

Intro to DataCommon

Presentation to NSTF 5/21/2026

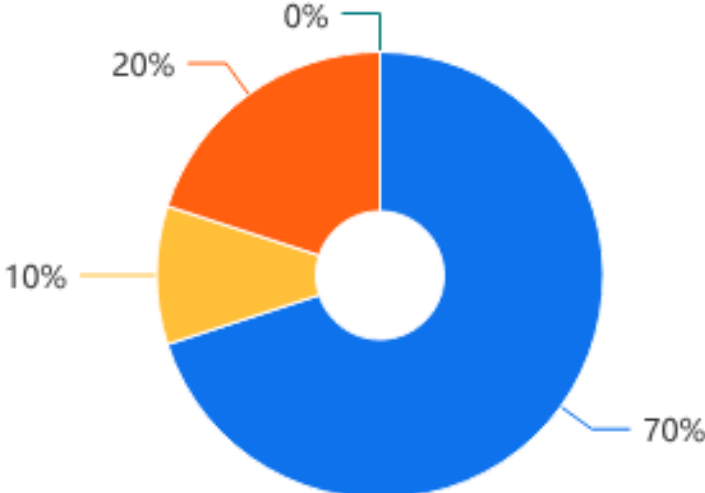
Agenda

- Intro Polls
- What is DataCommon
 - Background
 - How does it support munis/planners
 - Demo
- HMW improve DataCommon (with feedback from subregions like you)
 - Additional data / data tabs
 - What we are planning
 - What do you want to see?
 - Community profiles -> subregional profile
 - What we are planning
 - What would you want to see?

1. How regularly do you need to access data as part of your work? (Single choice)



10/10 (100%) answered · 0 skipped

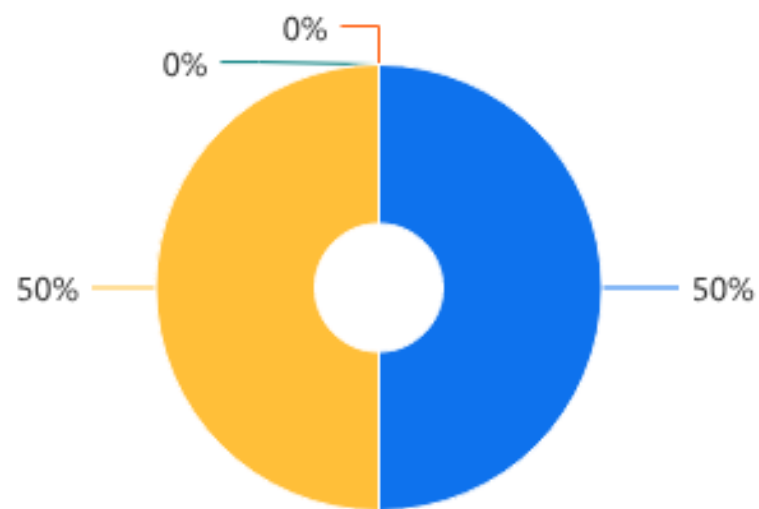


■ Pretty regularly ■ Not that often ■ Only in the context of developing plans or conducting studies ■ Pretty much never

2. How comfortable are you working with data (e.g., identifying appropriate dataset, downloading data, analyzing data)? (Single choice)



