

> UC 507 - Mobile GIS & Cloud Services for York Region Employment Survey

ESRI User Conference
15 July 2014



York Region

**Spatial
DNA**

www.spatialdna.com

Where is York Region?



York Region Facts



Global Companies @ York



LIFE SCIENCES	INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)	FINANCIAL & BUSINESS SERVICES	CLEANTECH
			AUTOMOTIVE & AUTO PARTS
			CONSUMER PRODUCTS
		ENGINEERING	

Overview and Issues

BUSINESS EMPLOYMENT SURVEY

What is the Business Survey?

- Annual collection effort for summer term
- 10-12 surveyors each year + 1 supervisor
- Door-to-door survey of 28K+ businesses
- Used Windows XP Tablet computers for data collection
- Microsoft Access Database
- System first designed and run in 1999

Survey Data Use

- Infrastructure Planning
- Identify / manage growth areas
- Long-term trend analysis by sector
- Local marketing and outreach
- Business directory
- Cultural points of interest
- Success measures for retention / expansion
- Identify high-growth businesses

3 Overlapping Interests

- Long-range planning
 - Employment @ location by activity

- Administrative
- Operations
- Manufacturing

- Economic development
 - Employment @ location by sector

- ICT
- Life Sciences
- Adv. Manufacturing

- Tourism
 - Public-accessible activity @ location

- Accommodations
- Cultural
- Financial Services

York Region Business Database



Create New Business

Search Business ID:

Search Business by Keyword and/or Phone

Traffic Zone Lookup

Daily Updated Businesses



SAVE Record

User Name : todd.lewis

Computer : TODD

Do Not Survey

Yes No

Update Method : street survey

Comments :

***** THIS IS AROMA ESPRESSO BAR *****
UPDATED FOR 2012

Unable to Contact Yes No

Refused to Participate Yes No

Not Found at Location Yes No

Language Barrier Yes No

Business Closed Yes No

Home Based Yes No

Business Contact Info

Street Address

Mailing Address

Employment

NAICS

Additional Info

Contact Info

Business Directory

Reports

Street Address

Traffic Zone:

1091

TZ Lookup

- Street Name
- Street Type
- Street Direction

Street Number	Street Name	Street Type	Street Direction	Suite Number
1	PROMENADE	Circ.		M110

- City
- Municipality

Full Street Address

1 PROMENADE CIRCLE

Auto-Fill Street Address from above.

City	Municipality	Province	Postal Code	Country
THORNHILL	VAUGHAN	ONTARIO	L4J4P8	CANADA

• Data Quality

- Count of employees @ location may = total
- NAICS code classifies by activity @ location
- Parent company missing for roll-up of results
- New businesses are missed
- Closed businesses are not removed
- Location on wrong street or municipality
- Management of contacts

