

THE
POWER OF
LOCAL DATA

DATA DAY 2026

DISCOVERY WORLD
OCTOBER 7TH, 2026

PRESENTED BY

10th Anniversary
DATA YOU CAN USE

Est. 2016

AGENDA

MORNING....

08:00am Registration and Breakfast

09:00am Welcome Remarks

- T.J. Cobb, Board Chair, *Data You Can Use*
- Mari Almanza, Vice Board Chair, *Data you Can Use*

09:15am Data You Can Use Presentation

- Victor Amaya, Executive Director, *Data You Can Use*

09:45am Data Dream Finalist Video Presentation 1

- *FAST Fund MKE*
- *Metcalfe Park Community Bridges*

10:00am Workshops

- ***Making the Case: Using Local Data to Strengthen Grant Proposals***, hosted by Amanda Aliperta and Meghan Roesner Newton, *Monetum Nonprofit Strategies*
- ***From Data to Impact: Communicate in a Way that Inspires Local Change***, hosted by Kaitlin Henze, *Storytelling with Data*
- ***Unlocking Milwaukee Data: Searching, Downloading, and Mapping with the DYCU Hub***, hosted by Amanda Beavin and Amy Rohan, *Data You Can Use*

11:15am Ignite Presentations

- Aziz Adbullah, *INPOWER*
- Solana Patterson-Ramos, *Together for Homes & Ezra Haugabrooks, ReadyAimGo*
- Danika Hill-Paulus, *MKE FreshAir Collective*
- Joey McMahon, *Milwaukee Public Library*

11:45am Data Dream Finalist Video Presentation 2

- *YWCA Southeast Wisconsin*
- *Milwaukee Women's Center, Community Advocates*

AFTERNOON....

12:00pm **Lunch**

12:45pm **Energizer and Remarks**

- Victor Amaya, Executive Director, *Data You Can Use*
- Mayor Cavalier Johnson, *City of Milwaukee*

01:15pm **Keynote Panel**

- **Moderator:** Kathy L.S. Pettit, NNIP Co-Director, *Urban Institute*
- Kate Eikel, Data Integration Strategist, *CTData Collaborative*
- Nikolai Elneser, Community Impact Officer, *Neighborhood Nexus*
- Robert Gradeck, Project Director, *Western Pennsylvania Regional Data Center*
- Dr. Midas Hampton, Founding Executive Director, *Strategic Spartenburg, Inc.*

02:30pm **Closing: Awards & Celebration**

03:00pm ***Data You Can Booze* Happy Hour**



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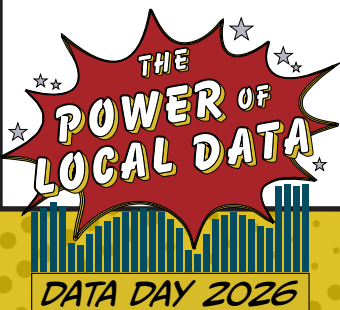
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GRANTS**



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Joseph J. Zilber
College of Public Health

THE POWER OF LOCAL DATA

As Milwaukee's data intermediary, Data You Can Use equips Milwaukeeans with reliable, localized data that centers community needs and lived experiences. As federally funded data becomes increasingly limited and unreliable, investing in strong local data infrastructure is essential to ensuring our communities have trustworthy information for years to come. Data Day: The Power of Local Data will equip attendees with actionable skills, tools, and resources to use data individually and collectively within their organizations and neighborhoods. Participants will leave with a stronger understanding of locally available data and practical ways to apply it to their unique community needs, whether for personal decision-making or organizational strategy across sectors. The event provides a unique space where individuals from a variety of sectors get to collaborate, learn from others, and connect to create lasting change in our communities.

WITH OUR COLLECTIVE SUPERPOWERS, LOCAL DATA CAN BE MOBILIZED FROM A CONCEPT TO A COMMUNITY-WIDE SHIFT IN POWER THAT IS NEEDED NOW MORE THAN EVER!

A SPECIAL THANK YOU TO THE MEMBERS OF OUR DATA DREAM SELECTION COMMITTEE!

