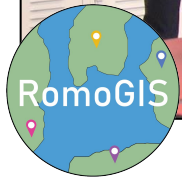


# RomoGIS Programs: Leveraging GIS for Community Change



# About the Founder



**Frank Romo**  
**Founder and CEO of RomoGIS**

Frank is a community activist, educator and social good focused entrepreneur.

Frank focuses on using technology, activism and education to **empower people & organizations to make lasting change in their communities.**

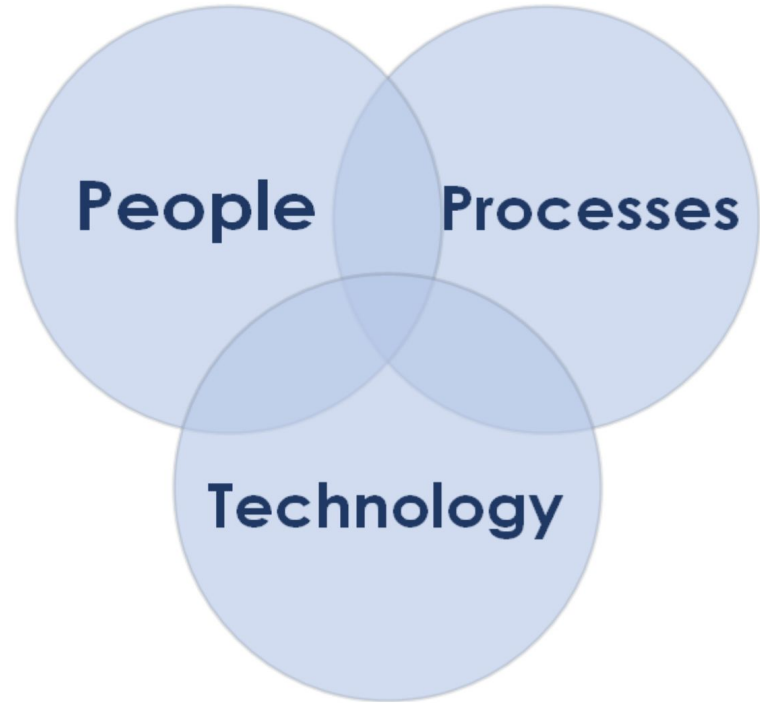
His background in community organizing helps him empower community stakeholders by training individuals and organizations how to manage their technology for long-term growth and success.

# Romo Model for Change

## *Improving People, Processes, and Technology*

Through this holistic framework we transform data into action for greater community action.

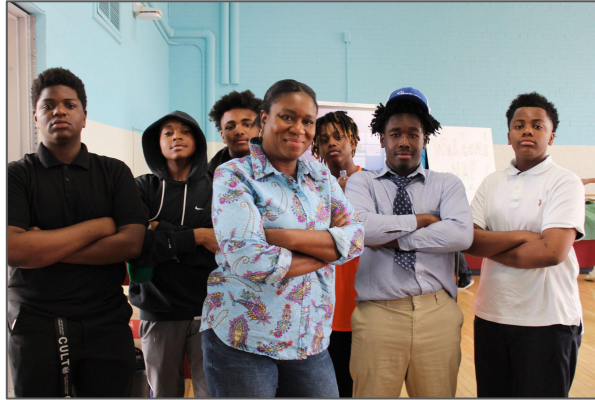
- Our programs are aimed at developing community leaders into technical experts that can help **inform and build strategies for local change**.
- Our technical solutions are designed to **empower people and organizations** with the infrastructure, skills, and tools to harness technology for social change in their community's best interests.



