



Harnessing the Power of Data to Improve Your CEDS

December 6, 2017



Stronger CEDS, Stronger Regions Program Overview

Three-year capacity building and technical assistance program funded through EDA HQ to:

- Enhance and expand NADO RF's resources on CEDS planning, development, and implementation
- Provide customized trainings and technical assistance to EDDs and other regional organizations on all things CEDS
- Amplify EDA's message about the value of the CEDS in promoting broader regional economic and community development goals



NADO RF CEDS Resource and Training Archive

- ✓ Case Studies
- ✓ Webinars
- ✓ Reports and Publications
- ✓ Training Presentations
- ✓ Resilience Resources and Videos

Available at:

<https://www.nado.org/ceds/>

CEDS Resource and Training Archive

[NADO.org](#) > [Resources](#) > [Regional and Community Planning](#) > CEDS Resource and Training Archive

Posted on: August 25th, 2017 by Brett Schwartz



[Last updated: September 28, 2017]

With the support of the [US Economic Development Administration \(EDA\)](#), the [NADO Research Foundation \(NADO RF\)](#) has launched "[Stronger CEDS, Stronger Regions](#)." This program will enhance and expand current NADO RF resources available on the [Comprehensive Economic Development Strategy \(CEDS\)](#), provide customized trainings and technical assistance to Economic Development Districts (EDDs) and other regional partners, and amplify EDA's message about the tremendous value and potential of the CEDS to support broader regional economic and community development goals. Through this program, NADO RF will continue to assist EDDs as they undertake regionally-owned planning processes to craft impactful, technically-sound strategies guiding economic development that will also position them to serve as leaders at the forefront of regional and national resilience efforts.



With the support of the US Economic Development Administration, the NADO Research Foundation has been a leader in training Economic Development District staff and other regional partners across the country in practical and cutting-edge approaches to CEDS planning, design, and implementation. (Image: SWFRPC)

For years, NADO RF has provided training, resources, and tools for EDDs and other regional entities to provide a solid foundation for planning, developing, and implementing their CEDS. Some of the most popular and well-received of these resources are now archived on this page for easy access and reference. New staff working on the CEDS for the very first time as well as more seasoned veterans of the process should all find this information useful and relevant to their work. As more materials are developed through Stronger CEDS, Stronger Regions, stay tuned

Jump To:

- [Latest News](#)
- [Advocacy](#)
- [Washington Policy Conference](#)
- [Featured Resources](#)
- [Legislative Staff](#)
- [Testimony](#)

Browse by Category

- [No categories](#)

Useful Links

- [Congressional Budget Office](#)
- [Government Accountability Office](#)
- [House Majority Leader](#)
- [Office of Management and Budget](#)
- [Senate Majority Leader](#)
- [White House](#)

Browse by Tag

[Agriculture](#) [appropriations](#) [awards](#)
[budget](#) [CDBG](#) [CEDS](#) [community](#)
[development](#) [Disaster Recovery](#)
[disaster resilience](#) [downtown](#) [redevelopment](#)
[economic development](#)
[economic resilience](#) [EDA](#) [Executive](#)
[Director Training](#) [Farm Bill](#)
Featured [Food Systems](#) [HUD](#)
[HUD Sustainable Communities](#)
[latest](#) [Latest News](#) **Legislative**
[Livability](#) [maine](#) [north carolina](#) [Planning](#)
[Publications](#) [regional planning](#)
[Resilience](#) [Rural](#) [rural development](#) [Safetea-](#)
[ly](#) [Sequestration](#) [Small business finance](#)
[sustainability](#) [sustainable communities](#)
[sustainable development](#) [Sustainable](#)
[Regions Training](#) **Transportation**

Thanks for Joining Our Webinar!

- Thank you to the US Economic Development Administration for its generous support of this work
- Please type any questions directly into the chat box and we'll try to get to as many as we can
- A recording of the webinar and copy of the slides will be made available shortly at www.nado.org
- Please contact Brett Schwartz at bschwartz@nado.org if you have any general questions about NADO RF or the *Stronger CEDS, Stronger Regions* program



