

Federal GIS Conference 2014

February 10–11, 2014 | Washington DC



Make Better Policy Decisions using Esri Community Analyst

Marcella Cavallaro

Evan Caldwell

Location Analytics

Mapping Platform for your entire
Organization





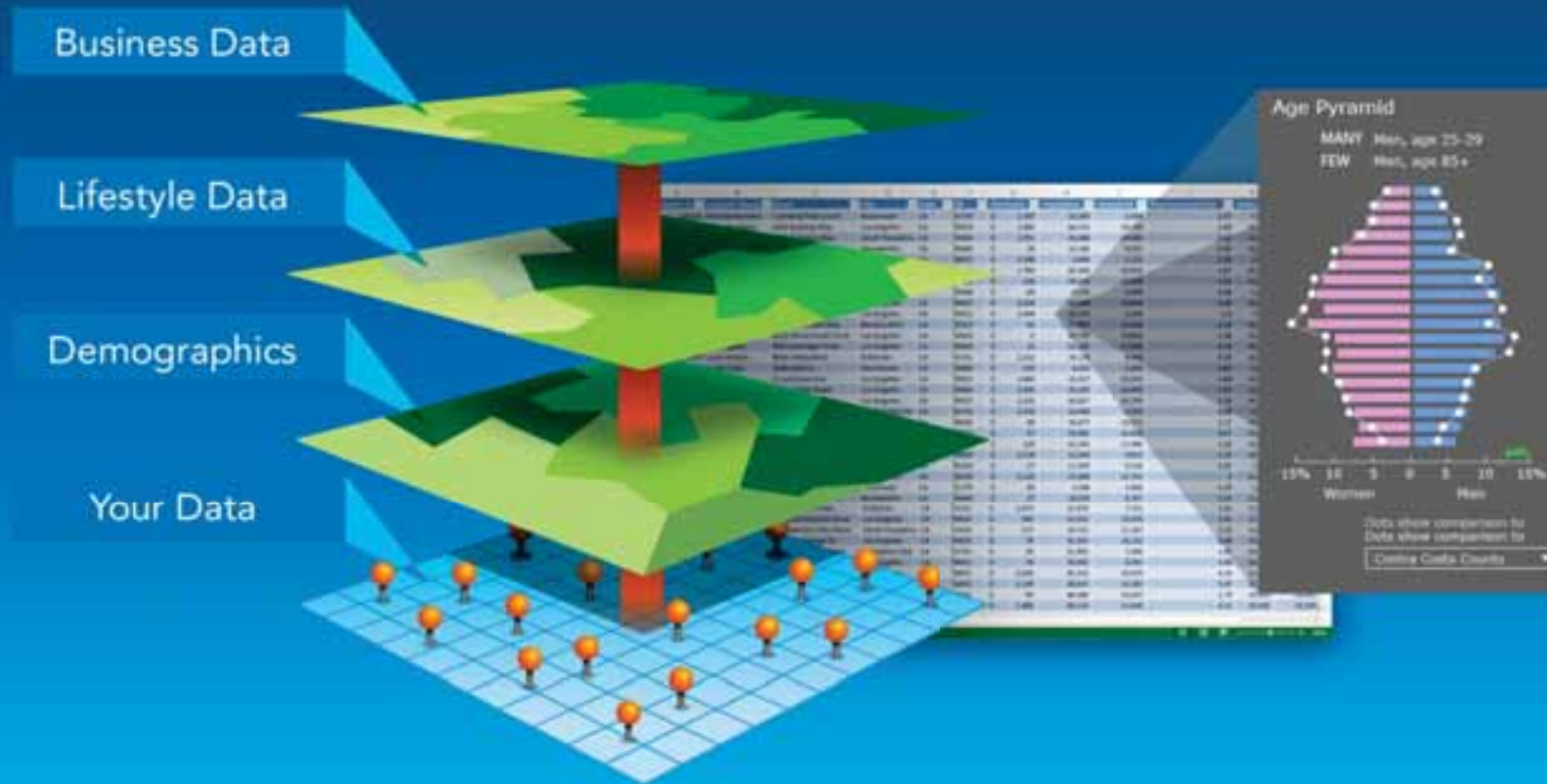
Information about

people, places and businesses



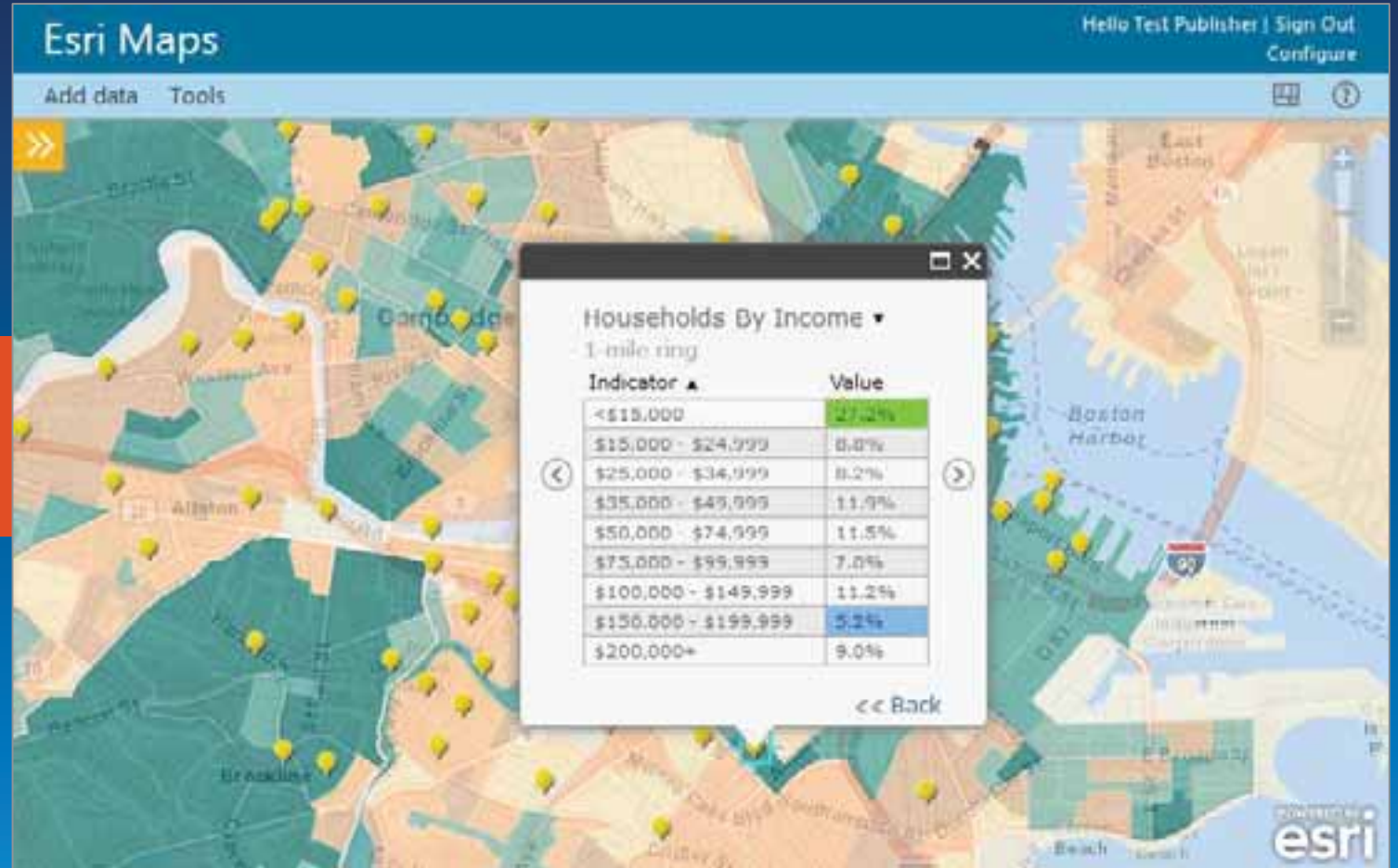
Enrich Your Maps

+ Your Data

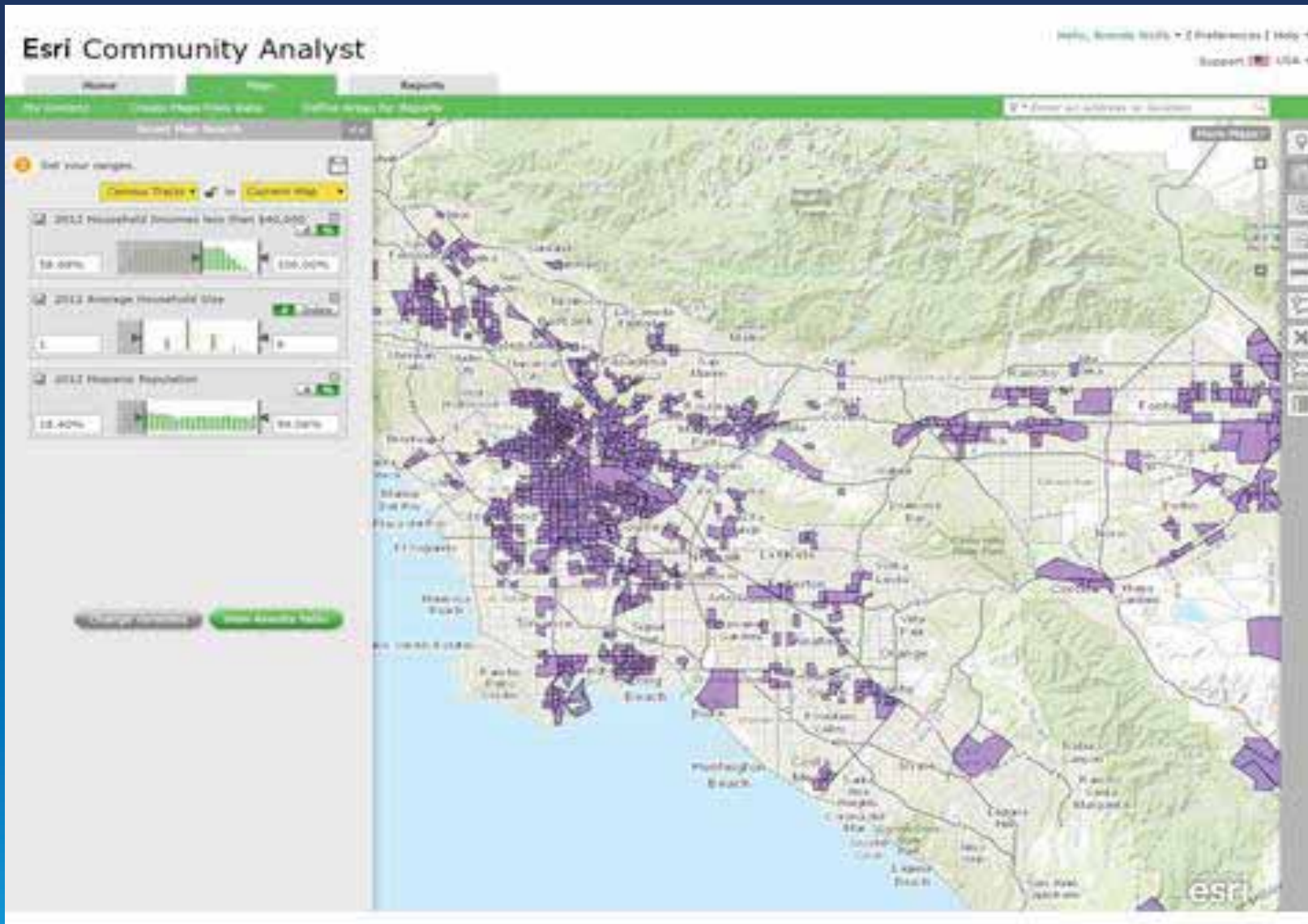


Market Segmentation **Weather** **Crime**
Growth Trends **Traffic**
Demographics **Media Habits**
Supply & Demand
Landscapes Info **Consumer Spending**
Occupation **Market Potential** **Labor Force**
Competition **Natural Hazards**

