Madison Neighborhood Indicators
Project Update

Common Council Presentation

July 30, 2013

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Madison NI Background

Goals:

- Understanding neighborhood conditions.
- Early warning system which would identify trends in social, economic, and physical characteristics.
- Support program and resources allocation decisions.

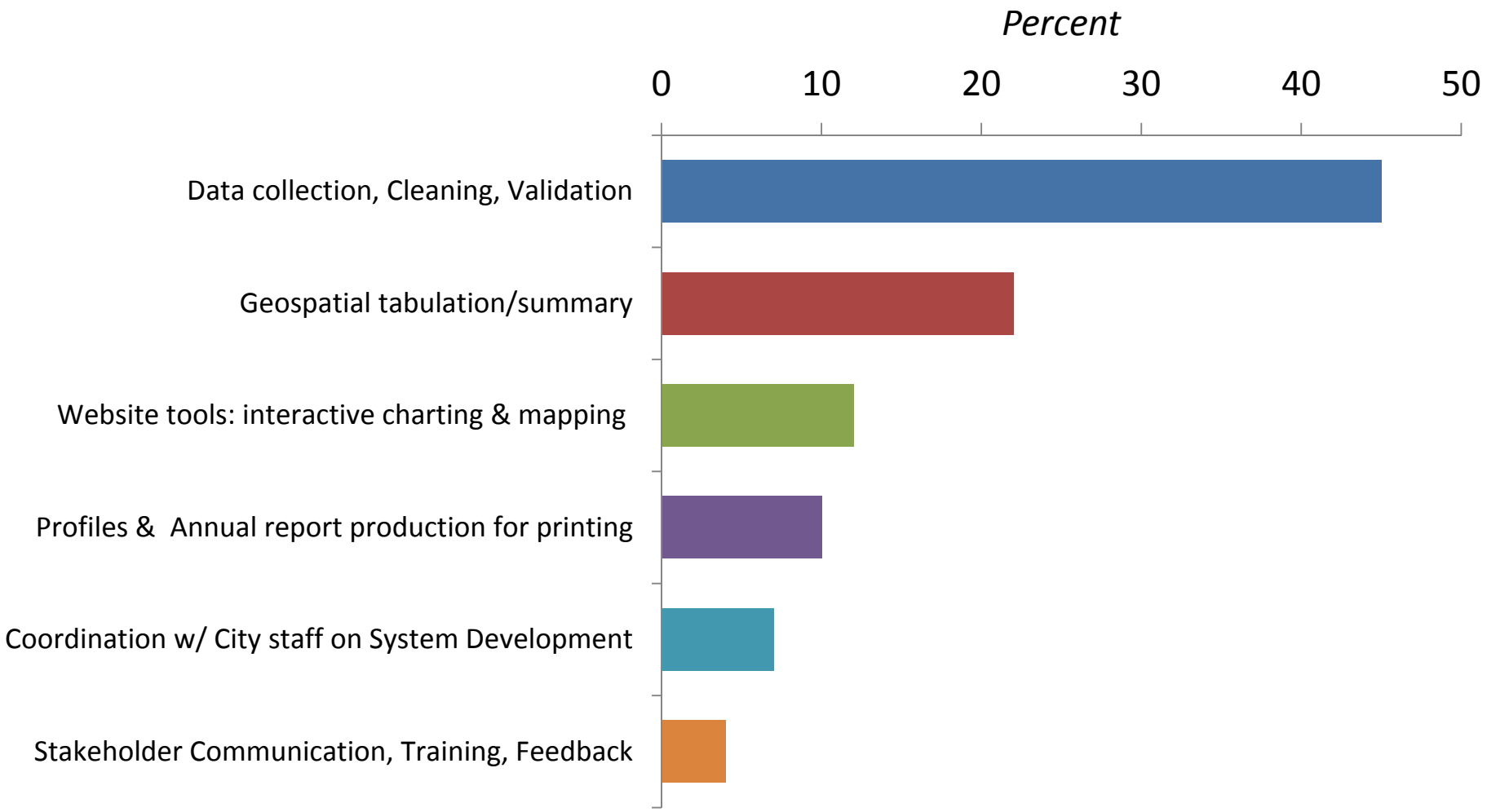
Data:

- ~46 annually updated indicators (2008-12) related to Housing, Economic, Health and Family, Transportation, Public Safety, Community Involvement, Conservation, Demographics (2000 & 2010).
- Input from public, City staff, elected officials.
- Should be relevant, reliable, consistent, geographically detailed, regularly updated, and systematically collected.

