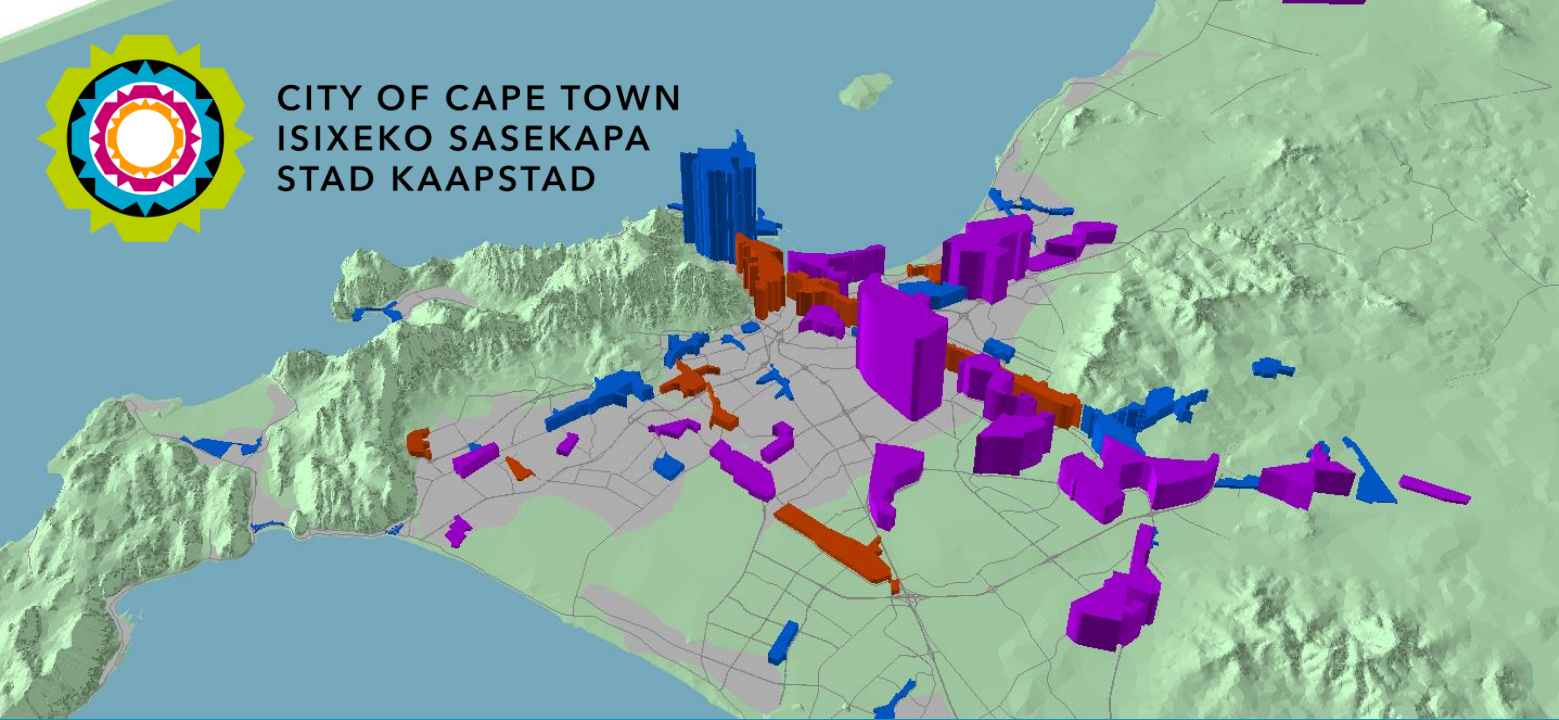




CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



Winner of the
2014 National
Planning Award



Towards an evidence-led approach to local intervention

Introducing the
Economic Areas Management Programme

—
Presentation to Public Sector Economist Forum

Making progress possible. **Together.**

Why area-based intervention?

- Lack of political capital to drive universal reforms necessary to resolve structural economic problems (e.g. skills, health)
- Growing reliance on **area-based interventions** as ‘second-best’ solution
- However, SA has poor track record on using area-based instruments to:
 - Address material deprivation
 - Reduce unemployment
 - Guide private sector investment



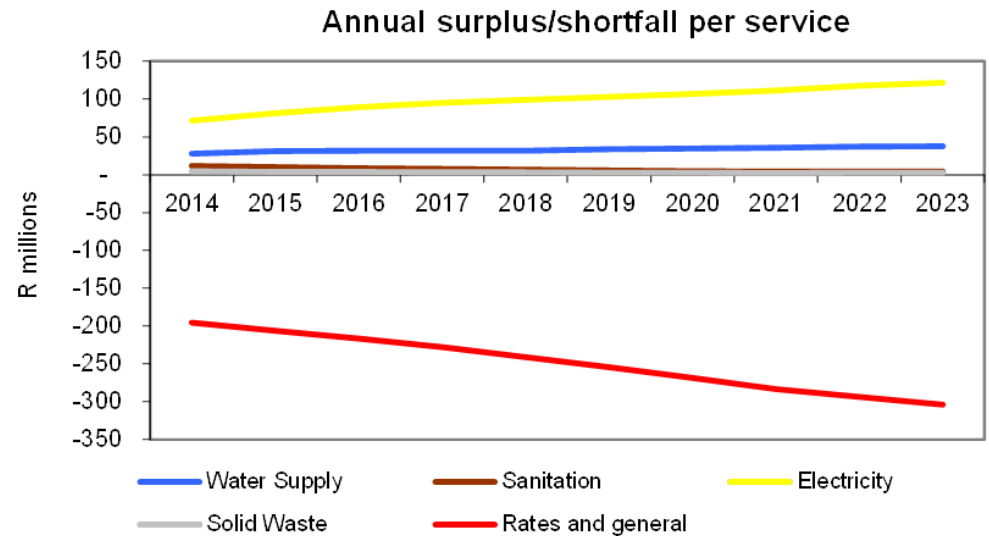
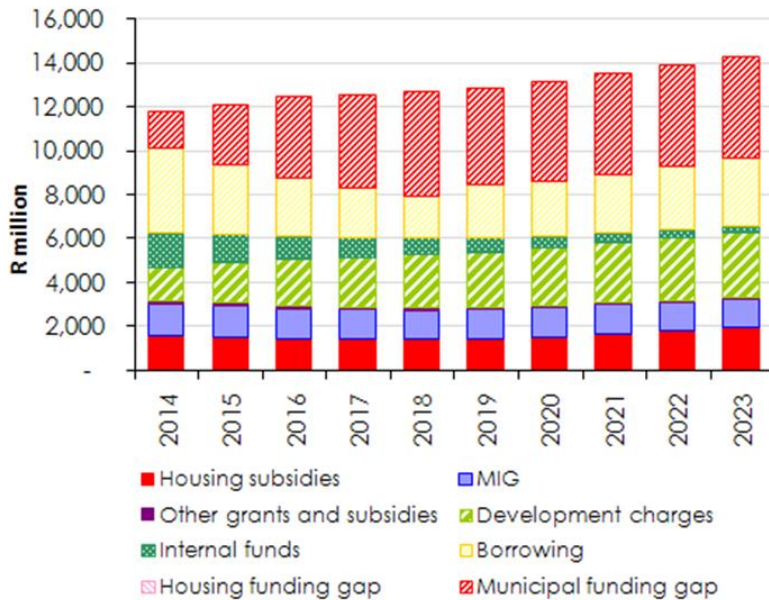
Status quo: the telescopic approach to intervention



- The local elevated over the systemic *as cause of and solution to* urban problems
- Urban problems socially defined, solutions politically constructed.
- The city as checkerboard of neighbourhoods in perpetual **zero-sum game** for allocative preference
- Ignores regional market forces in spatial targeting decisions



