



South of 6 Final Presentation

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Team Introduction

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Lammers

Ben
Onderick

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Starnes

Jonah
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Zhao

Agenda

Project Description

Data

Survey

Dashboards

Conclusions

Recommendations

Project Description

Project Background & Description

- Working with South of 6 business district to show progress
- Show connection between community and services
- Requires integrating new data/research with old data
- Deliverables include tableau/excel interactive dashboards

Data

Project Data



BOARD
ENGAGEMENT DATA



ENTITY
ENGAGEMENT DATA



CALLS FOR SERVICE
DATA



SOUTH OF 6 VISITS
DATA



SURVEY
DATA/RESULTS

Data Gathering

- Met with Think IC and accessed location data for South of 6
 - Placer AI
- Received past data files from Angie from former students
 - 2022 and prior
- Reached out to police department for calls for service data
- Board and Entity data updated prior to us getting it


```

library(readxl)
library(janitor)
library(stringr)
install.packages("writexl")
library(writexl)
library(lubridate)
library(dplyr)
library(tidyr)

#read in data file
calls_for_service <- read_excel("All Calls for Service.xlsx")

#change address column to all upper case
calls_for_service`IncidentAddress` <- toupper(calls_for_service$IncidentAddress)

#Get Rid of the Time in 2023 data since it is not consistent, make new column
calls_for_service$Date <- as.Date(calls_for_service$DispatchDate)

#Delete old date column
calls_for_service <- subset(calls_for_service, select = -DispatchDate)

#Extract Year, Month and Day from the Date column
calls_for_service$Year <- year(calls_for_service$Date)
calls_for_service$Month <- month(calls_for_service$Date)
calls_for_service$Day <- day(calls_for_service$Date)

#Separate Street from Address
calls_for_service$StreetName <- gsub("^\\d+\\s+", "", calls_for_service$IncidentAddress)

#Split multiple street names into two names
calls_for_service <- calls_for_service %>% separate_rows(StreetName, sep = "/")

#Write to excel file
write_xlsx(calls_for_service, "All Calls for Service Final.xlsx")

```

Data Preparation

- Main preparation included merging files
 - Combining to one final dataset with all data
- Make all columns uniform
- Columns needed to be split and altered to make the same for merging
- Utilized R and Excel to do this

Data Cleaning Result

Before

Dispatch Number	Dispatch Date	Call Type	Cleared By	Incident Address	Location	Sub Zone
23065176	2023-04-28 20:09:36	HARASSMENT/OBSCENE PHONE	INCIDENT REPORT TAKEN	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23065155	2023-04-28 19:19:33	HARASSMENT/OBSCENE PHONE	UNFOUNDED	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23065074	2023-04-28 17:10:31	PROPERTY/FOUND	COMPLETED	2501 S Gilbert St	NAPOLEON PARK	HILLTOP
23065071	2023-04-28 17:06:13	OUT WITH SUBJ	COMPLETED	501 Southgate Ave	501 APARTMENTS	HILLTOP
23065059	2023-04-28 16:44:26	MVA/PROPERTY DAMAGE ACCIDENT	INCIDENT REPORT TAKEN	1720 WATERFRONT DR	HY-VEE	HILLTOP
23064978	2023-04-28 14:47:57	THEFT/SHOPLIFTING	INCIDENT REPORT TAKEN	1720 WATERFRONT DR	HY-VEE	HILLTOP
23064955	2023-04-28 13:53:59	ASSAULT	COMPLETED	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23064927	2023-04-28 12:47:40	OUT WITH SUBJ	COMPLETED	546 Southgate Ave	MEDIACOM	HILLTOP
23064638	2023-04-28 00:08:37	TRESPASS	ARREST MADE	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23064588	2023-04-27 22:21:01	Z Convulsions/Seizures	HANDLED BY OTHER AGENCY	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23064573	2023-04-27 22:06:51	FIRE RESPONSE LAW	HANDLED BY OTHER AGENCY	S Gilbert St&HWY 6	NA	HILLTOP
23064568	2023-04-27 21:51:31	THEFT/SHOPLIFTING	NO REPORT	1720 WATERFRONT DR	HY-VEE	HILLTOP
23064534	2023-04-27 20:16:07	WELFARE CHECK	COMPLETED	430 SOUTHGATE AVE	PRELUDE	HILLTOP
23064497	2023-04-27 19:09:38	PUBLIC ASSIST	COMPLETED	429 Southgate Ave	SHELTER HOUSE	HILLTOP
23064473	2023-04-27 18:21:42	Z Chest Pain	HANDLED BY OTHER AGENCY	429 Southgate Ave	SHELTER HOUSE	HILLTOP

