# National Neighborhood Indicators Partnership Application

**Organizational Information**

**Applicant Organization(s):** DataWorks NC

**Organization Website:**  [www.dataworks-nc.org](http://www.dataworks-nc.org/)  [compass.durhamnc.gov](http://compass.durhamnc.gov/)

# Main Contact for NNIP

John Killeen

Executive Director, DataWorks NC 919.681.2063

johnkilleen@dataworks-nc.org 2020 W. Main Street, Suite 101 Durham, NC 27705

**Organizational Structure** (University, Community Development Organization, etc.)**:** Neighborhood DataWorks is a non-profit 501 (c) (3) data intermediary. It is led by a board of directors that brings together key local and regional institutions. DataWorks programming has been developed over the past 5 years, incubated within a department of the City of Durham managing its Neighborhood Compass project.

**Current and Planned Geographic Area of Focus:** Durham (city and county), North Carolina is the current geographic extent of our indicators work. Starting in 2017 we will expand the area we cover by 1) incorporating data in our projects for adjacent Triangle counties, focusing first on regional housing and job dynamics; and 2) developing projects that advance new data sharing relationships (see below for an example using vital records across Durham and Orange Counties) or support regional place-based projects.

# Current Staffing:

John Killeen, DataWorks’ Executive Director, is currently the only full-time staff of DataWorks. John is also a Visiting Research Fellow at Duke University’s Social Science Research Institute (SSRI). Tim Stallmann is a freelance cartographer who has contributed to development of the Neighborhood Compass and is contracted with DataWorks on the Health Indicators Project. Additional contributions have come from Tyler Waring and Courtney Orning who have developed the Compass and the DataWorks home pages, respectively.

**Current Major Funding** (Funding sources and total organization budget): In fiscal year 2017-2018 major funding sources are Durham County, SSRI and the City of Durham. Additional funding comes from a grant from the National Science Foundation’s Campus Cyber Infrastructure program, in which DataWorks is a community partner to SSRI, UNC Chapel Hill’s Odum Institute and RENCI. Ours is a collaboration for developing a regional data sharing architecture for sensitive data sets.

We are also developing further-diversified funding streams: fee-for-service projects with a sliding cost scale; grants for projects related to health, reproducible analysis, and housing stability; and intentional corporate partnerships. Foundations we are currently exploring project-specific and general operations funding from include: The Triangle Community Foundation, A.J. Fletcher Foundation and United Way of the Greater Triangle.

Some primary operating resources (such as office space, telecommunications and some project-specific funding) are provided by SSRI. Our MOU with SSRI also links our work to the emerging Masters in Interdisciplinary Data Science program at Duke.

**Board of Directors Composition** (List members and affiliations)**:** Thomas Nechyba – Chair

Professor of Economics and Public Policy Studies Director, Social Science Research Institute (SSRI)

Nick Allen – Vice Chair

Community Impact Director, United Way of the Greater Triangle

Fred Johnson – Treasurer

Assistant Professor and Vice Chief Division of Community Health Department of Community & Family Medicine, Duke University Director - DUHS/Northern Piedmont Community Care

Jessica Aylor – Secretary

Director of Community Investment Triangle Community Foundation

Gayle Harris

Public Health Director and General Manager for Community Well-being Durham County Department of Public Health

Josh Edwards

Strategic Initiatives Manager City of Durham

DataWorks is also in the process of developing a **Community Advisors** board, comprised of residents from diverse neighborhoods across Durham; and a **Program Review** group that will foster the cross-silo communications of residents, government, non-profits and researchers.

# Organizational Mission:

DataWorks’ mission is d*emocratizing data to facilitate an empowered, productive, and equitable community*. To that end, there are three primary areas of focus for our work:

* **Engage our communities with data**. We are connecting neighborhoods and community organizations with indicators, strengthening efforts to improve their neighborhoods. This includes direct technical support in mapping as well as data preparation and visualization.
* **Convene and contribute to community conversations**. We facilitate productive spaces for shared learning from different perspectives. We participating as an independent partner in policy discussions, guided by quantitative and qualitative data.
* **Maintain and improve the Neighborhood Compass**. Providing a primary community data resource that is regularly-updated and serves all partners equally.

