

SUMMER 2022 TEAM

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SUMMER 2022 PROJECTS

1

NEIGHBORHOOD SNAPSHOTS

Capturing relevant information about the 16 neighborhood zones in ACC and making it accessible for the public

2

MAP OF BELONGING

A tool that anonymously measures feelings of belonging and perceptions regarding ACC

3

EQUITY INDEX

A tool that can aid in effectively allocating resources and prioritizing initiatives by an equity index

NEIGHBORHOOD SNAPSHOTS

Capturing relevant information about the
16 neighborhood zones in ACC and making
it accessible for the public



NEIGHBORHOOD SNAPSHOTS - CONTEXT

- Athens-Clarke County is made up of 16 neighborhood zones. Each one has its own strengths and challenges regarding economics, housing, social services, transportation, and health.
- ACC collaborates with the Georgia Family Connection Nonprofit, who hires 16 Neighborhood Leaders to work as social workers in each of the zones.
- The VISTAs conducted the interviews & surveys and planned & researched the components of the project. Alina built and designed the website with ArcGis Hub. Vignesh built, researched, & visualized the data with ArcGis Dashboards.



NEIGHBORHOOD SNAPSHOTS - PROBLEMS TO SOLVE

- Before starting the project the Americorps VISTAs interviewed all of the Neighborhood Leaders to see what problems/obstacles they were coming across and how Athens-Clarke County could help them. We identified these main issues.
- Leaders expressed that one of their main work obstacles was that many people were not aware of the Neighborhood Leaders Program and did not know about the resources in their area. It was hard for them to get or organize volunteers.
- When asked how people usually found out about the Neighborhood Leader Program, Leaders expressed it was usually by word of mouth and that an online/social media presence for the project would be very helpful.
- Neighborhood Leaders wished the data about social issues in ACC was more accessible and visualized in a more human approach.

NEIGHBORHOOD SNAPSHOTS - PROBLEMS TO SOLVE

Q: "What types of issues do you commonly encounter?"

A: "Lack of awareness towards all the benefits the residents qualify for and about services that can help them" - Patrick Howard, Fowler Neighborhood Leader

Q: "Do you feel like your work is well understood by others?"

A: "People need to better understand what neighborhood leaders do. A lot of people think that they just give them resources (housing, food, \$, etc) when in reality they can help them apply for said resources or refer them to other places"
- Sade Watkins, Cleaveland Road Neighborhood Leader

Q: "What are ways we can improve the data dashboard to meet your needs?"

A: "The dashboard doesn't tell a story about a person and it should. Its currently too data focused" - Taneisha Brooks, Gaines Neighborhood Leader

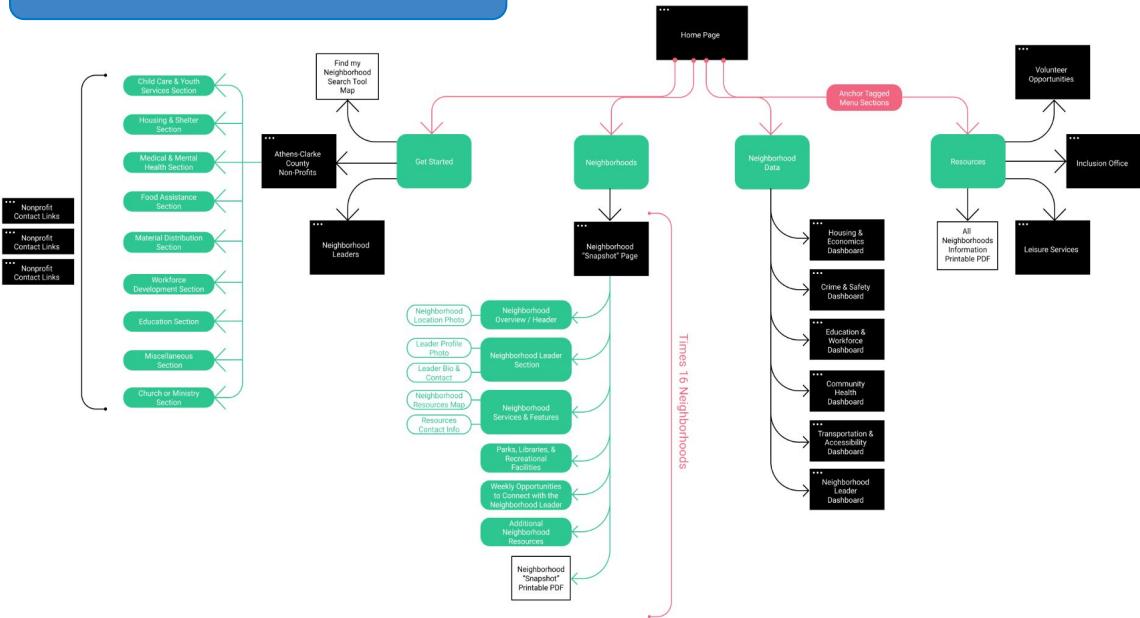
NEIGHBORHOOD SNAPSHOTS - PROJECT GOALS & VISION

Create a website/platform that gives residents tools to learn more about their neighborhood, compare it to others, and get in touch with local resources.