Geographic areas that
are important to you



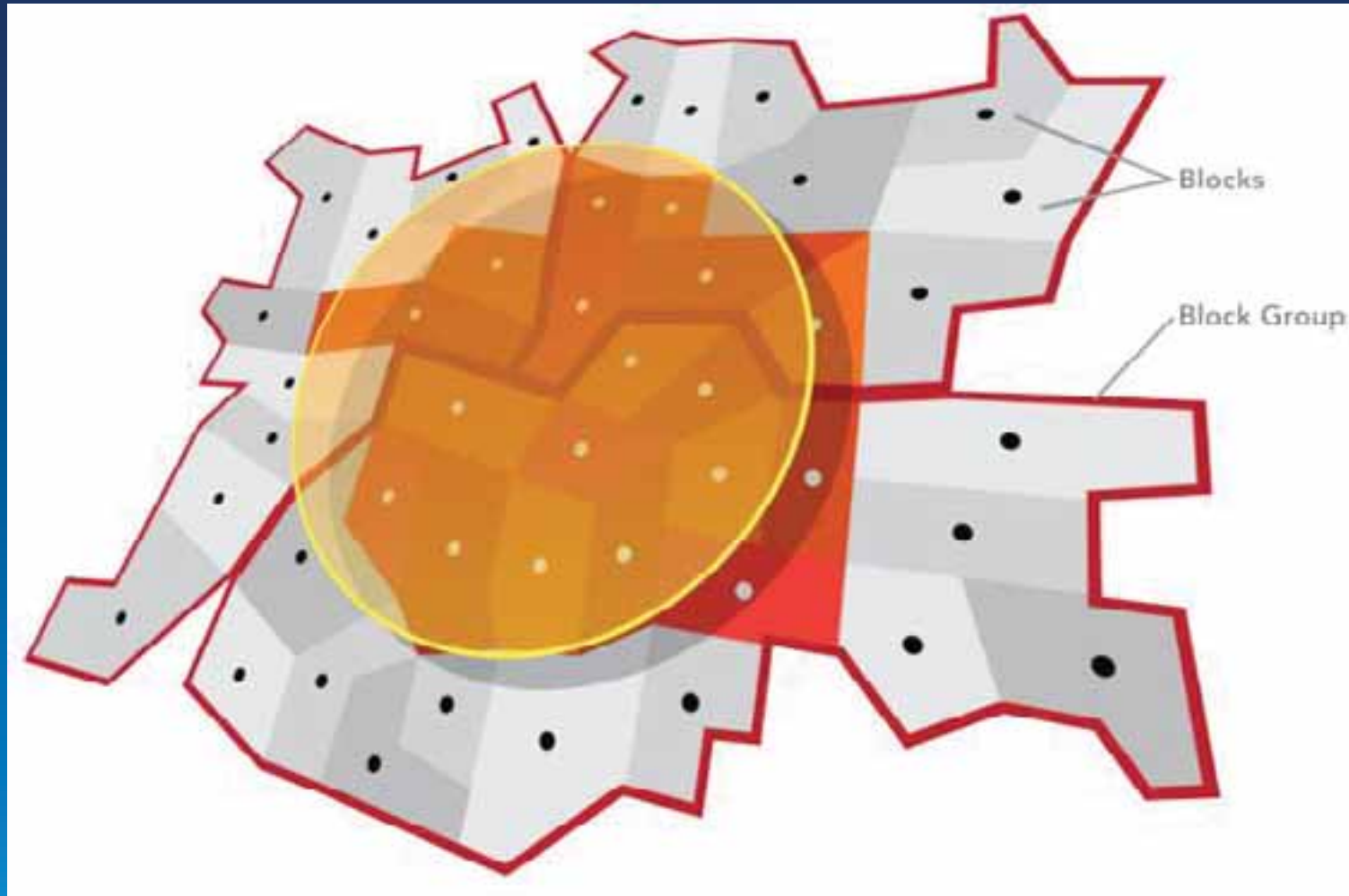
Instant Insight to What's Going On Where



