



Community Profiles 2.0

Successes and Challenges of Using LED Datasets for Neighborhoods in Grand Rapids, Mi.

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Presentation Agenda

- Introduction
- Review Goals from CRI Project
- Problems Using LED Data at the Neighborhood Level
- Proposed Solutions
- Questions



Introduction

- **Community Research Institute**
 - Grand Valley State University
 - Grand Rapids, Michigan
- **Community Work**
 - Community Level Research
 - Data Dissemination
 - Census Geographies
 - Sub City Geographies (neighborhoods, wards, etc)
- **Community Profiles 2.0**
 - Expansion of older version of profiles site
 - Dyer-Ives Foundation



Project Goals

- **Enhance Access to Local Neighborhood Data**
 - Expansion of Existing Housing Work
 - New Economics Data
- **Enhance Existing Tools to Support Local Community Planning**
 - Assessment of Current Conditions
 - Monitor Conditions Over Time
- **Convene Local Groups for Planning, Development and Training of Community Profiles 2.0**



Housing

- Data Sharing Agreements with Departments in Kent County and Grand Rapids
- Expansion of 15 New Indicators
 - Examples:
 - Year Built
 - Proximity to Park Access
 - Foreclosure, Blight, Nuisances
 - Building Permits
 - Vacancy
- Available for City Blocks, Neighborhoods

Economic

- Purchased New Datasets: Infogroup and Nielsen
- Expansion of 14 New Indicators
 - Examples
 - Employee Size
 - Female Owned Businesses
 - % Manufacturing, Industrial, Commercial
 - Sales and Demand
- Available for City Blocks, Neighborhoods
- Wanted to use LED data
 - Data problems intervened

Community Profiles 2.0

Improved Features from CRI Tools



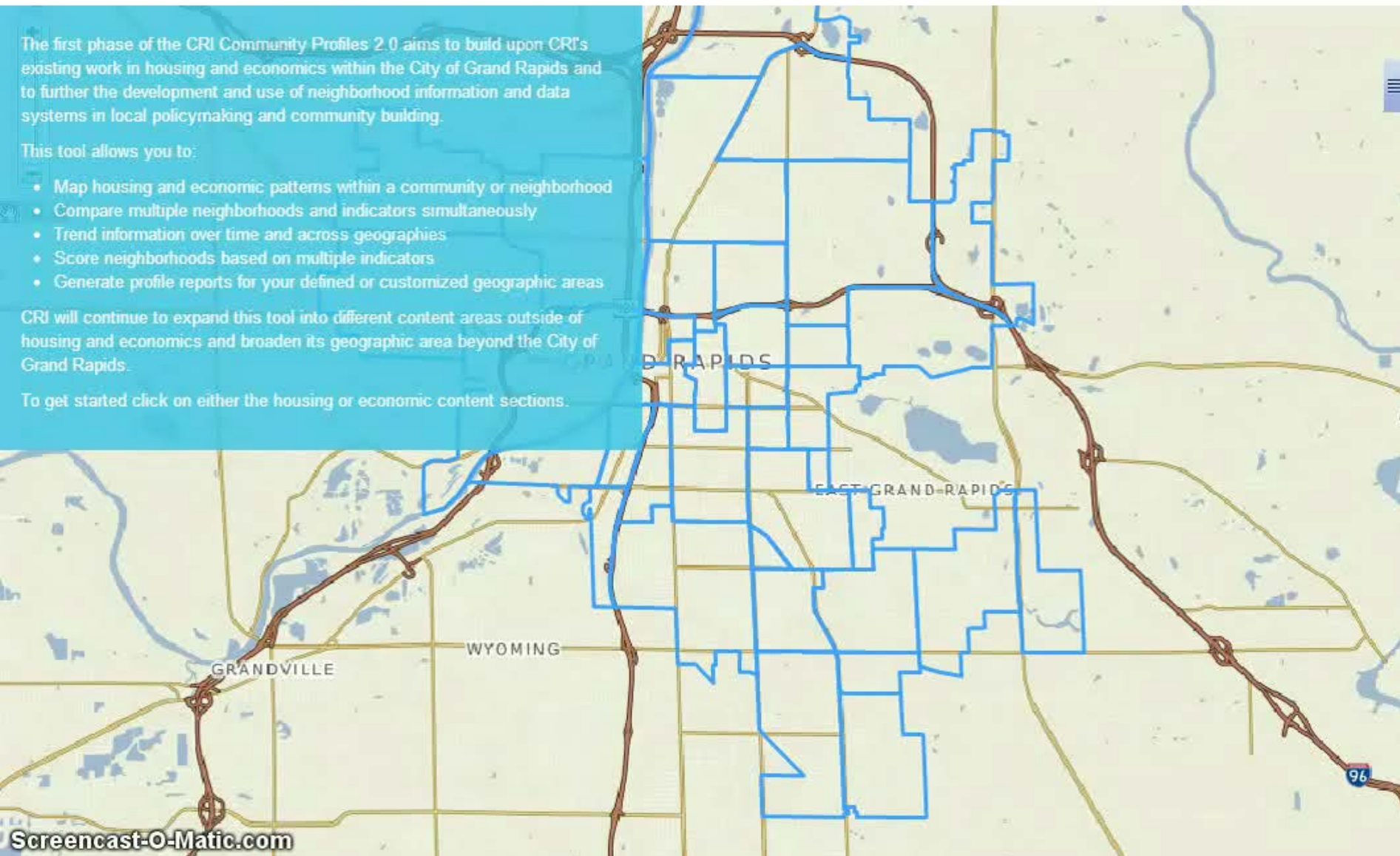
The first phase of the CRI Community Profiles 2.0 aims to build upon CRI's existing work in housing and economics within the City of Grand Rapids and to further the development and use of neighborhood information and data systems in local policymaking and community building.

This tool allows you to:

- Map housing and economic patterns within a community or neighborhood
- Compare multiple neighborhoods and indicators simultaneously
- Trend information over time and across geographies
- Score neighborhoods based on multiple indicators
- Generate profile reports for your defined or customized geographic areas

CRI will continue to expand this tool into different content areas outside of housing and economics and broaden its geographic area beyond the City of Grand Rapids.

To get started click on either the housing or economic content sections.

