



ARMS [v. 3.0]

Alabama Resource Management System

Advisory Board Meeting
January 15, 2008

To provide information and analysis to programs serving Alabama's children and families.

Meeting Agenda

- Welcome and Introductions
- Report Review
- Site Review
- Question and Answers
- Goals for 2009

What's New

- Web site has been updated to make it easier for users to find information and additional functionality has been added. The site is being hosted by ACJIC and is backed up on development servers in Florence.
- ARMS mapping application has been completely rewritten using the new FLEX API. Utilizing the latest in Flash programming techniques, the speed and functionality have been greatly improved.
- The Department of Children's Affairs and the Alabama Criminal Justice Center have reached a formal agreement to jointly build ARMS. ACJIC will take over the day to day coordination of ARMS and Chris McInnish has been assigned to ACJIC to lead this work.
- ARMS won an award in September from ESRI. The Vision Award for GIS in Health and Human Services recognized ARMS as one of the leaders in utilizing GIS beyond the traditional methods in Health and Human Services.
- The ARMS Management Team has been updated and now includes:
 - Chris McInnish, Children's Affairs Liaison to ACJIC
 - Steve McKinney, SICS Consultants
 - Becky Goggins, ACJIC
- ESRI committed to support the development of ARMS in the Fall of 2008. This partnership has provided significant technical assistance and support to improving the functionality of ARMS. ESRI has not required any payment from Alabama for this assistance and plans to utilize ARMS as a model for other states in promoting GIS in Health and Human Services. ESRI has invited ARMS to present at their Federal Users Conference in Washington, DC in February. This should provide ARMS an audience with representatives from several federal agencies.
- The Microsoft SQL 2008 team has offered to use ARMS as a case study in 2009. This should provide ARMS with SQL programmers to develop additional functionality and Microsoft marketing assistance with telling the story.

Contact Information

Chris McInnish
Alabama Criminal Justice Information Center
200 North Union Street
Suite 300
Montgomery, AL 36130

334-517-2461
chris.mcinnish@alacop.gov
www.arms.alabama.gov

Level 1 – Demographic Reports

Juvenile Justice Monthly Report (July 2007)

Provides Juvenile Judges and Probation Officers demographic data on juveniles who entered their court for the selected month. Delinquent complaints are categorized by Age, Sex, Race, Referral Source, Care Pending Disposition, Charge, and Charge Type.

1990-2000 Comparison Profile

Compares Census 2000 data with corresponding data from the 1990 census converted to 2000 geography. The profile contains data tables such as population by age and sex, household and family income, housing units, employment status, and transportation to work. Using the same geography makes it easy to analyze trends and changes and identify growth, decline, and new opportunities.

Age 50+ Profile (2008)

This report provides key demographics and demographic trends in your trade area for people aged 50 and older. Information in this report can help nursing homes, hospitals, retirement communities, and planners determine where seniors are concentrated, where people are retiring, and the community services to offer.

Age by Sex by Race Profile (2008)

This report analyzes 18 current-year age distributions by sex, race, and Hispanic origin in your trade area. As the U.S. population continues to grow and diversify, public and private sector organizations analyze this report to determine product and service offerings, reach specific age-gender markets, develop new opportunities, and create effective advertising and media plans.

Age by Income Profile (2008)

This report breaks out household income by age of householder within your area and shows the percentage distribution of each age group.

Age by Sex Profile (2008)

Key demographic indicators such as population, age, and gender are provided for Census 2000, current-year estimates, and five-year forecasts to expose gender and age trends in your area. Use the Age by Sex Profile to identify the size and location of groups, such as children or the elderly, to better target dollars.

Business Summary (2008)

Information in this report identifies the number of businesses and the number of employees per industry group in a market. The Business Summary also compares the daytime population of the area to the residential population. Knowing where people live and work in your market is vital to deciding where to locate services.

Census 2000 Detailed Race Profile

Race may influence how a market area responds to product offerings, new businesses, or services. The detailed breakouts of race combinations in this report give retailers, marketers, and other businesses a picture of an area's racial makeup by 2000 total population and population with Hispanic origin.

Census 2000 Summary Profile

This comprehensive summary of Census 2000 combines demographic variables such as households by type, households by size, population age 15+ by sex and marital status, population age 3+ school enrollment, population age 3+ by educational attainment, workers age 16+ by travel time to work, employed population age 16+ by industry and occupation, housing units by occupancy. The report provides a demographic snapshot of your trade area in 2000.

Demographic and Income Profile (2007 and 2008)

This report summarizes Census 2000, current-year estimates, and five-year forecasts of household data to reveal trends in demographics and income. Demographic variables illustrated with bar and pie charts help you quickly analyze the demographics of trade areas to forecast market growth.

Demographic and Income Comparison Profile (2008)

This report uses Census 2000, current-year estimates, and five-year forecasts of household data to reveal trends in demographics and income.

Demographic variables illustrated with bar and pie charts help you quickly analyze the demographics of trade areas to forecast growth.

