



Blueprint for
BALTIMORE
2020 & BEYOND



Baltimore Data Week | Effect of Digital Equity on Learning and Working

Using Resident Data to Address Neighborhood Concerns

Thursday, July 23rd 2020

Agenda

1. Introductions

1. OSI - Baltimore
2. Organizing Black
3. HR&A

2. Blueprint for Baltimore overview

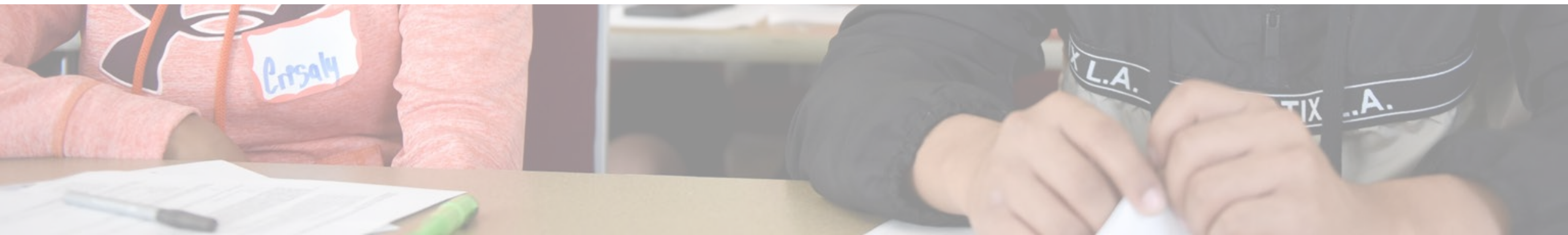
3. Key takeaways for using resident data for policy change

4. Q&A

Blueprint for
BALTIMORE
2020 & BEYOND



Introductions



Open Society Institute-Baltimore is the only US field office of Open Society Foundations, an international network of grantmaking institutions that invest in progressive initiatives that center the principles of freedom, democracy, and human rights.





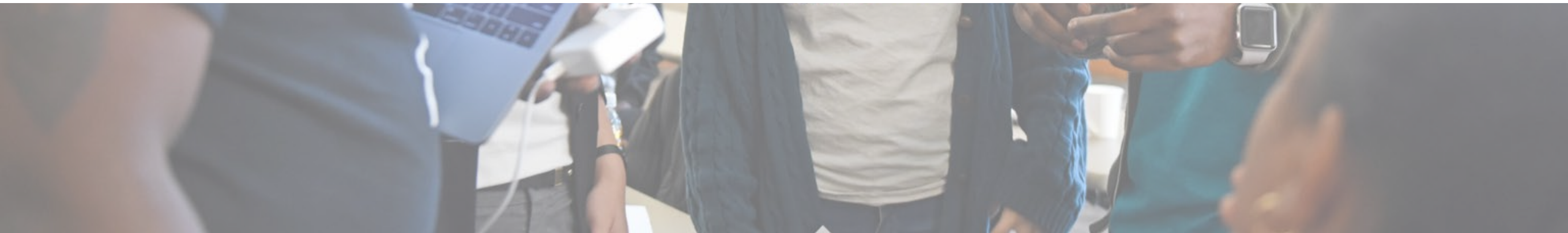
Organizing Black is a grassroots, member-led organization dedicated to fighting for the liberation of all Black people by building local power through transformational Black direct action organizing, political education, and participatory governance practices.

HR&A Advisors is an employee-owned consulting firm with wide-ranging experience in inclusive engagement for policy change.





Blueprint for Baltimore Overview



Blueprint for Baltimore | Goals

- 1. Be inclusive of a diversity of Baltimoreans**
- 2. Lead to actionable results**
- 3. Lead to transformative change**
- 4. Hold government accountable**

Blueprint for Baltimore | Key stats

5 Community Partners led the design and canvassing for the survey: **Baltimore Votes, Black Leaders Organizing for Change, Black Girls Vote, CASA, and No Boundaries Coalition.**

44% did not vote in the last municipal election

Over **5,000** Baltimoreans responded

The survey was offered in **4** languages: English, Spanish, simplified Chinese, and French

A survey asked thousands of Baltimoreans about their priorities for the city. Here's what they said.

