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Southeast Florida DataCommon Partnership Proposal

The South Florida Regional Planning Council, in collaboration with key partners, is leading the development of the Southeast Florida DataCommon. The DataCommon is a both a unique multi-sector collaboration and data/visualization

platform. By working together and providing both acquired and contributed data from partner organizations, this data platform will enhance communication, improve analysis and policymaking, support the development of grant proposals, facilitate analysis of relevant community trends, and further community participation and engagement to invoke meaningful change.

The Strength of Collaboration

Many of South Florida’s public, private, nonprofit, civic, and philanthropic organizations are individually collecting data and tabulating information about their respective geographies, areas of expertise, communities, service areas, and constituencies. However, sharing data among organizations can be challenging and is not commonplace.

As a result, data, analyses, and the “lessons learned” largely reside in organizational silos. This limits shared learning, understanding, and the creation of knowledge about the interwoven nature of issues such as children, health, housing, transportation, water, economic development, community development, and the environment. It restricts our ability to increase organizational, program, and resource efficiency, and efficacy. With the help of partner organizations such as yours, we believe that a collaborative partnership can begin to “change the conversation” by identifying opportunities to:

- Support each other, and the region as a whole, with enhanced access to data;
- Increase efficiency and maximize the use of limited resources by avoiding duplicative efforts;
- Continue to foster strong interagency relationships by working together to address common issues and pooling our respective talents and capacities to reach common goals;
- Excel in regional planning and program implementation by creating better data for better outcomes, so that we not only address present challenges, but also bend the trends to create community opportunity.

This platform will encourage and facilitate meaningful dialogue within and amongst professional users, policymakers, and the general public by providing a highly functional and user-friendly interface through which partners can contribute to and access regional data. The development of the DataCommon is instrumental to advancing the fundamental understanding of patterns and trends in our region, and assisting partners, policymakers, and communities in their efforts to shape a better future for Southeast Florida.

What We’ve Accomplished

The Council recently unveiled the pilot DataCommon website with a sample collection of visualizations describing a variety of variables and geographies. Prior to launching the DataCommon, the Council assessed the successes and shortcomings of existing data commons around the nation, tested data representation tools and visualization software, and met with regional and community stakeholders to ensure that the DataCommon would be a robust resource and tool for addressing South Florida’s most pressing issues.

