



THINK
ABOUT
THINGS
DIFFERENTLY

Data! Visualization! Action!

It is all about You (the Audience)!

Where do you start

**“People don’t buy
what you do but
why you do it”**

(Simon Sinek)

- **What**

- **How**

- **Why**



https://www.youtube.com/watch?v=u4ZojKF_VuA

Know Is Your Audience!



Determine Audience Type

- Assess Knowledge of Topic
- Understand attitude toward the topic

Who Is Your Audience!

Audience Type

- Lay
- Managerial
- Expert



Know Your Audience!

Visualization Type

- Inform
- Persuade
- Educate



Keep it Simple

“People are more likely to engage in a given behavior the less effort it requires”

The Four Types of Charts



Contrast – make things stand out

Repetition – Cohesion & Consistency

Alignment – Makes things easier to read

Proximity – The things closer to each other are more alike



Portland Police Bureau Open Data



Last Updated: 3/2/2021

Report Date Filter

(Multiple values) ▼

Neighborhood Filter

(All) ▼

Priority



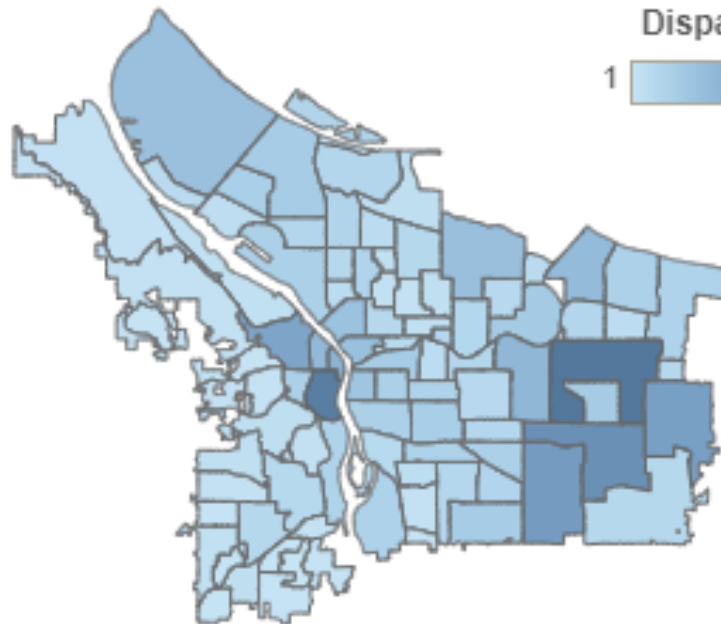
(All) ▼

Total Calls

230,858

Dispatched Calls by Neighborhood

click neighborhood to filter charts



Dispatch Volume

1 14,706

Dispatch Calls For Service

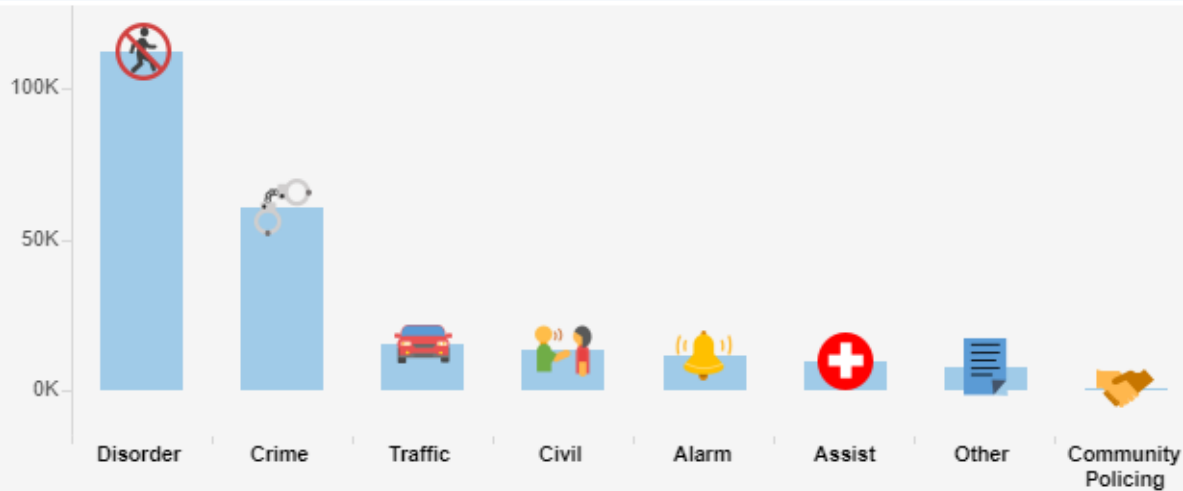


WHY

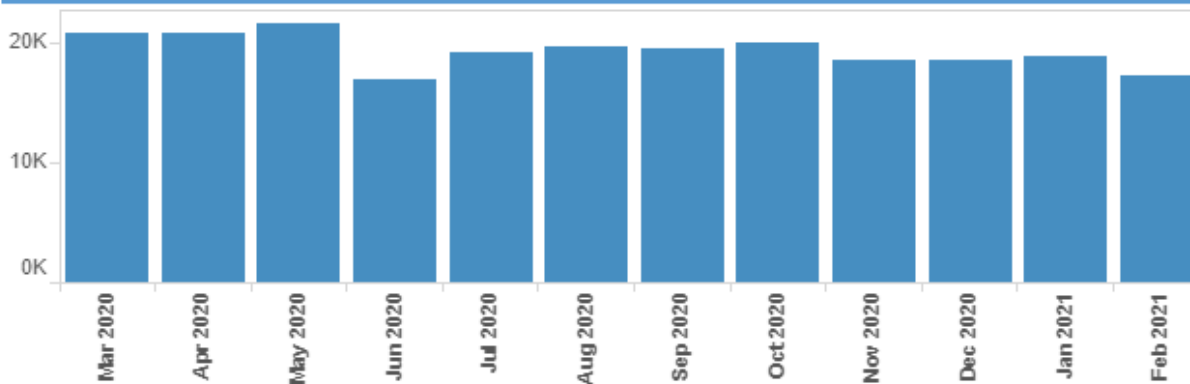
- Word choice
- Color choice
- Don't over design
- Metadata & Walkthrough

WHO

Total Calls by Group



Total Calls by Month



Response Times



WHY

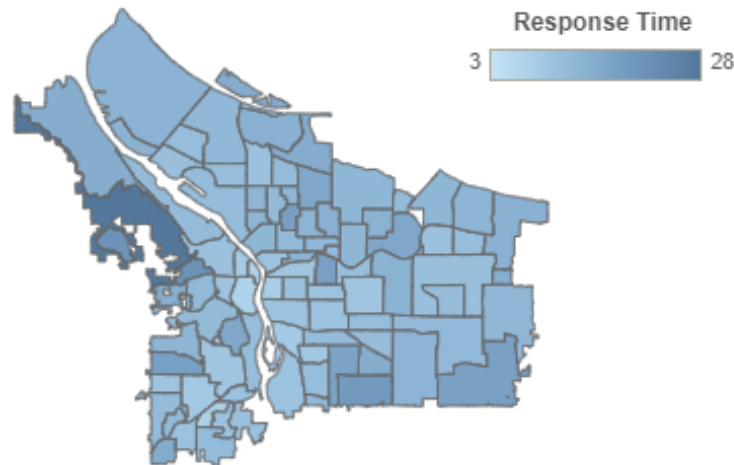
- Consistency
- Level of detail
- Left is Right
- Metadata & Walkthrough

