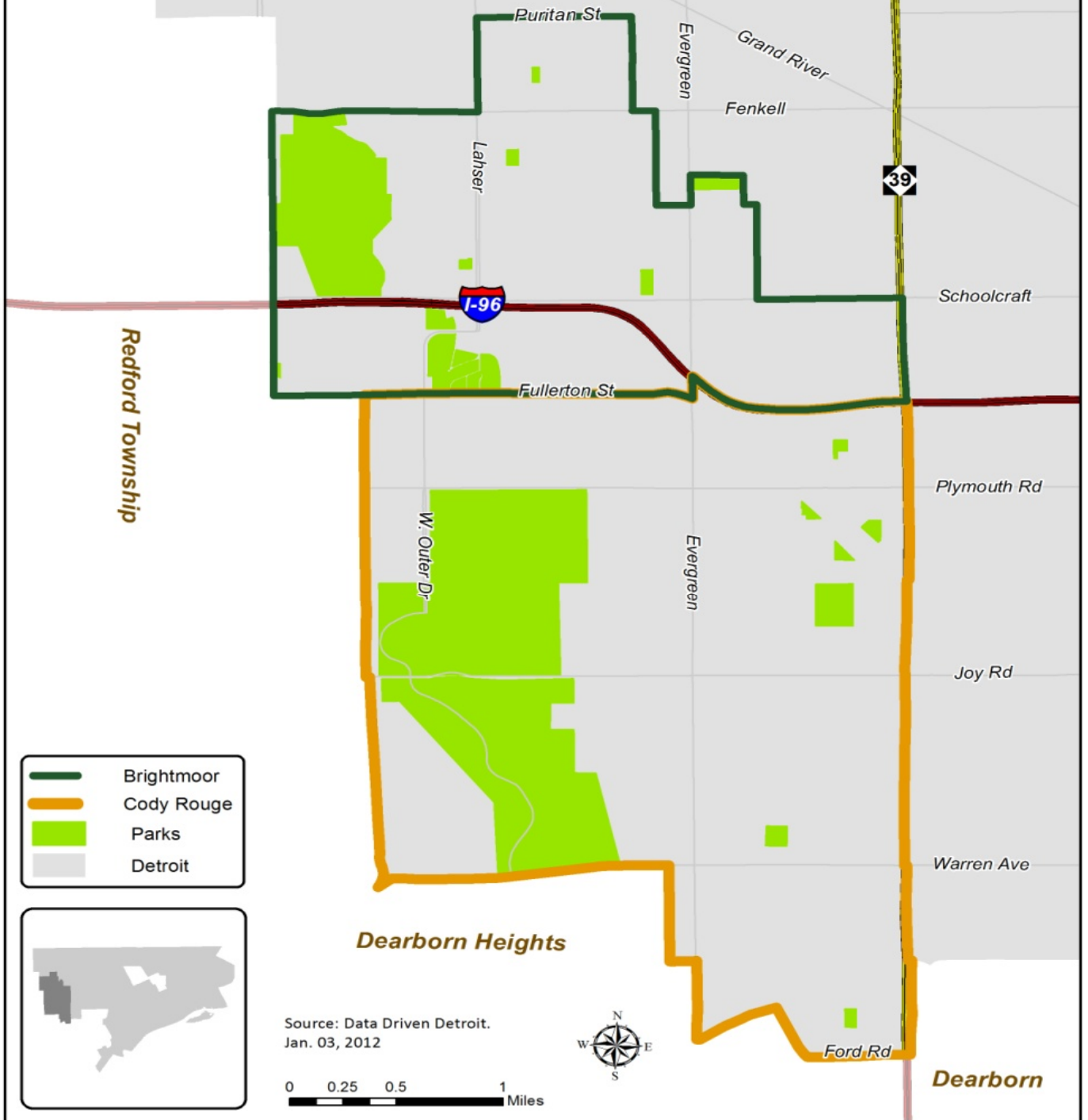




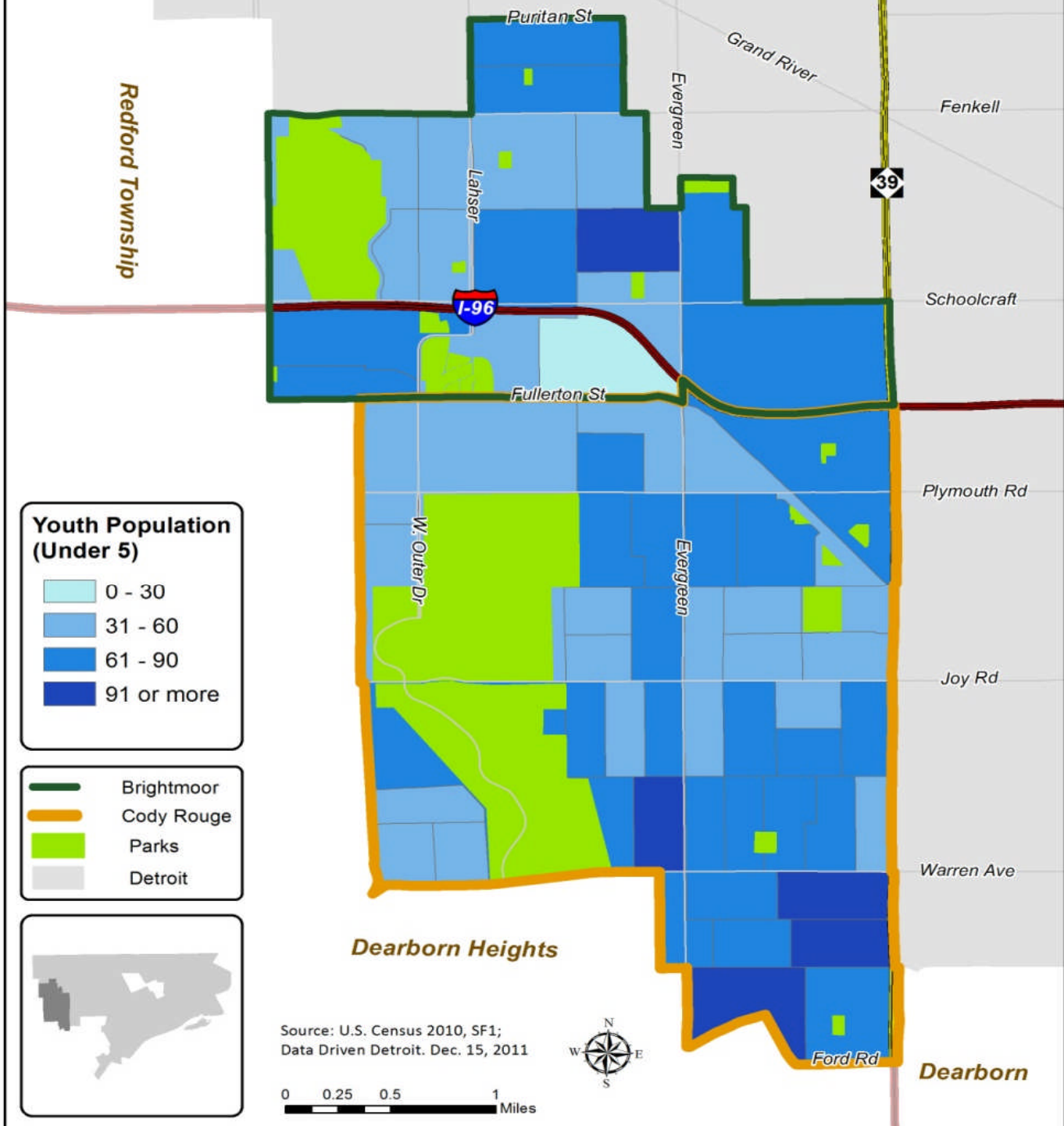
Source: U.S. Census. Data Driven Detroit. 4/13/2011



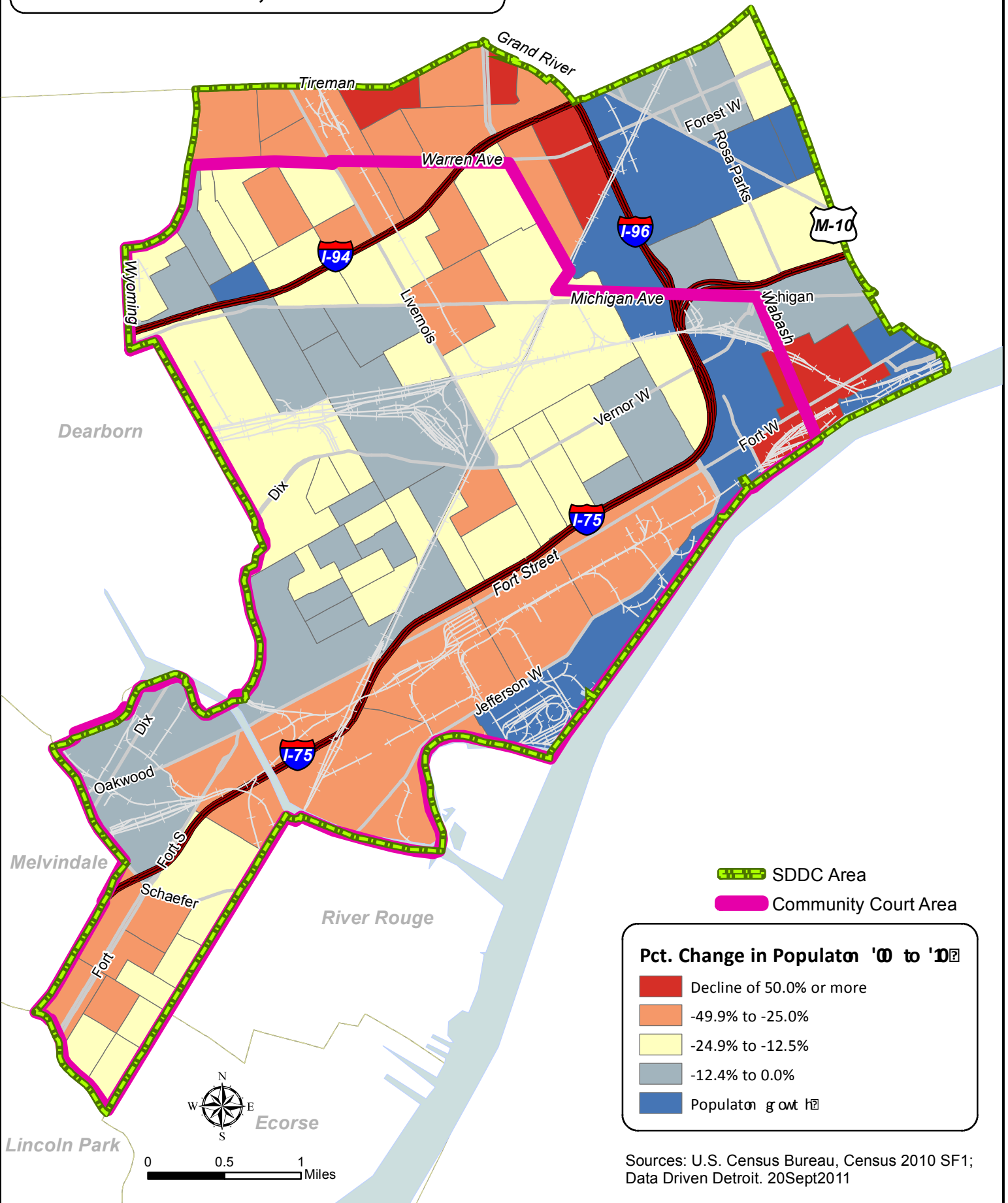
Neighborhood Boundaries
Brightmoor and Cody Rouge, Detroit, MI



