MAKE CHANGE HAPPEN
BE UNITED

COMMUNITY DEVELOPMENT USING GIS

USING NEIGHBOURHOOD DATA AS A CATALYST FOR CHANGE

ESRI INTERNATIONAL USER CONFERENCE, JULY 10TH, 2013

PAUL STEEVES, SENIOR MANAGER, RESEARCH AND EVALUATION

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MISSION, VISION AND PROMISE

- **Mission:** to bring people and resources together to build a strong, healthy, safe community for all

- **Vision:** the community is measurably better as a result of the work of United Way Ottawa and others

- **Promise:** to invest resources where they're needed most and where they'll have the greatest impact

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OTTAWA NEIGHBOURHOOD STUDY

Mission: To provide useful, relevant, and reliable information about Ottawa neighbourhoods that will support place-based planning, service delivery, advocacy, and action.

RESEARCH & COMMUNITY CONTRIBUTING TOGETHER

NEIGHBOURHOODS REDEFINED

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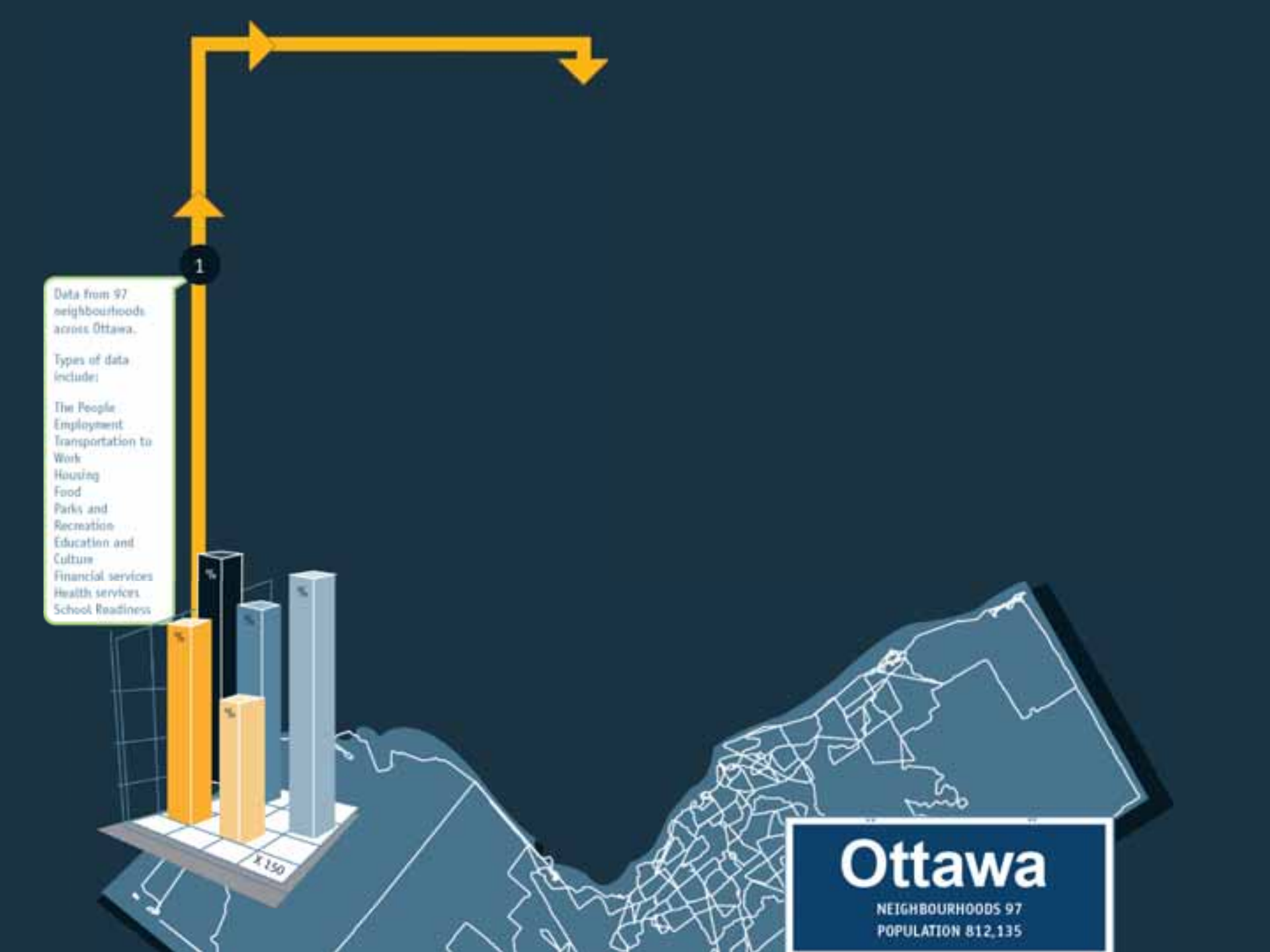
AT FIRST …