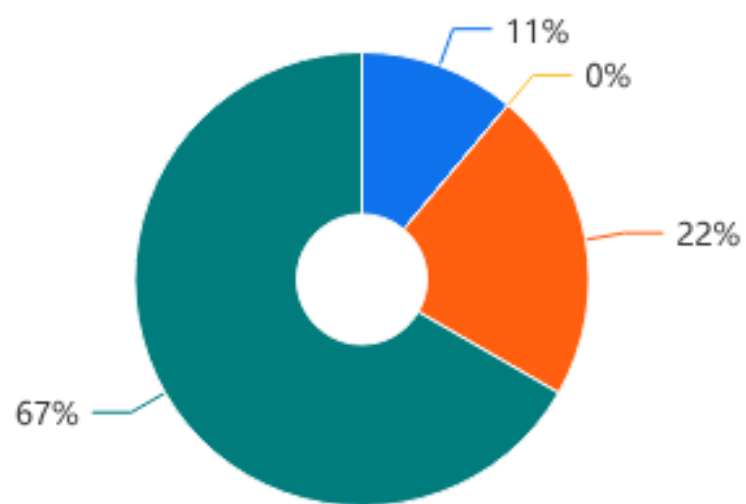
10/10 (100%) answered · 0 skipped



Very comfortable, can do it all independently Generally okay, but I need to check with someone else that I'm doing it right I can do it ◀ 1/2 ▶

3. Have you used DataCommon before in your work? (Single choice)

9/10 (90%) answered · 1 skipped

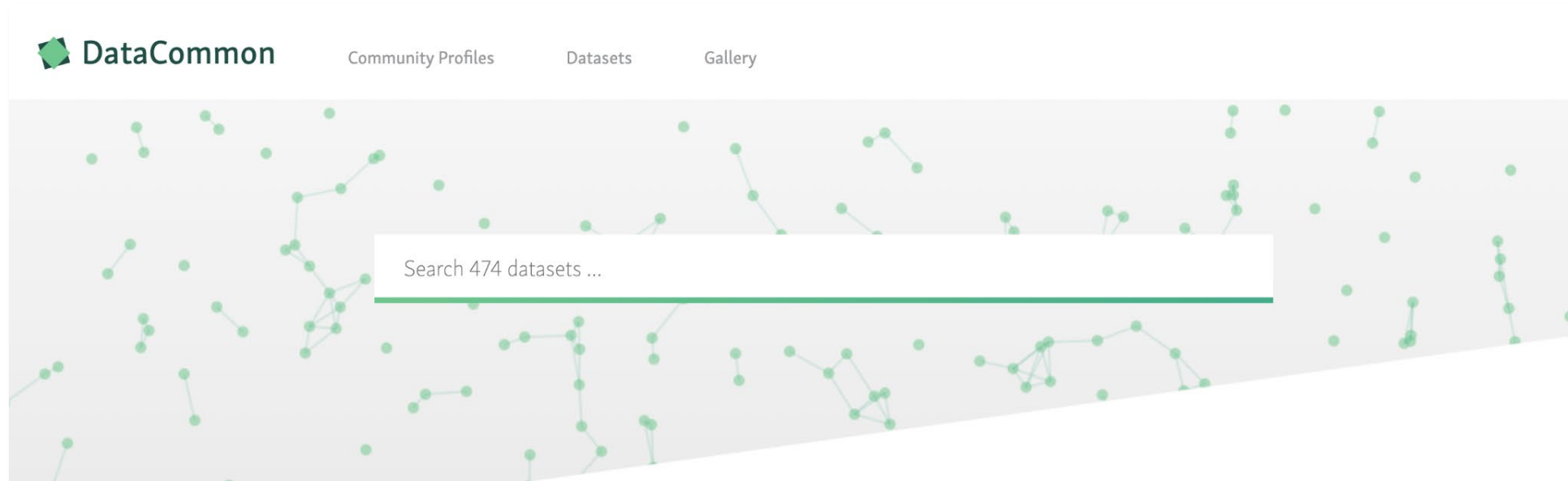


■ Yes, it's great! ■ Yes, but I didn't find it useful ■ No, I have other ways of accessing data I need ■ No, I didn't know it existed

What is MAPC DataCommon?

DataCommon is MAPC's Open Data portal that brings together data from the Census Bureau, state agencies, municipalities, and MAPC's work and reformats it in a way that makes it easy to see and download town-by-town and regional statistics.

Launched in 2006, it is one of the longest running public agency open data portals in the country! (And 2026 is the 20th Anniversary)



How DataCommon supports planners and municipal staff

- MAPC pulls data from a variety of sources and enriches that data to make it more useful/relevant to our municipalities and region
- This data is made available for anyone to download in a variety of formats
- Currently 413 datasets available across a variety of topics
- We also publish "Community Profiles" with curated/important data pre-filtered to each municipality and visualized with charts and graphs.