**Youth Population (Under 5),
by Census Block Group (2010)
Brightmoor and Cody Rouge, Detroit, MI**

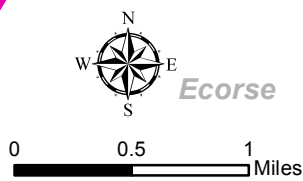


**Percent Change in Population,
by Census Block Group (2000-2010)
Southwest Detroit, MI**



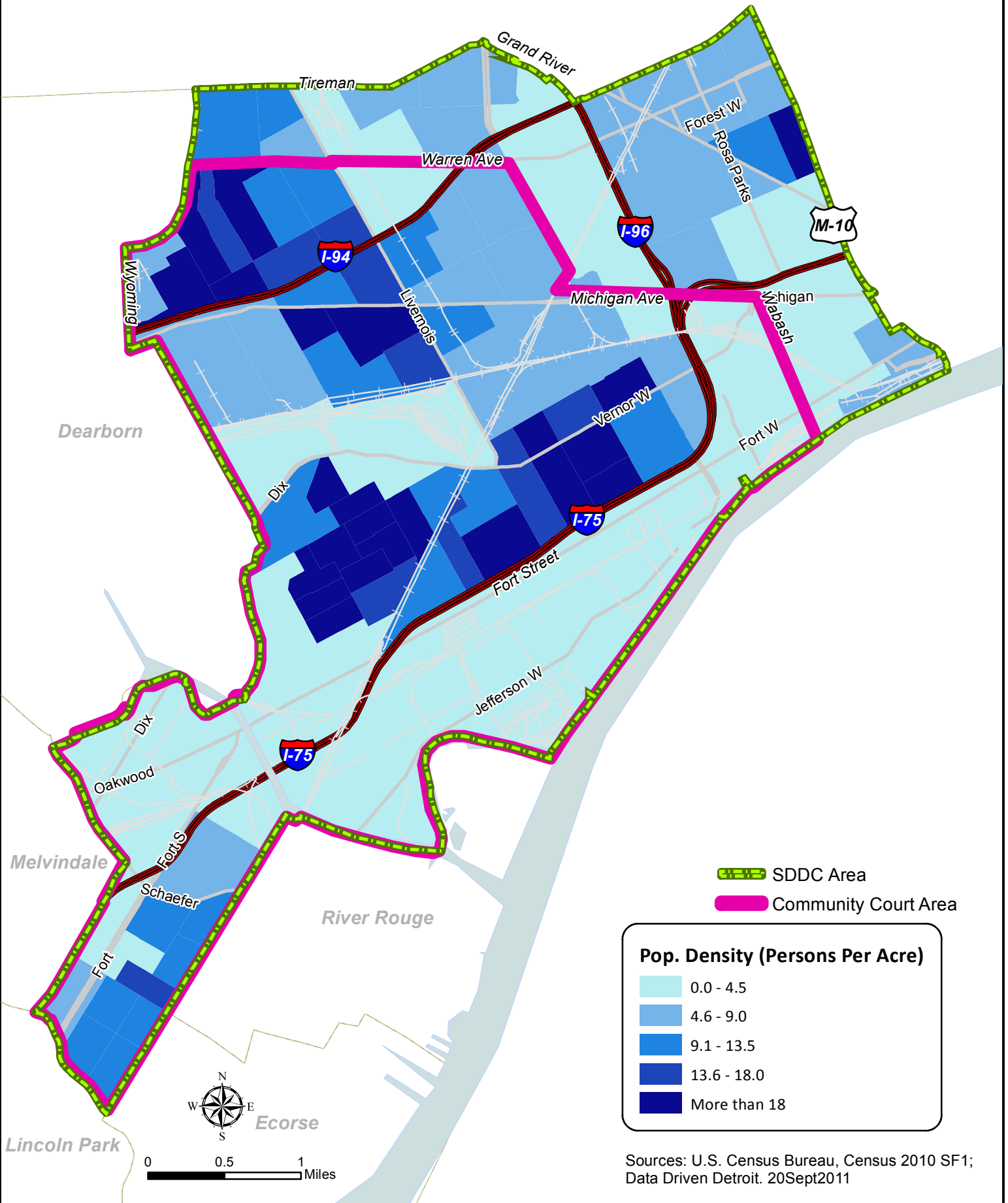
Pct. Change in Population '00 to '10

- Decline of 50.0% or more
- 49.9% to -25.0%
- 24.9% to -12.5%
- 12.4% to 0.0%
- Population growth



Sources: U.S. Census Bureau, Census 2010 SF1; Data Driven Detroit. 20Sept2011

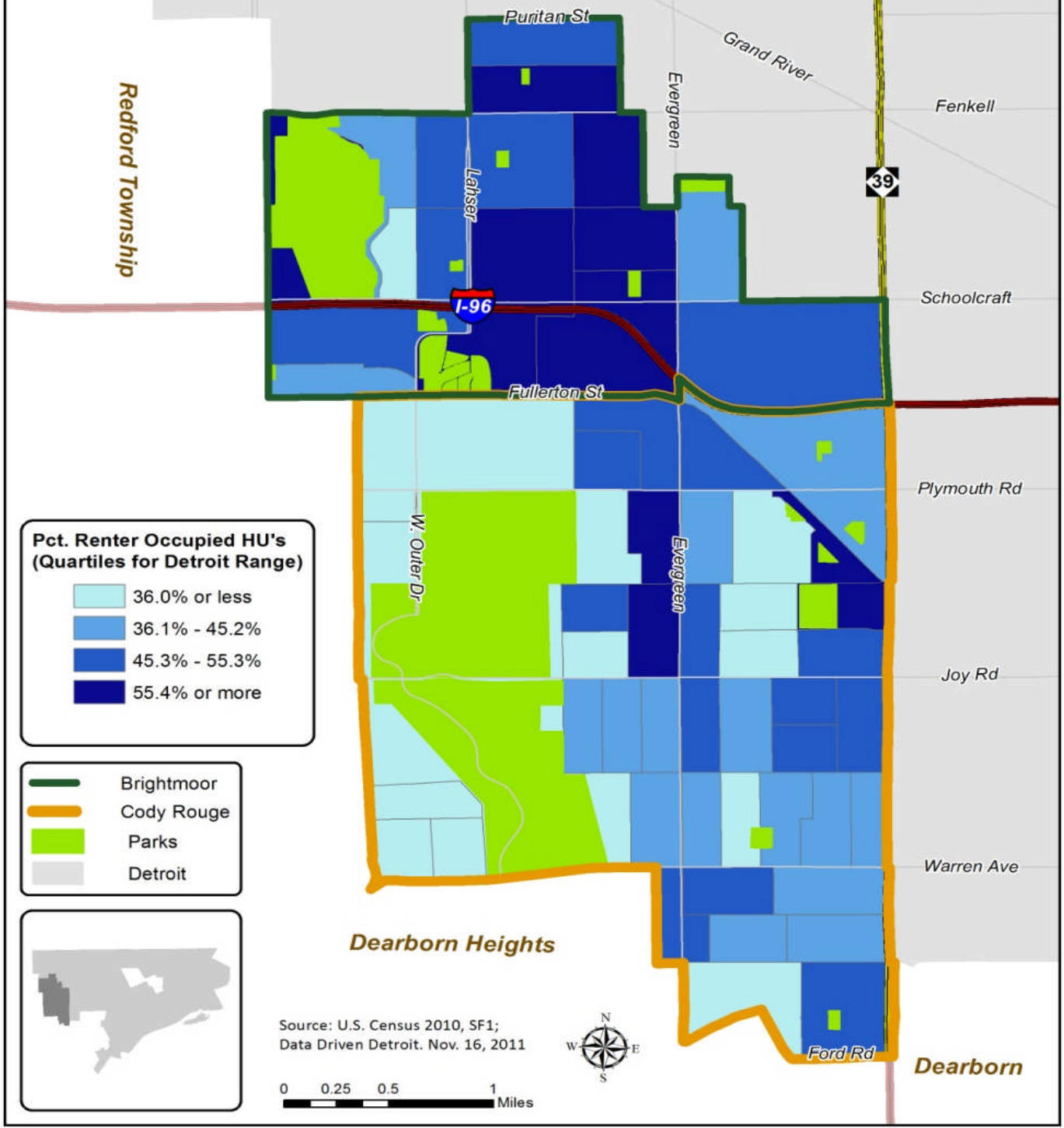
Population Density, by Census Block Group (2010) Southwest Detroit, MI



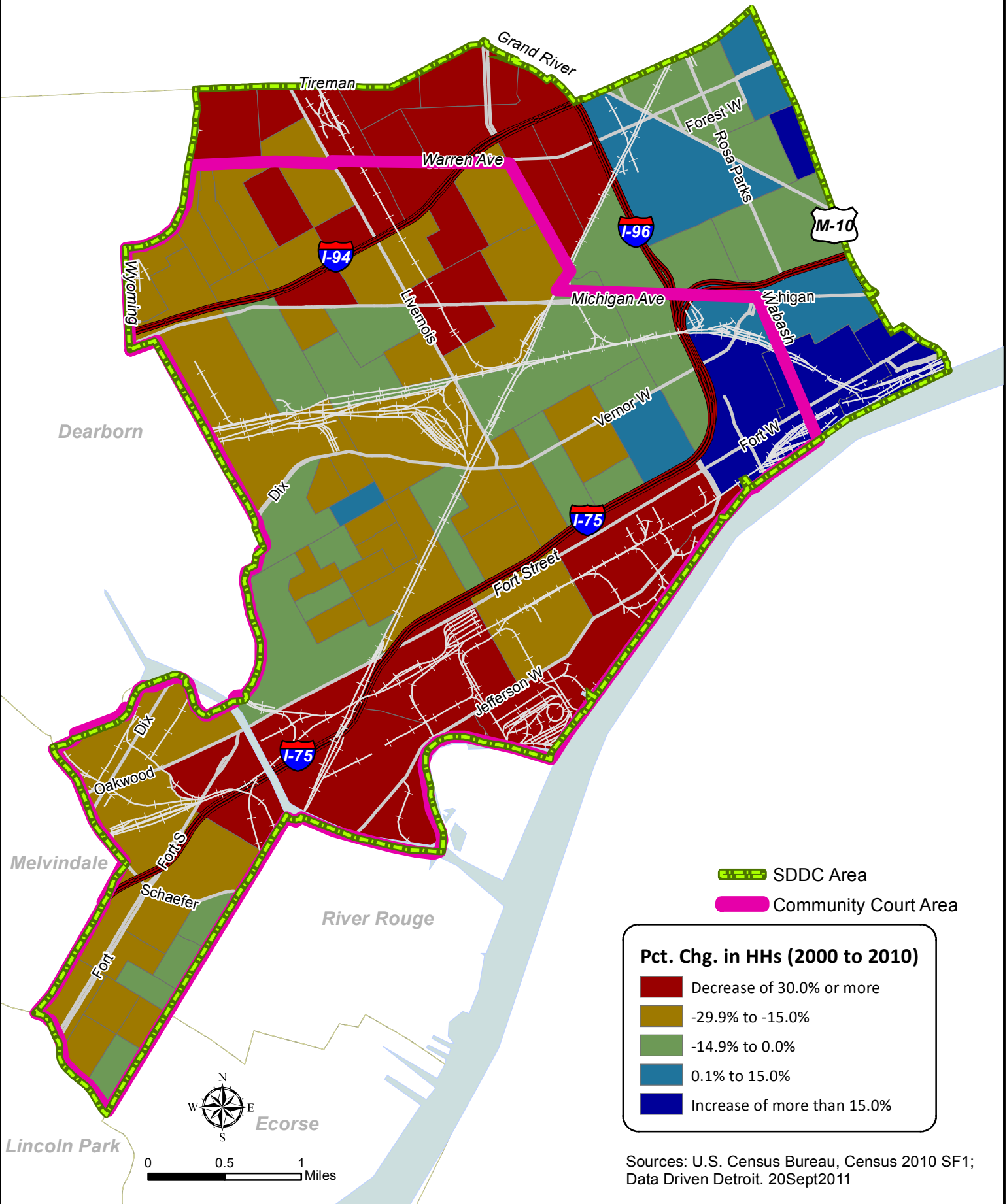
| Pop. Density (Persons Per Acre) | |
|---------------------------------|--------------|
| | 0.0 - 4.5 |
| | 4.6 - 9.0 |
| | 9.1 - 13.5 |
| | 13.6 - 18.0 |
| | More than 18 |

Sources: U.S. Census Bureau, Census 2010 SF1; Data Driven Detroit. 20Sept2011

**Renter Occupied Housing Units,
by Census Block Group (2010)
Brightmoor and Cody Rouge, Detroit, MI**



Percent Change in Households, by Census Block Group (2000-2010)

