



2013

Scope

DATA
SAMPLER



COMMUNITY DATA FOR COMMUNITY CHANGE





INTRODUCTION:

IF A PICTURE TELLS A THOUSAND WORDS,
THEN WHAT COULD A MAP TELL US?

Our community is comprised of diverse people and places,
and is often defined by the relationships between the two.

At SCOPE, we believe that everyone should have a deeper understanding of the details, conditions and nuances of Sarasota County. This knowledge is both empowering and inspiring for creating positive change in the community. SCOPE has been using GIS mapping for the last few years in order to better understand relationships between people and place; we've found that maps can tell us a story about ourselves and our community.

Inspired by a conversation on Valentine's Day, this Data Sampler includes a sample of place-based "treats" for you to savor from each of the nine domains of well-being. As you sink your teeth into these maps, consider what questions you have about the community and how these issues might be explored with more information.





WATERSHED:

IMPERVIOUS SURFACES

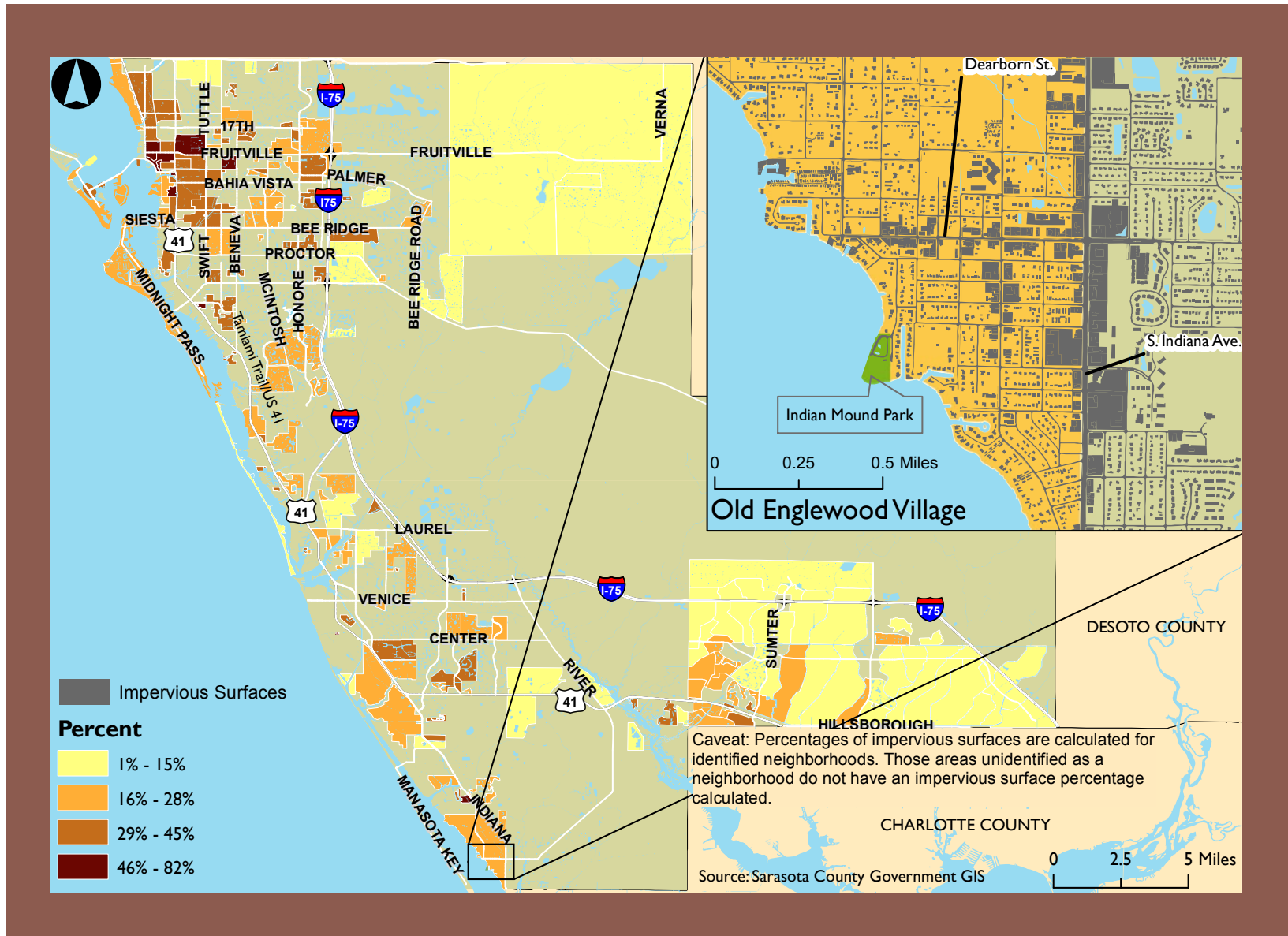
One of the greatest natural treasures of our community is the network of beautiful waterways from our creeks and bays to the Gulf of Mexico.

