



Dallas
Indicators

Analyze Dallas



A Combined Overview



Dallas Indicators

Overview

**The Dallas Foundation
The Foundation for Community Empowerment**

**Belo Corporation
The Boston Consulting Group
The Dallas Citizens Council**

Foundational Concepts

- Democratization of data
- Theory that data drives decisions
- What gets measured gets done
- Trend lines can drive change
- Everyone is empowered to act

Researched Other Successful Indicator Projects

- Across U.S. and internationally
- Examined 60 plus projects
- Netted out best practices

Conducted Extensive Homework

- Interviewed 150 plus thought leaders
- Collected and consolidated measurable data
- Gathered secondary data and third-party reports
- Analyzed information to provide common understanding

Goal to Create a One-Stop-Shop

- Comprehensive, objective, fact-based data
- User-friendly format
- Easy access via web
- Data will be continuously updated
- Creates a platform for potentially transformative change

Dallas Indicators Consortium of Support

- Sponsored by:
 - The Dallas Foundation
 - The Foundation for Community Empowerment
- In collaboration with:
 - Belo Corp.
 - The Boston Consulting Group
 - Dallas Citizens Council



Analyze Dallas Overview



Foundational Concepts



- Designed to complement Dallas Indicators
- Focused on furthering FCE mission to be a catalyst to revitalize low-income neighborhood in the city of Dallas
- Comprehensive, flexible, and user-friendly
- Minimize duplication of research effort



Development Process

- Following Dallas Indicators, researched an additional 30+ neighborhood indicator sites
- Worked with national, state, regional, and local sources to gather needed data
- Created actionable geographic groupings
- Creating research briefs and reports based upon data

Comparison of Features

	 <p>Dallas Indicators</p>	
Geography covered	Eight counties in the Dallas Metropolitan Statistical Area (MSA)	City of Dallas
Geographic level of data	Dallas MSA; individual counties; comparisons to other geographies outside of MSA	City of Dallas; Council Districts; School Board Districts; Northern/Southern Sectors; Zip Code; Census Tracts
Data format	Prose summaries; charts and graphs; Excel spreadsheets; PDF reports	Tables of data; maps; PDF research reports
Data organization	10 Compass Points – Arts & Culture; Civic Health; Crime & Safety; Economy; Education; Environment; Health; Housing; Science & Technology; Transportation	8 Categories – Civic Health; Crime; Economy; Education; Environment; Health; Housing; Transportation
Advocacy/positioning	Neutral, un-biased presentation of data	Interpretation of data in research reports to drive revitalization of low-income neighborhoods in Dallas

Examples of Types of Uses



- Regional trend/issue identification
- Determination of philanthropic investment focus
- Collaboration efforts
- Government investment decisions (e.g. bond elections)

- Grant writing/Needs assessment
- Outcomes tracking
- Individual funding decisions
- Community organizing/civic activities

Site Demonstrations

- Dallas Indicators – www.DallasIndicators.org
- Analyze Dallas – www.AnalyzeDallas.org

Why Is It Important to Dallas?



“It’s a tool that allows you to see the big picture of Dallas. Unless you see the big picture, you can’t identify trends and devote resources”

**– Malcolm Gladwell
(Author of “The Tipping Point”)**

Questions & Answers