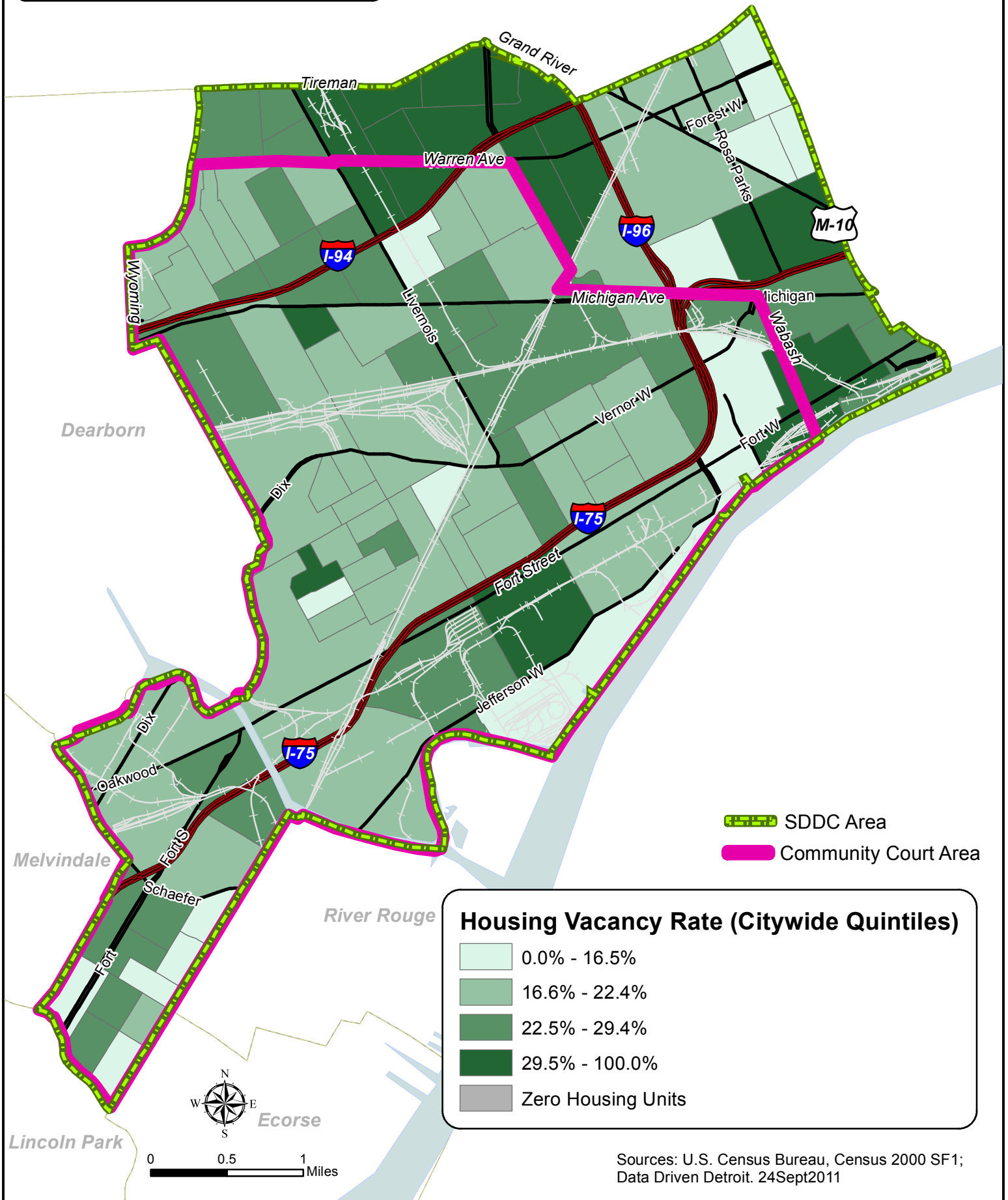


Pct. Chg. in HHs (2000 to 2010)

- Decrease of 30.0% or more
- 29.9% to -15.0%
- 14.9% to 0.0%
- 0.1% to 15.0%
- Increase of more than 15.0%

Sources: U.S. Census Bureau, Census 2010 SF1; Data Driven Detroit. 20Sept2011

**Housing Vacancy Rate,
by Census Block Group (2010)
Southwest Detroit, MI**



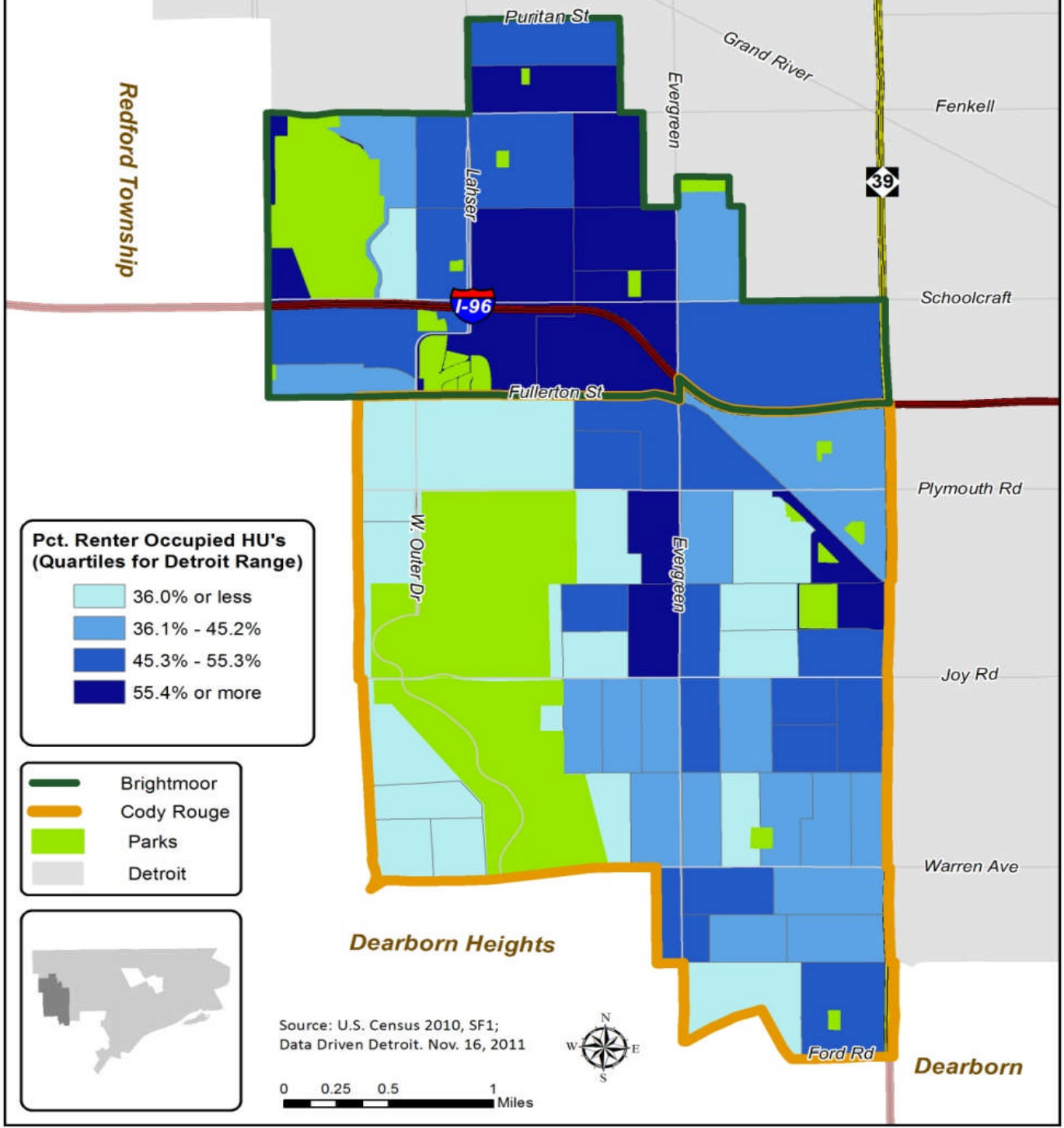
SDDC Area
 Community Court Area

Housing Vacancy Rate (Citywide Quintiles)

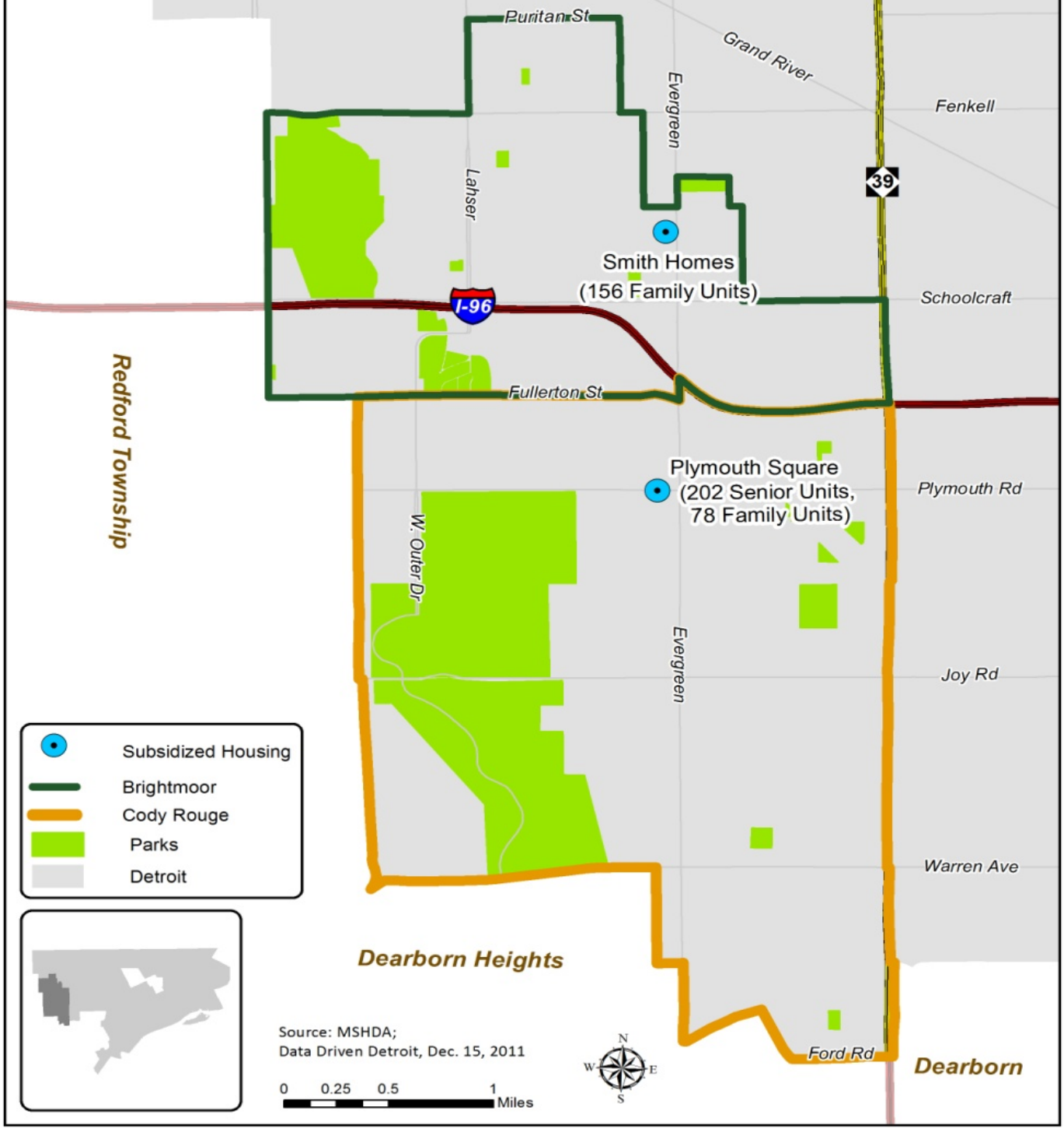
| | |
|--|--------------------|
| | 0.0% - 16.5% |
| | 16.6% - 22.4% |
| | 22.5% - 29.4% |
| | 29.5% - 100.0% |
| | Zero Housing Units |

