

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

GIVE | SPEAK UP | TAKE ACTION

UNITED WAY OTTAWA

363 Coventry Road, Ottawa, ON K1K 2C5 T 613.228.6700 F 613.228.6730 unitedwayottawa.ca

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



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.

MAKE CHANGE HAPPEN
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RESEARCH & COMMUNITY CONTRIBUTING TOGETHER



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OUR

UNITED WAY IS A GOOD NEIGHBOUR

Together we are building community by keeping Ottawa "mapped." We do this to better understand where we all live, work and play while we help shape our community's health, well-being and sustainability for future generations. IBM recently awarded The Ottawa Neighbourhood Study (ONS) a Centennial Grant that will make the data even more accessible for community partners.

ONS provides relevant, useful, and reliable information about Ottawa neighbourhoods that will support place-based planning, service delivery, advocacy, and action.

To find out more about the ONS visit www.neighbourhoodstudy.ca

(From left) Neil Spooner, Esri Canada Limited (Geographic Information Systems Partner); Dr. Mike Sawada, representing the partners of the Ottawa Neighbourhood Study; and Karen Williams, IBM.

ONS partners include: United Way Ottawa, the City of Ottawa, Ottawa Public Health, the University of Ottawa, Coalition of Community Health and Resource Centres of Ottawa and the The Champlain Local Health Integration Network.

To explore how you can make change happen, please contact Derek at 613-683-3796 or ddelouche@unitedwayottawa.ca.

DONATE NOW. 613.228.6767 | unitedwayottawa.ca  

Ad space provided by: **BUSINESS JOURNAL**

NEIGHBOURHOODS REDEFINED



AT FIRST ...

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

NOW ...

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



Ottawa

NEIGHBOURHOODS 97
POPULATION 812,135

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

1



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Data is processed through the ONS

2



Ottawa
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OTTAWA NEIGHBOURHOODS STUDY

2
Data is processed through the ONS

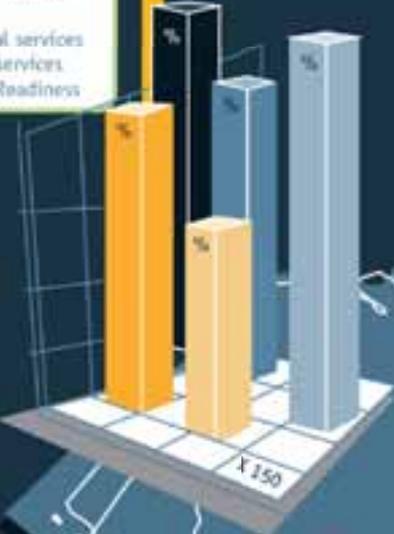
3
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OTTAWA NEIGHBOURHOODS STUDY

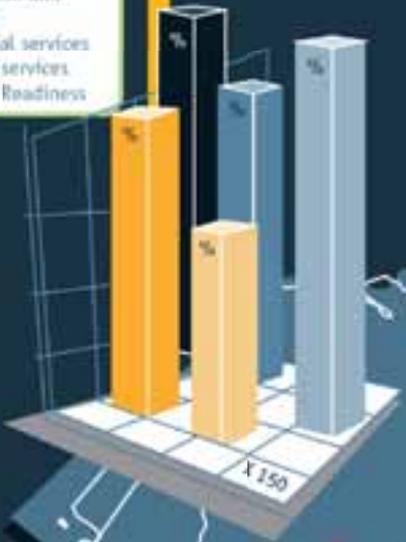
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PROGRESS ON PRIORITY GOALS



Ottawa
NEIGHBOURHOODS 97
POPULATION 812,135



ons

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Bringing people and resources together to build a strong, healthy, safe community for all.

