

## **Unleashing the Power of Local Data**

**Thursday, October 13, 2011**

**8:30 a.m. to 4:00 p.m.**

**Federal Reserve Bank of Richmond**

**8:30 a.m. Registration**

**9:00 Welcome and Opening Remarks**

Kimberly Zeuli, Vice President and Community Development Officer, FRB Richmond

Anna Alvarez-Boyd, Senior Associate Director, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System (invited)

**9:15 The Importance of Data in Community Decision Making**

Kathryn Pettit, Senior Research Associate, Urban Institute

**9:45 Community Investment Case Studies**

Facilitator: Jen Giovannitti, Regional Community Development Manager, FRB Richmond

### **Case #1: Using Data to Identify Neighborhood Investment Opportunities**

Ira Goldstein, Director, Policy Solutions, The Reinvestment Fund (TRF)

Chris Ryer, President, Southeast Community Development Corporation

Ellen Janes, Senior Regional Community Development Manager, FRB Richmond

This case study focuses on neighborhood level data collection and analysis. Learn how TRF uses a neighborhood typology to identify areas of missed market opportunity and places where investment strategies can make a difference. In addition, see how a leading Baltimore community development corporation is using neighborhood level data to achieve its mission of promoting healthy, dynamic and diverse communities in East Baltimore.

**10:15 Case #2: Using Data to Determine Community Competitiveness**

David Hughes, Professor, Applied Economics and Statistics, Clemson University

Hank Hyatt, Vice President, Greenville Chamber of Commerce, Greenville, SC

Fred Baus, President and CEO, University Center of Greenville, Inc.

This case study features the data collection and analysis process that is used to determine a community's competitiveness. Learn how a pyramid model of economic development, using different data sources, allowed the City of Greenville to benchmark its competitiveness against other cities of similar size. Hear from the people who use this strategic process as a way to identify local assets and problems and track progress at the MSA and regional level.

**10:45 Break**

**11:00 Case #3: Using Data to Uncover the Potential of Rural Development Sites**

Patrick Kirby, Director, West Virginia University Brownfield Assistance Center

Mary Hunt-Lieving, Senior Program Officer, Benedum Foundation

Ken Ellison, Director of Land Restoration, WV Department of Environmental Protection

This case study showcases how a team of university, foundation and state department leaders took a creative approach to engaging local citizens in data collection through a customized, online tool. This collaborative team compiled information that communities and state policymakers could use to determine the feasibility of site redevelopment, to leverage funds for clean up and to plan and guide statewide policy decisions for brownfields.

**11:30 Discussion of the Three Case Studies**

**Noon Lunch**

**The Power of Dynamic Data Presentations**

Ross Crook, Co-Founder/Creative Director, Column Five Media, Inc.

Jason Lankow, Co-Founder/CEO, Column Five Media, Inc

Column Five Media develops engaging, single-format graphics to explain concepts, illustrate relationships, compare data and display processes. Column Five Media is on the cutting edge of data visualization and specializes in extracting key points and using visuals to tell a story.

**1:15 p.m. Interactive Session on How to Get the Most Out of Government Data**

Facilitator: Shannon McKay, Research Analyst, FRB Richmond

**Census and the American Community Survey**

Mark Mather, Associate VP of Domestic Programs, Population Reference Bureau

The American Community Survey (ACS) explores the new opportunities and challenges presented by working with data and how to work with single-year or multi-year data estimates.

**American FactFinder**

Jackie Mommsen, Requirements & Stakeholder Relations Program Analyst, Data Access and Dissemination Systems, U.S. Census Bureau

This session introduces participants to the new features and capabilities of the U.S. Census Bureau's new version of the American FactFinder tool, the official source for Census data.

**2:45 Break**

**3:00 Interactive Session on How Communities are Using Data Mapping Tools**

Facilitator: Shannon McKay, Research Analyst, FRB Richmond

**PolicyMap**

Elizabeth Nash, Associate Director, PolicyMap, The Reinvestment Fund (TRF)

Learn about the thousands of datasets that have been carefully gathered, scrubbed and prepared by data analysts at TRF. Use it to chart trends and analyze neighborhoods.

**Green Map**

Janet Felsten, Director, Baltimore Green Map

Learn how Green Map Systems has engaged communities worldwide in mapping green living, nature and cultural resources.

**4:00 Closing Remarks**

Ellen Janes, Senior Regional Community Development Manager, FRB Richmond