Latisha Franklin

Northwestern Mutual Foundation

Erin Frederick

Zilber Family Foundation

Phyllis King

Waukesha County Technical College

Paul Mathewson

Clean Wisconsin

Katie Polace

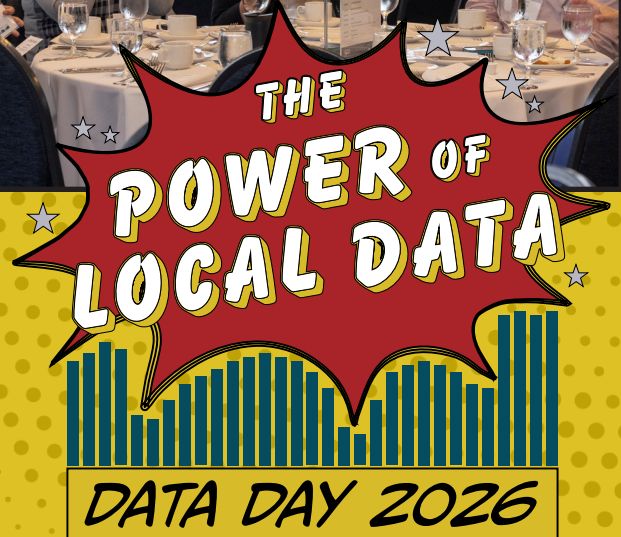
MGIC

Benjamin Porter

Greater Milwaukee Foundation

Nancy Retana

Clean Wisconsin



WORKSHOPS

FROM DATA TO IMPACT: COMMUNICATE IN A WAY THAT INSPIRES LOCAL CHANGE

Organizations of all kinds—nonprofits, community groups, and corporations—collect valuable local data, but numbers alone don't drive change. In this interactive session, Kaitlin Henze of Storytelling with Data will show you how to transform your own data into clear, compelling visuals and stories that capture attention and inspire action.

Participants will learn practical tools for communicating data effectively and be introduced to a core Storytelling with Data concept: the **Big Idea worksheet**. You'll have time to craft your own Big Idea and receive feedback from peers, making the session immediately applicable to your work.

Designed for a diverse audience—including nonprofit leaders, community organizers, data analysts, and corporate teams—this session is hands-on, practical, and relevant across sectors.

You'll leave with:

- Clear strategies for visualizing and communicating your data
- A strong Big Idea to anchor your message
- Tools to engage audiences and influence decisions



LED BY KAITLIN HENZE *STORYTELLING WITH DATA*

Kaitlin empowers kids with critical thinking and problem-solving skills by teaching the superpower of data storytelling. Through the fun and inspiring book *Daphne Draws Data*, kids and educators learn data visualization and communication skills in a colorful, engaging way. She leads interactive programs, builds strategic partnerships with mission-aligned organizations, supports museum partnerships with the Daphne exhibit, and manages the global Data Detectives program to expand our reach. With a background in change management, business development, and strategic planning, Kaitlin designs creative solutions and build smeaningful relationships to help grow the next generation of data-minded leaders.

MAKING THE CASE: USING LOCAL DATA TO STRENGTHEN GRANT PROPOSALS

Join Momentum Nonprofit Strategies for a practical session on how data can strengthen your grant strategy and competitiveness with funders. We will share Momentum's story and our partnership with Data You Can Use, along with a case study of our work together. The session will cover what must be in place before applying for grants, including organizational readiness, funder alignment, relationship-building, and strong proposal development, then shift to how to effectively use DYCU reports and local data to demonstrate need, build a compelling case, and respond to funders' expectations for clear, credible evidence.

