

Department of City & Regional Planning
University of California, Berkeley
CP 101, Summer 2020

Assignment 1: Community Profile

(Due on Sunday, June 7)

Congratulations! You are now working for the planning department of [Oakland, Berkeley, Albany, or Alameda]. City decisionmakers want to understand the concentrations that make your neighborhood unique, as well as recent neighborhood changes. Working with one of your colleagues, your first assignment on the job is to prepare a community profile:

1. of census tract [#####] as of 2018
2. of notable changes in demographic and housing characteristics in your census tract between 2009 and 2018 (or 2017 if 2018 data is not available)
3. that compares census tract changes to changes for the city as a whole; and
4. that discusses statistical significance of the changes

The planning commissioners in your city are very busy and have a short attention span. They also want to make the profile available on the world-wide-web using WordPress. They have requested that your community profile web site not exceed 1,500 words plus tables, charts, and maps. Among the topics/variables they would like you to examine for your tract using census data are:

A – Population and People

1. number of people and households
2. age structure of the population
3. household type and composition

B - Race and Ethnicity

4. racial/ethnic composition

C - Housing

5. composition of the housing stock (e.g., use, tenure, cost, stability)
6. physical characteristics of the housing stock

D – Income and Poverty + Education

7. income and poverty levels

8. educational attainment

E – Employment + Commuting

9. labor force characteristics (industry sector or occupation)

10. journey-to-work travel characteristics and vehicle availability

11. commuting flows

You are expected to:

- Analyze variables A-1, A-2, A-3 and B-4, and two additional variables of your choice (6 variables in total). At least one variable must come from the Longitudinal Employer-Household Dynamics (LEHD) Program.
- Examine change over time on the tract using at least two variables
- Explain how the census tract compares with overall city figures in 2018 for at least 1 variable.
- Describe how the census tract compares with overall city changes between 2009 and 2018 for the same variable.
- Consider Margins of Error provided in ACS tables. At a minimum, you should:
 - Calculate the margin of error and confidence intervals for the variable 'Race and Ethnicity' and another variable of your choice.
 - Calculate a margin of error for more than one aggregated race/ethnicity categories (e.g., Alaskan and Native American and Hawaiian and Pacific Islander) and discuss the result(s).

Note: At a maximum...feel free to calculate margins of error and confidence intervals for all your variables! But it is not necessary (and we will not give extra credit for it, in fairness to others).

Where to start?

For ACS data, use <https://data.census.gov>

For LEHD data: <https://onthemap.ces.census.gov/>

What should your profile focus on?

- The basics: How many people lived in your tract, their ages, household composition, and race?
- Notable changes between 2009 and 2019?
- Census tract vs. city: notable differences between your census tract and city
- Comparative changes: changes in your census tract that mirror or depart from socio-demographic changes for the city as a whole.
- Fine-grained analysis: For changes or differences of interest, conduct a more in-depth analysis. Are there important relationships among the variables (for instance, poverty by household type, disability by age)?

How to organize your neighborhood profile?

- Introduction: Identify your tract and city, and explain which findings, trends, variables,

or issues you will focus on and why.

- Explanation and analysis of findings and trends organized by characteristic (e.g., age distribution, housing stock, etc.), and within the characteristic, the important themes (big 2009-2018 changes, big difference with city, equity concerns, etc.)
- Conclusion: Very brief summary of key findings.
- Appendix (optional): You may find it useful to include a data table in an appendix.

Note: Be sure to include tables, charts, and maps. But don't overdo it. Not every number or percentage needs an exhibit. Nor do all of the outputs need to be presented. Figure out what your main points are and use tables, charts (don't forget error bars!), maps, and text, as appropriate, to illustrate them. And keep it simple...tell the story of your neighborhood organized along some important themes.

Grading Criteria

- Accuracy of data and analysis -- 40%
- Nailing the story of your tract -- 25%
- Presenting appropriate and aesthetically pleasing visualizations -- 25%
- Following the assignment guidelines -- 10%