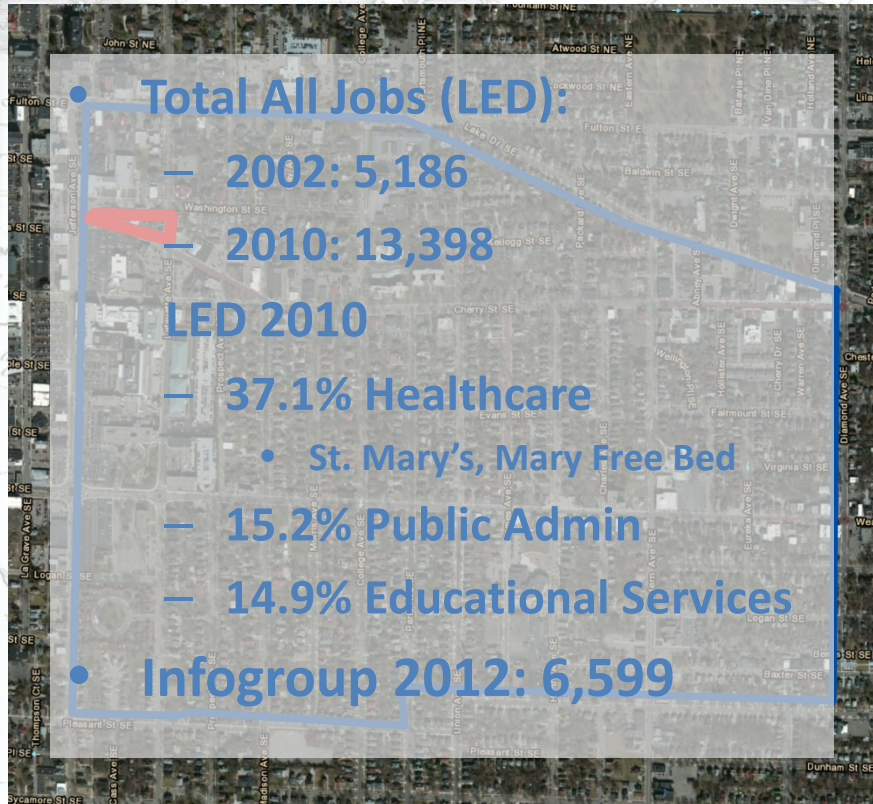


Remember this Block

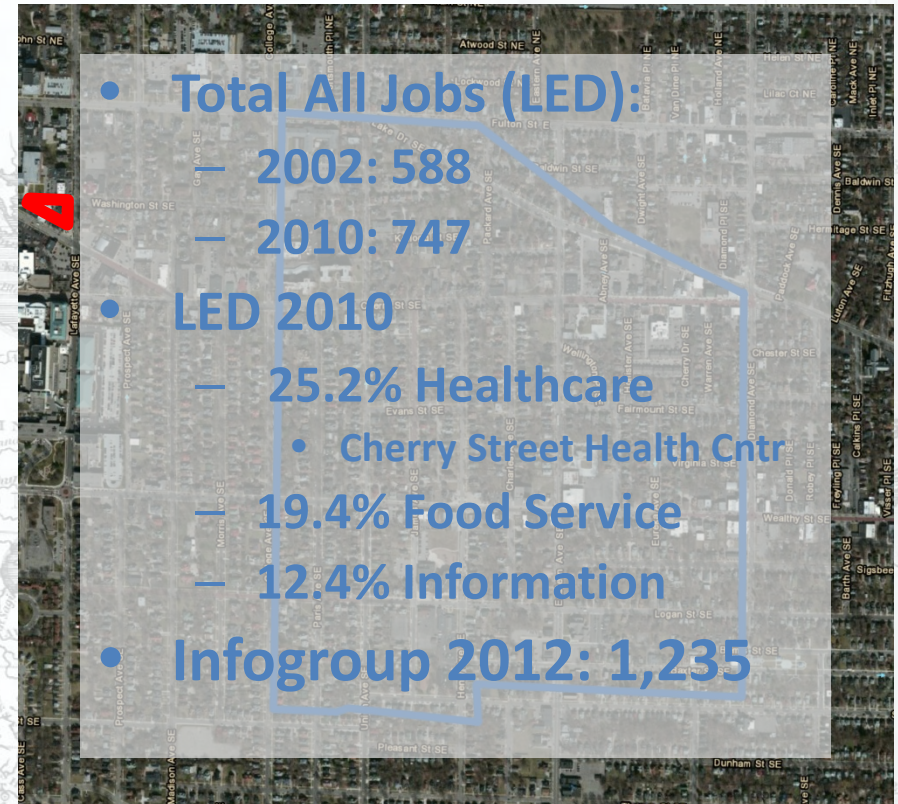


LED and Wealthy Neighborhood

With St. Mary's Included

