Putting Youth on the Map &
The Regional Opportunity Index

APA Sacramento Speaker Series
Road to Recovery: How to overcome the Diagnosis

Presented by
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Faculty Leads: Nancy Erbstein (PYOM)
and Chris Benner (ROI)
About Me

• Born and Raised in the Patterson, CA
• B.A. in U.S. History from California State University, Fresno
• Master’s Candidate in Nonprofit Administration at the University of San Francisco
• Lifelong learner and practitioner of Community Engagement and Development
• 13 years Experience in
  • Youth and Community-Led Participatory Action Research
  • Years Experience in Youth and Community Organizing
  • Youth and Community Policy and Advocacy
The Question

How can residents, including youth, most affected by community and regional challenges successfully access and employ publicly available spatial data to influence urban change to best suit their own needs?
Rx: Community Empowerment, Engagement and Validation

• Validating Experiences

• Recognizing residents as experts

• Empowering people to tell their stories of need and participate civically

• Creating more Access to the tools that have helped build their communities...Data
Dedicated to producing innovative and collaborative research to inform the building of healthy, prosperous, sustainable and equitable regions in California and beyond.

researchchange.ucdavis.edu
CRC Modes of Engagement

- Conduct solutions-oriented research
- Provide innovative data/mapping tools
- Grow community capacity to use research and data tools
- Facilitate two-way university and community engagement for mutual learning
- Build collaborative partnerships (policy, advocacy, business, media and research sectors)
The Regional Opportunity Index
& Putting Youth on the Map
Overview of PYOM & ROI

• Maps reflecting holistic measures of youth wellness and youth vulnerability

• Maps assessing the availability of opportunity across the areas of education, economics, health, housing, transportation/mobility and civic participation

• Analyses provided by race/ethnicity, gender and place

• Sharing options via print and social media

• Downloadable data
Using Maps to Democratize Data

- Visual and easily understandable (Empowerment)
- Identify community challenges (Validation)
- Connect personal experiences with local issues (Validation)
- Inform decision-making of government agencies, foundations, and nonprofits (Empowerment and Engagement)
- Promote dialogue between government, nonprofits, communities, and youth (Empowerment, Engagement & Validation)
Regional Opportunity Index: Home Page

Learn about the ROI

Interactive Maps
An interactive mapping tool used to target investments to the people and places that need it most.

interact.regionalchange.ucdavis.edu/roi/index.html
Data Sources

• U.S. Census
• California Department of Education
• Federal Communication Commission
• California Department of Public Health
• California Registrar of Voters
• National Establishment Time-Series Dataset
• BLS Quarterly Census of Employment and Wages
• FDIC (Federal Deposit Insurance Corporation) and NCUA (National Credit Union Association)
• USDA Food Access Research Atlas
• California EPA, Office of Environmental Health Hazard Assessment and Air Resources Board
ROI Indicators

### People
- **Education**
  - % of adults with post-secondary education
  - % 4th graders proficient in ELA
  - % 4th graders proficient in math
  - Elementary school truancy rate
- **Economy**
  - % of adult population employed
  - % of households above 200% FPL
- **Housing**
  - % of households who own home
  - % of households paying <30% of income on housing
- **Mobility/Transportation**
  - % who commute 30 min. or less
  - % households with at least 1 vehicle for worker
  - Households with broadband
- **Health/Environment**
  - % healthy weight babies
  - % births to teens
  - % deaths to <75 year olds
- **Social/Political Engagement**
  - % CVAP that voted in 2010
  - % households not linguistically isolated

### Place
- **Education**
  - High school graduation rate
  - High school grads college ready
  - % elementary teachers with 5 years experience and more than BA degree
  - High school suspension and expulsion rate
- **Economy**
  - Jobs within 5 mile radius per 1000 population
  - % jobs that are in high-paying industries within 5 mile radius
  - % job growth in last year within 5 mile radius
  - Banks per 1000 population within 5 mile radius
  - % change in number of employers within 5 mile radius, 2009-2011
- **Housing**
  - % homes with <= 1 occupant per room
  - Ratio of median income to median home value
- **Health/Environment**
  - % mothers receiving prenatal care in first trimester
  - % with access to full-service grocery stores
  - Healthcare provider locations (5 miles) per 1000 population
  - PM2.5 score
- **Social/Political Engagement**
  - % who live in same residence as a year ago
  - % U.S. citizens
Regional Opportunity Index
The Regional Opportunity Index
The Regional Opportunity Index

Economic Opportunity: People
- Employment
- Education
- Income

Overall Mean

Additional Map Legend Notes:
- Asterisks indicate estimates that have a high degree of uncertainty.
- A plus sign indicates that the bar is longer than the chart accommodates.
- Values were not calculated if data are missing or unreliable, or in tracts with fewer than 100 people or more than 25% prison population.