Detailed Age Profile (2008)

The Detailed Age Profile report identifies age distribution for a specified area. A bar chart illustrates the distribution and population trends, summarizing the makeup of young adults, teenagers, seniors, preschoolers, and other age groups for a specified area. Single year age ranges provide a detailed look at populations under age 20. Use this information to determine what services to offer by area and how to market effectively to each age group. Emergency preparedness planners can also use this information to assess populations by age group in affected areas.

Detailed Income Profile (2008)

This comprehensive report of demographic variables for 2000, the current year, and a five-year forecast includes data such as total population and households, households and family income, and average household and family size. Use this report to better understand where high- and low-income areas are located and identify patterns of growth or decline in your area.

Disposable Income Profile (2008)

This report reveals the spending power of households in your trade area according to nine disposable income ranges and distributions by householder age. Use this report to understand the after-tax dollars consumers have to spend.

Dominant Tapestry Map (2008)

This map shows the pattern of dominant Tapestry segments in each part of your study area. Use this map to better understand the population. The Tapestry maps and reports provide powerful information to better tailor your messages to diverse markets, identify your best markets, reach those markets more effectively, and define the products and services preferred by your consumers.

Executive Summary (2008)

This report provides an executive summary, in paragraph form, of key demographic attributes in a trade area. The report includes current-year estimates, five-year forecasts, and Census 2000 demographic data. The report aids site selection, market analysis, and trend evaluation decisions.

Financial Expenditures (2008)

This report describes how customers spend, save, invest, and protect the money they earn. It details the total dollar amount and average amount per household spent on financial products and services. A spending potential index (SPI) allows you to compare local spending to the U.S. average. Financial institutions can pinpoint and design services to attract profitable customers by using this report to assess an area's financial environment.

Graphic Profile (2007 and 2008)

Colorful, easy-to-understand pie charts and graphs provide an illustrated overview of current year demographic estimates to quickly analyze your market area. Graphics show key demographic variables such as households, population by age, households by income, and race.

House and Home Expenditures (2008)

Based on annualized data from the Consumer Expenditure Survey, the CEX report line identifies the consumer dollar potential available to be spent for various retail categories.

This reports include the total dollar amount spent, average amount spent per household, and the Spending Potential Index, which measures the amount spent for a product or service in your area compared to the U.S. average.

This report shows the total dollar amount and average amount per household spent on major home products and services. It details the consumer spending potential for vacation homes, childcare, home security, utilities, decorative textiles, furniture, major appliances, and other items. A spending potential index (SPI) allows you to compare the amount spent for a product or service in your area to the U.S. average. This report helps identify products that match your customers' preferences and support effective marketing to attract them.

Household Budget Expenditures (2008)

Based on annualized data from the Consumer Expenditure Survey, the CEX report line identifies the consumer dollar potential available to be spent for various retail categories.

These reports include the total dollar amount spent, average amount spent per household, and the Spending Potential Index, which measures the amount spent for a product or service in your area compared to the U.S. average.

Information in this report reveals spending preferences for basic and luxury household budget items such as food, housing, apparel, transportation, health care, education, and travel. It details the total dollar amount and average amount per household spent on household products and services. A spending potential index (SPI) allows you to compare the amount spent locally to the U.S. average.

Housing Profile (2007 and 2008)

This report provides a detailed profile of housing choices and trends in your trade area from high-rise living to single-family homes and from renting to owning. The housing information in this report is of special interest to real estate professionals, financial institutions, and residential homebuilders. Use this report to determine if households in an area fit your preferred customer profile.

Market Profile (2007 and 2008)

This comprehensive report provides an overview of key demographic attributes and consumer-spending patterns in a trade area. The Market Profile includes current-year estimates, five-year forecasts, Census 2000 demographic data, and Consumer Expenditure data.

Medical Expenditures (2008)

This report details the total dollar amount and average amount per household spent for medical care and health insurance items such as physician services, prescription drugs, eyeglasses and contact lenses, hearing aids, and health care insurance. A spending potential index (SPI) allows you to compare local spending to the U.S. average. This information helps hospitals, physician offices, nursing homes, and other medical facilities optimize healthcare services and meet the demands of an aging population.

Net Worth Profile (2008)

The net worth of a household is its total wealth less any debts (unsecured or secured by assets). This report provides information about the net worth of households within a trade area. Nine ranges and distributions by net worth and seven by householder age organize information so services can be designed to attract specific customer types and segments.

Recreation Expenditures (2008)

This report captures spending potential for recreation and amusement activities such as entertainment fees, toys and games, recreational vehicles, reading, sports and exercise equipment, and photography supplies. The report details the total dollar amount and average amount per household spent on these products and services. A spending potential index (SPI) allows you to compare amounts spent locally to the U.S. average.

Retail Goods and Services Expenditures (2007 and 2008)

This report shows the total dollar amount and average amount per household spent on retail goods and services categorized by apparel, computer, food, finance, health, and insurance. A spending potential index (SPI) compares the amount spent for a product or service in your area to the U.S. average.

Standard Map (2008)

Standard basemap displaying standard reference layers such as highways, major roads, rivers, and county boundaries.

Tapestry Segmentation Area Profile (2007 and 2008)

This report compares the top Tapestry segments in your area, ranked by household percentage, to their national counterparts. The report also includes data for the 12 LifeMode summary groups (groups with similar consumption and demographic patterns) and 11 Urbanization summary groups (groups with similar density).

