



Esri International User Conference | San Diego, CA
Technical Workshops | July 10, 2011

Esri Community Analyst: An Introduction

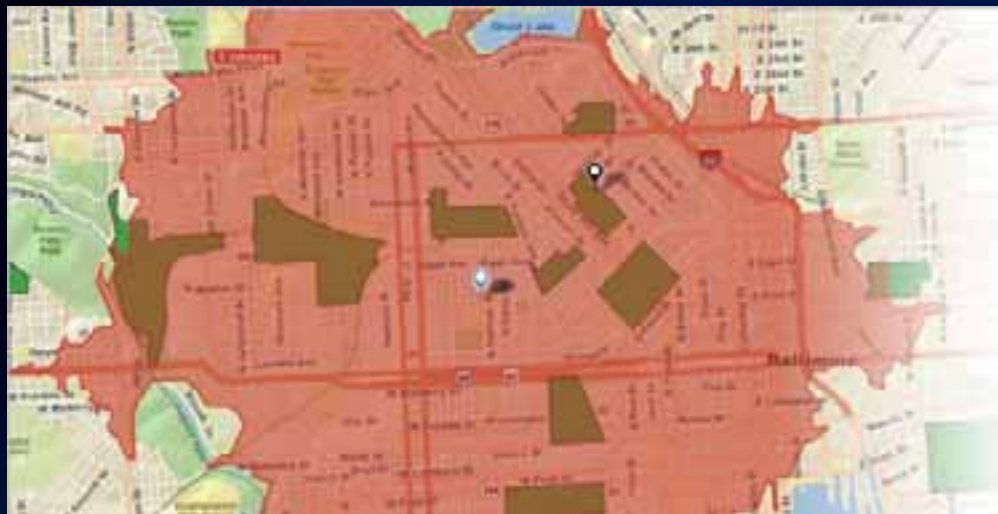
Brenda Wolfe, Cathy Spisszak, James Killick

Who is it For? What Problems Does it Solve?

- **For Policy Makers, Analysts and Advocates**
 - Government Agencies (all levels)
 - Civic & Grant Making Organizations
 - Planners & Planning Commissions
 - Advocacy Groups
 - NGOs
 - Health Agencies
- **Problems:**
 - Are we putting resources in the right place?
 - How do we communicate why resources were allocated the way they were?
 - How can we reach the community more effectively?

Example Use Cases

- Grant Applications & Funding
- Environmental Impact Studies
- Healthcare Resource Planning
- Education Funding Allocation
- Assessing Vulnerable Populations



Community Analyst Can Help Health Care Providers

- Identify high risk populations using up to five customizable criteria
- Place health clinics for greatest community impact
- Learn more about the types of people that live in at risk communities and how to best reach them

2,000+ Beta Users...