Today's Presenters



- Alison Alvarez
CEO & Co-Founder, BlastPoint



- Tomer Borenstein
CTO & Co-Founder, BlastPoint



- Brett Schwartz (moderator)
Program Manager, NADO Research Foundation



Intro to DIY Data Insights

BUILDING YOUR OWN DATA TOOLBOX

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	GEO.id	GEO.id2	GEO.display-label	HD01_VD01	HD02_VD01	HD01_VD02	HD02_VD02	HD01_VD03	HD02_VD03	HD01_VD04	HD02_VD04	HD01_VD05	HD02_VD05	HD01_VD06	HD02_VD06	HD01_VD07	HD02_VD07	HD01_VD08	HD02_VD08
2	Id	Id2	Geography	Estimate; To	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er
3	8600000US00601	601	ZCTA5 00601	18088	295	35	31	35	31	0	20	0	20	0	20	0	20	0	0
4	8600000US00602	602	ZCTA5 00602	40859	154	2777	453	1571	344	0	27	0	27	61	93	0	27	32	0
5	8600000US00603	603	ZCTA5 00603	53162	657	1980	393	991	291	96	101	0	30	201	190	0	30	139	0
6	8600000US00606	606	ZCTA5 00606	6415	264	7	10	0	18	7	10	0	18	0	18	0	18	0	0
7	8600000US00610	610	ZCTA5 00610	28805	163	253	133	207	126	14	22	0	24	0	24	0	24	0	0
8	8600000US00612	612	ZCTA5 00612	66251	1289	285	147	237	123	6	9	0	30	1	2	0	30	19	0
9	8600000US00616	616	ZCTA5 00616	10466	906	19	25	16	24	0	20	0	20	0	20	0	20	0	0
10	8600000US00617	617	ZCTA5 00617	24917	134	182	148	127	130	27	42	0	24	13	23	0	24	0	0
11	8600000US00622	622	ZCTA5 00622	6589	1001	89	106	89	106	0	18	0	18	0	18	0	18	0	0
12	8600000US00623	623	ZCTA5 00623	44117	1001	99	68	99	68	0	27	0	27	0	27	0	27	0	0
13	8600000US00624	624	ZCTA5 00624	24902	374	211	112	196	104	0	24	0	24	0	24	0	24	0	0
14	8600000US00627	627	ZCTA5 00627	34438	*****	216	129	130	91	25	40	0	27	23	39	0	27	0	0
15	8600000US00631	631	ZCTA5 00631	1847	375	10	16	10	16	0	13	0	13	0	13	0	13	0	0
16	8600000US00637	637	ZCTA5 00637	24799	124	257	130	257	130	0	24	0	24	0	24	0	24	0	0
17	8600000US00638	638	ZCTA5 00638	18365	241	74	61	74	61	0	20	0	20	0	20	0	20	0	0
18	8600000US00641	641	ZCTA5 00641	30183	411	155	90	83	53	37	46	0	27	0	27	0	27	35	0
19	8600000US00646	646	ZCTA5 00646	38305	*****	916	325	774	320	76	81	0	27	0	27	0	27	44	0
20	8600000US00647	647	ZCTA5 00647	5245	665	7	10	7	10	0	18	0	18	0	18	0	18	0	0
21	8600000US00650	650	ZCTA5 00650	14679	433	19	24	19	24	0	20	0	20	0	20	0	20	0	0
22	8600000US00652	652	ZCTA5 00652	3831	678	26	30	26	30	0	13	0	13	0	13	0	13	0	0
23	8600000US00653	653	ZCTA5 00653	13427	669	90	62	90	62	0	20	0	20	0	20	0	20	0	0
24	8600000US00656	656	ZCTA5 00656	20839	34	52	45	44	40	0	24	0	24	0	24	0	24	8	0
25	8600000US00659	659	ZCTA5 00659	41830	*****	335	216	163	110	0	27	0	27	131	185	0	27	0	0
26	8600000US00660	660	ZCTA5 00660	17023	*****	154	84	91	76	26	30	0	20	0	20	0	20	0	0
27	8600000US00662	662	ZCTA5 00662	43101	486	496	196	264	143	78	98	0	27	11	18	0	27	143	0
28	8600000US00664	664	ZCTA5 00664	16298	115	30	29	30	29	0	20	0	20	0	20	0	20	0	0
29	8600000US00667	667	ZCTA5 00667	25510	203	83	108	83	108	0	24	0	24	0	24	0	24	0	0
30	8600000US00669	669	ZCTA5 00669	28442	357	84	71	26	38	8	12	0	24	0	24	0	24	0	0
31	8600000US00670	670	ZCTA5 00670	9478	93	94	67	94	67	0	18	0	18	0	18	0	18	0	0
32	8600000US00674	674	ZCTA5 00674	43240	310	514	145	451	139	30	46	0	27	0	27	0	27	16	0
33	8600000US00676	676	ZCTA5 00676	39513	106	312	152	200	128	0	27	1	2	0	27	20	31	78	0
34	8600000US00677	677	ZCTA5 00677	15012	23	1314	262	704	207	51	71	0	20	37	43	0	20	0	0
35	8600000US00678	678	ZCTA5 00678	27045	474	181	103	108	77	23	38	0	24	0	24	0	24	14	0
36	8600000US00680	680	ZCTA5 00680	54824	1600	572	151	425	137	39	49	0	30	34	27	0	30	14	0
37	8600000US00682	682	ZCTA5 00682	31908	1541	465	167	380	149	13	20	0	27	39	59	0	27	0	0
38	8600000US00683	683	ZCTA5 00683	33050	401	179	116	144	110	20	27	0	27	0	27	0	27	15	0

Data is for everyone

Many of the tools and techniques used by the big guys are within reach of smaller organizations

Today, we are going to give you tools for your toolbox





We bring together data
from any source



in a way that can be used
by anybody



through the magic of
maps.



The Plan for Today

- ✓ Why are we here?
- ✓ Can I trust this data?
- ✓ Making Data Relatable
 - ✓ Visualization
 - ✓ Count vs. percentage
 - ✓ Individual vs. Household
 - ✓ Segmentation
- ✓ Types of data out there
 - ✓ Public Data
 - ✓ Private Data
 - ✓ Geographic Data
 - ✓ Your own Data
- ✓ BlastPoint walkthrough
 - ✓ What is going on?
 - ✓ What is changing?
 - ✓ How Can I share this?

Find new
populations
in need

Target donors
and
volunteers

Plan for
growth

Support grant
applications
with data

Communicate
with your
community

Target
Constituents

Measure
Impact

Justify your
existence

Data is at best an approximation of reality.

Not all datasets can be trusted

What makes a trustworthy dataset?

Timeliness

- Is the data too old to be relevant?

Sample size

- Is there enough data to support a conclusion

Modeling

- How is the data modeled?

Population

- Is the data reflective of the population it is supposed to represent?

