NEO CANDO

WHAT CAN IT DO?

Participant Guide

Agenda

Day 1

15 min.	Welcome & Introductions
10 min.	Success Stories
15 min.	What Do You Want To Do With NEO CANDO?
10 min.	A Brief History
10 min.	BREAK
20 min.	User Experience
15 min.	Other Data Sources
15 min.	Sample Reports
10 min.	BREAK
15 min.	Demonstration
40 min.	What NEO CANDO CAN DO
5 min.	Closing & Assignment

Day 2

15 min.	What Can It Do Review
20 min.	Review Assignment
20 min.	Using Data & Custom Mapping
10 min.	BREAK
20 min.	Using Data & Custom Mapping (continued)
35 min.	Making It Work For You
10 min.	BREAK
15 min.	User Support
5 min.	After Class Assignment
15 min.	NEO CANDO Review Part 2
15 min.	Closing

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DAY 1

Course Overview

Welcome

Thank you for attending this course and making the time in your busy schedule to learn to use this powerful and free online information tool. Case Western Reserve University and the Center on Urban Poverty and Social Change at the Mandel School of Applied Social Sciences hope that you will gain a better understanding of how NEO CANDO will help you to better do your job and serve our community.

To get the most out of this course, please ask questions, participate, and do any assignments to help you understand how NEO CANDO will work for you and your organization.

Housekeeping Guidelines

Please…

1. Place cell phones on silent, vibrate, or off. If you need to take a call, please excuse yourself.
2. No food or beverages are allowed in the computer lab to ensure care of the equipment. A separate room is available for refreshments during breaks.
3. No smoking is allowed inside. Please use a designated smoking area outside during breaks.
4. Parking passes will be validated during breaks or at the end of the training sessions.
5. If you need a beverage or quick break before the entire class needs a break, please do so quietly and as quickly as possible.
6. Show up on time returning from breaks.
7. Be respectful of the facilitator and other participants.
8. If you have a question, please ask the facilitator.
9. Participate in all activities and assignments.
10. Provide feedback at the end of class using the evaluation form so we can make the class even better.

Parking Lot

What goes in the "Parking Lot?"

Agenda & Course Objectives

By the end of this course, you will be able to:

1. List the top three uses for NEO CANDO as identified by Case and nonprofit organizations in Northeast Ohio.
2. List at least five data sources found in NEO CANDO.
3. Generate the three most common reports using NEO CANDO.
4. Retrieve and map the most commonly needed data using NEO CANDO.
5. List at least three reasons why NEO CANDO can help you perform your job more efficiently and effectively.

Introductions

Please stand and introduce yourself when asked by the facilitator.

1. Name
2. Organization
3. Role/Job
4. A brief review of your experience with/knowledge of NEO CANDO and if you have used the CD Tutorial.

Success Stories

Securing funding

Better understanding and accessing issues of concern

Developing a new program or project

What Do You Want To Do With NEO CANDO?

You were asked or chosen to attend this course for a reason. Regardless of what you think NEO CANDO can do, what are your expectations for using NEO CANDO on the job? What results would you like to achieve?

_____

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A Brief History

Past

Present

Future

User Experience

If you have used NEO CANDO already, we hope you have had many positive experiences. However, we realize that with the amount of data available and the many possible ways to combine and use data, you may have had some not-so-positive experiences. The Center on Urban Poverty and Social Change is committed to making NEO CANDO work for your needs. Please think about your experience with NEO CANDO and share with the group when asked.

The Good

The Bad

The Potential…

Other Data Sources

NEO CANDO gathers and combines data from the following sources:

- Census
- Crime data from the Cleveland Police Department
- Birth and Death data from the Ohio Department of Health
- Property characteristics and sales information from the Cuyahoga County Auditor and Recorder
- Public assistance data from Cuyahoga County Employment and Family Services
- Juvenile delinquency data from the Cuyahoga County Juvenile Court
- Child maltreatment data from the Cuyahoga County Department of Children and Family Services
- Mortgage lending data (HMDA) from the FFIEC
- Enrollment and attendance from the Cleveland Municipal School District

What are the pros/cons of the following data sources?