- Physical barriers approach
- Similarity in demographics
- Real estate maps

NOW …

- Innovative statistical & GIS techniques
  - Dasymetric mapping
  - Spatial microsimulation


1
Data from 97 neighbourhoods across Ottawa.
Types of data include:
The People
Employment
Transportation to Work
Housing
Food
Parks and Recreation
Education and Culture
Financial services
Health services
School Readiness
X 150
Ottawa
NEIGHBOURHOODS 97
POPULATION 812,135

2

Data is processed through the ONS

ONS

OTTAWA NEIGHBOURHOOD STUDY

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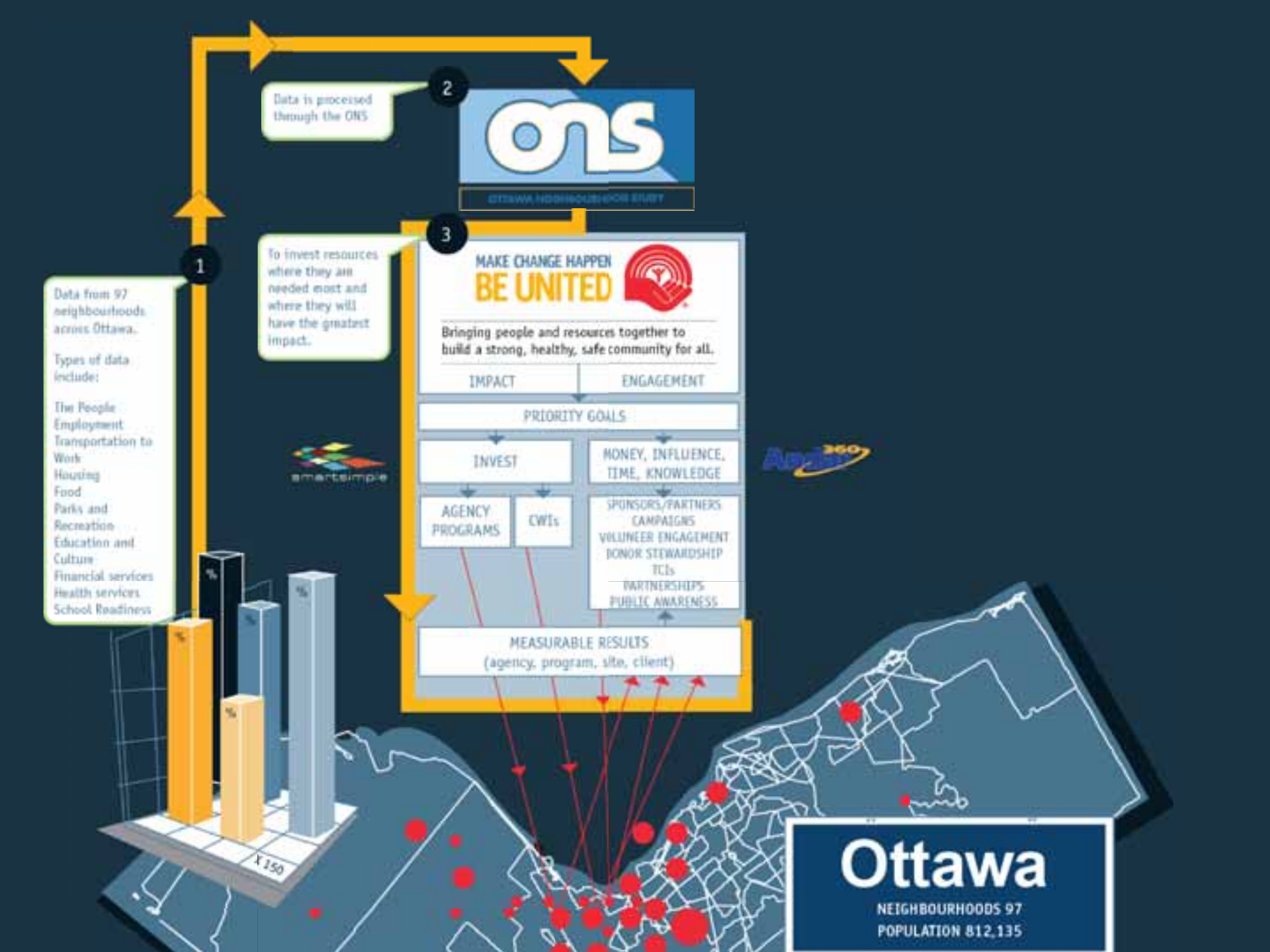
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IMPACT
