

# PITON FOUNDATION'S DATA STYLE GUIDE - 2012


















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## Principles to follow when possible:

1. Margins: at least 1/2 inch
2. Font:
  - Titles in Arial Black - 14 pts.
  - Subtitles in Calibri Bold - 11-12 pt.
  - Other text in Calibri Regular and Bold - at least 9 pts.
3. Text: Spacing/Kerning, Leading and Justification: when possible custom adjust characters/text to create clean lines, consistency and balance.
4. Piton logo in bottom right corner (approx 2 inches width)
5. Credits/Sources/Legend in bottom left
6. Design with consistent spacing and alignment between all elements (graphics and text bodies). Use rulers and guides for help.
7. Colors: Choose from the palette provided.
  - Use Dark Teal as main color and logo color (all designs should incorporate this color):
  - For sequential designs choose from the teals/blues.
  - For divergent designs, add hues of red (red/orange, dark red or burgandy) as a second color.
  - When extra colors are needed, choose from the secondary palette (hues of orange, blue, green)
  - All designs may incorporate the light, medium or dark gray swatches as a base for text or graphics.
8. Line weights:
  - For charts: keep line/stroke weight light at .5 pt. Do not exceed 1 pt.
  - For boundary outlines on maps: keep weight at 2pt or under
  - Avoid using borders whenever possible
9. Legend rules: ?
10. Reminder: Stay minimal and clean.
  - Use only what is necessary to clearly convey the message.

\* This guide is for letter sized data sheets. Principles for alternate sizes are yet TBD.

## Web Safe Colors (ASE available):

	000, 115, 125	#00737D	Dark Teal
	051, 153, 153	#339999	Medium Teal
	153, 204, 204	#99CCCC	Light Teal
	204, 255, 255	#CCFFFF	Sky Blue
	204, 204, 204	#CCCCCC	Light Gray
	153, 153, 153	#999999	Medium Gray
	102, 102, 102	#666666	Dark Gray
	051, 051, 051	#333333	Charcoal
	094, 026, 021	#5E1A15	Burgandy
	153, 051, 000	#993300	Dark Red
	204, 051, 051	#CC3333	Red/Orange
<hr/>			
	255, 102, 051	#FF6633	Dark Orange
	255, 153, 051	#FF9933	Light Orange
	102, 153, 204	#6699CC	Light Blue
	000, 051, 153	#003399	Blue
	000, 153, 000	#009900	Green
	102, 204, 102	#66CC66	Light Green

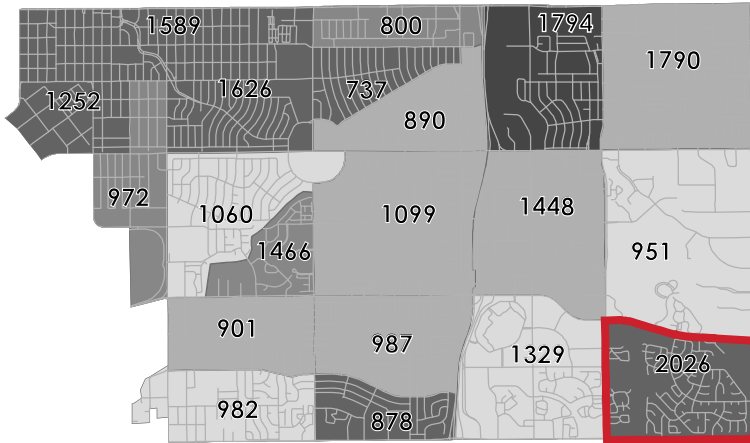
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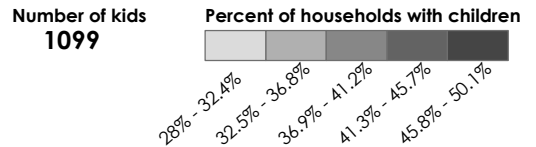
# Original Aurora Household Characteristics

