

STRENGTH THROUGH NUMBERS

Data Driven Detroit's
2010 Annual Report



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Dear Associates and Supporters,

It is said that information is power. When it comes to communities, **information is empowering**. Especially at this juncture in Detroit's history, it is more important than ever for all Detroiters to have access to reliable information about the state of the city, its neighborhoods, and its residents. We all must feel empowered to shape Detroit's future.

Data Driven Detroit (D3) was established in 2009 to do just that: **provide accessible, high-quality information and analysis to drive informed decision-making that will strengthen communities in Southeast Michigan**. Of course, we would not have set out upon this venture if we did not already understand the inherent nexus between good data and sustainable urban planning. What we did not anticipate is how urgent the need for good data has become both locally and nationally. The recession and its aftermath have forced Americans to rethink everything from how to rebuild industry to how to redefine "work" and "community."

As a data warehouse, D3 subscribes to proprietary third party databases, adds local value to national data, encourages public agencies to share data, and produces primary data on issues of local importance. In less than two years of operation, D3 has assembled a wellspring of data about a variety of topics, including population demographics (gender, race, age, income, disabilities, education), economics, housing markets, employment, the environment, and business locations.

Archiving data, however, is only half the battle. D3's experienced staff uses the latest technological and analytical tools to transform data into useful analysis. D3 relies heavily on Geographic Information Systems and cutting-edge data management systems to make complex comparisons between data sets, to isolate specific indicators, and to focus on defined geographic boundaries. Mapping technology and other visualization tools help make the data "real" for those seeking information about their communities. The

combination of mapping technology, value-added data, and sophisticated software make it possible for D3 to produce a wide range of analyses as we go forward, which could include:

- The number of people within a 10 minute drive from a grocery store
- How many high-growth businesses are located downtown
- The neighborhoods with the most young people or families with children
- The neighborhoods with the most stable home values over the last ten years
- How many high income employees are within a 10 minute walk from a restaurant

We have deployed GIS technology to map neighborhoods, and social media to communicate the relevance of data. In 2010, D3 has served organizations as diverse as Mayor Dave Bing's "Detroit Works Project," to an eastside Detroit business association, to an Inkster family services nonprofit.

We are fortunate to be in a position to serve all segments of the community in this era of profound transformation. We would like to take this opportunity to thank those who have been willing to share data across organizational and institutional boundaries. We thank our partners who have collaborated with our staff in innumerable ways. We thank our clients, who have sought our expertise as they build their visions for the future. And most of all, we thank our principal funders, **The Skillman Foundation** and **The Kresge Foundation**, for making the democratization of data a reality in Detroit.

Sincerely,



Kurt Metzger
Director



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THE YEAR IN DATA DRIVEN DETROIT

Data Driven Detroit (D3) is perfectly positioned to supply the growing demand for good data from foundations, government agencies, media outlets, community groups, and citizens. In order to meet metropolitan Detroit's data needs, D3's major goals and activities include:

- Collaborating with local governments, community agencies, and other regional entities to access and develop unique data sets
- Conducting original research on a broad range of topics, including demographic, economic, environmental, and housing conditions
- Using advanced technology to gather and analyze data to inform local decision-making and influence policy change
- Measuring results and reporting the outcomes of a wide variety of community change initiatives

Collaborating with data developers and users is an essential component of data collection, analysis, and dissemination. In addition to continuing partnerships at the national level with the Living Cities Foundation, Social Compact, and supporting the Local Initiatives Support Corporation (LISC) with data, D3 began working with the Urban Institute's National Neighborhood Indicators Partnership (NNIP). In late 2009, D3 was invited to join the NNIP, a select group of 36 organizations nationwide that have built advanced, continuously-updated information systems designed to track neighborhood conditions in their cities. As a member of the NNIP, D3 is able to network with other organizations working in the same field, and learn best practices around data sharing, delivery, and analysis.

Major factors that have helped accelerate the effectiveness of D3 in 2010 include:

- Improving D3's branding
- Collaborating on the groundbreaking Detroit Residential Parcel Survey
- Launching the D3 website

Branding: D3 was established in 2009 as the Detroit-Area Community Information System (D-ACIS). While the name was descriptive of what the organization does, it was difficult to remember, and the acronym was unpronounceable. For an organization dedicated to democratizing data, the name seemed inaccessible. The

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simpler, more inviting brand Data Driven Detroit (D3) has functioned as a “welcome mat” to policymakers and community leaders alike.