ENGAGEMENT
PRIORITY GOALS
INVEST
MONEY, INFLUENCE, TIME, KNOWLEDGE
AGENCY PROGRAMS
CWIs
SPONSORS/PARTNERS
CAMPAIGNS
VOLUNTEER ENGAGEMENT
DONOR STEWARDSHIP
TCIs
PARTNERSHIPS
PUBLIC AWARENESS
MEASURABLE RESULTS
(agency, program, site, client)
smartsimple
Apple 360
X 150
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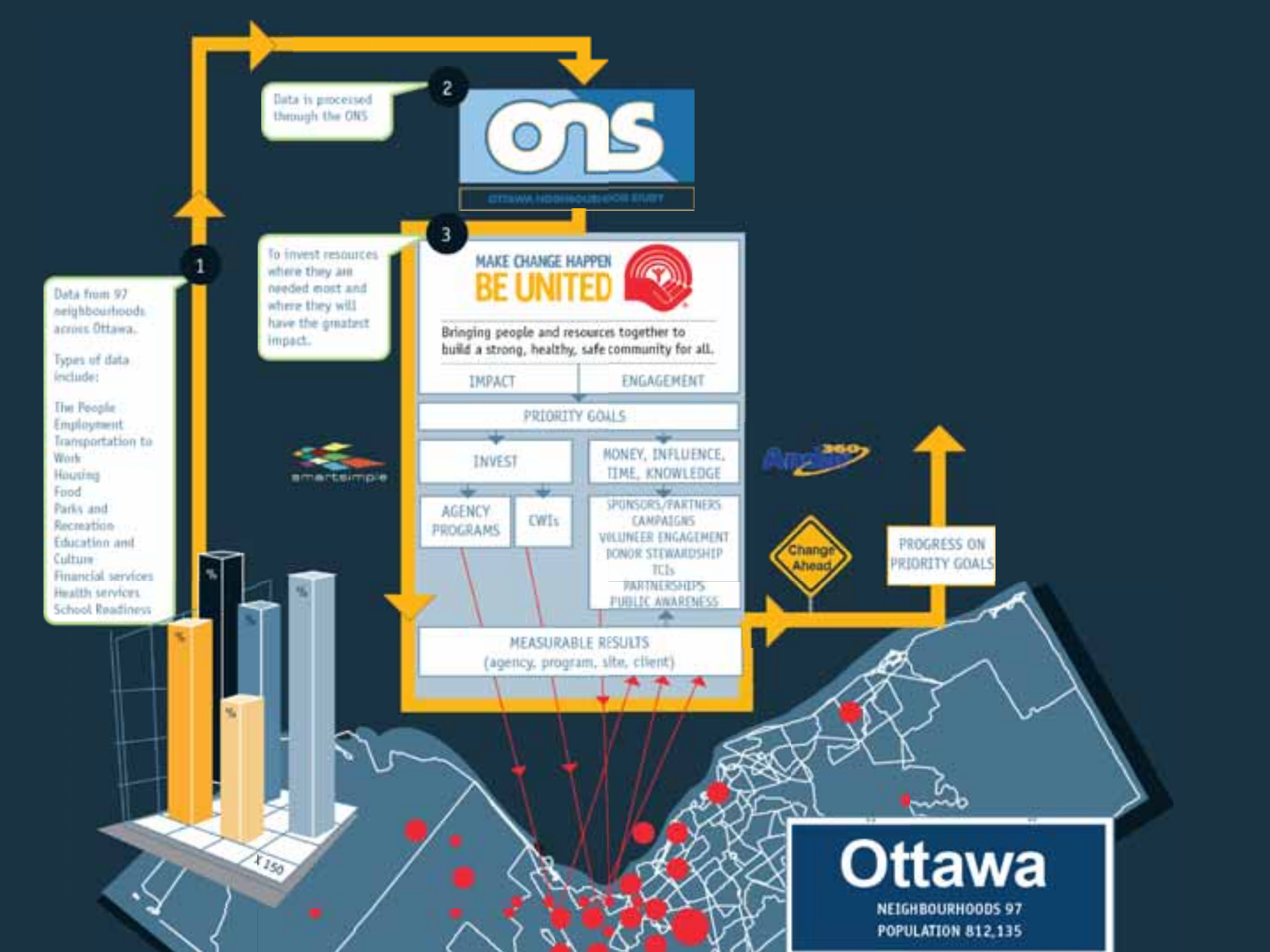