By CHRISTINE ZHANG
BALTIMORE SUN | JAN 27, 2020 AT 1:44 PM



Jane Nesbitt, of West Baltimore, listens to Sean Logan, director of civic culture and youth programs with No Boundaries Coalition, at a Nov. 19 outreach event at Lexington Market, one in a series by community organizations conducting a citywide survey to track Baltimore residents' policy priorities. (Karl Merton Ferson/Baltimore Sun)

LATEST BALTIMORE CITY

CRIME

Baltimore Police training academy closes after four trainees and two staff members test positive for COVID-19

7m



CORONAVIRUS

Schools reopening: Here's how Maryland jurisdictions are planning for the fall amid the coronavirus pandemic

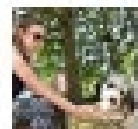
13m



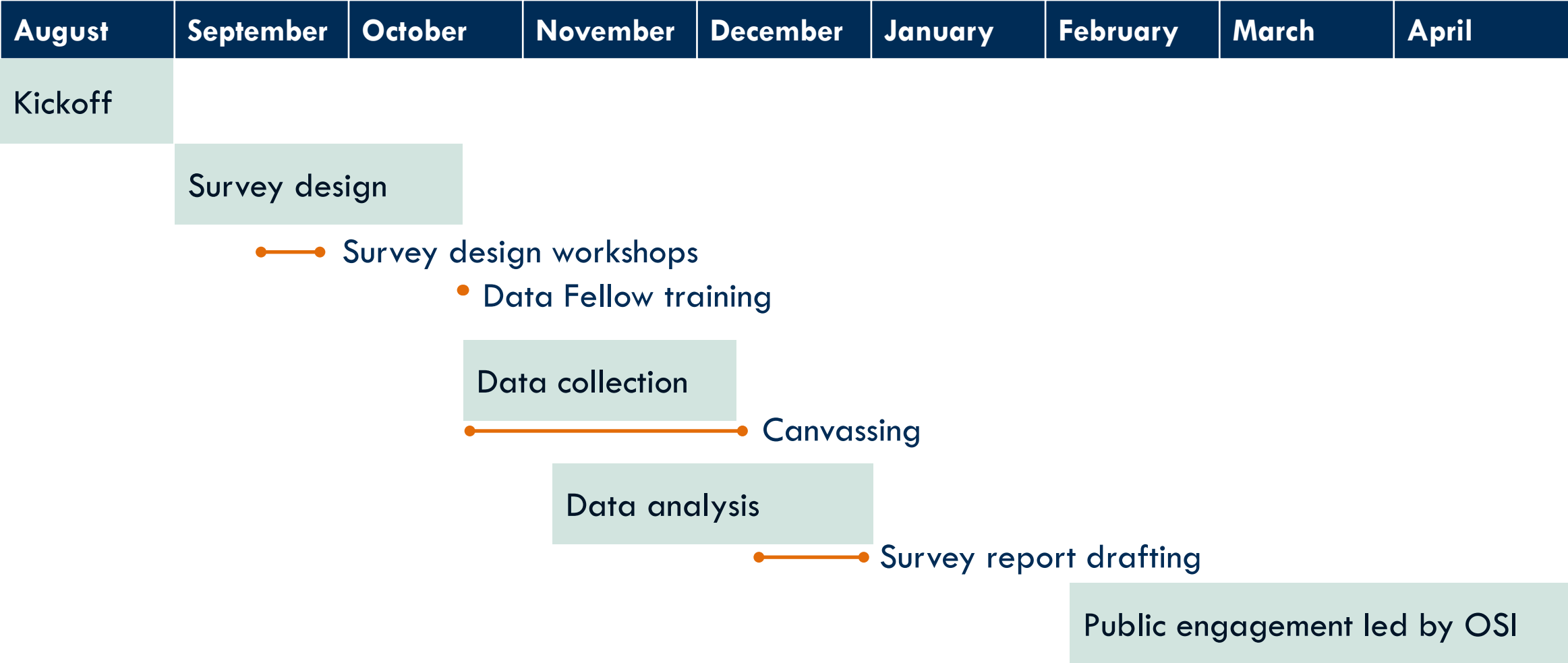
BALTIMORE CITY

Maryland weather: After heat advisory Sunday, expect temperatures to remain just as high for next few days

5h



Blueprint for Baltimore | Process



Blueprint for Baltimore | What did we ask?

Screening

“Do you live in Baltimore City?”

7 questions on civic engagement and demographics

“Which neighborhood do you live in?”

“Which of the following racial/ethnic categories do you identify with?”

22 questions on specific issues
(11 on how the city should spent money)

“Every year, the mayor decides how to spend \$1 billion out of the City's operating budget of \$3 billion. **Based on what you believe Baltimore needs, which of the following City services do you think should be prioritized?**”

POLL:

Every year, the mayor decides how to spend \$1 billion out of the City's operating budget of \$3 billion.

