



neighbourlytics

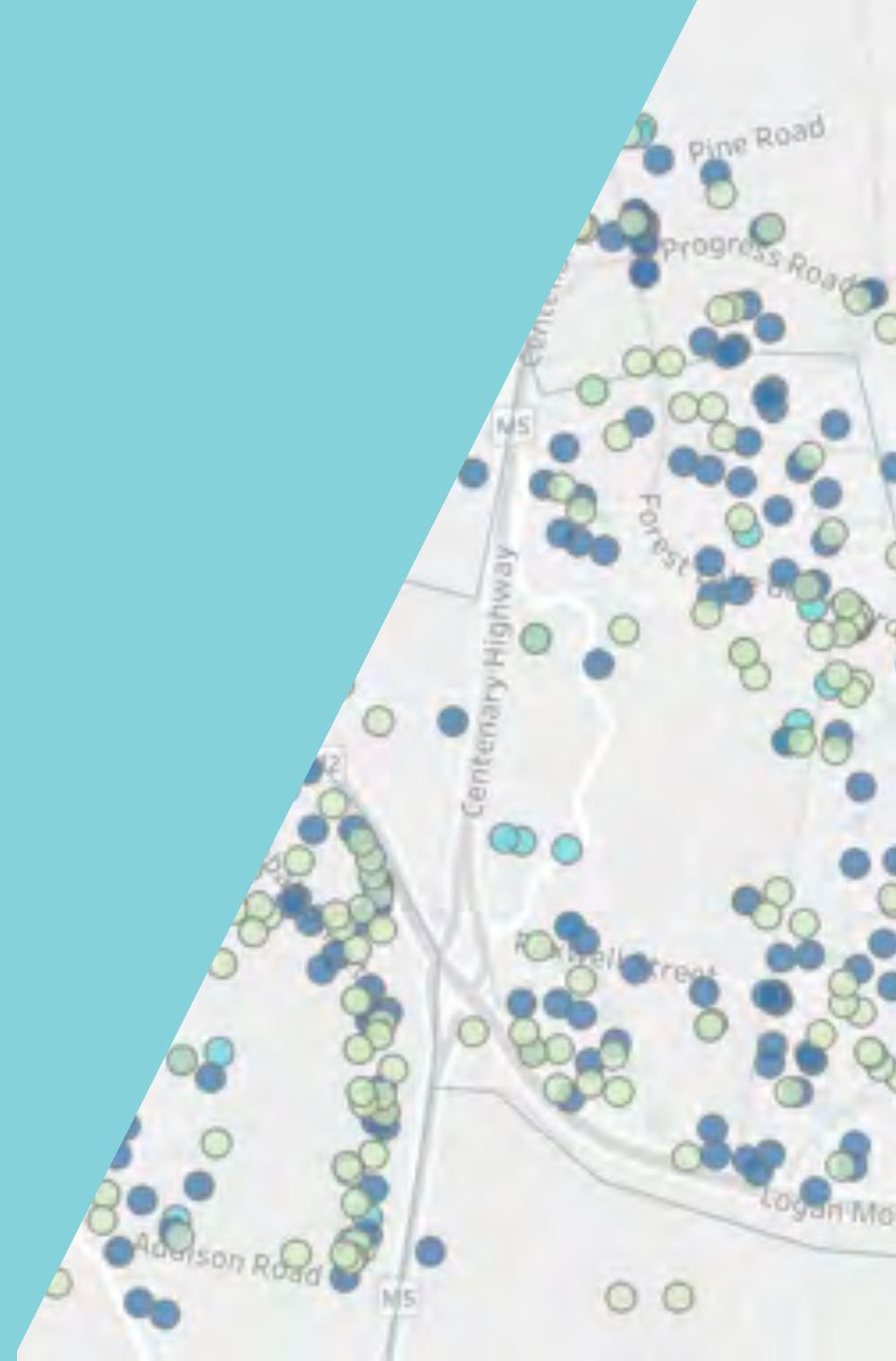
How can social data help us make better places?

Lucinda Hartley

Co-founder and Chief Innovation Officer, Neighbourlytics

Wechat: [LucindaHartley](#)

Twitter: [@lucindahartley](#), [@neighbourlytics](#)



The vision



...the reality



@lucindahartley
@neighbourlytics

THE PROBLEM

What went wrong?



Inadequate neighbourhood data



...leads to poor city outcomes

\$ \$ \$



CONTEXT

INADEQUATE DATA

UNINFORMED

POOR CITY OUTCOMES



Focus on design not people

“1 in 5 apartments in Melbourne are vacant”



Uninformed decisions are expensive to fix

The Sydney

The struggle for world's 'most way?



POLITICS VICTORIA MELBOURNE

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

By Clay Lucas

14 August 2018 - 9:18am



29 View all comments

TODAY'S TOP STORIES

TRUMP'S WHITE HOUSE

'Call a halt': Trump's extraordinary Oval Office spat with 'Chuck and Nancy'

DONALD TRUMP

There was no Plan B: Trump scrambles to find a chief of staff

MASS SHOOTING



Melbourne has fallen to second place on the rankings. DARSHAN THAKUR

... middle-ring suburbs will need to stop fighting development and higher density living if the city is to manage the unprecedented boom, the city's director of design says.

Rob Adams, an urban planning guru credited with shaping modern Melbourne, has warned that if the city continues to sprawl outwards it will cost \$10 billion more over the next five decades than if it developed new housing around existing infrastructure.

UNIVERSITY OF
AN
HIGHER ED

A black and white photograph of a child standing in a large, open field. The child is in the center foreground, facing away from the camera. In the background, there are several houses and a utility pole. The sky is overcast.