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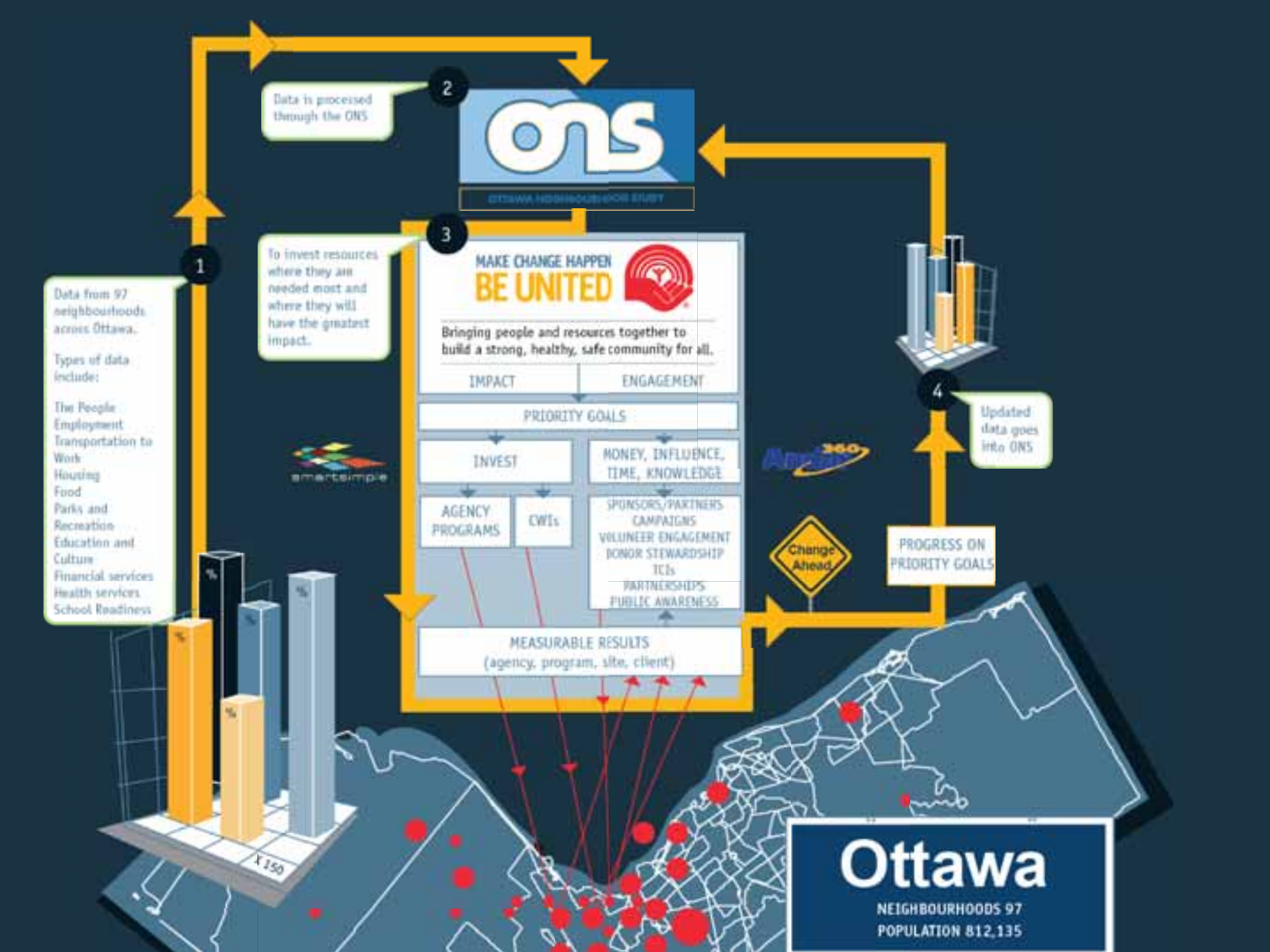
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Updated data goes into ONS
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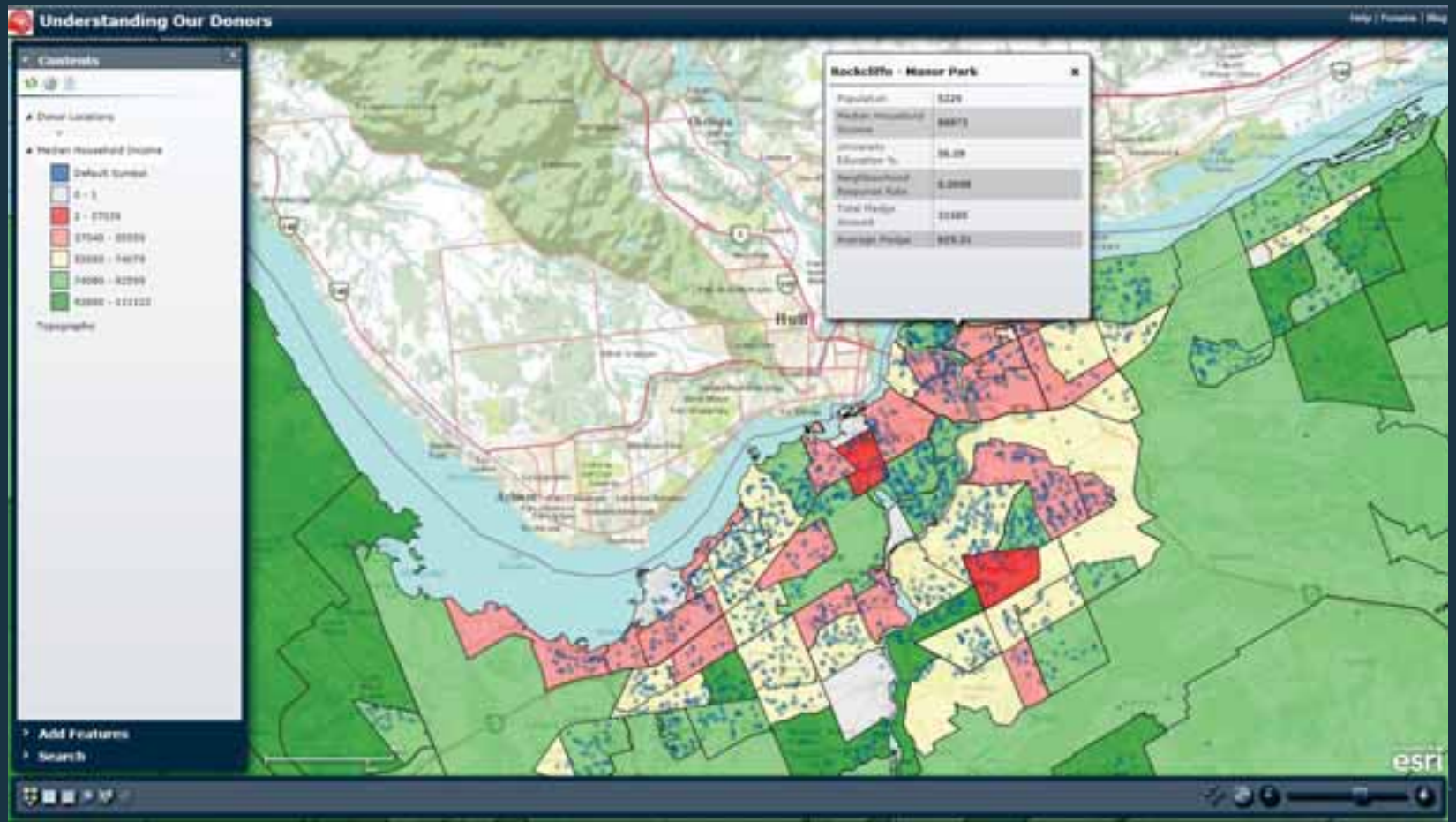
RESOURCE DEVELOPMENT