Sources: U.S. Census Bureau, Census 2000 SF1; Data Driven Detroit. 24Sept2011

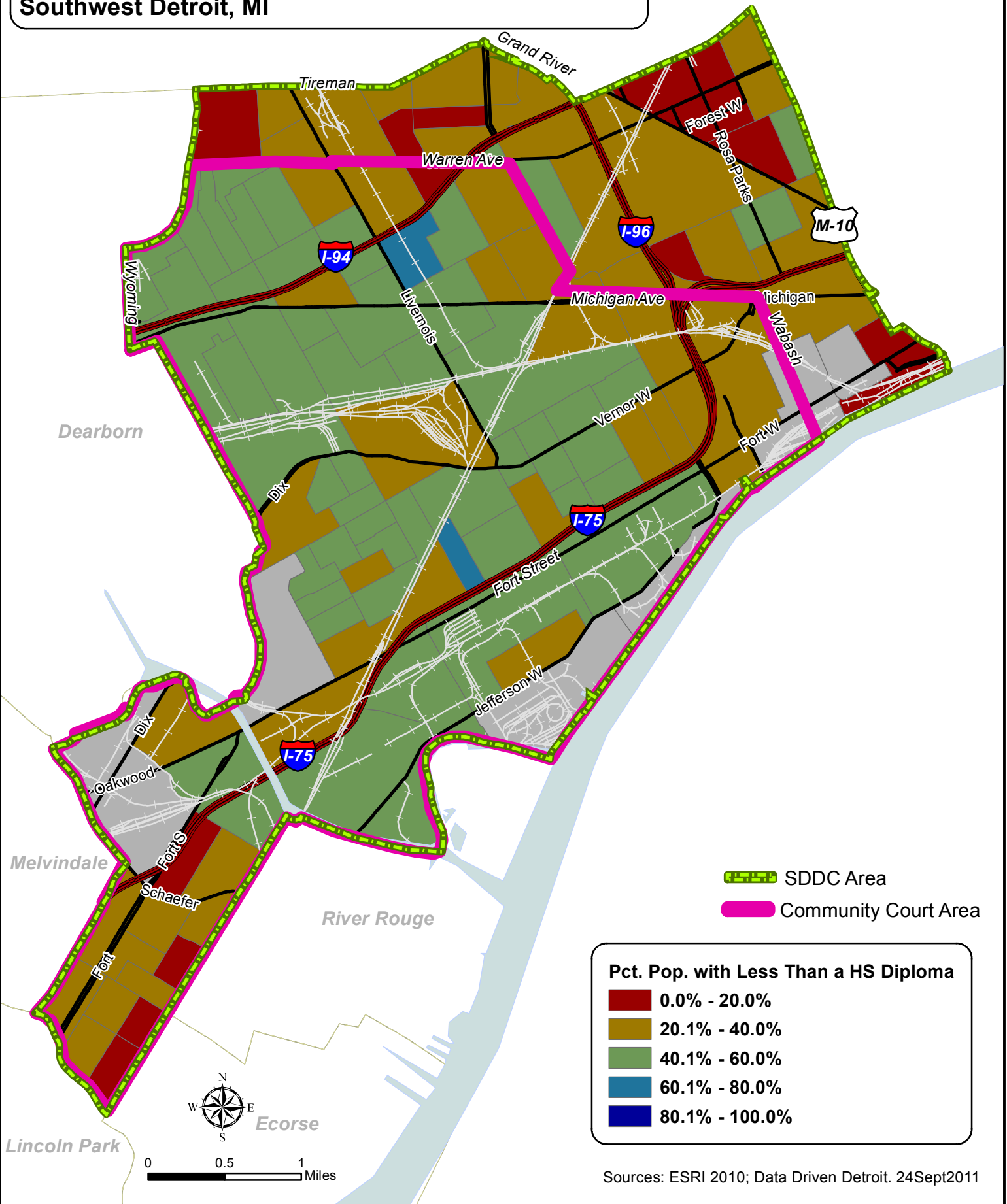
**Renter Occupied Housing Units,
by Census Block Group (2010)
Brightmoor and Cody Rouge, Detroit, MI**



**Subsidized Housing (Multifamily and Senior)
Brightmoor and Cody Rouge, Detroit, MI**



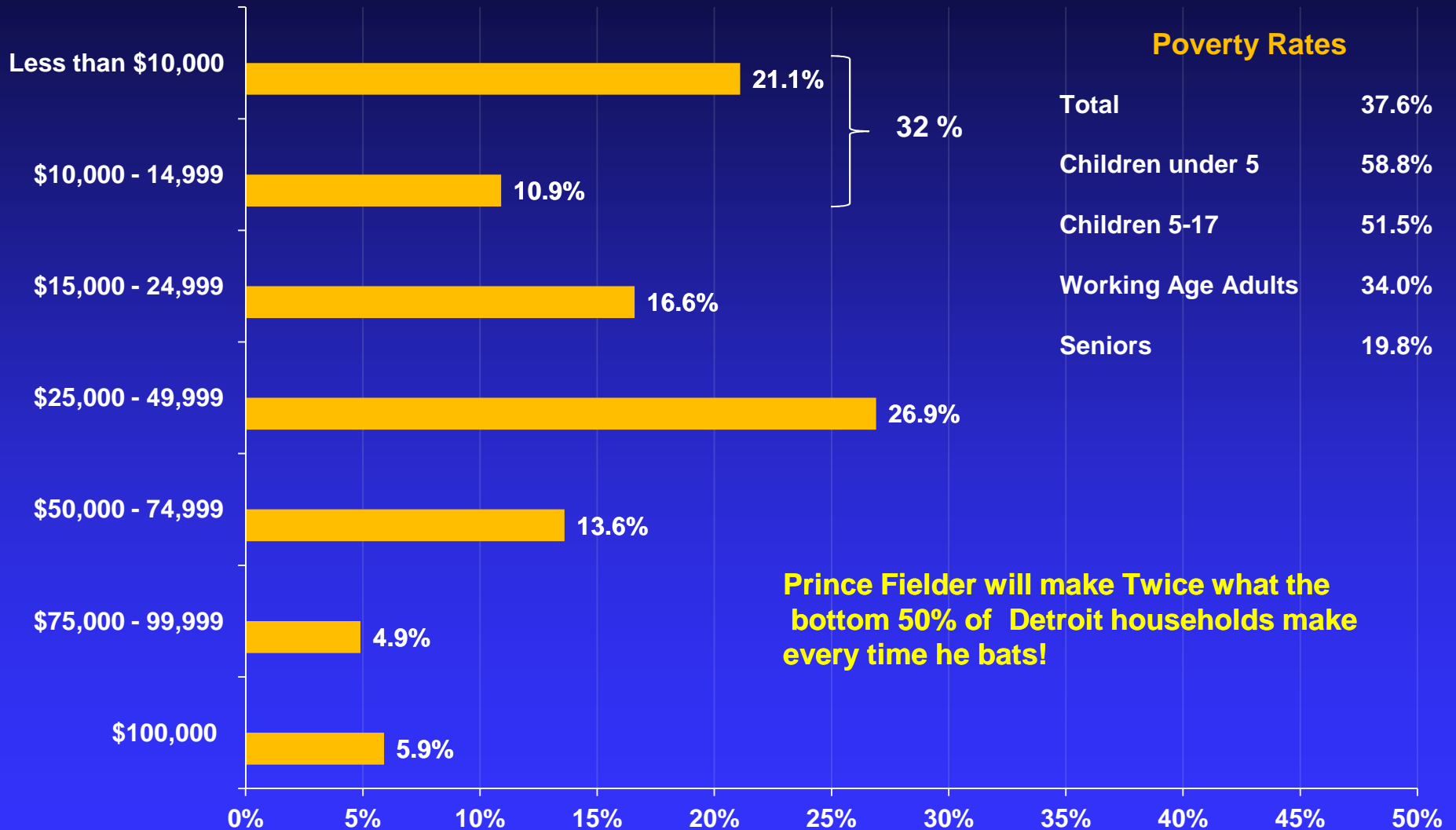
Percent of Population (25 and Over) with Less Than a High School Degree, by Census Block Group (2010 Estimate) Southwest Detroit, MI



Pct. Pop. with Less Than a HS Diploma

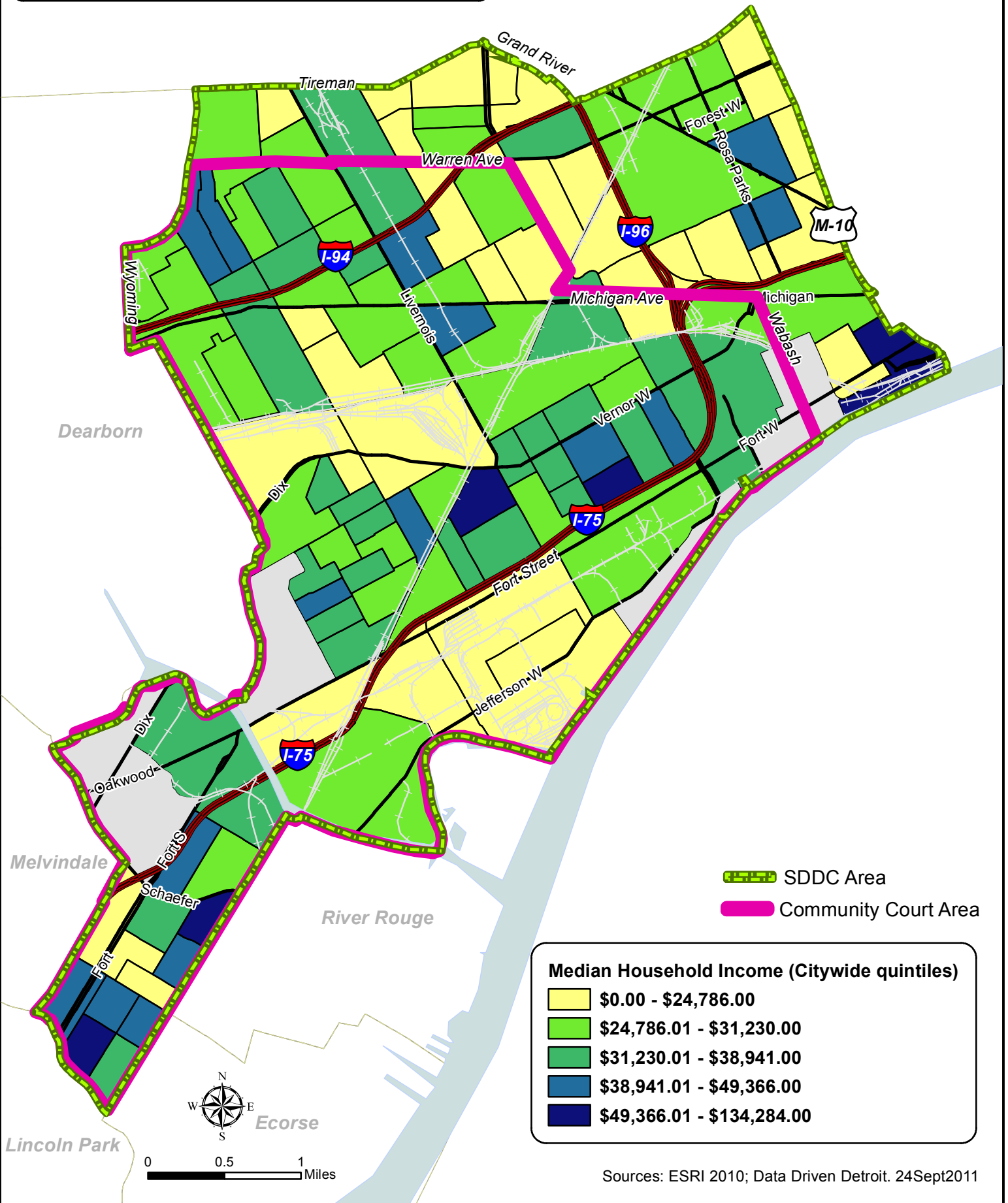
| | |
|---|----------------|
| | 0.0% - 20.0% |
| | 20.1% - 40.0% |
| | 40.1% - 60.0% |
| | 60.1% - 80.0% |
| | 80.1% - 100.0% |

One Third of Detroit Households Get By On Less than \$15,000 – One Half With Less than \$25,000



Source: Census Bureau – 2010 ACS

**Median Household Income,
by Census Block Group (2010 Estimate)
Southwest Detroit, MI**

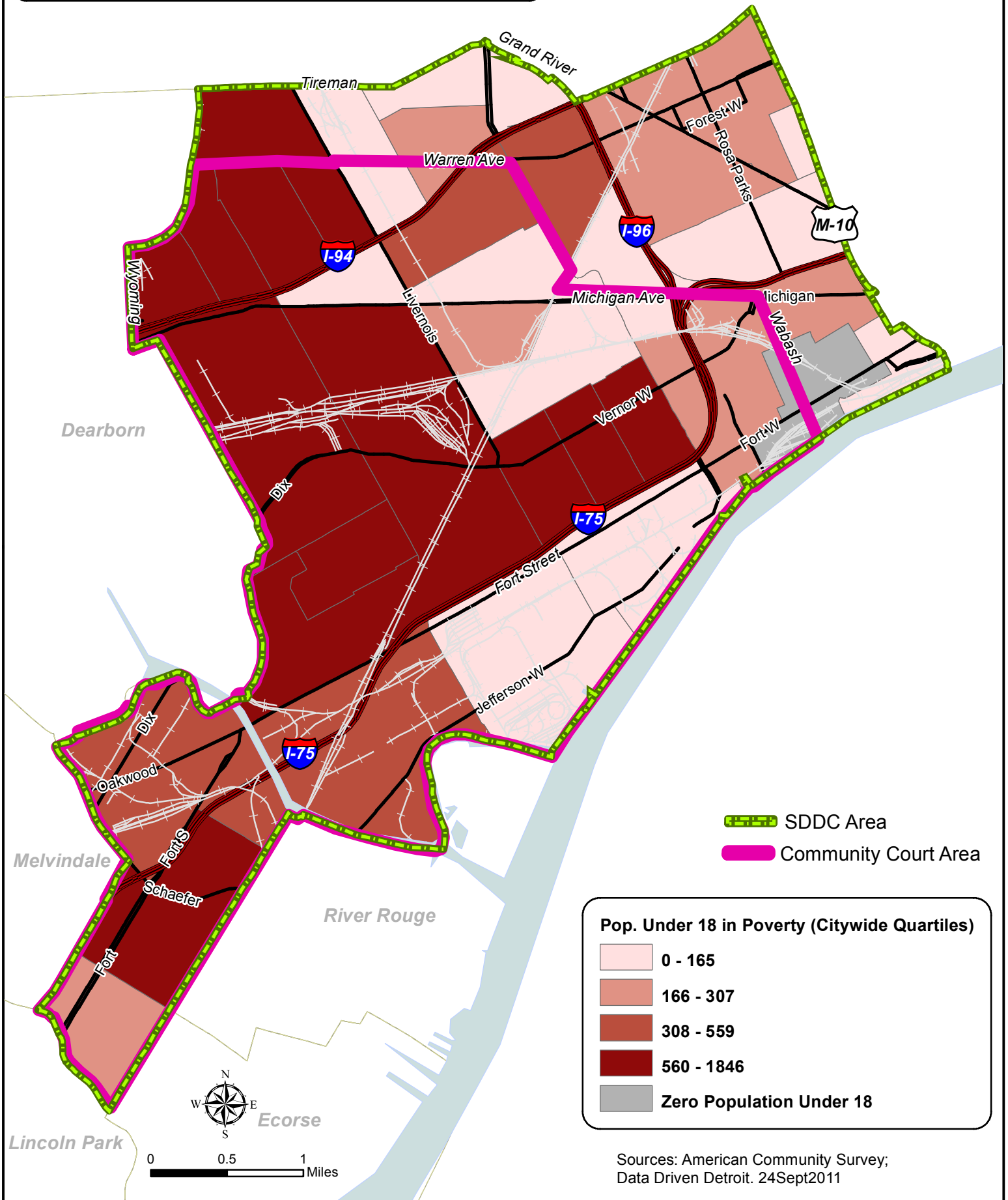


SDDC Area
 Community Court Area

Median Household Income (Citywide quintiles)

| | |
|--|----------------------------|
| | \$0.00 - \$24,786.00 |
| | \$24,786.01 - \$31,230.00 |
| | \$31,230.01 - \$38,941.00 |
| | \$38,941.01 - \$49,366.00 |
| | \$49,366.01 - \$134,284.00 |