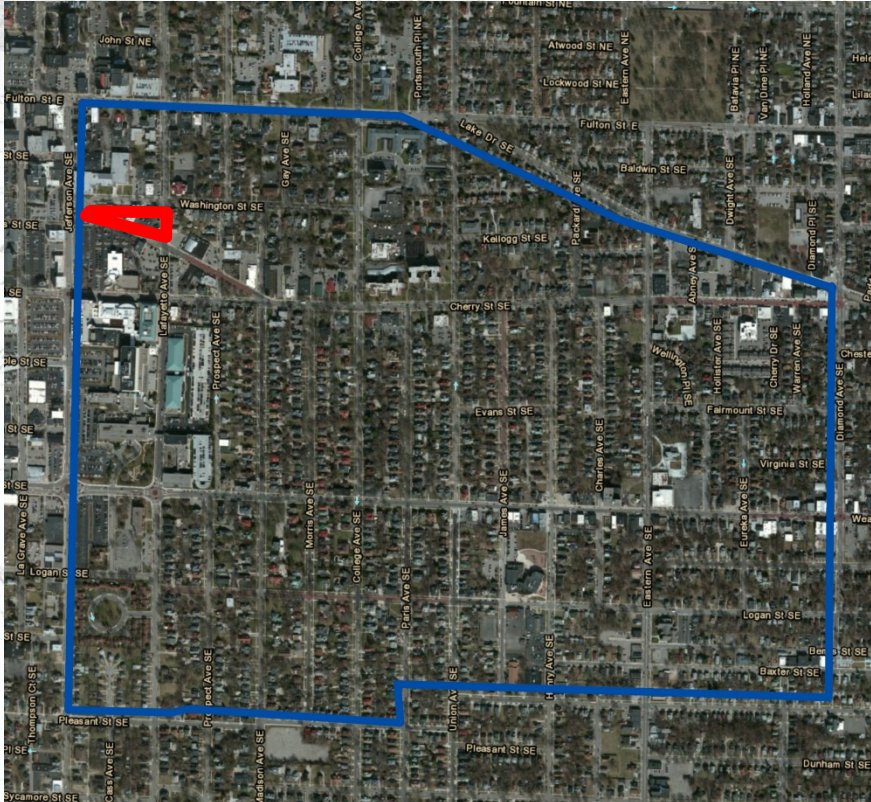


Excluding St. Mary's

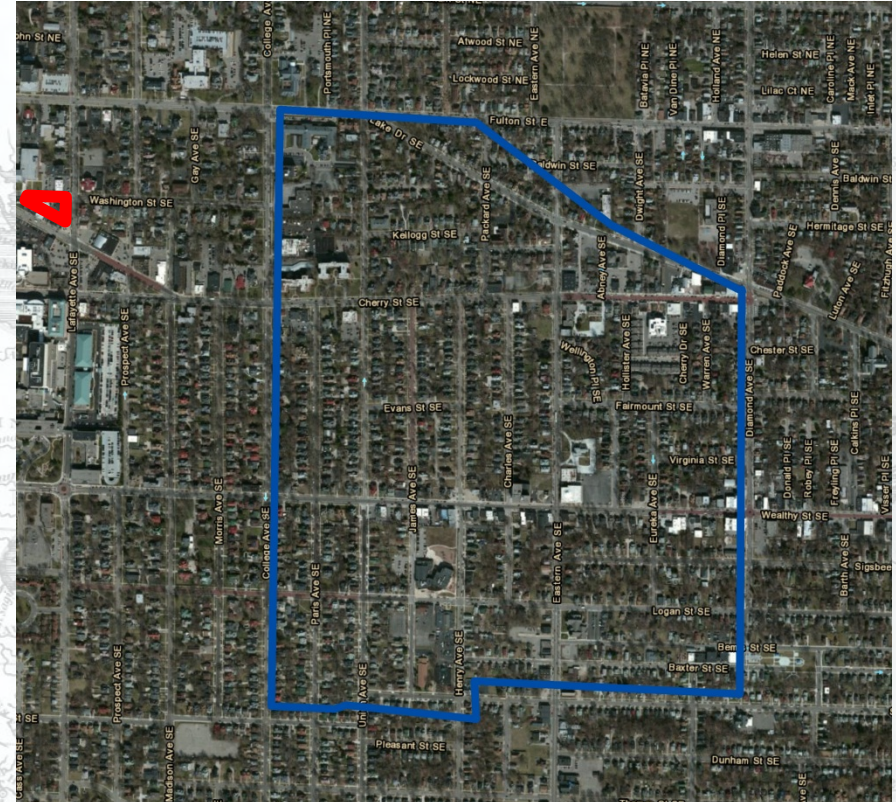


LED and Wealthy Neighborhood

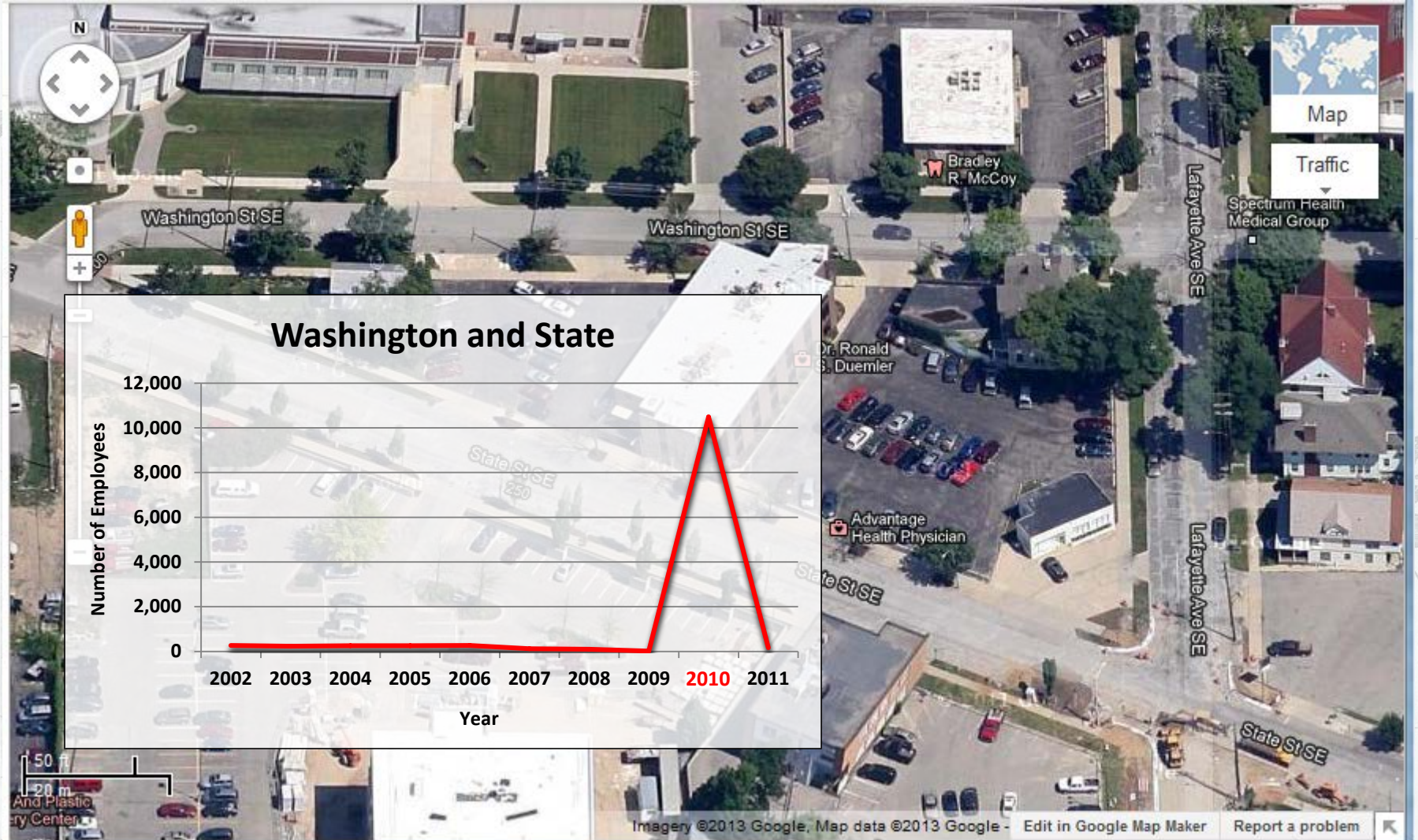
