

*planting the seeds*

# USING DATA TO SUPPORT GRANT WRITING

Tai Istre, PhD

Louisiana State Census Data Center

Division of Administration

[tai.istre@la.gov](mailto:tai.istre@la.gov)

225-219-5987

September 26, 2013



# Why should your org get money?

- Your organization will NOT get funding because:
  - You want it
  - You have good intentions
- Your organization may get funding because:
  - You have outlined a solid, specific plan of action with realistic time-frames, expectations, and measurable outcomes
  - You have documented the need and explained the potential impact of the proposed initiative...**show funders the data!**

# Make your case step-by-step

---

- 1) Define Target Area
  - 2) Identify what you want to measure
  - 3) Find data sources
  - 4) Present and explain the data
- ❖ *Explain to funders why they should care about the problem and what you plan to do about it.*

# Scenario

---

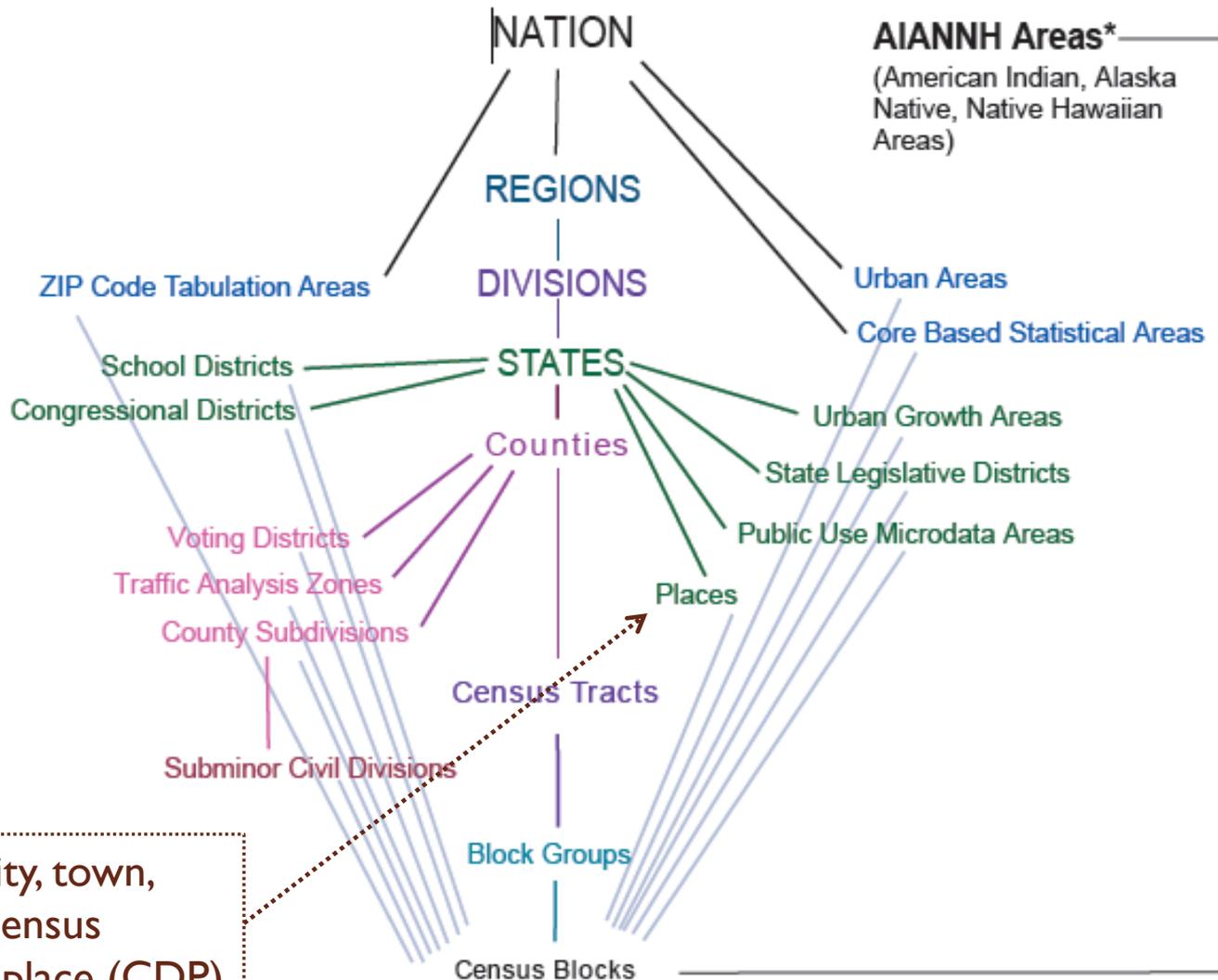
- Lake Charles, Louisiana, has a population of just over 70,000
- In 2009 a large plant closed
- The plant's 1,800 employees lost their jobs
- The old plant site has known contaminants
- Companies have expressed interest in using the site, but do not want to be burdened with site remediation

