PARK COUNTY COMMUNITY FOUNDATION

Using Data to Tell Your Best Story

PARK COUNTY NONPROFIT NETWORK
December 2020

Our Love-Hate Relationship with Data
Data often gets a bad name.

“An old jest runs to the effect that there are three degrees of comparison among liars. There are liars, there are outrageous liars, and there are scientific experts. This has lately been adapted to throw dirt upon statistics. There are three degrees of comparison, it is said, in lying. There are lies, there are outrageous lies, and there are statistics.”

~Sir Robert Giffen, Scottish statistician and economist, 1892

Data can be misinterpreted.
Data can be controversial.
Data doesn’t always change behaviors.

But data can be entertaining.
Data can be fun to share.
“Strawberry Pop-Tarts increase in sales, like seven times their normal sales rate, ahead of a hurricane.”  
~Linda M. Dillman, former chief information officer for Walmart, 2004

Data can be a helpful tool.
Data can help us tell powerful stories.
### Healthiest Communities Rankings 2020

Measuring health and wellness across the U.S. using 84 metrics


<table>
<thead>
<tr>
<th>Rank</th>
<th>County</th>
<th>Overall</th>
<th>Crime</th>
<th>Education</th>
<th>Economy</th>
<th>Income</th>
<th>Health &amp; Wellness</th>
<th>Housing</th>
<th>Environment</th>
<th>Parks &amp; Recreation</th>
<th>Community Safety</th>
<th>Parks</th>
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<th>Wellbeing</th>
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<td>62.9</td>
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<td>71.4</td>
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</table>


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Data can help us focus.
Data Sources and Reports for Park County
A Short List of Smart/Local Data Sources - Part 1

WeWillParkCounty.org: https://wewillparkcounty.org


Headwaters Economics: Neighborhoods at Risk
https://headwaterseconomics.org/apps/neighborhoods-at-risk/30067/explore/map

Prospera: 2020 Economic Profile of Gallatin and Park Counties

Source: https://headwaterseconomics.org/apps/economic-profile-system/
Get Socioeconomic Profiles

Comprehensive Reports

Socioeconomic Trends
Trends in population, employment, personal income, income by industry, wages, and unemployment.

Demographics
Population, age distribution, race and ethnicity, poverty and income, housing affordability, language, and education.

Populations at Risk
Populations more likely to experience adverse outcomes due to race, age, gender, poverty status, or other factors.

Key Indicators
Metrics of population, employment, income, industry-specific economic summaries, and public lands.

Land Management Reports

Land Use
Public land ownership, land cover, and trends in residential development.

Quick Facts for Park County

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>16,246</td>
<td>$49,194</td>
</tr>
<tr>
<td>Housing Income</td>
<td>Median</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Less than 30%</td>
<td>42%</td>
</tr>
<tr>
<td>Employment</td>
<td>Median</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Full-time</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>Part-time</td>
<td>6%</td>
</tr>
<tr>
<td>Top Industries</td>
<td>Median</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Jobs 2017</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Agriculture</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Retail trade</td>
<td>9%</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: https://headwaterseconomics.org/apps/economic-profile-system/30067

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Park County, MT

Park County overlaps & census tracts Set criteria below to find at-risk tracts.

Find at-risk neighborhoods

<table>
<thead>
<tr>
<th>People</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>People over 65 years</td>
<td>4,542</td>
<td>22.8%</td>
</tr>
<tr>
<td>People without health insurance</td>
<td>1,657</td>
<td>22.1%</td>
</tr>
<tr>
<td>Housing units that are rentals</td>
<td>1,536</td>
<td>11.9%</td>
</tr>
<tr>
<td>Area lacking tree canopy</td>
<td>432</td>
<td>21.6%</td>
</tr>
<tr>
<td>Area with impervious surface</td>
<td>70.3%</td>
<td></td>
</tr>
<tr>
<td>Area in 500-yr floodplain</td>
<td>1.5%</td>
<td></td>
</tr>
</tbody>
</table>

Climate Exposure

<table>
<thead>
<tr>
<th>Area</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area lacking tree canopy</td>
<td>81.2%</td>
<td></td>
</tr>
<tr>
<td>Area with impervious surface</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Area in 500-yr floodplain</td>
<td>1.7%</td>
<td></td>
</tr>
</tbody>
</table>

Source: https://headwaterseconomics.org/apps/neighborhoods-at-risk/30067/explore/map

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A Short List of Smart/Local Data Sources - Part 2

2020 Community Health Needs Assessment: Gallatin, Madison & Park Counties:

LiveWell49: https://www.livewell49.org/youth-resilience-resource-map
Kids Count: https://montanakidscount.org
OPI Free and Reduced Lunch – https://gems opi mt gov/StudentServices/Pages/ERateReport.aspx
ChildTrends: https://www.childtrends.org
CDC Wonder: https://wonder.cdc.gov
Youth Risk Behavior Survey: https://www.cdc.gov/healthyyouth/data/yrbs/index.htm
Robert Wood Johnson Foundation’s County Health Rankings: http://www.countyhealthrankings.org
A Short List of Smart/Local Data Sources - Part 3

Your Favorites?

