

ICMA Solutions Track Session



Information Rules

Communicating with Residents in the Google Era

October 8, 2012



Benjamin Webb | Program Manager | DMP

Ben works with government customers to implement and extend DMP's Cloud GIS solutions. He has also managed numerous land use planning projects for municipalities and regional economic development organizations.



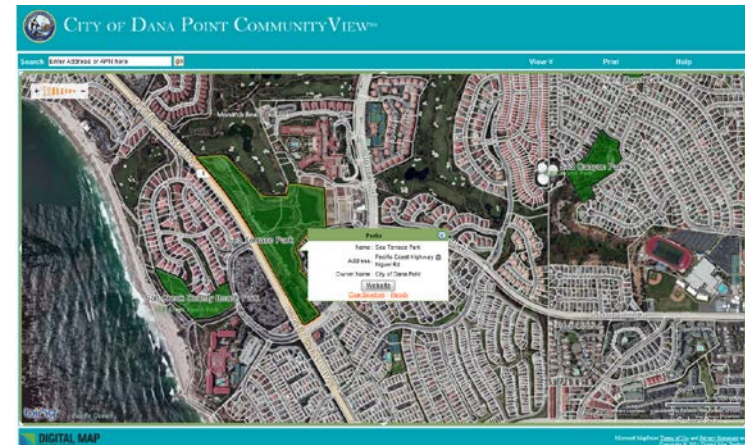
Annie Schwab | Vice President Marketing | DMP

Annie is an expert in the application of user-friendly spatial technology to everyday business, government and consumer problems. She currently works with industry visionaries to understand mapping trends and new technologies.



Presentation Overview

- Google Era & Citizen Information Expectations
- Successful Online Maps for Residents
- Tips for Creating Useful Maps
- Helpful Data to Share
- Benefits for Local Government
- Questions





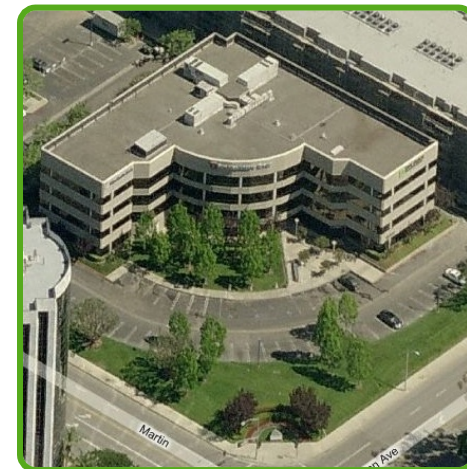
About Digital Map Products

- **Cloud-Based Mapping Technology Company**

- Located in Orange County, California
- Over a decade of experience developing mapping technology for the web
- Mission: embed spatial technology and make it easy to use

- **Mapping Solutions**

- Software-as-a-Service mapping applications
 - Local Government, Real Estate
- Spatial Development Platform , APIs
 - Web services used by real estate sites, technology firms & government agencies
- Parcel Data Solutions: Boundaries, Geocodes





Poll 1: Are you Web 2.0?

Question:

Does your city use Web 2.0 technologies (maps, social media, YouTube, e-gov) to engage citizens?





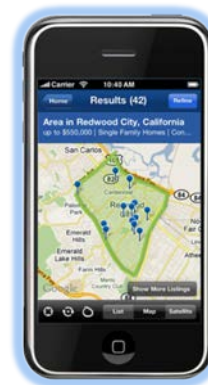
In the Google Era: Lives Defined by Information

- Access to vast amounts of information
- Plugged in, online, and technology driven
- Impatient: expect ready info access wherever, whenever
- Accustomed to working with data on maps



Information Expectations

- Data, data, data
- 24x7 online access, including mobile
- Current, interactive & location-enabled



Government Expectations

- Transparency
- Two-way conversations
- Available through familiar channels
- Easy to use technology



Communicating with Web 2.0 Tech

What is it?

- Two way communication through the web

What does it do for you?

- Allowing for 24/7 communication between the City and its Citizens: Fast, Assessable, Effective

A Few Examples

- Allow the citizens to report Pot holes, Street Outages, General Issues
- Communicate Road Closures, Projects and Events

Services that can help

- Facebook, Twitter, Google+, Your Website



Tips

- Be dedicated to responding
- Update Continuously





Challenges in Citizen Communication

External Challenges



- New and Exceedingly High Citizen Expectations
 - Access, Technology Medium, Usability
- Rapid Pace of Technology Change
- Economic Realities: budget cuts, staff shortages
- Solutions don't utilize existing assets

Organizational Challenges

- Department mindset for data organization
- Massive volume of data, much spatial in nature
- Online access adds complexity
- Lack of expertise in web 2.0, mapping, mobile, usability





Why Maps?