Detroit Residential Parcel Survey: In 2009, D3 collaborated on an unprecedented survey of all the 1-4 unit residential structures in Detroit called the Detroit Residential Parcel Survey. (For more information, see page fifteen below.) Following the February 2010 release of the survey data, D3 and the Detroit Data Collaborative were catapulted into the international spotlight. The data and maps spawned by the project have been reprinted in numerous publications and have been used by researchers and university students in the United States and abroad.

D3 Website: D3’s new presence on the Internet has greatly expanded its reach and accessibility. In May 2010, D3 launched the Data Driven Detroit website¹. Just six months after launch, the site had generated over 10,000 visits. Additionally, D3 has made data from the parcel survey available online², as well as information about the state of the area’s children³. The “Ask Kurt” option on the D3 homepage has seen heavy usage, with inquiries covering a wide-ranging variety of topics and sparking new ways to share data.

While these three factors have increased the reach of the organization, it is the everyday research and data analysis that makes D3 relevant in the metro Detroit community. Over the past year, D3’s activities have been concentrated in the following areas:

- 1) Community & Neighborhood Indicators
- 2) Regional & State Indicators
- 3) Child Welfare Indicators
- 4) Developing New Data
- 5) Media& Presentations

¹ <http://www.datadrivendetroit.org>

² <http://www.detroitparcelsurvey.org>

³ <http://www.detroitkidsdata.org>

COMMUNITY & NEIGHBORHOOD INDICATORS

Tracking neighborhood data at a small scale fosters understanding of variation within communities. This information can then be used to ameliorate needs and bolster assets. In 2010, D3 has continued work on gathering, analyzing, and applying neighborhood and community level data to a variety of projects, including a needs assessment for Starfish Family Services and the RecoveryPark project.

COMMUNITY DEVELOPMENT ADVOCATES OF DETROIT NEIGHBORHOOD REVITALIZATION STRATEGIC FRAMEWORK

The Community Development Advocates of Detroit (CDAD) Neighborhood Revitalization Strategic Framework⁴ provides a vision for the potential future direction of any given type of area in the City of Detroit, even those areas that are underutilized or abandoned. D3 has developed a composite analysis of indicators to illustrate the category, 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. This process is deliberately iterative, and is meant to respond to community feedback and data needs.

MICHIGAN NEIGHBORHOOD STABILIZATION PROGRAM 2 CONSORTIUM

Data Driven Detroit provides data collection, management, coordination, analysis, and presentation services to assist the Michigan Neighborhood Stabilization Program 2 (NSP2) Consortium as it targets federal stabilization funds. D3's support includes analysis and mapping of parcel-level housing conditions, values, ownership type, and foreclosure status within NSP2 designated target areas. D3 also provides aggregated housing market data to inform parcel acquisition for demolition and land-banking.

⁴ http://detroitcommunitydevelopment.org/CDAD_Revitalization_Framework_2010.pdf

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STARFISH FAMILY SERVICES NEEDS ASSESSMENT

Starfish Family Services (SFS), headquartered in Inkster, Michigan, is a nonprofit agency that provides services to at-risk young children and their families. SFS's mission is "strengthening families to create brighter futures for children." In 2010, SFS asked D3 to conduct an external evaluation of the most pressing needs of families, as well as the services available to address those needs in its 14 community service area.

The needs assessment includes four parts. First, using a wide range of available data, D3 constructed profiles of the children and families in the 14 communities in order to identify their most pressing needs and pinpoint the geographical areas of greatest need. Second, D3 identified the providers in western Wayne County that offer services addressing these needs. Third, D3 prioritized the community's needs, taking into consideration both the needs and the availability of services targeting the needs. Fourth, D3 will describe the implications of the findings for Starfish's strategic planning.

This evaluation will provide Starfish with a roadmap for aligning its programs with the current and longer-term needs of the population in its service area. But it has already had a much wider impact: D3 has presented the initial community demographic profile at a community forum at the request of Inkster Mayor Hilliard Hampton, and at a Poverty Forum organized by Starfish on November 15.

The final report will be issued in December 2010.

EAST JEFFERSON CORRIDOR COLLABORATIVE



D3 analyzed neighborhood indicators in and around Detroit's East Jefferson Corridor for the East Jefferson Corridor Collaborative. D3's report examined demographic, socioeconomic, housing, employment, and business data, with an emphasis on quantifying the diverse character of neighborhoods along the corridor. Illustrations of the heterogeneity of neighborhoods along the corridor equip stakeholders with information as they further develop the corridor's livability and commercial offerings.