Narrowing fiscal space for “hit-and-miss” interventions

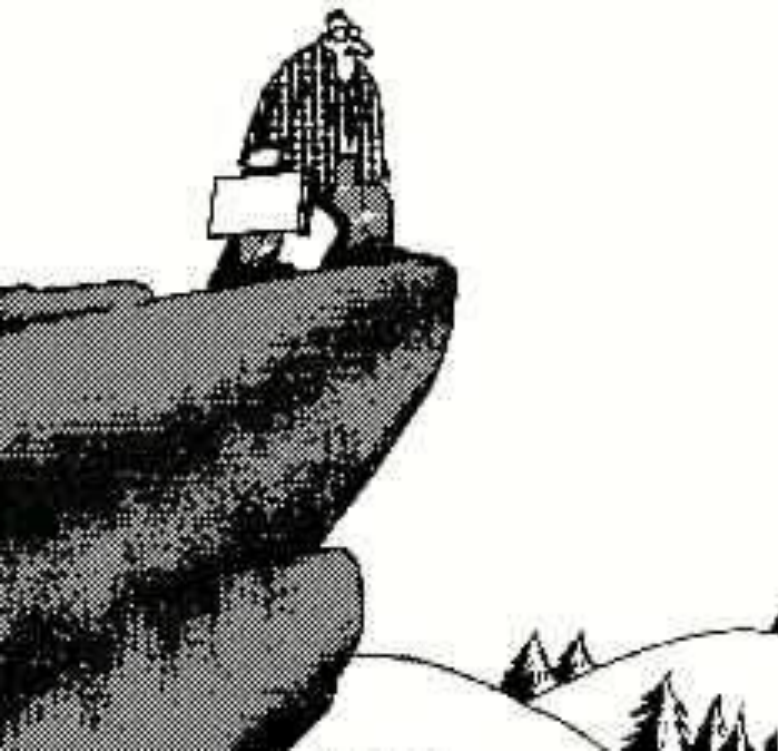


Capital finance available for total Western Cape municipal capital expenditure

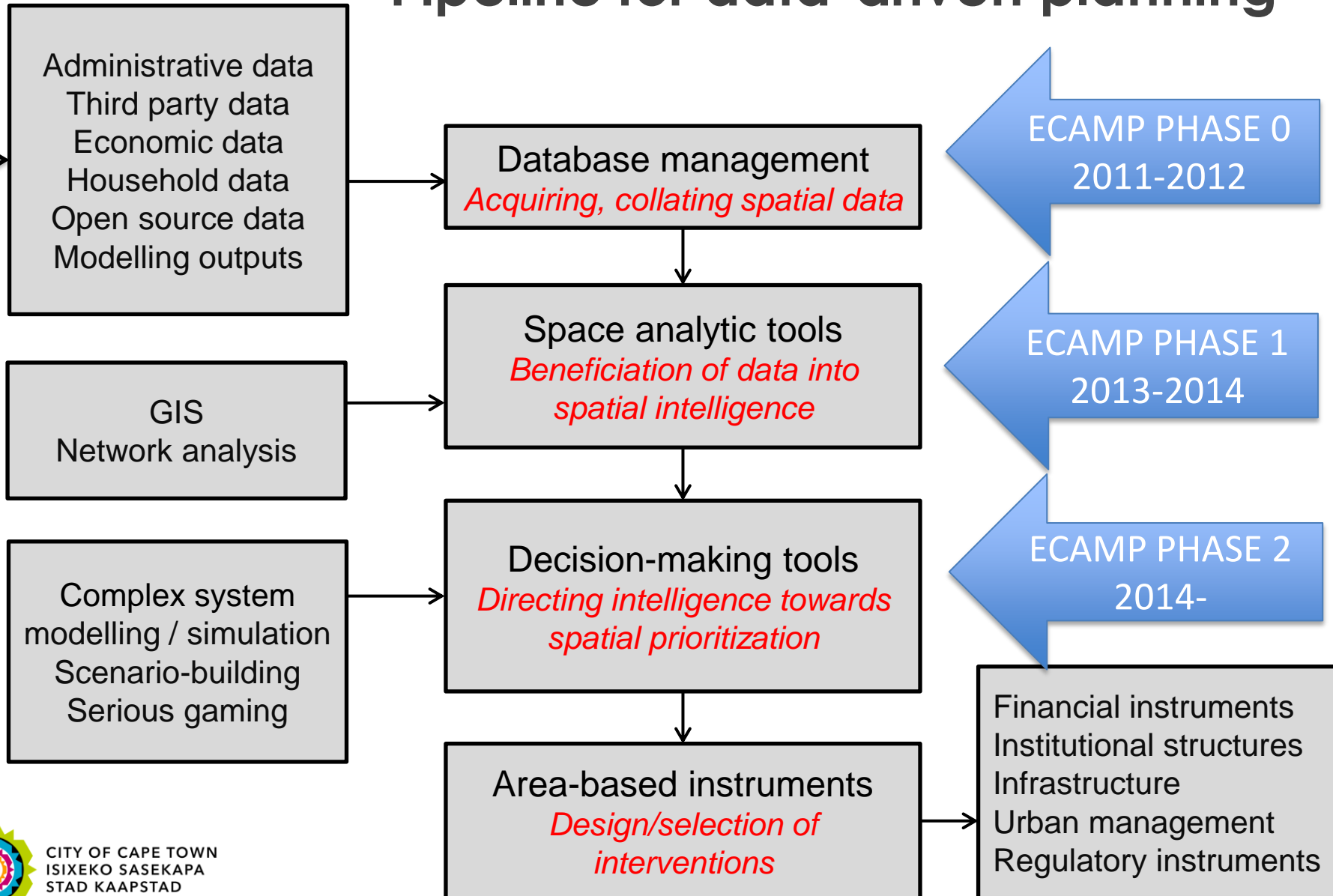
Typical municipal operating account analysis by service

Data-driven planning : a new frontier

- However, our technologies have become more powerful than our theories.
- Shift in emphasis from planning products towards **planning tools**
- The planner must become the programmer!