- Location is universally understood
- Maps are one of the easiest ways for our brains to process information
- Most data can be displayed on maps
- Consumers increasingly map-savvy and expect location context
- Ideal medium for:
 - Displaying large amounts of info
 - Relating Data



- Exploring & Interacting with Data
- Analyzing Data

Maps Optimal for Government/Public Data Sharing



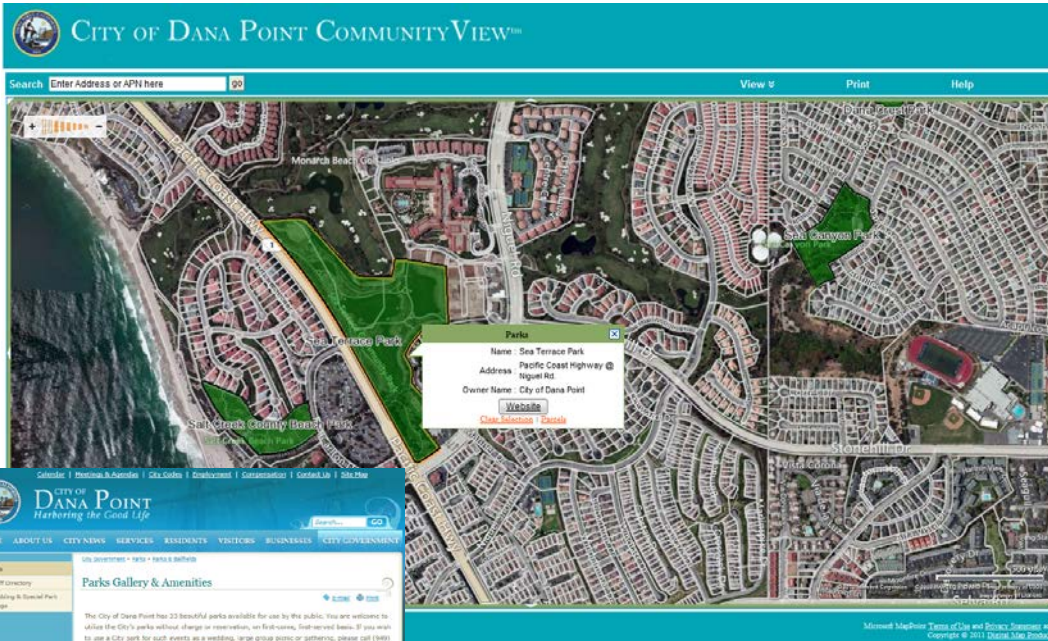
Successful Online Citizen Maps

CommunityView™ Product Overview



Online Interactive Maps for Local Government Websites

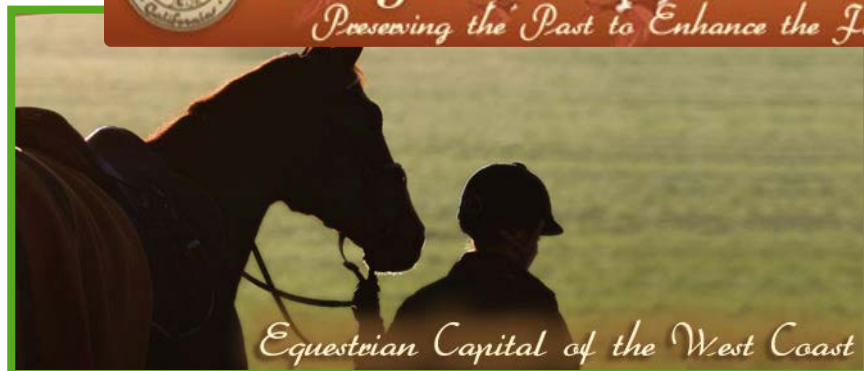
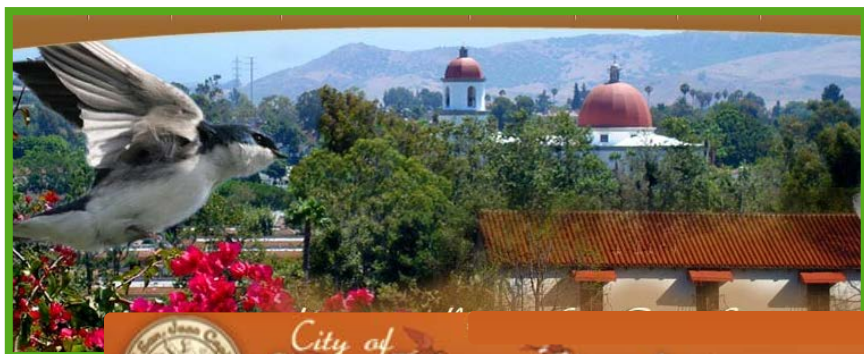
- Platform for publishing your data on public facing maps
- Share
 - Property information
 - Agency data, services, & updates
 - Community amenities & events
- Easy to use: built on popular & familiar mapping platforms
- Lets residents self-service information requests 24x7
- Reduces in-person & phone inquiries & enhances citizens' knowledge of their community





