LED in Action: Using LODES Data for Outcome Tracking and Community Engagement in the Promise Zones Initiative

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Disclaimer

Any opinions and conclusions expressed in this presentation are those of the authors and do not necessarily represent the views of the U.S. Department of Housing and Urban Development or any partners in the Promise Zones Initiative.

Promise Zones is…

A White House Initiative

Part of the President's Ladders of Opportunity Agenda

A Place- Based Initiative

Promise Zones Goals

- Create Jobs
- Increase Economic Opportunity
- Improve Educational Opportunities
- Reduce Serious or Violent Crime
- Leverage Private Capital

Promise Zone Benefits

Federal staff on the ground to help connect with resources

5 AmeriCorps VISTA members

Preferred access and technical assistance to more than 35 federal programs

Promise Zones Designees

Number of Designees	***Total 20*** Urban, rural, and tribal Promise Zones Round 1 (2014): 5 Round 2 (2015): 8 Round 3 (2016): 7
Designation Duration	10 Years
Qualifying Criteria	***Contiguous geography*** encompassing one or more census tract (exception: Tribal)
	Population: Urban: 10,000 – 200,000 Rural/Tribal: Less than 200,000
	Overall poverty rate or Extremely Low Income Rate Urban: At or above 33% Rural/Tribal: At or above 20%; PZ must contain one census tract at or above 30%
	Local leadership (Mayor) must demonstrate support

Promise Zones Designees

Using LODES and OnTheMap for Promise Zones

Outcome Indicators Tracking

- Tracking and conducting internal analysis of changes over time in key indicators
  - *Employment by industry*
  - *Job flow*

Technical Assistance

- Create and share settings files
- Provide maps and excel data reports
- OnTheMap tutorial

Community Engagement

- OnTheMap visualization assists with local implementation strategies
- Local expertise informs mapping results

Engaging Stakeholders: Technical Assistance Approach

- Shapefiles of the Promise Zone boundaries (saved as .OTM files)

- Work Area Profile, Home Area Profile, inflow/outflow, distance/direction, and destination reports for each PZ

- Detailed excel report (will add comparison sites and years when available)