1. Inform residents about what the Neighborhood Leader program is, who the Leaders are & what work they do, and help residents find what Neighborhood they live in.
2. Inform residents about Nonprofits that the Leaders most often refer people to.
3. Have a “snapshot” of each Neighborhood and its features. Create a resource list and simple map for each Neighborhood. List weekly connection/volunteer opportunities with each Neighborhood’s Leader.
4. Create printable, PDF versions of each Neighborhood’s “snapshot”.
5. Create data dashboards to visualize ACC’s most pressing social issues. Allow users to view a dashboard with data/information relevant to their neighborhood area.

NEIGHBORHOOD SNAPSHOTS - ALINA'S PROCESS/DOCUMENTATION

Building the Sitemap



Researching Similar Projects

- [Providence, RI](#)
- [Chicago Metropolitan Agency for Planning](#)
- [City of Long Beach](#)
- [City of Raleigh, NC](#)

NEIGHBORHOOD SNAPSHOTS - ALINA'S PROCESS/DOCUMENTATION

Color Palette & Type System

- Blues from ACC gov logo/main colors
- Green from ACC City Hall roof
- Focus on creating a friendly, clean, and modern design & layout

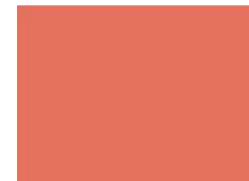
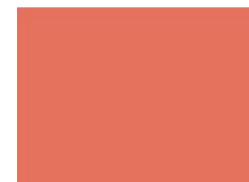
Athens-Clarke County
UNIFIED GOVERNMENT



Base Colors



Secondary Colors



Header 1

Raleway Semibold

Header 2

Raleway Semibold

Header 3

Raleway Medium Italic

Body

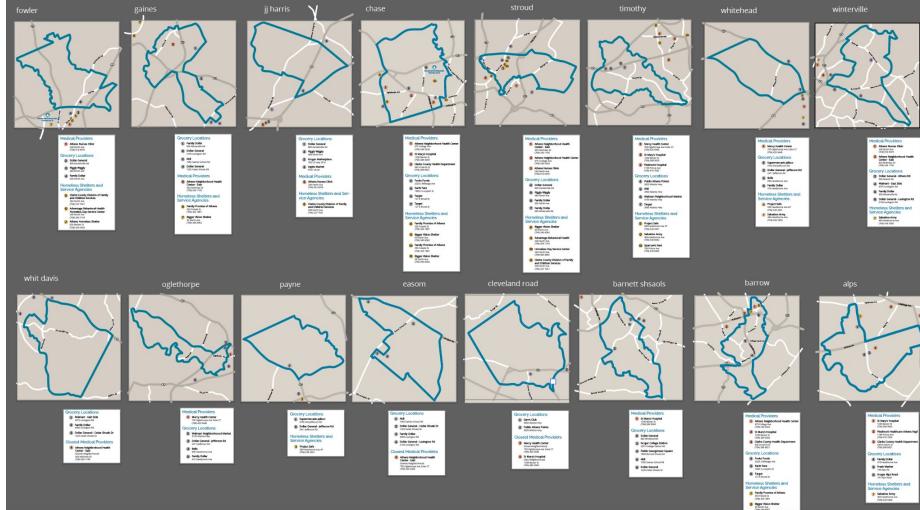
Open Sans Regular

Link

Open Sans Regular Underlined

NEIGHBORHOOD SNAPSHOTS - ALINA'S PROCESS/DOCUMENTATION

Making Resource Maps in Adobe Illustrator



Making Neighborhood
PDFs in Adobe InDesign

Athens-Clarke County Neighborhood Snapshots

Barrow

Neighborhood Leader
Barbara Barnett
Athens-Clarke County Health Department
(706) 549-5005

Barrow's wonderful community is what makes this Neighborhood shine. The people are friendly and always eager to help out. The zone covers the Five Points, Parkview Homes, Parkview Homes, Parkview Ed, and the Five Point area.

