



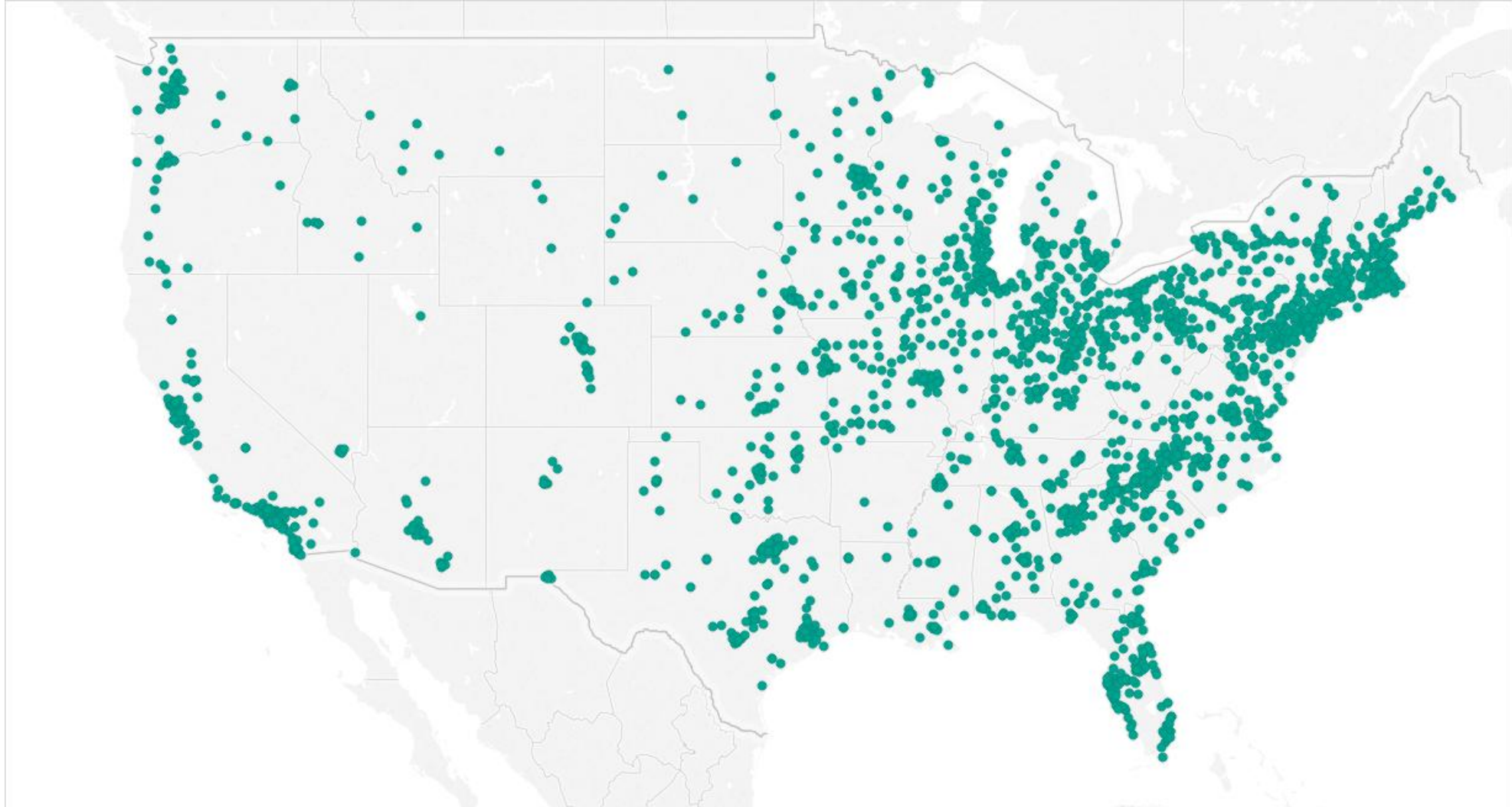
**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FROM DATA TO INSIGHT

THE 500 CITIES PROJECT DATA LAUNCH
YMCA OF THE USA
RESEARCH, EVALUATION & DATA SCIENCES
December 7, 2016



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

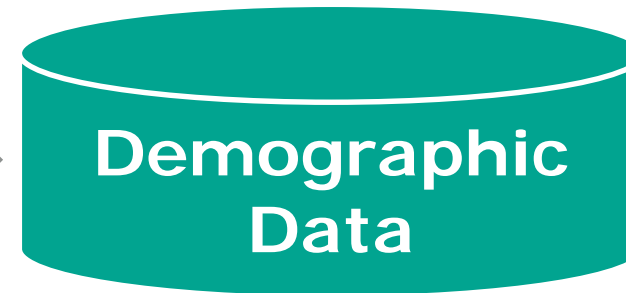


GUIDING PRINCIPAL

When combined and given a context, data become information that can be compared, sorted, and analyzed to **answer important questions about how to change programs and policies** to improve both community conditions and people's lives.

