



LocalData

Collect and analyze hyperlocal data

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Detroit, 2012



CODE *for*
AMERICA
DETROIT



Uncertain Future



40 sq miles of Vacant Property



Targeting new investment

\$7.8M



Property data mismatch



Paper.



A large printed survey data table titled "Strategic Alliance Windshield Survey Area: 2". The table is organized into several sections, each with a name and a grid of data points. The sections include:

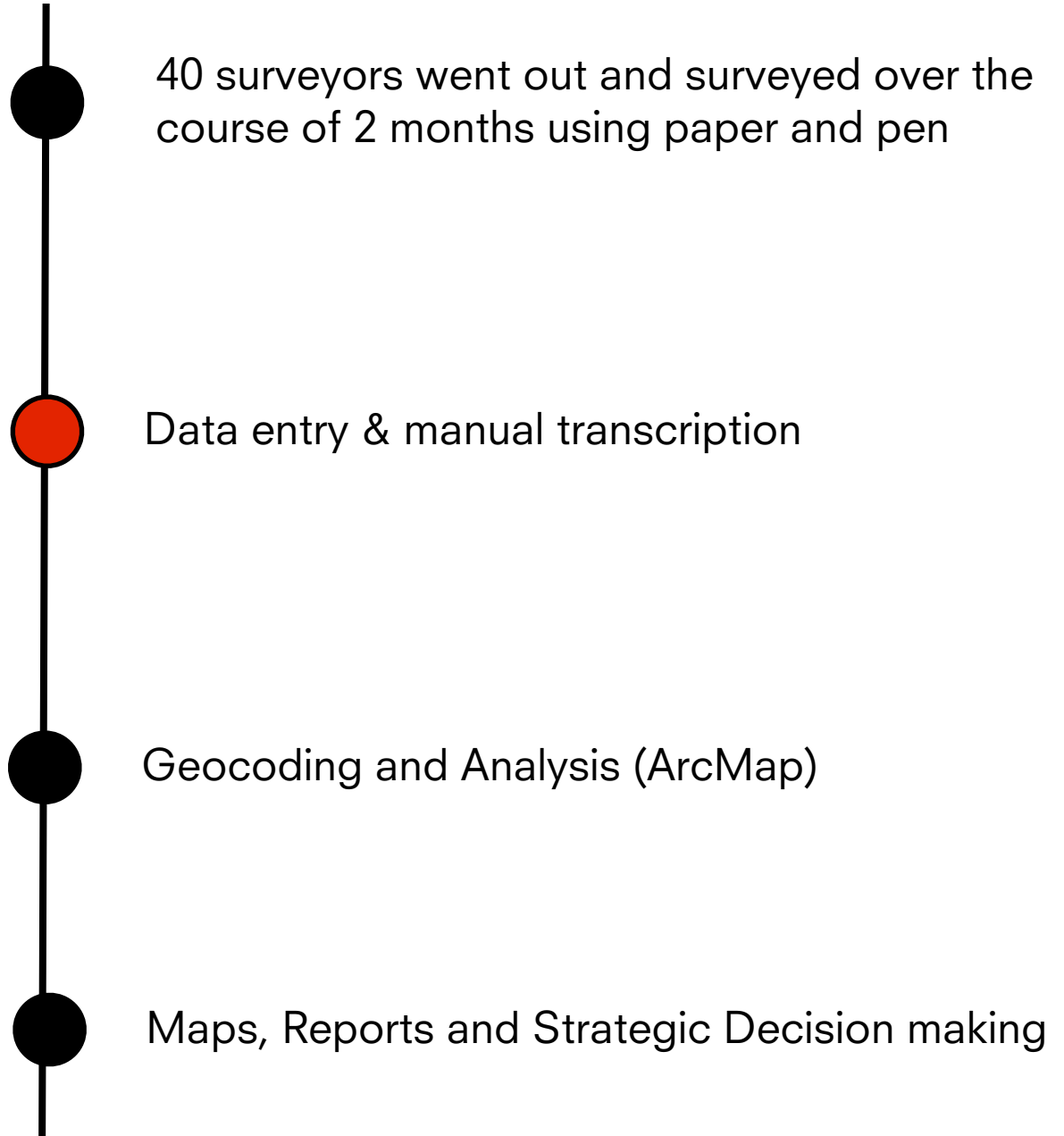
- Outer** (top right)
- Rogge** (top left)
- Lantz** (middle)
- Bliss** (bottom left)
- Can** (middle left)
- Packard** (middle)
- Van Dyke** (middle right)
- Sixon** (top right)
- Rolyat** (middle right)
- Yolanda** (middle right)
- Bliss** (middle right)
- Suzanne** (bottom right)
- House** (bottom right)

The data points are organized in columns and rows, with some columns labeled with names like "Rogge", "Lantz", "Bliss", "Can", "Packard", "Van Dyke", "Sixon", "Rolyat", "Yolanda", "Bliss", "Suzanne", and "House". The table is printed on a large sheet of paper, possibly a poster or a large-format print.