THE RECOVERY PARK PROJECT

RecoveryPark⁵ is a projected 10-year, multi-million dollar planned community redevelopment project on the east side of Detroit. D3 has supported the project with detailed data and analysis, and D3 staff participate regularly in the RecoveryPark Leadership Task Force meetings. The partnership between RecoveryPark and D3 is a tangible example of the practical application of data, and an inspiring demonstration of the power of collaboration.



LOCAL INITIATIVES SUPPORT CORPORATION

The Local Initiatives Support Corporation (LISC) is a national community development support organization working to help community residents transform distressed neighborhoods into health and sustainable communities of choice and opportunity. D3 provided data analysis and mapping support to LISC's strategic planning effort. This support allowed the staff and board to determine the geographic areas that will serve as the primary locations for future LISC sustainable neighborhoods work.

THE CATHOLIC ARCHDIOCESE OF DETROIT

The Catholic Archdiocese of Detroit has embarked upon a strategic plan to sustain of its parishes and services. D3 provides neighborhood indicators and mapping services to the Archdiocese to create a city-wide framework for these decisions.

CITY COUNCIL ELECTIONS BY DISTRICT

Currently, Detroit City Council members are elected at-large. However, the Detroit Elections Commission is defining districts in order to apportion new city council seats. Data Driven Detroit is informing the process with demographic data.

M1 RAIL PROJECT NEIGHBORHOOD INDICATORS BENCHMARKS

As Detroit plans for light rail along the Woodward Corridor, Data Driven Detroit provides technical assistance to the M1 Rail project. D3's assistance includes analyses of current demographic, socioeconomic, housing, land

⁵ <http://recoverypark.org/>

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use, workforce, and business establishment data. These analyses assist in current planning efforts, and provide a benchmark for future evaluation of the impact of light rail along the corridor.

WAYNE STATE UNIVERSITY INSTITUTE OF ENVIRONMENTAL HEALTH SCIENCES

In the summer of 2010, D3 was approached by Wayne State University faculty in the Institute for Environmental Health Services to help demonstrate Geographic Information System (GIS) technology to Detroit Public School teachers. Teachers were shown how to collect, transfer, and map data describing damaged residential or industrial parcels with the potential to be rehabilitated (“brownfields”).

The project, which included instruction on how to use both GPS and GIS technology, will equip teachers to teach high school students a new way to engage with their city. The summer 2010 trainings were the first stage of an annual collaboration which will continuously promote local awareness of brownfields.



A D3 staffer and DPS teacher use GPS handsets to track hazardous structures.

SENIOR MOBILITY OUTREACH PROJECT

Led by Detroit-based Transportation Riders United (TRU), in partnership with the Regional Elder Mobility Alliance (REMA), the Senior Mobility Outreach project is designed to meet three objectives: 1) Gather data about unmet senior mobility needs in four southeast Michigan communities; 2) Inform and engage seniors and community leaders on the benefits of enhancing safe senior mobility; and 3) Promote current and future transit options that can improve quality of life.

Data Driven Detroit designed the questionnaire used to gather data about unmet senior mobility needs. The questionnaire collects information from local seniors about their travel patterns, modes of transportation, use of and attitudes toward the public bus systems in Southeast Michigan, and satisfaction with their personal mobility in their community. D3 is providing analyses of the questionnaire data over the 18 months of the project.

Once the data are analyzed, the final report will be valuable to policymakers and urban planners who are concerned about better meeting the mobility needs of southeast Michigan’s senior population.

BETTER BUILDINGS FOR MICHIGAN PROGRAM

WARM (Weatherization and Retrofit Maintenance) began in 1981 as a nonprofit organization training people in weatherization, construction, and energy conservation. WARM is part of the Better Buildings for Michigan Program, which is designed to give homeowners access to incentives, affordable loans, and improvements at a reduced cost to help bring down energy consumption, resulting in a savings of over \$300 per year per home.

In order to help implement the program, D3 provided WARM with an analysis of existing housing conditions in several target areas.

REGIONAL & STATE INDICATORS

While fine-grained neighborhood level analysis is important for understanding variation within communities, the wider lens of the region can also provide valuable insight. D3's regional indicator work includes such projects as the One D Scorecard and the Center for Michigan Scorecard.