These waterways have been a vital part of our history, providing transportation, food supply (think seafood) and recreation. As historic and modern development has impacted the land, there have also been impacts in the bays and other waterways. Our understanding of the relationships between what happens on land and what happens in the water is becoming more and more informed by data. The terms “pervious” and “impervious” provide a contrast between land areas that can naturally absorb rainfall versus land areas that simply shed harmful storm-water run-off.

In 2012, SCOPE intern Laurel Corrao worked with the Resident Community Changemakers to decide on what indicator of watershed was most relevant to neighbors. The group unanimously agreed that mapping impervious surfaces by neighborhood throughout the county would be the most relevant project. The resulting impervious surfaces map that was created became the focus of Laurel’s baccalaureate thesis at New College of Florida.

One area of note is in Englewood, where community leaders working with Sarasota County Government are setting the stage to improve the health of Lemon Bay by installing a Low Impact Design system that uses natural filtering and native plants to purify storm-water before it reaches the bay. The map shows impervious surfaces county-wide, with a close-up view of Old Englewood Village. What can you do to enhance your neighboring waterways?

IMPERVIOUS SURFACE AREA PERCENTAGE IN SARASOTA COUNTY NEIGHBORHOODS





READING:

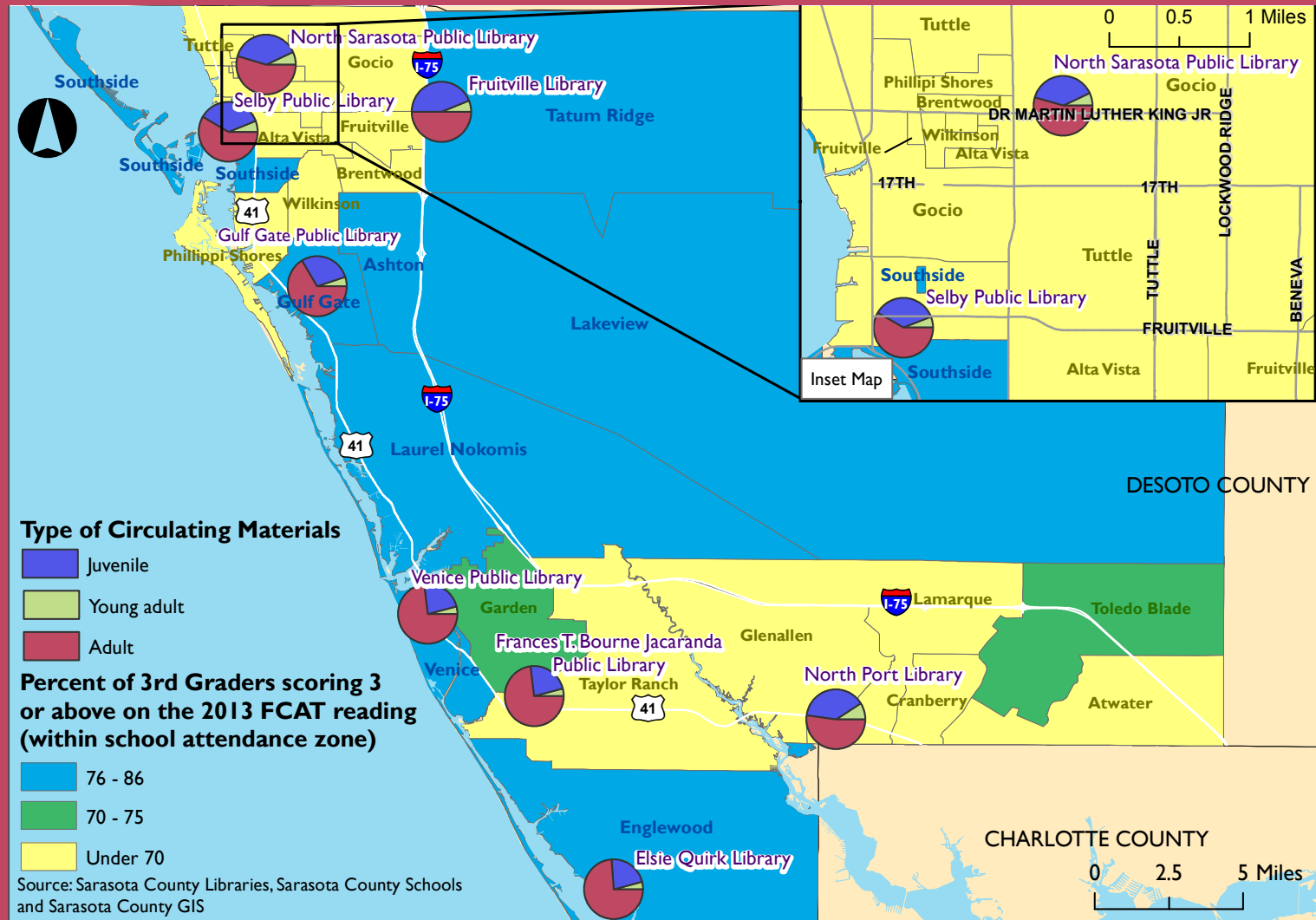
GRADE-LEVEL READING, LIFE-LONG LEARNING

Sarasota County's Library System is highly valued as both a source of information and a community gathering space.

