

# Demographic Analysis *for* environmental evaluations



*Presented by:*

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**CHRIS SANDS**

*URS Corporation*



September 26, 2013



community  
resources  
program

WELCOME



## Environmental Management Office

Environmental Management Office / EMO Resources / SCE Evaluation Process

### SCE Evaluation Process



Subscribe/Unsubscribe

#### SCE Evaluation Process

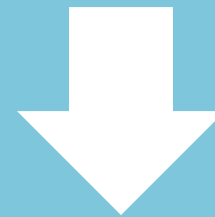
- SCE Guide Introduction (FDOT, 2013)
- SCE Guide ETDM (FDOT, 2013)
- SCE Guide PD&E (FDOT, 2013)
- SCE Evaluation Handbook (FDOT, 2005)
- Glossary and acronyms
- PD&E Manual Part 2, Chapter 9, SCE Evaluation (FDOT, 2009)



#### SCE Evaluation Aids

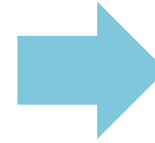
- Environmental Screening Tool (EST) Project Information
- SCE Information in the EST
- SCE Degree of Effect Assignment Guide
- Process Diagram
- Considerations
- FDOT District 1 Quick Start Handbook (2006)
- FDOT District 7 Quick Reference Guide (2007)
- Data Sources for Sociocultural Effects Evaluation (2013)
- Resolving SCE Issues Guidance Sheet (2013)
- Issue Charts
- SCE Issue Sheets
  - Social
  - Economic
  - Land use
  - Mobility
  - Aesthetics
  - Relocation

# Resources for Sociocultural Effects Evaluations

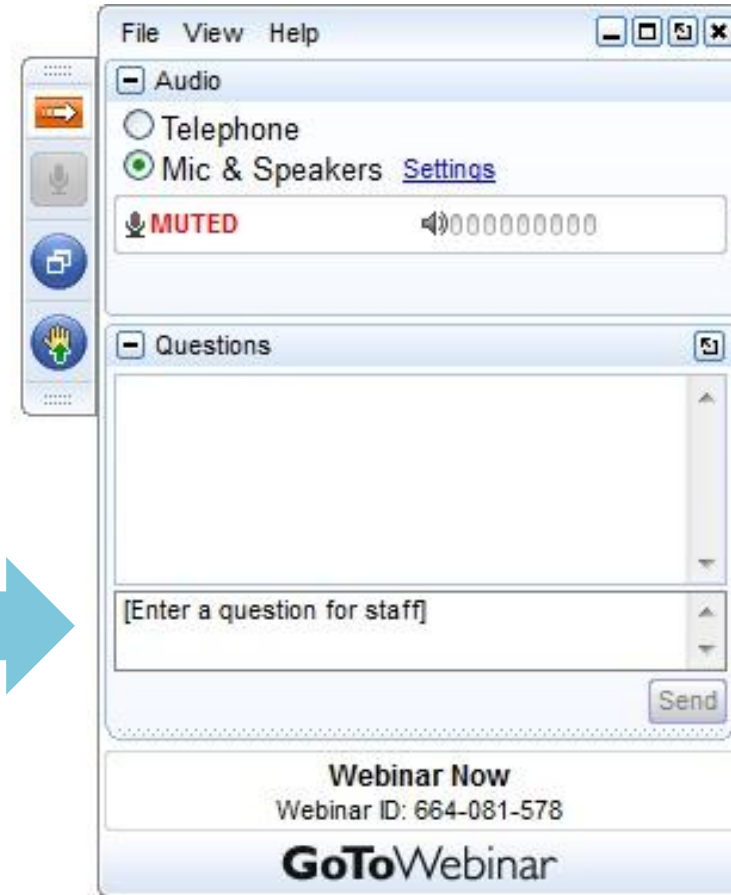
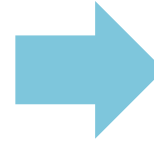


[www.dot.state.fl.us/  
emo/pubs/sce/sce1.  
shtm](http://www.dot.state.fl.us/emo/pubs/sce/sce1.shtm)

To minimize this window



To enter a question or comment



# webinar tools



# Poll Question



# about the webinar



Demographic  
Analysis *for*  
environmental evaluations

# learning objectives



## Obtain

- What data is available?
- How can you obtain it?



## Analyze

- What are the demographic character + trends?
- Which groups could be affected?



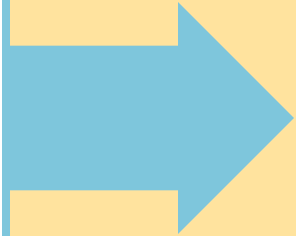
## Interpret

- How do you:
  - Make sense of the analysis?
  - Report your findings?

# agenda

1. demographic analysis + role in environmental evaluations
2. overview of data sources + datasets
3. using Census Bureau data
4. performing a demographic analysis
5. documenting results





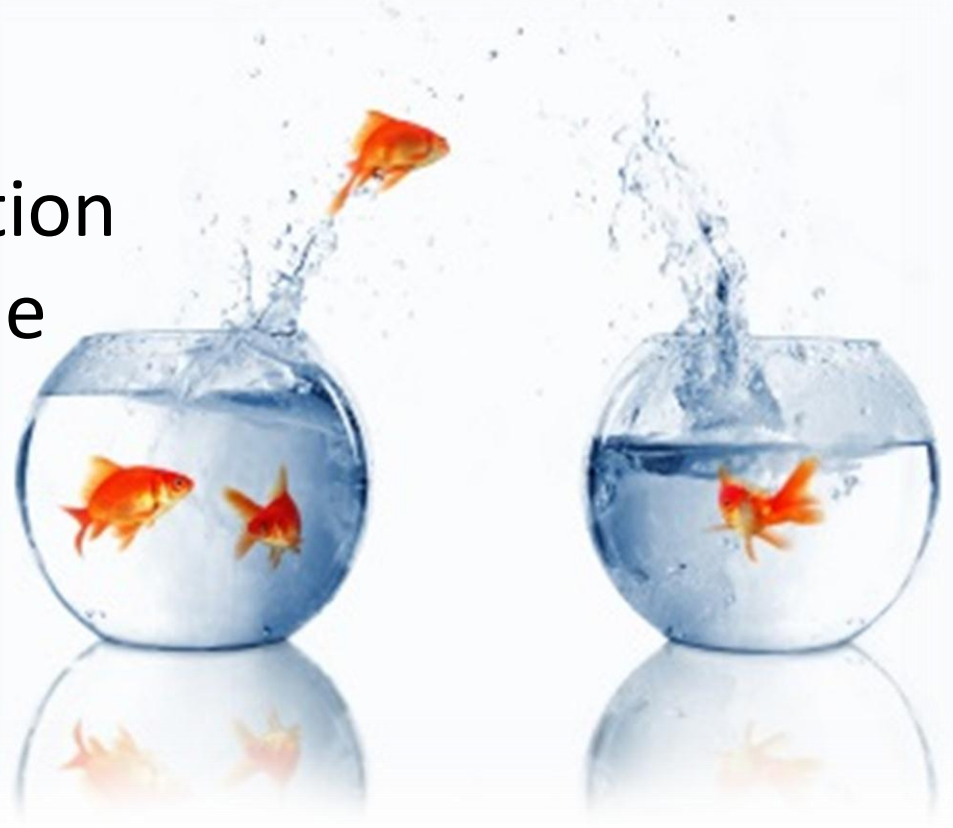
# part 1

## demographic analysis + role in environmental evaluations

# What is demographic analysis?

Technique for learning about:

- Composition of a population at a point in time
- Change in a population over a period of time



# role in environmental evaluations

*To find + know the “community”*

- All population groups that occupy the study area:
  - Residents
  - Business owners/patrons
  - Workers, students, etc.
- Special concern populations
- Past + present (*what has changed?*)



# role in environmental evaluations

Establish context for  
assessing potential  
sociocultural effects



*Sociocultural Effects Issues*

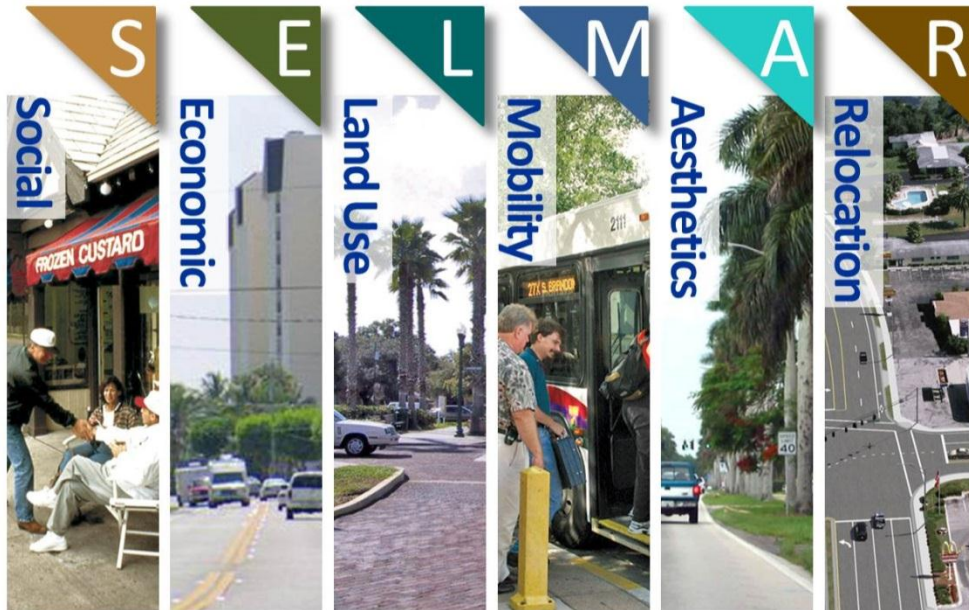


# role in environmental evaluations

Establish context for  
assessing potential  
sociocultural effects



Inform the  
Public Involvement  
Program



*Sociocultural Effects Issues*

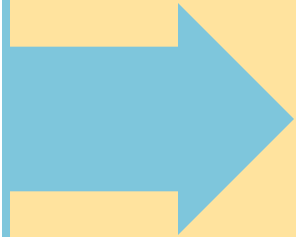
ANNA MARIA ISLAND BRIDGE  
PD&E STUDY  
Financial Project ID: 424436-1-21-01

**WELCOME**  
Public Information Workshop

APRIL 3, 2008

# What do we need to know?

- Race
- Ethnicity
- Age distribution
- Disability status
- Educational attainment
- English proficiency
- Income levels
- Poverty status
- Housing types
- Housing values
- Vehicle availability



## part 2

# overview of data sources + datasets

# data sources

United States™  
**Census  
2010**



AMERICAN  
COMMUNITY  
SURVEY  
U.S. CENSUS BUREAU

## *Measuring America*



People



Places

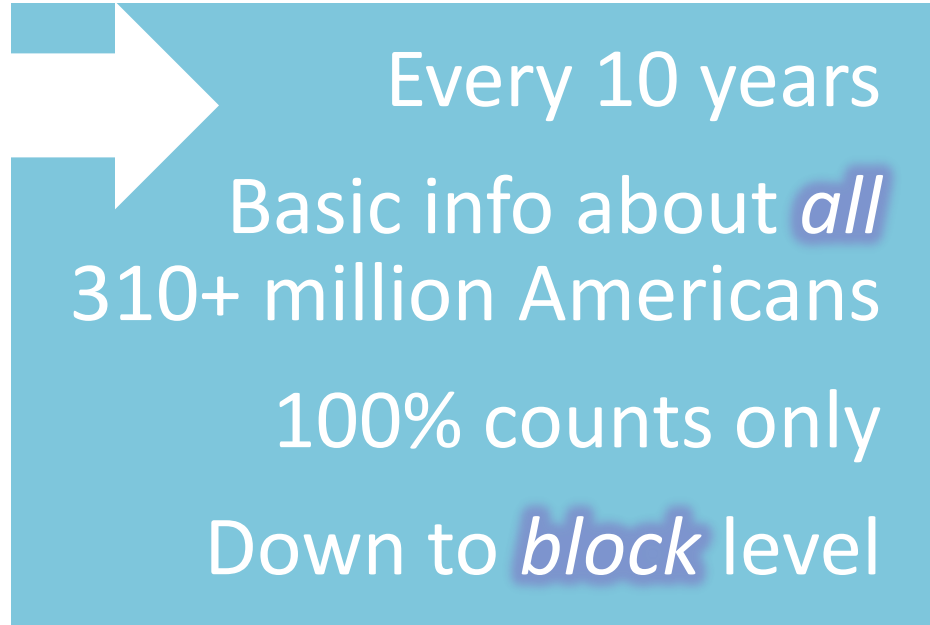


Economy



# data sources

United States™  
**Census**  
**2010**



# datasets

United States™  
**Census**  
**2010**



Demographic Profile

Summary File 1 (SF 1)

Summary File 2 (SF 2)

## Demographic Characteristics

Total Population

Race

Ethnicity

Age

Sex

## Households | Families | Group Quarters

Total

Type

Size

Relationship

## Housing Units

Total

Occupancy

Tenure

# data sources



Every year  
Detailed info about  
a *sample* of Americans  
Shows how people live  
Down to *block group* level



# data subjects

## Demographic Characteristics

Age  
Sex  
Hispanic Origin  
Race  
Relationship to Householder  
(e.g., spouse)

## Economic Characteristics

Income  
Food Stamps Benefit  
Labor Force Status  
Industry, Occupation, and Class  
of Worker  
Place of Work and Journey to  
Work  
Work Status Last Year  
Vehicles Available  
Health Insurance Coverage

## Social Characteristics

Marital Status and Marital History  
Fertility  
Grandparents as Caregivers  
Ancestry  
Place of Birth, Citizenship, and  
Year of Entry  
Language Spoken at Home  
Educational Attainment and  
School Enrollment  
Residence One Year Ago  
Veteran Status, Period of Military  
Service, and VA Service-  
Connected Disability Rating  
Disability

## Housing Characteristics

Year Structure Built  
Units in Structure  
Year Moved Into Unit  
Rooms  
Bedrooms  
Kitchen Facilities  
Plumbing Facilities  
House Heating Fuel  
Telephone Service Available  
Farm Residence

