

Overcoming Social Inequities with Technology, Today



A Move Towards Smart Communities



Every community can be...

Sustainable

Livable

Transparent

Resilient

Healthy

Collaborative

Safe

Innovative

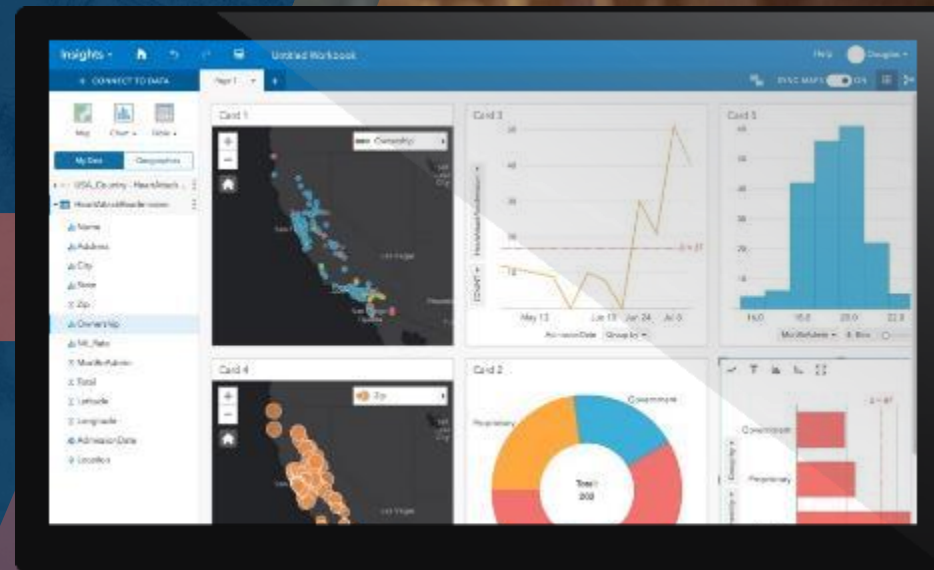
Prosperous

