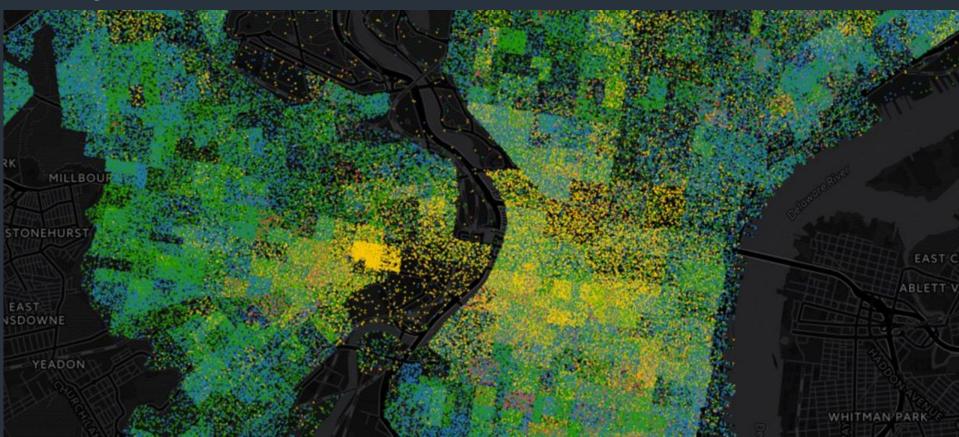
Azavea Project Selection Guidelines

Robert Cheetham cheetham@azavea.com





Aaron Su Software Engineer

Alex Kaminsky Software Engineer

Alex Lash User Experience



Andrew Fink-Miller Casey Cesari



Senior Software

Software Engineer

Chip Hitchens Vice President of

Chris Brown Senior Software

Cole Kettler Operations Engineer



Deborah Boyer Daniel McGlone Senior GIS Analyst and Project Manager





Senior Software

Derek Dohler Senior Software



Fernando Ramirez Grigory



Pomadchin



James McClain



Software Engineer



Business Development



Jessica Cahail





Vice President of



Software Engineer









Software Engineer

Kathryn Killebrew Kenny Shepard













Senior Software

Software Engineer





Matt McFarland GIS / Technical Writer







Niki LaGrone



Software Engineer





Office Manager





Zimmerman









Richard







Project Manager



Cicero Product Manager Tuhinanshu

Tyler Gilcrest Project Manager

Geospatial software and data analytics for good













tterWorldBooks*





FORCE ID GOO



lod











Why start Azavea?



Two key experiences















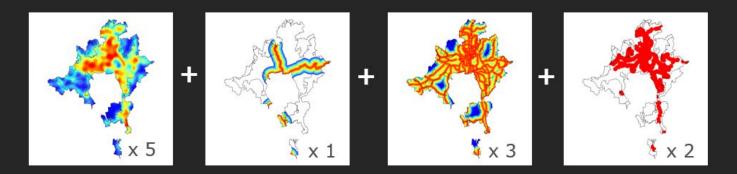


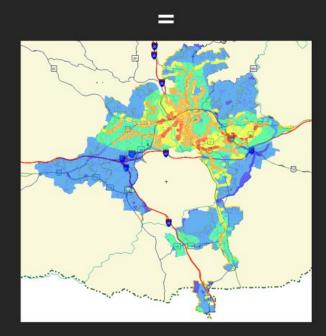


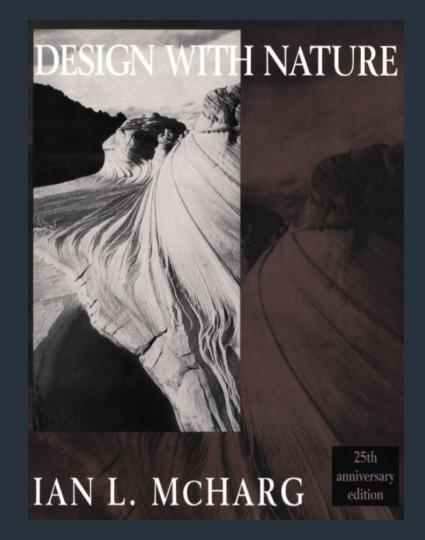
Ian McHarg









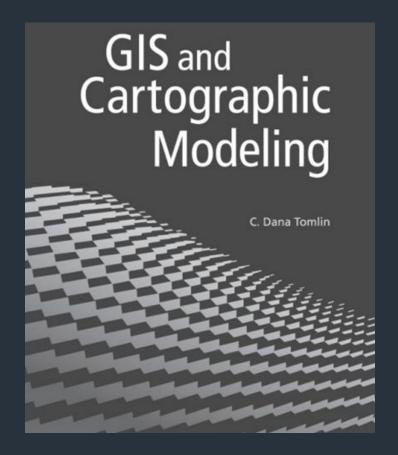




Landscape Architecture & Regional Planning

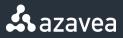


Dana Tomlin













student loans paid \$ 15,000 savings no customers recession knew what I liked doing public service



Non-profit vs. for-profit



Two key experiences



1. Thrill of learning and exploration



2. Meaningful work



We advance the state-of-the-art in geospatial technology ...



... and apply it for civic, social, and environmental impact.





Aaron Su Software Engineer

Alex Kaminsky Software Engineer

Alex Lash User Experience



Andrew Fink-Miller Casey Cesari



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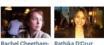
Niki LaGrone