While library patrons access information in many ways, one measure of community well-being and learning is through the circulation of library materials. After meeting with Library staff, we were curious about what a map could tell us about library usage—this map was developed to answer that question by showing library materials in circulation by age groups from each of the eight public libraries. We then wondered if we could see a relationship between the books being checked out at those libraries and early reading success, so we chose to display the FCAT reading achievement for third graders in each elementary school attendance zone. It should be noted that the age demographics affect the amount of children's books versus adult books being checked out.

While no obvious relationship is revealed here, layering multiple data sets is one way to illuminate relationships between community assets and indicators of well-being. What type of information would you like to see layered with FCAT reading scores? Or with the type of circulating materials in each of our county libraries? Always innovating, the Sarasota County Library System was honored as the Library of the Year in 2012 by the Florida Library Association. That's certainly another measure of success!

READING IN SARASOTA COUNTY





GREEN:

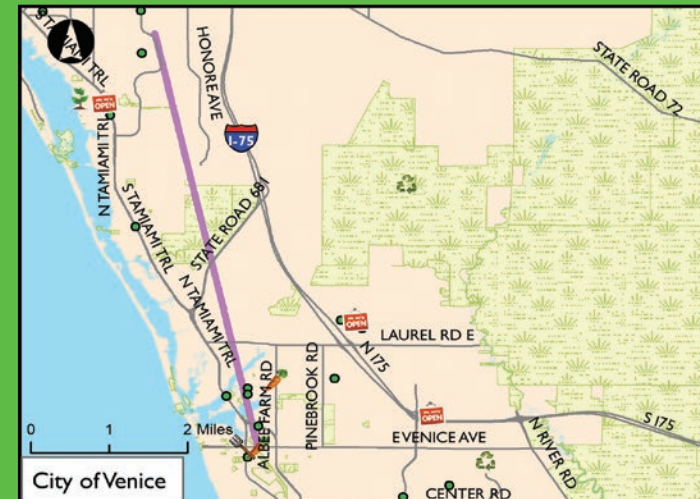
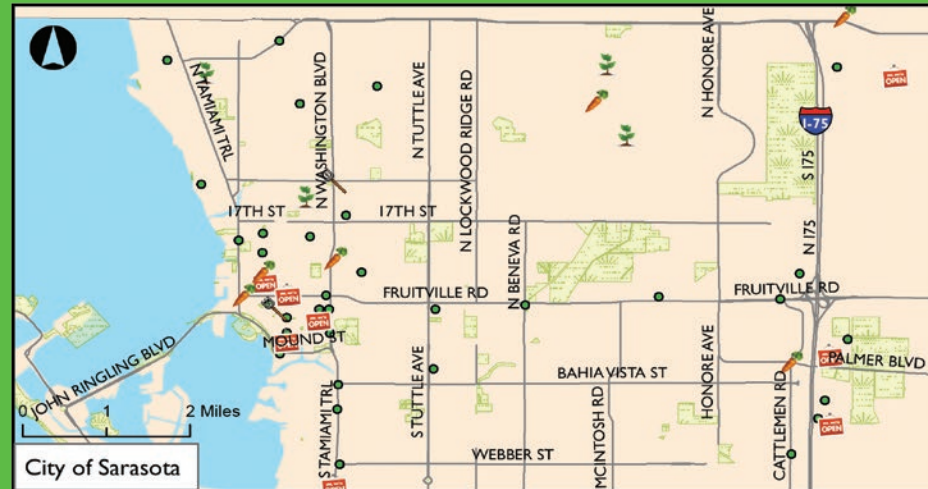
SUSTAINABILITY HOTSPOTS

With a rich history of ecological awareness and action, Sarasota has developed a positive reputation as a sustainable community.

Recently, local sustainability enthusiasts joined a global program known as the Green Map, an asset inventory of local sustainability hot spots. Places like farmer's markets, electric car charging stations, and recycling centers are shown on the map to help connect people to the green resources important to them. Recreational trails, preserves and parks are also shown on the green map representing Sarasota County's tremendous investment in a healthy green lifestyle. These maps include a sampling of what the Green Map has available online.

In partnership between the Sarasota County Office of Sustainability, the University of Florida IFAS Extension and SCOPE, the Green Map provides a data platform to display many types of community assets that contribute to a sustainable community. What sustainability resources are important to you? You can view and submit sustainability hot spots at www.opengreenmap.org/greenmap/sarasota-county-green-map.