NI Data Providers

- Madison Metropolitan School District
- Madison Dane County Dept of Public Health
- Census
- American Community Survey
- UW Extension
- Water Utility
- Transportation Planning Board
- Dane County Human Services
- UW Madison Edgewood housing offices
- Metro Transit
- City of Madison
  - Planning
  - Police
  - Assessor
  - Fire
  - Engineering
  - Building Inspection
  - IT

Share of APL effort by task *(since pilot)*



Neighborhoods and Planning Districts serve as “containers” for summarizing data

Madison Neighborhood Indicators 2012

Burr Oaks Neighborhood Assn.

Neighborhood Organization:
Information about the Burr Oaks Neighborhood Assn. can be found at:
http://www.cityofmadison.com/neighborhoods/profile/13.html

Aldermanic District:
The neighborhood is within district(s) 13,14 and is represented by Alders(s) Sue Ellingson, Tim Bruer.

Total Area: 249 Acres
Boundary change from previous year: No

Note: Any areas of a neighborhood boundary that lie outside the City of Madison are not included in the map or the table below.

The Madison Neighborhood Indicators project seeks to quantify the diverse and changing social conditions in Madison neighborhoods. The project staff has endeavored to provide up to date measures each year, bringing together data from a variety of sources and compiling them into a suite of variables used to generate neighborhood level profile reports.

To provide a demographic context to the year-to-year indicator data, a population profile sourced from U.S. decennial censuses of 2000 and 2010 is shown directly below. The annually updated indicators are shown on page two of the profile. Definitions for Census and 2012 indicator items can be found on pages three through six.

DEMOGRAPHIC PROFILE	Neighborhood				City of Madison	
	Census 2000		Census 2010		Census 2010	
	Number	Percent or Rate	Number	Percent or Rate	Number	Percent or Rate
Number of Housing Units	904	n/a	768	n/a	108,541	n/a
Owner Occupied Units	133	15.9%	128	19.9%	50,388	49.3%
Total Population	2,435	n/a	1,744	n/a	232,626	n/a
Age						
Young Children (Age 0 to 4)	263	10.8%	170	9.7%	13,533	5.8%
Youth Population (Age 0 to 17)	831	34.1%	530	30.4%	40,645	17.5%
Senior Population (Age 65 and Over)	98	4.0%	67	3.8%	22,329	9.6%
Race and Ethnicity						
White	607	24.9%	351	20.1%	175,961	75.6%
Black or African American	625	25.6%	333	19.1%	16,518	7.1%
Asian	546	22.4%	388	22.2%	17,046	7.3%
Other Races or Multiracial	56	2.3%	80	4.6%	7,157	3.1%
Hispanic or Latino	601	24.7%	592	34.0%	15,944	6.9%
Household Structure						
Total Households	833	n/a	645	n/a	102,236	n/a
Family Households	481	57.7%	362	56.1%	47,706	46.7%
Families with Children	310	37.2%	227	35.3%	21,318	20.9%
Female Headed Families with Children	119	14.3%	86	13.4%	5,402	5.3%

Annual reports, interactive maps, and neighborhood comparison tools are available online:
www.cityofmadison.com/ni

INDICATORS	Neighborhood				City of Madison	
	2011		2012		2012	
	Number	Percent or Rate	Number	Percent or Rate	Number	Percent or Rate
HOUSING CHARACTERISTICS						
Madison Dwelling Units	846	n/a	880	n/a	108,888	n/a
Campus Dwelling Units	0	n/a	0	n/a	5,192	n/a
Community Pride Violations	57	n/a	76	n/a	3,976	n/a
Property Foreclosures	9	n/a	10	n/a	508	n/a
Assisted Housing Units	53	n/a	121	n/a	6,416	n/a
Average House Value	$156,205	n/a	$156,427	n/a	$234,150	n/a
Square Foot Value of Housing	$100	n/a	$100	n/a	$125	n/a
Median Year Built						
HEALTH & FAMILY WEL						
Kindergarten Preparedness*						
Parent Education Level: No High Scho						
Parent Education Level: College Grad						
High Mobility Students*						
Economically Disadvantaged Students						
Infant Health: Term or Near Term Birt						
Maternal Health: Appropriate Care						
COMMUNITY ACTION &						
Registered Voter Turn-out						
Youth Opportunity Index						
ECONOMIC VITALITY						
Median Household Income						
Families in Poverty						
Unemployment						
Basic Goods & Svcs (Hospital, Pharma						
PUBLIC SAFETY INDICAT						
Crimes Against Persons						
Crimes Against Property						
Crimes Against Society						
Crashes						
Calls for EMS/Fire Service						
TRANSPORTATION						
Transit Stop Access						
Available Transit Service						
Households with Access to a Vehicle						
Bike Path Access						
Pavement Condition						