**“It Always Starts with the People”**

# Our Theory of Change

“STEM Education Provides Access to Power and Economic Mobility”

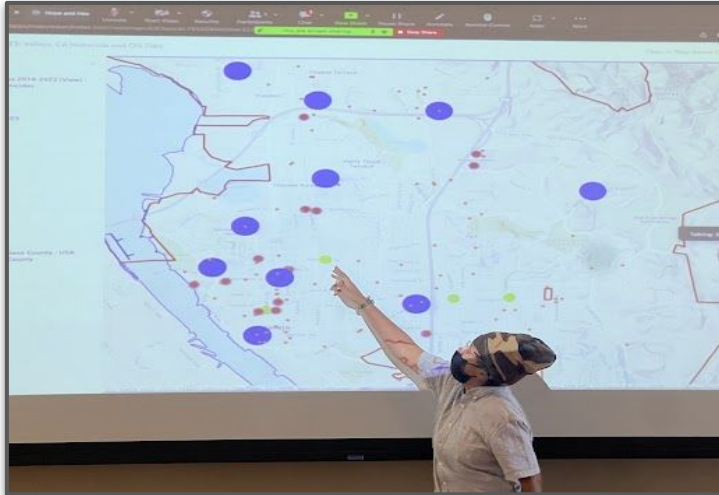


- We teach students how to **access power** by using data, technology and entrepreneurship to impact their local communities.
- Our work empowers students with comprehensive personal and professional development skills that **improve access to education and employment.**

# Our Community Impact

We have trained over 2,000 people across the country how to use technology, **improve their organizational capacity** and obtain jobs in the tech industry.

RomoGIS facilitates opportunities for individuals to practice their GIS skills, **build community leadership**, and gain more confidence in their abilities through taking action



# Our Community Impact



RomoGIS has worked around the world empowering communities to leverage technology for local impact and social change.

# Impacts of RomoGIS Model

## Increase Data Transparency

Encourage local and state agencies to **improve data quality** around local community issues.

## Provide Technical Support

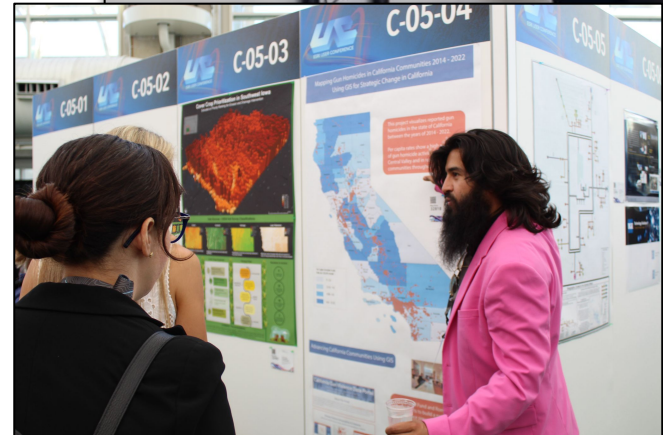
Support organizations in developing strategies to **obtain, analyze and visualize community data**.

## Develop Technical Leaders

Train community leaders with technical expertise to perform analysis and **highlight important community issues** through maps & presentations.

## Create Community Change

**Empower leaders to create local change** by leveraging a combination of their community leadership and newly acquired technical skills.



# GIS Pathways

## Creating Change with STEM Education



# GIS Pathways Program for Social Change

**Overview:** The GIS Pathways Program is a 9-12th grade program in Detroit that teaches students how to leverage **GIS, Computer Science and Drone Technologies for social change.**

**Education:** Students receive **up to 9 college credits** through Eastern Michigan University.

**Professional Development:** Students present at local conferences, gain **internship experience** and perform mock-interviews to prepare them for the industry.



Students from the Frederick Douglass Academy for Young Men presenting in New York City

# GIS & Drone 3 Day Summer Camp

**Overview:** The 3 Day Summer Camp helps students learn about **ArcGIS & drone technologies** to prepare them for careers in STEM.

**Leadership:** Students **enhance their public speaking skills** as well as their technical skills to become leaders in the GIS and local community.

**Impact:** The students who take part in the program have gone on to **gain full-time employment**, become community leaders and create direct impact in their community.



