



SBStat | Neighborhood Stat

2021 Quarter 2 | July 22nd, 2021

City of South Bend



Ground rules for SB Stat Meetings

1. No stupid questions

Use this space to ask and address difficult questions safely

2. Data-driven decision making

Strive to make decisions based on whatever most recent data is available

3. Relentless follow-up

Identify clear action items and owners after each meeting

4. A bias towards action

Continuously seek to improve: our data, our ways of working, etc.

Good questions to be asking...

- What are the next steps on this project? Who's going to own it?
- Do we have the data we need to make a good decision? If not, how can we get that data?
- Is there a strategy or hypothesis on this issue we want to test during the next quarter?

2021 Neighborhood Stat



Infrastructure

Q1 & Q3



Neighborhood
Programming & Civic
Engagement

Q2 & Q4

Today's Agenda

I. Project updates from previous Stat meeting

II. Neighborhood Data Overview

III. Deep-dive analysis & discussion

- Food Insecurity
- Neighborhoods Map
- Tax Abatement

IV. Taking action

- Identifying clear action items and owners

V. Celebrating our values

Highlights from this past quarter

Project updates from previous Stat meetings

Neighborhoods Portfolio Summary

Status of SBStat projects in the queue for 2021

Project	Brief Description	Status
2021 Infrastructure Planning & Management	An overview of 2021 infrastructure projects and goals	●
Rebuilding our Streets Plan – Strategic Communications	Communicating progress towards goals established in the City's Rebuilding Our Streets plan	●
Street Dashboard (Phase II): High-level PASER Tracking	A public dashboard that tracks progress towards high-level PASER goals	●
Project Management Dashboard	A public dashboard that serves as a one-stop shop for information on construction projects	●
Neighborhood Map	A map that breaks the city down by neighborhood for internal data analysis and operations planning	●
Kennedy Park Food Access Analysis	Measuring food insecurity metrics	●
Neighborhood Health Metrics	Tracking quarterly statistics on overall neighborhood and economic health	●

Legend



Project on schedule



Project delayed



Project cancelled



Project under consideration



Project Update

Behavioral Insights (BIT)
collaboration to improve
lead remediation

- DCI and I&T requested support from the Behavioral Insights Team (BIT) for the Lead Remediation program
- Specifically, to support the program with initial outreach and targeting

Target: Theory of change



Impact goal

What **outcome** do you care about? What change do you want to see?

Reduce lead exposure for South Bend residents



Impact Pathway

What is the mechanism for that change?

Widespread and equitable lead remediation will allow South Bend to identify and address a common source of lead exposure



Behavioral target

What behavior do you want to change?

Increase completed applications for lead remediation program



Target: What we heard

Target outcome: Increase completed applications for lead remediation programs



Target population: South Bend residents who 1) make less than 80% AMI, 2) live in a property built before 1978, and 3) have a child under the age of 6 or a pregnant woman *live or frequently visit* the home.



City staff working on this pressing challenge with the Behavioral Insights Team

Multiple teams across the City put together to tackle this issue





Team Member	Role	Notes
Denise Riedl	Department Head Champion	City Leadership point of contact; accountable
Elizabeth Maradik	Program Lead	Expert on lead program
David Finley	Project Manager + BA Lead	Lead on coordination, communication, delegation; BA leadership
Ellen Amodei	Data Lead	Expert on data analysis
TBD Design Specialist	Design Lead	Lead on qualitative engagement methods - focus groups, etc.
Dominique Edwards	Outreach Lead	Expert on community engagement/outreach
Pam Meyer	Advisor	Advisor - should receive comms and periodic updates

Neighborhood Health Metrics

Snapshot of the health of the local economy and vaccine data on neighborhoods in South Bend

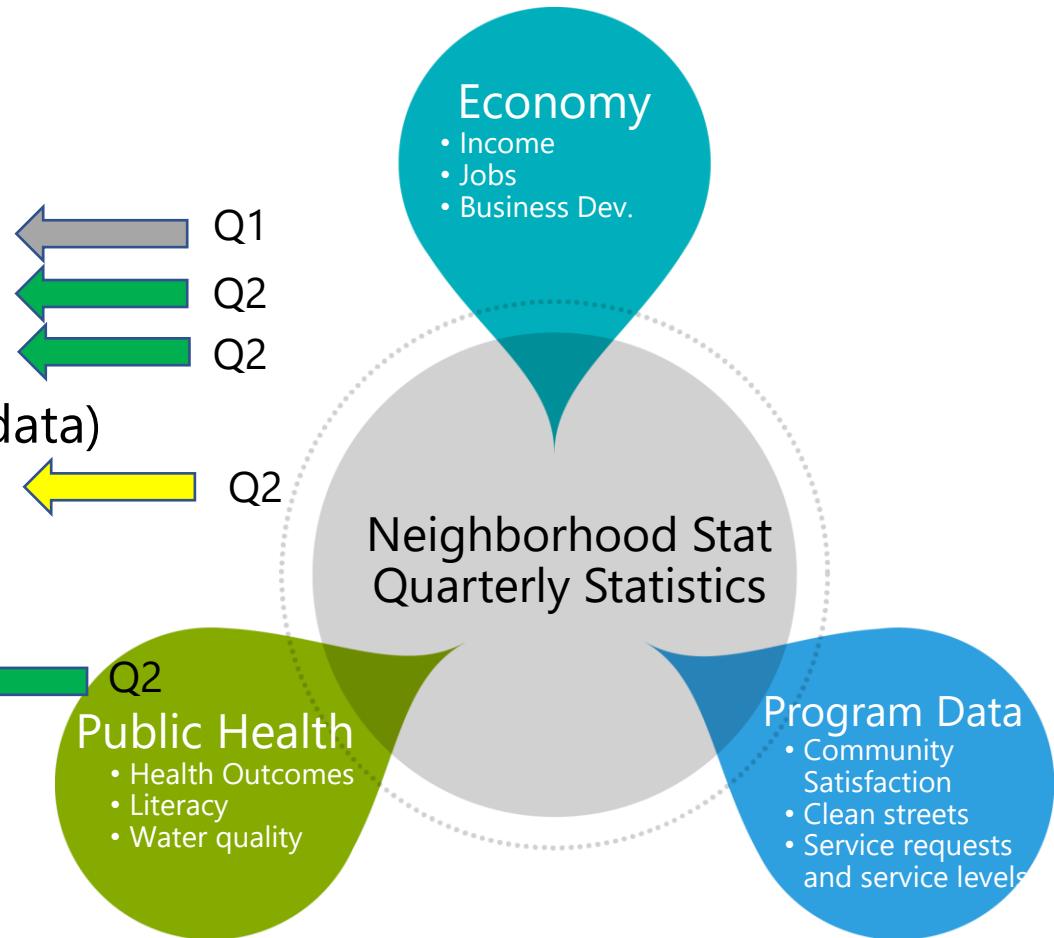
Initial metrics and geographic units of analysis

Initial Metrics

- Resident Satisfaction  Q1
- Local Economy  Q2
- 311 data  Q2
- Clean streets (routeware data)
- Health outcomes  Q2