**“Loneliness is as big a killer
as smoking and heart
disease”**

Grattan Institute, Social Cities Report, 2012

@lucindahartley
@neighbourlytics



SAME



@lucindahartley
@neighbourlytics



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



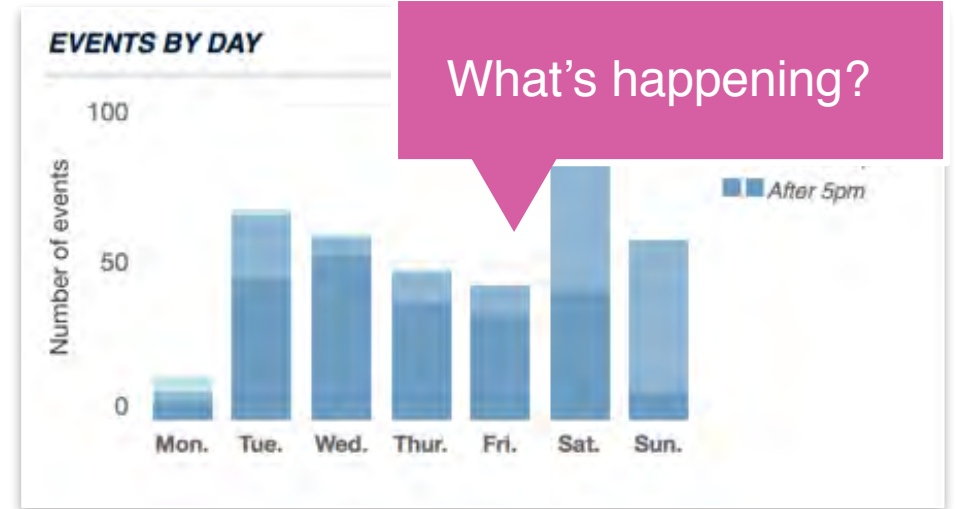
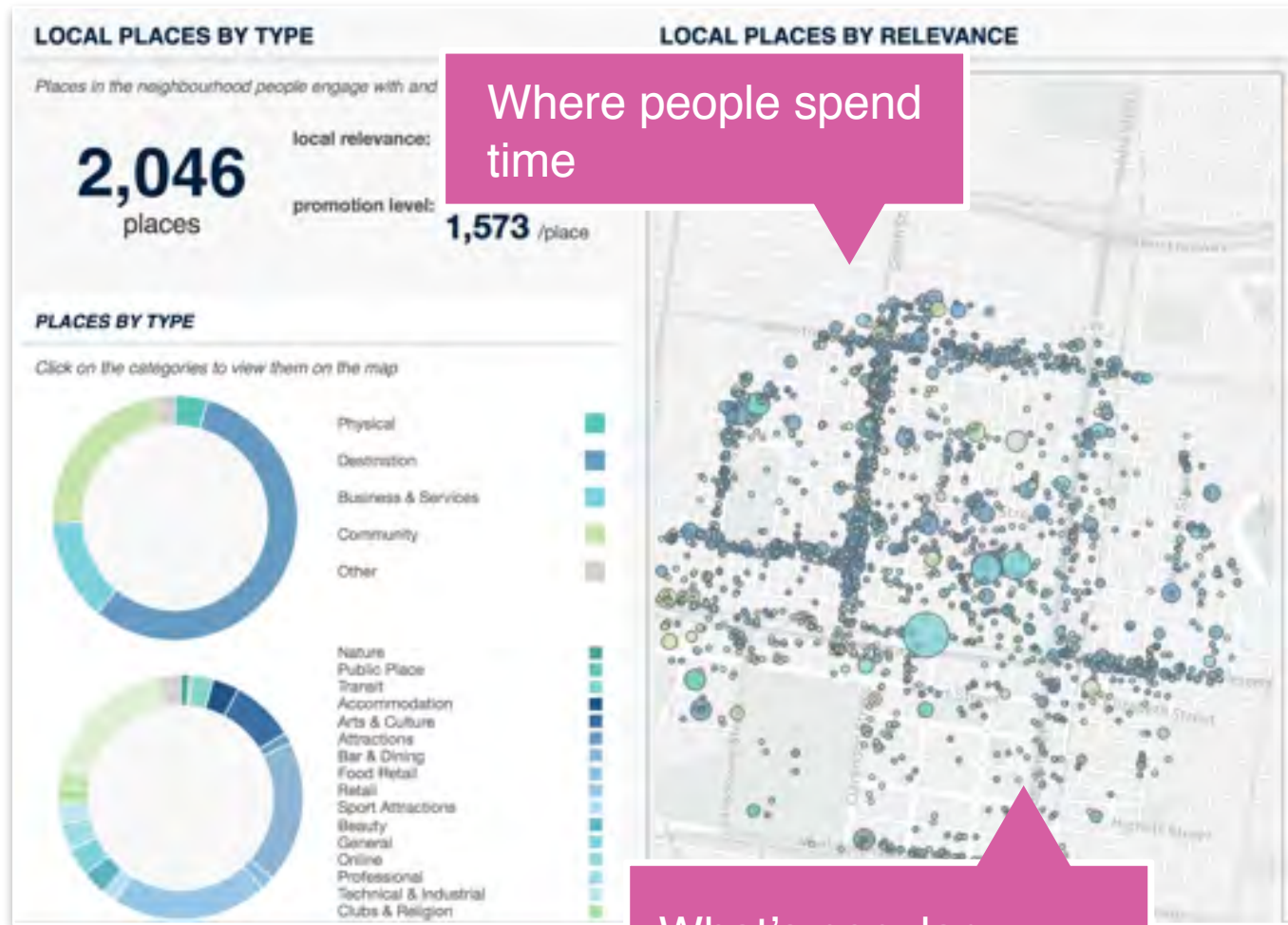
4,000,000,000