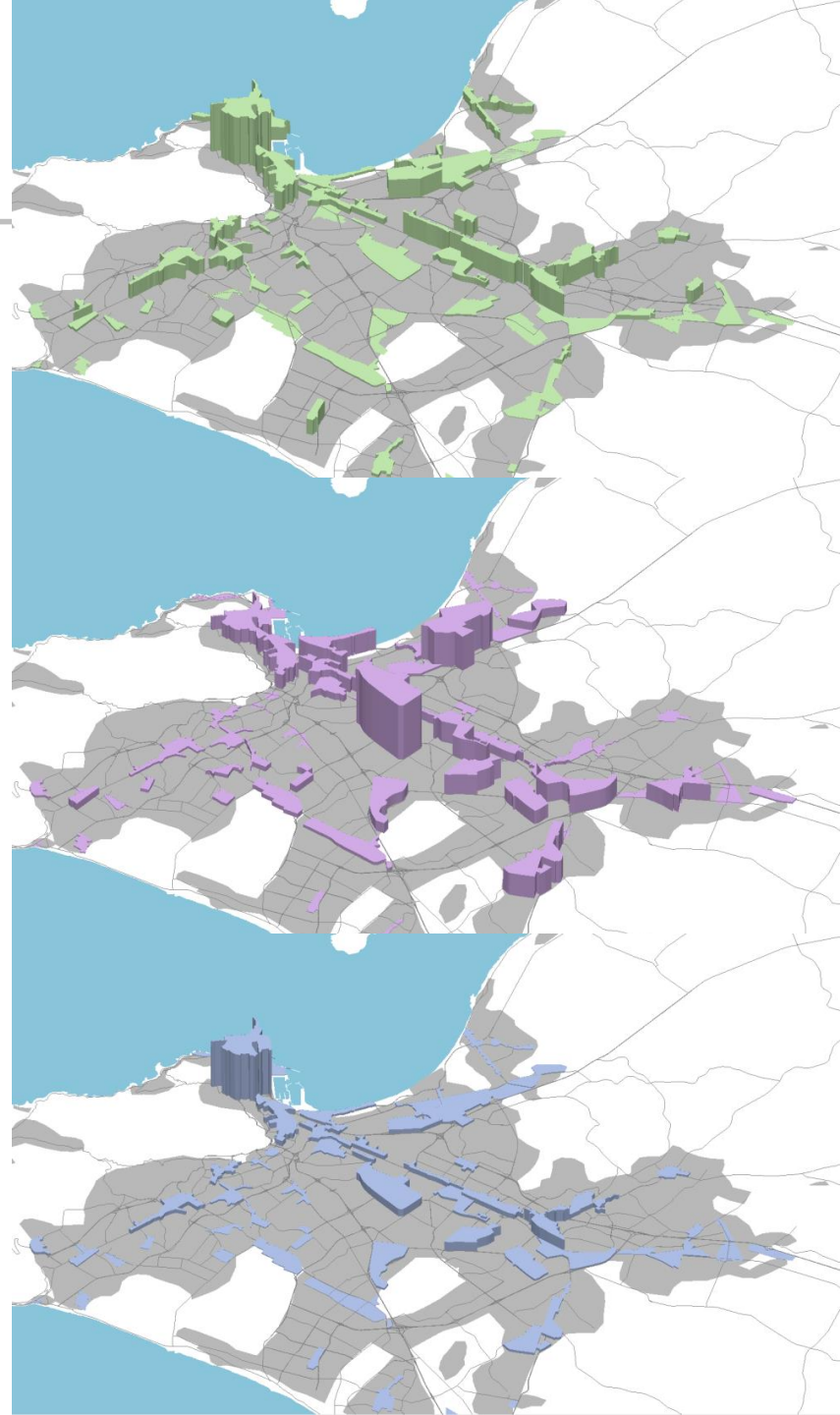


Pipeline for data-driven planning

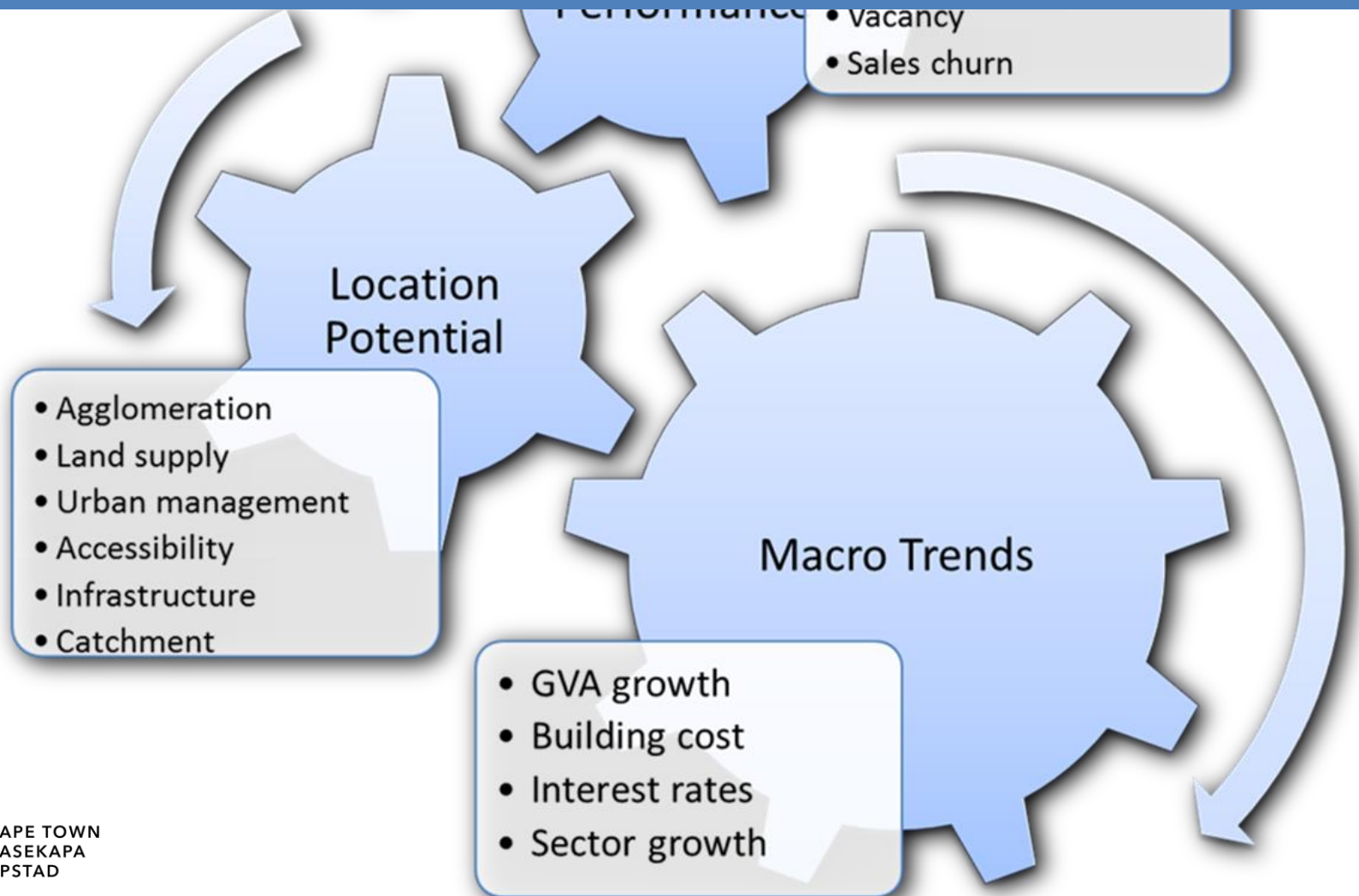


ECAMP Platform

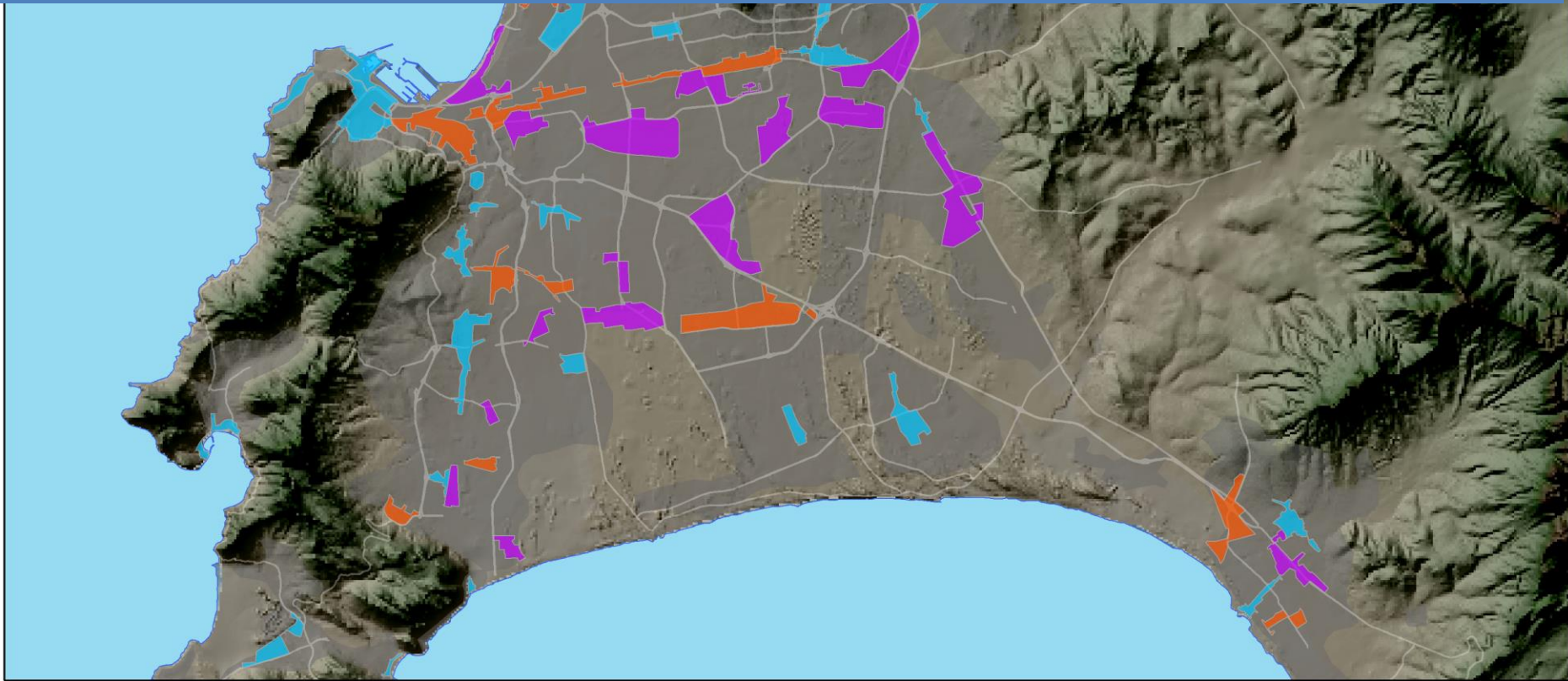
- Harnesses massive amounts of **spatial data** being generated as by-product of automated and integrated administrative processes
- Ongoing tracking of over sixty business precincts tracked across the Cape, using over seventy indicators of **market performance** and **location potential**