WHO

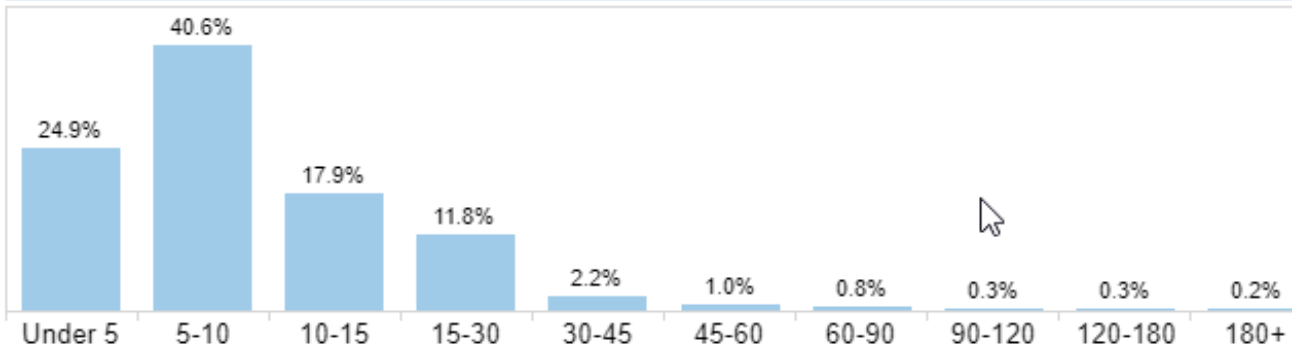
Statistics for **High** Priority Calls Dispatched Between
August 1, 2020 and February 28, 2021

Average High Priority Response Time in Minutes

click neighborhood to filter charts



Distribution of High Priority Calls by Response Time in Minutes





Monthly Neighborhood Offense Statistics

Strategic Services Division, Portland Police Bureau

Last Updated: 3/3/2021

Questions about PPB Open Data? [Click here.](#)



This interactive report collects all NIBRS Group A offenses that are reported to the Portland Police Bureau. Offenses that occur outside the boundaries of a neighborhood or in areas without a defined address are included in citywide totals when specific neighborhoods are not selected.



Hover here for more information on using this dashboard.

Find Your Neighborhood:

Click the neighborhood after it is highlighted to filter.

Homicide Offense statistics were updated in August 2019 to align with revised FBI definitions. Traffic fatalities that result in an arrest for driving under the influence, distracted driving, or reckless driving are now included in negligent manslaughter counts.

Filter by Reported Date of Offense:

January 2020 - January 2021

Offense Count by Category

Person	Assault Offenses	701
	Homicide Offenses	6
	Human Trafficking Offenses	0
	Kidnapping/Abduction	11

Sex Offenses

Total

Neighborhood Name: **Hazelwood**

Coalition Name: **East Portland Neighborhood Office**

From January 2020 to January 2021, there were 3,726 reported offenses in Hazelwood.

[Visit the Neighborhood Association's Homepage](#)

Property

Arson

Bribery

Burglary

Counterfeiting/Forgery 56

Embezzlement 3

Extortion/Blackmail 1

Fraud Offenses 226

Larceny Offenses 1,313

Motor Vehicle Theft 410

Robbery 82

Stolen Property Offenses 12

Vandalism 441

Total 2,786

Society

Animal Cruelty Offenses 2

Drug/Narcotic Offenses 95

Gambling Offenses 0

Pornography/Obscene Material 4

Prostitution Offenses 10

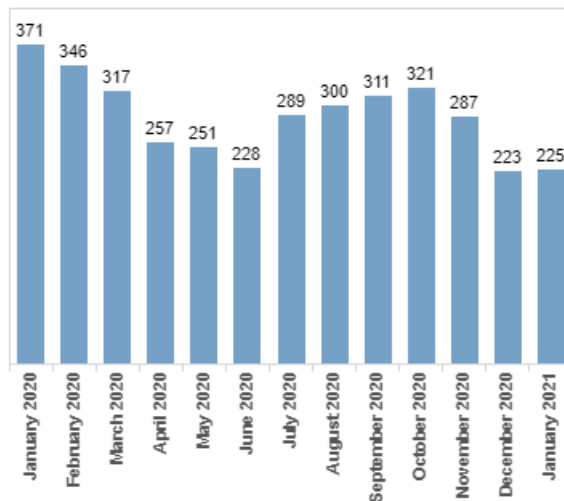
Weapon Law Violations 70

Total 181



Not sure which neighborhood you live or work in? [Click here.](#)

Offense Count by Month



WHY

- Consistency
- How much do you need to educate
- Keep your focus on one topic
- Metadata & Walkthrough

WHO



Portland Police Bureau Traffic Dashboard



This report is updated by the first business day after the 5th of the month.
Traffic Enforcement represents action conducted by PPB Traffic Division Officers.
Enforcement actions of officers assigned to other divisions are not currently reflected on this dashboard.