City of San Juan Capistrano

Embracing the Past & Leveraging Technology for the Future



- Small Southern California city with 35,000 residents and 100 city staff
- Rich history dating back 230+ years
- Dedicated to building strong community, maintaining heritage, & preserving open space
- Committed to using technology
- Using Cloud GIS since 2002
- Recipient of several technology innovation awards



Community Information & Maps

 *City of San Juan Capistrano CommunityView*

Search View  Print Help



Map
Road
Aerial
Hybrid
Home
Assembly District
Buildings of Distinction
Centerline Ties
City Parks
Community Redevelopment Area
Congressional District
FEMA Flood 2004
FEMA Flood 2008
Geohazards
Historic Landmarks
HOA
Land Use
Senate District
Sewer Lines
Soils
Street Sweeping

 **DIGITAL MAP PRODUCTS**

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Property Information: Boundaries & Details



City of San Juan Capistrano CommunityView

Search

**27453 ORTEGA HWY SAN JUAN
CAPISTRANO CA 92675
APN : 65020101**

[Driving Directions](#) | [Photo](#) | [Summary](#)
[Details](#) | [Clear Selection](#)

PROPERTY	
APN	65020101
Street	27453 ORTEGA HWY
City	SAN JUAN CAPISTRANO
Zip Code	92675
State	CA
Legal Description	SEC 6 T 8 R 7 POR SE1/4 NW1/4
Property ID	6
Thomas Brothers Map Page	D1-972
Year Built	1951
Building Square Feet	2172
Acres	3.0004

ASSEMBLYDISTRICT	
District	73

CONGRESSIONALDISTRICT	
District	44

SENATEDISTRICT	
District	38

SJCZONING12102009	
Zone Code	
Zone Name	Single-Family-20,000 District

LANDUSE12102009	
Land Use Code	L121
Land Use Name	LOW DENSITY


SUPERVISORDISTRICT	
District	5

80 yds


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Image courtesy of LARMAP



Community Amenities

 *City of San Juan Capistrano CommunityView*

Search View ▾ Print Help



Trail Head

Name : Shea Trail - Trail Term
Elevation : 564
[Driving Directions](#) | [Trail Head Video](#) | [Photo](#)
[Open Brochure](#) | [Vista Point](#) | [Trail 1](#)
[Trail 2](#)

Driving Direction


Start address:

End address:

Quickest Shortest

YouTube

Shea Trail - Trail Terminus
SanJuanCapistrano 191 videos




0.7 miles

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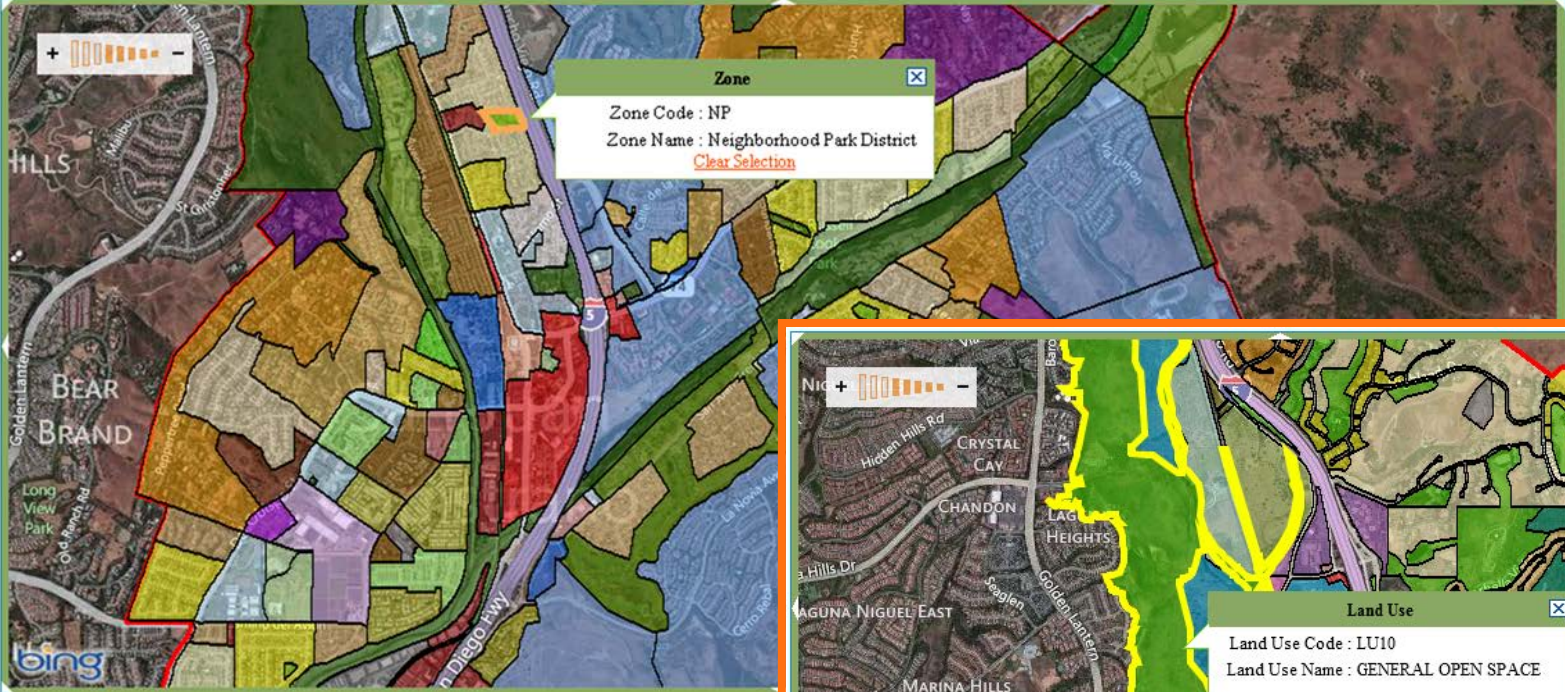
Hiking & Horse Trails & Other Community Amenities