Based on what you believe Baltimore needs, which of the following City services do you think should be prioritized?



Key Takeaways

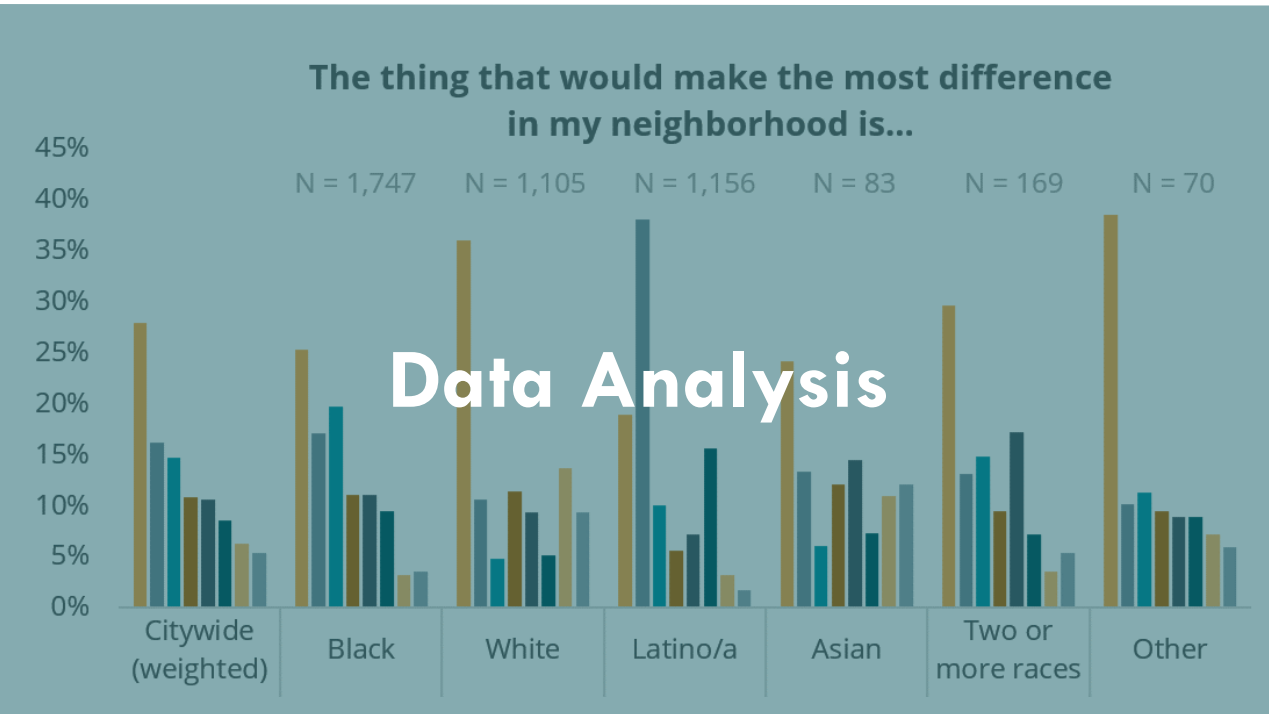




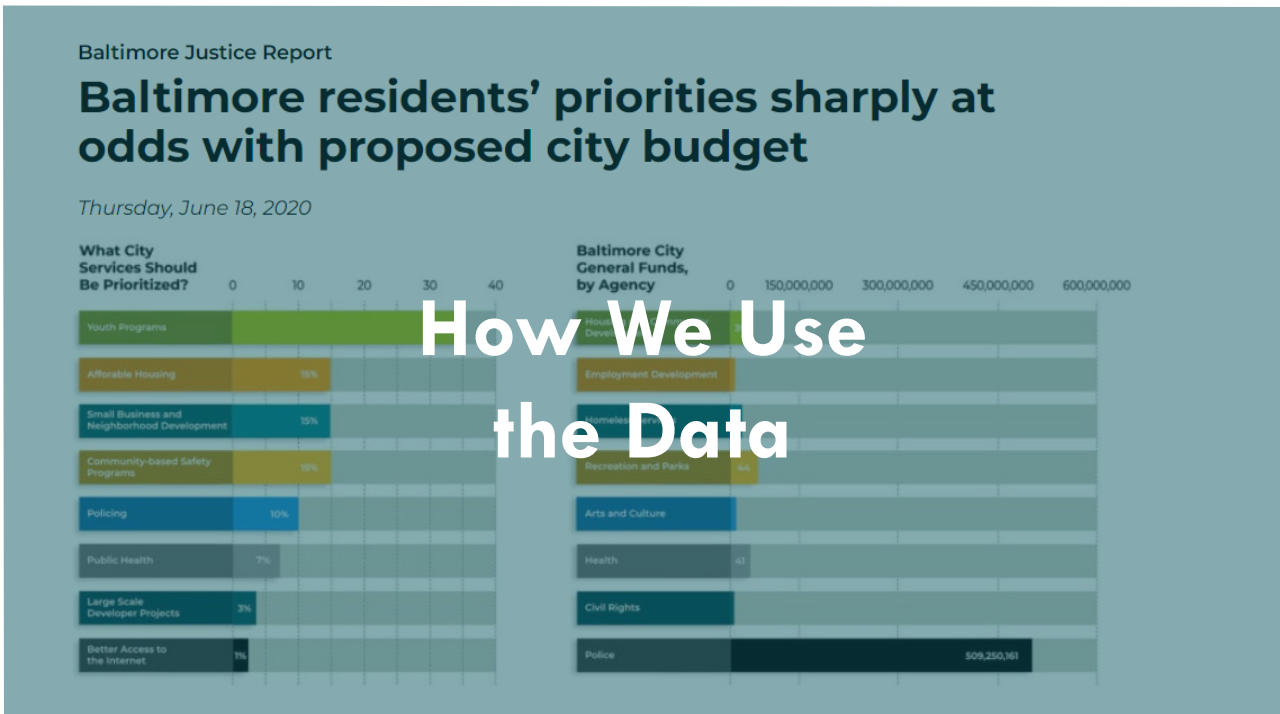
Survey Design + Data Fellow Training



Data Collection



Data Analysis



How We Use the Data



Survey Design + Data Fellow Training

Design the survey with