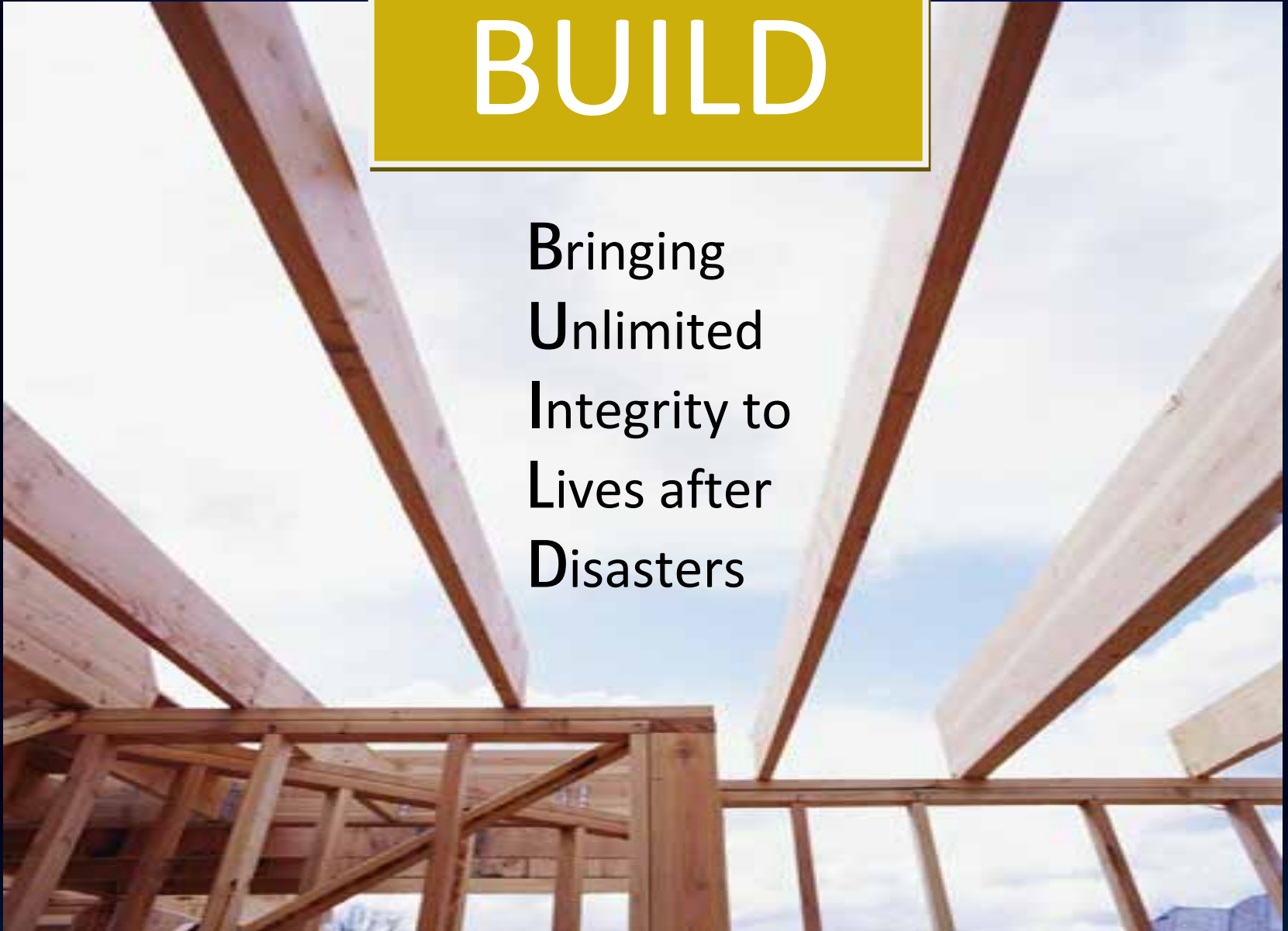
City of...
County of...
State Agencies
Federal Agencies
University of...
Consultants
Charitable Organizations

- Dozens of 1-on-1 interviews
- Dozens & dozens of direct feedback emails
- Usability Lab Testing

Demo

BUILD

Bringing
Unlimited
Integrity to
Lives after
Disasters







Tornado hits north Minneapolis, but will non-profit agencies step up to the plate to assist residents?

[Print](#)[Email](#)[Post](#)[Republish](#)

"North Minneapolis Tornadoes hit hard and fast."



CHARITY NAVIGATOR

Your Guide To Intelligent Giving

Click on a charity's name to view their complete rating report.

 Compare Charities

Sort by: Name | Rating | City | State



1000 Friends of Florida



Tallahassee, FL

Building better communities

Environment : Environmental Protection and Conservation

+ Add to My Charities |



Abyssinian Development Corporation



New York, NY

Believe. Build. Empower.

Public Benefit : Community and Housing Development

+ Add to My Charities |



ACCION New Mexico



Albuquerque, NM

Lending. Supporting. Inspiring.