With St. Mary's Included



Excluding St. Mary's



Problem Blocks Examples

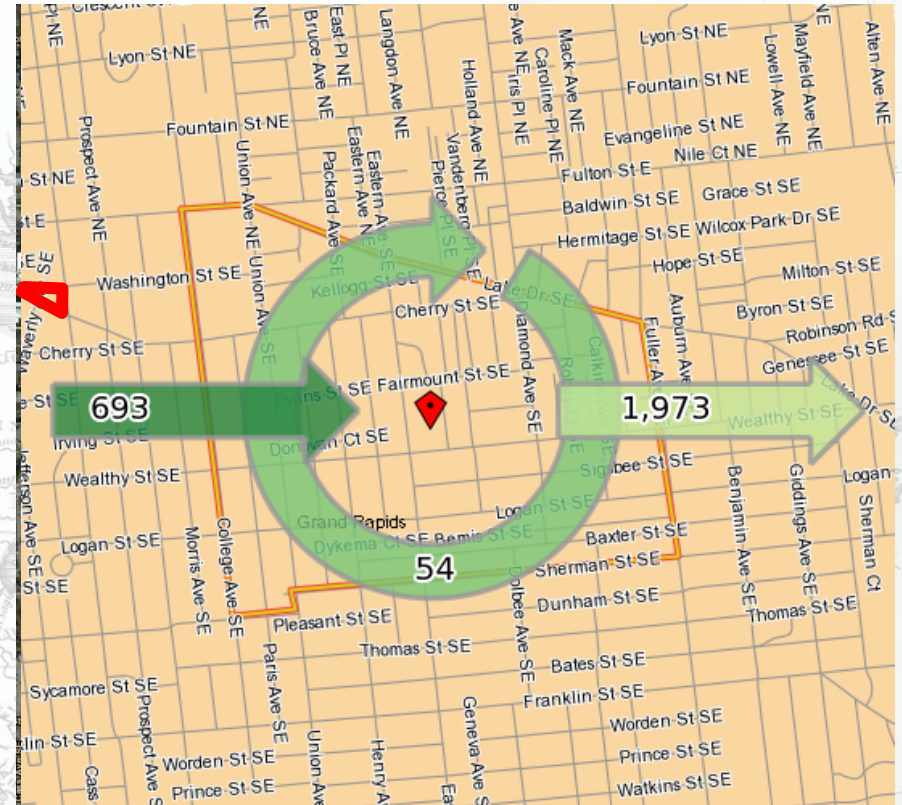
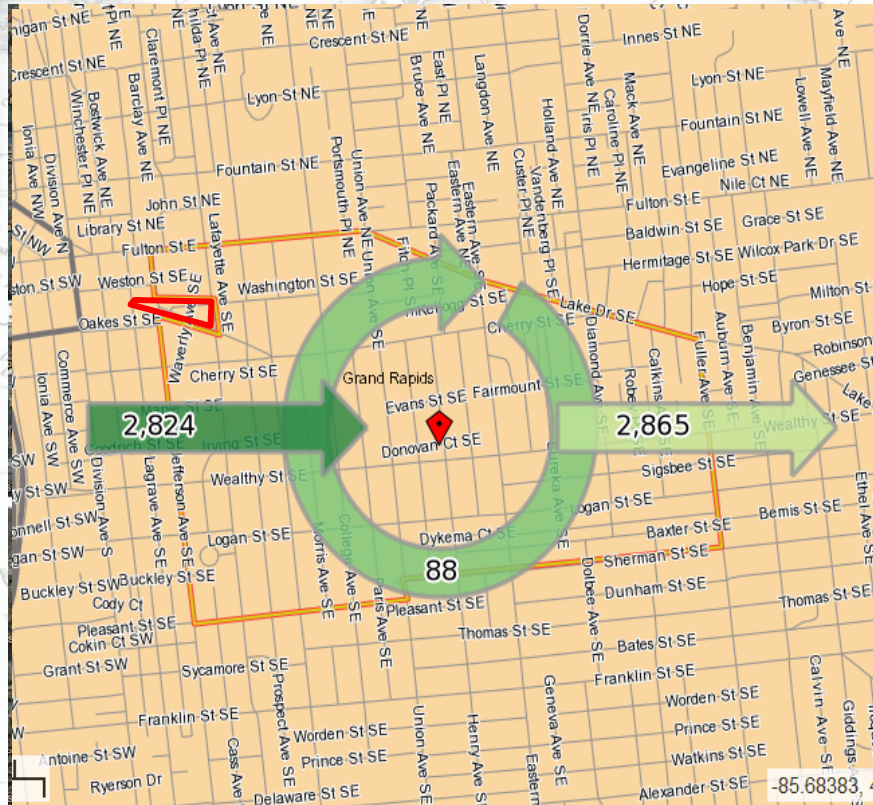


