



# Who Do We Serve? Where Are They?

Vancouver

Seattle

Montreal

# Who Do We Serve? Where Are They?

UNITED  
STATES

Chicago

Detroit

Boston

New York

Philadelphia

Washington

San Francisco

Los Angeles

Atlanta

Dallas

Houston

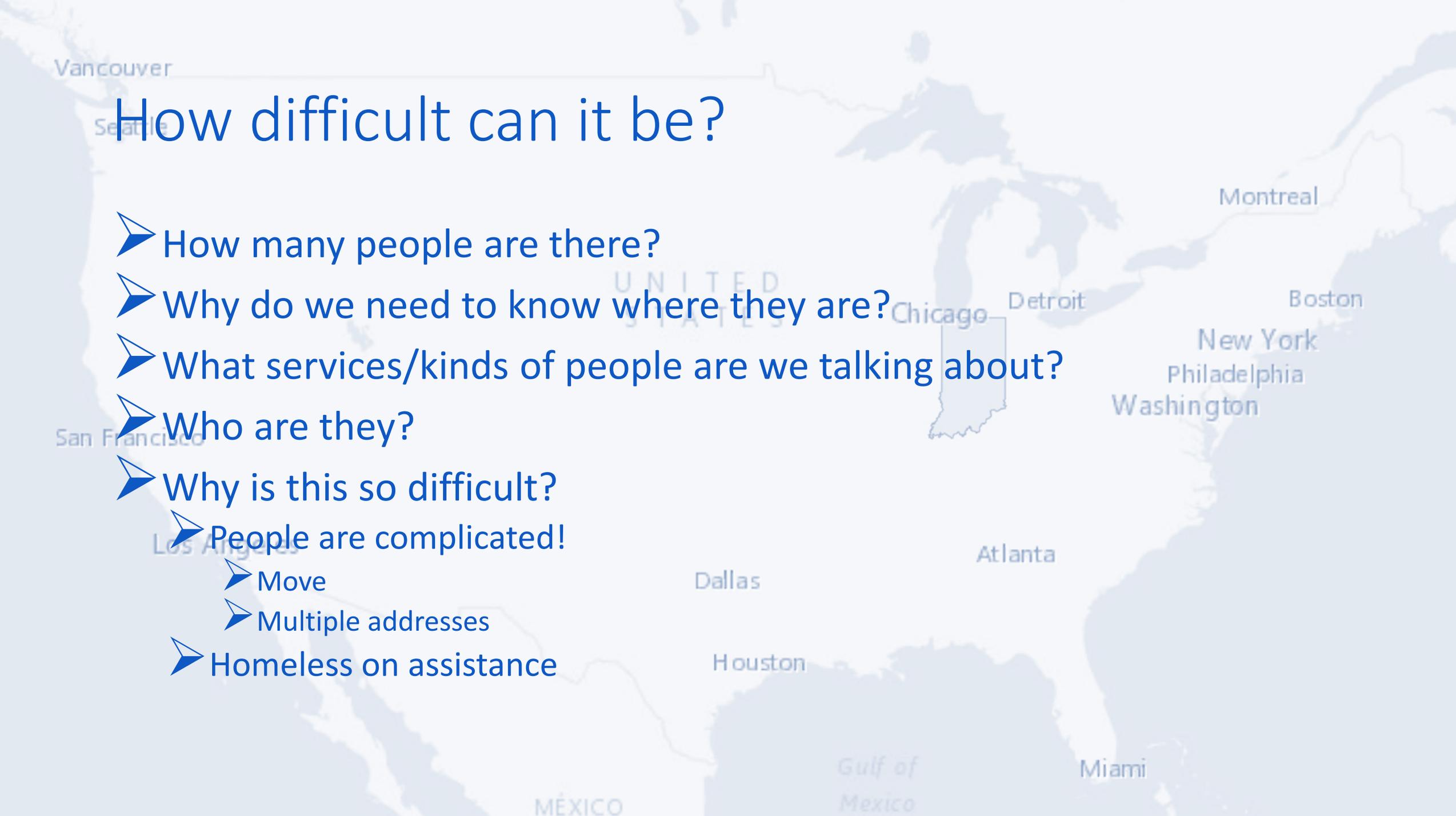
Gulf of  
Mexico

Miami

MÉXICO

# Where To Begin?....

- Select data
  - Timeframe?
    - How much data is relevant?
    - How much is needed to tell a complete story?
  - De-identify
  - Summarize in a way that makes sense
    - By location?
    - By service?
    - By person?



# How difficult can it be?

- How many people are there?
- Why do we need to know where they are?
- What services/kinds of people are we talking about?
- Who are they?
- Why is this so difficult?
  - People are complicated!
    - Move
    - Multiple addresses
  - Homeless on assistance

# Indiana-Population 6M



Vancouver

Seattle

Montreal

Chicago

Detroit

Boston

New York

Philadelphia

Washington

San Francisco

Los Angeles

Atlanta

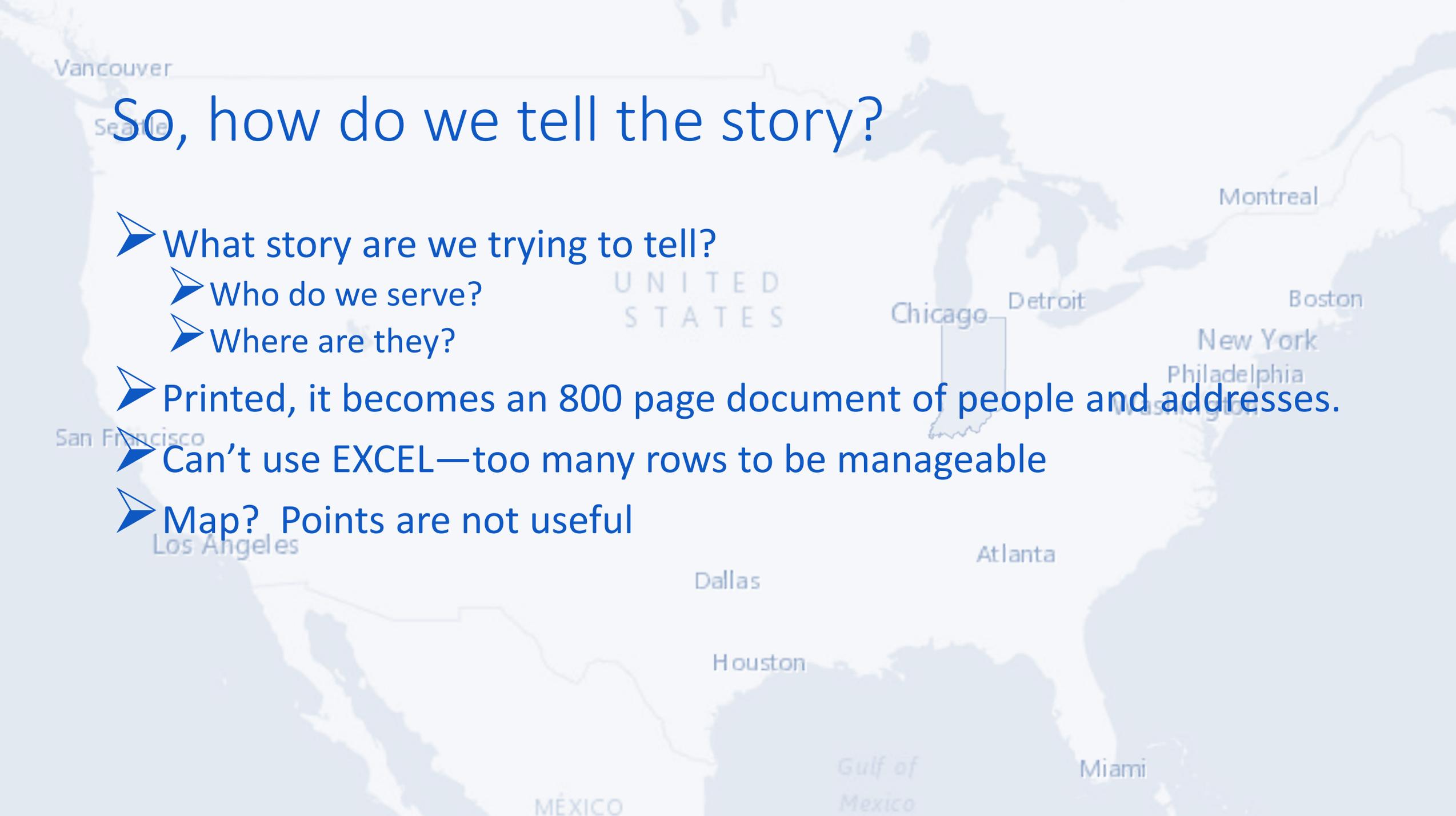
MÉXICO

Gulf of Mexico

Miami

1.3M People On Assistance  
—that is a LOT of people

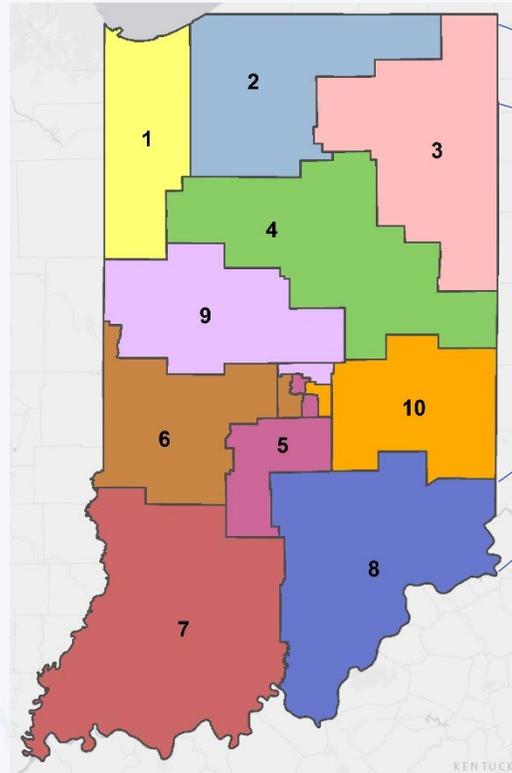




# So, how do we tell the story?

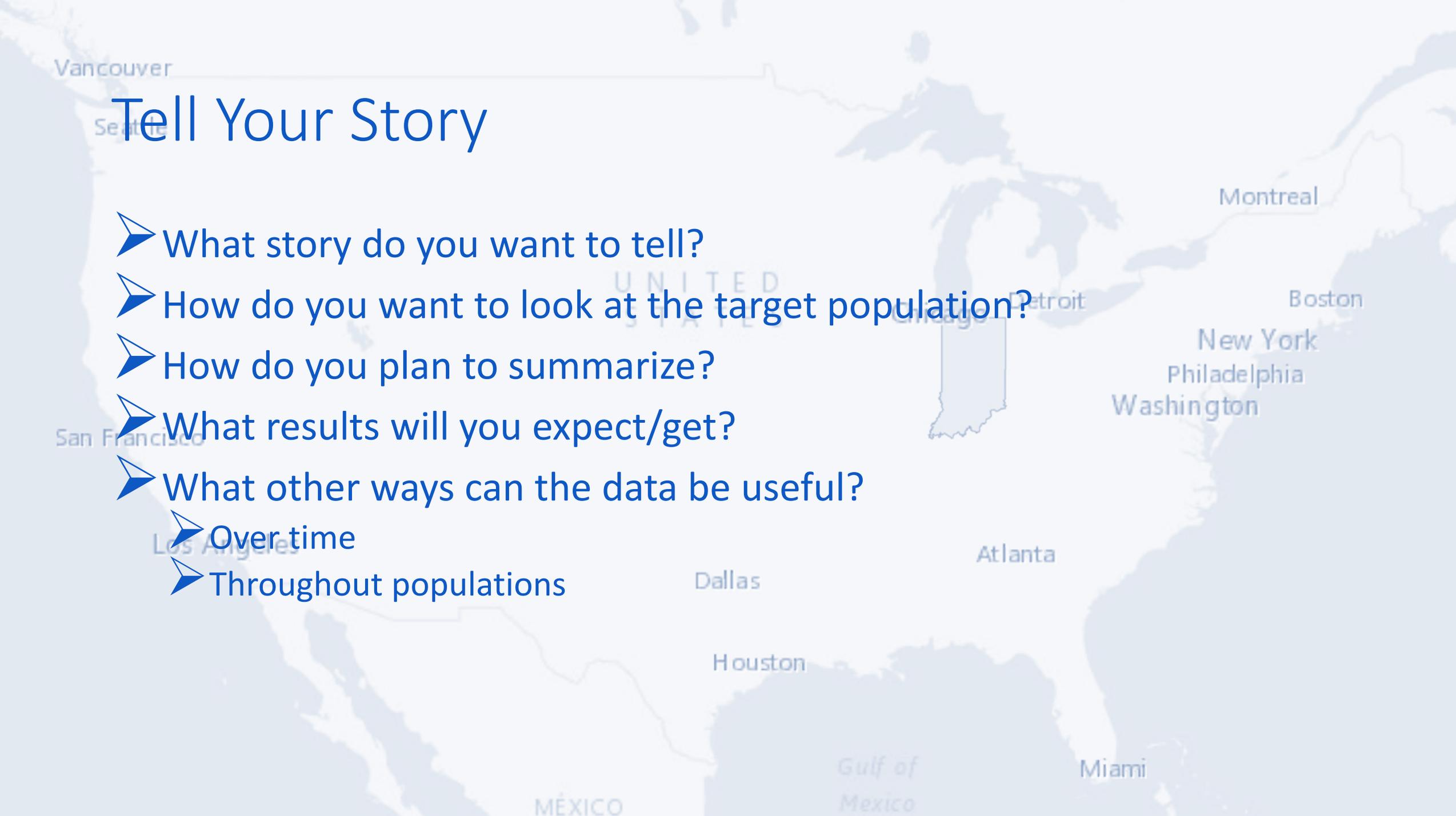
- What story are we trying to tell?
  - Who do we serve?
  - Where are they?
- Printed, it becomes an 800 page document of people and addresses.
- Can't use EXCEL—too many rows to be manageable
- Map? Points are not useful

# So Let's Eat The Elephant One Bite At A Time



How about just looking at Region 8?





# Tell Your Story

- What story do you want to tell?
- How do you want to look at the target population?
- How do you plan to summarize?
- What results will you expect/get?
- What other ways can the data be useful?
  - Over time
  - Throughout populations