3 Day GIS Camp



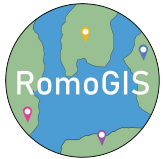
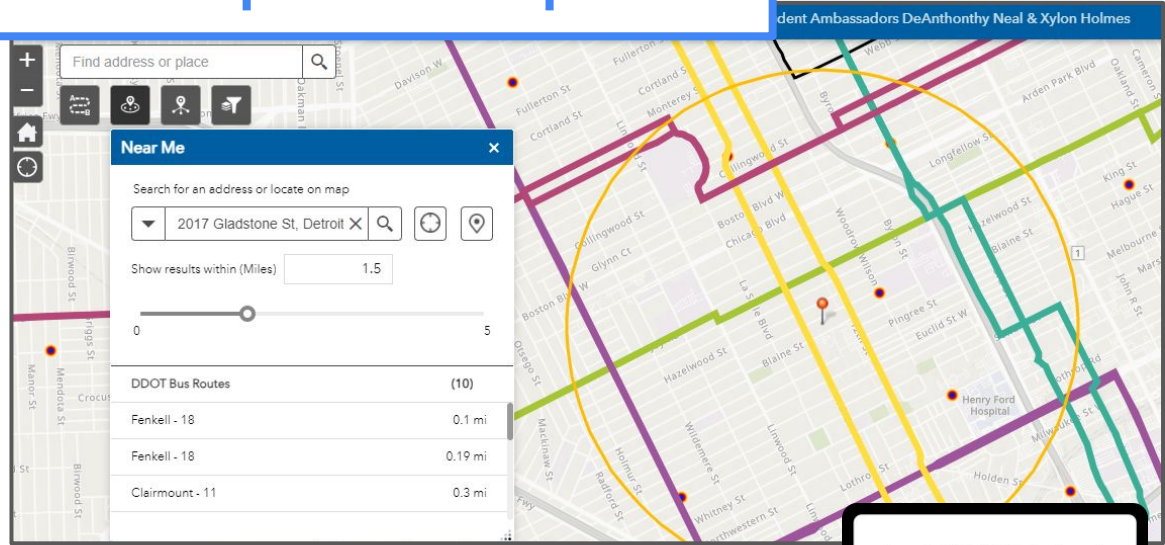
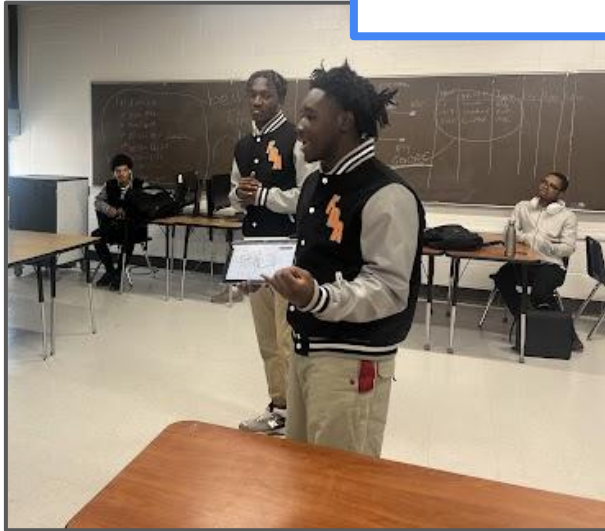
[Scan to Read](#)

[Student Video](#)



[Scan to View](#)

# Creating Change With Entrepreneurship



**Tech Leadership & Custom App Development:** Student interns at RomoGIS created a custom ArcGIS Online application to help **improve transportation access** for their fellow students.



# Professional Development Opportunities

## Leadership Development & Custom App Development:

Student interns led underclassmen in the use of ArcGIS Online and showcased their custom app at GIS-Pro 2023.



**Scan to Read:** Students create Storymap highlighting their GIS expertise in front of over 300 people at regional conferences.



# Program Success

## 4-Year Recap of FDA GIS Pathways Program:

Our students have excelled to **become leaders** within their school, within their families and in the greater Detroit community.

These statistics demonstrate the power of STEM education to enhance opportunities for students that directly lead to **better educational and economic outcomes** for our students.

We are proud to report that multiple students have won scholarships, earned college credit and **obtained full-time employment** because of their participation in our program.