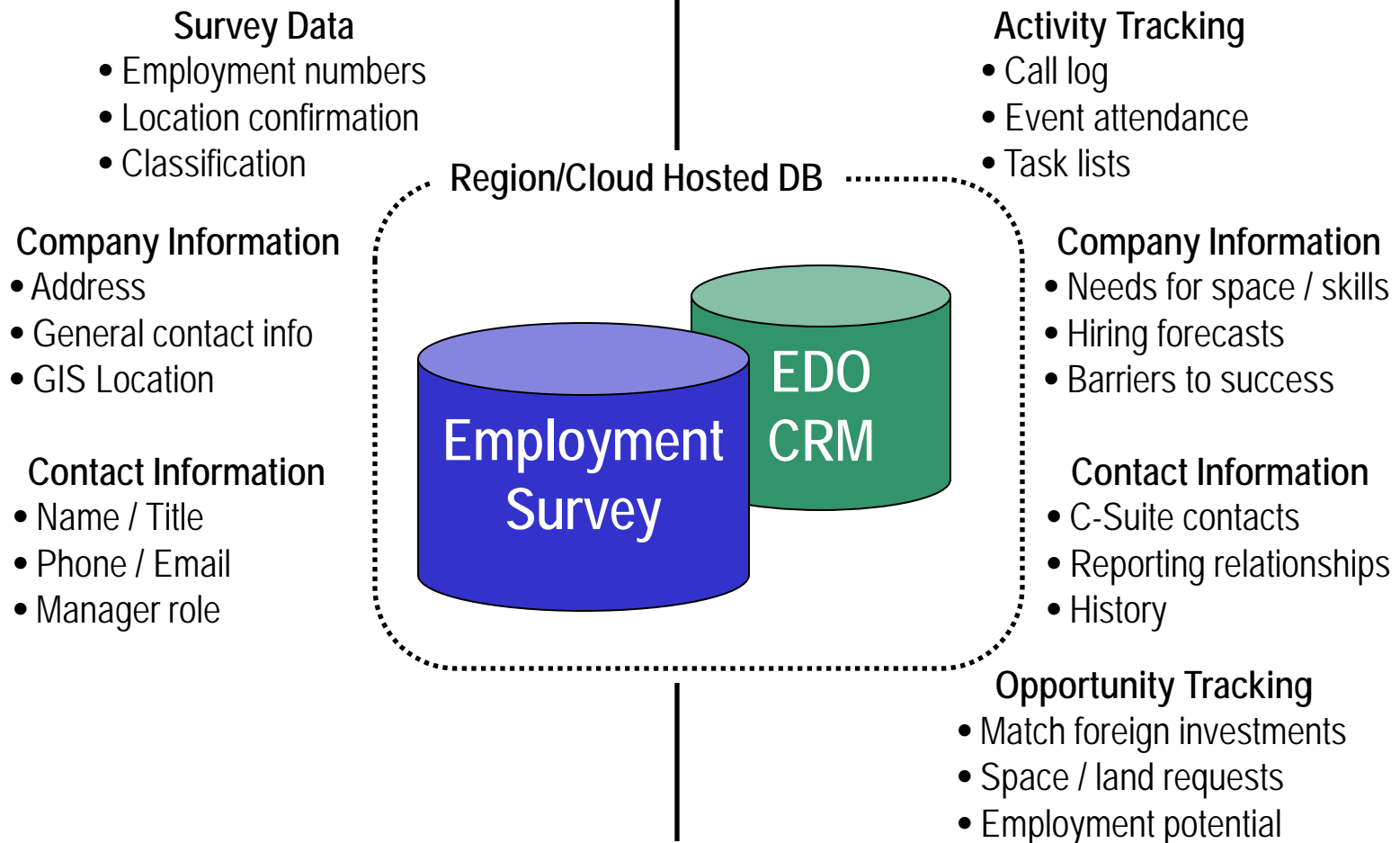
Updating the Approach and Technology

CHANGING THE STORY

Partnership & Collaboration



CRM-Enabled Solution



1 DB, Multiple Interfaces



Employment Survey

- browser-based
- disconnected-capable
- location-aware (GPS)

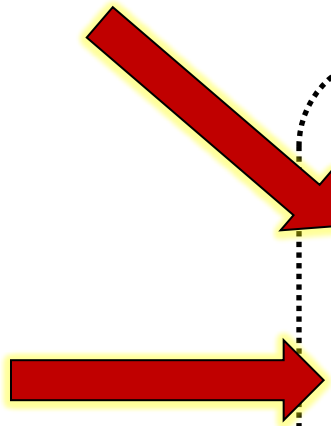


Tourist

- browser-based
- Points of Interest
- culture & event map

Business Directory

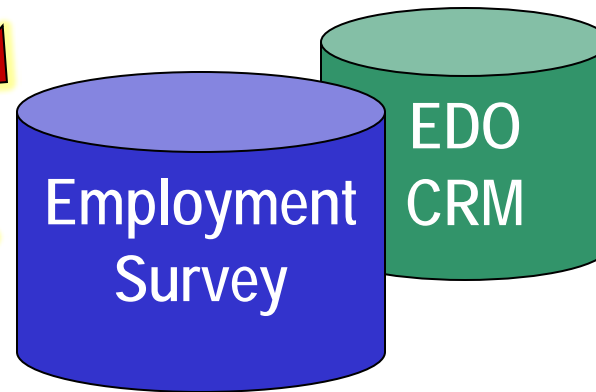
- browser-based
- Map search / view
- Download directory