Community Analyst



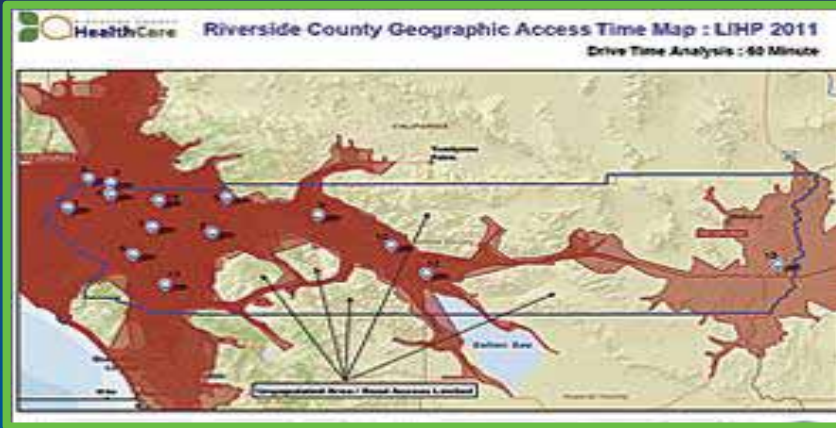
Data and Reports for *Any Area*



Esri Projections

Census 2010, Current Year, 5 Year Projections

Outreach



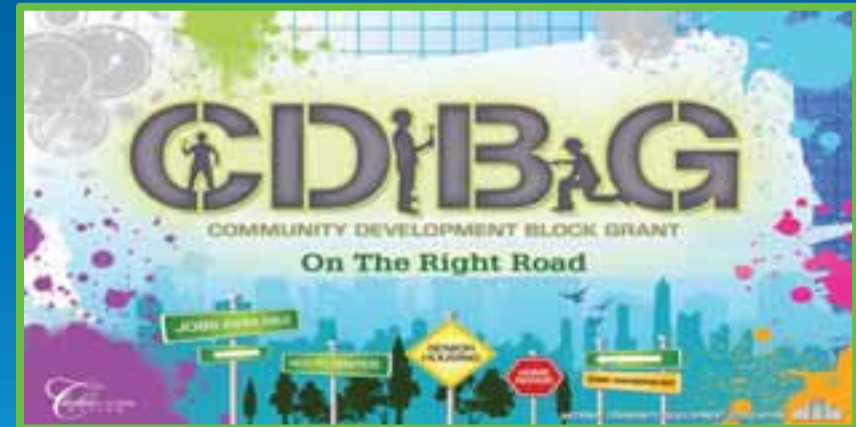
Disaster Preparation



Fundraising



Grant Applications



Common Use Cases

Outreach, Economic Development,
Grant Applications, City Planning ...


Tapestry Segmentation

Who + Where + Cluster Analysis = 65 Tapestry Segments

27 Metro Renters



Segment Code27
 Segment NameMetro Renters
 LifeMode Summary GroupL4 Solo Acts
 Urbanization Summary GroupU1 Principal Urban Centers I




Tapestry Segmentation Area Profile

Polygon_2
 Area: 1.72 Square Miles

Top Twenty Tapestry Segments Tapestry descriptions can be found here

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	27. Metro Renters	55.1%	55.1%	1.6%	1.6%	3341
2	65. Social Security Set	16.5%	71.6%	0.7%	2.4%	2,212
3	23. Trendsetters	11.6%	83.2%	1.2%	3.6%	999
4	45. City Strivers	4.8%	88.0%	0.7%	4.2%	723
5	36. Old and Newcomers	4.8%	92.8%	2.0%	6.3%	235
Subtotal		92.8%		6.2%		

65 Social Security Set



Segment Code65
 Segment NameSocial Security Set
 LifeMode Summary GroupL5 Senior Styles
 Urbanization Summary GroupU2 Principal Urban Centers II