**Population Under Age 18 Living in Poverty,
by Census Tract (2005-2009, 5 year average)
Southwest Detroit, MI**

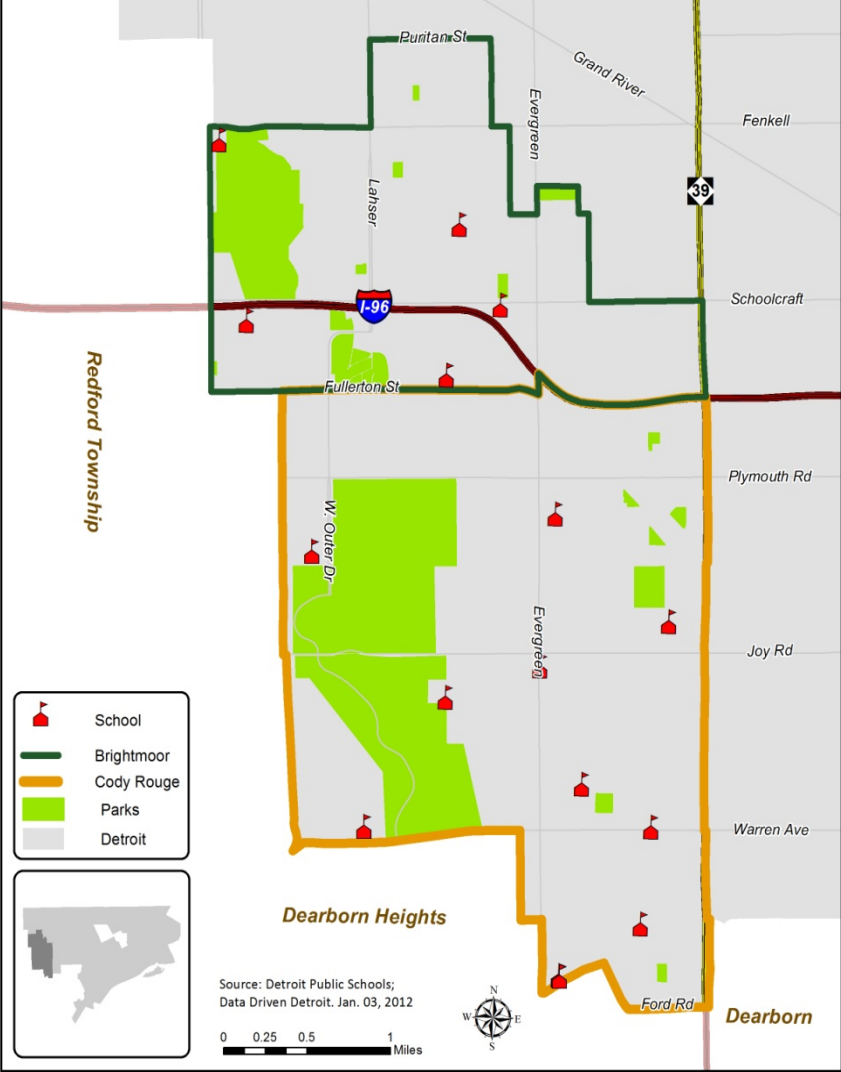


Pop. Under 18 in Poverty (Citywide Quartiles)

| | |
|--|--------------------------|
| | 0 - 165 |
| | 166 - 307 |
| | 308 - 559 |
| | 560 - 1846 |
| | Zero Population Under 18 |

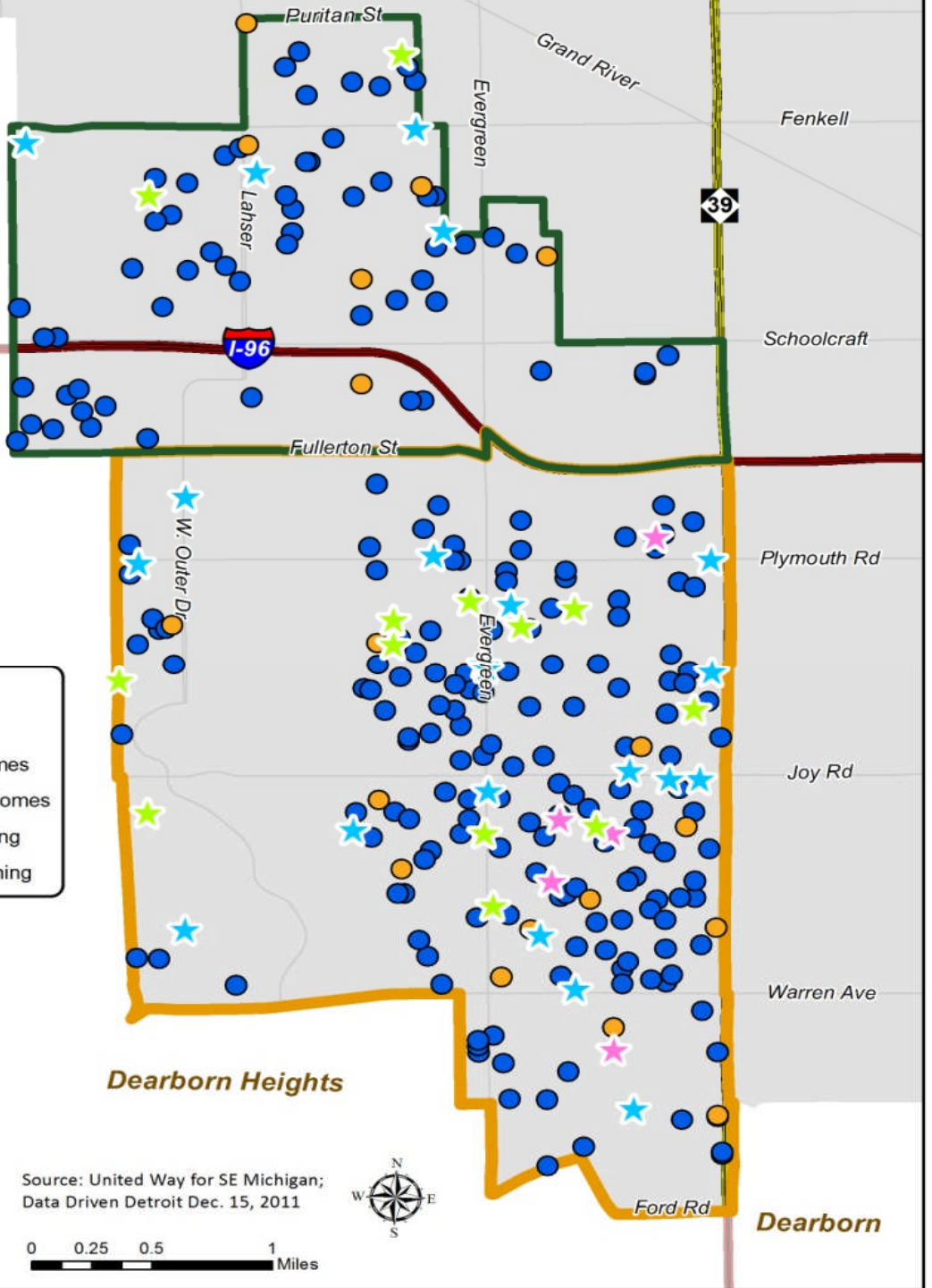
Sources: American Community Survey;
Data Driven Detroit. 24Sept2011

Schools
Brightmoor and Cody Rouge, Detroit, MI



Childcare Providers Brightmoor and Cody Rouge, Detroit, MI

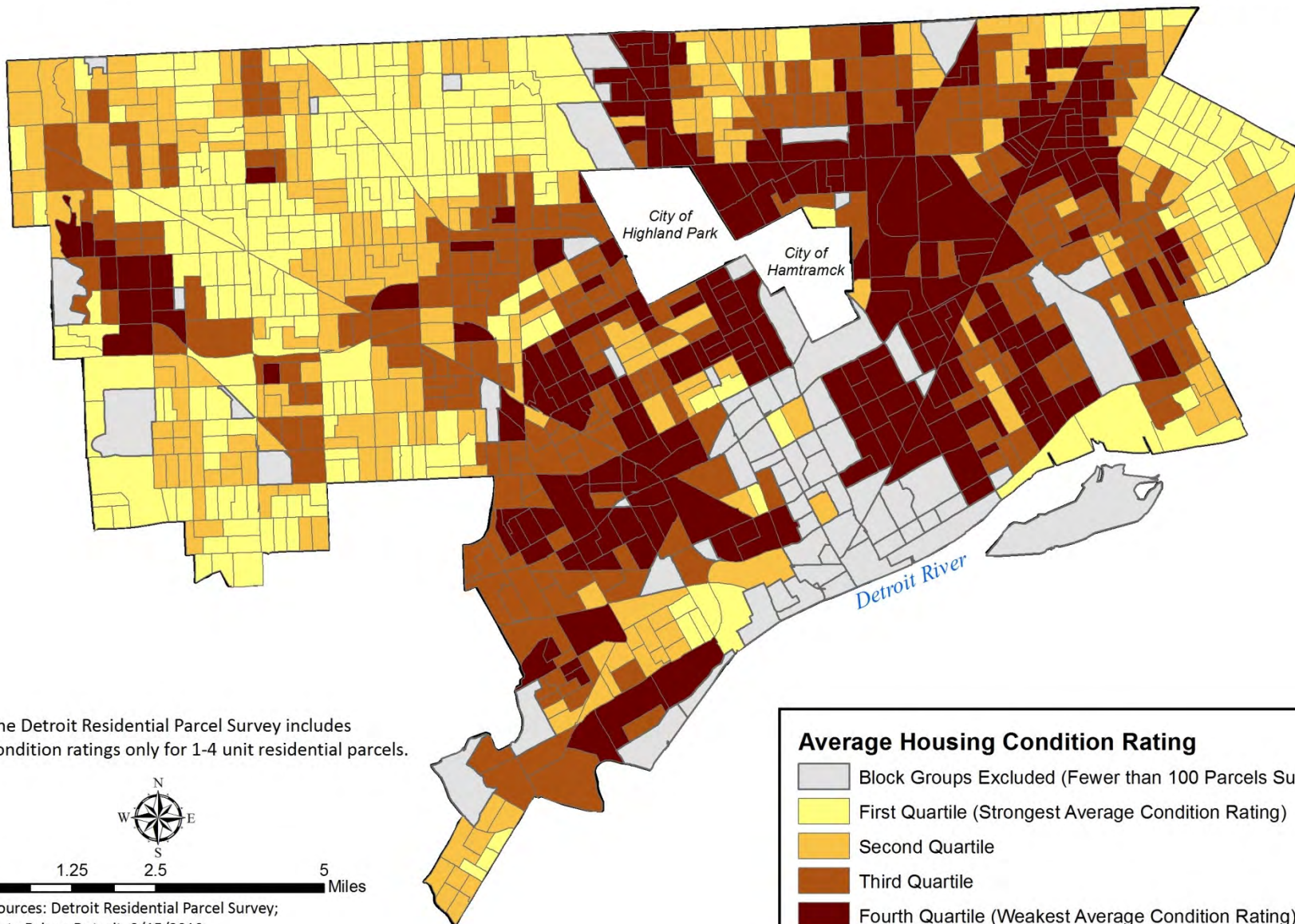
Redford Township



Dearborn Heights

Dearborn

Average Housing Condition, by Census Block Group Detroit, Michigan



The Detroit Residential Parcel Survey includes condition ratings only for 1-4 unit residential parcels.