Tackling the Shift in Thinking

Applying analysis and data to the development of programs and policy

Seeing a shift towards social and policy issues

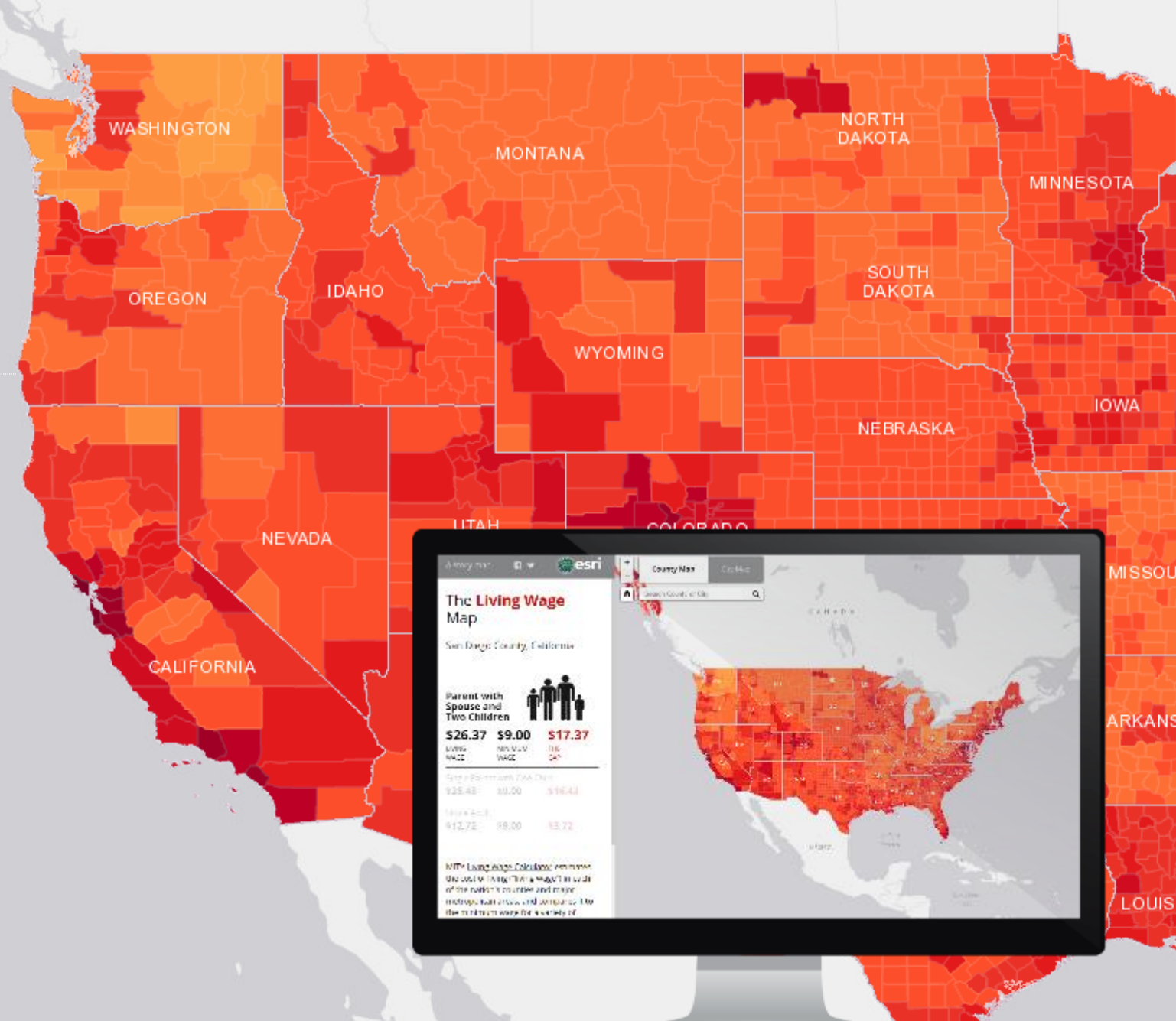
ID # _____
Status _____
Age _____
Veteran _____
Location _____