Units of analysis

- Council District-level  Q2
- Census Tract



Neighborhood Health Metrics

Resident Satisfaction



Community Insights Dashboard | Maps

Breaking down the survey data by geography across the City



Search by Survey Question

Overall appearance of your neighborhood

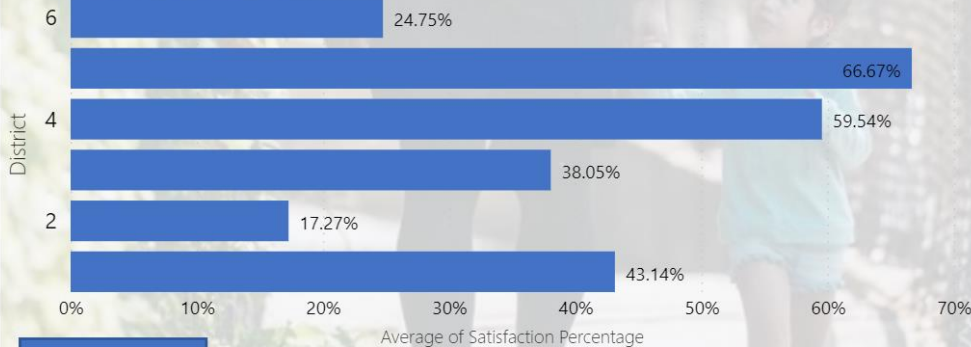
686

Total Residents

43.0%

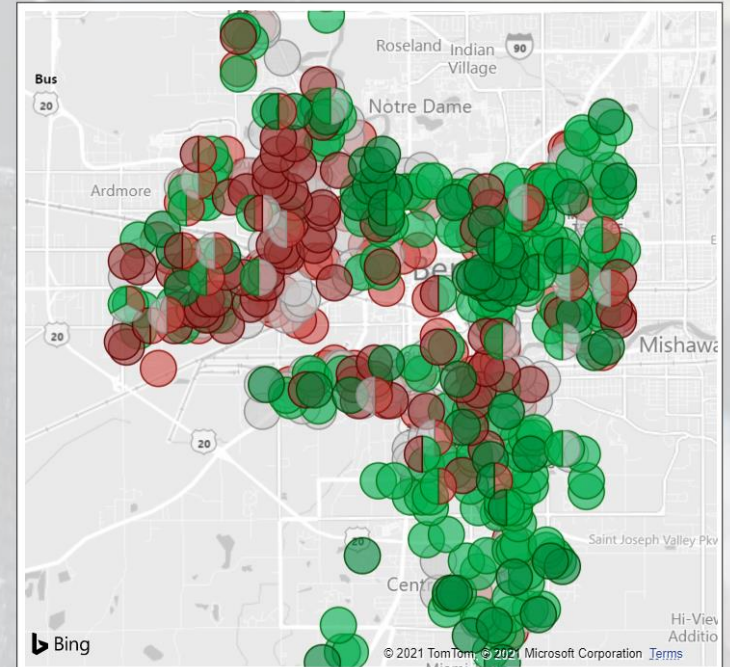
of Residents Satisfied

Resident Satisfaction by Council District

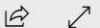


Home

Survey Respondent Map



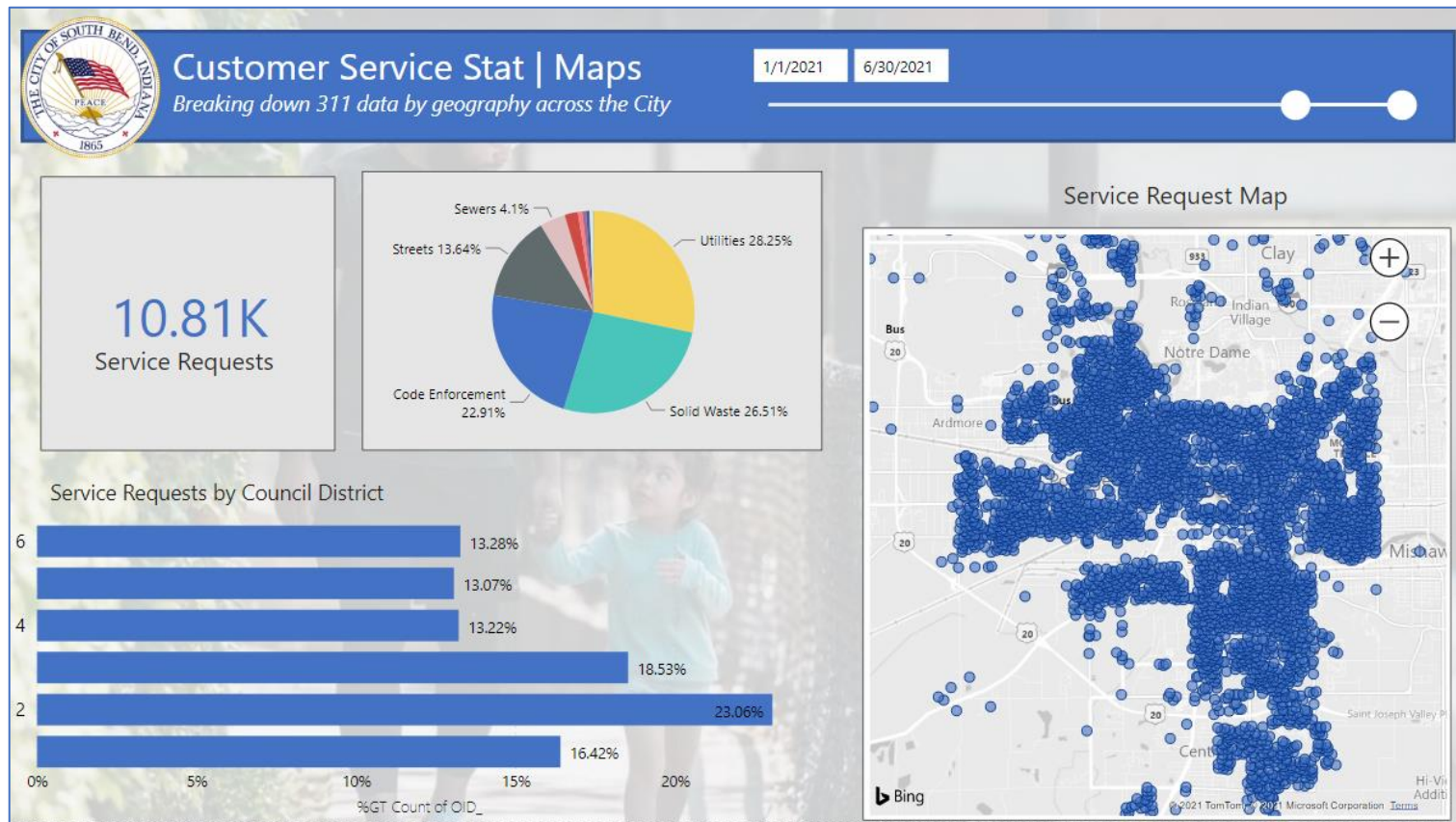
Survey Response ● Dissatisfied ● Don't Kn... ● Neutral ● Satisfied ● Very Disssa... ▶



Neighborhood Health Metrics

311 Data – Service Requests

After a down year in 2020, service requests are back and a bit ahead of the pace set in 2019 (+~500). There are typically ~1,500 less service requests in the second half of the year. In general, fewer service requests are submitted for Council Districts 4, 5, and 6.



