How You Can Use the Equity Data

To View the Interactive Maps click here

Our goal is that this information can and will be used as a planning resource by MPO staff and partner agencies, including cities, counties, and transit agencies. Primarily, we hope that this tool helps facilitate the consideration of equity in the planning process, either by providing a standardized way to identify equity areas or by providing easily accessible key data for federally-protected population groups in Broward County. We also hope the interactive maps can be used as an information portal by anyone, planners or the public alike, looking for demographic data of their neighborhood, city or the county. Some ideas for how this information can be used is noted below.

1. Planning agencies can use this information in guiding the development of public outreach plans and efforts. The overall Equity Area map provides a high-level overview of where higher concentrations of federally-protected population groups live in the county. A public outreach plan can be tailored to provide engagement strategies in equity areas to maximize participation. The specific demographics of the community can also be examined to identify strategies that may be more successful over more traditional methods or technology.

2. For transit agencies, the tool can also help with quick Title VI evaluations when considering fare and service modifications as well as identify potential areas with higher percentages of historically transit-dependent populations when looking at service needs.

3. This goes beyond transportation. Municipalities can utilize this data in developing their Comprehensive Plans. The data combines seven different American Community Survey (ACS) measures that can be sued in the Comprehensive Planning Process.

4. The block group level data in the tool can be exported to Comma Separated View (CSV) data without having to download larger datasets from the ACS website, which can be cumbersome for someone not familiar with the process.

5. The tool provides a simple spatial display of data by block group for the six demographic indicators without having to download the data from the ACS and create a map through GIS. The maps on the interactive website can be exported into a PNG or JPEG format. This quick on-hand information can be useful to planners and the public alike.

6. Block group-level summary of the percentage of population for each demographic indicator is included in the tool. If looking at a small sub-area of the county or a corridor, the interactive map element makes it easy to understand the demographic make-up of the community for each block group within the area you are looking.

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please contact Christopher Ryan, Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org

7. Anyone can access these interactive maps and visually see the demographic data mapped. This provides an opportunity for agencies to direct the public to this webpage with questions rather than the Census/ACS site, which does not spatially illustrate data, or having to use staff resources to find a map in a study or plan or create one to visually display standard information.

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