Notes:

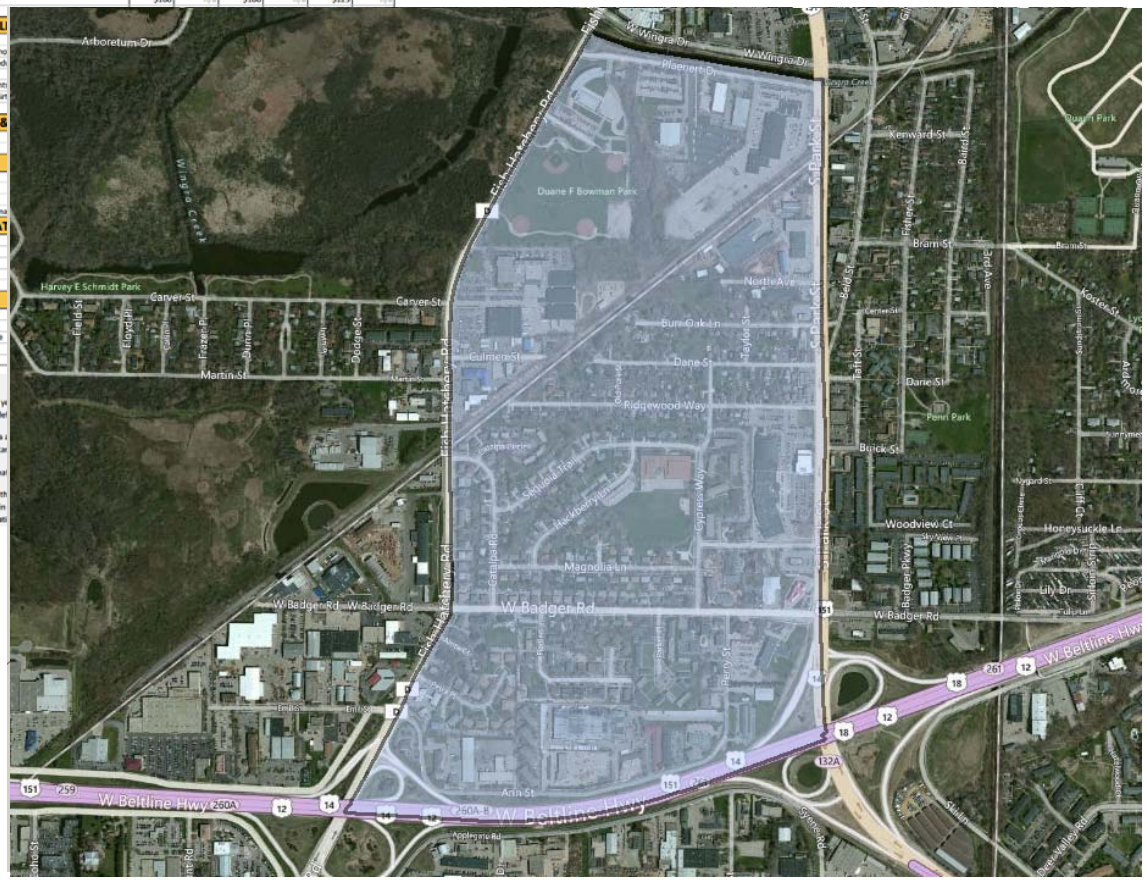
Time series data: In some instances y
or neighborhood boundaries. Data de