After

I Type	Cleared By	Incident Address	Location	Sub Zone	Date	Year	Month	Day	StreetName
RASSMENT/OBSCENE PHONE	INCIDENT REPORT TAKEN	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
RASSMENT/OBSCENE PHONE	UNFOUNDED	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
PROPERTY/FOUND	COMPLETED	2501 S GILBERT ST	NAPOLEON PARK	HILLTOP	2023-04-28	2023	4	28	S GILBERT ST
T WITH SUBJ	COMPLETED	501 SOUTHGATE AVE	501 APARTMENTS	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
A/PROPERTY DAMAGE ACCIDENT	INCIDENT REPORT TAKEN	1720 WATERFRONT DR	HY-VEE	HILLTOP	2023-04-28	2023	4	28	WATERFRONT DR
EFT/SHOPLIFTING	INCIDENT REPORT TAKEN	1720 WATERFRONT DR	HY-VEE	HILLTOP	2023-04-28	2023	4	28	WATERFRONT DR
AULT	COMPLETED	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
T WITH SUBJ	COMPLETED	546 SOUTHGATE AVE	MEDIACOM	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
SPASS	ARREST MADE	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-28	2023	4	28	SOUTHGATE AVE
onvulsions/Seizures	HANDLED BY OTHER AGENCY	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-27	2023	4	27	SOUTHGATE AVE
E RESPONSE LAW	HANDLED BY OTHER AGENCY	S GILBERT ST&HWY 6	NA	HILLTOP	2023-04-27	2023	4	27	S GILBERT ST&HWY 6
EFT/SHOPLIFTING	NO REPORT	1720 WATERFRONT DR	HY-VEE	HILLTOP	2023-04-27	2023	4	27	WATERFRONT DR
LFARE CHECK	COMPLETED	430 SOUTHGATE AVE	PRELUDE	HILLTOP	2023-04-27	2023	4	27	SOUTHGATE AVE
BLIC ASSIST	COMPLETED	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-27	2023	4	27	SOUTHGATE AVE
hest Pain	HANDLED BY OTHER AGENCY	429 SOUTHGATE AVE	SHELTER HOUSE	HILLTOP	2023-04-27	2023	4	27	SOUTHGATE AVE

Survey

Survey Background



Continuation of 2023 Community Impact Survey



10 questions (multiple choice, ranking, free response).



Questions include demographic analysis, ranking metrics, and what SO6 does well/can improve.



Sent out survey on 3/5, open through end of March



25 total survey respondents



Survey Highlights

Top responses for what SO6 does well:

- 1. Communication
- 2. Community Outreach

Communication of events and what's happening around the district

The communication that Angie facilitates between the board, the businesses in the district, and our community is great. Additionally, she's creative and always willing to try new things.

Top responses for what SO6 could improve:

- 1. Traffic
- 2. Feedback Opportunities

More traffic to the district

Continue to get feedback from other business owners on how is this community is helping their overall growth! Also, possibly community members feedback on how they see the south of 6 business district grow.

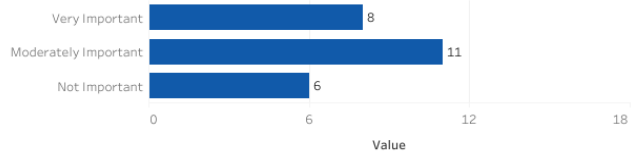
Dashboards

Survey Dashboard

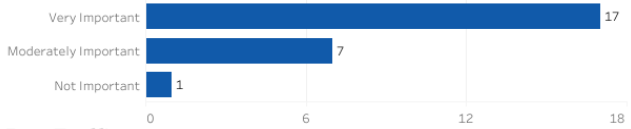


This dashboard highlights points that were gathered from a community outreach survey. The survey was sent out at the beginning of March, running until the end of March. We collected 25 responses from business owners and members of the community. We asked a series of questions ranging from ranking services and satisfaction levels.

