

Neighborhood Knowledge Los Angeles (NKLA)

Final Project Report to Technology Opportunities Program (TOP)

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INTRODUCTION

The Neighborhood Knowledge Los Angeles (NKLA) project began in 1995, initiated by a graduate student and faculty member in the UCLA Department of Urban Planning, along with community activists concerned with processes of disinvestment in the City of Los Angeles. A planning grant from TOP (at that time called the Telecommunications Information Infrastructure Assistance Program-TIIAP) in 1996 helped develop the scope of the project and eventually led to a TOP implementation grant from 1998-2001. During this grant period, the UCLA Advanced Policy Institute (API) (<http://api.ucla.edu>) has worked to disseminate vital data and information for community development through NKLA, as well as to conduct extensive outreach and training to ensure that this tool gets utilized appropriately. This document reports on the progress made by NKLA during this period.

PROJECT ACCOMPLISHMENTS

Throughout the three years of this project, NKLA was successful in meeting project milestones and objectives. The accomplishments of NKLA during this period can be grouped into six areas, outlined below.

- **Provided Unique Access to Neighborhood Information**

NKLA provides free access to data and information that would be very difficult to access otherwise. Data on code enforcement, building permits, tax delinquency, nuisance properties, and expiring use affordable housing in the City of Los Angeles was not easily available to the public before NKLA, being located in departmental data bases. Community residents or employees of community-based organizations previously would have had to get special permission to access these data sets, but now they can easily get them on NKLA. Moreover, NKLA summarizes these data sets at different geographies (e.g. census tract, zip code, city council district), allowing users to compare indicators at the neighborhood level. This summarized data is only found on NKLA.

- **Continued Technical Innovation**

Another area of accomplishment is that NKLA has continued to push technical innovation. As part of the redesign of NKLA completed in 1999, we were able to integrate the property data. Whereas in the previous system users were required to query each of the property data bases (e.g. building permits, code complaints, etc.) separately, the new design

contains an integrated data base that permits users to view all of the attribute data for a property at-one time. Furthermore, this allowed for quicker and more advanced data querying, as evidenced in the Policy Room application. The Policy Room allows users to essentially run SQL queries on the NKLA property data base, looking for properties or areas of the city with the greatest need for intervention.

Another area of innovation on NKLA is providing access to the data through dynamic Internet Mapping, using ESRI's Internet Mapping software to develop the application. NKLA had piloted Internet Mapping as part of the TOP planning grant, but major upgrades were made in the 1999 redesign and a conversion to the ArcIMS platform in 2001. As Internet Mapping has become much more common on the Web, NKLA has continued to upgrade its mapping component, while at the same time remaining easy to use. A final area of technical innovation has been in decentralizing the data collection process. Through the Inter Active Mapping Los Angeles (I AM LA) application, NKLA allows community groups to add data points to our data base through web forms. This use of the web has allowed us to expand the notion of what data constitutes knowledge about neighborhoods to include the perspectives of community residents, not just data collected by government agencies.

- **Involved the Community**

NKLA is much more than just a technical project. It originally developed out of a community-led initiative and has continued to involve community residents and organizations in its development and implementation. Community organizations have been instrumental in defining the mission of NKLA, providing feedback, and offering venues for training and outreach. Over the three years of the project, NKLA staff conducted over 200 outreach sessions in various community and government organizations throughout the Los Angeles metropolitan area. Targeted community work has taken place in several neighborhoods, including Vernon-Central, Boyle Heights, Pacoima, and South LA (more detailed information on this work is provided in the section on Partnerships). As highlighted in the separate Evaluation Report accompanying this Final Project Report, usage of NKLA by community residents has been growing in proportion to other user groups, due largely to the community-based training and outreach program.

- **Disseminated Information on Using the Web for Community Development**

Another accomplishment of NKLA is that we have been able to disseminate information about the project to a wide array of individuals and groups interested in creating similar initiatives. Of the 5,200 persons who created NKLA accounts during the grant period, 850 (16%) users said that one reason for signing on was because they were interested in creating similar projects in their communities. From the beginning, we received many specialized requests for information on how NKLA was developed, technically and politically. Many people from other parts of the U.S. and even other parts of the world asked questions about the project through the "Contact NKLA" form. These requests often led to consultations and discussions over e-mail or the phone. For example, we had discussions with groups in Minneapolis, Detroit, and Philadelphia who were working to develop similar projects. NKLA team members were invited to speak at meetings and conferences around the country (e.g. the Council of State Community Development Agencies 2000 meeting in Sun Valley, ID, and the Maintaining Healthy Homes Forum in Camden, NJ). There was also interest from abroad, and NKLA staff presented the project in countries such as Germany, Brazil, Costa Rica, Ecuador, Japan, South Africa, and Kenya. We were also interviewed by researchers and evaluators (e.g. from TOP, the Fannie Mae Foundation, the Alliance To End Childhood Lead Poisoning, the University of

Pennsylvania, PolicyLink, and Seedco) looking at models and "best practices" for community information technology projects.

Besides being available and willing to speak with groups wanting to learn from our experience, we began to make a conscious effort to disseminate this information. NKLA team members published several articles about NKLA and its relation to trends in community technology.¹ We also organized and participated in roundtable discussions at appropriate academic and professional conferences. In the urban planning arena, we participated in conferences of the Association of Collegiate Schools of Planning and the American Planning Association, linking with a small cadre of planners around the country working to support community development efforts through the web. We also participated in computer technology conferences, such as those put on by Computer Professionals for Social Responsibility and the Hawaii International Conference on System Sciences, participating in a network of researchers working under the rubric of "community informatics."

Perhaps the most important contribution we were able to make was developing the "NKLA How-to Kit." In order to meet the demand for information on "how we did it," we created this document to provide information on the development of NKLA, both politically and technically. The How-To Kit, located in the "Help" section on NKLA is essentially organized as our responses to frequently asked questions about NKLA. It first deals with the political aspects of the project, covering issues such as funding, access to data, relationships with other agencies and organizations, and outcomes of the project. The next section covers technical challenges, such as hardware, software, and data structure and management. Finally, it concludes with three "macro lessons" that summarize much of our experience and apply, we believe, to any public information website project. With the How-to Kit, we have been able to disseminate our experience broadly and, hopefully, provide helpful advice for others considering or working on similar projects.

- **Spawned New Projects**

NKLA has served as the foundation for several spin-off projects at API, capitalizing on the technical expertise and social networks that the NKLA team has developed throughout the project. For example, API was hired by the Los Angeles Housing Department, the main governmental partner on NKLA, to create a website to support the work of the LA Housing Crisis Task Force. This 60-person task force was appointed by the Los Angeles City Council to evaluate and revamp local housing policy, resulting in a report outlining the need for new development and housing preservation, as well as setting of specific policy recommendations for immediate action. API produced a web site (<http://housingcrisisla.ucla.edu/>) to help disseminate the findings and recommendations of the report and provide for public feedback.

Another project that developed from the NKLA experience is Living Independently in Los Angeles (LILA). LILA (<http://lila.ucla.edu>) is a consumer-directed and regionally focused online project to benefit people living with disabilities in Los Angeles County. It is a GIS-based, interactive information resource site, created by local residents with disabilities using their personal "expert knowledge" to identify and map local independent living resources. Through

¹ Danny Krouk, Bill Pitkin, and Neal Richman, "Internet-based Neighborhood Information Systems: A Comparative Analysis" In *Community Informatics: Enabling Communities with Information and Communication Technologies*, pp. 275-97, edited by Michael Gurstein, Hershey, PA: Idea Group. 2000; Bill Pitkin, "NKLA: Neighborhood Improvement and Recovery is Not Just for the Experts!" *Planners Network*, May/June 2000. (http://www.plannersnetwork.org/may_00/pitkin.html); Neal Richman, "Outgrowths of the NKLA Project" *Planners Network*, May/June 2000; Neal Richman and Yoh Kawano, "Neighborhood Information is NOT Just for the Experts," *Shelterforce*, September/October 2000, <http://www.nhi.org/online/issues/113/richman.html>;

collaborative efforts with local governments, the LILA information system also incorporates public databases relevant to the disability community. LILA provides the disability community of Los Angeles County with new information technology tools to empower efforts to successfully merge into the social, physical and political fabric of their communities. Using NKLA as a model, LILA has garnered support from community based organizations, local government, private foundations and corporations.

Based on the experience of NKLA and LILA, UCLA is in the process of building a county-wide information system for Los Angeles, and the university has hired API to create an interactive website for this purpose. UCLA plans to integrate this model into a long-term information infrastructure plan as a flagship of its major UCLA in LA initiative. Content is developed by each academic group along with their associated community partners. The website (<http://la.ucla.edu>) has password-protected administrative pages for UCLA staff and faculty to add and update their outreach activities. The GIS component to UCLA in LA highlights and makes visible all outreach activities conducted by any university group through interactive mapping. The maps include clickable UCLA "asset" icons representing categories such as education and training, environmental programs, health services, community and economic development and visual and performing arts.

Finally, NKLA has led directly to API's newest project, Neighborhood Knowledge California (NKCA). NKCA will provide data, interactive maps, and other on-line neighborhood research tools for the state of California. API recently received a one-year grant to develop the technical infrastructure for NKCA and conduct initial outreach on the system, along with two outreach partners in other parts of the state. We are currently conducting focus groups and developing the functional and technical specifications for the web site, which should be launched by mid-2002.

PARTNERSHIPS

NKLA has depended on key partnerships for its development and implementation. This partnership includes collaboration between the university (UCLA), local government (City of Los Angeles) and the community (community-based organizations and neighborhood residents). Key partnerships with community and government entities are described below.

- **Main Outreach Partner: Community Development Technologies Center (CDTech)**

The main outreach partner with NKLA was the Community Development Technologies Center (CDTech). NKLA collaborated with CDTech to ensure that the resources provided were known and utilized by individuals and groups working to improve Los Angeles neighborhoods. The activities and outcomes of this partnership are outlined below, in a section written by Denise Fairchild, Executive Director of CDTech.

The Community Development Technologies Center (CDTech Center) provided outreach and support services for the NKLA project throughout the Department of Commerce three-year grant period. The major outcomes of CDTech's Community Outreach Component are listed below.

- 1) Developed a comprehensive inventory of community technology centers;
- 2) Institutionalized NKLA training within the curriculum of Trade-Tech College academic program in community development and mortgage finance;
- 3) Trained over 150 Trade-Tech (community college) students on NKLA

- 4) Trained over 100 grassroots leaders from South Los Angeles, East Los Angeles and the San Fernando Valley on the use of NKLA;
- 5) Integrated NKLA as a tool to support the on-going housing and community planning activities in 5 local neighborhoods.

In general, the partnership produced a new, and fairly large cadre of community leaders skilled in neighborhood and housing planning skills. Most importantly, however, is that the training is now institutionalized within the academic core of the local Community College's degree program in community development. This means that the project has an after-life.

This final report highlights the projects activities over the last three in the following sections: 1) Partnership Background and Structure, 2) Technology Inventory, 3) Academic Training, 4) Community-Based Training and Projects, 5) Program Assessment.

Partnership background and structure

The UCLA/CDTech partnership pre-dated the NKLA project. Common interests and over a 10-year history of working in the affordable housing field by the partnership principals formed a firm foundation for the partnership. The outreach efforts, however, was divided into two target communities. UCLA/API focused on the affordable housing community. CDTech focused on organizing networks, and other community-based constituents.

In general, The UCLA-NKLA/CDTech partnership was designed to further our mutual efforts to improve the quality of life of low-income communities by building the local capacity of its residents to be community builders. The NKLA project complemented CDTech's mission "to build livable and economically viable communities" and our specific goals to:

- expand grassroots leadership
- build organizational and staff capacity of non-profit organizations in community development;
- increase job and business opportunities for residents in low income communities
- foster new ideas, approaches, and partnerships for community building.

CDTech, in turn, through its numerous education and training programs, provided the NKLA project access to a broad-base of low-income, communities of color. Specifically, NKLA training was incorporated into our academic programs at Trade-Tech College. In addition, CDTech's NKLA became an integral part of CDTech's customized community-based training programs. In essence, NKLA became not a project of CDTech's, but was fully integrated as an essential community building tool in our training and technical assistance programs.

Technology Inventory

In 1999, CDTech conducted a survey of local community technology center's to help assess and plan our outreach activities. The project identified technology communities that would serve as natural constituents for the NKLA training, as well as computer training venues for neighborhood-based training.

The inventory included approximately 45 organizations in the targeted low-income neighborhoods throughout the City of Los Angeles, including community technology centers funded by the Department of Education, Public Housing computer centers, community-based organizations, parent centers, and libraries.

A technology capacity survey was then developed and disseminated (mailed questionnaire and telephone interviews with) to the contact list. The purpose of this survey was to assess the

availability and state of technology of community centers that offer computer-based services to the community. The survey sought the following information:

- An evaluation of public accessibility and availability for community outreach and training.
- An assessment of their technological capacity to deliver quality training and outreach services.

Some of the inventory variables included: number of computers, hardware and software capacities, target population, operating hours, among other information. A total of 28 community organizations responded. These 28 centers serve many different communities with over 750 computers. These computers serve as the basis for education, vocational and professional training. The capacity of the non-profit sector varies greatly, however, between individual organizations, but the Community Technology Center Network members, the community centers sponsored by TeamTech, and the Los Angeles Public Libraries. A complete copy of the technology survey report is attached.

The database for the Centers was placed on NKLA to help residents find local training and internet access.

Academic Programs

CDTech institutionalized the NKLA trainings within two of its nationally recognized community college programs in housing and community development. Specifically, in 1996, CDTech Center developed the first – and still only -- certificate and associate degree program in Community Planning in the country at Los Angeles Trade-Tech College. Similarly, in 2000 CDTech received state approval for one of only three community college programs in the country that offer both a degree and certificate in mortgage finance.

As one of nine community colleges in the Los Angeles Community College District, Trade-Tech provides vocational and liberal arts training to over 12,000 low-income residents of predominately Latino, African-American, and Asian descent. Both CP and the Mortgage Finance Programs are designed to sharpen and broaden the skills of current community development practitioners. In addition, CPED programs prepare students for entry-level jobs in community organizing and community economic development. Students learn to work with local residents and businesses to solve complex neighborhood problems, such as expanding inner city investments, job development, community services, and housing and retail opportunities.

Two courses specifically incorporate NKLA training and competencies in the class requirements: *Introduction to Community Economic Development* and *Fair Housing and Fair Lending*. Both courses were reviewed and approved by the College Faculty Curriculum committee.

Throughout the grant period, approximately 150 community planning and 25 mortgage finance majors were trained on NKLA. This represents approximately 42 hours of instructional hours, in addition to 450 hours of lab work. The students are required to demonstrate competencies on the use of NKLA for developing neighborhood, housing, and fair lending plans and strategies.

NKLA is now an on-going component of LATTC community planning and mortgage finance curricula.

Community-Based Programs And Projects

In addition to its academic programs, the CDTech Center provides a wide range of community economic development support services to help organizations build community capacity. We specialize in helping community leaders develop their own neighborhood and economic

development plans. We train the “front line operators” and coach them on the language and techniques available to build strong communities.

Through customized training and on-going coaching, CDTEch helps the growing cadre of citizen planners, grassroots leaders and parents, youth, and service workers become more proficient in neighborhood and economic development strategies. CDTEch used its community contacts to market and develop NKLA training and initiatives.

Marketing and Outreach

CDTEch broadly marketed NKLA training opportunities to a host of different neighborhood initiatives and community organizations using its quarterly newsletters to over 1200 individuals and organizations. In addition, separate fliers were mailed to a more targeted set of organizations that could benefit from NKLA.

More detailed discussions and planning were held with several specific organizations and initiatives, including:

- 1) L.A. City Council 8th District Empowerment Congress and Staff,
- 2) Neighborhood Networks for Kids (Olivia Mitchell),
- 3) Los Angeles Neighborhood Initiative (Joyce Perkins)
- 4) Public Allies (Rafael Gonzales)
- 5) USC Neighborhood Academic Initiative (Dr. Welson)
- 6) USC Center for Religion and Civic Culture (Grace Dyrnes)
- 7) Asian Youth Center (Mae To)
- 8) Barrio Action Youth Center (Marta)
- 9) The Access Center (Mary Ann Glickman)
- 10) CARECEN
- 11) Community Financial Resources Center (Forescee Hogan Rawles)
- 12) Children's Planning Council
- 13) Industrial Areas Foundation (Leila Campos)

Community Initiatives

During the life of the Department of Commerce grant, CDTEch engaged NKLA project staff in training and providing technical assistance for several of its community clients. Four specific community training initiatives are briefly described below.

The Community Coalition. The Community Coalition is a network of South Los Angeles residents and service providers that organized in 1990 to prevent and eliminate crime at liquor stores and motes, especially drug sales, dealing, alcohol availability and prostitutions. The objective was to find solutions for substance abuse problems destroying South Los Angeles. The Community Coalition is now a full membership organization with 6 organizing projects. CDTEch facilitated an NKLA training for two of these organizing projects in 2000:

- NFB – works to prevent and eliminate properties that attract crime using the City's Nuisance Abatement process.
- GROW - works with residents to attract positive and needed development.

These training efforts led to the Nuisance Mapping Project, an on-going project between NKLA and the Community Coalition. NKLA helped the residents establish a “mapping room” a restricted page on the NKLA web site that is used to record resident information about nuisance properties

(including digital photos) and neighborhood assets. This site provides a record of activity and cross-reference of complaints that have been lodged with government agencies, or citations that have been issued. Posting of the assets provides a counterpoint to charting the nuisance activity and forms a compelling illustration of the need for community revitalization and strong zoning enforcement.

One of the benefits of the application is that it can be used in a variety of ways. NFB members can add on to the database at any time, immediately after they become aware of a problem. Members could then take a laptop into the offices of a city council member, or into a hearing, to augment their argument.

Pacoima Beautiful/Pacoima Workforce Development. Pacoima is a low-income, predominately Latino immigrant community in San Fernando Valley. Pacoima Beautiful and Pacoima Workforce Development are part of a school-based community revitalization effort funded by the Los Angeles Educational Partnership and the Los Angeles Urban Funders, a collaboration of 30 foundations. These projects aim to improve the quality of life within Pacoima through neighborhood beautification efforts and job development.

CDTech facilitated a NKLA training for the community leaders of these two related initiatives. The activist residents represent parent leaders from 5 Pacoima elementary and middle schools. The NKLA training specifically helps them to address the major areas of concern: nuisance properties, neighborhood improvement strategies, and developing workforce strategies using census data for planning purposes.

Hyde Park Community. Hyde Park is in Southwest Los Angeles and suffers from traditional problems of neglect and underdevelopment as other low-income neighborhoods throughout Los Angeles. Hyde Park is similarly a participant in the Los Angeles Urban Funders comprehensive community initiative project with a specific focus on property development and improvement. CDTech has been assisting this organization over the last 5 years through community development training and strategic planning.

NKLA assisted the Hyde Park initiative in two ways. First, NKLA staff trained Hyde Park resident leaders on the use of NKLA to examine housing divestment trends. These resident leaders continue to access this site in their neighborhood planning. Second, NKLA staff provided a community-wide demonstration of NKLA at the Hyde Park Community Summit during the summer of 2000. Approximately 40 participants attended this day-long information and resource fair.

In general, NKLA has become a working tool of this community. The planning and training support is also being used to help this informal network of residents form a City-sponsored neighborhood council. NKLA has become critical to their ability to fulfill the function of neighborhood councils that is primarily focused on making recommendations on neighborhood land-use issues.

Jobs-Plus Community Coaches Project. Jobs Plus is a jobs "saturation" initiative of the Los Angeles Public Housing Authority and the Rockefeller Foundation. William Meade Housing and Imperial Courts are two public housing developments that were selected for a targeted intervention to increase job opportunities for its residents. CDTech trained 40 community coaches (20 for each development) to be "community experts" and resource people on local issues. The goal is to help connect public housing residents to information, resources, and opportunities within the surrounding and broader community. Accordingly, NKLA training was provided to the community coaches in each of these developments.

The trainings were held in the community centers on each of the public housing campuses. The benefits of the training were many. First, it exposed many of the residents to the computer and the

internet for the very first time. Second, as community resource people, community coaches are now able to connect other public housing residents to computer-based skills and resources. Finally, the coaches are able to access local information that will assist in jobs as local leaders and resource people.

Program Assessment

In general, the partnership achieved its objectives. It helped to market the NKLA project to a broad-based constituency of low-income community residents. NKLA is used by a number of communities and grassroots leaders for on-going community and housing planning objectives. Finally, NKLA training has a permanent home in the formal housing and community development curricula at Los Angeles Trade-Technical College, a local community college.

The partnership's effectiveness is rooted in both the long-standing and synergistic relationship between NKLA and CDTEch principals. If there is a down-side to the joint venture it is that there are so many more—clearly identified -- organizations that should have taken advantage of NKLA project that have not yet logged on for various reasons outside of the project's control.

CDTEch is likely to continue to partner with NKLA in both its academic and community-based training initiatives.

- Denise Fairchild, Ph.D., Executive Director of CDTEch

• Main Governmental Partner: Los Angeles Housing Department

The City of Los Angeles Housing Department (LAHD) has been a major partner in the NKLA project since providing the first seed funding in 1995. This funding led to a planning grant from TOP (at that time called TIAP) in 1996 and eventually the TOP implementation grant from 1998-2001. LAHD has continued to provide matching funding for NKLA throughout the project. Besides providing funding, LAHD has worked with NKLA in three primary ways: providing data, supplying frequent users, and brokering relationships.

LAHD has provided NKLA with two major types of data sets: expiring use housing and code enforcement. The At-Risk data set contains information on all housing developments in the city that are subsidized by local (e.g. the city's Community Redevelopment Agency) or federal agencies (e.g. HUD). These subsidies are set to expire at some time in the future and are therefore at-risk of conversion to market rental rates. LAHD provides three data sets from their Systematic Code Enforcement Program (SCEP) to NKLA. The Code Enforcement Complaints data set contains records on complaints made to LAHD regarding multifamily housing. These complaints come from tenants, the police department and other public agencies. The Code Enforcement Inspection data set provides summary information on all inspections and re-inspections conducted by LAHD, allowing users to track how many violations were found during the first inspection and how many have been corrected as of each re-inspection. The HIP Code Enforcement Inspection data set provides very detailed data on the exact types of violations (there are more than 100 violation categories) found during inspections.

Another area of collaboration between LAHD and NKLA is that LAHD provides a practical location for NKLA usage. LAHD staff have been integral in helping test and evaluate redesigns and upgrades made to NKLA and have initiated new applications on the web site (e.g. the Policy Room). They have also been instrumental in identifying additional data sets to add to NKLA and making suggestions in how to present data. LAHD staff are some of the most

regular users of NKLA. Over 100 staff from LAHD have created NKLA accounts, and of the 10 most frequent users of NKLA, 4 are from LAHD.

The final way in which LAHD has worked with NKLA is in serving as our main point of contact with City government. LAHD staff have played an important role in promoting NKLA within the city, letting city council staff and other city departments know about the resources provided by NKLA. Through this encouragement, many others in the city have become frequent NKLA users and played a role in getting the word out about NKLA to their colleagues and constituents. Besides encouraging usage, LAHD has also played an important role in brokering relationships with other potential data providers in the city. In particular, LAHD helped NKLA secure a comprehensive property and address data base the city's Information Technology Agency, as well as several data sets (building permits, contract nuisance abatement, code complaints) from the Department of Building and Safety. These data sets, along with those provided directly from LAHD are integral to NKLA's ability to provide data that is useful for communities. The partnership between NKLA and LAHD will continue, and hopefully expand, after the end of the TOP funding. We are currently negotiating a Memorandum of Understanding to solidify this collaboration.

- **Community Partnerships**

NKLA has conducted training and outreach throughout the Los Angeles area over the past three years and worked with many community organizations. Perhaps the deepest collaboration has centered around the I AM LA project, in which NKLA worked with neighborhood-based groups to add community-created data to the NKLA data base. I AM LA was pilot tested during January, 2000 with projects in the Boyle Heights and Vernon Central neighborhoods and publicly launched on February 10th, 2000. During the summer of 2001, NKLA staff worked intensively with groups in the Pacoima, Crenshaw and South Los Angeles neighborhoods to create new I AM LA project applications.