2021 Utility Data Update – Cash Payments



Customer Service Stat | Maps

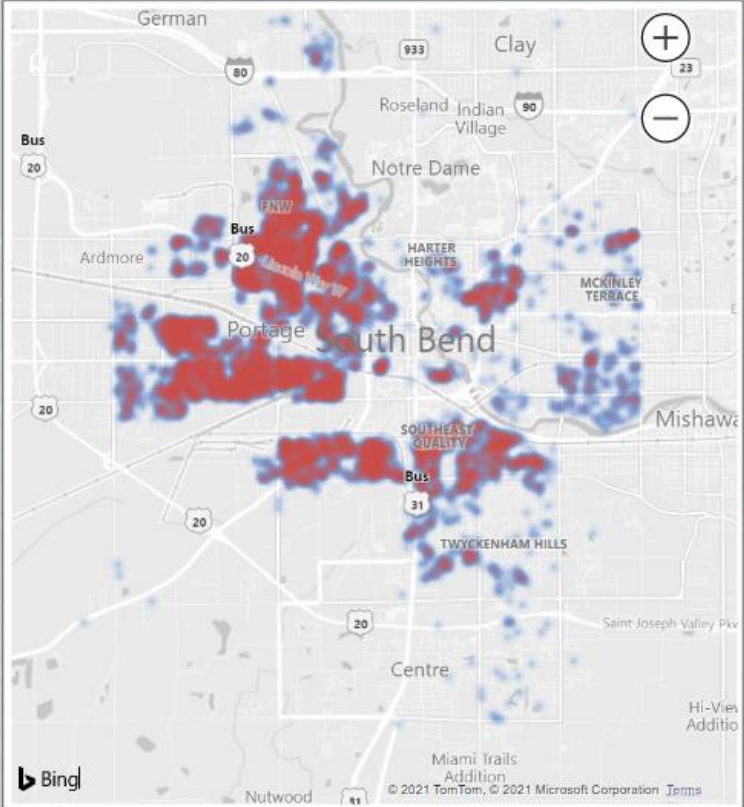
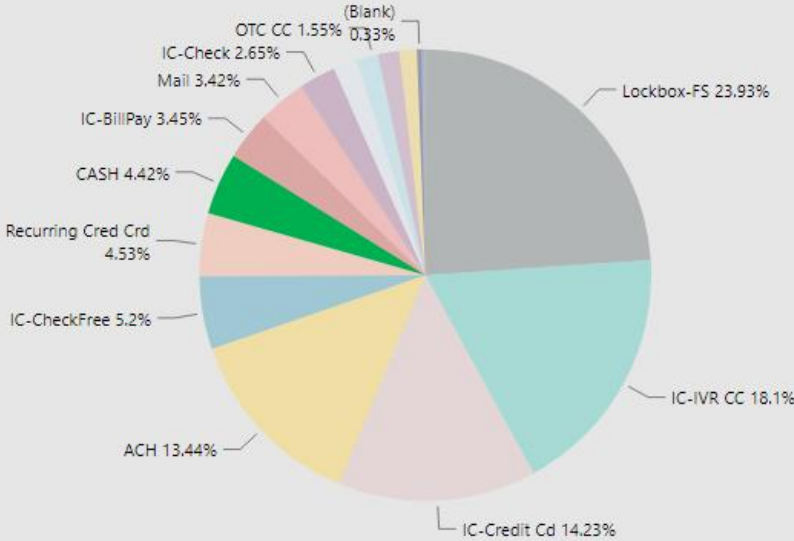
Breaking down utility data by geography across the City

1/1/2021

6/30/2021



8.56K
Utility Payments



Bing

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2021 Utility Data Update – Credit Card Payments

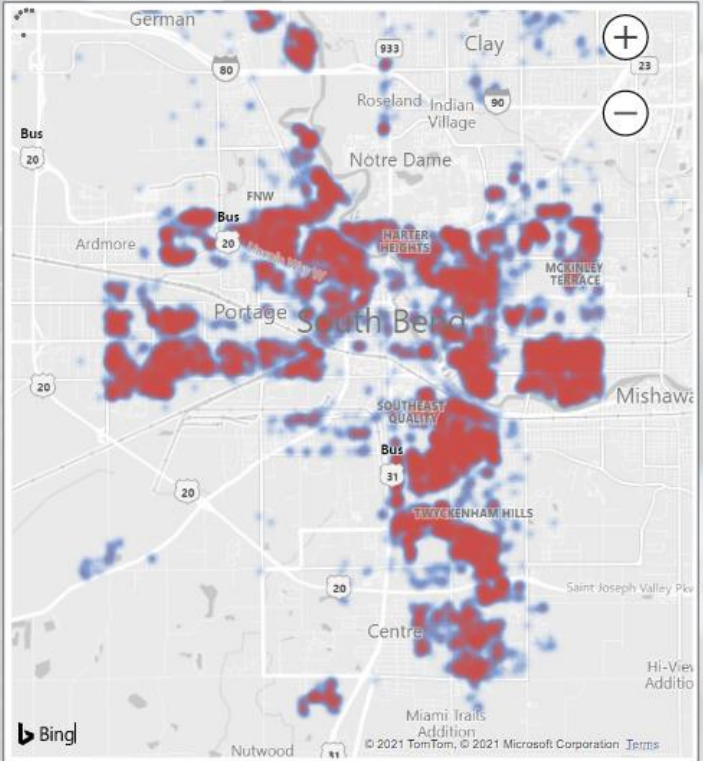
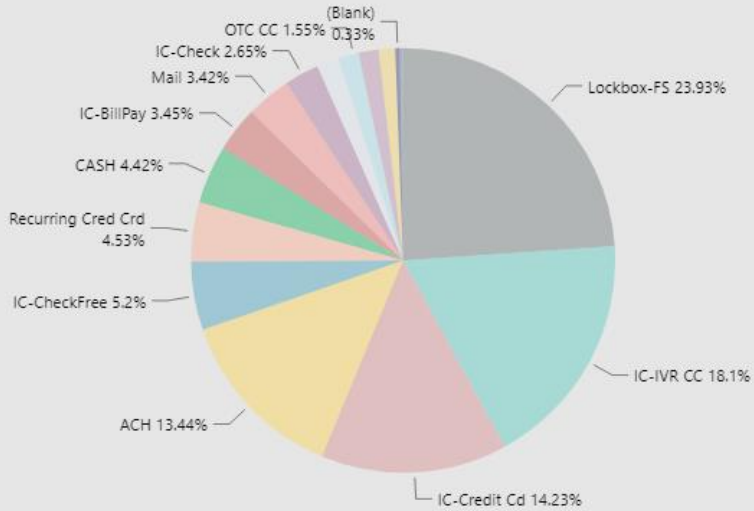


