



RFP 8838
School-Age Child and Youth Development

Data Toolkit



June 2019

The City of Madison wants to help community organizations use data to better serve Madison's residents and neighborhoods.

School-age child and youth programming helps prepare Elementary, Middle, and High School age children for lifelong success. This data toolkit can help agencies with school age programming make more data-informed decisions, strategies, and programming. This toolkit should offer an easy way for respondents to incorporate data into grant applications and strategic planning, and to start thinking about long-term data strategies for measuring impact.

ABOUT THIS TOOLKIT

The [original data toolkit](#) was created by the Sunlight Foundation with the City of Madison as part of a pilot project on Tactical Data Engagement for the Northside Safe and Thriving Grant Process in 2018. The goal of this project was to increase the City of Madison's transparency and facilitate the community's use of open data to make more complete neighborhoods. More than 30 Madison residents contributed to the research effort to discover opportunities for community use of open data to improve Madison's neighborhoods. Key partners in the creation of the first iteration of the tool included the Collaboration for Good, the Applied Population Lab, and the Northside Planning Council. Due to the positive response to the first data toolkit, the City created this second data toolkit to share data with City funded neighborhood centers to make data-informed proposals for City and other support for their facilities, programming, activities, and services.

What's in the toolkit?

This toolkit contains a list of publicly available open data sources with information about areas in the City of Madison. Each data source contains a few selected relevant indicators, assembled by the City and our partners to support respondents in developing data-informed strategies for their programs.

Datasets included in this guide:

- Citywide Asset Map
- Madison neighborhood indicators
- Educational outcomes
- Youth well-being and attitudes

HOW SHOULD YOU USE THIS TOOLKIT?

Use this toolkit to paint a picture of the assets and needs for the geographic area and population you plan to serve.

The data in this toolkit has been carefully curated for applicants at any level of data skill to be able to use to describe how their programs meet the needs and build on the assets of the surrounding community.

Applications should include clear language regarding how the data you use in your application matches with your service area. For example, if you serve youth primarily attending East High School who live in a particular neighborhood, you may want to use both data available at the high school level and data on the particular neighborhood participants come from. You are welcome to include additional data sources when possible.

Primary goal

Make a data-informed case for how your program meets the needs of children and youth. Demonstrate needs and assets your program can meet and build upon by analyzing statistics about the neighborhoods in your service area.

EXAMPLES

Green Leaf Programming

Green Leaf Programming is located on Madison's Southeast side and runs a middle school-age child and youth out-of-school time program. Kelly is responding to the School-Age Child and Youth RFP.

Kelly uses the following data sources to find statistics that help describe the population, needs, and assets in agency's service area:

- **Educational outcomes:** Enrollment totals and Economically disadvantaged student rates
- **Citywide Asset Map:** Food priority areas
- **Madison neighborhood indicators:** Demographics of the service area.

"Green Leaf Programming serves elementary school students attending Glendale Elementary. According to the Educational Outcomes data set, Glendale Elementary had *498 students enrolled in 2018-2019 school year, 65% of whom were economically disadvantaged.* This is higher than the average percentage of

economically disadvantaged students from across *all MMSD Elementary schools in the 2018-2019 school year at 49%*. Green Leaf makes sure that the quality elementary-age programming provided is accessible to families with low-income. Green Leaf provides transportation from school to programming and provides high quality snacks to children.

According to the Neighborhood Indicators Project, the demographics of the Planning District surrounding Green Leaf show that *15.1% of the population identifies as Hispanic or Latino compared to the City as a whole at 6.9%*. Green Leaf program similarly serves a higher percentage of LatinX students. Data from the current program shows 60% of students are bilingual. Green Leaf has bilingual staff in the afterschool program.

Other potential examples

- Use Dane County Youth Assessment data to show the need for programs that support community connections in the neighborhood. Describe how your agency is working to build these connections through programs, activities, and services.
- Use the Citywide Asset Map to describe what resources the agency can partner with to drive positive child, youth, and community outcomes. Describe how your agency facilitates these collaborations.

Need Help?

Every data source included here has a data contact listed who can answer questions and provide guidance on how to properly use and analyze the relevant data. This toolkit should be a starting point for grant applications, but it can also form the basis for a data-informed approach to understand your neighborhood and your local impact. These **local data experts are available to help** you build data skills into your RFP and grant applications, strategic planning, and into other operations.

CITYWIDE ASSET MAP

The City of Madison has created an interactive map to show various facilities, amenities, and buildings of community interest. The default map shows the listing of City resources including police stations, fire stations, libraries, and parks. Other community assets are also included in the map. This does not represent a complete list of all resources in the City. Rather, the map shows resources based on data available at the City of Madison.