Start with a hypothesis

Trust your instincts if something looks off

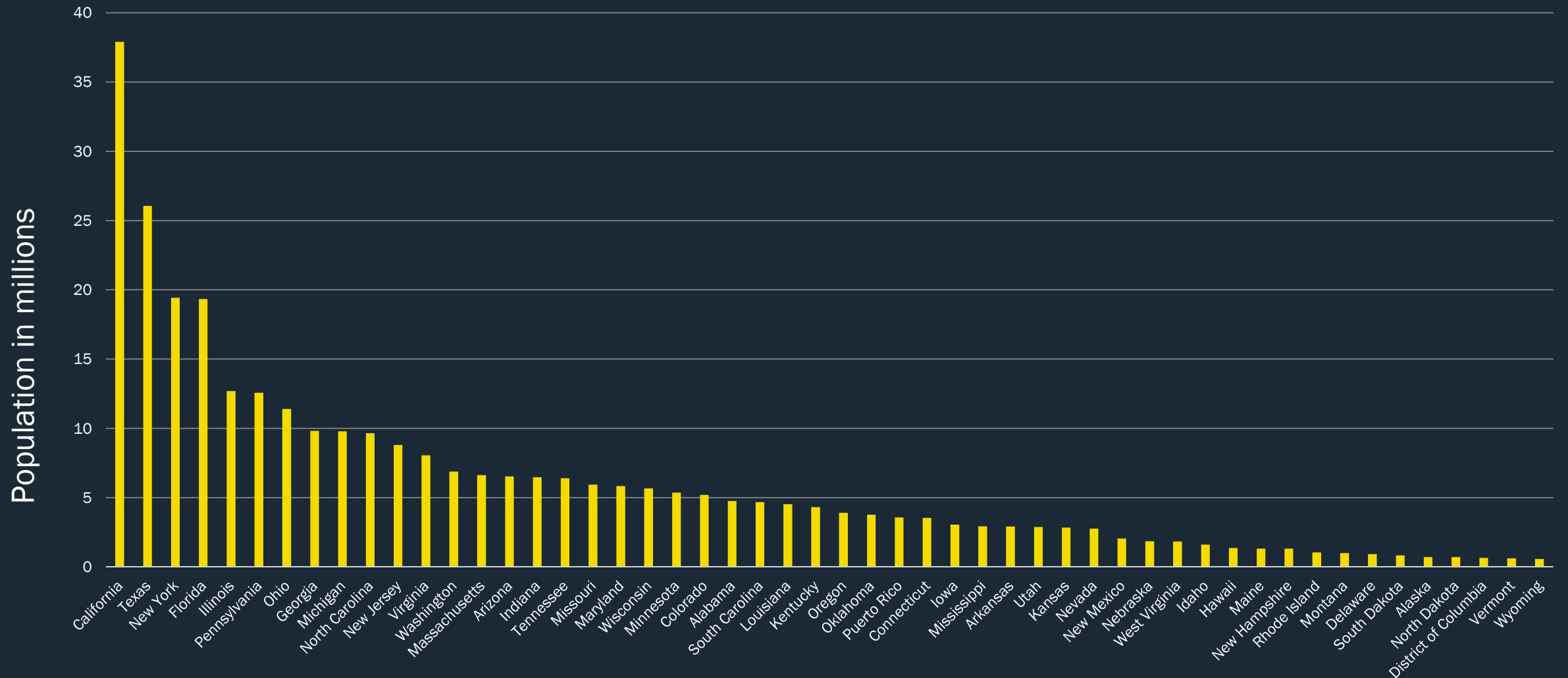
Verify if you can with other data



VISUALIZATION

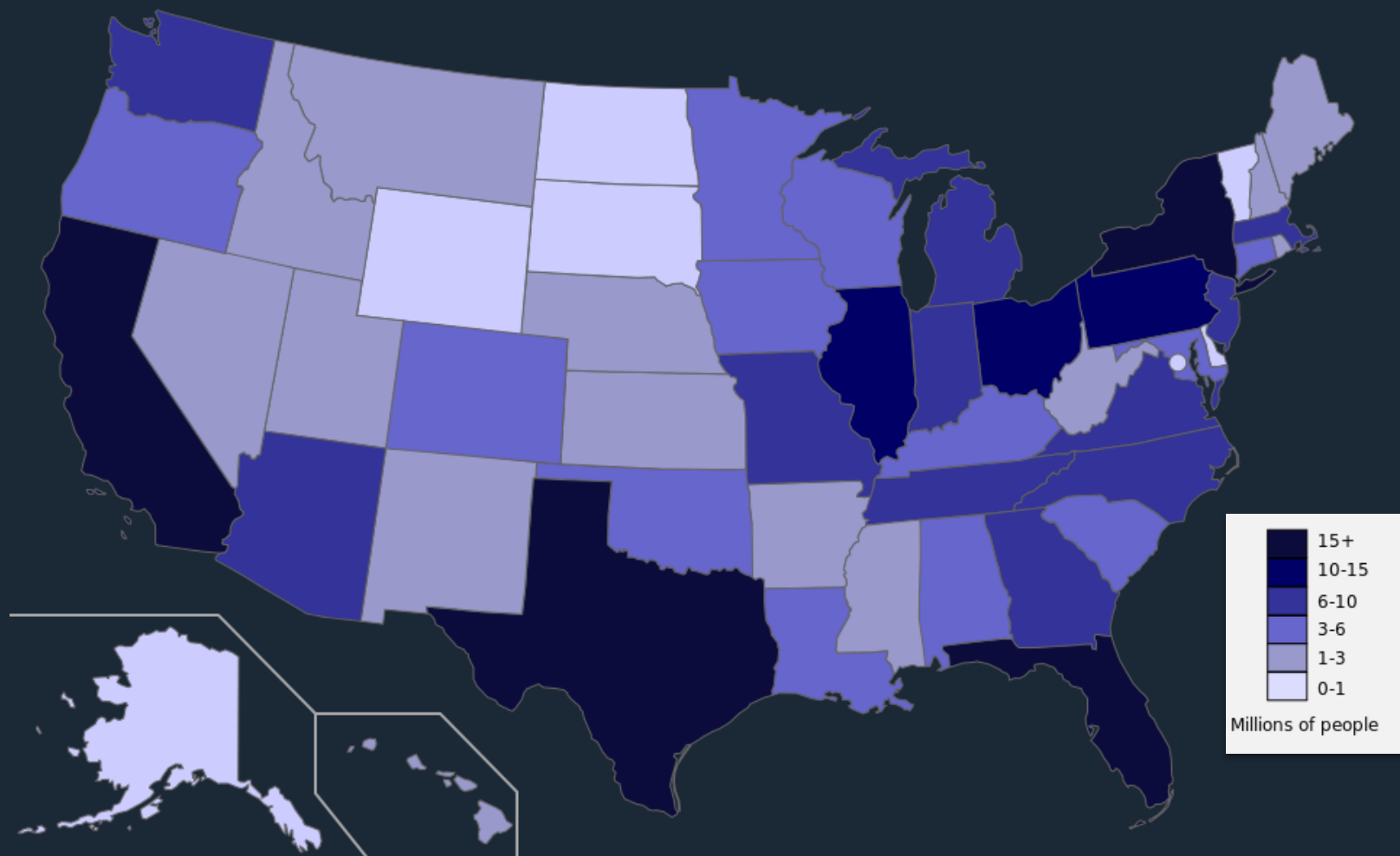
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	GEO.id	GEO.id2	GEO.display-label	HD01_VD01	HD02_VD01	HD01_VD02	HD02_VD02	HD01_VD03	HD02_VD03	HD01_VD04	HD02_VD04	HD01_VD05	HD02_VD05	HD01_VD06	HD02_VD06	HD01_VD07	HD02_VD07	HD01_VD08	HD02_VD08
2	Id	Id2	Geography	Estimate; To	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er	Estimate; No	Margin of Er
3	8600000US00601	601	ZCTA5 00601	18088	295	35	31	35	31	0	20	0	20	0	20	0	20	0	0
4	8600000US00602	602	ZCTA5 00602	40859	154	2777	453	1571	344	0	27	0	27	61	93	0	27	32	0
5	8600000US00603	603	ZCTA5 00603	53162	657	1980	393	991	291	96	101	0	30	201	190	0	30	139	0
6	8600000US00606	606	ZCTA5 00606	6415	264	7	10	0	18	7	10	0	18	0	18	0	18	0	0
7	8600000US00610	610	ZCTA5 00610	28805	163	253	133	207	126	14	22	0	24	0	24	0	24	0	0
8	8600000US00612	612	ZCTA5 00612	66251	1289	285	147	237	123	6	9	0	30	1	2	0	30	19	0
9	8600000US00616	616	ZCTA5 00616	10466	906	19	25	16	24	0	20	0	20	0	20	0	20	0	0
10	8600000US00617	617	ZCTA5 00617	24917	134	182	148	127	130	27	42	0	24	13	23	0	24	0	0
11	8600000US00622	622	ZCTA5 00622	6589	1001	89	106	89	106	0	18	0	18	0	18	0	18	0	0
12	8600000US00623	623	ZCTA5 00623	44117	1001	99	68	99	68	0	27	0	27	0	27	0	27	0	0
13	8600000US00624	624	ZCTA5 00624	24902	374	211	112	196	104	0	24	0	24	0	24	0	24	0	0
14	8600000US00627	627	ZCTA5 00627	34438	*****	216	129	130	91	25	40	0	27	23	39	0	27	0	0
15	8600000US00631	631	ZCTA5 00631	1847	375	10	16	10	16	0	13	0	13	0	13	0	13	0	0
16	8600000US00637	637	ZCTA5 00637	24799	124	257	130	257	130	0	24	0	24	0	24	0	24	0	0
17	8600000US00638	638	ZCTA5 00638	18365	241	74	61	74	61	0	20	0	20	0	20	0	20	0	0