ONE D SCORECARD

One D was founded by Edsel B. Ford II and the Chief Executive Officers of eight regional civic organizations to promote positive change in Southeast Michigan. Data Driven Detroit assists One D in producing a scorecard of over 100 indicators across five key priority areas—Economic Prosperity, Educational Preparedness, Quality of Life, Race Relations, and Regional Transit—that will help metro Detroiters measure their own progress and how the region stacks up against the nation's other 53 largest metropolitan areas. The aim of the One D Scorecard⁶ is to increase access to key information, foster informed civic dialogue, track progress on shared regional goals, and report change within the indicators.



The 2010 One D Scorecard will be released at the end of 2010.

THE CENTER FOR MICHIGAN 2010 SCORECARD

The 2010 Michigan Scorecard is a collaboration between D3 and The Center for Michigan, a non-partisan “think-and-do tank” designed to assist Michigan through its economic transformation. In order to help Michigan benchmark its success, The Center for Michigan's 2010 Michigan Scorecard focused on three priority areas: Talent and Education, Economy and Quality of Life, and Government Accountability.



Given its work on the 2009 One D Scorecard, D3 was a natural partner in this effort. Data Driven Detroit provided state-level data for many of the Center's scorecard indicators. The information is available to the public free of charge⁷.

⁶ <http://www.onedscorecard.org/>

⁷ http://www.thecenterformichigan.net/michigans-defining-moment/scorecard_for_2010/

2010 CENSUS

D3 has been involved in a broad array of Census-related efforts, from collaborating with the Michigan Nonprofit Association, to working with Grand Valley State University to develop the “Hard to Count” mapping website⁸, to assisting City Connect Detroit in its community outreach efforts. D3 also participated in several of the City of Detroit’s Complete Count activities designed to reach urban neighborhoods susceptible to undercounts. D3 is now assisting with an evaluation of the Michigan Nonprofit Association’s census outreach efforts.

As the more data-rich results from the American Community Survey become available, D3 is creating multi-year profiles and maps covering demographic, housing, economic, and social indicators for U.S. counties and cities. These Census Bureau indicators allow more fine-grained comparisons than those collected in the One D or Center for Michigan scorecards.

THE NEW ECONOMY INITIATIVE

The New Economy Initiative (NEI) for Southeast Michigan aims to help the seven-county Detroit region regain its leadership in the global economy. To this end, NEI funds innovative activities that:

- Develop a successful entrepreneurial eco-system
- Capitalize on existing regional assets and resources
- Employ a more skilled and educated workforce



In collaboration with the W.E. Upjohn Institute, D3 is helping to monitor the impact of the NEI-funded initiatives. D3 is working to develop a baseline assessment framework from which to measure the impact of NEI-funded activities annually. D3 is also establishing a monitoring system that will track the effectiveness of NEI-funded initiatives in achieving short-term and intermediate-term goals. In addition, D3 has assisted the NEI Global Detroit initiative to develop a better understanding of the immigrant community of metro Detroit.

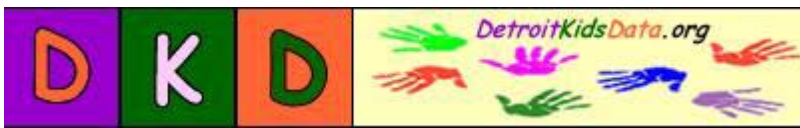
⁸ <http://cridata.org/htc>

CHILD WELFARE INDICATORS

In 2010, D3 began assembling and analyzing data on children and families in the Detroit region. Several projects have resulted from this work, including Detroit Kids Data and the Right Start in Detroit.

DETROIT KIDS DATA

Data Driven Detroit now houses, operates, and updates Detroit Kids Data⁹ (DKD), an interactive website that offers data about the welfare of children and families in Detroit, as well as Wayne, Oakland, and Macomb Counties. From the zip code level up to the county level, visitors can compare local data across the region.



The website provides important community health information for community members and public health service providers, including demographics, immunizations, blood lead levels, and much more. The profiles produced on the site can be used by many different individuals, groups, and organizations to learn something new, make decisions, or solve problems related to their community's health. The site also allows users to make maps of their communities based on any data in the site.

D3 is now working with Wayne State University and Children's Hospital of Michigan to devise ways to keep the website current and accessible.