**Brief History of Organization:** DataWorks began as a neighborhood data project of the City of Durham called [the Neighborhood Compass](http://compass.durhamnc.gov/tracts/). This project has been housed in the Neighborhood Improvement Services Department. The Compass began as a means of tracking a cross-section of community indicators that would keep the city government informed of annual changes occurring throughout the municipal area. The project continues to grow, exploring the interests of neighborhoods, non-profits and residents as well as emerging issues in Durham and the Triangle. This is facilitated by both engaging with community stakeholders and providing ongoing smaller, one-off data requests.

Major initiatives (some of which are described below) have shown in recent years that the scale of need for this kind of work can be best met with contributors from multiple sectors. DataWorks has been developed as an independent non-profit program that will formally leverage these institutional relationships to serve the community directly.

# Local Data Intermediary Activities[[1]](#footnote-1)

**How does your mission align with the required NNIP partner activities as listed in the cover memo?**

The mission of DataWorks is a direct expression of the broader aims of NNIP, delivering data to strengthen neighborhood efforts to improve housing and other conditions, create greater community safety, and guide community transformation toward equitable positive outcomes. We work directly with policy makers, residents, community groups and researchers, focusing particular energy on attracting respectful attention to communities in need and serving as their personal information advocates.

***For the next two questions, please include activities that demonstrate 1) facilitation of the use of data by local actors in community building and local policymaking and 2) an emphasis on using information to build the capacities of institutions and residents in distressed neighborhoods.***

# Selected Past and Current Projects on Indicators/Neighborhoods:

The data managed by DataWorks comes from a broad distribution of city, county, state and national sources. These are used to prepare and report relatively succinct indicators of quality of life in the Neighborhood Compass. But the data sets and our deep familiarity with them are used as well for dozens of smaller requests each year (see the table below for a distribution of these other projects by client in FY 2015-2016). We also help activate partners’ data by geocoding, mapping and summarizing information by request. All of these additional projects are seen as a method for identifying what indicators are most meaningful to partners. The bigger goal is using each of these projects to strengthen community relationships and efficacy.

|  |
| --- |
| Data Requests by Client 7/1/2015 - 6/30/2016 |
| **client type** | **hours by client type** |
| advisory board | 22 |
| college/university | 8.5 |
| consultants | 6 |
| community initiative | 50 |
| elected official | 100 |
| government | 53.5 |
| health care | 5 |
| nonprofit | 28.5 |
| private sector | 2 |
| resident | 22 |
| **Total** | **297.5** |

**The Neighborhood Compass** has been the foundational project for Durham’s exploration of neighborhood indicators. Developed for the City as a community resource, it displays more than 50 metrics of community life, from longitudinal demographic change to annual shifts in proximity to bus stops to the state of repair of housing. DataWorks will continue its maintenance and growth for the City and will continue facilitating its use by neighborhood associations, residents, and groups like the City’s [InterNeighborhood Council](http://www.durham-inc.org/) by conducting regular trainings. All aspects of the site’s development will be conducted by the staff and volunteers of DataWorks while the Compass will continue to live on a City server.

A 2.0 version of the Compass is expected to be released in early 2017.

**DCHIP** is Durham’s Community Health Indicators Project, and is a partnership of Durham County Public Health, the Partnership for a Healthy Durham, Lincoln Community Health Center, Duke’s Center for Community and Population Health Improvement and DataWorks. The goal uniting these partners is developing robust indicators of chronic health conditions for neighborhood areas of our community, derived from the combined records of Duke and Lincoln. Together these two providers account for more than 90% of Durham County’s health services interactions. In the early phases of this project, John Killeen supported the effort by offering input on how data could be summarized for

publication in the Neighborhood Compass. He also served as a consistent convener of the partners across institutions, an especially important role during the ~2 years when the Public Health Department did not have an epidemiologist coordinating the effort. Through this partnership metrics for diabetes, heart disease and other chronic health conditions are being developed based on the phenotyping work of Duke clinical researchers. These will be vetted by engagement with neighborhoods most at risk before publication of aggregate data for neighborhood advocacy.