WE ARE SEEING AN EVOLUTION OF USE

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

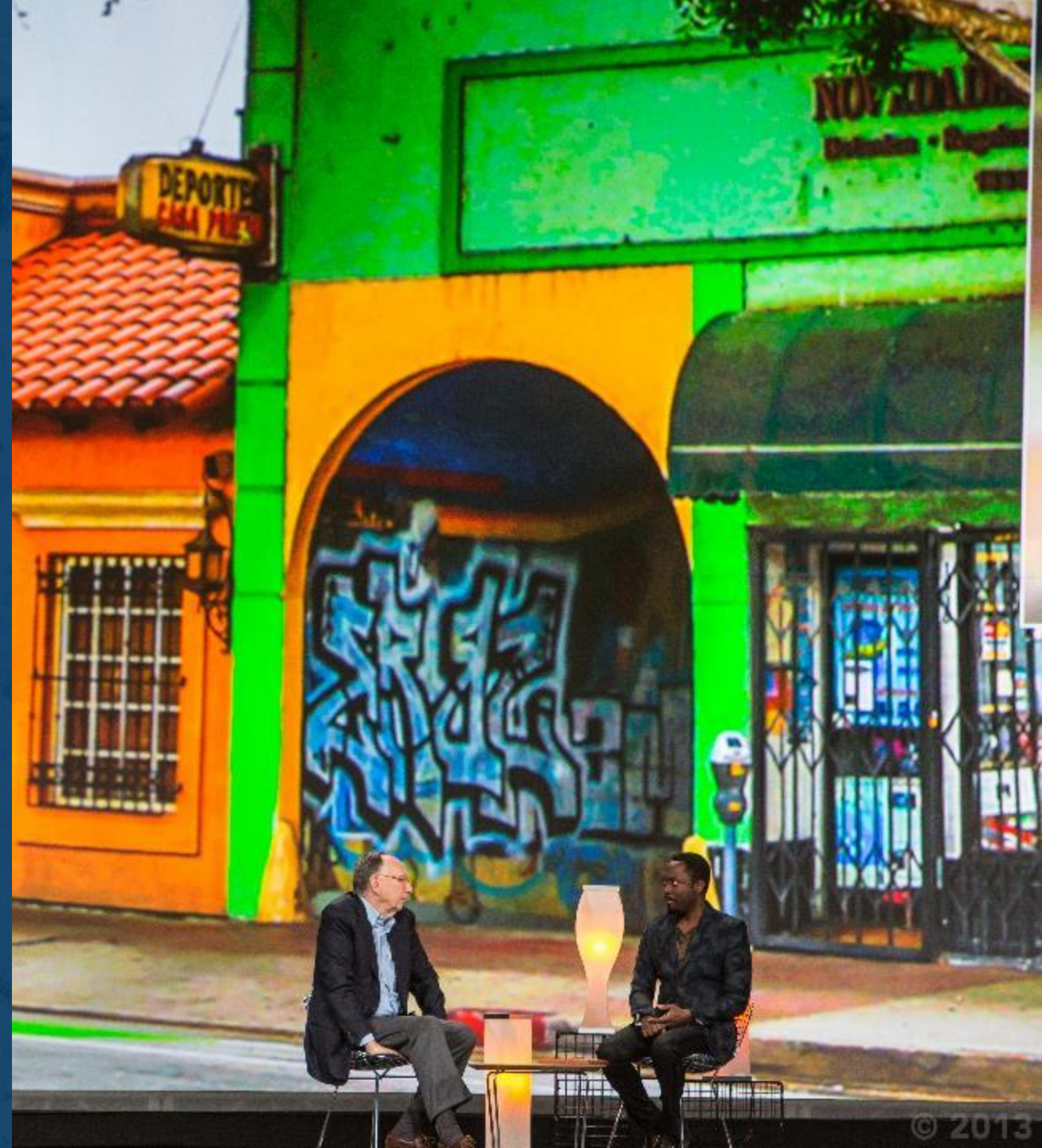
- Challenge was to locate, count and survey unsheltered homeless people to meet federal regulations
- First in the nation to geocode homeless populations
- 200 unsheltered homeless people recorded down to street level



