



# DATA DAY 2015

## DEMOCRATIZING DATA TO DRIVE COMMUNITY CHANGE

Worcester Polytechnic Institute

Thursday, May 21<sup>st</sup> 8:00 am – 5:00 pm

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8:00 - 9:00

### REGISTRATION AND BREAKFAST

#### Lounge

Please visit the poster session with the following exhibit:

- Central Mass Workforce Investment Board

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9:00 – 9:20

### WELCOME

#### Salisbury Labs 115, Kinnecutt Hall

- Linda Looft, WPI
- Larry Adams, Central Massachusetts Regional Planning Commission
- Holly St. Clair and Marc Draisen, Metropolitan Area Planning Council

9:20 - 10:15

Larry Adams to Introduce Keynote

### KEYNOTE (Salisbury Labs 115, Kinnecutt Hall)

#### Big Data Analytics For Smarter Communities

- Elke Rundensteiner, Director of WPI's Data Science Degree Program
- Question and Answers

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10:15 - 11:00

### INTRODUCING THE CENTRAL MASSACHUSETTS DATACOMMON

#### Salisbury Labs 115, Kinnecutt Hall

- Christopher Ryan, Central Massachusetts Regional Planning Commission
- Panel responding to new tool:
  - Glenn Eaton, Executive Director, Montachusett Regional Planning Commission
  - Timothy J. McGourthy, Worcester Regional Research Bureau
  - Laura Roberts, WPI Worcester Project Center
  - Michael Hamel, Director, MassIT Office of Municipal & School Technology

#### Logistics and Overview of the Day

- Christopher Ryan, Central Massachusetts Regional Planning Commission

11:00 - 11:15

### Break



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11:15 – 12:30

## INTERACTIVE WORKSHOPS I (Sessions run concurrently)

Workshop categories:

Category 1 – Basic data methods, tools, and technology skills

Category 2 – Topic-specific workshops

(Please attend the workshop you pre-registered for or check with staff about capacity in other sessions.)

### **Hands-on: Create Custom Maps and Data Visualizations with the Central Massachusetts DataCommon, Session 1**

**(Computer Labs - Room 123) Capacity: 25**

Learn hands-on how to conduct research and create custom maps using the *Central Mass DataCommon*. (Category 1)

- Jessie Partridge, Metropolitan Area Planning Council
- Dominique DuTremble, Central Massachusetts Regional Planning Commission

### **Presentation: Create Custom Maps and Data Visualizations with the Central Massachusetts DataCommon**

**(Salisbury Labs Room 105) Capacity: 45**

Watch a demonstration on how to conduct research and create custom maps using the *Central Mass DataCommon*. Follow along if you **bring your own laptop**. (Category 1)

- Susan Brunton, Metropolitan Area Planning Council

### **Data on a Deadline: Introduction to the U.S. Census and Simple Reports (Salisbury Labs Room 104)**

Learn about the wealth of data in the U.S. Census and how to quickly find facts and figures on the Census Bureau's *American Fact Finder* and *Census Reporter*. Special focus will be given to media resources and hands-on activities focus on how to use data to identify new stories, or to find evidence for current stories. (Category 1)

- Alexandra Barker, U.S. Census Bureau

### **Kids Count**

**(Salisbury Labs Room 407)**

Learn about the valuable online resource, KIDS COUNT. It is the premier source for data on child and family well-being in the United States supporting smart decisions about children and families. (Category 2)

- Nancy Wagman, Massachusetts Budget and Policy Center

### **Putting the Assessment in Health Impact Assessment (Salisbury Labs Room 402)**

A primer on assessment tools and methodologies for estimating the impact of the built environment on health, with a focus on the local food environment, walkability, and more. (Category 2)

- Karin Valentine-Goins
- Zachary Dyer, Worcester Health Department
- Tricia Pistone, Montachusett Opportunity Council
- Tom Skweirawski, Montachusett Opportunities Council

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12:30 – 1:30

## LUNCH AND ASK THE DATA EXPERTS

Lunch options available in the lounge area. Poster exhibits open for viewing. **Salisbury Labs Room 115** designated for attendee lunch and discussion.

### Data Farmers Market

Harvest local knowledge from experts in the fields of arts and culture, demography, economics, education, housing, information technology, land use, public health, transportation and during this networking opportunity.

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1:30 – 3:15

## AFTERNOON PLENARY

### PANEL ON CENTRAL MASSACHUSETTS TRENDS

(Salisbury Labs 115, Kinnecutt Hall)

- Sujatha Mohanakrishnan, Central Massachusetts Regional Planning Commission
- Trish Settles, Central Massachusetts Regional Planning Commission
- Timothy J. McGourthy, Worcester Regional Research Bureau
- Michael Traynor, Chief Development Officer, Executive Office of Economic Development, City of Worcester
- Julie Jacobson, Town of Auburn

Moderated by Christopher Ryan

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3:30 – 5:00

## INTERACTIVE WORKSHOPS II

### Hands-on: Create Custom Maps and Data Visualizations with the Central Massachusetts DataCommon, Session 2 (Computer Lab - Room 123) Capacity: 20

Learn hands-on how to conduct research and create custom maps using the *Central/Mass DataCommon*. (Category 1)

- Jessie Partridge, Metropolitan Area Planning Council
- Dominique DuTremble, Central Massachusetts Regional Planning Commission

### Introduction to Data Mapping (Salisbury Labs – Room 105)

An introduction to data mapping concepts and techniques, including Geographic Information Systems (GIS). (Category 1)

- Matt Franz, CMRPC
- Jason Stanton, MRPC
- Aleda Freeman, MassGIS

### American Fact Finder: Demystified (Salisbury Labs – Room 104)

Explore how to create custom reports, find timely data, and more from the U.S. Census Bureau's *American FactFinder* website. Session will include tips on how to determine and represent the uncertainty in American Community Survey estimates at the neighborhood level. (Category 2)

- Alexandra Barker, U.S. Census Bureau

### Use Data to Tell a Story (Salisbury Labs 115, Kinnecutt Hall)

You have your data, now craft a story and get your message heard. Join the Globe reporters to deconstruct a press story and learn the nuts and bolts of how they

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incorporated Instagram, mapping and data to tell the story. (Category 2)

- Aaron Nicodemus, Assistant City Editor, Worcester Telegram & Gazette
- Rick Saia, Editor, Worcester Business Journal
- Paul Matthews, 495/MetroWest Partnership

## **Data Therapy**

**(Salisbury Labs – Room 407)**

Fight the bar chart! Come learn more creative ways to present your data-driven stories to your board, volunteers, policy makers, and the general public. We'll build things with craft materials, and have some "group therapy" time to learn from each other.

(Category 1)

- Rahul Bhargava, MIT