70+ expert-verified indicators

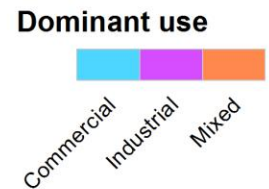


70+ business districts

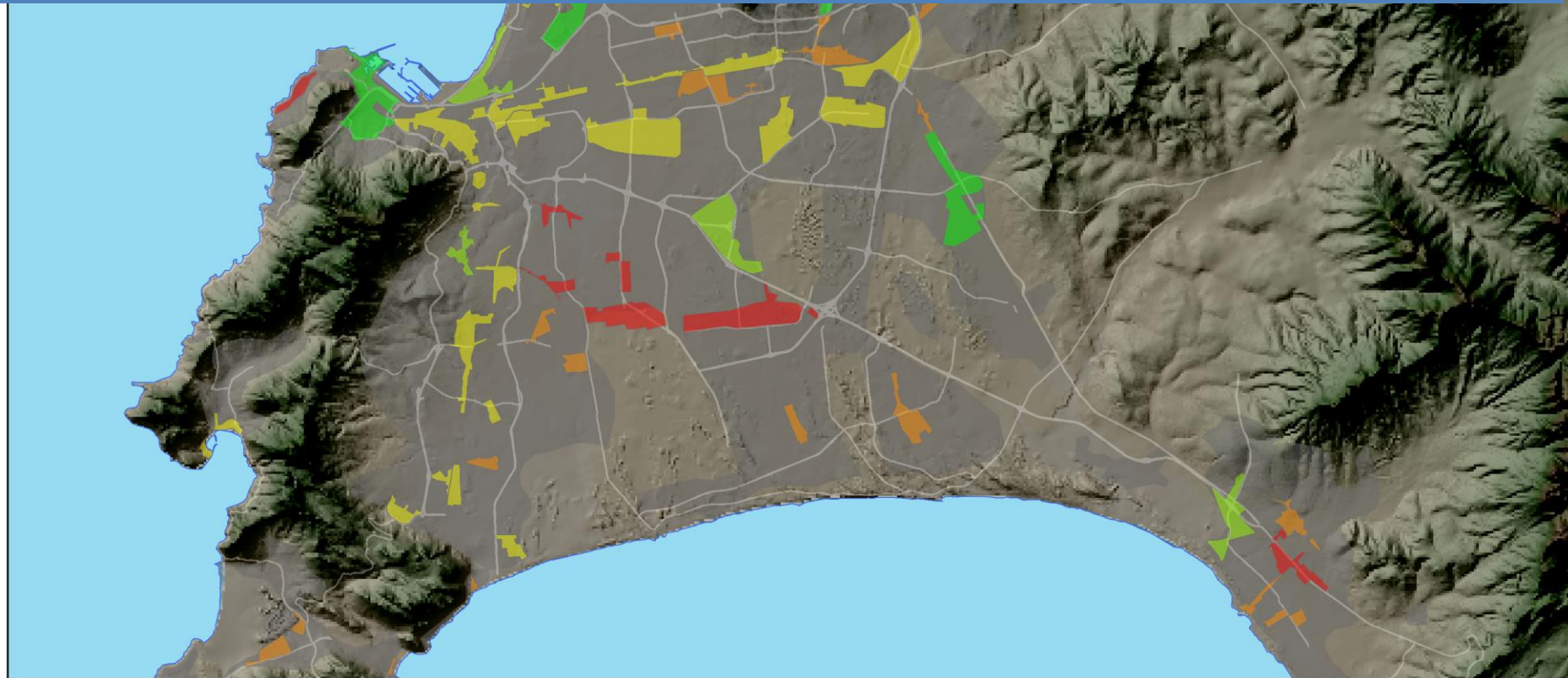


0 2.5 5 10 15 20 Kilometers

Business precincts



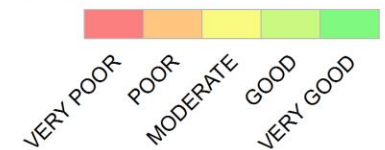
Track market performance



0 2.5 5 10 15 20 Kilometers

Market performance

PERFORMANCE



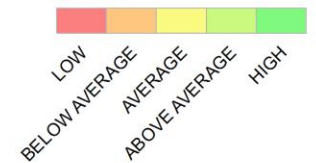
Identify long-term potential



0 2.5 5 10 15 20 Kilometers

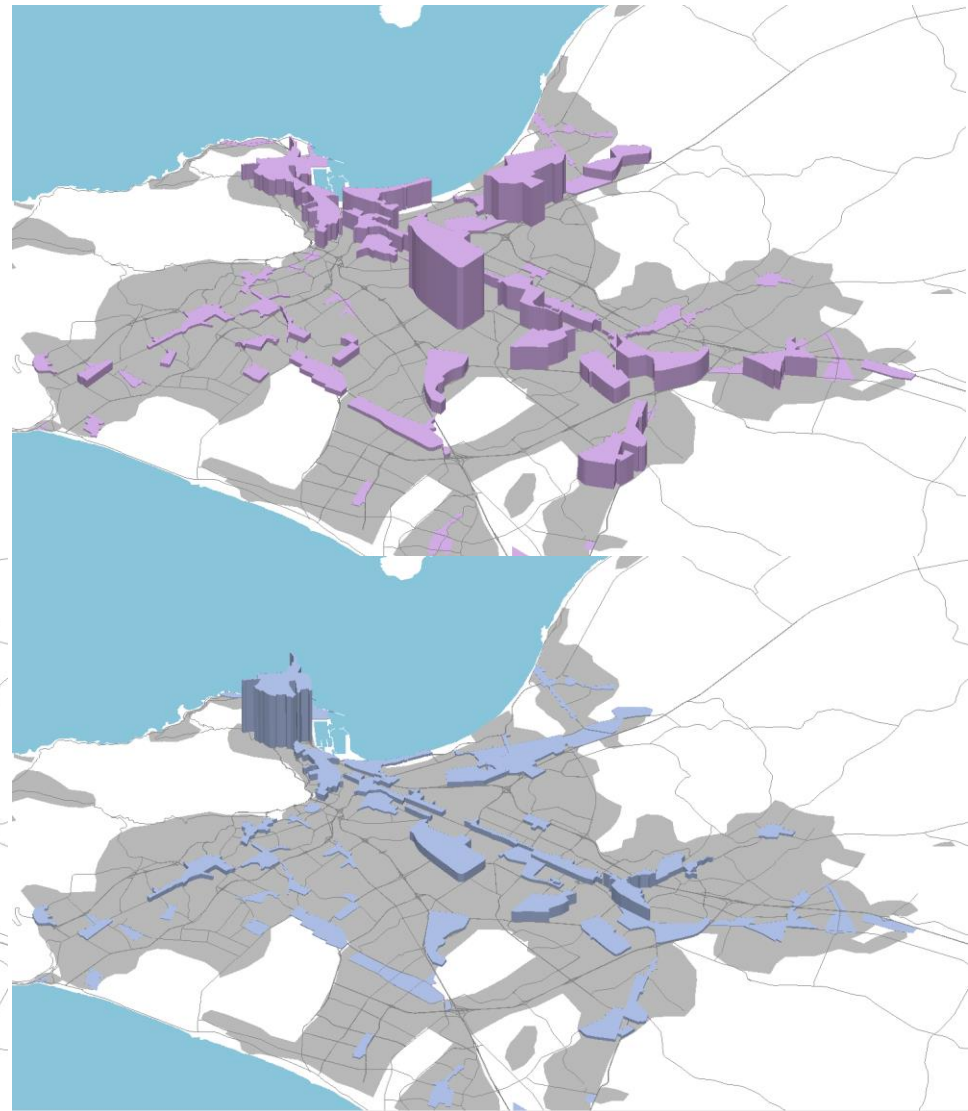
Location potential

POTENTIAL



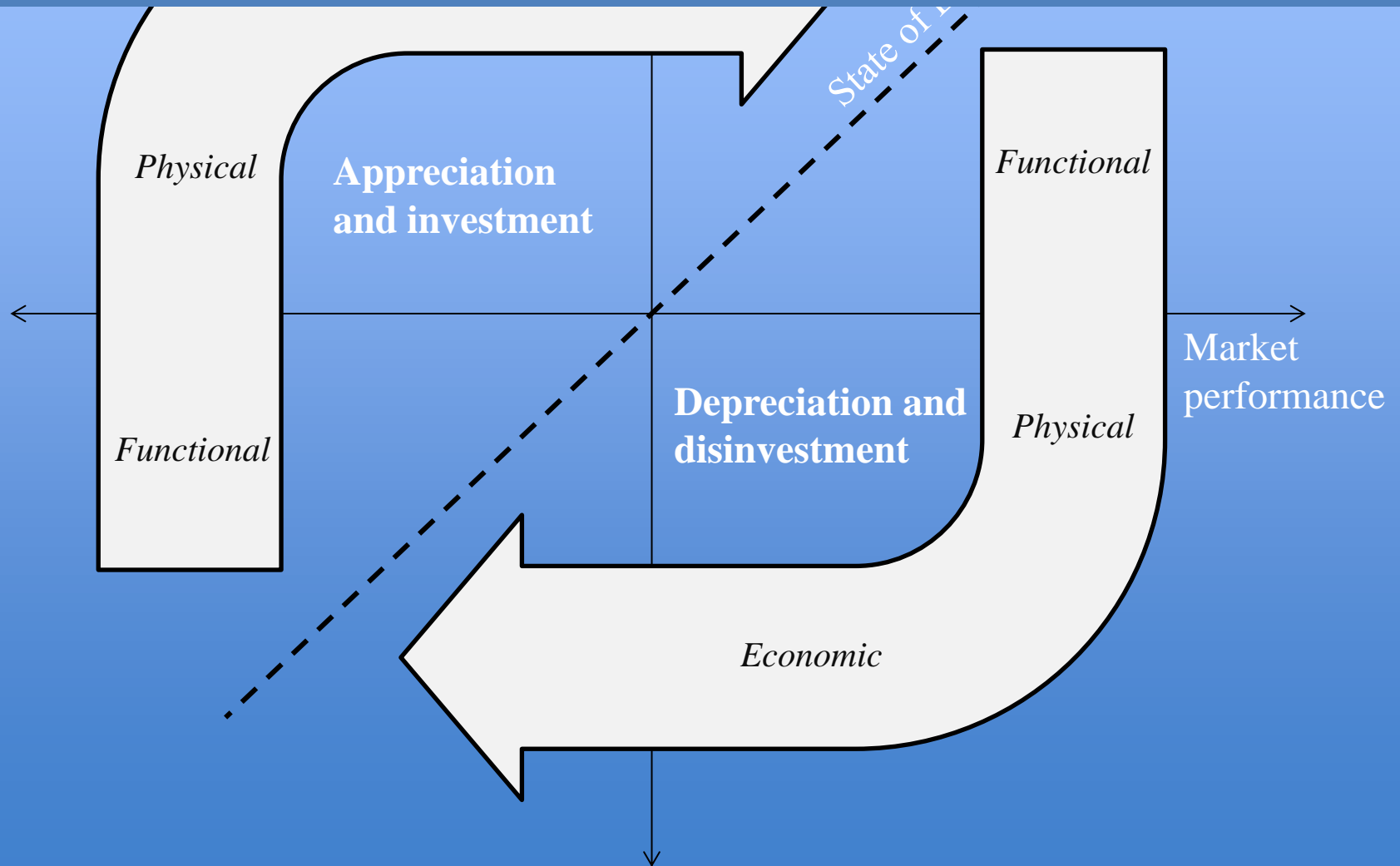
ECAMP as decision-making support tool

- Enables evidence-led **spatial targeting and monitoring** of local interventions by local government



Location ↑

Run diagnostic model (1)

