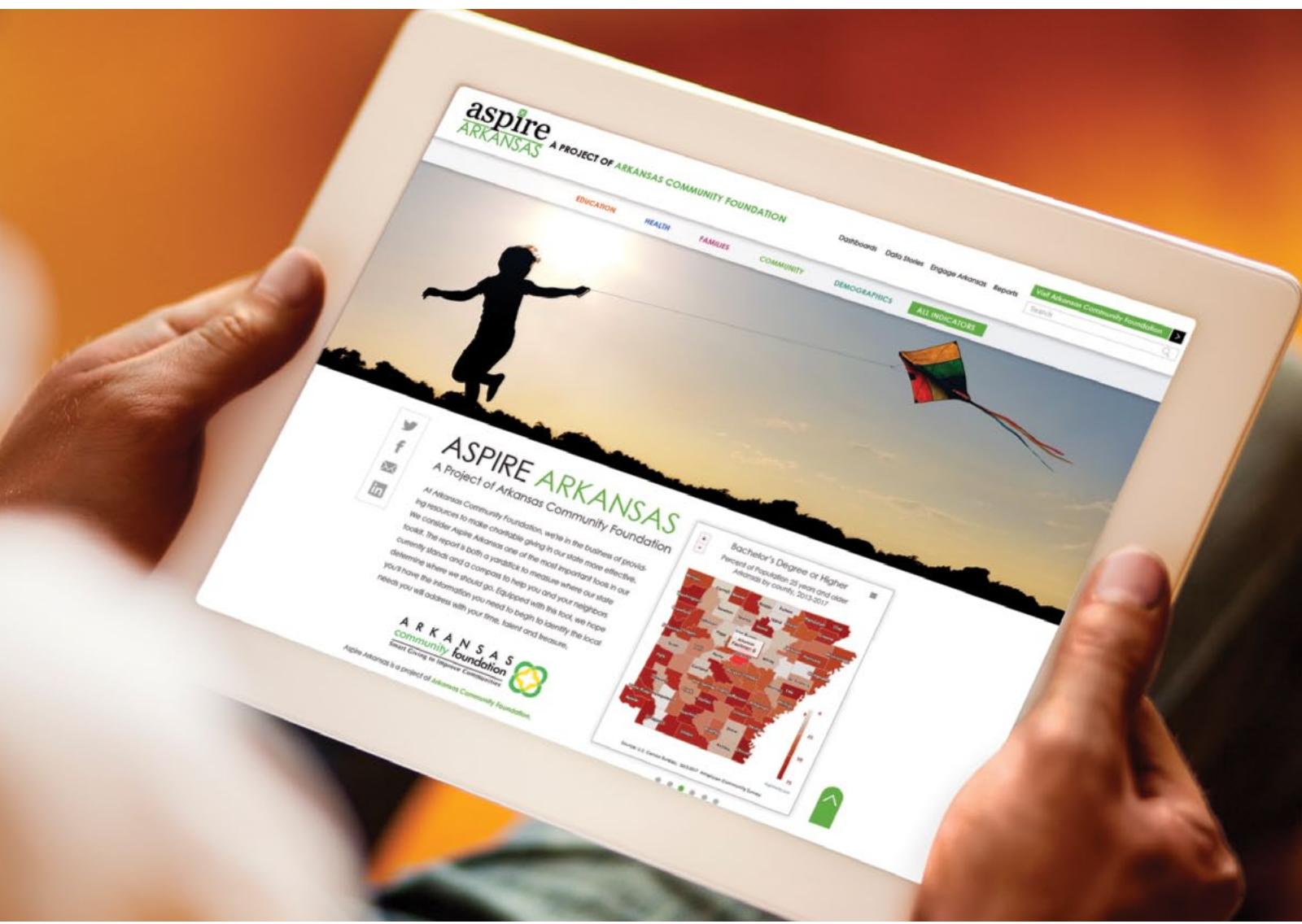


# Community Profiles

Using Data to Drive Community Change



## Changing the Culture of Community Problem Solving



Promising Solutions

Government & Education | Economics & Public Finance | Health & Human Services | Nonprofits & Communities

