



From Numbers to Action

Interpreting and Using Secondary Data



Tremendous Thanks!



BEACON
BROADBAND



THE Ford Family
FOUNDATION



**MAIN STREET
AMERICA™**

Coordinating Program

OREGON MAIN STREET



RURAL DEVELOPMENT INITIATIVES



Meet the Presenters



Cayla Catino
RDI Program Manager



Kevin Teater
Streetview Planning
Main Street Consultant



Strengthens Rural People, Places, & Economies in the Pacific Northwest

Develop Networks of
Rural Leaders

Revitalize
Rural Economies

Elevate Rural Voices and
Priorities

Improve
Access to Resources



www.rdiinc.org

Workshop Series Overview

- Economic Vitality 101
- **From Numbers to Action**
- Business and Property Owner Engagement
- Place Based Economy Building
- Fostering Innovative Communities
- Entrepreneurship
- Energy on Main
- Broadband and Resiliency





Objectives & Agenda

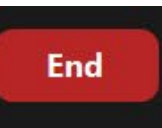
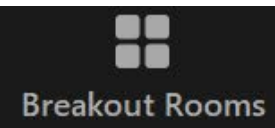
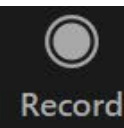
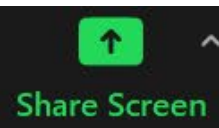
Why: Understand the purpose of using secondary data and its limitations.

What: Overview of different types of data relevant for main streets.

How: Practical applications of using data in your community. Consider how your team can work together from different perspectives to glean insight from data.

Join Us in a Learning Space...

- 🍂 Please keep muted when not speaking
- 🍂 Use chat feature for questions and comments
- 🍂 Use 'Speaker View' (upper right corner)



Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality



Meet & Greet

- Have you used/review data in your Main Street Work?
- What data have you used?
- What information or metrics are you curious about?



Data Debrief

How does data reveal the story of your community and how does your Main Street work fit within that context?



Data Definitions

- **Secondary Data** – Data that has been collected by an outside sources
- **Primary Data** – First hand data collection
- **Qualitative** – Information, concepts, experiences that are observed
- **Quantitative** – Numbers and metrics

Why Use Data?

- Ensure programming is representative of the community
- Inform priorities and plans
- Evaluate existing efforts
- Grant proposals and reports