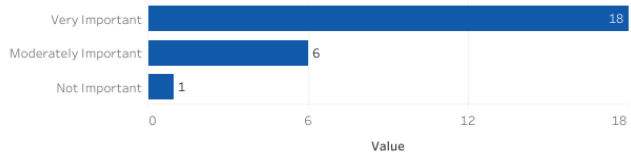
Calls for Service



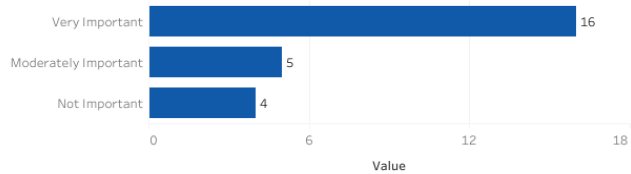
Community Events



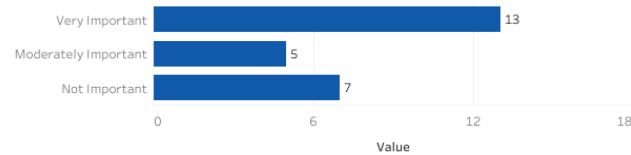
Foot Traffic



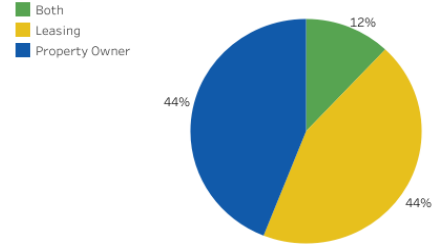
Occupancy in District



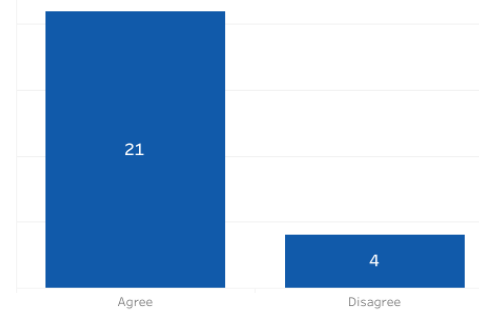
Property Value



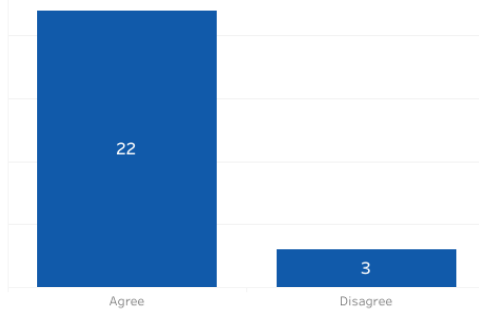
Are you leasing, owning or both?



The levy imposed by SO6 is reasonable.



I am satisfied with the value that SO6 provides.