18	8600000US00641	641	ZCTA5 00641	30183	411	155	90	83	53	37	46	0	27	0	27	0	27	35	0
19	8600000US00646	646	ZCTA5 00646	38305	*****	916	325	774	320	76	81	0	27	0	27	0	27	44	0
20	8600000US00647	647	ZCTA5 00647	5245	665	7	10	7	10	0	18	0	18	0	18	0	18	0	0
21	8600000US00650	650	ZCTA5 00650	14679	433	19	24	19	24	0	20	0	20	0	20	0	20	0	0
22	8600000US00652	652	ZCTA5 00652	3831	678	26	30	26	30	0	13	0	13	0	13	0	13	0	0
23	8600000US00653	653	ZCTA5 00653	13427	669	90	62	90	62	0	20	0	20	0	20	0	20	0	0
24	8600000US00656	656	ZCTA5 00656	20839	34	52	45	44	40	0	24	0	24	0	24	0	24	8	0
25	8600000US00659	659	ZCTA5 00659	41830	*****	335	216	163	110	0	27	0	27	131	185	0	27	0	0
26	8600000US00660	660	ZCTA5 00660	17023	*****	154	84	91	76	26	30	0	20	0	20	0	20	0	0
27	8600000US00662	662	ZCTA5 00662	43101	486	496	196	264	143	78	98	0	27	11	18	0	27	143	0
28	8600000US00664	664	ZCTA5 00664	16298	115	30	29	30	29	0	20	0	20	0	20	0	20	0	0
29	8600000US00667	667	ZCTA5 00667	25510	203	83	108	83	108	0	24	0	24	0	24	0	24	0	0
30	8600000US00669	669	ZCTA5 00669	28442	357	84	71	26	38	8	12	0	24	0	24	0	24	0	0
31	8600000US00670	670	ZCTA5 00670	9478	93	94	67	94	67	0	18	0	18	0	18	0	18	0	0
32	8600000US00674	674	ZCTA5 00674	43240	310	514	145	451	139	30	46	0	27	0	27	0	27	16	0
33	8600000US00676	676	ZCTA5 00676	39513	106	312	152	200	128	0	27	1	2	0	27	20	31	78	0
34	8600000US00677	677	ZCTA5 00677	15012	23	1314	262	704	207	51	71	0	20	37	43	0	20	0	0
35	8600000US00678	678	ZCTA5 00678	27045	474	181	103	108	77	23	38	0	24	0	24	0	24	14	0
36	8600000US00680	680	ZCTA5 00680	54824	1600	572	151	425	137	39	49	0	30	34	27	0	30	14	0
37	8600000US00682	682	ZCTA5 00682	31908	1541	465	167	380	149	13	20	0	27	39	59	0	27	0	0
38	8600000US00683	683	ZCTA5 00683	33050	401	179	116	144	110	20	27	0	27	0	27	0	27	15	0