GREAT START COLLABORATIVE

Data Driven Detroit is working with the Great Start Collaborative-Wayne to improve data and information delivery across the metro area. This partnership produced the 2010 "How are the Children?"¹⁰ report, now available online. The report begins with a general overview of demographic, socioeconomic, and economic trends in Wayne County. What follows is a county-wide assessment of available data in each of the five key areas identified by the Great Start Collaborative-Wayne, including:

- Basic needs, economic security, and child safety
- Early care and education
- Parenting education and family support



⁹ <http://www.DetroitKidsData.org>

¹⁰ http://www.greatstartcollaborativewayne.org/research_implement/data_reports.html

- Physical health care
- Social-emotional health care

In addition, due to the size and complexity of Wayne County, the Collaborative decided to divide it into quarters and present four sub-county summary reports, highlighting those variables for which sub-county data were available. The Detroit section further breaks the data into the city's 10 planning clusters.

2009 RIGHT START REPORT

In October 2009, D3 collaborated with the Detroit Department of Health and Wellness Promotion (DHWP). With

Right Start in Detroit 2009:

*Maternal and Infant Well-Being
in the City of Detroit, 2000 - 2007*



access to the health department's sub-community birth data, D3 compiled "Right Start in Detroit 2009: Maternal and Infant Well-Being in the City of Detroit, 2000-2007." The report is a concrete example of how data can be used by the community and policymakers to drive effective decision-making. The report revealed that teen pregnancy is still a significant problem

for the city: the rate of teen pregnancy is again on the rise after several years of decline. This insight allows stakeholders to target their resources to the areas of greatest need.

D3 is currently working with DHWP to update the 2009 report. The latest version will be complete early in 2011.

THE STATE OF DETROIT'S CHILD

The Skillman Foundation requested that Data Driven Detroit prepare a white paper on the overall well-being of Detroit's children, with a sub-analysis specific to boys of color. This report presents a broad set of indicators on the population aged 0 to 18 years in the City of Detroit. The research will provide a basis for a deeper understanding of how best to support Detroit's children, and a benchmark to measure gains in the future.

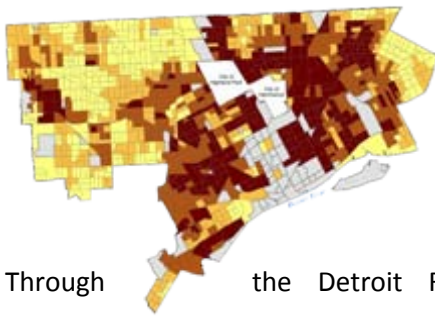
The report will be completed in December 2010 and an Annual Report Card to the Community will continue the project.

DEVELOPING NEW DATA

One of the key goals for Data Driven Detroit has been to collaborate with other organizations to increase mutual access to critical information and to help organizations build systems to feed data into their policy decisions. Through multiple partnerships, D3 has participated in the collection, preparation, analysis, and release of an array of new datasets. Datasets developed include the Detroit Residential Parcel Survey and housing market transaction data.

DETROIT RESIDENTIAL PARCEL SURVEY

The Detroit Residential Parcel Survey was conceived and implemented by the Data Collaborative, a partnership between the Detroit Office of Foreclosure Prevention and Response (FPR), Community Legal Resources (CLR), and Data Driven Detroit (D3). Surveyors went out in the field in August and September of 2009 to survey every



residential property with 1-4 units in Detroit. This included 350,000 single-family houses, duplexes, and multi-family structures up to four units. The results were published in February 2010, and were made available to the public¹¹.

Through the Detroit Residential Parcel Survey website, government officials, community organizations, and individuals can access the data collected in the survey at the block, neighborhood, and larger city district level. Visitors can explore data on residential condition, type, occupancy, and other characteristics through an interactive online mapping tool. The data are groundbreaking for Detroit, which has never seen a survey of all its residential parcels at the same time. This comprehensive picture of the city's housing stock feeds a variety of urban planning projects. For example, the City of Detroit and the local Department of Homeland Security office used the Detroit Residential Parcel Survey data, and other data and analysis provided by Data Driven Detroit, to create a strategic plan to prevent fires on Angel's Night 2010.