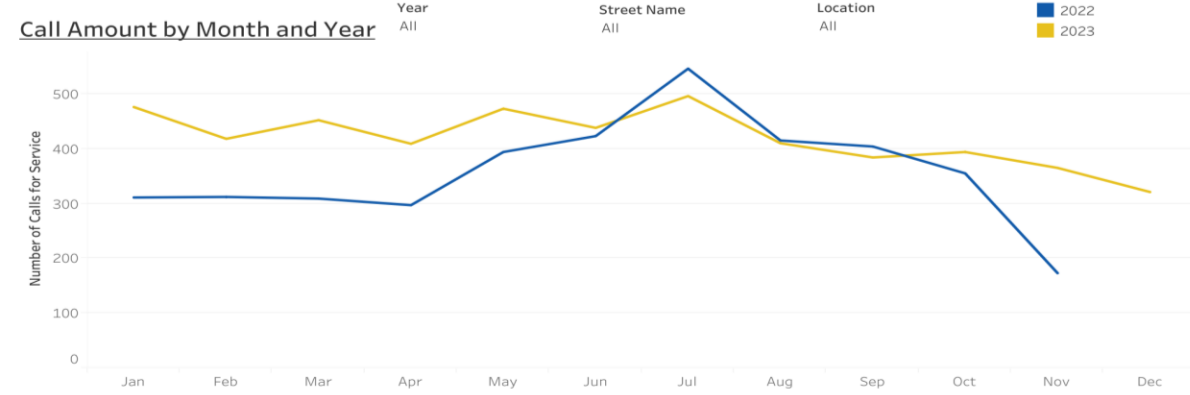


Survey Dashboard

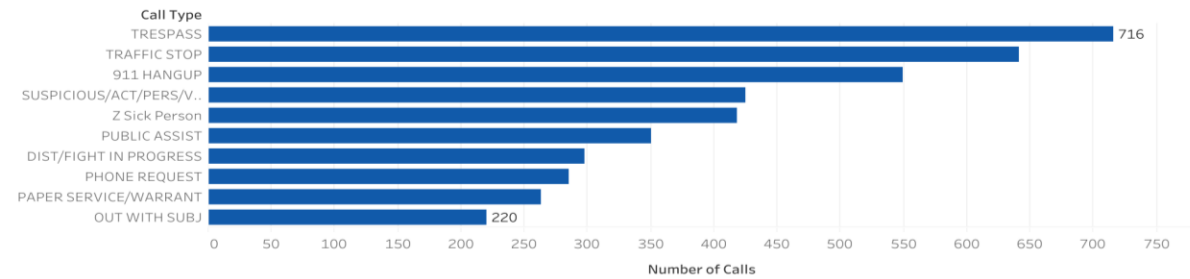
Calls for Service Dashboard



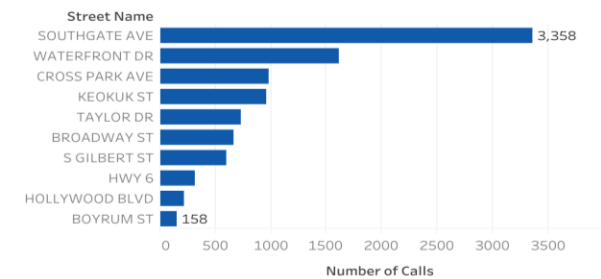
This dashboard shows data in a visual setting displaying calls for service data for the South of 6. Information about location, types of calls, and summary statistics are shown below.