NE Ohio

- Team NEO, Redis NEO-GIS
  www.neogis.org
- Cleveland Planning Commission
  planning.cleveland.state.oh.us
- Cuyahoga County Recorder, Auditor, Court, and Sheriff
  www.cuyahogacounty.us
- Metroscan (fee), CD installed on workstation

Other States

- Baltimore Neighborhoods
  www.ci.baltimore.md.us/neighborhoods
- California Housing & Community Development
  www.hcd.ca.gov/clearinghouse
- Metro Dataline, Kansas City
  www.metrodataline.org/mt_links.htm
- Neighborhood Information System, Philadelphia
  cml.upenn.edu

National (fee)

- Hanes Criss Cross (Public Background Checks)
  www.publicbackgroundchecks.com
- Hill-Donnelly Information Services / www.hilldonn.com
- Community Development Software
  www.communitydevelopmentsoftware.com/home.asp
- Maptitude / www.caliper.com/ushud.htm

National (free)

- Zillow / www.zillow.com
- Census / www.census.gov

Sample Reports

Overview

NEO CANDO allows you to use data in many useful ways. The NEO CANDO User Guide lists sample reports in the Appendices. You can output data results as:

- Profiles
- Spreadsheets/Tables
- Charts
- Reference Maps (GIS, Interactive, Static)

Property Data

Data by Geographic Area:

- Property characteristics and tax information
- Property transfer (sales) information
- CDC production information

Or Filter:

- Building Characteristics
- Delinquent Tax Criteria
- Reportable Fields
- Report Type (List or Aggregate)

Social & Economic Data

- Indicator Category
- Geographic Area
  - Cleveland Planning District
  - Neighborhood
  - Census Tract
- Variables

Quick Profiles

- Data Tables
  - Population Composition
  - Vital Statistics – Births
  - Residential Mobility
  - Economic Status
  - Educational Attainment
  - Housing & Housing Investment
  - Public Safety (Cleveland Only)
- Trend lines

Reference Maps & Geographic Information

- Interactive Reference Mapping
- Geographic Reference Tables
- Static Reference Maps

Demonstration

Overview & CD Tutorial

If you have ever used an online search engine like Google or Yahoo and can use an Internet browser such as Internet Explorer or Mozilla Firefox, then you can use NEO CANDO.

The NEO CANDO CD Tutorial is free and designed to assist you in learning the basic features and operation of NEO CANDO. If you have not yet used the CD Tutorial, please go through it before the next class session to become better acquainted with NEO CANDO procedures and options.

Standard Procedures

- Navigating to Homepage & Using Basic Navigation
- Accessing Major Sections
- Downloading & Printing Reports
- Using Data Dictionary & What's New to NEO CANDO
- Charting Data
- Using Tutorials
- Joining User Group

Property Data

Basic Steps

1. Logging In (self-register if you haven't done so)
2. Selecting Data Source & Geographic Area
3. Filtering Data (if desired)
4. Using Data

Example

1. Source: Property Characteristics
2. Geography: Parcel 017-02-033
3. Get data without filtering (you can…)
   - View current ownership and geographic info
   - Link directly to County Auditor and Recorder
   - Get variable definition by clicking variable name
   - Generate profile directly

Social & Economic Data

Basic Steps

1. Selecting Indicator Category & Geographic Area
2. Selecting Variables
3. Using Data

Example

1. Subject Category: Mortgage Lending
2. Detailed Category: Home Purchase Loans
3. Choose Conventional Loans and Current Year (2004)
4. Cleveland Neighborhoods: Brooklyn Ctr. - Woodland Hills
5. Map Table

Quick Profiles

Basic Steps

1. Selecting Geographic Area
2. Using Quick Profiles

Example

1. Neighborhood: Glenville
2. Ward: 18
3. County: Lorain
4. City/Village: Elyria City

Reference Maps & Geographic Information

Basic Step & Example

- Accessing & Using Interactive Reference Mapping
  1. Select: Cuyahoga
  2. Select: Geographic select/zoom
  3. Check box
  4. Select: Census Tract
  5. Select: Tract 1022.00
  6. Turn on Main Streets for reference
- Accessing & Using Geographic Reference Tables
  1. Select: Cuyahoga (note how geographies nest)
- Accessing & Using Static Reference Maps
  1. Select: Euclid-Green SPA
  2. Get map (note that tracts are shown)

What NEO CANDO CAN DO

Major Uses

- Securing funding

- Better understanding and accessing issues of concern

- Developing a new program or project

Activity

1. Focusing on the one Major Use assigned to your group, answer the following questions (be as specific as possible):

   - What challenges are your organizations facing?
   - For what opportunities would you like to be better prepared?
   - What resources are you using now?
   - How can NEO CANDO help you meet your challenges or prepare for opportunities?