- Demo of OnTheMap to Promise Zones local staff and agency partners

Uploading a Shapefile

http://onthemap.ces.census.gov/
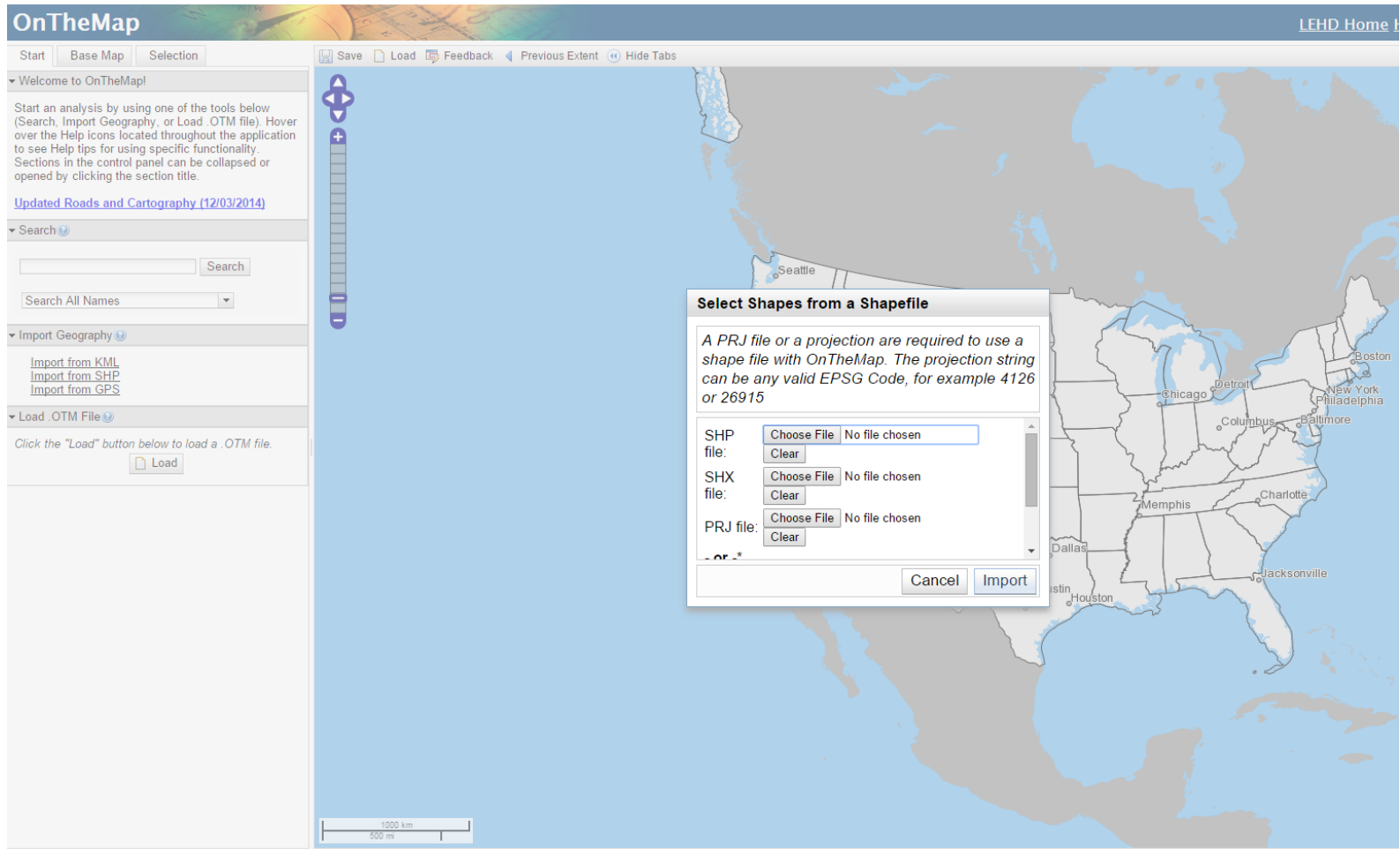