Date Last Updated 3/9/2021 4:33:49

Traffic Incidents

Received Calls

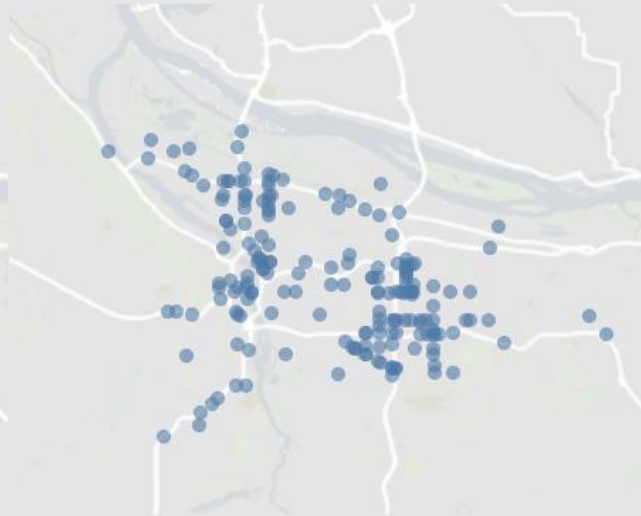
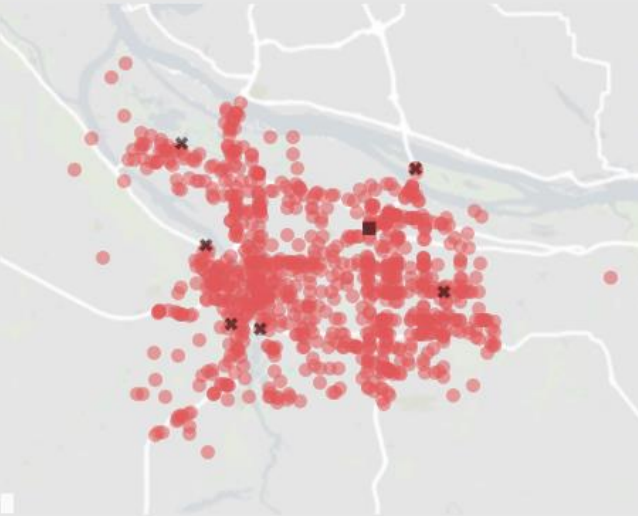
1,104

Traffic Enforcement

Enforcement Actions

469

Hover in the map views to access the zoom and pan tools for navigation



Click any item in the map legends or charts below to highlight specific locations

Crash Types

- ✖ Fatal
- Serious Injury
- Non-serious

Traffic Incidents

- Enforcement Actions
- Serious Crashes
- Received Calls

Date Filter

February 2021

(Displayed: 2/1/2021 - 2/28/2021)

Incident Frequency

(All)