**community members at
the center.**

**Hold a canvasser training
to share best practices.**

Use the surveys to **raise
awareness of policy
issues.**

Creative approaches
to collecting data
included...

Target geographies based
on real-time monitoring.

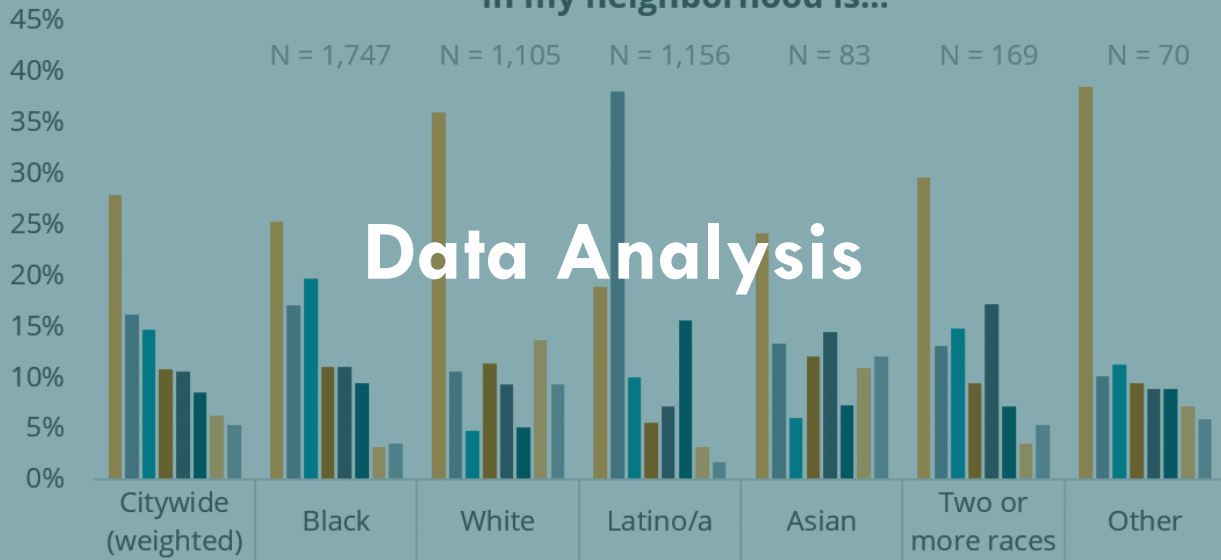
Don't just hire "canvassers,"
develop **leaders** who see
the larger strategy.