Creating a Dialog on Education vs. Incarceration

Comparing education spending to incarceration spending

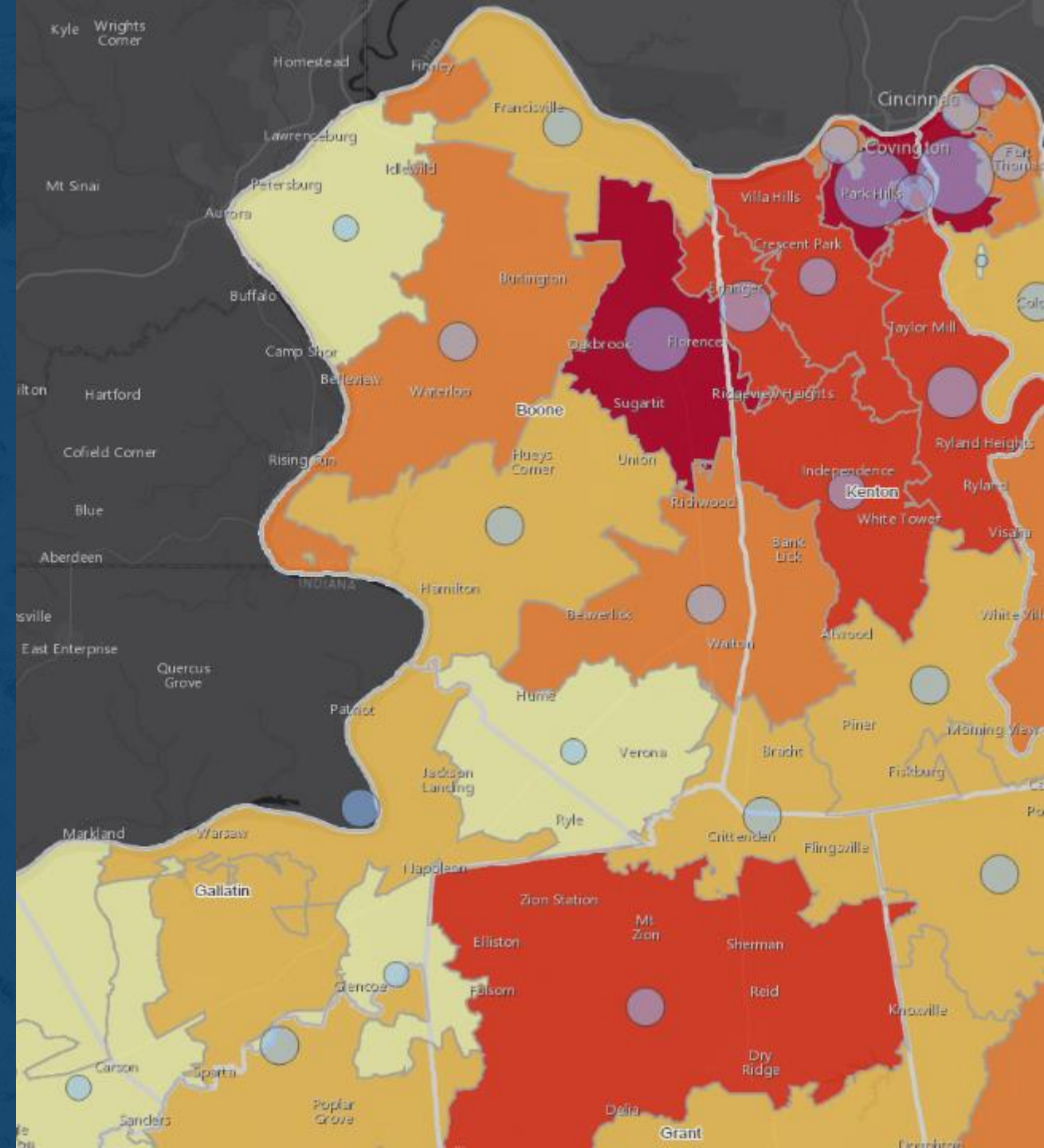
- Uses national datasets
- Presents findings in story maps
- WILL.I.AM's foundation targets problem areas with scholarship and student programs