DataCommon: Data Browser

What can you do?

- Search datasets by:
 - Name
 - Topic
 - Data Source
 - Geography
- Preview metadata to see
 - A table description
 - What fields the table includes
 - What dates the data is available for

The screenshot displays the DataCommon Data Browser interface. At the top, the DataCommon logo is on the left, and navigation links for Community Profiles, Datasets, Gallery, About, and API are on the right. The main heading is "Datasets", with a sub-heading "Explore and download data from the Census Bureau, state agencies, municipalities, and MAPC's work. Browse datasets by category, source, or search for specific topics." Below this, it states "413 datasets available".

The interface features a search bar with the placeholder "Search by table name or title...". Below the search bar are five filter buttons: "Municipalities ✓", "Census Tracts ✓", "Block Groups ✓", "Blocks ✓", and "Other ✓". A "Clear all geographies X" button is also present. A "Sort by:" dropdown menu is set to "Relevance".

On the left side, there is a "Filters" panel with two sections: "Category" and "Data Source". The "Category" section includes checkboxes for 2020 Census, Boundaries, Clean Energy, Climate Change & Environment, Demographics, Digital Equity, Economy, Education, Housing, Land Use, and Popular Datasets. The "Data Source" section includes checkboxes for American Community Survey (ACS), Census Building Permit Survey, Center for Disease Control (CDC), Central Transportation Planning Staff (CTPS), and City of Chelsea.

The main content area shows "413 datasets found". Three dataset cards are visible:

- Municipalities**
 - 2 Digit Sector: Employment & Avg Wkly Wages (Municipal)** [View Metadata]
 - Table: econ_es202_naics_2d_m
 - Source: ES-202
 - Last updated: Aug, 2025
- Census Tracts**
 - 2010 Tract Boundaries (Census Tracts)** [View Metadata]
 - Table: census2010_tracts_poly
 - Source: MassGIS
 - Last updated: N/A
- Block Groups**
 - 2020 Environmental Justice Populations (Block Groups)** [View Metadata]
 - Table: ej_2020_poly_nov
 - Source: US Census Bureau
 - Last updated: Apr, 2022

The footer contains the MAPC logo, address (60 Temple Place, Boston, MA 02111), phone number (617-933-0700), email (datacommon@mapc.org), and links for Data Feedback, Website Feedback, and MAPC spatial data hub. Social media icons for Instagram and Facebook are also present.

DataCommon: Community Profiles

What can you do?

- Explore data for your municipality or subregion across a range of topic areas
- Download the tables behind the visualizations
- Download the data visualizations to use in your own presentations and reports

DataCommon Community Profiles Datasets Gallery About API

Salem

Salem is categorized by MAPC as a Subregional Urban Center. These communities are characterized by urban-scale downtown core surrounded by more suburban residential neighborhoods. New growth takes the form of redevelopment in downtown or industrial areas, and greenfield development on the periphery.

8.5 miles

Print charts Download All Data

Demographics Economy Education Governance Environment Housing Public Health Transportation Digital Equity Municipal Finances

Housing Cost Burden

Owner Occupied Renter Occupied

Category	Owner Occupied	Renter Occupied
Not Cost Burdened	~65%	~45%
Paying 30-50% of Income	~18%	~24%
Paying 50%+ of Income	~15%	~30%

Source: American Community Survey Years: 2020-2024
Link to: [Cost Burdened Households \(Municipal\)](#)

Housing Units Permitted

Multi Family Units Single Family Units

Year	Multi Family Units	Single Family Units
2001	~480	~20
2002	~10	~10
2003	~120	~10
2004	~10	~10
2005	~10	~10
2006	~10	~10
2007	~10	~10
2008	~10	~10
2009	~10	~10
2010	~10	~10
2011	~10	~10
2012	~10	~10
2013	~10	~10
2014	~10	~10
2015	~10	~10
2016	~10	~10
2017	~10	~10
2018	~120	~40
2019	~250	~30
2020	~70	~10
2021	~70	~10