SOCIAL COMPACT DRILLDOWN

Social Compact, a nonprofit research organization in Washington, DC, assists local organizations in breaking down barriers to public and private investment in cities. It operates on three main principles:

- All communities are potential markets, and ignoring their market potential robs them of dignity

¹¹ <http://www.detroitparcelsurvey.org>

- The lack of information about urban communities creates risk aversion in investors. If they do not understand a market, they will not invest in it
- Everyone, from block clubs, to government, to the business community, should have access to the same information about a city's neighborhoods

Data Driven Detroit has been working with Social Compact over the last year to develop the 2010 Detroit DrillDown. The 2010 Detroit DrillDown will update the 2007 report which provided an analysis of economic indicators of market size, strength, and stability for 54 neighborhoods in the City of Detroit. Once completed and distributed, D3 will serve as Social Compact's local partner to develop drilldown profiles for customized geographies.

SOCIAL COMPACT CONSUMER EXPENDITURE SURVEY

With the Detroit Economic Growth Corporation (DEGC) and Social Compact, Data Driven Detroit conducted approximately 1,200 in-person surveys (and additional phone interviews) of Detroit residents about their spending habits, including what they consume, how they commute, and where they shop. Respondents were also asked about what kind of retail they envisioned for the city in the future. Survey results for the six Detroit neighborhoods included in the study will be available early 2011.

HOUSING MARKET TRANSACTION DATA

Data Driven Detroit manages a detailed Detroit housing transaction dataset from CoreLogic and Social Compact. The dataset contains transaction level data which can help answer critical housing and neighborhood health questions about foreclosures, housing sales, and property ownership. D3's management of the dataset includes conversion of raw data into useful databases, which are then analyzed and archived at D3. With funding from the Detroit Office of Foreclosure Prevention and Response (FPR), D3 analyzes the data and supports the work of local partners, including the City of Detroit Planning and Development Department (PDD) and Community Legal Resources (CLR). D3's housing indicator analyses have also supported the Detroit Land Bank, the City of Detroit Mayor's office, Detroit Economic Growth Corporation (DEGC), various foundations, community organizations, and others developing revitalization strategies in Detroit.

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LOWER EASTSIDE ACTION PLAN

To support the Lower Eastside Action Plan (LEAP), Data Driven Detroit has partnered with a collection of community organizations to survey all commercial and industrial parcels and structures on Detroit's lower eastside. Data Driven Detroit facilitated the surveys, mapping, and training of community surveyors. D3 will house and process the data, and incorporate the information into technical assistance provided to LEAP partners. The data will fill critical information gaps necessary for LEAP's ambitious revitalization planning process.

DETROIT INDUSTRIAL PARCEL SURVEY

Data Driven Detroit is collaborating with the Initiative for a Competitive Inner City (ICIC) and Interface Studios to conduct an industrial parcel survey of the City of Detroit. D3 staff participated in the surveying process, and supported the entire effort with parcel and land cover data. The final dataset will be housed at D3.

ENVIRONMENTAL INDICATORS

D3 has begun conducting original research on environmental indicators in the City of Detroit. The environmental data will be used to compare Detroit and its metropolitan area to other regions.

The environmental indicators D3 currently tracks include:

- Carbon dioxide emissions, 2006-2008 by state
- Energy consumption per capita, 2008 by state
- Renewable energy net generation, 2006-2007 by state
- Toxic releases, 2005-2008 by the 54 most populated regions
- Air quality index, 2005-2008 by the 54 most populated regions
- Total alternative energy vehicles, 2005-2007 by state
- Green infrastructure, 2008 by parcel in Detroit

These and other indicators will provide a framework for assembling and tracking environmental and sustainability indicators in the coming year.

MEDIA & PRESENTATIONS

TRADITIONAL MEDIA

D3 has received a tremendous amount of local and national media in its two short years of existence. Below is a list of media mentions in 2010:

Detroit News, “Eliminating blight key to Detroit’s future,” November 12, 2010

Money, “Lessons from Detroit,” November 2010

Metro Parent, “Raising kids in the City of Detroit,” October 2010

Detroit Free Press, “Ann Arbor becomes the center of power,” October 10, 2010

Detroit News, “The reason why we’re poorer,” October 3, 2010

Macomb Daily, “Sterling Heights median income drops significantly,” September 30, 2010

Fox 2 News, “White population growing in Detroit,” September 29, 2010

Detroit Free Press, “Detroit sees rise in white residents after 60 years,” September 29, 2010

Detroit News, “Michigan sees sharpest income plunge in nation,” September 29, 2010

Fox 2 News, “Detroit Works projects forums seen as vital,” September 15, 2010

Metro Times, “The numbers game,” September 8, 2010

Michigan Public Radio, Jack Lessenberry’s Essays and Interviews, “In the numbers,” September 2, 2010

Next American City, “The data dividend,” Fall 2010

Detroit Free Press, “Harness survey data, don’t limit it,” August 30, 2010



Director Kurt Metzger talks with Channel 7 editorial director Chuck Stokes.

