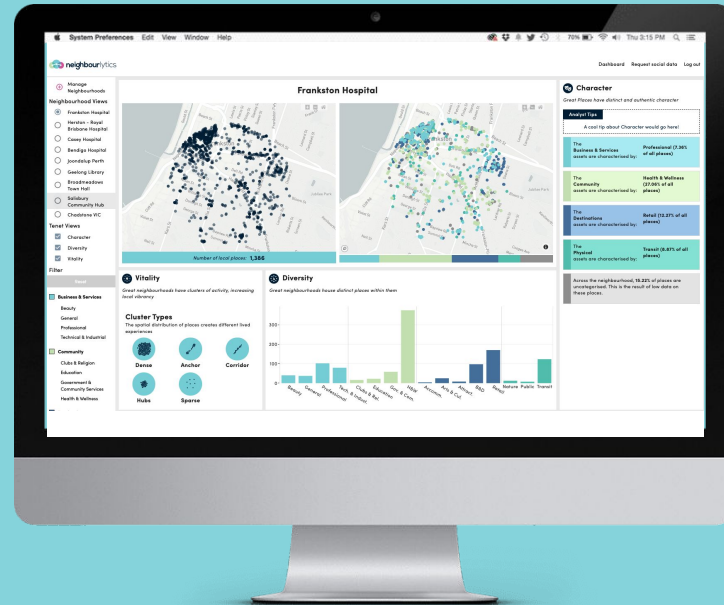


Infrastructure Week

Data for Community Resilience

@neighbourlytics
@lucindahartley





The way we
live has changed.

Preston Market
February 2020



Preston Market
April 2020



neighbourlytics

Urban Life

Urban life is the everyday activity that goes on within and between buildings in a city.

Urban life refers to how places are **used, occupied, experienced and valued**. Urban life data is the basis for **wellbeing and social prosperity**.

WHAT WE MEASURE

What is Urban Life?

Urban life is the everyday activity that goes on within and between buildings in a city.

Sentiment and Engagement

*What people think and feel
Community engagement
Perception and Sentiment*



Neighbourlytics Data Capture

Urban Life

*Business and community activity
Use and experience
Place Assets and Strengths
Behaviour*



Physical Environment

*Land Use
Services
Climate
Natural Systems*



“

**Almost every city has a
mechanism for measuring
transport and parking...but not
social life.**

- Jan Gehl

OUR SOLUTION

Neighbourlytics solves this with on-demand digital data

Cities are incredible rich sources of resident-generated data that provides dynamic insight into urban life.



**RICH DIGITAL
DATA**

+

**PROPRIETARY
ANALYTICS**



**ON-DEMAND,
HYPER LOCAL
INSIGHTS**

+

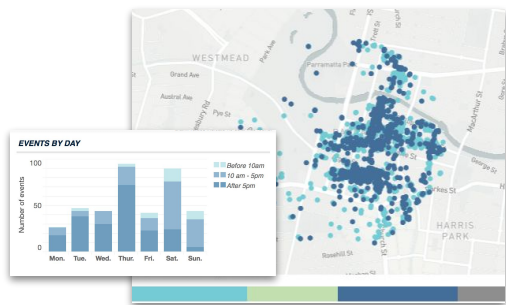
**PROPRIETARY
URBAN LIFE
MEASUREMENT
SYSTEM**

PROBLEMS WE SOLVE

Making social prosperity a priority for city decisions

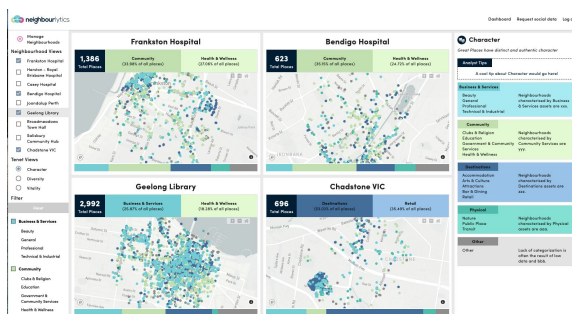
Applying urban life data:

Gain Hyper-Local Context



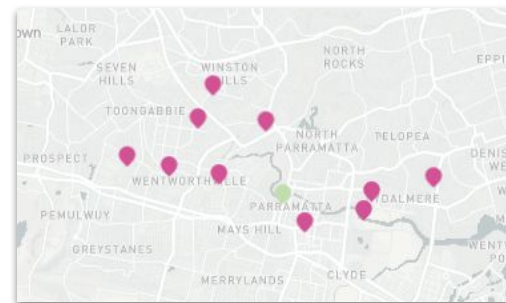
Make the invisible social context, visible.