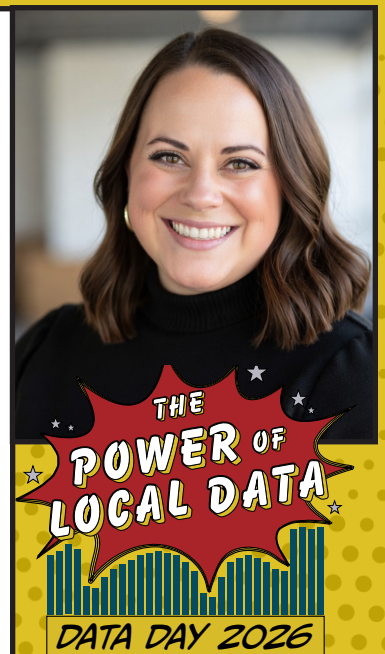


LED BY AMANDA GARRY ALIPERTA *MOMENTUM NONPROFIT STRATEGIES*

Amanda Garry Aliperta is Founder and Principal of Momentum Nonprofit Strategies, bringing 20 years of nonprofit experience. Her expertise includes donor relations, board engagement, corporate and foundation relations, grant writing, and development strategy. Previously, as Development Director at Safe & Sound, she helped significantly diversify the organization's revenue through increased private fundraising. Since launching Momentum in 2020, Amanda has helped clients raise millions of dollars, including more than \$1.5 million through ARPA funding. She has also held development roles at Vivent Health, UPAF, and Marquette University. Amanda graduated cum laude from Marquette University with degrees in Theatre and Communication Studies.

AND MEGHAN ROESNER NEWTON *MOMENTUM NONPROFIT STRATEGIES*

Meghan Roesner Newton is a nonprofit professional with more than 12 years of experience helping organizations secure foundation, corporate, and government support. Her work spans a wide range of nonprofit fields, from arts and culture to human services. With expertise across fundraising and development, Meghan specializes in grant writing and brings extensive knowledge of Wisconsin's philanthropic landscape. In two years with Momentum Nonprofit Strategies, she has secured grants totaling more than \$2.2 million on behalf of 10 organizations. She is a Milwaukee native and holds a Bachelor of Science from Indiana University.



UNLOCKING MILWAUKEE DATA: SEARCHING, DOWNLOADING, AND MAPPING WITH THE DATA YOU CAN USE HUB

The DYCU Hub is a public collection of datasets, tools, visualizations, and reports created by Data You Can Use and our partners. A 100% free and publicly accessible resource, the Hub unlocks the ability to download, transform, and use data in a powerful new way. This practical session will overview step-by-step instructions on how to navigate the DYCU Hub to find and use the data you need.

At the end of the session, participants will be able to:

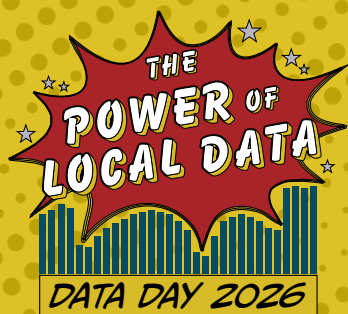
- Effectively find datasets of interest in the data catalog
- Download analysis-ready datasets in a variety of formats
- Produce quick insights and visualizations
- Create a presentation-ready map

This session is a great fit for individuals at any level who enjoy digging in and exploring data. Participants will gain skills that will aid them in finding, accessing, and effectively using data for their work. *Participants who wish to follow along throughout the workshop may bring a laptop or a tablet, though access to a device is not mandatory for participation.*



LED BY AMY ROHAN
PROGRAM MANAGER, DYCU

Amy has experience engaging residents on the issues they've identified as priorities and is passionate about incorporating their voice in both data collection and sharing. In her role at Data You Can Use, she convenes data users groups, develops publicly available data resources, and works closely with community-based organizations on initiatives related to housing, health, and other neighborhood development goals.



AND AMANDA BEAVIN
SENIOR PROGRAM MANAGER, DYCU

Amanda's expertise lies at the intersection of community engagement and geographical research. She has experience leading community-based research projects, building accessible and interactive mapping platforms, and designing reports with engaging data visualizations.

IGNITE PRESENTATIONS



AZIZ ABDULLAH

Founder and CEO
INPOWER

FROM DATA TO VOICE: BUILDING A SUMMER AROUND WHAT BLACK BOYS TOLD US

What happens when we move beyond counting violence and start listening to the young men living through it? This presentation follows our journey from quantitative data to qualitative insight, the creation of a youth listening platform, and how those voices directly informed a summer of programming, investment, and action.

Aziz Abdullah is Founder and CEO of INPOWER, where he leads community centered strategies focused on youth, violence prevention, public health, and economic opportunity. His work connects data with lived experience, helping institutions better understand community realities and translate those insights into responsive investments and action.