Medical Providers

Grocery Locations

Homeless Shelters and Services

Parks, Libraries, and Recreational Facilities

Proveedores Medicos

Refugios para Desamparados y Agencias de Servicios

Parques, Bibliotecas e Instalaciones Recreativas

Athens-Clarke County Neighborhood Snapshots

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Lider del Vecindario
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Parques, Bibliotecas e Instalaciones Recreativas

Letter V

1-2
3-4
5-6
7-8
9-10
11-12
13-14
15-16

NEIGHBORHOOD SNAPSHOTS - CONTENTS

Neighborhood Leaders

- Leader profile photos
- Leader contact information
- Leader biographies

The image shows two laptops displaying the "Meet the Leaders" page of the Athens-Clarke County Neighborhood Snapshots website. The left laptop screen displays four leader profiles with their names, titles, and contact information:

- Fatimah Stevens, Aja Neighborhood Leader, (404) 533-1451
- Stacy Dean, Barren Islands Neighborhood Leader, (404) 533-1452
- Barbara Barnett, Barrow Neighborhood Leader, (404) 533-1453
- Broderick Flanagan, Chase Neighborhood Leader, (404) 533-1457

The right laptop screen shows a larger view of the "Neighborhood Leaders" page, which includes a photo of a group of people at a community event and a brief description of the program's purpose.

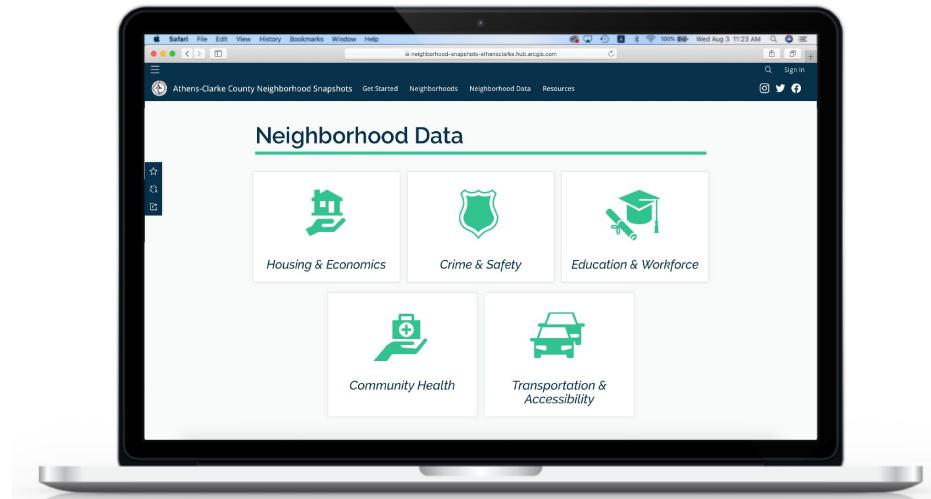
Neighborhood “Snapshot”

- Neighborhood features/photo
- Neighborhood Leader info
- Neighborhood resources/map
- Connection opportunities with Neighborhood Leader
- Printable Neighborhood PDF

The image shows two laptops displaying different sections of the website. The left laptop screen shows the "Neighborhood Services and Features" page, featuring a map of the city with various service locations marked and a list of medical providers, grocery locations, schools, and service agencies. The right laptop screen shows the "The Neighborhoods" page, which lists several neighborhoods with their own snapshots and photos.

NEIGHBORHOOD SNAPSHOTS - THE DATA

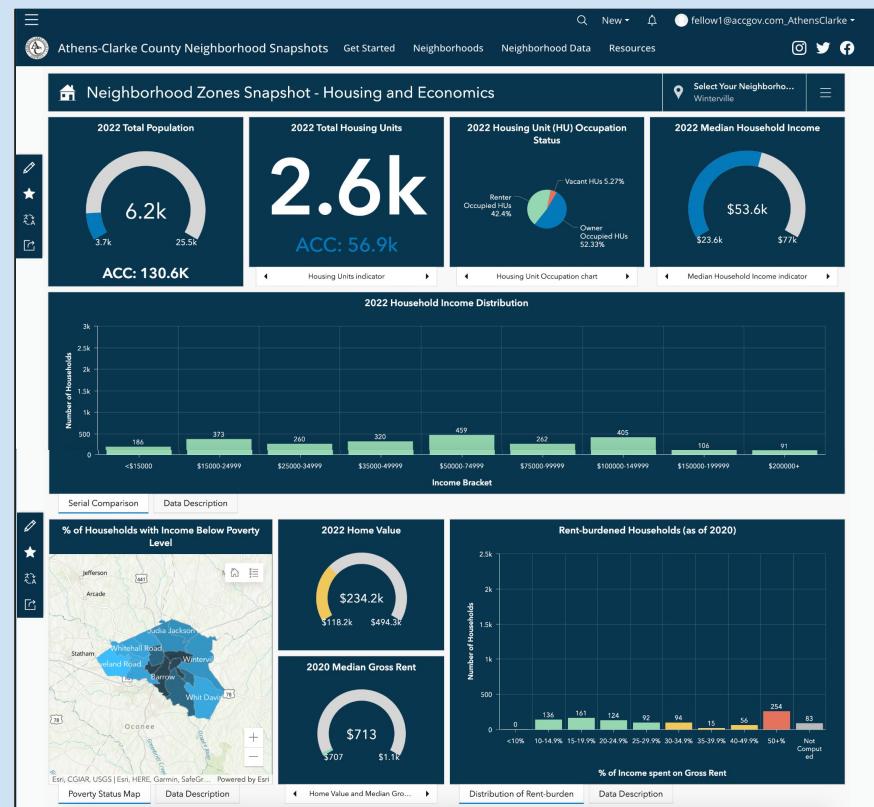
- The website includes interactive Dashboards to explore Data regarding:
 - Housing and Economics
 - Crime and Safety
 - Education & Workforce
 - Community Health
 - Transportation
- Data can be stratified according to different neighborhoods.
- Each data category is followed by current programs, proposals, and projects that will help alleviate disparities