LED and Wealthy Neighborhood

2010 Inflow/ OutFlow

With St. Mary's Included

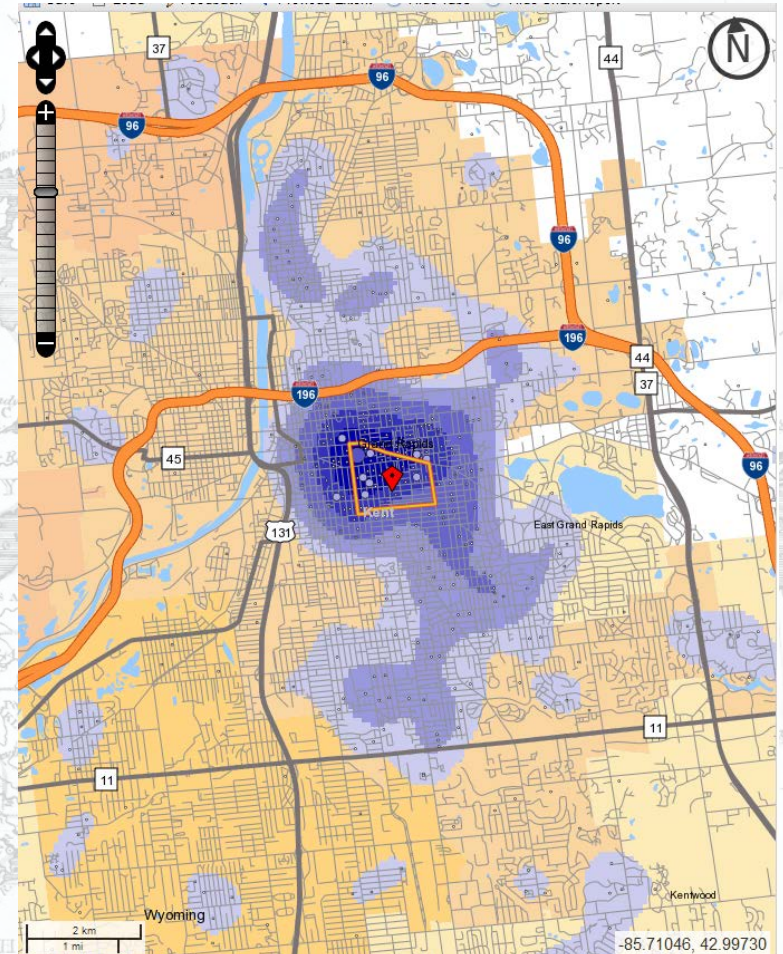
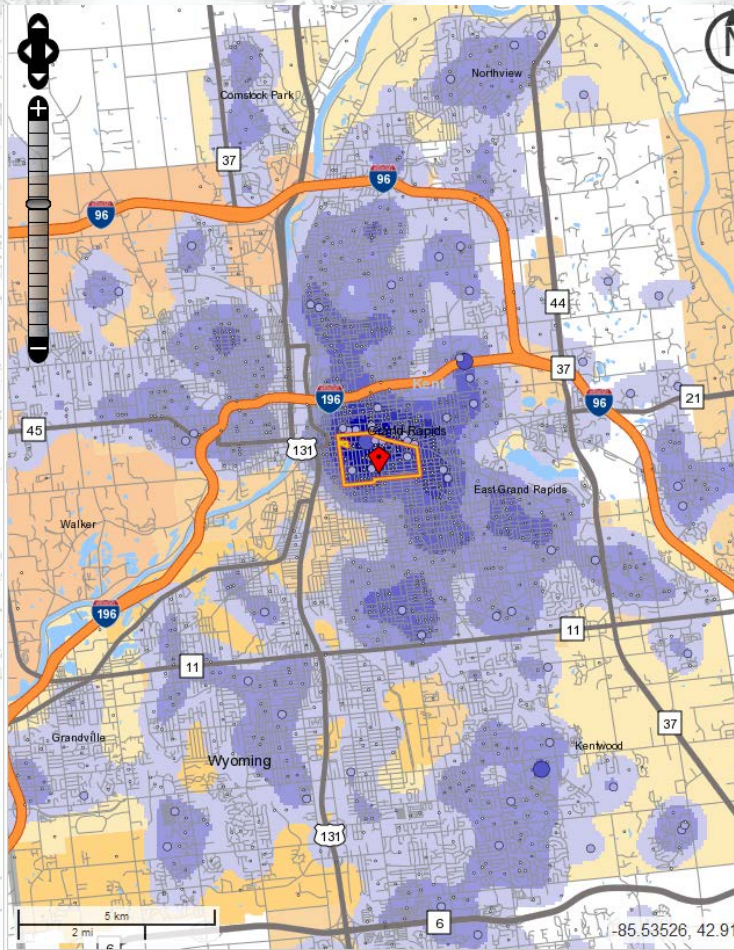
Excluding St. Mary's



LED and Wealthy Neighborhood

2010 Where Workers are Coming From

With St. Mary's Included Excluding St. Mary's

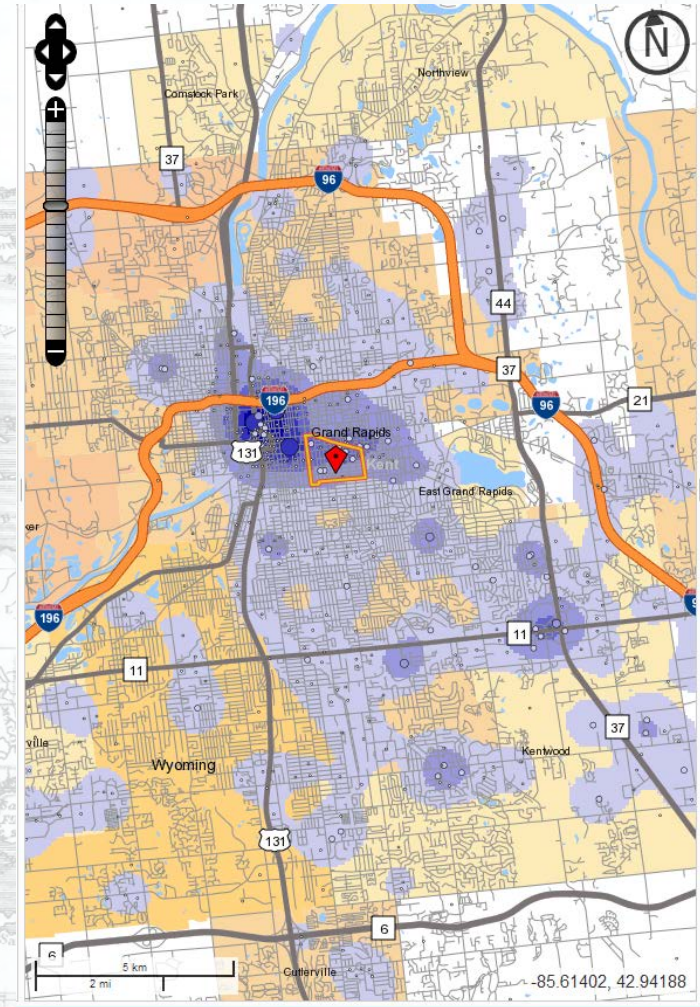
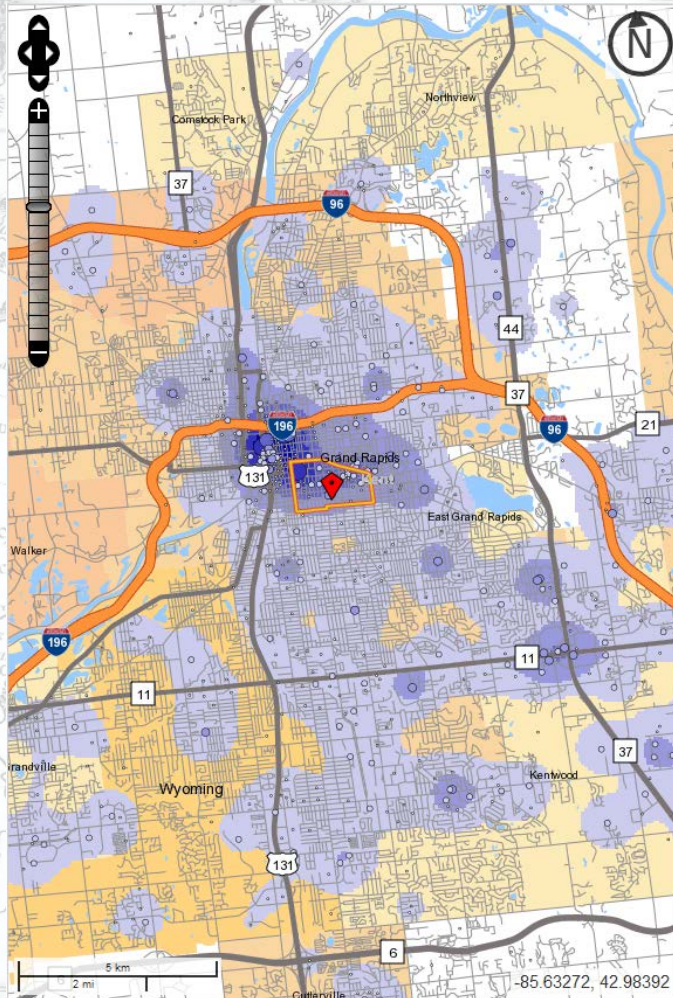