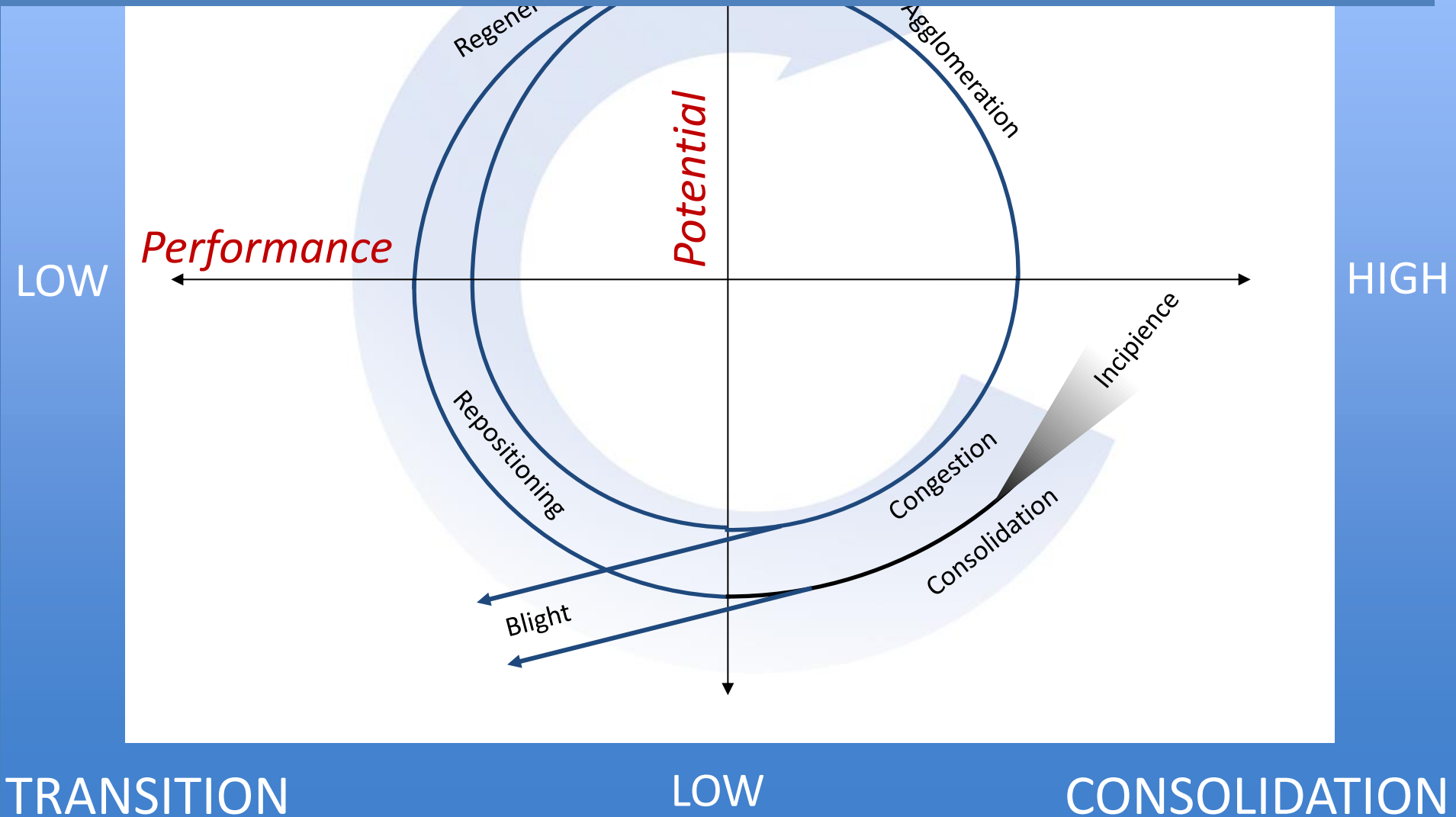


OPPORTUNITY

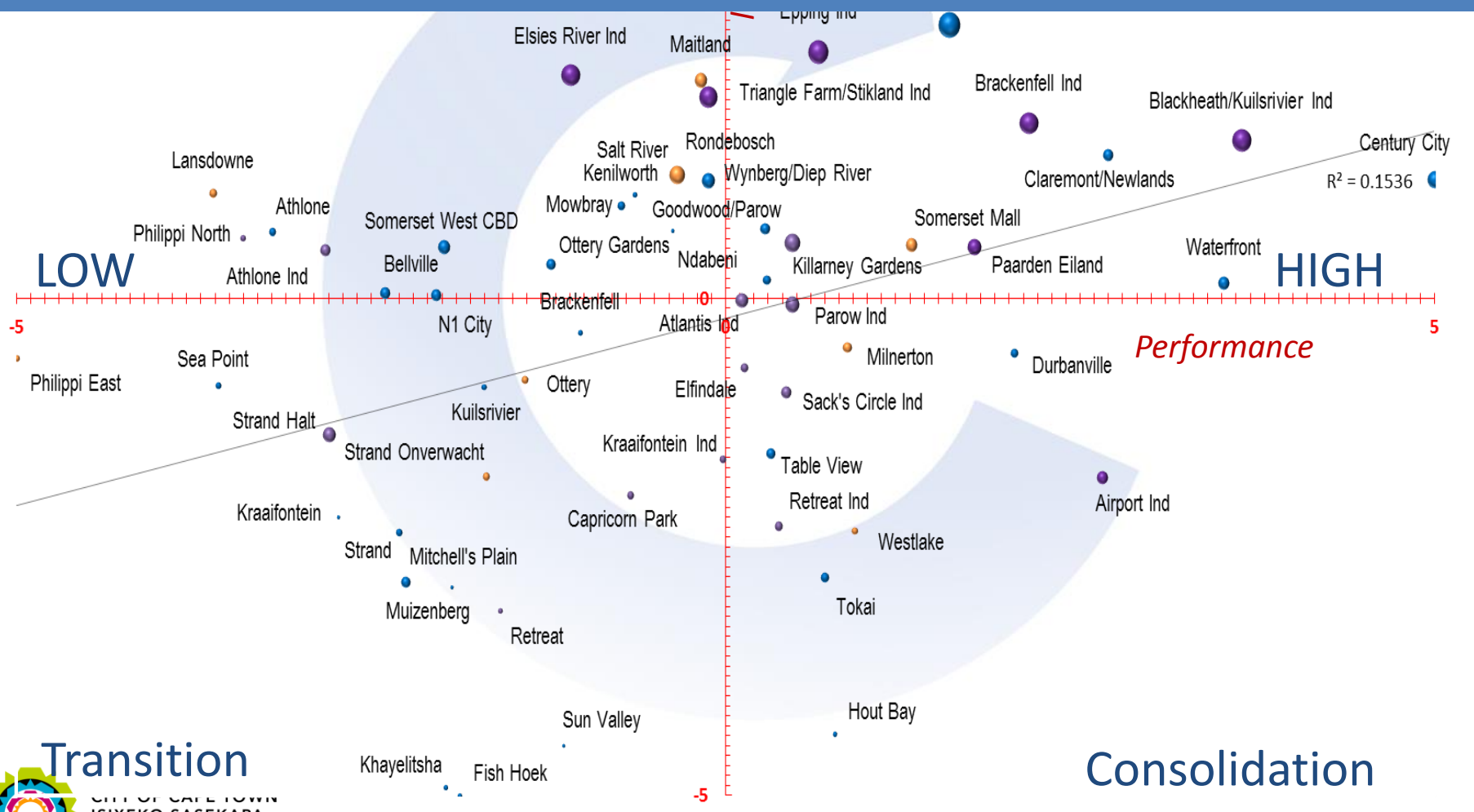
HIGH

GROWTH

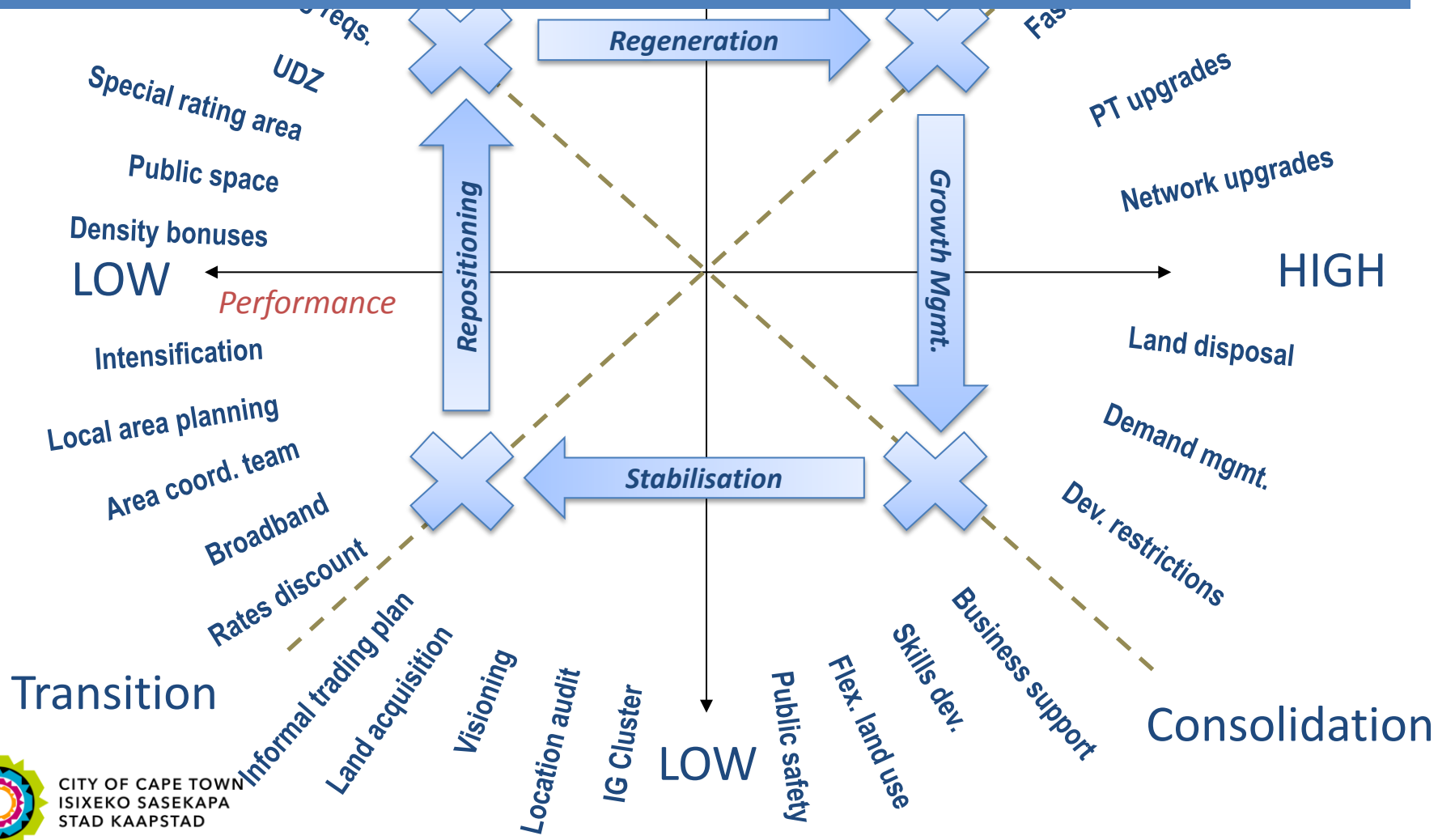
Run diagnostic model (2)



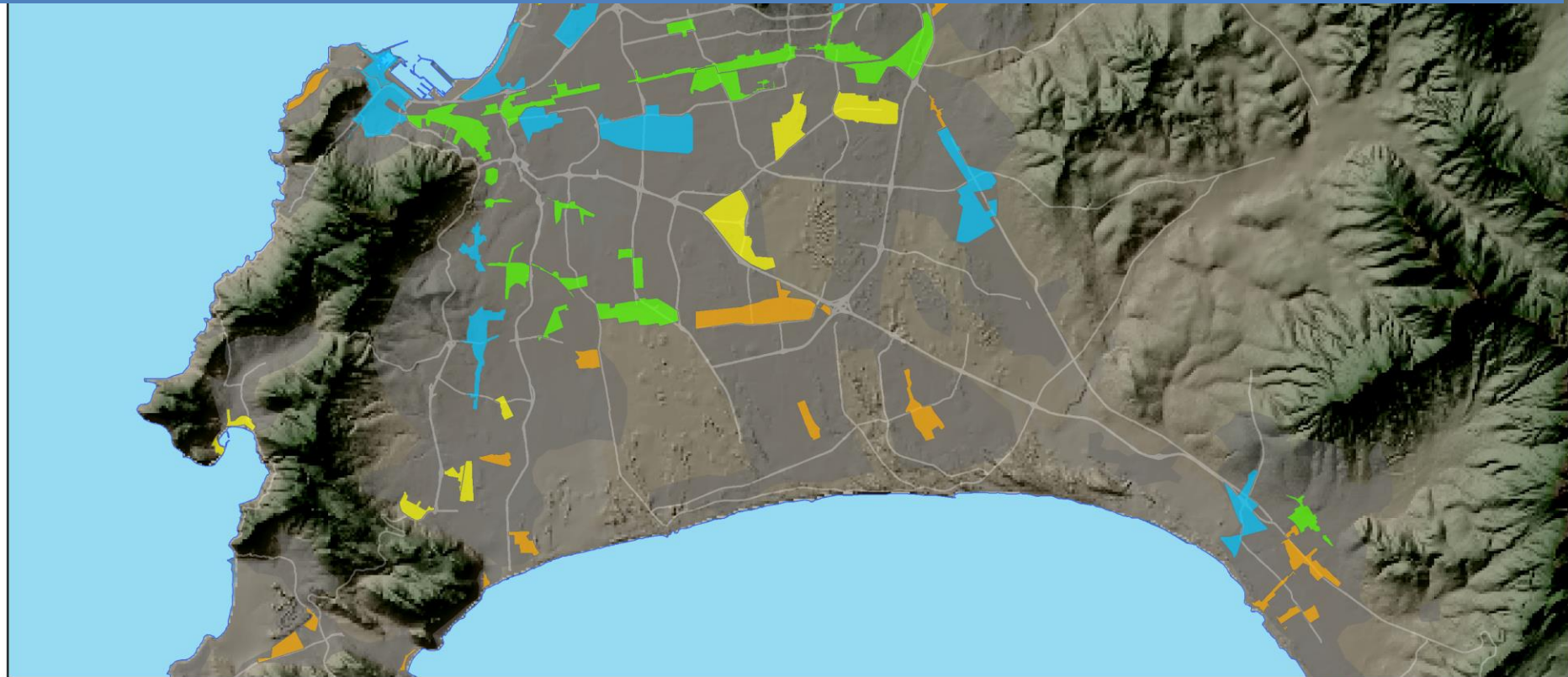
