Overcoming Social Inequities with Technology, Today
A Move Towards Smart Communities
Every community can be...
Tackling the Shift in Thinking

Applying analysis and data to the development of programs and policy

Seeing a shift towards social and policy issues
Iterative Policy Making

- Moving to a process of constantly collecting data and feeding information to decision makers
- Automated data collection through mobile tools
- Connection to CRM systems
- Real-time awareness
- More data-driven decision making
What do we mean by social inequities?

Disparities in wealth, income, resources, health, etc.

- Homelessness
- Veterans
- Income
- Opioid Abuse
- Poverty
- Blight
- Housing Affordability
- Community Policing
- Recidivism
- Community Policing
- Education
- And more…
Maps Locate Brighter Future for Homeless

Finding shelter and stability for homeless

- Challenge was to locate, count and survey unsheltered homeless people to meet federal regulations
- First in the nation to geocode homeless populations
- 200 unsheltered homeless people recorded down to street level
Creating a Dialog on Education vs. Incarceration

- Uses national datasets
- Presents findings in story maps
- WILL.I.AM's foundation targets problem areas with scholarship and student programs
Fighting Opioid Addiction through Increased Awareness

Inventory of blighted properties

- Location and analysis on current situation, including:
  - Hospitalizations
  - Emergency Room visits
  - Opioid prescriptions
  - Prevention centers
  - Syringe access exchange programs
  - Treatment centers
Blight Status via Crowdsource Survey

Inventory of blighted properties

- Collected street level photos for every parcel in the city
  - 16,000+ properties crowdsourced
- Collaboration between agencies
  - Code Enforcement
  - Emergency Management
  - Tax Appraisers
Link between Domestic Violence and Household Income

Discovering new insight with data across organizations and departments

• What are the drivers for certain social issues?
• Combining data from different departments may result in new insight
The Technology is Here to Start Tackling Social Inequities

- Data
- Mobile Apps
- ArcGIS for State & Local Government
- Story Maps
Data & Analysis

Take Advantage of All Data Sources

- Leverage open data that is ready to be used
- Supplement open data with in-house or crowdsourced data
- Analyze information in a variety of ways:
  - ArcGIS Maps for Office
  - Geoenrichment
  - Big Data Analysis Tools
Mobile

Easy-to-use Data Collection Tools

- Crowdsourcing, surveying, and collecting information from citizens, volunteers or staff is easy
ArcGIS for State and Local Government

Ready-to-use applications

- We have established collections of solutions to solve certain problems
  - Blight Solutions
  - Opioid Solutions
Story Maps
Communicate to Decision Makers & Citizens

Portland Traffic Fatalities, Portland, OR
storymaps.arcgis.com

The Opioid Epidemic, Drug Poisoning Deaths

Vision Zero, Los Angeles, CA

Pothole Dashboard, Massachusetts DOT

Bridge Conditions, Iowa DOT
Stop by the Government Showcase

on the Expo floor for more information and demos

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