How it works



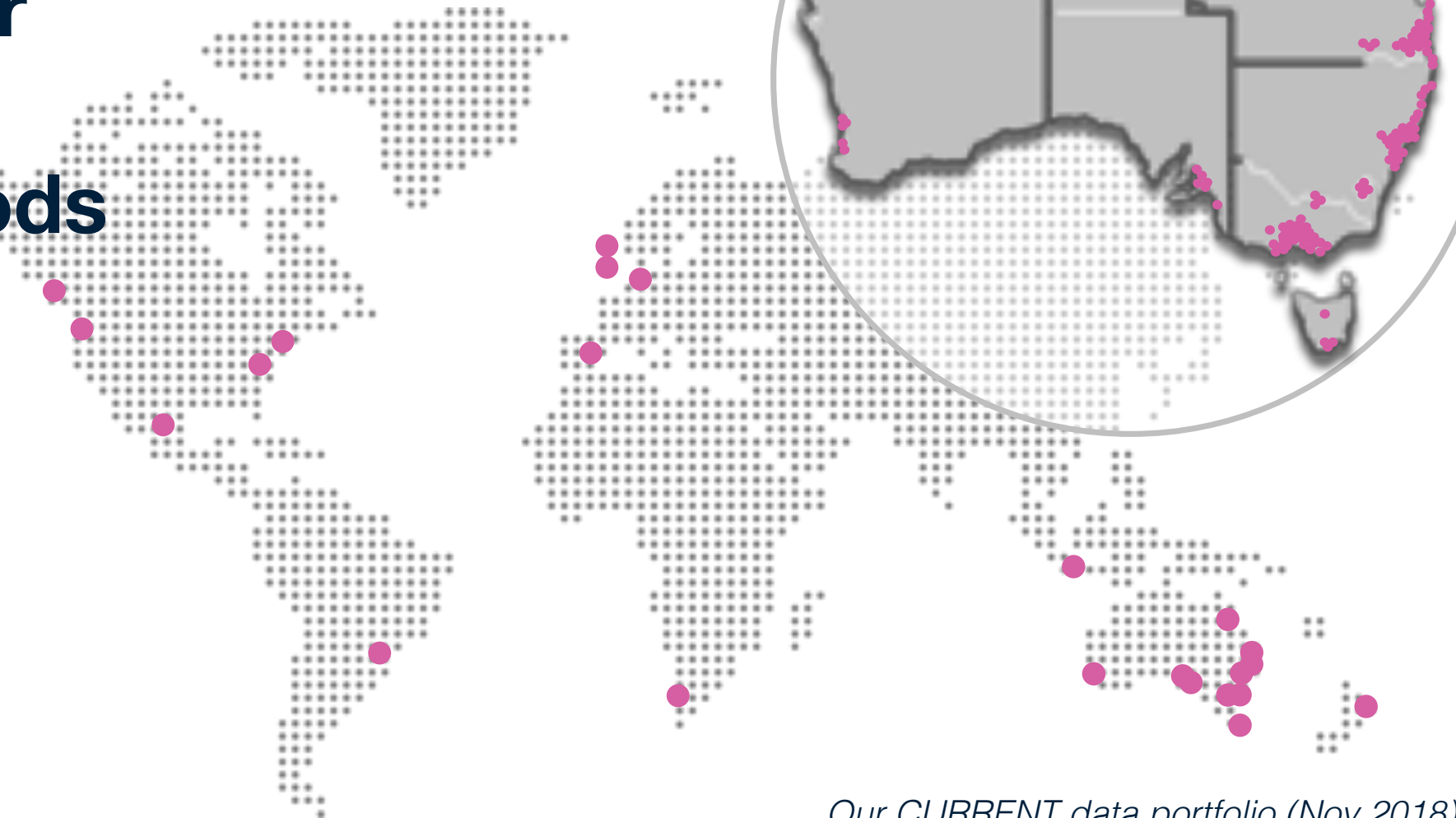
Neighbourhood snapshots in days



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

1 *Places*

“A thriving neighbourhood is where communities have access to everything they need to support their physical and mental wellbeing within walking distance”

@lucindahartley
@neighbourlytics



Home
businesses

Construction
workers

Independent
shops

Bird
Watching

Walking
club

Parents
Group on
Tuesday

80%
Residents

Places East Brisbane

SITE SELECTION

Compton - East Brisbane

LOCAL PLACES BY TYPE

Places in the neighbourhood people engage with and promote

3,192

places

local relevance: 5,904

promotion level: 2,111 places

LOCAL PLACES BY RELEVANCE



LOCAL ACTIVITIES

Aggregated between: 000018 and 000018



501 events



151 venues

Busiest day: **Wednesday**

Downloaded from the data source

PLACES BY TYPE

Click on the categories to view them on the map



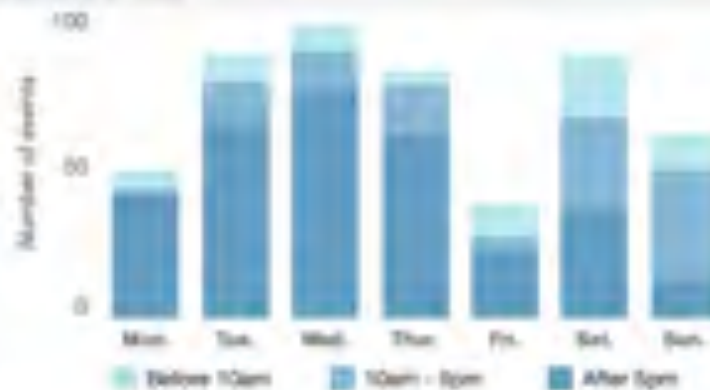
Physical
Destination
Business & Services
Community
Other



