



Data Driven Detroit
163 Madison Street, Suite 104
Detroit, MI 48226
313-887-6501
313-963-9723 fax
www.datadrivendetroit.org

WHO WE ARE

Data Driven Detroit (D3) provides accessible, high-quality information and analysis to drive informed decision-making that strengthens communities in Southeast Michigan. D3 was launched in 2009 with funding from The Skillman Foundation and The Kresge Foundation. D3 incorporates features of “neighborhood data systems” that currently operate in many cities across the country. These systems encourage the direct and practical use of data, with the ultimate goal of improving the quality of life for residents in distressed urban neighborhoods. Championed by the Urban Institute, such systems are part of the National Neighborhood Indicators Partnership (NNIP), a highly regarded consortium of organizations dedicated to the democratization of data. In October 2009, D3 became a member of this elite and distinguished program.

D3 believes that direct and practical use of data by community and city leaders promotes thoughtful community building and effective policymaking. As a “one-stop shop” for data about the city of Detroit and the metro area, D3 provides unprecedented opportunity for collaboration and capacity building for Southeast Michigan.



THE KRESGE FOUNDATION

WHAT WE DO



The Center for Michigan 2010 Scorecard: The Center for Michigan is a "think-and-do tank" whose objective is to usher Michigan into a thriving economic future through research and civic engagement. In order to track Michigan’s progress, D3 has teamed up with the Center to produce ***The 2010 Michigan Scorecard: Benchmarks for Michigan’s Transformation.***

(http://www.thecenterformichigan.net/michigans-defining-moment/scorecard_for_2010/)

Community Development Advocates of Detroit Neighborhood Revitalization Strategic Framework (CDAD): The Community Development Advocates of Detroit (CDAD)



Neighborhood Revitalization Strategic Framework provides a vision for the potential future direction of Detroit, even those areas that are underutilized or abandoned. D3 has developed indicators to illustrate the characteristics and relative strengths of each census block in the city. This analysis will assist in city-wide assessments of neighborhoods, and will be used to support neighborhood level revitalization decisions. The research will be ground-tested

first in two Detroit neighborhoods that present distinct challenges and opportunities: the Lower Eastside Action Plan (LEAP) area, and the Urban Neighborhoods Initiative area in Southwest Detroit.

Cultural Alliance of Southeast Michigan (CASM) and D3 are surveying CASM members to better understand and improve relationships between cultural organizations and the communities they serve.



Detroit Housing and Neighborhood Indicators Analysis: D3 provides foundation, public and non-profit partners with information on housing sales and foreclosure trends to help target neighborhood revitalization strategies. Using proprietary and public data from parcel-level transactions, Home Mortgage Disclosure Act (HMDA) mortgage reporting, the Detroit Residential Parcel Survey, and other economic and demographic neighborhood indicators, D3 incorporates the latest data into its analysis.

Detroit Kids Data: D3 operates and updates DetroitKidsData.org (DKD), a web-based, interactive data repository of child and family information for Wayne, Oakland, and Macomb counties, and the city of Detroit. DKD's information is presented in geographic units as small as zip codes and as large as counties, and is compared to state and national averages. D3 is continuing to expand both the indicators and the site's functionality. (detroitkidsdata.org)



Detroit Residential Parcel Survey: D3 is the technical partner for an on-going building condition survey of all residential parcels (350,000) in the City of Detroit. Surveyors went out in the field from August to October of 2009 to collect information on building type, vacancy, fire damage, open and dangerous conditions, and vacant lot type in order to create a baseline for neighborhood organizations, foundations, and city departments to use in planning. D3 executed the mapping, project predevelopment, and survey data processing for this project. D3 continues to perform survey analysis, and participates directly in the training and program rollout for communities to update this database. The long-term goal is to create a Neighborhood Reporting System process that community residents can update regularly. (detroitparcelsurvey.org)



East Jefferson Corridor Collaborative: D3 gathered data on East Jefferson Corridor residents and businesses to reveal the market and economic development potential in the corridor. The analysis provides a compelling case for strategic investment and development along the corridor.

Data Driven Detroit and **The Graham Environmental Sustainability Institute** are partnered in the Detroit Sustainability Indicators Project. The project has two goals: 1) To gather and assess data on relevant sustainability-related topics (environmental, economic and social), with the intent of mapping these data and making the findings available to the public, and 2) To create a sustainability index for Detroit that will help inform policy and decision making and serve as a model for other urban areas working on sustainable redevelopment.



M1 Rail Project Neighborhood Indicators Benchmarks - Phase 1: As Detroit plans for light rail along the Woodward Corridor, D3 is providing technical assistance to the M1 Rail project. To support the project, D3 is analyzing current demographic, socioeconomic, housing, land use, workforce, and business establishment data. In addition, this data provides a benchmark for future evaluation of the light rail's impact along the corridor.

