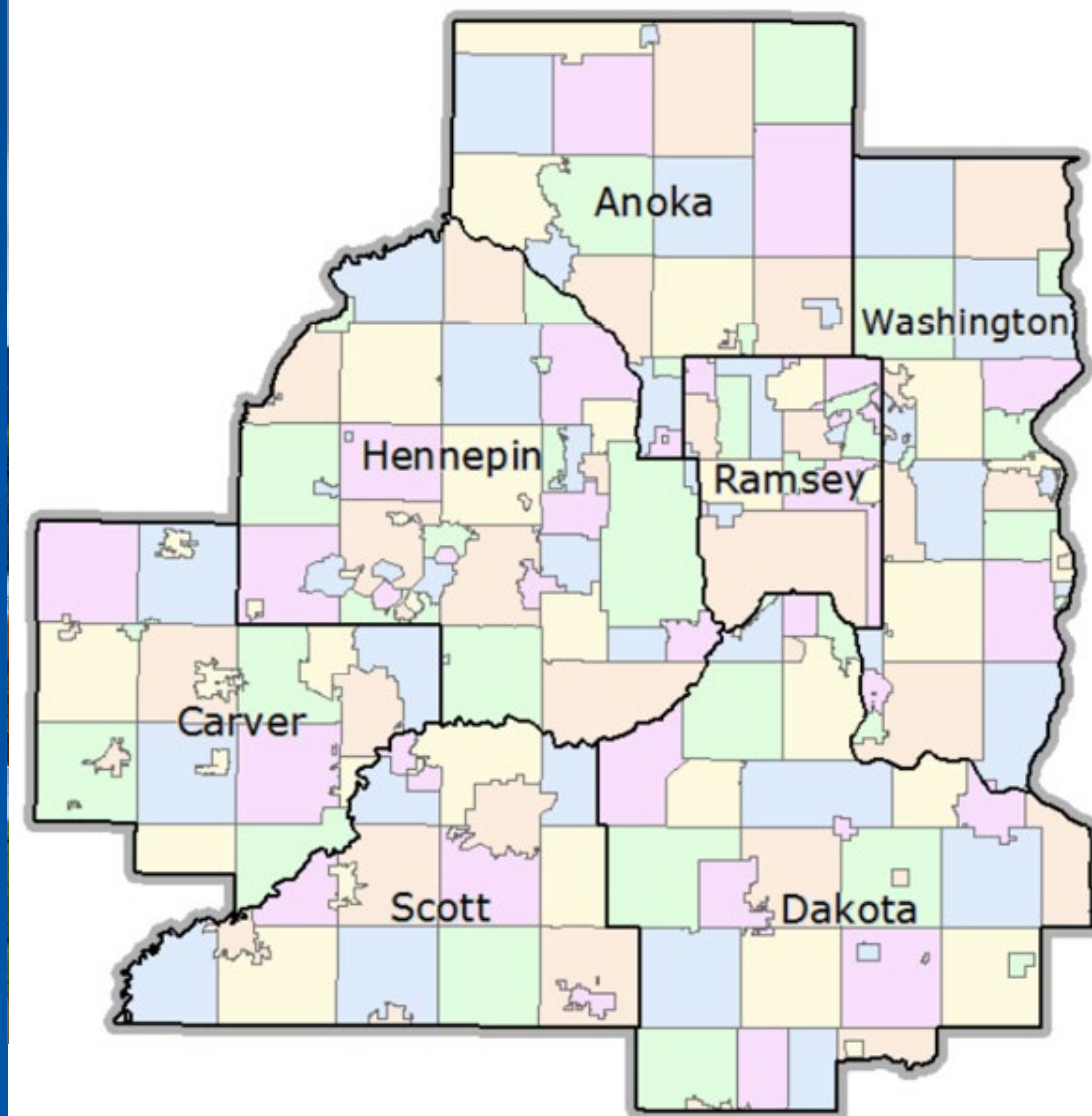


# Modernizing Community Profiles

To Meet Regional Data Needs

Community Development Research

May 18, 2026



**METROPOLITAN**  
C O U N C I L

# Today's agenda



**1** Community Profiles Overview

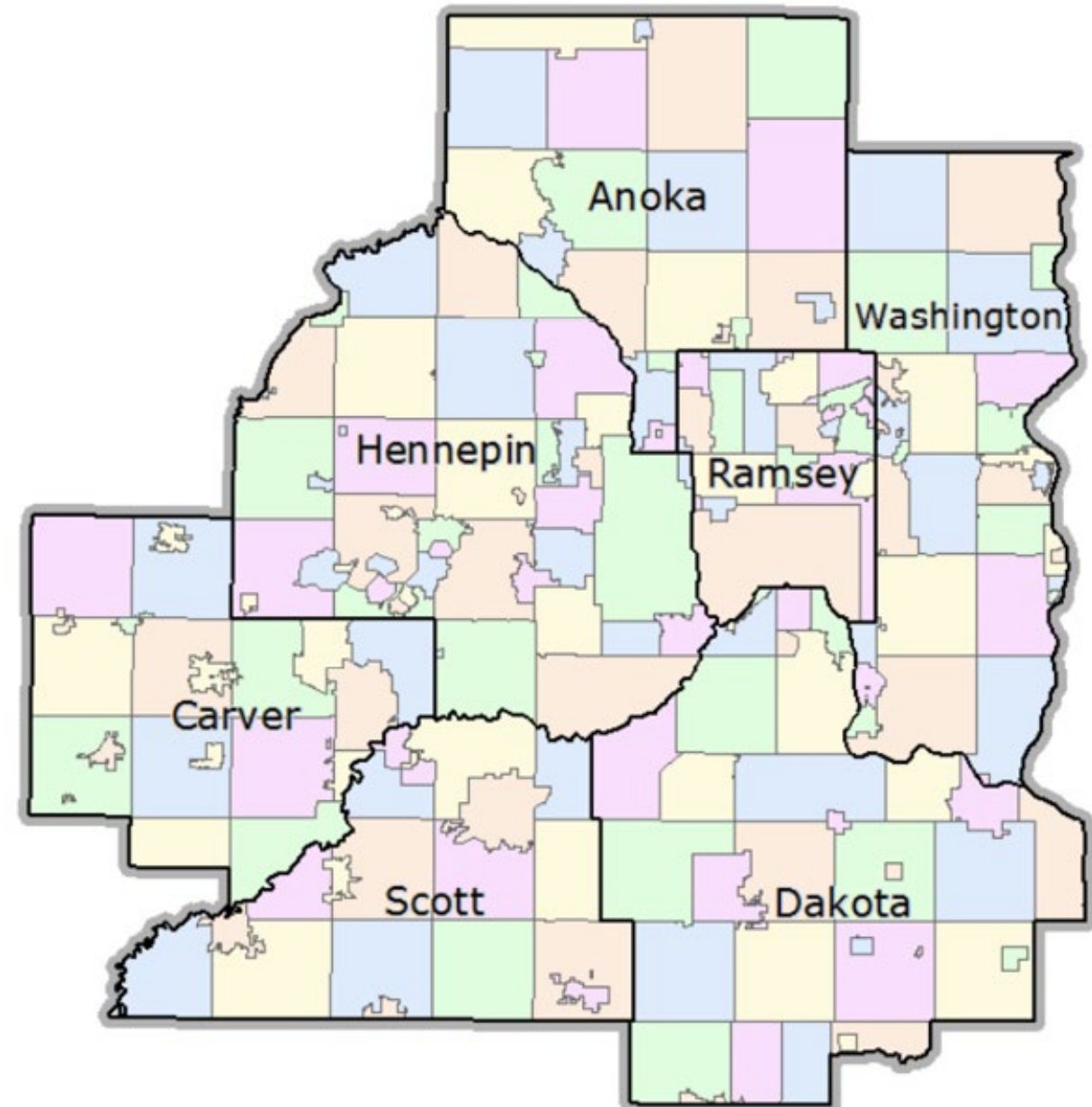
**2** Modernizing Profiles Project

**3** Discussion

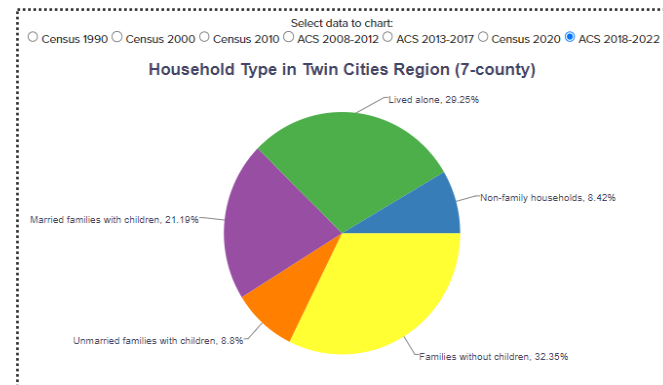