IMPACT

ENGAGEMENT

PRIORITY GOALS

INVEST

MONEY, INFLUENCE, TIME, KNOWLEDGE

AGENCY PROGRAMS

CWIs

SPONSORS/PARTNERS
CAMPAIGNS
VOLUNTEER ENGAGEMENT
BONOR STEWARDSHIP
TCIs
PARTNERSHIPS
PUBLIC AWARENESS

MEASURABLE RESULTS
(agency, program, site, client)



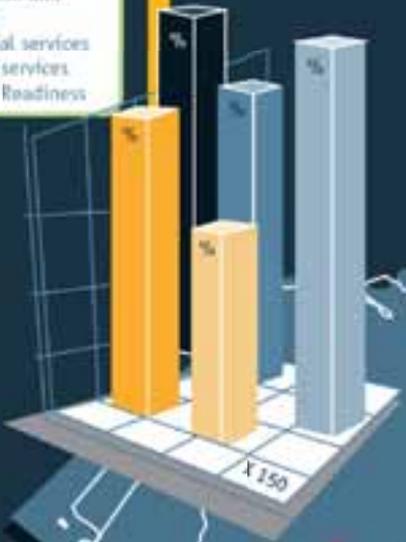
4
Updated data goes into ONS

PROGRESS ON PRIORITY GOALS



Ottawa

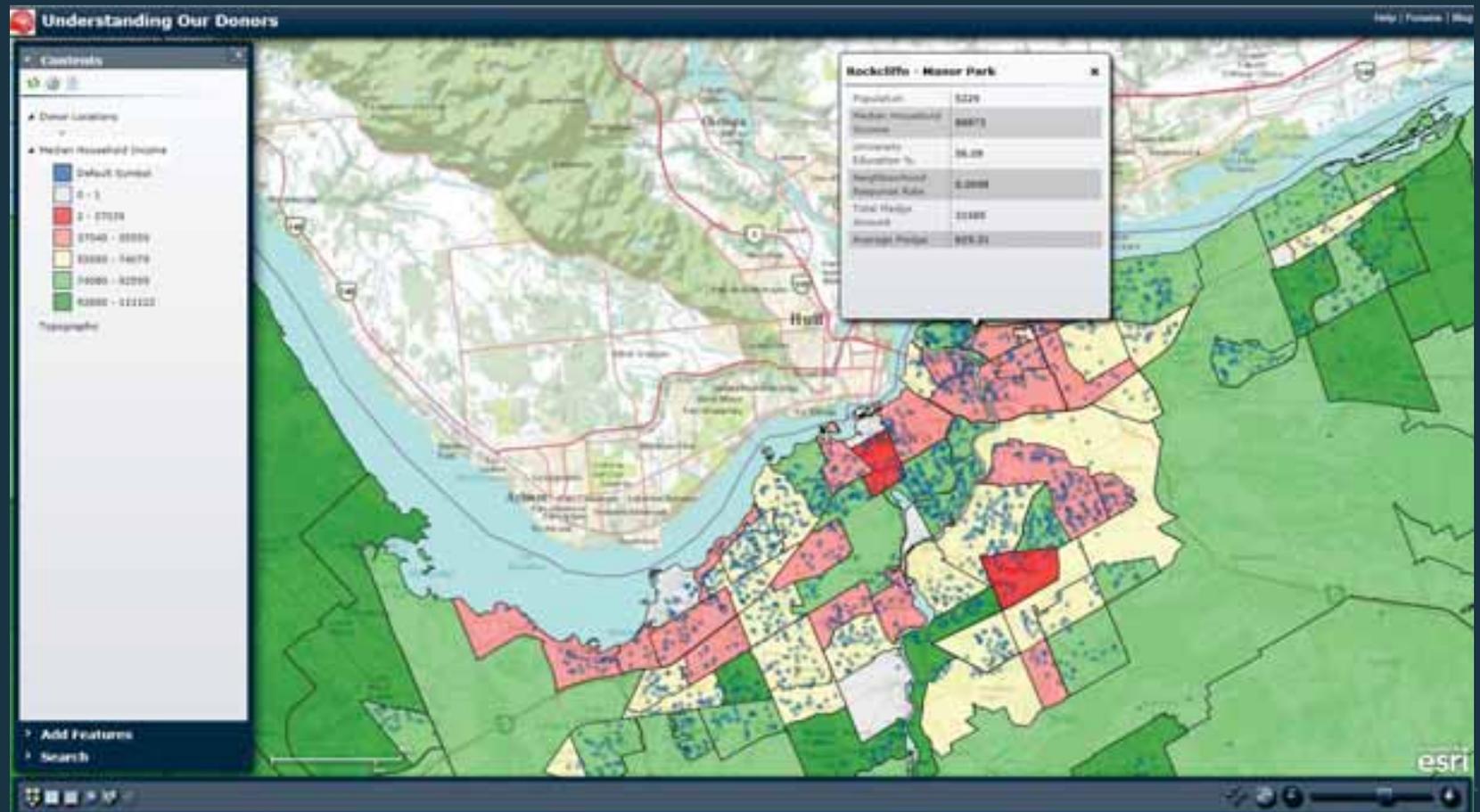
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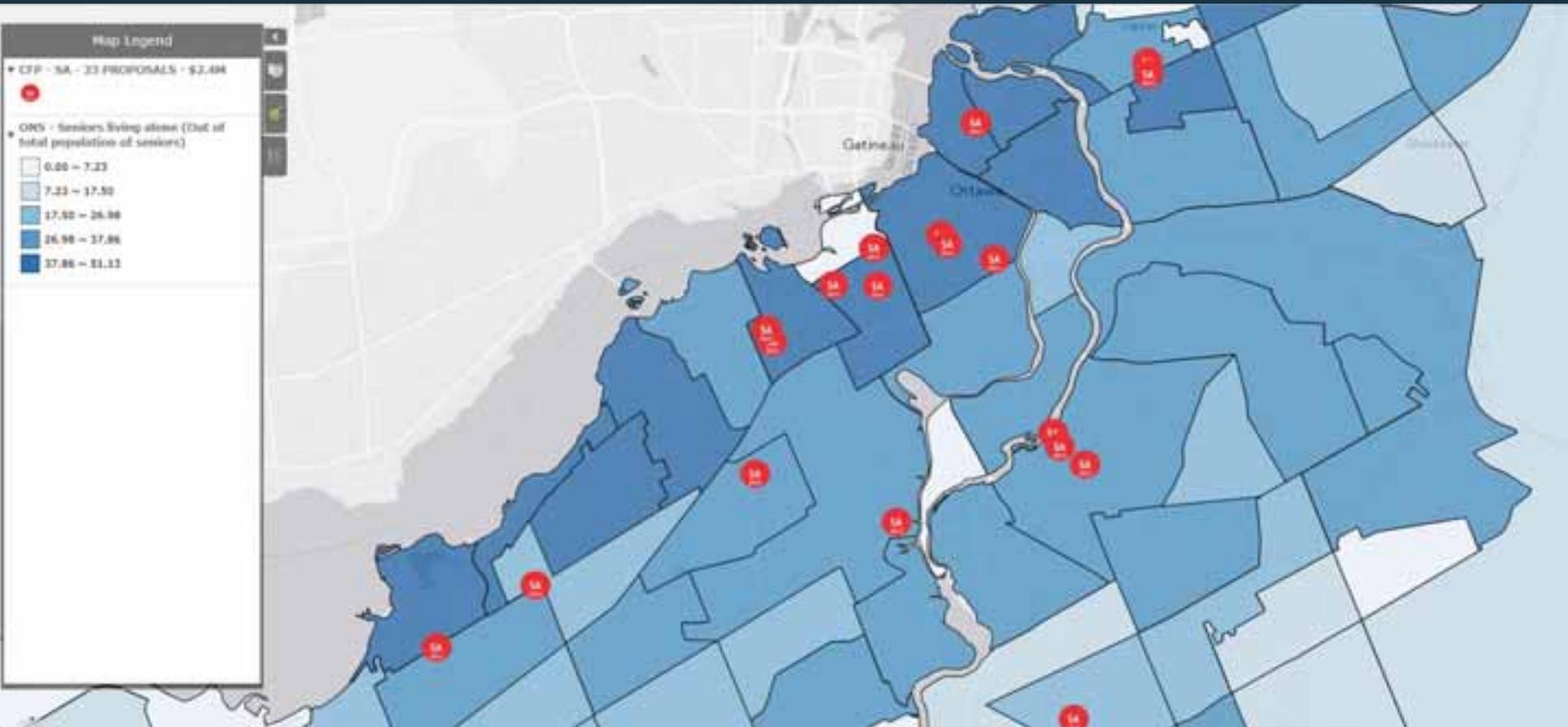
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RESOURCE DEVELOPMENT



INVESTMENT



COMMUNICATE

UNITED WAY IN YOUR COMMUNITY

DID YOU KNOW?

