

PARK COUNTY
COMMUNITY
FOUNDATION

Using Data to Tell Your Best Story

PARK COUNTY NONPROFIT NETWORK
December 2020

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Our Love-Hate Relationship with Data

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Data often gets a bad name.

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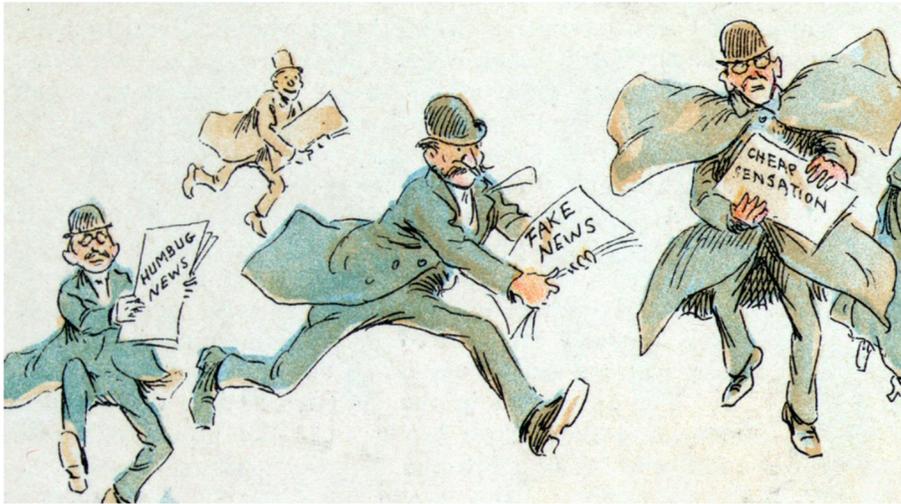
“An old jest runs to the effect that there are three degrees of comparison among liars. There are liars, there are outrageous liars, and there are scientific experts. This has lately been adapted to throw dirt upon statistics. There are three degrees of comparison, it is said, in lying. There are lies, there are outrageous lies, and there are statistics.”

~Sir Robert Giffen, Scottish statistician and economist, 1892

Source: Wikipedia, https://en.wikipedia.org/wiki/Lies,_damned_lies,_and_statistics

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1894 illustration by Frederick Burr Opper

Source: Wikipedia, https://en.wikipedia.org/wiki/Fake_news

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Data can be misinterpreted.

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Source: <https://www.datasciencecentral.com/profiles/blogs/10-most-controversial-data-science-articles>

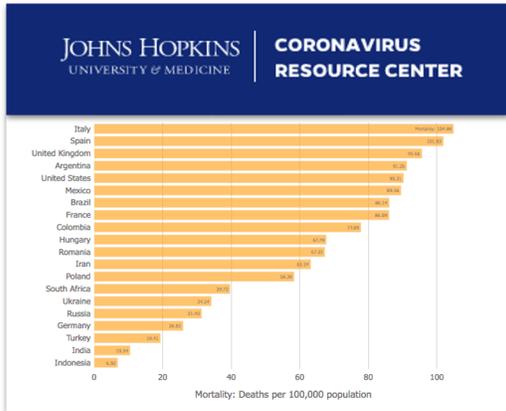
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Data can be controversial.

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PBSO NEWS HOUR
One-day U.S. deaths top 3,000, more than D-Day or 9/11
Health Dec 18, 2020 2:55 PM EST

FACT CHECK
Fact check: List of 'deadliest days in American history' is partly false
 Ella Lee USA TODAY
Published 7:01 a.m. ET Dec. 12, 2020

the FEDERALIST
A DIVISION OF FEDERAL MEDIA
 EDUCATION
Lockdowns Have Caused More Children To Drop Out Of School Than Americans Have Died Of COVID

Sources: <https://coronavirus.jhu.edu/data/mortality>; <https://www.pbs.org/newshour/health/one-day-us-deaths-top-3000-more-than-d-day-or-9-11>; <https://www.usatoday.com/story/news/factcheck/2020/12/12/fact-check-list-deadliest-days-american-history-partly-false/3864369001/> **LATTA CONSULTANTS** 9

Data doesn't always change behaviors.



Sources: https://www.health.harvard.edu/newsletter_article/why-its-hard-to-change-unhealthy-behavior-and-why-you-should-keep-trying

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But data can be entertaining.