Accessing the Map Settings
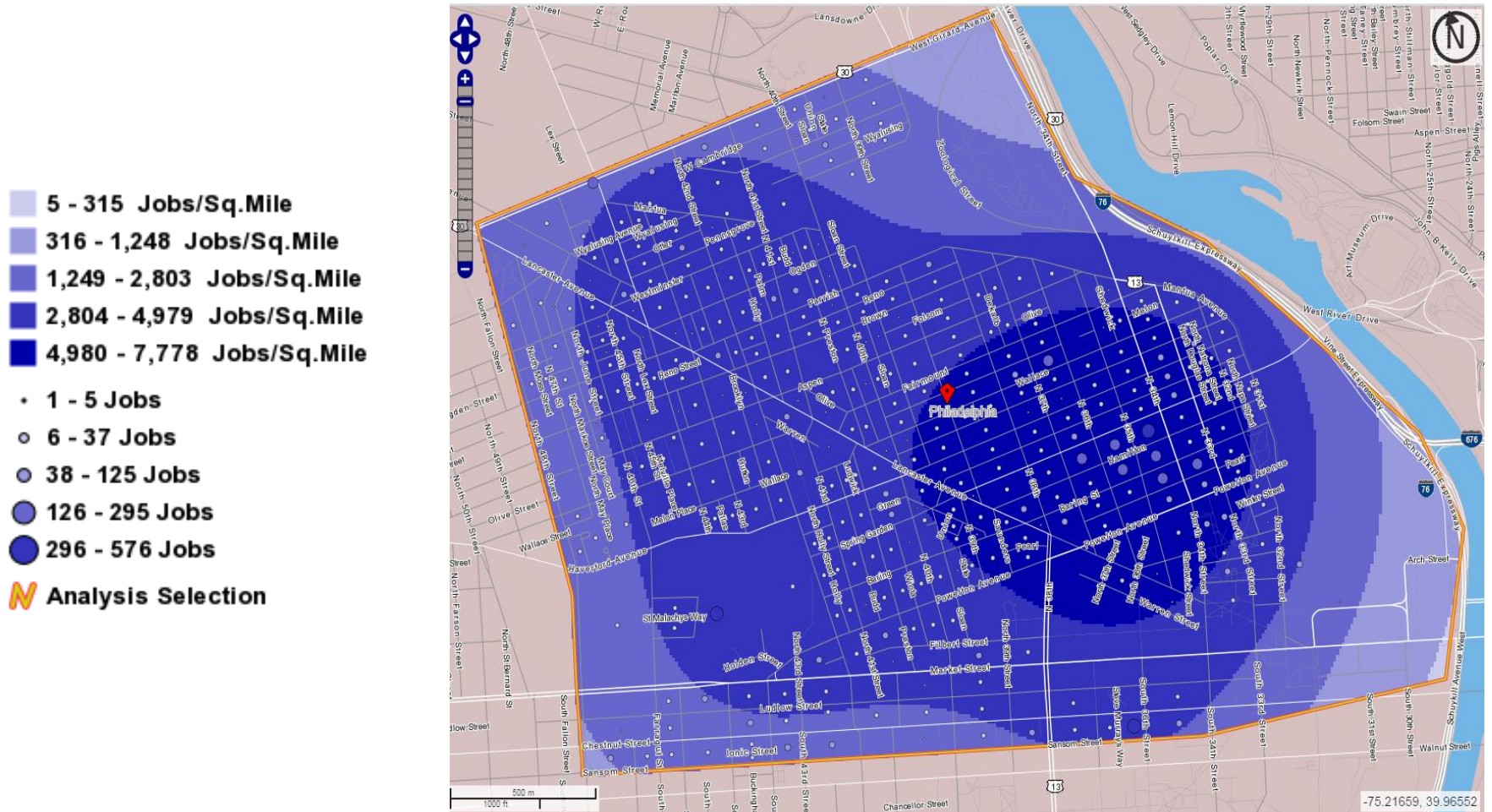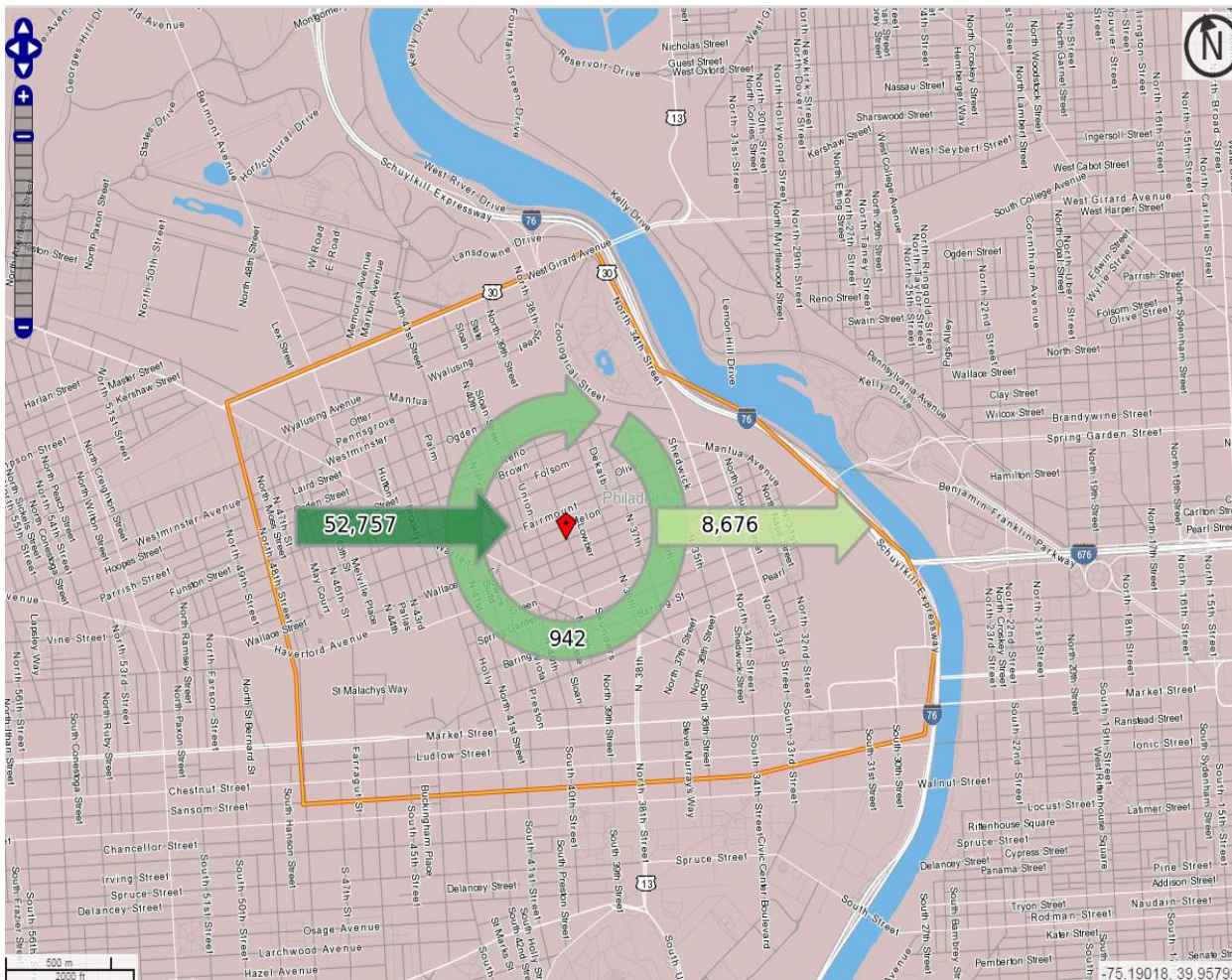
West Philadelphia: Work Area Profiles