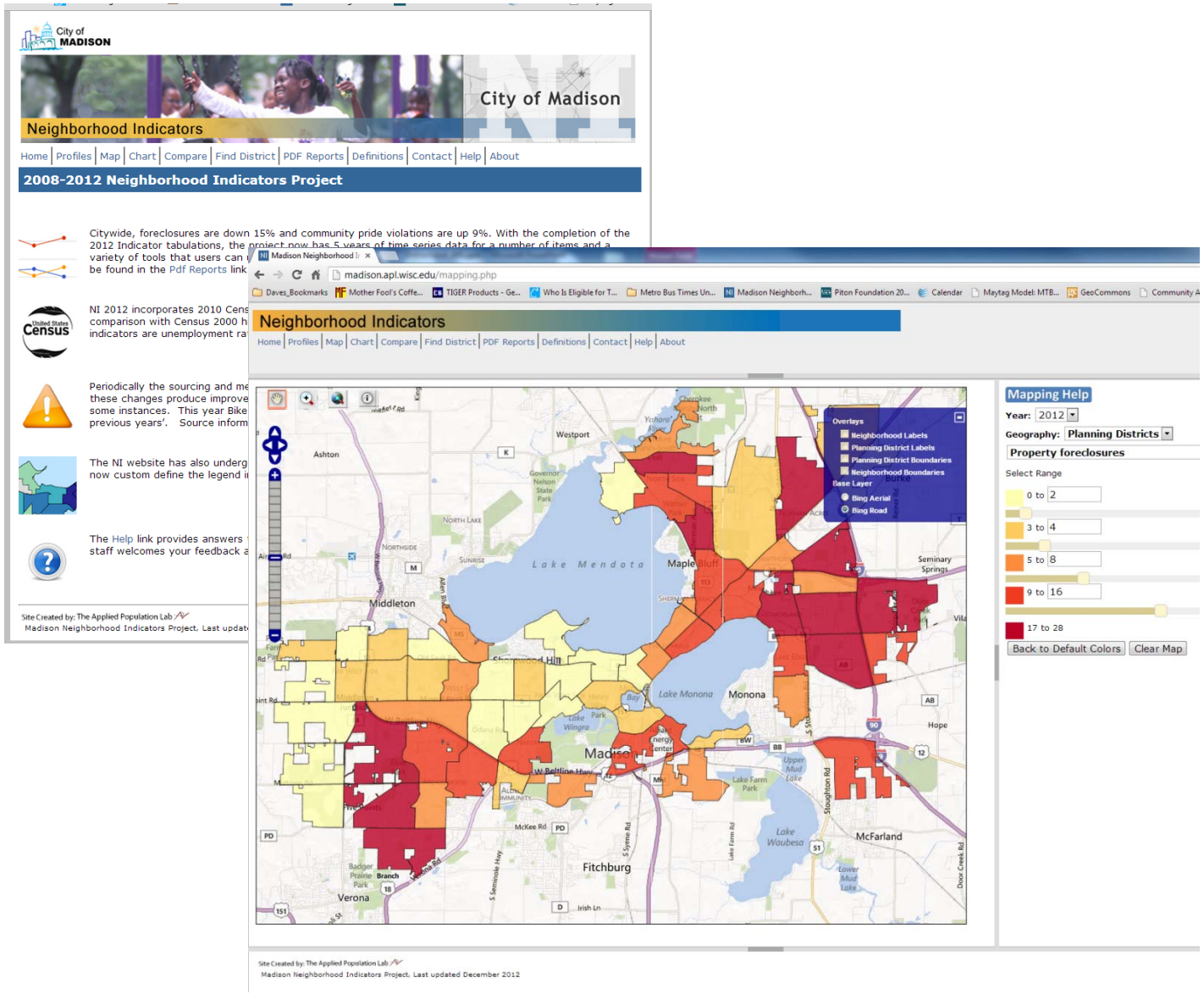
* Student and parent education data
households as available; in some insta

n/a Cells containing "n/a" indicate tha

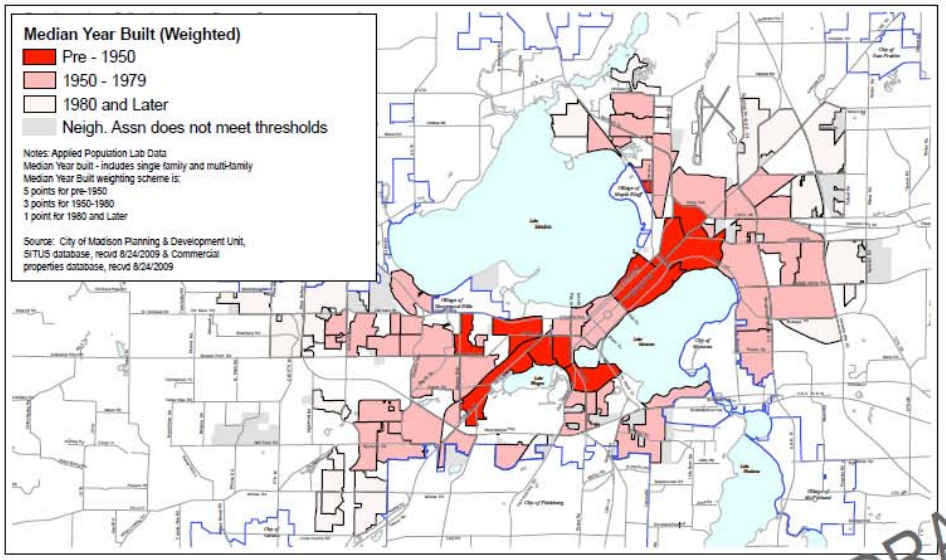
sge* Cells containing "sge*" indicate th
the category shown or five or fewer in
between some neighborhood associati

