**TOOL 1**

Know Your Demographics

**TIME COMMITMENT**
2–6 hours

**PEOPLE**
Park organization staff

**TIPS FOR USING THIS TOOL**
Reach out to local academic/research institutions. Research centers focused on urban planning, design, architecture, public policy, or education may be able to help you compile demographic maps.

**INTRODUCTION**

Who should your project serve?

Demographic data will help you determine who lives near your project and which communities have the greatest socioeconomic needs—and who might benefit most from equitable development.

Before you can set equity-based goals, you must build an informed understanding of your surrounding communities. This will help ensure your work repairs rather than exacerbates existing forms of inequity, particularly in communities impacted by structural racism. While much of your knowledge about the needs of surrounding communities will come from conversations with local organizations, you should also build a holistic, data-informed understanding of income, poverty, housing needs, and more using city-based Geographic Information Systems (GIS) and free data visualization tools. This tool will help you begin this process.
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DEMOGRAPHICS
VISUALIZATION EXAMPLE 1
Lexington: Eviction and foreclosure rates around project site.

IMAGE CREDITS
Image by: Alison Maurer
Courtesy of Urban Design and the Color Line, Harvard Graduate School of Design
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DEMographics
VISUALIZATION EXAMPLE 2
Atlanta: Demographics of project subareas

Image credits:
Image by: Anne Lin & Sam Valentine
Courtesy of Urban Design and the Color Line, Harvard Graduate School of Design

[LEFT] A deeply segregated city; BeltLine subareas shown by race. Majority (>50%) white subareas shown in tan; Majority black subareas: 1, 2, 9, 10 (ACS 5-Yr 2018)

[RIGHT] BeltLine subareas profiles by race, socioeconomic outcomes (ACS 5-Yr 2018)
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DEMOGRAPHICS
VISUALIZATION EXAMPLE 3
Dallas: Race and median income

IMAGE CREDITS
Image by: Brett Merriam
Courtesy of Urban Design and the Color Line, Harvard Graduate School of Design

High Line Network   |   Embedding Equity in Public Space   |   Tool 1: Know Your Demographics
This tool is part of the Community First Toolkit, available at toolkit.highlinenetwork.org