Public Benefit : Community and Housing Development

+ Add to My Charities |



Road Map

**Complete
ArcGIS
System**

Global Solution
Local Data & UI

**Enterprise
Implementations**

Template to Support Product Variations

Bi-Directional Connection to ArcGIS

Data, Data and More Data
US, Global & Client

A Complete ArcGIS System

Web App	✓
Add-In for ArcGIS Desktop	✓
On Premises Server *	✓
Hosted API *	✓
Mobile App	Winter
Desktop App	Spring

* Supported via Business Analyst Server and hosted API

Community Analyst Add-In for ArcGIS

The screenshot shows the 'Esri Community Analyst Reports' dialog box. At the top, there's a green header with the title and a close button. Below the header, it says 'Welcome' and has a '(Sign out)' link. The main area is divided into sections. The first section is 'Select boundary layer for reports:' with a dropdown menu showing 'TradeArea' and a checkbox 'Use selected features only'. The second section is 'Select report(s) to run:' with a list of reports under the 'Esri US Dataset' category. Each report has a checkbox and a red PDF icon. The reports are: Community Profile, Demographic and Income Profile, Demographic and Income Comparison Profile, 1990-2000 Comparison Profile, Age 50+ Profile, Age by Income Profile, Age By Sex By Race Profile, Age by Sex Profile, and Census 2000 Detailed Race Profile. Below this list is a 'Report subtitle:' field with 'TradeArea' entered. At the bottom, there's a checkbox 'Download report data to boundary layer' and a globe icon. The footer has links for 'Preferences', 'FAQs', 'Previous Results', 'Run', and 'Close'. A green bar at the very bottom contains the text 'Do more with your subscription at communityanalyst.esri.com'.

Esri Community Analyst Reports

Welcome (Sign out)

Select boundary layer for reports:

TradeArea

☐ Use selected features only

Select report(s) to run:

Esri US Dataset

- ☐ Community Profile
- ☐ Demographic and Income Profile
- ☐ Demographic and Income Comparison Profile
- ☐ 1990-2000 Comparison Profile
- ☐ Age 50+ Profile
- ☐ Age by Income Profile
- ☐ Age By Sex By Race Profile
- ☐ Age by Sex Profile
- ☐ Census 2000 Detailed Race Profile

