Making Sense of Public Data and GIS Mapping - and How to Apply it!

Opportunity Zones and Data Sources

ACCELERATING INDIANA’S MUNICIPALITIES • OCTOBER 2, 2018
Disclaimer: I’m a lawyer, but I’m not your lawyer

This presentation is not legal advice
We are not creating an attorney-client relationship today
Opportunity Zones

Part of the 2017 tax cut bill

Encourage long-term investments in low-income census tracts

156 census tracts in Indiana

• https://www.in.gov/gov/2979.htm
Does the data you want exist?

Lawyer answer: It depends

Data researcher answer: Maybe, let me check
U.S. Census Bureau
American Community Survey (ACS)

Collects important demographic, socioeconomic information

Data collection starting in 2005

Replaced decennial census “long form”
  ◦ One in 38 households surveyed annually
ACS data points

Population (different products)
Race, ethnicity
  ◦ Foreign-born
Gender
Age
Household income
  ◦ Related data (poverty, SMOCAPI, GRAPI)
Health insurance
ACS data points

- Educational attainment
- Language spoken at home
- Employment status
- Marital, fertility status
- Veteran status
- Housing characteristics
- Disability
ACS accuracy, geographies

Larger the area, more responses, more accurate data
Margins of error provided

National
State
County
City/town
Township
Zip Code Tabulation Area
Tract
## ACS data sets

### 1-YEAR

- 12 months of data
  - 20,000 or more population

Least reliable data, most current data

Best when:
- Currency is more important than precision
- Exploring larger populations

### 5-YEAR

- 60 months of data for all areas

Most reliable data, least current data

Best when:
- Precision is more important than currency
- Examining tracts and other smaller geographies because 1-year estimates are not available
- Analyzing very small populations
2017 data releases in 2018

1-year: Sept. 13
1-year supplemental: Oct. 18
5-year: Dec. 6
1-year vs. 5-year warnings

Don’t compare different data sets
1 with 1, 5 with 5

No overlapping years for 5-year sets
2012, 2017
Census Bureau front door: American FactFinder

More than just ACS data

Not the most user-friendly site

- Useful training webinars

All data assigned table ID

- Write down table numbers
FactFinder Tips: Learned the hard way

Google American FactFinder
  ◦ Census.gov too confusing

Use Advanced Search menu

Always pick geography first

Create AFF file for repeated geographies, tables

Methodology
FactFinder Tips: Learned the hard way

Always look at universe being estimated
No centralized list of data tables
Same data can be available on multiple tables
No custom geographies
Data download management tips

Download as “View Data”
Save original data set and create version to manipulate
FactFinder doesn’t compute totals
  ◦ Need to use Excel
Other data sources

- Census Small Area Income and Poverty Estimates (SAIPE)
- Census Small Area Health Insurance Estimates (SAHIE)
- Specialized sources: IDOE Compass, CDC WISQARS, ISDH
- STATSIIndiana by IU
- Hoosiers by the Numbers from Department of Workforce Development
- Quarterly Census of Employment and Wages from BLS
1 Pixel is worth...

Welcome to the GIS portion of the presentation

- Big data access without the big data headache
- On line mapping services – free with upgrade options
- Precise answers... but beware the rabbit hole
Policy Map

- **Data Sources** – LEHD: Longitudinal Employer-Household Dynamics

- **Variable adjustments** – Number, percent, change over time

- **Polygons and Points** – Mix and match from different subjects
On The Map – www.onthemap.ces.census.gov

- Where are the jobs?
- Commute patterns - Where do residents work? Where do employees live?
- Job type segmentation
- Annual data from 2002 – 2015
- Multiple geographic areas
- Demographic segmentation – age, race & ethnicity, education, earnings, industry
Cluster Mapping

Harvard Business School and US Economic Development Administration

- Powerful, high-level analysis and visualization tool
- Regional economic performance profiles
- Industry clusters evaluated across regions
- ABSOLUTELY 100% TOTALLY FREE!
Regional analysis:

- Business Environment
- Demographics
- Performance
- States
- Regions
- MSAs
- Counties
Cluster Mapping:

- Quick visualization for reports
- Begin with the end in mind... when it matters
- Jump in and play... when it doesn’t
Cluster Portfolio

- Relationships among clusters
- Employment within cluster (2016)
- Wages
- Job creation (1998 – 2016)
- Employment Specialization
- Innovation (measured by patent activity)
Regional Cluster Portfolio

• Local & Traded Clusters
• Employment by year (1998 – 2016)
• Active cluster portfolios (2016)
• Cluster linkage by year (1998 – 2013)
• Innovation details – Patents by firm
Regional Cluster Mapping

- Drill down into specific industry clusters
- Visualize cluster strength compared to other regions
- Pre-packaged and ready to drop into a report... or instructional PowerPoint presentation
Census Business Builder: Regional Analyst Edition – 2.4

• Visualize American Community Survey data
• Generate reports on user selected variables
• More intuitive selection interface than On The Map
• Capacity to customize maps
Census Business Builder

- Geography options include zips and Census tracts
- Default data is most recent available
- Includes consumer spending and many workforce data points
Census Business Builder

- Regions can be customized by selecting areas from a map
- Reports are pre-formatted and thorough
- Includes comparisons for context
Links from today on CRI website

CRI Other Sources page

https://www.pfw.edu/centers/cri/sources/
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