Run diagnostic model (3)



Guide area-based strategy (1)



Guide area-based strategy (2)



0 2.5 5 10 15 20 Kilometers

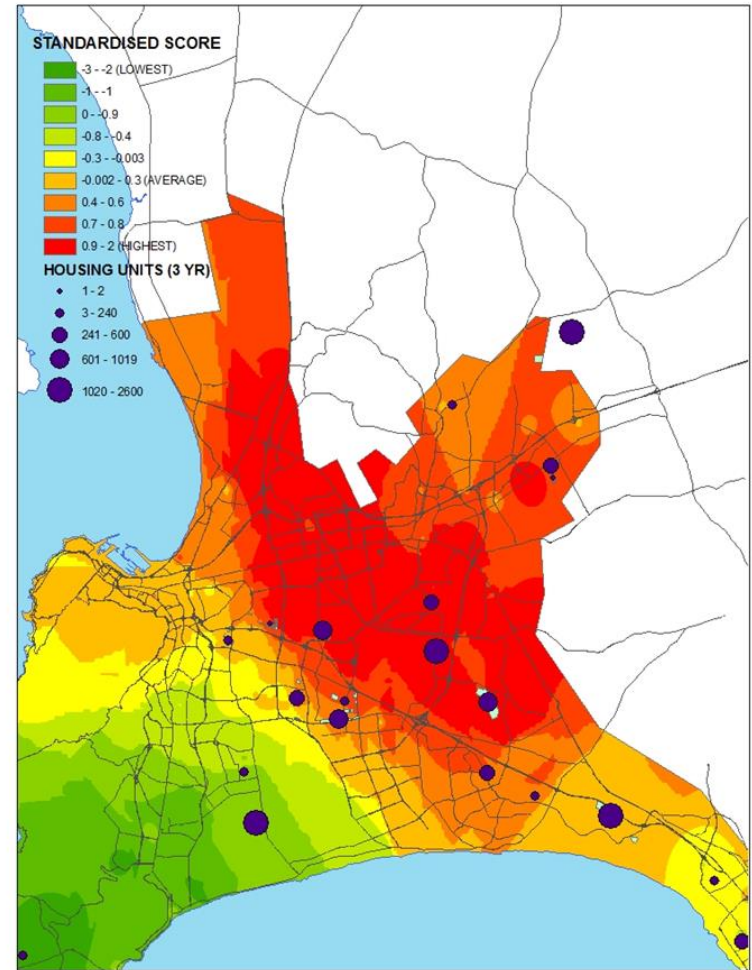
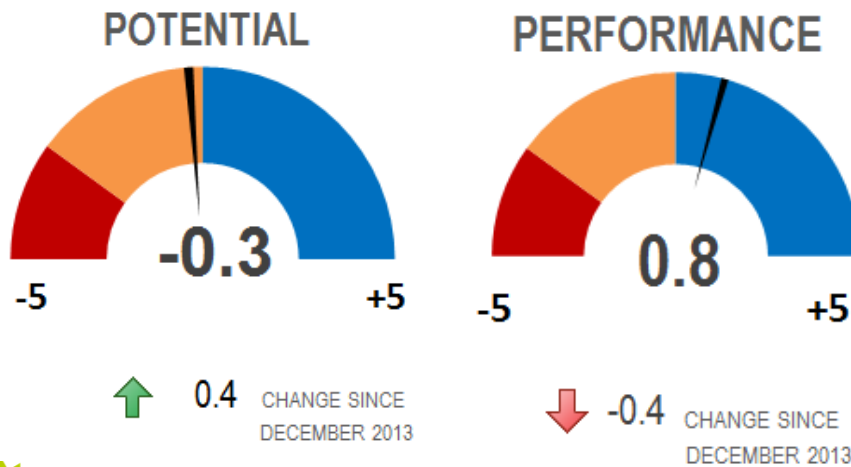
Diagnostic classification

