

# GIS FOR SOCIAL GOOD

**Frank Romo**

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



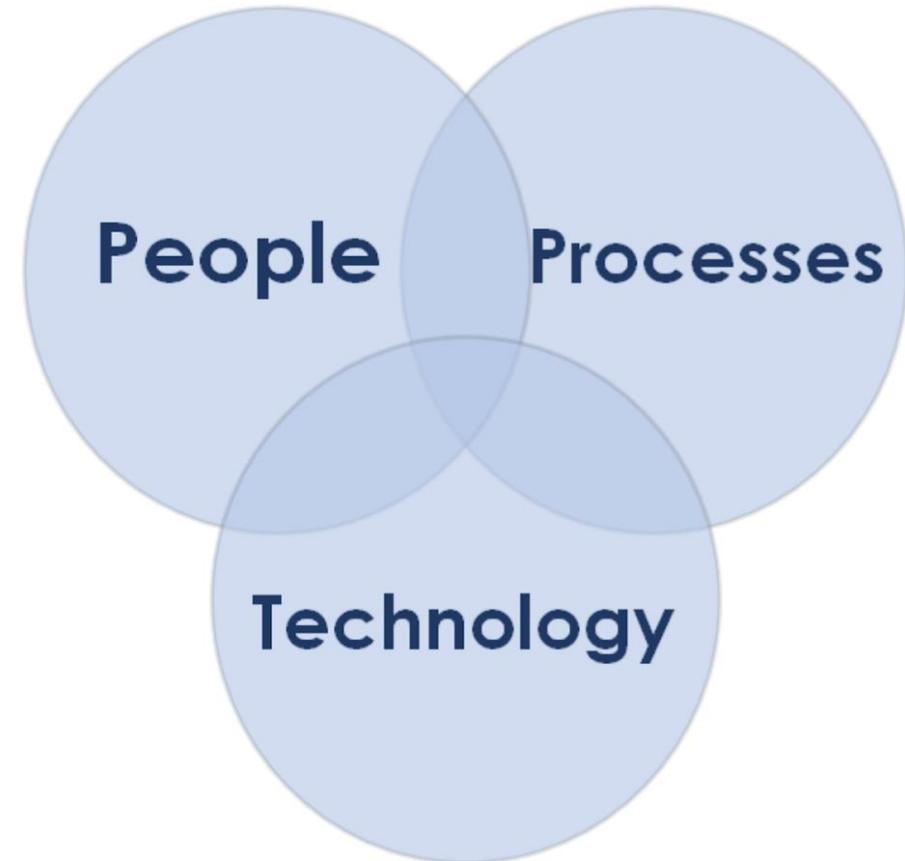
# ROMOGIS MISSION STATEMENT

## 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 Peoples Platform

## View More of Our Maps Below

Click the link to view a page full of more resources.



Detroit Map Project  
Template

This map provides easy access to all Detroit layers for users to easily create a map using...