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NCAAF Scoreboard

2020 Week 15

Saturday, December 12th

11:50 - 2nd

1 Alabama (9-0, 9-0 SEC)	10	7	17
Arkansas (3-6, 3-6 SEC)	3	0	3

ESPN

1st & 30 at ARK 5

LAST PLAY: Felipe Franks sacked by Christopher Allen for a loss of 20 yards to the Ark 5 Felipe Franks fumbled, recovered by Alab

TOP PERFORMERS

PASS: Felipe Franks ARK 4-6, 56 YDS

RUSH: Najee Harris ALA 11 CAR, 35 YDS, 1 TD

REC: Treton Smith ARK 1 REC, 24 YDS

9:09 - 2nd

9 Georgia (6-2, 6-2 SEC)	14	0	14
25 Missouri (5-3, 5-3 SEC)	0	7	7

SECN

2nd & 7 at UGA 29

LAST PLAY: Kenny McIntosh run for 3 yds to the Geo 29

TOP PERFORMERS

PASS: JT Daniels UGA 4-5, 75 YDS, 1 TD

RUSH: Zamir White UGA 7 CAR, 35 YDS

REC: James Cook UGA 1 REC, 37 YDS, 1 TD

2020 Playoff Predictor

Team	W-L	Make Playoff	Win %
Alabama	9-0	99%	54%
Ole Miss	5-0	65%	24%
Navy Drexel	10-0	64%	5%
Clemson	0-1	52%	1%
Texas A&M	7-1	39%	2%
Cincinnati	8-0	24%	-1%
Indiana	9-1	1%	-1%
Florida	8-1	1%	2%
USC	3-0	7%	-1%
Coastal Carolina	10-0	2%	-1%

Source: <https://www.espn.com/college-football/scoreboard>

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Data can be fun to share.

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“Strawberry Pop-Tarts increase in sales, like seven times their normal sales rate, ahead of a hurricane.”

~Linda M. Dillman, former chief information officer for Walmart, 2004



Source: <https://www.nytimes.com/2004/11/14/business/yourmoney/what-walmart-knows-about-customers-habits.html>

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Data can be a helpful tool.

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Sat 12 | Day

27° 15%
W 10 mph

Cloudy skies early, then partly cloudy this afternoon. A few flurries or snow showers possible. High 27F. Winds W at 10 to 15 mph.

Humidity 69%	UV Index 1 of 10
Sunrise 7:55 am	Sunset 4:37 pm

10 Day Weather - Wilsall, MT
as of 9:24 am MST

Today	27°/10°	AM Clouds/PM Sun	15%	W 10 mph
Sun 13	29°/18°	Partly Cloudy	5%	SW 9 mph
Mon 14	30°/15°	AM Snow Showers	35%	W 12 mph
Tue 15	33°/24°	Mostly Cloudy	5%	WSW 12 mph
Wed 16	37°/23°	Partly Cloudy	5%	WSW 14 mph
Thu 17	39°/23°	Cloudy	20%	WSW 11 mph
Fri 18	35°/18°	Partly Cloudy	10%	WSW 12 mph

Source: <https://weather.com/>

Data can help us tell powerful stories.



Healthiest Communities Rankings 2020

Measuring health and wellness across the U.S. using 84 metrics

Montana



Source: https://www.usnews.com/news/healthiest-communities/rankings?int=top_nav_Overall_Rankings

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DOWNLOAD FULL RANKINGS: 2020 | 2019 | 2018

RANK	COUNTY	POPULATION HEALTH	EQUITY	EDUCATION	ECONOMY	HOUSING	FOOD & NUTRITION	ENVIRONMENT	PUBLIC SAFETY	COMMUNITY VITALITY	INFRASTRUCTURE
32	Gallatin County, Montana	90.4	56.5	58.8	76.3	58.2	66.6	76.9	66.4	68.2	78.1
43	Madison County, Montana	88.4	71.2	47.3	57.4	45.4	89.1	81.5	59.2	81.1	65.7
53	Jefferson County, Montana	75.4	56.4	53.2	64.1	61.8	84.5	75.0	60.5	86.1	71.0
106	Sweet Grass County, Montana	84.5	36.7	24.7	63.1	94.2	81.5	84.6	68.3	75.9	61.7
111	Stillwater County, Montana	70.0	69.6	42.2	62.2	89.1	70.4	72.5	54.2	79.4	56.5
166	Missoula County, Montana	84.7	54.6	67.0	64.1	44.6	67.2	69.5	55.4	60.1	83.3
182	Lewis and Clark County, Montana	78.1	60.9	39.8	65.7	62.1	61.2	80.3	57.2	67.7	77.8
189	Valley County, Montana	66.9	50.7	59.0	58.7	84.5	65.0	70.6	61.6	73.0	66.2
191	Sheridan County, Montana	76.5	58.9	44.6	56.4	61.8	61.0	78.7	68.7	75.3	69.4
200	Richland County, Montana	68.8	81.3	42.9	65.5	76.5	53.8	69.0	62.4	61.3	64.5
242	Ravalli County, Montana	74.7	64.9	48.8	53.8	48.0	78.6	69.3	60.8	75.0	64.2
244	Park County, Montana	71.7	62.9	50.1	54.0	60.9	63.2	81.8	63.5	71.4	64.4