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Detroit Free Press, “Divided we stand,” August 22, 2010

Detroit Free Press, “Population density to guide Detroit’s destiny,” August 15, 2010

New York Times, “Razing the city to save the city,” June 20, 2010

MLive.com, “Michigan birth rate down 21 percent since 2000,” June 12, 2010

Wall Street Journal, “Black flight hits Detroit,” June 5, 2010

Governing, “Leading the census-participation pack: Livonia, Mich. had the highest census participation rate not because of what it did – but because of what it is,” June 1, 2010

Chaldean News, “So different, so similar: Immigrant experiences lay groundwork,” May 1, 2010

Detroit Free Press, “2020 VISION: What Detroit could be in 10 years,” April 4, 2010

Detroit Free Press, “Welcome to the city of our future,” April 4, 2010

Detroit Free Press, “City’s rebirth at risk over lack of births,” March 2, 2010

Detroit Free Press, “Detroit’s priorities,” February 28, 2010

Detroit Free Press, “Getting to a smaller Detroit,” February 28, 2010

Detroit Data Collaborative, “Detroit Data Collaborative releases landmark residential survey data,” February 21, 2010

Detroit Free Press, “The good, the bad and the vacant,” February 20, 2010

Detroit Free Press, “Teen births up in Detroit after declining for years,” February 10, 2010

Crain’s Detroit Business, “Demographer: Numbers key to shaping city’s future,” February 1, 2010

ANNUAL REPORT 2010

PRESENTATIONS

While D3 utilized its webpage and social media to keep the community informed about research, data, and analyses relevant to the metropolitan area, it also took advantage of more traditional ways to disperse its message. D3 Director Kurt Metzger is a fixture at area leadership development programs, universities, and business forums. In 2010, he made more than two dozen community presentations, including:

Michigan Association of Planning: 2010 Annual Planning Conference, October 21, 2010

Leadership Detroit, October 14, 2010

Detroit Orientation Institute, October 14, 2010

Grassroots Grantmakers, October 7, 2010

Generations of Promise, October 6, 2010

Leadership Macomb, September 15, 2010

University of Toronto Planning Department Students, August 31, 2010

University of Michigan's Urban Research Center, August 19, 2010

Detroit Economic Growth Corp., Detroit's reinvention initiative, August 3, 2010

Department of Urban Heritage PhD Students and Faculty from Bauhaus, Germany, June 25, 2010

Detroit Orientation Institute: Leaders without Borders, May 27, 2010

Palmer Park Symposium, May 22, 2010

Great Start Collaborative-Wayne, April 29, 2010

Detroit Law Firm Press Diversity Day, April 22, 2010

Kaiser Foundation's Media Fellows, April 13, 2010

Right Start Press Conference with Detroit City Councilmember James Tate, April 1, 2010



[Kurt Metzger shares data about Detroit with Bauhaus University students.](#)

STRENGTH THROUGH NUMBERS

BLOGS

D3 Director Kurt Metzger's blog "The Detroit Data Guru"¹² reached more than 6,000 viewers in 2010, with an average of 20 hits per day. Below is a list of his blog entries for the year:

Untying the knot: Is marriage becoming obsolete? November 19, 2010

Lessons from the past by a man who lived it, November 16, 2010

100 million Teenie Beanie Babies can't be THAT wrong! November 4, 2010

A holiday you can count on! October 15, 2010

Detroit: Blacks out, whites in, October 2, 2010

While the funding didn't arrive, the promise is still alive, September 29, 2010

Even if you know the way to San Jose, you're better off driving in Detroit, September 24, 2010

Come to Detroit: We have the most affordable housing and our own TV show, September 22, 2010

As poverty rises, the poor must speak up! September 20, 2010

If you ever wanted to be involved in Detroit's rebirth...now is the time! September 17, 2010