## Financial Characteristics

Tenure (Owner/Renter)  
Housing Value  
Rent  
Selected Monthly Owner Costs

# datasets



# datasets



ACS 1-year

ACS 3-year

ACS 5-year

# datasets



ACS 1-year

ACS 3-year

ACS 5-year

- Areas w/ 65K+ pop.
- Most current, least reliable

# datasets



ACS 1-year

ACS 3-year

ACS 5-year

- Areas w/ 65K+ pop.
- Most current, least reliable

- Areas w/ 20K+ pop.
- More precise than 1-year
- More current than 5-year

# datasets



ACS 1-year

ACS 3-year

ACS 5-year

- Areas w/ 65K+ pop.
- Most current, least reliable

- Areas w/ 20K+ pop.
- More precise than 1-year
- More current than 5-year

- All areas
- Block group level
- Least current, most reliable

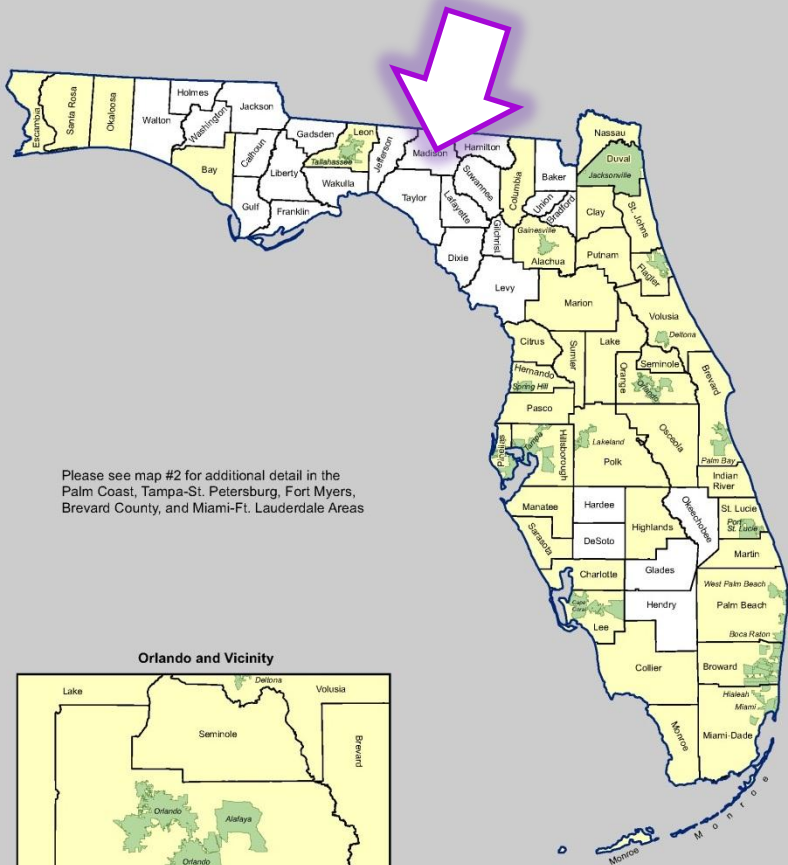


# data release dates

release year (late summer or fall)

	2006	2007	2008	2009	2010	2011	2012
Type of period estimate	Calendar year(s) of monthly data collection						
1-year period estimate for areas with 65,000 or more people	2005	2006	2007	2008	2009	2010	2011
3-year period estimates for areas with 20,000 or more people			2005– 2007	2006– 2008	2007– 2009	2008– 2010	2009– 2011
5-year period estimates for all areas including those with fewer than 20,000 people					2005– 2009	2006– 2010	2007– 2011

## Florida Counties and Places Published in the 2011 ACS 1-Year Estimates



Please see map #2 for additional detail in the Palm Coast, Tampa-St. Petersburg, Fort Myers, Brevard County, and Miami-Ft. Lauderdale Areas



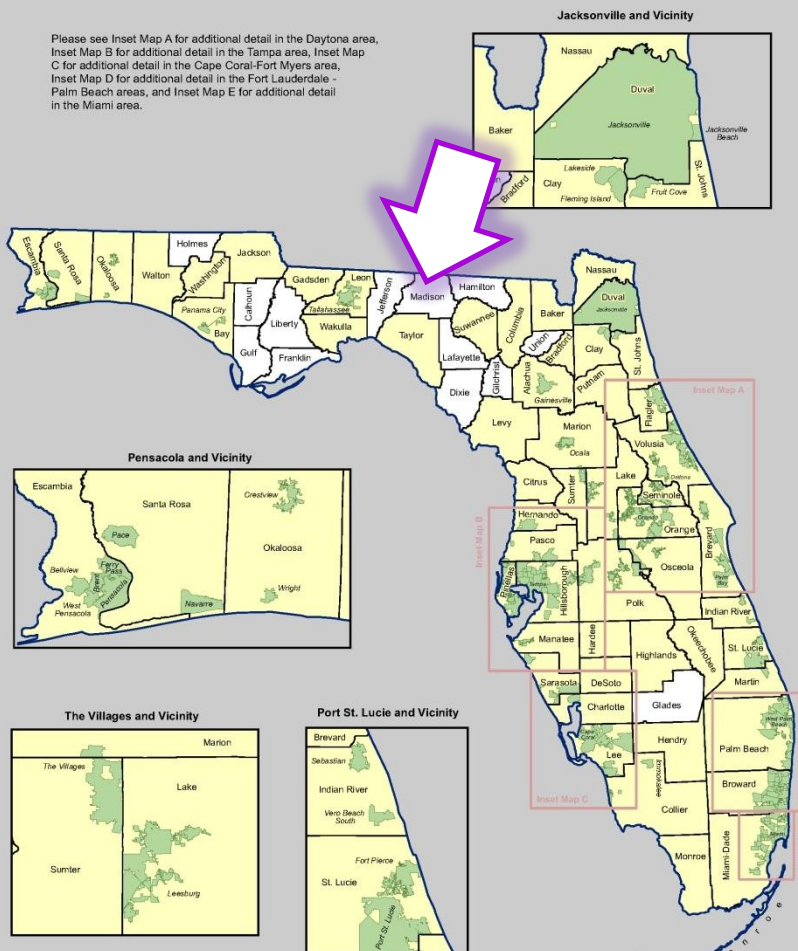
**Legend**

- County Published
- County Not Published
- Place Published
- State Boundary

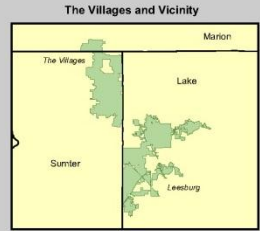


U.S. Census Bureau  
American Community Survey Office  
Geography Branch  
June 2012

## Florida Counties and Places Published in the 2009-2011 ACS 3-Year Estimates



Please see Inset Map A for additional detail in the Daytona area, Inset Map B for additional detail in the Tampa area, Inset Map C for additional detail in the Cape Coral-Fort Myers area, Inset Map D for additional detail in the Fort Lauderdale - Palm Beach areas, and Inset Map E for additional detail in the Miami area.



**Legend**

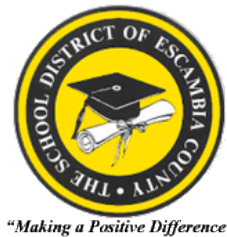
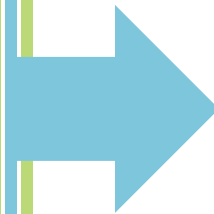
- County Published
- County Not Published
- Place Published
- State Boundary



U.S. Census Bureau  
American Community Survey Office  
Geography Branch  
August 2012

# other data sources

United States™  
**Census  
2010**



# other federal agencies



SNAP  
Retailers



Housing  
Assistance



Race  
Ethnicity  
Income



Disability  
Benefits

# national organizations



Hispanic or Latino  
Populations

*500 Nations*

Native American  
Populations



National  
Urban League

African American  
Populations



# county government



existing land use data



residential lands



# field review

*“Who are the people in your neighborhood?”*



*Mr. Rogers*



# local agencies + organizations



homeless  
population



minority + low  
income populations



business owners,  
employees +  
patrons

***MyFlorida Web 211***

**<http://flweb211.myflorida.com/>**

# community outreach

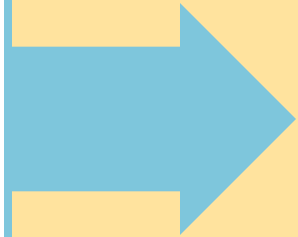
Ask...

*Are we missing any  
population groups?*



# Poll Question

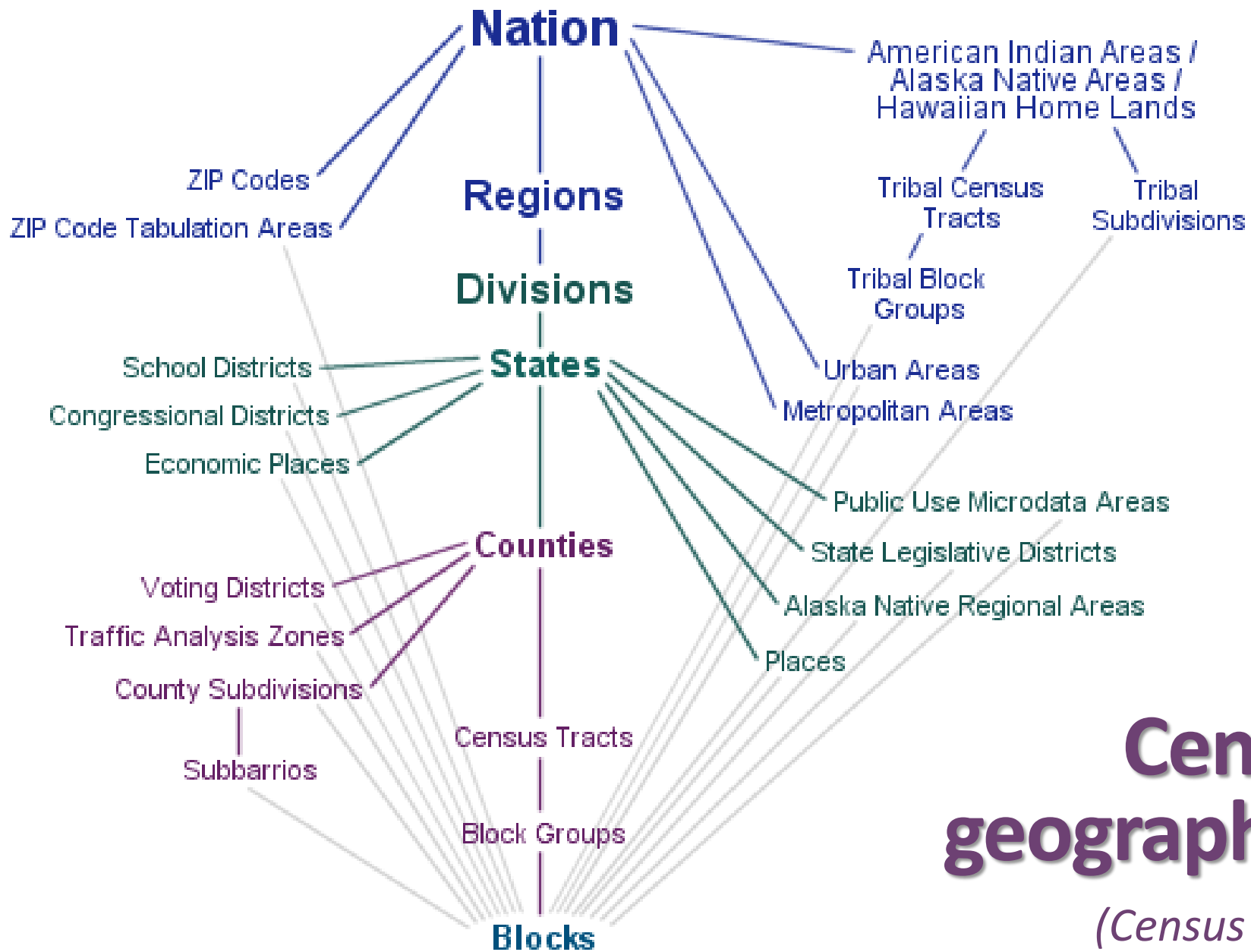




# part 3

## using Census Bureau data

Demographic  
Analysis *for*  
environmental evaluations

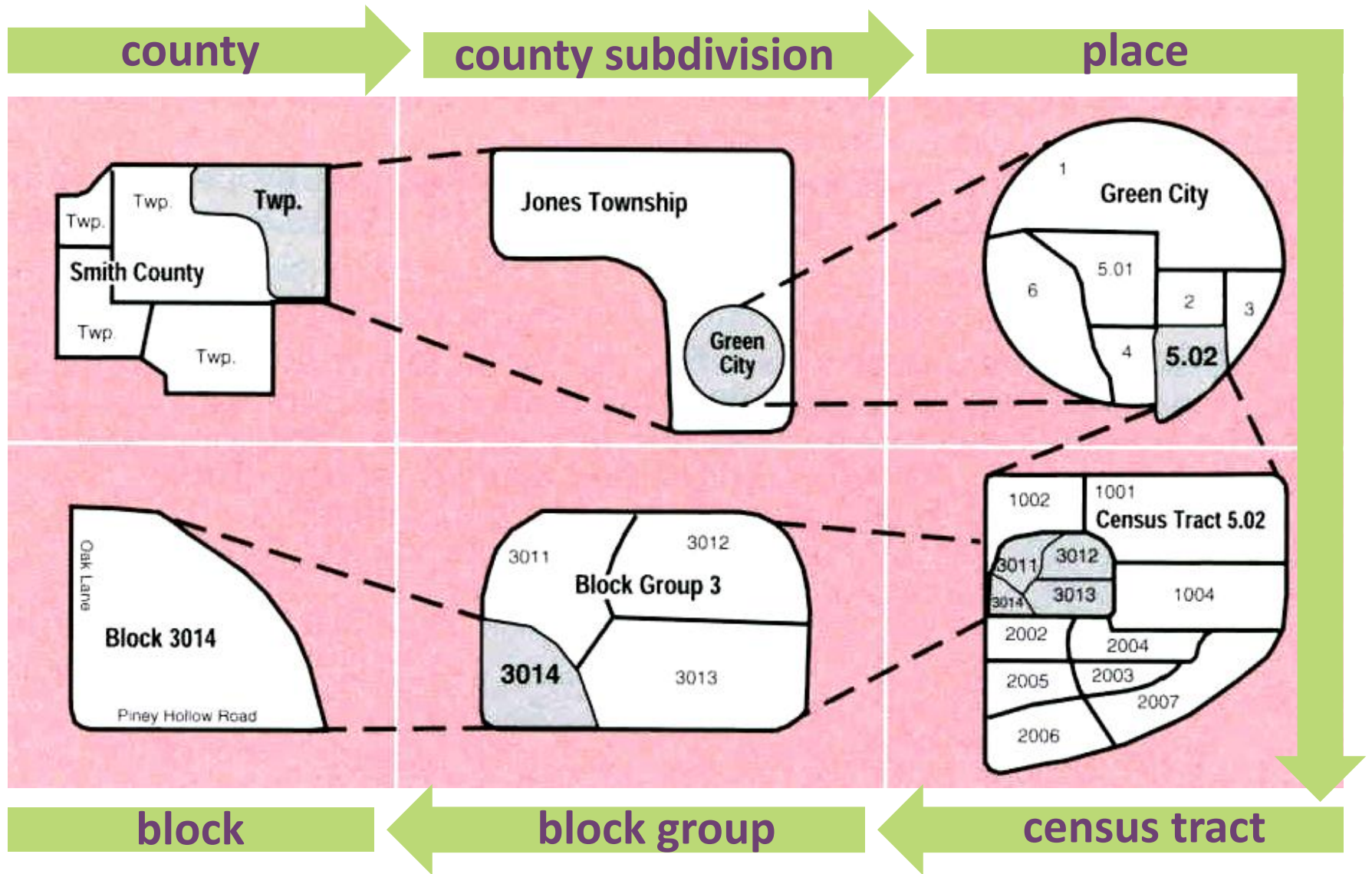


# Census geographies

*(Census 2010)*

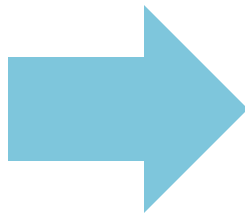
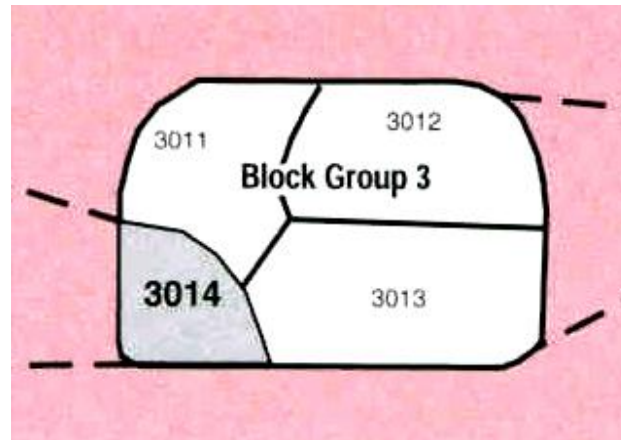