Total Population by US State



2016 ACS 5 Year Estimates







UNDERSTANDING THE NUMBERS

Counts

1,696,250
of PA Residents have a
disability

2016 ACS 5 Year Estimates



Percentages

13.5%

of PA Residents have a
disability

2016 ACS 5 Year Estimates





Individuals

323 million



Households

126 million



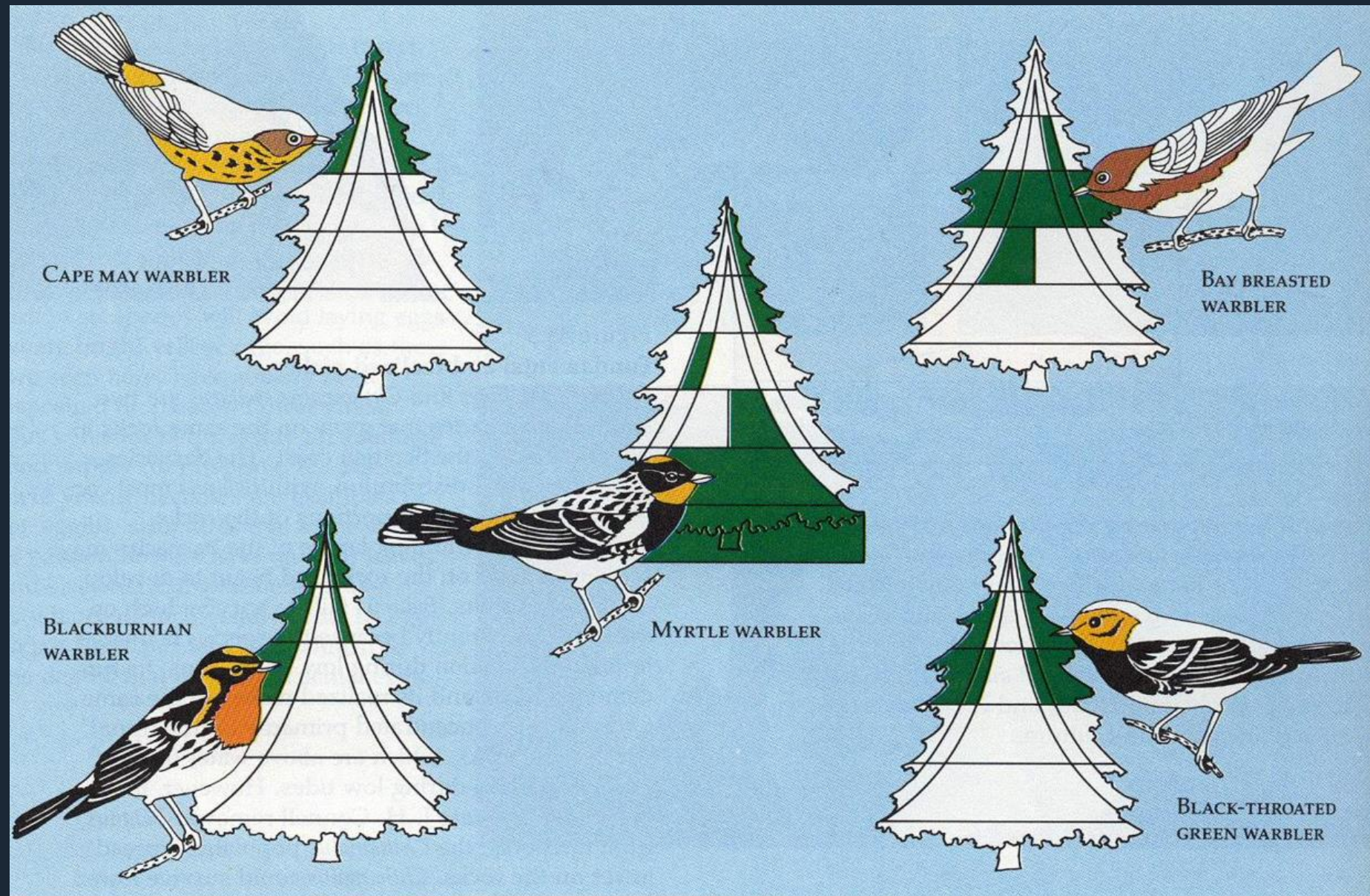
Housing Units

136 million



SEGMENTATION

Segment: a set of characteristics that define a target subset of a population



The population of Some Warblers of the Northeastern Coniferous Forests by Robert MacArthur