Median Household Income  
- Districts



DDOT Transit Map

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

## CASE STUDY: DETROIT PEOPLES PLATFORM

**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.

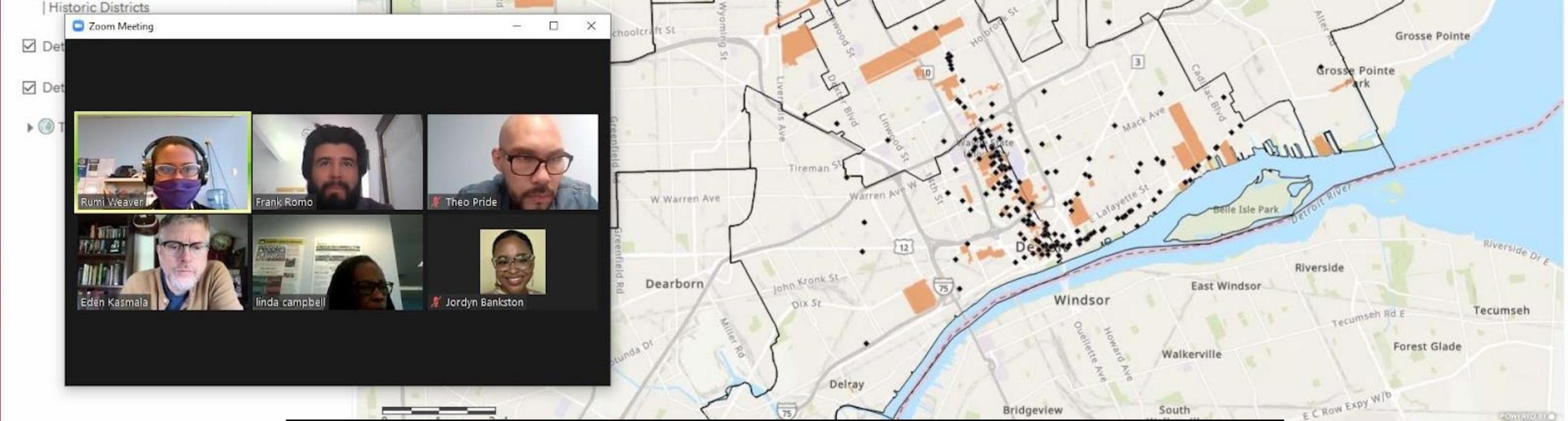


## Detroit People's Platform

### ArcGIS Map Resources for Detroit

MAJORITY BLACK DETROIT MATTERS - The Detroit People's Platform (DPP) is building a Detroit where race and the priorities of majority Black Detroit are centered. Our work 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.

DETROIT PEOPLE'S PLATFORM FOUNDATIONAL FRAMEWORK, JAN 2021



## PEOPLE FIRST

- 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.