Check whether the sample is **representative of your audience.**

Break down the data by race/ethnicity, by age group, and by race AND age.

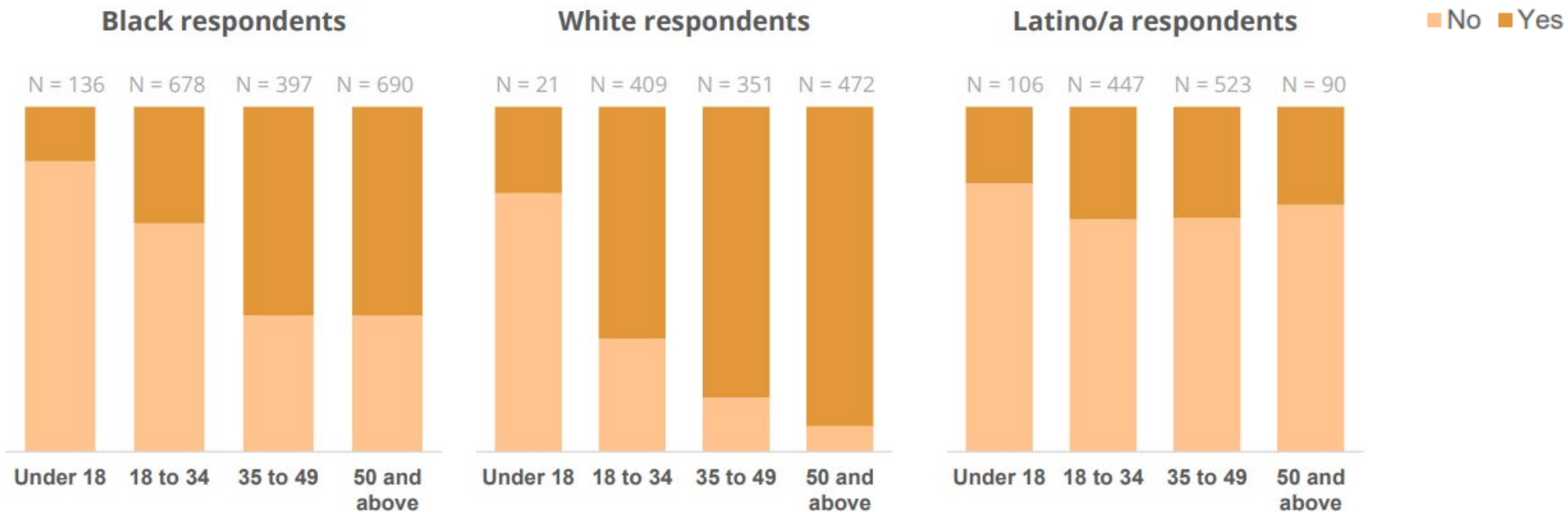
The thing that would make the most difference in my neighborhood is...



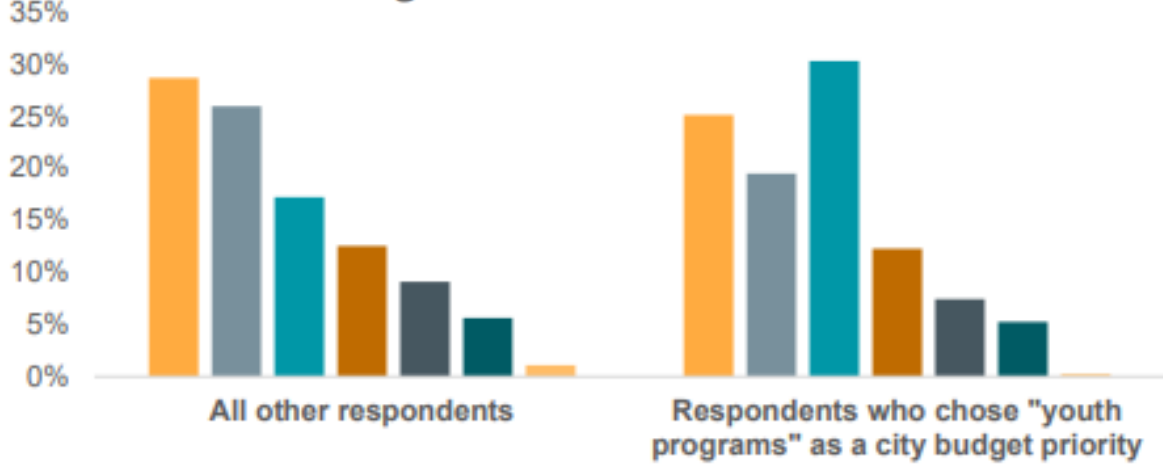
Compare responses across multiple questions.