Report subtitle: TradeArea

☐ Download report data to boundary layer

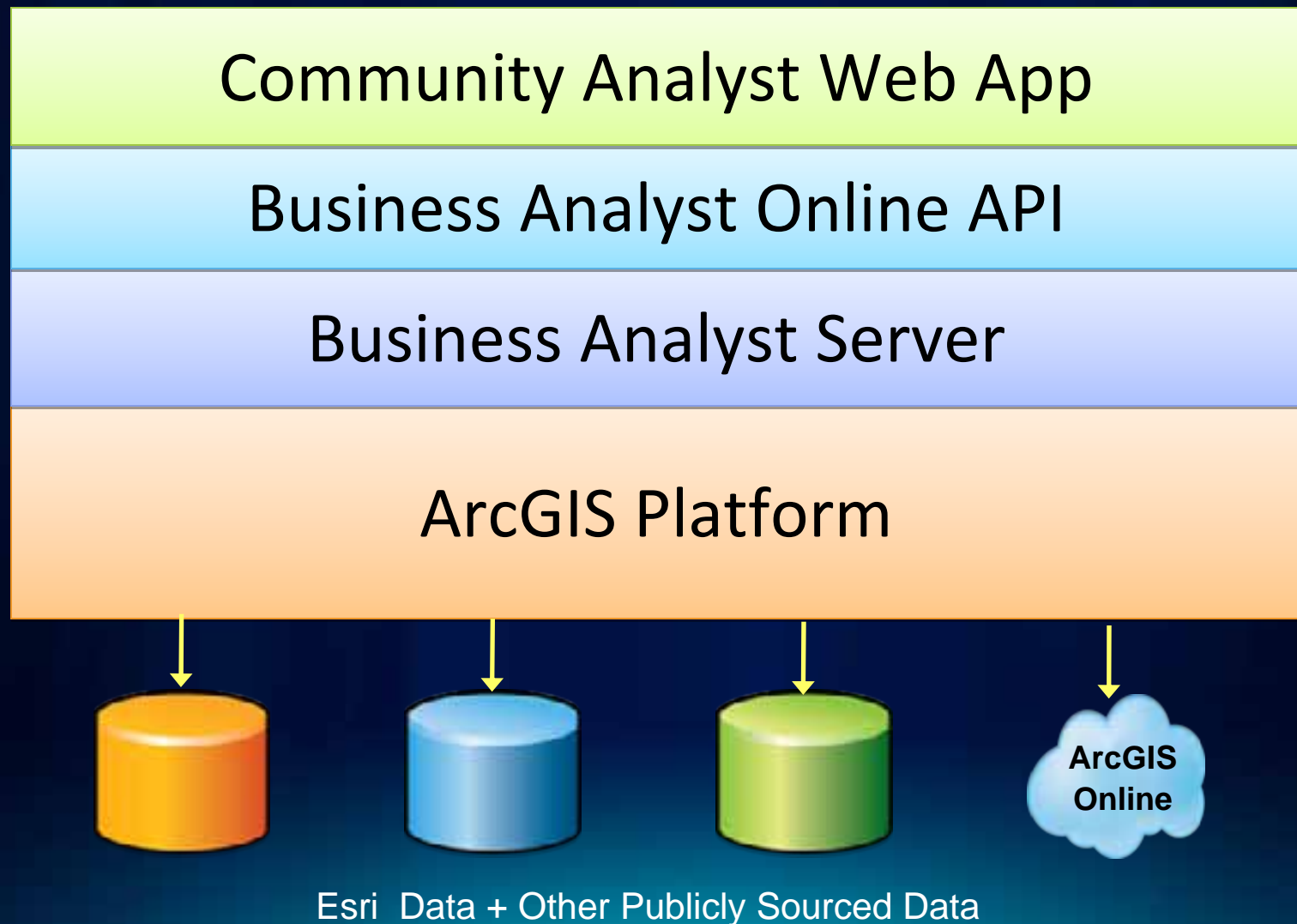
[Preferences](#) [FAQs](#) [Previous Results](#) [Run](#) [Close](#)

Do more with your subscription at communityanalyst.esri.com

- Run Community Analyst reports directly from ArcMap
- Run for any area or map layer
- Attach report variables as attributes to map layer
- More Info: resources.esri.com -> Community Analyst

Demo

Server and Hosted API



Global Solution

Esri Community Analyst

Basemaps
(ArcGIS Online)