Software Engineer



Richard



Office Manager







Zimmerman Software Engineer





Operations Engineer













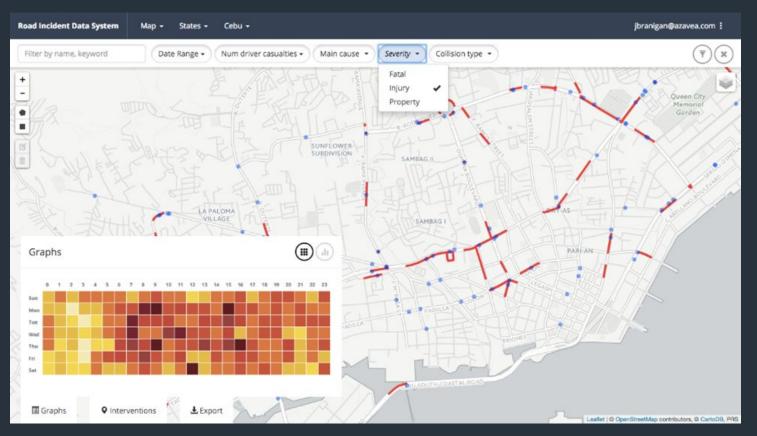


Cicero Product Manager Tuhinanshu

Tyler Gilcrest Project Manager

Geospatial software and data analytics for good

1. Geography and Place





2. Civic, Social, and Environmental Impact











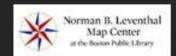














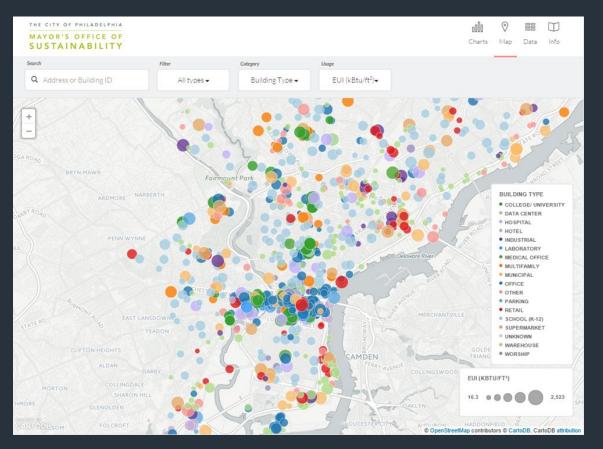






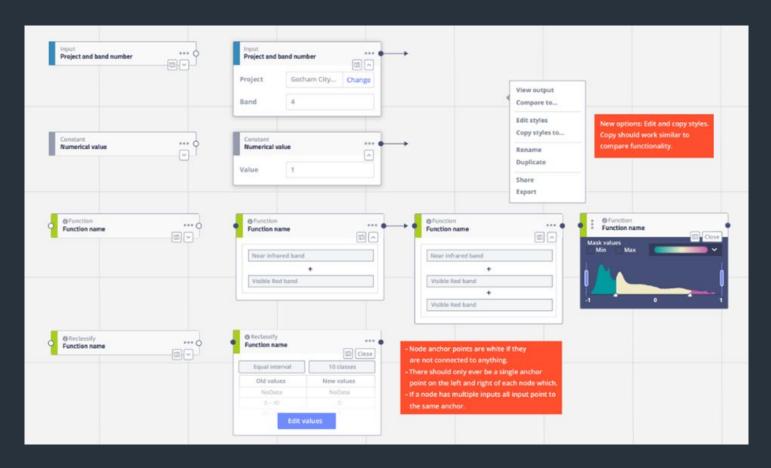


3. Simple, elegant design





4. Complex Problems





5. Open knowledge systems





5. Open knowledge systems





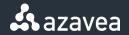






TileJSON





Lines of Business

- Custom software for the web
- Data analytics
- Reusable tooling, applications, and APIs
 - Cicero
 - Raster Foundry
 - Temperate
- R&D/Open Source
 - GeoTrellis
 - Raster Vision
 - Other new libraries



We express our mission through:

- 10% time
- Open source
- Open data
- Partner collaborations
- R&D investments

- Projects we select
- Fellowships
- Donate share of profits



Some of our work



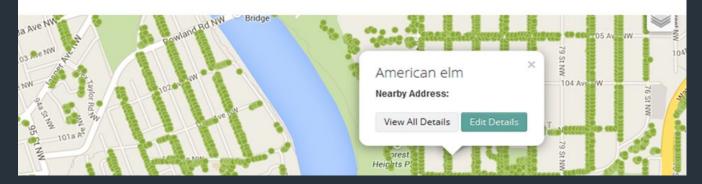
Urban Forestry



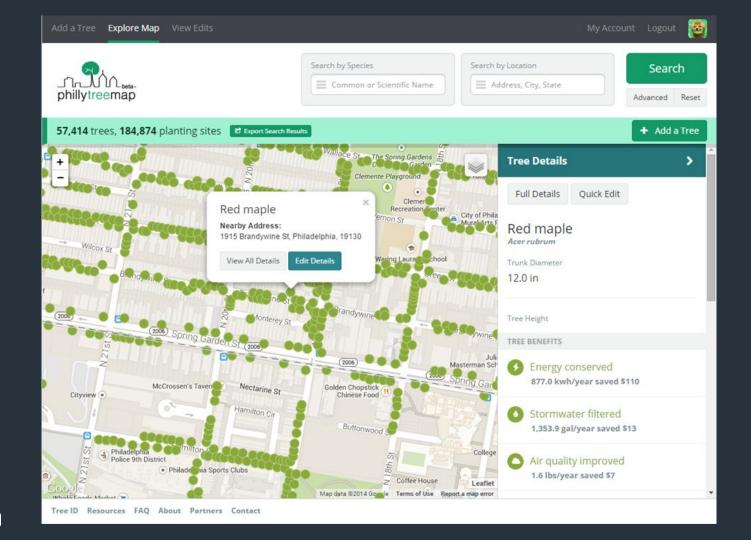


www.opentreemap.org

- Crowdsourced tree inventory
- Ecosystem services calculations
- Urban forestry analysis
- Community engagement