## Number of Kids and Percent of Households with Children, 2010

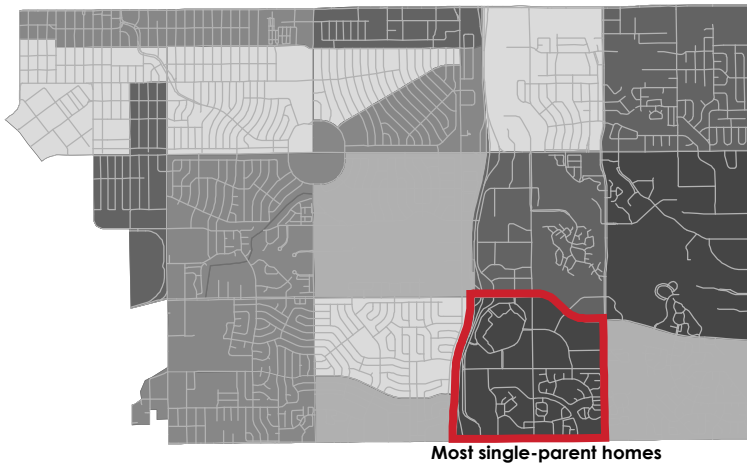


Original Aurora	37.5%
Aurora	37.3%
Denver Metro	33.2%
Colorado	32.7%

Original Aurora has a youth population of 24,577 and 11,953 households with children. Both Original Aurora and Aurora as a whole have a higher concentration of kids than the Denver metro area and the state of Colorado. The census tract in the very southeast corner has the most households with kids, 1031.

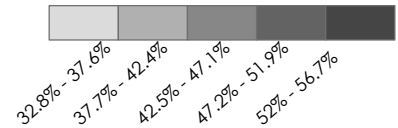


## Percent of Households with Children that are Single Parent, 2010

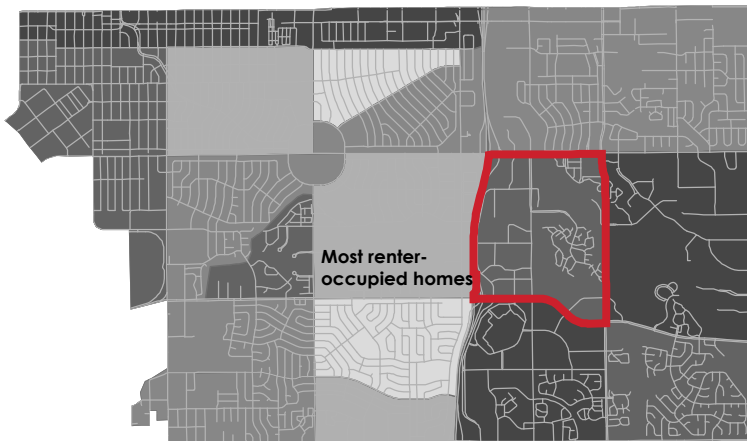


Original Aurora	43.5%
Aurora	37.0%
Denver Metro	30.0%
Colorado	29.8%

More than 5,000 households in Original Aurora are headed by single parents. Original Aurora's rate of single-parent households is nearly 50% greater than Colorado's. Areas in southeast Original Aurora have the highest percentages of single parent households at nearly 57 percent.

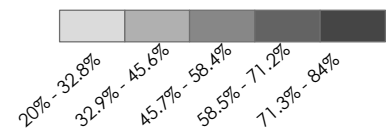


## Percent of Homes Occupied by Renters, 2010



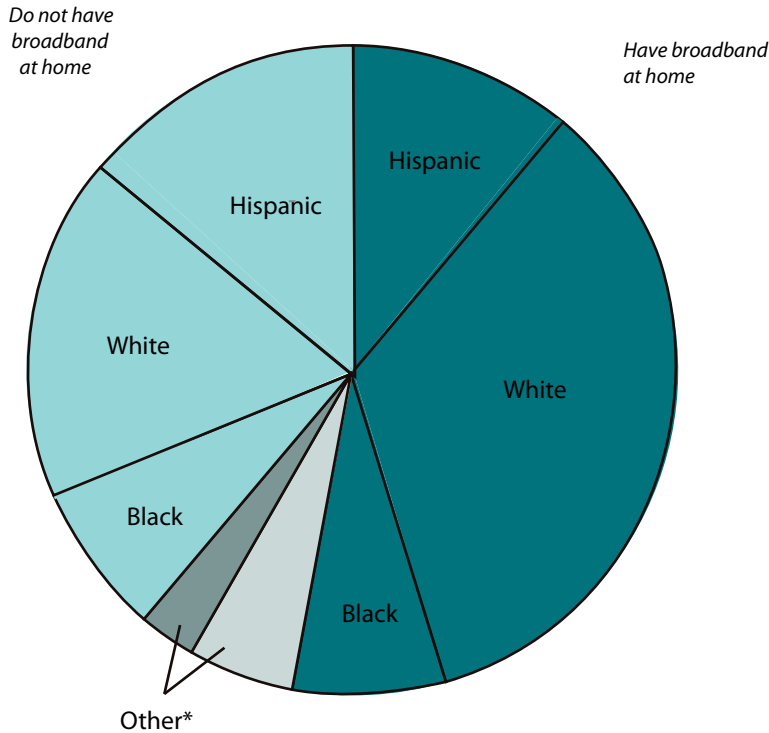
Original Aurora	58.0%
Aurora	40.1%
Denver Metro	55.4%
Colorado	34.5%