# nested geographies



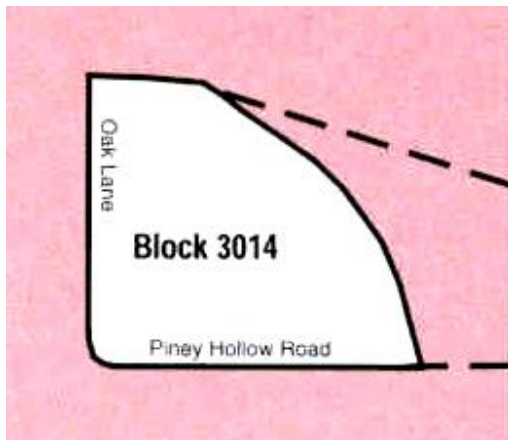


# most useful for demographic analysis

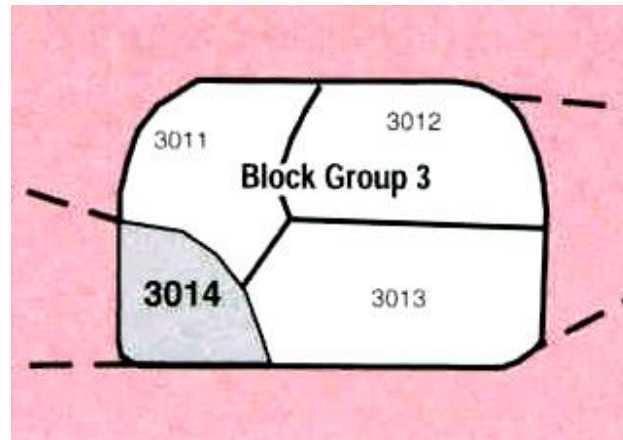
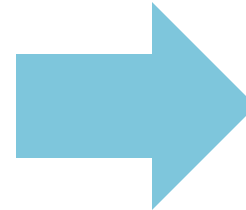


**block group**

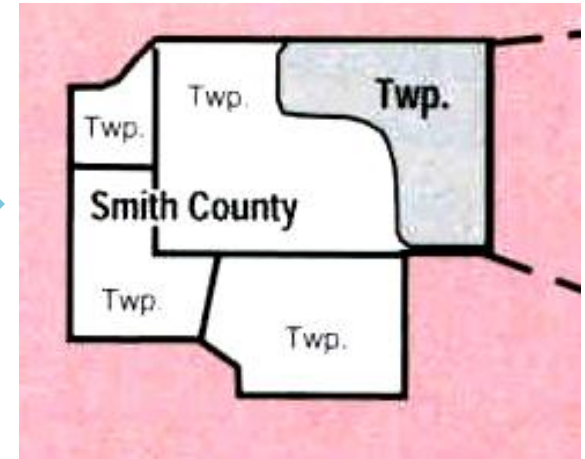
# these geographies, too



**block**





**block group**

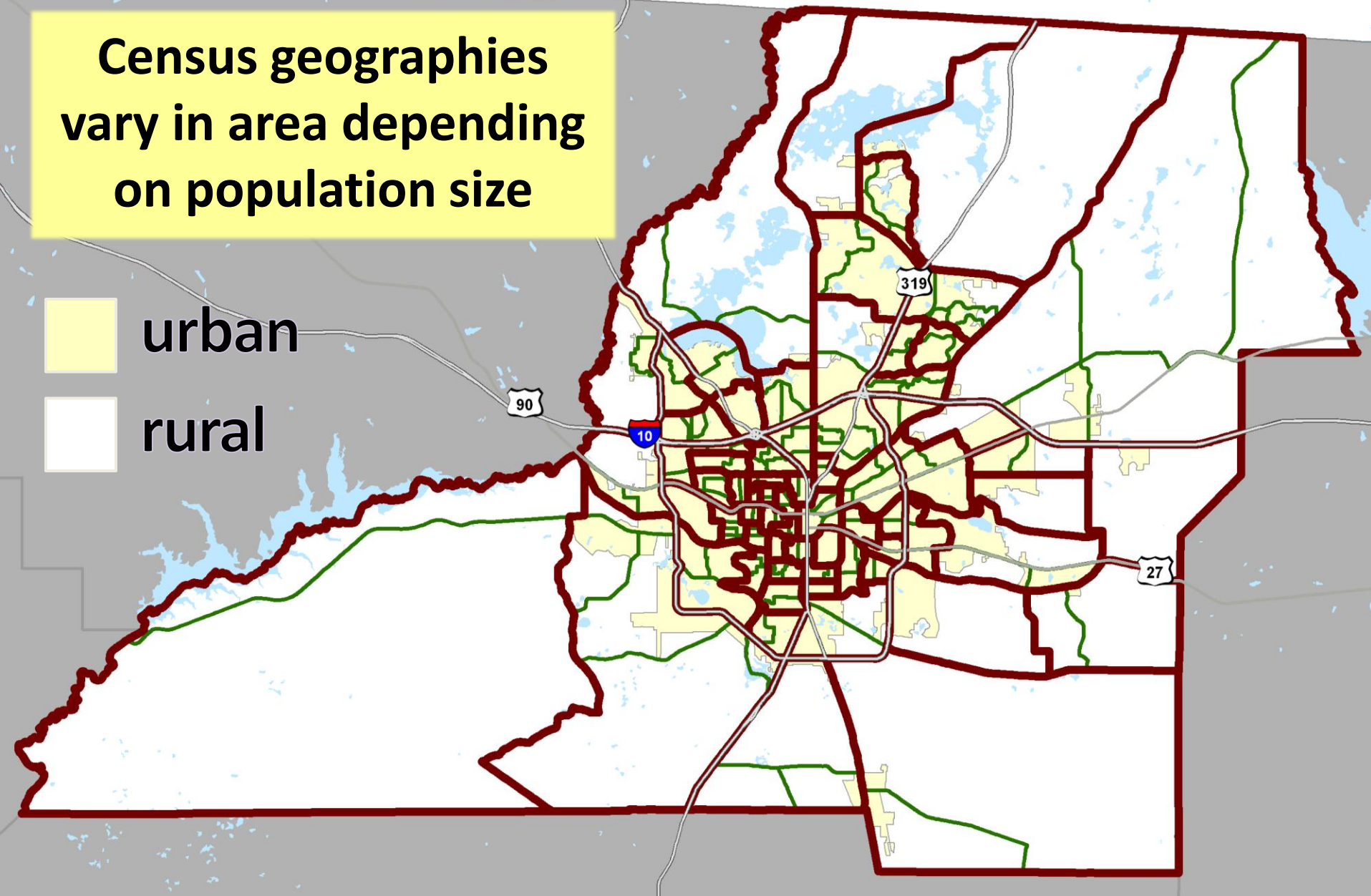


**county**

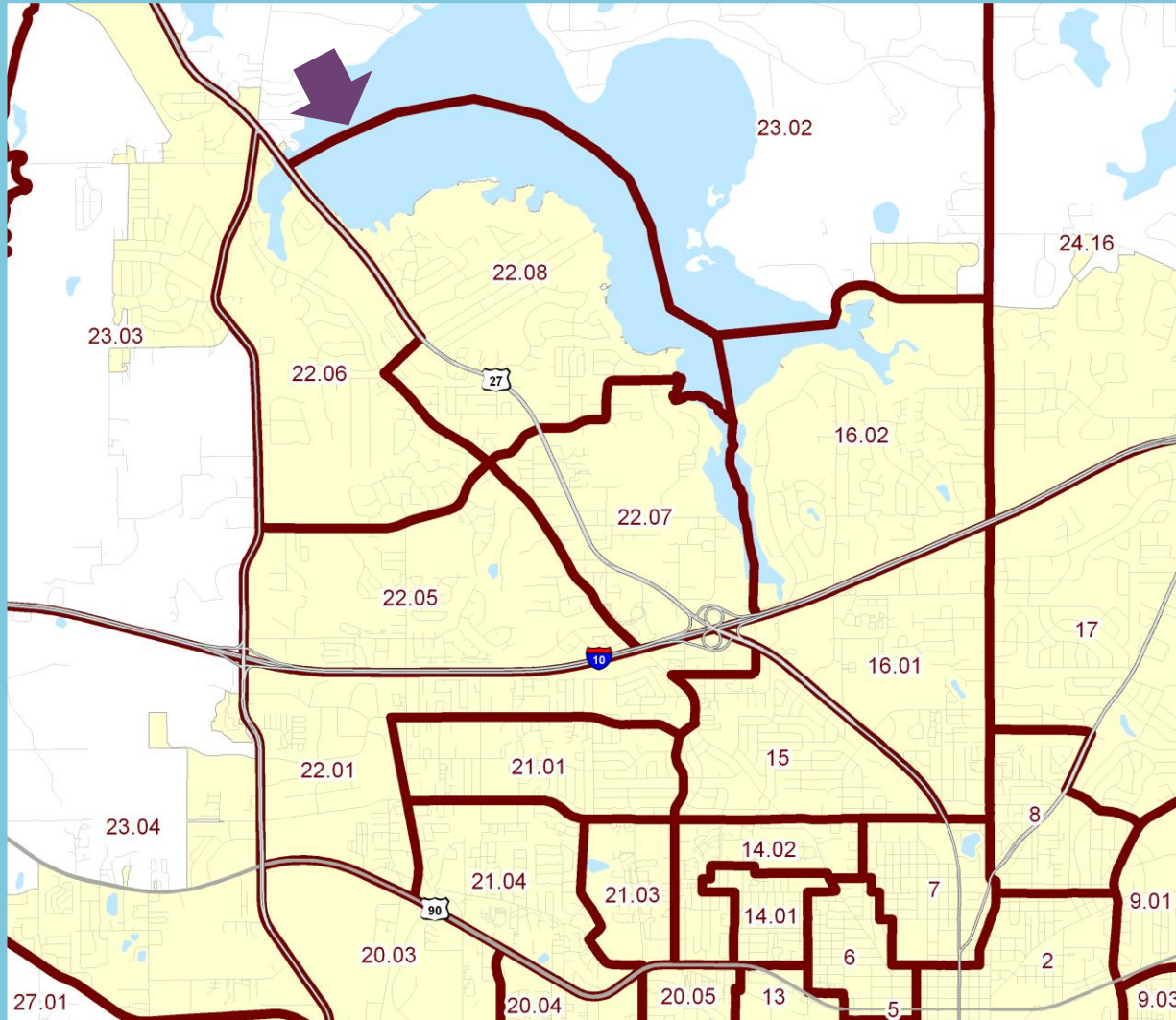
*“statistical reference”*

**Census geographies  
vary in area depending  
on population size**

 urban  
 rural

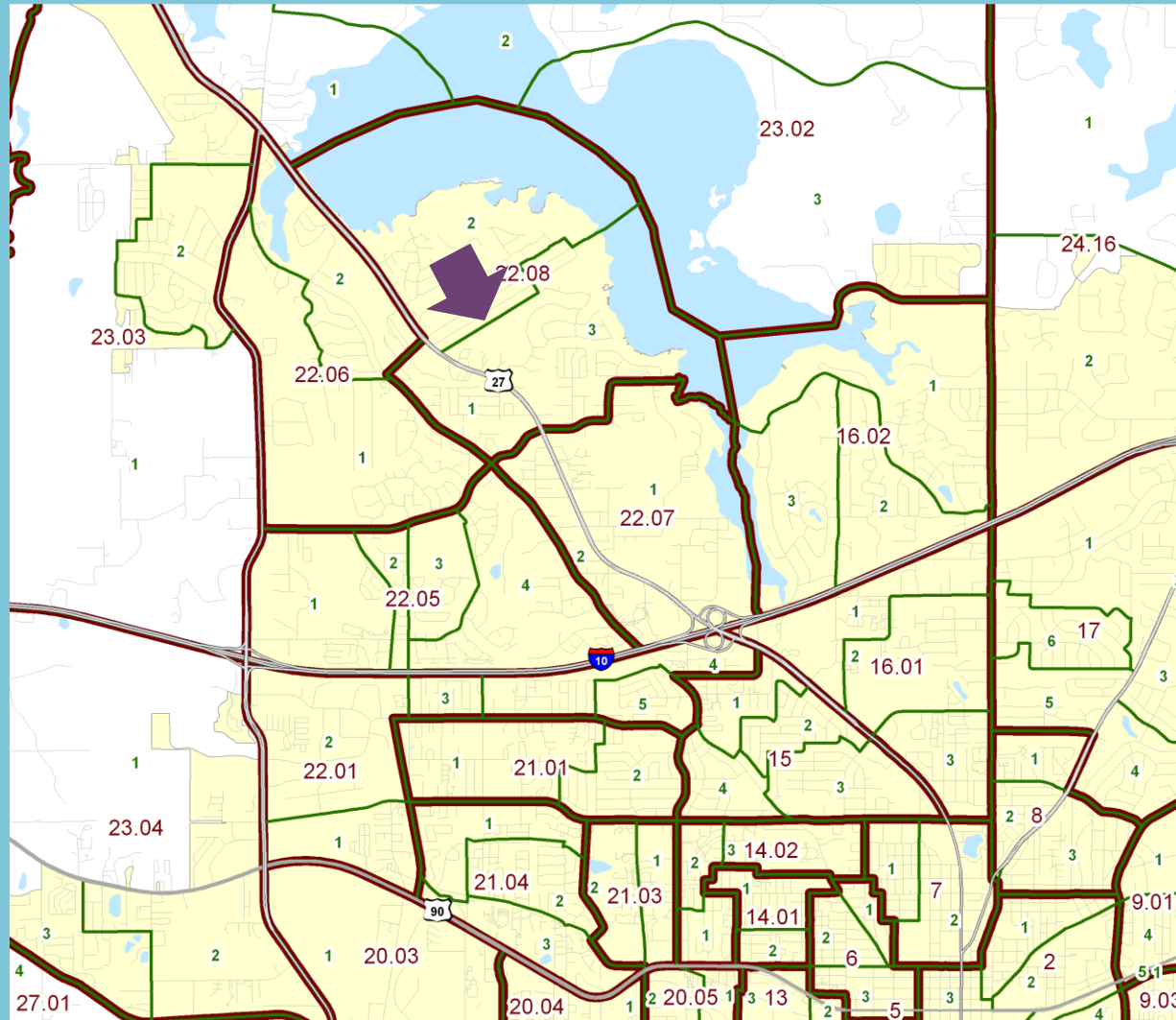


Census tract = 4,000 people (*approx.*)