Break down the data by race/ethnicity, by age group, and by race AND age.

Did you know about the Consent Decree?



If more money were allocated to children and youth support, the government should...



N = 2,999

N = 1,371

- Support job access for youth by providing skills training and employment programs
- Provide money to low-income families to meet basic human needs
- Expand neighborhood recreational centers
- Support children and youth mental health through counseling, trauma services, etc.
- Expand libraries
- Support scholarship programs for youth
- Increasing funding for children and youth support is not a priority

Compare responses across multiple questions.

Publish the data on a public portal.

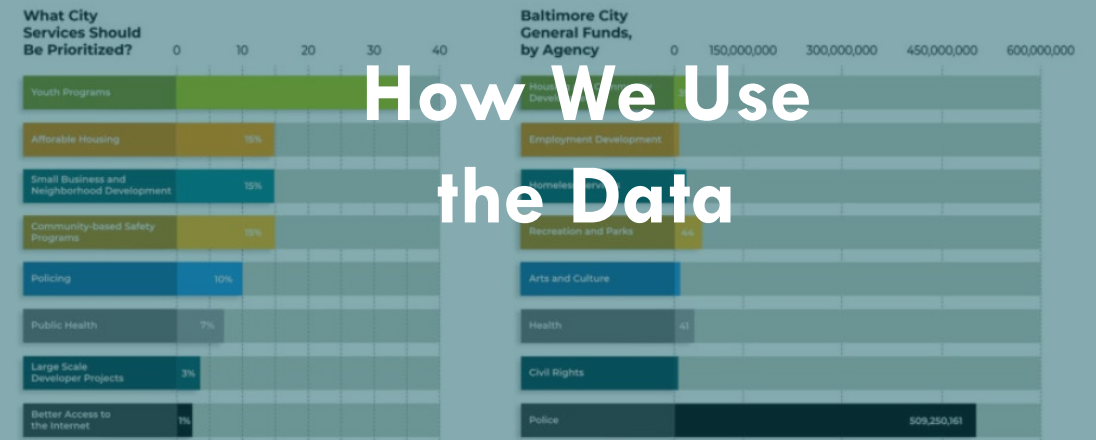
Organizing Black is using data as part of its demand that **50% of BPD's budget to be invested in Baltimore's Black Communities.**

Inform priorities among City Councilmembers.