Public
Public Place
Traveller
Accommodation
Arts & Culture
Attractions
Bar & Dining
Food Retail
Retail
Sport Attractions
Beauty
General
Cinema
Professional
Business & Industry
Clubs & Religion
Education
Government & Community Serv.
Health & Wellness
Other



EVENTS BY DAY



EVENTS BY LOCATION





Marina Bay Sands



Chinatown



- Corporate
- Entertainment
- Health & community services
- COVID
- Local amenities & facilities
- Other



- Bar & dining
- Community services, clubs & int.
- Corporate and finance
- Exercise, beauty & sport
- Healthcare
- COVID
- Other
- Places to visit
- Public amenities & convenience
- Public space
- Public transport
- Retail
- Small businesses & services

Marina Bay Sands



- Corporate
- Entertainment
- Health & community services
- COVID
- Local amenities & facilities
- Other



- Bar & dining
- Community services, clubs & int.
- Corporate and finance
- Exercise, beauty & sport
- Healthcare
- COVID
- Other
- Places to visit
- Public amenities & convenience
- Public space
- Public transport
- Retail
- Small businesses & services

Chinatown



Nairobi CBD



Kibera



Nairobi CBD



Kibera

Global Neighbourhoods

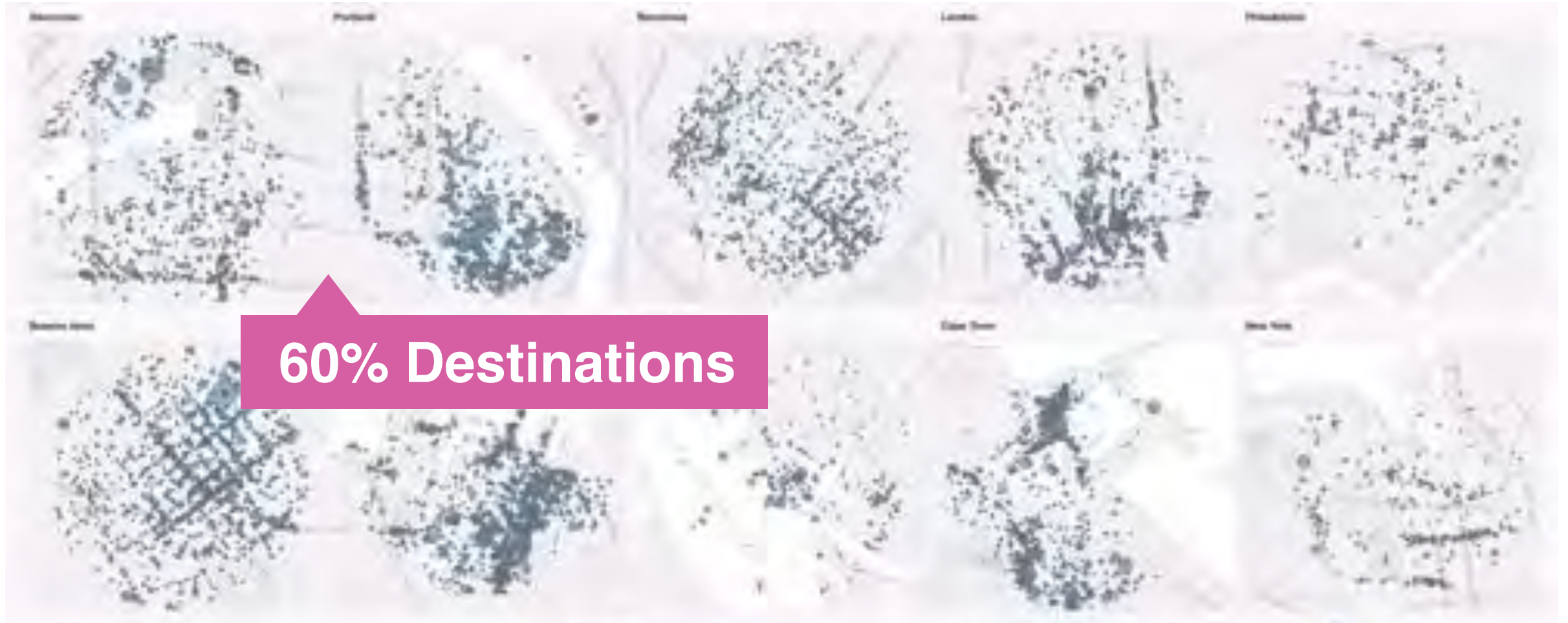
A critical mass of activity

Why Successful?