**Neighborhood Change and Gentrification** is an ongoing effort to identify reliable data that can indicate rapid socioeconomic change at the neighborhood level. This project was sparked by both community conversations about gentrification and a request from the Durham City Manager and Council. Following that request in the spring of 2016, John presented to Council an analysis of Durham neighborhoods replicating methods published in *Governing*. These methods indicated that two neighborhoods in particular (Old West Durham and Walltown) would be considered to have “gentrified” from 2000- 2010, but only without considering displacement and of course only in hindsight.

Currently, indicators of more “real-time” demographic and economic change along with historical disinvestment are being incorporated in a “2.0” release of the Neighborhood Compass.

Following the Council session, John Killeen has turned to a group of racial equity thought partners (see below) for input on this topic, meeting in the summer of 2016 and again in the winter of 2017 to reflect on the material and its presentation. The first of these sessions pointed out the need to understand how historic tax credits influence conversions to owner occupancy and an interest in working more with building permits to identify what such conversions look like financially.

Along with Compass metrics, additional data features are being developed that highlight key components of gentrification (devalorization, filtering, property revaluation, conversions from renter- to owner-occupancy, and evictions). This is being developed iteratively with multiple community groups contributing to its content, offering perspective and input at meetings convened by DataWorks. In the spring of 2017, DataWorks will reach out to neighborhood groups where some of these indicators suggest the most dramatic change, offer them customized presentations of the information and incorporate their guidance in presenting the material publicly.

[**Forward Cities**](http://www.forwardcities.org/about/missionstatement.aspx) is a national learning collaborative that formally convened over two years (2014-2016) to grow networks and share successes and challenges in advancing minority entrepreneurship in Cleveland, Detroit, New Orleans and Durham. John Killeen served as Durham’s local data partner, preparing maps of economic and social

characteristics to identify and select business districts for the project; identifying relevant data sets for the Durham Innovation Team and Council to track future progress; collecting information on the programs in the Triangle that exist to support small businesses and entrepreneurs; preparing data presentations and serving as an on-call information resource. Data work that went into this effort was presented in part at the NNIP partners meeting in September 2016 in the [Tracking Business and Employment for](http://www.neighborhoodindicators.org/activities/meetings/tracking-business-and-employment-economic-development)  [Economic Development session](http://www.neighborhoodindicators.org/activities/meetings/tracking-business-and-employment-economic-development). Ernest and Camryn Smith of Communities in Partnership (cited as references in this application) are on the Durham Forward Cities Innovation Team.

Our support for Durham’s citizen advisory **Open Space and Trail Commission** in 2015 and 2016 informed that group’s priorities for new pedestrian/bike trail projects. Dost chair John Geobel requested help in identifying whether proposed trail routes would support families without cars. John Killeen prepared a web map of ACS car access data that was used by Commissioners to analyze the relative need of neighborhoods. Then, to identify where people living in proposed trail areas commute to for work, he prepared a series of maps using Longitudinal Employer-Housing Dynamics data and the proposed trail area buffers. These references supported DOST’s trail recommendations to the Metropolitan Planning Organization, who ranked each highly for funding consideration. Going forward commuting patterns will be among the first considerations for new trails and DOST and DataWorks will continue to collaborate in these data- driven budget proposals.

**Plans for Future** (Broad goals, new projects or topic areas being developed, data acquisition plans, etc.)**:**

Beginning in 2017 DataWorks and Duke’s Social Science Research Institute are developing the *Durham Lab*, a program and space that fosters relationships across community, policy and research to answer key questions with data. These might be comparatively small questions, as many one-off data requests can be: what is the unemployment rate in East Durham? Or they might be much more substantial and require a longer-term collaboration: where should new jobs be prioritized to be closest to neighborhoods most in need of jobs? These are only examples, of course – the Lab will be at the service of community interest and useful data outputs.