PERCENTAGE OF CIRCULATING PRINTED MATERIALS BY INTENDED AGE RANGE AND PERCENT OF THIRD GRADERS READING AT GRADE LEVEL





HEALTH:

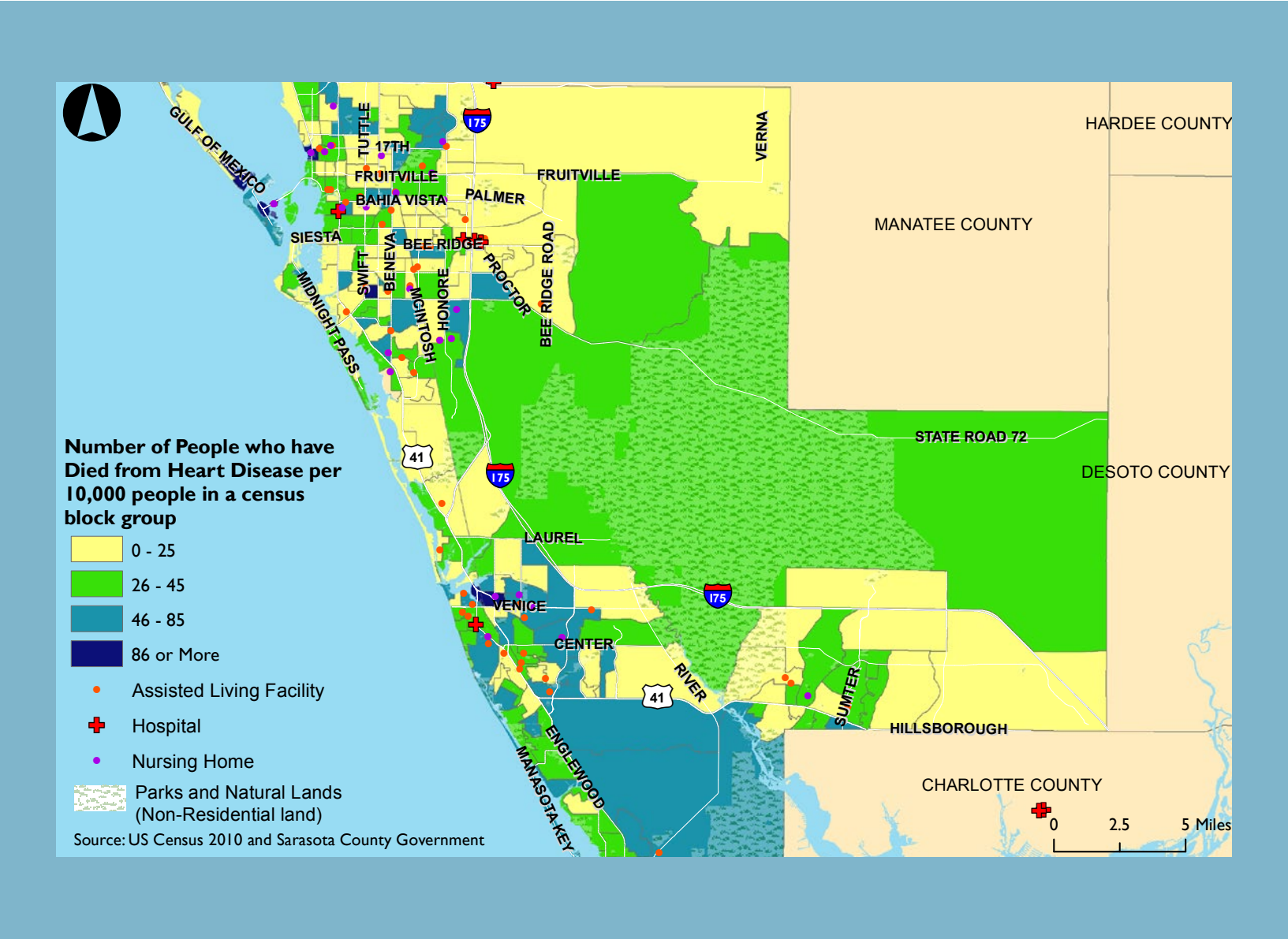
HEALTHY PEOPLE, HEALTHY COMMUNITY

In 2013, Sarasota County ranked fifth in the state on an annual survey of health and well-being by the Robert Wood Johnson foundation and the University of Wisconsin Population Health Institute.

This was our fourth consecutive year that we were recognized for being some of the slimmest and healthiest Floridians around. Health is definitely a focus in Sarasota County, where we value our climate, outdoor activities, parks, and recreational facilities as well as our ample health care providers.

This map illuminates some of the locations where heart disease patients are cared for, including assisted living facilities, hospitals and nursing homes. It appears that there is a higher trend of heart disease deaths in the Venice, Lido Key and some of Longboat Key areas. These trends likely relate to older age demographics. What does this map say about your neighborhood? What improvements do you think could be made to improve heart health in Sarasota County?