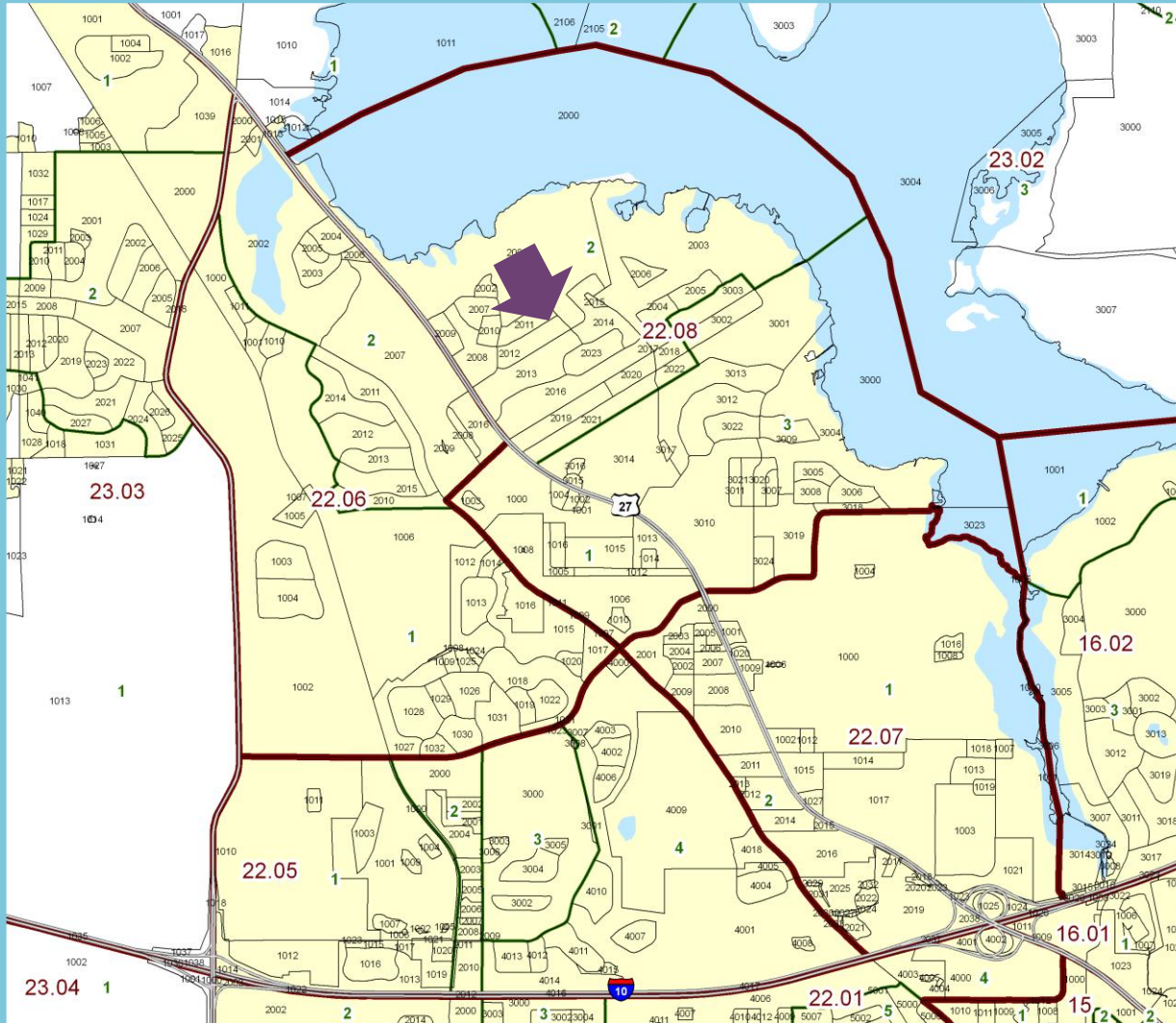


Census block group = 1,500 people (*approx.*)



*lowest level  
with ACS data  
(sample data)*

# Census block = 100 people (approx.)



*only Census dataset available at this level*

TheDataWeb for the DATAFERRETT!

# Where to get Census data

TheDataWeb is a site to support and promote organizational and multi-agency collaborative efforts to enhance the DataFerrett project

DataFerrett

Help

TheDataWeb

Click Ctrl+D to bookmark this page



## DATAFERRETT

A unique data analysis and extraction tool.

New Features Update

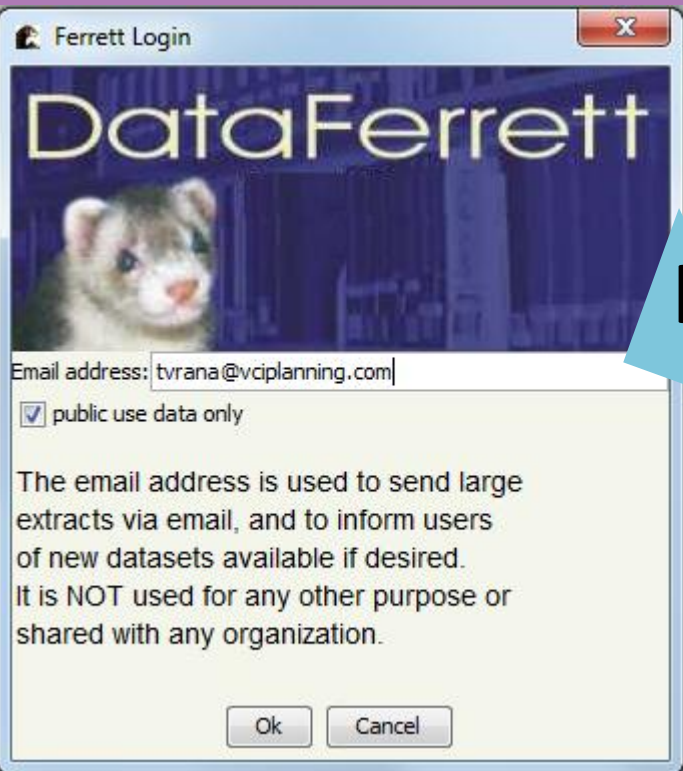


## betaDataFerrett

An experimental version incorporating the latest enhancements & **new features.**

<http://dataferrett.census.gov/>

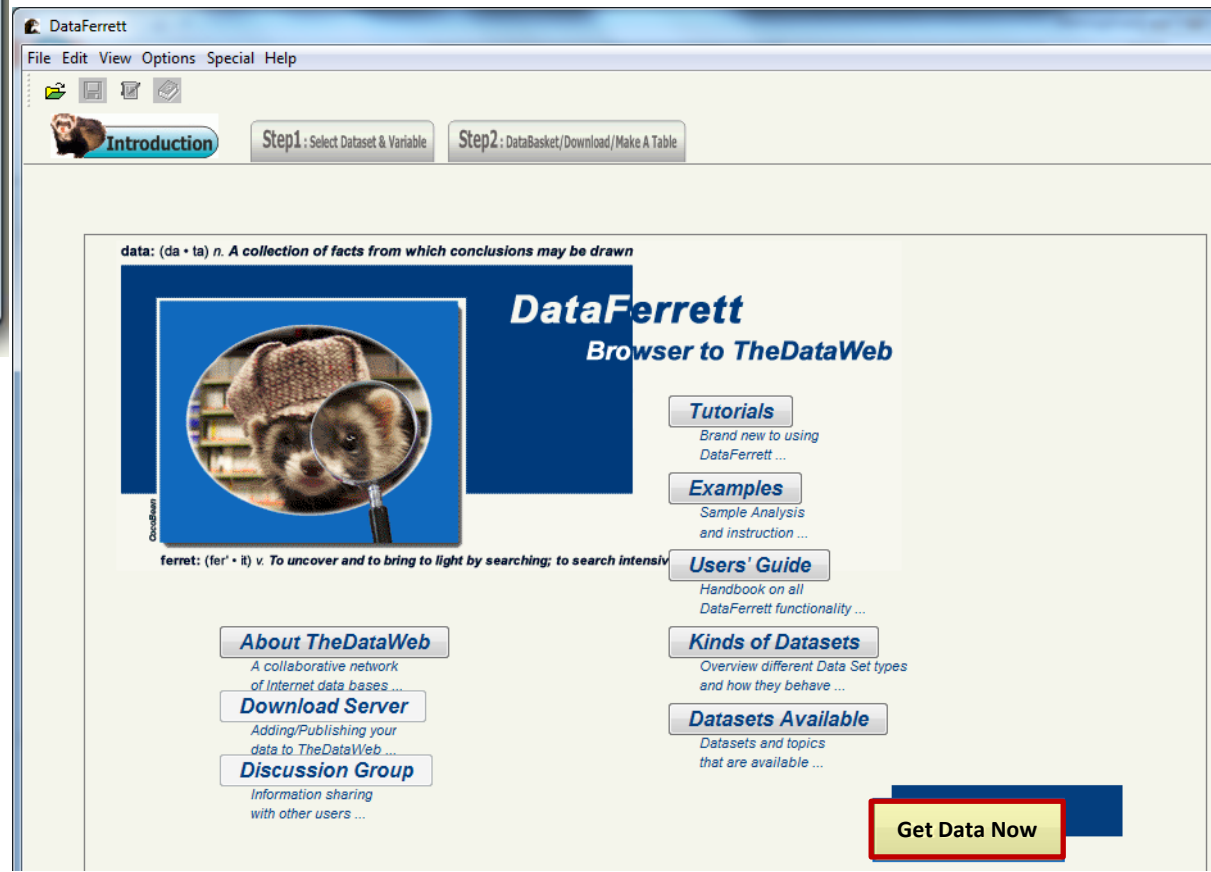




login



browser



### Video Guide

“US Census Bureau Data Ferret and Advanced tips for American Fact Finder” (July 11, 2012)

[www.youtube.com/watch?v=nOU6M2\\_Wp-4](http://www.youtube.com/watch?v=nOU6M2_Wp-4)

# American Fact Finder – guided search

U.S. Department of Commerce  
United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS **GUIDED SEARCH** ADVANCED SEARCH DOWNLOAD OPTIONS

**Guided Search - Step-by-step access to Census Information** People - guided search

1 Start 2 **Topics** 3 Geographies 4 Race/Ethnic Groups 5 Search Results 6 Table Viewer

Select the topic(s) you're interested in. Click **Next**.

*You can select one or more topics to add to Your Selections. As you add and remove topics, the number of tables matching Your Selections is updated.*

**People** ?

- + Basic Count/Estimate
- + Age & Sex
- + Age Group
- + Disability
- + Education
- + Employment
- + Income & Earnings
- + Insurance Coverage
- + Language
- + Marital & Fertility Status
- + Origins
- + Population Change
- + Poverty
- + Race & Ethnicity
- + Relationship
- + Veterans

**Your Selections**

"Your Selections" is empty

PREVIOUS NEXT CANCEL

**ACS block group data**

<http://factfinder2.census.gov>



## GIS Data Download Options

There are two ways that data can be downloaded:

### 1. SEARCH/ BROWSE/ DOWNLOAD DATA USING THE FGDL METADATA EXPLORER

The FGDL Metadata Explorer is a web-based application that searches and browses through the contents of an ArcIMS Metadata Service. The Metadata Service for this site contains FGDC metadata for all data layers in the FGDL.

When you search the data using the metadata explorer, you are searching the contents of the metadata. Data can be then downloaded from the search results. In addition, users can simply browse through the metadata and read about FGDL data layers.

[ENTER THE FGDL METADATA EXPLORER](#)



Note: This site uses frames, so your browser must support frames in order to view the Metadata Explorer.

### 2. DOWNLOAD DATA FROM THE FGDL FTP Site

If you are familiar with FGDL data and its naming conventions, then you can go directly to our FTP site to download the data. Below is a brief listing of how the data is organized on our FTP site.

