



COMMUNITY-BASED INDICATORS IN ACTION

## SUMMARY REPORT

Prepared September 2013



Baltimore Data Day 2013 | July 12, 2013 | [www.bnaijfi.org/data\\_day](http://www.bnaijfi.org/data_day)

# Introduction

The goal and mission of the Baltimore Neighborhood Indicators Alliance-Jacob France Institute (BNIA-JFI) is to strengthen the practice of data-driven decisions to support stronger neighborhoods, improved quality of life, and a thriving city by empowering Baltimore residents, neighborhoods, and organizations with the data and analyses required to shape and impact policies that affect them and to support improvements within Baltimore. BNIA-JFI is dedicated to improving the quality of life in Baltimore City neighborhoods through the annual update of the *Vital Signs* report that tracks key indicators for Baltimore's neighborhoods. BNIA-JFI is a member of the National Neighborhood Indicators Partnership (NNIP), a national collaboration organized by the Urban Institute with 36 local partners to further the development and use of neighborhood level information systems in local policymaking and community building.

BNIA-JFI has worked for the past decade to assist community-based organizations in strategic planning, grant writing and neighborhood advocacy. As part of this mission-driven work, BNIA-JFI staff responds to over 200 requests for data, information, maps, and technical assistance, as well as providing trainings and presentations. In May 2013, BNIA-JFI released the 11<sup>th</sup> edition of *Vital Signs*, the annual update of all the community profiles to include the latest year's information.

Since 2010, BNIA-JFI has hosted **Baltimore Data Day**, an annual workshop to help communities expand their capacity to use technology and data to advance their goals. At the 4<sup>th</sup> Annual **Baltimore Data Day**, community leaders, nonprofit organizations, governmental entities and civic-minded "hackers" came together to see the latest trends in community-based data, technology and tools and learn how other groups are using data to support and advance constructive change. **Baltimore Data Day** is structured around a series of "how to" interactive workshops in which people who work with data explain what data is available, how to access data, and why data can be actionable for communities.

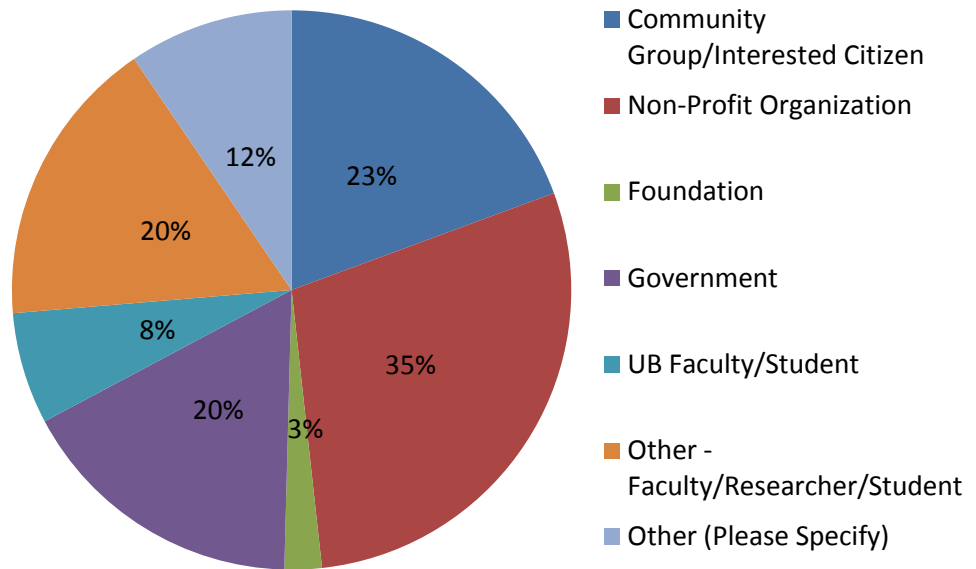
## Outreach and Media Coverage

Outreach for **Baltimore Data Day** included emails to attendees from previous years, BNIA-JFI [advisory committee members](#), and social media followers. Information was also included in community based newsletters including the Rawlings-Blake Review and Mayor Rawlings-Blake Neighborhood News, Council President's Jack's Journal, the Baltimore Neighborhood Collaborative BNC Around Town, and news releases from the University of Baltimore, the Federal Reserve Bank of Richmond, the Citizen's Housing and Planning Association, Technically Baltimore, WYPR and the Asset Based Community Development Network.

