A Data-Driven Decision Making Tool for Cleveland’s Community Development Stakeholders

Prepared for the 2018 American Public Data User’s Conference
HISTORY:
A nationally recognized community development intermediary founded in 1988 to address neighborhood revitalization issues in Cleveland.

MISSION:
To foster communities of choice and opportunity throughout Cleveland.

VISION:
Cleveland’s neighborhoods are attractive, vibrant communities where people from all incomes, races and generations thrive, prosper and choose to live, learn, work, invest and play.
CNP FRAMEWORK

PLACEMAKING
- Planning
- Urban Agriculture
- Stabilization & Greening
- Real Estate Development
- Public Safety & Security
- Attraction
- Public Art
- Lending

COMMUNITIES OF CHOICE & OPPORTUNITY

ECONOMIC OPPORTUNITY
- Health
- Education
- Leadership Building
- Neighborhood Economic Development
- Engagement
- Workforce Development
- Asset Building

PLACES

PEOPLE

CDC SERVICES & SYSTEM
- Advocacy
- Grantmaking
- Capacity Building
- Right-Sizing
- Staff & Board Leadership
- Shared Services
The Progress Index (PI) is a neighborhood data tool developed by Cleveland Neighborhood Progress (CNP) and the Center on Urban Poverty and Community Development at Case Western Reserve University (CRWU).

The goal of the tool is to equip community development practitioners with housing and economic mobility data so that they may better understand neighborhood dynamics, monitor trends, develop solutions, and use data to measure organizational and/or programmatic outcomes.

Progress Index data are made available at the following four levels:

- Cuyahoga County,
- city of Cleveland,
- Statistical Planning Areas (neighborhood SPAs),
- and community development corporation service area
HISTORY

• Progress Index is the latest iteration of data-aggregation and sharing effort in Cleveland, championed by Case Western Reserve University
  – First predecessor was CANDO launched in 1992. Established a foundation, expertise and relationships for linking data from different sources.
  – 2005 NEO CANDO goes online, has mapping, more flexibility and parcel data
  – NST Web application – online Fall 2010

• CNP began developing the Progress Index in June, 2016
  – Beta version went online in Spring 2017
  – Full version launched in April, 2018
METRICS AND DRIVERS

Progress Metrics
- Median sales price of residential parcels
  - Median gross rent
- Median Household Income
  - Income mix
  - Poverty rate
  - Mobility by poverty rate

Quality of Life Indicators
- Population
  - Growing or stable
- Racial/Ethnic Diversity
  - Diversity Index
- Safety
  - Crime
- Stabilization
  - Occupancy
- Community
  - Attitudes and perceptions
  - Mortality/Life Expectancy
- Health
- Education
- Workforce
- Economy
  - Jobs in neighborhood

Primary Indicators
- Population by age
- Population by race / ethnicity
- Violent crime
- Part I and Part II crime
- Housing density
- Housing condition
- Foreclosure filings
- Sheriff’s sales
- Distressed sales
- Median sales price, parcels with no history of foreclosure
- Attitudinal survey results
- Engagement outcomes
- Blood lead levels
- Infant mortality
- Children ready for Kindergarten
- Quality pre-school slots in neighborhood
- HS graduation rates
- Attendance
- Population in labor force
- Population with at least some college
- Population by educational attainment level
- Commercial occupancy
- # of micro- and small businesses
- # of expanded businesses

Supplementary Indicators
- Property Crime
- Median sales price, parcels with no history of foreclosure
The **Progress Index** is a neighborhood data tool developed by Cleveland Neighborhood Progress and the Center on Urban Poverty and Community Development at Case Western Reserve University. The goal of the tool is to equip community development practitioners with housing and economic mobility data so that they may better understand neighborhood dynamics, monitor trends, develop solutions, and use data to measure organizational and/or programmatic outcomes.

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Data are categorized as either Progress Metrics or Progress Drivers. Progress Metrics are the high-level indicators that provide users with a snapshot of housing and income trends in the neighborhood. This helps us understand trends in the median sales price of homes or trends in rental costs for non-home buying markets, as well as any change in residents’ income or poverty-levels.