At 58%, Original Aurora has a higher rate of renter-occupancy than the Denver metro area average. Some of the areas in Original Aurora with the highest percent of renter-occupied homes are also the same areas that have the highest percent of single-parent families.



Data Source: U.S. Census Bureau, 2010 decennial census.  
Information is displayed at the census tract level.

# Broadband Adoption in Aurora Based on Ethnic Demographics



Broadband access and broadband adoption are two distinct issues. While 92% of households in the U.S. have access to broadband, only 66% have a broadband connection. Adoption rates differ by race and ethnic group: 65% of whites, 52% of African-Americans, and 45% of Hispanics have a home broadband connection. Among the Hispanic population, adoption rates differ by language. 66% of English dominant Hispanics have broadband at home, compared to 52% for bilingual Hispanics and 26% for Spanish-dominant Hispanics.

**Estimated broadband adoption for adults in Aurora based on race/ethnicity, 2010: 58%**

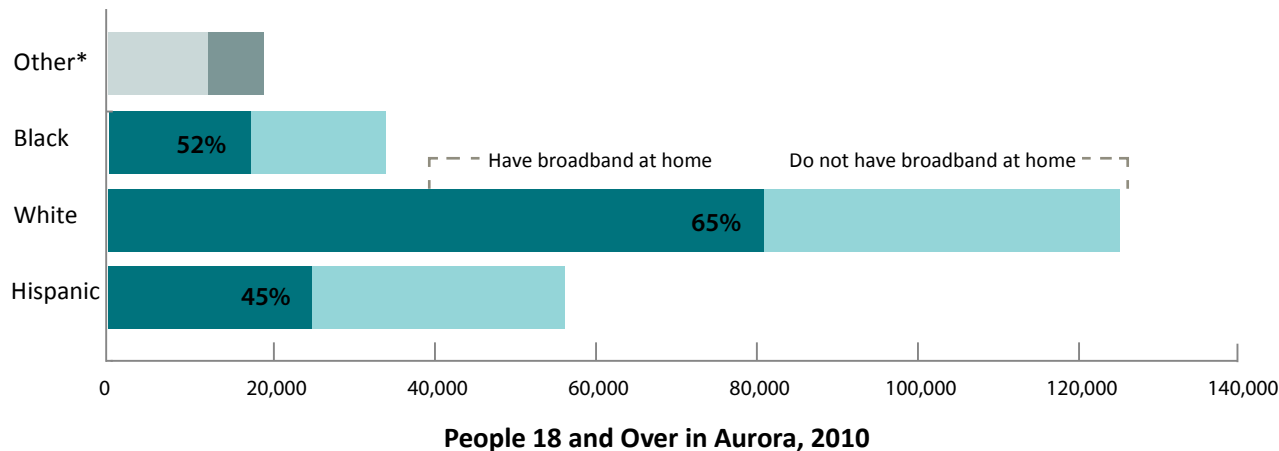
**National broadband adoption rate for adults, 2010: 66%**

Methodology: Because local broadband use data was not available, the broadband adoption rate for Aurora was estimated by applying national adoption rates by race/ethnicity, collected in a Pew Research Center 2010 survey, to Aurora's local racial/ethnic demographics collected by the U.S. Census Bureau in the 2010 Decennial Census. As such, these numbers are approximations and have limitations in how they can be used and interpreted.

*\*Note: Because the Pew survey only provided data on Hispanic, white and black racial/ethnic groups, estimates other segments of the population were made using the adoption rate for the white population.*

Data Sources: U.S. Census Bureau 2010 (<http://census.gov>), Pew Internet & American Life Project (<http://pewinternet.org>), Pew Hispanic Center (<http://pewhispanic.org>).