POPULATION IN OTTAWA IS ... **883,395**



- ← 13.2% 65+ years
- ← 63.4% 20-64 years
- ← 23.4% 0-19 years

NEIGHBOURHOODS in Ottawa **107**

- Very high-risk neighbourhoods 18%
- High-risk neighbourhoods 18%
- All other neighbourhoods 64%

MAP LEGEND

- Front-line programs and services ●
- Targeted Community Investment sites ⊙
- Very high-risk neighbourhoods* ■
- High-risk neighbourhoods* ■
- All other neighbourhoods ■

REPRESENTS
310,953
 PEOPLE

TRANSITIONAL PROGRAM FOR INTERNATIONALLY TRAINED WORKERS

66 people participated in this program.
 48% gained employment
 37% are still in post-secondary

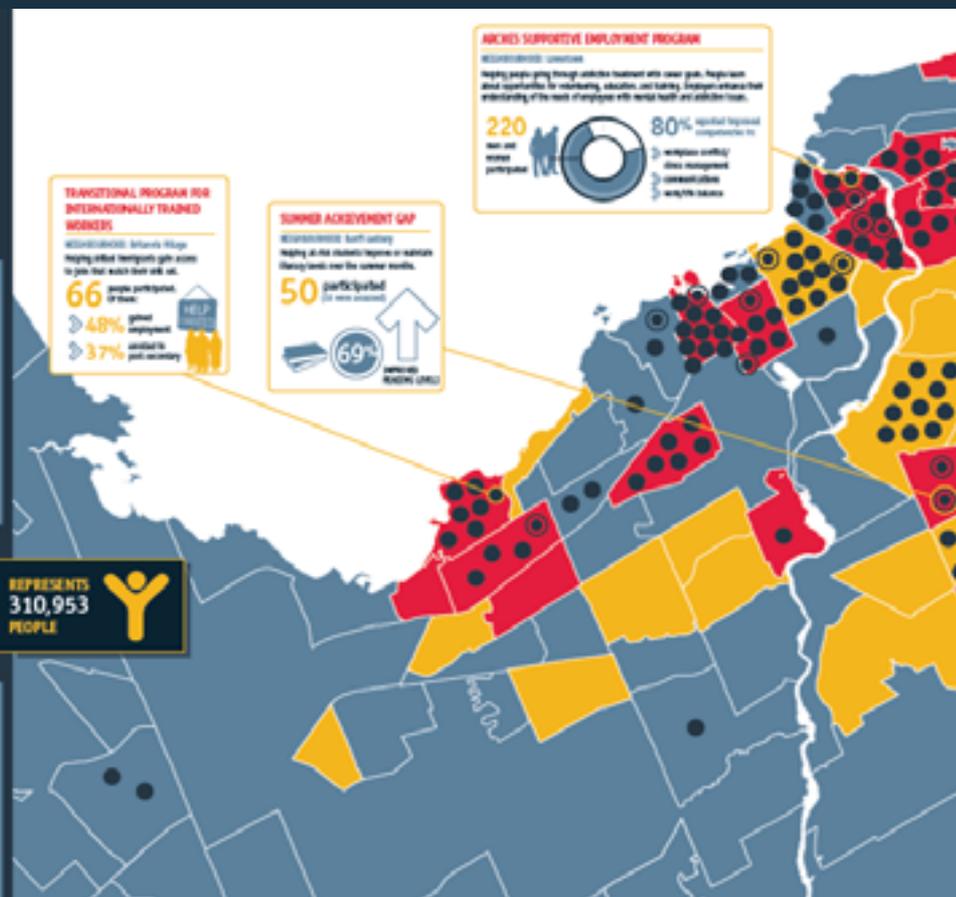
SUMMER ACHIEVEMENT GAP

50 participated in this program.
 69% achieved reading levels

ADKES SUPPORTIVE EMPLOYMENT PROGRAM

Helping people going through addiction treatment with career goals. Program aimed opportunities for retraining, education and training. Program increases understanding of the needs of employees with mental health and addiction issues.

220 men and women participated.
 80% reported improved confidence in:
 - workplace conflict
 - stress management
 - communication
 - workplace violence



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

Email: psteeves@unitedwayottawa.ca