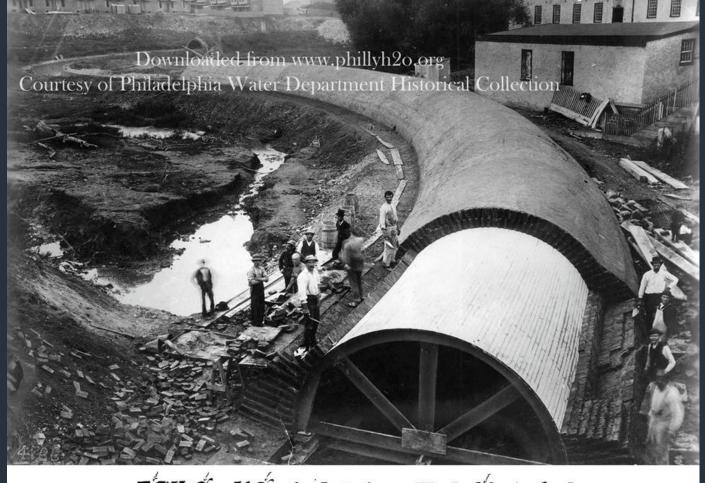




Stormwater Infrastructure









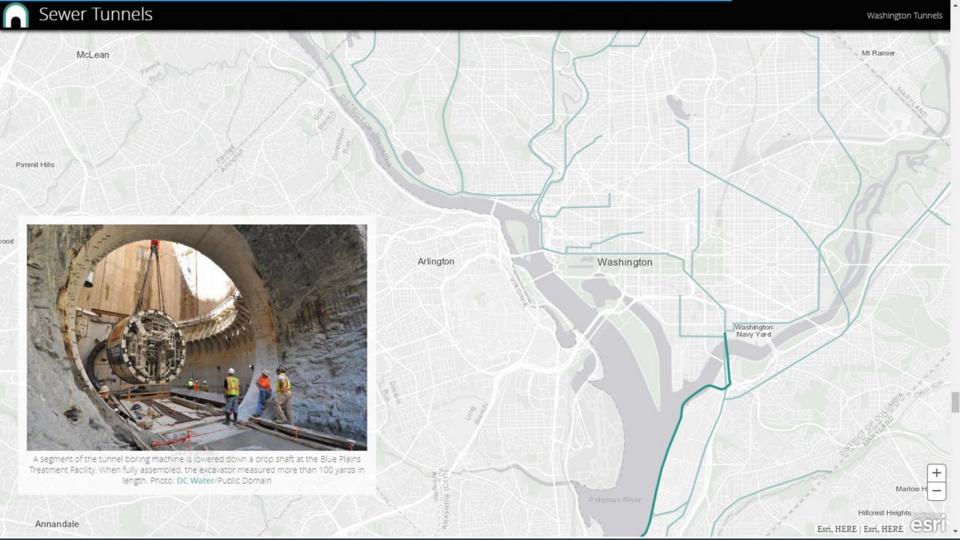
- Mill Creek Lewer between 47th & Kaverford .-







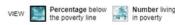






The New Hork Times Mapping Poverty in America Published: January 4, 2014

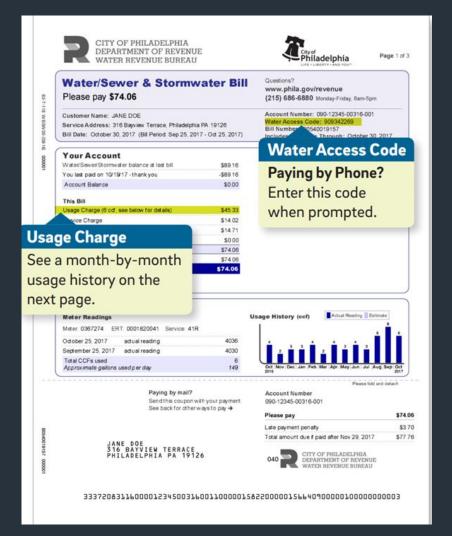
Data from the Census Bureau show where the poor live.



E v













Non-Residential

990 SPRING GARDEN ST

\$535.35

Total Monthly Charge

43,445 ft² Gross Area

43,445 ft² Impervious Area

SA 990SPRING GARDEN STREE

883523100 OPA/BRT Account

Owner

▲ This property is not currently receiving credits. Apply for credits.

Download this page as a PDF

See a problem with this property? File an appeal.

Please Note: The data on this site is to be used for stormwater billing purposes only, and is not intended to depict, and should not be relied upon to determine, the legal boundaries of parcels. The City of Philadelphia Records Department is exclusively responsible for maintaining the official parcel maps of the City, which are the graphical depictions of the legal descriptions contained on deeds that are also processed by the Records Department. The Streets Department's Survey Unit maintains maps that contain survey data and street plans.

Accounts

Account Number: 011-87990-00513-001

Show historic charge summaries

Rate Period:

Sep 1 2019 - Aug 31 2020

Monthly Stormwater Charge

\$535.35

Monthly Charge

513 N 10TH ST

Account Address

SA 990 SPRING GARDEN

Account Holder

1 - Water, Sewer & Stormwater

Service Type

0 - 3" Meter Size

\$62.38 > Gross Area Charge

Impervious Area Charge

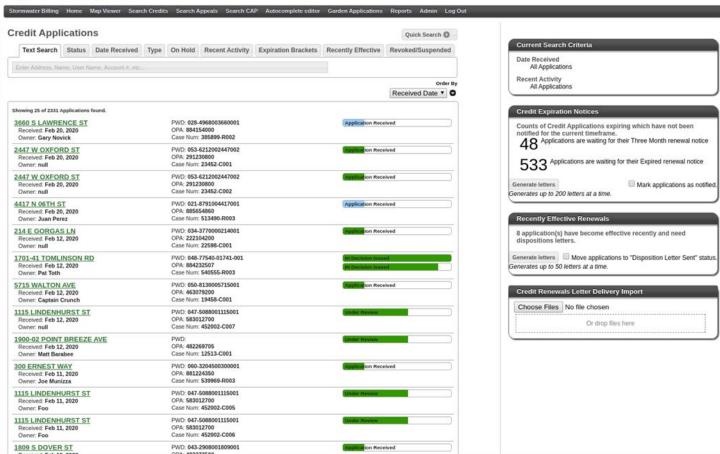
\$470.67 >

Parcel Area-Based Charge

\$533.05 >



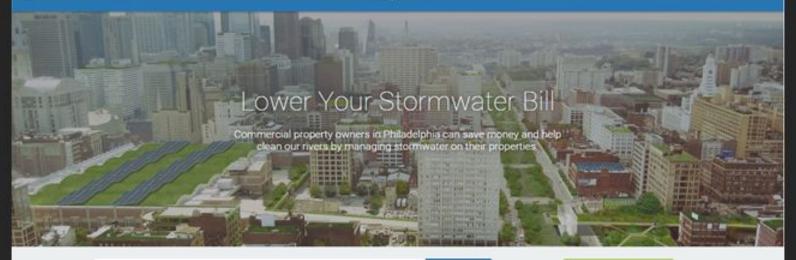
Stormwater Management Program







Philadelphia Water



340 N 12th St



Or

@ Explore The Mag



Why Green?

Philadelphia is using green infrastructure to soak up stormwater and protect our streams. Learn more about our Green City. Clean Waters program.

More info >



Learn About Stormwater

Visit the Philadelphia Water Department's Stormwater Webpage to learn more about managing stormwater in the City.

More Info ≥



Contact Us

Contact us to discuss plans for your property or for more information about stormwater management programs.

