Esri Community Analyst API

Tony Howser
A Little Show & Tell
The API provides programmatic access to Community Analyst Content, Analytics & Reporting
Exposed through Rich-client Libraries & Standards-based Web Services

Flex & Silverlight SDKs
- Built on core libraries
- Easy integration with the ArcGIS Solution
- First class client apps

REST & SOAP Services
- Platform independence
- Simple
- Ubiquitous
Many Options for Mapping & Representing Your data
Many Ways to Describe Study Areas

- Administrative Areas
- Drive Time/Distance Areas
- Custom Polygon Areas
- Ring or “Donut” Areas
The API Spatially Enables Your Data

What ZIP Code, Census Tract, Congressional District, Census Block Group, etc. is associated with the Study Area or Location?
Many Options for Placing Your Data in Context

20+ USA Demographic Maps

1000’s of Maps Published by Esri User Community

Maps published by your organization

Bing Maps (BYOK*)
The API Enriches Your Data

What are the demographic, health, lifestyle, and other characteristics of the households within the study area?

How can I use this additional insight to better understand their needs, to reach out to them, and maximize resources for the best possible outcome?
The API Makes it Possible to Better Understand, Visualize, and Communicate with your Data
The API (actually our Data Team) Takes Care of the Data Heavy Lifting

Geography Changes Between the 2000 Census and the 2010 Census

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counties</td>
<td>3,141</td>
<td>3,143</td>
<td>2</td>
</tr>
<tr>
<td>Tracts</td>
<td>65,321</td>
<td>73,057</td>
<td>7,736</td>
</tr>
<tr>
<td>Block Groups</td>
<td>208,668</td>
<td>217,740</td>
<td>9,072</td>
</tr>
<tr>
<td>Blocks</td>
<td>8,205,099</td>
<td>11,078,297</td>
<td>2,873,198</td>
</tr>
<tr>
<td>County Subdivisions</td>
<td>35,317</td>
<td>35,703</td>
<td>386</td>
</tr>
<tr>
<td>Places (Cities &amp; Towns)</td>
<td>25,150</td>
<td>29,261</td>
<td>4,111</td>
</tr>
</tbody>
</table>
The API Simplifies Your Analysis

Geography Changes Between the 2000 Census and the 2010 Census

Same Code, Different Boundary!

Using 2000 Geography here would produce the wrong results!
And Gives You Access to High Quality Data & Analysis
Add Value to your Custom Applications, Workflows & Solutions

- Government Transparency
- Public Health
- Public Policy
- Public Safety
- Citizen Outreach/Engagement
- Grant Writing
- …