#### Esri Southwest User Conference

November 13-15, 2013 | Salt Lake City, Utah



# Mapping for the Non-GIS Staff in Your Agency

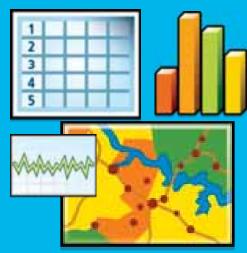
**Bryan Franey** 

### Agenda

- Esri Maps for Office
- Community Analyst

#### **Location Analytics**







Mapping and Visualization

Spatial Analytics Information / Data Enrichment

## Why Use It?

#### • Evaluate the Flow of Resources



% of Households with Income < \$15,000

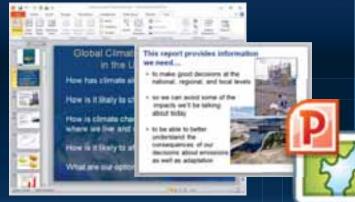


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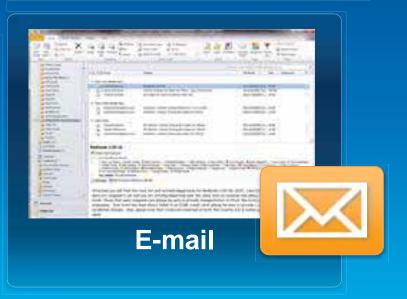
#### **Spreadsheets**



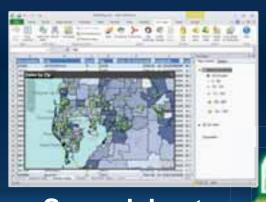




#### **Presentations**





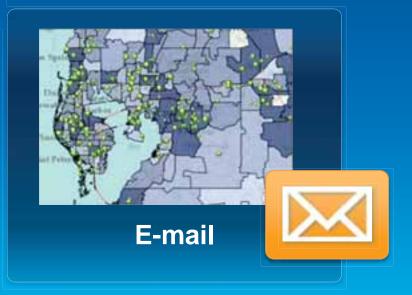


#### Spreadsheets



#### Presentations





#### **Esri Maps for Office**



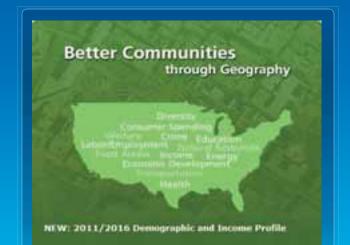


# **Community Analyst**

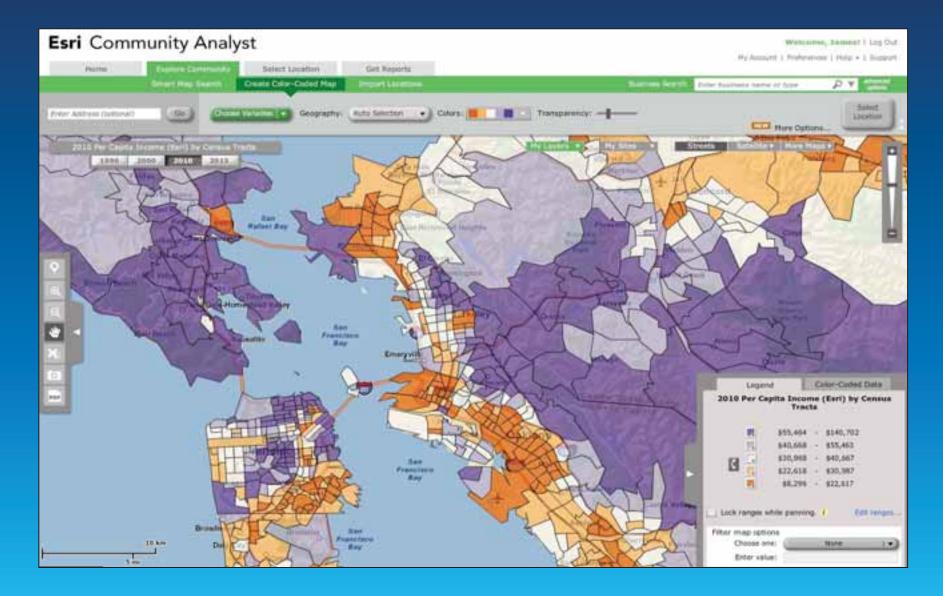


#### What is Community Analyst?

- Web application to make better decisions about a community
  - SaaS solution leverage Esri infrastructure
  - Quickly and easily perform analysis
  - Communicate through maps and reports
  - Use authoritative data



# **Esri Community Analyst**



#### Who is it for?

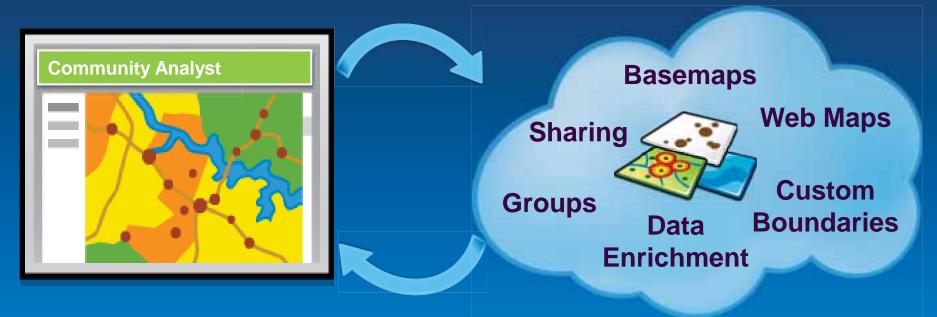
#### For policy-makers, analysts, and advocates

- Government agencies (all levels)
- Civic and grant-making organizations
- Planners and planning commissions
- Advocacy groups
- NGOs
- Health agencies
- Consultants
- Educators

#### What questions does it answer?

- 1. Are we putting resources in the right place?
- 2. How do we communicate *why* resources were allocated the way they were?
- 3. How can we reach the community more effectively?

# **ArcGIS** Online



### Tools

- Business Search
- Comparison Report
- Color-Coded Map
- Smart Map Search
- Standard Reports





# Thanks

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Understanding our world.