Customer Service Stat | Maps

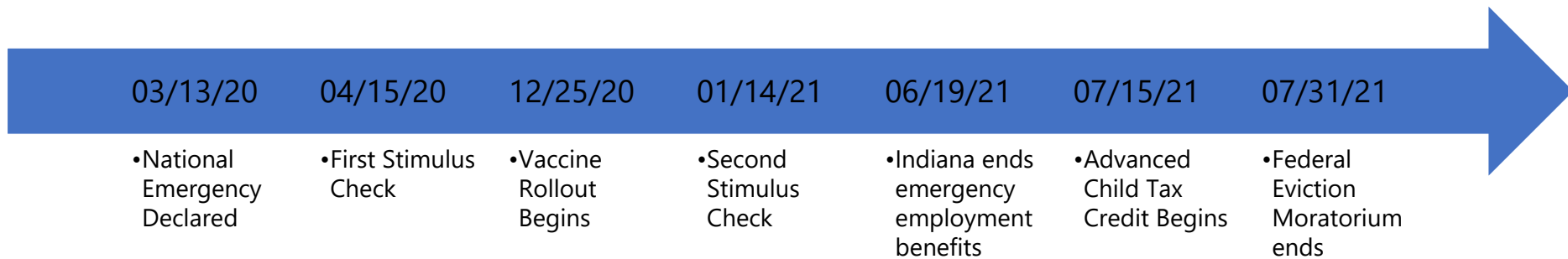
Breaking down utility data by geography across the City

1/1/2021 6/30/2021

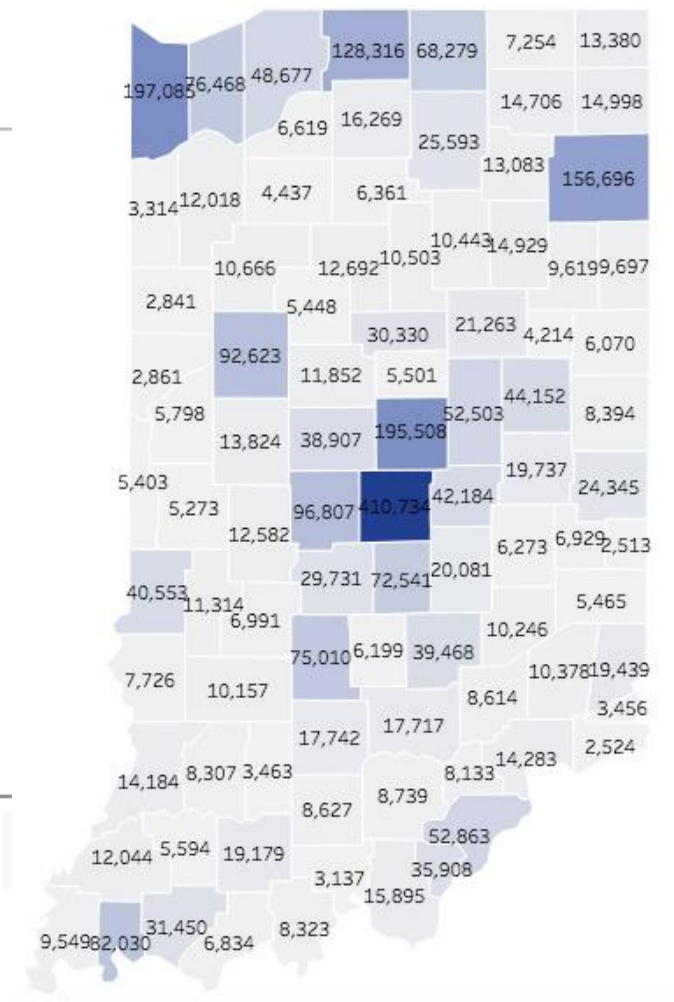
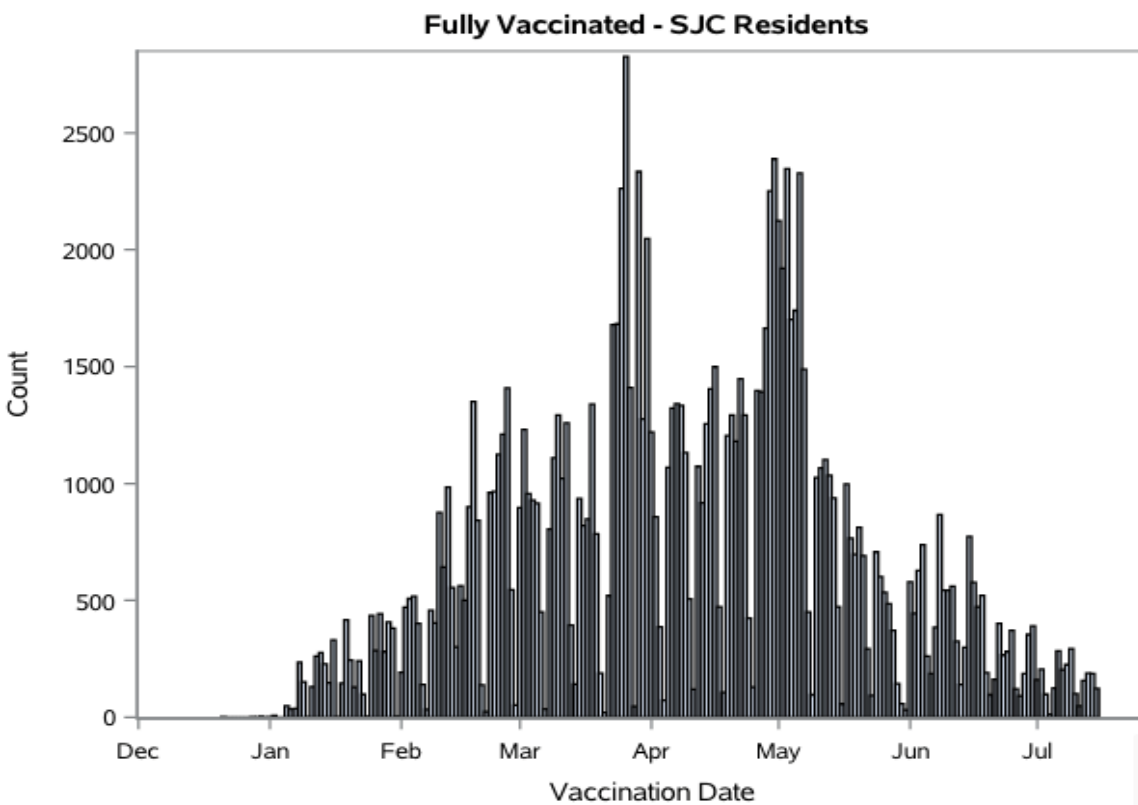
27.54K
Utility Payments