# I) Define your target area

---

- **What area will be impacted?**
- Geography can be a major determiner of potential data options and sources
- Generally, the smaller the geographical area, the fewer data sources available for that area OR you have a trade-off and the data for small areas is generally older

# Census Bureau Geography



## 2) Identify what you want to measure

- What issues might be caused by or related to the problem being addressed?
- Example issues to consider:
  - Health Indicators
    - Rates of specific health issues
    - Death rates by cause
    - Health insurance coverage rates
  - Demographic, Social, and Economic Indicators
    - Housing occupancy rate
    - Property values
    - Unemployment rate
    - Poverty rate
    - Income

# 3) Find data sources

- **Where can you find data?**
- **EPA guidance** (Provides **Frequently Asked Questions** online)
  - Q9. *For the purposes of the community need criterion for brownfields grants, what are examples of demographic information I could provide about my community? Where do I find demographic information about my community?*
  - The answer to this question begins on page 9:  
[http://www.epa.gov/brownfields/proposal\\_guides/FY13\\_FAQs.pdf](http://www.epa.gov/brownfields/proposal_guides/FY13_FAQs.pdf)
- **U.S. Census Bureau FAQs:** <https://ask.census.gov/>
- **State Government Departments**
  - Louisiana Workforce Commission
    - [Labor Market Information](#)
  - Department of Health & Hospitals
    - [Death rates by cause by parish](#)
- **Louisiana State Portal:** [www.louisiana.gov](http://www.louisiana.gov)
  - Local Louisiana
  - State Census Data Center

# Louisiana Workforce Commission

- [http://www.laworks.net/LaborMarketInfo/LMI\\_MainMenu.asp](http://www.laworks.net/LaborMarketInfo/LMI_MainMenu.asp)
  - Labor force diversity data
  - Job vacancy surveys
  - Annual and Quarterly employment and wage data
  - Projections by occupation and industry
  - Unemployment Insurance claims data
- ❖ Need help with LWC data? Contact the Labor Market group by phone (225-342-3111) or email ([oois@lwc.la.gov](mailto:oois@lwc.la.gov)).

# Local Louisiana

<http://louisiana.gov/>

## East Baton Rouge Parish

### Parish Profile

- ▶ **Name:** The name of the parish is derived from French phrase baton rouge meaning red stick; a red stick was used by local Native Americans to mark the territories
- ▶ **Parish Seat:** Baton Rouge

### Statistical Information

The US Census Bureau provides statistical information for many areas; links are provided to several key areas of commonly requested information for this area.

- ▶ **Quick Facts**
- ▶ **Profile of General Population and Housing Characteristics** (Data Source: 2010 Census)
- ▶ **Social Characteristics; Economic Characteristics** (Data Source: 2006-2011 American Community Survey 5-Year Estimates)
- ▶ **Need more statistical information?** Search the U.S. Census Bureau's [Frequently Asked Questions](#) or contact the [Louisiana State Census Data Center](#)

### Local Contact Information

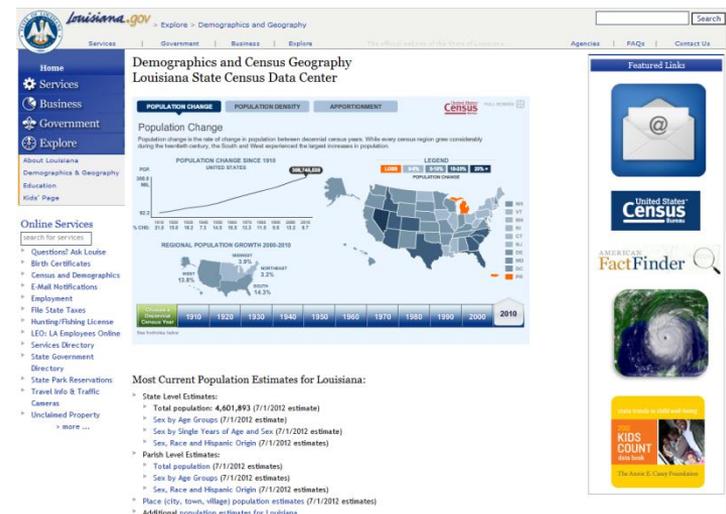
- ▶ **Assessors**
- ▶ **Clerks of Court**
- ▶ **Emergency Preparedness**
- ▶ **Fire Protection Districts**
- ▶ **Justices of the Peace & Constables**
- ▶ **Library Main Branch**
- ▶ **Local Government**
- ▶ **Office of Motor Vehicles**
- ▶ **Registrar of Voters or search for your voting location**
- ▶ **School District Information**
- ▶ **Sheriff's Directory**
- ▶ **State Representatives or enter your address to search for your representative**
- ▶ **State Senators or enter your address to search for your senator**
- ▶ **Not sure who you need to contact? Ask Louise**