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

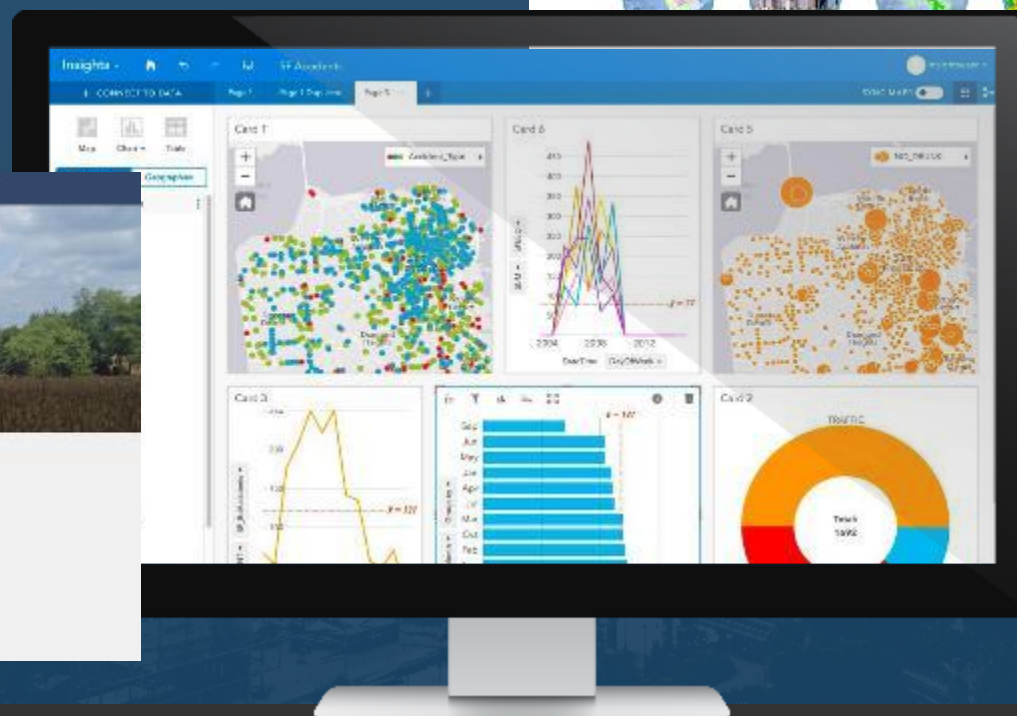
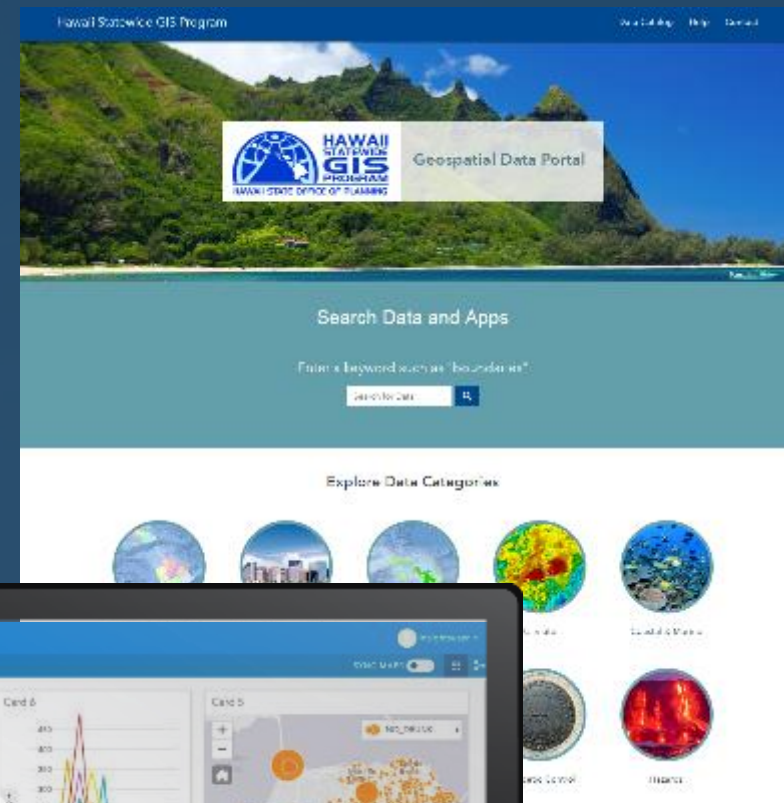


Story Maps

» Data & Analysis

Take Advantage of All Data Sources

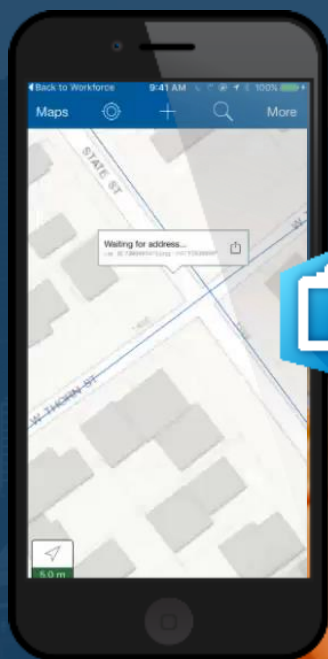
- Leverage open data that is ready to be used
- Supplement open data with in-house or crowdsourced data
- Analyze information in a variety of ways:
 - ArcGIS Maps for Office
 - Geoenrichment
 - Big Data Analysis Tools