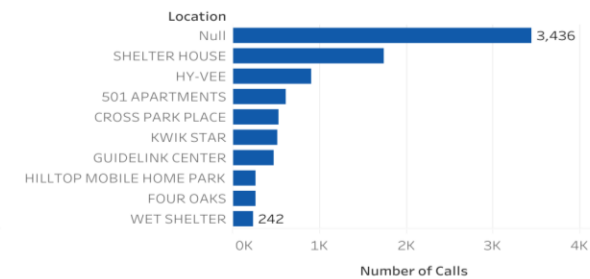
Top 10 Calls for Service



Top 10 Streets of Calls



Top 10 Calls by Location



Calls for Service Dashboard

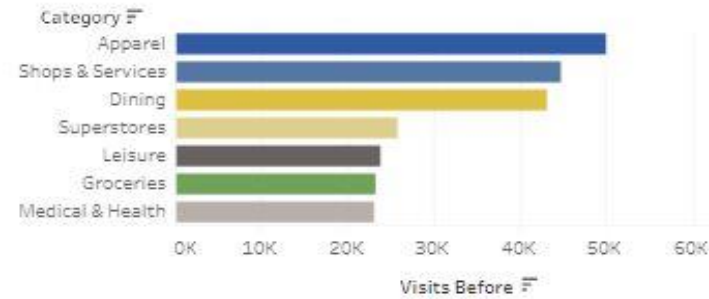
Locations Dashboard

Locations Dashboard

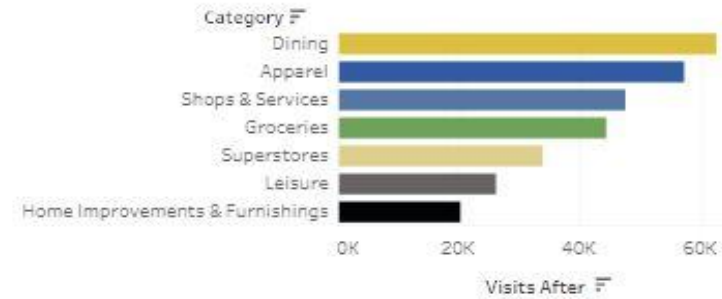
This dashboard shows the most popular locations and types of locations that South of 6 visitors go to. The dashboard shows data from people coming and leaving the south of 6. It includes all locations in the district. Categories include clothing, dining, groceries and more.



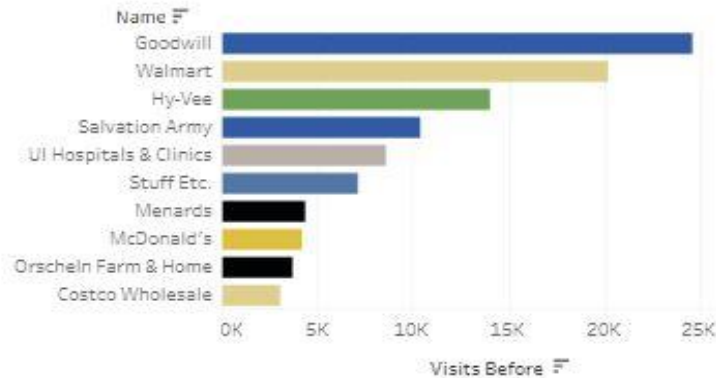
Categories Before Visiting



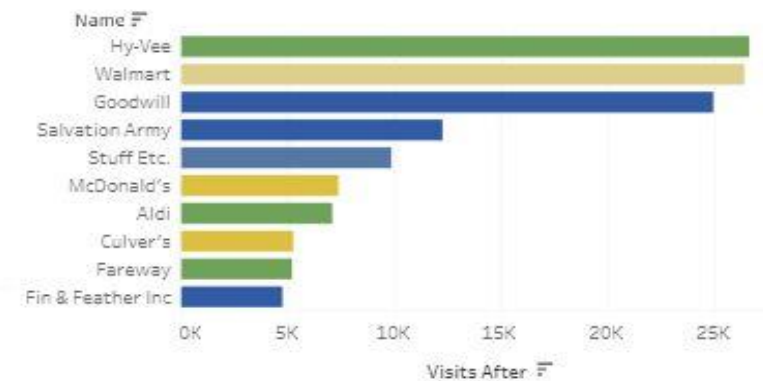
Categories After Visiting



Locations Before Visiting



Locations After Visiting



Entity Engagement Dashboard

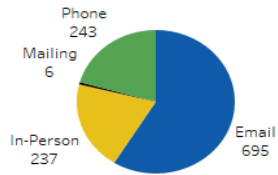
Entity Engagement Dashboard

1,181 Total Engagements

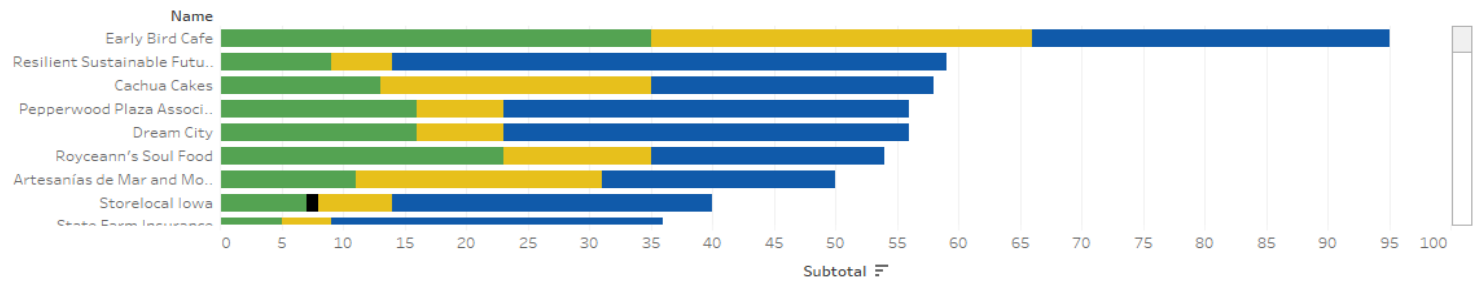


This dashboard highlights an overview of engagements with various entities around South of 6. It includes a breakdown of engagement types such as Email, In-Person, Mailing, or Phone, along with the number of times each entity has been engaged. It also presents an analysis of engagement trends over time, categorized by month and year.