Check out the pilot DataCommon Website!
Sfregionalcouncil.org/data-common



Business & Economy



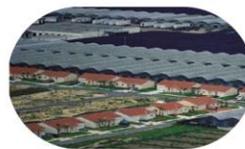
People and Place



Education



Health & Quality of Life



Attainable Housing and Development



Transportation

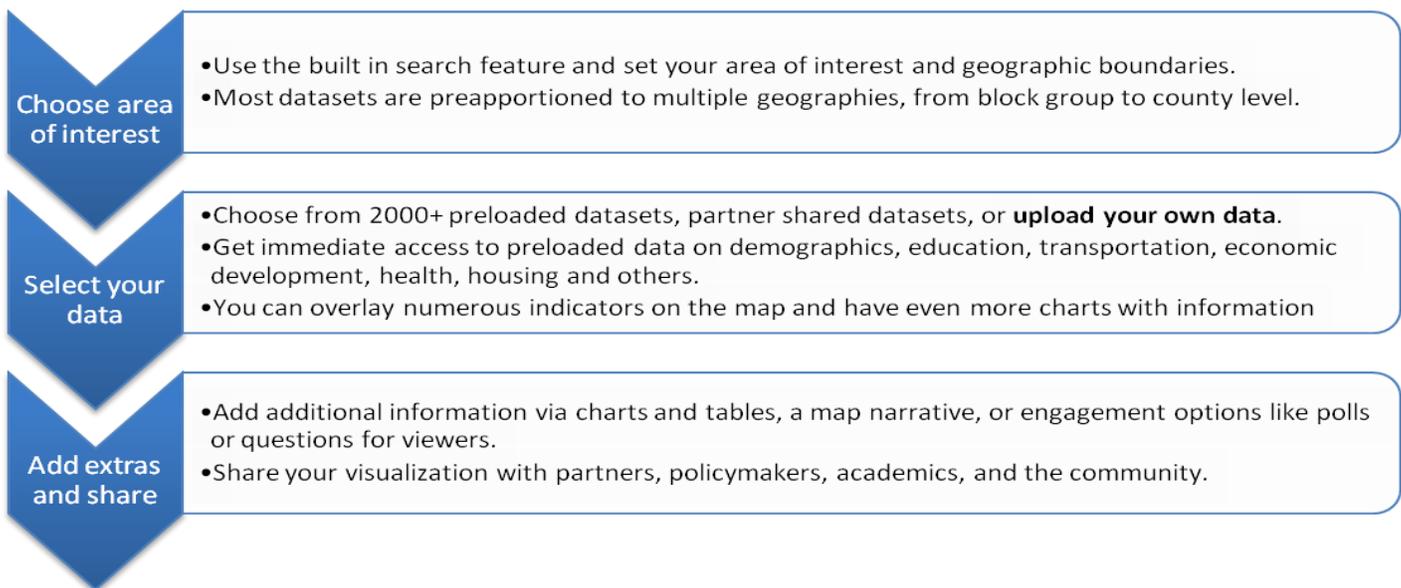
Where We're Headed

Next steps include solidifying the regional partnerships that been developed, further refinement of the shared vision and goals, and continued investment in the DataCommon to increase data, tools, and partner capacity. As envisioned, the Southeast Florida DataCommon will continue to grow into an easily accessible online access point where a wealth of information about the Southeast Florida region can be worked with, managed, analyzed, and displayed.

In order to accomplish this, the Council proposes to formalize the multi-sector partnership that has helped bring the pilot site to fruition. Supported by the Council and its staff, a collective sharing of resources and expertise will enable the Partnership to grow and use the DataCommon while enhancing our collective ability to understand the region through entirely new sets of lenses.

Planners and policymakers will no longer be confined by the relatively limited amount of information that they have direct access to, or by the resources available to find, process, and display relevant data. The DataCommon will increase the availability and accessibility of information across sectors and agencies while reducing duplication of effort, saving time and money, and enabling access to information that may have previously been costly or time consuming to acquire. With our combined investment, this project will substantially enhance the ability of individual partners, as well as the collective partnership, to drive positive change in the region.

The DataCommon will contain a growing collection of data stories developed with a variety of tools and datasets. A key starting tool is MySidewalk, a platform to help organizations use and share data in a more efficient way. Creating attractive and impactful data visualizations has never been easier, with just a few clicks to choose a geography and a variety of datasets to map and embed into connected charts. Sample datasets are listed on page 4. The interactive visualizations can be enhanced with annotations, pictures, videos, surveys, and more!



Two Membership Options

Both membership options include four distinct data products and visualization services. The Core Membership offers additional value with participation on the DataCommon Board, technical assistance, and MySidewalk licenses for the creating the visualizations within your organization. With the Associate Partnership, SFRPC creates the data products and visualizations for you. This option costs less and also requires less of your staff time.

[Option 1: Core Membership – \\$6,000 to \\$10,000 \(with a goal of 10 Core Partners\)](#)

The DataCommon offers a tiered Core Membership dues structure corresponding to the number of licenses that an organization wishes to obtain. Each license will grant one user access to the software and all associated visualization development capabilities, including templates that have been generated and data that has been uploaded by partners.

Additionally, users will be able to access a wealth of pre-uploaded census data at a variety of scales, from census blocks groups to county level. The DataCommon uses the MySidewalk data platform. MySidewalk enables users to upload their proprietary data, which can be kept private, shared with other partners, or open for public use. The DataCommon membership structure will adhere to the following formula:

$$\text{Annual Membership} = (\text{Number of Single-Use Licenses} \times \$1000) + \$5000$$

Following this formula, a single-license membership would cost \$6,000; a five-license membership would cost \$10,000.

DataCommon Core Membership Benefits

1) Access to Visualization Developer Tools via MySidewalk

Partners will be able to generate and share their own visualizations based on their organization's priorities and objectives. This tool allows users to get right into mapping multiple data layers simultaneously and dynamically viewing attached charts and tables in order to begin drawing meaningful conclusions, and streamlining the process of data collection, analysis, and output. There are many unique functions, such as comparison of various geographies and change over time.

2) Seat on the Board of Directors

Each core partner that enters into the DataCommon collaborative will appoint a voting representative to the DataCommon Board of Directors. The Board will serve to guide the growth and development of the DataCommon. The Board will meet quarterly to review progress, evaluate priorities, and reassess responsibilities for core members. Meetings will be open to auxiliary members and anyone else interested in learning more about the DataCommon.

3) Organization Visibility and Promotion via DataCommon Website

Partners will be able to post visualizations, analyses, and their developed stories to the DataCommon's shared website for increased visibility and public engagement. The DataCommon will also have a social media presence which will be shared by the Collaborative.

4) SFRPC Remote Support and Training Sessions

Training seminars will be offered up to three times per year in person, or remotely as requested, to ensure proper training of partner staff as needed. Additionally, users may contact SFRPC staff remotely for specific support requests and technical assistance.