Timeline of Key Dates



Vaccine Distribution in SJC



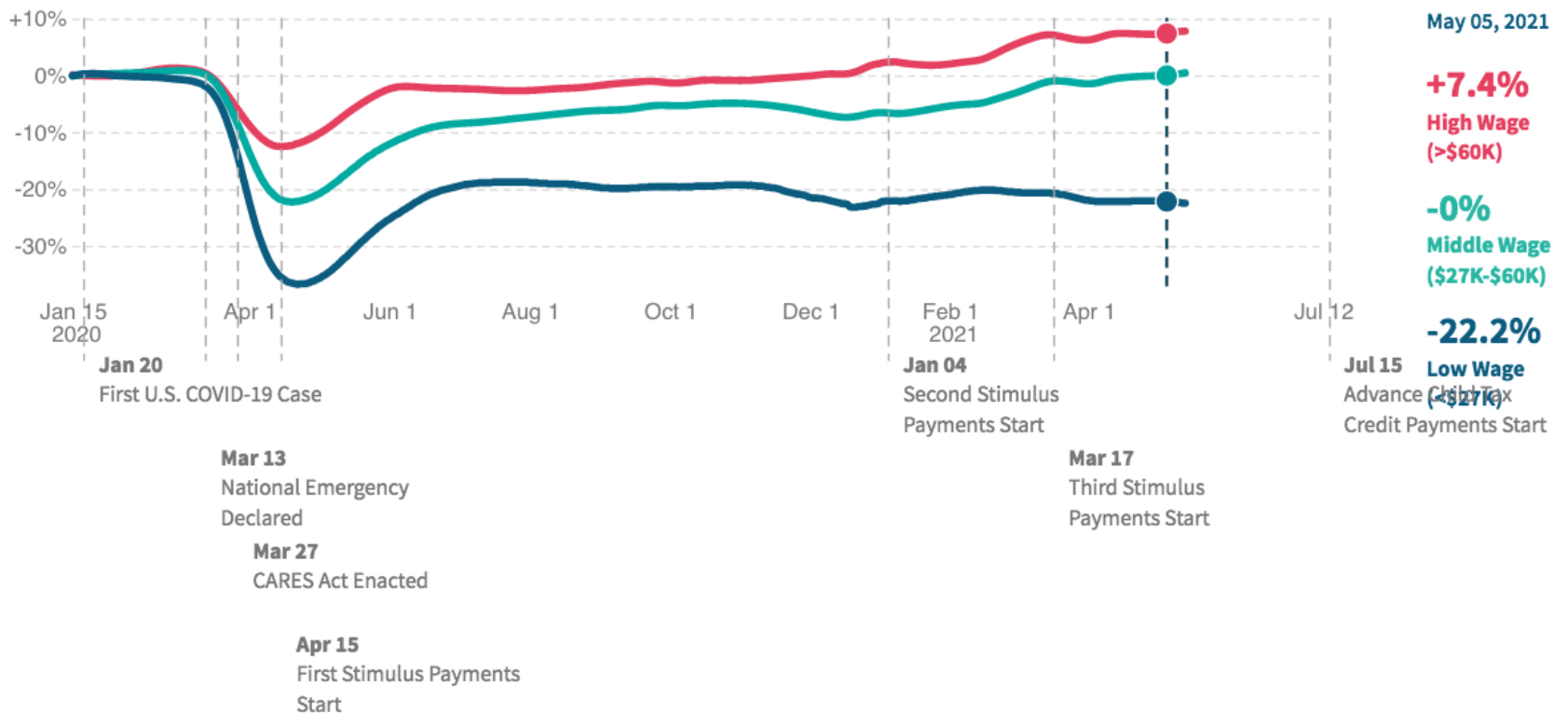
Economic Recovery

United States– Employment Rate Changes

Overall high wage workers have recovered beyond pre-pandemic levels. Changes in the labor market, automation in the service industry, and higher demand of skilled and technical labor

Percent Change in Employment*

In **the United States**, as of **May 05 2021**, employment rates among workers in the bottom wage quartile **decreased** by **22.2%** compared to January 2020 (not seasonally adjusted).



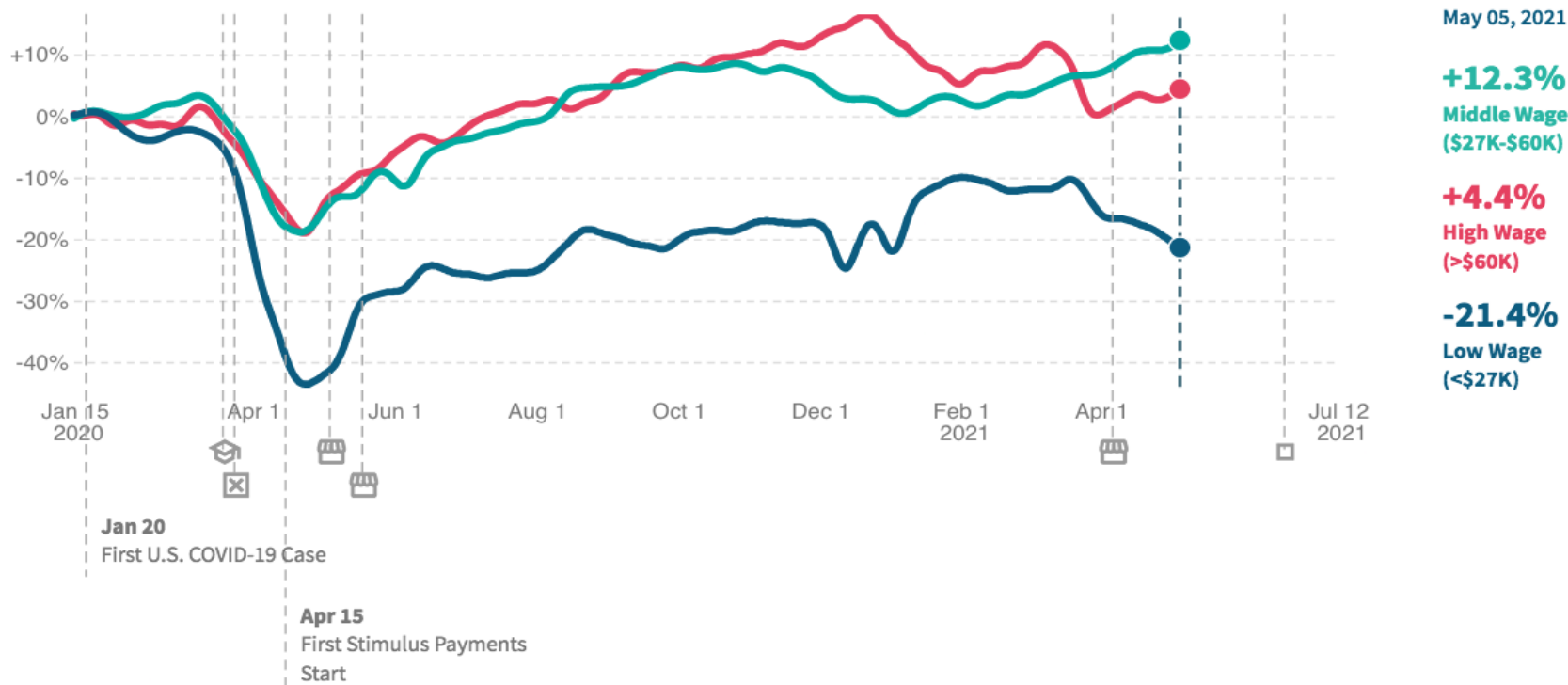
Economic Overview

St Joseph County – Employment Rate Changes

Low Wage workers saw the greatest decrease in Employment during 2020, while Middle Wage Workers have shown greater levels of employment since before lockdown