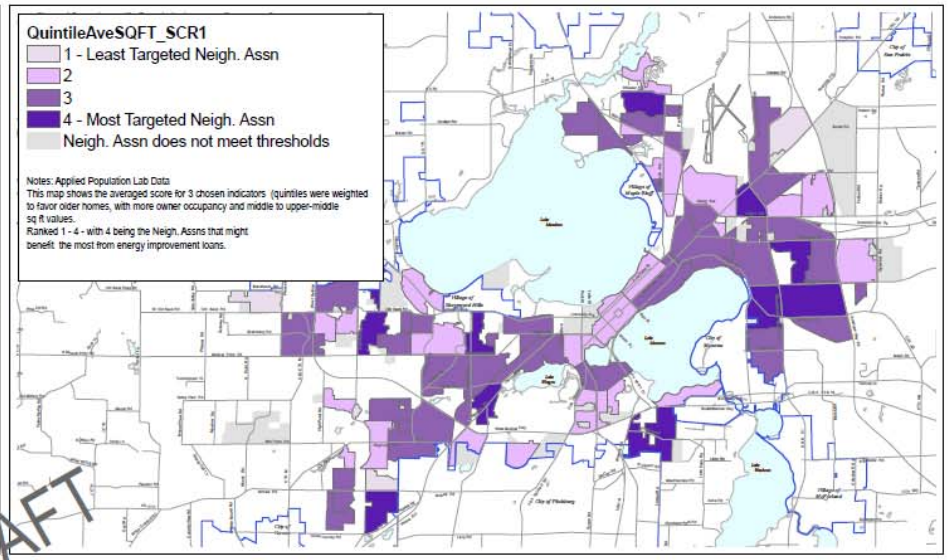
Burr Oaks Neighborhood





madison.apl.wisc.edu





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