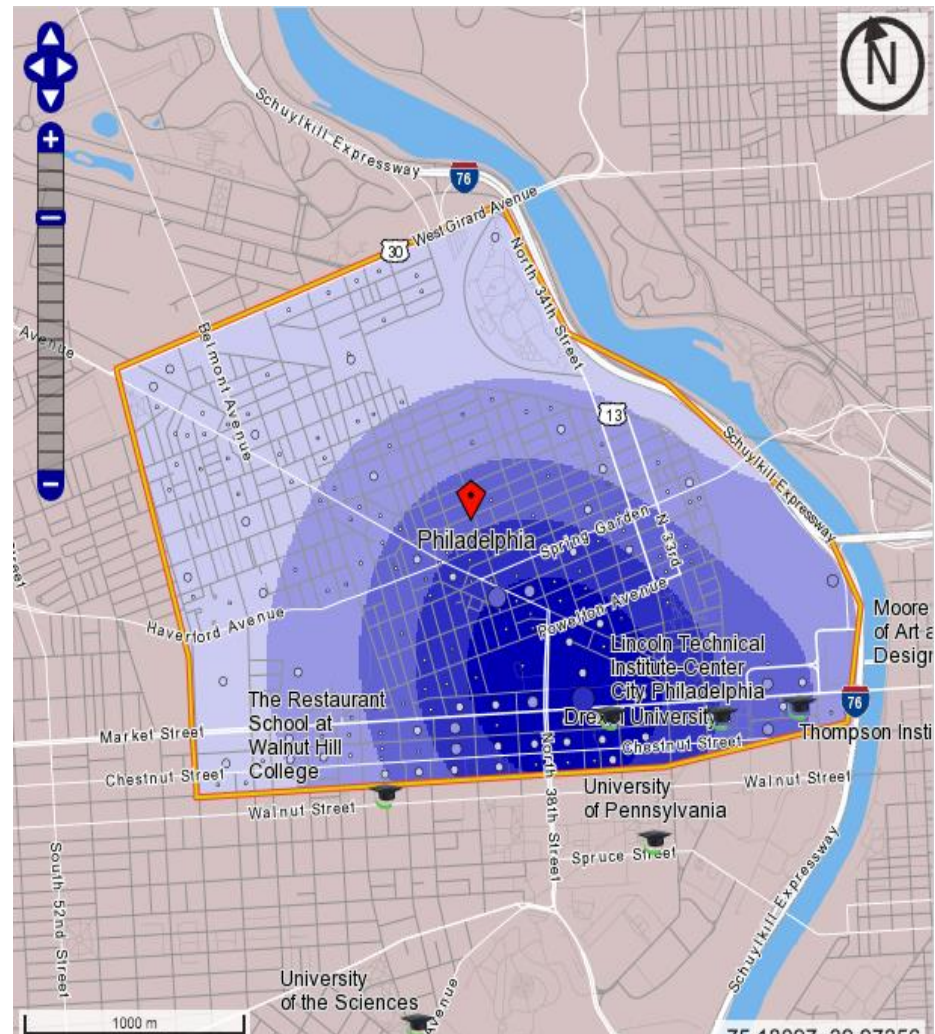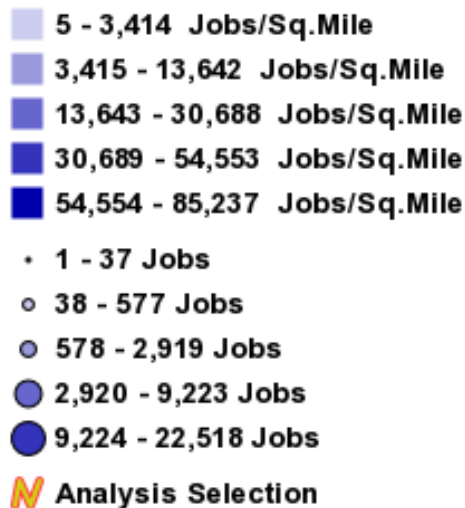
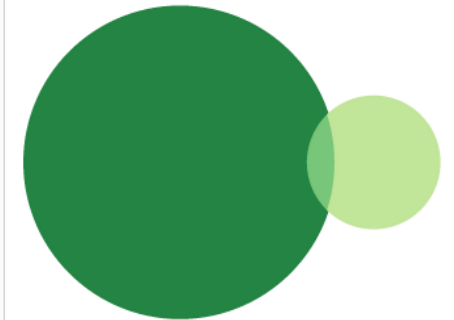Source: LODES OnTheMap, 2011 Data