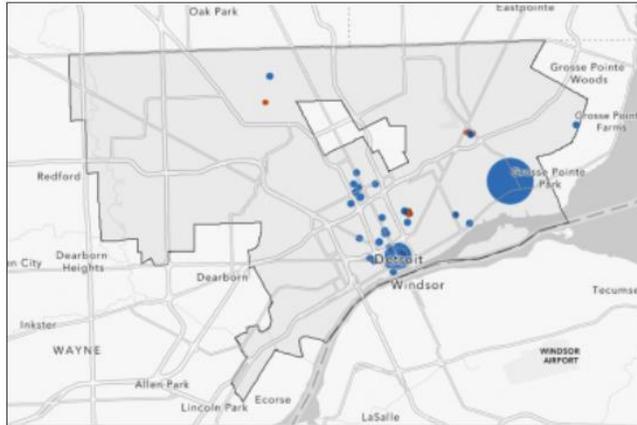


# COMMUNITY ORGANIZING & GIS TRAINING

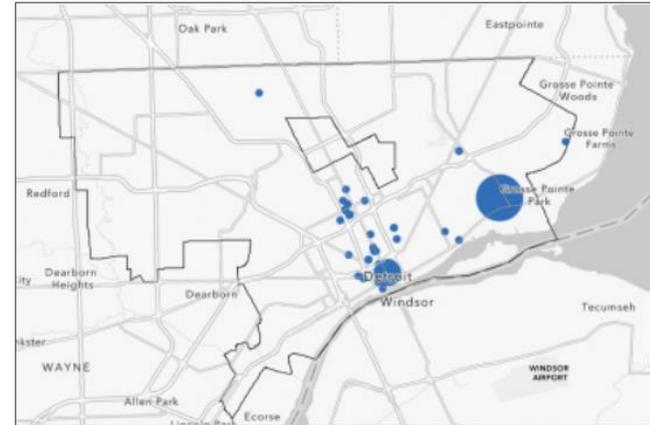
## Detroit Brownfield Project



Brownfield\_2021



Detroit Brownfield TIF Comparison

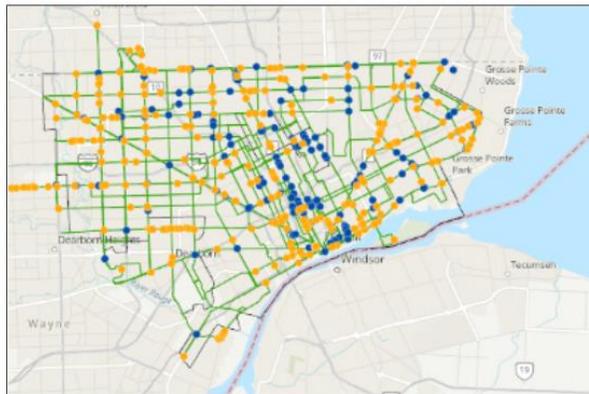


Detroit TIFs

# COMMUNITY ORGANIZING & GIS TRAINING

## Community Resource Maps

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

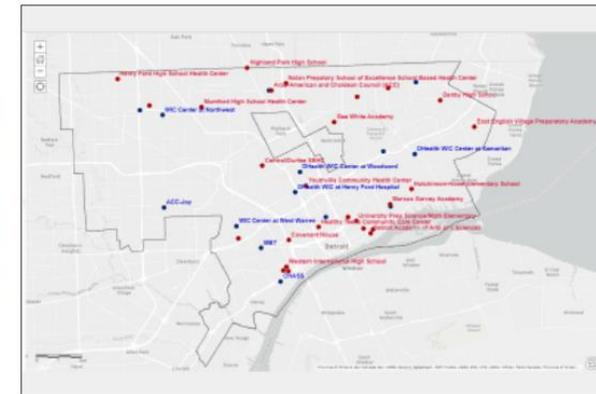


Web Mapping Application  
DDOT Transit Map

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



Web Mapping Application  
Detroit Community Centers



Web Mapping Application  
Detroit Health for Children

This map shows all of the school based clinics and WIC sites in Detroit.

# CREATING TECHNICAL SOLUTIONS TO ADDRESS REAL LIFE PROBLEMS

## 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

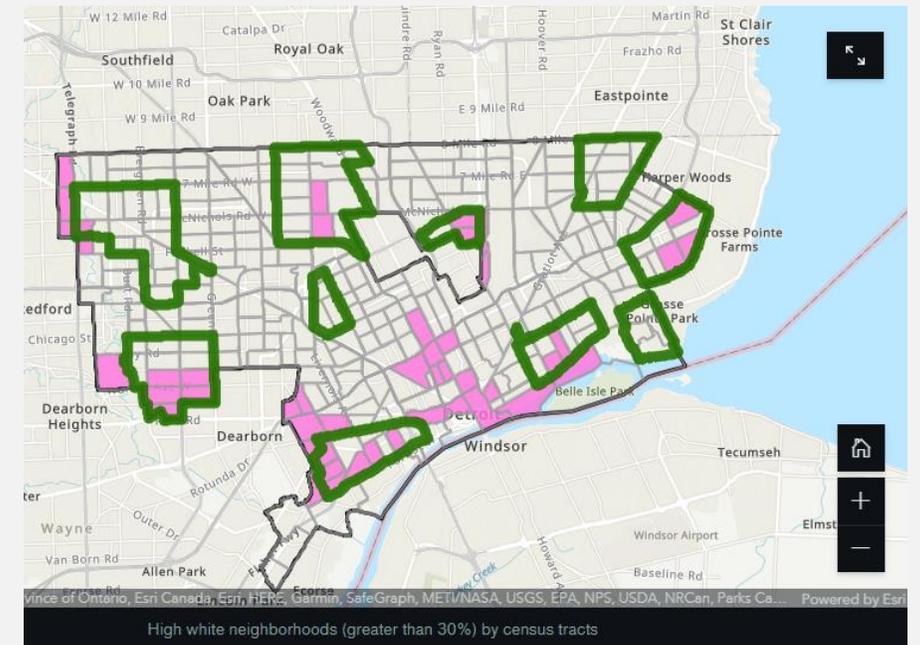
## Left Behind Neighborhoods Storymap

- 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.

## Left Behind Neighborhoods

The American Recovery Plan (ARP) in Majority Black Detroit

Detroit's People Platform  
May 26, 2021



## HANDS ON TRAINING: DATA VISUALIZATION & PROCESSING

### 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.



## Detroit People's Platform Resource Handbook

Shared "[RomoGIS DPP](#)" Google Folder - Main location of all digital resources

- [Working Data](#) - This folder can be used for data that is currently being processed
- [Resources](#) - houses all resources and training materials
  - [Archive](#) - Location of old/unused resources, data, etc; keeps folder clean and up-to-date
  - [Using Survey123](#) - presentation explaining how to use Survey 123
  - [Meeting Notes](#) - A running doc containing meeting notes
  - [Cleaning Data Tutorial](#)
  - [Technical Evaluation Worksheet](#) - A Spreadsheet containing all accounts used for organization projects and data management
  - [ArcGIS Tutorial](#)
- [Final Data](#)
- [DPP Data Inventory](#) - Layout of all content on ArcGIS Online (AGO)
- [Project List](#) - Document containing major ongoing and future projects