NKLA staff trained UCLA undergraduate students in both 2000 and 2001 on neighborhood research and using the site for a service learning course studying assets in the Boyle Heights community. In the spring of 2001, NKLA also trained students at local Roosevelt High School to use I AM LA. The students did their research, used NKLA as a data source and I AM LA to map the assets they gathered, and culminated their process in a presentation to the community residents and leaders. NKLA worked with local community partners, chiefly East Los Angeles Community Corporation, to carry out these projects.

In Vernon Central, NKLA worked with Power Youth, the youth component of Concerned Citizens of South Central Los Angeles and youth from the Dunbar Economic Development Corporation during 2000 and 2001. Youth were trained on asset mapping using the I AM LA tool, as well as on how to use a digital camera and work with images to support their research on school-related assets in their community. Youth also used NKLA to identify possible sites for new schools to help relieve overcrowding in the school system and were trained in basic computer and presentation skills.

During the summer of 2001, NKLA worked with three different community groups on creating their own web-based mapping systems: Youth United for Community Change (YUCA) in the Crenshaw district, the Neighborhoods Fighting Back (NFB) group in South LA, and the Pacoima Beautiful Youth Environmentalists (PBYES) in the Pacoima neighborhood.

As a youth organizing program dedicated to cultivating grassroots leadership, YUCA was looking to use the I AM LA project as means to raise awareness about social and environmental justice in their neighborhood. Since the YUCA youth had taken part in previous training on asset mapping, we focused mostly on asset collection, input and ways to publicize their findings. In a short six-week period, the group was able to collect and input 27 assets with full descriptions and images in categories ranging from churches and schools to "kick-it" spots.

YUCA drove the process by selecting their own categories and publishing their project in a magazine.

NFB's work remedying "nuisance" properties took the I AM LA application in new direction. Instead of mapping assets in their neighborhood, NFB leaders envisioned I AM LA as a way to monitor various liquor stores and motels that they had been organizing against since the civil unrest of 1992. In addition, NFB was composed almost entirely of seniors eager to utilize their little-used computer skills. Working closely with NKLA staff, NFB converted many of their paper records into a database on NKLA, and mapped nuisance sites throughout South Los Angeles. Included in their database was information on crime activities, dates of public hearings, and an automated tool for inputting additional comments on each nuisance. To date, NFB has presented their work to city agencies and plans to expand the database to capture all of their historical work.

In Pacoima, the process of community mapping was at least as important as the maps and data that was produced. PBYES was interested in cataloging the cultural and artistic assets in their neighborhood as a method of promoting positive local images. However, as a relatively new group, community mapping was used as a means of leadership development for the youth. PBYES's asset maps are part of larger vision of using mapping as a tool for community empowerment by designating potential development sites and organizing for increased resources for youth in Pacoima.

COMMUNITY IMPACT

NKLA's community impact has been both considerable and widespread. In terms of public policy, the data on NKLA has largely contributed to systemic changes in Los Angeles city agencies. Surveys and interviews also show that NKLA has had a significant impact on neighborhood residents, tenant outreach groups, community organizations, and youth in Los Angeles. Below we discuss several ways in which NKLA has had an impact on Los Angeles communities.

- **Public Policy Impact**

The political process that accompanied the creation of NKLA resulted in a myriad of policy changes that significantly impacted the city of Los Angeles. Prior to the integration of property datasets on NKLA, city government (e.g. Departments of Building and Safety, Housing, Attorney's office) did not have the tools to understand the scope of property deterioration in Los Angeles. Code enforcement to this point had been selective and incomplete. With the advent of NKLA, city staff, politicians, and advocates became much cognizant of the need for regularized code inspection. This led to the creation of the Systematic Code Enforcement Program (SCEP) that stipulates that all properties in the city of Los Angeles must be inspected at least once every three years. From 1998-2000, 44,294 properties were inspected and 13,232 of those properties re-inspected under SCEP. The LAHD estimates that this program has led to property improvements that total over \$150M.

In addition, the NKLA website spurred the creation of other programs that aid in housing improvement. Partnering with LAHD and local tenant organizing groups, NKLA staff implemented a "Tenant Outreach" website that tracks case information on tenant complaints. One major goal for LAHD's Systematic Code Enforcement Program (SCEP) is to encourage low-income residents who might not have easy access to the City and its programs to ask for support. To meet that objective, the Department entered into outreach contracts with wide variety of community-based organizations, which play a role in helping residents fully participate in the SCEP initiative. These outreach groups help identify new requests for inspection from LA

residents and assist these households in following up on the implementation process. In order to accomplish this goal, API designed an online information database so that the groups could share information on all of those who are brought into this program. Additionally, these groups are using specially developed tools to monitor the implementation of code enforcement requests through the SCEP process.

Apart from its citywide impact, NKLA has also aided in specific neighborhood planning and organizing efforts. In Summer 2000, NKLA staff worked with youth from the Concerned Citizens community organization in South Los Angeles. Youth first participated in general technology training and then learned urban design, internet research, and presentation skills. They then used these skills to locate and design a pocket park that was eventually built across the street from Concerned Citizens office. These same youth later used the NKLA Asset Mapping platform to propose alternative LAUSD school sites at several public venues. As was mentioned in the previous section, three neighborhood groups worked on community mapping projects in Summer 2001 and later presented their findings at the 2001 NKLA User Conference at UCLA. Each of these projects represent concrete examples of community activists using NKLA to impact their own neighborhoods.

• **User Feedback**

Perhaps the most compelling indicator of NKLA's community impact has been direct feedback from its users.² As evidenced by the following passages, NKLA has been used more broadly than was originally anticipated. In addition to its utility in property and neighborhood research, it has been used for community organizing/advocacy, personal use, and as stimulation for new projects and ideas.

Many of the most frequent users concentrate on the property monitoring tools. Staff from city agencies and community development corporations (CDCs) often use the property lookup functions to identify problem areas or sites. One staff member has at LAHD has

used the NKLA data in a variety of ways, mostly in evaluating thousands of properties funded by the Los Angeles Housing Department. On the whole, your data serves a very useful purpose on information on Los Angeles demographics. It's very much appreciated.

This example shows how coupling heterogeneous property data with demographic information provides a tool that would otherwise not be available. NKLA use is widespread at the city level, and in many cases functions as the only means of intra-department data sharing. However, many users focus on the neighborhood research tools, like creating charts based on pre-selected census information:

Actually, I've used it as a quick way to find out what census tracts lie in specific zip codes. Also, I've used it to quickly get median income figures for those zip codes.

Although the same information is available on the US Census website, many people prefer to use NKLA's interface because of its usability.³

Community-based organizations (CBOs), advocacy groups, and residents take a more proactive approach. Some groups use NKLA "to help vulnerable citizens against predatory

² The feedback from three sources: 1) a "Data Survey" that is administered to NKLA users on their fifth visit, 2) a final survey taken in October 2001, or 3) interviews conducted by an outside evaluator in 2000.

³ In-depth interviews, July 2000.

lending” while one user was “interested in helping my community in locating ‘trouble’ properties.” Another person gave this anecdote:

Here's a specific example: Our company is developing housing in an area of Echo Park. There is some neighborhood opposition to the project's density. I used NKLA to research abandoned/un-kept lots on the street in order to suggest to neighbors a trade-off. If we get our project, we'll work with the neighborhood and council office to get the abandoned properties back into contributing elements of the street.

In many cases, training by NKLA staff assisted users in understanding the broad range of applications of the website. In one particular case, the data available on NKLA helped to empower a community resident to report housing violations:

I've used it to check on the apartment building next door which has been falling into a state of disrepair. After I noted that the property had problems listed in the recent past, I felt more confident in contacting the Housing Department, Health Department and Animal Regulation Department to have them inspect and order clean-up, which is exactly what is happening.

This case illustrates how NKLA can contribute to more efficient reporting of code violations. It has also been used to track the results of those complaints; because NKLA regularly updates the actual code violations and inspections, residents can track their own inquiries. For many people, this is an unprecedented level of governmental transparency.

Apart from the specific property queries, many people use NKLA for personal reasons. First-time homeowners or current renters browse the neighborhood maps and information to “understand the different neighborhoods of Los Angeles.” As one user commented, they used NKLA to look “at both property I live in as a renter, and property I MIGHT someday be able to afford.” NKLA provides CDCs, individuals, and other who sell property with free research tools:

I research the address for abatement issues, complaints, code violations and other issues that may affect the sale of a property. I like to give and have a comfort level that I am selling a property without issues. If there are issues then I have the ability to inform the investor of current problems facing the present owner.

Many of these users cannot afford to buy expensive private market property data applications; for them, NKLA is a free alternative for conducting real estate research. Finally, many people see NKLA as part of a much larger vision. Here are several unexpected uses:

Used it as an example of the way in which the internet is breaking down barriers. Particularly how access to information is opening up.

I use this site as an example to stimulate one-stop- shopping (public services) in The Netherlands.

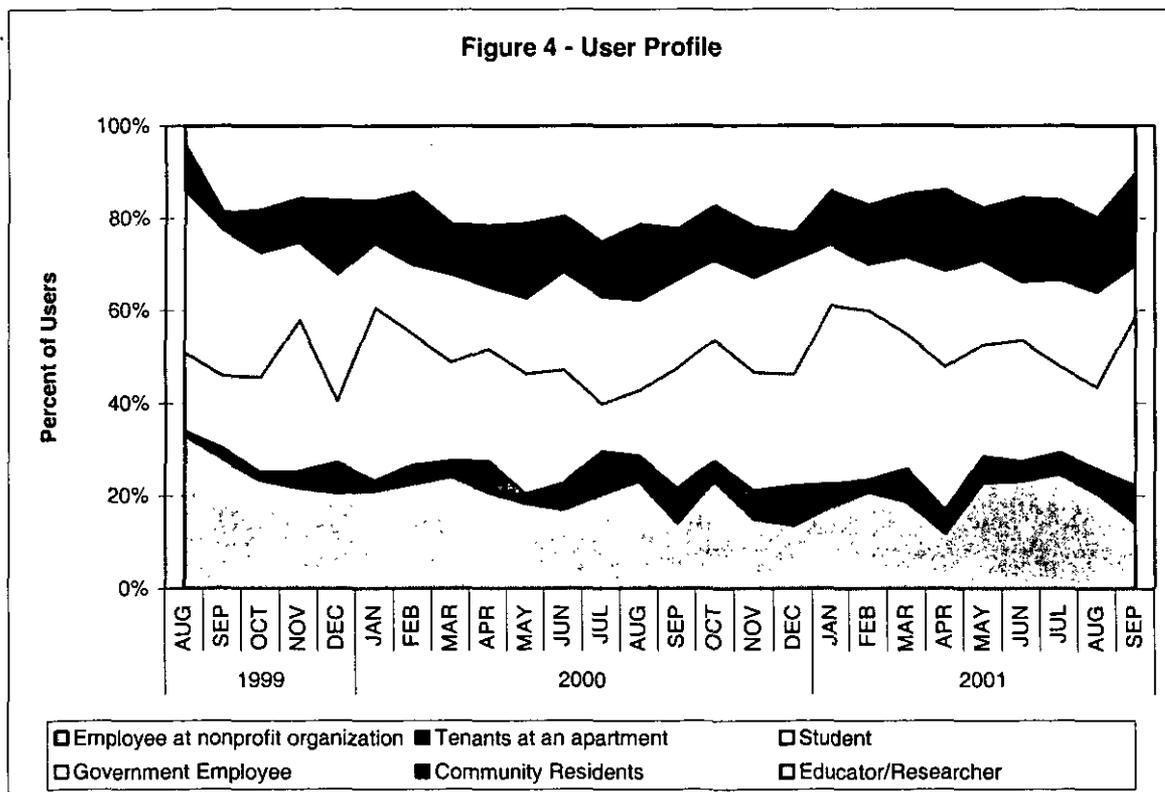
i personally used the information i found here to write a grant proposal that was successfully funded & stands as testament at 84th & Vermont as the YOU, Inc. Intel Computer Clubhouse, a technology club for at-risk youth. . . i, for one, find the NKLA website delightful as it actually provides the in-depth information it claims it will &, with that, learning resources that suggest ways that the provided information may be useful & if all that is not splendid enough, the site is visually

pleasing & easy to navigate. When i first visited the site, i recall being immediately impressed with NKLA's unselfish provision to community people of the necessary data & resources to form informed neighborhood watch committees. i wish to thank you for the NKLA website! Bravo! Encore!

These passages illustrate the wide variety of ways that NKLA has been utilized in the community. Taken as anecdotes, they represent the larger impact that the website has on community residents, tenant groups, city staff, nonprofit groups, and researchers from different sectors.

• **Changing User Demographics**

Analysis of NKLA usage surveys over time reveals another aspect of NKLA's community impact.⁴ In a two-year period, the proportion of user that identify as community residents has grown from 5% to 17.7% (See Figure 4 from the NKLA Evaluation Report inserted below). In addition, the proportion of tenants has also risen. At least some of this trend likely has to do with extensive outreach and training during that period. Increasingly, people are using NKLA at home nearly as much as at work, which differs markedly from early 1999. Data usage shows increased usage of asset mapping information, and decreased focus on building permits and code complaints. Survey respondents also indicated that even after they had used the US Census Bureau website, they still went to NKLA for additional information. Taken as whole, the combined results of usage surveys lend quantitative support the argument that NKLA has become increasingly embedded in Los Angeles.



⁴ Data analysis was conducted as part of evaluation by Ali Modarres of Cal State Los Angeles. The title of the report is "Evaluation Report of the Neighborhood Knowledge Los Angeles (NKLA), August 16, 1999 – Sep 30, 2001."

LESSONS LEARNED

We have learned many lessons over the past three years in our effort to provide data and information over the Web to support community development efforts. Below, we discuss several of the most important ones.

- **The web can be used to provide access – and give new meaning – to previously difficult-to-get data**

NKLA provides free “one-stop” access to administrative and public data sets from various city departments, thus preserving the “information commons.” Some of the data sets on NKLA would be almost impossible to access otherwise; but they have been transformed as public data through NKLA. Data on utility liens, for example, can become a predictive indicator of operational disinvestment when taken out of the context of a program at the utility company and seen in the context of other neighborhood data. This access is especially important for community residents and groups that lack resources to purchase this type of data.

- **Interactive mapping on the web allows for data integration and layering**

NKLA brings together data sets from several different sources and integrates them geographically, often in a GIS format. NKLA, for example, allows users to layer data sets on a map in order to discern trends and relationships between data. This permits residents and community groups to understand how tax delinquencies relate to code violations, for example, something that would be impossible without this layering of information. The data also provide historical and geographic context for users that is important for developing strategies for community development.

- **The Web provides an excellent method for decentralizing data collection and building the technical capacity of community residents**

NKLA has used the decentralized nature of the Web as part of a community and capacity building strategy. Using web forms, NKLA users can directly enter property-level information into the data base, and these data points are then displayed on a dynamic map on the web site. For example, youth have identified community assets through field work and added this data to NKLA. This serves to provide a community-based perspective on these neighborhoods, and it also provides increased technical capacity for residents and organizations. This capacity can then transfer to other aspects of their work, such as in organizing, data management, research, and public presentations.

- **Projects like NKLA can open up space for new forms of participation and decision making**

While these systems are relatively new, they do provide promise in changing how community residents and groups can participate in local policy and planning. Armed with data and research skills, community groups can more effectively monitor and analyze neighborhood problems and create convincing planning alternatives. This will make them less dependent on outside researchers and consultants. Moreover, information technologies can enable residents to have more input into policy debates, for example, participating in on-line debates over housing policy. Web forms that track issues of concern to neighborhood residents can be

directly forward to policy makers and elected officials. This potentially allows for forms of "direct democracy" that would encourage increased community participation.

- **Content is key**

Traditionally, the "digital divide" has been understood in terms of disparity in access to ICTs; but there is an increasing understanding that the more pressing divide is in content (Children's Partnership, 2000; Morino Institute, 2000). NKLA seeks to provide content that is meaningful for residents of low-income neighborhoods, and we have seen in our training programs that participants are most motivated to use new information tools like NKLA when they are able to *find information that can help them in their personal and professional lives*. From surveys and interviews of NKLA users, it is clear that people use the site not because it looks "cool" but rather for the data and information they can get from it. NKLA has a substantive and geographic focus: housing and community development in Los Angeles. While we get many visitors from outside the Los Angeles area, it is clear that those who use the site most regularly do so because they are working on housing and community development issues in Los Angeles neighborhoods.

In the case of NKLA, there are perhaps two choices we have made that have aided in developing useful and accessible content. First, we have chosen to use Internet mapping as an organizing template for our data. This has helped not only in structuring the data, but it has provided a visual framework that helps users analyze data in the context of the larger neighborhood. Numbers and tabular data can sometimes be overwhelming and abstract; viewing the place where you live on a map in light of other risk indicators in the neighborhood can help drive home the meaning of the data. The second choice that has helped make content a key part of NKLA is that we did not contract out for website development. Instead of hiring a consultant to develop the site, we do it ourselves. Thus, the site has been largely designed by urban planners who understand the issues of housing and community development. This has helped us organize the data and design an interface that is useful for our users. As explained in the section above on the technical aspects of our project, there are a growing number of tools that allow non-programmers to gain the necessary programming skills to develop an interactive website like NKLA.

- **Social networks and relationships are critical for the success of community technology projects**

On the surface, new information technologies appear to be diminishing the need for human interaction. In our case, however, regular face-to-face interaction has been critical in the development and implementation of NKLA. Despite being part of "cyberspace," NKLA relies heavily on social networks and interpersonal feedback. Since the inception of NKLA, focus groups and training of users have played an important role in its design, as well as in the identification of new data sets and applications for NKLA. For example, the idea of adding community-created data to the site was suggested by participants in a planning meeting, and their insistence on using NKLA to allow residents to present their own 'bottom-up' perspectives of their neighborhoods led to the I AM LA section of the site. It is unlikely the project would have taken this significant step if users had made the same suggestion via e-mail. It was critical that it came in the context of a face-to-face meeting in which there was honest dialogue about the strengths and weaknesses of NKLA.

Personal relationships have also played an important role in collecting data sets for NKLA and for expanding usage. Instead of taking a top-down approach to data collection - in which we would identify the data that we want, gain approval from department heads, and then work with staff to collect the data - we first developed relationships with staff (i.e. the "data

keepers") to gain access to and understand the data and then sought departmental approval to publish it on NKLA. We found that this interpersonal approach was important because staff were willing to help us work through inevitable problems in reading and understanding the data. If they had been simply directed from above to cooperate with us, they likely would have viewed it as a burden rather than something based on a relationship. These types of relationships have also been important for enlarging the user base of NKLA. Despite the fact that NKLA is a website and can be found through "non-personal" means such as an Internet search engine or link from a website, many users tend to hear about the site from a co-worker or friend. According to NKLA survey data of regular users (defined as logging in at least 5 times), more than half heard about NKLA from another person. Less than 15% learned of NKLA through a search engine or link.

- **A web site can do only so much for improving neighborhoods**

In the case of NKLA, we have at times been tempted to view the Web as providing such a revolutionary way of accessing data and information that will greatly enhance the ability of community developers to improve the quality of life in neighborhoods. While there may be some element of truth in this, it is crucial that we reflect on the failed dreams of the past and consider potential unintended consequences. For example, one possible consequence of which I have become aware is that by using NKLA to access information about properties, it is possible that neighborhood activists may de-emphasize the face-to-face community organizing and relationship-building that is necessary for positively developing their communities.

The Web is relatively new and is constantly changing. It is easy to get caught up in the Internet hype, believing that it alone will solve problems as complex as poverty and political apathy. It is clear to us however, that NKLA is only one piece of the puzzle in improving neighborhood conditions in Los Angeles. Utilizing new information technologies is certainly not the only answer. An important component of maintaining this realistic outlook is to plan for the future. Rather than a rigid, "set-in-stone" plan, Web projects like NKLA require flexible plans that allow them to adapt to changes in both technology and social conditions. For us, this has meant designing the site for a diverse group of users.

In NKLA outreach work we have often come across people who are skeptical that a web site like ours can help in the messy, nitty-gritty world of community development, while others view the web site as the answer to their prayers. We try to convey a middle ground between these two extremes when we train people to use NKLA and other resources on the Web.

FUTURE PLANS

If NKLA is to grow and develop, the project will need to become a leader in some new areas. This is likely to involve exploring (1) new content that is related to our indicators of housing deterioration and (2) the use of the latest technologies for displaying information, entering and updating data and training via online tools. Accordingly, this section has been divided into two parts, *New Content* and *New Technologies*.

- **New Content**

NKLA has been a successful project because from the outset the system has had a clear focus on documenting the processes of residential disinvestments in ways that can lead to early action and promising results through policy, programs and grassroots action. A primary challenge for this project is that it grows to incorporate new data sets in ways that enlarge upon

the underlying conceptual framework, rather than just add information because it might be useful. Enlarging the NKLA story will necessarily involve the establishment of new partnerships with leadership that understands the potential power of information and can help identify the salient data sets for users. One partner that has been brought into our work is the California Reinvestment Committee that has worked for many years on issues to promote accountable and responsive banking practices.

Through this new partnership one certain direction for the system is the incorporation of relevant lending data from HMDA (Home Mortgage Disclosure Act) data and other sources. NKLA is about operational disinvestments, the decisions that property owners make with regard to paying utility bills, property taxes, and making residential repairs. However, these decisions are not made in isolation from lending activities within a neighborhood. When banks don't lend or only provide high interest loans in a certain area, then owners begin to wonder if they should invest as well. When owners do not make repairs, property values are affected, and lenders become wary about providing mortgages in such neighborhoods.

By overlaying operational disinvestments data on maps that show banking investment patterns, users of the site will be able to identify whether certain communities are being deprived of necessary capital resources on both the macro and micro levels. This information can lead to some powerful local responses. The City Office of the Treasurer is exploring an approach to "linked deposits" whereby the city will only make its funds available for deposits in lending institutions that service communities that need capital investment. Clear information that shows the impacts of redlining on housing conditions can provide a forceful argument for policymakers.

Residential deterioration may be seen as a community risk factor that, if unattended, contributes to dangerous living conditions and social decline. One approach to the future of NKLA revolves around compiling neighborhood risk factors in addition to housing decay. The work of Community Coalition in documenting the activities around neighborhood nuisance properties is an important step in assembling a more comprehensive risk map of neighborhoods that includes community-identified violations of land use agreements, including certain forms of criminal activity. Documenting environmental toxins both site specific and ambient forms of dangerous air pollutants might also be added to risk map neighborhoods.

Finally, community health indicators can be used to measure some of the consequences of such risks. Lead poisoning, breathing disorders, and household injuries are related to dangerous residential conditions. Violence may be present where abandoned buildings are located and where nuisance activities like prostitution and public drunkenness are not addressed. Linking this data to health indicators can build the case for an early warning system that seeks to mitigate hazardous community risks in a timely manner.

A growing portion of the NKLA information system involves identifying and displaying community assets. This has been accomplished in two ways. First, we have worked directly with communities to use young people to identify and map local resources. The challenge of continuing work in this area revolves around finding vehicles to keep such data collection as an ongoing set of activities. Discussions are underway with the university's service learning program as one vehicle for providing UCLA students who could assist groups in these activities, either through a course or an internship program. Another set of potential partners is through the new set of neighborhood councils that are being established through the LA Department of Neighborhood Empowerment (DONE). These groups will need to do local inventories in identifying the community issues that will be priority for them. NKLA might provide a platform for this set of work.

Additionally, we have secured a list of local non-profit organizations that is compiled by the IRS and have provided a map of these agencies on our citywide platform. We have done this citywide work in collaboration with a new partner, the Center for Non-Profit Management, which may want to build out this system for its own outreach and training purposes.

● New Technologies

NKLA has begun to explore new ways of integrating thematic mapping (shaded or colored census tracts) with property level point data on the NKLA site. Thus users are now enabled to consider the relationship between the early warning data sets and other relevant related information sources, like race and ethnicity. The next step will be to identify which other thematic mapping information is most valuable for NKLA users.