Benchmark & Compare Performance



Diagnose strengths and compare.

Make evidence-based decisions



Prioritise decisions and investment

CUSTOMERS

Trusted by 60+ of the
world's leading
city-makers

PROPERTY DEVELOPERS



LOCAL AND STATE GOVERNMENT



CONSULTANTS AND INSTITUTIONS





Community Development

Digital data to highlight community strengths



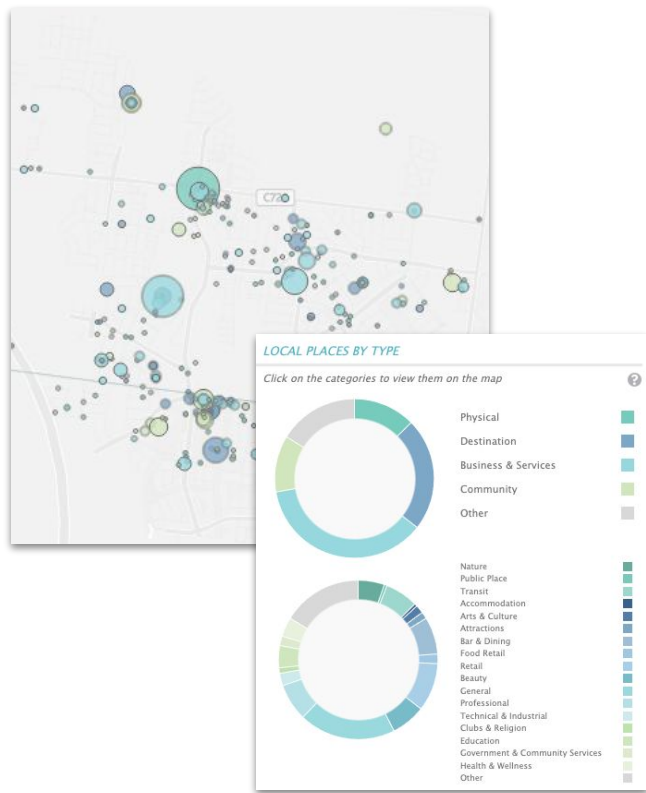




**Building back
Better?**

Bushfire Insights

Data revealed community strengths in local business and destinations, not just community clubs.