NEIGHBORHOOD DATA DASHBOARD

Housing & Economics

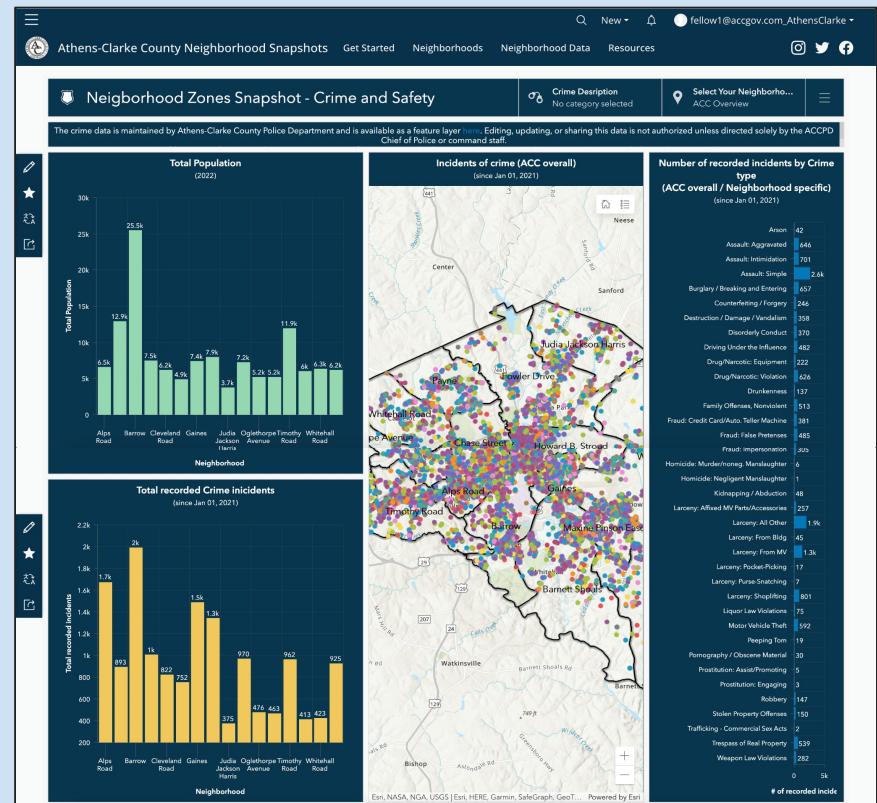
- Metrics presented:
 - Total Housing units and their Occupation status
 - Median household income and their distribution
 - Poverty status across the neighborhoods based on federal poverty line
 - Rent-burdened households