Our new Neighborhood Knowledge California (NKCA) project will be producing a new data entry system that will eventually be integrated into the NKLA platform. On the NKLA site we have had considerable success in assembling databases and handling updates to databases from distributed sources. We have now begun to build a set of functions that will enable users to add and label entire batch data sets for mapping and analysis through a web interface. The development of this web-based data updating tool will enable users to save the maps that they create in their own personal file MyNKCA or in their group file OurNKCA for both personal use and for sharing with others.

Just as NKLA has been a pioneer for other groups who have applied to TOP with projects that build upon our early warning system, we can learn from some of the latest innovative programs that TOP has recently funded. In particular, we are very interested in the plans for the Hartford Cityscan project and its use of GPS receivers, digital cameras, wireless modems and handheld computers to create a seamless system for pinpointing locations that are community problems. Currently, our work on community mapping has required participants to take detailed notes and digital photos on the site and then enter the information at workstations within local computer centers. We hope to explore the use of GPS and its capacity for identifying locations that do not have an address and for providing a much more fine-grained tool for mapping community information.

Finally, we want to explore new ways of providing training and technical assistance via online methods. Understanding that many of our clients do not have access to broadband technologies, we have tended to avoid heavy content that takes a long time for downloading. Yet, we see some value in providing users with audio or video guides and hints to the best ways to use the site. We are also thinking about including recommendations from successful end-users speaking about their own experience with NKLA to encourage others to explore the full potential of the site.

Please Take our Evaluation Survey!!

For the last three years, NKLA funding from the Technology Opportunities Program (TOP) in the Department of Commerce. Our TOP funding ended on October 1, 2001, but we want to let you know that we are committed to maintaining and updating NKLA. As much as possible, new upgrades and features will occur in conjunction with other projects of the Advanced Policy Institute.

As part our effort better understand how NKLA is used, an outside evaluator will be analyzing the site usage over the last two years. We appreciate your willingness in the past to give us feedback and complete surveys as needed, and we request your participation in our 2001 Evaluation Survey. **Please take five minutes to complete the survey by logging into the Data and Maps section of NKLA (<http://nkla.ucla.edu>) and clicking on "Please take our Evaluation Survey."**

The results of this evaluation will not only benefit NKLA, but also other similar projects that seek to provide data and information for community revitalization. We hope you take the time to add to our understanding of how projects like NKLA can serve communities. The results of the evaluation will be available on NKLA in January 2002.

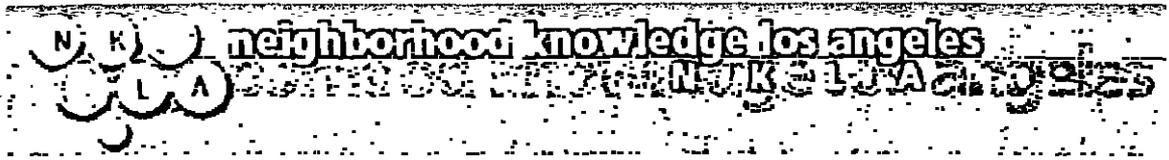
**2001 NKLA User Conference:
Community Technology for Community Change**

November 2, 2001

UCLA School of Public Policy and Social Research

AGENDA

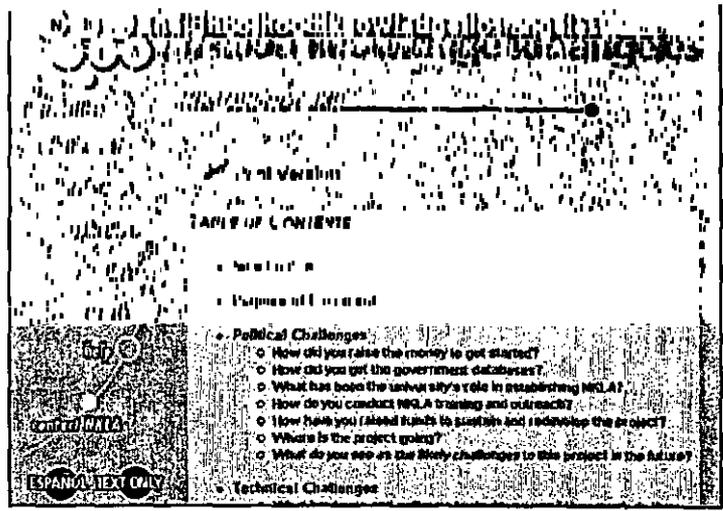
- | | | |
|-------------|--|---------------|
| 9:00-9:30 | Registration, Refreshments | |
| 9:30-9:40 | Introduction <ul style="list-style-type: none">• A word of welcome to SPPSR, Associate Dean Fernando Torres-Gil | Bill Pitkin |
| 9:40-10:10 | NKLA: Past and Future | Nick Rattray |
| 10:10-10:30 | Introduction to Community Mapping Projects | Elsa Casillas |
| 10:30-11:15 | Presentations of Community Mapping Projects <ul style="list-style-type: none">• <i>Pacoima Beautiful</i>• Neighborhoods Fighting Back, Community Coalition• Youth United for Community Action (YUCA) | |
| 11:15-11:30 | Community Technology for Community Change <ul style="list-style-type: none">• Comments from Ali Modarres, Pat Brown Institute for Public Affairs, California State University Los Angeles | |
| 11:30-11:50 | Open Discussion | |
| 11:50 | Closing | Neal Richman |



2001 NKLA New Features and Upgrades <http://nkla.ucla.edu>

How To Kit

The How-To Kit is organized as our responses to frequently asked questions about NKLA. We first deal with the political aspects of the project, covering issues such as funding, access to data, relationships with other agencies and organizations, and the future trajectory of NKLA. Next, we tackle technical challenges, such as hardware, software, and data structure and management. Finally, we conclude with three "macro lessons" that summarize much of our experience and apply, we believe, to any public information website project. **Located in the Help Section.**



LEGAL AID FOUNDATION OF LOS ANGELES
BEHIND IN YOUR PROPERTY TAXES?

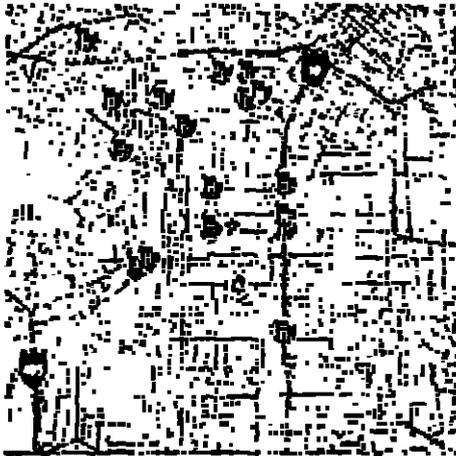
Produced with the support and cooperation
of the UCLA Advanced Policy Institute

Tax Delinquency Guide

This is a guide designed to help property owners in Los Angeles County resolve unpaid tax bills. It was developed by the Legal Aid Foundation of Los Angeles and is provided here as a resource to the public by NKLA and the UCLA Advanced Policy Institute. **Located in the Help Section.**

<http://nkla.ucla.edu>

Asset Mapping



Project Community Coalition:

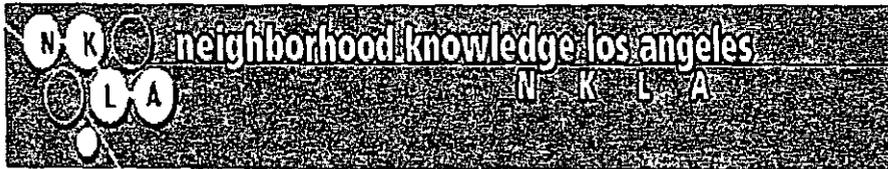


To find out more about Community Coalition and the Neighborhoods Fighting Back Component (NFB), please call (323) 750-9087 or visit www.ccsapt.org

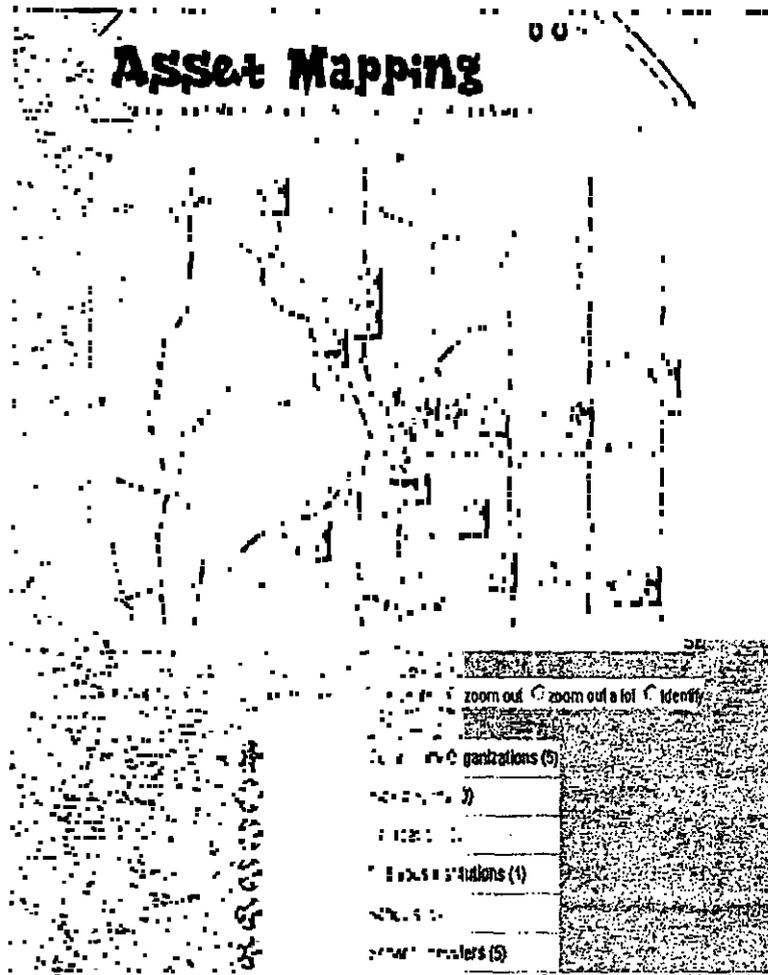
For the last ten years the Neighborhoods Fighting Back (NFB) component of the Community Coalition has been monitoring nuisance crime in commercial and residential buildings. In the past, staff have primarily handled documentation of the problems and monitored specific sites. This responsibility is now being shifted to NFB members who are being trained to manage the land use work and document nuisance cases. They will in turn help train the next line of leaders to manage this work, giving it a community-driven process. By creating an on-line database accessible by residents, we have the opportunity to involve those most impacted by the problem in finding solutions.

"That makes a big difference: not having so many liquor stores in the neighborhood"

NFB Component



<http://nkla.ucla.edu>



Project YUCA:



To find out more about Youth United for Community Action, please call:

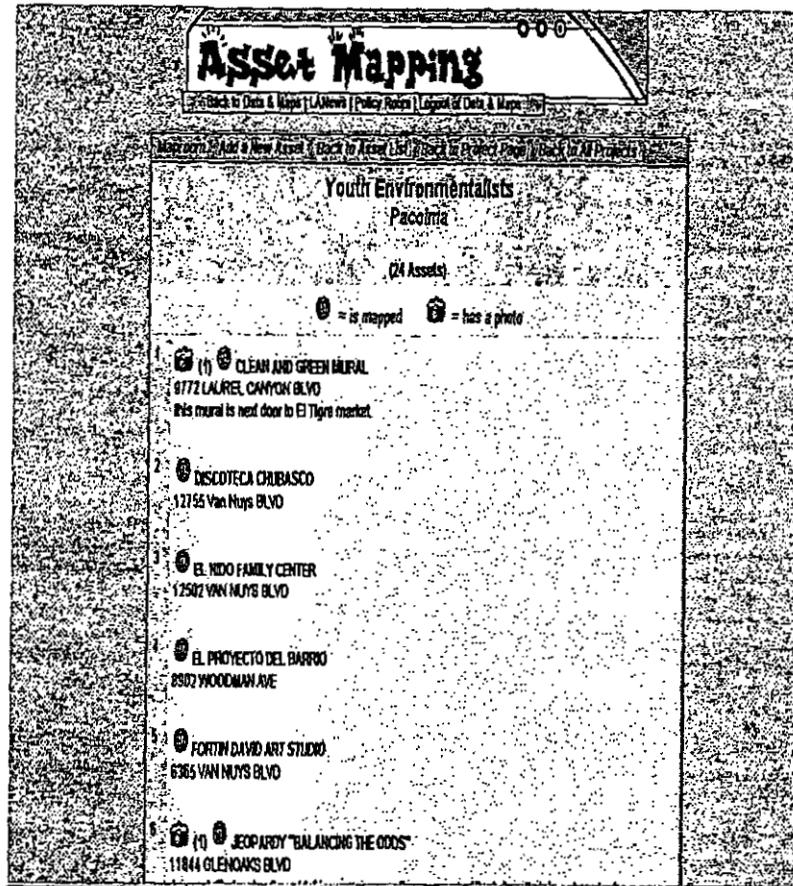
(323) 294-3566

Our Asset Mapping Project is designed to display the positive aspects and resources available to the Crenshaw Community. One of the main purposes is to show the youth of Crenshaw places they can go and be safe, and at the same time feel proud of their community. We are currently working on a mini-Zine (mini magazine) where we are going to show the best resources available for youth in Crenshaw and the community in general because many times we oversee assets and most people in our community don't have internet access. Asset mapping helps people learn about communities and it builds positive re-enforcement so that we can make a difference. Another part of our goal is to share the skills we've learned with other youth.

"The best thing is when you find assets where people care about the community and the people in it."

YUCA Youth

<http://nkla.ucla.edu>



Project Pacoima:

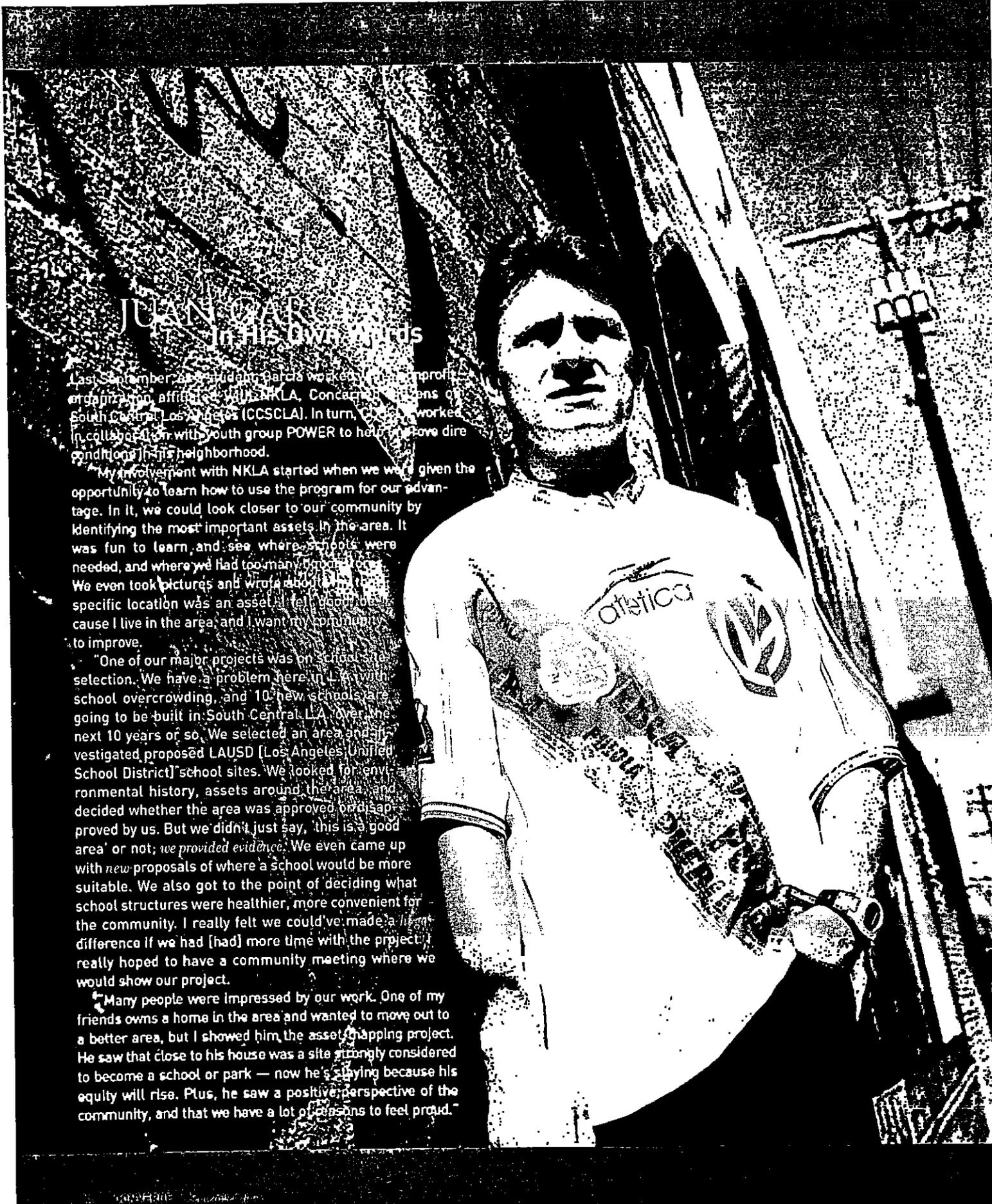


To find out more about Pacoima Beautiful and the Youth Component PBYES, please call (818) 899-2454 or visit

of life in Pacoima. By using asset mapping as a tool, we are currently in the process of implementing the various research and leadership skills we have learned in order to continue to map the best youth assets in our neighborhood. In the near future we plan to have a large community meeting where we are going to invite residents, government officials and many others to analyze our findings so that we can propose some specific changes pertaining to youth assets. This will lead us into the next stage of our project.

“It is amazing what you can do with technology.”

PBYES Youth



JUAN GARCIA In His Own Words

Last September, as a student, Garcia worked for a nonprofit program affiliated with NKLA, Contact the Nations of South Central Los Angeles (CSCLA). In turn, Garcia worked in collaboration with youth group POWER to help improve dire conditions in the neighborhood.

My involvement with NKLA started when we were given the opportunity to learn how to use the program for our advantage. In it, we could look closer to our community by identifying the most important assets in the area. It was fun to learn and see where schools were needed, and where we had too many. We even took pictures and wrote about them. If a specific location was an asset, it felt good because I live in the area and I want my community to improve.

One of our major projects was on school site selection. We have a problem here in L.A. with school overcrowding, and 10 new schools are going to be built in South Central L.A. over the next 10 years or so. We selected an area and investigated proposed LAUSD [Los Angeles Unified School District] school sites. We looked for environmental history, assets around the area, and decided whether the area was approved or disapproved by us. But we didn't just say, 'this is a good area' or not; we provided evidence. We even came up with new proposals of where a school would be more suitable. We also got to the point of deciding what school structures were healthier, more convenient for the community. I really felt we could've made a big difference if we had [had] more time with the project. I really hoped to have a community meeting where we would show our project.

Many people were impressed by our work. One of my friends owns a home in the area and wanted to move out to a better area, but I showed him the asset mapping project. He saw that close to his house was a site strongly considered to become a school or park — now he's staying because his equity will rise. Plus, he saw a positive perspective of the community, and that we have a lot of reasons to feel proud.

"In a short period of time, THESE STUDENTS HAVE BEGUN TO REJECT FALSE NOTIONS AND MISCONCEPTIONS about the moral make-up of the community," Elsa Casillas

that community members may access and continue to add to the electronic database. Further leveraging the community's human capital, the sites have been provided in both English and Spanish.

Richman met Elsa Casillas while doing an asset-mapping course on Boyle Heights through a Chicano studies class. "She was working for the East LA Community Corporation (ELACC) at the time and offered to lead the students' work in cultural mapping.

"She left ELACC and decided to apply to graduate school here in urban planning after the experience. I hired her to work with us on youth mapping so she will be a grad student of mine as well as a staff member beginning in September. So, her role has evolved from community activist, to staff member and soon to be grad student."

Casillas, in association with NKLA, is sharing her skills as a community developer and teacher with a small pilot group of 10th- and 11th-grade students from Roosevelt High School in Boyle Heights.

In a six-week class, Casilla's students earned college credit for an asset-mapping project of the cultural and artistic assets in their community. Her class happened to be all female. "The women have quickly discovered that the community is rich with assets and culture: musicians, artists, even tattoo artists who contribute to the mosaic." One particular project they worked

on was with the Jewish Historical Society to redevelop the Breed Street Schul. "In a short period of time," said Casillas, "these students have begun to reject false notions and misconceptions about the moral make-up of the community."

Through still photographs and informational video and audio interviews, this pilot group is developing a true sense of the community. Casillas noted how these young women now have a sparked interest in the arts, and have expressed an interest in more art and technology classes at Roosevelt or through UCLA extension.

Contact Information:

Dr. Neal Richman
Associate Director
UCLA Advanced Policy Institute
<<http://nkla.sppsr.ucla.edu>>
✉ <nrichman@ucla.edu>

SOMETHING WE CAN DO ABOUT IT
Other area residents are using NKLA in a variety of specific ways. One user has made charts based on the demographics shown for census tracts. Others have been able to help allocate funding and identify problems and problem areas. One resident de-



BILL PITKIN

POWER AND POLITICS

The... Bill Pitkin... power and politics... [The text in this section is extremely faint and largely illegible due to high contrast and noise in the scan.]

In 1995, the UCLA Department of Urban Planning and the Advanced Policy Institute joined forces with the U.S. Department of Housing and Urban Development (HUD) through its Community Outreach Center and formed NKLA. Together they targeted two communities within inner-city Los Angeles by zeroing in on "troubled hotspots." Project visionary Richman, along with graduate students from the urban planning department, developed a strategy involving a common-sense and innovative approach to bringing community groups and governmental agencies together to help solve big problems.

ASSET MAPPING: A CATALYST FOR CHANGE

In the project's initial phase, Richman's action team and researchers quickly discovered that large uncollected tax bills were a good predictor of poor housing conditions and residential abandonment. In fact, all results demonstrated the relationship

between tax delinquency and residential deterioration. So they built a Web-based database of critical information accessible to governmental agencies, inter-agencies, and the community. This involved gaining access to data and graphical information that only a select few even knew existed. The site provides current data on properties — assembling, integrating and mapping scattered government data sets to pinpoint sectors of potential and real deterioration.

Conversely, the asset-mapping system enables neighborhoods to identify and share strengths and capacities for reweaving the fabric of the community. This portion of the program, Interactive Asset Mapping of Los Angeles (IAM LA) is an asset-mapping project Richman described as "more than just a collection of problem properties; rather, it supports a system that builds cultural and historical assets." And this system of zeroing in on the problem properties was unlike any

other electronic resource. "The next element in the evolution of the project was the Neighborhood Early Warning System (NEWS) and asset-mapping project. Community members got involved to help map historical and cultural data," he said.

Reggie Chapple, director of the Dunbar Economic Development Corporation (Dunbar EDC), a nonprofit agency involved with NKLA, is using the information daily. NKLA helped the Dunbar EDC build a computer lab and provided computer training so

NEAL RICHMAN





Mapping Change: (l-r) Roselyn Warnock, Tiffani Lumkins and Takita Salisbury

REWEAVING

THE FABRIC OF A COMMUNITY

New Knowledge in Los Angeles

By Cynthia Sistek-Chandler | Photos by Amanda Koster

DR. NEAL RICHMAN'S graduate students began a project thinking they would learn about technology and social conditions. What they didn't know was the real impact they would have on a community. "This was a big project that left me with lots of satisfaction," said Juan Garcia, a resident who worked with a nonprofit organization affiliated with Neighborhood Knowledge Los Angeles (NKLA) —Concerned Citizens of South Central Los Angeles. "This changed my life, because I know I was able to look at my community from a monitor. I don't underestimate our work. We did great! The lives of the youth who were involved in this project changed, because they were able to think and make decisions about how the community looks and how it would look if certain changes were made."