West Philadelphia: Home Area Profile

Source: LODES OnTheMap, 2011 Data

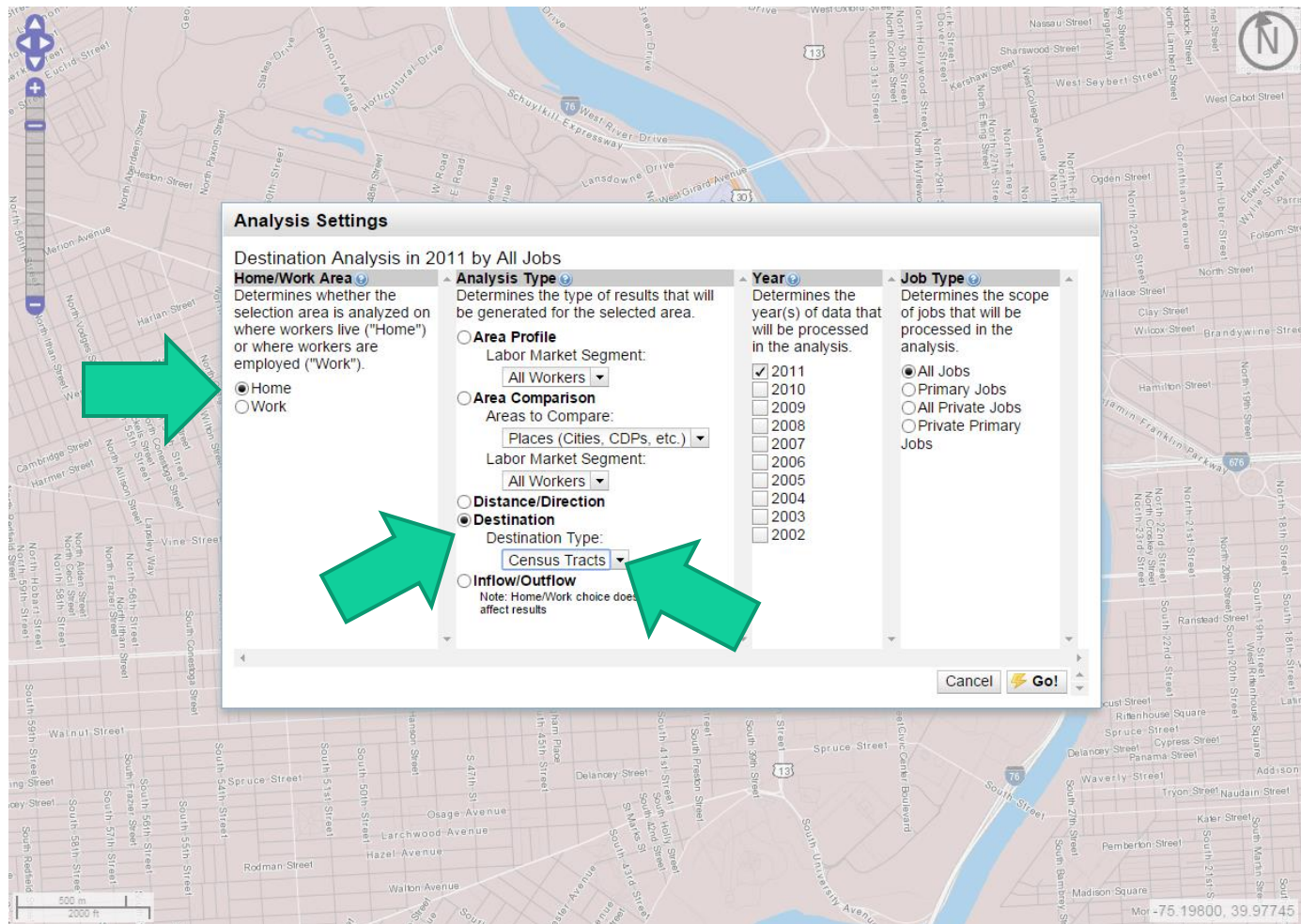