Webchat: Are city council districts the answer for Detroit? August 25, 2010

Feeling stressed lately? August 25, 2010

DPS teachers spend their summer mapping dangers, August 23, 2010

For every Michigan voter, three sat out the primaries, August 9, 2010

Real data impact real lives, August 9, 2010

Detroit's on track for mass transit, August 5, 2010

¹² <http://detroitdataguru.wordpress.com>

ANNUAL REPORT 2010

Good data can mean a Great Start for Wayne County kids, August 3, 2010

The path to our region's future is in black and white, July 9, 2010

The world is knocking at Detroit's front door, June 29, 2010

We're number two! We're number two! June 24, 2010

Michigan's Defining Moment: Dark clouds, silver linings, June 8, 2010

GMAC Insurance National Drivers Test finds 38 million American drivers may be unfit for roads, June 4, 2010

Hey, Baby, what's happening? June 2, 2010

Was the 2008 presidential election a voting boom or bust? May 27, 2010

D.C. Data Conference: A meeting of the minds, May 21, 2010

Embracing diversity requires even-handedness, May 17, 2010

Don't let unfounded privacy concerns keep you away from the census, April 28, 2010

2009 MEAP: Public school reading scores outshine the charters, April 18, 2010

Oakland County's future isn't just black and white, March 29, 2010

Men's memories? Forget about it... March 21, 2010

A Poll with Promise: What one study says about our hope for the future, March 16, 2010

Right start: Maternal and infant well-being in Detroit, March 1, 2010

Fat Chance: The numbers bear out the First Lady's call for fitness, March 1, 2010

How do we develop neighborhoods of opportunity? February 18, 2010

The Census is coming! The Census is coming! February 17, 2010



STRENGTH THROUGH NUMBERS

Driving decisions with data, February 17, 2010

A booming idea for playgrounds, February 15, 2010

Haulin' it out of Michigan, February 5, 2010

Counting on Black History Month, February 2, 2010

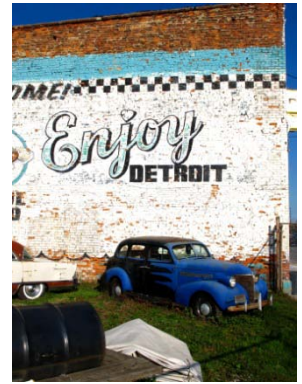
Can you bring yourself to work? January 27, 2010

French newspaper visits Detroit, the "Paris of the West", January 27, 2010

Fill up your fuel efficient Ford Fusion and cruise into affordable living! January 12, 2010

Painting pictures by the numbers, January 11, 2010

In 2010, the sky's the limit, January 6, 2010



THE FUTURE


Data Driven Detroit embraces the belief that data and analysis must be accessible to stakeholders. For D3, the future of data dissemination in 2011 lies in providing data through a public portal where users can interact with and download the data in useful formats, including maps and profiles. D3 is currently working in partnership with the Community Research Institute (CRI) at Grand Valley State University to develop an interactive mapping and profiling platform containing Detroit metropolitan area data.

Community Research Institute
Empowering communities with quality research and data



LIVING CITIES
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In addition to continuing many 2010 projects, Data Driven Detroit will begin new 2011 projects. Data Driven Detroit is proud to be the data systems partner of Detroit's Living Cities Integration Initiative, which will begin a three-year funding period in January 2011. As one of six partners in the \$17-\$23 million initiative to invest in Detroit's Midtown, D3 will have a direct line of communication with city officials to change the ways in which data are collected and utilized in the City of Detroit.

D3 is collaborating with several organizations, including the Graham  Environmental Sustainability Institute at the University of Michigan and Wayne State University's Institute of Environmental Health Sciences, to collect, analyze, store, and disseminate environmental and sustainability data. Adding environmental data to D3's catalog will provide City of Detroit officials and stakeholders with the capacity to be environmentally conscious in planning for the future of our region.

The coming year promises to bring new indicator work around quality of life and arts and culture. D3 has been enlisted by the Cultural Alliance of Southeastern Michigan to help design, implement, and analyze a "cultural census" that will establish how deeply the arts and culture are integrated in the success of the region; how arts



and cultural organizations can be better served by the Alliance; and how member organizations can better relate to the community, reach audiences, and raise funds.

As Data Driven Detroit becomes increasingly involved with government, community, and public policy initiatives, it will have expanded capacity to integrate a variety of data sets into one system. This will allow for more in-depth analyses of the interactions between key neighborhood characteristics, bringing D3 closer to the vision of ensuring that good decisions are made with good data.