## Frederick Douglass Academy

# GIS PATHWAYS

Detroit, Michigan



### PROGRAM ACHIEVEMENTS 2020 - 2024



4 GIS & Drone Summer Camps



60 Students Earned College Credits



420 Credit Hours Earned



8,500 Internship Hours



\$150,000 Earned by Students

# Community Mapping Exercises for Local Change

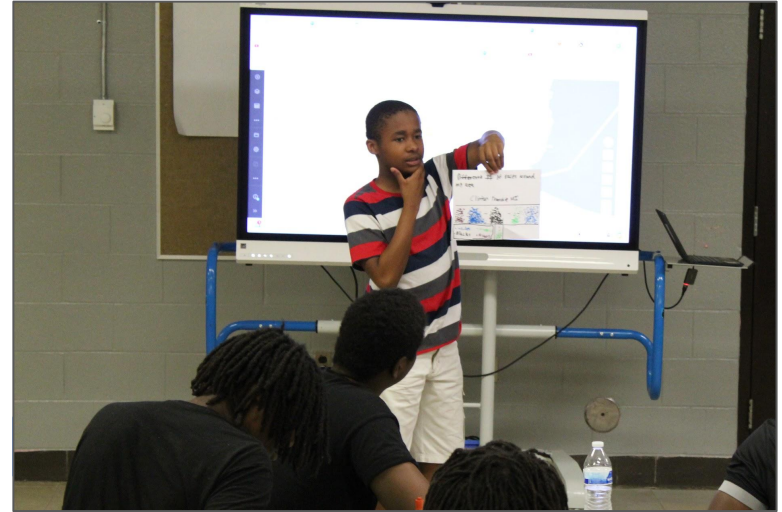


Students engaging in community mapping exercises with RomoGIS to identify assets, challenges and opportunities for neighborhood change.

# Community Mapping Exercises for Local Change



Student discussing his **leadership** in the program and sharing his Esri Storymap with his fellow classmates.



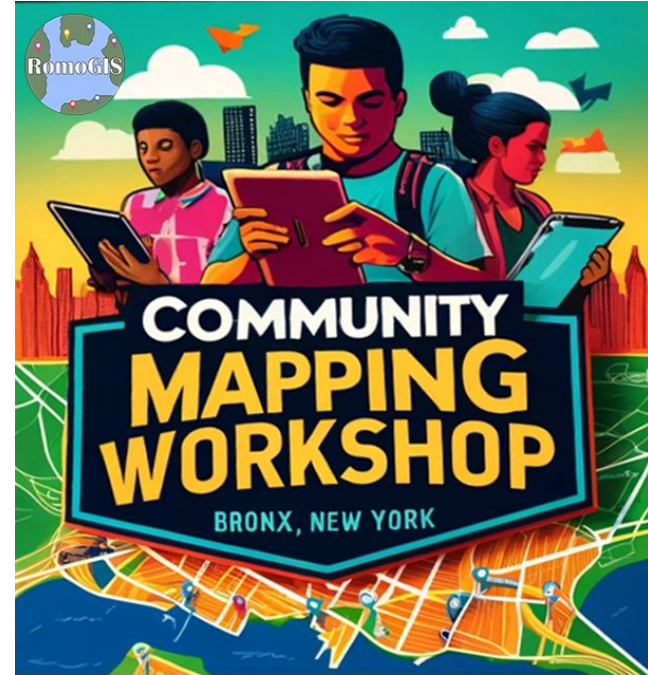
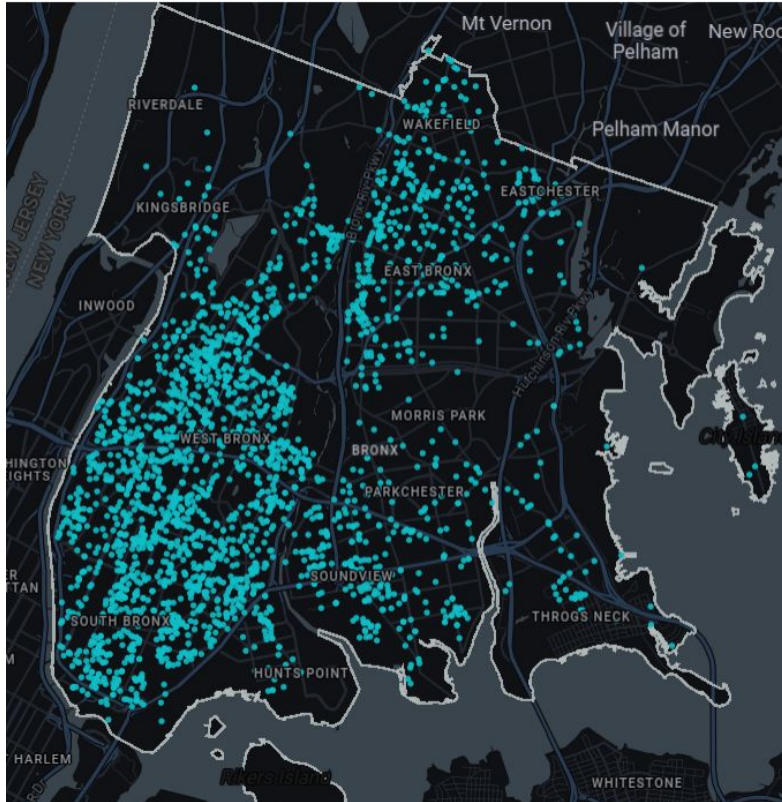
Student sharing his community map while building **confidence** and enhancing his public speaking skills.