Business User

- browser-based
- registration
- self-survey

Region/Cloud Hosted DB



Business Outreach

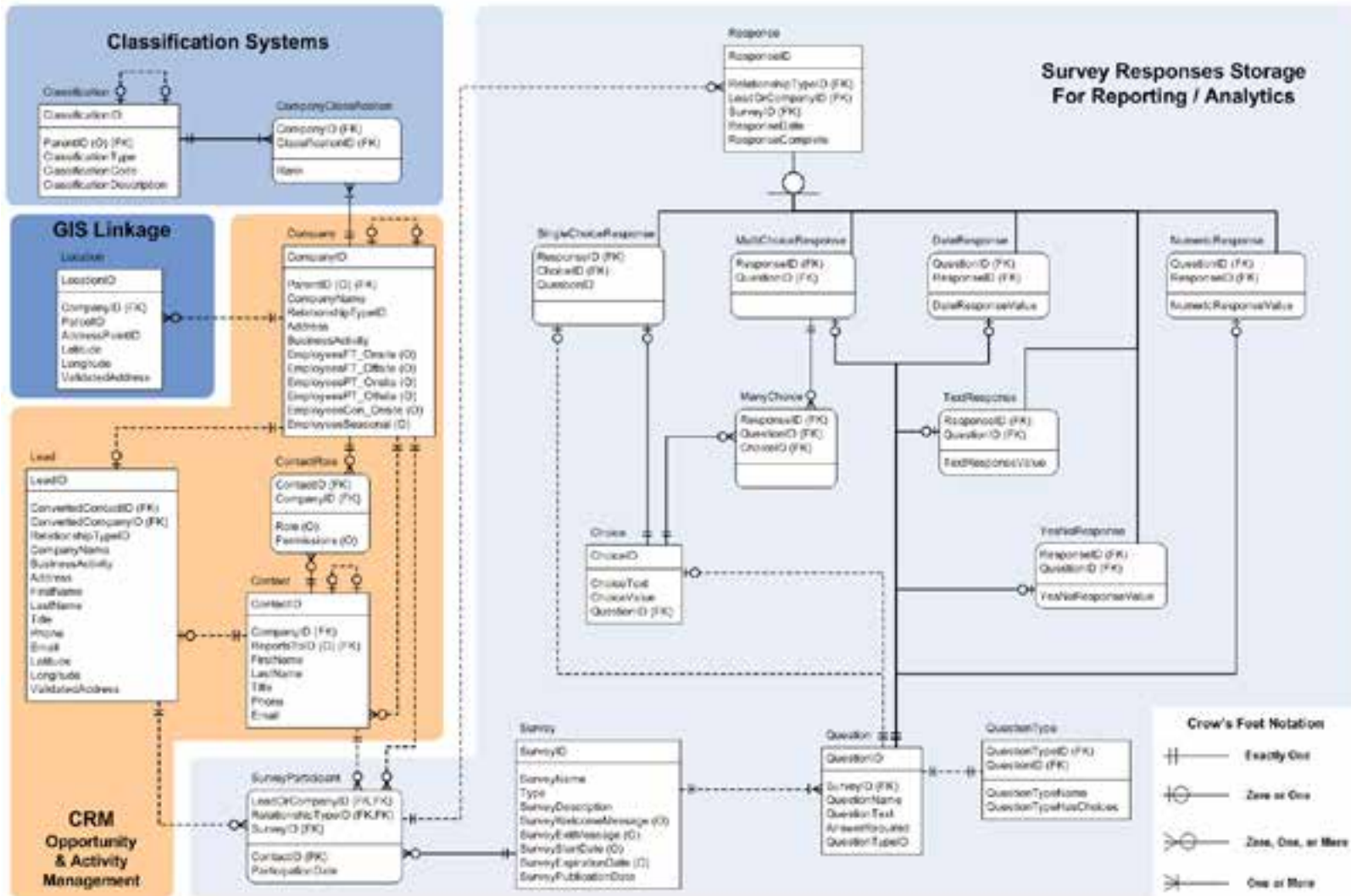