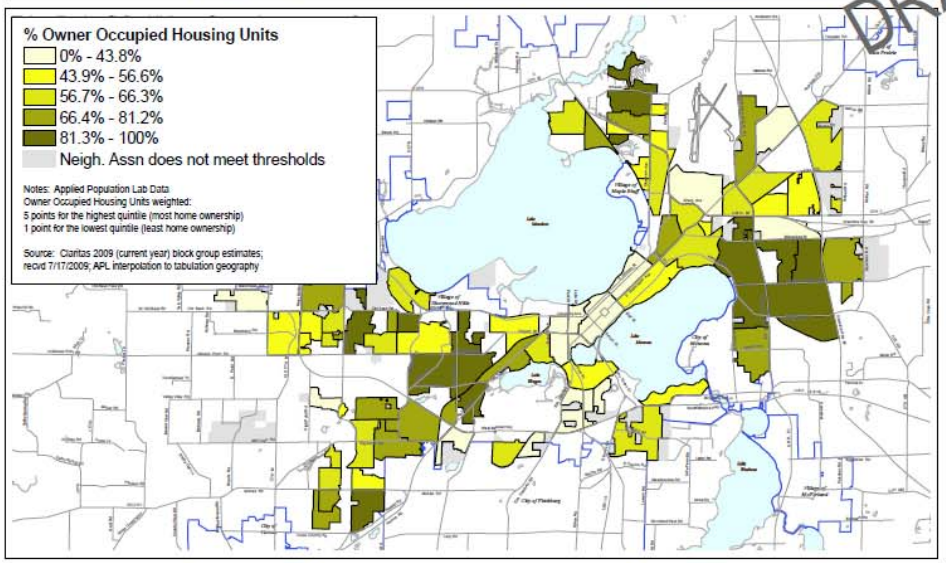
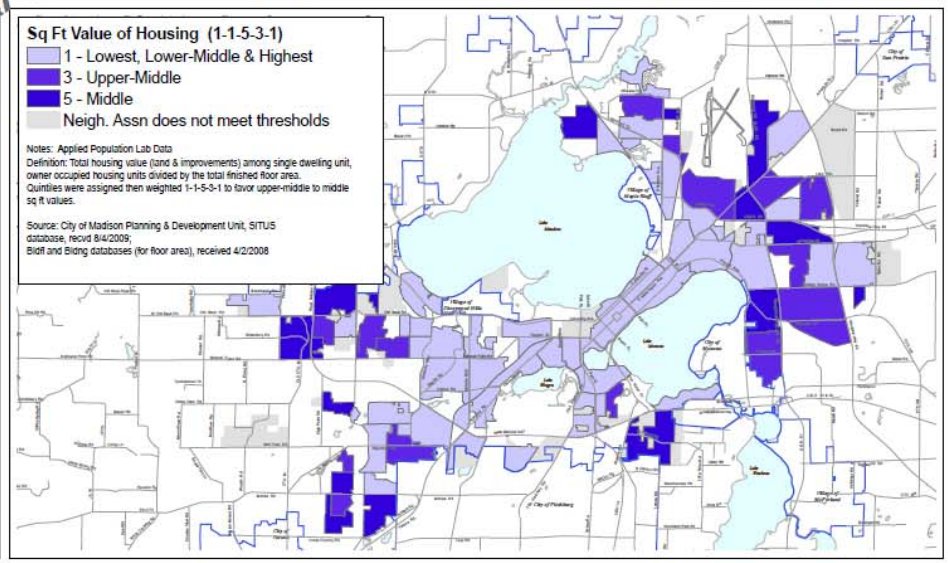




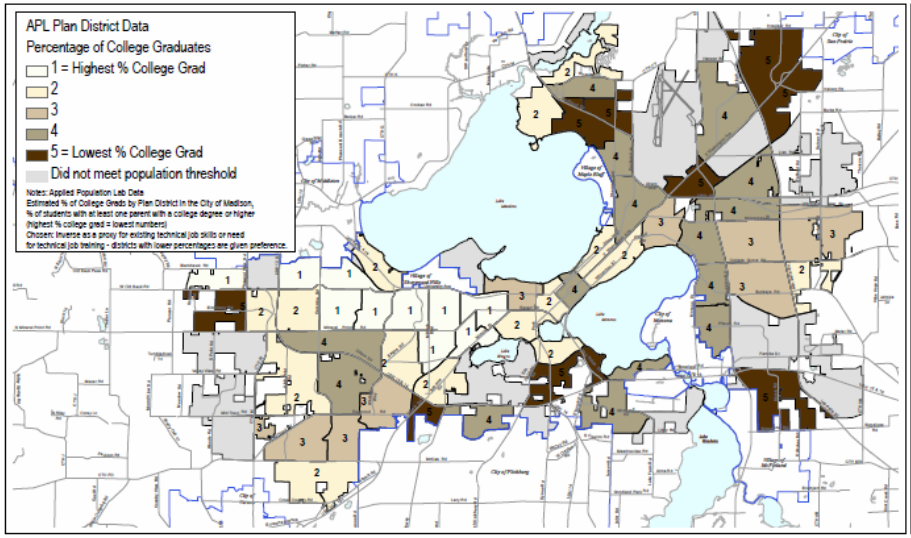
Targeted Outreach for Energy Improvement Loans