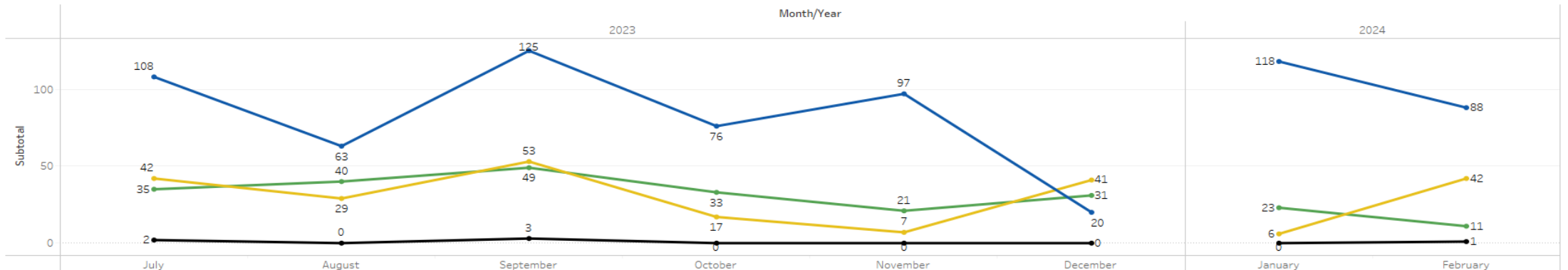
Engagement Type



Number of Times Engaged with Business/Entity

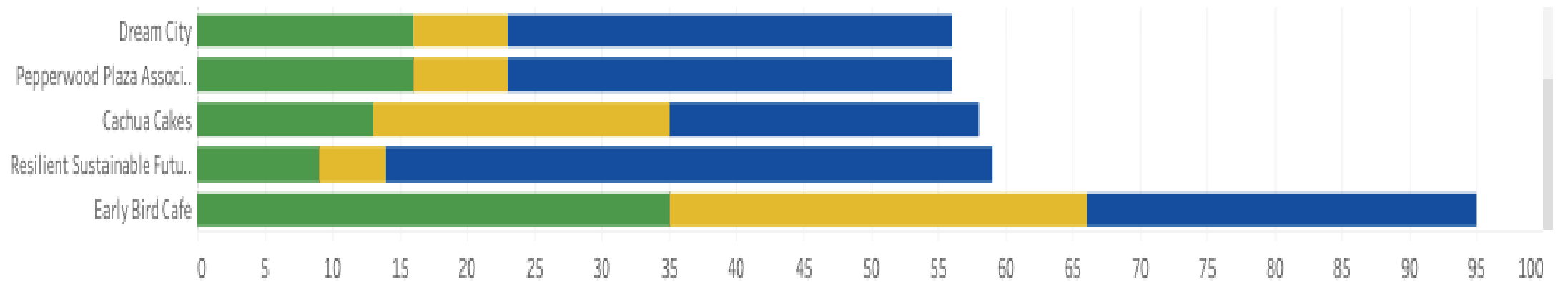


Engagement by Month/Year

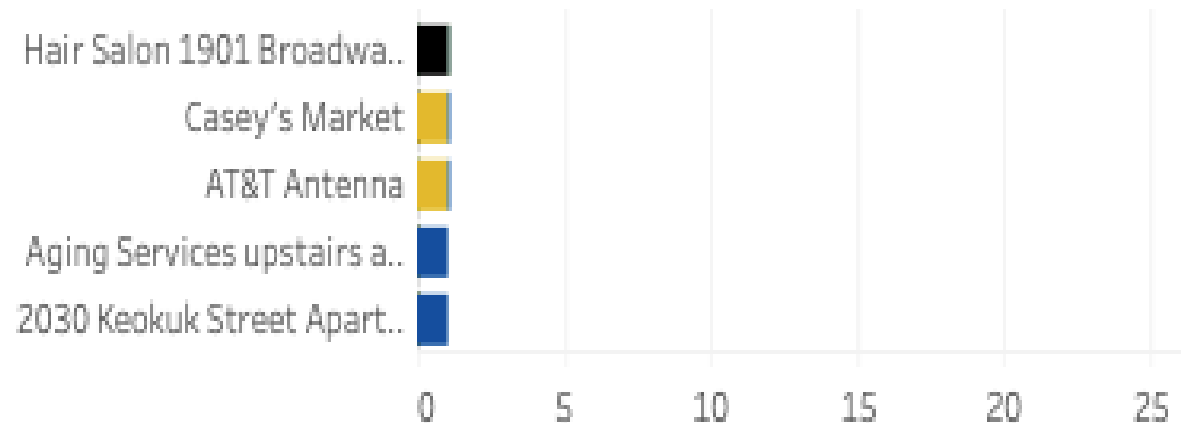


Most/Least Engaging Entities

Top 5



Bottom 5



Board Engagement Dashboard

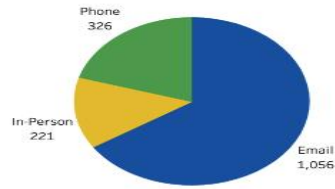
Board Engagement Dashboard

1,603 Total Engagements

