Neighborhood Arts Profile
PROJECT CHARTER

City of Los Angeles Department of Cultural Affairs

PREPARED BY

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ABOUT

The City of Los Angeles Department of Cultural Affairs (DCA) Neighborhood Arts Profile (NAP), a data initiative to advance policy and programming regarding arts education and equity in Los Angeles. Specifically, the NAP will:

1. identify areas of arts service abundance and scarcity, with a focus on youth and education;
2. increase accessibility and actionability of arts and culture data;
3. catalyze cross-sectoral efforts to advance arts equity in neighborhoods across Los Angeles.

The NAP will curate, visualize, and aggregate existing research findings on arts and wellbeing in Los Angeles neighborhoods and establish data sharing partnerships with data initiatives in the region. This project will produce a prototype to scaffold a larger three-year project culminating in a web platform comprised of research tools, visualized insights, and datasets. This platform will make data accessible to non-subject specialists. With a user-centered design with interactive features, it will help inform decision-making by DCA staff as well as potentially regional officials, government agencies, and school districts while curating a collection of data for families, community members, and advocates. Ultimately, this platform will encourage the public to participate in civic dialogs to better impact policy, funding determinations, and curriculum to support the whole child.

The Youth Arts Profile is the first phase of the NAP and focuses on youth specific data. Both the Youth Arts Profile and the larger NAP have a three-year timeframe consisting of the following year-long phases: Prototype Phase, Build Phase, and Publish Phase.

SPONSORS

Stuart Foundation

The Stuart Foundation is dedicated to improving life outcomes for young people through education. They work to ensure that effective education systems in California and Washington provide opportunities for all students to learn, achieve, and thrive.

Their guiding principle, or North Star, is an education system that values the Whole Child by strengthening the relationships between students, educators, families, and communities.

PARTNERS

DCA is in touch with California Community Foundation regarding their Social Change Data Commons project about a potential collaboration. Other proposed data-sharing partners may include the Los Angeles Unified School District (LAUSD), Los Angeles County Office of Education (LACOE), and Arts for All (Los Angeles County Arts Commission). Proposed research partners in discussion include the University of Southern California's Price School Spatial Analysis Lab and/or University of California Los Angeles' Urban Humanities Institute. Stakeholders DCA plans to work with include the LAUSD administrators, local parent-teacher associations and local youth policy advocates to ensure that data is accessible and insightful for public use.

Other potential
- Arts for LA
- Beyond the Bell
- Los Angeles County Arts Commission - Arts for All
- Los Angeles Fund for Public Education
- Los Angeles Unified School District Arts Education Branch
- UCLA Urban Humanities Initiative
- USC Price School - Spatial Lab
- Los Angeles County Office of Education
- Children's Defense Fund - California

PROJECT TEAM
- W.F. Umi Hsu, DCA Digital Strategist, Project Lead
- Judy Toretti,Designer/ Researcher/Strategist, Project Designer
- Izzy Mitchell, Project Data Scientist

DESIGN WORKSHOP

On Monday, December 11, 2017, the NAP project team led a design workshop with the DCA Senior Staff in the DCA headquarters conference room. The eight participants represented each of the six divisions (Community Arts, General Administration, Grantmaking, Marketing & Development, Performing Arts, and Public Art) and the General Manager's Office. Actively involving the main users of this tool, DCA staff, in the design process helps ensure the end result meets their needs and produce outcomes that are usable, relevant, and sustainable. This concept is core to participatory user-centered design.

The main goal of the workshop was to determine what data should be included in the NAP with a focus on the phase 1 development of the Youth Arts Profile. To achieve this goal, the design workshop was built around the question: What research questions would you want the NAP to help answer?

A few days before the workshop, the NAP project team emailed the participants a short document that included several sample questions. Staff participants were asked to mark up the document and bring it with them to the workshop. At the workshop, the NAP project team led a design thinking ideation exercise. Each participant was given a specific color stack of post-it notes to write down research questions (one question per note) relevant to their work. After 20 minutes, they were asked to add a sticker to the questions that were youth-focused.