More info ≫

330-48 N 12TH ST

\$123

29%

Monthly Bill reduction

Impervious reduction

- Permeable Pavement

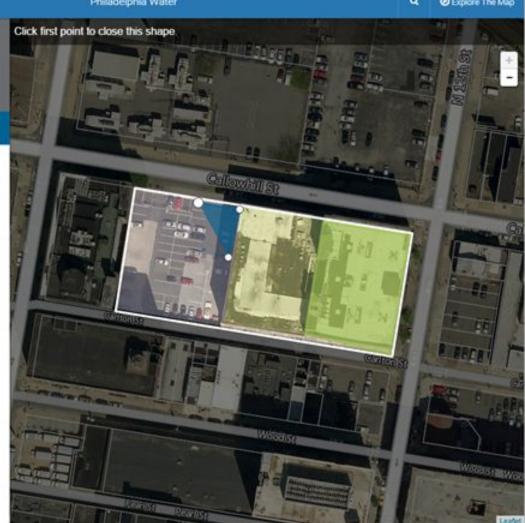
Permeable pavement is a form of hardscape that allows water to filter through the surface into the underlying soil or gravel. Permeable pavement can be made of concrete, asphalt, or pavers, and usually looks very similar to traditional pavement.

Step 1: Draw Permeable Pavement

Start drawing by clicking on the map where you want the Permeable Pavement to go.

Reset

Step 2: Stormwater Tool Results



Print & Share ET

\$477

\$238

54%

ADJUSTMENTS

Туре	Managed Area (sq. ft.)	Monthly Reduction	One Year Reduction	Five Year Reduction	Ten Year Reduction
Green Roof	12,982	\$123	\$1,476	\$7,380	\$14,760
Permeable Pavement	2,531	\$24	\$288	\$1,440	\$2,880
Stormwater Basin	10,724	\$91	\$1,092	\$5,460	\$10,920
Totals	26,237	5238	\$2,856	\$14,280	\$28,560



The credits values provided in the Stormwater Credits Explorer are for estimation purposes only. Actual credit values may be different when projects are actually completed and credits are applied.

TAKE ACTION



PWD is here to help! If you want to learn more



The Water Department makes public engineering



The Water Department offers grants to non-

Agriculture and Pollinators



Pollination Mapper Login



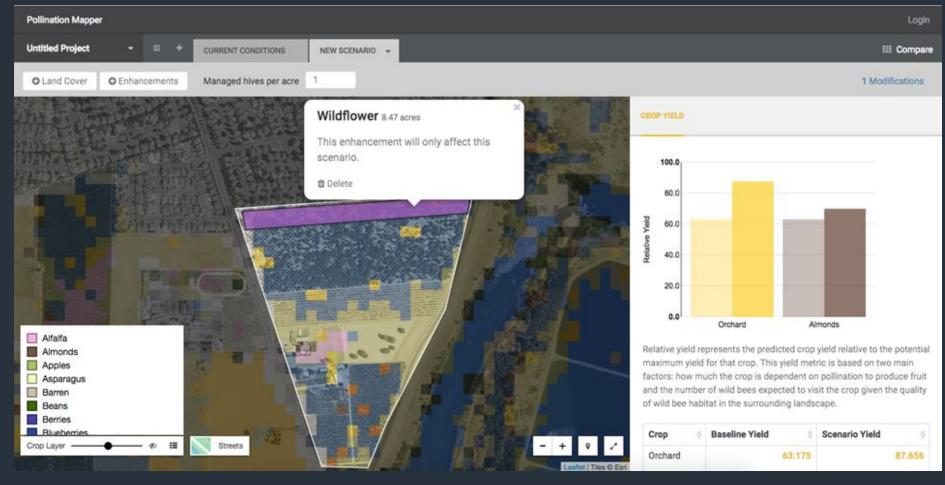
Select Field or Farm of Interest



Outline the field or farm area of pollinator-dependent crop(s) that you would like to evaluate. Only one area of 400 acres or less can be drawn at a time.

Cancel drawing







Apparel Supply Chain



The scale of the global fashion industry

According to **Fashion United**, the global fashion industry is currently worth

US\$3 trillion, or 2% of the world's GDP.

The industry employs 60 million people throughout the value chain worldwide.

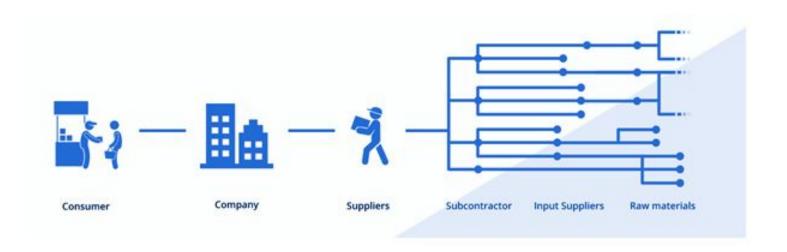






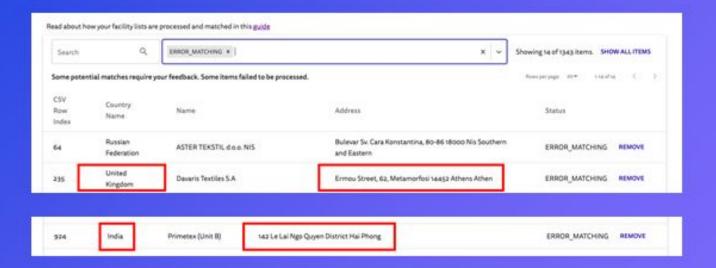


Supply chains are complex





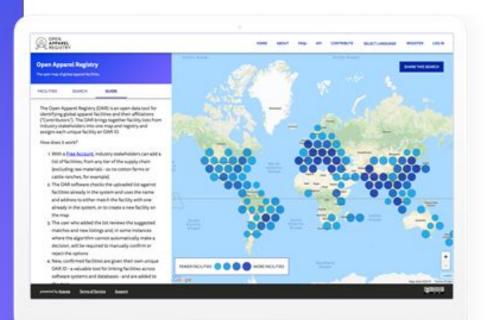
Current state of play







The Open Apparel
Registry (OAR) is a
neutral, open source
tool mapping
garment facilities
worldwide and
assigning a unique
ID number to each



What does the OAR do?



Creates one common registry of facility names and addresses and an industry standard facility ID



Eliminates issues with matching across multiple, inconsistent databases

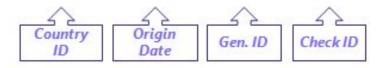


Enables in-facility collaboration between organizations

A unique ID number

- → Each unique facility in the OAR is allocated an ID number
- → The OAR ID does not replace any existing ID schemes
- → It serves as a central source of truth alongside name and address data

CN-2019067-NZ95A-M



Case studies

1,000 garment worker dismissals in Cambodia

"We were able to swiftly reach out to brands sourcing from the factory, identified through the OAR, asking for their response and plan of action... Through pressure from many quarters, including brand interventions,

the majority of workers were reinstated.



