

mySidewalk

The Interdisciplinary Thinker

Innovative data tools for
modern-day heroes



Say hello to Sidekick, the
intelligent community data
assistant from mySidewalk.

The platform for people who care about places.

mysidewalk.com

IT'S A BIRD! IT'S A PLANE!

IT'S—THE INTERDISCIPLINARY THINKER?

We know many people may not consider an interdisciplinary thinker to be the superhero sort. However, for the last 15 years, we've studied storytelling. We've listened to our customers and heard about their top challenges, their wins, and their stories. Here's what our customers consistently build great stories around:

- Asking great questions.
- Interdisciplinary thinking.

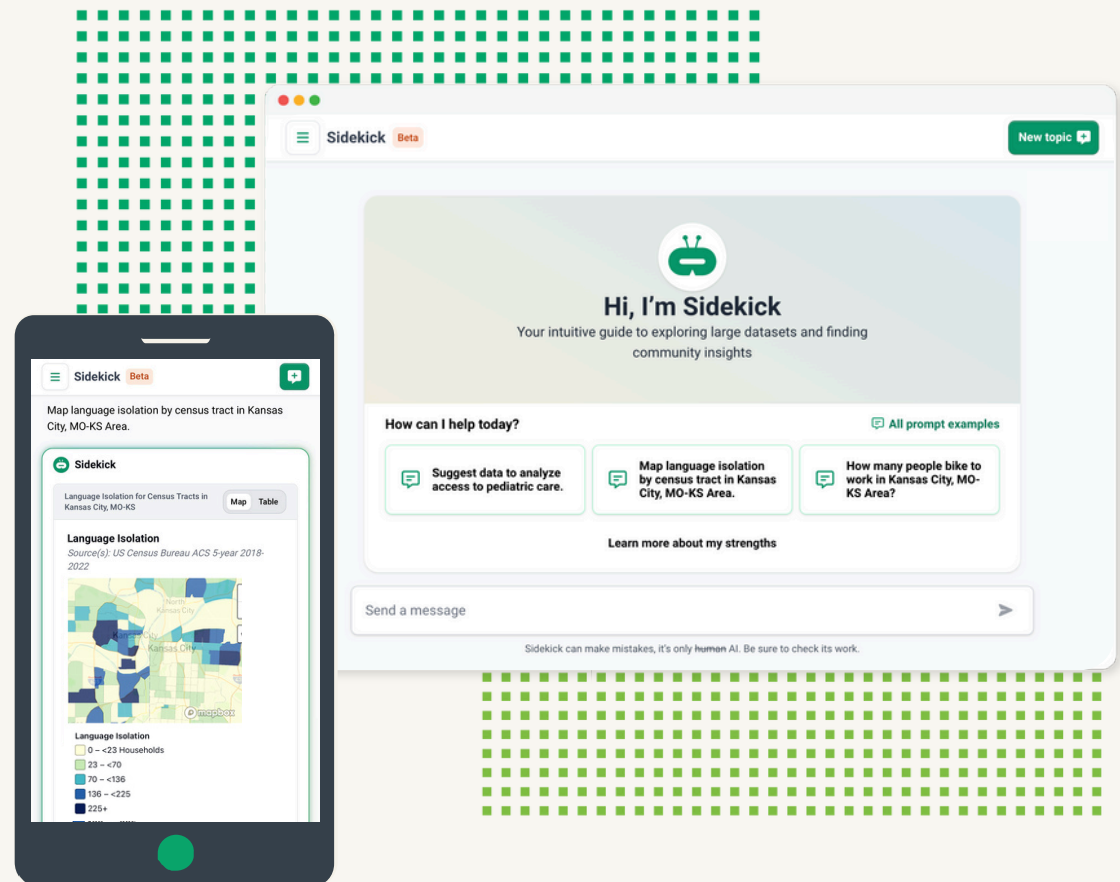
And central to any great story are the (super)heroes behind them.



WHAT IS A SUPERHERO WITHOUT A SIDEKICK?

We knew there was more to the hero's journey that wasn't being told. So we compiled our **Top 3 Superhero Sidekicks**.

You should be warned: they're probably not the 'sidekicks' you're expecting.

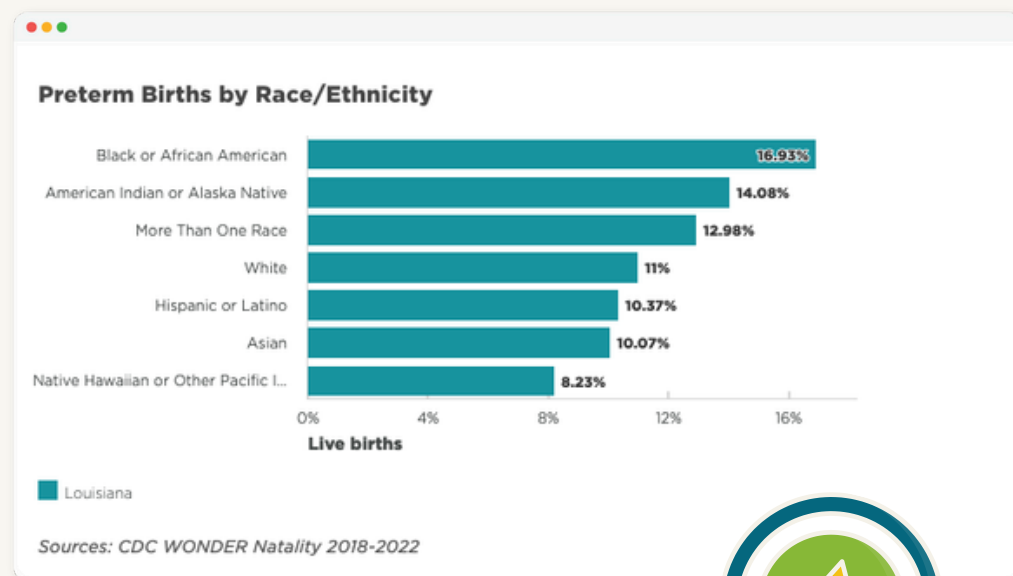




THE WONDER SIDEKICK

Reducing infant mortality was a crucial component of the Louisiana Department of Health's **State Health Improvement Plan**. With infants in Louisiana dying at 2x the rate of other states, our superhero customer started their SHIP by asking tough questions about how to improve infant health and **decrease the percentage of preterm births** across the state.

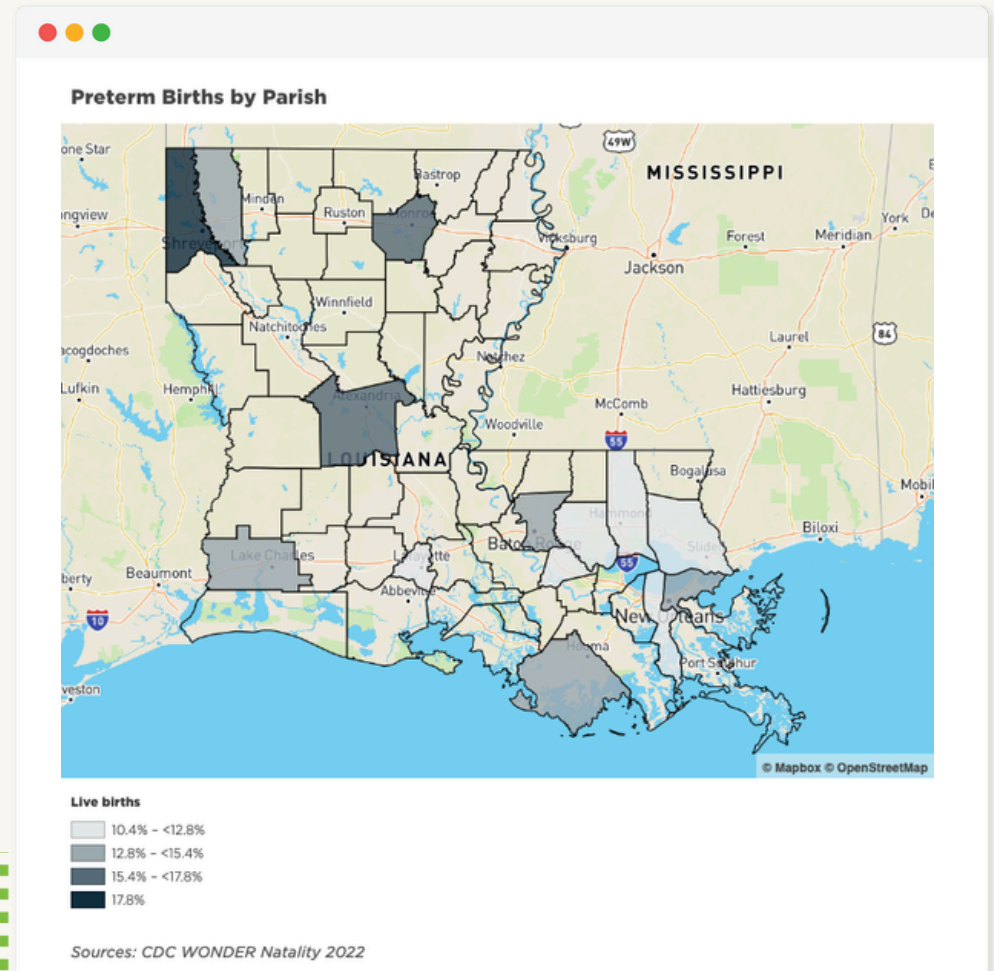
Backed with mySidewalk data, they were able to see nearly 17% of African American births were preterm, 3% more than the state average.



THE WONDER SIDEKICK

Typically, the indicator selection alone would take months. In days, the Louisiana Department of Health could not only start with a baseline for the SHIP, they were able to map preterm births by parishes across the state—showing where to prioritize efforts and where more data reporting is needed.

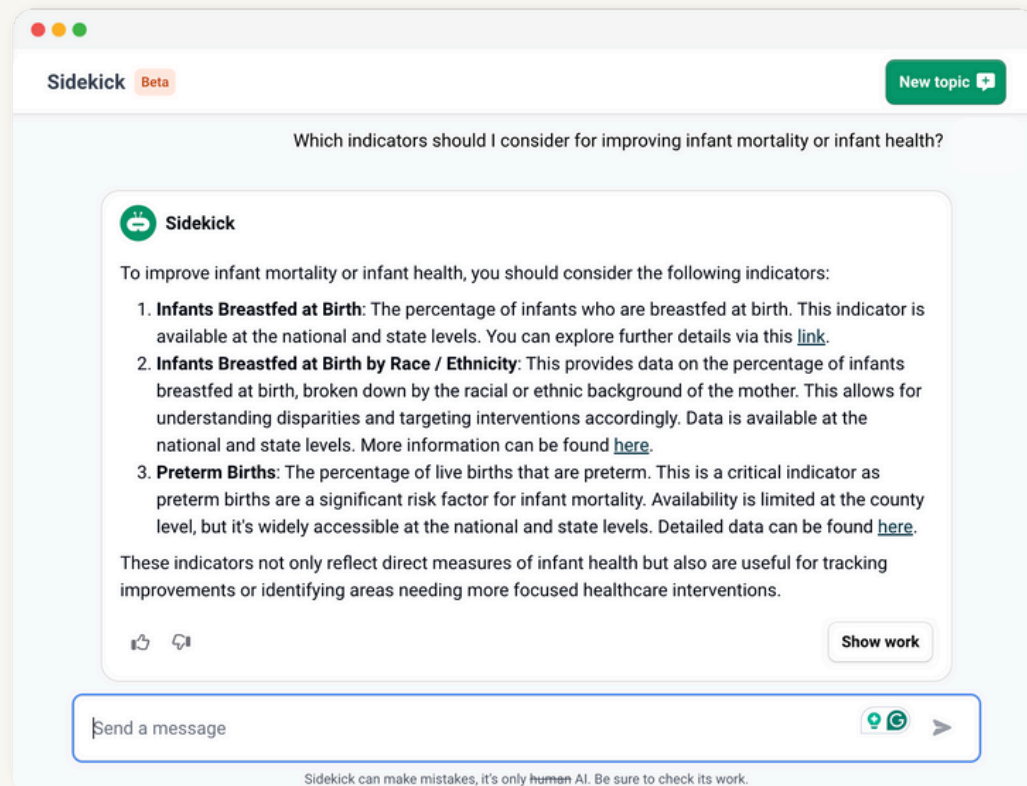
But as Flint Mitchell states, “This is just the beginning.”



THE WONDER SIDEKICK

mySidewalk's Health Improvement Plan gives users a head start on gathering the most impactful indicators, visualizations, and narratives. Now, your Sidekick can help you ask questions and get answers in real time.

Ask Sidekick: *Which indicators should I consider for improving infant mortality or infant health?*



The screenshot shows a chat window titled "Sidekick Beta" with a "New topic" button. The user's question is: "Which indicators should I consider for improving infant mortality or infant health?". The Sidekick response is:

To improve infant mortality or infant health, you should consider the following indicators:

- 1. Infants Breastfed at Birth:** The percentage of infants who are breastfed at birth. This indicator is available at the national and state levels. You can explore further details via this [link](#).
- 2. Infants Breastfed at Birth by Race / Ethnicity:** This provides data on the percentage of infants breastfed at birth, broken down by the racial or ethnic background of the mother. This allows for understanding disparities and targeting interventions accordingly. Data is available at the national and state levels. More information can be found [here](#).
- 3. Preterm Births:** The percentage of live births that are preterm. This is a critical indicator as preterm births are a significant risk factor for infant mortality. Availability is limited at the county level, but it's widely accessible at the national and state levels. Detailed data can be found [here](#).

These indicators not only reflect direct measures of infant health but also are useful for tracking improvements or identifying areas needing more focused healthcare interventions.

At the bottom of the chat window, there is a "Send a message" input field, a "Show work" button, and a disclaimer: "Sidekick can make mistakes, it's only human AI. Be sure to check its work."

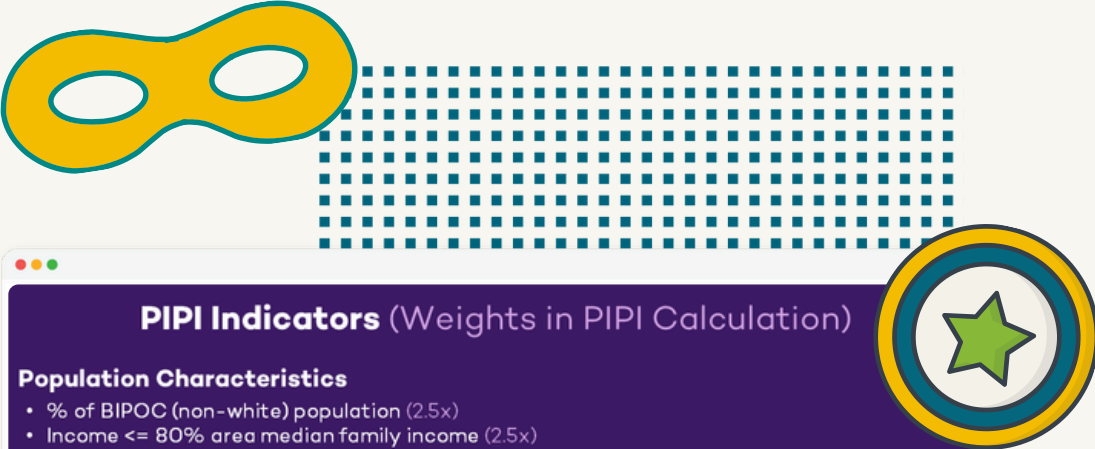


Psst!: We've spent years curating the kind of data that matters to our customers—and studying the ways they talk about that data. Now, those nuances are cataloged in our tools so **all you have to do is ask.**

THE SUPER SIDEKICK


Flying high should be reserved for superheroes. To ensure kids can experience soaring flight, our very own **superheroes at KABOOM!** are on a mission to provide play spaces for kids across the country.

Needing to understand **where children and families were most negatively impacted** by lack of resources—and places to play—KABOOM! created a nationwide index to drive their investment strategy.



PIPI Indicators (Weights in PIPI Calculation)

<p>Population Characteristics</p> <ul style="list-style-type: none"> • % of BIPOC (non-white) population (2.5x) • Income <= 80% area median family income (2.5x) • Population under 18 years of age (2.5x) • Language isolation (1.5x) • Children under 18 with disability (1.5x) • Residential properties with 2+ units 	<p>Park Access and Built Environment</p> <ul style="list-style-type: none"> • Number of parks (2.0x) • Percent of area covered by parks (2.0x) • Number of schools (2.0x) • Commute means of transportation • Pedestrian road network density • Vehicles per occupied housing unit (no vehicles for residents) (1.5x) • Traffic proximity and volume • Children with low access to healthy food (2.0x) • HH without computer / internet (1.5x)
<p>Inequity Indicators</p> <ul style="list-style-type: none"> • Life expectancy at birth (2.0x) • % children receiving public benefits (2.0x) • Excessive owner housing costs (1.5x) • Excessive renter housing costs (1.5x) • HUD subsidized housing units (1.5x) • Unemployment rate 	

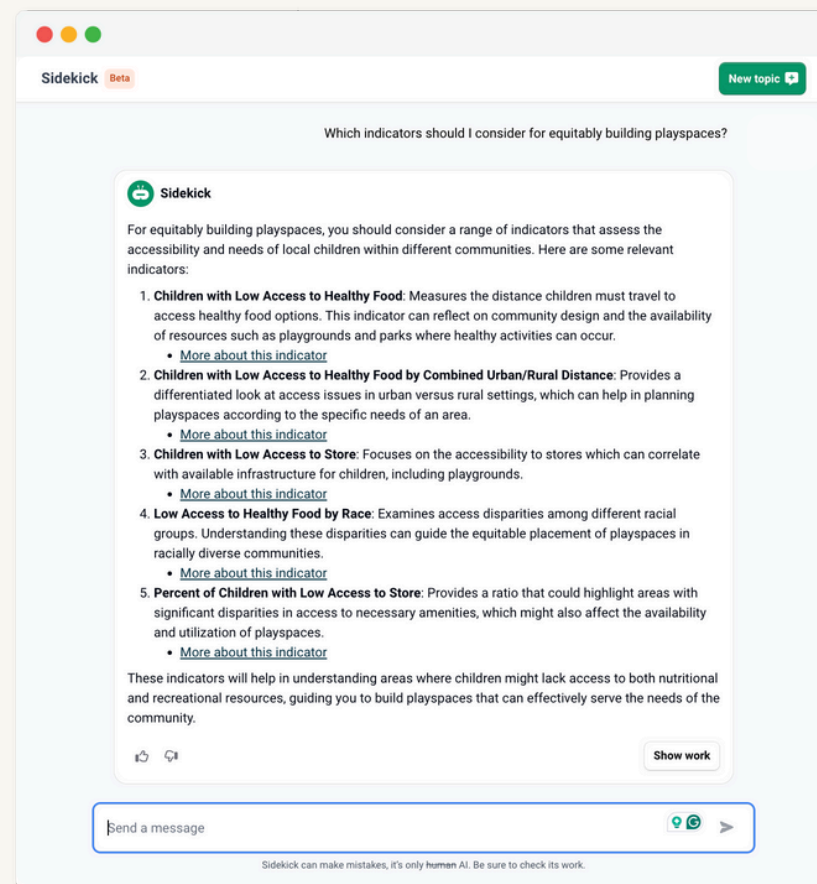




THE SUPER SIDEKICK

mySidewalk’s AI-ready data already had the census tract-level nuance they needed. Through a lens of more than 8,000 data topics, including everything from population to inequity and park access, KABOOM! not only created a layer to help drive investments, but they also created a data culture that looks to their nationwide index, PIFI, as a marker for success.

Ask Sidekick: *Which indicators should I consider for building equitable playspaces?*



Did you know? Sidekick can tailor its responses to resonate with your audience. That’s right, Sidekick learned how to search and **help anyone—from community leaders, partners, and residents—understand the data.**

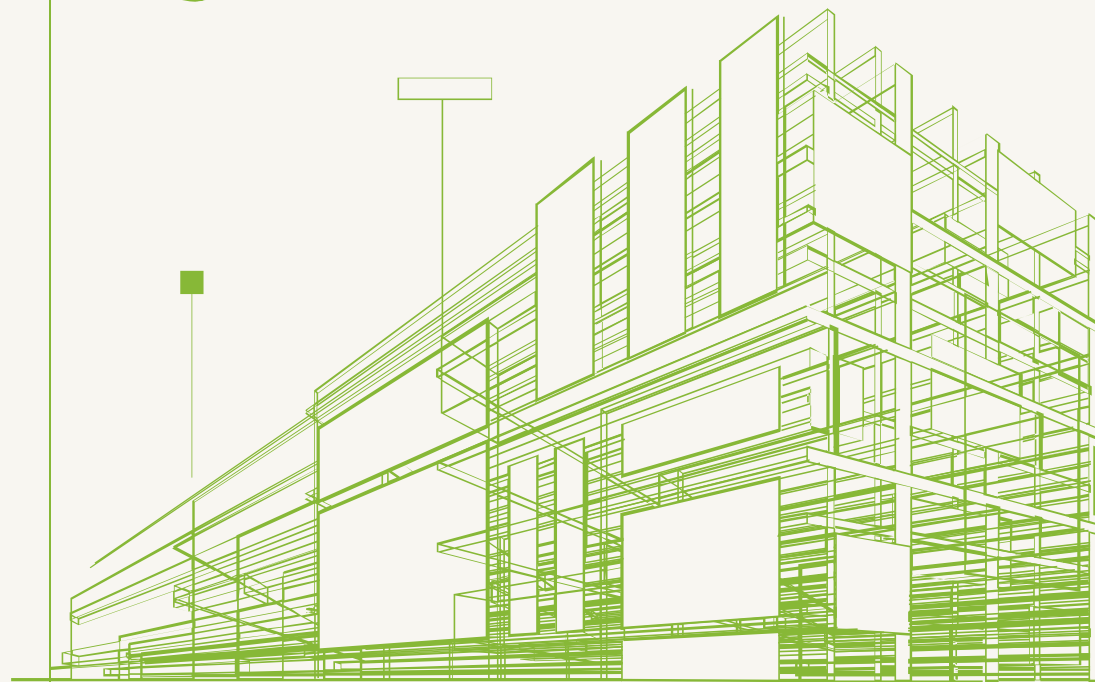
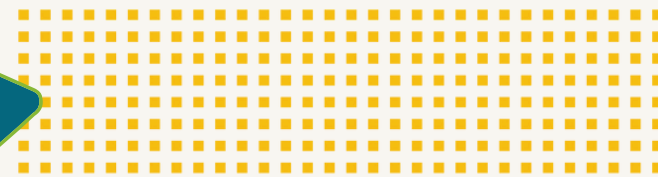
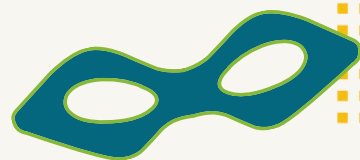


THE STEALTHY SIDEKICK

Decisionmakers juggle a number of factors when implementing new plans—but they don't always have the tools they need to make it clear.

The state of Iowa urgently needed a centralized data hub that could be accessible to community and statewide leaders working to improve housing affordability.

While the **Iowa Finance Authority (IFA)** had internal program data available, they weren't connected across programs, lacking essential county-level housing forecasting.