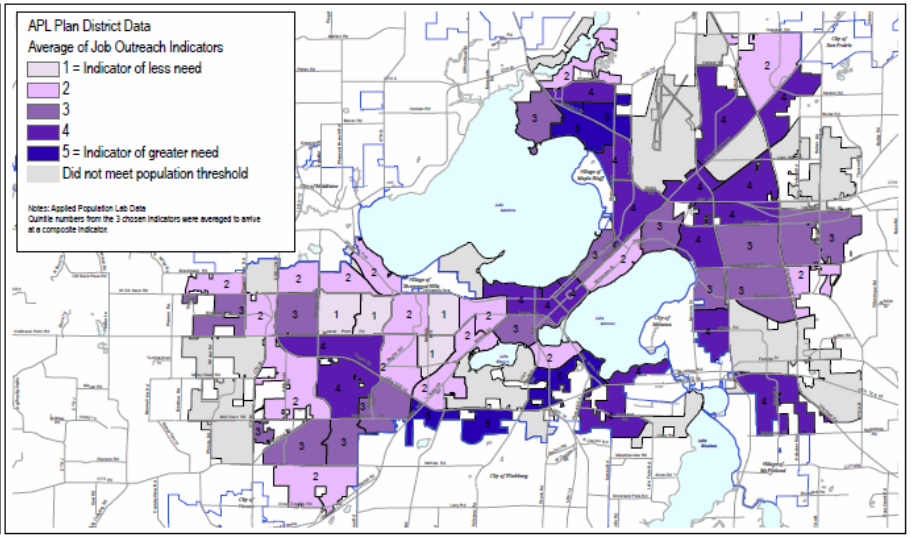
Map 1

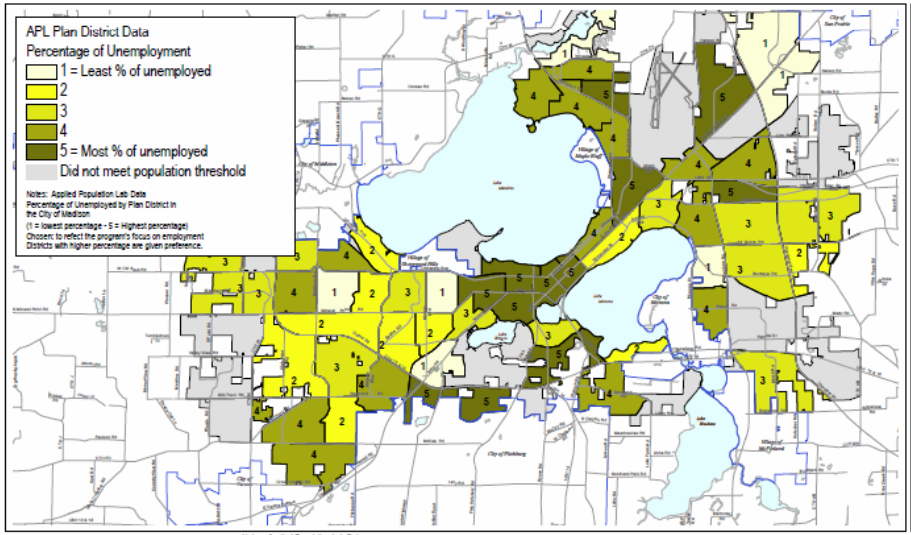
Notes - Applied Population Lab Data
Data given only for the City of Madison portion of the Neighborhood Associations.
Greyed Associations indicate missing data.

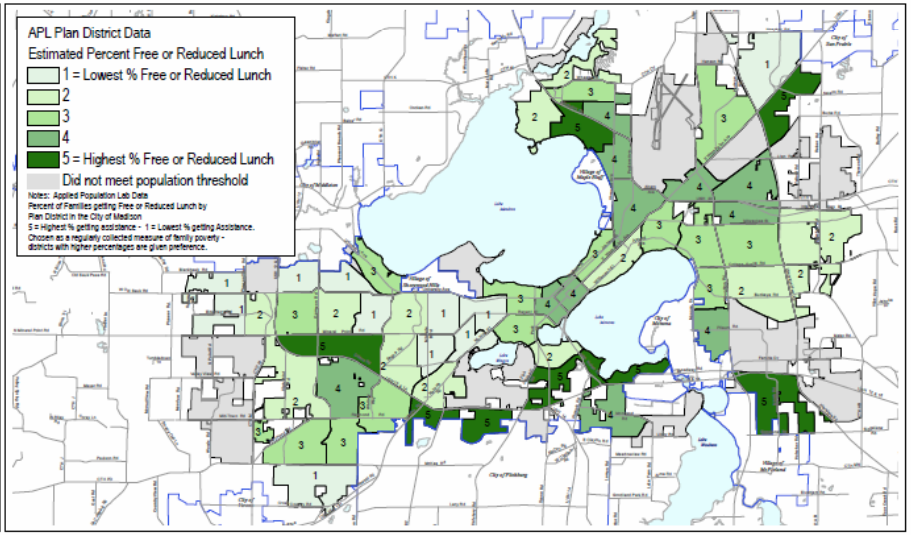
Assigned quintile numbers were averaged to arrive at a composite indicator for possible allocation of energy improvement loans.