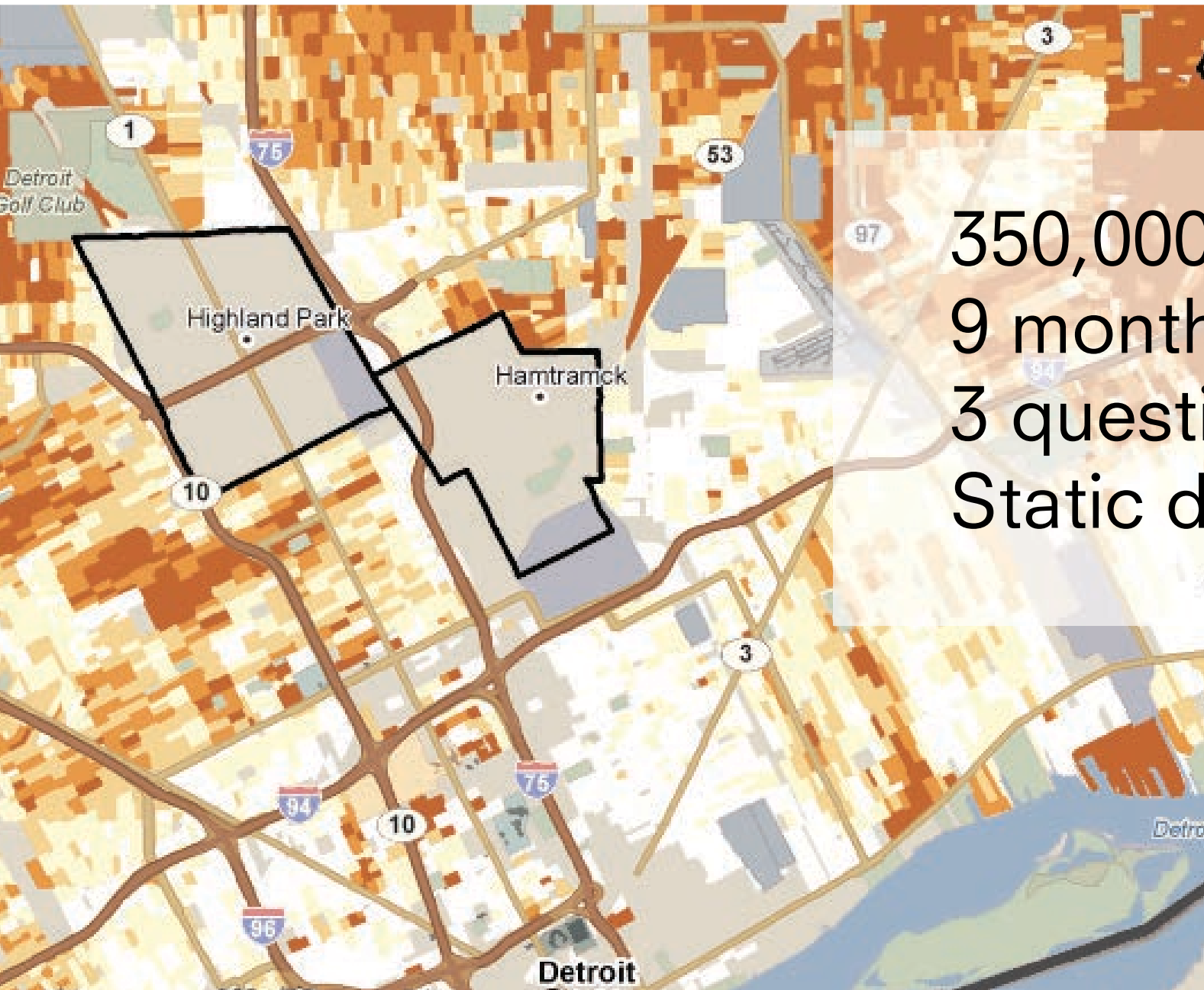


Lengthy data collection

9 MONTH TIMELINE



Inefficiency: Residential Parcel Survey



350,000 parcels
9 months
3 questions
Static data

Rapidly changing cities



To solve new problems...