SOLANA RAMOS-PATTERSON

Advocacy Manager
Together for Homes

WHEN HOUSING GETS STUCK: USING LOCAL DATA TO TRACK MILWAUKEE'S PERMIT PROCESS

Together for Homes has developed a public-facing dashboard that transforms City of Milwaukee housing permit data into actionable insights. The tool visualizes permit timelines, development trends, and project activity, enabling residents, developers, advocates, and policymakers to understand the housing development process, identify bottlenecks, and support data-informed decisions that advance housing production.

Solana Patterson-Ramos is a Milwaukee native, community educator, and Advocacy Manager for Together for Homes. With a background in community engagement, public policy, and non-profit leadership, she works to make housing information easier to understand and helps Milwaukee residents engage in decisions about housing and development in their communities.



EZRA HAUGABROOKS

Developer/Founder
ReadyAimGo

Ezra Haugabrooks is a UW-Milwaukee graduate student and founder of ReadyAimGo, where he develops practical data and technology solutions, including the Together for Homes permit dashboard. He also founded BEAM Think Tank, a Milwaukee nonprofit advancing community-led research and innovation. His work connects civic technology, housing access, entrepreneurship, and community ownership.



DANIKA HILL-PAULUS

Co-Executive Director
MKE FreshAir Collective

IS SOMETHING BURNING IN HERE? HOW OUTDOOR AIR IMPACTS OUR INDOOR AIR QUALITY

Wildfire smoke has impacted Milwaukee summers for three of the past four years. It's not just outdoor air quality that becomes unhealthy - it's often just as bad inside your home as well. Learn how outdoor air pollution affects indoor air, including a case study of my home's indoor air quality during the recent wildfire smoke events, and community solutions to future hazardous air quality events.

Danika Hill-Paulus, MSc, is Co-Executive Director of MKE FreshAir Collective and an environmental health professional with expertise in indoor air quality, environmental contamination, and community-centered intervention. She has long been passionate about addressing pollution exposures and supporting communities most impacted by environmental pollution.



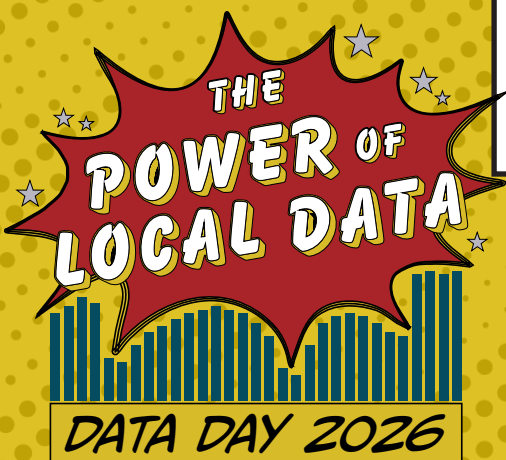
JOEY MCMAHON

Research and Policy Coordinator
Milwaukee Public Library

HOW DATA INFLUENCES DECISION MAKING AT PUBLIC INSTITUTIONS

By using both data collected internally and by partnering with local organizations and universities, the Milwaukee Public Library (MPL) has a robust data ecosystem to pull from when making informed decisions. This multi-faceted approach is what allows MPL to best reflect the communities that it serves.

Joey McMahon obtained his MPH from Zilber College of Public Health in 2022. In his role as Research and Policy Coordinator at the Milwaukee Public Library, he is the primary data analyst, where he collects and analyzes data, as well as creates reports for local officials and stakeholders. He believes that data is the most important way to create lasting policy changes which can be achieved by working at the intersection of public health and community advocacy.



DATA DREAM FINALISTS



FAST FUND at Milwaukee Area Technical College (MATC) helps students stay enrolled by covering unexpected financial emergencies—such as car repairs, utility shutoffs, or rent gaps—that might otherwise force them to leave school. FAST Fund's Data Dream is to transform nearly a decade of emergency assistance data into evidence demonstrating the impact of these investments on student persistence, graduation, workforce participation, and economic mobility. With Data You Can Use's expertise, FAST Fund seeks to develop a theory of change, key performance indicators, and compelling data visualizations that strengthen decision-making, support fundraising, and demonstrate that emergency assistance is a strategic investment in Milwaukee's workforce.



