How can social data help us make better places?

Lucinda Hartley
Co-founder and Chief Innovation Officer, Neighbourlytics

WeChat: LucindaHartley
Twitter: @lucindahartley, @neighbourlytics
The vision

...the reality
THE PROBLEM

What went wrong?

Inadequate data

...leads to poor city outcomes

Inadequate neighbourhood data

Uninformed decisions are expensive to fix

“1 in 5 apartments in Melbourne are vacant”


Focus on design not people

Context

Inadequate data

Uninformed

Poor city outcomes

$ $ $
'It's a wake-up call': Melbourne loses top spot on liveability ranking to Vienna

By Clay Lucas
14 August 2018 – 9:18am

Melbourne has fallen to second place on the rankings. SHARRI TREVANO

Mass shootings will need to stop and higher density living if the city is to manage the unprecedented growth, the city’s director of design says.

Rob Adams, an urban planning guru credited with shaping modern

The struggle for the world's 'most livable' way?
"Loneliness is as big a killer as smoking and heart disease"

Grattan Institute, Social Cities Report, 2012
The “EXPERIENCE” of urban places
“If you can’t measure it, you can’t manage it”

Peter Drucker
“Almost every city has a mechanism for measuring transport and parking...but not social life”

Jan Gehl
Finding data about what makes neighbourhoods work is hard.
OUR SOLUTION

Social Data for Neighbourhoods

19 Million Australians are active Facebook users, that's 3 million more than are enrolled to vote.

Since this presentation started...

64 million

4,000,000,000
How it works
OUR SOLUTION

Our product suite

- **Get current information** with (near) real-time data
- **Fast turnaround** with insights in days
- **Actionable insights** based on millions of data points
- **See change over time** with time series reporting

SPECIAL DATA

SYNTHESIS & REPORTS

TRACKING
Neighbourhood snapshots in days

Where people spend time

What's popular

What's happening?

What people value and talk about
We’ve gathered social data for 400+ neighbourhoods and counting.

Our CURRENT data portfolio (Nov 2018)
3 ways social data can help improve city-making

1. Places
2. Social Life
3. Experience
“A thriving neighbourhood is where communities have access to everything they need to support their physical and mental wellbeing within walking distance”
Home businesses

Construction workers

Bird Watching

Walking club

80% Residents

Independent shops

Parents Group on Tuesday
Planes: East Brisbane

Local Places by Type

3,192 places
Promotion level: 2,111 place
Local relevance: 5,904

Local Activities

Aggregated between 09/2018 and 10/2018:
- 501 events
- 151 venues

Busiest day: Wednesday

Events by Day

Events by Location
Global Neighbourhoods

A critical mass of activity

1700 Places
Place Assets

Strong destinations with lots of choices.

60% Destinations
Public Spaces

Physical places people are attracted to.

Highest Relevance

6% public space
2 Social Life
**LOCAL PEOPLE**

People in the neighbourhood across a 3rd hour period:

- 45,000 daily users
- 40.00% residents
- 5.33% out-of-town visitors

**LOCAL ACTIVITIES**

Events aggregated between 09/2018 and 10/2019:

- 113 events
- 21 venues

**Busiest day:** Thursday

**LOCAL DEMOGRAPHICS**

- Resident Population: 18,531
- Median Age: 33
- Household Size: 2.2

**HUSBAND STRUCTURE**

- Family: 71.0%
- Alone: 14.9%
- Single: 11.8%

**WEEKLY FINANCES**

- Personal Income: $364
- Household Income: $1,628
- Mortgage: $482
- Rent: $340

**DWELLING TYPE**

- House: 63.1%
- Apartment: 37.6%
- Unoccupied: 0.5%

**CULTURAL BACKGROUND**

- Overseas-born: 33.4%
- Aboriginal & Torres Strait Islander: 0.8%
Social Life

A wide range of opportunities for the neighbourhood to connect.

False Creek
Vancouver

Wynard Quarter
Auckland

Pearl District
Portland

Average number of events per day

13 12 10
Social Life

Local stakeholders activating the community

Average number of venues active each month:

- False Creek, Vancouver: 134
- Pearl District, Portland: 137
- Kings Cross, London: 126
Experience
Experience

**CHATTER CONTENT**

Thematic analysis of geotagged posts:
- Family
- Pets
- Social
- Event
- Fitness
- Food & drink
- Hobbies
- Misc. activity
- Business
- Private house
- Public realm (built environment)
- Public realm (nature)
- Other places
- Other

**TOP CHATTER IMAGERY**

Sample of top chatter topics:

1. Image 1: A person with a laptop in a cafe.
2. Image 2: A street scene with people walking and a shop.
3. Image 3: A person looking at a display in a store.
4. Image 4: A food market with various foods on display.
5. Image 5: A person with a backpack walking in a park.
7. Image 7: A person holding a coffee cup.
8. Image 8: A person looking at a menu in a restaurant.
Experience

Little Mountain

Pelican Waters

Buderim
Experience

TOP CHATTER TOPICS & CONSISTENCY

Place  (Public Realm)
People & animals  (Pets)
Activity  (Fitness)

TOP CHATTER IMAGERY

Sample of top chatter topics
What’s Next?
Social Cities Benchmarking Project
Download the project preview…

Let’s change the way we measure city performance.

SOCIAL CITIES BENCHMARKING
PROJECT
Join us!
lucinda@neighbourlytics.com
www.neighbourlytics.com