An outgrowth of the urban planning department at University of California, Los Angeles (UCLA),

Richman's team is the thread that helps to weave the NKLA project into the community. Through planned outreach, training and education, the project has grown from one that provides critical housing information to an advanced mapping class at a local high school, with a powerful Web site cutting across class and culture, offering strategic data on which to build solutions that can be put into action.

BENEATH THE SURFACE

South Central, East Los Angeles and Boyle Heights are probably best known through the news media for their high crime rate, incidence of drive-by shootings and unsightly, slum-like neighborhoods; but take another look. What lies beneath the surface is a community of rich assets — human assets: a community woven by individuals who do care — and organizations that support their intentions.

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Something Magical
Happens

September 2001

"THIS WAS A
BIG PROJECT THAT
LEFT ME WITH LOTS
OF SATISFACTION.
This changed my life..."

Juan Garcia

scribed using the data to check on the apartment building next door, which had been falling into a state of disrepair. "After I noted that the property had problems listed in the recent past, I felt more confident in contacting the Housing, Health and Animal Regulation Departments to have them inspect and order a clean-up, which is exactly what is happening." The NKLA site, said another user, is "an example of the way in which the Internet is breaking down barriers — particularly, how access to information is opening up for our community."

Nonprofit organizations such as the Dunbar EDC, DREAMS' Youth, Concerned Citizens of South Central Los Angeles, Esperanza Community Housing Corporation and POWER Youth have computer technology centers so all residents can avail themselves of access. Another nonprofit organization, the Esperanza Housing Corporation, provides information on housing, economics and health to the site.

Recently, NKLA was recognized internationally — selected as a finalist for a Stockholm Challenge 2001 award, a global contest honoring model community programs leveraging technology. Closer to home, NKLA demonstrates that universities can do much more than study poor communities, but rather make an impact on the lives of the individuals that compose them. ■



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Final Report
Evaluation Report of the
Neighborhood Knowledge Los Angeles (NKLA)

August 16, 1999 – Sep 30, 2001

Technology Opportunities Program

Grant Number 06-60-98047

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Introduction

This constitutes the final report of the Neighborhood Knowledge Los Angeles (NKLA), which operated from August 1999 to September 2001, under this grant¹. This is a data dissemination web site that provides housing and demographic information to the public. While the data mainly covers the City of Los Angeles, the user community is diffused well beyond this geography and extends to other areas of the state and the nation.

This report will provide an analysis of the user community, its data usage and pattern of web site access. The narrative will begin with a description of the NKLA usage pattern and the growth of its user community, followed by an analysis of the users' characteristics and data access patterns. This section will include an assessment of the spatial distribution of the user community and what that may indicate in terms of NKLA's effectiveness. Using the surveys completed by frequent users and another survey conducted at the conclusion of the funding period in 2001, we will provide further insights into the user community and its needs. However, prior to delving into the analytical section, which deals with the project's outcome, we will provide a brief description of the process undertaken by the project staff.

Major Milestones and Activities

While NKLA was operating prior to 1999, in the first quarter of that year, the staff of the NKLA project completed the planning process that enabled them to redesign the site. This was accomplished through interviews, focus group meetings and surveys.

¹ NKLA operation has continued beyond the life of the funding period and will do so for some time in the future.

While the initial public input was completed by February 1999, the NKLA team met weekly throughout the month in order to come up with a website architecture and mock web pages for the new NKLA. It was decided early on that the entire site would be in both English and Spanish and that users would have access to both high-resolution (i.e., graphics) and low-resolution (i.e., text) versions.

As the beta site was assembled, the NKLA staff continued its input solicitation and on August 9, 1999, the beta site was released to a testing group of 14 participants. Feedback from this group was incorporated into the new site design, which was officially launched on August 20, 1999. Throughout the funding period, the NKLA staff has continued soliciting information from the user community to enhance the site. This is reflected in the high degree of appreciation expressed by individuals who have used the site.

Following the launch of the website, the staff focused on the development of the beta version of the NKLA Policy Room and NKLA Map Room, which were completed in September 1999. These websites were then tested for both technical and ease-of-use issues. Feedback from users allowed the designers to modify both sites and increase their usability for the community.

By December 1999, four months after its launch, the number of NKLA registered users was over 850, allowing the project to receive ongoing input from those users. From very early on, the website was designed to keep track of the number of times any one user registered; after they had signed in five times, they were prompted to fill out a survey that solicited their input. Beyond this structured approach, NKLA users were able to send their comments and suggestions to the staff. Using this information, the

NKLA continued its tradition of user-orientation and responsiveness by updating the interface and the content of the site.

In addition, the NKLA staff did not act simply as passive data providers. For example, in December 1999, the NKLA team held a focus group meeting with two community development partners to discuss the need for and use of NKLA and other information technology tools. The group worked to explore and articulate the most promising site acquisition strategies for infill housing development. High on the list was the tax auction, which had long been discussed as a possibility. UCLA presented an idea about how to predict which properties might appear in the tax auction book, using NKLA data. Using the proposed approach, a list of predictions was generated for the meeting, covering three neighborhoods. Without a doubt, ongoing training, workshops and direct involvement in various community initiatives were instrumental to the growth of the NKLA user community. Outreach is fundamental to any digital data dissemination, and the NKLA staff made every effort to continue its off-campus presence, which included one-on-one and site specific activities. These efforts spanned the entire life of the project. Using information on the geographic distribution of the user community, every effort was also made to create a wider geographic outreach throughout the region.

An important initiative that proved to be a popular service of the NKLA site was the Asset Mapping. This was envisioned as a tool for displaying some of the positive aspects of various neighborhoods. With the help of matching funding from the Microsoft Corporation, the NKLA staff was able to expand and enrich this idea by developing the Interactive Asset Mapping of Los Angeles (I AM LA) project. This section was

designed to enable various communities to develop their own asset maps, which would be added to databases from various entities.

The I AM LA site was pilot tested during January and publicly launched on February 10th, 2000. In February and March of 2000, the staff was involved in training 30 UCLA undergraduate students on neighborhood research and using the site for a service learning course studying assets in the Boyle Heights community. The students did their research using NKLA as a data source and I AM LA to map the assets they gathered. After completing their task, they presented their work to the community residents and leaders, hosted by the local City Councilman.

A similar project was initiated for Vernon Central. Power Youth, the youth component of the Advance Policy Institute's community partner, Concerned Citizens of South Central Los Angeles, was trained to conduct the needed asset mapping using the I AM LA tool. Fifteen local teenagers, aged 14-19, started by creating a paper block-analysis map by walking their neighborhood and developing a color-coded representation of it. Eventually, the information they gathered, along with digital images and other documents, were assembled to create the asset map of the neighborhood.

Through their direct participation in the asset mapping project, the youth also received a month-long training on web site design and authoring, as well as more advanced Internet research techniques.

By summer 2000, the NKLA project had achieved a significant stability and community appeal. For example, as NKLA began its institutionalization process, it was clear that a number of organizations throughout the country were beginning to pay attention to this project and were hoping to replicate its structure. NKLA began to reach

out to this user community by providing a "How-To Kit" document, which responded to some of the most frequently asked questions in this regard.

Beyond the outreach to possible service providers, NKLA staff began to develop additional documents and "How-To's" for the local user community. One such service was the NKLA Tenant guide, which was completed in December 2000. This guide contains information on four topic areas for tenants: Rent, Evictions, Repairs and Habitability, and Discrimination. It answers questions that tenants might have regarding these issues and points them to on-line resources and organizations that can help them with issues they need resolved. It also includes a description of the L.A. Housing Department's Code Enforcement program and explains how to make a complaint.

During the first two quarters of 2001, NKLA continued to be upgraded with a new mapping interface and more up-to-date data. By the end of the funding period in September 2001, the ESRI ArcIMS software was fully implemented on the site and the Census 2000 was made available to the user community. NKLA asset mapping had also expanded to include three new youth organizations (i.e., YUCA, Project IMPACTO, and Pacoima Beautiful) and to collaborate with the Community Coalition's Neighborhoods Fighting Back group to map nuisance properties.

Throughout its operation, which continues beyond the life of the grant, NKLA has focused on a four-pronged approach to data democratization:

- Identifying, acquiring, and assembling needed datasets (including timely updates and corrections);
- Making technology user friendly;

- Maintaining a presence in the community through outreach and training; and,
- Displaying a commitment to community issues through participation in selected community projects, including asset mapping, and remaining *consistently responsive to the needs of users.*

This approach provided NKLA with substantial success in the growth of its user community and a high level of respect for its services. As the following assessment section highlights, NKLA's success was not based on a single user type or technology interest; more accurately, it was based on reaching out to a diverse user community, whose needs were complex and whose level of access to technology was at times less than optimal. Through it all, NKLA was able to achieve a significantly positive outcome from its operation.

NKLA Users

From August 1999 to September 2001, 5,200 individuals became registered users of the NKLA. As Figures (1) and (2) illustrate, the growth in the number of users remained fairly consistent throughout the entire period. While monthly registration varied from 104 (in November 1999) to 287 (in January 2001)², the cumulative number of users (as depicted by Figure 2) grew steadily throughout this period.

While students, educators and researchers made up close to one-third of all users, community residents (including apartment tenants) constituted over 13% of the user community (see Table 1). Non-profit and government employees made up another 30% of the users. This diversity in the user community is indicative of both the quality of data and the ease of the interface provided. An interesting aspect of NKLA's success is the gradual growth of community residents among its users. Though the increased availability of technology has made this possible, NKLA's outreach and data content have led to the gradual growth in the community residents' share of users (i.e., among those with an identifiable user profile) from a low of 5% in the 1st quarter to a high of 17.7% in the last quarter (see Figures 3 and 4).

While it would be naive to assume that all the 5,200 registered users were using the site on a regular basis, close to 10% did use the site five or more times (see Table 2). An important feature of digital data dissemination is its applicability to a small sector of the public. These are individuals who function within either a government office or a formally organized non-profit entity, or are socially active members of their community. Given that there are very few such individual with access to Internet technology, the 198 individuals who used the site more than 10 times represent a significant portion of this

community. In fact, while the average number of log-ins reached 2.88 per user during the entire period, the level of usage among various user groups illustrates that employees at non-profit organizations were among the most frequent users, after government employees (see Table 3). Even though, numerically speaking, the number of students, educators, and researchers was quite high among the entire population, neither of these groups was among the most frequent users. While less than 10% of this population (in each category) used the NKLA site 5 times or more, close to 13% of users at non-profit organizations and government offices used the site frequently.

One of the most interesting characteristics of frequent users is the duration of their membership (i.e., length of NKLA registration). As Figure (5) illustrates, cumulatively, early registrants were most likely to be among the most frequent users. From an innovation diffusion perspective, early adopters of this technology appear to be among its most viable users. The lesson learned here may be that in the early phases of data dissemination projects, the first group of registrants should be studied closely and their unique characteristics and data needs should be incorporated into the design of the service delivery. In the case of NKLA, a significant number of early registrants (i.e., in 1999) were employees at non-profit organizations and government agencies, as well as some students. Given the earlier discussion of frequency of use among these groups, it is clear that NKLA's success is largely due to its early identification of target groups. This is contrary to the function of data warehousing, for which a clear target audience is not necessary. It should be noted that the third quarter of 2000 added new users who are among some of the most frequent. This group should be studied

² Monthly mean of 200 with a standard deviation of 45.

separately if further expansion of the user base becomes necessary for this or other projects.

Table (4) provides information on the location of the computer from which users connect to NKLA. While “work place” is larger than any other category, connection from home has steadily grown throughout the life of this project (see Figure 6). Interestingly, as the connection from home has increased, the tendency to use computers at the work place has declined by almost 20%. The growth in the number of home connections correlates with the growth of community residents among the user community. As such, community-based digital data dissemination projects need to fully consider issues related to connectivity and a wider diffusion of the user community in their site design.

Table (5) illustrates the purpose of website visit for all connections from registered users. Though the “curiosity” category has gradually grown over time, the rich content of the site is responsible for the significant number of visits (i.e., 53.6% of all visits) that were made for property research, neighborhood information collection, and viewing the code inspection data. As displayed by Table (6), the majority of data usage was focused on code complaints, followed by building permits, at-risk affordable housing, and property tax delinquency.

Geographically, NKLA users encompass the entire Los Angeles region and can be found in many states in the country. Among the 5,200 registered users, 56.3% lived in California (which includes the City of Los Angeles) and the remainder was to be found in almost every state in the union, especially New York, Pennsylvania, Illinois, Wisconsin, and Michigan. Among the users in California, a majority lives in the City of

Los Angeles (i.e., 1,762)³. These individuals make up close to one-third of all NKLA users. Clearly, while NKLA has reached out to its targeted communities in the city, it has exceeded its expected outcome by providing data access to a large number of users who live outside the City of Los Angeles.

A more accurate assessment of the geographic distribution of NKLA users is made possible by using users' ZIP code information. Among the 5,200 registered users, a subset of 4,673 provided acceptable ZIP code information about their place of work or residence. Among these individuals, over 57% (i.e., 2,667) identified a ZIP code in the City of Los Angeles. The County of Los Angeles, including the city, contained a total of 3,360 users. It is clear that NKLA has largely focused on the city, and since most of the housing data deal with the city alone, the number of users outside the city jurisdiction is significantly smaller (i.e., 693 users).

Figure (7) illustrates the distribution of registered users within the city of Los Angeles by ZIP code. The geographic distribution of the NKLA user community within the city remained appears consistent throughout the assessment period (as illustrated in all quarterly reports). Users are primarily concentrated in downtown neighborhoods, the area to the south of downtown, and in West Los Angeles, in and around UCLA. During the entire period, 10 ZIP codes achieved a user population concentration in excess of 50. In order of their magnitude, these ZIP codes are 90012, 90024, 90025, 90007, 90034, 90095, 90017, 90026, 90011, and 90066. With 309 users, ZIP code 90012 contains the largest number of users, exceeding the next largest ZIP code by almost 200. This ZIP code encompasses the upper section of downtown, north of 3rd Street.

³ ZIP code information identifies a substantially larger number of residents in the City of Los Angeles. This is partially due to a significantly larger number of users for whom no city information was provided.

The second largest user concentration, ZIP code 90024, contained 105 people and encompasses the UCLA area. The top ten ZIP codes collectively contain over 39% of all users in the city and over 22% of all users with reliable ZIP code information.

Special Assessment of More Frequent Users and Online Comments

In order to understand and better serve the frequent users of NKLA, the site was designed to prompt the users on their 5th visit with a short survey. This survey collects information on the level of site usage, the types of databases used, and the purpose for using them.

A total of 453 such surveys were conducted during the funding period of this project (see Tables 7 and 8). Based on the answers provided by these respondents, diffusion of NKLA was largely achieved through personal contact. A majority of respondents (i.e., close to 56%) indicated that they learned about NKLA from another person. This suggests that while Internet outreach was successful in generating a large number of site visitors, the core user group was attracted to the site based on personal contacts. As before, this pattern suggests that the success of any data democratization/dissemination project is largely dependent upon the level of outreach and training that is undertaken. Of course, this does not substitute for rich data content and a user-friendly interface. Among the 334 users who filled out the user contact survey forms, which allow users to provide feedback on the design of the site, a significant majority was positive about the content and look of the site (see Tables 9 through 11).

Final Survey of NKLA Users

In an attempt to identify the future needs of the user community and possible enhancements to the NKLA web site prior to the conclusion of the funding period, an on-line survey was conducted to collect information on demographic characteristics, data needs, and usage pattern of NKLA users (Note: The survey is included in Appendix B). While respondents were not selected randomly, the results do provide some insights into who the NKLA users are and what type of data they seek. In the following section, some of the major findings of this survey are described (Please refer to Appendix C for related tables).

Demographic Make Up and Work Characteristics of Respondents

A total of 95 surveys were completed on-line. Given the voluntary nature of this survey and the fact that many of the respondents were infrequent and first time users of the site (i.e., 60% of the respondents had used the site less than 5 times), the results cannot be generalized. However, the diversity of the respondents allows us to create a more balanced perspective on the current and future needs of the user community.

As Tables (12) and (13) illustrate, respondents were equally distributed by gender and represent a diverse employment environment, as measured by employee size. Given the mixture of employment at non-profit organizations and government agencies (see Table 14), the larger presence of work places with more than 50 employees and also less than five employees is understandable. Compared to the employment profile of the 5,200 registered users of NKLA (see Table 1), the respondents are twice as likely to be employed at a non-profit organization and less likely to be students, educators and researchers. As such, the information provided by

the respondents, while not indicative of the larger user group, it is uniquely shifted toward the non-academic users of the NKLA web site.

ZIP code distribution of the respondents is also a great indication of their uniqueness. While their home ZIP code does not illustrate any geographic concentration patterns (i.e., the largest number of respondents in any one ZIP code was six), the work place ZIP codes displayed a single location of importance, which was ZIP code 90012, with 13 respondents. Therefore, while there is no single residential concentration, the respondents do appear to be similar to the overall NKLA user community, who are also more likely to work in ZIP code 90012.

Respondents were also similar to the overall NKLA user community in the location from which they connect to NKLA. As Table (16) illustrates, the majority identified their place of work for this purpose. Due to the higher presence of non-academics, the rate of connection from the work place is larger (and conversely lower for connection from home) than the overall NKLA user community (compare with Table 4). This also translates to an even distribution of connection types (see Table 15), since most work places now allow for faster connection capabilities.

Respondents were more likely to have found out about the site through personal contacts (see Table 17), much the same as the general NKLA user community (see Table 8). Since the survey requested more detailed answers, it appears that by their order of importance, co-workers, workshops, friends, and links from other sites played a significant role in directing the respondents' attention to the NKLA website.

Though many of the respondents were infrequent or new users of the site, their purpose of visit was similar to the overall NKLA user community (see Tables 18 and 5).

They were mainly there to obtain information about a neighborhood, do research on properties, or obtain census data. Information on the latter was not collected from the entire NKLA user community, but it appears that websites such as NKLA provide an important added-value for the Census Bureau, by making the census data either more palatable and easy to use, or by adding certain functionality, through mapping and graphic interfaces. As Table (20) indicates, many of the respondents had used the U.S. Census Bureau's website, but still visited the NKLA site to obtain additional information. Given the pattern of site visits indicated in Table (20), which highlights an over-representation of demographic data websites, NKLA has created a unique niche by a) providing the type of data sets that are unique to its site (i.e., housing-related databases) and b) creating interfaces/portals to publicly available datasets. In both cases, NKLA's interface at a technological, as well as a personal, level has assured it a continuous success and attraction of new users, who can't stop singing its praises.

There is probably no better example of NKLA's success than its asset mapping initiative. This is apparent in the responses to NKLA database usage (See Tables 19). While a more detailed list was made available in the final survey in 2001 than that captured by the site during the funded period of NKLA, it is apparent that respondents were less concerned with code complaints and building permits (compare Tables 19 and 6), but given the opportunity to mark a new category, "community assets," they indicated a level of usage comparable to that of "property tax delinquency." This indicates that the positive subtext of the "I AM LA" and asset mapping initiative of NKLA has attracted an important level of attention that is useful in promoting various community development initiatives. This fact was obvious during the last annual user

meeting in November 2001, when many of the attendees commented on the viability and usefulness of the asset mapping. This project will continue beyond the funding period and, given the university's commitment to this initiative, will become an important tool for creating a positive and sustainable relationship between the university and its community collaborators.

Summary and Concluding Remarks

Since 1999, NKLA has provided data access service to a large number of Internet users, 5,200 of whom have become registered users in order to enjoy wider access to digital data on the City of Los Angeles. Based on the profile of these users,

- o a majority are employees at non-profit organizations or government agencies;
- o about 10% frequented the site more than five times;
- o they mostly connected to the website from their place of work, but the share of home connections has increased over time;
- o property research and gathering information about a neighborhood topped their list of site visit purposes; and,
- o they mainly live in the city of Los Angeles.

While the final survey confirmed the described patterns, it also highlighted that an added function of the site, its asset mapping, had generated a significant level of enthusiasm and interest among the public.

By the end of its funding period, the NKLA project appears to have established a successful track record in data dissemination, public education about digital data and outreach to various public sectors, including non-profit organizations, and has attained a

viable level of sustainability. Not only does the user community wish to see this project continue, but also, the university cannot afford to let one of its more successful community service projects disappear. As such, the project has been institutionalized at the University of California, Los Angeles (UCLA). Combined with an expansion of its geographic focus, NKLA is on its way to becoming a statewide function. As community residents and employees of non-profit organizations become the main beneficiaries through which NKLA's role in data democratization expands, it will become important to re-emphasize the importance of positive affirmations that can be generated by such projects. Beyond re-packaging data, initiatives that paint a more positive image of the targeted communities will have to be initiated. Asset mapping appears to be one such an initiative. However, unlike data, which can be expanded to include larger geographies, asset mapping can only occur at smaller spatial units. As such, it is crucial that projects encompassing larger areas seek community partners, in much the same way as the NKLA staff did, and work with each group individually. The process of partnering university students with non-profit organizations not only provides the natural linkage between universities and communities, but also enables both students and non-profit organizations to learn from each other and experiment with technological tools in an informal environment that is mediated by behind-the-scene technology-savvy individuals and/or faculty members.

As the NKLA staff builds on its experience to expand the current project and establish new ones, it is important that the university and the community remain persistent in their commitment to data democratization. For communities, universities are the largest ensemble of talent and technology, to which they should have adequate

access. As for universities, communities are the natural continuation of their classroom, their service area. Shying away from playing their role in community development and public advocacy will in the end hurt their image in the eye of their constituency, the public. Projects such as NKLA should become the flagship of a healthy and mutually beneficial relationship between the two.