LED and Wealthy Neighborhood

2010 Where Workers are Going

With St. Mary's Included

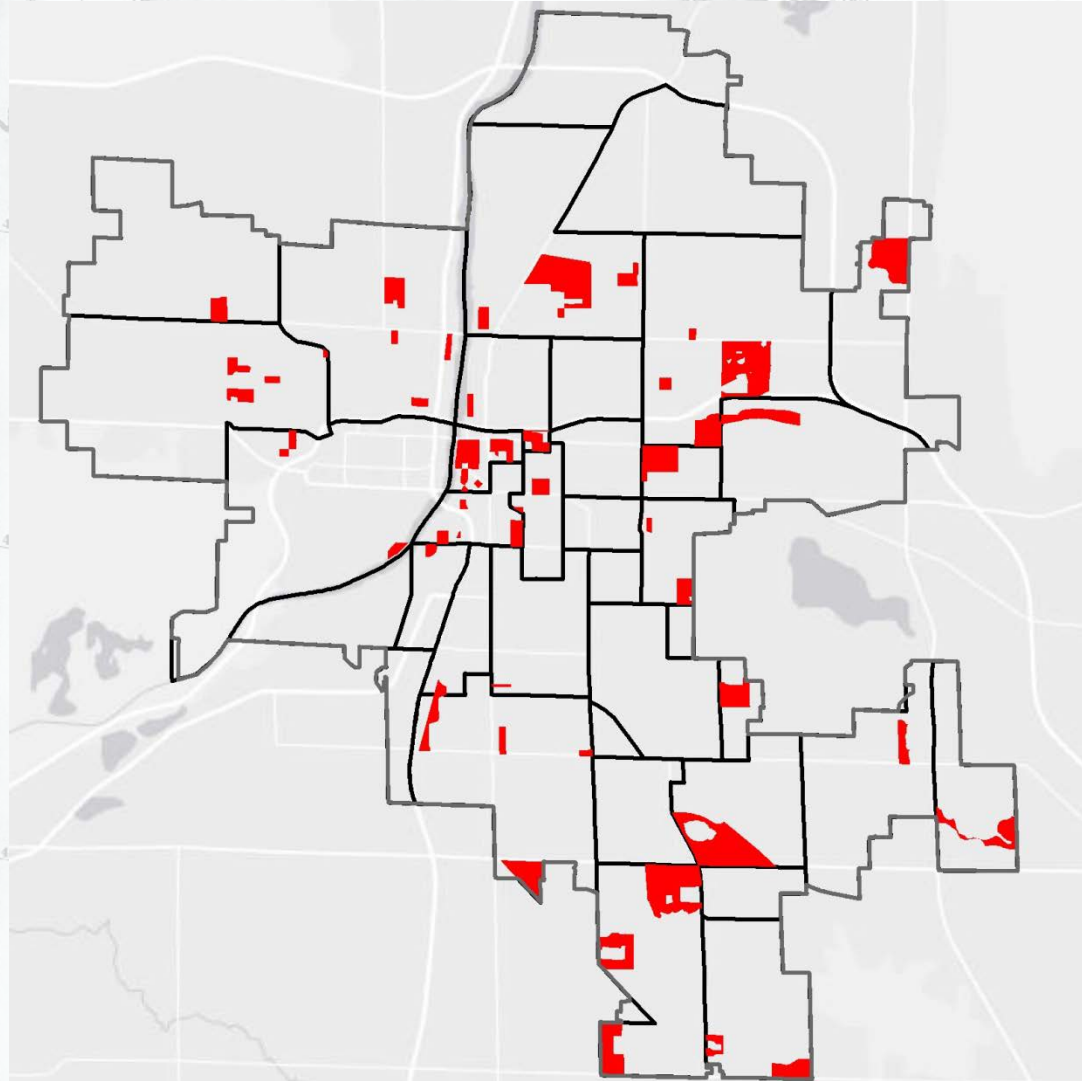
Excluding St. Mary's



The map displays the following neighborhoods and their approximate crime rate ranges:

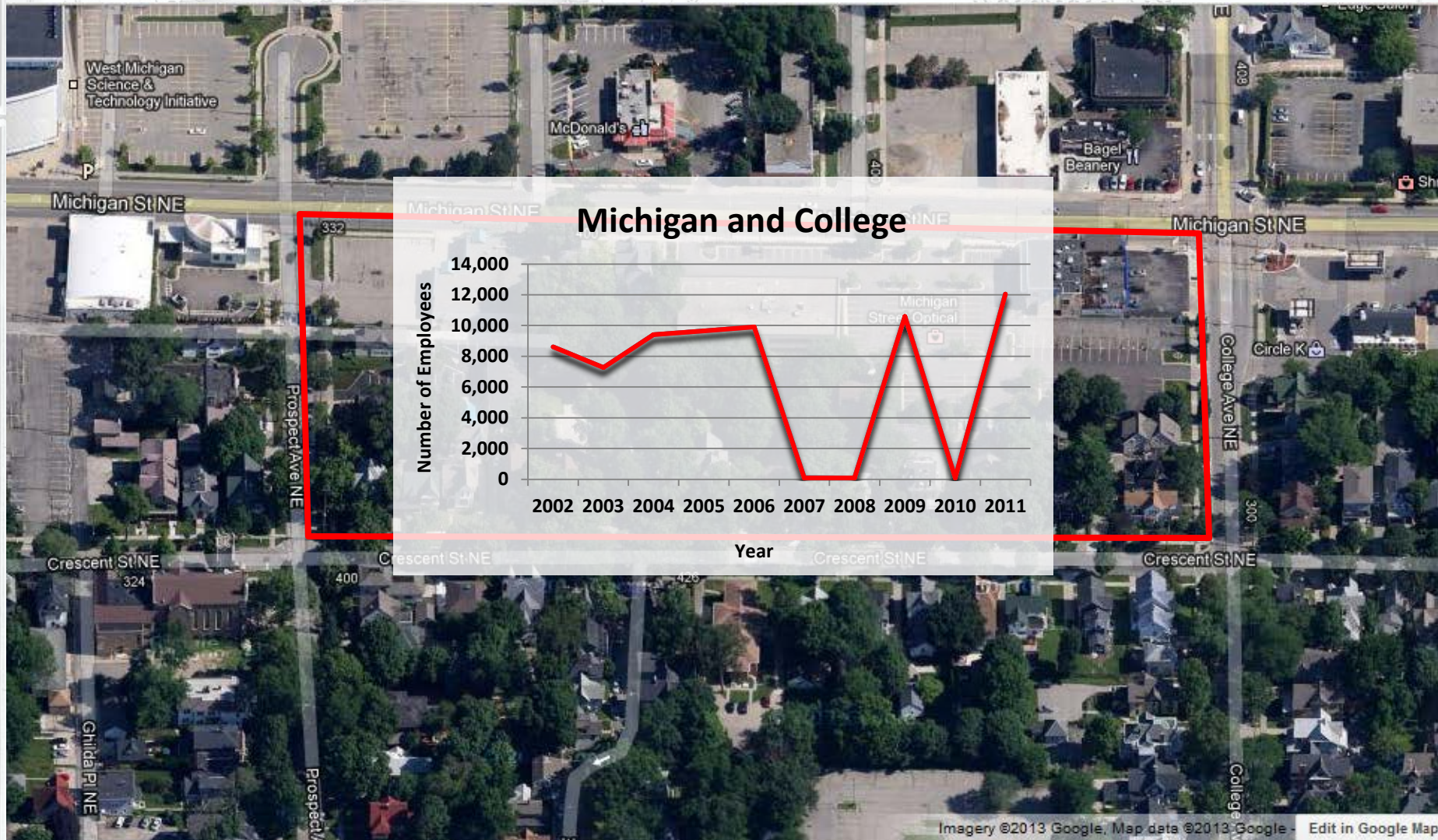
- Downtown Neighborhood**: -3.131 to 103.1
- Belknap Lookout Neighborhood**: -98.88 to 186.7
- Midtown Neighborhood**: -100 to 126.1
- Northeast Neighborhood**: -4.067 to 100
- Oldtown-Huntside Neighborhood**: -100 to 1150
- Heritage Hill Neighborhood**: -82.82 to 378.4 (highlighted)
- East Hills Neighborhood**: -100 to 418.7
- Southwest Neighborhood**: -51.32 to 100
- Southeast Community Neighborhood**: -99.37 to 100
- Baxter Neighborhood**: -40 to 100

Grand Rapids Blocks outside of 95% Confidence Interval



- Single Year Changes (2002-2010)
- 70 Unique Problem Blocks (Large Changes)
- 24 blocks a problem 2 or more years
- On major boundaries

Problems with Block Data

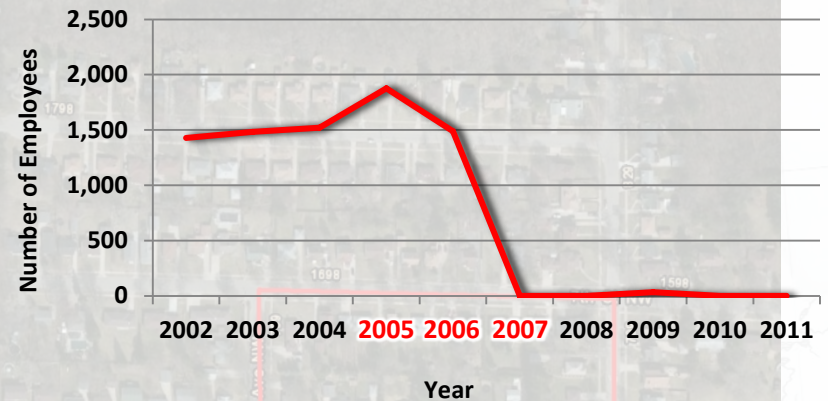


Problem Blocks Examples: Westside

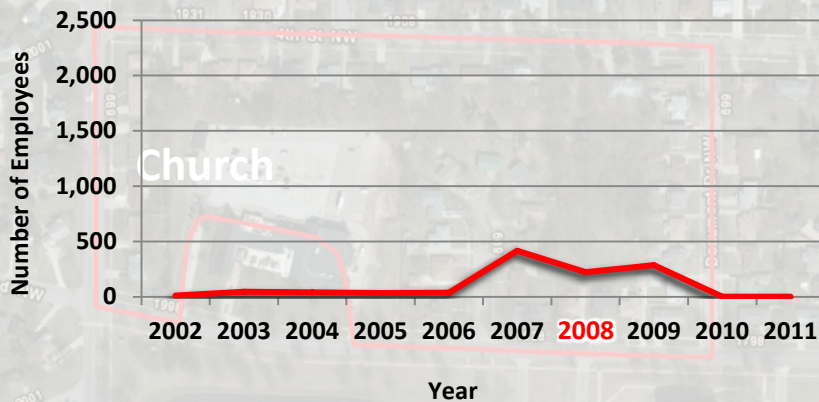
Westside: Block 1



Westside: Block 2



Westside: Block 3



Community and Adverse Reaction

- Showed original LED calculations with modeling errors to focus groups
 - Didn't believe the numbers being reported
 - Didn't trust all other numbers being reported in tool
- Solutions important for keeping data integrity