Segmentation is critical for knowing who you serve and how to reach them

Example segmentation factors from the ACS

Gender:
Female

Employment
Status: Part
time

Rent as a % of
salary: >50%

Home Heating
Method: Gas

Age: 25-35

Education
Level: High
School Grad

Family Status:
Individual

Tenure: Less
than 6 months

Immigration
Status

English
Proficiency:
Fluent

Number of
Bedrooms: 4
or more

Number of
Cars:
None



PERSONAS

Group and Segment listing

			% of Households	
A	Power Elite 6.13%	A01	American Royalty	0.73%
		A02	Platinum Prosperity	1.43%
		A03	Kids and Cabernet	0.96%
		A04	Picture Perfect Families	1.10%
		A05	Couples with Clout	1.43%
		A06	Jet Set Urbanites	0.48%
B	Flourishing Families 4.42%	B07	Generational Soup	0.98%
		B08	Babies and Bliss	1.65%
		B09	Family Fun-tastic	1.22%
		B10	Asian Achievers	0.56%
C	Booming with Confidence 5.34%	C11	Aging of Aquarius	2.34%
		C12	Golf Carts and Gourmets	0.41%
		C13	Silver Sophisticates	0.97%
		C14	Boomers and Boomerangs	1.62%
D	Suburban Style 5.02%	D15	Sports Utility Families	1.77%
		D16	Settled in Suburbia	0.77%
		D17	Cul de Sac Diversity	1.03%
		D18	Soulful Spenders	1.45%
E	Thriving Boomers 5.13%	E19	Full Pockets, Empty Nests	1.10%
		E20	No Place Like Home	1.50%
		E21	Unspoiled Splendor	2.52%
F	Promising Families	F22	Fast Track Couples	1.59%

Experian Mosaic

American Royalty

- Top 1% of income
- Over 50
- Latest Tech



Rooted Flower Power

- Over 60
- Tenure over 10 years
- Comfortable but frugal
- Will watch commercials



Diapers and Debit Cards

- Below Average HH Income
- Live in apartment blocks
- Have kids
- Live through their phones





Person Q. Person

Age: 25-35 years

Location: Small PA city without a public transportation system

Profile:

Balances family responsibilities with work obligations. Single with three kids or fewer. Short on time, but values leisure. Dreams of taking vacations that they cannot afford.



DATA RESOURCES



Search - Use the options on the left (topics, geographies, ...) to narrow your search results

Your Selections

'Your Selections' is empty

[load search](#) | [save search](#)

Search using the options below:

Topics

(age, income, year, dataset, ...)

Geographies

(states, counties, places, ...)

Race and Ethnic Groups

(race, ancestry, tribe)

Industry Codes

(NAICS industry, ...)

EEO Occupation Codes

(executives, analysts, ...)

To search for tables and other files in American FactFinder:

1

Enter search terms and an optional geography and click **GO**

topic or table name

state, county or place (optional)

GO

?

☒ topics
 ☐ race/ancestry
 ☐ industries
 ☐ occupations

-- or --

Select from **Topics**, **Race and Ethnic Groups**, **Industry Codes**, **EEO Occupation Codes**.

- these are added to 'Your Selections'
- the Search Results are updated

2

Next, select **Geographies** (states, counties, cities, towns, etc.)