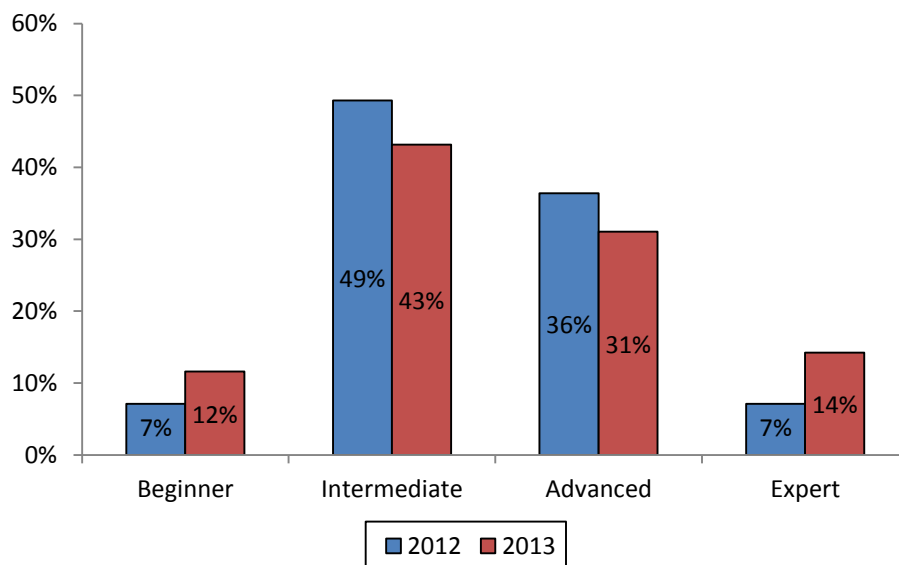
Hear [Maryland Morning Interview](#) about Vital Signs 11 and Baltimore Data Day  
See gb.tc's [Baltimore Weekly](#) on Data about Baltimore  
See coverage of Hackathon by [Technically Baltimore](#)

## Attendees

More than 200 individuals representing over 145 organizations registered to attend **Baltimore Data Day 2013**. Over 100 people registered for Baltimore Data Day's first ever pre-session, which was hosted at the Federal Reserve Bank of Richmond's Baltimore Branch, and more than 30 people registered to attend the concurrent hackathon event at Baltimore Data Day. In addition to the hackathon and pre-session events, Baltimore Data Day hosted 11 sessions and workshops, with over 40 experts presenting and moderating discussion.



Based on the self-assessment provided by attendees when they register, we are able to conclude that most people who attend Baltimore Data Day believe they are at an intermediate or advanced level when it comes to accessing data. Baltimore Data Day helps to network these individuals and advance their knowledge and skill sets of the data available to them and how to



access it. Since 2012, there has been an increase in attendees referencing themselves as beginners, in addition to those with an "expert" level of experience accessing data having doubled. This indicates that Baltimore Data Day is a valuable resource for everyone, regardless of experience with data.

## Agenda

<http://bniajfi.org/2013agenda>

### Pre-Session on Big Data in Action

Thursday, July 11, 2013

- Dave Beck, Regional Executive and Senior Vice President, Federal Reserve Bank of Richmond
- [Seema Iyer, Baltimore Neighborhood Indicators Alliance](#)
- [Sheilah Kast and Lawrence Lanahan, Maryland Morning WYPR, Lines Between Us](#)
- [Lee Rainie, Internet & American Life Project "The Future of Big Data"](#)
- Jen Golbeck, Director, UM Computer-Human Interaction Lab "Analyzing the Social Web"

### Baltimore Data Day 2013

#### Community-Based Indicators in Action

Friday, July 12, 2013

#### Conference Agenda

[View Event Photos](#)

#### INFORMATION SESSION

Baltimore DataMind

Baltimore Green Map

Baltimore Neighborhood Indicators Alliance - Jacob France Institute

Neighborhood Design Center

Citizens Planning and Housing Association

U.S. Census Bureau

#### STUDENT POSTERS

Nikolay Ratajczak, University of Baltimore

Monica Sarver and Kelsey Zaid-Shamer, University of Baltimore

Megan Griffith, Morgan State University

Michael Burton, Morgan State University

#### WELCOME

Joseph S. Wood, Ph.D., Provost, University of Baltimore

Molly McGrath, Director, Baltimore City Department of Social Services

*What's New in Vital Signs 11*

Seema D. Iyer, Ph.D., Associate Director, Jacob France Institute

Wes Moore, Author & Baltimore Community Foundation Trustee

## MORNING WORKSHOPS

### EDUCATION KINDERGARTEN READINESS

Moderator: Phil J. Leaf, Johns Hopkins University

Panelists:

[Lawrence Reid, Baltimore City Public School System](#)

[Faith Connelly, Baltimore Education Research Consortium](#)

[Steve Rohde, Maryland Family Network](#) - [Supplementary City Data Profile](#)

### WATER QUALITY

Moderator: Morgan Grove, Baltimore Ecosystem Study, US Forestry Service

Panelists:

Sean Norris, City of Baltimore, WatershedStat

Phillip Stafford, State of Maryland, BayStat

[Guy Hager, Parks and People Foundation](#)

### PUBLIC HEALTH/FOOD

Moderator: [Aruna Chandran, Baltimore City Health Department](#)

Panelists:

Robert Atlas, Mercy Medical Center

Patricia DeLeon, Baltimore Medical Systems, Inc.

### TRANSPORTATION

Moderator: Michelle Whelley, Central Maryland Transportation Alliance

Panelists:

[Michael Walk, Maryland Transit Administration](#)

[Jason Sartori, National Center for Smart Growth, University of Maryland](#)

[Kirin Smith, West Baltimore Strategic Alliance](#)

## Moderated Table Conversations LUNCH

Jen Darragh- Sheridan Library, Johns Hopkins University

Nicolette Louissaint- Equity Matters

Terry Shaw- University of Maryland, Baltimore

Nesreen Khashan- U.S. Census Bureau

Robin Budish- Transit Choices

David Gracyalny- Maryland Institute College of Art

Sean Mussenden- University of Maryland

### HANDS ON WORKSHOPS

*2010 CENSUS & AMERICAN COMMUNITY SURVEY* Nesreen Khashan, Bureau of the Census

*BALTIMORE NEIGHBORHOOD INDICATORS ALLIANCE DATA* Matthew Kachura & Cheryl Knott

*RESEARCHING GRANT OPPORTUNITIES* Eric Benner, Governor's Grants Office

[Paul Chasen, Pratt Library](#)

## **AFTERNOON WORKSHOPS**

### **OPEN DATA**

Moderator: Beth Blauer, Socrata

Panelists:

Chris Tonjes and Heather Hudson, Mayor's Office of Information Technology

Chris Wong, Socrata

### **ARTS & CULTURE**

Moderator: Jeannie Howe, Greater Baltimore Cultural Alliance

Panelists:

[Kalima Young, Baltimore Art + Justice Project](#)

Chris Ryer, Southeast CDC/Highlandtown A&E District

Peter Bruun, Bruun Studios

### **HOUSING**

Moderator: Rob Strupp, Baltimore Neighborhoods, Inc.

Panelists:

[Chad Tompkins, Consumer Financial Protection Bureau](#)

Samantha Luckhardt, City of Baltimore, Enterprise GIS

[Marceline White, Maryland Consumer Protection Coalition](#)

### **CRIME**

Moderator: Andrea Cantora, University of Baltimore

Panelists:

[Carolyn Scheriff, Baltimore City Police Department](#)

[Brian Lawton, George Mason University](#)

Gardnel Carter, Safe Streets—East Side

## **Hackathon Presentations**

Mike McGuire, Towson University & Jennifer Goold, Neighborhood Design Center

Kate Bladow, Elliot Pearson, AOL/Ad.com & Nancy Jones, BNIA-JFI

## Attendee Feedback

Compiled from post-event survey (57 respondents)

Did you feel the length of conference sessions were too long, just about right, or too short?	%
Too long	2%
Just about right	89%
Too short	9%

The conference was well organized	%
Strongly Agree	67%
Agree	30%
Unknown	4%

The content of the conference was appropriate and informative.	%
Strongly Agree	53%
Agree	44%
Unknown	4%

Do you plan on attending next year?	%
Yes	77%
No	2%
Not sure	14%
Unknown	7%

## Learning by Doing

Did you feel the length of conference sessions were too long, just about right, or too short?	2013	2012	2011
Too long	2%	0%	0%
Just about right	89%	96%	95%
Too short	9%	3%	5%

The content of the conference was appropriate and informative.	2013	2012	2011
Strongly Agree	53%	48%	55%
Agree	44%	43%	38%
Unknown	4%	9%	5%

The conference was well organized	2013	2012	2011
Strongly Agree	67%	53%	76%
Agree	30%	38%	24%
Unknown	4%	8%	0%

## Volunteers



Special thanks to our student volunteers!

## Sponsors of Baltimore Data Day 2013







Community-Based Indicators in Action

For more information, contact Seema D. Iyer, PhD

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