NEIGHBORHOOD DATA DASHBOARD

Crime & Safety

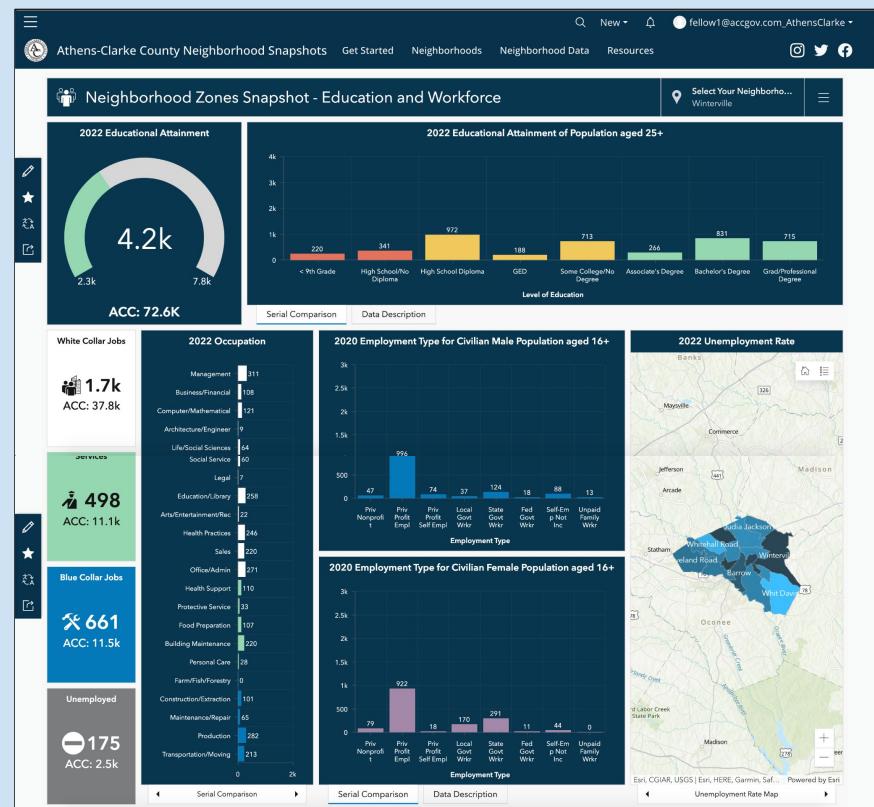
- Metrics presented:
 - Total recorded crime incidents across neighborhood zones - being cognizant of the population differences across neighborhood zones
 - Interactive map of crimes with respective geolocation
 - Distribution of different crimes (overall and per-neighborhood)



NEIGHBORHOOD DATA DASHBOARD

Education & Workforce

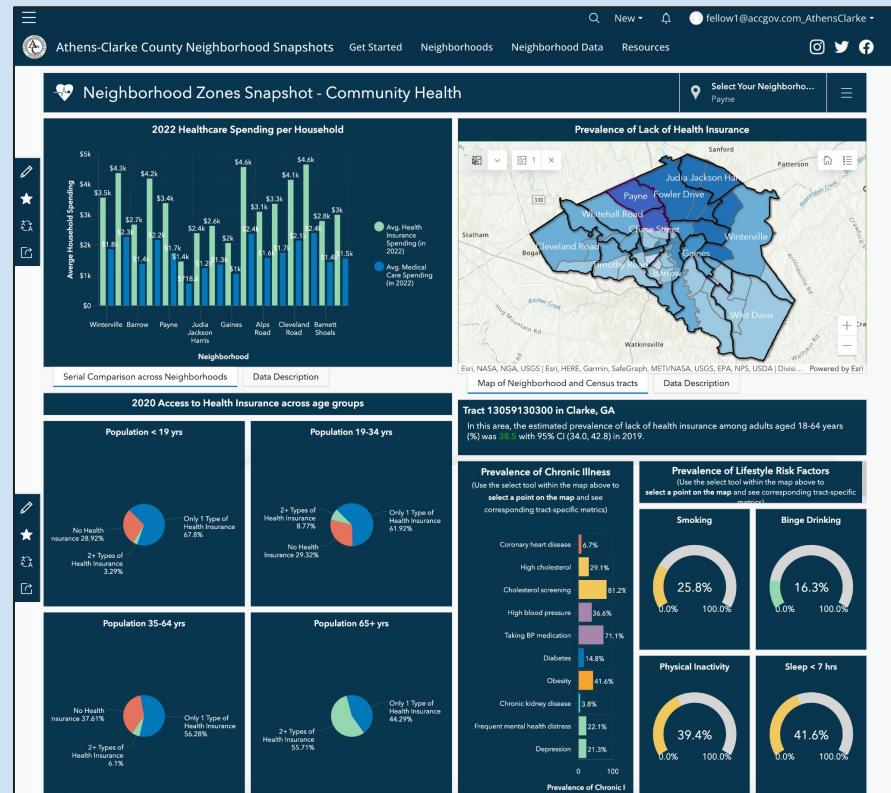
- Metrics presented:
 - Educational attainment across different levels
 - Distribution of White collar, services and Blue collar jobs per neighborhood zone
 - Employment across different job classes
 - Unemployment rate across neighborhood zones