- these are added to 'Your Selections'
- the Search Results are updated

3

Select one or more Search Results and click **View**

Nielsen

Scarborough

Catalina

Experian

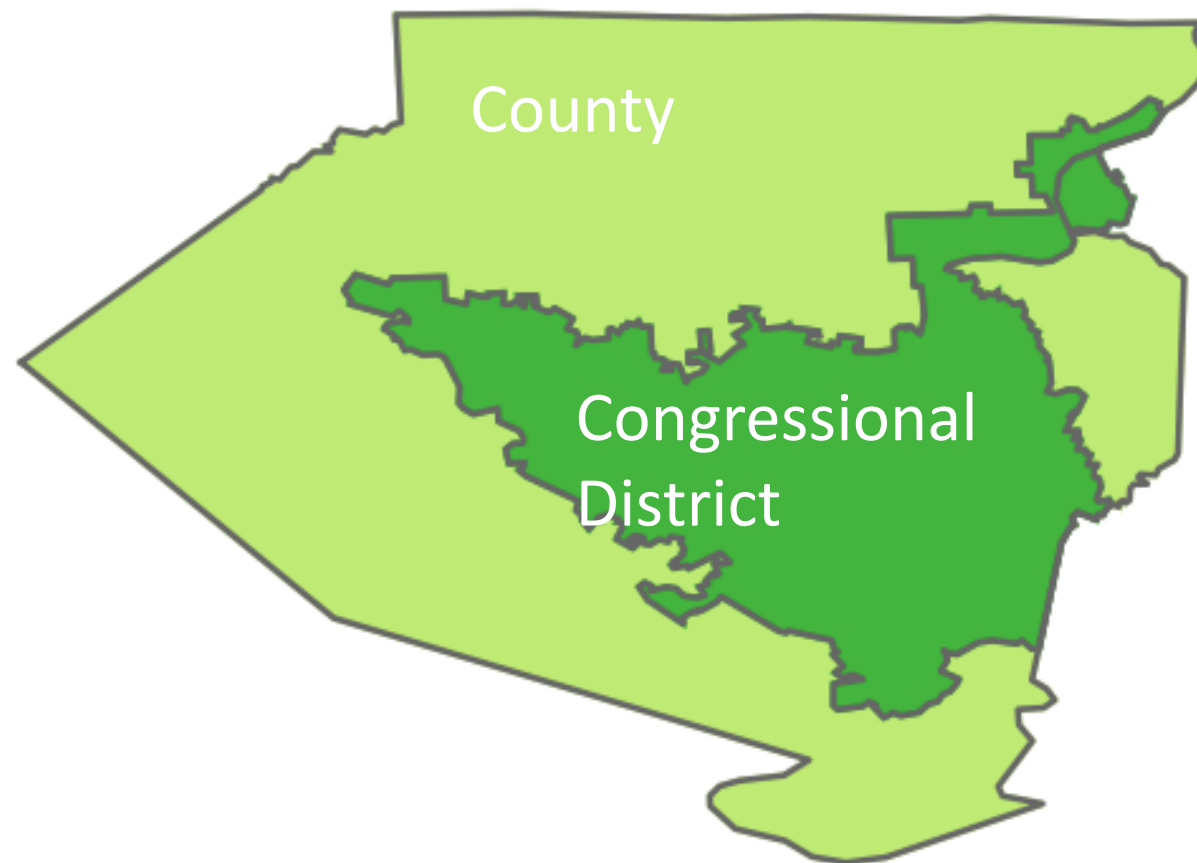
Dun & Bradstreet



County

CBSA

State

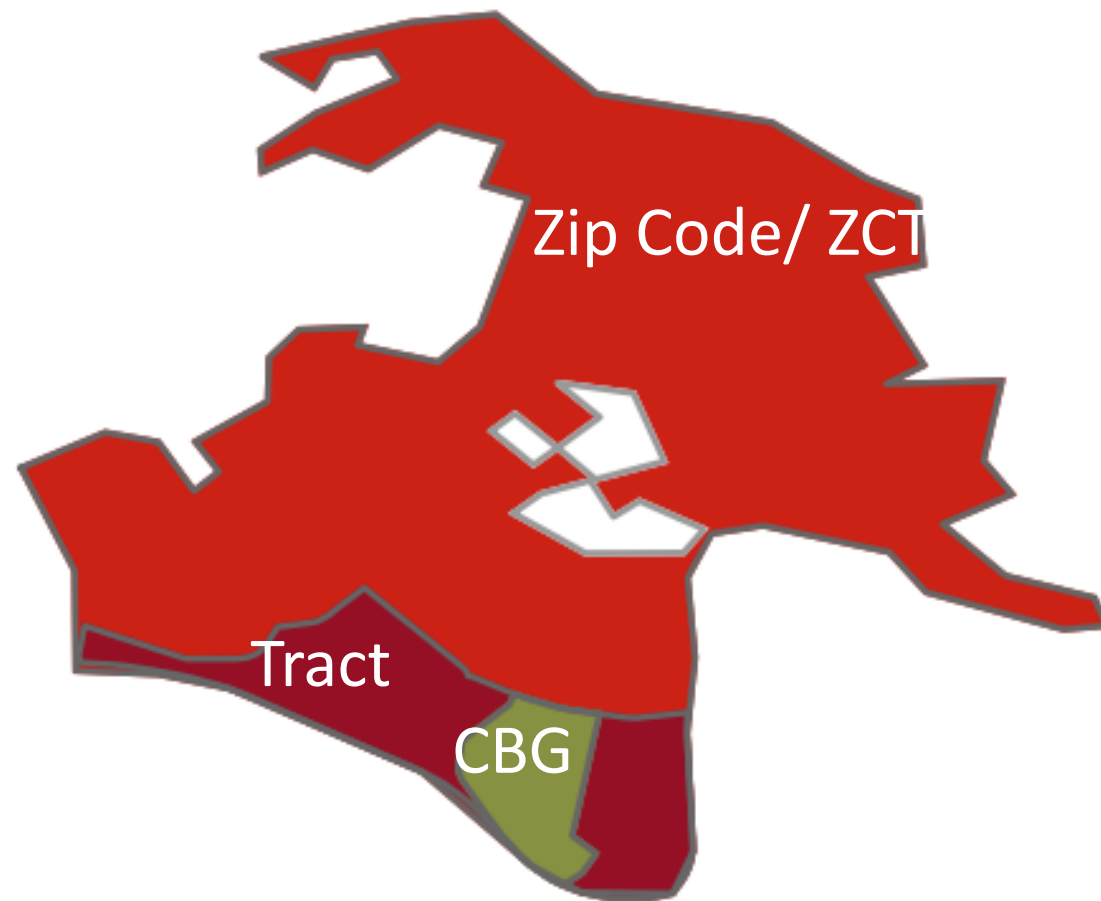




A map of a county, colored brown, with a small, irregularly shaped area highlighted in pink. The pink area is located in the center-right of the county. The word "County" is written in white text in the upper left portion of the brown area. The words "Zip Code/ ZCT" are written in white text to the right of the pink area.