Property Information: Zoning & Land Use

 *City of San Juan Capistrano CommunityView*

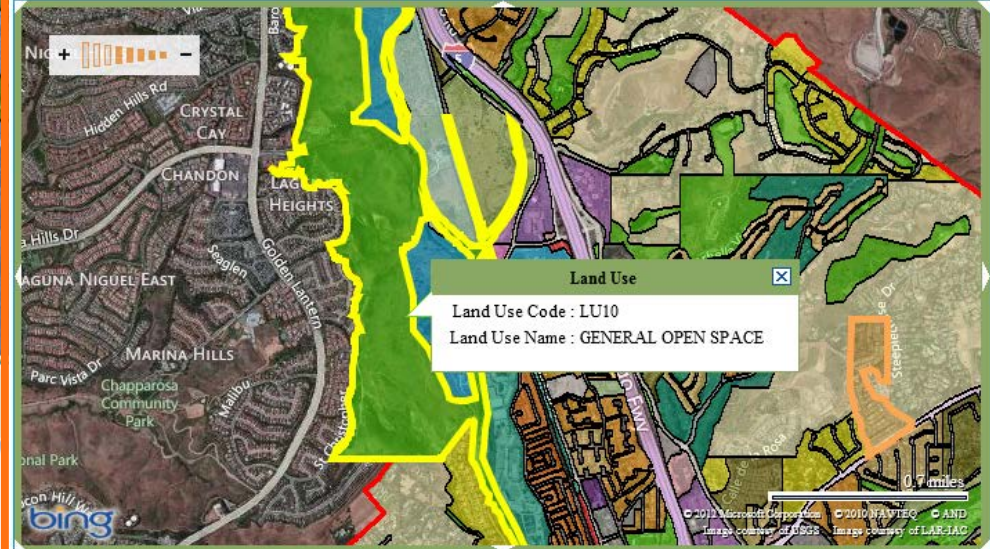
Search View ▾ Print Help



Zone

Zone Code : NP
Zone Name : Neighborhood Park District
[Clear Selection](#)