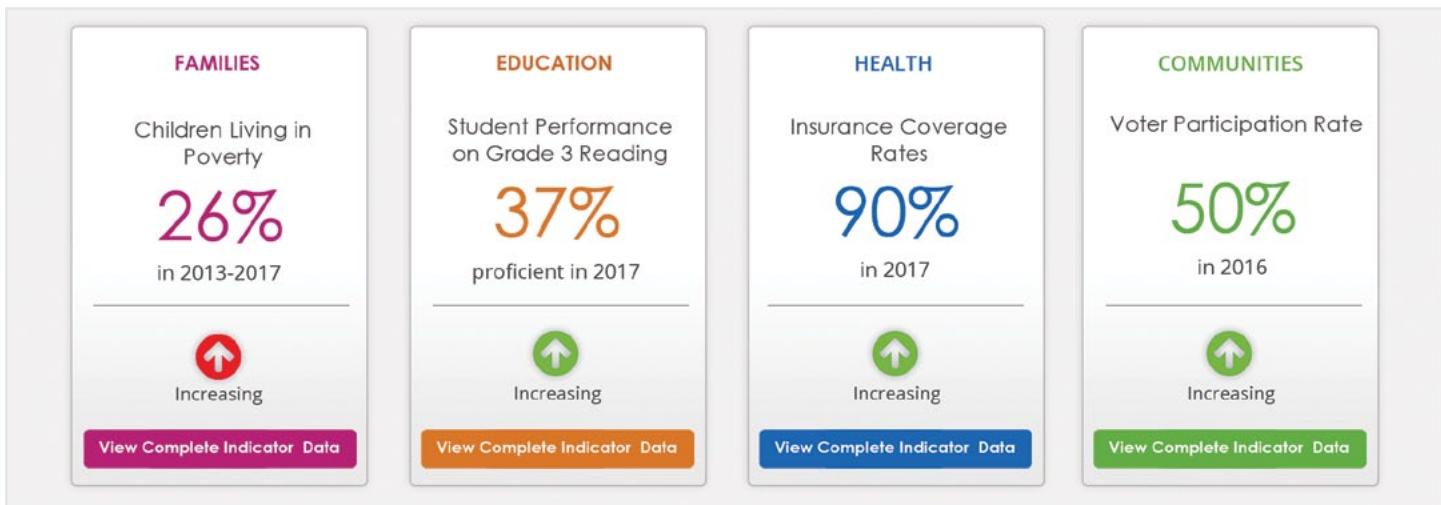
## We Deliver Reliable Data so You Can Tackle Your Community's Challenges

Our web-based profiles make information understandable, meaningful, actionable and accessible. Each profile is a launching pad for community-wide dialogues about strengths, challenges and opportunities. Profiles are valuable for informing community planning and strategic development. In order to be effective, these profiles have to be up-to-date and engaging. We handle that, so you can focus on tackling your community's challenges.



CGR's indicators websites provide easy access to topics that matter in your community. With a user-friendly interface, our professionally developed websites are specifically designed to provide communities with an end-to-end, elegant way to obtain and analyze data. Users are able to make meaningful use of the information we provide to promote and implement change. Each website is tailored to fit your organization's brand identity.