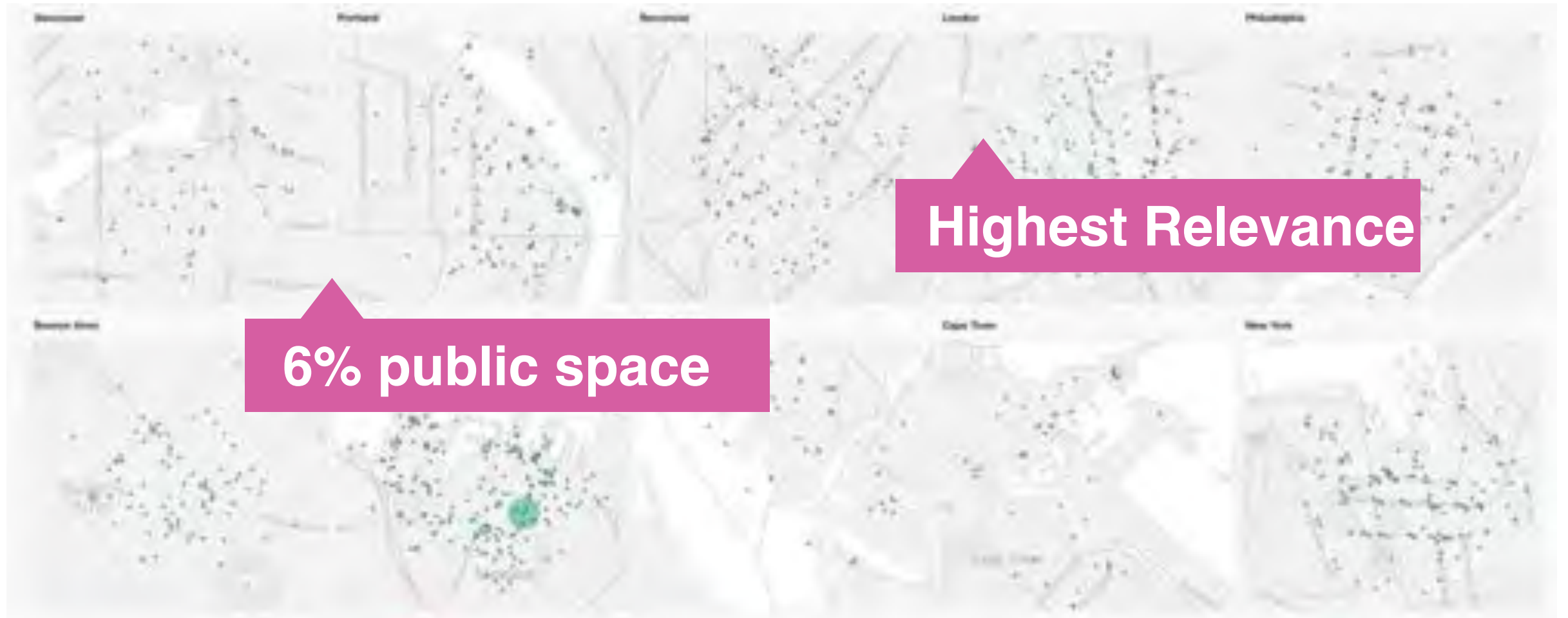
Place Assets

Strong destinations with lots of choices.



Public Spaces

Physical places people are attracted to.



2 *Social Life*

@lucindahartley
@neighbourlytics





LOCAL PEOPLE

People in the neighbourhood across a 24 hour period

45,000
daily users

40.00% residents

5.33% out of town visitors

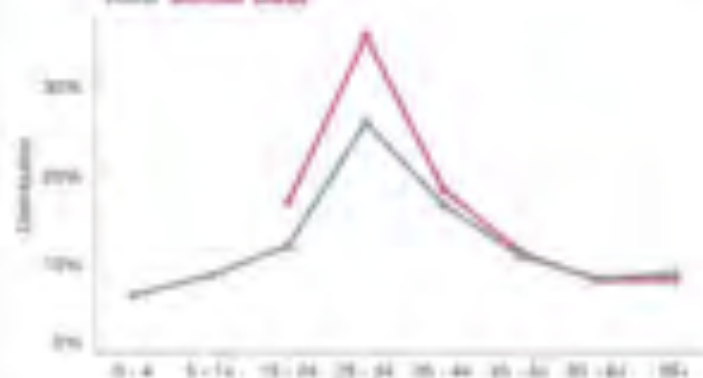
Source: Census 2011, Local Government Statistics, Household Counts and Business Statistics

PEOPLE BY AGE



Age Group	ABS	Social Data
0 - 4	8.7%	
5 - 14	9.0%	
15 - 24	12.3%	17.2%
25 - 34	26.2%	36.6%
35 - 44	16.9%	18.0%
45 - 54	11.1%	11.5%
55 - 64	8.6%	8.4%
65+	8.2%	8.4%

ABS Social Data



LOCAL ACTIVITIES

Aggregated between 100018 and 100018



113 events



21 venues

Busiest day: **Thursday**

Source: Local Government Statistics

EVENTS BY DAY



EVENTS BY LOCATION



LOCAL DEMOGRAPHICS

Household 2011 Census (aggregated between 100018 and 100018)

RESIDENT POPULATION	MEDIAN AGE	HOUSEHOLD SIZE
18,531	33	2.2

HOUSEHOLD STRUCTURE

	2011	2019
Family		71.0%
Apoc		14.9%
Shorg		11.8%

WEEKLY FINANCES

Personal Income	\$841
Household Income	\$1,026
Mortgage	\$462
Rent	\$340

DWELLING TYPE

House	63.1%
Apartment	37.8%
Unoccupied	8.6%

CULTURAL BACKGROUND

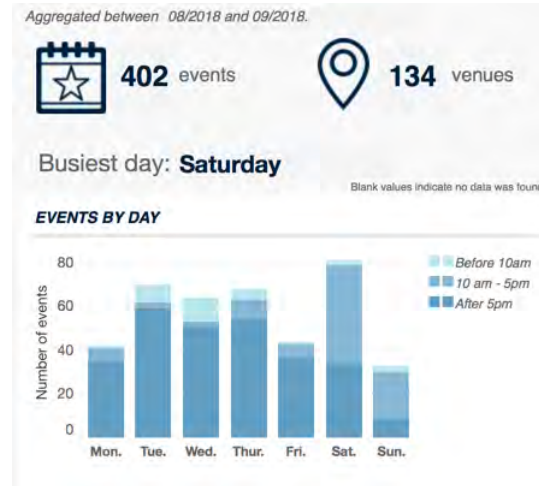
Overseas Born	33.4%
Aboriginal & Torres Strait Islander	3.1%



Social Life

A wide range of opportunities for the neighbourhood to connect.