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Land Use

Land Use Code : LU10
Land Use Name : GENERAL OPEN SPACE

DIGITAL MAP PRODUCTS



Agency Assets: Utilities | Water, Sewer



City of San Juan Capistrano CommunityView

Search go

View ▾

Print


Help



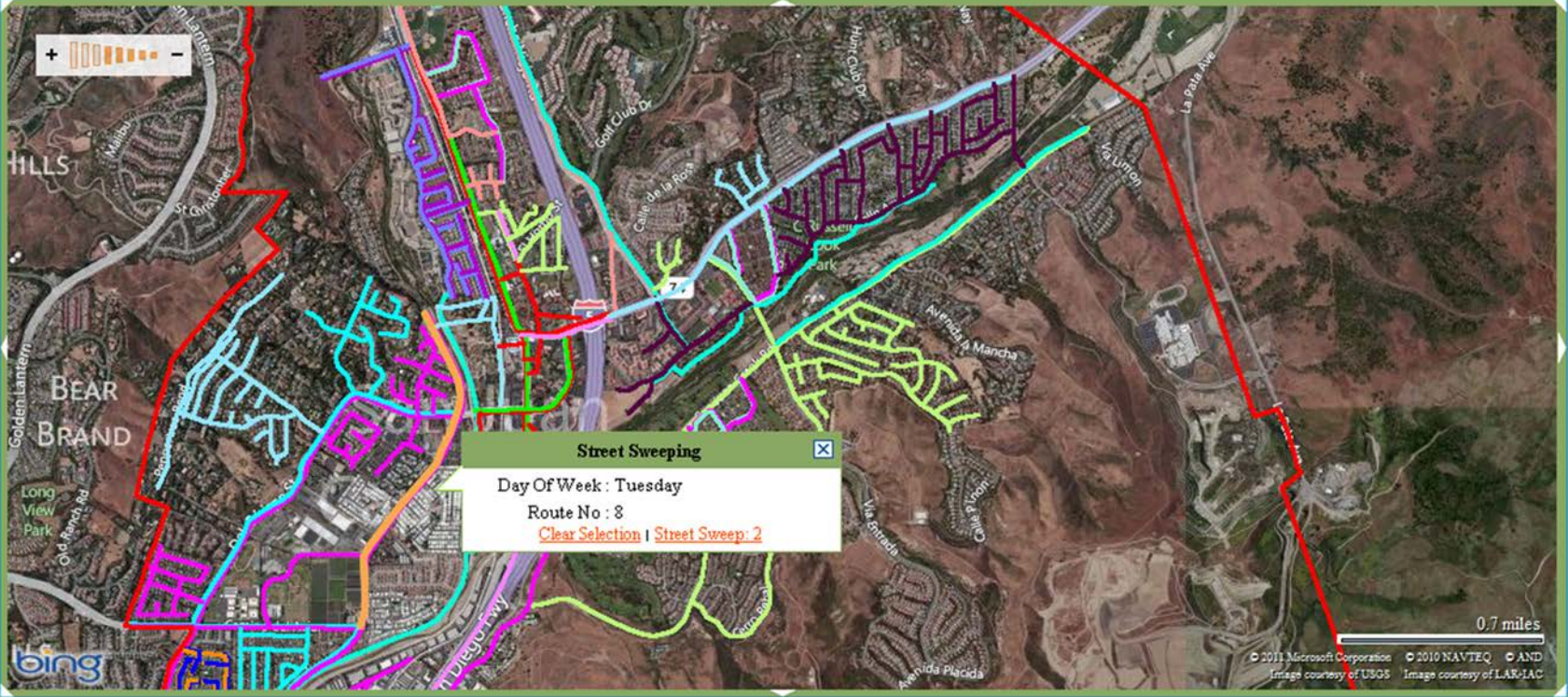
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Agency Services: Street Sweeping Schedules

 *City of San Juan Capistrano CommunityView*

Search View ▾ Print Help



Street Sweeping [X]

Day Of Week : Tuesday
Route No : 8
[Clear Selection](#) | [Street Sweep: 2](#)

0.7 miles

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Leveraging Technology for the Future



- Small Southern Washington city with 35,000 residents and 335 city staff
- Budget cuts decimated the GIS staff down to 1 full time employee
- Long-Standing citizen requests for web-mapping fulfilled
- Traditional approach not feasible
- Virtually all city staff and many citizens using Cloud GIS



ASK Longview

CITY OF LONGVIEW WASHINGTON

SEARCH

Home Our Community Doing Business Living Visiting Your Government e - Gov

GO

WHERE OPPORTUNITY LIVES

- Employment Opportunities
- Agendas
- City Info Weekly News & Events
- Emergency Information
- The Mint Farm Industrial Park
- Register Online! Summer Recreation Guide
- Online Payments & e-statements
- Community View Online Maps**
- File A Police Report Online
- Streetscape Projects
- Shoreline Master Program Update
- Outside Agency Requests

Easy to Find Map!



Property & Planning Information



City of Longview CommunityView™

Search go

View ▾

Print

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Property and Planning Information