Source: https://www.usnews.com/news/healthiest-communities/rankings?int=top_nav_Overall_Rankings

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**2020
COMMUNITY HEALTH
NEEDS ASSESSMENT**
Gallatin, Madison & Park Counties, Montana

SUBSTANCE ABUSE	DISPARITY AMONG SUBAREAS					Total Area	TOTAL AREA vs. BENCHMARKS			TREND
	Bozeman	Other Gallatin	Gallatin County	Madison County	Park County		vs. MT	vs. US	vs. HP 2020	
Cirrhosis/Liver Disease (Age-Adjusted Death Rate)						5.1	13.9	10.9	8.2	6.1
% Excessive Drinker	33.5	27.7	31.8	28.3	27.2	30.9	20.1	27.2	25.4	23.8
% Drinking & Driving in Past Month	3.7	2.6	3.4	8.6	4.0	3.9	3.7			0.9
% Rode With a Drunk Driver in the Past Month	10.3	2.0	7.8	6.2	2.8	7.0				
Unintentional Drug-Related Deaths (Age-Adjusted Death Rate)							8.8	18.1	11.3	
% Illicit Drug Use in Past Month	7.1	5.1	6.5	4.6	3.1	5.9		2.0	7.1	1.9
% Ever Sought Help for Alcohol or Drug Problem	6.5	3.8	5.7	10.3	4.0	5.9		5.4		3.8
% Personally Impacted by Substance Abuse	48.7	43.9	47.3	46.5	57.5	48.6		35.8		48.4

Note: In the section above, each county is compared against the other two combined. Bozeman and Other Gallatin are compared to one another. Throughout these tables, a blank or empty cell indicates that data are not available for the indicator or that sample sizes are too small to provide meaningful results.

better similar worse

Source: <https://www.healthygallatin.org/wp-content/uploads/2020/12/Final-2020-CHINA-Report.pdf>

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Data can help us focus.

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We Will
PARK COUNTY

A project of the Park County Community Foundation

See the 5 Reports - Sign Up Comments?

Vision and Data to Help Shape Our Future

Every day, local non-profits, schools, health care providers, businesses and governments make plans about Park County's future. But in many instances these decisions are not coordinated with other entities, nor striving towards mutual goals or based on a common set of data.

We Will Park County is a citizen-driven initiative of the **Park County Community Foundation** that offers a common vision and data set to help coordinate the limited resources of these hard working entities. Think of this project as a useful tool, or a common language that everyone in Park County can use to better inform, coordinate and develop solutions for Park County's most pressing needs.

The Park County Community Foundation articulated the community vision after hearing thoughts from more than 700 community members including: discussions with nonprofits and other community leaders; a county-wide survey with more than 640 responses; and six focus groups in Livingston, Clyde Park, Wilsall, Emigrant, Gardiner and Cooke City.

Health, Safety, and Education

Economic Performance

Housing and Affordability

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Data Sources and Reports for Park County

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A Short List of Smart/Local Data Sources - Part 1

WeWillParkCounty.org: <https://wewillparkcounty.org>

Headwaters Economics: Economic Profile System <https://headwaterseconomics.org/apps/economic-profile-system/30067>

Headwaters Economics: Neighborhoods at Risk
<https://headwaterseconomics.org/apps/neighborhoods-at-risk/30067/explore/map>

Prospera: 2020 Economic Profile of Gallatin and Park Counties
<https://dashboards.mysidewalk.com/201-economic-profile-gallatin-and-park-counties-montana-daf6e45ee26f/economic-development-vision>

Economic Profile System

Get socioeconomic profiles

Park County, MT

Park County, MT

Source: <https://headwaterseconomics.org/apps/economic-profile-system/>

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Economic Profile System **Park County, MT**
Legacy Version

Get Socioeconomic Profiles

Jump to: [Comprehensive](#) [Land Management](#) [Industries](#)

Comprehensive Reports Available for: **Park County**

Socioeconomic Trends
Trends in population, employment, personal income, income by industry, wages, and unemployment.