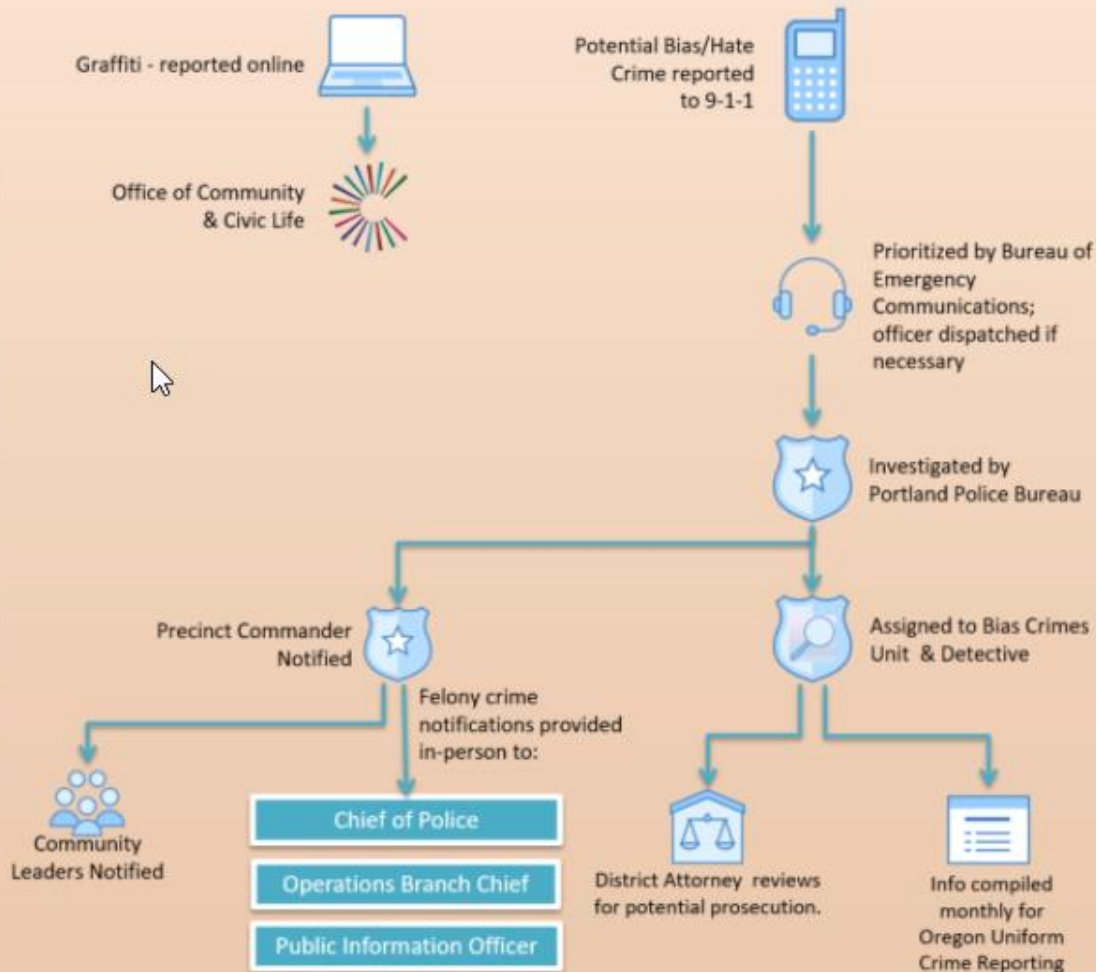


WHY

- Proximity
- Know your audience
- Keep it simple
- Don't forget branding

WHO

Bias/Hate Crime Investigations Overview



Note: Initial arrests may not include hate/bias crime charges but additional charges may be added during subsequent investigation and prosecution. Charges for hate/bias crimes include the 2019 Oregon Revised Statutes 166.155 (Bias Crime in the Second Degree) and 166.165 (Bias Crime in the First Degree)



WHY

- Consistency
- Time Frame
- Knowledge of the audience

WHO



Neighborhood Shooting Incidents

2019 - 2021

Last Updated: 3/11/2021

Questions about PPB Open Data? [Click here](#)



Neighborhood Map

Hover over a neighborhood on the map to view year-to-date incident statistics.