- connection
- opportunities



EDO Officer

- browser-based

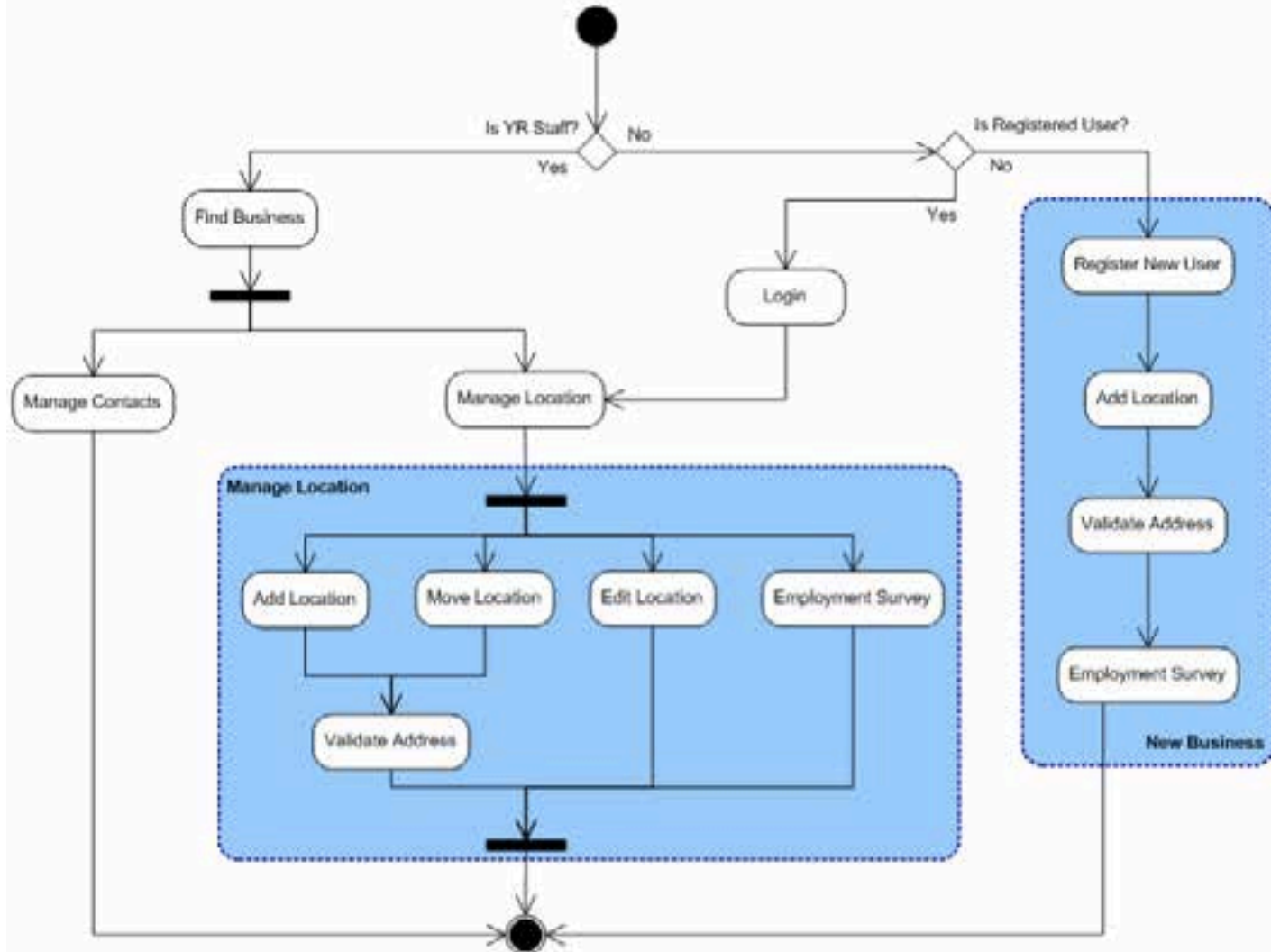