The workshop was successful. The group came up with 35 youth-focused questions out of 51 unique research questions. Most questions revolved around cultural assets, demographics, context, and school data. The NAP project team narrow down the data sources to be included in the Phase 1 development based on the research questions articulated by the workshop participants and the

availability of the datasets (see Appendix A). These questions also to an extent helped the team with the data planning for future phases.

DESIGN WORKSHOP QUESTIONS ANALYSIS
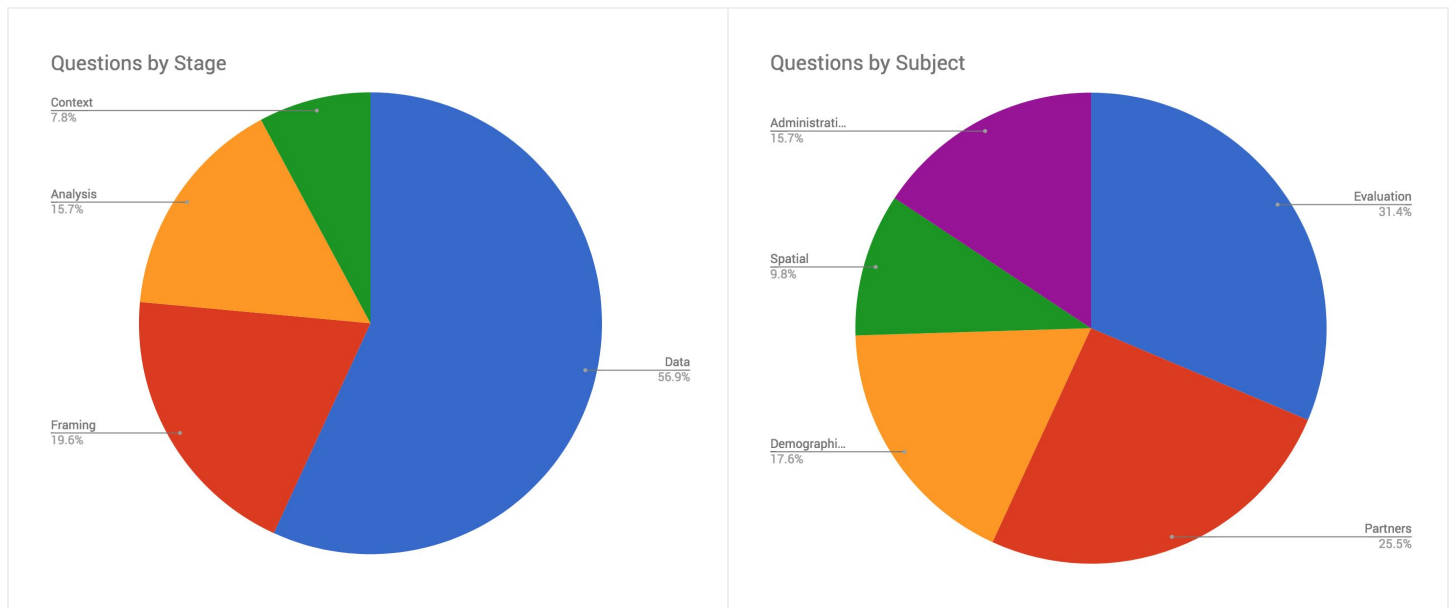
These charts above show the analysis of the workshop questions.

Question by Project Stage (left chart):
> **Data** - Concerning the existence, availability, attainability, quality, and utility of relevant information available.
>
> **Framing** - How we discuss, prioritize, and articulate the goals of this project.
>
> **Analysis** - Questions that must be answered through some form of data analysis, relating to current situations and future possibilities.
>
> **Context** - Reminders of things we already know, including project requirements, existing initiatives, policy, and findings from existing studies.

Questions by Subject Matter (right chart):
> **Evaluation** - The use metrics, statistics, analyses, and other 'goal posts' to assess the success of various programs.
>
> **Partners** - Involving, engaging, or understanding organizations that we are either currently partnered with or that we could partner with in the future to some capacity.
>
> **Demographics** - Understanding the people and communities we currently and intend to serve.
>
> **Spatial** - Technical questions of scope, scale, and analysis.