False Creek Vancouver



Average number of events per day

13

Wynard Quarter Auckland



12

Pearl District Portland



10

Social Life

Local stakeholders activating the community

False Creek
Vancouver



Pearl District
Portland



Kings Cross
London



Average number of venues active each month:

134

137

126

3 *Experience*

@lucindahartley
@neighbourlytics



40

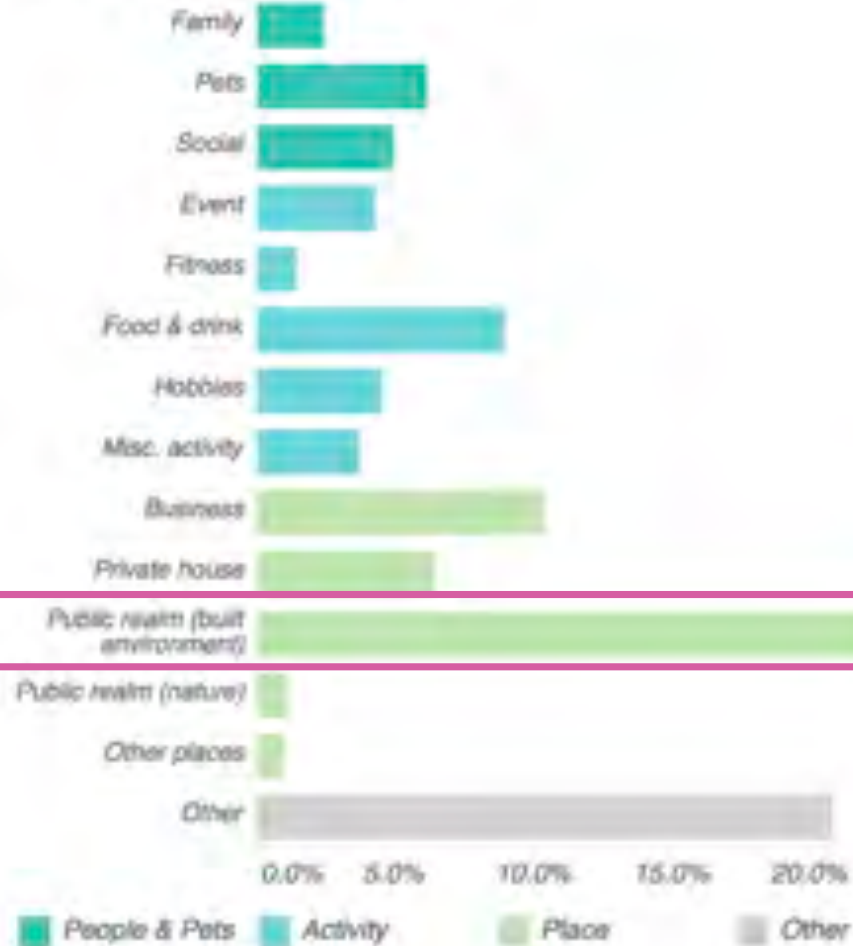
ATM

PRINCETON
ATM

Experience

CHATTER CONTENT

Thematic analysis of geotagged posts



TOP CHATTER IMAGERY

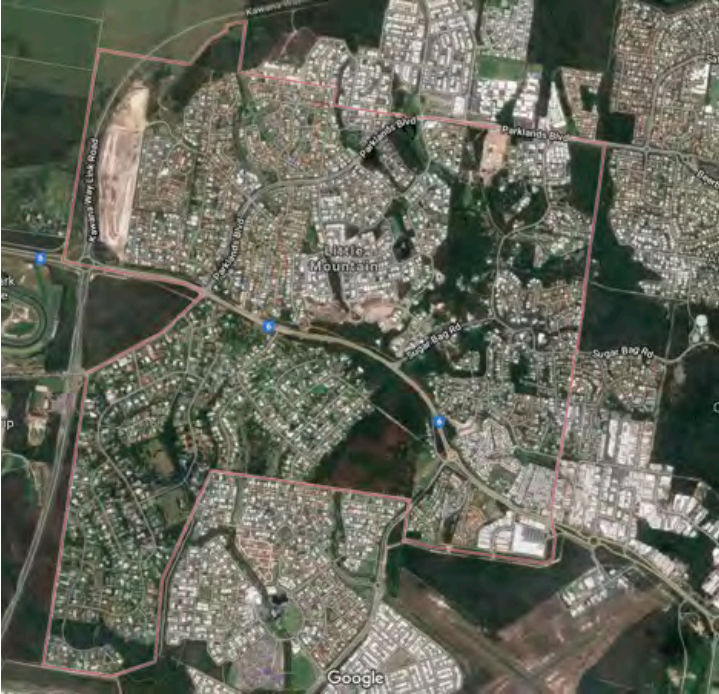


Sample of top chatter topics



Experience

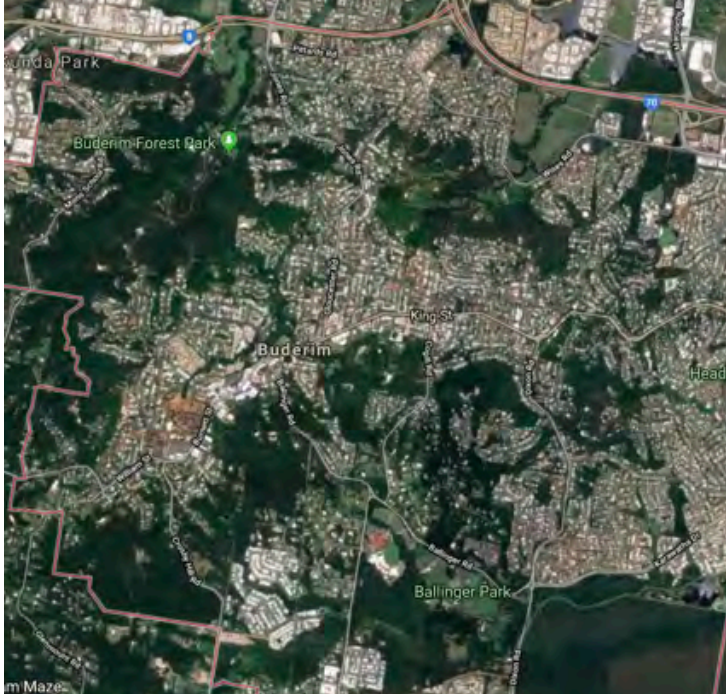
Little Mountain



Pelican Waters



Buderim

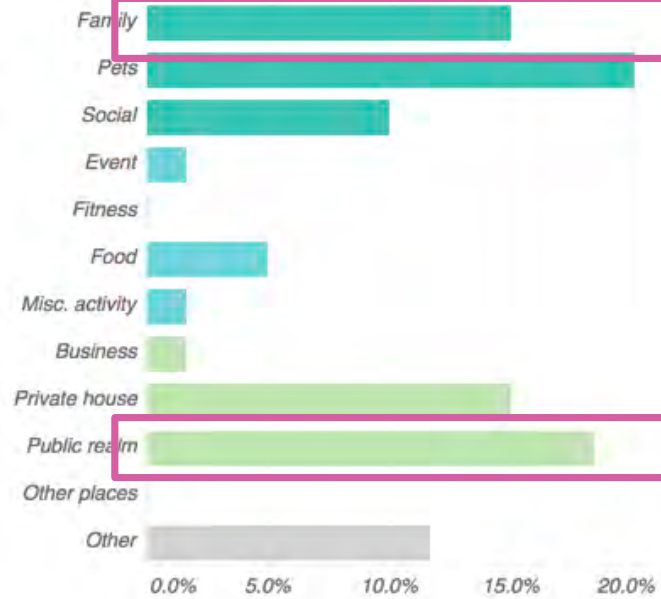


Experience

Little Mountain

CHATTER CONTENT

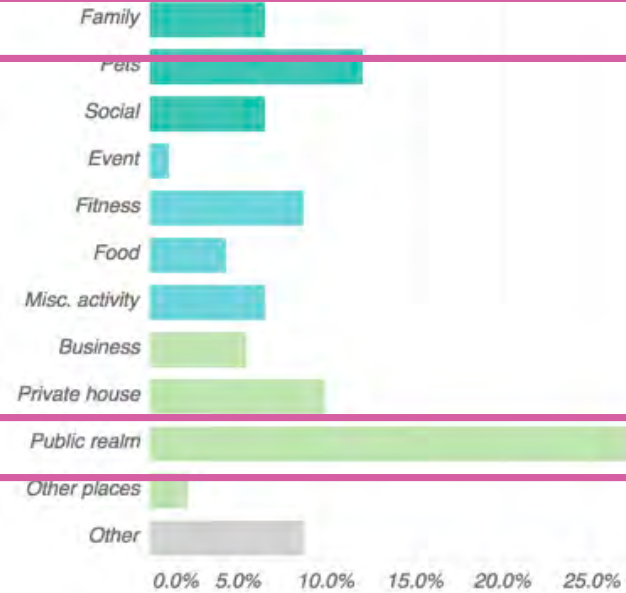
Thematic analysis of geotagged posts



Pelican Waters

CHATTER CONTENT

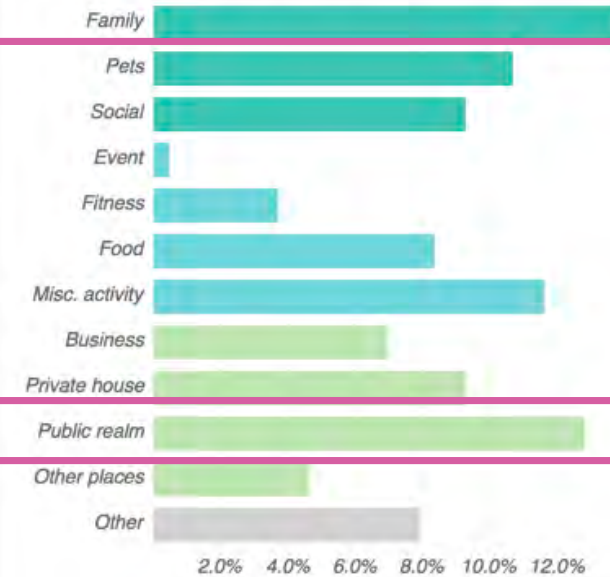
Thematic analysis of geotagged posts



Buderim

CHATTER CONTENT

Thematic analysis of geotagged posts



Experience

TOP CHATTER TOPICS & CONSISTENCY

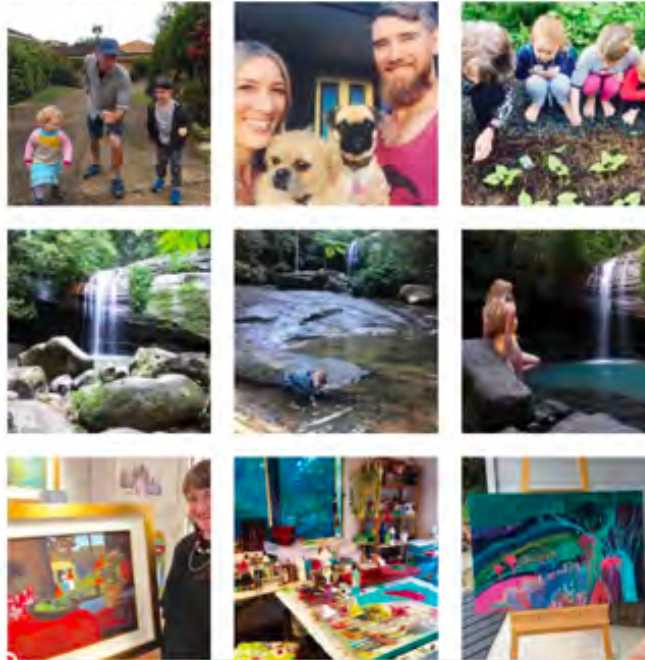
People&Animals (Family)

Place (Public Realm)

Activity (Art)

TOP CHATTER IMAGERY

Sample of top chatter topics



TOP CHATTER TOPICS & CONSISTENCY

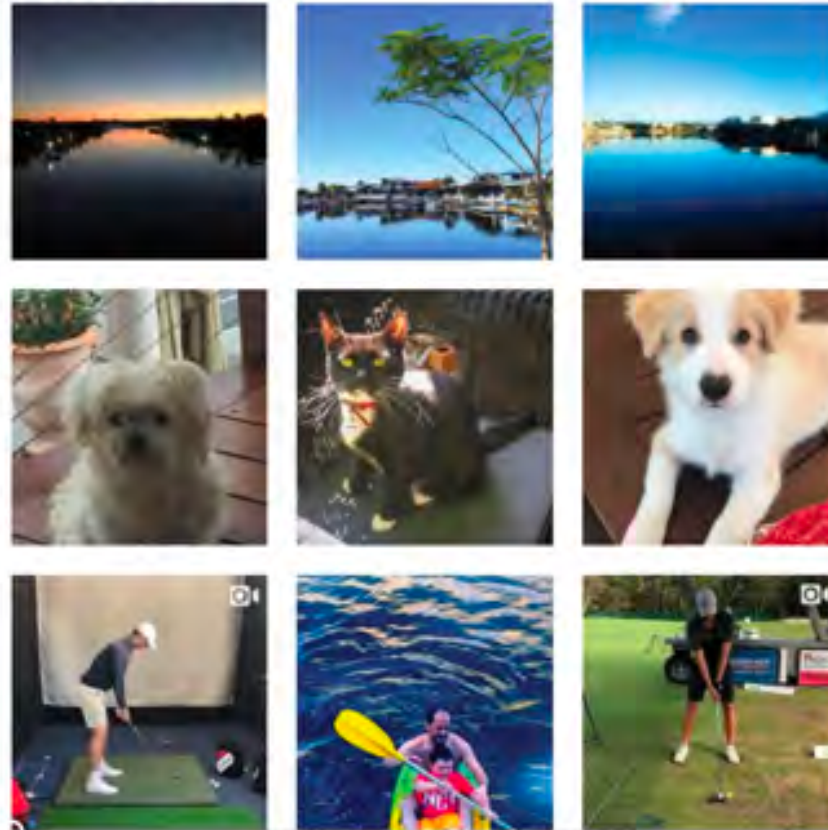
Place (Public Realm)

People & animals (Pets)

Activity (Fitness)

TOP CHATTER IMAGERY

Sample of top chatter topics



TOP CHATTER TOPICS & CONSISTENCY

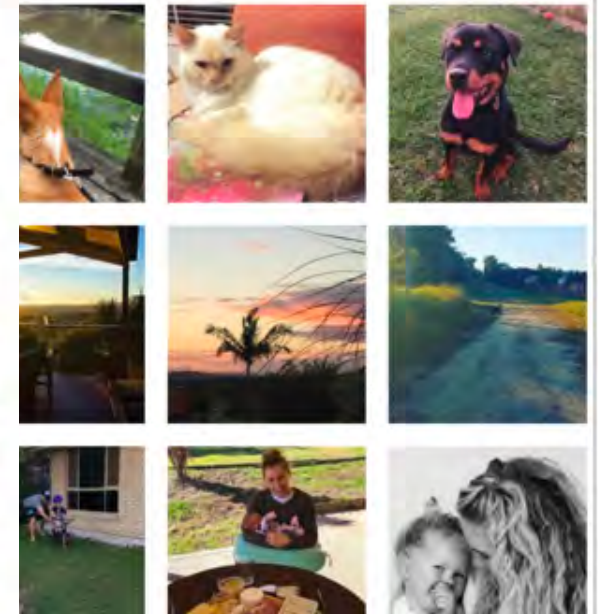
People & animals (Pets)

Place (Public Realm)

People & animals (Family)

TOP CHATTER IMAGERY

Sample of top chatter topics



What's Next?

@lucindahartley
@neighbourlytics

Social Cities Benchmarking Project



Download the project preview...

Let's change the way
we measure city
performance.

SOCIAL CITIES BENCHMARKING
PROJECT



BENCHMARK

the success of
roads

lots of
local
activity

HIGHER +7.2

PLACES

-1.6
down

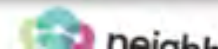
ACTIVITY

+5.2
down

STORES

+7.8
down

www.neighbourlytics.com



Join us!

lucinda@neighbourlytics.com

www.neighbourlytics.com

@lucindahartley
@neighbourlytics