# West Philadelphia: Inflow/Outflow
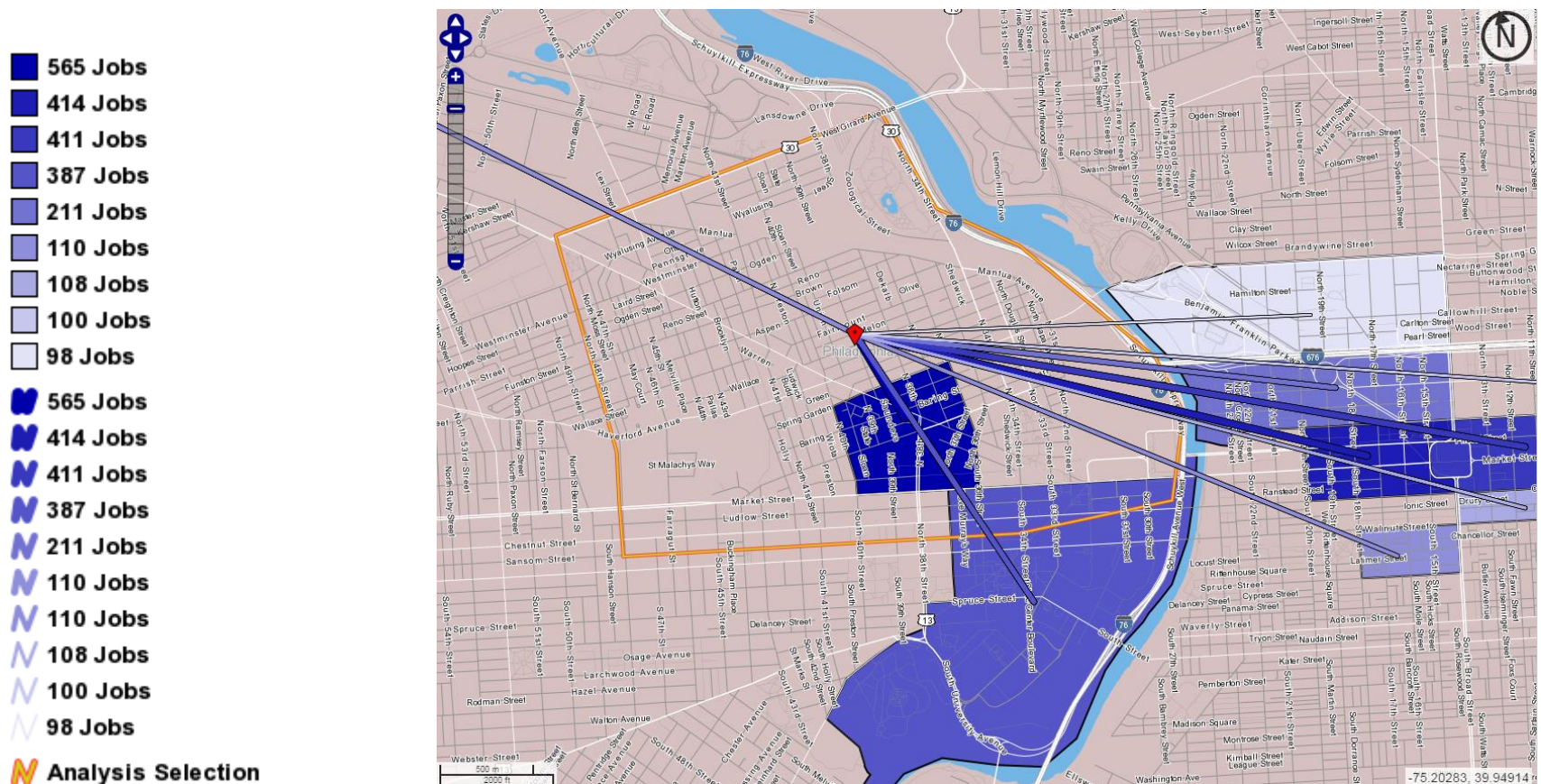