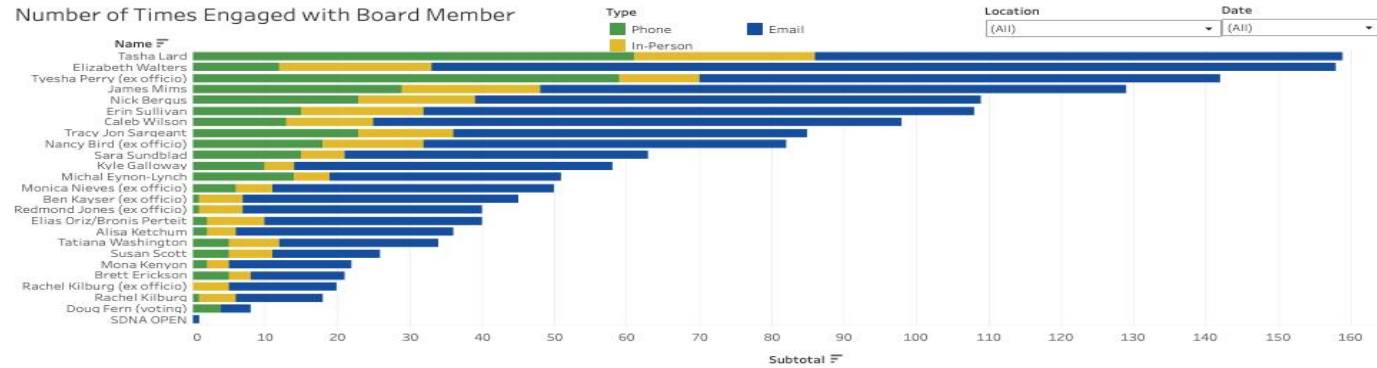


This dashboard highlights an overview of board member engagements within South of 6. It includes a breakdown of engagement types such as Email, In-Person, Mailing, or Phone, along with the number of times each board member has engaged. It also presents an graphical representation of engagement trends over time, categorized by month and year.