NEIGHBORHOOD DATA DASHBOARD

Community Health

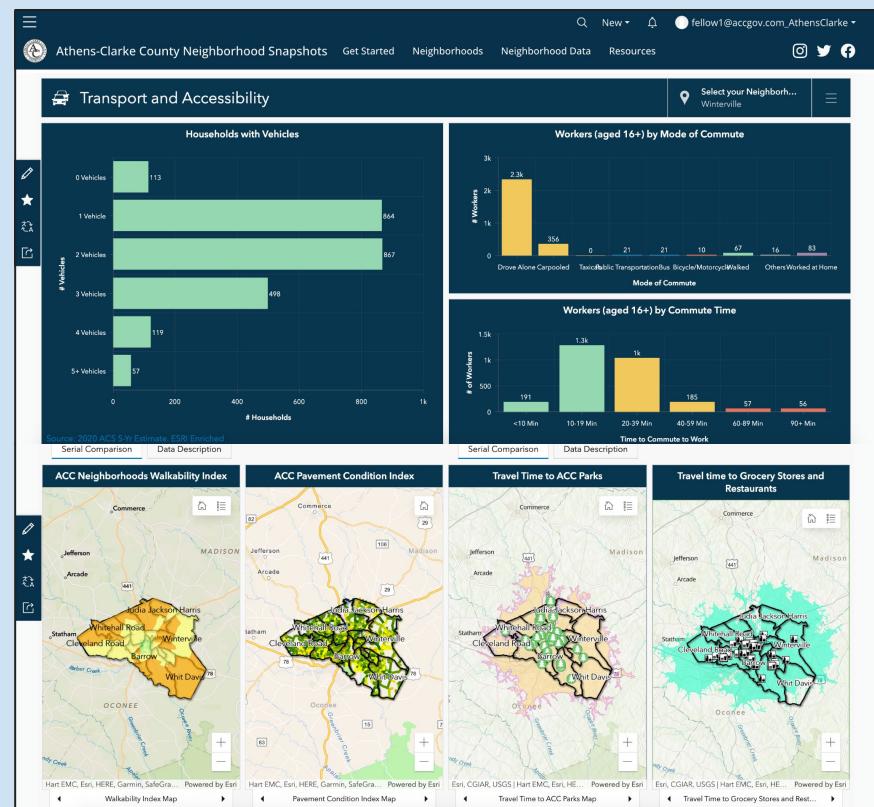
- Metrics presented:
 - Healthcare (Health Insurance + Medical Care) spending across neighborhoods
 - Access/Lack of health insurance across census tracts and age groups
 - Prevalence of chronic illness and Lifestyle risk factors across census tracts



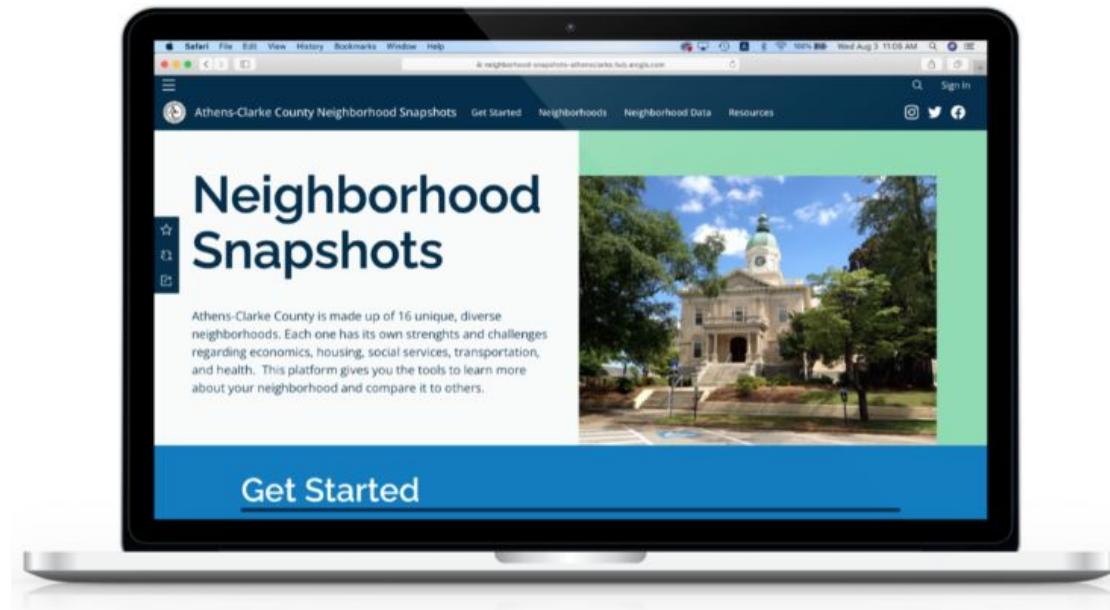
NEIGHBORHOOD DATA DASHBOARD

Transportation & Accessibility

- Metrics presented:
 - Vehicle availability in households
 - Distribution of workers based on Time and Mode of commute
 - Maps to ascertain:
 - Walkability Index
 - Pavement Condition Index
 - Access to parks by walk/drive
 - Access to restaurants and grocery stores by walk/drive



NEIGHBORHOOD SNAPSHOTS DEMO



<https://neighborhood-snapshots-athensclarke.hub.arcgis.com/>

MAP OF BELONGING

A tool that anonymously measures feelings
of belonging and perceptions regarding ACC.