Data for Decisions & Analysis



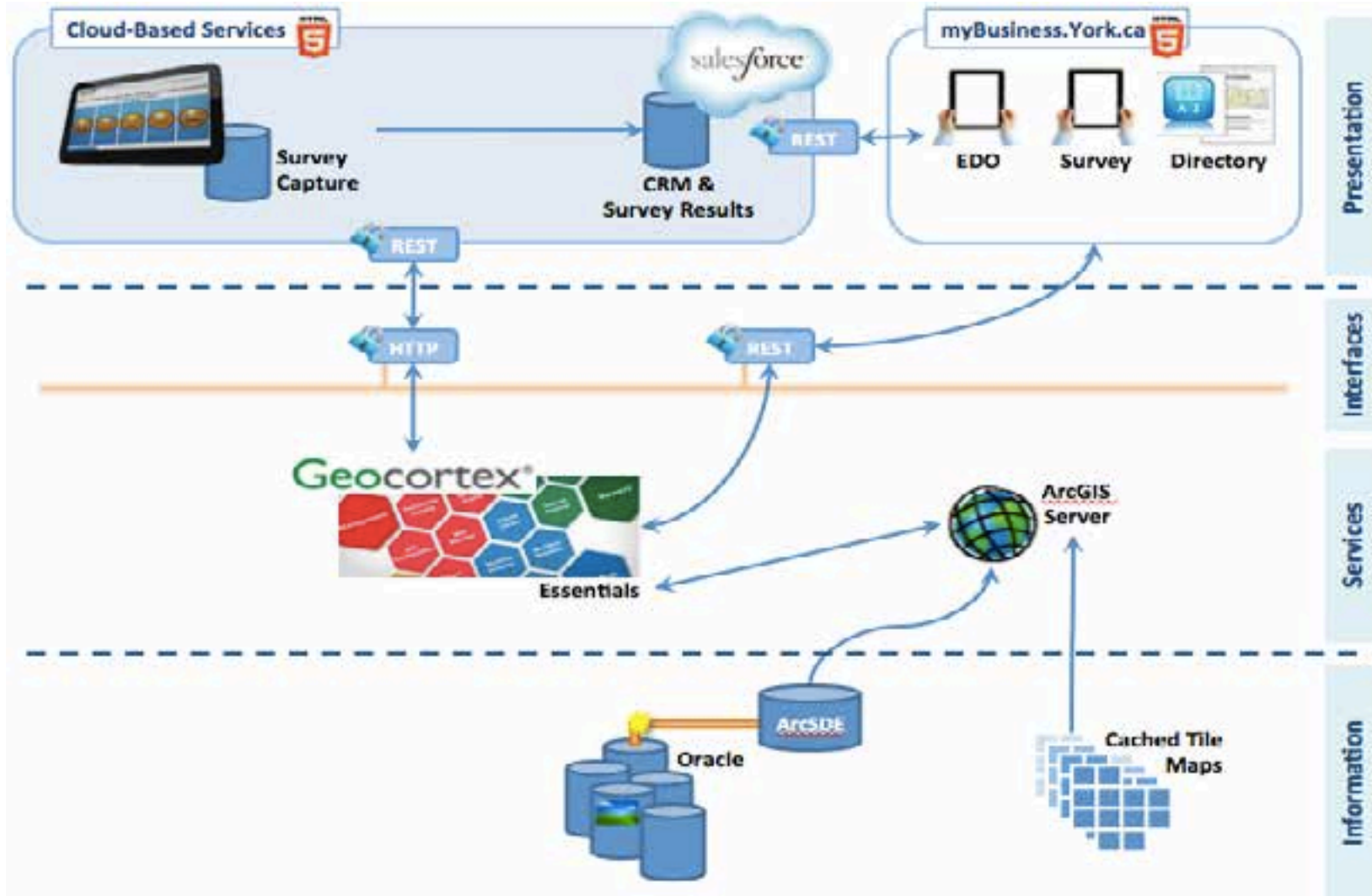
Technologies supporting collection, management, dissemination