## Broadband Adoption Rate by Race/Ethnicity



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# Elementary School Free and Reduced Lunch Participation 2010 - 2011

## FRL Participation '10-'11

- 0% - 28.3%
- 28.4% - 69.2%
- 69.3% - 87.9%
- 88% - 93.7%
- 93.8% - 98.1%

Children's Corridor Boundary  
Neighborhood Boundaries

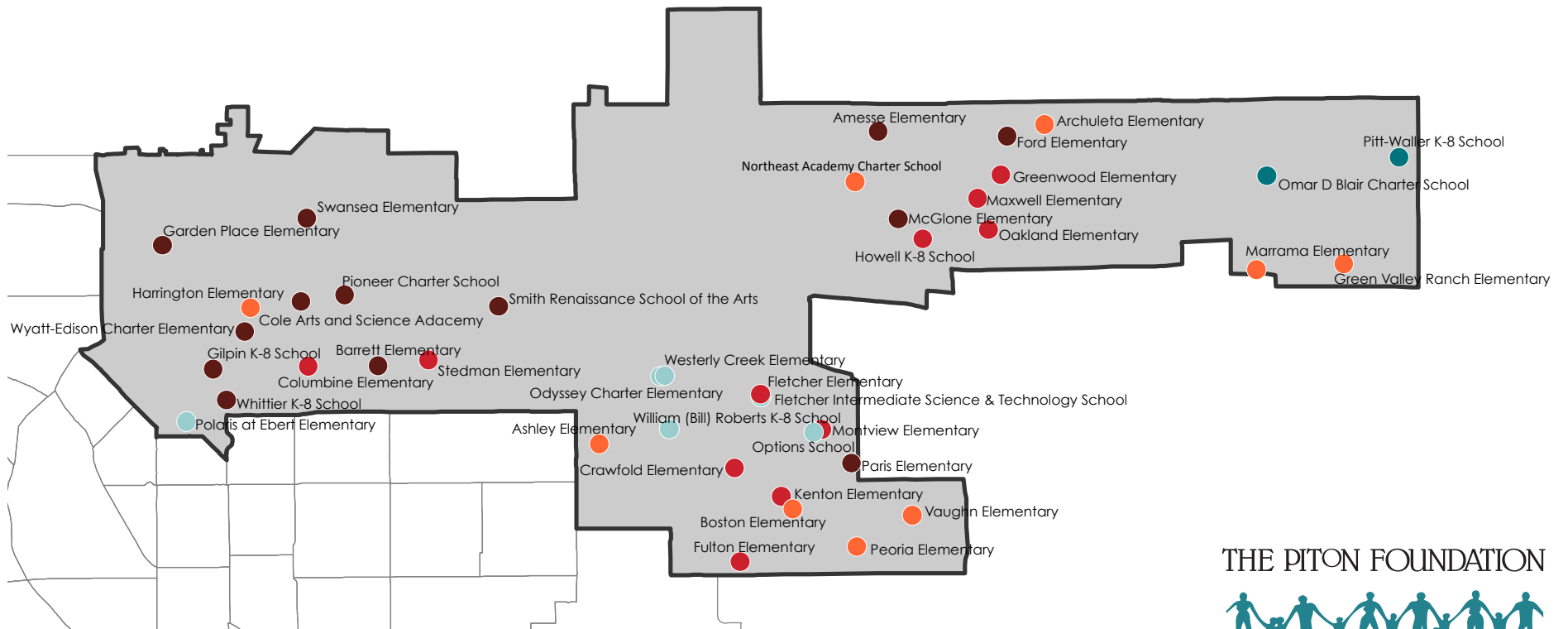
Data source:  
Colorado Department of Education

## National School Lunch Program

Of the 36,755 Denver Public Schools and Aurora Public Schools students living in the Corridor during the 2010-2011 school year, 78.7% – 28,940 kids – participated in the free and reduced lunch program.

Children from families earning incomes at or below 130 percent of the poverty level are eligible for free lunches. Children from families earning between 130 and 185 percent of the poverty level are eligible for reduced-price lunches.

Garden Place Elementary and Smith Renaissance School of the Arts had the highest FRL participation at more than 98%.