County

Zip Code/ ZCT



https://github.com/nosila/PGH_Tech_Fest



BLASTPOINT WALKTHROUGH



We bring together data from
any source



in a way that can be used by
anybody

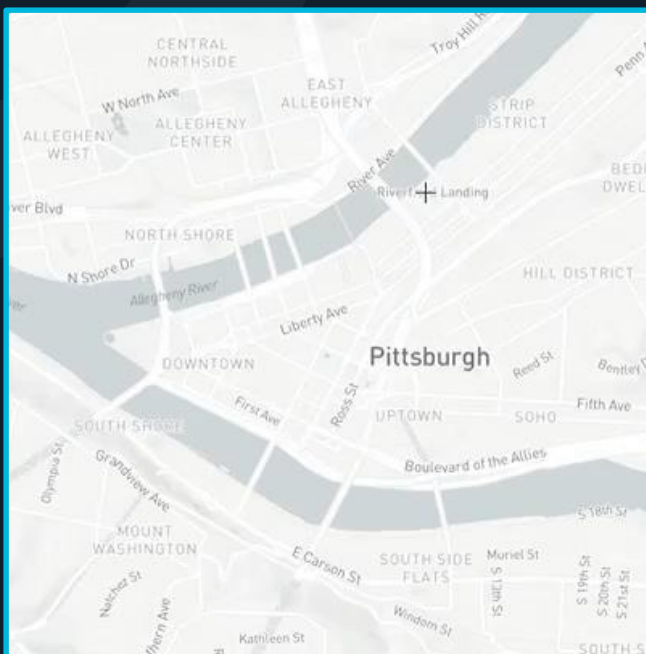


through the magic of
maps.



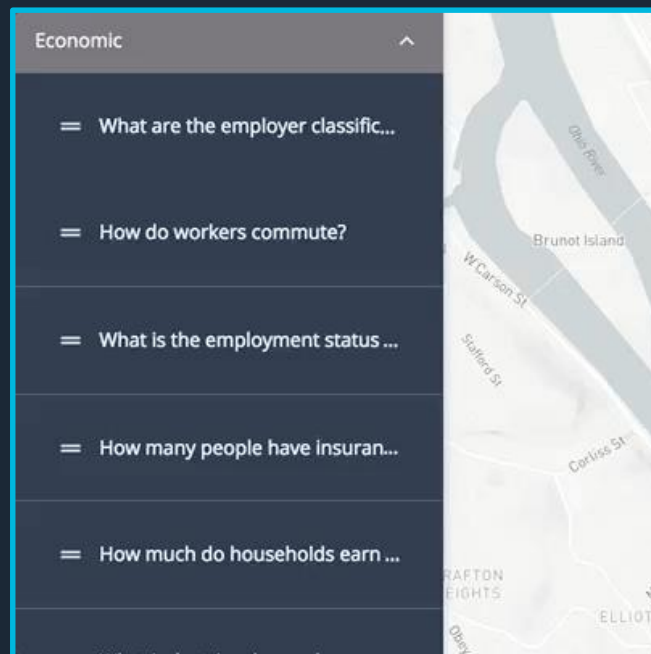
DRAW

Draw a shape on a map, select an existing boundary or find drive time from a point



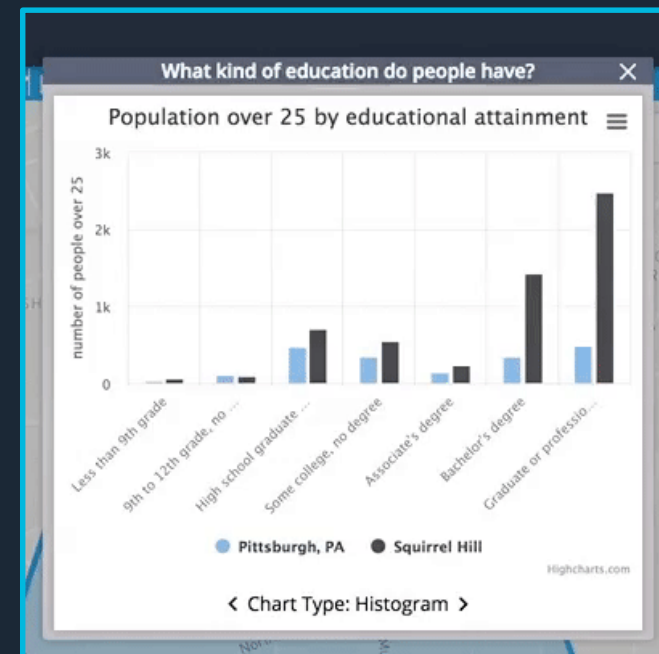
ASK

Select from pre-loaded data wrapped in plain language. No need to struggle with raw data.



ANSWER

Get an answer immediately in a visual way that is easy to understand.





Thank you!

alison.alvarez@blastpoint.io
tomere.borenstein@blastpoint.io

<https://blastpoint.io>
@blastpointinc

Thanks for Joining Us! Any Questions?



- Alison Alvarez
CEO & Co-Founder, BlastPoint
alison.alvarez@blastpoint.io



- Tomer Borenstein
CTO & Co-Founder, BlastPoint
tomer.borenstein@blastpoint.io



- Brett Schwartz
Program Manager, NADO Research Foundation
bschwartz@nado.org