EMPOWERING GRASSROOTS USERS WITH NEIGHBORHOOD ANALYTICS

OR

HOW TO USE THE CHARLOTTE-MECKLENBURG NEIGHBORHOOD QUALITY OF LIFE TOOL

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CHARLOTTE DATA DAY
Using Data for Community Development
UNC Charlotte Center City Building
March 26, 2013
Charlotte Neighborhood Quality of Life History

1993

- Began as the City Within a City (CWAC) Neighborhood Assessment
- Studied 73 neighborhoods
- 20 Variables
- “… overall health and stability”
- Stable, Threatened, and Fragile classifications
Charlotte Neighborhood Quality of Life History

1997
- Renamed Charlotte Neighborhood Quality of Life Study
- Analyzed 173 Neighborhood Statistical Areas (NSAs)
- 20 local variables
- Statistical Analysis = Cumulative Score
- Stable, Threatened, Fragile

2000-2010
- Biennial schedule
- Web-based reporting
- Renamed ranking: Stable, Transitioning, and Challenged labels
Role of Charlotte’s Neighborhood Quality of Life Analyses

- The Neighborhood QoL has shaped the City’s policy agenda for neighborhoods.
- Framed the City’s neighborhood strategy around service delivery, strategic investments, and capacity building.
- Geographically targeted public investment and policies.
- Fostered collaboration between neighborhoods, government agencies, and non-profits.
- Improved City programs and initiatives through measuring achievement.
2012 Quality of Life Project

- Transform and enhance the QoL Study
- Expand the geographic coverage of the QoL Study
- Amplify the analytical power of the QoL analysis
- Give users more information
- Create a user-friendly web-based dashboard
Analytical Framework: Geography

173 Neighborhood Statistical Areas (NSAs)

464 Neighborhood Profile Areas (NPAs)

- 7 municipalities and Mecklenburg County
- Census block groups core
- Mean population ± 1,900
- Alignment with US Census Bureau, American Community Survey
Analytical Framework: Variables and Analytics

2000-2010

4 Dimensions
• Social
• Physical
• Crime
• Economics

20 variables
Stable, Transitioning, Challenged rankings

2012

8 Dimensions
• Community Character
• Community Economics
• Community Engagement
• Education
• Environment
• Community Health
• Housing
• Community Safety

82 variables
No single ranking

UNC CHARLOTTE
Quality of Life Dashboard
Gateway to the Quality of Life Study

The Quality of Life Dashboard is designed to help assess the health of neighborhoods in Charlotte and Mecklenburg County. Begin by choosing a variable in the sidebar. Interacting with the map or searching for an address or location.

**Neighborhood Profile Area**

**2526 Population**
Total Neighborhood Profile Area (NPA) population.

**Why is this important?**
Total population is a baseline measure that indicates the number of people living in an NPA. It is used to calculate density, and other per capita data. Trends in population show where the community is growing and where it is decreasing, which can help the City, County, and Towns as well as other services providers know where infrastructure and other services may be needed. The 2010 Census reported 308.7 million people in the United States, a 9.7 percent increase from the Census 2000 population of 281.4 million.

**About the Data**
Provides the population based on the 2010 Census for each NPA using Block Group geography. Census block groups are the second smallest unit of measure used in the decennial Census. Only the census block is smaller. A block group is a cluster of census blocks within the same census tract. The average block group contains 59 blocks comprising between 600 and 3,000 people, with an optimum size of 1,000 people.

U.S. Census, 2010

Created by the City of Charlotte, Mecklenburg County, and UNCC
GitHub - Report a Problem - Disclaimer
Length of Commute: Greater than 30 minutes

Legend

<table>
<thead>
<tr>
<th>Greater than 30 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>0% - 10%</td>
</tr>
<tr>
<td>10.1% - 25%</td>
</tr>
<tr>
<td>25.1% - 40%</td>
</tr>
<tr>
<td>40.1% - 77.7%</td>
</tr>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

Note: The town boundaries shown on this map are an approximation of the NPLAs that fall within each town jurisdiction and ETJ. Some NPLAs cross these jurisdictions and are grouped with the town that makes up the majority.

Description: The percentage of people working outside the home with travel time to work greater than or equal to 30 minutes.
Methodology: The number of workers with travel time greater than or equal to 30 minutes divided by all workers who travel away from home to work.

Mecklenburg County Average: 35%
Source: American Community Survey, 2008-2010
Metropolitan Studies Group, TML 9/12
Commuter Transportation Mode: Drive Alone

Legend

Mode: Drive alone
- 8.6% - 50%
- 50.1% - 70%
- 70.1% - 80%
- 80.1% - 90%
- 90.1% - 100%
- N/A

Description: The percentage of people working outside the home who drive alone to work.

Methodology: The number of all workers who travel to work from home individually driving an automobile divided by the total number of workers who travel to work from home.

Mecklenburg County Average: 77%

Source: American Community Survey, 2005-2010
Metropolitan Studies Group, TML 9/12
Percent within Half Mile of Transit Stop

Legend

With in Half Mile
- 0.1% - 50%
- 50.1% - 90%
- 90.1% - 100%
- N/A

Description: Percent of housing units within a half mile of a transit stop. The average percent for Mecklenburg County is 67%. Data as of October 2011.

Average Number of Daily Transit Users

Legend
- 0 - 52
- 53 - 198
- 199 - 404
- 405 - 805
- 806 - 3376

Description: The total number of residential transit riders each Neighborhood Profile Area.

Methodology: For each transit stop, the ridership is allocated to the surrounding residential units within a 1/4 mile. Residential units that do not fall within 1/4 mile of a bus stop or bus stops that are major transfer points have been excluded from the analysis.

City of Charlotte Average: 108 Riders

Source: Charlotte Area Transit System; Mecklenburg County Landuse and Environmental Services Agency, 2009; Metropolitan Studies Group, TML 11/11
Bicycle Friendliness

Description: Bicycle friendliness is determined by the nature of the street network, availability of bicycle specific facilities and connectivity.

Methodology: The index is determined by this formula: (Low speed streets + bike lane mileage + completed greenways/multimuse paths) divided by (Total street mileage + total completed and proposed greenways/multimuse paths + Connectivity ratio) = GOL index (Min score of 1, Max score of 3).

Source: Charlotte Department of Transportation, 2011
Metropolitan Studies Group, TML 8/11
Percentage of Paved Streets with Sidewalks

Legend
Percent Sidewalks
- 0% - 10%
- 10.1% - 30%
- 30.1% - 50%
- 50.1% - 70%
- 70.1% - 93%

Description: The percent of streets with sidewalks on at least one side.
City of Charlotte Average: 39%

Source: Charlotte Department of Transportation;
Mecklenburg County Landuse and Environmental Services Agency, 2009.
Metropolitan Studies Group, TML, 8/11
Are you ready to use your Charlotte-Mecklenburg Quality of Life Dashboard?

Quality of Life Link:
http://maps.co.mecklenburg.nc.us/qoldashboard/