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Level 2 - Pre-Made Maps

1000+ maps basic demographic maps and state data including school expenditures, food stamps, poverty, voting, and juvenile delinquency. Users can search maps or select from "Top 100" most popular maps,

AOC Juvenile Justice Query Tool

Level 3 - Map Server

Demographic Data (County, Zip, Census Tract, Block Group)

Census 2000
Demographic Projections for 2007, 2008, 2012, 2013
Consumer Expenditure Data (2007)
Market Potential Data (2008)
Poverty (2007)
Tapestry Segmentation (2007)

Statistics

Education (Enrollment, Graduation, Test Scores, Funding, etc)
Health (Pregnancy, Mortality, Marriage, CHIP, etc)
Industrial Relations (Unemployment)
Secretary of State (Registered Voters)
AOC (Juvenile Delinquency and Dependency)
Human Resources (Food Stamps, Family Assistance, Child Care)
Post Secondary Education (College Enrollment)
ACJIC (Crime and Arrest Data)

Resources

Department of Human Resources
Department of Senior Services
Department of Mental Health and Mental Retardation
First Class Pre-K
Alabama Medicaid Agency
Department of Rehabilitation Services
Schools

Funding

Children's Trust Fund Grants

What's Next

- The transition from development to operations will significantly reduce expenditures and allow ARMS to increase its collaboration with agencies. ARMS is now built and only requires updates and maintenance. This change in focus from developing new tools and improving site functionality will allow ARMS to efficiently receive and publish new data.
- ARMS is seeking to work with a small number of agencies to demonstrate how GIS and ARMS data can provide analytical support to the agency's decision making process. This offline analysis will provide agencies with confidential analysis of clients and customers.
- ARMS will create customized grant reports for several existing funders.
- ARMS will be meeting with Agency Directors and Staff to demonstrate ARMS tools.

Attachments

New ARMS Flyer

Instruction Pages

Vision Award Press Release



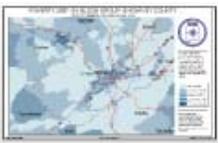
Alabama Resource Management System



The Alabama Resource Management System ARMS is working to provide information to programs that serve children and families in Alabama so they can improve decision making which ultimately helps to better their community. ARMS began in 2005 as a collaboration of state agencies and non-profits under the leadership of the Department of Children's Affairs. Through these partnerships, the ARMS website is a shared reporting nucleus for demographic, statistical, and resource information. The ARMS website uses reports, graphs, and maps to share current information and allow users to conduct advanced queries and analyses.



The ARMS target audience often lacks skills using computers or GIS systems. They include Juvenile Judges, teachers, child-care workers, social workers, and nonprofit directors who have a hunger for information but often have difficulty finding it. ARMS is answering this challenge by providing a tiered structure of tools that allow users to enter the system with simple reports and move at their pace to complex GIS server tools providing access to over 100,000 individual layers of information.



THE "6" LEVELS OF ARMS DEFINED:

Level 1 grants users access to reports which supply statistics for their area. Many of these reports are common demographic details that are available at the county level. Supplemental monthly reports are produced for specific areas, such as juvenile delinquency, where dashboards offer a breakdown of juvenile court demographics. Funders will make writing grant applications to be easier with custom geographic reports which should soon be available.

Level 2 provides users with simple access to maps. Over 1000 of the most common items are posted for download in PDF format including statewide and local maps. A simple query tool allows users to search the records and find the desired map to download and print. Level 2 users also can query selected databases and dynamically produce maps of the results.

Level 3 offers access to an advanced GIS server which makes available multiple layers of information from the ARMS data banks and dynamically created maps. ARMS custom designed a user interface that allows users to navigate through the current 100,000 data elements and display the information at the county, Zip, Census Tract, Block Group, or street level. We have plans to implement the capability to add custom layers from database queries as well as tools such as hot spot and network analysis.

Level 4 is being developed as a map program that users download to give them even greater access to data and tools. We anticipate using Arc Explorer to provide the connection to ARMS data and additional data sets that may include confidential information. Users may also add data to these maps. For example, a user may run a task to geocode the addresses of participants who attend a parenting class then view that info on top of ARMS poverty data and public transportation routes.

Level 5 will allow users with desktop GIS software access to the ARMS databases for use in their analysis.

Level 6 is providing consultation to agencies and departments to analyze clients and results in ARMS.

ARMS provides access to information from the Department of Education, Mental Health and Retardation, Administrative Office of Courts, Youth Services, Public Health, Human Resources, Kids Count, Secretary of State, Industrial Relations, United Way, Criminal Justice Information System, and several private data providers.



Across Alabama there are thousands of wonderful people working everyday to improve the lives of children and families. These incredible people work tirelessly and often cannot do the tedious work of tracking down and researching data. However, funders and boards often put pressure on these programs to provide community data resulting in days away from their service to find this data. What would it be like if we made the data easy to find, easy to understand, and more specialized and timely so they could spend their time analyzing the data and making better decisions? The power is in using the data, not finding it.