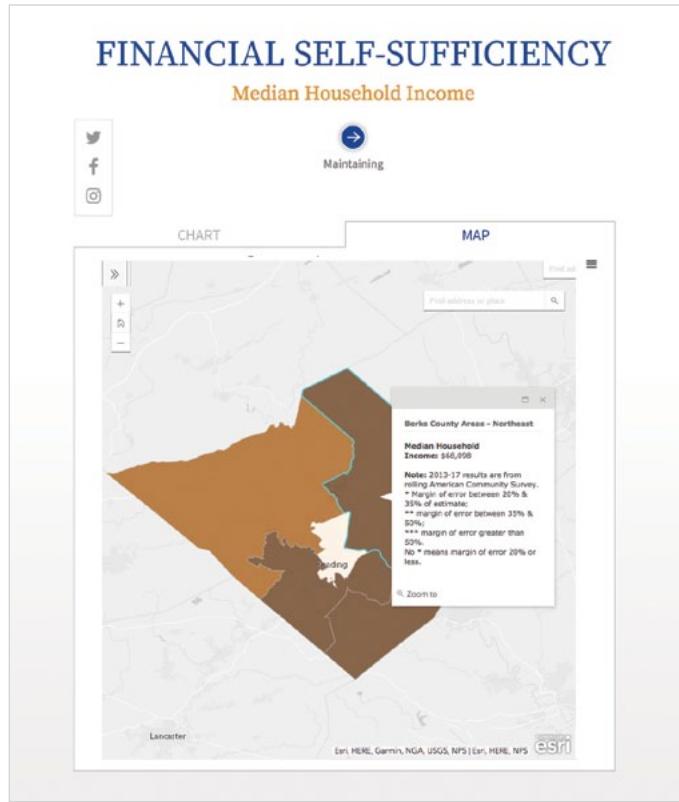
### Dashboards Provide Access to Featured Indicators



"Individuals and groups throughout the state use the data on AspireArkansas.org to target key issues that mean the most for their communities. The knowledge they gain helps them choose the most important local priorities to support with time, funding and advocacy."

Heather Larkin  
Arkansas Community Foundation President and CEO

## Mapping Provides Additional Analytical Power, Showing Variations Within Communities

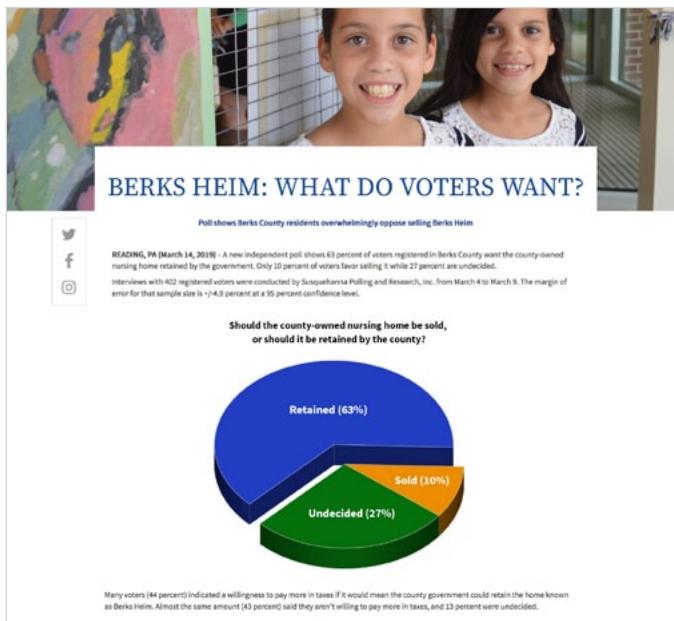


## Generate Transformative Conversations

Communities are using data to have transformative conversations about social issues such as:

- Poverty
- Education
- Healthcare
- Voter Participation

This data is used to create a community report card each year.



## Tell Powerful Data Stories

Combine related indicators to drive change by illuminating the big picture stories that impact your community.



### Lack of Transportation Impedes Opportunity

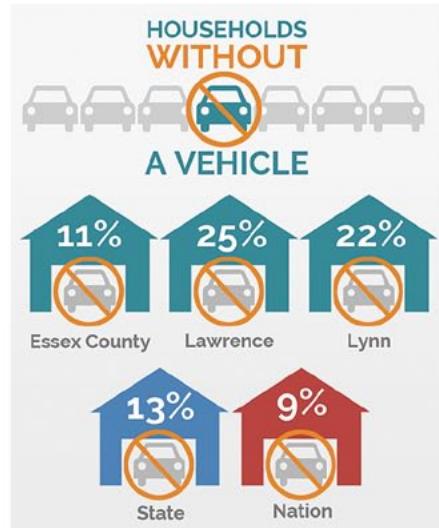
#### How is limited public transportation in Berks County affecting our communities?