What Counts? Harnessing Data for America's Communities

Problem or Question



Solution

Select an Association

Sample YMCA x

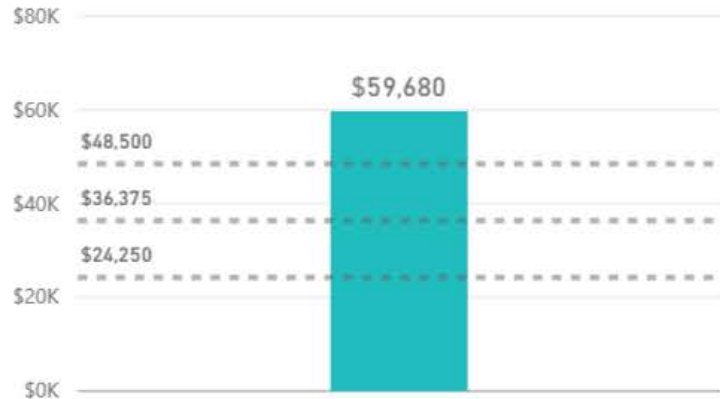


Sample YMCA

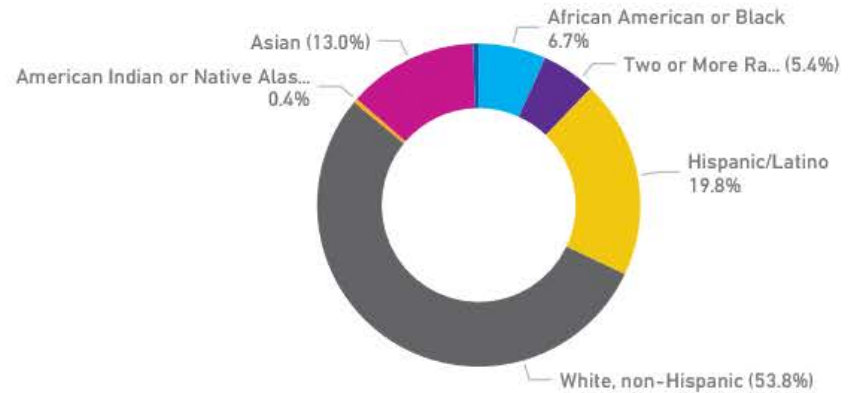
Select Facility

- "Y's Beginnings"
- 20th Avenue Center
- 21st Century Learning Center
- 21st Street CDC
- 70th Street Preschool
- 8th Street CDC

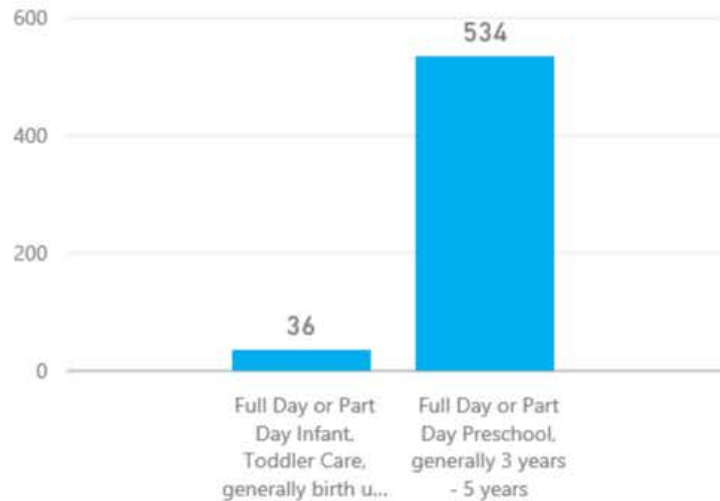
Median Household Income



Population by Race/Ethnicity



Children Served by Program



51.4%
Kids Ages 3-4
Enrolled in
School

23.9%
Non-English
Speakers

5.9%
Adults with No
High School Degree

12.5%
Born
Outside U.S.

12.0%
Single Parents

30.7%
Adults Not in
Labor Force

7.3%
Poverty
Rate

593
Total Kids
Ages 0-4

47.2%
Owned Homes

3
Physical
Environment
Rank Quartile

1
Food
Environment
Index Quartile



THANK YOU

Maria-Alicia Serrano

YMCA OF THE USA

800 872 9622 ext 4010

maria-alicia.serrano@ymca.net

@RsrchSerrano