# Empowering Students to Create Social Change



Students from the Frederick Douglass Academy for Young Men presenting about health related issues in their community at the RomoGIS Drone & GIS Summer Camp 2024.

# Community Mapping in the Bronx



Presented By Frank Romo  
RomoGIS Enterprises

# Creating Change in Community: Workshops & Technical Assistance



# Creating Community Change: Workshops & Technical Assistance

## Learning About Data

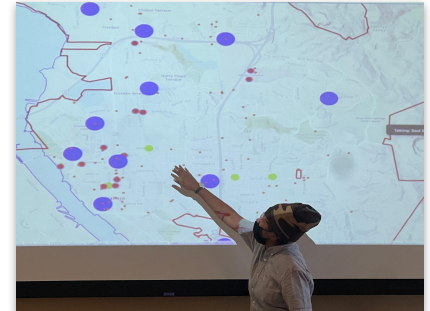
Teaching community how to access data and identify discrepancies across datasets.

## Leveraging Personal Experience

Leveraging community expertise to enhance data creation, mapping and ideation.

## Empowering Community to Create Maps, Apps and Stories with Data

Strengthen advocacy efforts by combining personal stories with data visuals.



# Personal Stories to Enhance Data Narratives

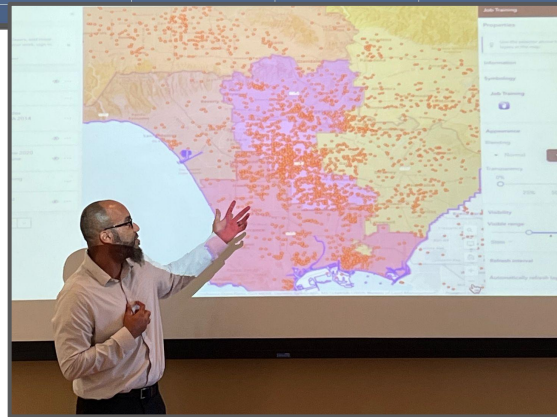
We focus on empowering community to utilize their own words, images and perspectives to tell impactful stories.

We focus on using a **grassroots, sustainable model of impact** that focuses on empowering community members with skills, resources and power to create lasting change.

By **centering community knowledge and expertise** we are able to get a more nuanced understanding of the urban environment.



# Visualizing the Story with Community Storytelling



Visit Hope and Heal Fund's website to join our efforts: <https://hopeandhealfund.org/>

Thanks to the meaningful investment and support from Kaiser Permanente, the California Gun Homicides 2014 - 2022 dashboard was built to visualize and conceptualize the available data of reported gun homicides, and is part of a larger effort by Hope and Heal Fund and HomeGIS Enterprises to raise awareness about where and when gun-related homicides have occurred in California communities.

The team harnessed the collective power of gun violence prevention community stakeholders, data-gathering processes, and technology to publicize near real-time and accurate gun-related homicide data, which is needed in order to create actionable change to improve the safety and quality of life throughout California's communities. This project is an example of the strategic approach of Hope and Heal Fund, and we are hopeful that this challenges our field and contributes to furthering efforts to reduce gun violence in our state and across the country.