Caveat: *Ignoring years for which the municipality did not report all 12 months.
Source: Census Building Permit Survey Years: 2001-2024
Link to: [Building Permits by Type and Year \(Municipal\)](#)

60 Temple Place, Boston, MA 02111 | 617-933-0700 | datacommon@mapc.org | Data Feedback | Website Feedback | MAPC spatial data hub

Follow MAPC

Demo

Data Browser

- Find a dataset
- Explore the dataset in browser
- Download the Dataset for local use

Community Profiles

- Find a municipality
- View insights / grab metrics
- Download filtered/crosstab data

Questions?

Re-investing in a new DataCommon

- After many years of just maintaining the current data and features, we are re-investing in DataCommon to improve its data, features and functionality
- We are particularly interested in improving DataCommon to better support planners in their work, including plan production work.

Additional Data and Data Tabs

What's planned

- Digital Equity / Computers and Internet data (Complete)
- Municipal finance data (Complete)
- Arts & Culture data
- Language access data

Rockport

Rockport is categorized by MAPC as a Maturing New England Town. These communities are characterized by a mixed-use town center surrounded by compact neighborhoods. They have a large amount of vacant developable land, and new growth comes in the form of new subdivisions. They are among the most rapidly growing communities in the Boston region.

Print charts | Download All Data

Demographics | Economy | Education | Governance | Environment | Housing | Public Health | Transportation | Digital Equity | Municipal Finance

Percent Household Has No Computer Devices

3.7%

Source: American Community Survey (ACS) Years: 2020-24
Link to Computers and Internet Subscriptions (MapInfo)

Percent Household Has No Internet

7.0%

Source: American Community Survey (ACS) Years: 2020-24
Link to Computers and Internet Subscriptions (MapInfo)

Percent Has One or More Types of Computing Devices: Smartphone Only

4.8%

Source: American Community Survey (ACS) Years: 2020-24
Link to Computers and Internet Subscriptions (MapInfo)

Lack of Access to Internet by Income Level

Household Income Level	Percent of household
Below \$10,000	18.0%
\$10,000 - \$14,999	13.5%
\$15,000+	3.0%

Source: American Community Survey (ACS) Years: 2020-24
Link to Computers and Internet Subscriptions (MapInfo)

Internet Subscription Types

Subscription Type	Percent (%)
Broadband (Cable, DSL)	80.0%
Cellular Plan	10.0%
Other	10.0%
Not Subscribed	0.0%

Source: American Community Survey (ACS) Years: 2019-23 and 2020-24
Link to Computers and Internet Subscriptions (MapInfo)

Internet Speed Test

Metric	Value
Median download speed (Mbps)	N/A
Median upload speed (Mbps)	N/A
Percent of download tests at or above 100 Mbps	75.0%
Percent of upload tests at or above 20 Mbps	87.5%

Source: M Lab, MAPC Years: 2025
Link to Internet Speed Test (MapInfo)

Layers

- 2020 Environmental Justice (EJ) Block Groups
- Digital Equity Data
- MA Municipalities (Town/Cities)

Legend

Digital Equity Data

Percent of Households without Internet

% of households without internet

Color	Range
Lightest Blue	0
Light Blue	> 0 - 5
Medium Blue	> 5 - 10
Dark Blue	> 10 - 20
Darkest Blue	> 20 - 30

Source: TomTom, Garmin, FAO, NOAA, USGS, EPA, NPS, US VLS, MassGIS, MassDOT - Highway Division, MassDEP, MWRA. Powered by Esri.

Additional Digital Equity Resources

- M80 Internet for All MA Digital Equity Plan
- ICC Broadband Serviceable Locations (BSL) Data
- Municipal Digital Equity Plans
- National Digital Inclusion Alliance Data and Research

Additional Data and Data Tabs: Discussion

What do you think?

- What do you think about the planned additional data topics? How might you use that data or what specific insights might you want/need?
- What additional data or insights might support your work?