Metcalfe Park is one of Milwaukee's most climate-vulnerable neighborhoods, with significantly higher temperatures, limited tree canopy, aging infrastructure, and extensive impervious surfaces. **METCALFE PARK COMMUNITY BRIDGES** Data Dream is to support its Cool Plan by collecting neighborhood temperature data and creating maps that identify heat hotspots and illustrate how climate change affects residents. This information will guide targeted investments such as expanded tree canopy, greener streets and vacant lots, cooler bus stops, and other climate resilience strategies. By combining resident knowledge with data, the project will help secure resources and inform solutions that improve neighborhood health and environmental sustainability.



YWCA SOUTHEAST WISCONSIN's Data Dream is to transform the information collected from participants into a dynamic picture of community needs. While the organization provides workforce development, employment, and adult education services, participant data also reveals broader challenges, including food and housing insecurity, transportation barriers, limited digital access, and childcare needs. With stronger data analysis and visualization tools, YWCA SEW will create compelling data stories that help community leaders, partners, and policymakers better understand these interconnected issues. By making these needs visible, the organization can strengthen partnerships, inform innovative solutions, and advance equitable outcomes across the communities it serves.



MILWAUKEE WOMEN'S CENTER
A Division of Community Advocates
Where Abuse Ends and Hope Begins

COMMUNITY ADVOCATES' MILWAUKEE WOMEN'S CENTER seeks to answer a critical question in violence prevention: What is the long-term impact of evidence-based batterer intervention programs on reducing repeat domestic violence and criminal recidivism? Since 1983, the Nevermore Batterers Intervention Program has been one of Wisconsin's leading evidence-based programs, serving individuals ordered into treatment through the courts. By combining decades of program data with criminal justice and court records, the organization hopes to measure long-term outcomes, identify factors that support lasting behavior change, strengthen program effectiveness, and provide valuable insights to inform violence prevention efforts across Wisconsin.

KEYNOTE PANEL

MODERATOR: KATHRYN L.S. PETTIT

NNIP CO-DIRECTOR, URBAN INSTITUTE

Kathryn Pettit is a senior fellow in the Housing and Communities Division at the Urban Institute, where her research focuses on neighborhood change and how communities use data for more effective and equitable decisionmaking. Pettit is a recognized expert on several small-area local and national data sources and on the use of neighborhood data in research, policymaking, and program development. She has conducted research on many topics, including neighborhood redevelopment, federally assisted housing, and local housing markets and conditions.



Pettit directs the National Neighborhood Indicators Partnership (NNIP), a network of more than 30 local organizations that helps local communities use data to shape strategies and investments so that all neighborhoods are places where people can thrive. She also coleads the Local Data for Equitable Communities annual grant program, which supports nonprofits to use data to catalyze local action.



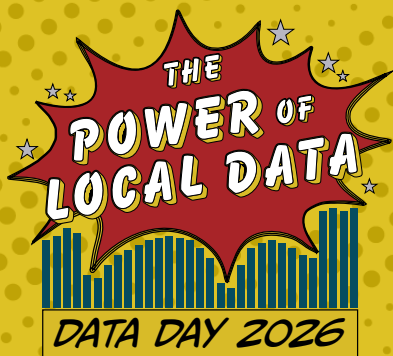
KATE EIKEL

Data Integration Strategist
CTData Collaborative



NIKOLAI ELNESER

Community Impact Officer
Neighborhood Nexus



ROBERT GRADECK

Project Director
Western Pennsylvania Regional Data
Center



DR. MIDAS HAMPTON

Founding Executive Director
Strategic Spartanburg, Inc.