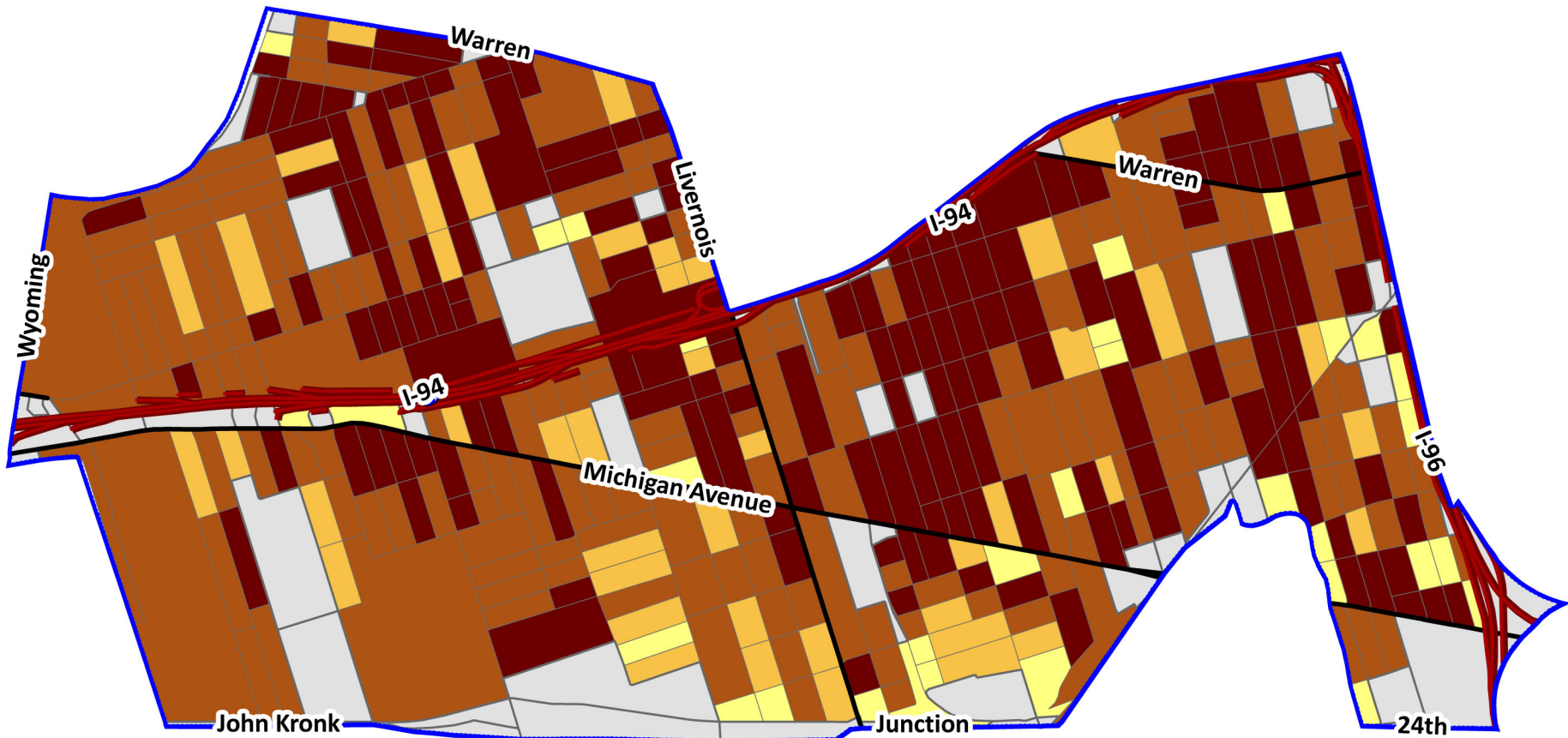


0 1.25 2.5 5 Miles

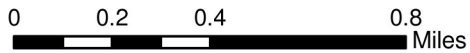
Sources: Detroit Residential Parcel Survey;
Data Driven Detroit. 2/15/2010

Average Housing Condition, by Census Block

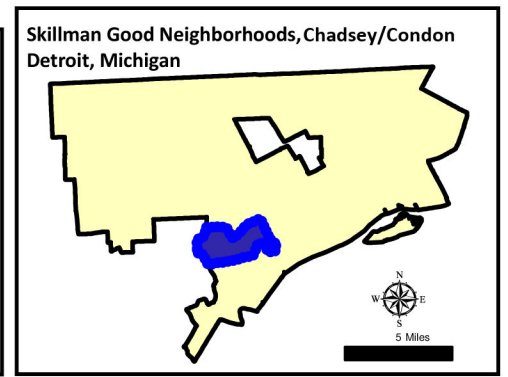
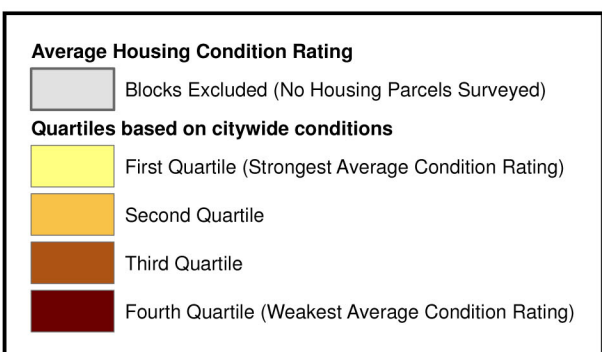
Chadsey/Condon Neighborhood, Detroit, Michigan



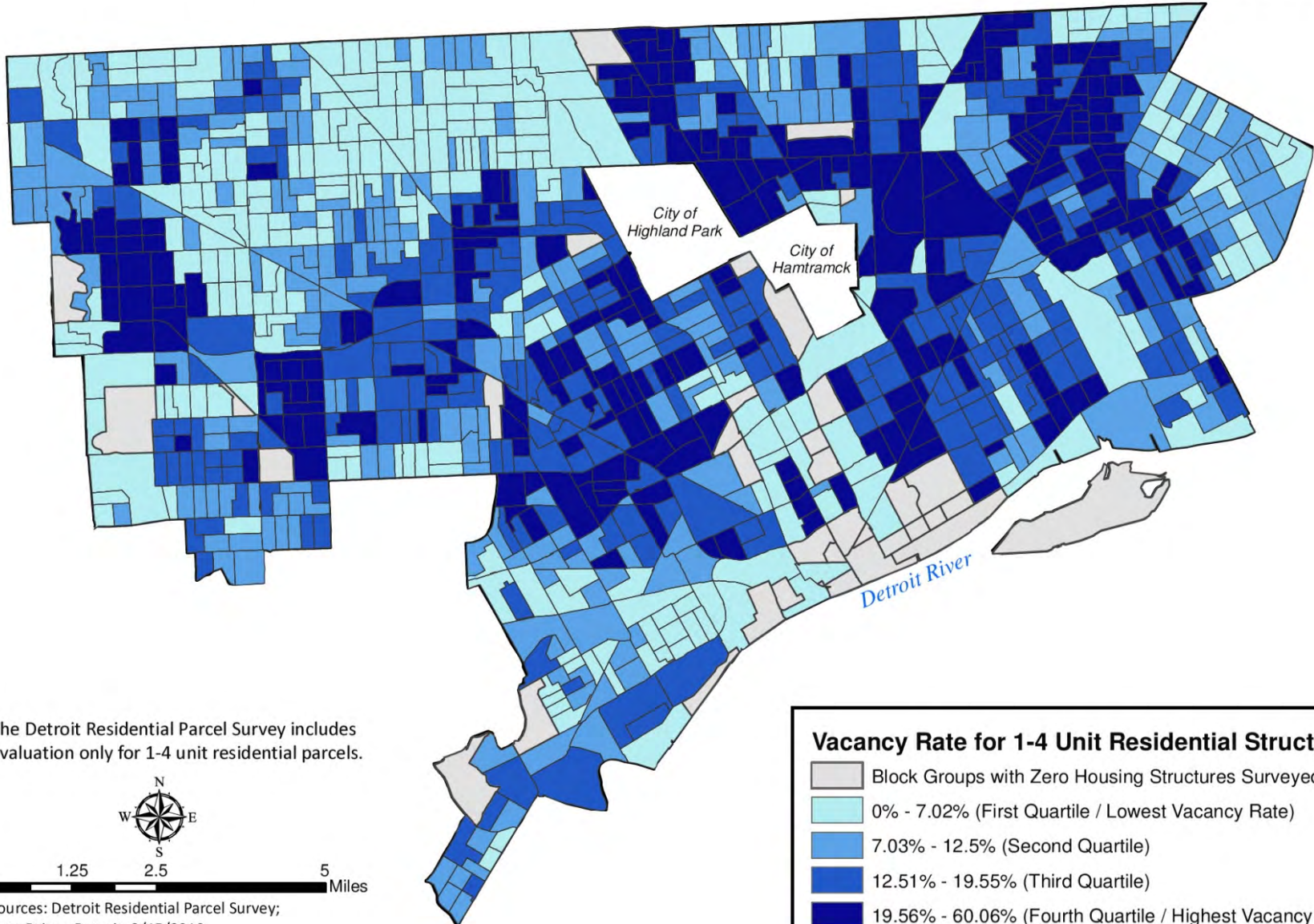
The Detroit Residential Parcel Survey includes condition ratings only for residential parcels with 1-4 unit housing structures.



Sources: Detroit Residential Parcel Survey; Data Driven Detroit. 3/5/2010



Housing Vacancy Rate, by Census Block Group Detroit, Michigan



The Detroit Residential Parcel Survey includes evaluation only for 1-4 unit residential parcels.



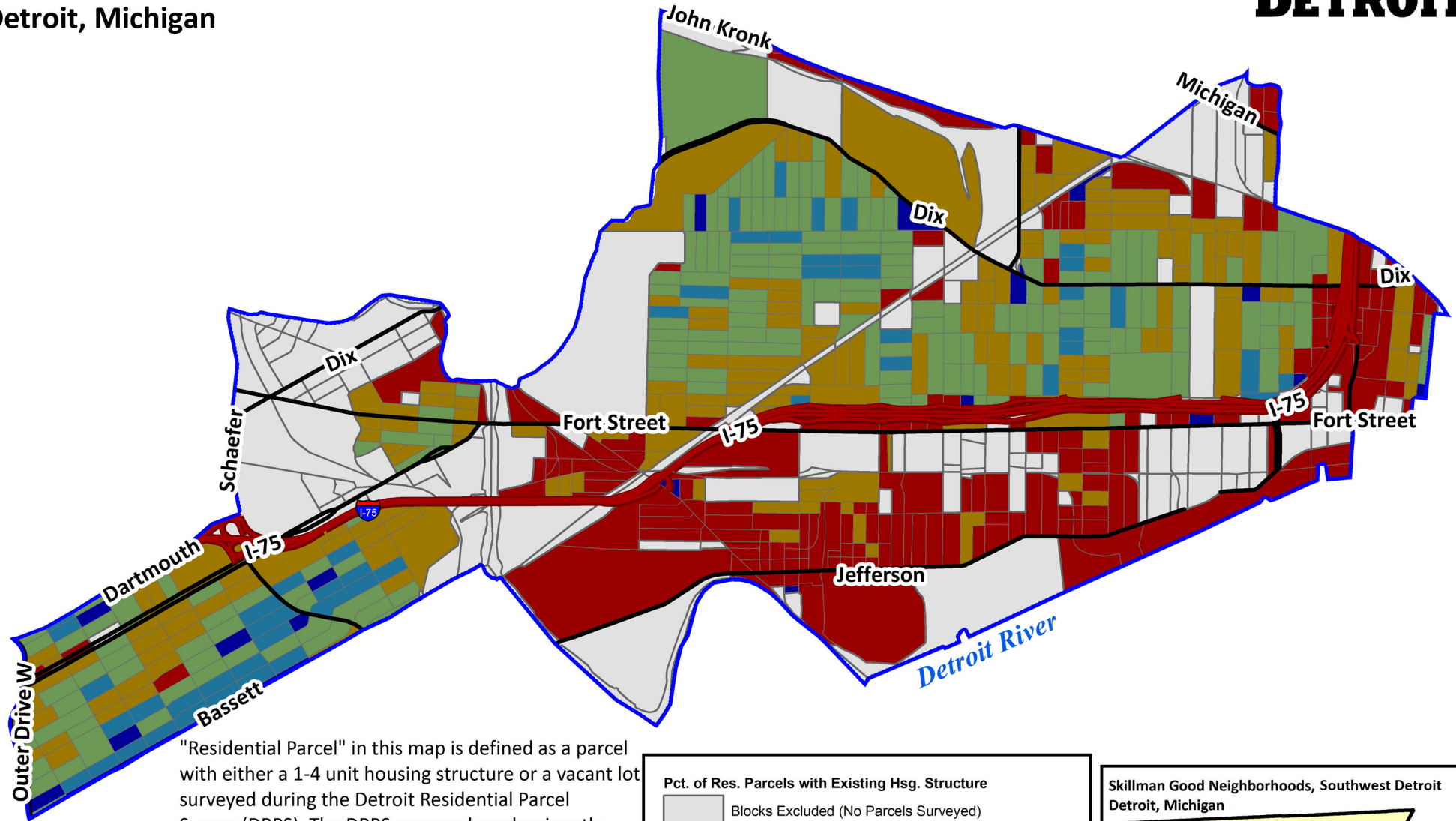
0 1.25 2.5 5 Miles

Sources: Detroit Residential Parcel Survey;
Data Driven Detroit. 2/15/2010

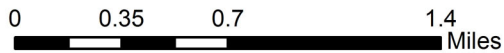
Vacancy Rate for 1-4 Unit Residential Structures