Economic Opportunity: Place
- Job Availability
- Job Growth
- Job Quality
- Wage
- Accessibility
- Business Growth

Overall Mean

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The Regional Opportunity Index
Printable Maps

Economy-People: Employment Rate, 2009-13 (%)

Description
Percentage of adults age 20-64 employed (Source: ACS).
MY ROI - Getting Data for Selected Regions
Putting Youth on the Map: Home Page

Learn about PYOM

Interactive Maps

Go right to maps on youth well-being, youth access to resources, youth voting and more.

http://interact.regionalchange.ucdavis.edu/youth/
Putting Youth on the Map: Resources

Indices
- Youth Well-Being Index
- Youth Vulnerability Index
- Associated data and statewide analyses

Other Maps/Data
- Income Adequacy
- Food Access
- Transportation Access
- Truancy & Suspension rates
- Youth Voting Patterns
- And more...

Mapping Resources
- Data Links
- PGIS Tools
- Mapping for Change Curriculum
- User Stories
Youth Well-Being Index

- **Community Involvement**
  - Positive relationships with adults and peers
  - Community involvement (group participation and helping others)

- **Education**
  - High school graduation
  - University readiness

- **Health**
  - Physical fitness
  - Substance use avoidance
  - Feeling safe

- **Social Relationships**

Putting Youth on the Map

Opens with 3-map panels: (L-R) Youth Well-Being Index, Youth Vulnerability Index, and Citizen Voting Age Population % Youth

Select a place; physical address or Boundaries

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Putting Youth on the Map - Youth Well-Being Index
Putting Youth on the Map - Education

Overall Education Domain - Disaggregated

Education Domain Indicators population specific (Latino/Hispanic)
High School Graduation Rate, CDE 2011-2013

Description
Average % student cohort completing basic academic training by graduating from high school (average over 3 years). Rate data do not include countervyn, private, and non-district charter schools.

Legend
High School Graduation Rate
- No Data or Unreliable Data
- 0 - 20%
- 30 - 40%
- 40 - 60%
- 50 - 59%
- 60 - 69%
- 70 - 79%
- 80 - 89%
- 90 - 100%

Date: 4/6/2016
http://interact.regionalchange.ucdavis.edu/youth/
Recap

Regional Opportunity Index

• Compares conditions of communities to CA state average
• Analysis of people & places
• Includes youth & adult data

Putting Youth on the Map

• Well-being index: scored on an optimal 100% rating & can be broken down by race, ethnicity, and gender
• Vulnerability index: scored on benchmark system
• Youth focused data
Eastern Coachella Valley
PYOM Curriculum and Training for Youth Advocates: Building Health Communities
ROI Indicator | Selected Area | State
--- | --- | ---
**Economic Opportunity: People**
College Educated Adults | 7% | 38%
Math Proficiency | 54% | 70%
English Proficiency | 39% | 65%
Elementary Truancy | 34% | 23%
**Economic Opportunity: Place**
High School Graduation Rate | 76% | 81%
UC/CSU Eligibility | 23% | 42%
Teacher Experience | 34% | 37%
High School Discipline Rate | 23% | 18%

**Regional Opportunity Index: People**
- Education
- Economy
- Housing
- Mobility/Transp
- Health/Env
- Civic Life

**Regional Opportunity Index: Place**
- Education
- Economy
- Housing
- Health/Env
- Civic Life

**Economic Opportunity: People**
- Employment Rate: 79% vs. 83%
- Minimum Basic Income: 36% vs. 64%

**Economic Opportunity: Place**
- Job Availability: 495.65 vs. 837.80
- Job Growth: 3% vs. 3%
- Job Quality: 32% vs. 41%
- Bank Accessibility: 0.12 vs. 0.24
- Business Growth: 4% vs. 4%
Making a Case for Investment

City of Coachella
February 21st, 2015

Place Matters

Source: "Regional Opportunity Index Map." Regional Opportunity Index
Supporting Youth Participation in General Plan Development: LUPA

http://dophlupa.weebly.com/
Communicating Diverse Community Experience
Transportation Access in Eastern Coachella Valley

“I take the bus to go to school when my parents are working and I don’t have transportation,” Gonzalez said. “There’s no bus stops near my home....We need to put more [bus] stops in the communities that really need them.”

“Borja said infrastructure is desperately needed in the eastern Coachella Valley because many residents in North Shore walk a mile in the dirt and desert just to reach the nearest bus stop.”
Additional Uses

• Nonprofit organizations
  Identify local issues
  Inform program focus
  Establish context for grant applications

• Businesses
  Bank CRA reporting: ensure investments benefit the community

• Local & State Government
  Identify local issues: inform priorities & decision-makers
  Support for political action

• Multi-sector collaborations
Thank You!

- How can ROI & PYOM inform your work?
- How can you use these tools to promote equity in the planning and building of healthy, sustainable and equitable communities?

PYOM & ROI Mapping Tools
http://interact.regionalchange.ucdavis.edu/
Research, website development and outreach generously supported by: