

## depiction Case Study



### YMCA of Snohomish County 2010-2030 Capital Expansion Plan

“YMCA facilities and programs are resources we utilize to strengthen the very core of community foundations within our county. Depiction, with its ease of use and affordable price point, enabled YMCA staff and volunteers to assimilate a variety of data sources both efficiently and effectively and aided in executing strategic decisions that will yield positive impact on our communities for years to come.”

*Ted Wentz, Vice President of Operations*



Presented with the challenge of creating a capital expansion plan from 2010-2030 in an expanding and changing community, the YMCA of Snohomish County relied on Depiction mapping software to integrate and present vital data needed to make critical decisions .

To aid their planning, YMCA staff and volunteers created an interactive map called a ‘depiction’ of Snohomish County that combined publicly available Geographic Information System (GIS) data, aerial imagery scanned paper maps and spreadsheet data. The depiction combined a county-wide view of YMCA and related locations with detailed views of branch locations.

Data added included shapefiles containing population data, including 2000 population, estimated 2010 population, projected population in 2030, as well as the change over time for various county regions. These data were visualized in Depiction by color-coding based on population size. This was combined with spreadsheet data about the locations of schools and current fitness centers, as well as detailed parcel maps from the county government and multiple image files of digital maps that had been developed for the YMCA in previous years.

All this data was combined into a single depiction and presented effectively by using Depiction’s unique “revealer” technology—x-ray like windows that show only the data desired at any one location.

## Overview

### Profile

The YMCA of Snohomish County is the largest child care provider and not-for-profit human service agency in Snohomish County, Washington. During 2008 the YMCA provided \$2,173,396 in direct financial assistance to 7,002 individuals. More than 64,000 people participate annually in activities at its six branch operations.

### Situation

Snohomish County, Washington has changed dramatically in the past 10 years with 13% overall population growth translating to an additional 80,000 residents in a county of roughly 700,000 people—and by 2030, the county is projected to reach nearly 1 million people. YMCA of Snohomish County set out to develop a capital expansion plan, in order to continue and improve its service to the community over the course of these changes.

### Benefits

As a “data-agnostic” platform, Depiction was capable of easily assimilating shapefiles, images, spreadsheets and more. As a dynamic map environment, Depiction could present data at county-wide, city and neighborhood levels using the same Depiction file. And with its unique revealer technology, Depiction could present all this data cleanly, without visual clutter.