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Measuring Population Data Change faster than ACS

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Why?

* Local partners in Detroit hat are concerned about where their dollars are having impact. When we look at Detroit’s market data, not putting much effort into measuring population data. 5 year averages not fast enough, 65 people leaving Detroit a day. We don’t know where they’re moving in or out, or where dollars having impact.
* In 2010 Census, New Orleans and Detroit numbers we’re dramatically off. In Ohio, state law says if your municipality has more than 10,000 it’s officially a city. New Albany, for example, didn’t want to be a city. We look at brain gain, and use ACS, but no real way to measure brain drain. IRS tax data possible? IRS notorious for being difficult.
* In Newark, it’s so different in that on 25% of residents own their home. Population of 75,000 with ACS intervals really tough to get an accurate measurement. Recent project with the housing authority to study area where many residents were displaced, and after had a reasonable number. We could look at this as a data source.
* In Denver, we’re starting to figure out what place-based strategy will be. They want to go to a community affect model, need data for program evaluation.
* Now the decennial census is too dumbed down.
* Geography change was a huge issue for many cities
* Ethnic populations notorious for under reporting, Columbus has 2nd largest Somali population, but with no way to get an accurate number. With ACS the ancestry tab is way off, only captures half. Place of birth doesn’t support Somalia different from eastern Africa.

Alternatives?

* TaxStats data comes down to zip code level, and Brookings has done some stuff. Interesting but still rough
* The National Clearinghouse Data, could be helpful. It tracks students from high school to college and even after they leave college. It’s not free, but typically there’s a partner in every state with access. Typically Universities or Public Schools.
* Some success with housing data, but the sample size is smaller.
* LED data, they just published 2011 and gets down to block level. Could be a good supplemental piece. Great tool, few people know about it.
* Newark school districts have become useful. They have become asking about student mobility. Newark has a high student mobility rate, city wanted to know migration patterns. Not neighborhood schools. Schoold districts have become diligent as a result. Schools of Choice.
* Population synthesizing? Haven’t really compared with ACS or Census, data from travel behavior survey. ASU has open sourced programs
	+ Detroit has incentive plan to drive people to Detroit, if we base models on history, not really helpful
* In terms of heat maps, or counting bodies using satellites?
	+ Legal?
* Passenger counts for travel?
* In 09 they used utility information. Difficult with housing types.
	+ Denver has looked at this, but found there were many mountain counties with double home ownership. Caveat with places that use wells.
* Census isn’t even perfect, so why not use proxies.
* Denver has looked at student mobility, but issues with private school data.
	+ How easy to acquire data?
	+ Historically had relationships with 2 school districts, but there are 17 districts in the metro. United Way has been a strong partner as well.
	+ They don’t necessarily collect data the same way either.
	+ Free and Reduced lunch is collected by NCES
* Mobile technology
	+ Heard of Facebook accounts, but obviously has multiple drawbacks. Imagine similar issues with cell phones. May be useful for younger generations. Don’t know if Facebook is willing to share.
* USPS Vacancy Data
	+ Detroit Residential Parcel study compared it to census and USPS and all very different.
	+ Columbus was looking at USPS data and there were huge discrepancies in the numbers.
	+ Only really useful for doing directional trends by quarters
* Newark developed an abandoned property list and uses that to fast tract vacant properties after foreclosures. Developed with Utility and city property data, but all agencies less willing to share data. Because of upcoming political changes, nobody willing to help.
* Birth certificate data? DoH has this at the neighborhood level.
* HMDA
	+ Denver has used it in the past
* Money transfer data
	+ Only useful for looking at south American/Latin American populations
	+ PEW has this, but only at a state level
* Could look at immigrant associations, many collect address level info.

So we need to survey people?

* That’s what we’re finding but we don’t have the capacity and none of our partners have the capacity. They’ve done surveys in Newark, but with no results. Intersect survey whey that asked about street intersections. With funding restrictions, the likelihood of this happening seeming smaller and smaller.