- Block Groups with Zero Housing Structures Surveyed
- 0% - 7.02% (First Quartile / Lowest Vacancy Rate)
- 7.03% - 12.5% (Second Quartile)
- 12.51% - 19.55% (Third Quartile)
- 19.56% - 60.06% (Fourth Quartile / Highest Vacancy Rate)

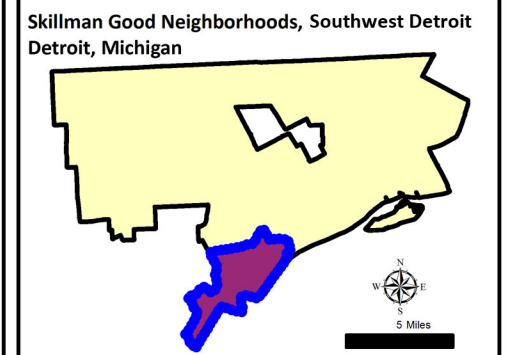
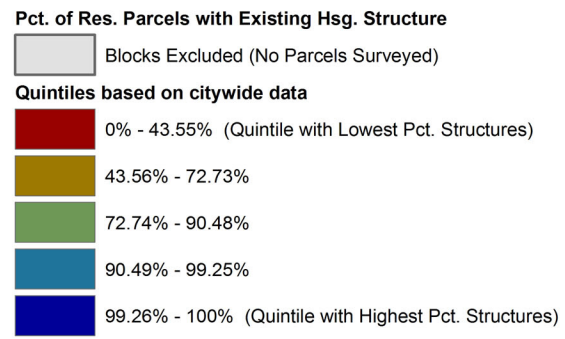
Percentage of Residential Parcels with an Existing Housing Structure, by Census Block Southwest Detroit Neighborhoods Detroit, Michigan



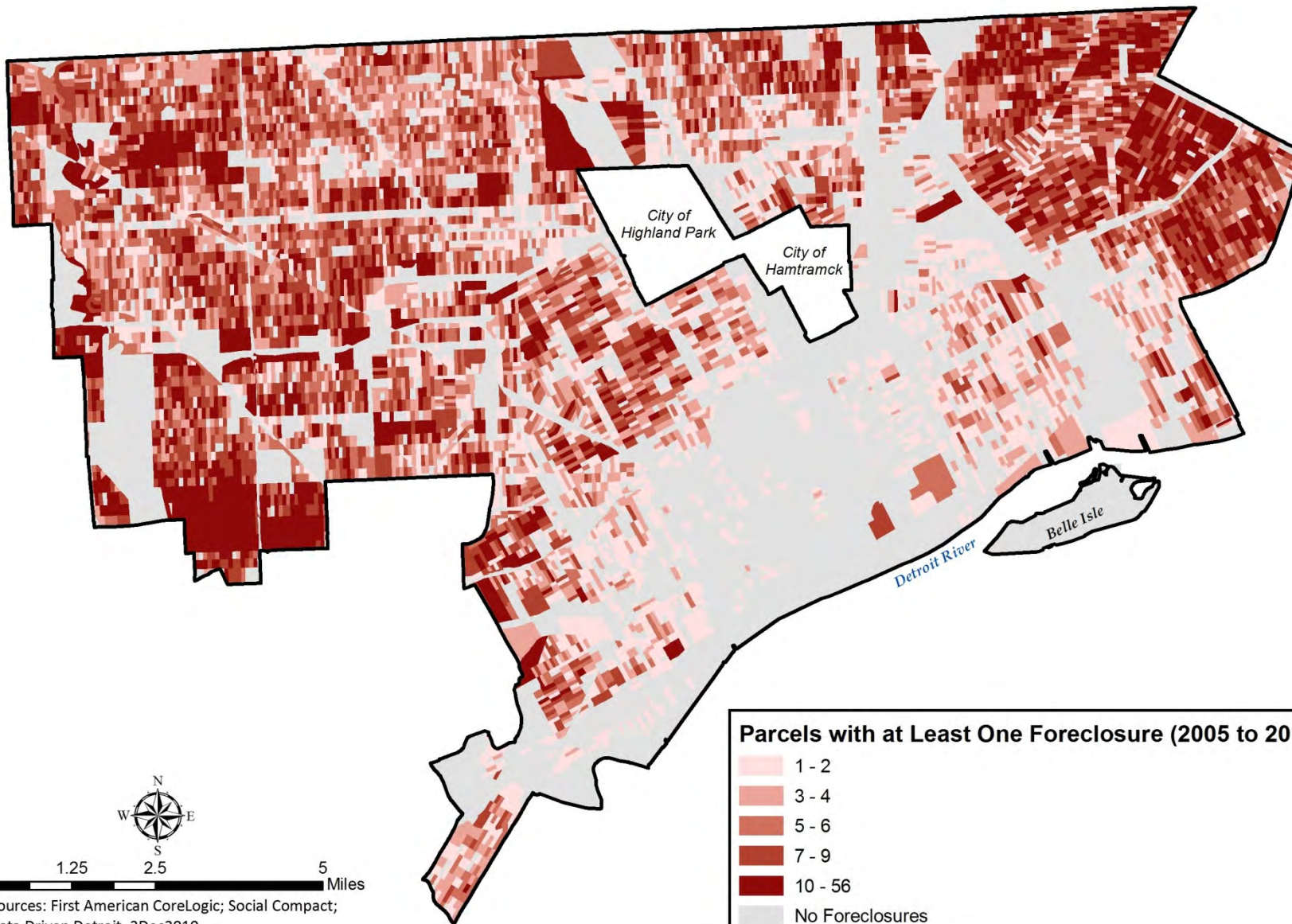
"Residential Parcel" in this map is defined as a parcel with either a 1-4 unit housing structure or a vacant lot surveyed during the Detroit Residential Parcel Survey (DRPS). The DRPS surveyed predominantly residential parcels. The DRPS also surveyed vacant lots in neighborhood commercial areas adjacent to residential areas.



Sources: Detroit Residential Parcel Survey;
Data Driven Detroit. 3/5/2010



Parcels with at Least One Mortgage Foreclosure, by Census Block (2005 - 2010Q2) Detroit, Michigan



Parcels with at Least One Foreclosure (2005 to 2010Q2)

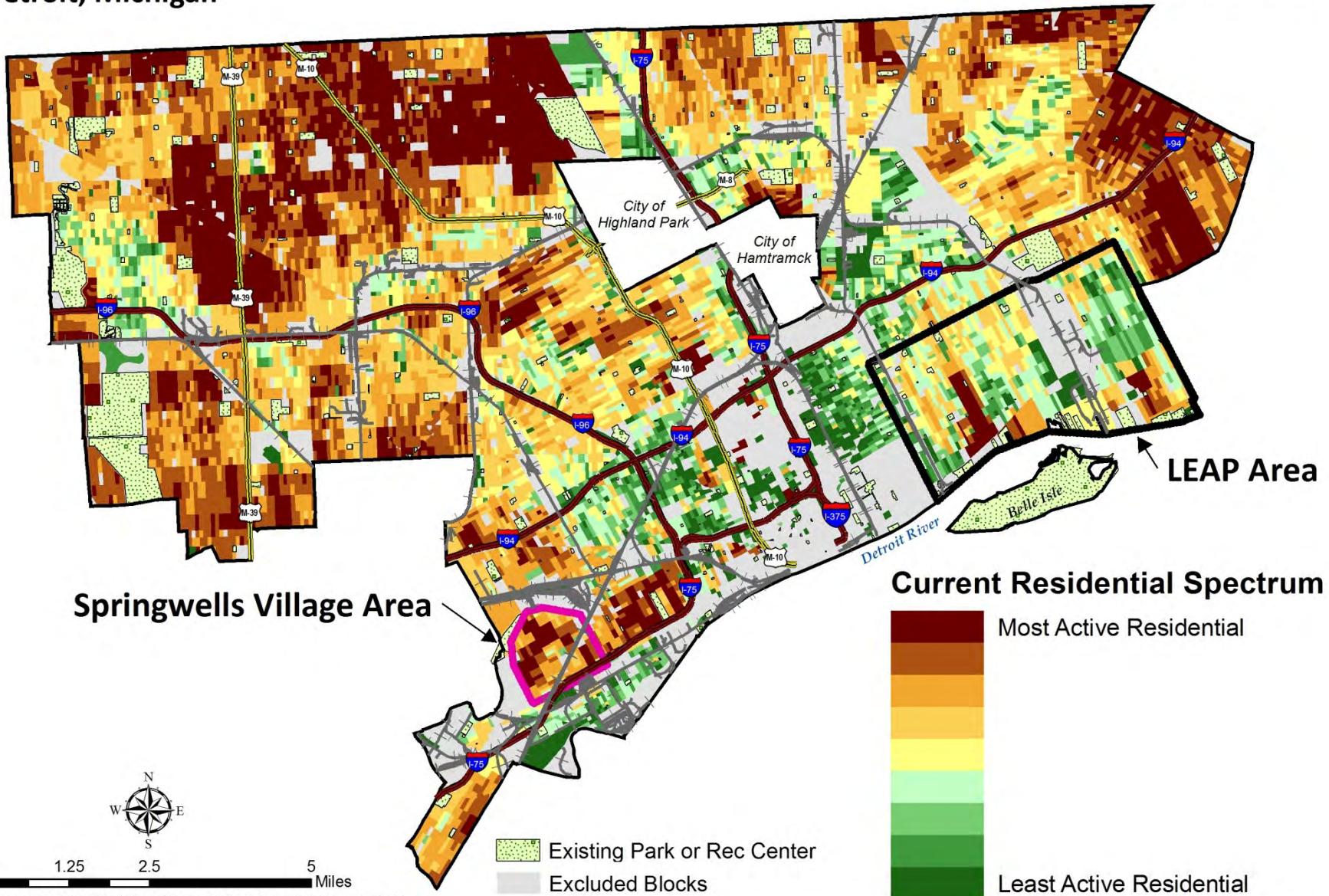
| | |
|---------------|-----------------|
| Light Pink | 1 - 2 |
| Light Red | 3 - 4 |
| Medium Red | 5 - 6 |
| Dark Red | 7 - 9 |
| Very Dark Red | 10 - 56 |
| White | No Foreclosures |