<http://www.fgdl.org/download/>

# Environmental Screening Tool



## GIS Analysis Report

### #12556 I-275 from South of 54th Avenue S. to North of 4th Street N.

**District:** District 7

**County:** Pinellas

**Planning Organization:** FDOT District 7

**Plan ID:** 12556

**Federal Involvement:** Maintain Federal Eligibility Federal Permit Federal Action Federal Funding

**Contact Information:** Theresa Farmer (813) 975-6445 [theresa.farmer@dot.state.fl.us](mailto:theresa.farmer@dot.state.fl.us)

**Project Web Site:** <https://www.pinellascounty.org/mpo/>

**Snapshot Data From:** Current Project Data

**Phase:** Programming Screen

**From:** South of 54th Avenue South

**To:** North of 4th Street North

**Financial Management No.:** 42450112201

## Alternative #2 Summary

Analysis Type	Date Run	500 ft.	
		Count	Acres
<b>Social</b>			
2000 Census Block Data	01/22/2013	363	1906.81
2000 Census data Block Groups - Indicators	01/22/2013	37	1906.81
2000 Census data Block Groups - Percentages	01/22/2013	37	1906.81
2000 Census data Block Groups - Population Densities	01/22/2013	37	1906.81
2000 Census data Block Groups - Population Totals	01/22/2013	37	1906.81
2000 US Census Block Data - Minority Population greater than 40%	01/22/2013	96	292.45
2010 American Community Survey Block Group Data - Income	01/22/2013	41	1906.81
2010 American Community Survey Block Group Data - Language	01/22/2013	41	1906.81
2010 American Community Survey Block Group Data - Vehicles	01/22/2013	41	1906.81
2010 US Census Block Data	01/22/2013	415	1906.81
2010 US Census Block Data - Minority Population greater than 40%	01/22/2013	90	395.7
2010 US Census Block Group Data - Percentages	01/22/2013	41	1906.81
2010 US Census Block Group Data - Population Densities	01/22/2013	41	1906.81
2010 US Census Block Group Data - Population Totals	01/22/2013	41	1906.81



# EST Standard GIS Analysis Reports

## 2000 Census data Block Groups - Population Densities

**Metadata:** <http://www.fla-etat.org/est/metadata/blkgrp.htm>

**Alternative #2, analyzed on 01/22/2013.**



Block Group Number	Density of People Per Acre That Speak English "Not At All"	Density of People Per Acre With a Disability	Density of Black or African American Population Per Acre	Density of American Indian and Alaska Native Population Per Acre	Density of Asian Population Per Acre	Density of Some Other Race Population Per Acre	Density of Hispanic or Latino Population Per Acre
121030208003	0	3.1519	7.2066	0	0	0	0
121030242004	0.095	2.4869	0	0	0.7049	0.1109	0.2218
121030207002	0	2.1956	6.1178	0	0.122	0	0
121030208006	0.2142	2.0315	7.2027	0	0	0	0.2142
121030209001	0	1.6599	7.185	0	0.0813	0	0
121030209002	0	2.5712	5.535	0	0	0	0
121030210001	0	1.4265	4.0609	0	0	0.0394	0

## 2010 US Census Block Group Data - Percentages

**Metadata:** <http://www.fla-etat.org/est/metadata/cenblkgrp2010.htm>

**Alternative #2, analyzed on 01/22/2013.**

Block Group Number	% Black or African American	% Hispanic or Latino	% Asian	% American Indian and Alaska Native	% Some Other Race
121030244132	0.6	1.5	0.6	0.2	0.4
121030208003	91.4	2.6	0	0.1	0.3
121030242004	6.8	7	8.3	0.3	1.4
121030219005	89.1	6.5	0.3	0.2	2.2
121030218002	77.8	7.4	0.4	0.3	2.5
121030218004	20.7	12.3	0	0	3
121030244133	7.2	8.2	3.7	0.4	2.5
121030245091	2.1	5.5	5.1	0	0.7
121030246011	8.3	8.9	6.2	0.2	2.3

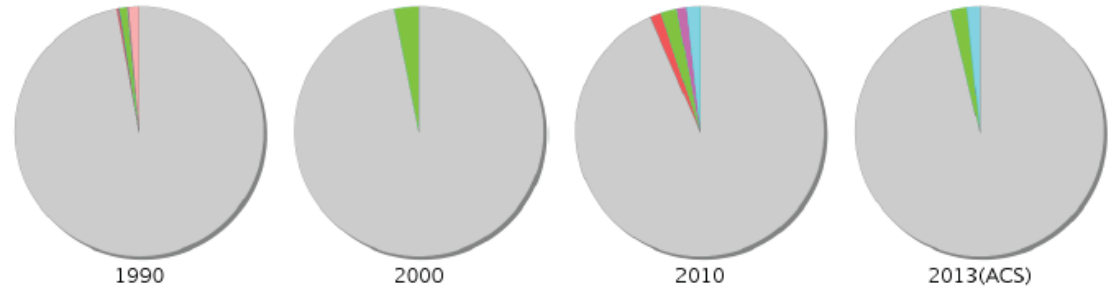
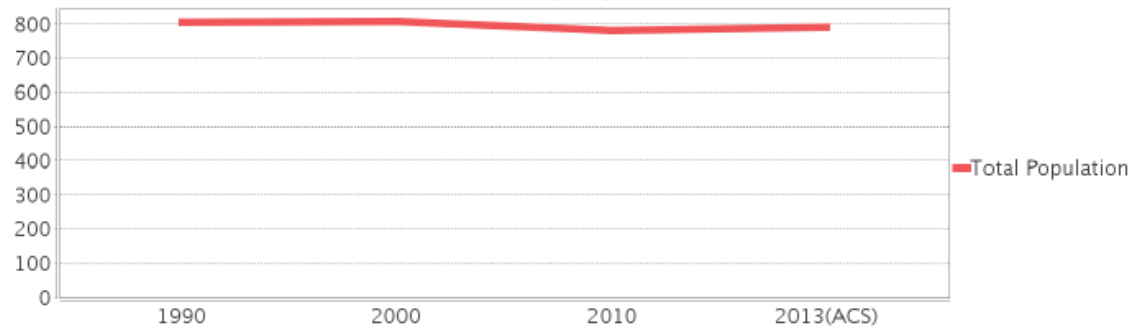
# Community Characteristics Inventory: Florida Park

**Area:** 0.434 square miles  
**Jurisdictions:** - **Cities:** GAINESVILLE  
 - **Counties:** Alachua

## General Population Trends

Description	1990	2000	2010	2013(ACS)
Total Population	806	808	780	790
Total Households	332	360	336	282
Average Persons per Acre	2.93	4.41	4.19	3.62
Average Persons per Household	2.63	2.21	2.00	2.17
Average Persons per Family	2.99	2.78	3.00	2.97
Males	386	412	414	358
Females	420	396	365	432

### Community Population

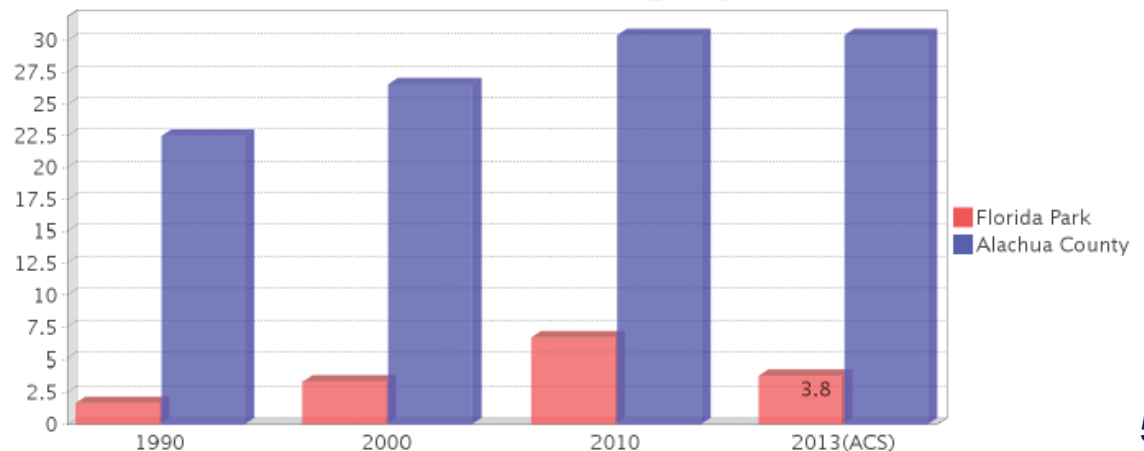


## Race and Ethnicity Trends - Community

Description	1990	2000	2010	2013(ACS)
White Alone	793 (98.39%)	781 (96.66%)	728 (93.33%)	760 (96.20%)
Black or African American Alone	2 (0.25%)	0 (0.00%)	11 (1.41%)	0 (0.00%)
Native Hawaiian and Other Pacific Islander Alone	1 (0.12%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Asian Alone	8 (0.99%)	26 (3.22%)	17 (2.18%)	17 (2.15%)
American Indian or Alaska Native Alone	1 (0.12%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Some Other Race Alone	1 (0.12%)	0 (0.00%)	9 (1.15%)	0 (0.00%)
Claimed 2 or More Races	NA (NA)	0 (0.00%)	14 (1.79%)	13 (1.65%)
Hispanic or Latino of Any Race	11 (1.36%)	35 (4.33%)	47 (6.03%)	60 (7.59%)
Not Hispanic or Latino	795 (98.64%)	773 (95.67%)	733 (93.97%)	730 (92.41%)

● White Alone 
 ● Black or African American Alone 
 ● Native Hawaiian and Other Pacific Islander Alone 
 ● Asian Alone 
 ● American Indian or Alaska Native Alone 
 ● Some Other Race Alone 
 ● Claimed 2 or More Races (after 1990) 
 ● Hispanic or Latino of Any Race (1990 only)

### Non 'White Alone' Percentage Population





## Project Information

The Federal Highway Administration (FHWA) September 2003 Certification Report recommended that the Miami-Dade Metropolitan Planning Organization (MPO) incorporate 'Sociocultural Effect' features in its planning process to ensure community values and concerns receive proper attention throughout the entire transportation development process. In response, the Miami-Dade MPO created the Community Characteristics Project (CCP) in order to review the social, economic, and geographic characteristics of an area before public involvement (PI) efforts are initiated. In 2010 the Broward and Palm Beach MPOs joined the program, and the CCP was renamed the "Transportation Outreach Planner".



New

## 2010 Census Demographic Reporting Tool

Introducing a New, Interactive Mapping and Reporting Tool.

Now you can locate 2010 census data and 2009 American Community Survey (ACS) data by census block groups, census places, and neighborhoods for Broward, Miami Dade, and Palm Beach counties. Interactive graphs illustrating changes from 1990, 2000, and 2010 are just the tip of the iceberg. [Explore it now!](#)

The 2000 Census Demographic Reporting Tool has been archived [here](#).



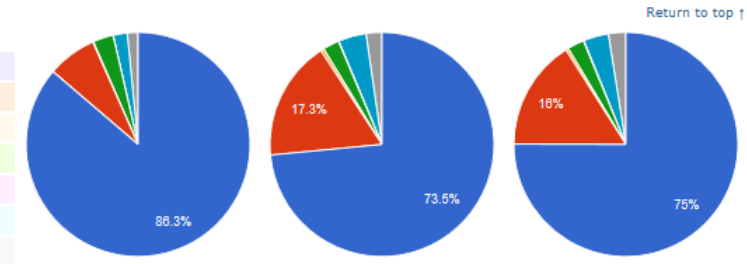


## Demographics

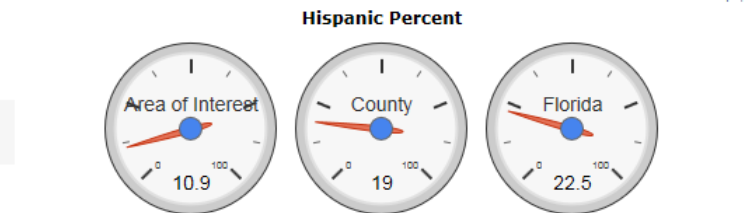
Statistic	Area of Interest	Palm Beach County	Florida
<b>Total Population</b>	17282	1320134	18801310
Land Area (sq. mi.)	6.71	1969.76	53624.76
Water Area (sq. mi.)	0.00	413.25	12132.94
Population per Square Mile	2575.85	553.98	285.92
Households	7153	544227	7420802

Area of Interest	Palm Beach County	Florida
1.31% of County	7.02% of Florida	
0.34% of County	3.67% of Florida	
0% of County	3.41% of Florida	

Race	Area of Interest	Palm Beach County	Florida
White	14909 (86.27%)	970121 (73.49%)	14109162 (75.04%)
Black	1224 (7.08%)	228690 (17.32%)	2999862 (15.96%)
Native	17 (0.1%)	6043 (0.46%)	71458 (0.38%)
Asian	511 (2.96%)	31100 (2.36%)	454821 (2.42%)
Pacific	3 (0.02%)	770 (0.06%)	12286 (0.07%)
Other	350 (2.03%)	53138 (4.03%)	681144 (3.62%)
Multiple Races	268 (1.55%)	30272 (2.29%)	472577 (2.51%)

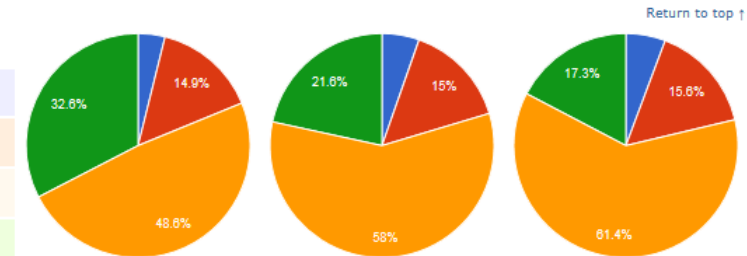


Ethnicity	Area of Interest	Palm Beach County	Florida
Not Hispanic	15406 (89.14%)	1069311 (81%)	14577504 (77.53%)
Hispanic	1876 (10.86%)	250823 (19%)	4223806 (22.47%)



Diversity Index	Area of Interest	Palm Beach County	Florida
	39.45	60.35	61.48

Age	Area of Interest	Palm Beach County	Florida
Age 0 to 4	669 (3.87%)	70852 (5.37%)	1073506 (5.71%)
Age 5 to 17	2581 (14.93%)	198032 (15%)	2928585 (15.58%)
Age 18 to 64	8401 (48.61%)	766095 (58.03%)	11539617 (61.38%)
Age 65 and Over	5631 (32.58%)	285155 (21.6%)	3259602 (17.34%)