1.9%	676
1.6%	414

Demo

Improve the Health of Your Community

Evan Caldwell



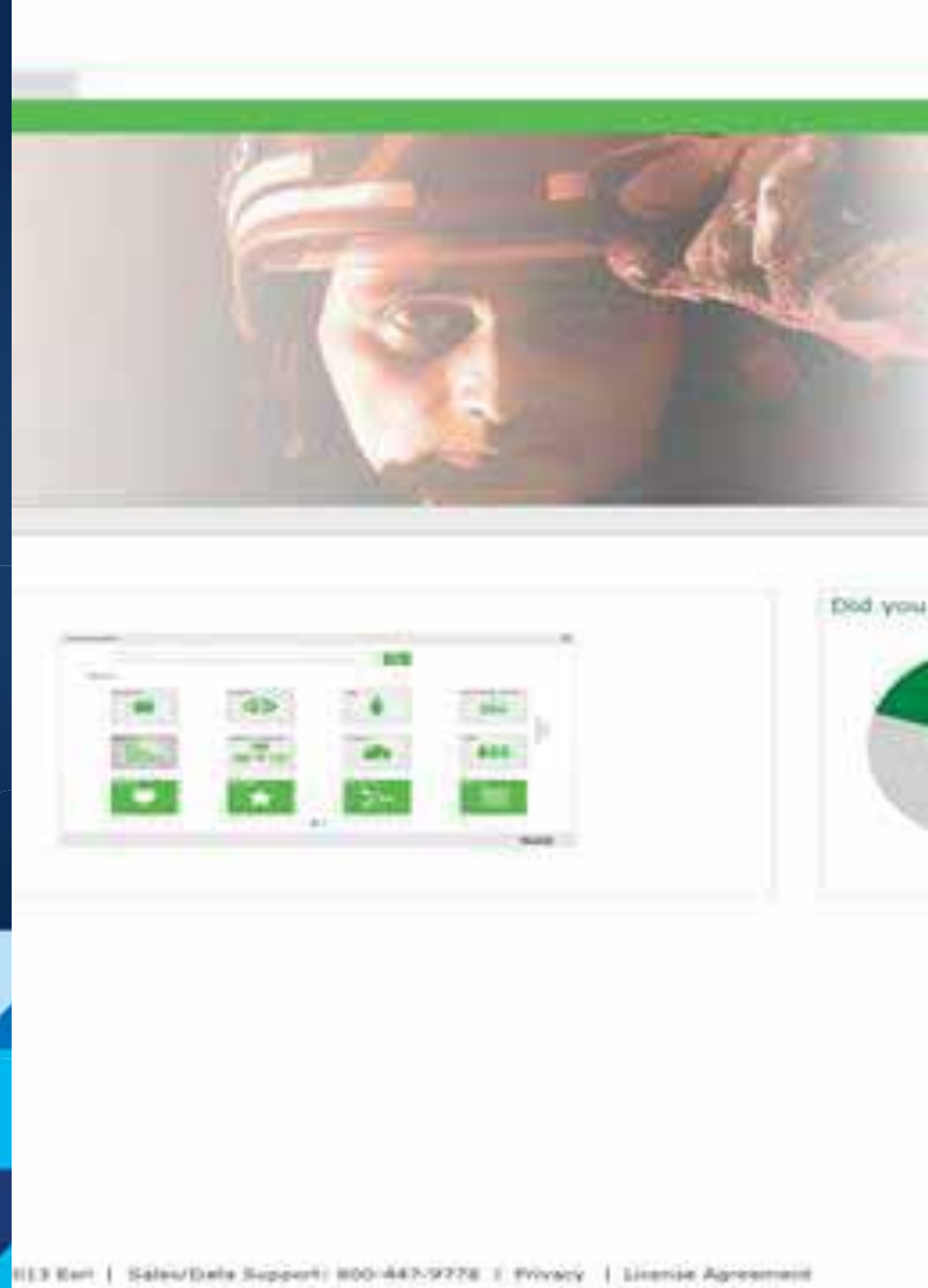
Did you know?



Demo

React More Efficiently to Disasters

Evan Caldwell



Demo

Target Areas for influencing Public Policy

Evan Caldwell

Target areas for influencing public policy.



