Keeping Track Online: A Tool for Identifying Where Risks to Children and Families Concentrate in New York City
Overview

❖ Who We Are: Citizens’ Committee for Children
❖ Research and Data Work at CCC
❖ Sources of Info: From Big Data to Resident Voices
❖ Keeping Track Online
   ➢ Turning a desk reference into a database, and beyond
❖ Lessons for Using Data to Inform Community Action
Who We Are: Citizens’ Committee for Children

Ensuring that every child is healthy, housed, educated, and safe.
Research & Data Work at CCC

KEEPING TRACK OF NEW YORK CITY’S CHILDREN

IN PRINT

AND ONLINE
Research & Data Work at CCC

AGGREGATING DATA AND RANKING COMMUNITIES BY RISK ACROSS SIX DOMAINS

IN PRINT

AND ONLINE

[Image of books and online platform]
Research & Data Work at CCC

DEVELOPING PARTICIPATORY PROJECTS FOR COMMUNITY-BASED ASSESSMENTS

- Needs Assessment
- Asset Mapping
- Community Engagement
Sources of Info: From Big Data to Resident Voices

Census Data

- 1-year & 5-year estimates of populations/percentages
- @ City, Borough (County), Community District (PUMA) levels

State & Local Data

<table>
<thead>
<tr>
<th>Administrative Agency</th>
<th>Sample Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYS</td>
<td>Earned Income Tax Credit Claims</td>
</tr>
<tr>
<td>Dept. of Taxation and Finance</td>
<td>Children Receiving Mental Health Services</td>
</tr>
<tr>
<td>Office of Mental Health</td>
<td>Students Living in Temporary Housing</td>
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<tr>
<td>Dept. of Education</td>
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<tr>
<td>NYC</td>
<td>Childcare Enrollment</td>
</tr>
<tr>
<td>Administration for Children’s Services</td>
<td>Graduation &amp; Dropout Rates</td>
</tr>
<tr>
<td>Dept. of Education</td>
<td>Families with Children Entering Shelters</td>
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<tr>
<td>Dept. of Homeless Services</td>
<td>Infant &amp; Maternal Mortality</td>
</tr>
<tr>
<td>Dept. of Health and Mental Hygiene</td>
<td>SNAP &amp; TANF Enrollment</td>
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<tr>
<td>Human Resources Administration</td>
<td>Arrests &amp; Reported Felonies</td>
</tr>
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<td>NYPD</td>
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</table>
Sources of Info: From Big Data to Resident Voices

Mapping Data

- Federal Deposit Insurance Corporation (FDIC)
- NYC Dept. of City Planning
- NYS Dept. of Agriculture and Markets

Community Data

- Qualitative Methods
  - Semi-structured interviews with local service providers
  - Focus group discussions with youth (ages 12-24) and caregivers of young children

- Newer Methods
  - Pilot SMS survey
Keeping Track lets you identify the needs and advocate for New York City's 1.8 million children.
Explore Data: Learning from the Indicators
First, select a location type.

- Any Location Type
- School Districts
- UHF Districts
- Community Districts
- Boroughs

Then, select an indicator.

- Demographics
- Economic Conditions
- Housing and Homelessness
- Health and Mental Health
- Early Care and Education
- Education
- Youth
- Child Welfare and Community Safety

Definitions: Population for children under 18 years by racial/ethnic group.

Notes: Percents refer to the percent of all children under 18 years. Racial/ethnic groups are defined as follows: White = non-Latino White alone, Black = non-Latino Black alone, Asian = non-Latino Asian or Pacific Islander alone, Latino = Latino of any race.
Rank Communities by Risk

An Index for Comparing Neighborhoods and Identifying Areas of Highest/Lowest Risk
ECONOMIC SECURITY
• Child Poverty Rate
• Median Income for Families with Children
• Parental Employment Instability

EDUCATION
• Early Education Enrollment
• Common Core ELA and Math Test Pass Rate
• High School Graduation Rate

HOUSING
• Rent Burden
• Rental Overcrowding
• Families Entering Homeless Shelters

YOUTH
• Teen Birth Rate
• Teen Idleness
• Youth Unemployment

HEALTH
• Infant Mortality Rate
• Low Birth Weight Babies
• Children without Health Insurance

FAMILY & COMMUNITY
• Children in Single-Parent Families
• Adult Educational Attainment
• Violent Felony Rate
<table>
<thead>
<tr>
<th>Community District</th>
<th>Overall Rank</th>
<th>Economic Security</th>
<th>Housing</th>
<th>Health</th>
<th>Education</th>
<th>Youth</th>
<th>Family &amp; Community</th>
<th>Infant Mortality Rate</th>
<th>Low Birthweight Babies</th>
<th>Children without Health Insurance</th>
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<tr>
<td>Mott Haven (B01)</td>
<td>1</td>
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<td>East Tremont (B06)</td>
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<td>8</td>
<td>30</td>
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<td>Brownsville (K16)</td>
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<td>27</td>
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<td>East New York (K05)</td>
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<td>Unionport/Soundview (B09)</td>
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Map Community Resources

Locating Assets that Support Neighborhood Needs, and Observing Absence/Abundance
Citizens’ Committee for Children
OF NEW YORK
Keeping Track Online: The evolution of a database

**1st Edition** Comprehensive data book of indicators on NYC children
  - Featured in NYC media
  - Disseminated to public officials and city agencies
  - In print every 2 years; Online 24/7

**12th Edition** Including neighborhood-level profiles and trends
  - Audience includes researchers, students, grant writers, journalists, service providers, activists, and everyday New Yorkers
Learning from our Ecosystem

- Strength in coalitions and Sustaining relationships with community organizations: the Learning Collaborative

- Identifying and building an online audience from KTO
  - Pop-up User survey
  - Google analytics

Community Engagement

- Meeting people/communities where they are
  Bringing data to
  - Students, service providers, community boards, participatory budgeting;
  In addition to
  - Advocacy groups, advisory councils, board leadership
- Marketing KTO as a public resource – online and offline

“All humans are intellectuals, but not all humans have in society the function of intellectuals.”

Antonio Gramsci
Keeping Track Data: Transforming an advocacy resource into a public good

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**Future Goals**
- Trainings, toolkits and workshops tailored to distinct users
- Data Literacy and Data Ambassadors
- Citywide SMS survey

Citizens’ Committee for Children of New York
Lessons for Using Data to Inform Community Action: Strengths and Challenges for CCC

**STRENGTHS**

- Data mobility and accessibility
- Keeping it local
- Virtuous cycle: relationship with policymakers, service providers, community members and researchers
- Depth and variety of information sources
Lessons for Using Data to Inform Community Action: Strengths and Challenges for CCC

- Data quality and reliability
- Keeping up with data demands from city hall and on the streets
  - Understanding and serving different audiences
- Incorporating mixed methods in a database
- Going beyond the descriptive
Thank you!
Visit Keeping Track Online

data.cccnewyork.org

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