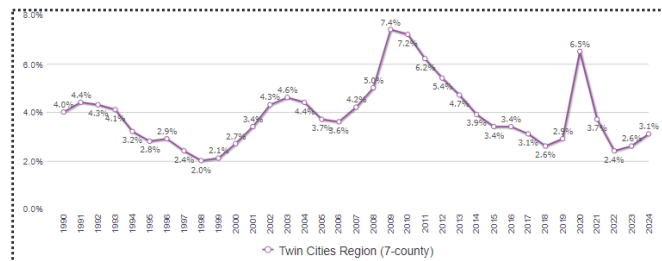
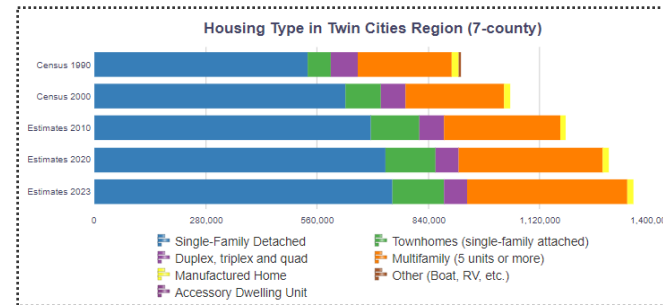
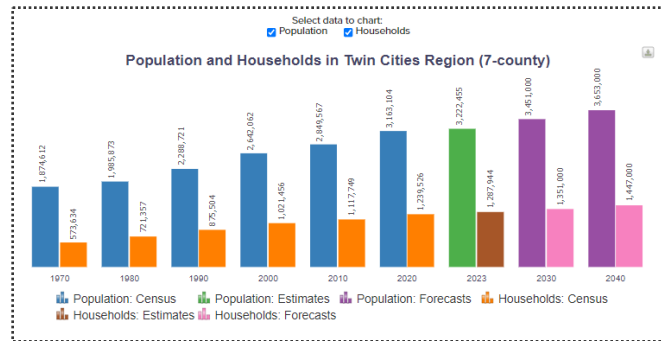
# Overview: Community Profiles

## The current application...

- Published in 2010 with a JavaScript-based software called Fusion Charts
- Provides trend data for cities, townships, and counties
- Six data topics include:
  - People (population and demographics)
  - Economy and Jobs
  - Income and Poverty
  - Housing
  - Commuting
  - Land use and development

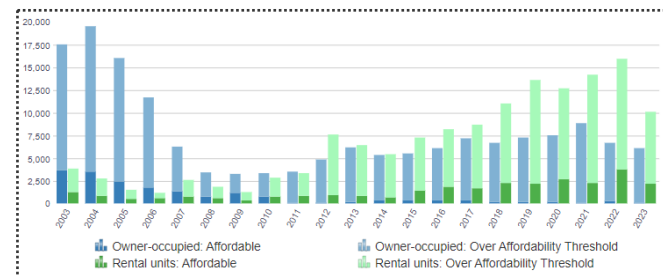


# Profiles: Features and Visualizations



**Regional Planned Land Use in Twin Cities Region (7-county)**  
 Predominantly gathered from 2040 Comprehensive Plan Updates  
 (Note: Not all communities may have completed their 2018 Comprehensive Plan Update)

