



Potential Products, Audiences, and Uses of the Neighborhood Vitality Index

Product	Annual Report	Executive Summary	Interactive Maps	Interactive Tool	
				Specific User Access	General Access
Primary Audience	General public	Media	Foundations	Community development and place-based organizations	Investors (real estate, business owners, etc.)
Secondary Audiences	City of Detroit, foundations, policy makers	General public, policymakers, City of Detroit, foundations	City of Detroit, community development organizations, media	City of Detroit, Council district managers, foundations, policy makers	Media, general public
Format	Printed and digital, once per year	Printed and digital, once per year	Interactive (turn layers on and off to compare across Detroit)	Interactive (dive deep into available data beyond the index level)	Interactive (explore the indices and indicators at a high level)
Geography	Standardized to Zone and Citywide	Citywide with some Zone highlights	Standardized to Zone	Zone; Citywide; Custom	Zone; Citywide; Custom
Copy	Narrative with history and context	Summary	None	Some indicator info and links to resources where available	Some indicator info
Indicators	Indices; high-level indicators	N/A	High-level indicators	Indices; high-level indicators; deep dive	Indices; high-level indicators
Specificity	Full	N/A	Full	Full	Some suppression
Comparison Areas for Secondary Data	City; MSA; State; Nation	When appropriate	None	City; MSA; State	City
Trends	Annual, compared to last year	When appropriate	None	Annual, each available year	Up or down only
ACTIONS	Monitor impact; Compare changes w/ expected results; Galvanize support for policy and action; Identify where investment and action is necessary	Storytelling, cheerleading, galvanizing support	Target resources to meet needs and fill gaps	Deeper or more specific understanding resident need; Evidence for grant proposals and advocacy; Monitor impact	Choosing sites and investment locations; Finding customers; Finding information