Cities need **more** data
better
local
faster

How can we help civic institutions make data-driven decisions?

How can we empower residents to be a part of this process?



Custom spatial survey design

Create surveys in
your browser, quickly

Set geospatial
boundaries for your
survey

unlimited data
collectors

Is the site improved or unimproved?



Is there a structure on site?

Do any of the following apply?



Is there illegal dumping on the site?

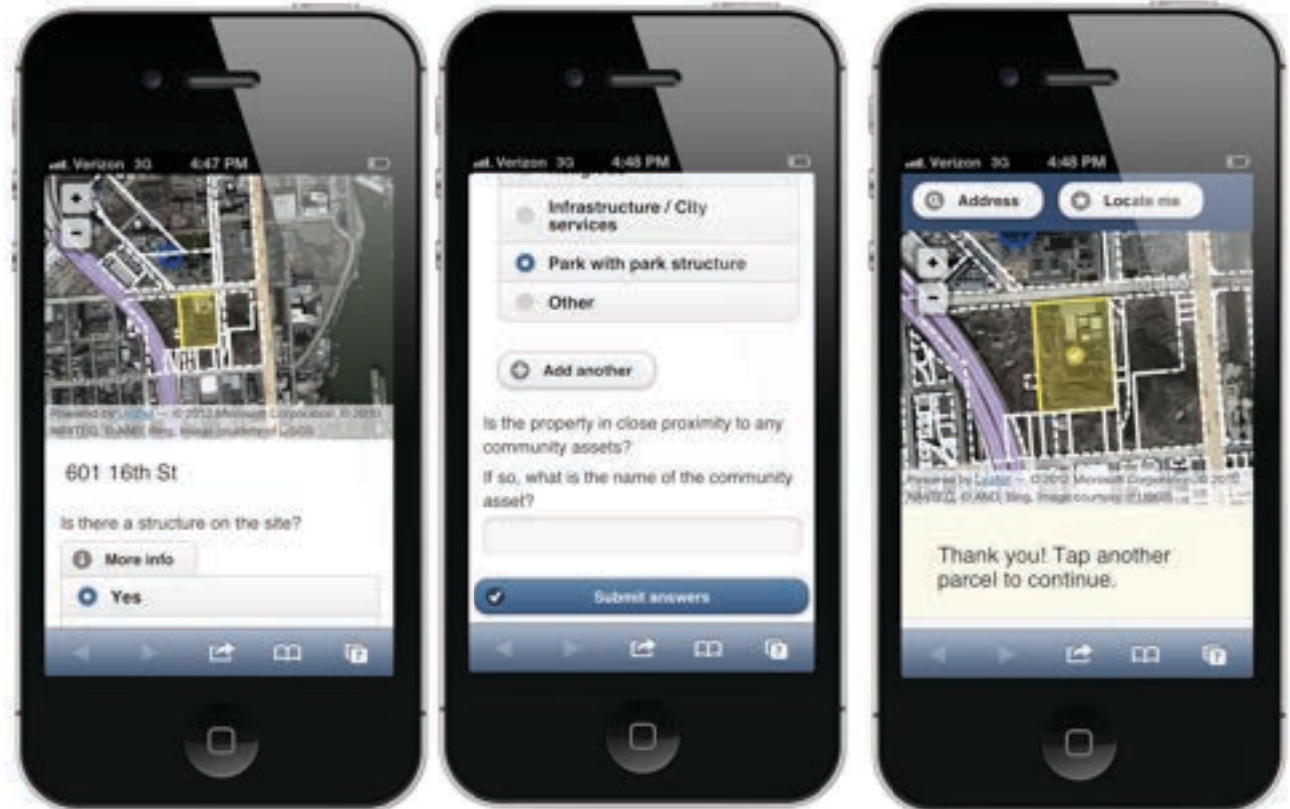


Mobile spatial data collection

Geocodes in real-time

Add data to existing datasets

Simple interface



Overview

Deep Dive

Export

Questions

Settings

Collect Data

Detroit Historic Resource Survey

Check for new results

Filter responses

● What is the architectural integrity of this property?