Planned Land Use	Year	
	2040	% of Total
Agricultural	787,991.9	29.78 %
Airport	7,942.9	0.30 %
Commercial	62,399.0	2.36 %
Industrial	58,711.1	2.22 %
Institutional	46,010.5	1.85 %
Mixed Use	9,702.5	0.37 %
Multifamily Residential	59,881.5	2.26 %
Multi-Optional Development	75,774.3	2.88 %
Open Space or Restrictive Use	57,606.4	2.18 %
Park and Recreation	243,471.3	9.20 %
Railway (inc. LRT)	9,456.8	0.36 %
Rights-of-Way (i.e., Roads)	29,825.8	1.13 %
Rural and Large-Lot Residential	594,029.5	21.32 %
Single Family Residential	371,982.8	14.05 %
Vacant or No Data	48,718.9	1.84 %
Water	209,725.4	7.93 %
<b>Total</b>	<b>2,645,980.5</b>	<b>100.00 %</b>



## Currently, users can...

- View trends over time for most data points (some offer a “snapshot” only)
- Compare two places (limited)
- Select year and data source
- “Export” charts as images
- Download chart data
- Access linked metadata

# Modernizing Profiles Project (2018) (2022) (2026 - )



# Modernizing Profiles: Scope



## Modernized Profiles is...

A data dissemination tool that offers community development-related topics for defined geographic areas within the seven-county region.

## Modernized Profiles is not...

- A Metropolitan Council Open Data Portal
- For compiling data for user-defined geographies
- A tool that offers interpretation or narratives about what specific trends mean

# Modernizing Profiles: Objectives

## Improve experience and accessibility

- Expand geographies and topics
- Offer new features, like maps, content guidance
- Redesign data visualizations, navigation
- Web accessibility

## Pilot a new, sustainable platform

- Databricks, a new cloud-based data platform
- “One source of truth” that scales, documents across research tools
- Allows for disaggregated data and other customizations

## Continuous improvement

- Redirect staff time to innovation and improvements (not maintenance)
- Add new topics, geographies as they become available
- User Experience Research (UXR) program guides new features

# Modernizing Profiles: Timeline



Our goal is to publish Modernized Profiles by the end of 2026.

But our work isn't over after launch...



# User Experience Research (UXR)

## Interviews



- Who: Internal and external stakeholders and users
- Purpose: Learn about regional data needs and user context
- **May and June**

## Surveys and Tree Tests



- Who: Internal and external users
- Purpose: Confirm content, prioritize features, and select best-fit navigation
- **June**

## Usability Testing

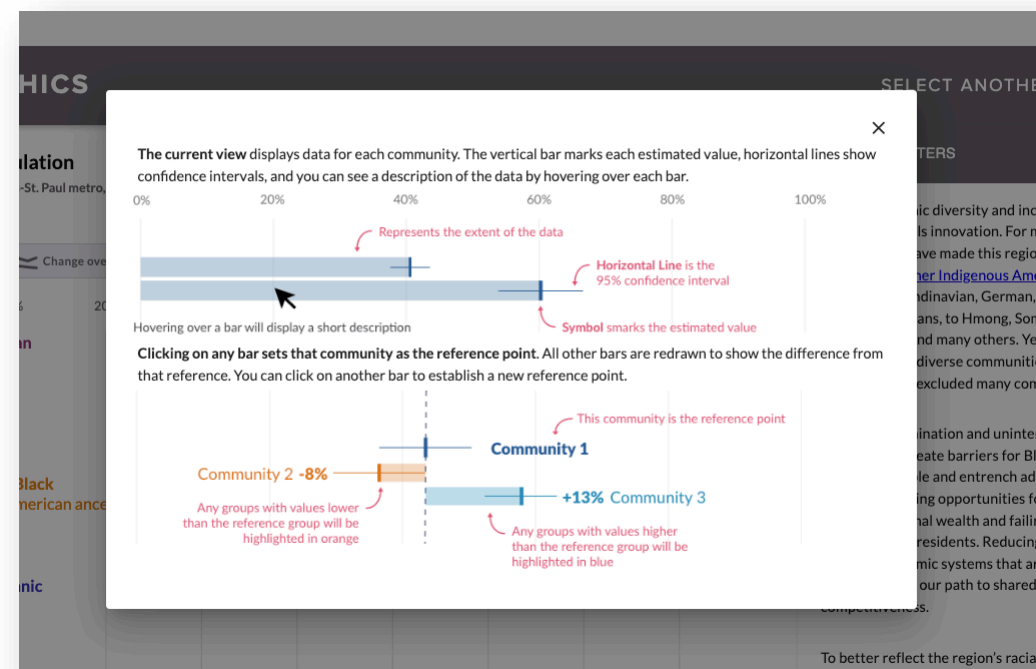


- Who: Internal and external users
- Purpose: Ensure usability of new features and overall website
- **July - Launch**