MAP OF BELONGING FEATURES

- The Map of Belonging is built ArcGIS Story Maps. The application displays maps in the context of a narrative and other multimedia and interactive content.

ANONYMOUS RESPONSES

Users take an anonymous survey to review county locations and comment on their feelings about living in ACC

GEOGRAPHIC RELATIONS

While taking the survey, users are able to explore a map of ACC and pick locations they feel connected to

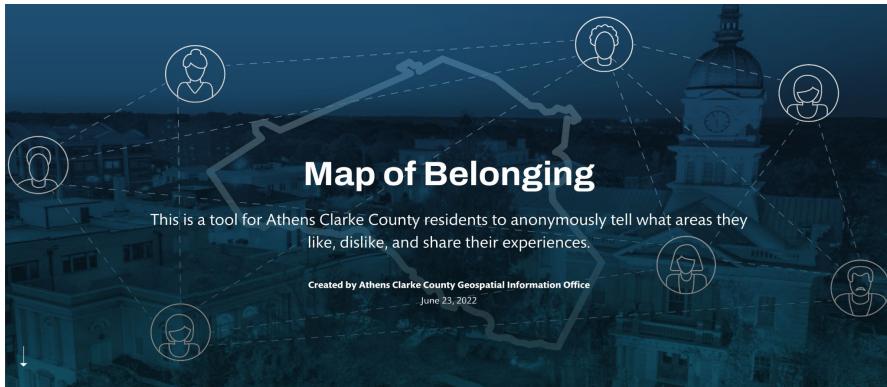
EQUITY INDICATORS

The survey measures sense of belonging in context of race, gender, class, and sexuality

HONEST EXPERIENCES

Free-response questions encourage users to honestly share both their positive and negative experiences

MAP OF BELONGING - CONTENT

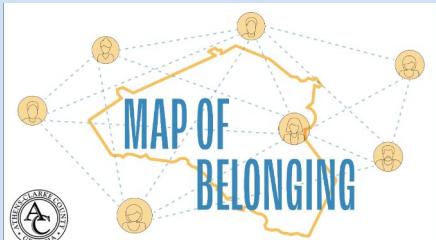


This screenshot shows a user interacting with a map of Athens, Clarke County. The map displays numerous small, dark dots representing survey responses. A person's hand is visible, pointing at one of these dots. The interface includes a navigation bar at the top with links: "The Map of Belonging", "Visualizing the Responses", "How can you Leave a Mark" (which is underlined in blue), "Survey", and "Resources". On the right side, there is a section titled "How can you Leave a Mark" with descriptive text and a "Submit" button.



StoryMap theme, imagery, & icons design

MAP OF BELONGING - COMMUNITY SURVEY



The Map of Belonging is an effort to understand the needs of the community in their own words to help equitably allocate resources. We're trying to identify spaces in Athens-Clarke County that are welcoming, most visited, or even need improvement. Thank you for taking this survey and providing valuable information to better our community.

Location

Are you a resident of Athens-Clarke county?*

Yes No

What is your zipcode?*

Belonging

How important is it for you to feel a sense of community?*

Not Important at all Somewhat important Neutral Quite Important Extremely Important

Things that make me feel more connected to my community are...*

1000

Members of this community share and celebrate important events*

Yes No

I feel that my culture is accepted in my community*

Strongly disagree Disagree Neutral Agree Strongly agree

I like living in Athens*

Yes No

My favorite place to go in Athens is...*

Drop a pin on your favorite place to go in Athens. Search for the address if required using the search bar.

Find address or place

Powered by Esri

The public space I feel least comfortable in Athens is...

If you feel comfortable, you can mention why you'd want to avoid the place mentioned

Strongly disagree Disagree Neutral Agree Strongly agree

I feel comfortable contacting my neighbors or community members if I have a health (physical/mental) issue*

Strongly disagree Disagree Neutral Agree Strongly agree

Identity

What is your age?*

Under 18 18-24 25-34 35-44 45-54 55-64 65+

How would you best describe your racial/ethnic identity?*

Select all boxes that apply. Note you can select more than one identity.

Asian
 Black/African-American
 White
 Hispanic, Latino/a, Latinx
 Indigenous Peoples / Native-American
 Pacific Islander
 Prefer not to say

I feel that my race/ethnicity is accepted in my community*

Yes No

What best describes your gender identity?*

Male Female Non-binary Transgender
 A gender not listed Prefer not to say
 Prefer to self describe

I feel that my gender is accepted in my community*

Strongly disagree Disagree Neutral Agree Strongly agree

How would you describe your sexual identity?*

Straight/Heterosexual Gay/ Lesbian Bisexual
 Queer Asexual Prefer not to say
 Prefer to self describe

I feel that my sexuality is accepted in my community*

Strongly disagree Disagree Neutral Agree Strongly agree

What are spaces that are LBGTQIA+ friendly in Athens?

