

# **Neighborhood Data Map User Guide**

<http://www.cityofrochester.gov/neighborhooddatamap/>

## **I. Launching the Map**

To access the map, click on the link on the City's website. You may initially need to install an update to your internet browser but will not have to do so in the future.

## **II. Understanding the Basic Interface**

The initial view will show the map with all the block groups in the same color.

The top left bar will allow you to share the link for the map, save the map, print the map, change the base map, or add additional data.

The middle bar will allow you to measure, query, turn on and off the dashboard, edit (if you chose to save as your own map), select features, and zoom to a rectangle.

The top right allows you to zoom to an address (also put in Rochester, NY after the address), change a symbol, and add a bookmark to a specific place in the map.

Hovering over the map on the left-hand side of the window is a collapsed legend box showing three stacked icons with an arrow above them. Click the top icon (layers) to launch the layer list. The only layer visible is called 'City Data'. You can alter the layer properties by clicking the arrow to the right.

Hovering over the map on the right is the dashboard box. This is an area where pie charts and calculated statistics will appear when you have selected one or more block groups.

The map behaves similarly to Google Maps, allowing you to adjust the view by dragging a any point on the map with the mouse. To zoom, roll the click wheel or use the magnifying glass tool on the top bar of the window.

## **III. Determining Statistics for a Block Group(s)**

To pull up the statistics for a single block group simply left-click within the boundaries of your chosen area. This will cause a small window to pop up hovering just above your selected block group. Use the scroll bar within this window to explore the many variables. You will also notice that the dashboard area on the left will display pie charts for a few variables and has a similar scroll bar.

To pull up statistics for multiple block groups that make up a larger area, such as a neighborhood, simply hold down the shift key while clicking within the boundaries of the block groups you'd like to include. The borders of the groups you have included will turn red as you click them. Instead of the smaller window with individual statistics as it did before for the single block group, the page will instead display the total or average for each statistic in the dashboard section on the right hand side. The pie charts will also reflect the statistics for the area as a whole. The value for the pie charts will pop up if you hover over a certain color.

#### **IV. Shading the Map based on Variables**

Creating a shaded map of the City can be a powerful tool for identifying geographic trends in data and potential areas of interest for each variable.

1. To change the shading, click on the layer list icon on the left side. Of the three stacked icons, this is the top one.
2. Click on the arrow to the right of the layer name 'Block Group Data 2014'.
3. Find the box that reads 'Display', and click the button that reads 'Configure'.
4. Click the drop down arrow in the box that reads 'Single Symbol' and choose 'Classify Using Color'.
5. Find the box labeled 'Attribute' and use the drop down arrow to select your variable of interest.
6. Click the box labeled 'Color Ramp' and select a ramp that has shades in order from lightest to darkest. Typically, darker colors denote higher concentrations of the variable. You can click the bottom 'flip the colors' at the bottom to reverse them for your needs. Your map will then be immediately shaded and ready to view!

You can also experiment by changing the number of 'Classes', which determines the number of different shades there will be on the map. More classes may potentially show more variation than few, but a maximum of 5-7 is suggested as the human eye has trouble discerning the difference between any more shades.

Another setting to experiment with is the 'Classify Using' drop down. This alters the statistical method with which block groups are organized in the different shades, or classes. You can read about these different methods when selecting, and some may serve certain types of data better depending on the distribution.

Once you are satisfied with the display, click done at the top left of this box, and then the arrow in the same location to return to the layer list.

Click the bottom icon of the three stacked icons to pull up the legend view which show the ranges for each shade or class on the map. Click the arrow on top of the three stacked icons to hide these menus entirely.

### **VII: Changing the base map**

To change from a street map to an aerial map, click the “basemap” icon in the top left, and select your desired basemap.

### **VIII: Printing**

To print, either click the printer icon on the top left, or, if a legend is desired, click the “print screen” button at the top right of the keyboard and paste (control-V) into a word document.

**Additional Help:** For additional help with ArcGIS Explorer online, please visit [here](#).

## **Rochester Indicator Variables**

Variables for the study were decided upon by an interdepartmental group within the City of Rochester, including representatives from Planning and Zoning, Business and Housing Development, Inspection and Compliance, and the Rochester Police Department, along with input from neighborhood groups. Comparison years are not included for this study, as this was the first time some of these data sets had been pulled and aggregated. However, in future years, comparison to previous years will be included.

When changing the symbology of a variable, the original “uncleaned” name comes up. Here is a guide to the short text of each variable in the Configure Display dialogue, along with a description of each data set.