Appendix A

Figure 1 - New Users

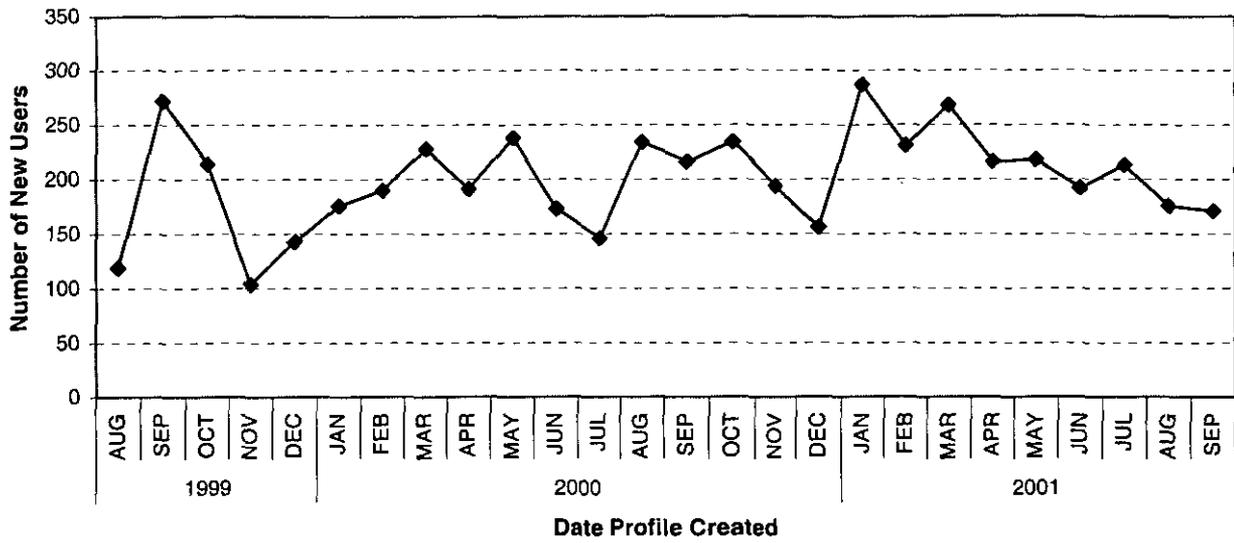


Figure 2 - Growth of User Community

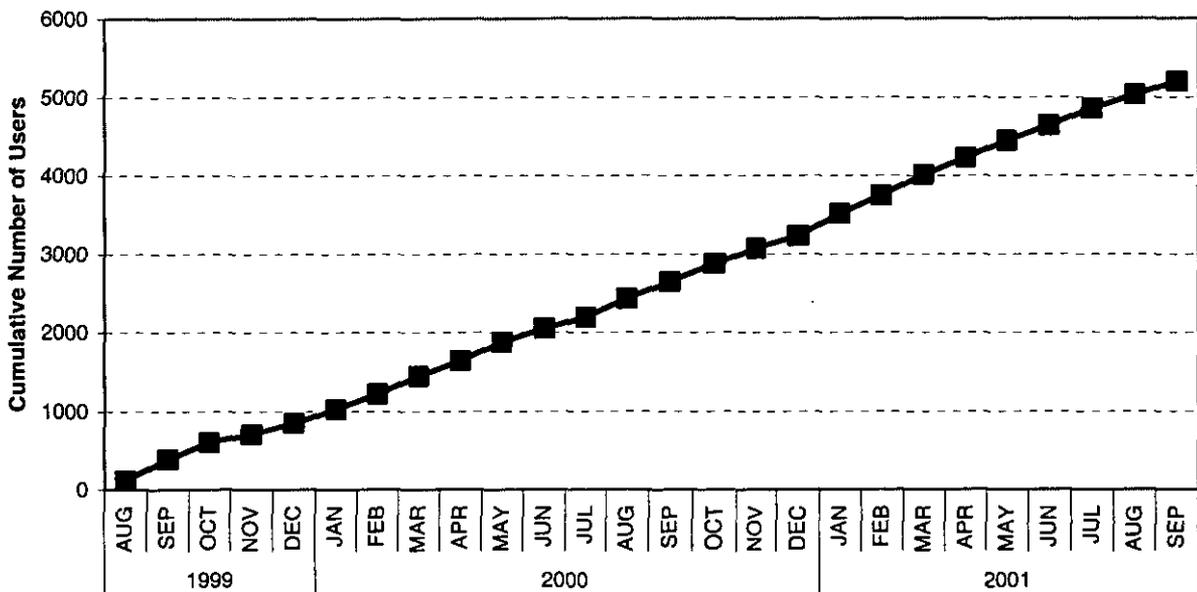


Table 1

User Profile	Entire Period	Percent
Employee at Non-Profit	815	15.67
Tenant in an Apartment		3.65
Student		19.08
Government Employee		14.50
Community Resident		9.71
Educator/ Researcher		13.44
Other or None Chosen		23.94
Total		100.00

Figure 3 - User Profile

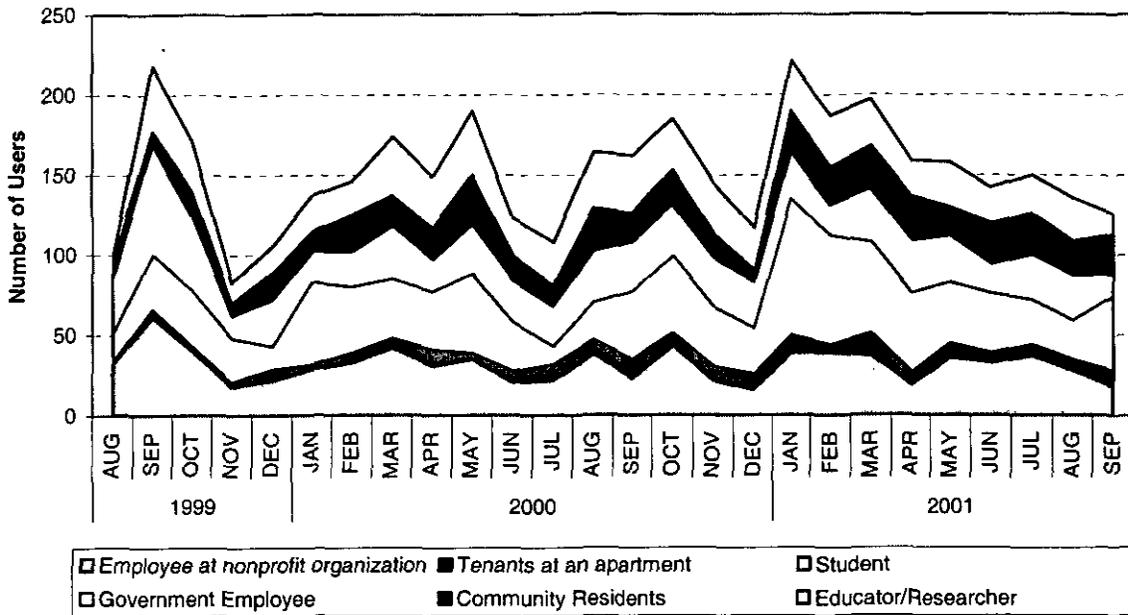


Figure 4 - User Profile

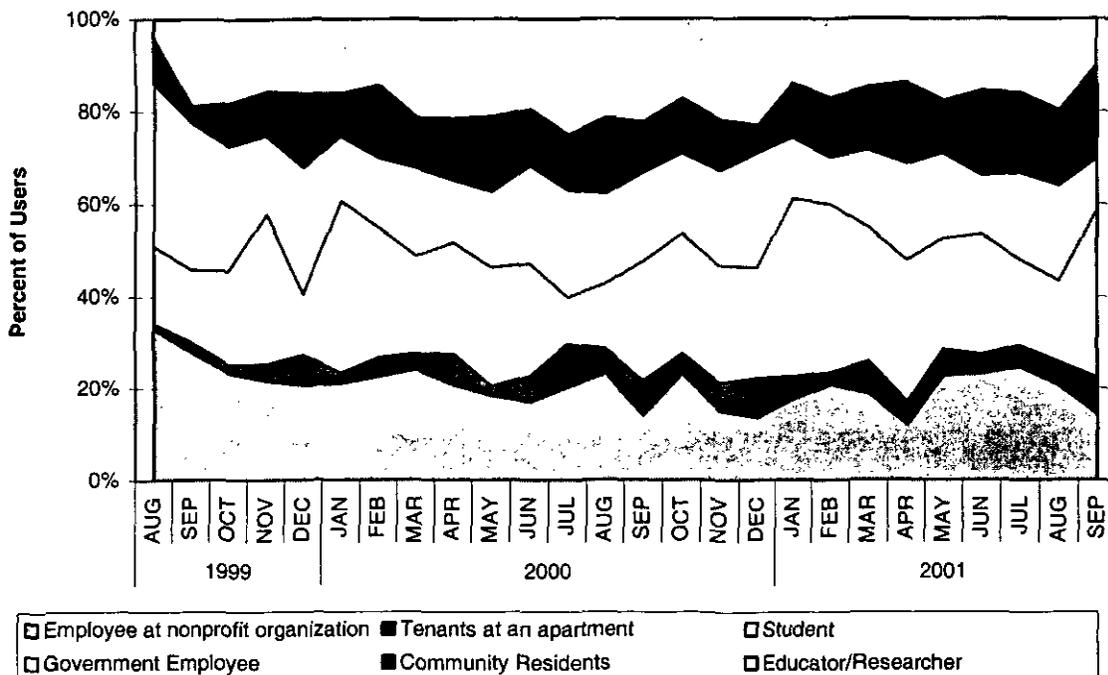


Table 2

Frequency of Log-in	Entire Period
1	3480
2	759
3	298
4	153
5	91
6	63
7	60
8	29
9	38
10	30
Over 10	198
Total	5200
Average Log-Ins	2.88

Table 3

Frequency of Log-Ins	User Profile							Total
	Employees at Non-Profit	Tenants in an Apartment	Student	Government Employees	Community Residents	Other	Educators	
Less than 5 times	712	181	893	658	464	1130	652	4690
5 times or more	103	9	99	96	41	115	47	
Total log-in	815	190	992	754	505	1245	699	
Average number of log-Ins	3.36	1.85	2.43	4.17	2.11		2.69	

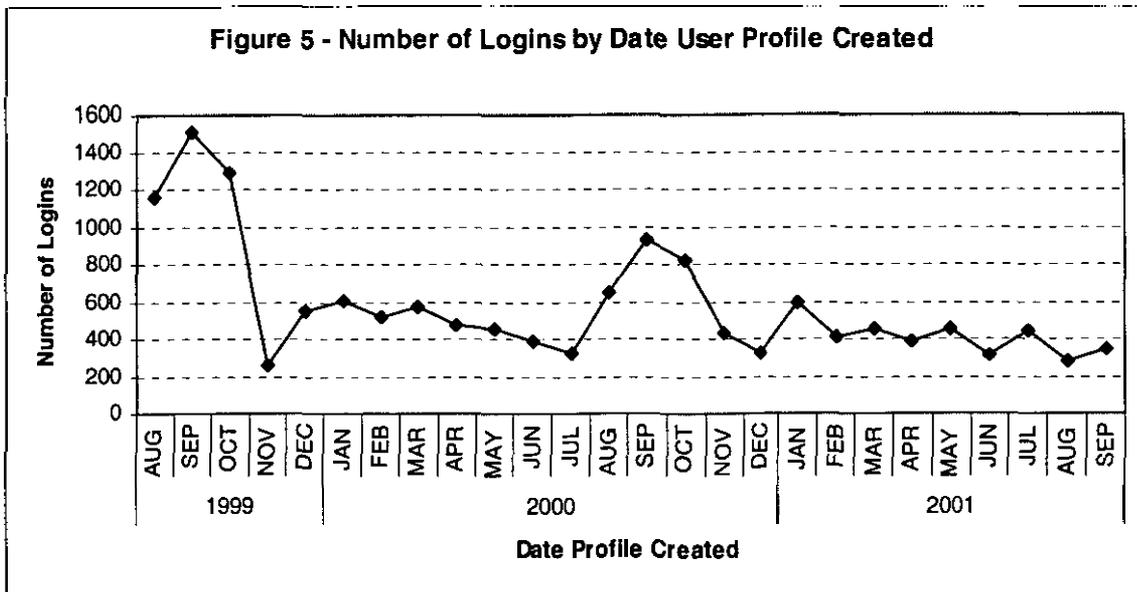


Table 4

Computer Location	Entire Period	Percent
Home	1566	30.12
Work	2391	45.98
Computer Center	37	0.71
Library	33	0.63
Other	72	1.38
School	376	7.23
None Chosen	725	13.94
Total	5200	100.00

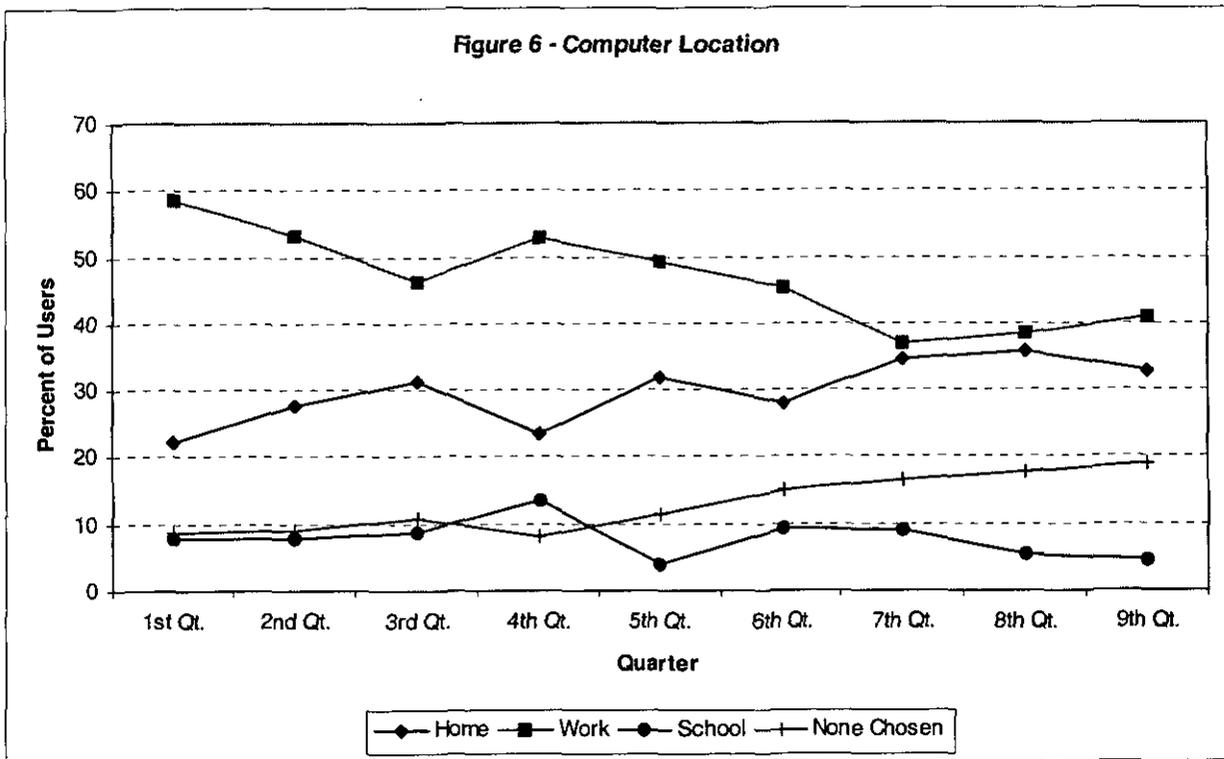


Table 5

Purpose of Visit	Entire Population	Percent
To do research on properties		23.61
I am just curious		15.62
To look for information about neighborhood		20.60
To look up code inspection data about property	1024	9.45
To collect data and information for grant	1179	10.88
Creating similar website	850	7.85
Other	1299	11.99
Total Visits	10834	100.00

Table 6

Database Usage	Total	Percent
Code Complaints (Building and Safety)	269	26.07
Building Permits	183	17.73
Contract Nuisance Abatement	94	9.11
Property Tax Delinquency	150	14.53
At-Risk Affordable Housing	160	15.50
DWP Liens	51	4.94
Other	125	12.11
Total	1032	100.00

Figure 7

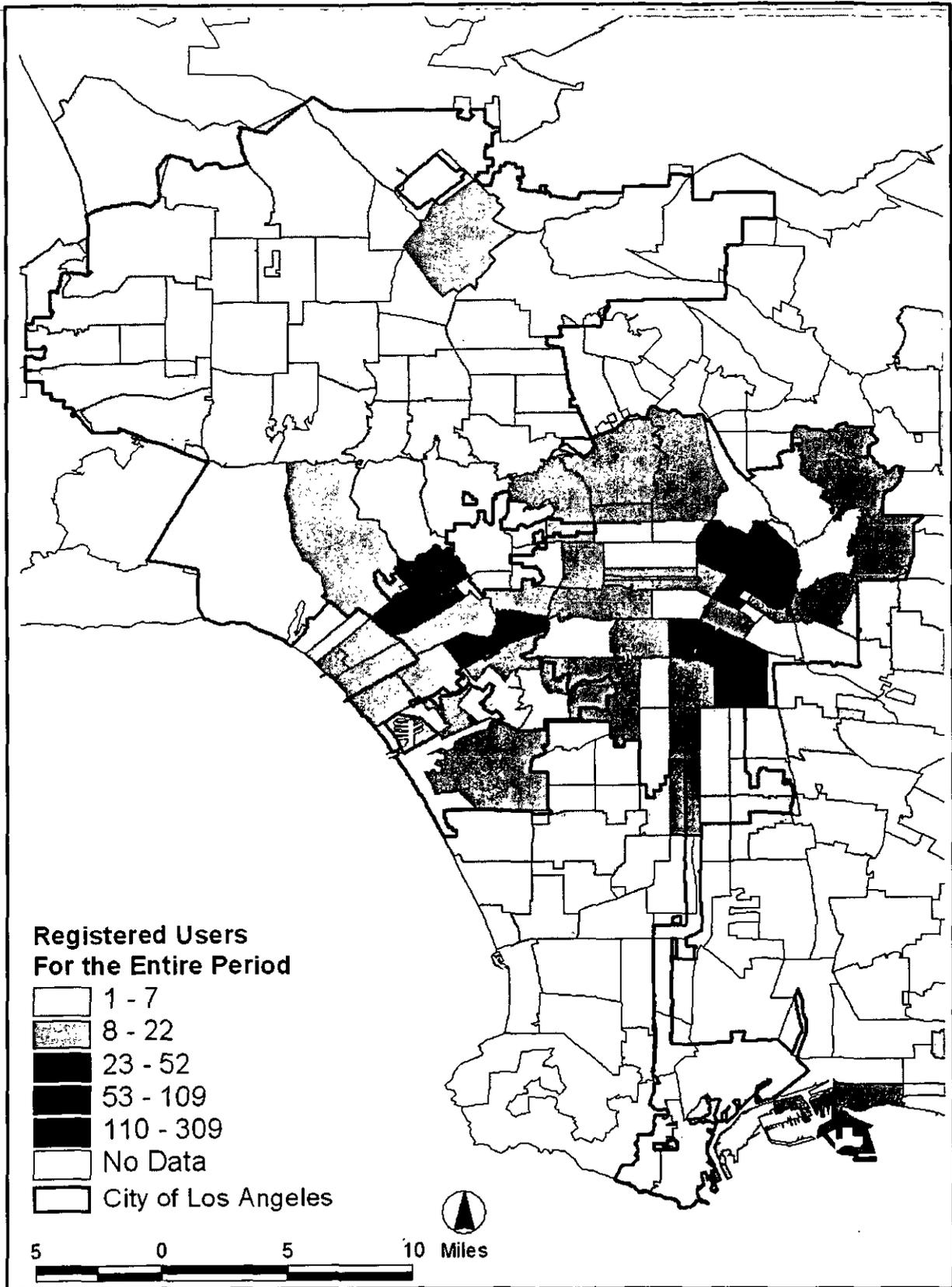


Table 7 (Frequent Users)

Frequency of Visits	Total	Percent
5	371	81.90
6	58	12.80
7	13	2.87
8	5	1.10
9	1	0.22
10 and over	5	1.10
Total	453	100.00

Table 8 (Frequent Users)

How did you first find out about NKLA?	Total	Percent
From another person	253	55.85
From an e-mail or a Listserv	20	4.42
Internet Search Engines	35	7.73
Link from another web site	36	7.95
Other	109	24.06
Total	453	100.00

Table 9 (User Contact Survey)

Overall Opinion of NKLA	Total	Percent
1	2	0.6
2	6	1.8
3	26	7.8
4	69	20.7
5	164	49.1
No opinion	67	20.1
Total Respondents	334	100.0

Table 10 (User Contact Survey)

Overall Look of NKLA	Total	Percent
1	1	0.3
2	5	1.5
3	21	6.3
4	57	17.1
5	183	54.8
No opinion	67	20.1
Total Respondents	334	100.0

Table 11 (User Contact Survey)

Overall Content of NKLA	Total	Percent
1	4	1.2
2	8	2.4
3		7.8
4		21.3
5	155	46.4
No opinion	70	21.0
Total Respondents	334	100.0

APPENDIX B

This is the final survey of data usage during the funded period of the NKLA project. Since we will remain operational beyond the official ending period of September 2001, it is imperative that we receive additional information regarding your data usage. This will help us remain relevant for your needs and encourage various funding organizations to consider data dissemination as an important issue within urban communities. Please note that after this survey, you will be rarely contacted by our staff or prompted for additional surveys. Thank you for your support during the last few years and we hope to be of further assistance to you and your organization in the future.

I. Background (Tell us about yourself):

1. What is your affiliation?

- Employee at a non-profit organization
- Tenant in an apartment
- Student
- Educator/Researcher
- Government Employee
- Community Resident
- Other _____

2. Position title/rank/school year: _____

3. (Student users should skip this question) Number of employees at your organization:

- Less than 5
- 5-9
- 10-19
- 20-49
- 50 or more

4. Gender

- Male
- Female

5. Language

- English
- Spanish
- Other _____

6. ZIP Code of Residence _____

7. Zip Code of Work _____

II. Interaction with NKLA

8. How did you hear about NKLA?

- A friend
- A co-worker
- Office announcements
- Training workshops
- Internet search
- Other _____

9. Location of computer from which you contact NKLA (Please rank. If only one, please type 1 for that category and leave the remainder blank):

- Home
- Work
- Computer center
- Library
- School
- Other _____

10. Type of connection:

- Dial up modem
- Shared modem
- DSL
- Other broadband connections (i.e., cable, T1, etc.)

11. Your purpose of visiting NKLA site was to: (Check all that apply)

- Do research on one or more properties
- Obtain information about a neighborhood
- Look up code inspection data
- Collect data for grant preparation
- Obtain census data
- Create similar websites
- Other _____

12. Which databases have you used? (Check all that apply)

- Code complaints
- Building permits
- Contract nuisance abatement
- Property tax delinquency
- At-risk affordable housing
- DWP liens
- Systematic code enforcement inspections (LAHD)
- Code enforcement complaints (LAHD)
- HIP systematic code enforcement inspection (LAHD)

13. Please indicate which of the following data dissemination sites you have used in the past three years (check all that apply and feel free to give the name of additional sites under "other"):

- Census Bureau
- California Department of Finance
- United Way
- Other _____

This section asks questions about your usage of specific sections of the NKLA site.

14. Have you visited "Using NKLA"?

- Yes
- No (Please skip to 15)

How often have you visited this section?

- Once a month or less
- 2-4 times
- 5 more times a month

Was "Using NKLA" helpful to you?

- Yes
- No

15. Have you visited "Property Data Guide"?

- Yes
- No (Please skip to 16)

How often have you visited this section?

Once a month or less
2-4 times
5 more times a month

Was "Property Data Guide" helpful to you?

Yes
No

16. Have you visited "How-to-Kit"?

Yes
No (Please skip to 17)

How often have you visited this section?

Once a month or less
2-4 times
5 more times a month

Was "How-to-Kit" helpful to you?

Yes
No

17. Have you visited "Tenant Guide"?

Yes
No (Please skip to 18)

How often have you visited this section?

Once a month or less
2-4 times
5 more times a month

Was "Tenant Guide" helpful to you?

Yes
No

18. Have you visited "Community Technology Center"?

Yes
No (Please skip to 19)

How often have you visited this section?

- Once a month or less
- 2-4 times
- 5 more times a month

Was "Community Technology Center" helpful to you?

- Yes
- No

19. Have you used "Links"?

- Yes
- No (Please skip to 20)

How often have you visited this section?

- Once a month or less
- 2-4 times
- 5 more times a month

Was "Links" helpful to you?

- Yes
- No

20. As we conclude the funded period for the NKLA website, it would be helpful for us to know whether you have ever used the data for a specific community development effort. We would like to hear about any stories and or applications that you wish to share. Please use the following space to write us.

Again, thank you. We are honored to have served your needs.

Appendix C
Final Survey
Analysis of Responses

Table 12 – Gender

	Total	Percent
Female	47	49.50
Male	48	50.50
Total	95	100.00

Table 13 – Number of Employees at Work Place

Number of Employees	Total	Percent
Less than 5	12	12.60
5-9	5	5.30
10-19	9	9.50
20-49	14	14.70
More than 50	28	29.50
Unknown	27	28.40
Total	95	100.00

Table 14- User Profile

Affiliation	Total	Percent
Employee at non-profit organization	32	33.70
Tenant in an apartment	4	4.20
Student	7	7.40
Educator/Researcher	13	13.70
Government employee	14	14.70
Community Resident	11	11.60
Other	14	14.70
Total	95	100.00

Table 15 – Type of Connection

	Total	Percent
Broadband	29	30.5
Dialup	34	35.8
DSL	32	33.7
Total	95	100.0

Table 16 – Computer Location

	Total	Percent
Home	55	38.2
Work	74	51.4
Computer Center	4	2.8
Library	2	1.4
School	7	4.9
Other	2	1.4
Total	144	100.0

Note: Sum is larger than 95, since respondents could have connected to NKLA from two or more locations.

Table 17 – How They Learned about NKLA

	Total	Percent
From a friend	12	12.6
From co-worker	21	22.1
I found it from an Internet search engine (e.g. Yahoo)	11	11.6
As a link from another website	12	12.6
Office announcements	2	2.1
Training workshops or conferences	14	14.7
Email or Listserv	6	6.3
Other	17	17.9
Total	95	100.0

Table 18 – Purpose of Visit

	Total	Percent
Do research on one or more properties	57	20.0
Obtain information about a neighborhood	73	25.6
Collect data for grant preparation	35	12.3
Obtain Census data	50	17.5
Use as a model for creating similar websites	15	5.3
Look up community assets	41	14.4
Other	14	4.9
Total	285	100.0

Note: Sum is larger than 95, since respondents could have used NKLA for two or more reasons.

