GIS FOR SOCIAL GOOD

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RomoGIS Enterprises: People, Processes & Technology
**Mission Statement**

We aim to inspire the next generation of leaders to **think critically, be curious, and challenge the status quo** by developing solutions and processes that improve our client’s ability to become better informed changemakers in their communities.

**Framework**

**Improving People, Processes, and Technology.** Our model prioritizes community stakeholders and provides direct training to develop technical leaders from within to advance the overall mission, goals and campaigns of the organization.
GIS FOR SOCIAL GOOD
FOR COMMUNITY CHANGE
WHY GIS?

- GIS is a great tool for **visualizing data** that people can easily understand quickly. Maps made using GIS software as visual mediums are the main draw of audience interaction and engagement.

- GIS can be used to **bring attention** to topics and issues that are of great concern to a community. This can be used to rally others up and bring those who are aware of the issue together.

- GIS is a great **data analysis** tool that can be used to refocus or prioritize efforts and resources in a particular area.
Detroit People's Platform advances racial and economic justice in the nation's largest black-majority city by organizing with community residents and community leaders to build grassroots power and transform systems and structures that make real the vision for a more racially just Detroit.
The Detroit People’s Platform sought to better understand how they could use voter and demographic data to better serve their constituents through research informed social justice organizing strategies.

The partnership was a great success and created a better infrastructure, workflows and key visualizations that were used in presentations to share the data with the public.
Hands-On Training

• DPP and RomoGIS made great use of virtual meeting platforms to conduct training for the various ArcGIS Online (AGO) tools and other mapping processes.

• These meetings not only provided a more direct way of answering questions and developing proper mapping techniques, but also fostered a good relationship between all parties.
On Demand Tutorials

• RomoGIS created and shared many tutorials on the basics process of GIS data mapping, along with resources on technical infrastructure.

• This was presented and prepared so that those new to using these programs and softwares can easily pick up on the basics when first joining a project.
Brownfield Maps

- During one of the first major mapping projects, the members were able to put their newly acquired skills to use through the Brownfield TIF Maps and associated Dashboards and Web Apps.

- This was also a great introduction into proper data organization online and the importance of proper labelling of datasets for their specific uses or their edited nature within different folders.
COMMUNITY ORGANIZING & GIS TRAINING

Detroit Brownfield Project

Brownfield_2021

Detroit Brownfield TIF Comparison

Detroit TIFs
Community Resource Maps

These maps are built to help community members learn more about the resources and services found in their community.

- **DDOT Transit Map**
  This map shows the amount of rest areas (shelters and benches) in DDOT bus stops.

- **Detroit Community Centers**
  Web Mapping Application

- **Detroit Health for Children**
  Web Mapping Application
  This map shows all of the school based clinics and WIC sites in Detroit.
Detroit People’s Platform Housing Justice Focus

- Detroit is a majority renter’s city and finds itself in a housing crisis. Detroiters have experienced **high rates of foreclosure** and the majority of Detroit renters are **extremely rent burdened**, paying more than 50% of their monthly income for housing.

According to the University of Michigan Poverty Solutions, roughly **4500 eviction cases** have been filed in 36th District court between mid-August and November 2020.

- Because **affordable, accessible and quality housing** is critical to the health and well being of all Detroiters, we deserve a transparent housing plan that centers the needs of residents and is driven by capable public officials who are accountable to community

Left Behind Neighborhoods Storymap

- This Storymap is a continuous project created by one of the DPP members to showcase his knowledge of AGO through a project that covered the disparities within Detroit among socioeconomic classes.
Data Management

• Much time was spent teaching members how to use essential sites such as AGO and its various mapping tools.

• We also spent time understanding the basics of data cleaning and the processes behind creating a readable and accessible map for all future projects.

• This includes an ArcGIS Online and cleaning data tutorial.

• There was also a project roadmap created to help members get an idea as to how to create a final product from scratch.
SUSTAINABILITY & LONGEVITY

**DPP Resource Handbook**

- This is a continuation of the data inventory collection done at the beginning of the contract.

- With this information, we were able to simplify the number of separate programs, sites, etc. used throughout the organization to allow for further accessibility and understandability for all members.

- Now, the organization has a collection of all programs, softwares, and sites used and documented with specific uses.

- This is written in a way that can catch any member up to speed regardless of how long they have been with the organization.
COMMUNITY IMPACT OF TECHNOLOGY INNOVATION

- With the use of Survey123, RomoGIS was able to share knowledge with members about the usefulness of interactive maps in the field and their ability to streamline the information gathering process.

- Unlike other maps that are intended for a wider audience, maps created for the campaigning and canvassing aspect of the DPP organization are private and only accessible to those within the organization who use it for their work.

- This is an example of the Canvassing maps used in conjunction with the Survey123 questionnaire by members to collect voter data and help encourage people in Detroit to vote in the local elections.

- The maps are separated by district so canvassers in the field can add data within a specific neighborhood or focus area.
GIS FOR SOCIAL GOOD
FOR STUDENTS
GIS Pathways Program

We at FDA use the GIS Pathways Program to build, inspire, and encourage students to connect with their community and world for its betterment after graduation.

Through the knowledge of data analysis and mapping, we develop students who understand the tools within GIS and the power it has to develop a bright future.
COMMUNITY ENGAGEMENT & TRAINING

2 Day GIS Summer Training Camp

- The goal of the summer camp is to provide participants a broad overview of GIS in an educational and fun way for participants.

- After a brief introduction to GIS, presenters were able to give examples on how GIS is used in different industries through examples of their work in their companies/agencies.
PROVIDING OPPORTUNITIES FOR FUTURE GROWTH
KEY OUTCOMES OF THE COLLABORATION

By working with RomoGIS these organizations have achieved the following:

• Trained leaders to skill share and created subject matter experts within the organization to help train and empower community members about data sovereignty.

• Created training and onboarding materials so members can become more familiar with the technical skills and software being utilized by the organization.

• Created new technical infrastructure to improve communication, workflows and data management. Established better quality control and quality assurance protocols.

• Fostered a culture change within the organization to prioritize technical infrastructure to better align data management and technical training with the greater goal of advancing social justice in the community.
Thank You for Your Time

If you would like to learn more about these and other RomoGIS projects, visit https://www.romogis.com/