5) Member Visualization and Analysis Products

Your annual membership comes with the following products, which the Council will create for you to fit your needs:

Quantity	Item*	Description
5	Community Profiles	Full-featured community profile with accompanying visualizations.
20	Standard Visualizations	Basic maps using MySidewalk pre-apportioned and uploaded data.
3	Custom Data Visualizations	Maps requiring data gathering, management, and uploading.
2	Featured Blog Post	Monthly front-page snapshots on DataCommon website.

**see more detailed product descriptions on the next page*

These products were designed to add value for social media, to embed on your website, to use in presentations and reports, and to utilize for any other digital or print purpose. Products must be requested 10 business days in advance and more notice is required if requesting a bulk amount of products. There will be a member link for partner product requests on the website.

Option 2: Associate Partnerships - \$2,500 (with a goal of 20 Associate Members)

The Council would like to encourage the participation of local and regional agencies that are mainly interested in the products being provided annually. In this case, a reduced cost Associate Partner subscription to the DataCommon will enable involvement via access to Council products, as described below with the amount allocated each year.

Quantity	Item*	Description
3	Community Profiles	Full-featured community profile with accompanying visualizations.
10	Standard Visualizations	Basic maps using MySidewalk pre-apportioned and uploaded data.
2	Custom Data Visualizations	Maps requiring data gathering, management, and uploading.
1	Featured Blog Post	Monthly front-page snapshots on DataCommon website.

**see more detailed product descriptions in the next section*

These products were designed to add value for social media, to embed on your website, to use in presentations and reports, and to utilize for any other digital or print purpose. Products must be requested 10 business days in advance and more notice is required if requesting a bulk amount of products. There will be a member link for partner product requests on the website.

Data Products and Visualization Services (included in your membership)

Community Profiles

- A 3 to 5 page PDF with infographics, maps, and charts.
- The PDF includes summary information and a narrative to describe one or two aspects of a specific community (neighborhood, city, or county).
- Topics are tailored to specific partner goals and may include attainable housing, education, economic vitality, demographics, environment, and transportation.
- **Potential Applications:** These profiles are excellent for supplementing a larger project report or for enhancing a grant application. The layout can be made available as a Word Document to allow for easy integration.

Basic Visualizations

- Interactive maps and associated charts, tables, and narratives that utilize existing MySidewalk data.
- For an example of one of these interactive stories please visit our website at sfregionalcouncil.org/data-common
- **Potential Applications:** The Visualizations can be shared on social media, embedded on a website, or converted to other formats for easy sharing and intended uses. You can add survey questions to obtain feedback.

Custom Visualizations

- Custom visualizations are considered interactive maps that require the collection, processing, or uploading of additional data outside of MySidewalk's database.
- While this is a relatively easy operation in MySidewalk, some additional time and resources may be required, depending on the data and partner needs.
- **Potential Applications:** Customization may include showing change over time or indexing of variables.

Featured Blog Post

- This section of the DataCommon website will feature a monthly story page about one of our partners or associate partners, discussing the organization's mission, history in the region, and current projects.
- This will include supporting MySidewalk visualizations where applicable and interviews with partner organization staff.
- **Potential Applications:** The blog post can be adapted to go into your organization's website or email newsletter.

The PARTNER WISHLIST consists of organizations such as:

- Academia
- Local government
 - Counties and municipalities
 - metropolitan planning organizations
 - Transportation organizations
- Non-profit organizations
- Chambers of Commerce
- Health organizations
- Other public, private, nonprofit, civic, and philanthropic organizations within the region

**The SFRPC actively integrates the DataCommon into grant funding opportunities. In this way, the project work is enhanced at the same time DataCommon resources are expanded and refined.*



Sample Datasets

Data Source and Descriptions: MySidewalk.com

(from 2000+ preloaded datasets)

Business and Economy

Employment Access Index
Employment Industry by Home Location
Participation in Labor Force
Employment Diversity
Local Job Density
Total Working Population 16 and Over
Median Earnings
Median Household Income
Employment Industry by Job Location
Wage of Workers
Total SBA Loans
Total Patents 2010 to July 2016
Percent Change - Jobs 2003 to 2013
Low and Very Low Income Persons
Blue-collar Employment
Total Business Establishments
Per Capita Income
Median Age of Workers
Labor Market Engagement Index

People and Place

Median Age
Foreign Born Population and Region of Origin
Period of Naturalization of Foreign Born Population
Primary Language Spoken at Home
Average Family Size
Total Population 65 and Over
Generations
Marital and Family Status
Population by Veteran Status
Presence of Children
Language Isolation
Population Living with Disability
Total Registered Voters
Party Affiliation
Uniform Crime Reporting – Crime by Type