Source: LODES OnTheMap, 2011 Data

Destination Analysis

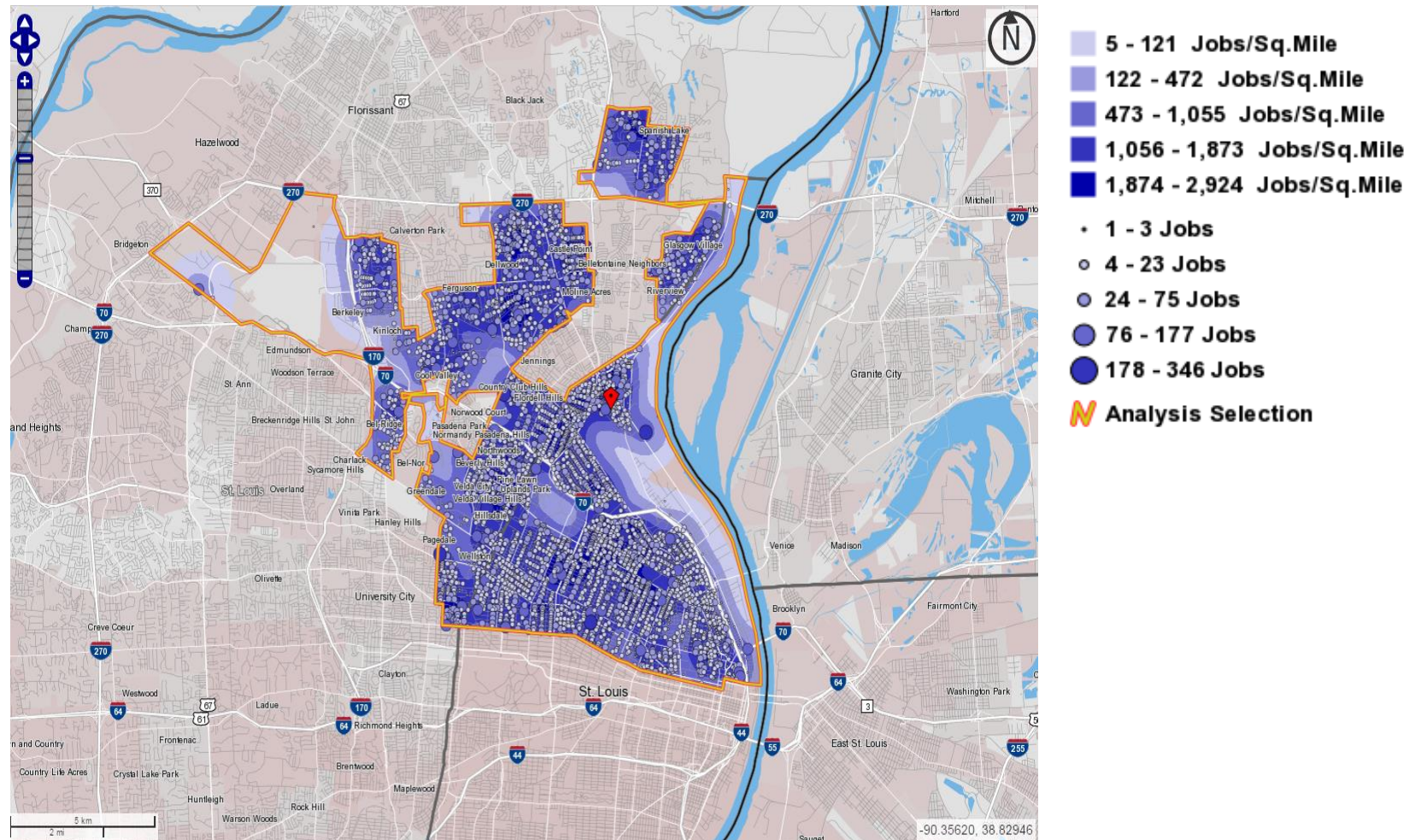# Destination Analysis with Spoke Overlay
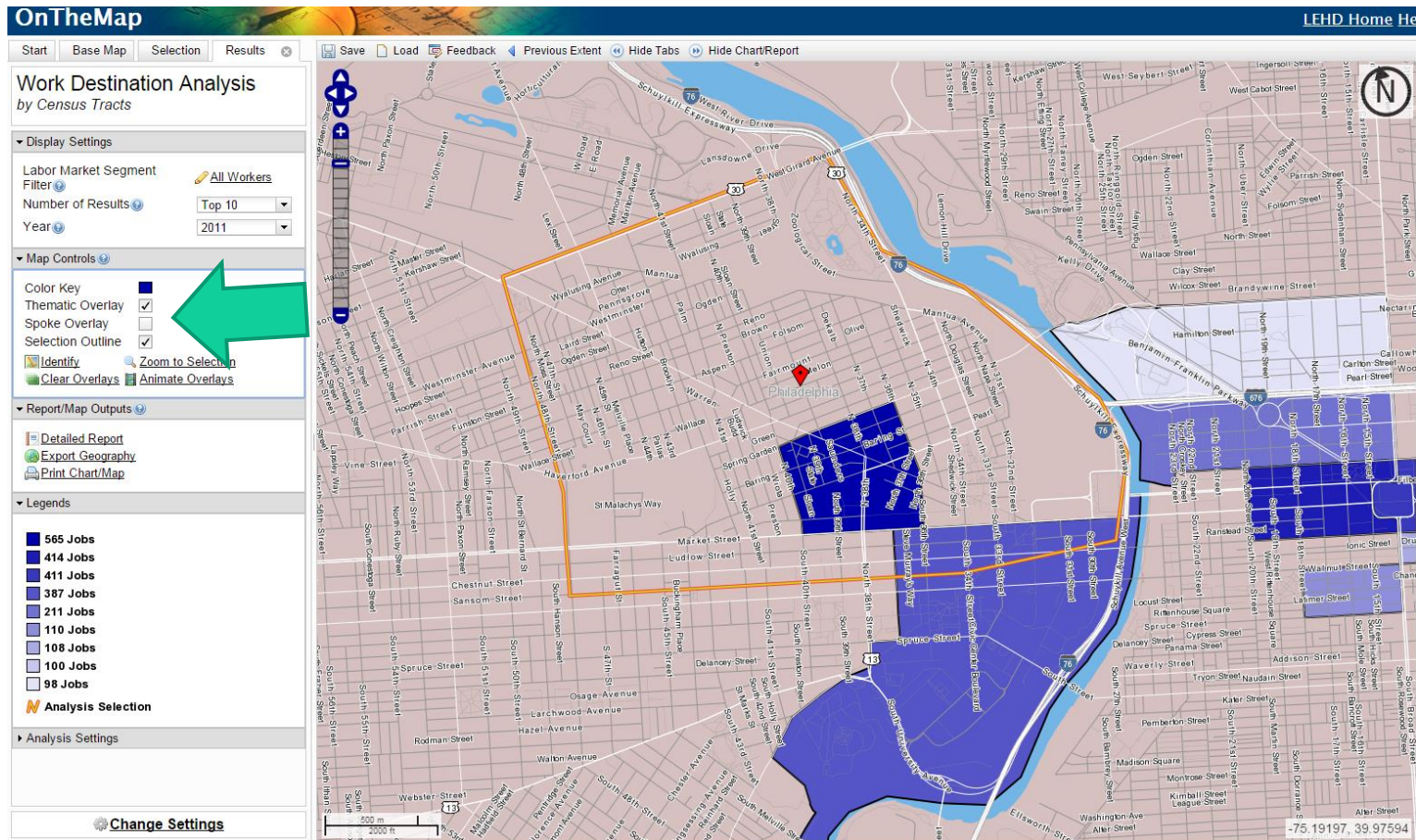
West Philadelphia: Destination with Spoke Overlay