Relevant indicators:

- City Resources (Police Stations, Fire Stations, Libraries, Parks)
- Bus Stops
- Grocery Stores
- Community Centers
 - This includes neighborhood centers currently receiving Center Support funding as well as other community and neighborhood centers.
- Community Resources (e.g. Job Center, Feed Kitchen, Department of Human Services)
- Bus Routes
- Food Access - Focus Area

To see all available layers in the map and to turn them on and off, click the arrow next to "Map Layers." Upon doing so a list will appear. Anything with a checkbox next to it are the currently selected layers. You can turn layers on and off by selecting the checkbox next to each one.

[See the data >>](#)

QUESTIONS ABOUT THIS DATA?

City of Madison Planning Division

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MADISON NEIGHBORHOOD INDICATORS

Managed by the University of Wisconsin Applied Population Lab, the Neighborhood Indicators Project creates indicators that show key characteristics about quality of life in Madison at the neighborhood level. This tool uses a combination of Census reporting and City data sources broken out by **plan district** and **neighborhood association**.

Geographies: Planning districts are larger than neighborhood associations and often capture more data than their smaller geography counterparts. Select one or multiple plan districts or neighborhood association areas that your neighborhood center serves. You can also view data on the City as a whole and compare it to data specific to selected neighborhoods.

Relevant indicators may include:

- Demographic Context - Census 2010 and Census 2000 (e.g. Population, Age, Race, Household Types)
- Education Indicators (e.g. Kindergarten Readiness, Parent Ed. Attainment, High Mobility Students, Economically Disadvantaged Students, Child Care Providers)
- Economic Vitality Indicators (e.g. Unemployment Rate, Families in Poverty, Median Household Income)
- Transit Indicators (e.g. Transit Service, Households with Access to a Vehicle)

To see the relevant indicators within the website, select your geography, variable, and year on the top bar. Scroll to down to view a table on your selections as well as data for the City as a whole.

See the data >>

QUESTIONS ABOUT THIS DATA?

City of Madison Planning Division

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EDUCATIONAL OUTCOMES

The Wisconsin Department of Public Instruction releases annual data on public schools across the state. CDD created a summary dataset with selected indicators (listed below) for all MMSD Elementary, Middle, and High Schools. The state offers a broader variety of indicators for all public schools on its public portal, which are available at <https://apps2.dpi.wi.gov/sdpr/district-report>.

Relevant indicators:

- Enrollment Counts 2012-2019
- 4 Year High School Completion rates 2012-2017
- Attendance Rates 2012-2018
- Number of Students Habitually Truant for 2012-2016
- Enrollment Counts by Economic Status - Disadvantaged 2012-2019

[See the data >>](#)

To access the data select the relevant tab in the document that corresponds to all schools or Elementary, Middle, and High School data only. Use the filters to narrow your data selection in each tab by school or data topic.

QUESTIONS ABOUT THIS DATA?

City of Madison Community Development Division

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YOUTH WELL-BEING AND ATTITUDES

Every three years, youth in grades 7–12 complete a Dane County Youth Assessment (DCYA) that captures their opinions, concerns, behaviors, attitudes and experiences on a range of topics. The data gathered from the DCYA provides current and reliable data to educators, policymakers, service providers, parents and funding sources, to inform grant writing, policy and programming decisions. The DCYA is a collaborative effort led by the Dane County Youth Commission in partnership with the United Way of Dane County, Public Health Madison & Dane County, the City of Madison, and Dane County schools. The Youth Assessment has been administered since 1980. The data included in the summaries is from 2018. The full data report for Middle and High School students in Dane County, including reports by gender, race, age and sexual orientation is available [here](#).

Data summarized by Public Health Madison & Dane County includes weighted survey responses for students by **each Middle School and High School in MMSD** for select indicators.

Relevant indicators:

- Community and Neighborhood
- Out-of-School Time
- Physical Activity
- Homework
- Youth Experiencing Homelessness

[See the data >>](#)

QUESTIONS ABOUT THIS DATA?

Public Health Madison & Dane County

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ACKNOWLEDGMENTS

The original data toolkit was created by the Sunlight Foundation with the City of Madison as part of a pilot project on Tactical Data Engagement for the Northside Safe and Thriving Grant Process. Without the work and support of City Staff, community organizations, Madison residents, and Key partners at Collaboration for Good, the Applied Population Lab, and the Northside Planning Council the original creation of this tool would not be possible.

This second data toolkit was created in collaboration with the UW Applied Population Lab, Dane County Youth Assessment Data Team, Public Health Madison & Dane County, and City Staff.