Administrative - Understanding the processes that drive current and potential initiatives at DCA and the City.

DATA SOURCES
- Community Arts Centers
- LA County Arts Ed Profile (total number of courses offered)
- Partners Serving Public Schools (variety of arts programs offered)
- Libraries
- Museums and Aquariums
- LAUSD Arts Equity Index (by quartile)
- LAUSD Arts Equity Index - Districts
- Grantees 2010-2017
- LA Times Neighborhoods
- CDC Social Vulnerability Indexes (2014, census tract)
- 2016 Census Percent Population (Black, White, Hispanic)
- USA Percent Under 18
- 2016 USA Median Age
- 2016 USA Median Household Income

    Other Potential Data Sources
    - California HDI Economic Need Indicator
    - 2016 USA Diversity Index
    - 2016 USA Tapestry Segmentation (ArcGIS LifeMode Summary Groups)
    - USA Poverty Ratio

OUTCOMES & OBJECTIVES

OUTCOME	OBJECTIVES
Improve the region's **research on youth learning and education policy.**	Aggregate, visualize, and curate relevant data sets and indicators across LA's geography and sectors to design a model of neighborhood-specific indicators. Build partnerships through data coordination and standardization, including integration with LAUSD's Arts Equity Index, LA County's Arts for All project, Kids Count, and other sources. Hold a public meeting/datathon with 30-50 administrators, advocates, educators, and community members to explore data gaps and examine data taxonomy and standards.

Build an **accessible public data tool** that will eventually allow community to be civically informed and participate in community-level decision making about education and child development.	Develop a prototype of the web tool based on input and user experience of related stakeholders. Hold a design workshop with 5-10 administrators, advocates, and educators, including higher education partners.
Strengthen **professional development** for evidence-driven decision making among educators and school district-leaders.	Post on a professional blog to share the results of data acquisition, gap analysis, and discuss the value of design and data sharing in education policy and research. Open source web prototypes and related data set as a public repository on Github to ensure project sustainability.

DELIVERABLES

This project culminates with an interactive, web-based prototype of the Youth Arts Profile that will demonstrate interface design concepts by displaying visualizations, linking data sets, and creating neighborhood profiles. This prototype consists of visualizations and maps that highlight youth-specific indicators, using a selection of actual data to illustrate the measures of the youth dimension of the NAP.

TIMELINE

PHASE	DESCRIPTION	DATES
Research & Discovery	Gather data Gather project interests Gather input on tool Design meeting planning	4/1-12/11/17
Design	Design workshop 1 Finalize data Wireframe web interface Define technical requirements	12/1-1/31/18
Prototype	Generate web-based prototype Iterate User testing Grant proposal (Stuart)	1/22-2/28/2018
Share & Report	Launch Share via blog post Submit final report	2/15-3/25/2018

COMPARABLE AUDIT

The comparable audit informs how we would like to design the user experience. By understanding the strengths and weaknesses of other similar tools, we can create a tool with a distinctive user experience advantage. Through research, the NAP team identified and reviewed 11 comparable projects. Most of these projects have a focus on a city. Table below summarizes the design features of each project.

| LOCATION	SIMILAR TOOLS	KEY COMPONENTS
Philadelphia, PA	Cultural Blocks	website; map; interactive visualizations; data download; PDF
USA	Measure of America	website; map; interactive visualizations; PDF
Santa Monica, CA	Wellbeing Project	website; flat visualizations; PDF
Los Angeles, CA	Los Angeles 2050	website; flat visualizations; PDF
Washington State, Oregon State, and Minneapolis, MN	Creative Vitality Index (Washington, Oregon, and Minneapolis)	flat visualizations; PDF (all)
Silicon Valley, CA	Creative Community Index	flat visualizations; PDF
Boston, MA	Boston Indicators	website; map; flat visualizations; data download; PDF
USA	Arts Vibrancy Index	map; PDF
New York City, NY	New York Study on Arts and Cultures' Contribution to Social Wellbeing	PDF
Urban US areas	Cultural Vitality Index	PDF
Baltimore, MD	GeoLoom	website; map; data download; PDF
Santa Monica, CA	Culture Mapping 90404	website; map