12,000 workers sacked in Bangladesh

"The repression is ongoing, yet the OAR has allowed us to continue to

identify brands to encourage or cajole as developments unfold."



Vulnerable migrant workers in Mauritius

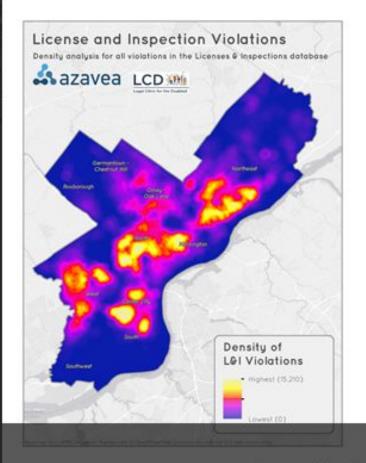
"There have been some remedial steps taken (backwages, re-employment for some, repatriation talks with the Mauritian government, re-installation of water and power lines etc). Obviously much more is needed to be done...

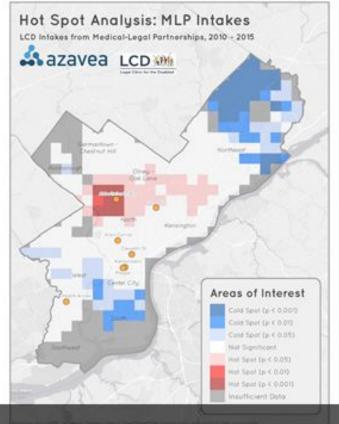
but even these impacts that have been achieved so far would not have been possible without the OAR!



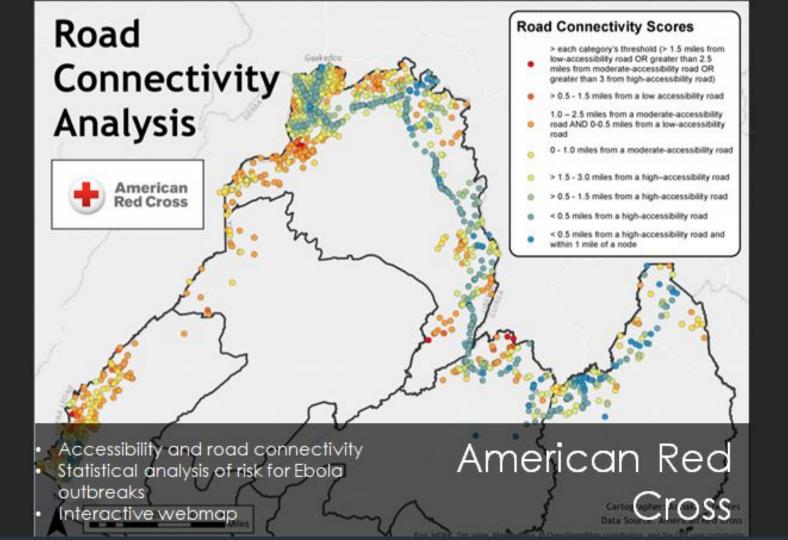
Summer of Maps







Legal Clinic for the Disabled

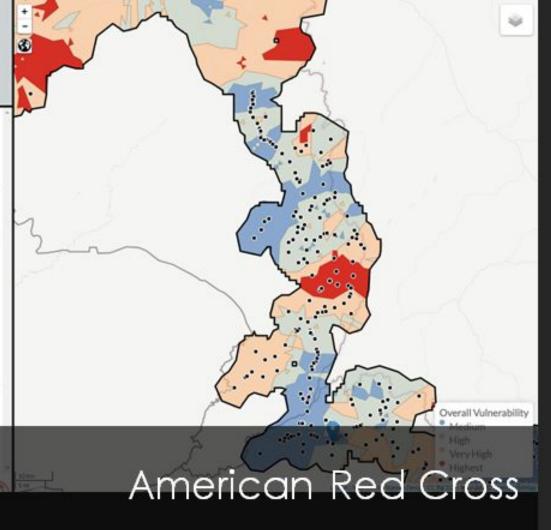


COMMUNITY VULNERABILITY IN LIBERIA

This map shows the results of a vulnerability and community mapping project conducted in 2016. Volunteers travelled to communities within 15km of the international borders between Liberia, Guinea, and Sierra Leone in order to gather information about factors that influence vulnerability, such as distance from health facilities, condition of water sources, etc. The purpose of the project is to gather data about community locations and to create information that can be used to identify priority areas for interventions.

The surveyed communities appear in black on the map. Clicking on the black dots will reveal the community name and more information about it. Areas around these communities are color-coded to indicate findings. In addition, you can explore different aspects of vulnerability (such as health and WatSan) by clicking through the buttons in the top-right corner of the map.

For more information about the project and how to use this webpage, contact Emily Eros [emilyeros@redcross.org], the American Red Cross GIS Team Lead.



Project Selection Guidelines



Why?



How it's used



- Evaluating a potential RFP or other invitation for proposal
- Evaluating and communicating with a potential client or partner
- Reevaluating a client or partner at the end of a project
- Reviewing a proposal or budget draft
- Responding to questions from job candidates



Questions we ask



- Client
- Technology/Skills
- Impact
- People
- Strategic Alignment
- Financial Risk
- Reputation Risk



Guidelines



We want to be on the right side of history



Open knowledge systems are usually better than closed



Have the courage to take on difficult topics



We don't renege on commitments in the middle of a contract



Democracy is the worst system... except for all of the rest



We only have one planet



When there is uncertainty, we discuss the issues



A team needs to own the project



Above all, do no harm



We do not work on weapons systems, warfighting, or activities that will violate privacy, human rights, or civil liberties



Products vs. Services



Product Terms of Service



- disseminate or transmit material that, to a reasonable person, may be abusive, obscene, pornographic, defamatory, harassing, grossly offensive, vulgar, threatening, or malicious;
- disseminate, store, or transmit files, graphics, software, or other material that actually or potentially infringes the copyright, trademark, patent, trade secret, or other intellectual property right of any person;
- create a false identity or to otherwise attempt to mislead any person as to the identity or origin of any communication;
- export, re-export, or permit downloading of any content in violation of any export or import law, regulation, or restriction of the United States and its agencies or authorities, or without all required approvals, licenses, or exemptions;
- host, transmit, or provide Azavea with Protected Health Information (as defined by Health Insurance Portability and Accountability Act (HIPAA);
- rely on the Services for dangerous activities such as emergency services or air traffic control, where use or failure of the Services could lead to death, personal injury, or significant property damage;



• aid or implement practices violating basic human rights or civil liberties. For the avoidance of doubt, you may not use the Services to assist in the creation of databases of identifying information for any government to abrogate any human rights, civil rights, or civil liberties of individuals on the basis of race, gender, gender identity, sexual orientation, religion, immigration status, or national origin;



use the Services for warfighting, surveillance, and related activities;



• engage in any other activity deemed by Azavea to be in conflict with the spirit or intent of these Terms.