Baltimore Justice Report

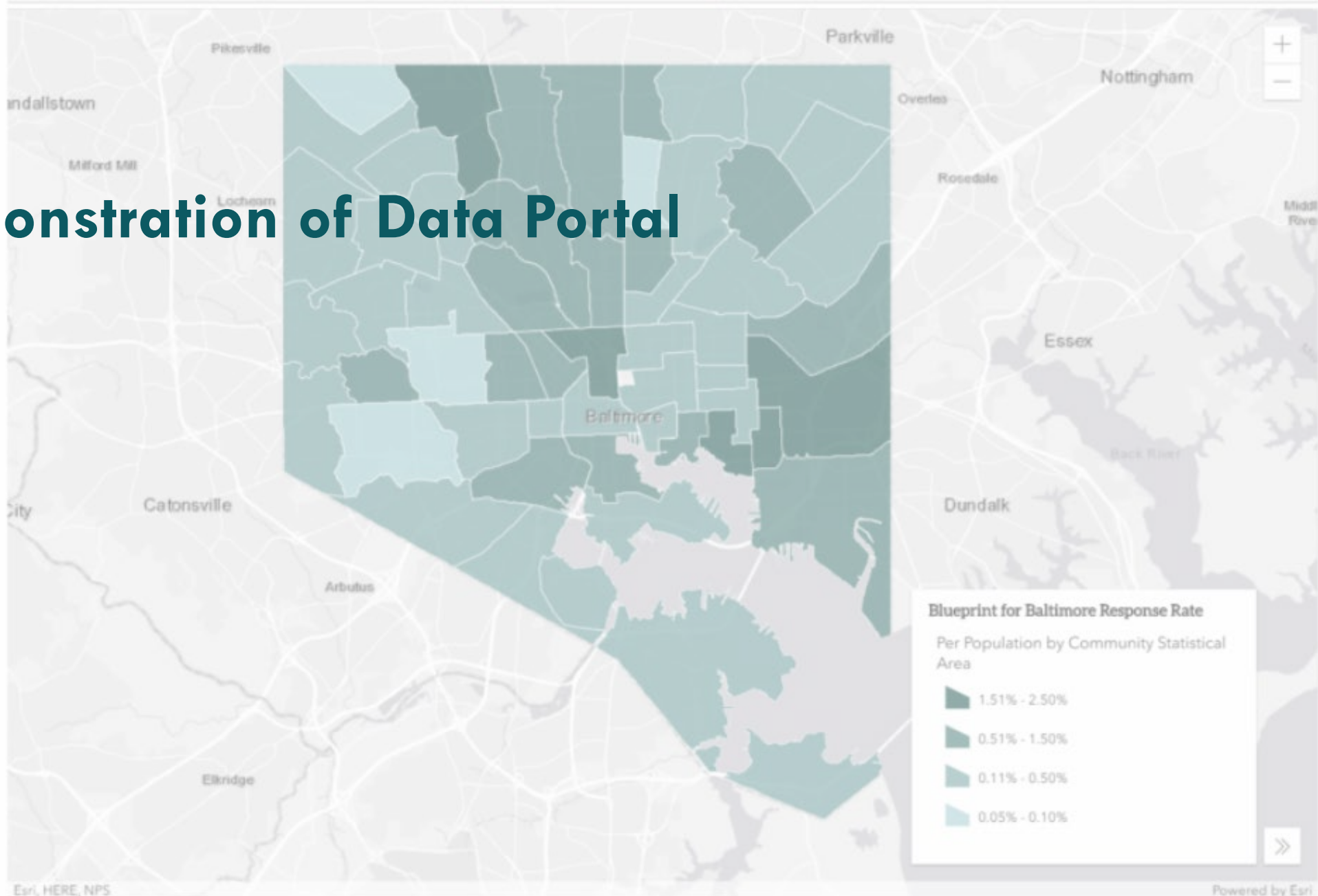
Baltimore residents' priorities sharply at odds with proposed city budget

Thursday, June 18, 2020



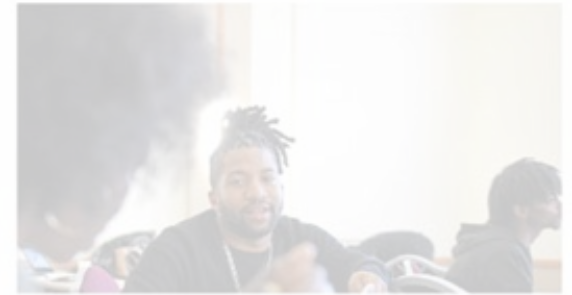
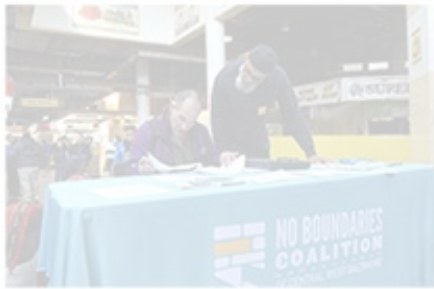
Responses by Community Statistical Area:

Demonstration of Data Portal

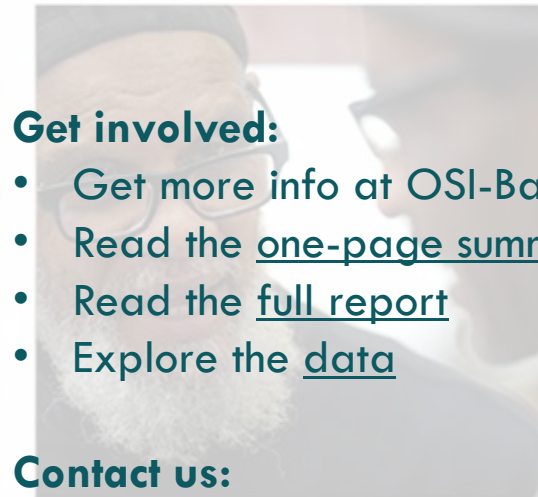


Questions?





Thank you!