Table 19 – NKLA databases used

	Total	Percent
Code Complaints (Building & Safety)	50	12.4
Building Permits	46	11.4
Contract Nuisance Abatement	28	7.0
Property Tax Delinquency	45	11.2
At-Risk Affordable Housing	44	10.9
DWP Liens	27	6.7
Systematic Code Enforcement Inspections (LAHD)	29	7.2
Code Enforcement Complaints (LAHD)	36	9.0
HIP Systematic Code Enforcement Inspections (LAHD)	26	6.5
Community Assets	47	11.7
None	24	6.0
Total	402	100.0

Note: Sum is larger than 95, since respondents could have used various databases.

Table 20 – Other Data Sites Used Over the Last Three Years

	Total	Percent
US Census Bureau	67	35.3
CA Department of Finance	22	11.6
United Way	13	6.8
Other	10	5.3
Experian	20	10.5
Info LA/ Navigate LA	33	17.4
Dataquick	25	13.2
Total	190	100.0

Note: Sum is larger than 95, since respondents could have used various data sources.



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November 13, 2001

Don Druker
Technology Opportunities Program
Office of Telecommunications and Information Applications
National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Avenue, NW
Room 4092
Washington, DC 20230

Dear Don,

When looking through some files, I realized that we may not have mailed you the quarterly reports from our External Evaluator for the past three quarters. I apologize for this oversight. Please find enclosed the evaluation reports for the Seventh, Eighth and Ninth Quarters, as well as information from our very successful NKLA User Conference held on November 2nd.

It has been a great three years of growth for NKLA, and we are very appreciative of your support for this project. We continue to get positive feedback from users and are pleased with the role NKLA plays in the work of many community groups here in Los Angeles. We have also learned quite a bit about using the Web for community development. I think these lessons will come out in our Final Evaluation Project at the end of December.

Please let me know if you have any questions.

Best regards,

Bill Pitkin

Seventh Quarter
Evaluation Report of the
Neighborhood Knowledge Los Angeles (NKLA)

January 1, 2001 – March 31, 2001

Prepared By:

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April 29, 2001

Introduction

This report covers the activities of Neighborhood Knowledge Los Angeles (NKLA) during the second quarter of the second year (January 1, 2001 – March 31, 2001). The general structure of this report is consistent with previous documents and is divided into four parts:

- ◆ website activities
- ◆ profile of registered users
- ◆ analysis of surveys done on frequent users
- ◆ lessons learned so far and some possible directions for the future

Website Activity

During this quarter, NKLA maintained a level of usage similar to the last quarter. With 16,924 page views, the total number of user sessions reached 15,584. This generated a total of 1,139,802 hits on the site, which is slightly more than the last quarter (See Table A-1). During the last seven quarters, NKLA has increased its website usage, as measured by the number of hits and the number of unique IP addresses. The latter is approaching 4,500 per quarter.

Based on the web site usage data, the following information can be offered:

- ◆ A majority of those visiting the site use Windows 98 as their operating system (41.1%), followed by Windows NT (36.7%) and Windows 95 (11.7%). The gradual increase in the number of NT users indicates a shift in the user profile, as well as the changes in the market for operating systems.
- ◆ Not unlike the previous quarter, among those who used a search engine to get to the NKLA site, a significant majority was aware of NKLA, as is indicated by their use of "NKLA" or "neighborhood knowledge Los Angeles" as their search words.
- ◆ The site is used mainly during business hours (70.3%) and most frequently on Monday through Friday (86.8%). The most active hour of the day during the last quarter was 3:00-4:00 p.m., and the most active day of the week registered as Tuesday.
- ◆ Even though the average of hits per day is recorded as 171 for the last quarter, NKLA's hits vary significantly. For example, on February 13, 2001, NKLA received 50,493 hits on one day. This is a substantial increase over the previous peak on October 6, 2000 (36,597 hits).
- ◆ Among the 4,494 unique IPs, 77.6% visited the site only once. Given that the volume of unique IPs has remained relatively consistent during the last three quarters, it is clear that NKLA's turnover rate matches its level of attraction. This has assured NKLA a consistent success.

- ◆ Based on the website statistics, the most frequent users of the site are coming from “.net” organizations (50.9%). Education (.edu) and commercial entities (.com) make up an additional 21.9% and 21.8%, respectively.

Registered Users

During this quarter, 787 individuals became registered users. This is the highest single quarter registration since the beginning of the program. Based on their registration forms, the users are mainly English speaking (n=783) and are mainly the residents of (or work within) the City of Los Angeles (see the ZIP code distribution map, Figure A-1). Among the 530 users with a declared city of residence/work, 37.2% (n=197) identified Los Angeles as that city. While the number of users within the City of Los Angeles has remained consistent (197 vs. 191), the city's share has declined from 44.8% to 37.2%. This is due to the fact that during the seventh quarter, the number of registered users increased substantially outside the city of Los Angeles. This is indicated by a substantial growth of California users (384, or 73.1% of the 525 users with an identifiable state of residence/work) and non-California users. Using the ZIP code information, the number of California users is calculated as 520, or over two thirds of all users.

Figure A-1 illustrates the distribution of registered users within the city by ZIP codes. Compared to previous quarters, the geography of the NKLA user community appears to have expanded beyond the previous nodal concentrations. While previous concentrations are still active, a number of new areas are also visible. For example, the largest concentration of users continues to be ZIP code 90012, which encompasses the upper section of downtown, north of 3rd Street. However, this is followed by ZIP code 90034, which has not housed too many users in any previous quarters. This is similarly true for ZIP codes 90066, 90046, 90027, and 90026.

Figure (A-2) illustrates the aggregate number of users since the first quarter. It is interesting that with a cumulative number of 1,962 users in the City of Los Angeles, the middle region of the city, extending from East L.A. to the west side, continues to be the regional focus of NKLA users. The five largest ZIP codes in the first seven quarters are 90012, 90025, 90024, 90007, and 90034. These five ZIP codes provide 578 (or 29.5%) of all users in the city.

The users continue to be mainly students. As Table-2 and Figure A-3 indicate, the proportion of students far exceeds any other group of users. However, during this quarter the number of employees at non-profit organizations grew substantially (from 81 to 116). It appears that NKLA's outreach is not only creating a wider geography of user population, but also is generating more interest among various community groups.

The 787 registered users visited the site an average of 1.5 times, accounting for 1,181 of the visits to the website during this period (see Table A-3). Among this population, 20 visited the site five times or more during this quarter. This number is

smaller than the previous quarter, which may signal that some users are not returning very often.

The 787 registered users were also more likely to contact the website from a computer at their place of work (37.1%) than their home (34.4%) (See Table A-4). During this quarter, the number of users with a connection from home has increased substantially (164 vs. 271). School locations also witnessed a slight increase during this quarter.

Among those who accessed the site during this period and responded to a database usage question, the primary uses were to do research on properties (21.5%) and to look for information about a neighborhood (20.8%) (see Table A-5). This is followed by the curiosity factor (15.4%), collecting information for grants (11.4%), and code inspection (8.9%). Users who have indicated a plan to create a similar site made up another 8.4% of the registered users. This pattern remains consistent with previous quarters. The distribution of users into various categories suggests that over half of NKLA's users fit into the overall intended purpose of the site, and the others are unintended beneficiaries of the service. Among the latter, creating similar websites and use of information for grant writing are helpful in the expansion of data democratization and indirect assistance to the growth of community development grants in targeted communities, respectively.

Information on specific databases accessed by the NKLA user community was gathered through a survey. Among the 96 respondents (which is substantially lower than the last quarter), code complaints (n=24), building permits (n=15), at-risk affordable housing (n=15), and property tax delinquency (n=13) were most popular (see Table A-6). The pattern of usage remains relatively consistent for code complaints, building permits, and DWP liens. While contract nuisance abatement and property tax delinquency have witnessed a decline in usage during the last three quarters, at-risk affordable housing has grown in importance.

Special Assessment of More Frequent Users and Online Comments

In order to understand and better serve the frequent users of NKLA, the site has been designed to prompt the users on their 5th visit with a short survey. Note that the information for this quarter may include individuals who registered in the previous quarter, but only reached their fifth visit during this period. This survey collects information on the level of site usage, the types of databases used, and the purpose for using them.

Thirty-nine users responded to this on-line survey during this reporting period (see Tables A-7 and A-8). This is the lowest number of respondents in any one quarter, excluding the first. As indicated by the website usage pattern, it appears that while NKLA website users are increasing in number, their frequency of visits remains small. However, it should be noted that the core user group of about 4,500 remains consistent across the last few quarters.

Diffusion of NKLA remains reliant on personal contact, as indicated by the fact that a majority of frequent users learned about the site from another person. Internet search engines and links from other websites provide less than a quarter of all frequent users, collectively. This suggests that while Internet outreach should not be disregarded, NKLA's staff needs to continue personal contact with various targeted communities through workshops and collaborative projects.

In addition to the direct survey approach, users are also able to send their comments and suggestions to the NKLA staff. There were 39 such comments received during this quarter. In general, these individuals had a high opinion (n=33), approved of the looks (n=32), and liked the content of the NKLA website (n=32) (See Tables A-9 through A-11).

Summary, Lessons Learned and Recommendations for Future

NKLA appears both to have become institutionalized, through which academic access (students and faculty members) has increased, and has expanded its geographic focus. For example, during this quarter, the number of users among the employees of non-profit organizations grew substantially, and geographically, a larger number of ZIP codes housed a significant number of NKLA users. This suggests that NKLA has achieved a level of structural stability. On the other hand, the number of users who visit the site infrequently (or just once) suggests that the content of the site may have to be updated or expanded. However, given that the core user group of 4,500 remains consistent across previous quarters, NKLA may have reached its carrying capacity, and further modification to the site may not generate a substantially larger user population. Given the asset-mapping component of the site, the number of student and faculty users will grow over time and the projects they create may generate additional interest among community members of targeted neighborhoods. Overall, NKLA has become sustainable and its user community will expect its operation for many years to come.

Appendix A

Table A-1 – Website Statistics¹

	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
Total Visits ²	2,781	9,917	11,778	11,834	15,423	16,152	15,584
Hits on the NKLA Site	291,487	726,631	971,448	1,081,401	993,781	1,099,751	1,139,802
Hits on Files ³	124	345	498	800	na	na	na
Average Number of Hits per Day						11,953	12,525
Average Hits per User ⁴	104.8	73.3	82.5	91.4	64.4	68.1	73.1
Average Users per Day	66.21	111.4	129.4	130.1	169	175	171
Unique IP Addresses	1,070	3,114	3,995	4,351	4,317	4362	4,494
Ratio of Visitors to Unique IP Addresses ⁵	2.6	3.2	3	2.7	3.6	3.7	3.5
NT Users (%)	46.6	40.3	32.8	38.9	37.2	31.5	36.7
Windows 95 Users (%)	33.2	28	24.8	23.5	15.2	16.8	11.7
Windows 98 Users (%)	13.1	25.1	33.7	30.3	34.0	43.3	41.1

1. Website activities after the 5th quarter were captured by a different software. For each row, an appropriate explanation has been provided.
2. After the 5th quarter, "total visits" represents the number of user sessions.
3. No comparable data is available after the 5th quarter.
4. This is calculated by dividing "Hits on the NKLA Site" by "Total Visits." After the 5th quarter, values cannot be compared to prior quarters.
5. This is calculated by dividing "Total Visits" by "Unique IP Addresses." After the 5th quarter, values cannot be compared to prior quarters.

Figure A-1

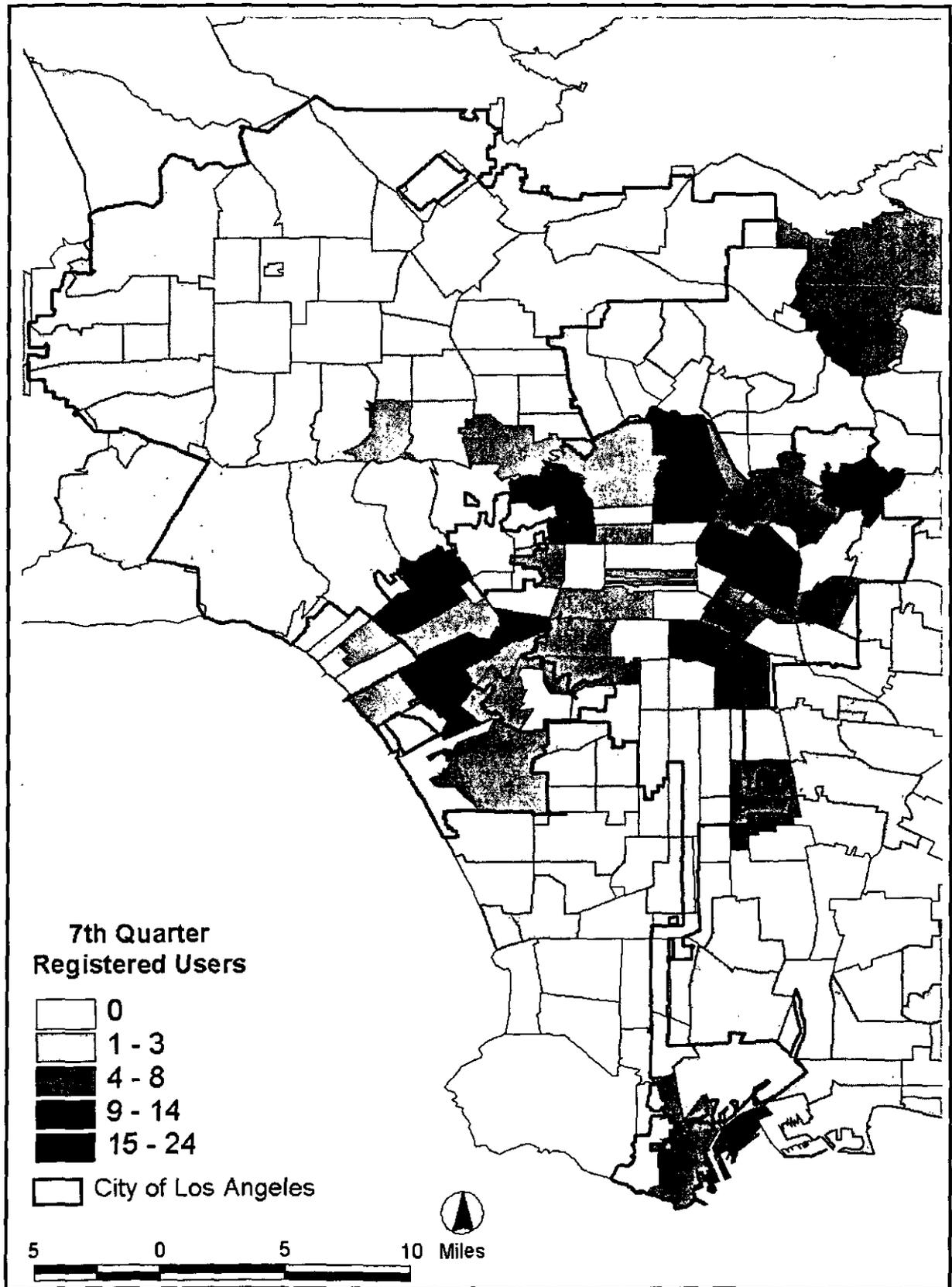


Figure A-2 (Cumulative Usage since the first quarter)

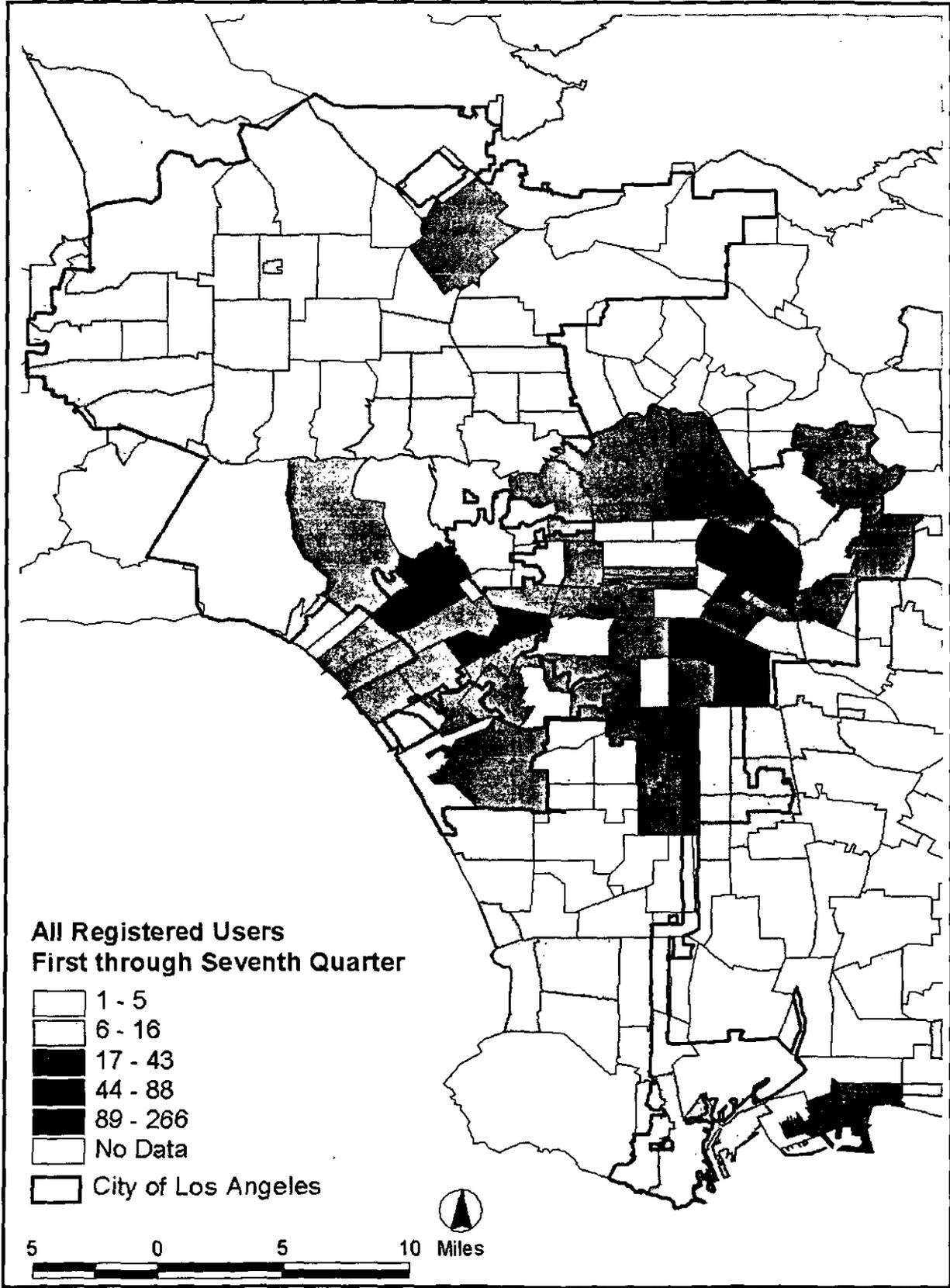


Table A-2

User Profile	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
Employee at Non-Profit	104	80	104	86	84	81	116
Tenant in an Apartment	8	13	15	21	31	27	30
Student	56	76	130	115	76	114	211
Government Employee	107	91	74	78	88	91	81
Community Resident	17	42	55	66	111	45	77
Educator/Researcher	47	61	80	97	111	90	92
Other or None Chosen	79	102	136	142	111	133	180
Total	418	465	594	605	606	584	787

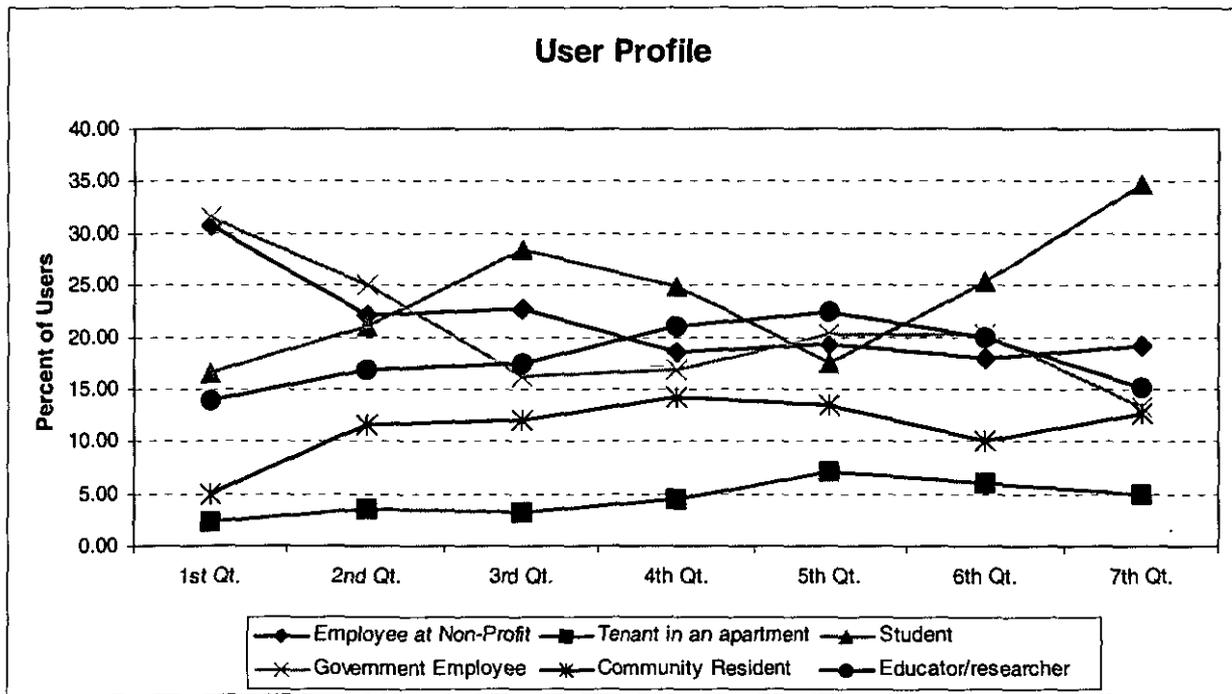


Table A-3

Frequency of Log-in	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
1	258	310	430	465	474	438	585
2	76	81	93	84	66	76	121
3	37	28	26	25	18	27	42
4	10	17	16	7	12	8	21
5	7	11	4	6	5	5	4
6	8	2	6	3	7	4	4
7	6	3	4	4	3	6	3
8	3	1	3	1	3	4	2
9	2	2	1	1	3	6	0
10	3	1	1	2	0	2	1
Over 10	8	9	10	7	5	8	4
Total	418	465	594	605	596	584	787
Average Log-Ins	2.9	2.03	1.8	1.6	1.5	1.8	1.5

Table A-4

Computer Location	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
Home	93	129	185	142	190	164	271
Work	245	247	275	319	294	265	292
Computer Center	1	1	9	5	3	5	9
Library	1	3	1	2	3	1	5
Other	8	7	7	6	14	7	9
School	33	36	52	82	24	54	71
None Chosen	37	42	65	49	68	88	130
Total	418	465	594	605	596	584	787

Table A-5

Purpose of Visit	1st Qt.	2nd Qt.	3rd Qt.	4th Qt.	5th Qt.	6th Qt.	7th Qt.
To do research on properties	244	274	787	28	309	273	343
I am just curious	151	156	84	21	200	179	246
To look for information about neighborhood	188	219	215	25	237	247	333
To look up code inspection data about property	103	105	13	11	116	106	142
To collect data and information for grant	70	122	43	12	122	131	183
Creating similar website	69	87	64	10	114	92	134
Other	58	102	78	12	142	176	218
Total Visits	883	1065	1284	123	1240	1204	1599

Table A-6

Database Usage	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
Code Complaints (Building and Safety)	36		40	27	35	43	24
Building Permits	18		23	20	27	23	15
Contract Nuisance Abatement	16		19	16	15	9	4
Property Tax Delinquency	21		16	15	11	20	13
At-Risk Affordable Housing	10		25	25	25	21	15
DWP Liens	6		5	6	7	8	7
Other					24	44	18
Total	107		128	109	144	168	96

Table A-7 (Frequent Users)

Frequency of Visits	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
5	22	48	49	40	44	65	35
6	7	7	10	11	4	7	3
7	1	3	1	3	5	1	1
8	1	2	0	0	0	0	0
9	0	1	0	0	0	0	0
Over 10	2	0	1	0	1	0	0
Total	33	61	61	54	54	73	39

Table A-8 (Frequent Users)

How did you first find out about NKLA?	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
From another person	20	42	31	31	30	34	21
From an e-mail or a Listserv	3	2	3	3	2	3	1
Internet Search Engines	3	1	4	7	1	7	5
Link from another web site	1	4	6	3	7	9	4
Other	6	12	17	10	14	20	8
Total	33	61	61	54	54	73	39

Table A-9 (User Contact Survey)

Overall Opinion of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
1	0	1	0	0	0	0	0
2	0	0	0	0	1	2	0
3	2	2	1	5	3	5	0
4	6	9	10	7	7	11	8
5	17	13	20	18	16	23	25
No opinion	19	6	7	6	4	5	6
Total Respondents	44	31	38	36	31	46	39

Table A-10 (User Contact Survey)

Overall Look of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
	0	0	0		0	1	0
	0	0	0		0	3	0
	2	1	2		4	4	1
	5	8	5	1	4	6	9
	19	16	23	1	18	28	23
No opinion	18	6	8		5	4	6
Total Respondents	44	31	38	3	31	46	39

Table A-11 (User Contact Survey)

Overall Content of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.
1	0	1	0	1	0	2	0
2	0	0	0	2	0	1	0
3	4	3	1	1	5	6	1
4	4	7	12	8	7	10	9
5	17	14	17	18	15	21	23
No opinion	19	6	8	6	4	6	6
Total	44	31	38	36	31	46	39

Eighth Quarter
Evaluation Report of the
Neighborhood Knowledge Los Angeles (NKLA)

April 1, 2001 – June 30, 2001

Prepared By:

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(323) 343-3770

July 2001

Introduction

This report covers the activities of Neighborhood Knowledge Los Angeles (NKLA) during the second quarter of the second year (April 1, 2001 – June 30, 2001). The general structure of this report is consistent with previous documents and is divided into four parts:

- ◆ website activities
- ◆ profile of registered users
- ◆ analysis of surveys done on frequent users
- ◆ lessons learned so far and some possible directions for the future

Website Activity

Due to server malfunction, web statistics for this quarter were not captured during the months of April and May. However, information from the June activity indicates that the NKLA website continues to serve a large number of users. During this month alone, there were 258,905 successful hits on the site, representing 1,784 unique IPs.