Demographics
Population, age distribution, race and ethnicity, poverty and income, housing affordability, language, and education.

Populations at Risk [Custom Tool](#)
Populations more likely to experience adverse outcomes due to race, age, gender, poverty status, or other factors.

Key Indicators
Metrics of population, employment, income, industry-specific economic summaries, and public lands.

Land Management Reports Available for: **Park County**

Land Use
Public land ownership, land cover, and trends in residential development.

Quick Facts for Park County

Population
16,246
2018

Median Household Income
\$49,194
2018

Household Income 2018

More than \$100K	19%
\$25K to \$100K	62%
Less than \$25K	19%

Employment 2018

Full-time	61%
Part-time	22%
Did not work	16%

Top Industries Jobs 2017

Accommodation and food services	15%
Retail trade	10%
Health care and social assistance	9%

Sources: Census Bureau and Bureau of Economic Analysis

Source: <https://headwaterseconomics.org/apps/economic-profile-system/30067>

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Park County, MT
Explore Neighborhoods Climate Projections

Park County overlaps **6 census tracts**. Set criteria below to find at-risk tracts.

Find at-risk neighborhoods

People

Set criteria: **None** County Median U.S. Average

People over 65 years > 0%

People without health insurance > 0%

Housing units that are rentals > 0%

Top three characteristics shown. [SEE MORE](#)

Climate Exposure

Area lacking tree canopy > 75%

Area of impervious surface > 0%

Area in 500-yr floodplain > 0%

Tract 2, Park County, MT

	Count	Percent
Population	4,542	
People over 65 years	1,037 ± 160	22.8% ± 3.6%
People without health insurance	536 ± 135	11.9% ± 3%
Housing units that are rentals	432 ± 104	21.6% ± 5.2%
Area lacking tree canopy		78.9%
Area of impervious surface		0.2%
Area in 500-yr floodplain		1.5%

Combined Results (6 tracts)

	Count	Percent
Population	16,246	
People over 65 years	3,412 ± 537.7	21% ± 2.2%
People without health insurance	1,914 ± 305.4	11.9% ± 1.9%
Housing units that are rentals	2,377 ± 281.3	30.9% ± 5.8%
Area lacking tree canopy		81.2%
Area of impervious surface		0.2%
Area in 500-yr floodplain		1.7%

[DOWNLOAD REPORT](#)

Source: <https://headwaterseconomics.org/apps/neighborhoods-at-risk/30067/explore/map>

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2020 Economic Profile for Gallatin and Park Counties

[VIEW HERE](#)**2020 Economic Profile of Gallatin and Park Counties**

The *Economic Profile of Gallatin and Park Counties* is a comprehensive description of the regional economy. It emphasizes economic, population and demographic trends; area cost of living and employment dynamics; and major industry sector data.

Thank You Profile Sponsors:

City of Bozeman
 City of Belgrade
 Bozeman Chamber of Commerce
 Belgrade Chamber of Commerce
 Bozeman Tourism Business Improvement District
 Bozeman Yellowstone International Airport
 Park County Community Foundation
 First Interstate Bank
 NorthWestern Energy
 ERA Landmark Real Estate



Source: <https://www.prosperamt.org/how-we-help/prospera-economic-profile>

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A Short List of Smart/Local Data Sources - Part 2

2020 Community Health Needs Assessment: Gallatin, Madison & Park Counties:

<https://www.healthygallatin.org/wp-content/uploads/2020/12/Final-2020-CHNA-Report.pdf>

LiveWell49: <https://www.livewell49.org/youth-resilience-resource-map>

Kids Count: <https://montanakidscount.org>

OPI Free and Reduced Lunch – <https://gems.opi.mt.gov/StudentServices/Pages/ERateReport.aspx>

ChildTrends: <https://www.childtrends.org>

CDC Wonder: <https://wonder.cdc.gov>

Youth Risk Behavior Survey: <https://www.cdc.gov/healthyyouth/data/yrbs/index.htm>

Robert Wood Johnson Foundation's County Health Rankings: <http://www.countyhealthrankings.org>

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A Short List of Smart/Local Data Sources - Part 3

Your Favorites?