HEART HEALTH IN SARASOTA COUNTY AND IN-PATIENT HEALTH FACILITIES





VOTE:

VOTER TURNOUT IN GENERAL ELECTION BY PARTY AFFILIATION

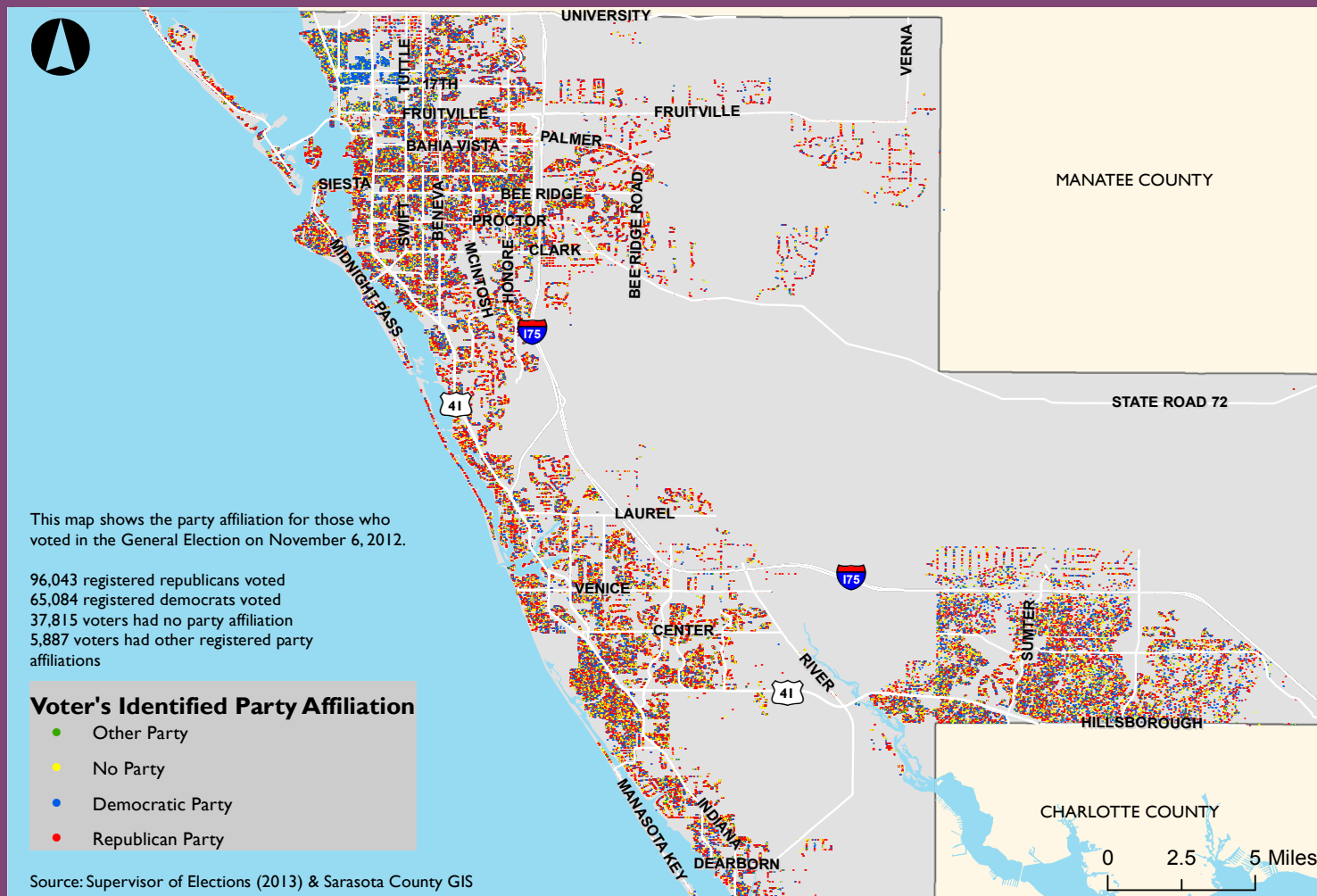
In a democracy, a valuable way that people express their views is through voting!

Voter turnout in General Elections is often used as an indicator of civic engagement. This map shows the diversity of party affiliations throughout Sarasota County for those who voted in the General Election in November 2012. Each of the colored “dots” represents one voter. As you can see, there are more registered Republicans than any other party who turned out to vote—and these voters live all over the county. Note that there is one area of North Sarasota where most people who voted were registered Democrats.

In looking at this data by each voter’s address, we can see the voter turnout patterns that emerge throughout the county. This is a deeper and more detailed look than simply examining which precincts went Democrat vs Republican because we can see the density of registered voters in each precinct (as visualized through the colored dots). What patterns of civic engagement in Sarasota County do you notice in this map?