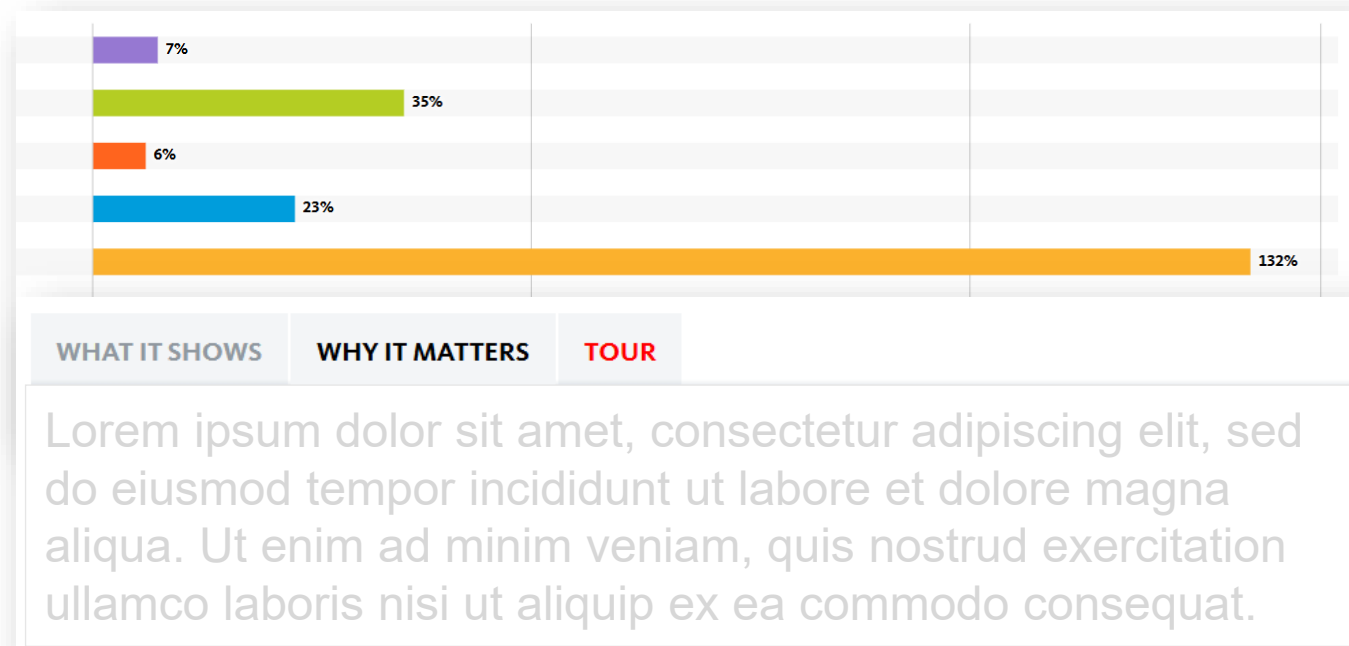
# Content guidance: Examples

## Features that help users understand content

[Center for Economic Inclusion's "How to read this chart" popup](#)