● High 4635

● Med 6547

● Low 5006

● Not 1272

● no response 2

Clear filter

○ How much is this building in keeping with



Smart Paper

Lack access to a smartphone or tablet?

Use smart paper: simple scan-tron like technology

Scan and upload, automatically geocodes information. Manage data in the same place

Name: _____ 567-587 E Kirby



Art Center Neighborhood Survey

Address	Is the building:	What's here?	What condition?	Vacant, Open, and Dangerous?
567 E Kirby	<input checked="" type="radio"/> Occupied <input type="radio"/> Probably Occupied <input type="radio"/> Probably Vacant <input type="radio"/> Vacant	<input type="radio"/> Parking <input type="radio"/> Residential house <input checked="" type="radio"/> A business <input type="radio"/> An industrial site <input type="radio"/> An empty lot	<input type="radio"/> Good <input checked="" type="radio"/> Fair <input type="radio"/> Poor <input type="radio"/> Demolish	<input type="radio"/> Yes <input checked="" type="radio"/> No
575 E Kirby	<input type="radio"/> Occupied <input type="radio"/> Probably Occupied <input type="radio"/> Probably Vacant <input checked="" type="radio"/> Vacant	<input type="radio"/> Parking <input checked="" type="radio"/> Residential house <input type="radio"/> A business <input type="radio"/> An industrial site <input type="radio"/> An empty lot	<input type="radio"/> Good <input type="radio"/> Fair <input type="radio"/> Poor <input checked="" type="radio"/> Demolish	<input checked="" type="radio"/> Yes <input type="radio"/> No
579 E Kirby	<input type="radio"/> Occupied <input type="radio"/> Probably Occupied <input checked="" type="radio"/> Probably Vacant <input type="radio"/> Vacant	<input type="radio"/> Parking <input checked="" type="radio"/> Residential house <input type="radio"/> A business <input type="radio"/> An industrial site <input type="radio"/> An empty lot	<input type="radio"/> Good <input type="radio"/> Fair <input checked="" type="radio"/> Poor <input type="radio"/> Demolish	<input type="radio"/> Yes <input checked="" type="radio"/> No
587 E Kirby	<input checked="" type="radio"/> Occupied <input type="radio"/> Probably Occupied <input type="radio"/> Probably Vacant <input type="radio"/> Vacant	<input type="radio"/> Parking <input type="radio"/> Residential house <input type="radio"/> A business <input checked="" type="radio"/> An industrial site <input type="radio"/> An empty lot	<input checked="" type="radio"/> Good <input type="radio"/> Fair <input type="radio"/> Poor <input type="radio"/> Demolish	<input type="radio"/> Yes <input checked="" type="radio"/> No