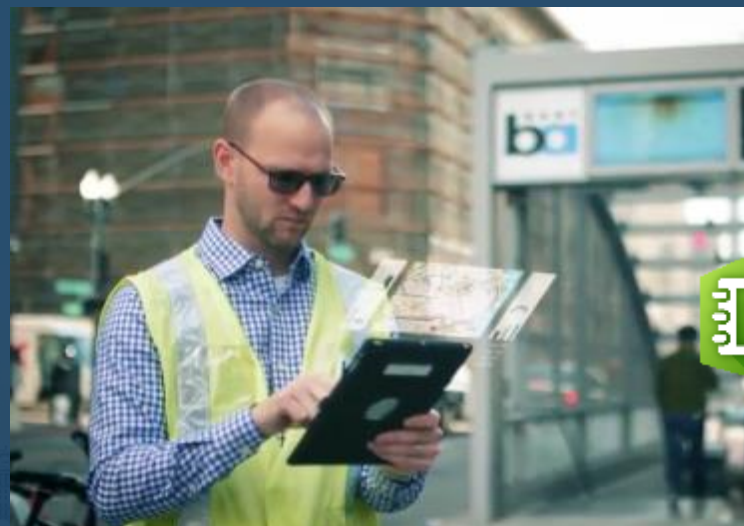
Mobile

Easy-to-use Data Collection Tools

- Crowdsourcing, surveying, and collecting information from citizens, volunteers or staff is easy



Collector for ArcGIS



Survey123 for ArcGIS



ArcGIS for State and Local Government

Ready-to-use applications

- We have established collections of solutions to solve certain problems
 - Blight Solutions
 - Opioid Solutions

Blight Status

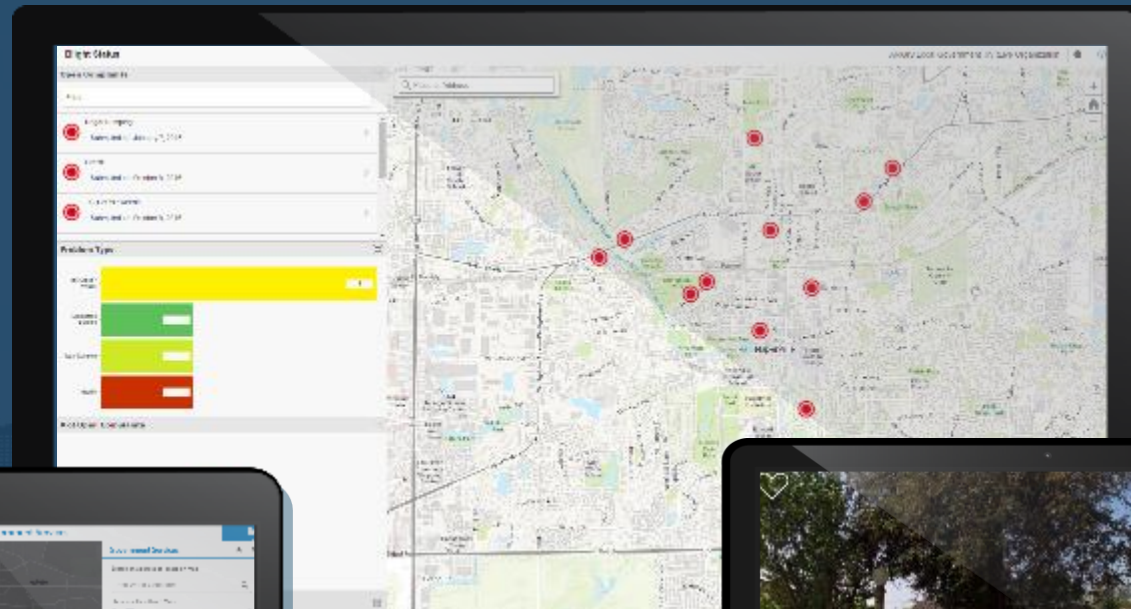
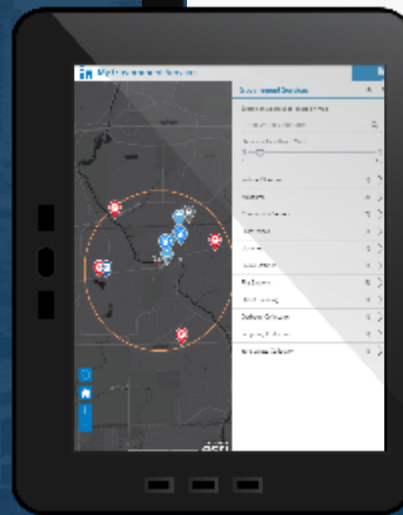