Statistical Data
& Reports

Street Network
for Drive Times

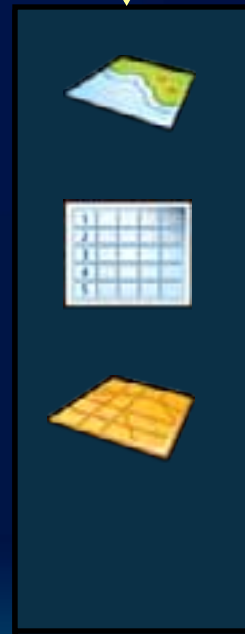
POI Data



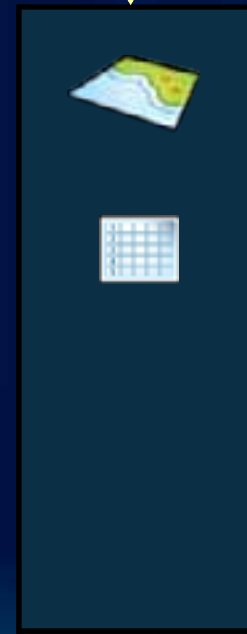
USA
Canada



Europe



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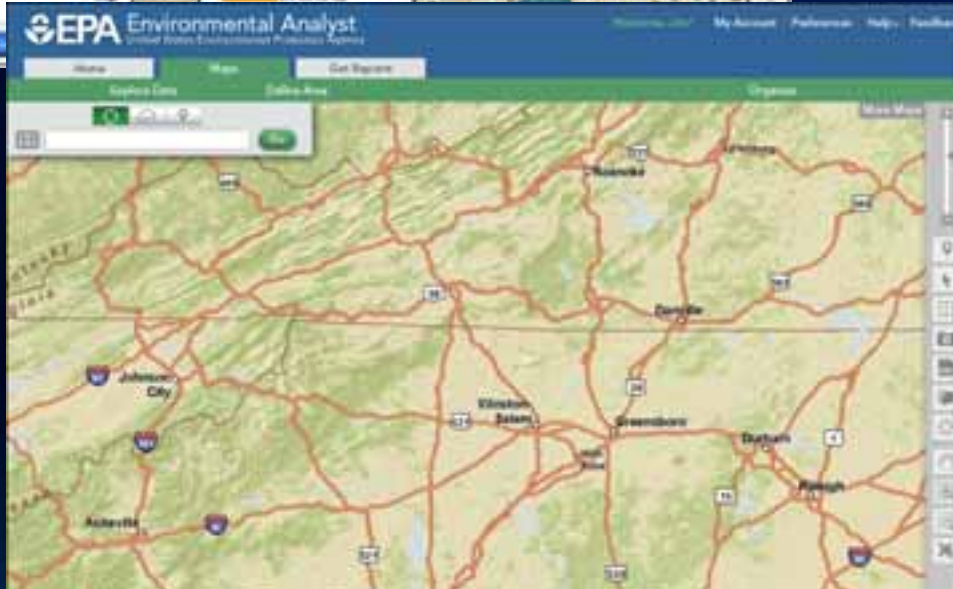
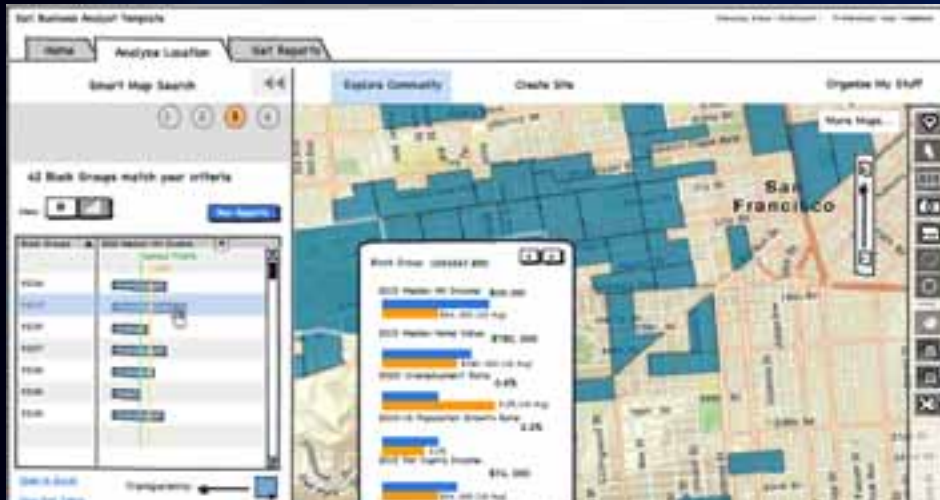


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Enterprise Implementations: Application Template



- Extensible, Skinnable, Configurable, Localizable
- Hosted on-premise or by Esri
- 10.1 Project

Where to Learn More



Other Ways to Reach Us



**Visit the
Exhibit Hall**



Public Safety Showcase
Federal Showcase
Commercial Solutions Island



esri.com/cablog

Read Our Blog!



**CAteam@
esri.com**

Email Us!

General Info:

esri.com/communityanalyst

Technical Info, Videos, Doc, Help:

resources.arcgis.com ➡ Community Analyst

Please Fill Out Your Surveys!
esri.com/sessionevals



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