Watch the Quick Start Video

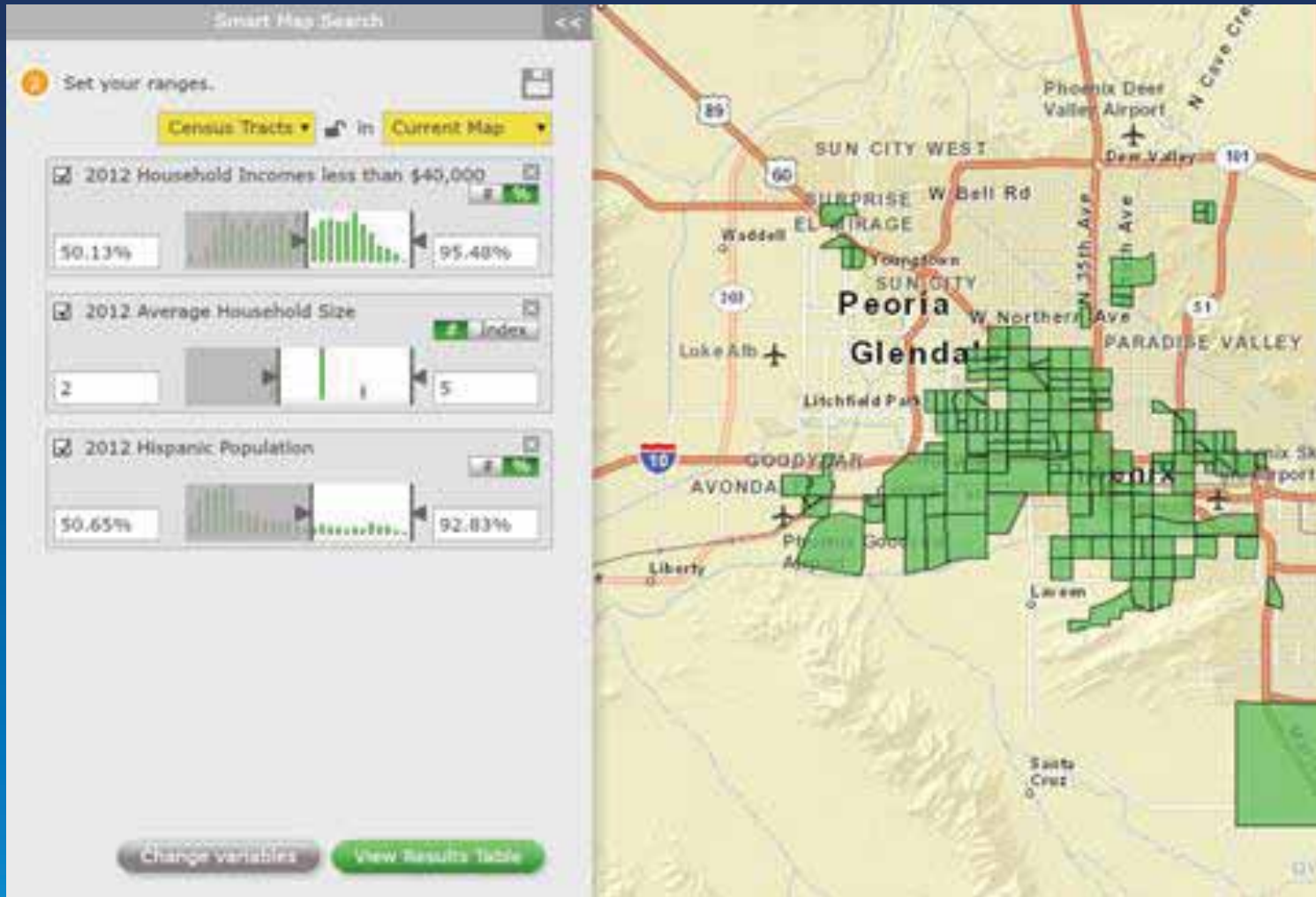
What's New

Case Studies

Select Designated by clicking on the Map

Selecting geographic areas for reports is now easier. You can select geographic areas from the map.





- Part of the Location Analytics Platform
- Thousands of Metrics
- Varied and Vast use cases
 - Resource Allocation
 - Outreach
 - Public Policy
 - ...
- Efficiency

Community Analyst

- Register for 30 day free trial for Esri data
 - ArcGIS Online (arcgis.com)
 - Esri Maps for Office
- Register for a free trial of Community Analyst:
- <http://www.esri.com/software/arcgis/community-analyst>
- Communityanalyst.esri.com



Leveraging Location Analytics

How do I start to demonstrate the value to my organization?

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**Don't forget to complete
a session evaluation form!**

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Print your customized Certificate of Attendance!

Printing stations located in Hall B
and the 140/150 Room Concourse.

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GIS Solutions EXPO, Hall B

Monday, 12:30 PM–6:30 PM

Tuesday, 10:45 AM–4:00 PM

- Exhibitors
- Hands-On Learning Lab
- Technical & Extended Support
- Demo Theater
- Esri Showcase

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Networking Reception

Smithsonian National Museum of Natural History

Tuesday, 6:30 PM–9:30 PM

Bus Pickup located on L Street

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Interested in diving deeper into Esri technology?

Add a day to your Fed GIS experience and register to attend the Esri DevSummit Washington DC. Stop by the registration counter to sign up.



Understanding our world.

Evan Caldwell
Esri Location Analytics
Ecaldwell@esri.com

Marcella Cavallaro
Esri Location Analytics
Mcavallaro@esri.com