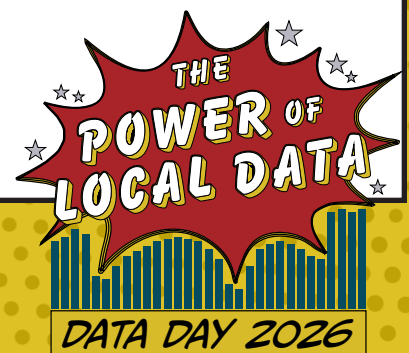
KATE BITTINGER EIKEL serves as the Data Integration Strategist for the Hartford Data Collaborative, an integrated data project at CTData working with nonprofit organizations, public agencies, and philanthropic partners in Hartford. As Director of the Hartford Youth Data Fellowship program, she recruits and trains Hartford youth ages 17-24 in data analysis and research skills to co-develop community projects. Her prior experience includes program evaluation and project management in the private, nonprofit, and public sectors. Kate holds a bachelor's degree from Barnard College, Columbia University and a master's in public policy from the University of Chicago - Harris School of Public Policy.

As Community Impact Officer at Neighborhood Nexus, **NIKOLAI ELNESER** helps social impact organizations advance equity in Georgia by building strategic partnerships, developing accessible data tools, and elevating community voices to inform decision-making. A Venezuelan urbanist and Fulbright Scholar, he holds a Master's in Public Policy and has worked across urban planning, violence prevention, and hunger relief, with a focus on how communities organize to address complex challenges. At Neighborhood Nexus, he led the development of Georgia's State of the Latino Community Report, the Atlanta Community Response and Diversion Data Dashboard, and a statewide immigrant business owners' needs assessment, among other initiatives that have informed decision-making and strengthened advocacy efforts across the region.

ROBERT GRADECK has spent his career helping people find and use civic information. He manages and co-founded the Western Pennsylvania Regional Data Center (WPRDC) at the University of Pittsburgh. The WPRDC is an inclusive open data partnership between the University, Allegheny County, and the City of Pittsburgh. WPRDC helps to inform many community initiatives in the areas of health, housing, environmental protection, transportation, and social justice. He is a member of the Civic Switchboard project, which helps libraries and library workers become participants in civic data initiatives, participates in the National Neighborhood Indicators Partnership, and finished third in the 2021 Pennsylvania Farm Show butter sculpture competition.

DR. MIDAS HAMPTON is a scholar-practitioner and the Founding Executive Director of Strategic Spartanburg, Inc., a nonprofit research organization that leverages data and evidence to improve quality of life in Spartanburg County and beyond. Grounded by a defining question: Why does where you live matter more than your DNA? He has led the transformation of one of the nation's longest-running Community Indicators Projects into an independent research organization that informs decision-making across seven domains of community well-being.

With a background spanning direct service, community development, research, evaluation, and public policy, Dr. Hampton bridges research and practice to help communities turn evidence into action and action into lasting change. A nationally recognized voice in community indicators and place-based change, he has secured and managed millions in grants and contracts, advised local and national initiatives, and provided technical assistance to nonprofits, small businesses, public agencies, and philanthropic organizations.



DATA HERO AWARD

We are proud to present the **Data Hero Award**, which recognizes individuals whose contributions have meaningfully advanced Milwaukee's data ecosystem. This prestigious honor is awarded to those who have demonstrated exceptional leadership and innovation in one or more of the following areas:

1. Creating or providing access to datasets previously unavailable to Milwaukee residents and organizations.
2. Applying data in novel and transformative ways to support improvement efforts across the city.
3. Empowering local residents and communities to effectively engage with and utilize data.

THIS YEAR'S DATA HERO IS KRISTIN KAPPELMAN!



Kristin Kappelman is the Director of Research at Milwaukee Succeeds, where she focuses on community-based, policy-relevant research, evaluation, and data projects. She has led multiple projects, including the creation of the Youth Adult Equity Ladder Assessment and conducting the first research into the Child Care Counts program, which was ultimately cited and used in advocacy efforts for the Wisconsin state budget. Most recently, Kristin and her team created a series of data metrics to measure closure, stability, and churn rates for child care programs in Milwaukee. She has a strong background in K12 and early childhood education research, public policy, and community engagement. Kristin holds a Master's in Forensic Psychology from Marymount University and a Bachelor's degree in Psychology from UW-Milwaukee and is currently pursuing her Doctorate in Public Health from the Medical College of Wisconsin. She resides in Milwaukee.