Percent Change in Employment*

In **St Joseph**, as of **May 05 2021**, employment rates among workers in the bottom wage quartile **decreased** by **21.4%** compared to January 2020 (not seasonally adjusted).



data source: **Earnin, Intuit, Kronos, Paychex**

*Change in employment rates (not seasonally adjusted), indexed to January 4-31, 2020. This series is based on payroll data from Paychex and Intuit, worker-level data on employment and earnings from Earnin, and timesheet data from Kronos. The dotted line is a prediction of employment rates based on Kronos and Paychex data.

last updated: **July 09, 2021** next update expected: **July 16, 2021**

visit tracktherecovery.org to explore

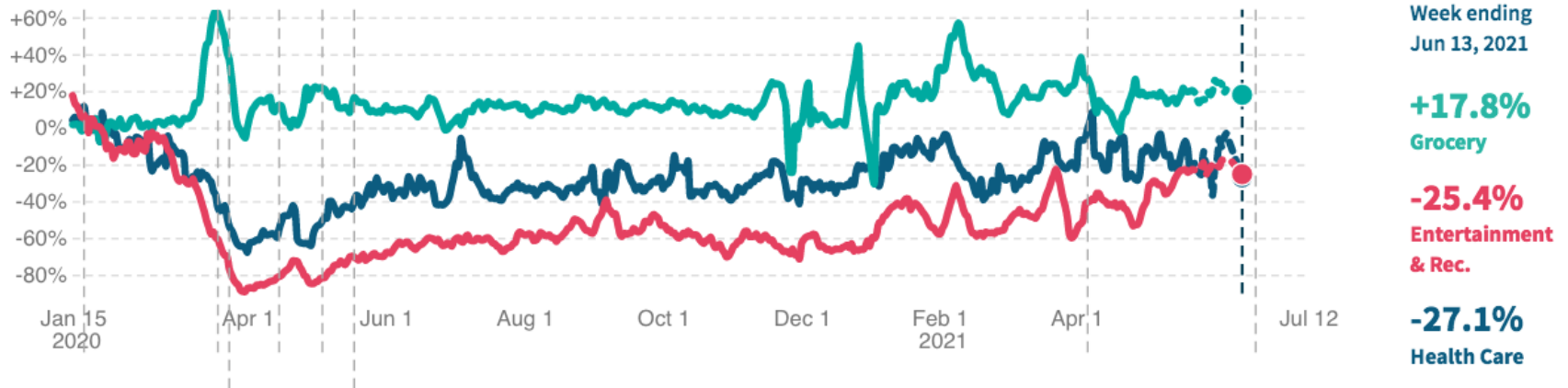
Economic Overview

How people have been spending their income

There was an overall increase in consumer spending on necessities such as groceries, while health care entertainment, and transportation all saw an over drop.

Percent Change in All Consumer Spending*

In **Indiana**, as of **June 13 2021**, health care spending by all consumers **decreased** by **27.1%** compared to January 2020.



data source: **Affinity**

*Change in average consumer credit and debit card spending, indexed to January 4-31, 2020 and seasonally adjusted. The dashed segment of the line is provisional data, which may be subject to non-negligible revisions as newer data is posted. This series is based on data from Affinity Solutions.

last updated: **June 29, 2021** next update expected: **July 14, 2021**

visit tracktherecovery.org to explore

Discussion questions before closing out the topic

1. What research questions spring to mind for you in response to this data?
2. How can Business Analytics help your teams to use this data?
3. What metrics would you love to see more analysis on?

Deep-dive analysis & discussion

Diving deep into a few key initiatives being undertaken to improve city performance

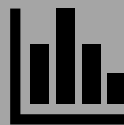
- Food Insecurity
- Neighborhood Map
- Tax Abatement



Measures of Food Insecurity



BACKGROUND /
CONTEXT



AVAILABLE DATA &
ANALYSIS



OPTIONS TO IMPROVE
PERFORMANCE

Background and Context

- ~26,000 adults in SJC are food insecure
- One in four children in Northern Indiana lives in a food insecure household.
- The additional healthcare costs for a food insecure individual in SJC are ~\$1600 annually

In **Indiana**
the income limit for
a family of 4
to receive SNAP is

\$32,630

pre-tax, which is

130%

of the poverty line

Monthly, that equals

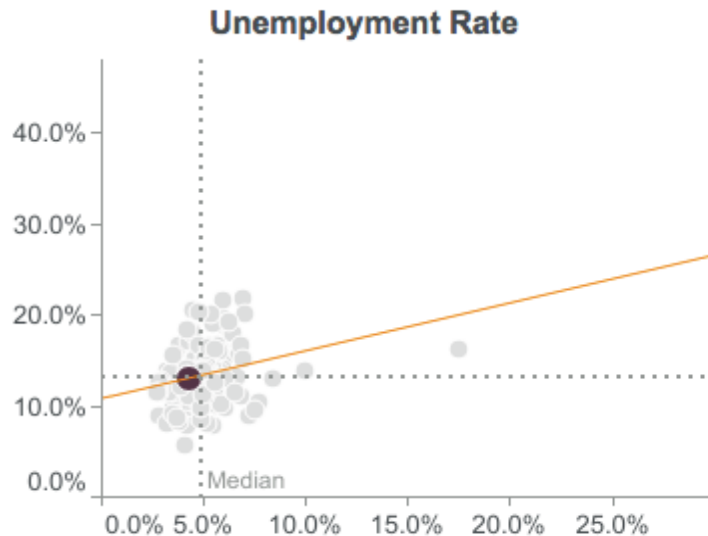
\$2,719

before taxes for critical living
expenses.

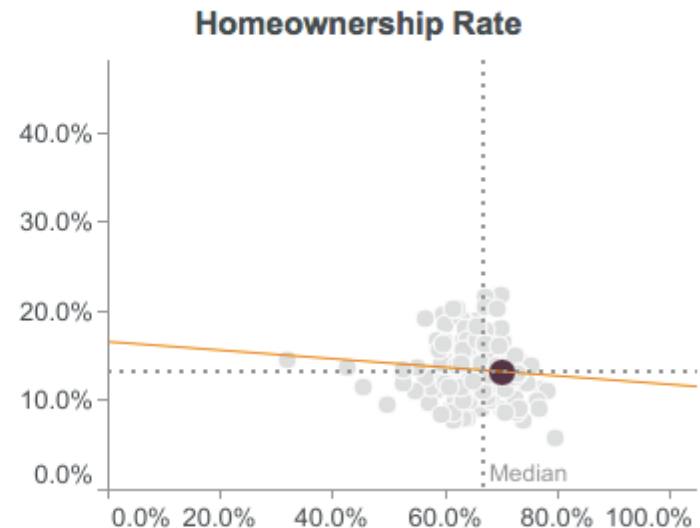
Analysis- Food Security

Rates of impact on Food Security in SJC

Unemployment significantly increases the chance of being food insecure. Meanwhile, homeownership which has significant barriers to attainment, improves food security by $<.10\%$