Case Studies



- Gray areas
- Background and context
- Decision
- Retrospective



Organizations are the sum of their people and their activities



Defense Department



US Army Corp of Engineers Civil water infrastructure



Office of Secretary of Defense Economic impact of bases



US Marine Corps R&D Grant



GeoTrellis Support

National Geospatial Intelligence Agency (NGA)

Project A OpenStreetMap tools



Boundaries for defense/intel work



- Clear civilian application
- Technology is open (open source)
- No deployment to classified environment
- No classified data
- No security clearances



Fracking



- Project A no
- Project B yes



Big Ag Co



Siting windmills and solar arrays



World Bank





DRIVER Dashboard - City/Province - All -

+ 38 AI MANIJA MARIKINA Cupang

SAN JUAN

MANILA

MANDALUYONS

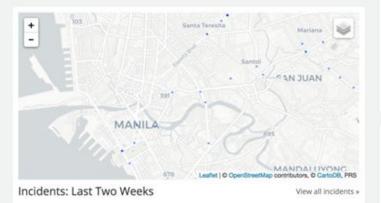
Taytay

MAKATN

Leeder | O OpenStreetMap contributors, O CartoDB, PRS

Black Spots by Severity

Analyze & filter »



6.9% of all traffic accidents involved jeepneys last week.

...

1138

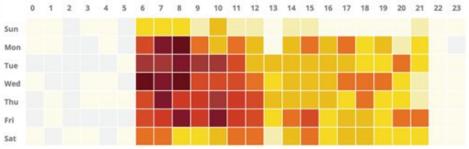
Incidents

30 Days

Days 3

365 Days

systems+driver-ph@azavea.com I



Time of Day, Day of Week: Last 90 Days

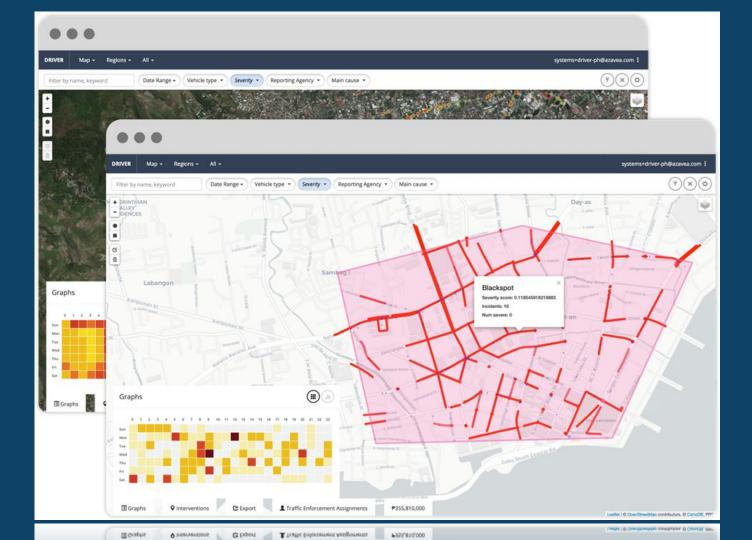
Saved Filters

Property Severity: property

Severity: injury Severity: injury

View »

View »





Road safety in Saudi Arabia



Cicero



NAACP

Benefits Data Trust

California Association of Nonprofits

Conservation Voters of PA

American Kidney Fund

Alzheimer's Association

American Gun Owners Alliance

Oakland Gun Club

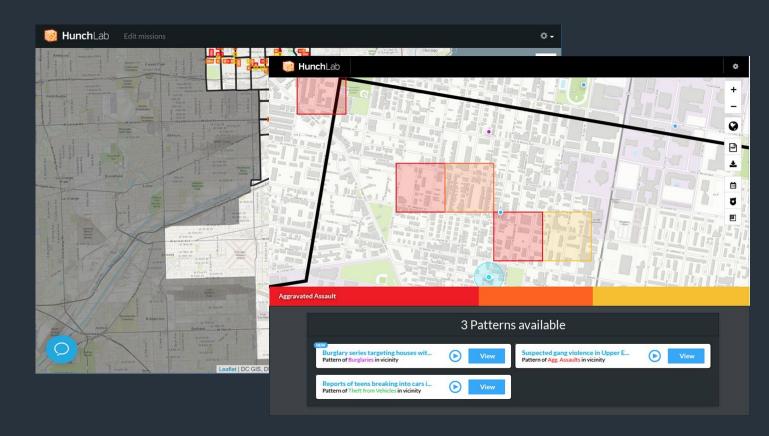
National Network of Abortion Funds



HunchLab



HunchLab case study





Transparency & Mitigation

- Limited forecasts to places, rather than people
- Limited the data we used
- Used non-police data sources
- Filtered methods used for explainability and reproducibility
- Audit trail
- Shared methods, data, and source code w/ researchers and journalists
- Offered discounts to customers if they committed to community engagement
- Developed a Citizen's Guide to the product

POLICING THE FUTURE

In the aftermath of Ferguson, St. Louis cops embrace crime-predicting software

By Maurice Chammah, with additional reporting by Mark Hansen

Photography by Whitney Curtis

Just over a year after Michael Brown's death became a focal point for a national debate about policing and race, Ferguson and nearby St. Louis suburbs have returned to what looks, from the outside, like a kind of normalcy. Near the Canfield Green apartments, where Brown was shot by police officer Darren Villson, a sign reading "Hands Up Don't Shool" and a mountain of teddy bears have been cleared away. The McDonald's on West Florissant Avenue, where protesters nursed rubber bullet wounds and escaped tear gas, is now just another McDonald's.