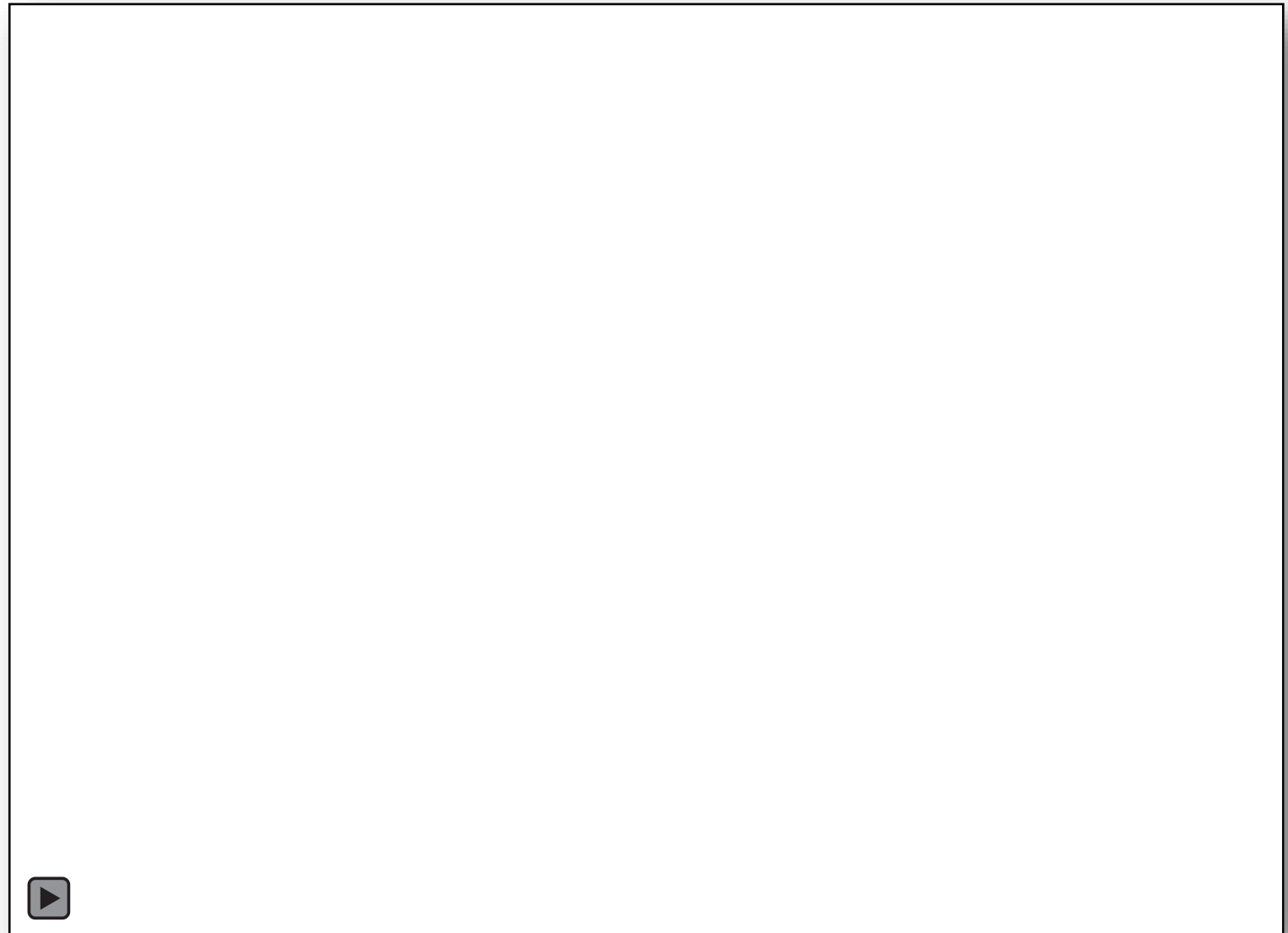
[PolicyLink's National Equity Atlas includes "What it shows" and "Why it matters" tabs on each chart](#)



# Navigation: Example

## Keep users oriented and engaged

- Headers and navigation stay with users as they scroll
- Dynamic exploration versus fixed categories in menus or tabs
- Increases 'discoverability'



[Video: Texas Tribune Schools Explorer](#)

# Expand Geographies and Topics

## Geographies

### *Current*

- Region, counties, cities, and townships

### *Modernized Profiles (exploring)*

- Census tracts, Met Council districts, Imagine 2050 Community Designations

## Topics

### *Current*

- Population, basic demographics, income/poverty, development activity, housing, and land use

### *Modernized Profiles (exploring)*

- Various climate data (GHG, tree canopy, heat); rent trends; detailed race/ethnicity.
- Disaggregation by race/ethnicity

# Discussion



## Questions for committee members:

1. Please share any unmet regional data needs that we should consider as part of this project.
2. Expanding geographic and topic options may require us to make trade-offs, for example:
  - Less reliable data for small geographic areas
  - Data that are not available for all areas
  - Limited data points for trends

What should we prioritize when thinking through these decisions?

Thank you

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