6-1-2015

# Greater Portland Pulse Use Cases: Examples of How the Community Used GPP January 2013-June 2015

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## Examples of how the community used GPP

January 2013 - June 2015



**June 2015**

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Greater Portland Pulse (GPP) data is a valuable community resource that helps academics, government, reporters, community organizations, and private businesses better understand the Portland-Vancouver-Hillsboro metropolitan area. With GPP's 2014 website redesign, and increased presence on social media, GPP's audience is rapidly expanding. GPP data is often: Cited in research studies, proposals to city councils, and strategic plans. Used to advocate for social change Used by government agencies and private sector businesses to promote economic development

The following are just some of the ways GPP information was used by the community between January 2013 and June 2015.

**Media sources draw on GPP data**
Reporters recognize GPP as a reliable source of data. Note the following: An *Examiner* article about the Portland Rescue Mission relied on GPP data to explain the extent of the region's population experiencing. While covering a controversial plan to build a Trader Joe's in North Portland, the *International Business Times* relied on GPP data about disproportionate rates of unemployment among local communities of color. The *Atlanta Blackstar* used GPP data in their analysis of national gentrification patterns. The *Outlook* turned to GPP data about economic disparities to support a story about a youth arts camp in Rockwood. **Portland radio** personality Della Rae used GPP data to support the case for connecting services to seniors in their homes.

**Advocacy groups use GPP data to make their case**
GPP is an important tool for social advocacy. Note the following: The *Advocates for Human Rights*, based in Minneapolis, used GPP in a document outlining the rights of indigenous people. The document is one piece of a toolkit designed to educate and support social change. Boston-based **Health Resources in Action** used GPP data to construct a case study of Portland's Neighborhood Greenways as a model for lowering motor-vehicle speeds in residential neighborhoods. *Affordable-housing advocate* Samantha Petty used GPP data to advocate for a transitional- village model for addressing homelessness. The *Coalition for a Livable Future* uses GPP data to examine disparities in livability in the Portland region and to compare livability in the region to other regions. Urban Planner Tamara DeRitter used GPP data to support a request to *Portland Mayor Charlie Hales and Portland Commissioners* for a community-wide discussion about transportation and mobility.

**GPP data is used for public research**
Researchers rely on GPP as an authoritative source of data about social issues. Note the following: Researchers for *Multnomah County* used GPP's community demographic data for a Comprehensive Gang Assessment. The *Multnomah Coun-*

*ty Health Department* turned to GPP to better understand racial and ethnic health disparities. Researchers at *Pacific University's School of Occupational Therapy* used GPP data in their research on at-risk youth. A report on racial disparity commissioned by *Beaverton's Diversity Advisory Board*, used GPP data. Researchers from *PSU's Institute on Aging* collaborated with GPP to create a data story about aging to help shape a policy agenda.

## GPP provides data for assessing community needs

GPP helps communities understand current conditions and plan for the future. Note the following: Responding to a requirement in the Affordable Care Act, *Portland's Legacy Good Samaritan Hospital* used GPP data in its 2015 Community Needs Assessment. The *Intertwine Alliance* used GPP data in their 2013 report, "Our common ground: Transportation, jobs, health, wealth, and education. Intertwined." The report shows how the Intertwine Alliance's partners achieve improved outcomes through cost-effective investments in natural systems. *Healthy Columbia Willamette* analyzed GPP in its 2013 Community Themes and Strengths Assessment. *Street Roots News* column "For the Record" included information from GPP in a compilation of data about community demographics.

## GPP is a leader in identifying data-supported indicators

Since its inception nearly five years ago, GPP has set an example for other organizations that are working to identify indicators. Note the following: The *Lane Livability Consortium*, looked to GPP when developing livability indicators. *Live Well San Diego* used GPP as a model for their Regional Food System Indicators. Serving in an advisory capacity, GPP staff has been actively involved with the development of indicators for tracking *Oregon's Ten Year Plan*. GPP has been hosting *Portland Plan* indicators for several years. The indicators are specific to the Portland Plan and use data visualization tools to highlight the city's progress toward more equitable, prosperous, and healthy communities. *Portland Public Schools* is considering partnering with GPP to develop tools for tracking data-supported indicators.

## GPP is a tool for educators

GPP is recognized as an educational resource inside and outside of the classroom. GPP data and indicators are used as a teaching tool, to support educational theory, and as a resource for students. Note the following: *Urban planning students at Portland State University* (PSU) use GPP for class projects simulating real life planning challenges. *Public Administration students at PSU* use GPP data when studying civic engagement and social organizations. The *National Task Force on Civic Learning and Democratic Engagement* cited GPP as an important tool for civic learning and democratic engagement for college students. An essay about school gardening in *Clearing: Pacific Northwest Journal of Community-based Environmental*

*Literacy Education* used GPP data to support its call for school-based gardening programs. *Oregon University System* pre-engineering students rely on GPP as a resource. *Geography students at Portland Community College* use GPP data to track environmental, social, and economic data. *Oregon Health Sciences University's Center for Diversity and Inclusion* cited a GPP data story in its "Student and Employee Guide: Diversity and Multicultural Resources." At Indiana's *Butler University*, students in the seminar course "Roots and Regions: Cultural Regionalism in American Life," use GPP data to learn about the Portland region.

**GPP data guides community planning**

GPP is a useful tool for organizations when they plan for the social, environmental, and infrastructure needs of communities. Note the following: The *Master Gardener Program* at Oregon State University identified GPP as an important data source for their upcoming Equity Audit. *Metro* used GPP data in their 2014 Regional Transportation Plan. The *Portland and Multnomah County* 2015 Climate Action Plan uses GPP data to inform community members about current community conditions. *United Way of the Columbia-Willamette Valley* used GPP data in their 2013 - 2016 Strategic Plan for Breaking the Cycle of Childhood Poverty in Our Region. The United Way of the Columbia-Willamette frequently uses the Greater Portland Pulse data to better understand the social and economic conditions that affect people's lives in the Portland metro region. GPP provides a quick glance at key socio-economic performance indicators that allow us to "paint a picture" of how the region is doing to our partners, allies and supporters.  We have used GPP's data analysis and graphics to identify areas needing further analysis and develop insights as to structural and policy barriers; to identify other factors and conditions at a population level; and, to prepare presentations for public education.

**GPP provides data that supports economic development in the region**

GPP data guides decision making for businesses and development planners. Note the following: *Tech Town* (a joint venture of the Portland Development Commission and local technology firms) and the economic development departments of *Vancouver, Washington*, and *Beaverton, Oregon*, point to GPP as a resource for businesses that are considering relocating to the region. When the owners of *Kitchen Kaboodle* were looking to sell, they used GPP to demonstrate the region's attractiveness to potential buyers. *Villages NW,* a service that connects seniors to resources while allowing them to stay in their homes, uses GPP data to attract customers.

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