Another Public Health collaboration is our [*Data +*](http://bigdata.duke.edu/data) project for summer 2017, aimed at developing health indicators from vital records. This work will be based on the standards developed by the collaborative work of 6 regional NC counties in the CDC-funded program [Building GIS Capacity in State/Local Health Departments for Surveillance of](http://www.cdc.gov/dhdsp/docs/gis_highlights_vol7.pdf)  [Heart Disease, Stroke, and Other Chronic Diseases](http://www.cdc.gov/dhdsp/docs/gis_highlights_vol7.pdf).

# Local Environment for Community Information

**Please describe your organization’s relationship with city or county agencies, staff and elected officials around the use and application of neighborhood data.** *(E.g. recent projects or collaborations, briefings, requests for input or advice. Do not describe relationships only related to obtaining administrative data.):*

Both City and County staff as well as political leadership are involved in our regular operations and in major initiatives. These relationships will continue with DataWorks’ growth as a program outside of government, and may even benefit from an added freedom for DataWorks to explore policy outcomes where before they did not. DataWorks’ service agreements with the City include continued on-call services and resources continually made available to local government.

Below are three key examples of previous and ongoing projects.

The **Mayor’s Poverty Reduction Initiative** – Beginning in February of 2014, Durham Mayor Bill Bell sought out neighborhood-level data to clarify where in the City to begin a neighborhood-by-neighborhood strategy for fighting the impacts of poverty. The mayor turned to the Neighborhood Compass and staff support to drill down to a subset of blocks within a Census tract in East Durham and dedicated 6 task forces to develop solutions with residents.

**Determinants of Equity** is a loose convening of community members, elected officials, government and non-profit staff that John Killeen invited to explore resources and data tools that clarify racial and economic inequities within our community. Among the participants are two Board of Education members (one now on the County Commission), a City Councilperson, and several Public Health staff. The goals of this group are still loosely expressed, but have been tied to sharing data, exploring topics of mutual interest and identifying discrete points of action.

**Understanding Neighborhood Change and Gentrification** (referenced above) was prompted by request of the Durham City Manager and several members of City Council who wanted to identify metrics of relevance to gentrification, revitalization and displacement that could be tracked annually through the Neighborhood Compass.

# List other groups and organizations in your region that collect and disseminate data, including any current or past activities you have collaborated on with them:

**Triangle Community Foundation** – TCF has been compiling [Regional Snapshots](http://trianglecf.org/community-resources/regional-snapshot/) of key indicators at the county level for Wake, Durham, Orange and Chatham Counties. We

have not yet collaborated on reporting community data, but share an interest in developing a regional framework of neighborhood-level indicators, focusing in particular on disaggregating educational and economic indicators by race and ethnicity.

**Partnership for a Healthy Durham** – The Partnership, in coordination with the Durham County Public Health Department conduct the Durham‘s Community Health Assessment and the annual updates to it. The Durham Community Health Indicators Project (DCHIP - referenced above) actually sprang from the past four years of Public Health, Neighborhood Compass and Duke staff ironing out a strategy for collaborating on actionable community health indicators. The first indicators of chronic conditions we will examine are derived from the County Strategic Plan goals related to health and wellness.

**Duke’s Social Science Research Institute** – [SSRI](https://ssri.duke.edu/) is a convener of researchers, data analysts and information designers working on a broad array of interest areas. Among them are interdisciplinary collaborations on local social science research covering health, education, crime, and housing. SSRI’s involvement with DataWorks began as an overlapping aim to facilitate the Durham Lab, where research and data science can serve local communities directly. This prompted a [2016 partnership studying Durham](http://bigdata.duke.edu/projects/durham-neighborhoods)  [neighborhoods](http://bigdata.duke.edu/projects/durham-neighborhoods) in the Data + program.