TYPE



ECAMP as business intelligence platform

- Offers credible, comparative and fresh **market intelligence** to inform investment decisions

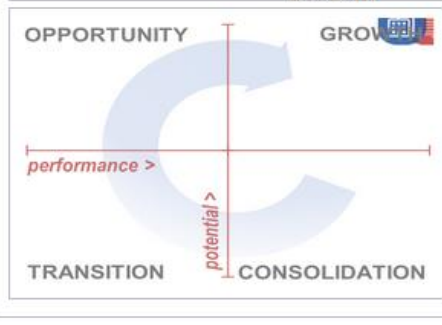
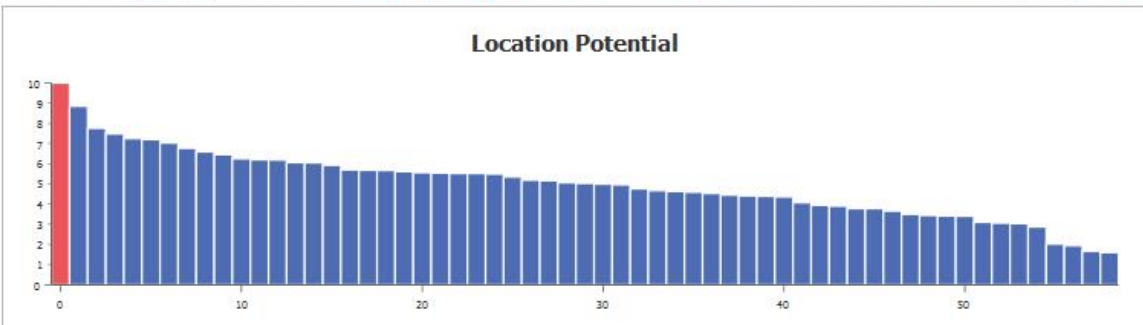
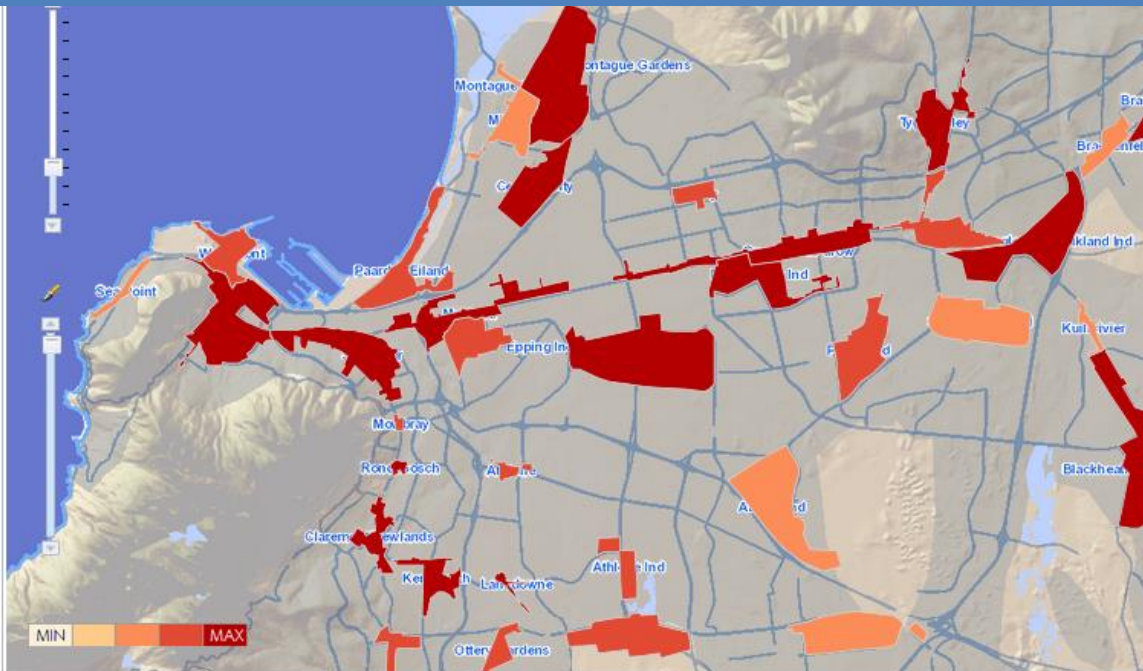


INDUSTRIAL POTENTIAL

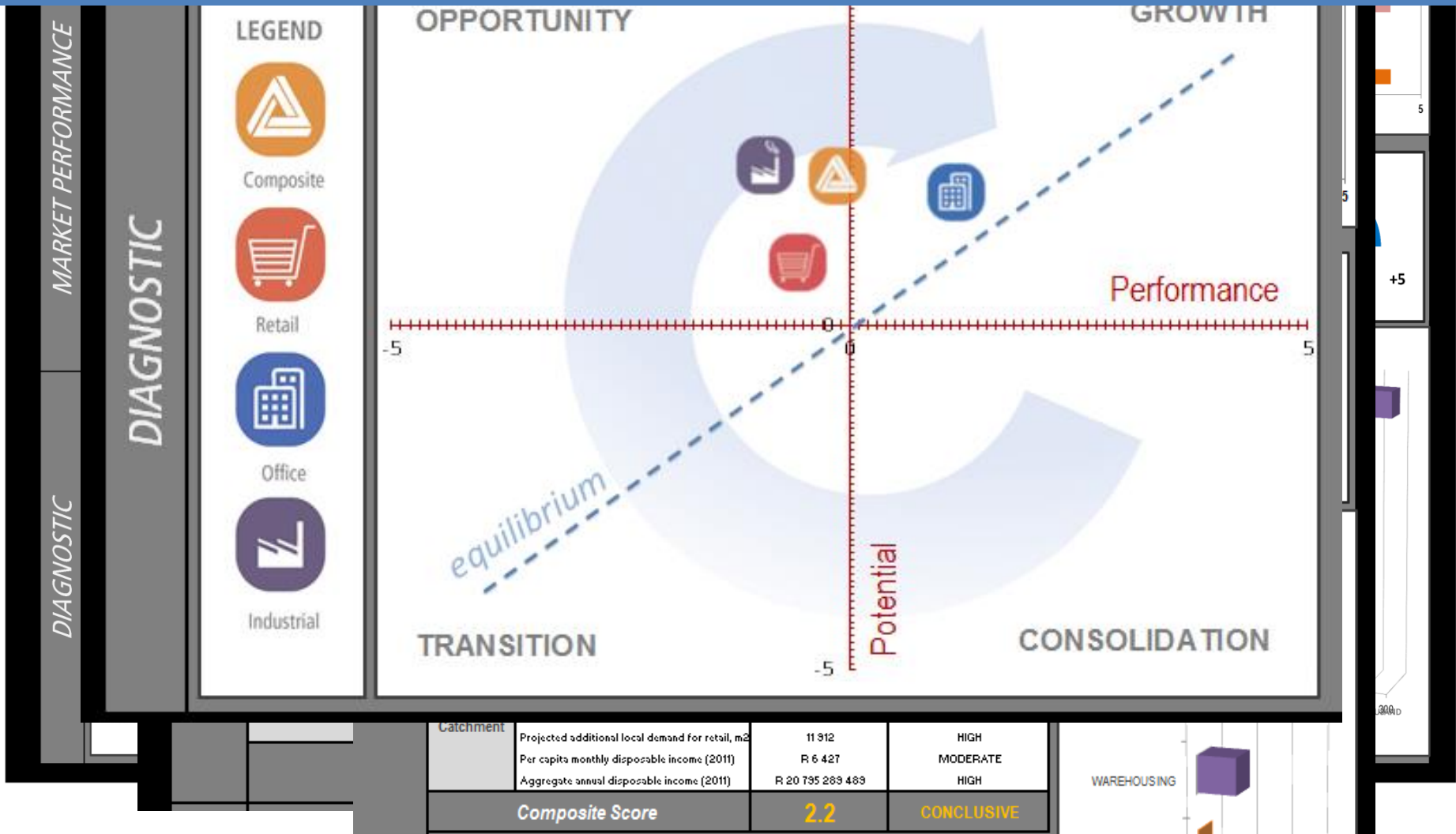


Share data and engage

- Atlantis Ind
- Bellville
- Blackheath/Kuilsrivier
- Ind
- Brackenfell
- Brackenfell Ind
- Capricorn Park
- CBD**
- Century City
- Claremont/Newlands
- Durbanville
- Elfindale
- Elsies River Ind
- Epping Ind
- Fish Hoek
- Goodwood/Parow
- Hout Bay
- Kenilworth
- Khayelitsha
- Killarney Gardens
- Kraaifontein
- Kraaifontein Ind
- Kuilsrivier
- Lansdowne
- Maitland
- Milnerton
- Mitchell's Plain
- Montagu Gardens