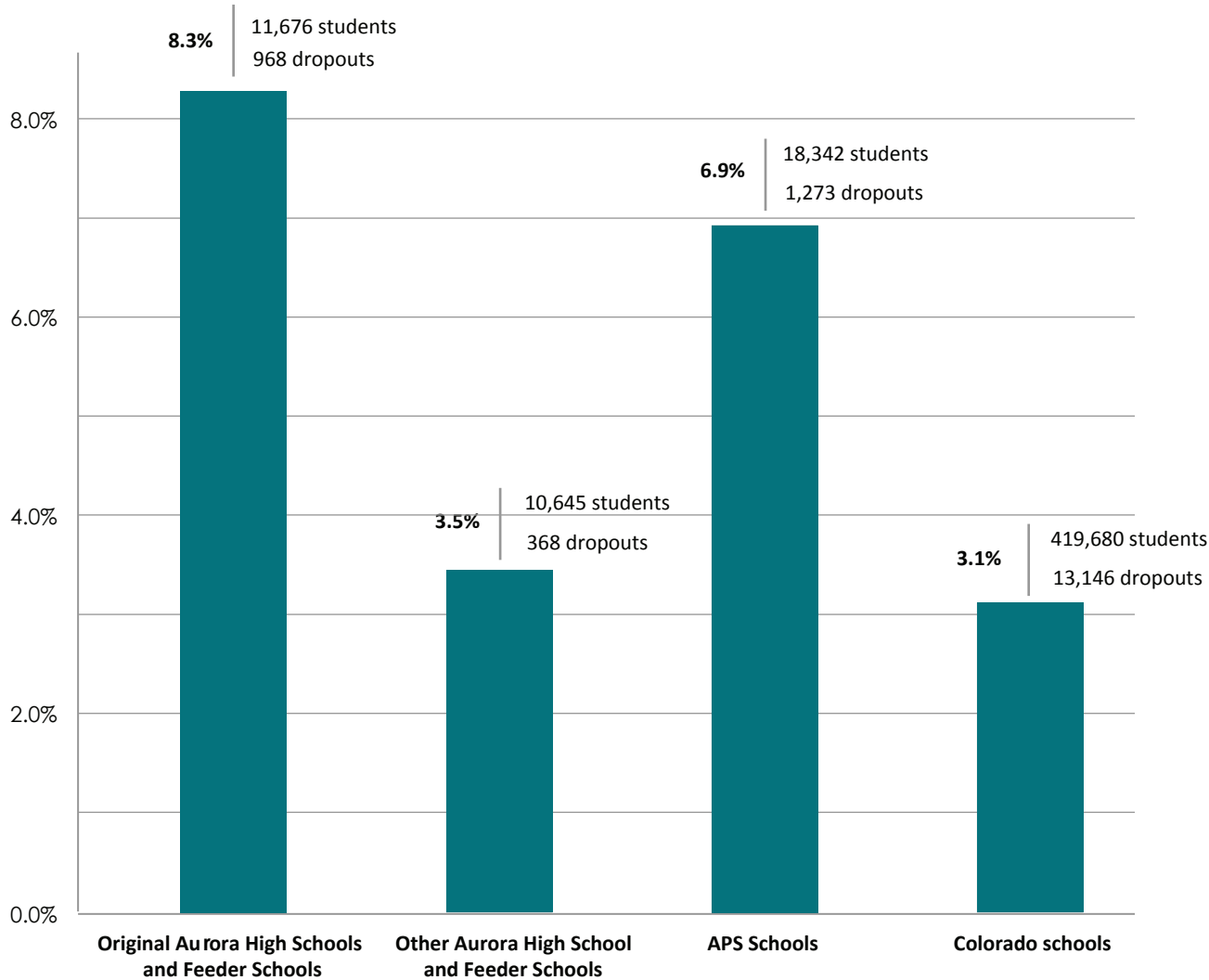
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# Dropout Rates in Original Aurora, Aurora Public Schools and Colorado

2009-2010 School Year



This chart shows the dropout rates for the 2009-2010 school year for grades seven through twelve. These numbers include alternative schools.

Original Aurora's two main high schools, Hinkley and Central, had 6,095 students and 532 dropouts in the 2009-2010 school year for a dropout rate of 8.7 percent. That rate is twice as high as it is at high schools in south Aurora. Gateway, Rangeview and Overland had 7,943 students and just 343 dropouts, a rate of 4.3 percent. Aurora Central alone had as many dropouts as the three south Aurora schools combined with fewer than half the students.