Property & Planning Information



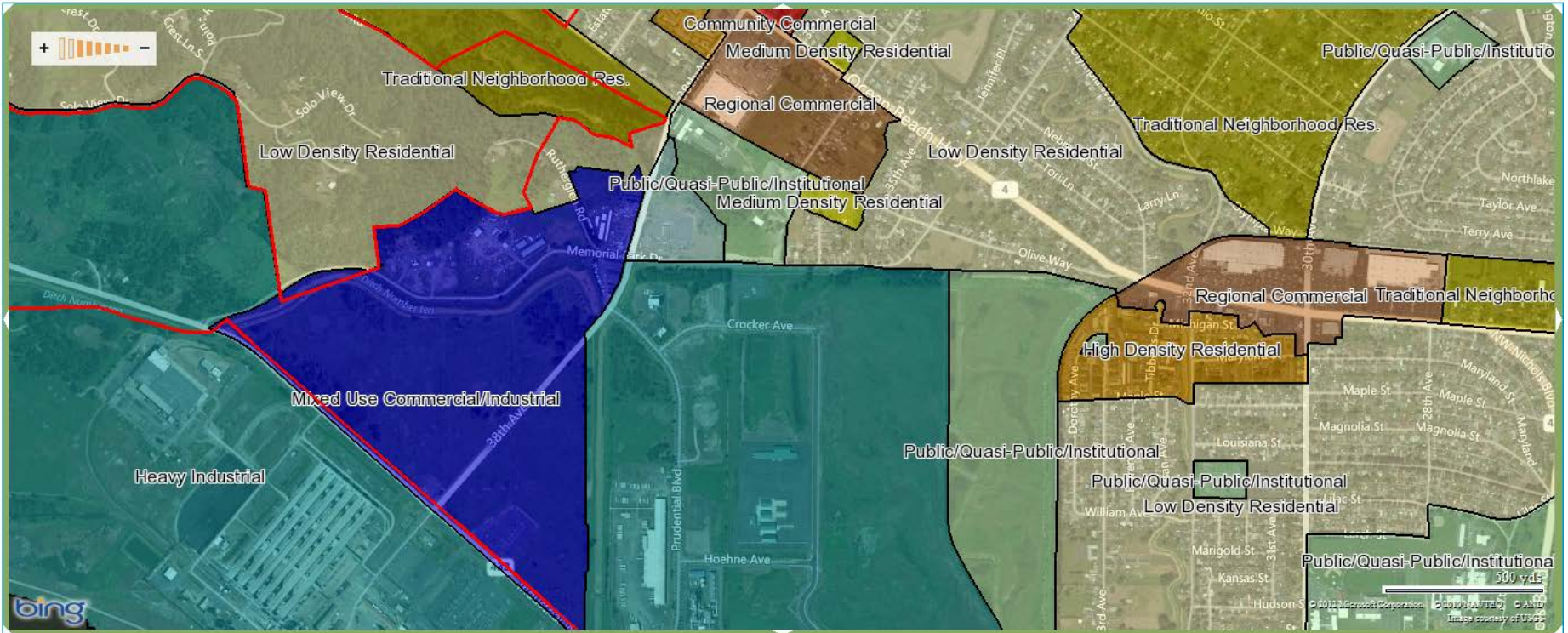
City of Longview CommunityView™

Search

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Property and Planning Information