New Economy Initiative Grantee Evaluation: The goal of the New Economy Initiative (NEI) in Southeast Michigan is to attract and retain talented workers and innovative firms, and to build an energetic culture of learning and innovation. As of March 2010, NEI granted just over \$24 million dollar for activities in the following three areas: 1) developing a successful entrepreneurial eco-system, 2) capitalizing on existing regional assets, and 3) employing a more skilled and educated workforce. In collaboration with the W.E. Upjohn Institute, D3 will assist NEI in: 1) the development of a baseline assessment from which to measure the impact of NEI-funded activities on an annual basis and 2) the establishment of a monitoring system that will track the effectiveness of NEI-funded initiatives.



One D Scorecard: One D is a collaborative initiative that supports regional progress in Southeast Michigan by connecting, convening, and influencing change. One of its projects is the One D Scorecard which is designed to increase civic dialogue, track the region's progress, and report on change. D3 composed a comparative analysis of metro Detroit with the 53 largest metropolitan areas in the country across five key sectors: economic prosperity, educational preparedness, regional transportation, quality of life, and race relations. D3 produced 120 indicators that can be tracked over time. The One D Scorecard provides a new resource for a region that has lacked substantive data-driven decision-making practices. (onedscorecard.org)



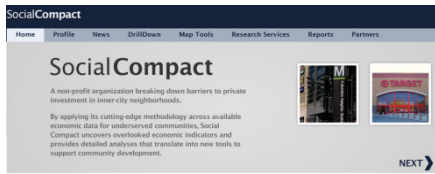
Right Start in Detroit: The Detroit Department of Health and Wellness Promotion (DHWP) and D3 created a research agenda around health issues in Detroit. **Right Start in Detroit 2009: Maternal and Infant Well-Being in the City of Detroit, 2000-2007** is an analysis of birth outcomes in Detroit by United Way Subcommunity area from 2000 to 2007. The data reported in this analysis conform to The Right Start in Michigan, a review of eight indicators of maternal and infant well-being. The measures tracked show policymakers, health care professionals, and others how a newborn's health status at birth is closely linked to maternal characteristics, and to the newborn's life prospects.



Starfish Family Services Needs Assessment: Starfish Family Services, headquartered in Inkster, Michigan, approached D3 to conduct an external evaluation of the most pressing needs of young children and families living in poverty, as well as the services available to address those needs, in its 14-community Western Wayne County service area. D3 profiled the demographic and socioeconomic characteristics of the communities and identified the geographical areas of greatest stress. D3 presented the Needs Assessment at an Inkster town hall meeting and at a Poverty Forum convened by Starfish.



Social Compact DrillDown 2009: D3 teamed up with Social Compact to develop the 2009 Detroit DrillDown, an update of work prepared by Social Compact in 2007. Unlike conventional



market analyses that use macro-level data sets, DrillDown analytics are calibrated to measure the changing, diverse and often informal economies in inner-city areas. Upon completion by Social Compact, D3 staff will be trained on the drilldown methodology and will rerun the 2009 dataset

for comparative purposes. All datasets will be transferred to D3, where they will be housed and used for neighborhood and other small geography analysis. D3 will conduct local drilldowns going forward. (<http://socialcompact.org/dd/cityDNA.php>)

Social Compact Consumer Expenditure Survey 2010: Complementing the Drilldown, D3 conducted a Consumer Expenditure Survey to measure the changing and diverse spending habits in Detroit. Approximately 1,200 in-person surveys were conducted (in addition to phone interviews) asking Detroit residents about their spending habits, including what they consume, how they commute, and where they shop. Respondents were also asked what kind of retail they envisioned for the city in the future. (socialcompact.org)

Wayne County Apportionment: D3 provided technical assistance for the plans that established the new Wayne County Commissioner districts. D3 staff worked with the Wayne County Apportionment Commission to draft several plans, and then produce a final version.



The **Woodward Corridor Initiative**, funded by Living Cities, builds on the progress made by stakeholders in the Midtown, New Center, and North End neighborhoods. Leveraging additional resources, the Initiative catalyzes already successful projects by convening residents, community groups, and programs that are mobilizing change. Data Driven Detroit is the data systems change partner to the Initiative,

helping to improve data quality, access, and transparency.

As part of the Community Youth Mapping Program, D3 is working with **Southwest Counseling Solutions** to educate young people about the geography of their neighborhoods. Fifty high school students will collect data about housing condition and occupancy, conduct a survey of business owners, and catalogue the information collected. D3 is also educating the youth about Geographic Information Systems (GIS) and promoting their ability to help people make informed decisions about their community from a spatial perspective.



Please contact Data Driven Detroit at askkurt@datadrivendetroit.org