The What and Why Behind the Data Used for We Will

Project Goals

- Create a tool to intentionally plan, measure, predict and achieve increases in community, social, and economic well being.
- Develop a Community Vision based on community input, assessment and needs identified through quantitative data and qualitative perspectives.
- Create a Community Profile to capture, monitor and share quantitative data that will be ultimately used to benchmark and measure success in achieving the Community Vision.
- Launch an interactive database as a community tool

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Desired Outcomes

- Help prioritize initiatives and coordinate towards common goals
- Establish base level data and trends to enable fact-based conversations about the state and future of Park County
- Serve as a guide to how community resources are invested
- Galvanize broad community support for any legislative or regulatory changes that may be needed to achieve the community vision

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Input Gathered to Develop the Community Vision

- More than 700 community members
 - 50+ nonprofit community members
 - 20+ community leaders
 - 640+ community respondents to the countywide survey
 - 8 members of the Advisory Team
 - 6 focus groups, one in each community

Criteria Considered for the Community Profile

Used the following criteria when considering data points:

- Use existing data sources
- Accessible and reliable
- Consistent and readily available
- Regularly updated
- Potential for forecasting (TBD)
- Most salient for the topic
- Not every data point available - want to avoid “analysis paralysis”
- Explainable and relatable
- Ability to show trends over time
- Comparable to other counties, Montana (as applicable)

An Interactive Database

- A website that features the community vision and the community profile
 - Five vision statements
 - Five areas of focus
 - Supporting data points for each vision statement & area of focus
- An interactive database that includes charts and graphs
- A resource for every nonprofit, for-profit, governmental, educational and citizen-driven entity in Park County

Using WeWillParkCounty.org



How to Use Data to Tell Your Best Story

Tip #1 - Know Your Audience

- Who are they?
- What are their goals and motivations?
- What matters most to them?
- What type of data will be most interesting to them?
- Is there data that they are already collecting?

Tip #2 - Identify Your Data Needs

- What do you and your audiences want to understand?
- What do you want to measure?
- What do you want to prove/disprove?

Tip #3 - Determine Your Sources

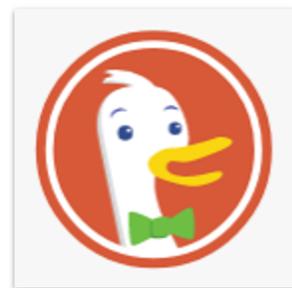
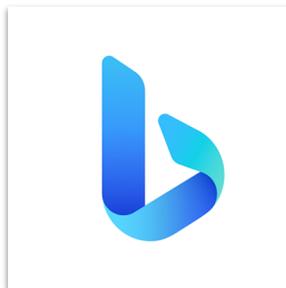
- What data is easily available and accessible to you?
- How reliable are your sources?
- Do you need to put anything in place to gather and collect data?

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Tip #4 - Be Transparent

- It's a seller beware world
- Everyone has access to the same information
- Always cite your sources



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Tip #5 - Be Selective and Relevant

- You don't need every data point
- You only need the most relevant data points



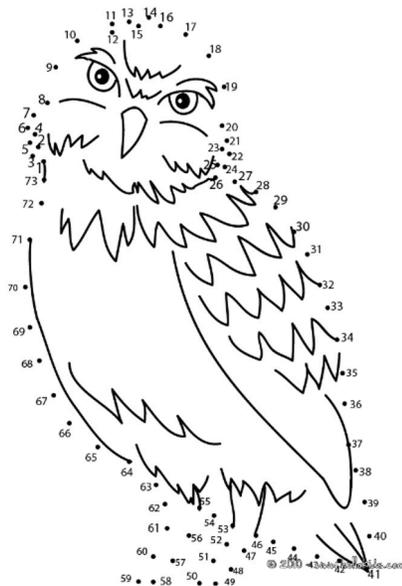
Source: <https://www.sambrinson.com/freedom-of-choice/>

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Tip #6 - Make the Connection

- Tie your audience's interests to your cause, your story, your ask
- Use a combination of quantitative and qualitative data
- Connect the dots



Source: http://www.worksheeto.com/post_dot-game-printable-worksheets_128831/

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Tip #7 - Infuse Real-Life Stories into the Data

- Don't let data dilute the emotion
- Intermix numbers with personal stories

"I cannot do this alone, and I refuse to go back to purging 15 times a day. I was convinced to my core I never would survive bulimia... I'm coming up on one year of no bingeing or purging, and it's been nothing short of a miracle. I look forward to my time with my therapist every week. I look forward to the safe place I have with them and the space they give me to heal."