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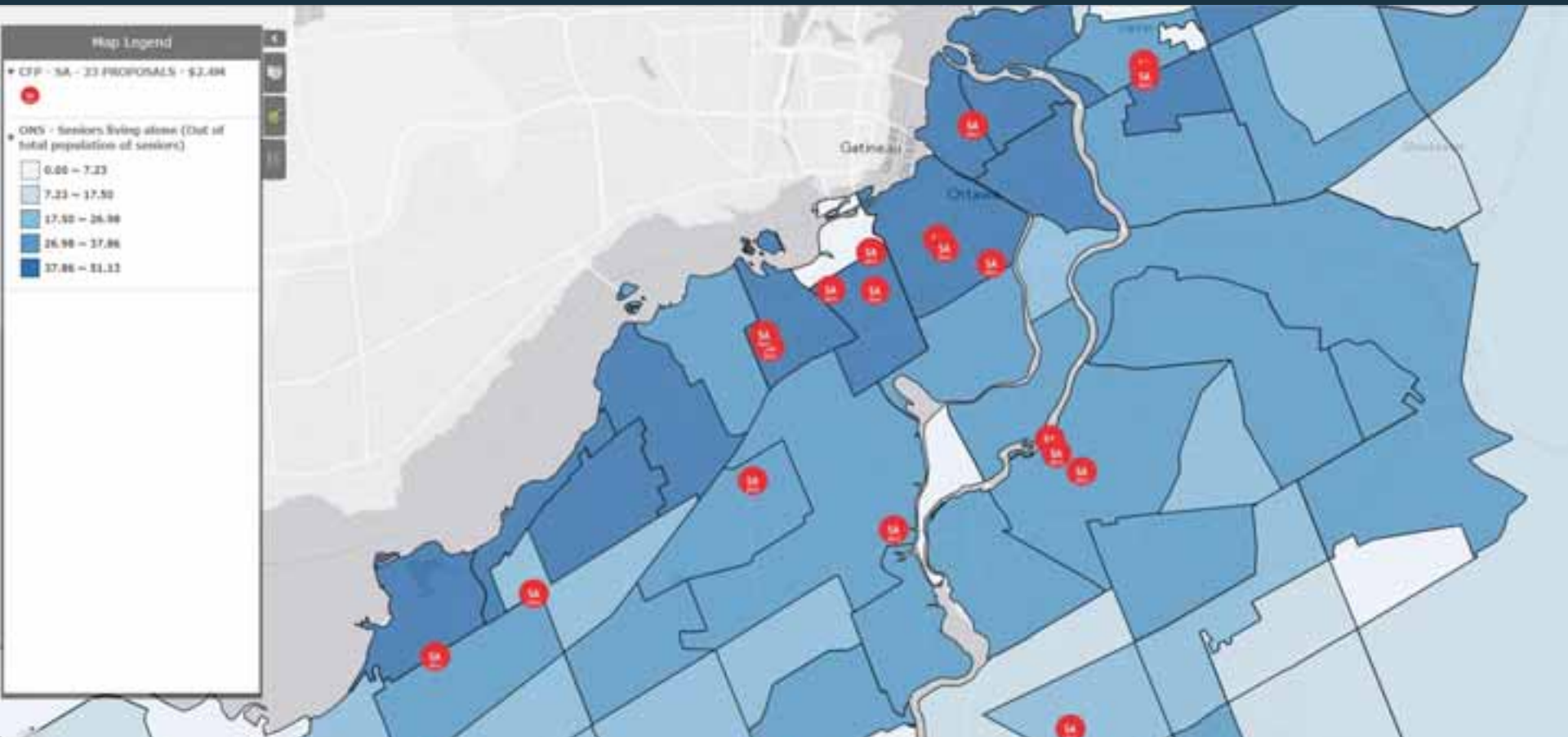
INVESTMENT



