Norfolk Neighborhood Profile

1. Shoe or Windshield Survey
What does a walk or drive through my neighborhood tell me? What would be my first impressions if not a resident?

2. Geography
- search for “Interactive Norfolk” from a search engine or the City’s website
What are points of reference in my neighborhood? [https://policymap.com](https://policymap.com) is another helpful, free site.

Norfolk Neighborhood Census Tract Number(s): ________________

3. Demographic Information
- [https://data.census.gov](https://data.census.gov);
What does the census tell you about my neighborhood’s integration of people from different races, income levels, ages and educational backgrounds?

<table>
<thead>
<tr>
<th>Biggest age group</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second biggest age group</td>
<td></td>
</tr>
<tr>
<td>Median Age:</td>
<td>Total Households</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td></td>
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<tr>
<td>Owner Occupied</td>
<td></td>
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<tr>
<td>Renter Occupied</td>
<td></td>
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<tr>
<td>Biggest income group</td>
<td></td>
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<tr>
<td>Median Income</td>
<td></td>
</tr>
<tr>
<td>Percent below poverty</td>
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</tbody>
</table>

Race In My Neighborhood
Space is given here to draw in an estimated pie chart of race demographics.
Real Estate
How is the real estate market doing in my neighborhood?

For a deeper dive, see Home Mortgage Disclosure Act data—https://www.consumerfinance.gov/data-research/hmda/

Public Safety - https://data.norfolk.gov
Multiple resources are available through the Norfolk data portal. You can view the crime mapper, code violations, litter index, warrants, and numerous other data sets. What do I learn about public safety in my neighborhood?

City website - https://www.norfolk.gov
The City’s website is like the door to a giant data warehouse. The Commissioner of Revenue, Real Estate Assessor, Treasurer, and City departments such as Budget, Planning, Public Works, Transit, and Utilities and others all have information.

History - https://www.norfolk.gov or https://norfolkpubliclibrary.org
What can I learn about my neighborhood’s history? What is its story?
Neighborhood Profile Resources

Maps
Norfolk Interactive Map:  http://orf.maps.arcgis.com/apps/webappviewer/index.html?id=eb7164021ada45fea397d66fa84f4441 or search for “Norfolk Interactive Map” on the city website or a search engine.
City of Norfolk Map Gallery:  https://www.norfolk.gov/1600/Map-Gallery
Norfolk Address Information Resource (Norfolk AIR):  https://air.norfolk.gov/#/
Norfolk Data Maps:  https://data.norfolk.gov/browse?tags=maps
Crime Mapping:  https://www.crimemapping.com/
PolicyMap:  https://www.policymap.com/

Demographic Information
The US Census:  https://data.census.gov
PolicyMap:  https://www.policymap.com/

Real Estate Information
Many popular commercial real estate websites can provide an abundance of free information.  Two of the most popular are Zillow and Trulia.
Norfolk Address Information Resource (Norfolk AIR):  https://air.norfolk.gov/#/.  A video training is available for Norfolk AIR.
For a deeper dive, see Home Mortgage Disclosure Act (HMDA) data—https://www.consumerfinance.gov/data-research/hmda/ HMDA has historical importance in requiring banks and lending institutions to be more transparent and end the practice of redlining which segregated neighborhoods.

Public Safety
Many
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The Communications Office has high resolution images. You can also sign up for city newsletters at www.norfolk.gov/3846/communications.
Discovering Your Neighborhood’s Story (History)

Neighborhood histories and annexations: Search for “neighborhood histories” at www.norfolk.gov or go to www.norfolk.gov/nbnlibrary.

Sargeant Memorial Collection at Slover Library: www.norfolkpubliclibrary.org

Norfolk Redevelopment and Housing Authority site and pictures: www.nrha.us

Dr. Cassandra Newby-Alexander, a professor at NSU shared several resources including the Waterways to Freedom: A Railroad that Ran on Water brochure/map and presentation at www.norfolk.gov/nbnlibrary.

This neighborhood profile tool is provided with the hope that every neighborhood is asking four important questions.

- Who lives and works in our neighborhood?
- How do we communicate and engage with them better?
- What are the strengths and weaknesses of our neighborhood today?
- What aspirations do neighbors have for the future?