# sitegeist app



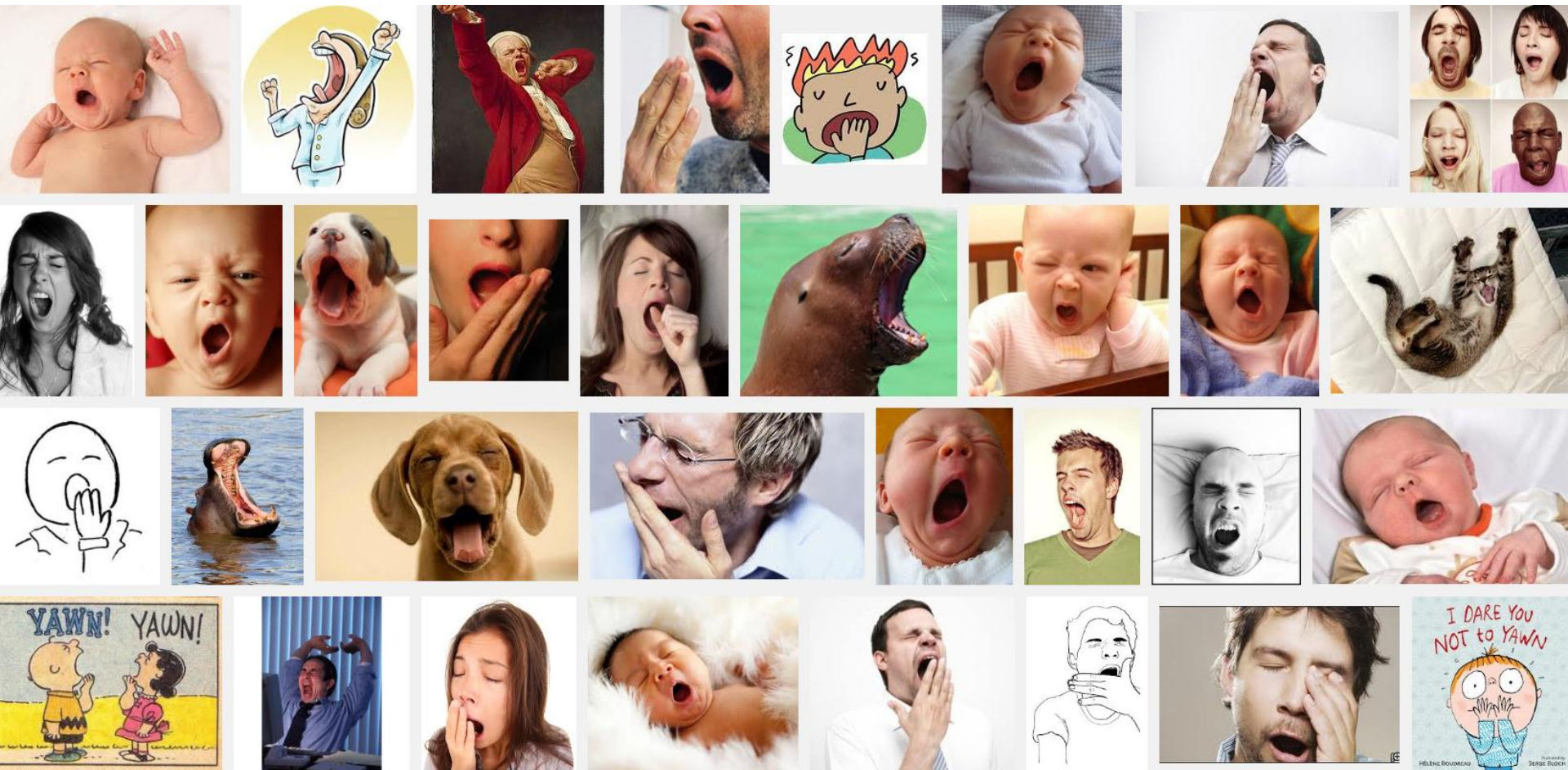
<http://sitegeist.sunlightfoundation.com/>



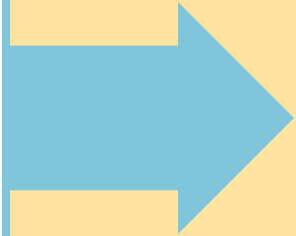


1  
minute

# s-t-r-e-t-c-h break







## part 4

# performing a demographic analysis

Demographic  
Analysis *for*  
environmental evaluations



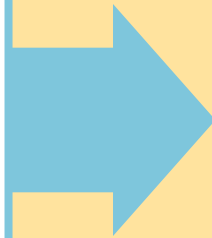
# Demographic Analysis steps



- Select geographies
- Obtain data
- Organize + analyze the data
- Verify the data
- Summarize results



# *Demographic Analysis* **steps**



- **Select geographies**
- Obtain data
- Organize + analyze the data
- Verify the data
- Summarize results

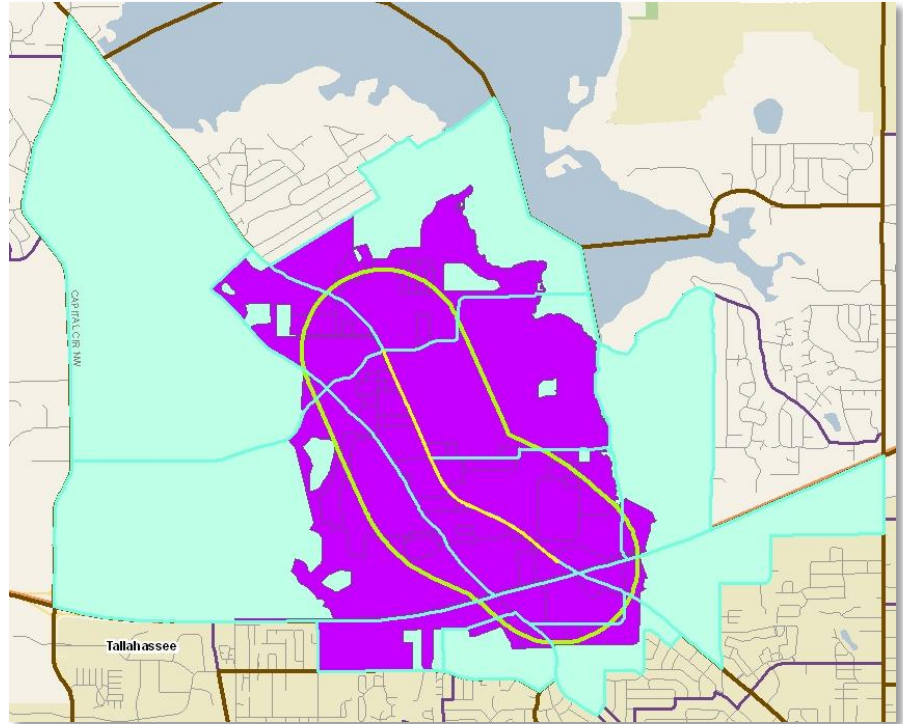


# review maps

- Study area
- Census block groups

## then...

- Highlight block groups near study area
- Consider adjusting study area to conform to outline of block groups



# Census Geographies Map Viewer

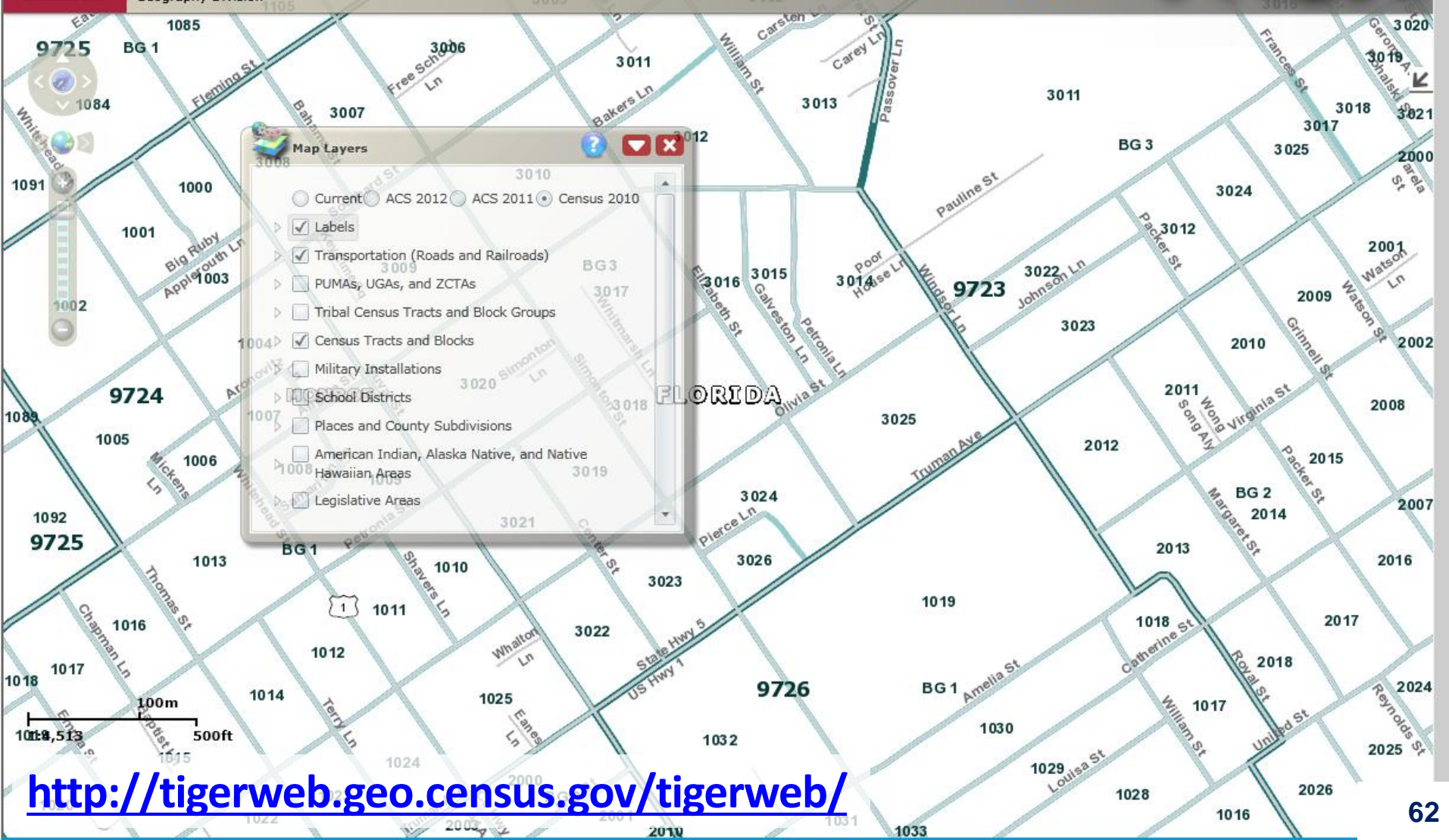
U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census