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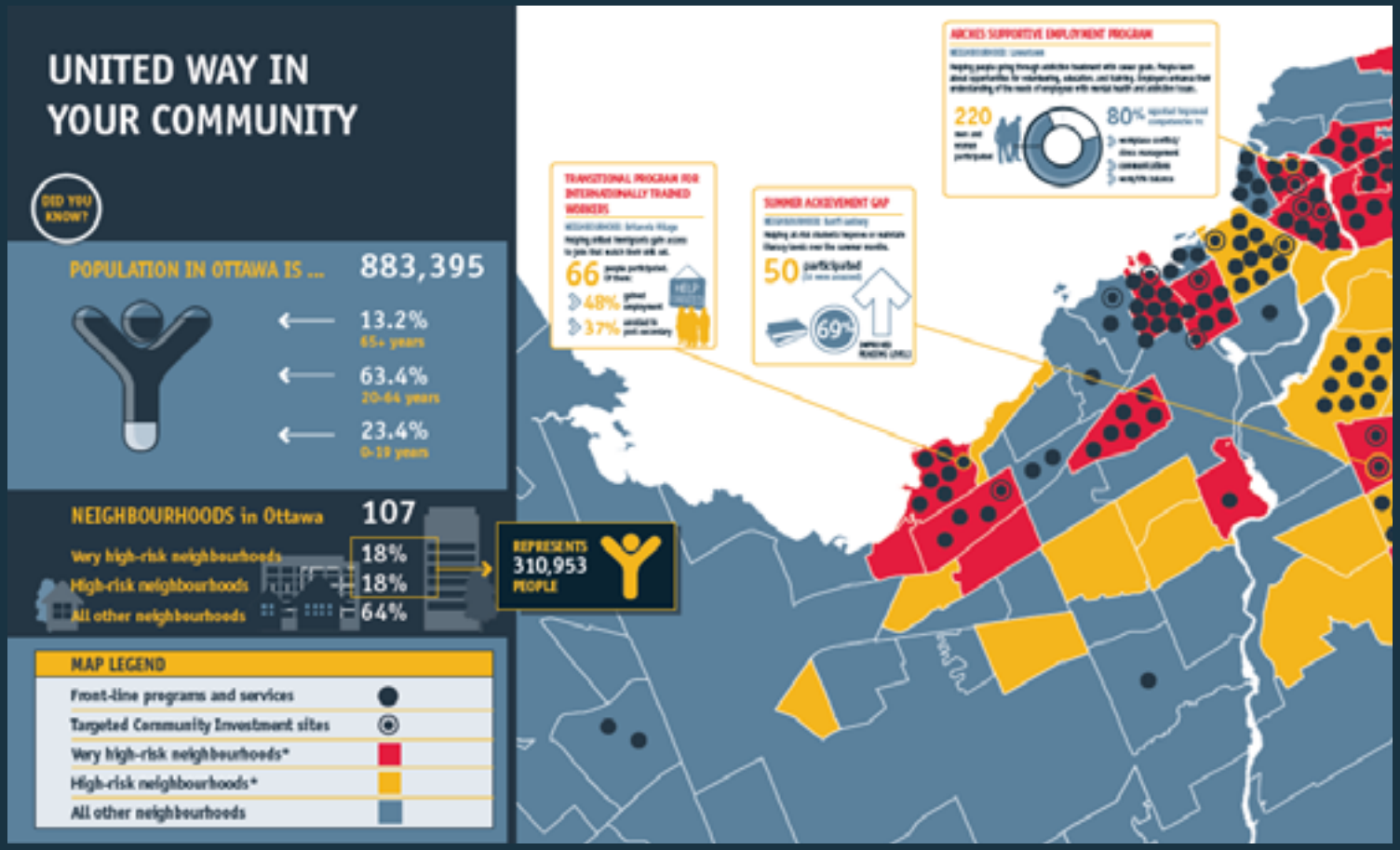
COMMUNICATE



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THANK YOU!

… [W]e now have the capability, with advanced analytic tools, to extract value from data – to see the patterns, the correlations and the outliers. [These] are helping us to begin to anticipate, forecast and even predict changes in our systems.

~ Samuel J. Palmisano
President and CEO, IBM

Paul Steeves
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