NOVEMBER 6, 2012 GENERAL ELECTION VOTERS' PARTY AFFILIATION AT REGISTRATION





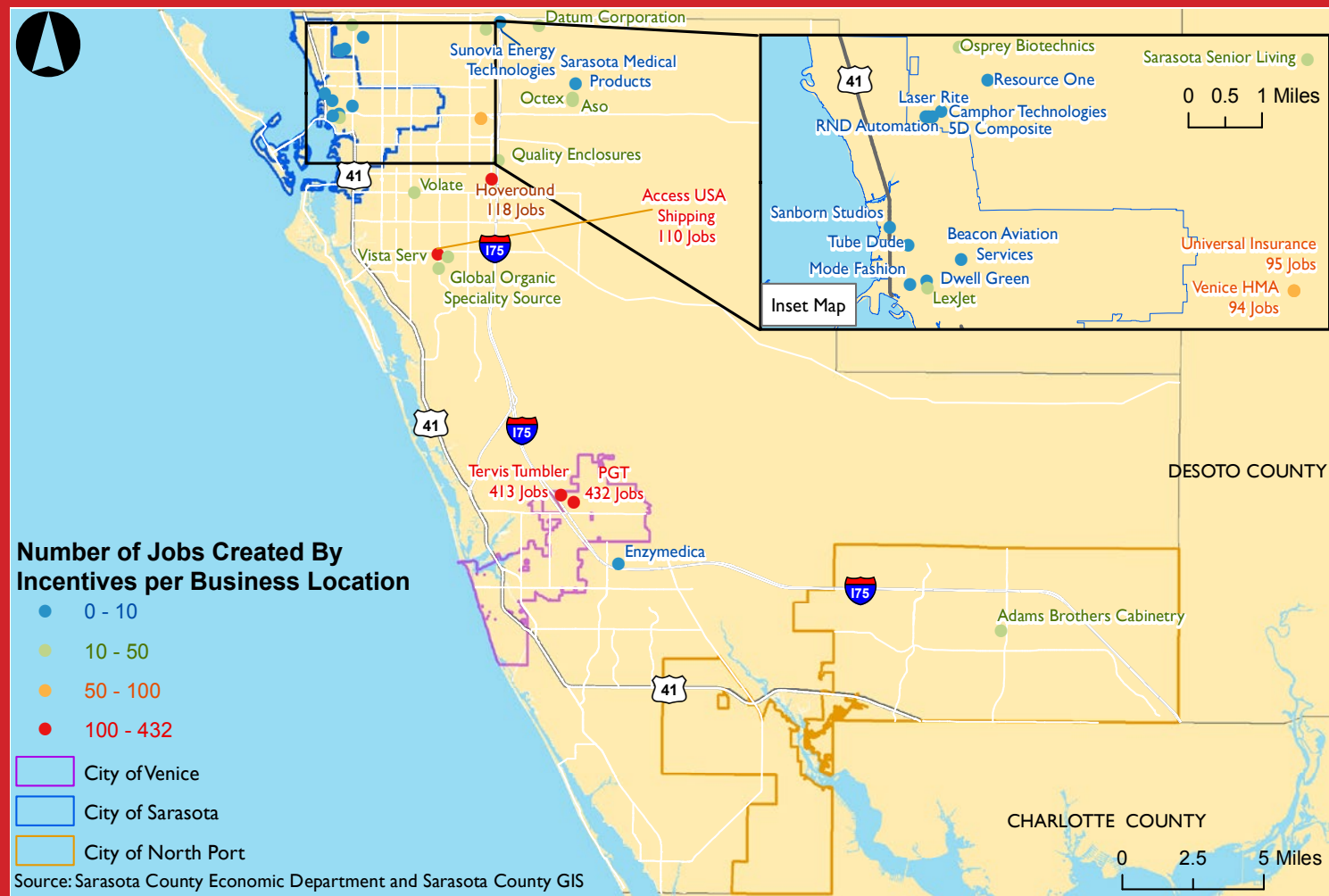
JOBS:

NUMBER OF JOBS CREATED BY ECONOMIC DEVELOPMENT INCENTIVES

A downturn in the national, state and local economy has caused community leaders to seek new ways to retain and attract job-creating businesses in Sarasota County.

Over the past several years, Sarasota County in partnership with the Economic Development Corporation, has provided financial incentives to create more jobs in our community. Through mapping the site locations of the businesses that have been incentivized to create jobs we begin to see a picture of where new local jobs have been created using these local dollars. By displaying how many jobs were created by geographic location, a clearer picture of where job gains are occurring in our community becomes evident. While the majority of recipient businesses are in the northern portion of the county, some of the largest gains in incentivized jobs are found further south, near the Laurel Road interchange on I-75. This map helps bring this story to life in a geo-spatial way.

THE SARASOTA COUNTY ECONOMIC DEVELOPMENT INCENTIVE PROGRAM





TEEN ACTIVITIES:

WHERE DO SARASOTA COUNTY'S YOUTH HANG OUT?

In listening to different groups within Sarasota County, SCOPE has heard concerns regarding the availability of activities and entertainment for young adults and teens. When we looked at the data, we found a wide variety of teen activities in all corners of the county.

In contrast to perceptions, perhaps the obstacles to teen participation are tied more to awareness and transportation than a lack of teen activities. One local organization that has been making strides on the subject of positive activities for teens is Community Youth Development (CYD). CYD has been promoting opportunities for teens and sharing them online using a tool called the TheLookUP941.org. In order to identify activity opportunities for teens in Sarasota County during the summer of 2013, SCOPE mapped the events found on the theLookUp941.org website. The site is a great tool for identifying activity opportunities for teens and parents to find events by age group, time of day, type of activity interest, and more. What other assets for positive youth development do you know of in your community?

EVENTS/ACTIVITIES FOR TEENAGERS AGES 11-18 IN SARASOTA COUNTY





MOBILITY:

GETTING AROUND SARASOTA COUNTY.

One way to measure mobility around the county is to look at the number of people who have access to a vehicle (private automobile) in order to get to work.