However, these high-level indicators only scratch the surface of neighborhood dynamics and may not capture all of the factors that influence housing or economic mobility. Thus, the Progress Drivers seek to further illustrate the many factors driving neighborhood vitality and success. This includes: population trends and diversity, safety, housing, stability, community perception and well-being, health, educational attainment, workforce participation, and local economy. These numbers affect both the sale price of homes and people’s decisions to purchase them, and help us better understand the experiences of those living in Cleveland neighborhoods.

As you dive into the Progress Index, you will notice several tabs at the top of the page. The “Overview” tab will give you a summary of the Progress Metrics and Drivers in the form of 5-year percent change. You may then select the Progress Metrics tab to view housing and income mix data or tab through our Progress Drivers to dive deeper into our neighborhood data.

Finally, as this is a new and evolving tool, please note that indicators may be added and/or removed. Should you have any questions about the Progress Index, feel free to contact: 

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**Select a Location**

- **Level:**
- **Location:**

*or look up neighborhood using address*

Type an address here

Look up by address

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![Map of Cleveland](image-url)
### Safety Metrics

Safety and crime are major factors influencing the quality of life of residents and the decision by homebuyers or renters to move to neighborhoods. Identifying crime hotspots can better help practitioners devise targeted interventions to deter crime and improve safety for residents.

Now viewing data for Broadway-Slavic Village

Note: clicking the [Map] button will allow for a cross-location (city-wide) comparison of a given indicator. The cross-location information is available in a table as well.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>% change</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part I crimes</td>
<td>-15.3%</td>
<td>2,332</td>
<td>2,113</td>
<td>1,836</td>
<td>1,778</td>
<td>1,975</td>
</tr>
<tr>
<td>Part I crimes per 100,000 population</td>
<td>-14.3%</td>
<td>10,490</td>
<td>9,525</td>
<td>8,289</td>
<td>8,057</td>
<td>8,991</td>
</tr>
<tr>
<td>Violent crimes</td>
<td>-6.3%</td>
<td>490</td>
<td>501</td>
<td>381</td>
<td>445</td>
<td>459</td>
</tr>
<tr>
<td>Violent crimes per 100,000 population</td>
<td>-5.2%</td>
<td>2,204</td>
<td>2,258</td>
<td>1,720</td>
<td>2,017</td>
<td>2,089</td>
</tr>
<tr>
<td>Property crimes</td>
<td>-17.7%</td>
<td>1,842</td>
<td>1,612</td>
<td>1,455</td>
<td>1,333</td>
<td>1,516</td>
</tr>
<tr>
<td>Property crimes per 100,000 population</td>
<td>-16.7%</td>
<td>8,286</td>
<td>7,267</td>
<td>6,569</td>
<td>6,041</td>
<td>6,901</td>
</tr>
<tr>
<td>Part II crimes</td>
<td>-11.3%</td>
<td>2,140</td>
<td>2,141</td>
<td>2,079</td>
<td>1,978</td>
<td>1,898</td>
</tr>
</tbody>
</table>
Safety Metrics

Safety and crime are major factors influencing the quality of life of residents and the decision by homebuyers or renters to purchase or rent in a neighborhood. Identifying crime hotspots can better help police and practitioners devise ways to reduce crime and improve safety for residents.

Now viewing data for: [Map]

Note: clicking the Map button will show the cross-location information for the given indicator. The cross-location information is based on the comparison of a given indicator.

Download as PDF | Download as Excel

<table>
<thead>
<tr>
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Indicator: Part I crimes
Definition: Total count of Part I crimes. Part I crimes include violent crimes (homicide, rape, robbery and aggravated assaults) and property crimes (burglary, larceny-theft, auto theft and arson).

Universe: Total population
Source: Cleveland Police Department
Data as of: December 31, 2016
SAS variable: la
Viewing comparison data for Part I crimes

View comparison data on the map. You can also compare locations in tabular form.

Please select a type of location (neighborhood, CDC, etc) and also a year. Then click ‘Update Map’ to view the data for each location.

Filter options

Choose a level
neighborhood

Choose a year
2015

Update Map
## Viewing comparison data for Part I crimes

**Filter options**

**Location type**

- neighborhood

**Search**

**Table**

Click on the table headings to sort. Use the filter selector to filter by location type, neighborhood for specific location.