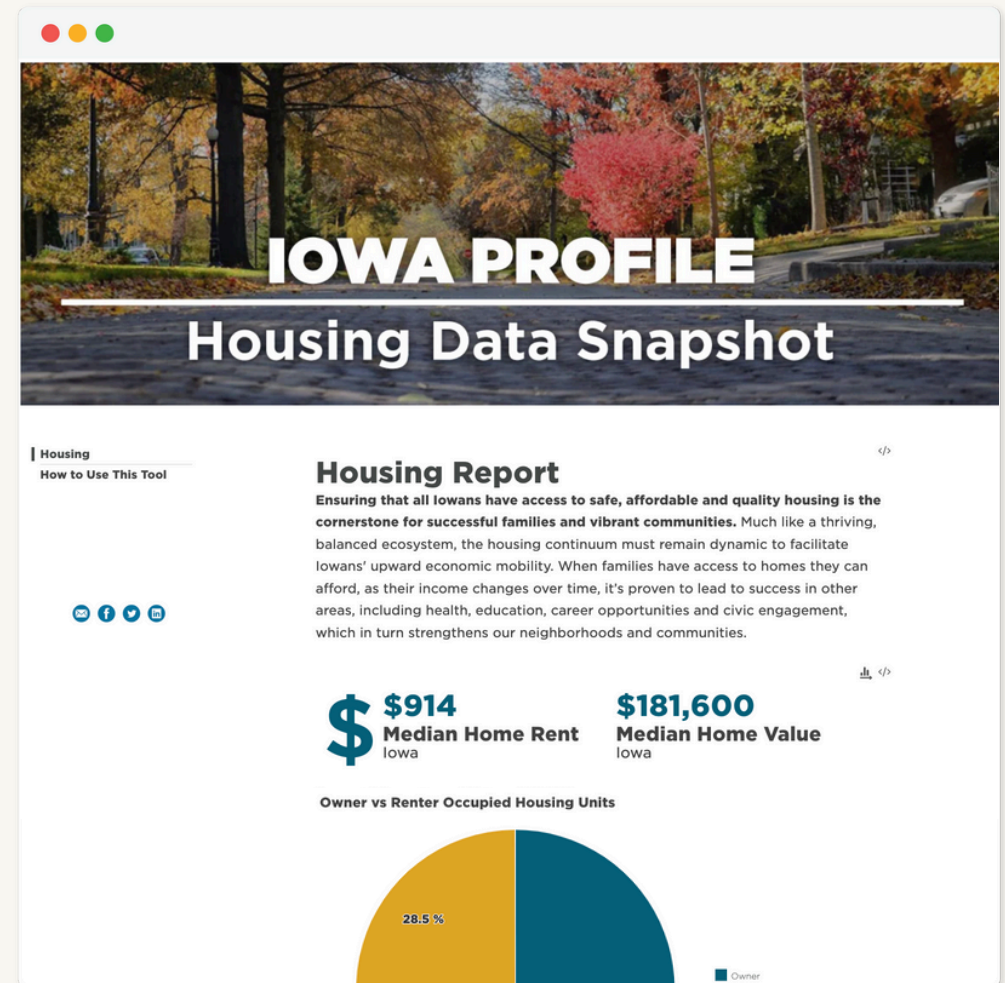


THE STEALTHY SIDEKICK

With mySidewalk, IFA created the Iowa Profile tool, enabling state leadership and stakeholders to work from the same AI-ready data mapped to the specific Iowa places.

Over the course of three months, users generated over 2,000 unique dashboards to assist in local planning and grant-writing efforts.

The Iowa Profile is projected to save individual Iowa communities an average of \$10K in planning assessment, grant research, and fees, totaling nearly \$10M.

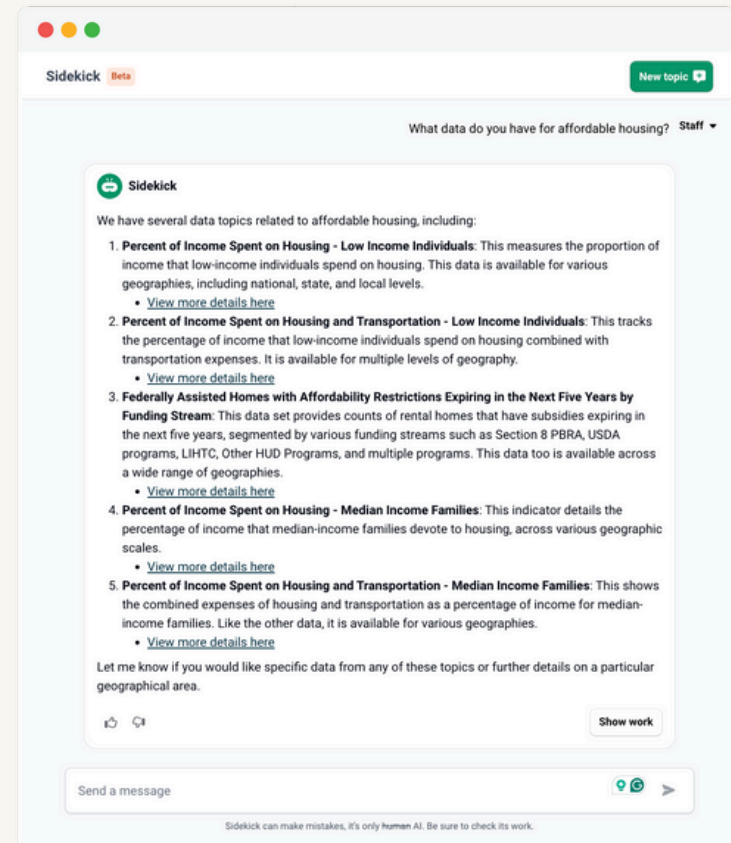


THE STEALTHY SIDEKICK

Affordable housing indicators go far beyond supply and demand.

To get a more complete perspective, mySidewalk enables you to explore indicators like the impacts affordable housing can have on things like health and education.

Ask Sidekick: *What data do you have for affordable housing?*



Pro Tip: Sidekick can help you get more specific indicators that may be relevant to unique projects or communities. Simply type, “Is there anything else I should tell you about my goals or initiatives to find the right data?” into Sidekick’s chatbox and **watch the conversation unfold.**



mySidewalk

GO FURTHER WITH YOUR SIDEKICK

Find the data you didn't know you
were looking for.

SCHEDULE A DEMO

The platform for people who care about places.

mysidewalk.com