Property & Planning Information



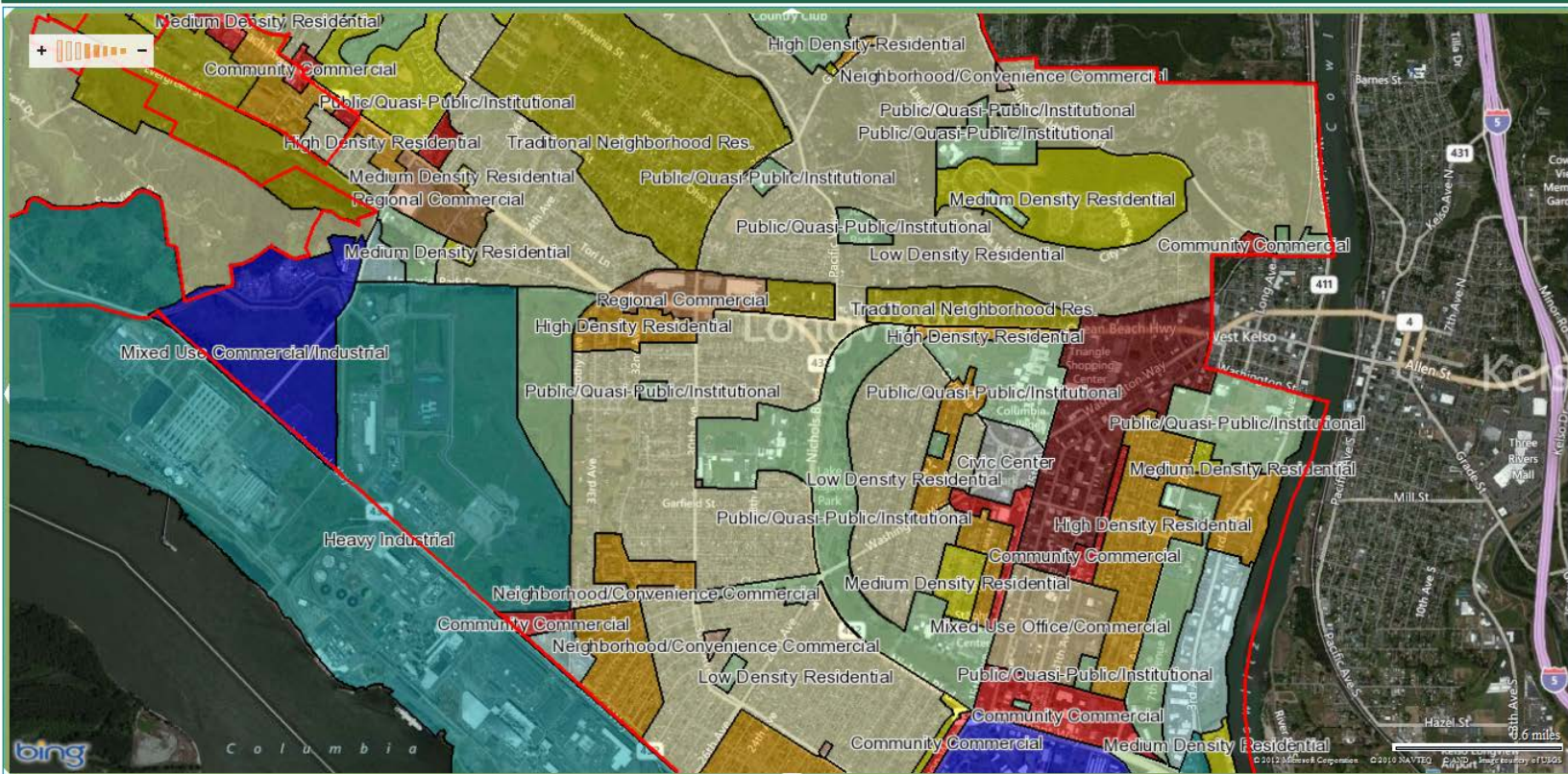
City of Longview CommunityView™

Search Enter Address or APN here

View ▾

Print

Help



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Future Land Use



Community Amenities

The City of Longview Washington City of Longview CommunityView™

Search View ▾ Print Help

Trail

- Street : MAPLE ST.
- Surface Type : CONCRETE
- Street Type : LOCAL
- Speed Limit : 25
- Type of Trail : Bike
- Type of Trail : 320.00831
- [Clear Selection](#) | [Trail: 2](#) | [Trail: 3](#)

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Biking and Walking Trails



Community Events & Activities



City of Longview CommunityView™

Search

View ▾

Print

Help

Longview Events [X]

Name: Bike Rodeo & Safety Celebration

Location: Walgreens-2939 Ocean Beach Hwy.

Department: Police

Date: 06/19/2012

Description: A fun way for kids to improve their riding skills, make sure their bikes are safe and learn about the m.i.l.k. program.

Contact: cindy.turpen@mylongview.com 442-5857

Category: Community Event

WebLink:

Longview Events [X]

Name: Concerts at the Lake

Location: Martins Dock, Lake Sacajawea Park

Department: Parks & Recreation

Date: 07/12/12 - 08/23/12

Description: Thursdays - free family concerts

Contact: Parks & Recreation 442-5400

Category: Community Event

WebLink: <http://www.mylongview.com/parks/rec/lakeSacajawea.html>

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Concerts, Farmer's Markets, Celebrations...



Community Services: Parks & Recreation

CITY OF DANA POINT COMMUNITY VIEW™

Search View ▾ Print Help

Parks

Name : Sea Terrace Park
 Address : Pacific Coast Highway @ Niguel Rd.
 Owner Name : City of Dana Point

[Website](#)
[Clear Selection](#) | [Parcels](#)

Calendar | Meetings & Agendas | City Codes | Employment | Compensation | Contact Us | Site Map

CITY OF DANA POINT
 Harboring the Good Life

Search...

HOME ABOUT US CITY NEWS SERVICES RESIDENTS VISITORS BUSINESSES CITY GOVERNMENT

City Government » Parks » Parks & Ballfields

Parks Gallery & Amenities

[E-mail](#) [Print](#)

The City of Dana Point has 23 beautiful parks available for use by the public. You are welcome to utilize the City's parks without charge or reservation, on first-come, first-served basis. If you wish to use a City park for such events as a wedding, large group picnic or gathering, please call (949) 248-3530 or [email Sue Bonas, Administrative Aide](#).

To view specific directions to the following park locations, please click on the highlighted addresses. If you would like a one page map of the park locations and amenities [click here](#).