Hope and Heal Fund in Oakland, CA sharing the GIS Dashboard

Our goal for this mapping project is to better contextualize and visualize current gun homicide data in California. Our efforts are intentionally aligned with the Violence Policy Center's recommendations "...to make current public databases more easily accessed and understood to increase their utility" (June 2019). We understand the available gun violence data is currently difficult for communities to utilize for actionable change. That is why we built both a filter by year and/or by county buttons along with an interactive chart in the dashboard, as well as made county-specific visualization tools, so that users of the dashboard can easily see and interact with available gun violence data for the state of California. With generous funding from Kaiser Permanente, Hope and Heal Fund and HomeGIS are able to do this work to better understand how to support California communities impacted by gun violence.

# California Gun Homicides Dashboard (2014 - 2022)

## California Gun Homicides 2014 - 2022

This project visualizes reported gun homicides in the state of California between the years of 2014 - 2022.

This map is part of a larger effort by [Hope and Heal Fund](#) & [RomoGIS](#) Enterprises to raise awareness around where gun related homicides have occurred in California communities.

Select a Year  
None

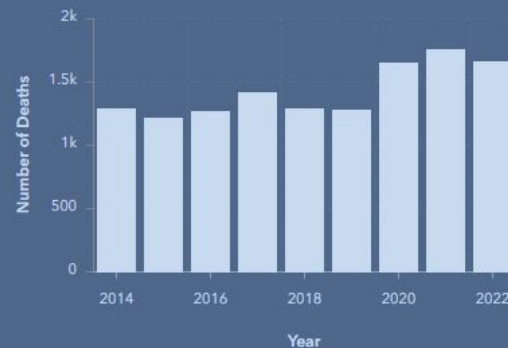
Select a County  
None



Source: Gun Violence Archives



Total Gun Homicides  
**12.8k**  
in California Communities



# California Gun Homicides Dashboard

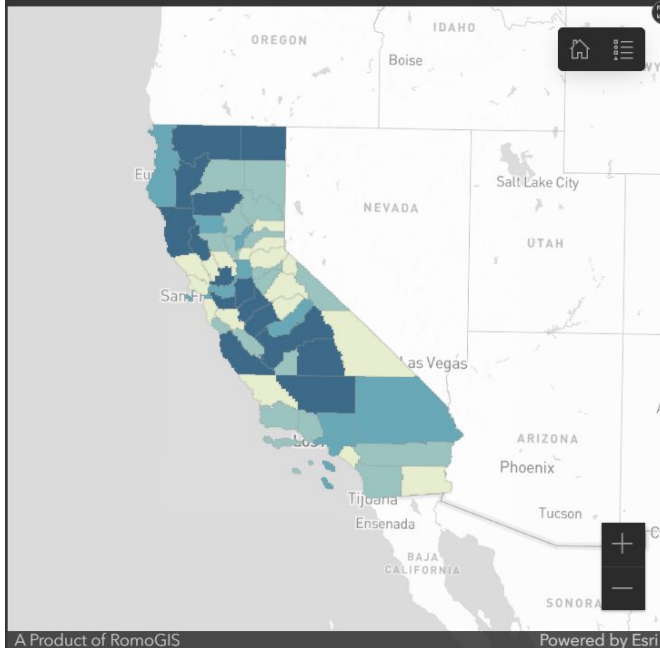
HOPE  
HEAD

## California Gun Homicides by County 2010 - 2020

Source: California Open Justice Portal

[Click to Compare Counties](#)

No category selected



County	Total Gun Homicides	Total Pop	Per Capita (100,000 Peo...
Trinity	22	12,541	15.33
Modoc	11	8,853	10.98
San Joaquin	733	751,615	9.21
Monterey	419	432,977	8.88
Kern	847	892,458	8.82
Tulare	372	463,955	7.41
Lake	52	64,276	7.37
Merced	216	273,661	7.36
Alameda	1,288	1,661,584	
Siskiyou	34	43,516	
Mendocino	67	87,110	
Fresno	720	990,204	



# Thank You

Frank Romo

CEO of RomoGIS Enterprises

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