Berks County isn't the easiest place to get around, especially if you don't have a car. Public transportation is limited, with the central part of the county not served at all. While congested roads and busy rush hours can be a troubling inconvenience for many, the lack of reliable transportation can have an even bigger impact on the lives of low-income people, who may not be able to access jobs or the education they need to enter the workforce.



#### Who is being impacted the most?

While 11% of Berks County households did not have a vehicle, comparable with the state (13%) and nation (9%), the figures were higher in the cities of Lawrence and Lynn – 25% and 22%, respectively.



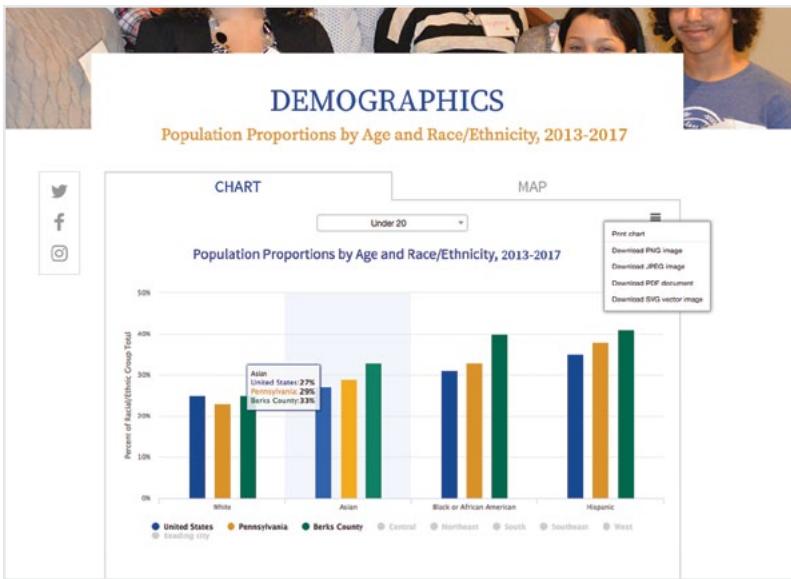
#### Can access to transportation help break the cycle of poverty?

Overall, Berks County has a highly educated adult population, with 37% of people 25 and older having a bachelor's degree or higher. In the poorer cities, the college-educated population is lower: 12% in Lawrence and 19% in Lynn.



EDUCATION LEVELS OF ADULTS / VIEW FULL DATA >

## Data Features Allow Users to Download Data and Customize Charts



	White	Asian	Black or African American	Hispanic
Pennsylvania	23%	29%	33%	36%
Berks County	25%	33%	40%	41%
Berks County Regions				
Central	25%	33%	39%	46%
Northeast	27%	27%	33%	45%
South	24%	33%	36%	45%
Southeast	18%	27%	39%	45%
West	22%	29%	35%	39%
Reading city	26%	34%	39%	46%
Berks County Peers				
Chester County	25%	34%	34%	39%
Lancaster County	26%	33%	39%	42%
Lebanon County	25%	34%	42%	43%
Lehigh County	24%	31%	39%	40%

## Our powerful features meet your most important needs.

We work closely with communities to determine key topics to be covered and select the most interesting and informative indicators to document key trends and issues.

### Features

- Dynamic Charts** — Users can customize visualizations to focus on their interests.
- Map Visualizations** — Seeing data geographically adds insight.
- Data API** — Allows customized calls and displays of the data.
- Dashboards** — At-a-glance graphics provide quick takeaway information.
- Data Downloads** — Raw data allows users to do their own analysis.

### Benefits

- Engagement** — We help you engage your community in the planning, launch and ongoing work of positive community change.
- Insight** — Data analyzed in a comparative context gives an in-depth understanding of a community's strengths and challenges.
- Analysis** — Regularly engage your community through indicator and issue analysis delivered via electronic newsletters.
- Tracking** — Web statistics track the reach of your platform.

### Our Work

[www.communityprofiles.org](http://www.communityprofiles.org)



### Who is using this data?

- Chambers of Commerce
- Citizens
- Donors
- Foundations
- Funders
- Governments
- Grantors and Grantees
- Leaders
- Planning and Economic Development Agencies
- Policymakers
- United Ways



Promising Solutions