### Credentials

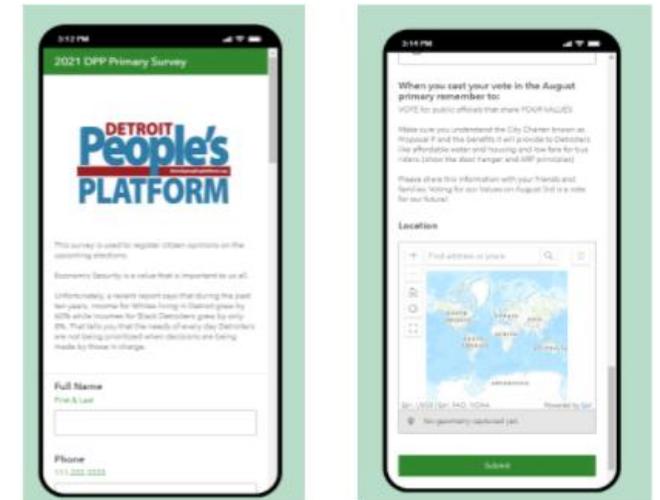
[ArcGIS Online Login](#)

Homepage Domain Name: <https://peoplesplatform.maps.arcgis.com/home/index.html>

- **Admin:**
  - Username: [REDACTED]
  - Password: [REDACTED]
- **User Role 1:**
  - Username: [REDACTED]
  - Password: Held by [REDACTED]
- **User Role 2:**
  - Username: [REDACTED]
  - Password: To be held by [REDACTED]
- **User Role 3:**
  - Username: [REDACTED]
  - Password: To be held by [REDACTED]

# 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.





Class of 2011  
Murals  
ARTIST  
Dennis Orlovski  
ART STUDENTS  
Janae'haun Brooks  
Kayvon V. Harris  
Eddie Smith  
Joseph Amee  
Darcus Bey  
Dexin Brent  
James Chenault  
Marques Diamond  
Bass Fielder

# GIS FOR SOCIAL GOOD FOR STUDENTS

# CASE STUDY: FREDERICK DOUGLASS ACADEMY

## 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.

Coming here with little knowledge of GIS, I am now leaving with a opportunity to help improve and change my community.

James Bankston, Student at Ben Carson



The most positive thing I found about the program is the opportunities like how scarce pilot airways is ... Also the fact that I can receive a license right now.

Devon Hodo, Student at FDA

# 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/>



The image shows the RomoGIS website header and main content area. The header includes the RomoGIS logo, a navigation menu with links for Home, About Us, Services, Projects, Learn More, Podcasts, and Blog, and a background image of Earth from space. The main content area features the text "RomoGIS Enterprises" and "Improving People, Processes, & Technology". Below this, a paragraph describes RomoGIS as an urban analytics & tech company focused on promoting the public good through innovative technical solutions and community-driven research.

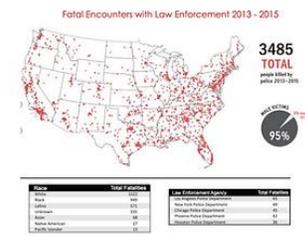
**RomoGIS Enterprises**  
— Improving People, Processes, & Technology

RomoGIS is an urban analytics & tech company focused on promoting the public good through innovative technical solutions and community-driven research.



MIT CoLab Radio - Episode 1

In a 3 part series, Frank discusses **Data for Social Good: People, Processes, and Technology**. Each episode delves into a different issue concerning data - its accessibility, accuracy, and application in the real world. Listen to Episode 1 [here](#).



MIT CoLab Radio - Episode 2

In a 3 part series, Frank discusses **Data for Social Good: People, Processes, and Technology**. Each episode delves into a different issue concerning data - its accessibility, accuracy, and application in the real world. Listen to Episode 2 [here](#).



MIT CoLab Radio - Episode 3

In a 3 part series, Frank discusses **Data for Social Good: People, Processes, and Technology**. Each episode delves into a different issue concerning data - its accessibility, accuracy, and application in the real world. Listen to Episode 3 [here](#).