Summary of Comparable Research:
- Website: 7 total
- Map: 6 total
- Flat visualizations: 5 total
- Interactive visualizations: 2 total
- Data download: 3 total
- PDF: 11 total

After reviewing 11 comparable projects, Culture Blocks and Measure of America stood out as the two best examples of what we want to achieve. Both include a robust set of offerings: an informative and user-friendly website, an interactive map, and dynamic visualizations. Culture Blocks also includes

the ability to download the data - a valuable feature that is line with the Mayor's Open Data Directive. A great aspect of Measure of America is its integration of the visualizations with the map - the two work together seamlessly.

FLOW CHART

SAMPLE HOMEPAGE

LA NAP LOGO
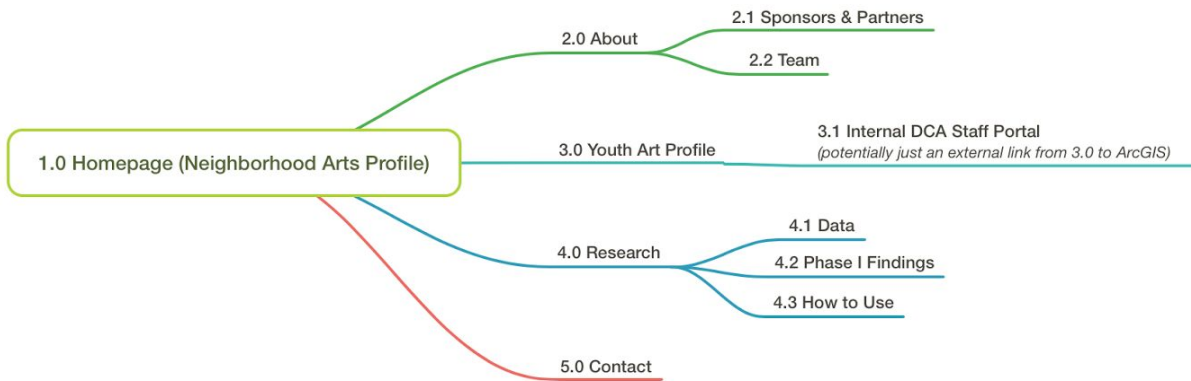
ABOUT | YOUTH ARTS PROFILE | RESEARCH | CONTACT

LOS ANGELES
NEIGHBORHOOD ARTS PROFILE
A data-driven platform to advance policy regarding
arts education and equity in Los Angeles.

EXPLORE

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ABOUT

The Neighborhood Arts Profile
(NAP) is a research tool to
identify opportunities to improve
arts and cultural services.

READ MORE

YOUTH ARTS PROFILE

This first phase of the larger
NAP curates, visualizes, and
aggregates existing research
focused on youth.

VIEW TOOL

RESEARCH

Learn more about the
methodology, sources and
summary of findings during
the first phase.

LEARN MORE

Putting arts and culture on the City's map

[STATIC IMAGE OF MAP]

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#	WORKSHOP QUESTIONS Phase 1 Data Inclusion
1	Where are the in-school arts programs? (Partial. County survey respondents only)
2	What is the percent youth (under 18) in each neighborhood?
3	What is the AEI (Arts Equity Index) score of each LAUSD school?
4	What is the geo distribution of afterschool programs? (Partial. County survey respondents only)
5	Where are the nonprofit arts organizations who are DCA grantees?
6	Where are the libraries? (Branch locations only)
7	Where are the City services and programs? (Clean Streets, Displacement Index)
8	Where are the juvenile justice City programs? (GRYD locations only)
9	Where are the museums?
10	Where are the historic cultural monuments?
11	What is the percentage of economically disadvantaged youth in neighborhoods surrounding DCA arts centers? (Proximity by sight, not by distance)
12	What is the socioeconomic profile of the people whose live near a DCA community arts center? (Proximity by sight, not by distance)
13	Which schools are providing arts education near DCA community arts centers? (Proximity by sight, not by distance)