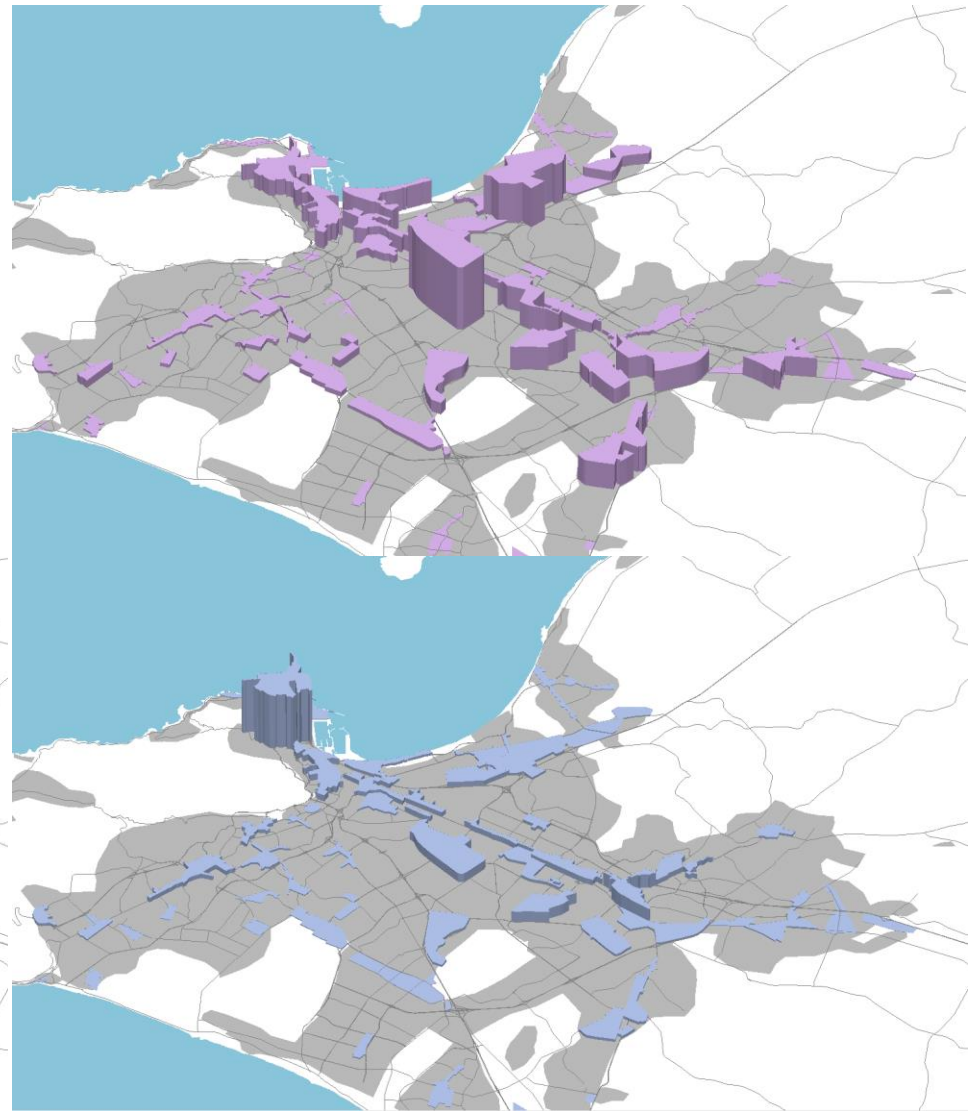


Up-to-date area profiles

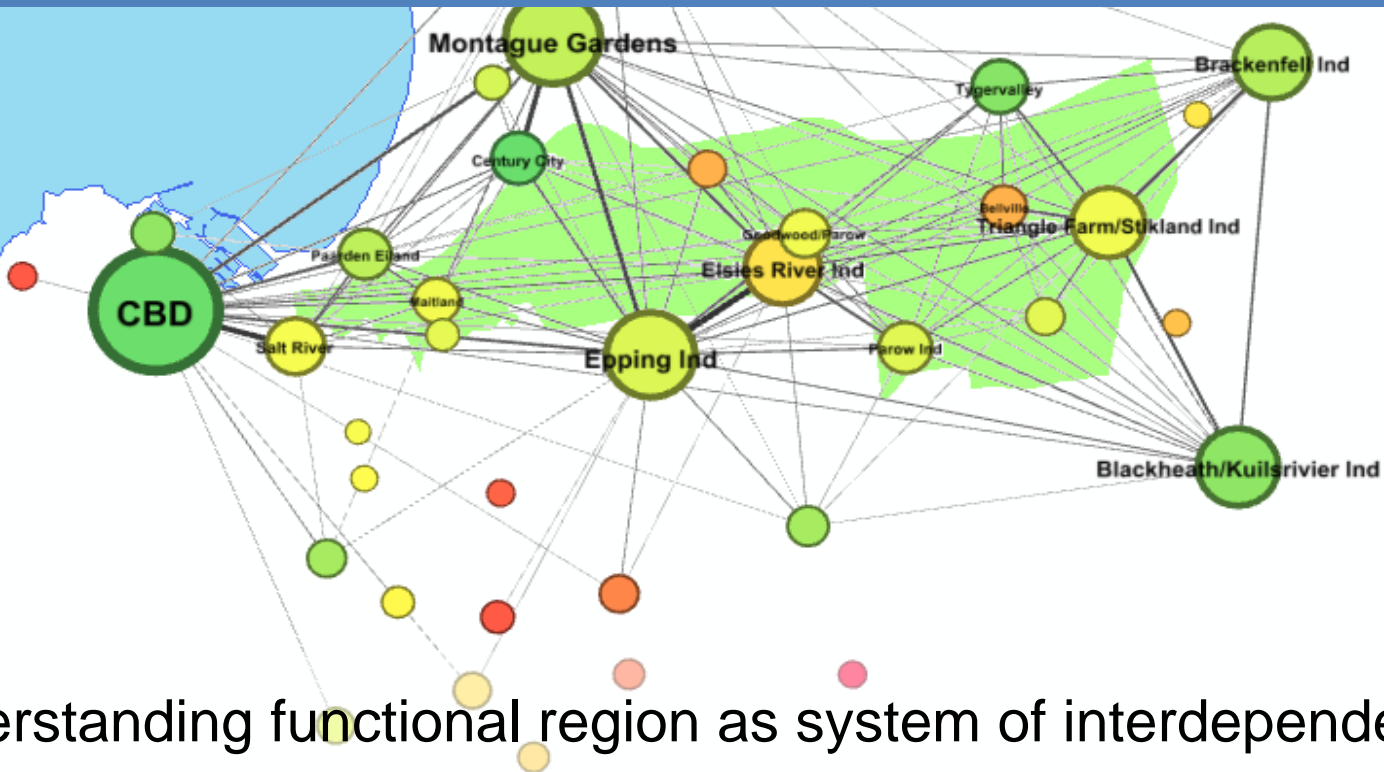


ECAMP as innovation space

- Predictive modelling
- Collaborative mapping
- Network analysis
- Serious gaming



Explore new frontiers!



- Understanding functional region as system of interdependent nodes
- Enhanced understanding of spatial investment behaviour
- Insight into 'deep structure'

Interactive decision modelling



That's me!



	Salt River	Maitland	Epping	Elsies River	Parow	Sack's	Kenilworth	Lansdowne	Ottery	Retreat	Capricorn Park	Paarden Eiland	Marconi Beam	Montague Gardens	Killarney Gardens	Albata	Albora	Philippi East	Philippi West	Airport	Blackheath	Triangle Farm	Brackenfell	Kraaifontein
	70	70	70	70	70	70	75	80	85	85	90	75	80	85	95	80	75	90	95	90	75	80	85	90
	1	1	3	3	3	3	1	1	3	3	1	1	1	1	-3	-5	1	5	5	3	1	-1	-3	-5
	5	5	3	1	1	-1	-1	-1	-3	-3	-5	5	3	3	1	-5	1	-3	-5	-3	-3	-1	-3	-5
	3	3	3	-1	-1	1	-1	-1	-3	-3	-5	3	3	3	1	-3	-1	-3	-3	-3	-1	1	3	3
	5	5	3	1	-1	-3	-1	-1	-3	-3	-5	5	3	3	-1	-5	-1	-3	-3	-3	-5	-5	-5	-5
	-3	-1	3	3	3	1	3	3	1	1	-1	1	-1	-3	-5	-5	1	5	3	5	-1	-1	-5	-5

Some feedback from local, global players

“A game changer”

- Cape Chamber of Commerce

“At last the metro spatial economy is emerging as a basis to determine interventions.”

- Economic Development Partnership

“Remarkable objective support, based on sophisticated modelling”

- Philippi Economic Development Initiative

“At the leading edge...without precedent, globally”

- World Bank

ECAMP Business Model

- The ECAMP business model is built on **mutually-beneficial partnerships** with key departments, various spheres of government, with academic and research institutions and the private sector.
- The only costs to the taxpayer incurred by ECAMP were a tiny budget for third party data, and my salary.
- Even the ECAMP Portal was built as a pilot project, free-of-charge.

Partners include:

- Planning, IS&T and Econ. Dev. depts.
- Western Cape Economic Development Partnership
- National Treasury
- SALGA
- Cape Town Partnership
- UCT School of Property Economics
- MISTRA Urban Futures
- Rode & Associates

**No consultants
were harmed
during the
making of this
initiative.**



Thank You

Making progress possible. Together.