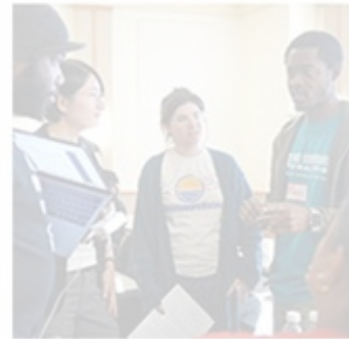
Get involved:

- Get more info at OSI-Baltimore's [website](#)
- Read the [one-page summary](#)
- Read the [full report](#)
- Explore the [data](#)

Contact us:

- Evan Serpick (OSI-Baltimore): evan.serpick@opensocietyfoundations.org
- Tre Murphy (Organizing Black): minister.murphy1@gmail.com
- Jose Serrano-McClain (HR&A): jserranomcclain@hraadvisors.com
- Eri Furusawa (HR&A): efurusawa@hraadvisors.com

Blueprint for
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2020 & BEYOND





Blueprint for Baltimore 2020 & Beyond

Survey Report



OPEN SOCIETY INSTITUTE-BALTIMORE

The Blueprint for Baltimore: Largest Issue-Oriented Survey in Baltimore's History

1

The survey reached over 5,000 people and included residents that are not usually consulted about policy priorities

2

We partnered with community-based organizations to help us design and deliver the survey to thousands of residents

3

CBO's: Black Girls Vote, Baltimore Votes, Baltimore BLOC, CASA and No Boundaries Coalition. And partnered with HR&A for technical assistance

4

We held community-based Survey Design Workshops to inform the development of survey questions



Overall Sentiments About Living in Baltimore



Baltimoreans across all demographics have a positive view of the neighborhood they live in with 70% rating it as "great" or "Ok"

Respondents' first choice for improving neighborhoods was to have Safer Streets

Respondents' second and third choices for neighborhood improvement were to have less trash City streets and fewer vacant homes

Allocation Priorities for Mayor's \$1 Billion Budget

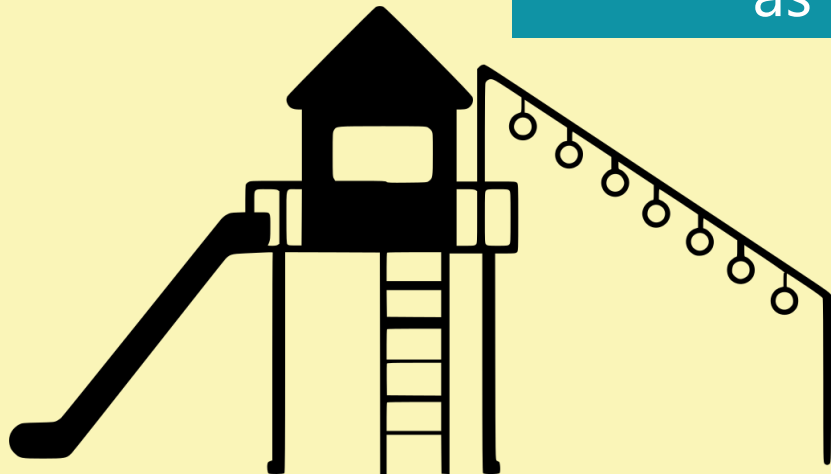
1

Investment in youth programs was selected as the top priority for mayoral spending



2

Investment in affordable housing and Community-Based Safety Programs came in as the second priority



3

Small business and neighborhood development were each tied as the third most important priorities



How Can **Baltimore Police** use its budget to better serve City residents?

1

Residents ranked training police on how to connect people to supportive services as their first priority

2

Improving police-community relations came in as a close second priority

3

Training police to treat residents equally came in as the third priority on this question

If more money was allocated to **reducing violence**, Baltimore City government should . . .

1

Expanding the Safe Streets program was selected as the first choice for this question among residents

2

Improving access to mental health and substance use services came in as the second choice

3

Improving witness and victim support was the third most selected response to this question





Top prioritized
criminal justice
policy changes in
order of priority...

1

Supporting formerly jailed residents in obtaining employment, housing, and access to social services

2

Allowing non-violent offenders to obtain counseling and/or rehabilitation in lieu of serving jail time

3

Discontinue jailing and punishing people for possessing small amounts of marijuana

4

Providing ways for people who cannot afford bail to wait for trial at home

If more funding is allocated to **Baltimore City Public Schools** it should pay for...



Additional services and counseling for students facing poverty, mental health, trauma and other challenges

1

Ensuring that every school has AC/heat and other necessary equipment

2

Raising teachers' salaries

3

If more funding was allocated for Baltimore City children and youth, City government should . . .

- 1** Provide access to jobs through youth job skills training and employment programs
- 2** Provide money to low-income families to meet basic human needs
- 3** Expand neighborhood recreational centers