Civic Engagement

Have you ever worked to solve a civic/social issue in your community?*

Yes, in the past 12 months
 Yes, not in the past 12 months
 No

Community Services

Do you have time to give feedback regarding community services by ACCGov?*

If you answer Yes, you'll be asked to rate your satisfaction with services available provided by ACCGov

Yes No

EQUITY INDEX

A tool that can aid in effectively allocating resources
and prioritizing initiatives by an equity index



EQUITY INDEX - THE PROBLEMS & THE PROJECT GOAL

In consultation with the Inclusion Office, we compiled a baseline assessment of progress toward equitable outcomes and opportunities for Athens-Clarke County residents of all backgrounds.

This piece was tied closely to our strategic plan initiatives and areas of focus. The idea is to not only measure what we're doing, but also who may or may not be deriving benefit from it.

We used the Pittsburgh equity index as a baseline for our equity index model, and then found our corresponding data sources and measurements.

EQUITY INDEX - THE PROBLEMS & THE PROJECT GOAL

Goal Area	Topic (Strategy)	#	Indicator Name (Initiative)	Indicator Definition	How do we measure this?	Pittsburgh Plan Corresponding Data	Notes/Pittsburgh Data Source	Our Corresponding Data Source	Need...
2. Identify and Close Gaps in Partnership with the Community	A Partner to develop tools and relationships to increase awareness of and access to Athens workforce and workplace development opportunities	1	Support CCSD's Career Academy in meeting regional workforce needs.	What are the Clarke County School District workforce needs?	Will depend on what these needs are/how many of these needs are met				
		2	Reinvent A-Corps to an internally focused program.	What does this mean, where is it currently focused?	Not sure	Number 34: Business Ownership	ACS PUMS data	Statistics of U.S. Businesses (SUSB), AtheniaMade?	
	B Build and maintain two-way information pipelines through relationship building	1	Create internal and external cultures of shared collaboration and collective impact.	How will this be done?	Not sure				
		2	Amplify partnership with Neighborhood Leaders.	Part of VISTA work	How will this be continued after VISTA work				
	C Identify ways to address unaddressed community needs and develop programs, policies, and processes to facilitate community transformation	1	Humanize community data.	Is this measured by legibility of data publicly published?	If so, then amount of publicly published data/amount of times data was utilized by public	Numbers 77-78: Lack of home computer, lack of home internet connectivity	ACS 1-year estimates	ACS 1-year estimates	Possibly better data?
		2	Partner directly with and listen to residents at the neighborhood level.	Is this what NL's do?	Survey conducted on whether residents feel heard and compare results of survey from previous year				How would this be measured
	D Effective and accessible social service delivery; nonprofit capacity building; and problem solving with connected community partners; Ensure existing resources reach marginalized people and those most in need	1	Promote and provide technical assistance for nonprofit capacity building.	Is this done through consulting, classes, or workshops, etc?	Number of nonprofits working in community this year vs last	Number 70: Opportunities for volunteering	City of Pittsburgh, volunteer project tracking		Seems like each department volunteers but I do not know kept track of in a specific location-partnership with gUSA
		2	Explore potential avenues for supporting the creation of a usable nonprofit directory.		That is us! We are doing that				
		3	Develop and implement Advantage Alternative Response Team pilot program.		has this been implemented already? If so analyze results from Pilot study for efficiency				More info on this
	E Support diverse, innovative and creative economy	1	Bring together cross-departmental and external resources at Costa building to support diverse entrepreneurs.		How many entrepreneurs felt supported and demographic information regarding entrepreneurs?				How would this be measured
		2	Identify needs of underserved entrepreneurs and employees in Athens-Clarke County.		How many underserved entrepreneurs and employees are higher than that of previous years	Number 33: Loans to small businesses	Federal Financial Institutions Examination Council (FFIEC) Community Reinvestment Act (CRA) Aggregate Reports	Federal Financial Institutions Examination Council	Where else to get data?
		3	Assess ways to assist low-wage workers.		How many of the low-wage workers moved up the economic ladder from last year to the current year	Numbers 38-40: Median household income, below middle class, poverty	ACS 1-year estimates, ACS PUMS data	ACS 1-year estimates, Census, Social Atlas	

Goal area from
ACC Strategic Plan

Specific initiative & our ideas
and notes on defining that

Data sources from PA & our own
data sources with notes/needs

NEXT STEPS

Map of Belonging

- Acquire permit to conduct the survey in public spaces
- Invest in public engagement and project promotion to encourage community members to take the survey
- After collecting responses, create data visualizations for the StoryMap

Equity Index

- Engage multiple departments for Equity Index collaboration
- Get feedback from the Inclusion Office about the project
- Vote on priority metrics that will effectively measure equity using the strategic plan