City of Madison Department of Planning & Community & Economic Development, Planning Division, slm December 2010









Jobs Outreach

Notes - Applied Population Lab Data
Data given only for the City of Madison portion of the Plan Districts.
Grey plan districts have either fewer than 100 persons (based on claritas estimates,) or are missing data. This estimate is more likely to be erroneous around the periphery in places where new development has occurred.
Indicators: Parent education: Percentage of students in households with at least one parent with a college degree or higher. (1 = High % of college educated, 5 = Low % college educated)
Estimated % of Unemployed: (1 = plan districts with the lowest % of unemployed, 5 = plan districts with the highest % of unemployed)
Estimated % by plan district of school lunch students qualifying for free or reduced lunch, (1 = lowest % by plan district qualifying, 5 = highest % by plan district qualifying)
Assigned quintile numbers were added together and averaged to arrive at a composite indicator for possible allocation of job outreach resources.

City of Madison Dept of Planning & Development, Planning Unit, slm November 2009

Considerations for NI data input revisions

- Provide more detailed categorical breakout for existing data items.
- Include point & line features on the reference map rather than summarizing for neighborhood.
- Investigate potential new items.
- Cull distracting, low value indicators.

Data Item	*Maintain current variable*	*Possibility of addnl' detail*	*Explore point and network mapping*	*Identify new sources or variable*
DEMOGRAPHIC PROFILE				
Number of Housing Units - 2010				
Owner Occupied Units - 2010				
Total Population - 2010				
Age				
Young Children (Age 0 to 4) - 2010				
Youth Population (Age 0 to 17) - 2010				
Senior Population (Age 65 and Over) - 2010				
Race and Ethnicity				
White - 2010				
Black or African American - 2010				
Asian - 2010				
Other Races or Multiracial - 2010				
Hispanic or Latino - 2010				
Household Structure				
Total Households - 2010				
Family Households - 2010				
Families with Children - 2010				
Female Headed Families with Children - 2010				
Post Decennial Census				
Demographic Characteristics beyond 2010				
HOUSING CHARACTERISTICS				
Madison Dwelling Units				
Campus Dwelling Units				
Community Pride Violations				
Property Foreclosures				
Assisted Housing Units				
Average House Value				
Square Foot Value of Housing				
Median Year Built				

Data Item	*Maintain current variable*	*Possibility of addnl' detail*	*Explore point and network mapping*	*Identify new sources or variable*
HEALTH & FAMILY WELL-BEING				
Kindergarten Preparedness				
Parent Education Level: No High School Diploma/G.E.D.				
Parent Education Level: College Graduate				
High Mobility Students				
Economically Disadvantaged Students				
Infant Health: Term or Near Term Births				
Maternal Health: Appropriate Care				
COMMUNITY ACTION & INVOLVEMENT				
Registered Voter Turn-out				
Youth Opportunity Index				
ECONOMIC VITALITY				
Median Household Income				
Families in Poverty				
Unemployment				
Basic Goods & Svcs (Hospital, Pharmacy, Bank/CU, Grocery, Childcare)				
PUBLIC SAFETY INDICATORS				
Crimes Against Persons				
Crimes Against Property				
Crimes Against Society				
Crashes				
Calls for EMS/Fire Service				
TRANSPORTATION				
Transit Stop Access				
Available Transit Service				
Households with Access to a Vehicle				
Bike Path Access				
Pavement Condition				
CONSERVATION				
Water Use				
Energy Use				
Other sustainability / conservation items				

Madison NI Data Users

City Staff:

- Prioritization of neighborhoods for grant funded programs through Mayor's Office -Energy Improvement Loan Program Targeting & Federal Energy Efficiency Program Targeting.
- Helped inform site selection for neighborhood resource team target areas

Public Health/Nursing:

- Affirm or revise overall assessment of neighborhoods.
- Teach community assessment to senior nursing students from UW and Edgewood.

Madison Libraries:

- Grant writing

Community Coordinated Childcare:

- Community needs assessment

Head Start:

- Validate site selection

Dane County United Way:

- Understand geographic variation in needs for kids physical activities & early childhood education programming

NNIP Partners NI Data users

Milwaukee

- Boys and Girls Club siting and expansion decision
- Lead poisoning programming based on patterns of incidence

Indianapolis

- Obesity intervention programs based on incidence rates

Seattle

- Literacy programming based on parent-child reading rates

Questions & Discussion