PUTTING IT TOGETHER

Survey Workflow

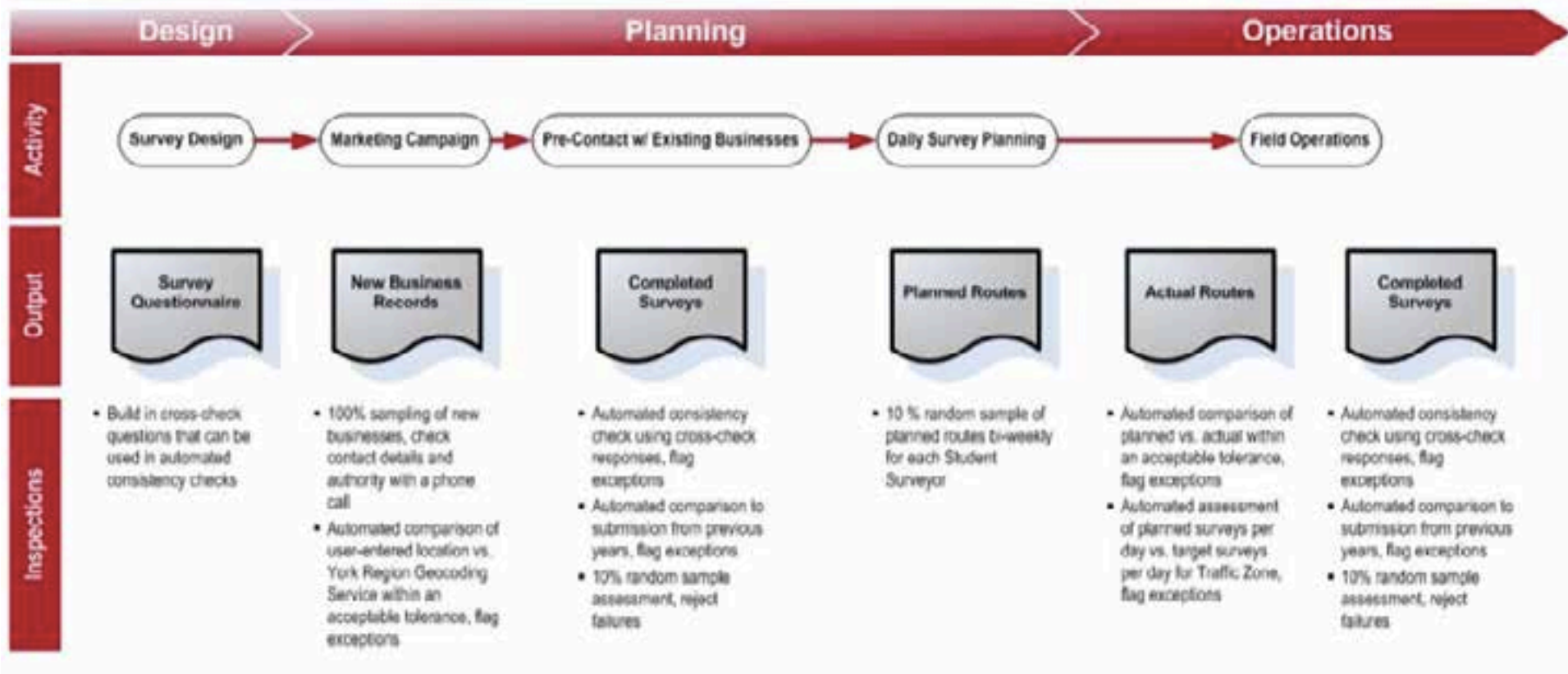


Technology Stack





Running the Operation





Done

- Planning App
- GIS Database
- Selected CRM
- Survey FY13/14



To Do

- CRM App
- Survey App
- CRM DB
- Import History

Questions



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