2. Select a spokesperson(s) to present your responses to the entire class.

3. Outline your responses on the flipchart given to you. Ask for another sheet if needed.

4. Present your responses to the class.

Closing – Day 1

Review

1. List the top three uses for NEO CANDO as identified by Case and Community Development Corporations in Greater Cleveland.

2. List at least five data sources used by NEO CANDO.

3. Generate the three most common reports using NEO CANDO.

4. Retrieve and map the most commonly needed data using NEO CANDO.

5. List at least three reasons why NEO CANDO can help you perform your job more efficiently and effectively.

Class Assignment

1. Go through the entire CD Tutorial if you haven't already done so.
2. Briefly review the User Guide.
3. Get data from NEO CANDO and bring in a hard copy as follows:

Property Data

Exercise: Paste a column of parcel numbers from Excel into the parcel form to return data.

1. Data Source: Property Characteristics
2. Geography: Parcel (paste in column of parcels with dashes)
3. Get data without filtering.
4. Download to Excel and print report.

Exercise: Interactive Reference Mapping

1. Find and print the FIRST THREE pages of the Interactive Mapping instructions.
2. Create a map using ALL property characteristics variables for the Brooklyn Centre neighborhood.
   a. The property class is mapped by default
   b. Zoom in to only a few blocks with in the neighborhood and turn on main and side streets
3. Redraw the map to show the Land Use Codes.
4. Download and print the Map and Legend.

Social & Economic Data

Exercise: Examine crimes by street blocks within a neighborhood in Cleveland to determine areas with concentrations criminal activity.

1. Subject Category: Crime
2. Detailed: Violent Crimes and Illicit Drug Arrests
3. Select most current year of data (2005).
4. Neighborhood: Detroit-Shoreway
5. Report by Geography: Block
6. Examine, map, save, and print data.

Exercise: Examine median sales price for 1990, 1995, 2000, and 2005 for Cleveland Wards.

1. Subject Category: Property Data
2. Select Median Sales price for single-family homes.
3. Select All Cleveland Wards.
4. Download, calculate, and print change in Excel.

Quick Profiles

Exercise: Select CDC Service Area

1. Select your CDC Service Area.
2. Download and print PDF.

Reference Maps & Geographic Information

Exercise: Your Choice!

1. Download and print one example from each of the following, which you can use during the next class to help you identify a specific challenge or opportunity for your organization.
   - Interactive Reference Map (could be your service area)
   - Static Reference Map (could be an SPA that your service area falls into)

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DAY 2

What Can It Do Review

Opening Activity

Follow the facilitator's instructions to see more of what NEO CANDO can do!

NEO CANDO Assignment Review

How did you do?

What questions do you have?

Using Data & Custom Mapping

NEO CANDO has access to a lot of data and can generate it and output it in more ways than you can imagine. Let's explore some useful applications.

- Property Data
- Social & Economic Data
- Quick Profiles
- Reference Maps & Geographic Information
- Charting
- Trendlines
- Interactive Mapping

Making It Work For You

Using the information from the assignment from the first class or thinking of other current needs for your organization, use this time to explore NEO CANDO and ask the facilitator for assistance in finding and using data.

If you are already comfortable using NEO CANDO, the facilitator can give you some sample exercises to show you more advanced user options.

User Support

**Poverty
Center
Contacts**

Center on Urban Poverty and Social Change,
Mandel School of Applied Social Sciences,
Case Western Reserve University
Cleveland, OH 44106-7164
Ph. (216) 368-6946
E-mail: neocando@case.edu
Website: http://povertycenter.case.edu

**Online
Sources**

- NEO CANDO Data Dictionary
- What Is This?
- Frequently Asked Questions
- Tutorial (Online & CD)
- User Group

**Printed
Materials**

- User Guide
- Quick Reference Sheet

NEO CANDO Review Part 2

When you get back to work, remember that NEO CANDO is always there to work for you. Please join the NEO CANDO User Group and participate in NEO CANDO User Group and evaluation activities.

When you join the NEO CANDO User Group and participate in specified NEO CANDO User Group related activities, you will be entered into a drawing for prizes such as gas cards and gift certificates to area attractions and restaurants that you can use for yourself, your staff, and your community.

After all, Greater Cleveland is the best location in the nation, so enjoy it!

To help you "find" your way around NEO CANDO even better, follow the facilitator's instructions.