Change at the Neighborhood Level (2002 – 2010)

Belknap Lookout: (2002-2010)

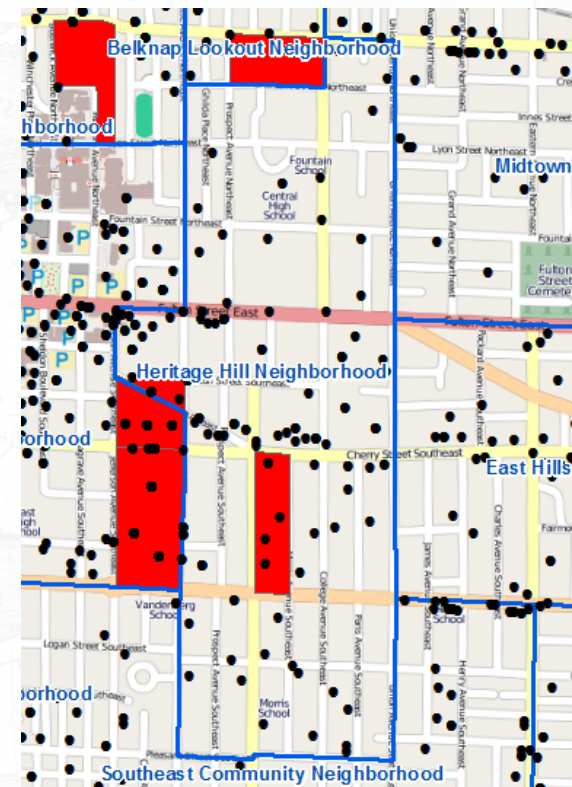
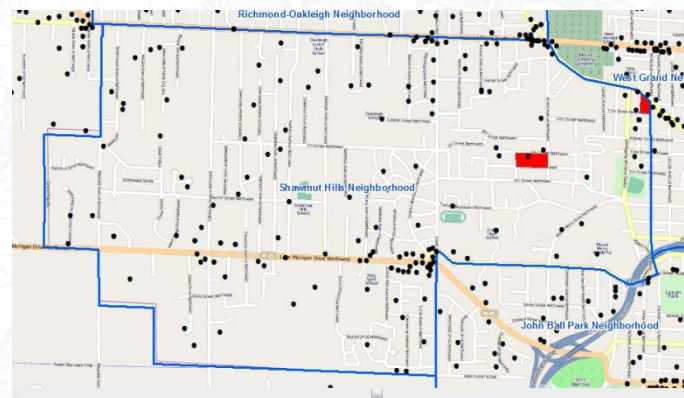
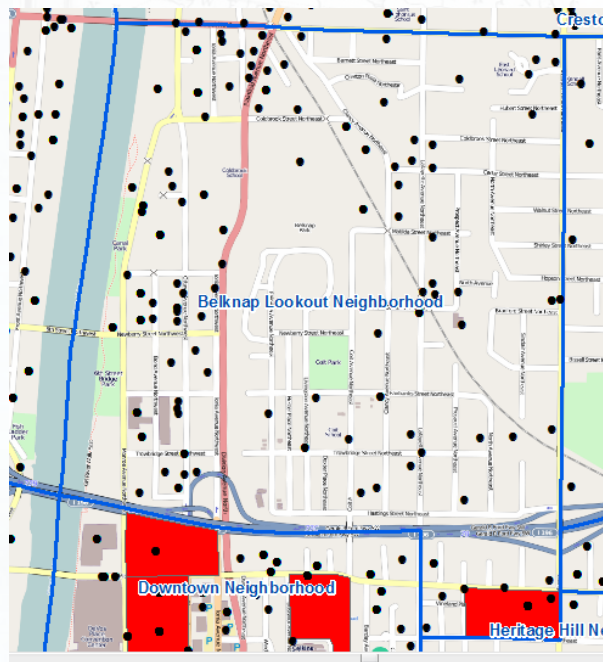
- All Blocks: 10,130 to 1,799 (-82%)
- Minus Bad Blocks: 1,521 to 1,703 (12%)
- Infogroup (2012): 5,109
 - Autodie LLC: 2,500
 - UAW: 270
 - GR Spring and Stamping: 250

Shawmut Hills: (2002-2010)

- With Bad Blocks: 3,662 to 3,411 (-7%)
- Excluding Bad Blocks: 2,233 to 1,473 (-34%)
- Infogroup (2012): 2,399
 - Christian Rest Home: 260
 - Covenant Village: 182

Heritage Hill: (2002-2010)

- With Bad Blocks: 1,422 to 12,828 (802%)
- Excluding Bad Blocks: 1,337 to 1,750 (31%)
- Infogroup (2012): 4,365
 - WOTV: 200
 - Cherry Street Health: 150
 - St. Mary's Healthcare: 150



The background is a detailed map of the Great Lakes region, showing the five Great Lakes (Superior, Michigan, Huron, Erie, and Ontario) and the surrounding landmasses. The map includes latitude and longitude lines, with labels such as 'Longitude West from Washington' and 'Longitude West from London'. The word 'MICHIGAN' is prominently displayed in the upper right. A semi-transparent grey rectangular box is overlaid on the map, containing a list of bullet points in blue text.

Solution

- Clip blocks that fall outside 2 standard deviations
- Ground Truthing on Clipped Blocks (Manageable)
 - Local knowledge
 - Other sources (infogroup)
 - Detailed Geographic Maps (satellites, etc)
- Use percentages instead of totals
- Neighborhood with larger employee counts have smaller effects from errors
- Examples: % Workers: Stay, Leave, Come in
 - Wealthy Street
 - Silver Bus Line from Wyoming

A detailed historical map of Michigan and the Great Lakes region. The map shows Lake Superior, Lake Michigan, Lake Huron, Lake Erie, and Lake Ontario. It includes numerous place names, rivers, and geographical features. A scale bar indicates 200 miles. The map is titled "MICHIGAN and the GREAT LAKES" in the upper right corner. Longitude and latitude lines are marked along the edges.

Questions

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