Key Neighbourhood Strengths

Neighbourhood is best known for

Most likely to be known for



Destinations

Less likely to be known for



Community

Top Place Types

Reasons to visit, spend and stay

Highest proportion of places



Cafes



Retail



Technical Industries



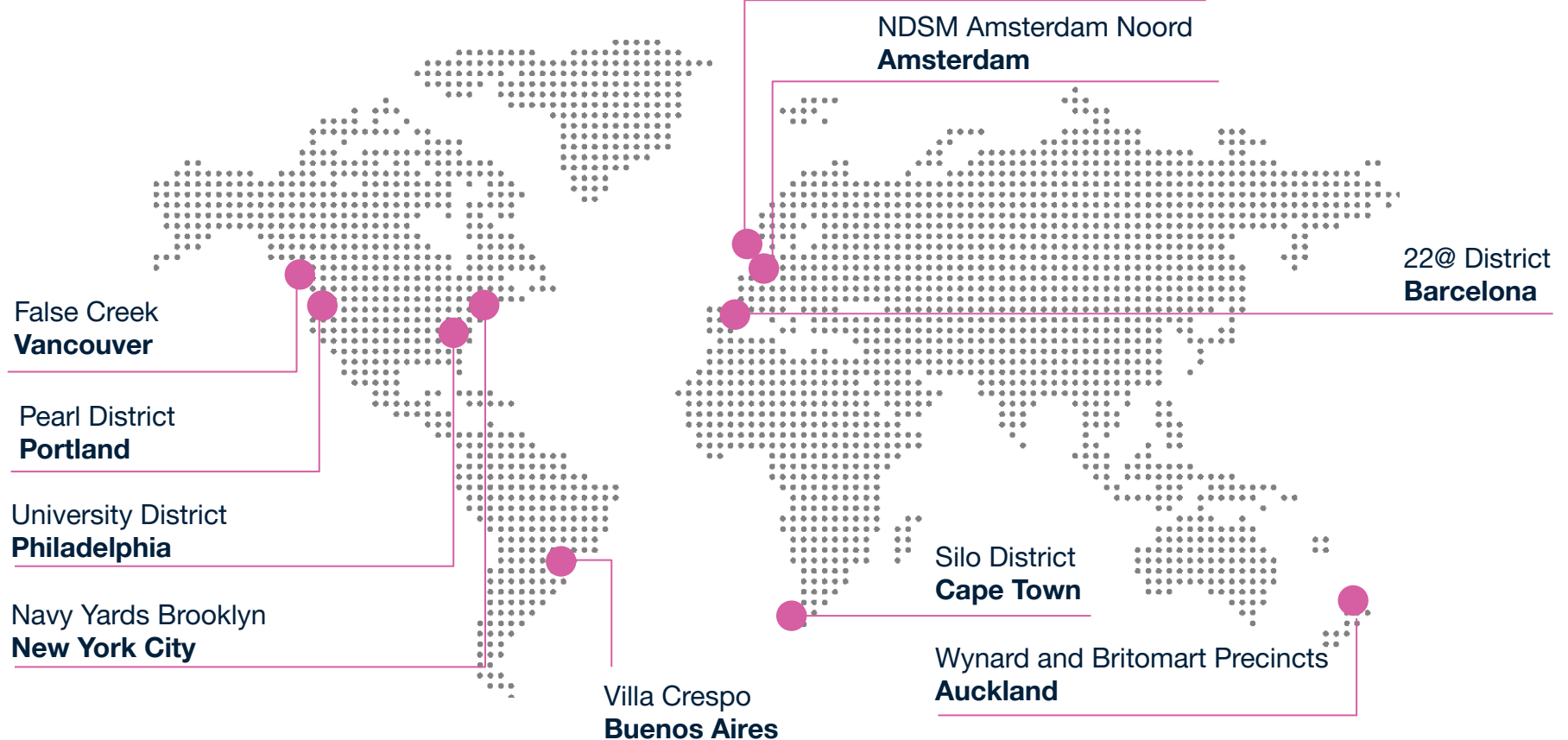
Economic Recovery

Digital data for Innovation Districts



Brooklyn Navy Yards

Innovation Districts



Economic ecosystem

Data revealed strong destinations with lots of choices.





Covid-19 Response

Digital data for rapid recovery

Placemaking

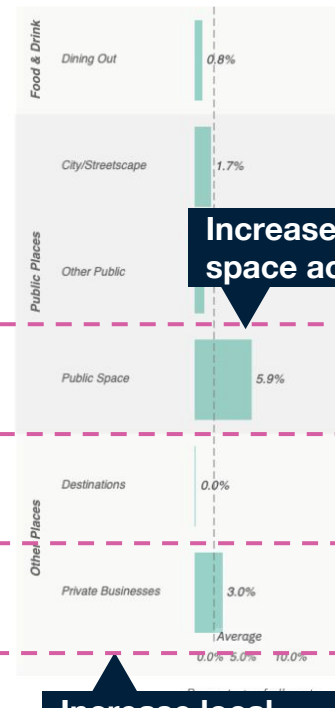
Evaluating dynamic place change to support business case for permanent changes.



Thematic analysis of geotagged posts relevant to Placemaking



Thematic analysis of geotagged posts relevant to Placemaking



Resilience

WE ARE OPEN
FOR T/AWAY
FROM 7.30AM-2PM

Follow Us on
FACEBOOK

THANK
U

FOLLOW US ON
INSTA



IN ORDER TO COMPLY WITH COVID-19 SOCIAL DISTANCING RULES,
WE KINDLY REQUEST THAT ONLY 1 CUSTOMER ENTER THE STORE TO
ORDER AND PAY AT ANY ONE TIME.
IF YOU COULD PLEASE THEN WAIT OUTSIDE UNTIL YOUR ORDER IS
CALLED, THAT WOULD BE VERY MUCH APPRECIATED...

WE WOULD REQUEST YOU FOLLOW US ON OUR SOCIAL MEDIA
PAGES FOR FUTURE UPDATES...



@JERRYROYCAFE



JERRY ROY CAFE

ALL OF OUR HEALTH AND SAFETY IS PARAMOUNT ABOVE
ALL...

WE WOULD LIKE TO SINCERELY THANK YOU, OUR
BEAUTIFUL AND LOYAL CUSTOMERS FOR YOUR SUPPORT
THANK YOU FROM THE BOTTOM OF OUR HEARTS.
TEAM JJ

Find out more

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