Community + Subregional Profiles

What's planned / ideas

- Support for additional links + content? (links to plans, links to MAPC projects)
- Data + viz organized by plans / plan type (i.e. HPP, OSRP, etc.)
- Maps / web mapping
- Municipal logins / muni-submitted content

North Shore Task Force [NSTF]

This subregion contains 16 municipalities. The charts below show aggregated data for all municipalities in this subregion.

Navigation: [Webham](#) [Middleton](#) [Salem](#) [Rockport](#) [Swampscott](#) [Nahant](#) [Danvers](#) [Beverly](#) [Ipswich](#) [Topfield](#) [Inchewee-by-the-Sea](#) [Marblehead](#) [Peabody](#) [Essex](#) [Gloucester](#) [Hamilton](#)

Buttons: [Print charts](#) [Download All Data](#)

Categories: [Demographics](#) [Economy](#) [Education](#) [Governance](#) [Environment](#) [Housing](#) [Public Health](#) [Transportation](#) [Digital Equity](#) [Municipal Finance](#)

Percent Household Has No Computer Devices (Aggregated)

4.9%

Source: American Community Survey (ACS) - Years: 2020-24
[Link to Computers and Internet Subscriptions \(Municipal\)](#)

Percent Household Has No Internet (Aggregated)

6.9%

Source: American Community Survey (ACS) - Years: 2020-24
[Link to Computers and Internet Subscriptions \(Municipal\)](#)

Percent Has One or More Types of Computing Devices: Smartphone Only (Aggregated)

5.7%

Source: American Community Survey (ACS) - Years: 2020-24
[Link to Computers and Internet Subscriptions \(Municipal\)](#)

Lack of Access to Internet by Income Level (Aggregated)

Income Level	Percent of Household
Below \$20000	~28.0%
\$20000 - \$74999	~12.0%
\$75000+	~2.0%

Source: American Community Survey (ACS) - Years: 2020-2024
[Link to Computers and Internet Subscriptions \(Municipal\)](#)

Internet Subscription Types (Aggregated)

Subscription Type	2020-2024 (%)	2019-2023 (%)
Broadband (Cable, DSL)	~80.0%	~80.0%
Cellular Plan	~10.0%	~10.0%
dial-up	~0.0%	~0.0%

Source: American Community Survey (ACS) - Years: 2019-23 and 2020-24
[Link to Computers and Internet Subscriptions \(Municipal\)](#)

Layers

- 2020 Environmental Justice (EJ) Block Groups
- Digital Equity Data
- MA Municipalities (Towns/Cities)

Legend

Digital Equity Data

Percent of Households without Internet

% of households without internet
0
> 0 - 5
> 5 - 10
> 10 - 20
> 20 - 30

Additional Digital Equity Resources

- MIJ: Internet for All MA Digital Equity Plan
- FCC: Broadband Serviceable Locations (BSL) Data
- Municipal Digital Equity Sites
- National Digital Inclusion Alliance Data and Research

Map: [Map](#) [Layers](#) [Legend](#) [Full Screen](#) [Close](#)

Powered by Esri

Additional Digital Equity Resources


MIJ: Internet for All MA Digital Equity Plan
FCC: Broadband Serviceable Locations (BSL) Data
Municipal Digital Equity Sites
National Digital Inclusion Alliance Data and Research

Community and Subregional Profiles: Discussion

What do you think?

- What do you think about the planned feature updates?
- What additional features or functionalities might support your work?

What kind of data do you look for the most?

Options	Responses 
Demographics	9/10 (90%)
Housing	8/10 (80%)
Environment/Clean Energy	3/10 (30%)
Education	2/10 (20%)
Municipal Finance	2/10 (20%)
Transportation	4/10 (40%)
Other	1/10 (10%)

Keep in Touch + Links!

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- [DataCommon website](#)
- [DataCommon "staging" site](#)
- [Website feedback form](#)
- [Data request/feedback form](#)
- [Features "roadmap"](#)