### ***Profile***

Quadrant	Quad	City of Rochester Neighborhood Service Center Quadrant
Population	Population	Collected from the 2013 ACS
Population Density per square mile	PopDensity	Collected from the 2013 ACS, population numbers were divided by square miles within the block group to determine the number of people per square mile.
Households	Households	Collected from the 2013 ACS at a census block group level (Table B11012).
Area, Square Miles	SqMiles	Square miles of the Census block groups

### ***Crime Dimension***

Property Crime Rate	PropRate14	Collected from the Rochester Police Department 2014 crime data, property crime includes burglaries, larcenies, and motor vehicle thefts and is calculated by: (Number of Property Crimes/Population)*1000.
Violent Crime Rate	ViolRate20	Collected from the Rochester Police Department 2014 crime data, violent crime includes homicides, rapes, robberies, and aggravated assaults and is calculated by: (Number of Violent Crimes/Population)*1000.
Nuisance Calls for Service (CFS) Rate	NuisRate14	Collected from the Rochester Police Department 2014 calls for service data (caller and officer initiated), and includes customer trouble, fights, annoyance and criminal mischief. It is calculated by: (Number of Nuisance CFS/Population)*1000.
Vice Calls for Service (CFS) Rate	ViceRate14	Collected from the Rochester Police Department 2014 calls for service data (caller and officer initiated), and includes drug, gambling, and prostitution activity. It is calculated by: (Number of Vice CFS/Population)*1000.

### ***Economic Dimension***

Median Household Income	MedHHInc	Collected from the 2013 ACS at a census block group level (Table B19013)
Assessment Value	Assess2012 Assess2008	Full City of Rochester reassessments are completed every 4 years, most recently in 2012. The median assessed value reflects the 2012 assessment values at a block group level.
Change in Assessed Value, 2008-2012	AssessChng	Calculated based on change in assessed value. Summarized as the median parcel's change within each block group.
Business Permits	BusPermit	Collected from the City of Rochester's code enforcement database. Summarized as a total of all business permits for each block group at the end of 2014.
Tax Lien Properties	Lien2014	Collected from the City of Rochester treasury database. Lien properties include properties that haven't paid taxes and are scheduled to appear in tax lien auction, as of August 2014.
Foreclosure Starts (Lis Pendens)	ForStart20	Collected from the Monroe County Clerk's online system, a lis penden is one of the initial steps in the foreclosure process, signifying official action by the bank.
Unemployment Rate	Unemployed	ACS 2013, Calculated by taking the number of unemployed, divided by total people in labor force (Table B23025)

### ***Social Dimension***

% Attainment High School Diploma	HSDiplomaP	Collected from the Census American Community Survey 2013 at a census block group level (Table B15002).
% Attainment Bachelors	BachDegree	Collected from the Census American Community Survey 2013 at a census block group level (Table B15002).

%Attainment Masters Degree	MastersPer	Collected from the Census American Community Survey 2013 at a census block group level (Table B15002).
% Attainment Doctorate Degree	DoctorateP	Collected from the Census American Community Survey 2013 at a census block group level (Table B15002).
% In Labor Force	LaborForce	Collected from Census American Community Survey 2013 at a block group level (Table B23025)
% on Public Assistance	PubAssistP	Collected from the Census American Community Survey 2013 at a census tract level (Table B19057).
Poverty Rate	PovRate	ACS2013 (Table B17001), people below poverty line divided by total population
Child Poverty Rate	ChPovRate	ACS 2013, child below poverty rate ages 0-17 divided by total children at a census tract level (Table B17001)
School Age Children	SchoolKids	Collected from the 2013 ACS at a block group level (Table B14007)
% School Age Children	PerSchKids	School aged children divided by total population.
Average Household Size	HHSize	Collected from the 2013 ACS at a block group level (B25010).
Age Composition		Collected from the 2013 ACS, B01001
Racial Composition		Collected from the 2013 ACS, B02001

### ***Physical Dimension***

% Owner Occupied Units	OwnerPer	Determined by a comparison of the parcel address and the owner mailing address, owner occupied units are represented as a percentage of all parcels in the block group. As of December 31, 2014.
% Renter Occupied Units	RenterPer	Determined by a comparison of the parcel address and the owner mailing address, renter occupied units are represented as a percentage of all parcels in the block group. As of December 31, 2014
Vacant Lots	VacLot13	Vacant lots are classified in the assessment system as having a usecode between 300 and 400. Number of properties for December 31, 2014
Vacant Structures	VacStrc14	Vacant structures are classified in BIS by one of several indicating violation edit codes, PC890, PC760 & GT890 indicate a privately owned vacant structure, BC010 indicates a privately owned fire damaged vacant structure and CO890 indicates a City owned vacant structure. As of December 15, 2014
City Owned	CityOwned, CityOwnedP	Collected from City's property information database, any property owned by the City of Rochester, as of December 31, 2014. Also displayed as a percent.