Given the loss of data and the difficulty in comparing website activities with other quarters, this section of the report is eliminated.

Registered Users

During this quarter, 626 individuals became registered users. This is the second largest single quarter registration since the beginning of the program. Based on their registration forms, the users are mainly English speaking (n=625) and are mainly the residents of (or work within) the City of Los Angeles (see the ZIP code distribution map, Figure A-1). Among the 427 users with a declared city of residence/work, 48% (n=205) identified Los Angeles as that city. This is larger than the last two quarters (i.e., 44.8% during the sixth and 37.2% during the seventh quarter). This proportional growth of users within the City of Los Angeles is an indicator that NKLA is becoming counted among local assets for non-profit and public sector employees. This is illustrated by Table (A-2) and its associated graph. Note that during the last few quarters, while the share of users among non-profit organizations and educators/researchers has stabilized, the share of community residents has gradually increased to achieve a comparable level to those of non-profit employees. This is an important development within the performance measurement of NKLA. While non-profit and government employees formed the core user community during the first quarter of NKLA's operation, by the end of the 8th quarter, the total share of the community residents and tenants of apartments exceeds all other groups, except for students. NKLA has clearly achieved its goal of increasing access to the data and taking important steps toward data democratization.

Statewide, NKLA has reached 345 Californians. Among the 427 registered users in this quarter, California's share translates to 80.8%. This is larger than the last quarter as well, pointing to the further expansion of NKLA and its relevance to the Los Angeles community. Note that a significant majority of California users are concentrated in Los Angeles.

Figure A-1 illustrates the distribution of registered users within the city by ZIP codes. The geography of the NKLA user community appears consistent with previous quarters. For example, the largest concentration of users continues to be ZIP code 90012, which encompasses the upper section of downtown, north of 3rd Street. This is followed by ZIP codes 90007, 90024, 90026, 90019 and 90034. These ZIP codes, including 90012, contained 97, or 47.3%, of users in the city of Los Angeles in this quarter.

Figure (A-2) illustrates the aggregate number of users since the first quarter. It is interesting that with a cumulative number of 2,038 users in the City of Los Angeles, the middle region of the city, extending from East L.A. to the west side, continues to be the regional focus of NKLA users. The five most highly represented ZIP codes during the last eight quarters are 90012, 90024, 90025, 90007, and 90034. These five ZIP codes provide 657 (or 32.2%) of all users in the city.

The 626 registered users visited the site an average of 1.6 times, accounting for 1,016 of the visits to the website during this period (see Table A-3). Among this population, 27 visited the site five times or more during this quarter. This number is larger than the previous quarter.

The 626 registered users were also more likely to contact the website from a computer at their place of work (38.3%) than their home (35.6%) (See Table A-4). During the last two quarters, however, the number of users with a connection from home has increased substantially. This is a further indication that NKLA has established a strong presence in the targeted communities.

Among those who accessed the site during this period and responded to a database usage question, the primary uses were to do research on properties (22.2%) and to look for information about a neighborhood (21.8%) (see Table A-5). This is followed by the curiosity factor (15.4%), collecting information for grants (11.7%), and code inspection (9.7%). Users who indicated a plan to create a similar site made up another 7.2% of the registered users. This pattern remains consistent with previous quarters. The distribution of users into various categories suggests that over half of NKLA's users fit into the intended purpose of the site, and the others are unintended beneficiaries of this service. Among the latter, creating similar websites and use of information for grant writing are helpful in the expansion of data democratization and indirect assistance to the growth of community development grants in targeted communities, respectively.

Information on specific databases accessed by the NKLA user community was gathered through a survey. Among the 137 respondents (which is higher than the last quarter), code complaints (n=30), building permits (n=25), at-risk affordable housing (n=21), and property tax delinquency (n=20) were most popular (see Table A-6). The pattern of usage remains relatively consistent for code complaints, building permits, and DWP liens.

Special Assessment of More Frequent Users and Online Comments

In order to understand and better serve the frequent users of NKLA, the site has been designed to prompt the users on their 5th visit with a short survey. Note that the information for this quarter may include individuals who registered in the previous quarter, but only reached their fifth visit during this period. This survey collects information on the level of site usage, the types of databases used, and the purpose for using them.

Fifty-nine users responded to the on-line survey during this reporting period (see Tables A-7 and A-8). Based on the answers provided by these respondents, diffusion of NKLA remains reliant on personal contact. Consistent with all previous quarters, a majority of respondents indicated that they learned about NKLA from another person. This suggests that while Internet outreach has been successful in generating a large number of site visitors, the core user group has been attracted to the site based on personal contacts. This pattern also supports the earlier finding that the proportion of non-profit employees and community residents among the user population has been increasing.

In addition to the direct survey approach, users are also able to send their comments and suggestions to the NKLA staff. There were 41 such comments received during this quarter. In general, these individuals had a high opinion (n=27), approved of the looks (n=28), and liked the content of the NKLA website (n=26) (See Tables A-9 through A-11).

Summary

In the last report, it was indicated that NKLA had become institutionalized and its core user group among non-profit organizations had grown. By the end of the 8th quarter, it appears that NKLA has been able to sustain this pattern of success and assure an increased level of community resident usage of its website data services. Combined with an expansion of its geographic focus in the City of Los Angeles, it is clear that NKLA has achieved a level of structural stability. As the community residents and employees of non-profit organizations become the main beneficiaries through which NKLA's role in data democratization expands, this UCLA service will become an important asset for maintaining a sustainable university-community relationship. It is to the mutual benefit of both partners to assure that this data service remains operational and that further collaborative activities are built around this core function. As apparent from the recent activities of the NKLA staff, establishment of other programs that focus

on the community-university relationship are well under way and the importance of NKLA as the seed for this growth is undeniable.

Appendix A

Table A-1 – Website Statistics¹

	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
Total Visits ²	2,781	9,917	11,778	11,834	15,423	16,152	15,584	na
Hits on the NKLA Site	291,487	726,631	971,448	1,081,401	993,781	1,099,751	1,139,802	na
Hits on Files ³	124	345	498	800	na	na	na	na
Average Number of Hits per Day						11,953	12,525	na
Average Hits per User ⁴	104.8	73.3	82.5	91.4	64.4	68.1	73.1	na
Average Users per Day	66.21	111.4	129.4	130.1	169	175	171	na
Unique IP Addresses	1,070	3,114	3,995	4,351	4,317	4362	4,494	na
Ratio of Visitors to Unique IP Addresses ⁵	2.6	3.2	3	2.7	3.6	3.7	3.5	na
NT Users (%)	46.6	40.3	32.8	38.9	37.2	31.5	36.7	na
Windows 95 Users (%)	33.2	28	24.8	23.5	15.2	16.8	11.7	na
Windows 98 Users (%)	13.1	25.1	33.7	30.3	34.0	43.3	41.1	na

1. Website activities after the 5th quarter were captured by a different software. For each row, an appropriate explanation has been provided.
2. After the 5th quarter, "total visits" represents the number of user sessions.
3. No comparable data is available after the 5th quarter.
4. This is calculated by dividing "Hits on the NKLA Site" by "Total Visits." After the 5th quarter, values cannot be compared to prior quarters.
5. This is calculated by dividing "Total Visits" by "Unique IP Addresses." After the 5th quarter, values cannot be compared to prior quarters.

Figure A-1

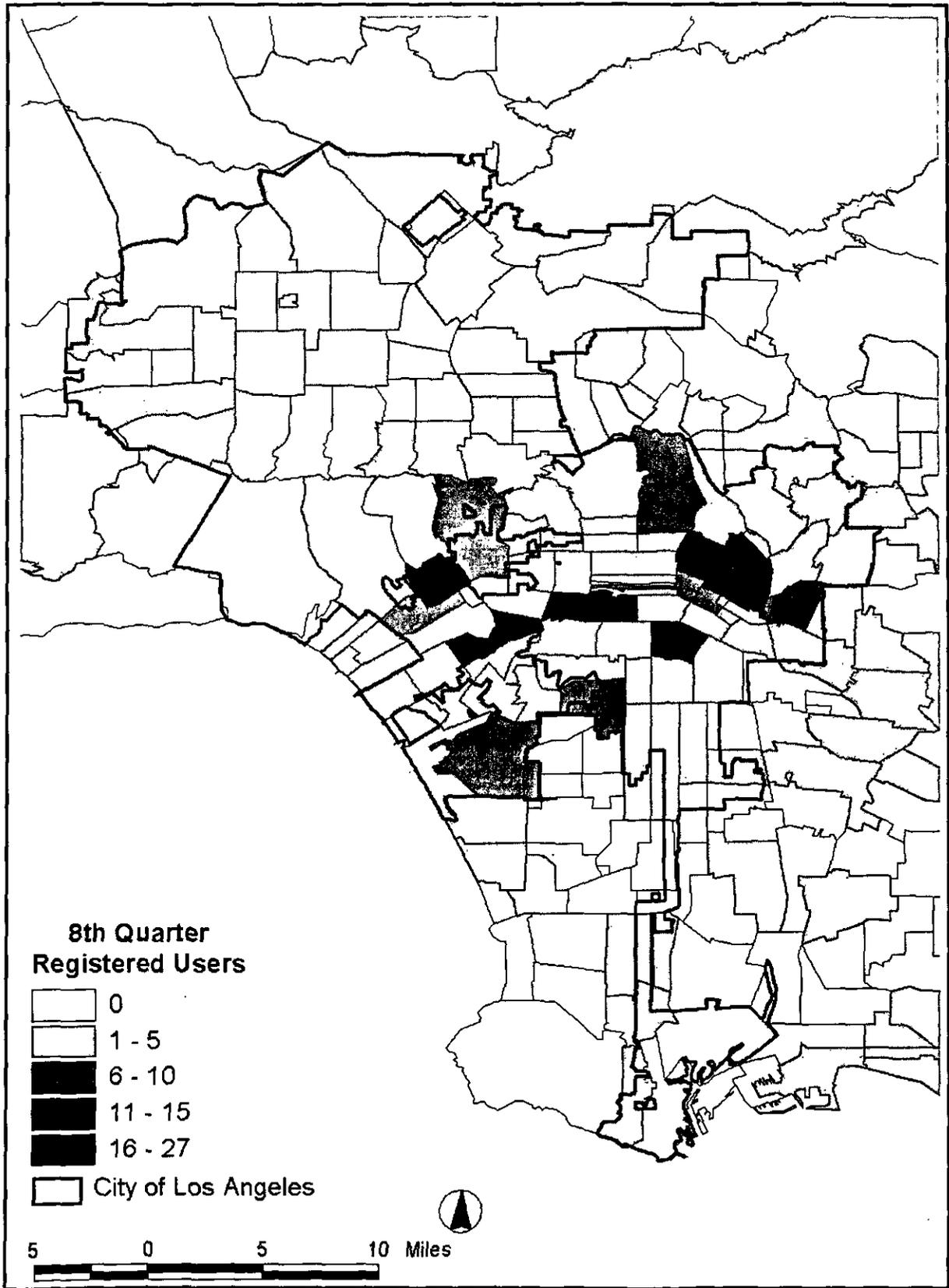


Figure A-2 (Cumulative Usage since the first quarter)

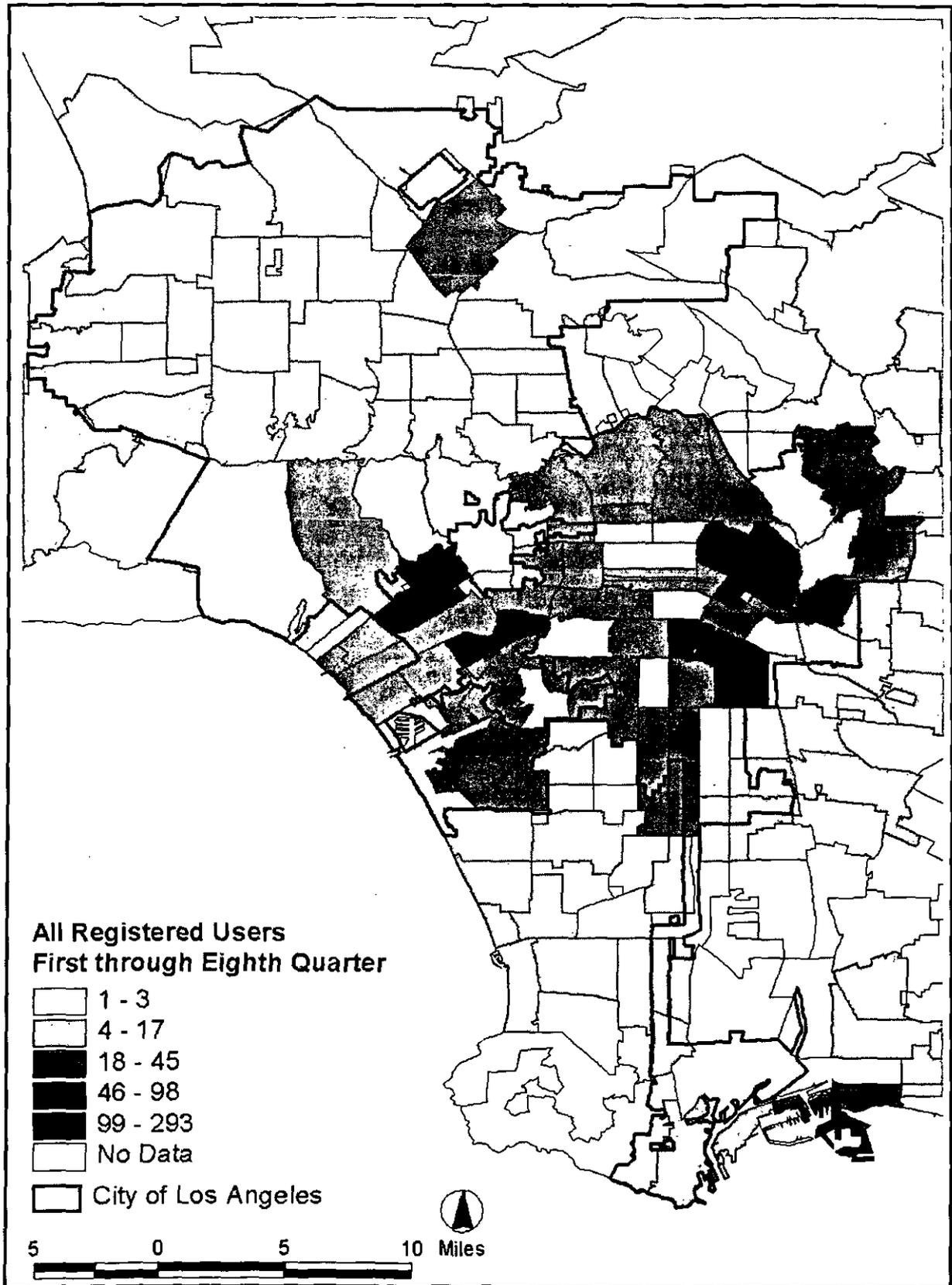


Table A-2

User Profile	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
Employee at Non-Profit	104	80	104	86	84	81	116	88
Tenant in an Apartment	8	13	15	21	31	27	30	23
Student	56	76	130	115	76	114	211	124
Government Employee	107	91	74	78	88	91	81	80
Community Resident	17	42	55	66	58	45	77	72
Educator/Researcher	47	61	80	97	97	90	92	72
Other or None Chosen	79	102	136	142	162	133	180	167
Total	418	465	594	605	596	584	787	626

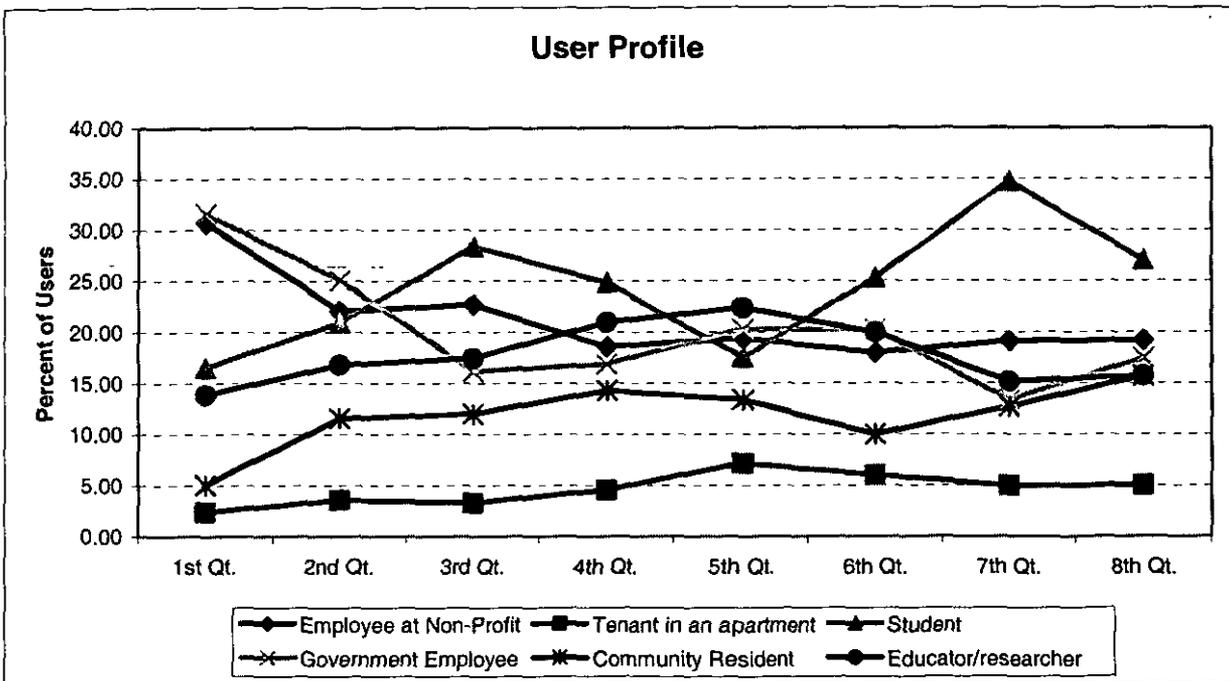


Table A-3

Frequency of Log-in	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
1	258	310	430	465	474	438	585	489
2	76	81	93	84	66	76	121	67
3	37	28	26	25	18	27	42	29
4	10	17	16	7	12	8	21	14
5	7	11	4	6	5	5	4	7
6	8	2	6	3	7	4	4	3
7	6	3	4	4	3	6	3	3
8	3	1	3	1	3	4	2	3
9	2	2	1	1	3	6	0	0
10	3	1	1	2	0	2	1	3
Over 10	8	9	10	7	5	8	4	8
Total	418	465	594	605	596	584	787	626
Average Log-Ins	2.9	2.03	1.8	1.6	1.5	1.8	1.5	1.6

Table A-4

Computer Location	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
Home	93	129	185	142	190	164	271	223
Work	245	247	275	319	294	265	292	240
Computer Center	1	1	9	5	3	5	9	1
Library	1	3	1	2	3	1	5	8
Other	8	7	7	6	14	7	9	9
School	33	36	52	82	24	54	71	34
None Chosen	37	42	65	49	68	88	130	111
Total	418	465	594	605	596	584	787	626

Table A-5

Purpose of Visit	1st Qt.	2nd Qt.	3rd Qt.	4th Qt.	5th Qt.	6th Qt.	7th Qt.	8th Qt.
To do research on properties	244	274	787	281	309	273	343	273
I am just curious	151	156	84	219	200	179	246	189
To look for information about neighborhood	188	219	215	255	237	247	333	268
To look up code inspection data about property	103	105	13	113	116	106	142	119
To collect data and information for grant	70	122	43	129	122	131	183	144
Creating similar website	69	87	64	109	114	92	134	89
Other	58	102	78	125	142	176	218	146
Total Visits	883	1065	1284	1231	1240	1204	1599	1228

Table A-6

Database Usage	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
Code Complaints (Building and Safety)	36		40	27	35	43	24	30
Building Permits	18		23	20	27	23	15	25
Contract Nuisance Abatement	16		19	16	15	9	4	4
Property Tax Delinquency	21		16	15	11	20	13	20
At-Risk Affordable Housing	10		25	25	25	21	15	21
DWP Liens	6		5	6	7	8	7	8
Other					24	44	18	20
Total	107		128	109	144	168	96	137

Table A-7 (Frequent Users)

Frequency of Visits	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
5	22	48	49	40	44	65	35	49
6	7	7	10	11	4	7	3	7
7	1	3	1	3	5	1	1	1
8	1	2	0	0	0	0	0	1
9	0	1	0	0	0	0	0	0
Over 10	2	0	1	0	1	0	0	1
Total	33	61	61	54	54	73	39	59

Table A-8 (Frequent Users)

How did you first find out about NKLA?	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
From another person	20	42	31	31	30	34	21	26
From an e-mail or a Listserv	3	2	3	3	2	3	1	2
Internet Search Engines	3	1	4	7	1	7	5	10
Link from another web site	1	4	6	3	7	9	4	4
Other	6	12	17	10	14	20	8	17
Total	33	61	61	54	54	73	39	59

Table A-9 (User Contact Survey)

Overall Opinion of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
1	0	1	0	0	0	0	0	0
2	0	0	0	0	0	1	2	1
3	2	2	1	5	3	5	0	3
4	6	9	10	7	7	11	8	5
5	17	13	20	18	16	23	25	22
No opinion	19	6	7	6	4	5	6	10
Total Respondents	44	31	38	36	31	46	39	41

Table A-10 (User Contact Survey)

Overall Look of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
1	0	0	0	0	0	1	0	0
2	0	0	0	1	0	3	0	0
3	2	1	2	1	4	4	1	3
4	5	8	5	11	4	6	9	5
5	19	16	23	17	18	28	23	23
No opinion	18	6	8	6	5	4	6	10
Total Respondents	44	31	38	36	31	46	39	41

Table A-11 (User Contact Survey)

Overall Content of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
1	0	1	0	1	0	2	0	0
2	0	0	0	2	0	1	0	2
3	4	3	1	1	5	6	1	3
4	4	7	12	8	7	10	9	9
5	17	14	17	18	15	21	23	17
No opinion	19	6	8	6	4	6	6	10
Total Respondents	44	31	38	36	31	46	39	39

Ninth Quarter
Evaluation Report of the
Neighborhood Knowledge Los Angeles (NKLA)

July 1, 2001 – Sep 30, 2001

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October 2001

Introduction

This report covers the activities of Neighborhood Knowledge Los Angeles (NKLA) during the second quarter of the second year (July 1, 2001 – September 30, 2001). The general structure of this report is consistent with previous documents and is divided into three parts:

- ◆ profile of registered users
- ◆ analysis of surveys done on frequent users
- ◆ lessons learned so far and some possible directions for the future

Registered Users

During this quarter, 560 individuals became registered users. As with last summer, the declining number of students directly affected the number of NKLA users during this quarter. Table A-2 and its associated graph portray this pattern and further illustrate the relative stability of other user categories. During this quarter the proportion of employees at non-profit organizations, tenants of various apartments, and community residents continued to grow. This indicates that NKLA's goal of sustained community access to digital information has been largely achieved. During the last year, community-based users have continued to grow, and as their access to computer technology expands their need for more sophisticated and up-to-date digital information, continued operation of NKLA and other similar services will become a necessity.