<table>
<thead>
<tr>
<th>Location (type)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Brooklyn (nbhd)</td>
<td>1,348</td>
<td>1,396</td>
<td>1,376</td>
<td>1,275</td>
<td>1,453</td>
</tr>
<tr>
<td>Kamm's (nbhd)</td>
<td>856</td>
<td>847</td>
<td>877</td>
<td>785</td>
<td>807</td>
</tr>
<tr>
<td>Broadway-Slavic Village (nbhd)</td>
<td>2,332</td>
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<td>1,836</td>
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<tr>
<td>Hopkins (nbhd)</td>
<td>115</td>
<td>116</td>
<td>112</td>
<td>134</td>
<td>135</td>
</tr>
<tr>
<td>Cuyahoga Valley (nbhd)</td>
<td>140</td>
<td>122</td>
<td>126</td>
<td>100</td>
<td>118</td>
</tr>
<tr>
<td>Glenville (nbhd)</td>
<td>2,143</td>
<td>2,120</td>
<td>2,012</td>
<td>1,837</td>
<td>2,011</td>
</tr>
<tr>
<td>Bellaire-Puritas (nbhd)</td>
<td>682</td>
<td>713</td>
<td>628</td>
<td>597</td>
<td>688</td>
</tr>
<tr>
<td>Collinwood-Nottingham (nbhd)</td>
<td>1,108</td>
<td>1,046</td>
<td>939</td>
<td>796</td>
<td>932</td>
</tr>
<tr>
<td>Union-Miles (nbhd)</td>
<td>1,481</td>
<td>1,551</td>
<td>1,386</td>
<td>1,351</td>
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<td>Downtown (nbhd)</td>
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<td>Jefferson (nbhd)</td>
<td>1,103</td>
<td>1,220</td>
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<td>974</td>
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<td>North Shore Collinwood (nbhd)</td>
<td>944</td>
<td>938</td>
<td>813</td>
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<td>Mount Pleasant (nbhd)</td>
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<td>798</td>
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Cleveland Neighborhood Progress
### Filter options

**Location type**
- neighborhood

### Table

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American Community Survey (ACS):
The ACS is an ongoing survey that samples a small percentage of the population on questions regarding family and relationships, income, health insurance, education, employment, and disabilities. The ACS is available for 3 different time periods which are to be selected carefully based on precision and population: 1-year (12 months of collected data) - the smallest sample size, which is less reliable than 3-year or 5-year samples, but contains the most current data. Contains data for areas with populations of 65,000+; 3-year (36 months of collected data) - larger sample size than 1-year data and is more reliable than 1-year, but less reliable than 5-year data. Contains data for areas with populations of 20,000+; 5-year (60 months of collected data) - the largest sample size and the most reliable data, but the least current. Contains data for all areas (including tract and block group). At the neighborhood and CDC service area geographic levels, the 5-year ACS estimates are used.

Whenever the ACS is used as the data source for an indicator, the Margin of Error and Coefficient of Variation are also calculated to aid in understanding the reliability of the estimates.

What is the MOE (margin of error)?
Indicators that use the American Community Survey (ACS) as a data source are estimates based on a survey of a sample of the population. Because they are estimates, they are reported with a margin of error (MOE) calculated at the 90 percent confidence interval. This means that the real value of the indicator is within a range; one can be 90 percent confident that the true value is the estimated value, plus or minus the MOE.

What is CV (coefficient of variance)?
Indicators that use the American Community Survey (ACS) as a data source are estimates based on a survey of a sample of the population. Because they are estimates, they are reported with a margin of error (MOE) calculated at the 90 percent confidence interval. In working with indicators calculated from the ACS in years past, we have learned that people generally have a difficult time determining the quality of the estimate at smaller geographies. We’re providing the coefficient of variance, a measure of the reliability of the estimate, to aid in interpreting the reliability of the estimate. The Census provides the following guidelines for determining the reliability of the estimate:

- Coefficient of Variance <15% - Good
- Coefficient of Variance >15% and <61% - Fair
- Coefficient of Variance >= 61% - Poor
EDUCATION & OUTREACH
Progress Index is a *tool*, not a *decision maker*. There is always context and variables not captured by the data.

TRAINING
City departments, media, philanthropy, CDC directors and staff, public, etc.

CONTINUED DEVELOPMENT
Tweaking the UI, features, and content based on user feedback. Disaggregating more key metrics by race and ethnicity.
http://www.progressindexcle.org/

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THANK YOU!