0 1.25 2.5 5 Miles

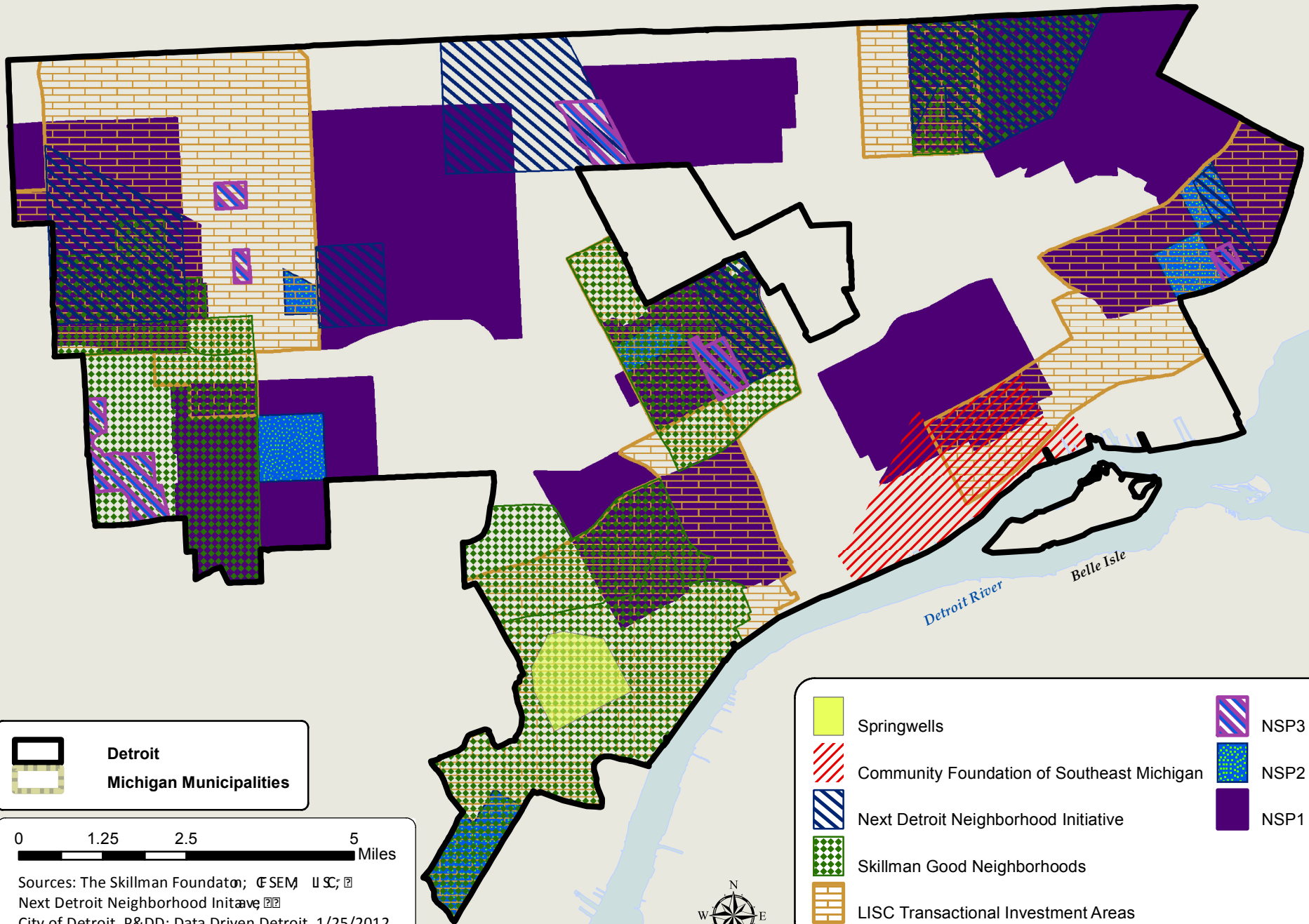
Sources: First American CoreLogic; Social Compact; Data Driven Detroit. 2Dec2010

DRAFT Work Product: CDAD Strategic Framework
Current Conditions Analysis: Residential
Detroit, Michigan



Source: See Methodology Notes, Data Driven Detroit. 5Jan2011

Federal, Foundation, City and Corporate Investment Program Areas in Detroit, MI



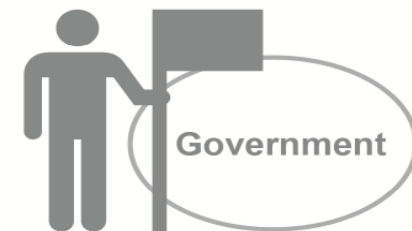
Detroit
Michigan Municipalities

0 1.25 2.5 5 Miles
 Sources: The Skillman Foundation; CFSEM; LISC; Next Detroit Neighborhood Initiative; City of Detroit, Pⅅ Data Driven Detroit. 1/25/2012



- Springwells
- Community Foundation of Southeast Michigan
- Next Detroit Neighborhood Initiative
- Skillman Good Neighborhoods
- LISC Transactional Investment Areas
- NSP3 Areas
- NSP2 Areas
- NSP1 Areas

Crowdsourcing of data,
increased number of community leaders,
data driven discussions



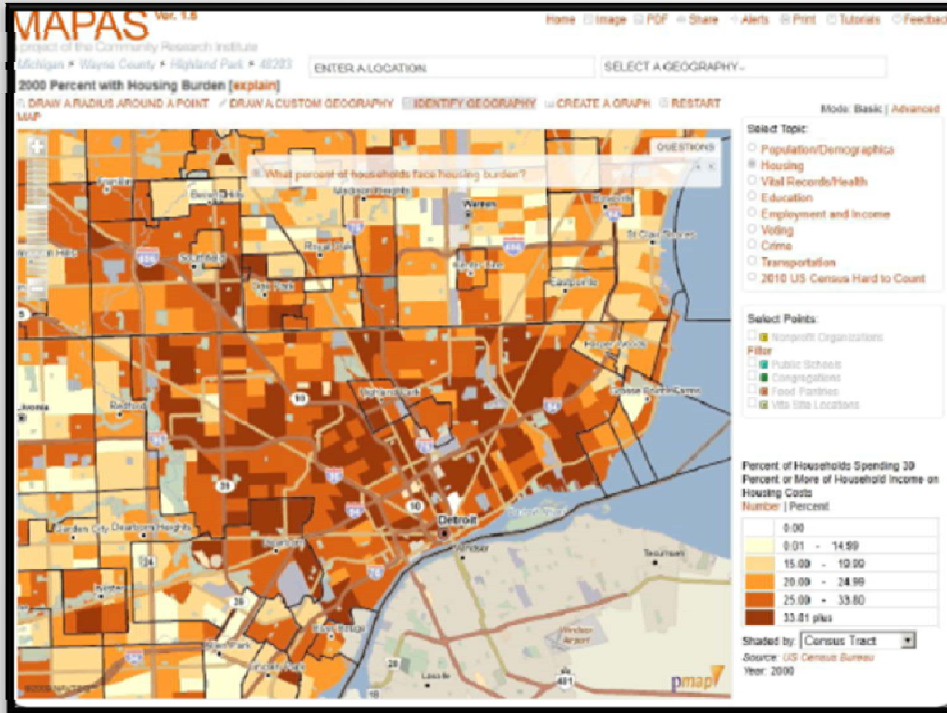
Visualizations,
interactive tools.
mobile apps, creative survey techniques

More robust and
networked data sets.



Improved infrastructure
and services

Community Mapping & Profiling



Community Research Institute
Empowering communities with quality research and data

Interactive Mapping

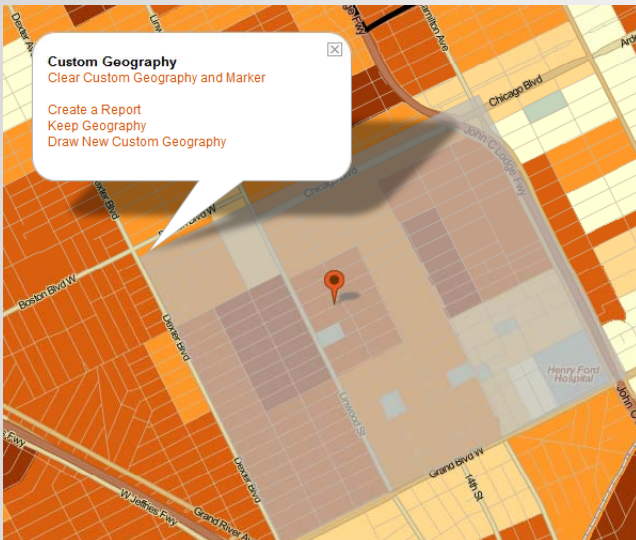
- Population and Demographic Information
- Housing
- Health
- Education
- Employment and Income
- and more...

Zoom to Custom Geographies

Export PDF Maps and Reports

Display Community Assets

Community Mapping & Profiles



Housing Information:

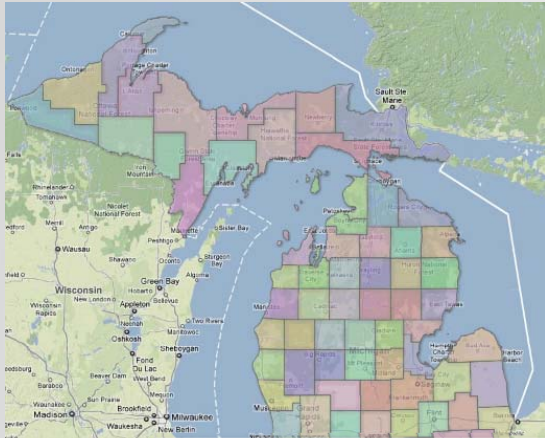
- Total Housing Units
- Occupancy Status
- Housing Burden (30%+ of household expenses for housing)
- Vacancy Rate
- Detroit Residential Parcel Survey

Coming Soon: Home mortgage information

Select a neighborhood or custom geography to create a comprehensive report

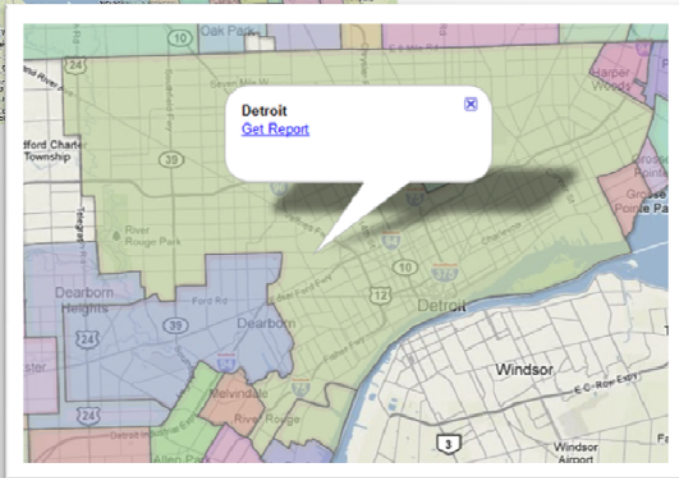
| Census 2010 | Demographics | Economics & Education | Housing | Birth Statistics | |
|-------------------------------------|---|-----------------------|-----------------|------------------|-----------------|
| Crime & Safety | | Civic Engagement | | | |
| Population | | Value | Average* | Lowest* | Highest* |
| <input checked="" type="checkbox"/> | Total Population (2010) ¹¹ map | 713,777 | 7,987 | 11 | 713,777 |
| <input checked="" type="checkbox"/> | Population Density (per sq mile) (2010) ¹¹ map | 5,144.3 | 1,313.4 | 11.9 | 10,751.0 |
| Race | | Value | Average* | Lowest* | Highest* |
| <input checked="" type="checkbox"/> | % White (2010) ¹¹ map | 7.8 % | 88.7 % | 2.9 % | 100.0 % |
| <input checked="" type="checkbox"/> | % Black or African American (2010) ¹¹ map | 82.2 % | 4.1 % | 0.0 % | 93.0 % |
| <input checked="" type="checkbox"/> | % American Indian or Alaska Native (2010) ¹¹ map | 0.3 % | 1.0 % | 0.0 % | 46.3 % |
| <input checked="" type="checkbox"/> | % Asian (2010) ¹¹ map | 1.0 % | 0.9 % | 0.0 % | 21.4 % |
| <input checked="" type="checkbox"/> | % Native Hawaiian and other Pacific Islander (2010) ¹¹ | 0.0 % | 0.0 % | 0.0 % | 0.9 % |
| <input checked="" type="checkbox"/> | % Other Race (2010) ¹¹ | 0.1 % | 0.1 % | 0.0 % | 0.9 % |
| <input checked="" type="checkbox"/> | % Two or more races (2010) ¹¹ | 1.7 % | 1.7 % | 0.0 % | 7.7 % |
| <input checked="" type="checkbox"/> | % Hispanic or Latino (2010) ¹¹ map | 6.8 % | 3.5 % | 0.0 % | 45.6 % |

Census 2000 and 2010 Comparison Tool



Create Census Reports for

- Counties
- Cities and Villages (Census Place)
- Cities and Townships (County Municipalities)
- Census Tracts
- School Districts
- Zip Codes



Census Summary File 1 Profile



| 2622000 Detroit city | 2000 | 2010 | % | 2000 | 2010 | % |
|-------------------------------|--------|------|--------|------|------|--------|
| | Number | | | | | |
| Malaysian | 1 | 7 | 600.0% | 0.0% | 0.1% | 749.5% |
| Nepalese | NA | 17 | NA | (X) | 0.2% | (X) |
| Pakistani | 194 | 98 | -49.5% | 2.0% | 1.3% | -38.7% |
| Sri Lankan | 32 | 39 | 21.9% | 0.3% | 0.5% | 47.9% |
| Taiwanese | 27 | 30 | 11.1% | 0.3% | 0.4% | 34.8% |
| Thai | 49 | 46 | -6.1% | 0.5% | 0.6% | 13.9% |
| Vietnamese | 400 | 139 | -65.3% | 4.2% | 1.8% | -57.8% |
| All other Asians ¹ | 505 | 351 | -30.5% | 5.3% | 4.5% | -15.7% |
| Other Asian, specified | 7 | 1 | -85.7% | 0.1% | 0.0% | -82.7% |
| Other Asian, not specified | 498 | 330 | -33.7% | 5.2% | 4.2% | -19.6% |



www.DataDrivenDetroit.org

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