A World of Difference

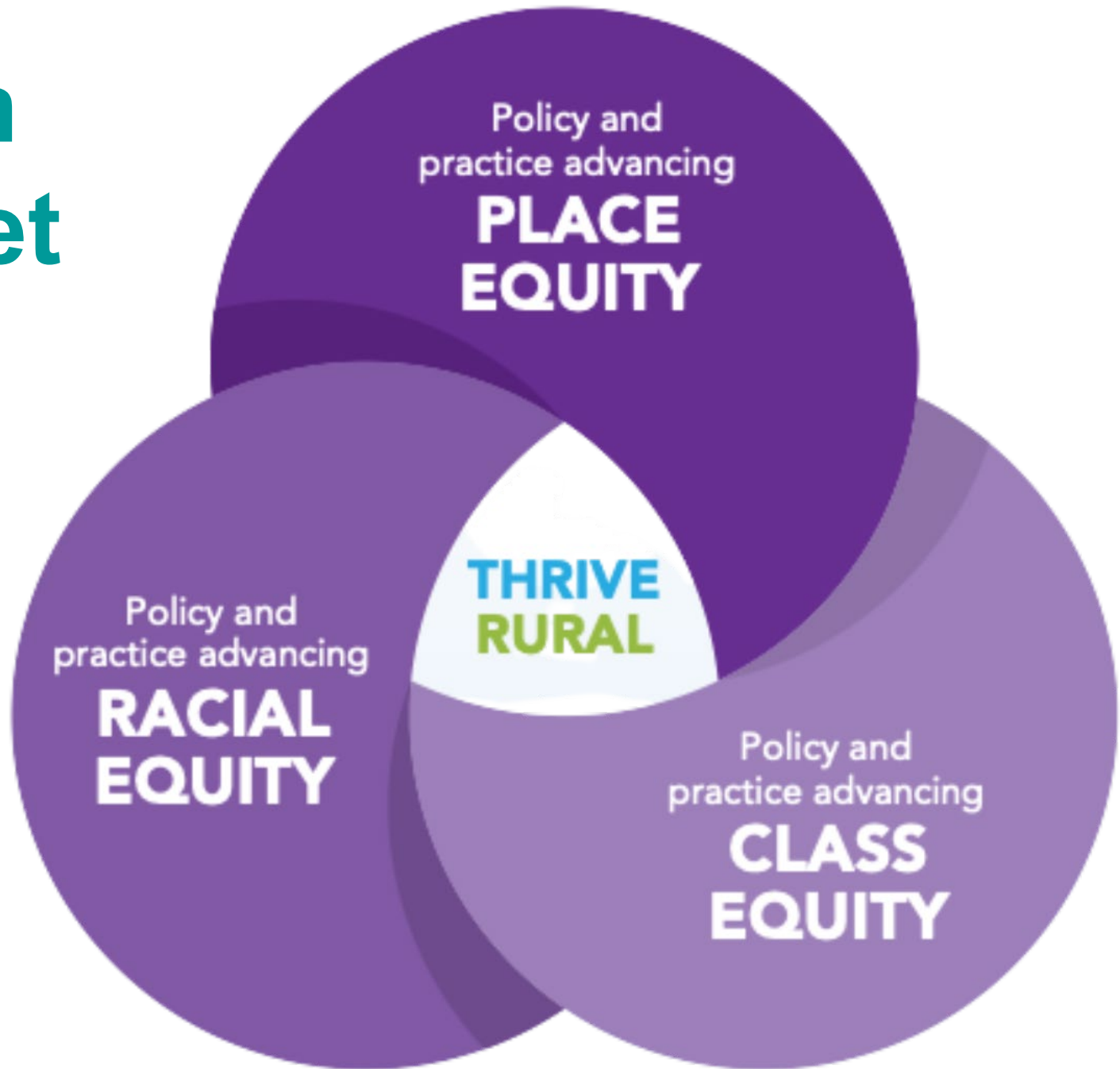


**Communities are home
to a richness of human
differences.**

**What are the many points
of view available here?**

Which are often missed?

Equity on Main Street



What Do We Value?



What Do We Value?

- Quality of life
- Vital downtowns
- Equitable communities
- Outdoor recreation
- Poverty reduction
- Business opportunity
- Welcoming place for visitors
- Creative spaces and places
- Youth
- Environmental sustainability

How do we measure these?



Limitations of Data

- Data inaccuracies by place
- Data inaccuracies by people
- Data can be outdated
- Backwards looking and not forward looking



How to Focus



How to Apply the Data


- Humanize it
- Contextualize it
- Track it over time

**“A Single Data Point
Without a Framework
Is a Basic Statistic”**




Data Snapshot – Population Demographics

64,929
Coos County
Population
2020

 **1,886 (+3%)**
Coos County
Pop. Change
2010-2020

3,321
Total Bandon
Population
2020

 **255 (+8.3%)**
Bandon
Population
Change
2010-2020

Census 2021: ACS and EMSI Population Demographics Report

Oregon Median Age	Coos County Median Age	Bandon Median Age
40	48	56

 65-69

County pop. change
2010-2020 by age
group: greatest
increase (+1,521, +36%)

 50-54

County pop. change
2010-2020 by age
group: largest
decrease (-1,577, -31%)

Census 2021: ACS and EMSI Population Demographics Report

This county includes communities located on native lands of: Coquille, Confederated Tribes of Siletz Indians

native-land.co

Data Snapshot – Population & Household



4,292 (7%)
 Coos County
 Hispanic/Latino
 Population 2020

↑ 1,159 (+34%)
 Coos Co. Hispanic/Latino
 Pop. Change 2010-2020

2020 Decennial Census & EIASI Population Demographics Report

Coos County Pop. Change 2010-2020 by Group

Highest # Change	White, Hispanic (+814, +29%)
2nd Highest # Change	Two+ Races, Non-Hispanic (+315, +14%)
Highest % Change	Asian Hispanic (+205%, +45)
2nd Highest % Change	Black, Hispanic (+132%, +58)
Lowest % Change	White, Non-Hispanic (0%, -62)

