GRASSROOTS PARTNERSHIPS FOR IMPROVED SOCIOECONOMIC OUTCOMES

January 28, 2020
Blues Intergovernmental Council
La Grande, Oregon
PARTNERSHIP
MOVING FORWARD

• How do changes in policy and management impact communities?
• What are the best available data to explore this?
• Are the data reliable, comparable, and statewide?
• How deep can we afford to go?
HYBRID APPROACH

• Identified 73 communities across California to profile
  • 20 localized indicators of community resilience over time
  • 6 county-level indicators (with representation index)

• Surveyed businesses in the profile communities

• Developed an index to weave these communities into a regional fabric

• Built an online platform to make all data publically accessible
STATEWIDE SERIES

• Series covers 73 focal communities
• Data-driven insights into demographics and local economies
• Presentation of summary survey results
COMMUNITY INDICATORS

• Population: age, ethnicity, race, birth/death, disability
• Education: school enrollment, services, educational attainment, closures
• Household economics: median income, median rent, poverty
• Employment: labor force, occupations, industries
• Development indicators: broadband connectivity, truck traffic
COUNTY INDICATORS

• Access to health care
• Access to financial services
• Housing affordability
• Taxable sales
• Intercounty or interstate migration patterns
• Property, drug, and violent crime
WHY SURVEY?

• Captures first-hand perspectives of business owners and residents
• Perceived change over time in local economy/business environment
• Access to important resources for community vitality
  • Health care
  • Recreation
METHODOLOGY

• Four state forest regions
  • Northwestern
  • Northern Cascades & Sierras
  • Central Sierra
  • Southern (and Inyo)

• All registered businesses included

• Targeting minimum 5% representation per community
RESULTS

• Conducted nearly 1600 interviews statewide
• Average representation rate of 7.4%
• Full analysis now available to the public by region
INDEX METHODOLOGY

• High-level comparison of resilience indicators
• ZIP Code Transaction Areas centered within 10 miles of a national forest
  • In Southern California, only ZCTAs with 1,000 persons/square mile or fewer
• Offers regional and state benchmarks for ZIP Code comparison
## Index Variables

<table>
<thead>
<tr>
<th>Economic</th>
<th>Educational</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate</td>
<td>High school graduation rate</td>
<td>Population per nonprofit organization</td>
</tr>
<tr>
<td>% of population living at or below the poverty line</td>
<td>High school dropout rate</td>
<td>Food insecurity rate</td>
</tr>
<tr>
<td>Households paying 50% or more of their income on rent</td>
<td>% of adults with a high school diploma</td>
<td>Population per health care facility</td>
</tr>
<tr>
<td>Median household income</td>
<td>% of adults with a bachelor’s degree</td>
<td>Number of violent crimes per 1,000 residents</td>
</tr>
<tr>
<td>Income inequality (Gini)</td>
<td>% of 3-4 year olds enrolled in school</td>
<td>Number of property crimes per 1,000 residents</td>
</tr>
<tr>
<td>Population per bank</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Display National Forest Boundaries and County Boundaries

Active Layers
Community List Updates by Region Automatically

Filter by Forest Region
Display Key SFAC Business Survey Results

Zoom to Community
Access to Community Report

Turn on Economic Index
Turn on Social Index
DATA PRODUCTS OF THE PARTNERSHIP

1. USFS Socioeconomic Profile Series
2. SFAC Business Survey
3. ZIP Code Indices
4. USFS Interactive Data Platform
5. Project Outreach/Public Engagement
6. USFS Planning Workshops