~Patient at the Eating Disorder Center of Montana

Tip #7 - Use the Power of Visuals

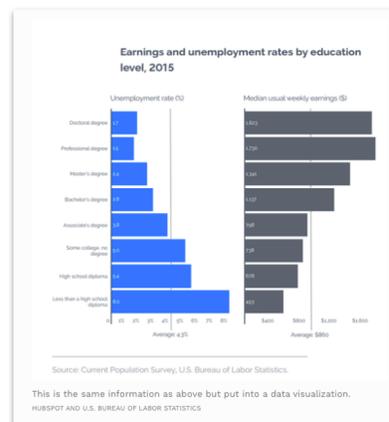
- Visual data-storytelling is far more compelling than words or numbers

EARNINGS AND UNEMPLOYMENT RATES BY EDUCATION LEVEL, 2015.

Education level	Unemployment rate in 2015 (%)	Median weekly earnings in 2015 (\$)
Doctoral degree	1.7	1,623
Professional degree	1.5	1,730
Master's degree	2.4	1,341
Bachelor's degree	2.8	1,137
Associate's degree	3.8	798
Some college, no degree	5.0	738
High school diploma	5.4	678
Less than a high school diploma	8.0	493
All workers	4.3	860

Source: Current Population Survey, U.S. Bureau of Labor Statistics

This shows the unemployment data in the form of numbers HUBSPOT AND



Tip #9 - Use Data to Inspire New Directions



Source: <https://www.forbes.com/sites/nicolemartin1/2018/11/01/data-visualization-how-to-tell-a-story-with-data/?sh=168237074368>

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Tip #10 - Use Insights to Attract New Audiences



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Other Helpful Resources

Other Resources for Making Data Your BFF

- <https://towardsdatascience.com/how-to-properly-tell-a-story-with-data-and-common-pitfalls-to-avoid-317d8817e0c9>
- <https://hbr.org/2013/04/how-to-tell-a-story-with-data>
- <https://www.maptive.com/101-guide-telling-compelling-story-data/>
- https://www.nten.org/NTEN_images/reports/Data_Workbook_FINAL.pdf

Q&A

Thank You

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Appendix

Finalized Vision Statement

We will continually strive to improve the well-being of all our residents.

Dashboard Bucket

Health, Safety & Education

Community Profile: Finalized Data Points

1. Access to healthcare/People without health insurance
2. Childhood Immunizations
3. People in poverty
4. Crime, substance abuse and child abuse data
5. High school graduation rates
6. Early childhood data

Finalized Vision Statement	Dashboard Bucket	Community Profile: Finalized Data Points
<p>We will support development of diverse and viable economic opportunities consistent with the character of our community.</p>	<p>Economic Performance</p>	<ol style="list-style-type: none"> 1. Earnings Per Job vs. Per Capita Income 2. Sources of Income by Industry - includes Non-Labor Income, Employment by Industry, Unemployment Rate 3. Personal Income, Average Compensation Per Job 4. Market value of ag products sold, plus average per farm and average per farm receiving government payments 5. Jobs by Industry; Change in Jobs

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Finalized Vision Statement	Dashboard Bucket	Community Profile: Finalized Data Points
<p>We will support good solutions that address affordability for all who choose to live and work here.</p>	<p>Housing and Affordability</p>	<ol style="list-style-type: none"> 1. Number of short-term rentals 2. Housing units & characteristics 3. Median sales prices & real estate inventory 4. Ratio of home price & median household income 5. Regional Price Parities

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Finalized Vision Statement	Dashboard Bucket	Community Profile: Finalized Data Points
We will embrace and nurture our sense of community.	Small Town & Rural Lifestyle	<ol style="list-style-type: none">1. Population growth & net migration & median age2. Enrollments in K-12 schools3. Number of farms & number of acres in agricultural land4. Commuting patterns, Inflow & Outflow Analysis

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Finalized Vision Statement	Dashboard Bucket	Community Profile: Proposed Data Points
We will remain one of the most beautiful places to live on earth.	Landscapes & Natural Beauty	<ol style="list-style-type: none">1. Visitation: Traffic counts, lodging tax revenue2. Residential Addresses, Septic Permits3. Taxes Paid by County & Property Tax Collections by Type

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