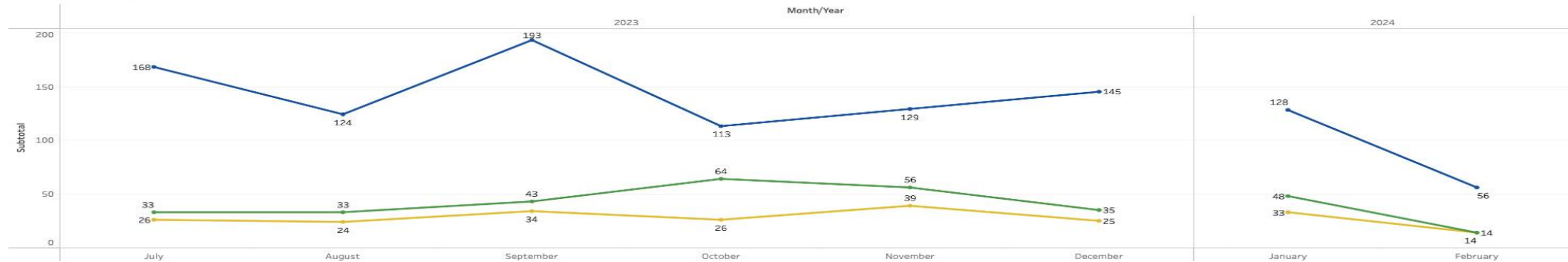
Engagement Type



Number of Times Engaged with Board Member

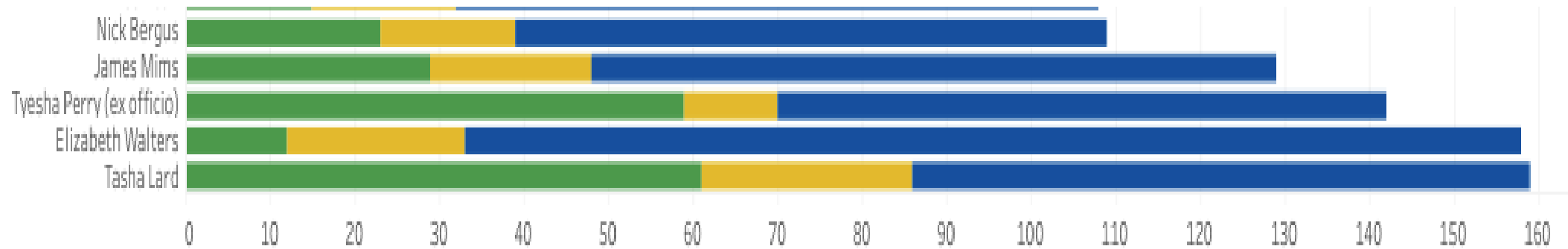


Engagement by Month/Year

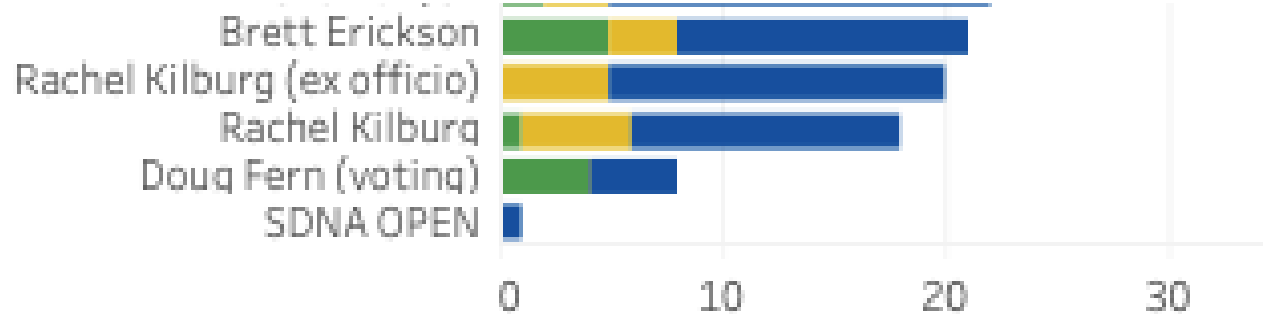


Most/Least Engaging Board Members

Top 5



Bottom 5



Conclusions

Dashboard Summary

- Calls for Service: Calls for Service decreased from 2022 – 2023
 - Area potentially getting safer
- Board/Entity Engagement: High volume in email contact
- Survey: Communication and Traffic is a high priority among community members
- Location: Shops and apparel are the most common destinations before visitors come to the district

Recommendations

- Survey Feedback
- High Traffic Locations
- Emphasize on safety
- Focusing on visitor's patterns