Based on their registration forms, the users are mainly English speaking (n=557) and are mainly the residents of (or work within) the City of Los Angeles (see the ZIP code distribution map, Figure A-1). Among the 385 users with a declared city of residence/work, 44% (n=169) identified Los Angeles as that city. This is slightly lower than the previous quarter; however, given the absence of students, the geographic focus of the NKLA user community remains as strong as before with the City of Los Angeles. This is illustrated by Table (A-2) and its associated graph.

Statewide, NKLA has reached 297 Californians. Among the 380 registered users with an identifiable state of residence in this quarter, California's share translates to 78.2%. This points to the further expansion of NKLA and its relevance beyond the Los Angeles community.

Figure A-1 illustrates the distribution of registered users within the city by ZIP codes. The geography of the NKLA user community appears consistent with previous quarters; however, some interesting growth nodes can be observed. For example, while the largest concentration of users continues to be ZIP code 90012, which encompasses the upper section of downtown, north of 3rd Street, the remaining top five ZIP codes encompass some new areas in the city. These ZIP codes are 90013, 90017, 90024, 91331, and 90095. With the exception of 90024, the remaining ZIP codes are

relatively new to the list of quarterly user concentrations. Among these, ZIP code 91331 is located in Pacoima, which is associated with the increased usage of NKLA activity through a community-based organization in this area. The other ZIP codes are adjacent to previous user concentrations in downtown and west Los Angeles areas. The top five ZIP codes, plus 90012, contained 69, or 25.5%, of users in the city of Los Angeles in this quarter. This indicates a relative geographic diffusion of the user community.

Figure (A-2) illustrates the aggregate number of users since the first quarter. It is interesting that with a cumulative number of 2,353 users in the City of Los Angeles, the middle region of the city, extending from East L.A. to the west side, continues to be the regional focus of NKLA users. The five most highly represented ZIP codes during the last nine quarters are 90012, 90024, 90025, 90007, and 90034. There is no change in the geographic importance of these ZIP codes during most of NKLA's operation. These five ZIP codes house 705 (or 30%) of all the users in the city.

The 560 registered users visited the site an average of 1.7 times, accounting for 926 of the visits to the website during this period (see Table A-3). Among this population, 20 visited the site five times or more during this quarter. The 560 registered users were also more likely to contact the website from a computer at their place of work (40.7%) than their home (32.7%) (See Table A-4).

Among those who accessed the site during this period and responded to a database usage question, the primary uses were to do research on properties (24%) and to look for information about a neighborhood (22.3%) (see Table A-5). This is followed by the curiosity factor (15.2%), collecting information for grants (11.4%), and code inspection (10.9%). Users who indicated a plan to create a similar site made up another 5.8% of the registered users. This pattern remains consistent with previous quarters. The distribution of users into various categories suggests that over half of NKLA's users fit into the intended purpose of the site, and the others are unintended beneficiaries of this service. Among the latter, creating similar websites and use of information for grant writing are helpful in the expansion of data democratization and indirect assistance to the growth of community development grants in targeted communities, respectively.

Information on specific databases accessed by the NKLA user community was gathered through a survey. Among the 119 respondents, code complaints (n=23), building permits (n=20), at-risk affordable housing (n=18), and property tax delinquency (n=18) were most popular (see Table A-6). The pattern of usage remains relatively consistent for most categories.

Special Assessment of More Frequent Users and Online Comments

In order to understand and better serve the frequent users of NKLA, the site has been designed to prompt the users on their 5th visit with a short survey. Note that the information for this quarter may include individuals who registered in the previous quarter, but only reached their fifth visit during this period. This survey collects

information on the level of site usage, the types of databases used, and the purpose for using them.

Forty-nine users responded to the on-line survey during this reporting period (see Tables A-7 and A-8). Based on the answers provided by these respondents, diffusion of NKLA remains reliant on personal contact. Consistent with all previous quarters, a majority of respondents indicated that they learned about NKLA from another person. This suggests that while Internet outreach has been successful in generating a large number of site visitors, the core user group has been attracted to the site based on personal contacts. This pattern also supports the earlier finding that the proportion of non-profit employees and community residents among the user population has been increasing.

In addition to the direct survey approach, users are also able to send their comments and suggestions to the NKLA staff. There were 41 such comments received during this quarter. In general, these individuals had a high opinion (n=21), approved of the looks (n=26), and liked the content of the NKLA website (n=22) (See Tables A-9 through A-11).

Summary

By the end of the 9th quarter, which is the end of the NKLA funding period, it appears that NKLA has been able to sustain a pattern of success, assure an increased level of community resident usage of its website data services, and institutionalize the project at the University of California, Los Angeles (UCLA). Combined with an expansion of its geographic focus in the City of Los Angeles, it is clear that NKLA has also achieved a level of structural stability. As the community residents and employees of non-profit organizations become the main beneficiaries through which NKLA's role in data democratization expands, this UCLA service will become an important asset for maintaining a sustainable university-community relationship. It is to the mutual benefit of both partners to assure that this data service remains operational, beyond the life of this funding, and that further collaborative activities are built around this core function. As apparent from the recent activities of the NKLA staff, establishment of other programs that focus on the community-university relationship are well under way and the importance of NKLA as the seed for this growth is undeniable.

Appendix A

Table A-1 – Website Statistics¹

	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.
Total Visits ²	2,781	9,917	11,778	11,834	15,423	16,152	15,584	na
Hits on the NKLA Site	291,487	726,631	971,448	1,081,401	993,781	1,099,751	1,139,802	na
Hits on Files ³	124	345	498	800	na	na	na	na
Average Number of Hits per Day						11,953	12,525	na
Average Hits per User ⁴	104.8	73.3	82.5	91.4	64.4	68.1	73.1	na
Average Users per Day	66.21	111.4	129.4	130.1	169	175	171	na
Unique IP Addresses	1,070	3,114	3,995	4,351	4,317	4362	4,494	na
Ratio of Visitors to Unique IP Addresses ⁵	2.6	3.2	3	2.7	3.6	3.7	3.5	na
NT Users (%)	46.6	40.3	32.8	38.9	37.2	31.5	36.7	na
Windows 95 Users (%)	33.2	28	24.8	23.5	15.2	16.8	11.7	na
Windows 98 Users (%)	13.1	25.1	33.7	30.3	34.0	43.3	41.1	na

1. Website activities after the 5th quarter were captured by a different software. For each row, an appropriate explanation has been provided.
2. After the 5th quarter, "total visits" represents the number of user sessions.
3. No comparable data is available after the 5th quarter.
4. This is calculated by dividing "Hits on the NKLA Site" by "Total Visits." After the 5th quarter, values cannot be compared to prior quarters.
5. This is calculated by dividing "Total Visits" by "Unique IP Addresses." After the 5th quarter, values cannot be compared to prior quarters.

Figure A-1

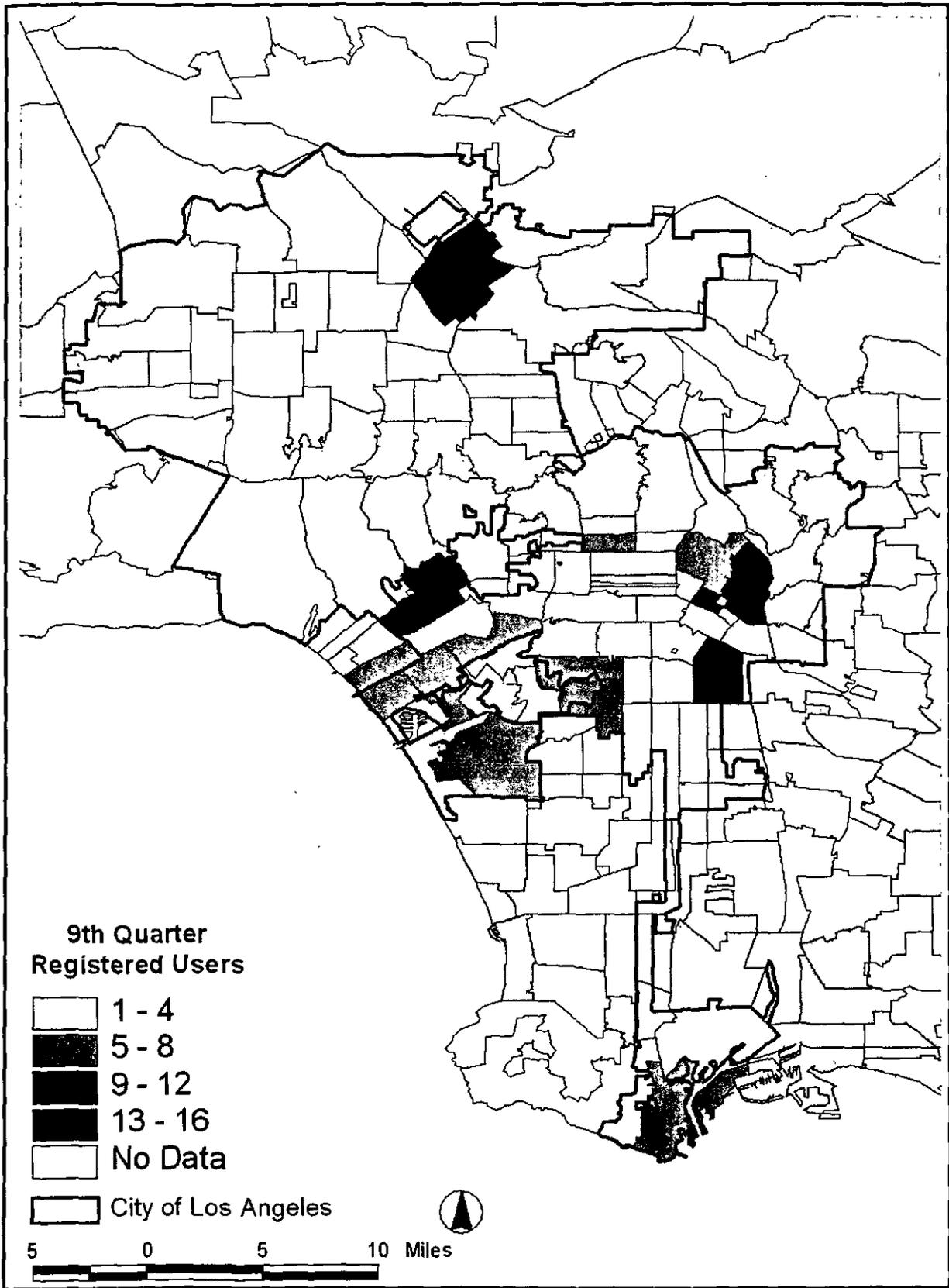


Figure A-2 (Cumulative Usage since the first quarter)

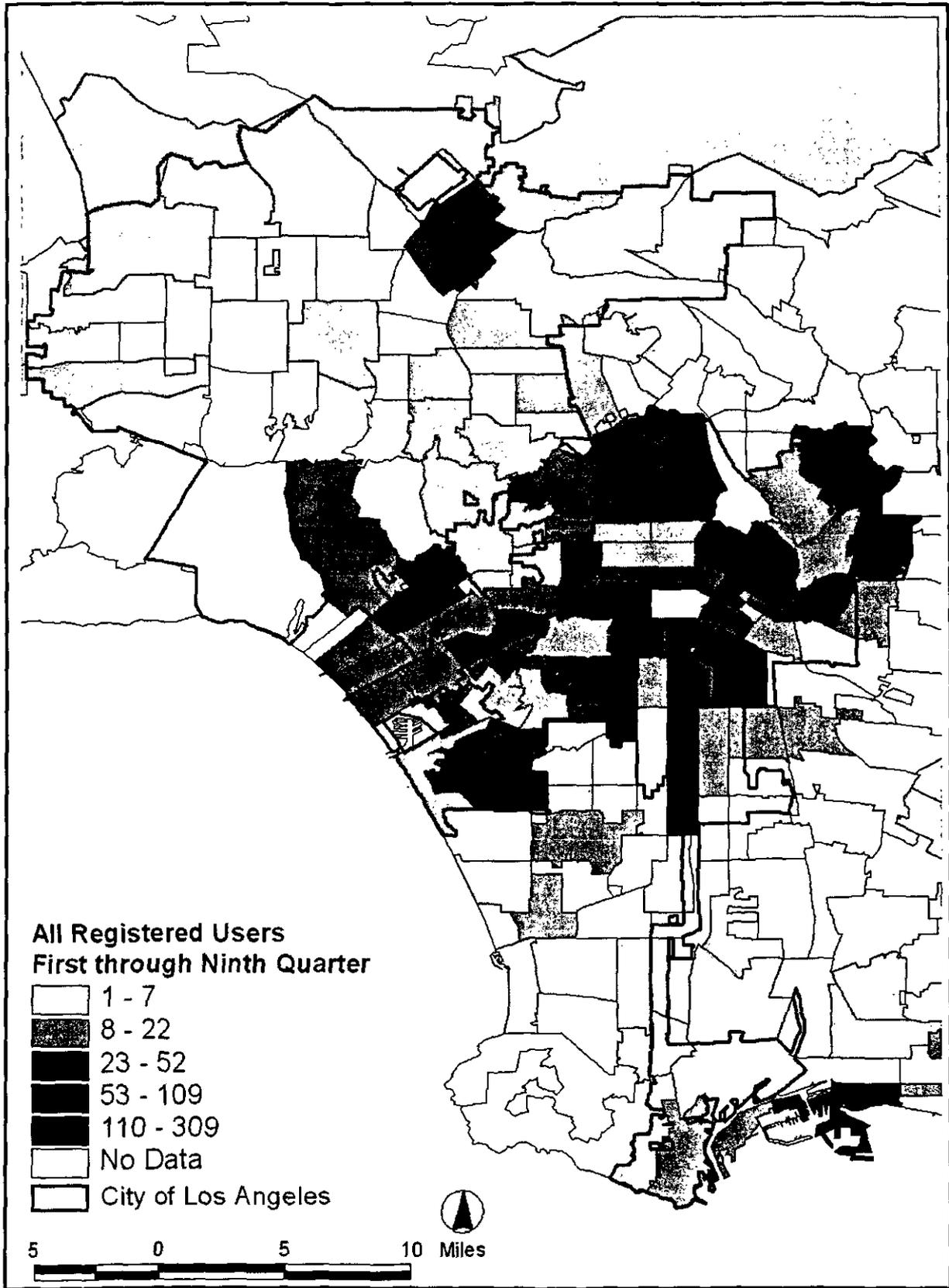


Table A-2

User Profile	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
Employee at Non-Profit	104	80	104	86	84	81	116	88	83
Tenant in an Apartment	8	13	15	21	31	27	30	23	24
Student	56	76	130	115	76	114	211	124	98
Government Employee	107	91	74	78	88	91	81	80	70
Community Resident	17	42	55	66	58	45	77	72	73
Educator/Researcher	47	61	80	97	97	90	92	72	64
Other or None Chosen	79	102	136	142	162	133	180	167	148
Total	418	465	594	605	596	584	787	626	560

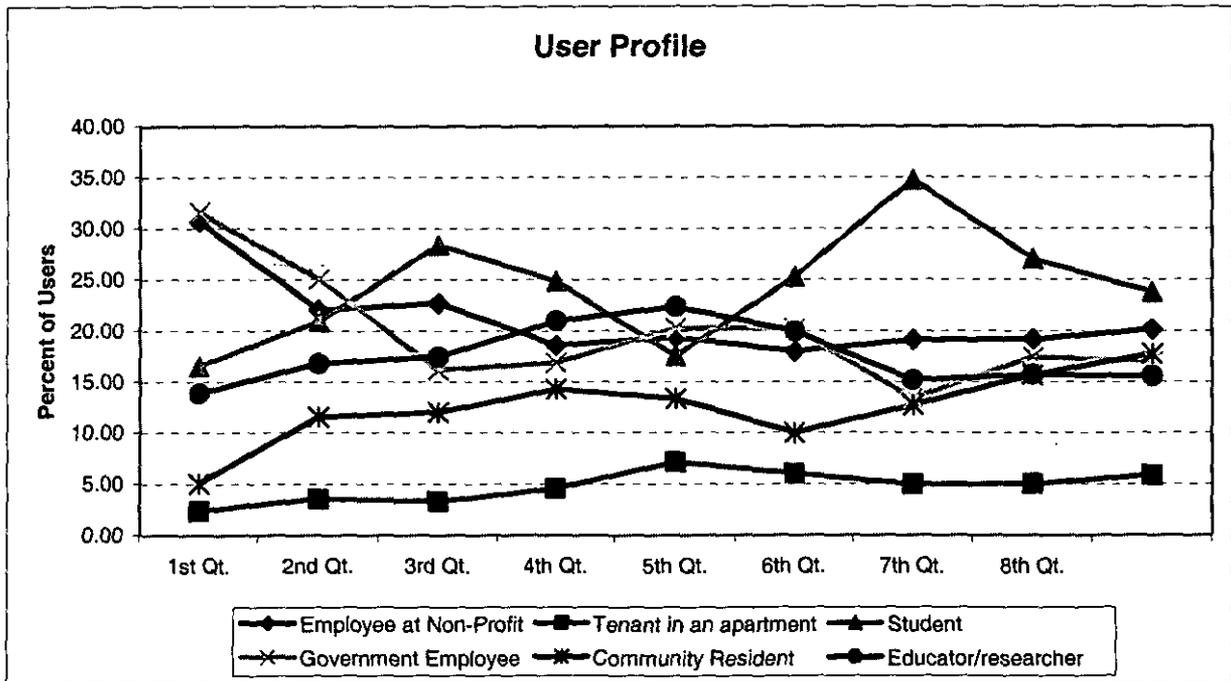


Table A-3

Frequency of Log-in	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
1	258	310	430	465	474	438	585	489	440
2	76	81	93	84	66	76	121	67	73
3	37	28	26	25	18	27	42	29	18
4	10	17	16	7	12	8	21	14	9
5	7	11	4	6	5	5	4	7	3
6	8	2	6	3	7	4	4	3	5
7	6	3	4	4	3	6	3	3	3
8	3	1	3	1	3	4	2	3	1
9	2	2	1	1	3	6	0	0	0
10	3	1	1	2	0	2	1	3	2
Over 10	8	9	10	7	5	8	4	8	6
Total	418	465	594	605	596	584	787	626	560
Average Log-Ins	2.9	2.03	1.8	1.6	1.5	1.8	1.5	1.6	1.7

Table A-4

Computer Location	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
Home	93	129	185	142	190	164	271	223	183
Work	245	247	275	319	294	265	292	240	228
Computer Center	1	1	9	5	3	5	9	1	4
Library	1	3	1	2	3	1	5	8	9
Other	8	7	7	6	14	7	9	9	5
School	33	36	52	82	24	54	71	34	25
None Chosen	37	42	65	49	68	88	130	111	106
Total	418	465	594	605	596	584	787	626	560

Table A-5

Purpose of Visit	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
To do research on properties	244	274	787	281	309	273	343	273	262
I am just curious	151	156	84	219	200	179	246	189	166
To look for information about neighborhood	188	219	215	255	237	247	333	268	243
To look up code inspection data about property	103	105	13	113	116	106	142	119	119
To collect data and information for grant	70	122	43	129	122	131	183	144	125
Creating similar website	69	87	64	109	114	92	134	89	63
Other	58	102	78	125	142	176	218	146	114
Total Visits	883	1065	1284	1231	1240	1204	1599	1228	1092

Table A-6

Database Usage	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
Code Complaints (Building and Safety)	36		40	27	35	43	24	30	23
Building Permits	18		23	20	27	23	15	25	20
Contract Nuisance Abatement	16		19	16	15	9	4	4	10
Property Tax Delinquency	21		16	15	11	20	13	20	18
At-Risk Affordable Housing	10		25	25	25	21	15	21	18
DWP Liens	6		5	6	7	8	7	8	4
Other					24	44	18	29	26
Total	107		128	109	144	168	96	137	119

Table A-7 (Frequent Users)

Frequency of Visits	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
5	22	48	49	40	44	65	35	49	42
6	7	7	10	11	4	7	3	7	7
7	1	3	1	3	5	1	1	1	0
8	1	2	0	0	0	0	0	1	0
9	0	1	0	0	0	0	0	0	0
Over 10	2	0	1	0	1	0	0	1	0
Total	33	61	61	54	54	73	39	59	49

Table A-8 (Frequent Users)

How did you first find out about NKLA?	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
From another person	20	42	31	31	30	34	21	26	34
From an e-mail or a Listserv	3	2	3	3	2	3	1	2	1
Internet Search Engines	3	1	4	7	1	7	5	10	1
Link from another web site	1	4	6	3	7	9	4	4	3
Other	6	12	17	10	14	20	8	17	10
Total	33	61	61	54	54	73	39	59	49

Table A-9 (User Contact Survey)

Overall Opinion of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
1	0	1	0	0	0	0	0	0	1
2	0	0	0	0	0	1	2	0	2
3	2	2	1	5	3	5	0	3	7
4	6	9	10	7	7	11	8	5	9
5	17	13	20	18	16	23	25	22	12
No opinion	19	6	7	6	4	5	6	10	9
Total Respondents	44	31	38	36	31	46	39	41	40

Table A-10 (User Contact Survey)

Overall Look of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
1	0	0	0	0	0	1	0	0	0
2	0	0	0	1	0	3	0	0	1
3	2	1	2	1	4	4	1	3	4
4	5	8	5	11	4	6	9	5	6
5	19	16	23	17	18	28	23	23	20
No opinion	18	6	8	6	5	4	6	10	9
Total Respondents	44	31	38	36	31	46	39	41	40

Table A-11 (User Contact Survey)

Overall Content of NKLA	1 st Qt.	2 nd Qt.	3 rd Qt.	4 th Qt.	5 th Qt.	6 th Qt.	7 th Qt.	8 th Qt.	9 th Qt.
1	0	1	0	1	0	2	0	0	0
2	0	0	0	2	0	1	0	2	3
3	4	3	1	1	5	6	1	3	5
4	4	7	12	8	7	10	9	9	7
5	17	14	17	18	15	21	23	17	15
No opinion	19	6	8	6	4	6	6	10	10
Total Respondents	44	31	38	36	31	46	39	41	40