Several groups in Durham and the Triangle Region have participated in a North Carolina Indicators group and contribute to the community indicators landscape. Relevant groups from Durham are described above, but others nearby include the Odum Institute and Carolina Population Center at UNC Chapel Hill, Wake County Planning Department, NC Child, City of Raleigh Open Data, and Orange County Public Health. For the most part, our relationships with these groups stem from networking events where we have shared strategies, techniques and general support for one another. With the vital records project mentioned above and our involvement in the NSF Campus Cyberinfrastructure proposal with Odum Institute, DataWorks is beginning to develop more regional work on a project-by-project basis.

# Potential Relationship to NNIP

**How do you expect NNIP membership would benefit your organization?**

NNIP guest participation has already benefited DataWorks tremendously, as Partners have often graciously offered advice or shared insight. We are grateful to the Partnership for the last three years of guest participation. We hope that NNIP membership will allow us to offer our community in Durham and the Triangle more

access to the learnings of this national network, and to share our local experiences with other communities. Additionally, we believe NNIP membership will help our local institutional partners develop awareness of the role local data plays in policy and the value in keeping this program strong.

Not least, we hope to always stay attenuated to best emerging practices, changes in the national policy landscape, and opportunities to participate in cross-partner projects. NNIP is the vital connection for staying aware of what works for improving neighborhoods nationwide, not just how to measure before and after.

# What distinctive perspective, experience, or expertise can you contribute to the NNIP peer learning network?

Current DataWorks staff has been involved in the breadth and depth of early-stage start-up indicators programming. While that is true for many Partners, it is certainly fresh learning here and we like to share. And, although we have stable funding and institutional backing, we are in an entrepreneurial stage of development using NNIP as a roadmap. Whether negotiating agreements and service contracts, scripting data processes, project management, working with community groups or local government departments, we like to talk about our experiences and learn from others.

Our origin in local government is a little unusual for NNIP. Even somewhat different from Charlotte, *all* of our core staffing has been in City government until now. So we do have an intimate familiarity with government data and processes, and our frame of reference remains one of public service. We can be a source of learning for how to navigate the public sector.

Additionally, while our work is rooted in a mid-sized Southern (formerly) industrial city, as we grow to cover the Triangle we will be developing our relationships and practices *across* governments and community groups in a rapidly transforming region that is both densely urban, sprawling suburban, and struggling with inequitable outcomes. Our focus will be attenuated to the importance of neighborhoods within the economy and culture of a region.

# Please list three references with contact information that can provide insight on your qualifications for NNIP (preferably mix of government and nonprofit collaborators). Please include a sentence or two on your relationship to them.

**Damon Circosta, Executive Director of the A.J. Fletcher Foundation**

damon@ajf.org; 919.322.2580. Damon has been a moral support and enthusiastic advocate for DataWorks since we first contacted the A.J. Fletcher Foundation in 2014 looking for potential funders to partner with. He has helped catalyze our program’s partners and envision new ways for sharing data that can drive smart processes for non- profits in the Triangle region.

# Jillian Johnson, Durham City Council

jillylovesdurham@gmail.com Jillian is a [big fan of using data](https://www.youtube.com/watch?v=Q0ZnqSLtSZ4) to drive equity in policies and outcomes. That along with her work as an advocate for housing and social justice, have drawn our work together.

# Camryn & Ernest Smith, Senior Partners at Neighborhood Allies

abcdofdurham@gmail.com Neighborhood Allies senior partners Ernest

and Camryn Smith are champions of Durham neighborhoods and the real lives and loves that drive them. DataWorks shares their passion to empower and support neighbors with information, with experiences and with connections. They are founding members of Communities In Partnership, a people of color, anti-racist grassroots Organizing body that focuses on community based and led ownership that builds equity and power in Old East Durham. Camryn Smith is a Core Member of Organizing Against Racism NC.

# Thomas Nechyba, Director Social Science Research Institute

Nechyba@duke.edu; 919.681.6590. Tom is chair of the DataWorks board of directors, a core contributor to the Durham Lab program, and a generous advocate for the organization’s operational needs.

1. This and following sections of the application were submitted in early 2017 [↑](#footnote-ref-1)