Half a mile down the road in the city of Jennings, between the China King restaurant and a Cricket cell phone outlet, sits an empty room that the St. Louis County Police Department keeps as a substation. During the protests, it was a war room, where law enforcement leaders planned their responses to the chaos outside.

One day last December, a few Jennings police officers flicked on the substation's fluorescent lights and gathered around a big table to eat sandwiches. The conversation drifted between the afternoon shift's mundane roll of stops, searches, and arrests, and the day's main excitement: the officers were trying out a new software program called Hunches has tamounts.

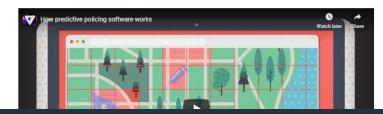


This story was produced in partnership with The Marshall Project

software program called HunchLab, which crunches vast amounts of data to help predict where crime will happen next.

The conversation also turned to the grand anxieties of post-Ferguson policing. "Nobody wants to be the next Darren Wilson," Officer Trevor Voss told me. They didn't personally know Wilson, Police jurdisction in St. Louis is notoriously labynthine and includes dozens of small, local municipal agencies like the Ferguson Police Department, where Wilson worked — munis, the officers call them — and the St. Louis County Police Department, which patrols areas not covered by the munis and helps with "resource intense events," like the protests in Ferguson. The munis have been the targets of severe criticism; in the aftermath of 2014's protests, Ferguson police were accused by the federal Department of Justice of being racially discriminatory and poorly trained, more concerned with handing out tickets to fund municipal coffers than with public safety.

The officers in Jennings work for the St. Louis County Police Department; in 2014, their colleagues appeared on national TV, pointing sniper rifles at protesters from armored trucks. Since then, the agency has also been called out by the Justice Department for, among other things, its lack of engagement with the community.





Oct 2018: we sold the product



Modifying the Guidelines:

Satellite and Drone Imagery and Energy



Data explosion





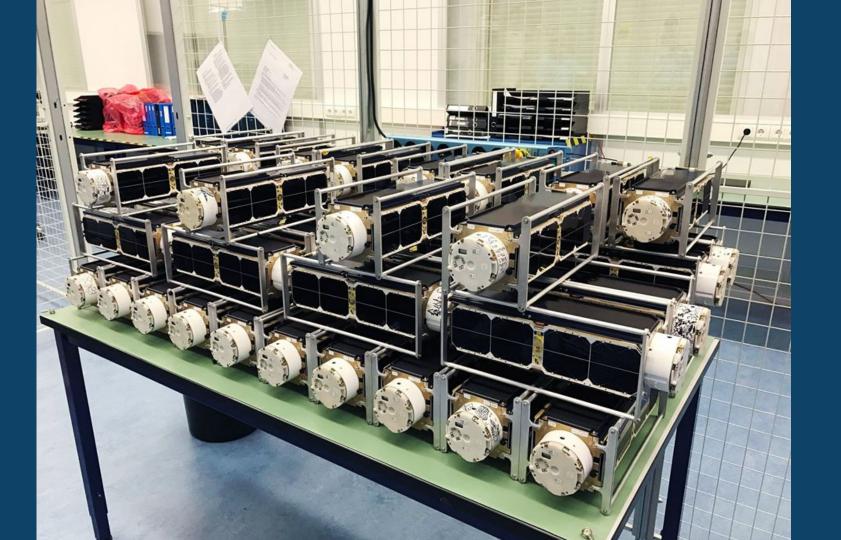


Miniaturization









Higher resolution and generating avalanche of data



AI/ML with neural networks

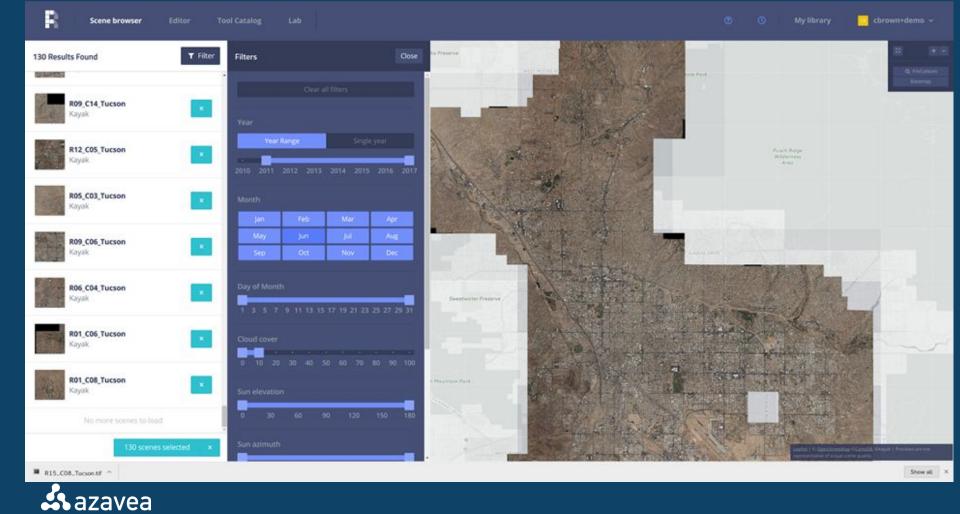


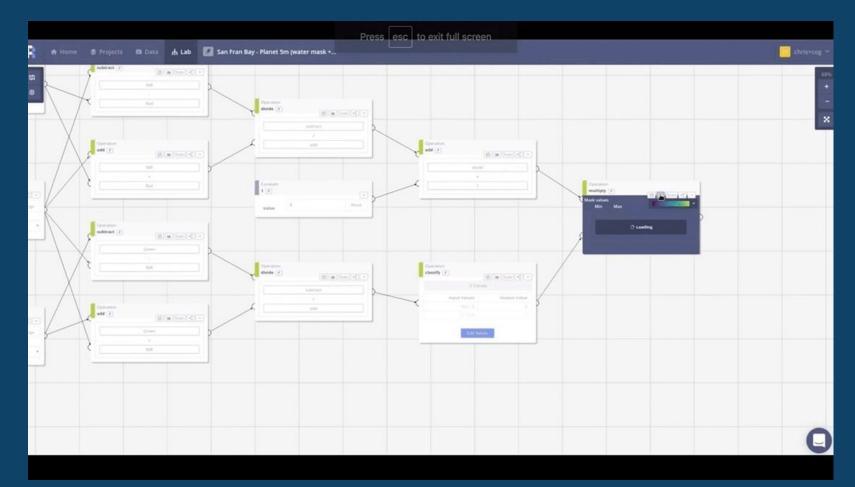
Decline in Monopsony Power Innovation causes basic changes to market structure