Transportation

Percent of Income Spent on Transportation

Travel Time to Work
Median Commute Distance
Commute Type
Vehicles Available per Housing Unit
Motor Vehicle Accidents
Commute Origin vs. Destination

Education

Overcrowded Housing Units
Enrolled In School
Educational Attainment
Private School Enrollment by Grade
Foreign Born Educational Attainment
Percent High School Educated
Percent College Educated
School Proficiency Index
Bachelor's Degrees Received

Health and Quality of Life

Income Inequality (Gini Index)
Families Below Poverty Level
Health Insurance Coverage
Medicare Coverage of Population 65 and over
Air Quality: Respiratory Hazard Index
Vulnerability to Environmental Hazards (SOVI)
People with Low Access to Food
Total Receiving Food Stamps/SNAP
Number of Dentists
Primary Care Physicians

Attainable Housing and Development Patterns

Average Appraisal Value
Family Households with Other Occupants
Total Housing Units
Median Home Rent
Owner vs. Renter Occupied
Gross Rent as a Percentage of Income
Location Affordability for Median Income Households
Home Mortgages
Rental Vacancy Rate
Household Density
Building Age of Housing Units
Overcrowded Housing Units
Generations within a Household
Median Home Value
Household Size
Year Householder Moved Into Unit
Home Purchases
Place of Residence Over Past Year
Units in Structure
Selected Monthly Ownerships Costs as a Percentage of Income
Occupied Housing Units
Housing Diversity



Sample Templates

Data Source and Descriptions: MySidewalk.com

(example data stories using the above datasets)

Business and Economy

- City Growth & Change
- Access to Employment
- Change in Number of Jobs 2003 to 2013
- Density of Workers by Job Location (per acre)
- Workforce Availability - Education and Industry
- Understanding Labor Markets: Employment Rate
- What is the job density of downtown?
- Employment Diversity
- Density of Labor Force by Home Location
- Retail Job Concentration
- Places Where the Number of Jobs Increased 2003 to 2013
- Total Employment - 2014
- Location of Manufacturing Jobs
- Location of Jobs in Arts & Recreation
- Location of Jobs in Education
- Location of Healthcare Jobs

People and Place

- Percentage of Population Under Age 18
- Daytime Population vs. Total Population
- Change in Population 2010 to 2014
- Seniors (65+) and Low Mobility
- City Council Baseline Demographics
- Change in Population 2000 to 2010
- Percentage of Population Over Age 65
- Demographic Trends
- Uninsured Seniors
- Places Where Population Increased 2010 to 2014
- High Density of Children
- Vulnerable Populations
- High Vulnerability to Environmental Hazards

Transportation

- Average Commute Time
- Bus Transit Supporting Density (7 units / acre)
- Distribution of Residents Without a Vehicle

- Percentage of Population That Commutes by Public Transit
- Commute Origin and Destination
- Crash Fatalities – 2015
- Cost of Commuting
- Transportation Burden for Low Income Residents
- Crash Fatalities - 2015: Cyclist(s) Involved
- Fixed Rail Transit Supporting Density (14 people / acre)

Education

- College-Educated & Millennials
- Educational Attainment & School Proficiency
- Overcrowding and Low Educational Attainment
- School Performance and Children's Health

Health and Quality of Life

- Children (under 18) in Poverty
- Households Below the Poverty Level
- Air Quality: Air Toxin Cancer Risk (per million)
- Where are potential food deserts in your community?
- Do people enrolled in SNAP have access to healthy food?
- Working Full Time Below the Poverty Level
- Children (under 18) with Low Access to Food
- Parks & Recreation Community Commute Patterns
- Parks and Recreation Age Groups and Inclusive Places
- Where do people have low access to healthy food?
- Uninsured Children (under 18)
- Seniors without Medicare Coverage
- Primary Care Physicians
- Number of Dentists
- Economic Security/Health: Focus on Families with Children
- Low Access to Primary Care
- Specialist Physicians
- Number of OB-GYNs

Attainable Housing and Development Patterns

- Housing Density and Home Value
- Affordability for a Median Income Resident
- Change in Number of Housing Units 2000 to 2010
- Highly Leveraged Renters
- Baby Boomers & Median Household Income
- Affordable Housing Success Zones
- Percentage of Owner-Occupied Housing Units
- CDBG - Formula A (Population, Poverty, Overcrowding)
- Housing Turnover
- Median Home Rent and Rental Unit Density
- High Concentration of Renters
- Insufficient Housing Near Employment Centers
- Where is the housing market currently underutilized?
- Median Home Value: 2010 to 2020
- Millennials and Renting