	Enrollment	Dropouts	Dropout Rate
<b>Original Aurora</b>			
Aurora Central	3413	358	10.5%
Hinkley	2682	174	6.5%
<b>South Aurora</b>			
Gateway	2488	148	5.9%
Overland	2651	84	3.2%
Rangeview	2804	111	4%

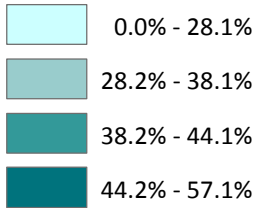
Data Source: Colorado Department of Education

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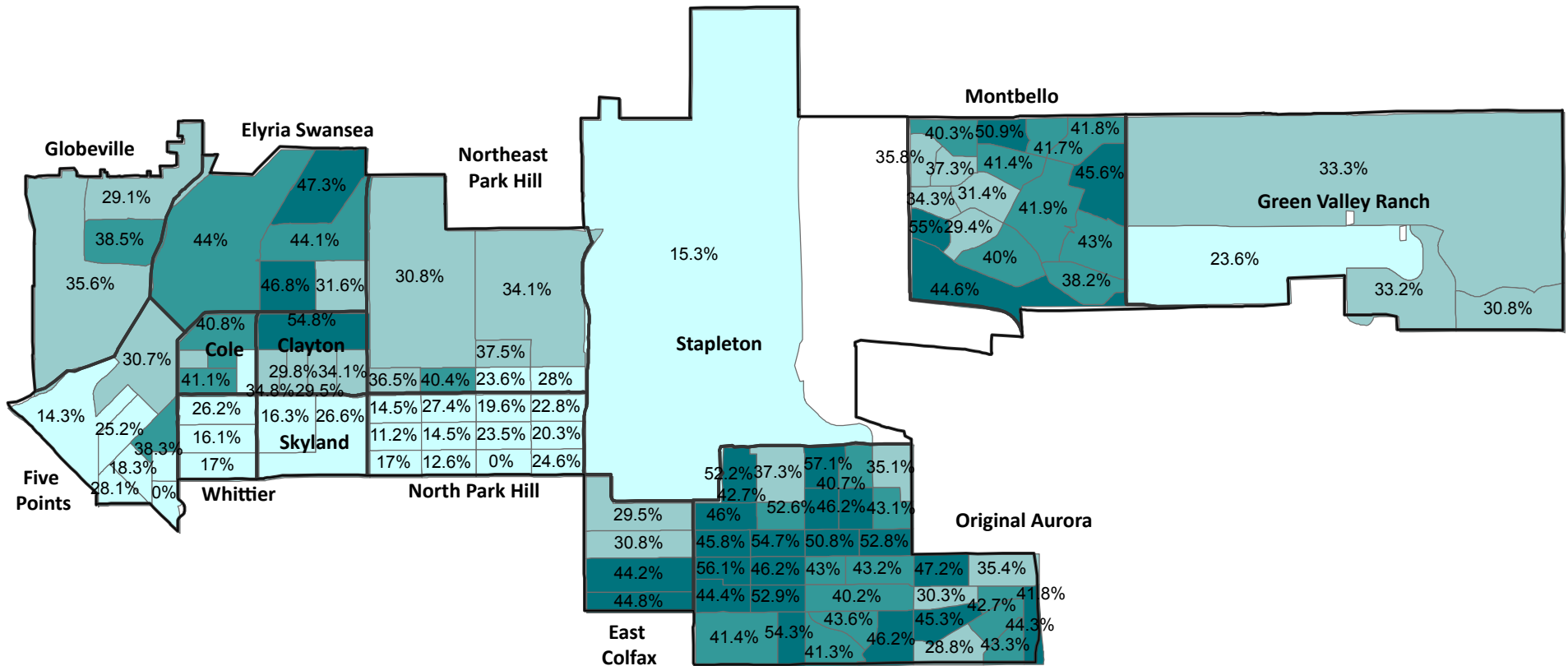


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# CORRIDOR FOCUS: Percent of Births to Foreign-Born Mothers, 2005 - 2009



The label in each region indicates the percent of births were to foreign-born mothers in that census block group from 2005 to 2009.  
Data Source: CDPHE.



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# Births by Race/Ethnicity of Mother: Shifting Demographics