Photo Survey

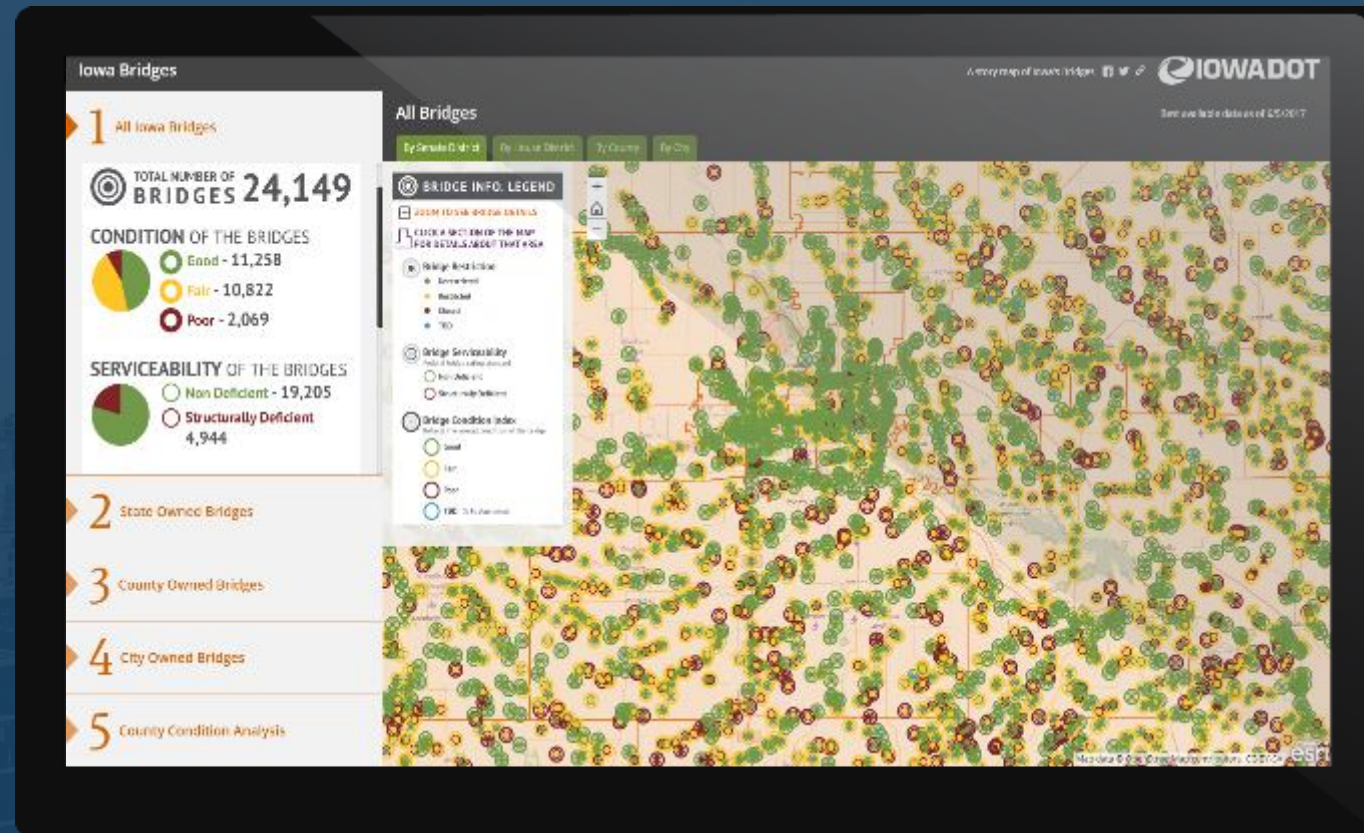


My Government Services



Story Maps

Communicate to Decision Makers & Citizens



What are the different types of bridges in Iowa?






Thank You

Stop by the Government Showcase

on the Expo floor for more information and demos

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