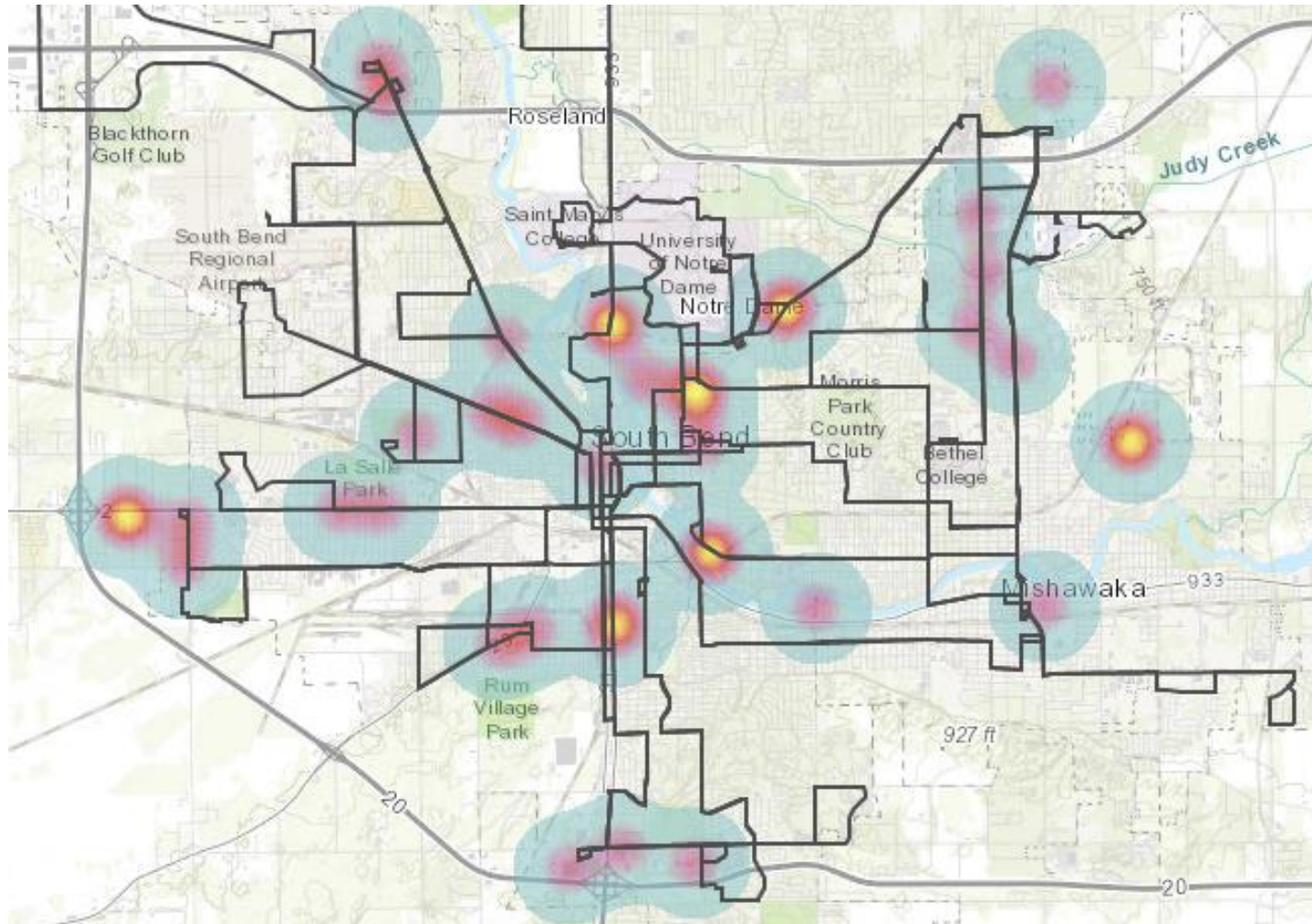


A one percentage-point increase in the **unemployment rate** leads to a 0.50 percentage-point increase in the overall food-insecurity rate.



A one percentage-point increase in the **homeownership rate** leads to a 0.09 percentage-point decrease in the overall food-insecurity rate.

Mapping- Fresh Food Grocers



Looking ahead

- Identify vendors and locations that accept SNAP/WIC
- Collect and Measure data from pop up events and community markets
- Track price changes in food and basic needs

how we'll measure success:



Number of food system policies developed using race and equity frameworks



Prevalence of Healthy Food Priority Areas (measured by number of people)



Number of city procurement contracts that include "Good Food Procurement" standards



Number and distribution of children who are "food insecure"

Neighborhood Map

- Background / Context
- Existing Data
- Discussion

“

““Not only with the American Rescue Plan dollars but the American Jobs Plan and the American Families Plan..., we have a once-in-a-generation opportunity to transform our community. The American Rescue Plan dollars, I believe, should be focused on equity, neighborhoods, health and safety.”