Household Data

Total Coos County Households	27,627
Total Bandon Households	1,761
Median Coos Co. Household Income	\$52,548
Median Bandon Household Income	\$36,875
OR State Median Household Income	\$70,084

Census 2020 ACS

Data Snapshot – Business Data

Business Data New Businesses Per 1,000 People

Coos County	12.49
Bandon	45.03
Oregon	15.51

Oregon Open Data Portal, Census 2011

Businesses by Size (County)



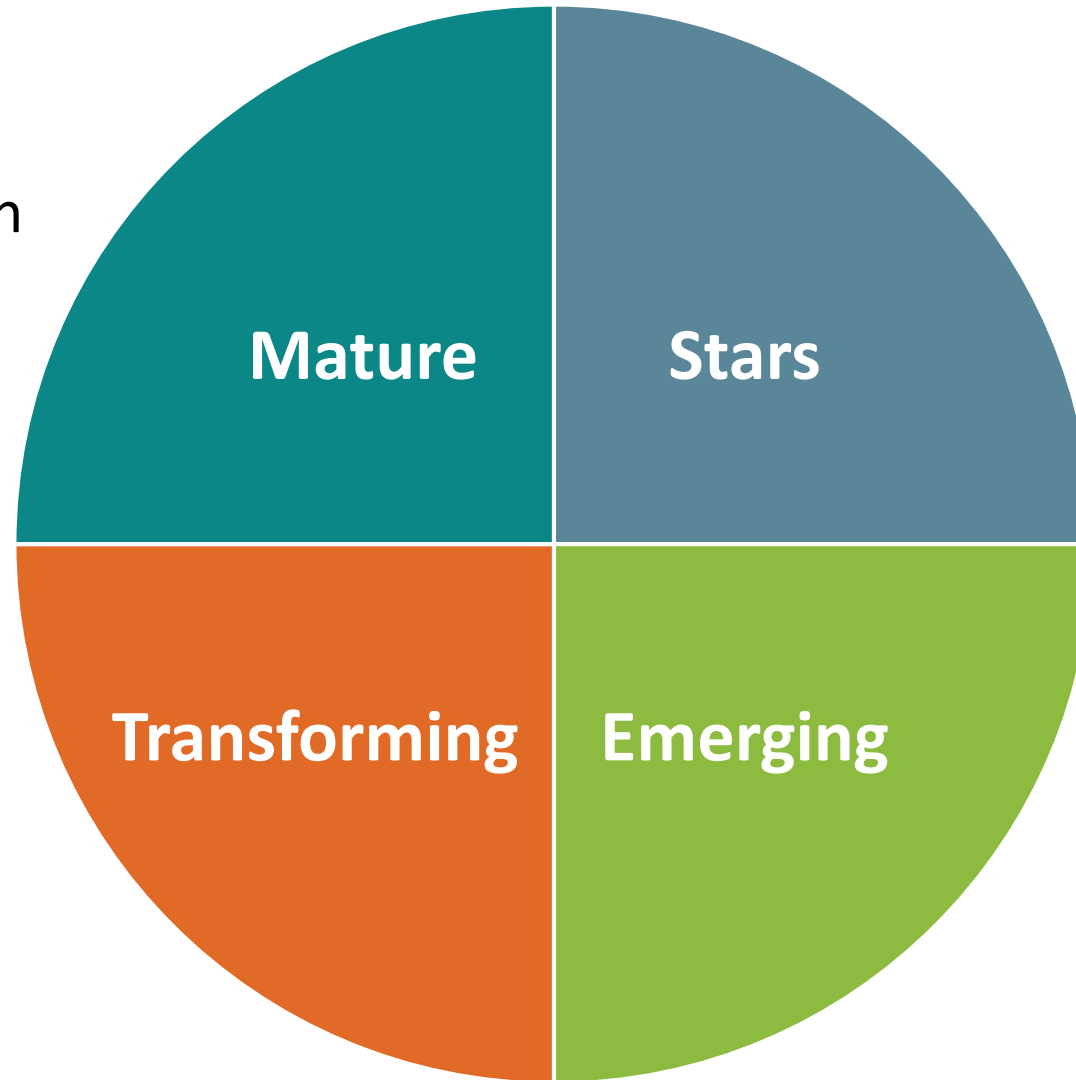
Coos County Industry Data



Industry Mix Framework

- Decreasing # of jobs
- Unique for the region
- Strong but may be steady or declining

- Decreasing # of jobs
- Weak and declining



- Increasing # of jobs
- Unique for region
- Strong and advancing

- Increasing # of jobs
- Weak but advancing

Data Snapshot – Business Data

Business Data New Businesses Per 1,000 People

Coos County	12.49
Bandon	45.03
Oregon	15.51

Oregon Open Data Portal, Census 2017

Businesses by Size (County)



Coos County Industry Data



What are your next steps?