Source: LODES OnTheMap, 2011 Data

St. Louis Home Area Profile – No buffer

Source: LODES OnTheMap, 2011 Data

Creating buffers

St. Louis Home Area Profile – Buffer

Source: LODES OnTheMap, 2011 Data

OnTheMap for Community Engagement/Implementation Strategies

- OnTheMap provides a free and accessible tool for community data collection and analysis efforts
- Visualizations easy for non-technical audience to understand
- Local expertise informs maps and data reports produced
- Data informs workforce development, job training, and resident outreach strategies, and target areas for business growth
- OnTheMap Inflow/Outflow can track progress towards the goal of creating "a place where rsidents can live and work"

OnTheMap is a useful tool for Place-based Initiatives

- Comprehensive coverage
- Appropriate geography – Census block level
- Ability to create or load unique boundaries for analysis
- Free and publicly accessible
- Variety of outputs (PDF and Excel)

Common Questions from Sites

- Are students and unemployed adults included?
- Can we add layers?
- Can we visualize bus routes?
- Is it possible to break down inflow-outflow by demographic characteristics and area sub-geos?

Recommendations for LODES

- Combine with other data sources so that sites and analysts can add layers of their own data
- Add additional layers such as hospitals and transit routes (bus, metro)
- Breakdown of monthly income
  - Highest category begins at approximately $40,000 (FPL family of 4 = approx. $23,900)

Conclusions

- OnTheMap is a powerful analytic tool for place-based work that can help inform and guide community revitalization strategies
- Additional functionality to improve use of LODES
  - OTM layers usable in other mapping tools
  - Combine underlying data with other data sources
- Efforts should be made to introduce the tool to non-technical stakeholders and encourage the tool's use for communities and place-based work

Thank you!

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For more information, please visit: www.hud.gov/promisezones