



Today's Takeaways

- 1. Learn new and innovative data sources to incorporate in your housing and community planning efforts.
- 2. Acquaint yourself new (and free!) visualization techniques for spatial data.
- 3. Understand 'best practices' related to data visualization and GIS.





Meet Community Science

Effective Strategies. Equitable Systems. Strong Communities.

Community Science is an award-winning research and development organization that works with governments, foundations, and non-profit organizations on solutions to social problems through community and other systems changes fostering learning and improved capacity for social change.





Welcome



Your Host & Practitioner: Michael Webb Managing Associate Community Science

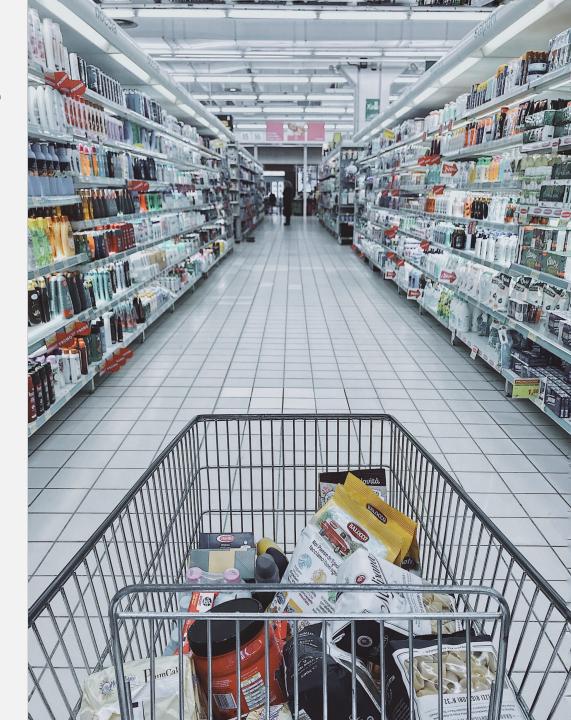




How can we maximize the impact of data in our planning efforts?

So much data, so little time

- In recent years, there's been an explosion of online data sources and visualization software programs
- That's great! But....
 - How can you stay abreast of everything?
 - How can you know what's reliable?
 - How can you pay for all these subscriptions?



Our goal today

- Three cool data sources...
 - LEHD 'On the Map'
 - HHUUD10 Historic housing unit counts
 - National Housing Preservation
 Database
- Three cool visualization techniques
 - Tableau Public
 - ArcGIS Online Basic Webapp
 - ArcGIS Online StoryMaps







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'On the Map' and Tableau

- LEHD 'On the Map' rich employment data
 - Available for both residents and workers in virtually any geographic unit
 - Employment industry, age, income, and commuting patterns
- Tableau
 - 'Freemium' model (free version is "Tableau Public")
 - Powerful data dashboard and visualization software









HHUUD10 and ArcGIS Online Basic WebApp

- HHUUD10 Historic Housing Counts
 - Recently compiled data on housing counts (every decade) back to 1940
 - Data normalized to modern-day Census boundaries
- ArcGIS Online
 - Also operates on 'freemium' model
 - Basic WebApp can be used to present data interactively with minimal complications



NHPD and Story Maps

- National Housing Preservation Database
 - Maintained by PAHRC
 - Information about every HUD-subsidized property in the U.S., including geolocation (XY coordinates)
- Story Maps
 - Available through ArcGIS Online
 - Powerful tool for incorporating maps, text, and other media into a single visualization







Visualization considerations



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Visualization Considerations

- Cartography: an art and a science
- Make each visualization communicate one concept
- Three types of data that may require colors:
 - Sequential: data not centered on 0
 - Diverging: data centered on zero/average
 - Qualitative: categorical data
- Accessibility: limit red and green
- When in doubt: Google it.

OPINION

Obama's Divided Nation

ama presides over ica more divided any time in 50 ry that was riven g racial lines gath-2008 to elect its sident. That presifour years dividing the basis of eco-The campaign revealed no evidence that Mr. Obama will close



problem with pols, e verbally facile as Mr. that in crunch time, reverts to No. 1. Exi that 9% of the electe who to vote for jus Tuesday; and amo 42% said Mr. Oban Sandy response—t tie photo-op-way factor. Of those, voted for Mr. Of Mr. Christie is o politico who is c

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