This map shows the areas in Sarasota County with a higher proportion of people who do not have a vehicle available to get to work. Households which do not own a vehicle for transportation are found more frequently and concentrated in the northern half of the county.

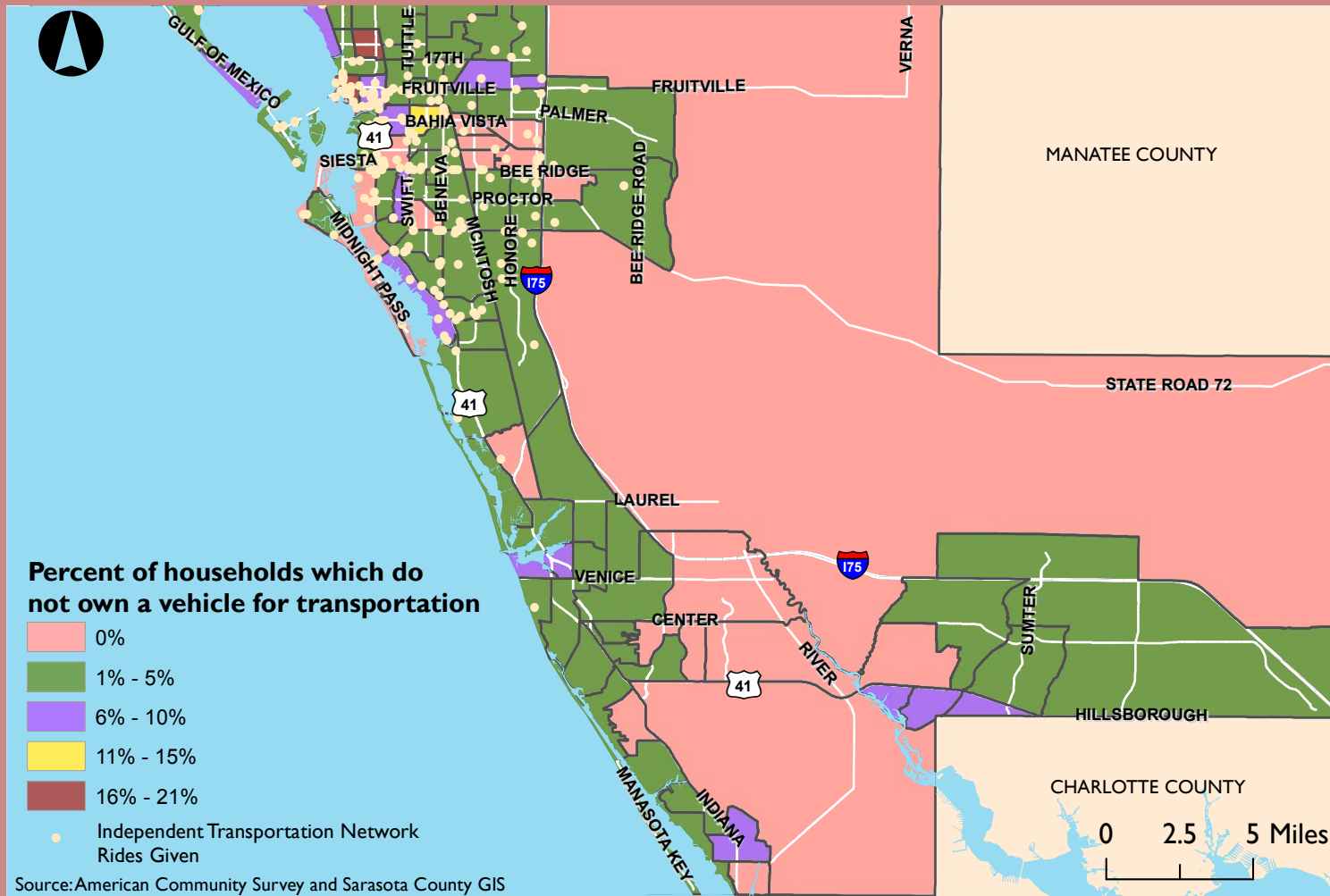
Of course, with our older population, not everyone without access to a vehicle would be using that vehicle to get to work. A local organization that works on transportation mobility, particularly for older adults in Sarasota County, is the Independent Transportation Network (ITN). This map shows locations where ITN has given rides around the county.

Interestingly, the area where there is a higher proportion of people who do not have a private vehicle to get to work is also where the majority of rides are provided by ITN. Perhaps these concurrently occurring phenomenon are due to community need, or they might be due to ITN volunteer driver availability. When looking at vehicle access layered with our independent transportation network, we notice particular areas of the county where there are opportunities for improvement in transportation access and mobility. What are some alternative modes of transportation we might consider adding to such a map?