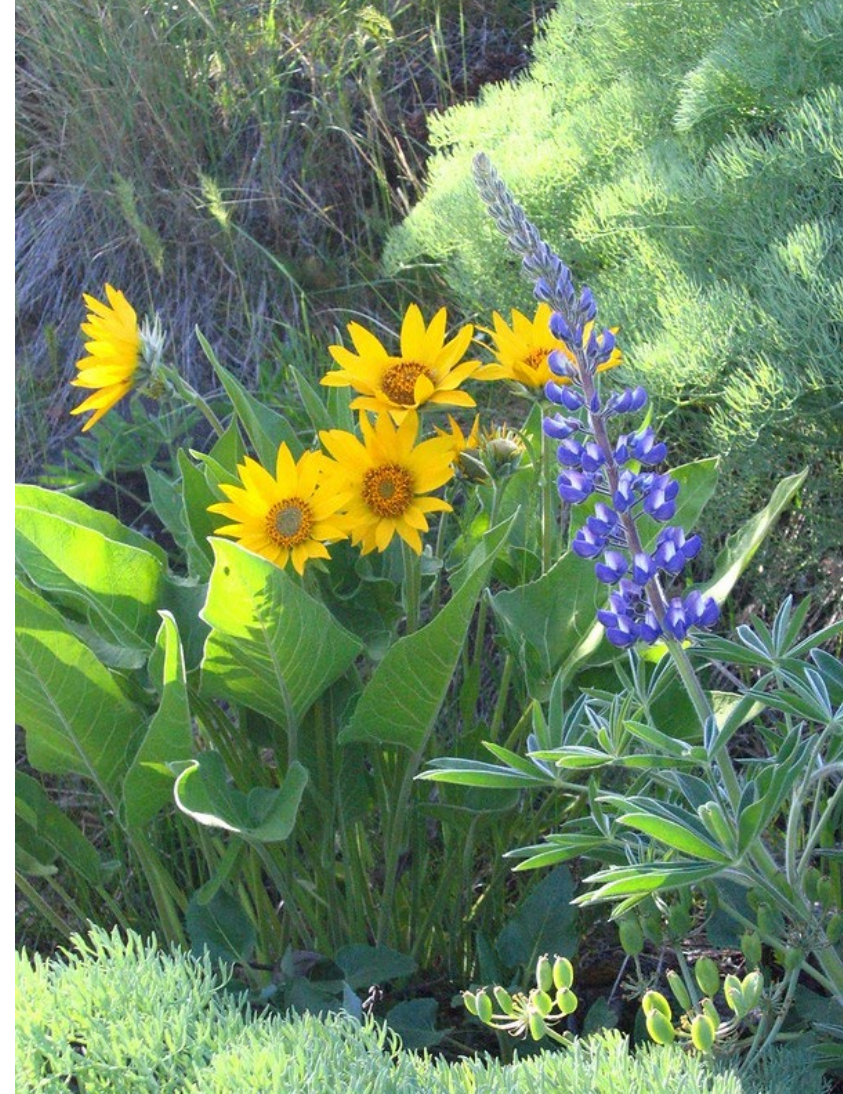
- How does this data reflect or not reflect your community?
- What additional information do you need?
- What are the next steps to gather this additional data about your community?



Fieldwork

- How to Focus Worksheet
- Identify and Collect Secondary Data

**Preview of Next Session: Business Engagement
Tuesday, June 20th 10:00-11:30 am**



Thank You!

Be extraordinary. Take responsibility.

Honor yourself and others.

Be authentic. Embrace change.

Create and explore. Be influential.

Care and collaborate.