Detroit, MI: Commercial Corridors

9,000
properties

6 weeks



Mexico City (MIT): Supply Chain Logistics

130

collectors

3 days

25,000

datapoints



Gary, Indiana: Rightsizing

11,651

properties surveyed

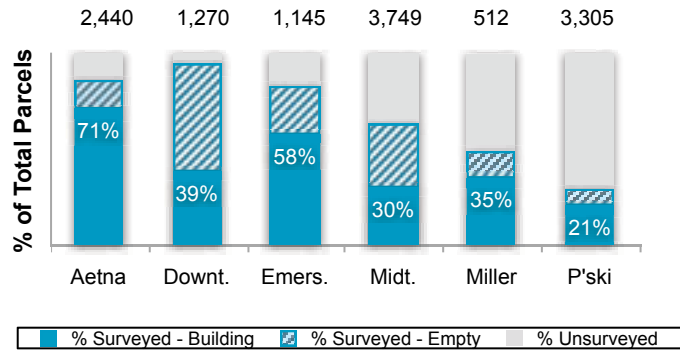
2,000

acres covered

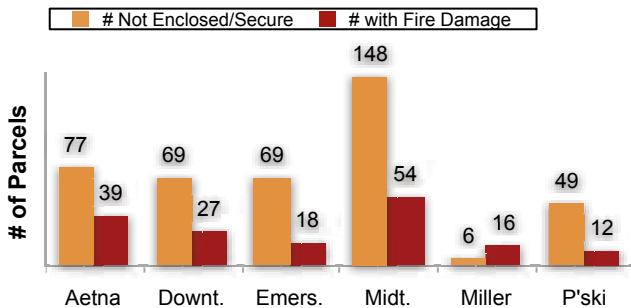
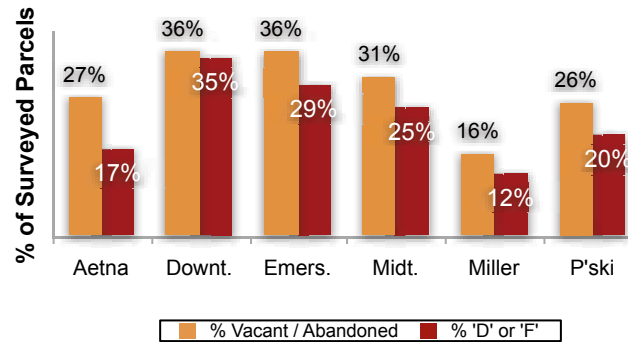


Real-time Insight

Total Parcels: 12,421
Parcels Surveyed: 7,857 (63%)



Vacant/abandoned: 1,447 (30% of surveyed)
...of which 'D' or 'F': 1,103 (23% of surveyed)

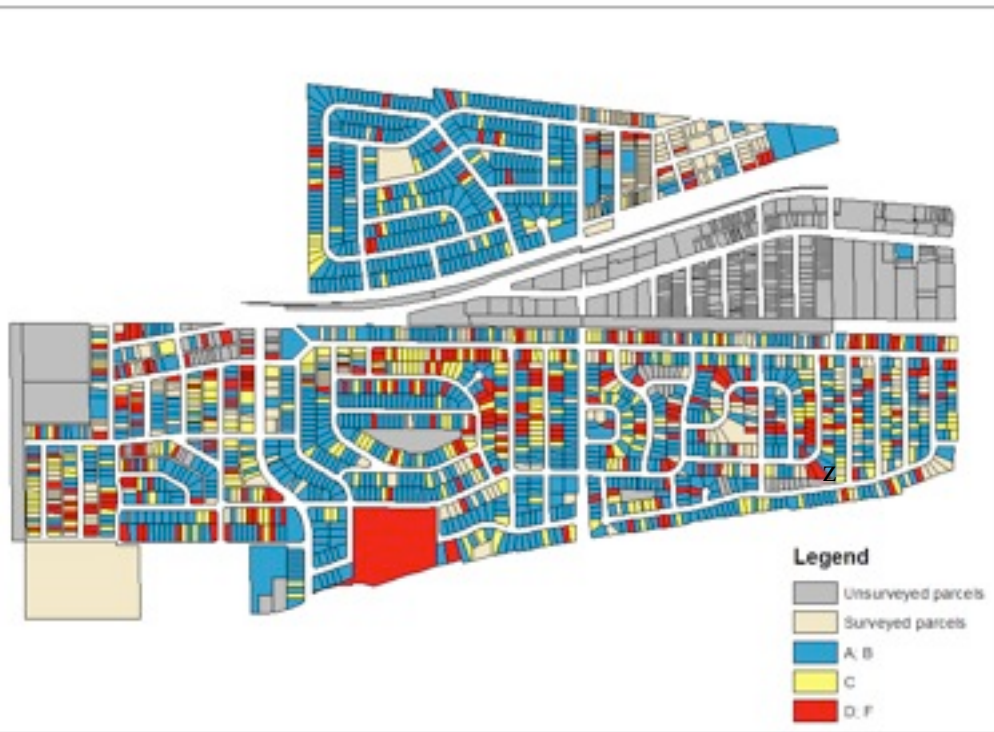


Key Takeaways

- Downtown / Emerson worst hit
- Aetna and Pulaski at tipping point: recently abandoned homes
- Many homes need boarding up; some areas more prone to fire

Understand Cost + Inform Deconstruction Policy

Distribution of property grades, Aetna/Glen Ryan, May 2013 survey



Stable neighborhoods and troubled properties, Aetna/Glen Ryan, May 2013 survey



Southeast Michigan: Bike Infrastructure

412

bikes

15

locations

2 days



Reach

	community development
	asset management
	logistics + supply chains
	transportation infrastructure



16 CITIES GLOBALLY

PLANETIZEN

TOP PLANNING APP: 2014



Better data
makes
better cities.

Collecting and analyzing it should be easy.

Visit localdata.com
to get started!





LocalData

localdata.com

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