For more information about ITN, or to get involved, check out their website at <http://itnsarasota.org/>



SARASOTA COUNTY HOUSEHOLD VEHICLE AVAILABILITY AND RIDES PROVIDED



ITN DATA 2012, AMERICAN COMMUNITY SURVEY 2011



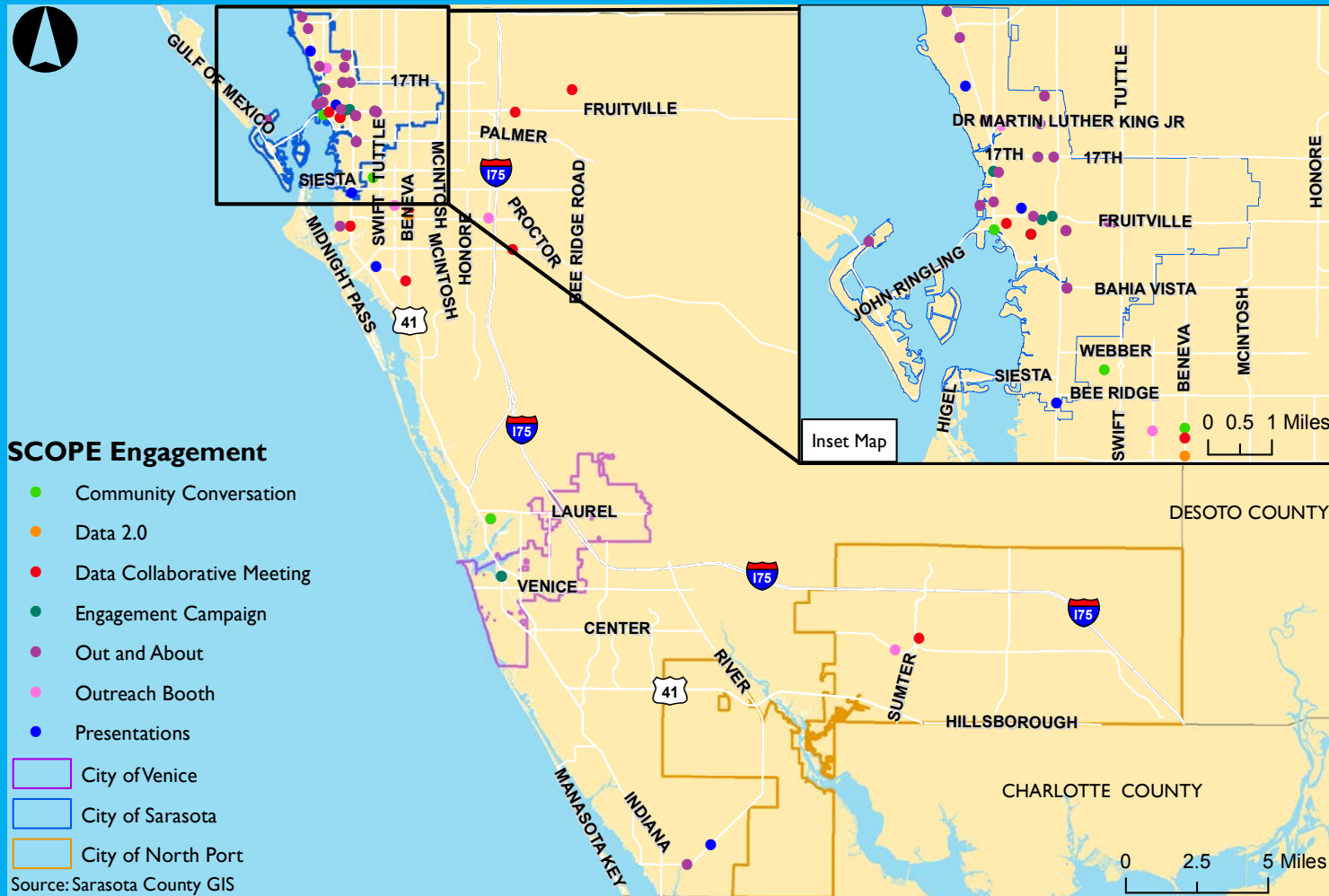
SCOPE: ENGAGEMENT

**SIMILAR TO CHOCOLATE TREATS, SCOPE'S
ENGAGEMENT COMES IN MANY FORMS AND FLAVORS.**

Some of our work is passive in nature, attending community events and sharing our mission and methods, while other engagement comes through very intentional conversations designed to listen hard to the aspirations, concerns and ideas of the people in our community. SCOPE intentionally goes where the people are, rather than sitting back and waiting for people to come to us. As a community engagement organization we seek many opportunities for genuine engagement – ranging from interviews with individuals to “Community Conversations” with small groups (inspired by training from the Harwood Institute for Public Innovation). In all cases, SCOPE seeks to connect, engage and inspire positive change in the community.

Our work during 2012–2013 has covered the county from Newtown to North Port and all points in between. Working with partners, SCOPE has been able to reach farther and dig deeper in gaining an understanding of the “Public Knowledge” embedded in Sarasota County – knowledge that is the perfect complement to the expert knowledge so often reflected in statistical data. Through the binocular view offered by the combination of expert and public knowledge, the people of Sarasota County are able to better share and understand the depth of issues and inspire the positive change needed in the community. Where would you like to see SCOPE engage with the community next?

2012-2013 SCOPE ENGAGEMENT THROUGHOUT SARASOTA COUNTY



INSPIRATION

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OUR SUPPORTERS

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