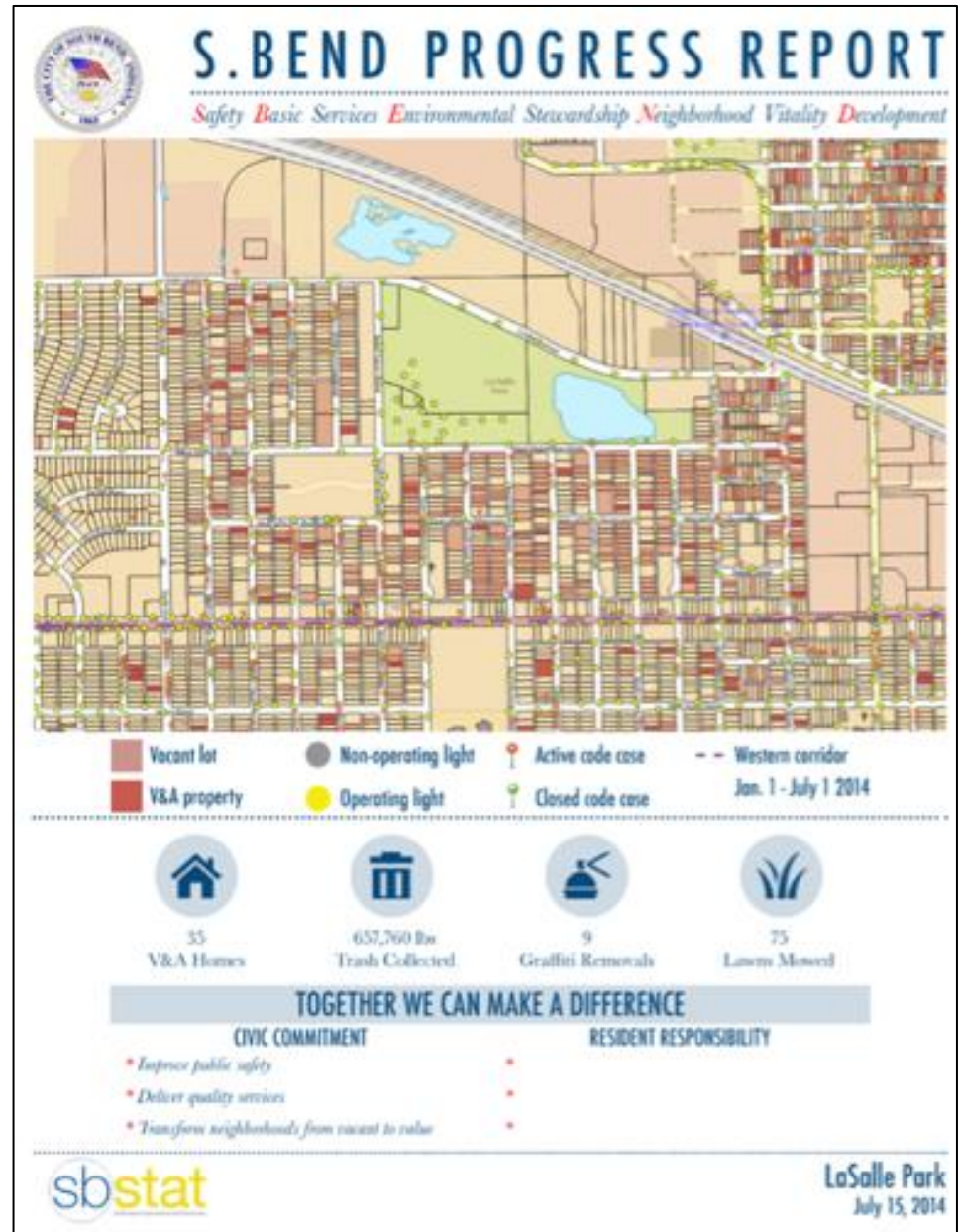
— Mayor James Mueller

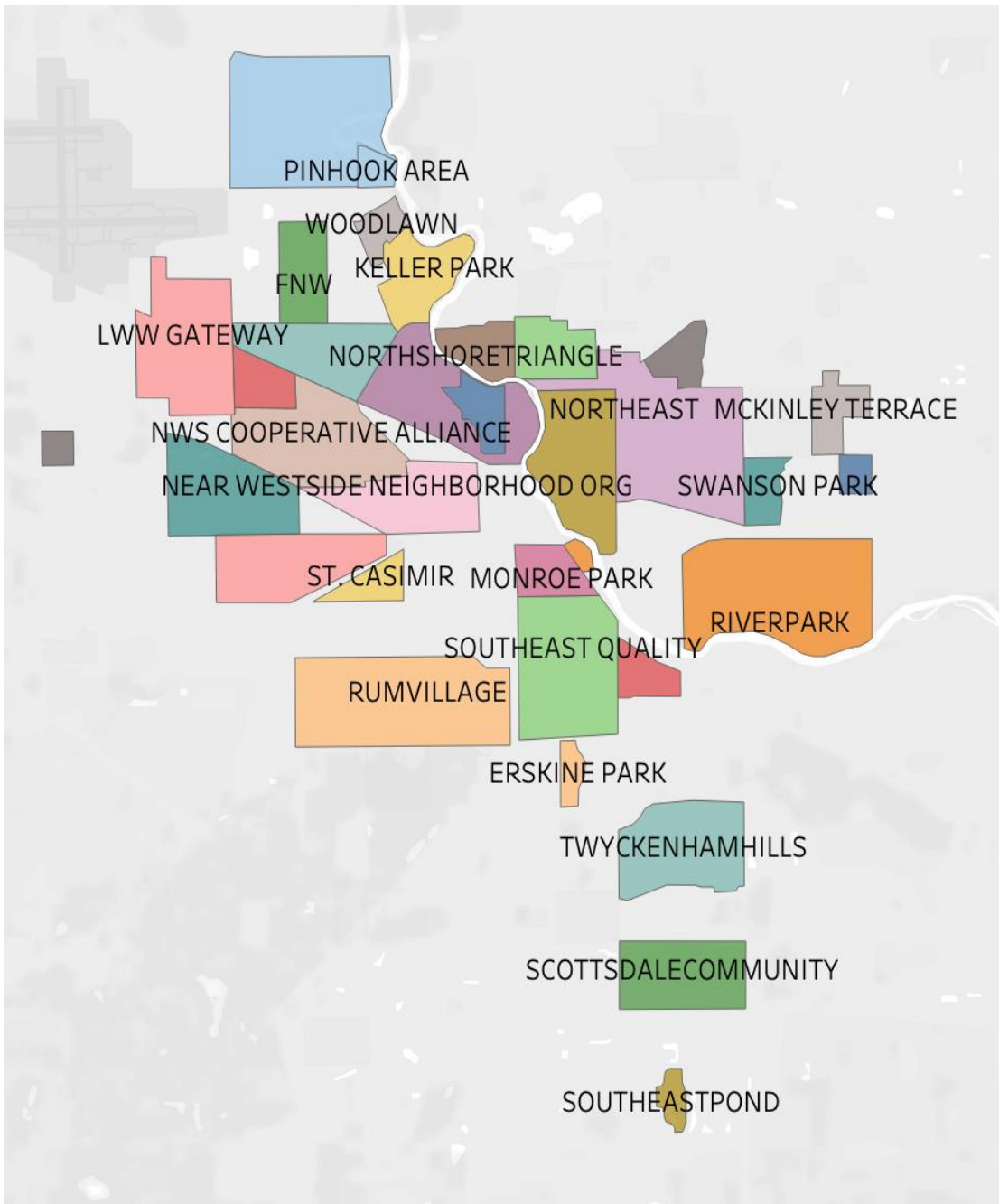
Mapping the City's Neighborhoods

- An **internal data tool for staff** that uses systems thinking to inform neighborhood programming and initiatives
- Improve targeting for local programs and policies, ensuring we **reach the residents we target**

Background and Context

- Draft maps have been developed in the past to inform neighborhood analysis





KEY FACTS

11,123

Population

34.5

Median Age



Average Household Size

\$50,136

Median Household Income

BUSINESS



1,026

Total Businesses



18,502

Total Employees

EMPLOYMENT



77%

White Collar



13%

Blue Collar



10%

Services

4.9%

Unemployment Rate

Discussion questions before closing out the topic

1. Are there any neighborhoods that we should start with first and build a prototype for?
2. What concerns should staff be thinking about when mapping the City's neighborhoods for data analysis purposes (i.e. political tensions, etc.)?
3. What data points are relevant to members of a neighborhood?

Taking action

Offering policy alternatives, data-based frameworks, and decision points to take action in improving the lives of South Bend residents

Taking Action

Data Sharing between Partners: City and County

The problem	<ul style="list-style-type: none">• Impactful data is often siloed both within the City and with partners such as Saint Joseph County which leads to lack of transparency, misinterpretation of complex problems, and misalignment of resources.
Available data (that we want)	<ul style="list-style-type: none">• ERA sign ups, more public health and economic data
Key context	<ul style="list-style-type: none">• Right now data sharing with the County is ad hoc by project and by team willingness and risk tolerance. Ex: COVID vaccine data sharing worked through an intermediary (enFocus), but certain County tax data has an automated connection to City GIS.
Decision points for the Mayor	<ul style="list-style-type: none">• Green light short term plan to get ERA data• Green light long term County-City formalized data sharing agreement

Celebrating our values

This section highlights exemplary work happening in the City to improve performance that may otherwise go unnoticed

Celebrating our Values

Behavioral Insights (BIT) collaboration to improve lead abatement

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Denise Riedl	Department Head Champion	City Leadership point of contact; accountable
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