2013 BAS Vintage TIGERweb

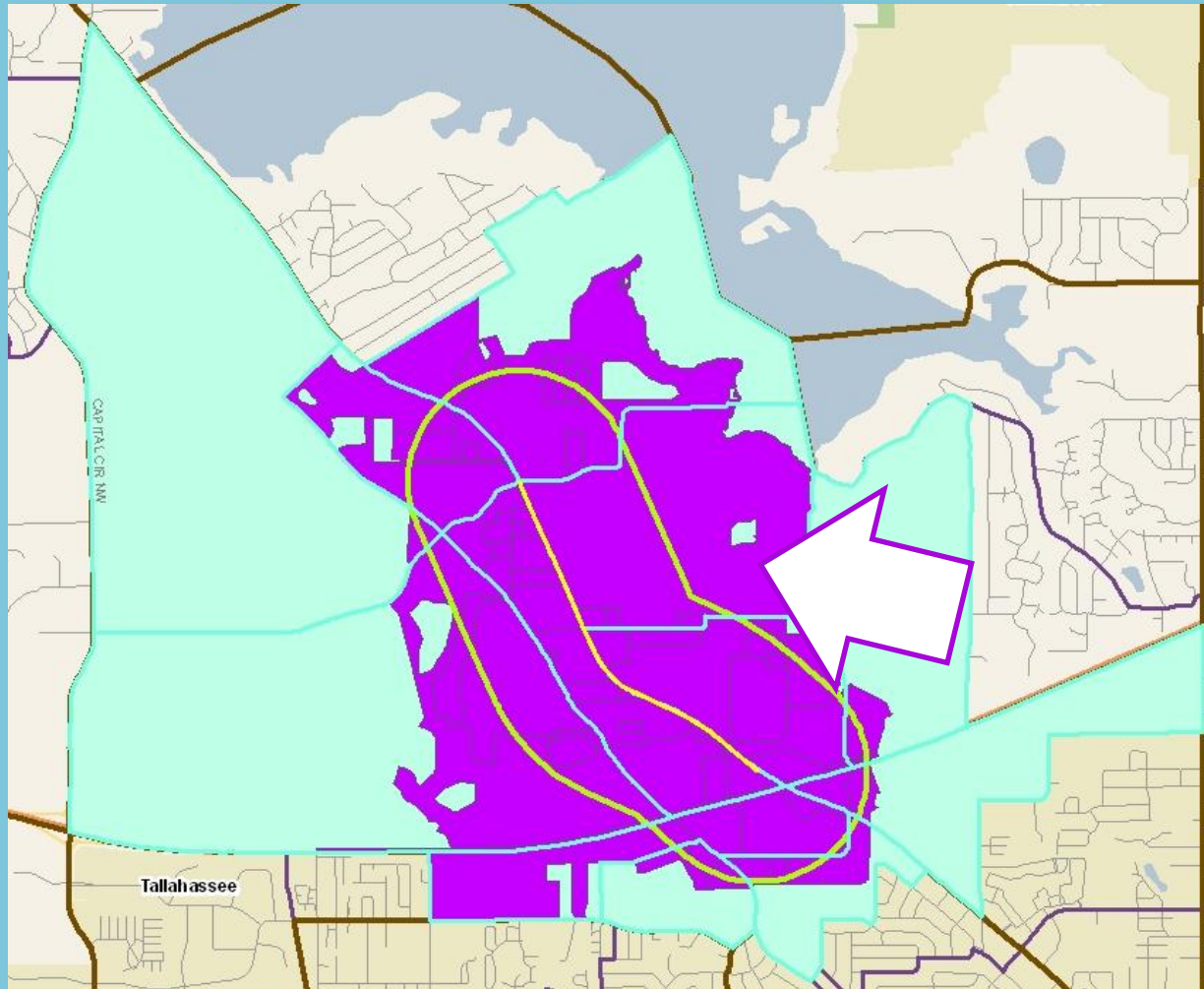
Geography Division



<http://tigerweb.geo.census.gov/tigerweb/>



# intersection



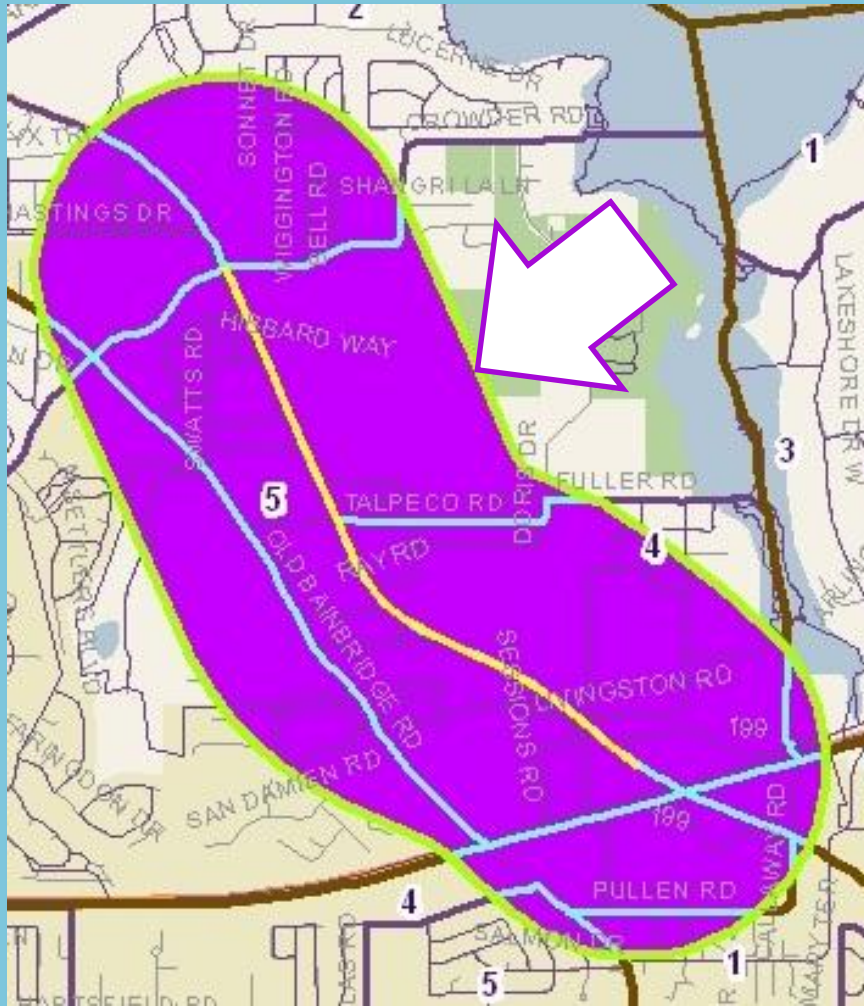
*Includes total population of*

***census geographies***

*that touch the*  
***study area***

*Potential to overestimate*

# interpolation



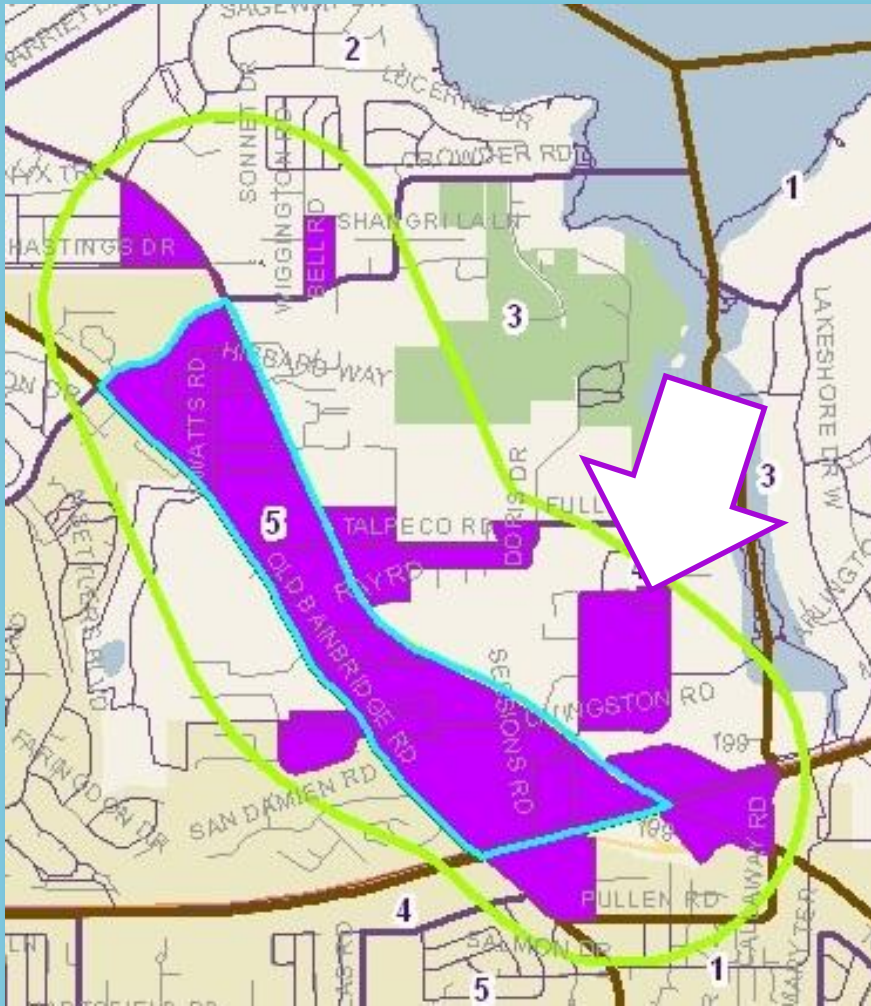
*Clips the  
**census geographies**  
to the  
**study area***

*Assumes population is  
equally distributed*

*Potential to  
overestimate or  
underestimate*



# containment



*Includes only  
**census geographies**  
contained within the  
**study area***

*Potential to  
underestimate*

# *Demographic Analysis* steps



- Select geographies
- **Obtain data**
- Organize + analyze data
- Verify data
- Summarize results



# obtain Census data

- American Communities Survey (ACS) 5-year estimates
  - 2006-2011
  - 2008-2012 (*Dec 2013*)
- Decennial Census
  - Latest (2010)
  - Previous (2000)
- Upload to GIS for analysis + mapping

STUDY AREA					
<i>Demographic Analysis</i>					
Current		2010		2000	
#	%	#	%	#	%
21,520	8%	20,258	5%	14,548	3%
15,759	12%	14,897	3%	7,865	5%
8,201	17%	8,704	8%	8,208	18%

COUNTY					
<i>Demographic Analysis</i>					
Current		2010		2000	
#	%	#	%	#	%
121,520	5%	120,258	2%	114,548	3%
115,759	8%	114,897	1%	17,865	5%
18,201	0%	18,704	9%	18,208	8%

# obtain other data



## Individuals

*Including people who frequent the study area*



## Households



## Housing

# data about individuals





# race

- White alone
- Black or African American alone\*
- American Indian + Alaska Native alone\*
- Asian alone\*
- Native Hawaiian + other Pacific Islander alone\*
- Some other race alone
- Two or more races

# ethnicity

- Hispanic or Latino of any race\*

## The data tells us...

*Racial + ethnic character of the study area including minority groups*

## Where to find it...

*Census (down to Block)  
ACS  
Other sources*

\* Minority population



# age



## The data tells us...

*Age distribution in the study area + people who may have special mobility needs*

- Population age 65 and over
- Population age 17 and under

## Where to find it...

*Census (down to Block)  
ACS  
Other sources*

# disability



## The data tells us...

*People who may have special mobility or communication needs*

## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✗ *ACS (not yet available)*
- ✓ *Local transit agency*

# educational attainment

## The data tells us...

*Overall education levels in the study area + those with low education attainment and possible literacy challenges*

Age 25 years+

- Less than 9th grade
- 9th to 12th grade, no diploma



## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Social service agencies*

# data about households





# income + poverty

## What the data tells us...

*Overall socioeconomic character of study area + presence of low-income populations*

- Median household income
- Households below poverty level
- Households with public assistance income



## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Local housing agencies*



# language

## What the data tells us...

*Households that might be excluded from project communications without efforts to remove language barriers.*



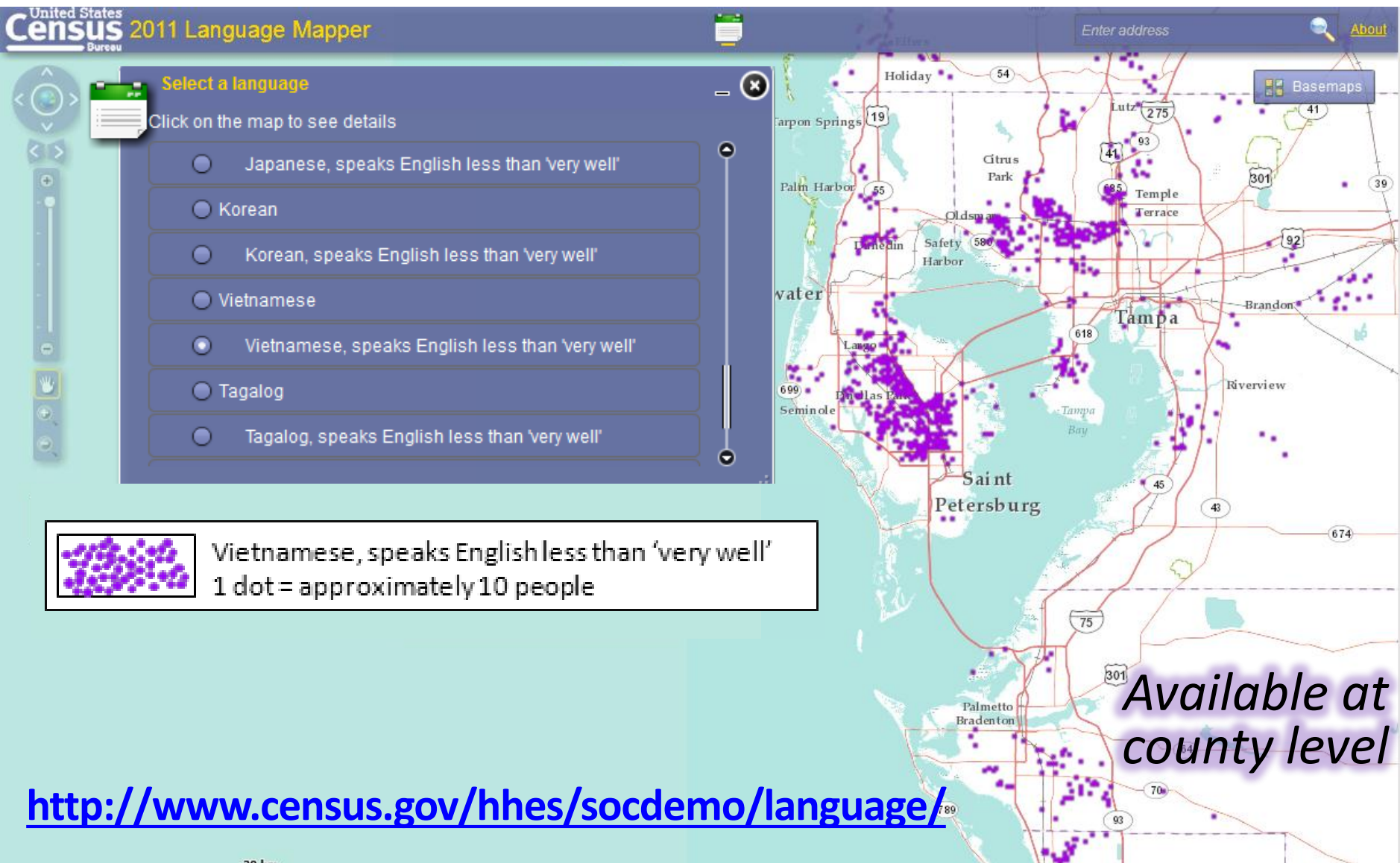
## Language spoken at home

- Speak English less than "very well"
- Speak English "not at all"

## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Community outreach*

# 2011 Language Mapper



# data about housing



# housing values

- Median housing value

## What does the data tell us?

*Concentrations of rental units and lower value units could be an indicator of low-income neighborhoods.*



## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Community outreach*

# housing types

## What does the data tell us?

*Concentrations of non-single family units could be an indicator of low-income neighborhoods.*

- Single family units
- Multi-family units
- Mobile homes + RVs
- HUD Section 8 housing
- Owner-occupied units
- Renter-occupied units



## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Other sources*



# zero-vehicle housing units



**What does the data tell us?**  
*Households that are likely to be dependent on means of travel other than automobile.*

## Where to find it...

- ✓ *Census (2000 or earlier)*
- ✓ *ACS*
- ✓ *Local transit agency*

# Demographic Analysis steps




- Select geographies
- Obtain data
- **Organize + analyze data**
- Verify data
- Summarize results



# compare study area to county

*Are there:*

- Similarities?
- Differences?



STUDY AREA						COUNTY					
<i>Demographic Analysis</i>						<i>Demographic Analysis</i>					
Current		2010		2000		Current		2010		2000	
#	%	#	%	#	%	#	%	#	%	#	%
21,520	8%	20,258	5%	14,548	3%	115,720	5%	120,258	2%	114,548	3%
15,759	12%	14,897	3%	7,865	5%	115,720	8%	114,897	1%	17,865	5%
8,201	17%	8,704	8%	8,208	18%	18,201	9%	18,704	9%	18,208	8%