The screenshot shows the Louisiana.gov website interface. At the top left is the Louisiana State Seal and the text "Louisiana.gov". Below this are navigation tabs for "Services", "Government", and "Business". A left sidebar contains icons and links for "Services", "Business", "Government", and "Explore". Below these are "Agencies" (Agency Directory, Branches, Departments, Boards & Commissions, Contacts) and "Online Services" (File and Pay State Income Taxes Online, Hunting/Fishing License, Check Refund Status on State Income Tax, Ask Louise, Unemployment Insurance Benefits, Travel Info & Traffic Cameras, LEO: Louisiana State Employees Online, Birth Certificates, Vital Records). A "Local Louisiana" section features a map of Louisiana with the text "Local Louisiana" and a dropdown menu to "choose a Parish". A text box at the bottom left of the screenshot reads: "Access statistical information, contact links, and other local information."

# Louisiana State Census Data Center

[http://louisiana.gov/Explore/Demographics\\_and\\_Geography/](http://louisiana.gov/Explore/Demographics_and_Geography/)

- Obtain the most current population estimates
- Access commonly used data tools
  - QuickFacts
  - Easy Stats
  - American FactFinder
- Access mapping tools



## 4) Present and explain the data

- **What can we learn from the data?**
- Provide a comparison
  - Compare the target area over time
    - How does Time 1 compare to Time 2? Has there been an increase/decrease for the better/worse for your measure?
    - *Be careful! Geographic boundaries change over time.*
  - Compare the target area to another area (e.g., City to the county/parish or State to the nation and so forth)
- Explain in words what the data means

# Presenting the data using tables

## EXAMPLE 1: Comparing the same area over time

Lake Charles, LA	2009	2010	2011
Population <sup>1</sup>	71,542	72,177	72,475
Unemployment Rate <sup>2</sup>	8.1%	12.2%	12.7%
Median Household Income <sup>2,3</sup>	36,269	36,293	32,194
Poverty (% of people) <sup>2</sup>	17.2%	19.4%	27.0%

<sup>1</sup> 2009, 2010, and 2011 Population Estimates; *PEPANNRES Annual Estimates of the Resident Population*

<sup>2</sup> 2011 American Community Survey 1-Year Estimates; *CP03 SELECTED ECONOMIC CHARACTERISTICS*

<sup>3</sup> Adjusted for inflation

Always specify your sources!

## EXAMPLE 2: Comparing the area to another area

2011	Lake Charles	Louisiana	U.S.
Population <sup>1</sup>	72,560	4,574,766	311,587,816
Unemployment Rate <sup>2</sup>	12.7%	9.3%	10.3%
Median Household Income <sup>2,3</sup>	32,194	41,734	50,502
Poverty (% of people) <sup>2</sup>	27.0%	20.4%	15.9%

<sup>1</sup> 2009, 2010, and 2011 Population Estimates; *PEPANNRES Annual Estimates of the Resident Population*

<sup>2</sup> 2011 American Community Survey 1-Year Estimates; *CP03 SELECTED ECONOMIC CHARACTERISTICS*

<sup>3</sup> Adjusted for inflation

# Explaining the data using a narrative

## EXAMPLE 2: Comparing the area to another area

2011	Lake Charles	Louisiana	U.S.
Population <sup>1</sup>	72,560	4,574,766	311,587,816
Unemployment Rate <sup>2</sup>	12.7%	9.3%	10.3%
Median Household Income <sup>2,3</sup>	32,194	41,734	50,502
Poverty (% of people) <sup>2</sup>	27.0%	20.4%	15.9%

<sup>1</sup> 2009, 2010, and 2011 Population Estimates; *PEPANRES Annual Estimates of the Resident Population*

<sup>2</sup> 2011 American Community Survey 1-Year Estimates; [CP03 SELECTED ECONOMIC CHARACTERISTICS](#)

<sup>3</sup> Adjusted for inflation

In 2011, Lake Charles experienced a higher unemployment rate (12.7%) than either Louisiana (9.3%) or the US (10.3%). The median household income (\$32,194) in the Lake Charles area was also much lower than other areas. Similarly, the poverty rate in the target area shows that a higher proportion of people in the Lake Charles area are living in poverty (27%) than in the state (20.4%) or the nation (15.9%).

# Need help finding data?