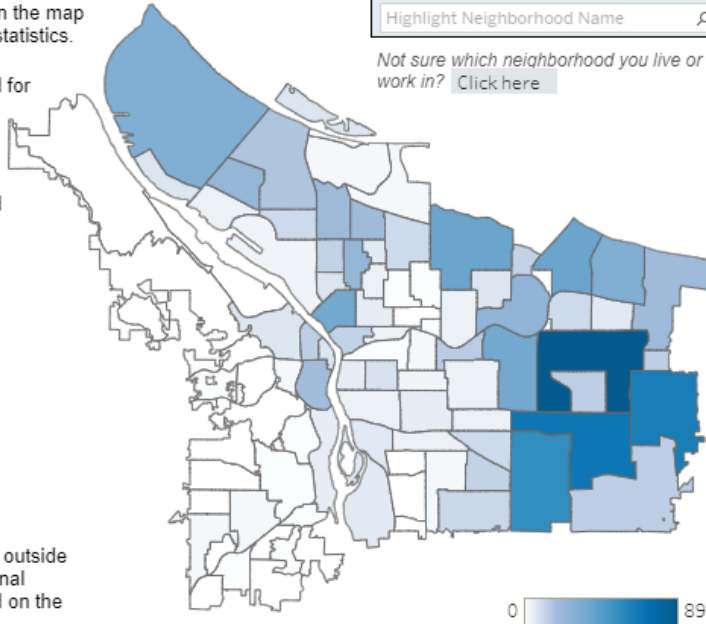
Click once on a neighborhood for a link to the Neighborhood Association Homepage.

Click the neighborhood a second time to deselect it and reset the map.

Highlight Neighborhood

Highlight Neighborhood Name

Not sure which neighborhood you live or work in? [Click here](#)



Note: Incidents responded to outside of Portland Police's jurisdictional boundary are not represented on the map.

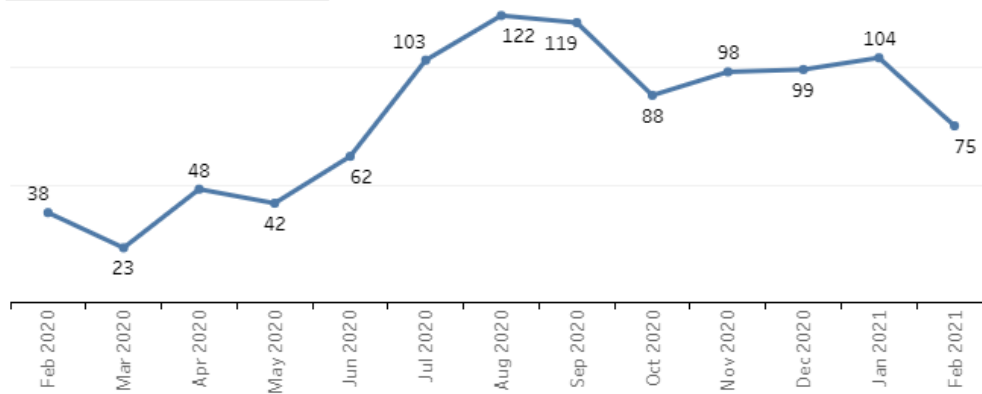
Filter by Reported Date:

February 2020 - February 2021

Incidents Month-to-Month

Person Injury

(All)



WHY

- Consistency
- Limit color variation
- Target your message
- Personalize

WHO

Monthly Stolen Vehicle Statistics

Strategic Services Division, Portland Police Bureau

This interactive report presents selected characteristics of motor vehicles reported as stolen to the Portland Police Bureau by neighborhood and the reported date of theft. These statistics differ from official motor vehicle theft counts because attempted thefts and reports with incomplete vehicle information are not included.



Last Updated: 03/02/2021

Questions about PPB Open Data? [Click Here.](#)

1. Filter by Vehicle Make

(All)

2. Filter by Vehicle Model

(All)

3. Filter by Reported Date of Theft

(Multiple values)

4. Filter by Neighborhood

(All)