# compare study area with county demographics

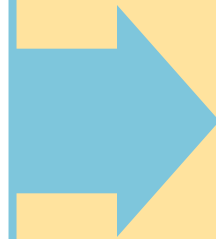
study area

A		B	C D E F				U V		W
			block groups				county		
			#5		#6				
			#	%	#	%	#	%	SUBJECT
8	TOTAL POPULATION (DP-1 SF1)	2000	402	100.0%	282	100.0%	921,482	100.0%	TOTAL POPULATION (DP 1 SF1)
9	(P5)	2010	484	100.0%	337	100.0%	916,542	100.0%	(P5)
10	(DP05 ACS5)	2011	484	100.0%	337	100.0%	916,806	100.0%	(DP05 ACS5)
11	White alone (DP-1 SF1)	2000	357	88.8%	201	71.3%	791,111	85.9%	White alone (DP 1 SF1)
12	(P5)	2010	303	62.6%	188	55.8%	752,892	82.1%	(P5)
13	(DP05 ACS5)	2011	303	62.6%	188	55.8%	766,745	83.6%	(DP05 ACS5)
14	Black or African American alone (DP-1 SF1)	2000	138	34.3%	55	19.5%	82,556	9.0%	Black or African American alone (DP 1 SF1)
15	(P5)	2010	92	19.0%	45	13.4%	94,745	10.3%	(P5)
16	(DP05 ACS5)	2011	92	19.0%	45	13.4%	93,459	10.2%	(DP05 ACS5)
17	American Indian and Alaska Native alone (DP-1 SF1)	2000	10	2.5%	2	0.7%	2,719	0.3%	American Indian and Alaska Native alone (DP 1 SF1)
18	(P5)	2010	4	0.8%	1	0.3%	2,892	0.3%	(P5)
19	(DP05 ACS5)	2011	4	0.8%	1	0.3%	2,102	0.2%	(DP05 ACS5)
20	Asian alone (DP-1 SF1)	2000	0	0.0%	0	0.0%	18,984	2.1%	Asian alone (DP 1 SF1)
21	(P5)	2010	4	0.8%	2	0.6%	27,148	3.0%	(P5)
22	(DP05 ACS5)	2011	4	0.8%	2	0.6%	27,784	3.0%	(DP05 ACS5)
23	Native Hawaiian and other Pacific Islander alone (DP-1 SF1)	2000	0	0.0%	0	0.0%	464	0.1%	Native Hawaiian and other Pacific Islander alone (DP 1 SF1)
24	(P5)	2010	1	0.2%	1	0.3%	810	0.1%	(P5)
25	(DP05 ACS5)	2011	1	0.2%	1	0.3%	877	0.1%	(DP05 ACS5)
26	Some other race alone (DP-1 SF1)	2000	34	8.5%	22	7.8%	10,482	1.1%	Some other race alone (DP 1 SF1)
27	(P5)	2010	55	11.4%	31	9.2%	18,039	2.0%	(P5)
28	(DP05 ACS5)	2011	55	11.4%	31	9.2%	9,602	1.0%	(DP05 ACS5)
29	Two or more races (DP-1 SF1)	2000	10	2.5%	8	2.8%	15,146	1.6%	Two or more races (DP 1 SF1)
30	(P5)	2010	25	5.2%	13	3.9%	20,016	2.2%	(P5)
31	(DP05 ACS5)	2011	25	5.2%	13	3.9%	16,237	1.8%	(DP05 ACS5)
32	Hispanic or Latino (DP-1 SF1)	2000	198	49.3%	142	50.4%	42,760	4.6%	Hispanic or Latino (DP 1 SF1)
33	(P5)	2010	172	35.5%	154	45.7%	73,241	8.0%	(P5)
34	(DP05 ACS5)	2011	172	35.5%	154	45.7%	70,814	7.7%	(DP05 ACS5)

year → → →

comparison

# *Demographic Analysis* steps



- **Select geographies**
- Obtain data
- Organize + analyze data
- **Verify data**
- Summarize results





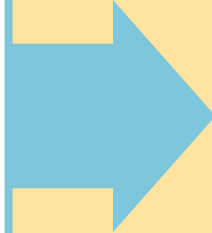
# observe, inquire, cross-check



*Who might not be showing up in the Census data?*

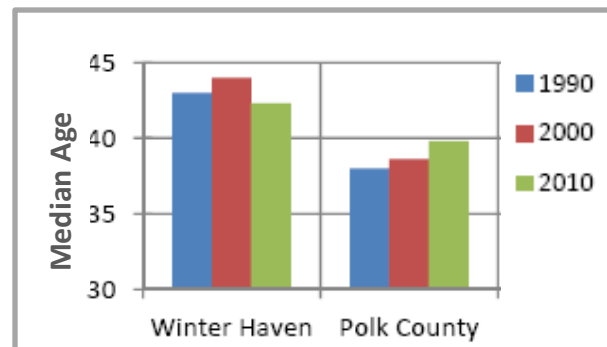
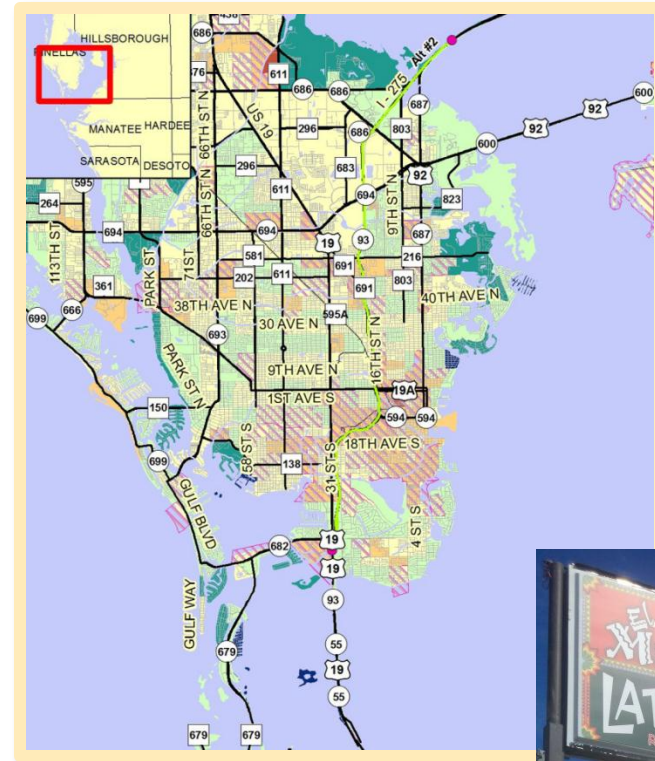
# *Demographic Analysis* steps

- Select geographies
- Obtain data
- Organize + analyze data
- Verify data
- **Summarize results**



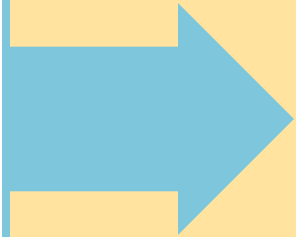
# tell the story

- Describe:
  - Social characteristics
  - Special populations
  - Population distribution
  - Growth trends
- Aspects significant to the project
- Use words, charts, photos + maps



# explain how you got there





# part 5

## documenting results



# results go here (*environmental document*)

## TYPE 2 CE

*“Summary of Impacts”*

*“Basis for Decision”*  
column

## EA

*“Impacts”*

*“Social and Economic”* section

## EIS

*“Affected Environment”*

*“Environmental Consequences”*

*“Social and Economic”* section

## SEIR

*“Impact Evaluation”*

See Part 1 of the PD&E Manual

## SCE TECHNICAL MEMORANDUM

### I. Introduction

Project Summary

### II. Community Characteristics Inventory & Map

### III. Potential Effects

- A. Social Issues
- B. Economic Issues
- C. Land Use Change Issues
- D. Mobility Issues
- E. Aesthetic Issues
- F. Relocation Issues
- G. Title VI/Civil Rights Issues

### IV. Conclusion and Recommendations for Resolving Issues

### V. Appendices

- A. Data Sources
- B. Public Involvement Summary and Analysis

*When community issues are prevalent...*

## Sociocultural Effects Technical Memorandum

Source: Part 2, Ch 9, PD&E Manual

# supporting information goes here

## PROJECT FILE

Assessment  
Materials

Public  
Involvement  
&  
Community  
Outreach

Project Info  
Presented

Public  
Input

Public  
Involvement  
Materials

Guidance: Part 1, Ch 4, PD&E Manual

# Poll Question



*In conclusion...*

**5 things**



# why we do it



**describe the community**



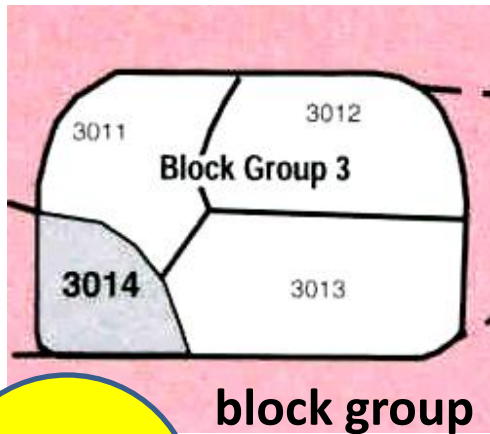
**sociocultural effects  
evaluation**



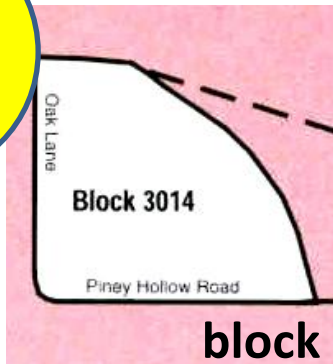
**Public Involvement  
Program**

# right fit for accuracy

use these

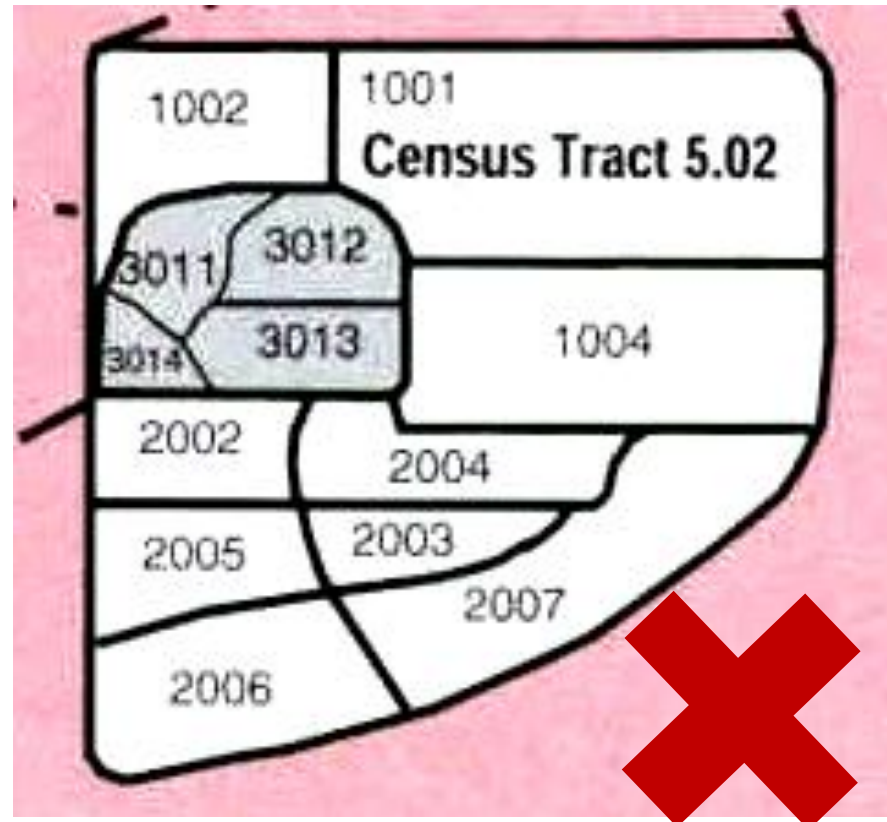


block group



block

not these



census tract

# get out of the office



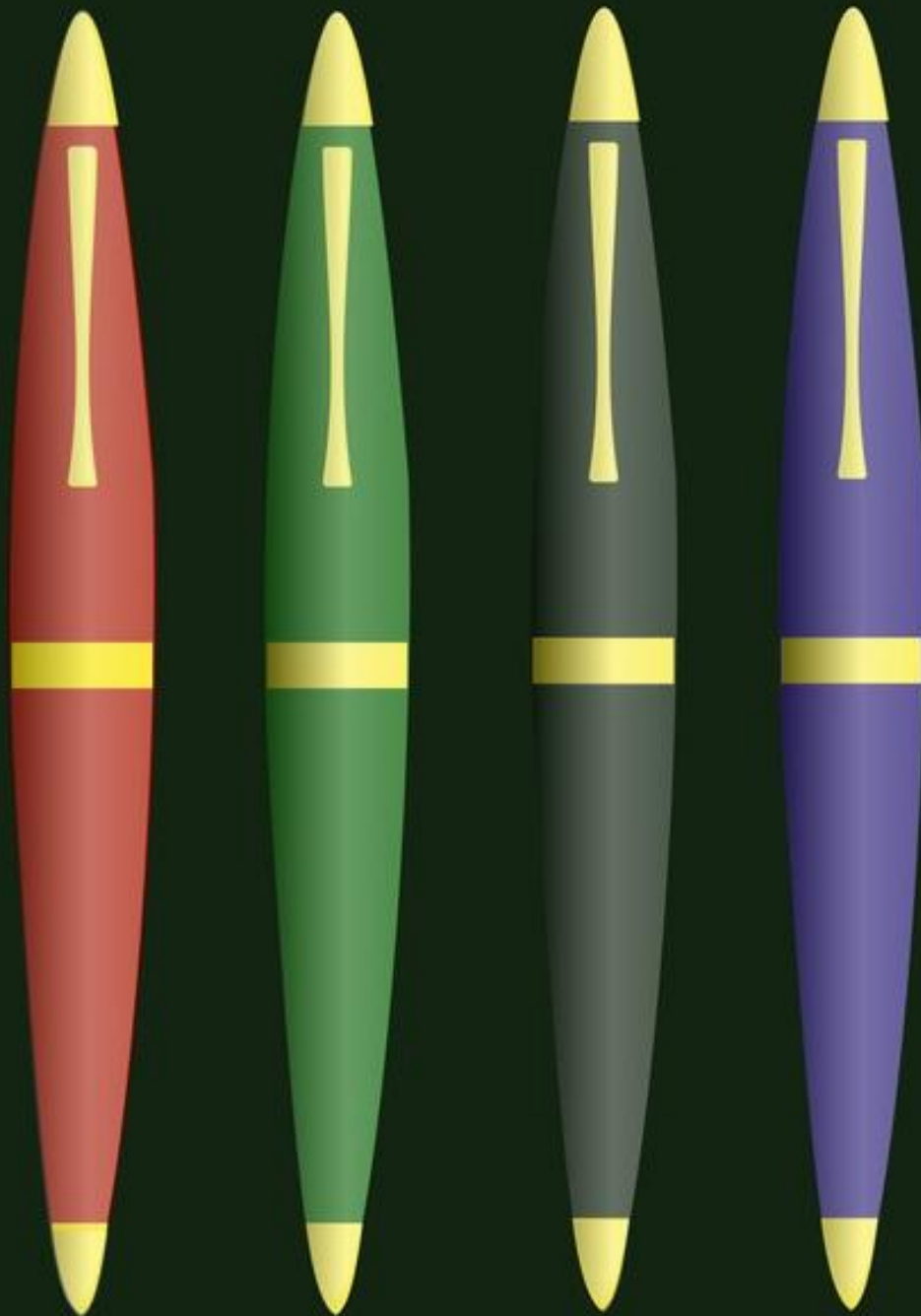
Demographic  
Analysis  
environmental evaluations

# garbage in, garbage out



Use current data!

Your **ANALYSIS** is only  
as good as your **DATA**



check  
quality



Questions • Comments



*Thank you for joining us!*



**For more information:**

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**tvrana@vciplanning.com**

**813-421-0824**



**SCE EVALUATION PROCESS WEBPAGE**

**[www.dot.state.fl.us/emo/pubs/sce/sce1.shtm](http://www.dot.state.fl.us/emo/pubs/sce/sce1.shtm)**