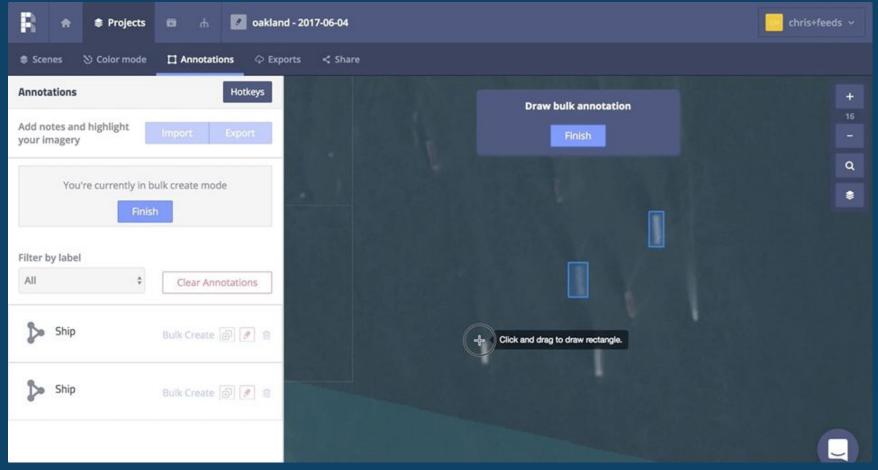
Azavea investments



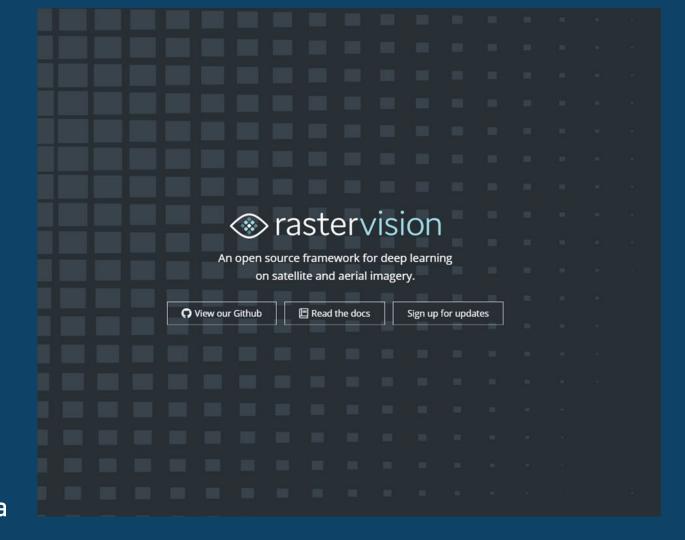








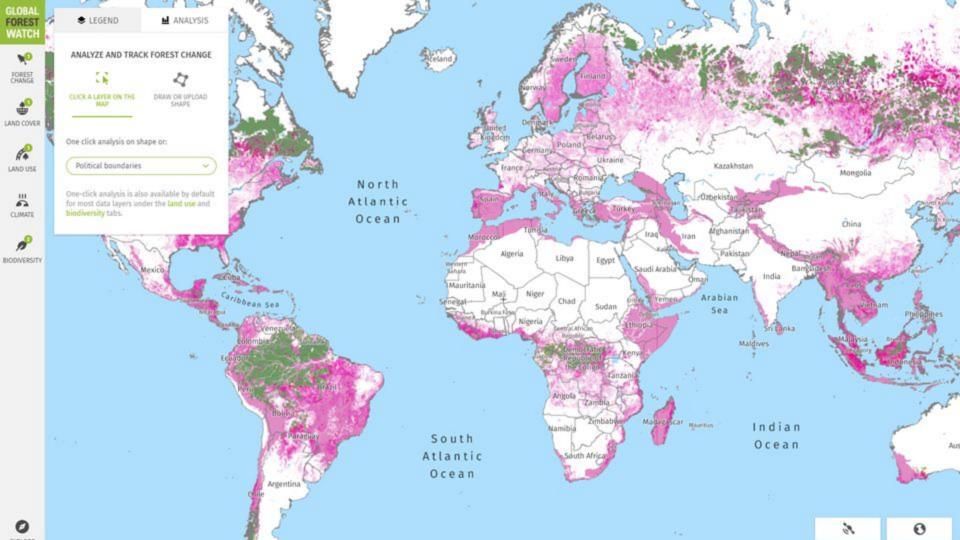


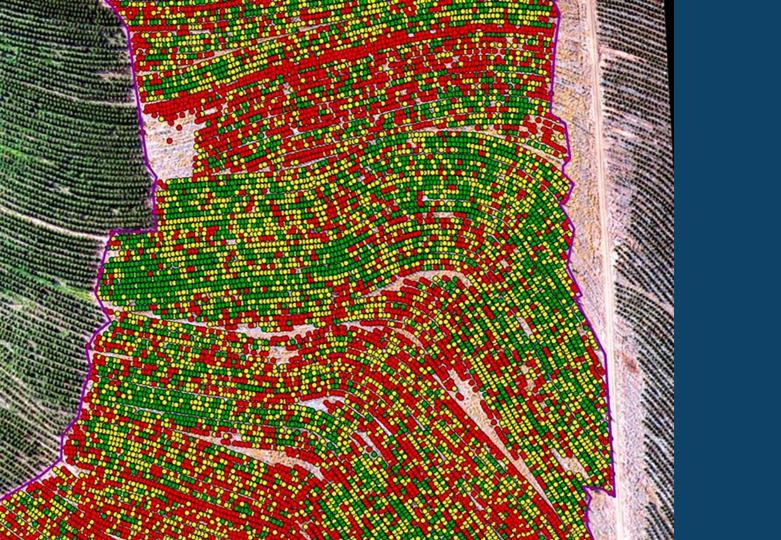


Growing civilian applications











Energy Industry



- Monitoring fracking wellheads
- Monitoring pipeline rights-of-way



More ad hoc decisions



New guideline:

We do not work to support expansion of fossil fuel extraction



- Privacy
- Satellite image of buildings don't have race, ethnicity, or gender
- Bias in training data built environment
- Bias in satellite imagery sources



Azavea Project Selection Guidelines

Robert Cheetham cheetham@azavea.com