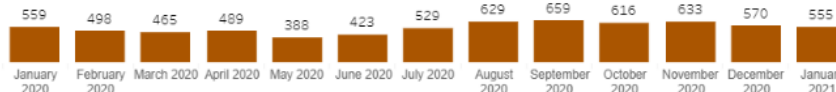
Total Stolen Vehicles **7,013**

Vehicle Recovery Rates

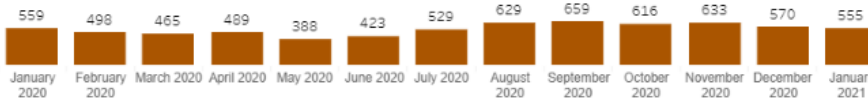
Recovered within 30 Days **77%**

Recovered To Date **90%**

Stolen Vehicles by Month



Stolen Vehicles by Month



Top 5 Makes

Honda	1,829
Toyota	898
Ford	771
Subaru	752
Chevrolet	423

Top 10 Models

Honda Civic, CRX, Del Sol	654
Honda Accord, Accord Crosstour	579
Subaru Legacy, Legacy GL, Outback Legacy	401
Honda CRV	349
Toyota Camry	166
Subaru Impreza, Outback Impreza, WRX	155
Ford F250	133
Toyota Corolla	132
Honda Motorcycle	117
Nissan Truck	109

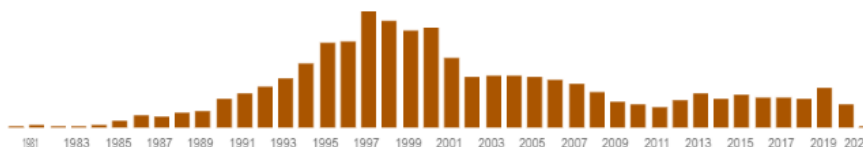
Top 15 Neighborhoods

Hazelwood	403
Lents	305
Powellhurst-Gilbert	301
Centennial	256
Montavilla	245
Parkrose	233
Cully	194
Northwest	166
Buckman East	157
Richmond	146
Not In a Neighborhood	141
Sunnyside	140
Downtown	138
St Johns	137
Argay	126

Stolen Vehicles by Time and Day of Theft

	Midnight - 6am	6am - Noon	Noon - 6pm	6pm - Midnight	Total
Sunday	171	118	242	425	956
Monday	198	188	246	391	1,023
Tuesday	174	168	247	422	1,011
Wednesday	181	173	217	403	974
Thursday	182	167	236	415	1,000
Friday	159	180	266	405	1,010
Saturday	164	185	294	396	1,039
Total	1,229	1,179	1,748	2,857	7,013

Stolen Vehicles by Model Year



WHY

- Do not use stock
- Fonts
- Size
- Don't be too serious

WHO

Questions?

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Shila Hawk, Ph.D.

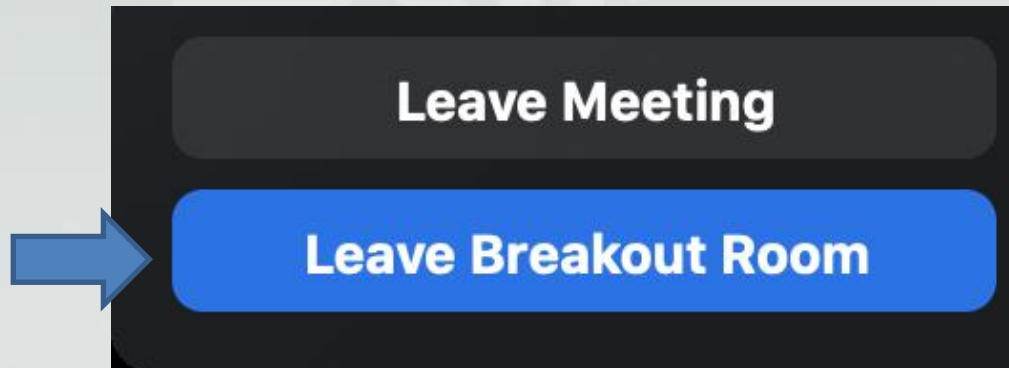
ARS 
APPLIED RESEARCH SERVICES, INC.

shawk@ars-corp.com



Wrap Up and Reminders

- ✓ Please return to the Main Session by clicking **Leave Breakout Room**



- ✓ Please remember to visit Whova and complete daily evaluations
- ✓ Zoom links can be found in Whova → Agenda

Thank you!!