The What and Why Behind the Data Used for We Will
Project Goals

- Create a tool to intentionally plan, measure, predict and achieve increases in community, social, and economic well being.
- Develop a Community Vision based on community input, assessment and needs identified through quantitative data and qualitative perspectives.
- Create a Community Profile to capture, monitor and share quantitative data that will be ultimately used to benchmark and measure success in achieving the Community Vision.
- Launch an interactive database as a community tool

Desired Outcomes

- Help prioritize initiatives and coordinate towards common goals
- Establish base level data and trends to enable fact-based conversations about the state and future of Park County
- Serve as a guide to how community resources are invested
- Galvanize broad community support for any legislative or regulatory changes that may be needed to achieve the community vision
Input Gathered to Develop the Community Vision

- More than 700 community members
  - 50+ nonprofit community members
  - 20+ community leaders
  - 640+ community respondents to the countywide survey
  - 8 members of the Advisory Team
  - 6 focus groups, one in each community

Criteria Considered for the Community Profile

Used the following criteria when considering data points:

- Use existing data sources
- Accessible and reliable
- Consistent and readily available
- Regularly updated
- Potential for forecasting (TBD)
- Most salient for the topic
- Not every data point available - want to avoid “analysis paralysis”
- Explainable and relatable
- Ability to show trends over time
- Comparable to other counties, Montana (as applicable)
An Interactive Database

- A website that features the community vision and the community profile
  - Five vision statements
  - Five areas of focus
  - Supporting data points for each vision statement & area of focus
- An interactive database that includes charts and graphs
- A resource for every nonprofit, for-profit, governmental, educational and citizen-driven entity in Park County

Using WeWillParkCounty.org
How to Use Data to Tell Your Best Story
Tip #1 - Know Your Audience

- Who are they?
- What are their goals and motivations?
- What matters most to them?
- What type of data will be most interesting to them?
- Is there data that they are already collecting?

Tip #2 - Identify Your Data Needs

- What do you and your audiences want to understand?
- What do you want to measure?
- What do you want to prove/disprove?
Tip #3 - Determine Your Sources

- What data is easily available and accessible to you?
- How reliable are your sources?
- Do you need to put anything in place to gather and collect data?

Tip #4 - Be Transparent

- It's a seller beware world
- Everyone has access to the same information
- **Always** cite your sources
Tip #5 - Be Selective and Relevant

- You don't need every data point
- You only need the most relevant data points

Source: https://www.sambrinson.com/freedom-of-choice/

Tip #6 - Make the Connection

- Tie your audience's interests to your cause, your story, your ask
- Use a combination of quantitative and qualitative data
- Connect the dots

Tip #7 - Infuse Real-Life Stories into the Data

- Don’t let data dilute the emotion
- Intermix numbers with personal stories

"I cannot do this alone, and I refuse to go back to purging 15 times a day. I was convinced to my core I never would survive bulimia... I’m coming up on one year of no bingeing or purging, and it’s been nothing short of a miracle. I look forward to my time with my therapist every week. I look forward to the safe place I have with them and the space they give me to heal."

~Patient at the Eating Disorder Center of Montana

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Tip #7 - Use the Power of Visuals

- Visual data-storytelling is far more compelling than words or numbers


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Tip #9 - Use Data to Inspire New Directions


Tip #10 - Use Insights to Attract New Audiences
Other Helpful Resources

Other Resources for Making Data Your BFF

- [https://www.nten.org/NTEN_images/reports/Data_Workbook_FINAL.pdf](https://www.nten.org/NTEN_images/reports/Data_Workbook_FINAL.pdf)
Q&A

Thank You

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linkedin.com/in/maclarenlatta
We will continually strive to improve the well-being of all our residents.

Finalized Vision Statement

Dashboard Bucket

Community Profile: Finalized Data Points

1. Access to healthcare/People without health insurance
2. Childhood Immunizations
3. People in poverty
4. Crime, substance abuse and child abuse data
5. High school graduation rates
6. Early childhood data
Finalized Vision Statement

We will support development of diverse and viable economic opportunities consistent with the character of our community.

Dashboard Bucket

Economic Performance

Community Profile: Finalized Data Points

1. Earnings Per Job vs. Per Capita Income
2. Sources of Income by Industry - includes Non-Labor Income, Employment by Industry, Unemployment Rate
3. Personal Income, Average Compensation Per Job
4. Market value of ag products sold, plus average per farm and average per farm receiving government payments
5. Jobs by Industry; Change in Jobs

Finalized Vision Statement

We will support good solutions that address affordability for all who choose to live and work here.

Dashboard Bucket

Housing and Affordability

Community Profile: Finalized Data Points

1. Number of short-term rentals
2. Housing units & characteristics
3. Median sales prices & real estate inventory
4. Ratio of home price & median household income
5. Regional Price Parities
We will embrace and nurture our sense of community.

1. Population growth & net migration & median age
2. Enrollments in K-12 schools
3. Number of farms & number of acres in agricultural land
4. Commuting patterns, Inflow & Outflow Analysis

We will remain one of the most beautiful places to live on earth.

1. Visitation: Traffic counts, lodging tax revenue
2. Residential Addresses, Septic Permits
3. Taxes Paid by County & Property Tax Collections by Type