

Incorporating Demographic Analysis in the Search for Funding - Brownfields, CRAs, & ArcGIS Online

BACKGROUND <ul style="list-style-type: none">Needs<ul style="list-style-type: none">Brownfields (remediation)CRAs (redevelopment)Project Description<ul style="list-style-type: none">Last year, we mapped CRAs & Brownfields statewide (link to web map). Now we add depth to the analysis by associating demographic information with our Brownfield locations.	MAPPING <ul style="list-style-type: none">ESRI<ul style="list-style-type: none">ArcGIS OnlineArcMap &/or ArcGIS ProData Sources<ul style="list-style-type: none">ESRI - Tapestry Segmentation, current & future demographic estimatesUS Census - Decennial Census, American Community Survey (ACS) 5-Year Estimates	ANALYSIS (THE FUN PART) <ul style="list-style-type: none">DONE - Intersection of Brownfields & CRAs statewideBrownfield demographics<ul style="list-style-type: none">US Census & ACS data (See American Factfinder for tabular data)ESRI Tapestry Segmentation data & demographic estimates<ul style="list-style-type: none">Full raster, regression grade descriptionAvailable demographicsArcGIS Online<ul style="list-style-type: none">Historically add a wealth of dataAvailable resources: Road names, building footprints, parks, soils, wetlands, DDEI/WYFD, Du...
GRANTS <ul style="list-style-type: none">EPA.gov Brownfield GrantsFlorida Brownfields ProgramsNew Jersey Institute of Technology - State Brownfield Funding Programs	ADDITIONAL RESOURCES <ul style="list-style-type: none">Official State of Florida Geographic Data PortalFlorida Geographic Data Library (FGDL)<ul style="list-style-type: none">FDP GeospatialFDP on AGOLERA GeospatialERA on AGOL	RESULTS <ul style="list-style-type: none">Enriched Brownfield areas/sites with Demographics & Tapestry SegmentationSelected potential grants which request or require demographic informationEffective Presentations for Informed Decision Making<ul style="list-style-type: none">Web Applications & Story Maps

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BACKGROUND

- Needs
 - Brownfields (remediation)
 - CRAs (redevelopment)
- Project Description
 - Last year, we mapped CRAs & Brownfields statewide ([link to web map](#)). Now we add depth to the analysis by associating demographic information with our Brownfield locations,

MAPPING

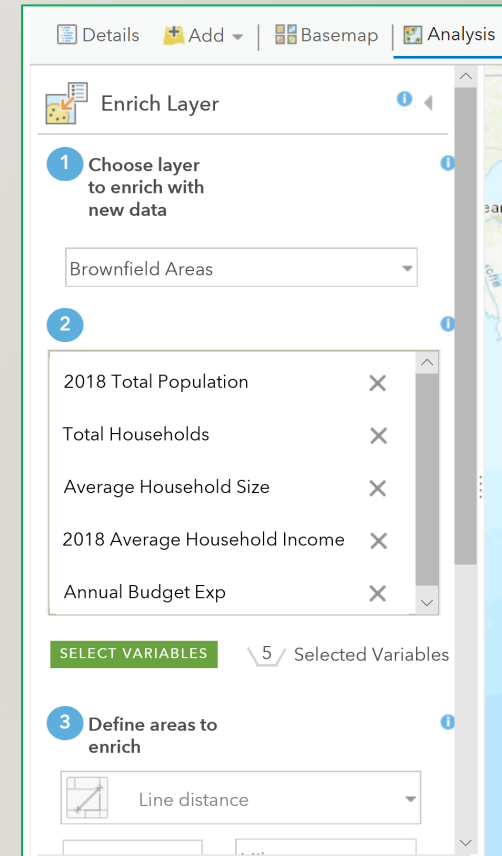
- ESRI
 - ArcGIS Online
 - ArcMap &/or ArcGIS Pro
- Data Sources
 - ESRI – Tapestry Segmentation, current & future demographic estimates
 - US Census – Decennial Census, American Community Survey (ACS)
5-Year Estimates

ANALYSIS (THE FUN PART)

- DONE - Intersection of Brownfields & CRAs statewide
- Brownfield demographics
 - US Census & ACS data. See [American FactFinder](#) for tabular data
 - [ESRI Tapestry Segmentation](#) data & demographic estimates
 - [Full tapestry segmentation profile descriptions](#)
 - [Available demographics](#)
- ArcGIS Online
 - Instantly add a wealth of data
 - Available incentives, flood zones, building footprints, parcels, soils, wetlands, DEP, SWFWMD, DoR...

ANALYSIS: DEMOGRAPHICS

- Primary data sources
 - US Census data
 - ESRI [Tapestry Segmentation](#) data
- Enrich Layer aka “Who & what else is here?” ([GeoEnrichment service](#))
- Analysis → Data Enrichment → Enrich Layer
 - Options
 - Population, Income, Age, Households, Education, Spending, Behavior, Jobs, Policy, Supply/Demand, Landscape, & others
- Estimate credits before running analysis



ANALYSIS: INFOGRAPHICS

- Primary data sources
 - US Census data & ESRI demographic estimates
 - ESRI [Tapestry Segmentation](#) data
- Create Infographic (ArcGIS Pro)
 - “a visual image such as a chart or diagram used to represent information or data.”
 - Export to interactive html
- Create Infographic (AGOL)
 - Web App Builder widget
- Both use credits but not many

Configure Infographics

Show available data for:

Select variables to add to infographics as My Variables

My Variables

Total Population	<input type="button" value="x"/>
Total Households	<input type="button" value="x"/>
Average Household Size	<input type="button" value="x"/>
	<input type="button" value="#"/> <input type="button" value="Index"/>
ACS HHs: Inc Below Poverty Level	<input type="button" value="x"/>
	<input type="button" value="#"/> <input <="" td="" type="button" value="%"/>
ACS Inc Below Pov: Marr-couple Fam	<input type="button" value="x"/>
	<input type="button" value="#"/> <input <="" td="" type="button" value="%"/>

Buffer parameters for point features

Buffer Type:

Distance or time:

Units:

Buffer parameters for linear features

Distance:

Units:

GRANTS

- EPA.gov [Brownfield Grants](#)
- Florida Brownfields [Programs](#)
- New Jersey Institute of Technology - [State Brownfield Funding Programs](#)

ADDITIONAL RESOURCES

- Official State of Florida [Geographic Data Portal](#)
- Florida Geographic Data Library ([FGDL](#))
- FDEP [Geoportal](#)
- [FDEP on AGOL](#)
- [EPA Geoportal](#)
- [EPA on AGOL](#)

RESULTS

- Enriched Brownfield areas/sites with Demographics & Tapestry Segmentation
- Selected potential grants which request or require demographic information
- Effective Presentations for Informed Decision Making
 - Web Applications & Story Maps

QUESTIONS & CONTACT INFO

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