SEA VIEW PARK - 25262 Manzanita

- Benches
- Ocean View
- Path Lighting
- Playground

DIGITAL MAP PRODUCTS

Linked to: Facilities, Hours, Rental Forms, Directions, Events



Community Services: Public Transportation

The City of Highland CommunityView™

Search View Print Help

Bus Stops [X]

Bus Stops : Bus Stop

Stop Name : 15T

[Bus Routes](#) | [Bus Stops: 2](#)

DIGITAL MAP PRODUCTS

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Bus Stops, Routes Linked to Additional Transit Information



Public Data: Pulling it all Together

Property Information

APN	1210371100000
Street	29996 SANTA ANA CANYON RD
City	EAST HIGHLAND
Zip Code	92346
State	CA

Trash Pickup

Day	WEDNESDAY
Company	CAL CONTAINER

Fire Insurance Zones

Zone	Local
------	-------

Zoning

Code	R-1 10,000
Name	R-1 20,000 Single Family Residential 20,000

Police and Fire

Police (Sheriff)	26985 East Baseline -- (909) 425-9793
Fire (Station1)	26974 Base Line -- (909) 862-3031
Fire (Station2)	29507 Base Line -- (909) 862-1760
Fire (Station3)	7649 Sterling Ave -- (909) 884-4100
EMERGENCY Dial 911	Website Link

Animal Control

County Services	Website Link
-----------------	------------------------------

School Districts

Name	REDLANDS UNIFIED
Phone	(909) 307-5300

Who You Gonna Call?

Who You Gonna Call?	PDF
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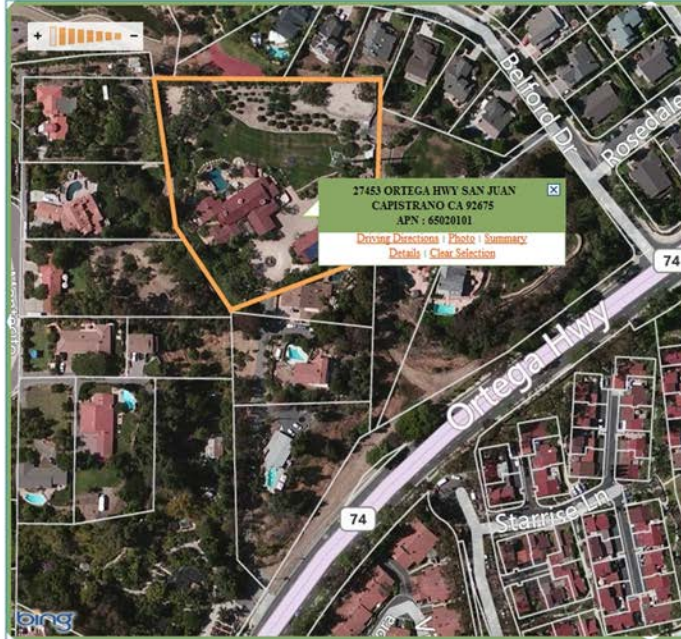
Water and Sewer

Water and Sewer	Website Link
-----------------	------------------------------

Property Information & Related Links

City of San Juan Capistrano CommunityView

Search Enter Address or APN here go



City of San Juan Capistrano CommunityView

PROPERTY	
APN	65020101
Street	27453 ORTEGA HWY
City	SAN JUAN CAPISTRANO
Zip Code	92675
State	CA
Legal Description	SEC 6 T 8 R 7 POR SE 1/4 NW 1/4
Property ID	6
Thomas Brothers Map Page	D1-872
Year Built	1951
Building Square Feet	2172
Acres	3.0004
SUPERVISORDISTRICT	
District	5
ASSEMBLYDISTRICT	
District	73
CONGRESSIONALDISTRICT	
District	44
SICZONING12102009	
Zone Code	
Zone Name	Single-Family-20,000 District
SENATEDISTRICT	
District	38
LANDUSE12102009	
Land Use Code	L023
Land Use Name	LOW DENSITY



Property Information

- APN
- Year Built
- Lot size
- Legal desc
- Tax Rate
- Exemption

Linked Information

- View Tax Bill
- File an appeal
- Get an Exemption
- Change mailing address

Property Information: Aerial Imagery



- High resolution aerial imagery
- Historical aerials
- Bird's eye / obliques



Property Information: Recent Sales

Run Comparables

Owner: IRVINE CO
Subject Site: 15333 CULVER DR, IRVINE, CA 92604
Land Use: MISCELLANEOUS COMMERCIAL

APN#: 434-042-29
Last Sale Date:
Last Sale Price: \$

of Comps: 5
Sold within last: Months
Sale Price: MIN - MAX

Additional Land Uses:
WINERY
WASTE LAND / MARSHES
WAREHOUSE, STORAGE

Building Area: +/-
Lot Size (Acre): 23.242 +/-
Lot Size (Sq Ft): 1,012,421 +/-
of Units: +/-
of Stories: +/-
Year Built: +/-
Assessed Value: \$25,875,288 (+/-)%
Improvement %: +/-

Search within Inclusion/Exclusion Geometries
 Search within State of CA
 Search within County of ORANGE
 Search within Current Map View

Search CA





Animated Layers: Trends Over Time

SPATIALSTREAM™

Enter in a location [Help](#) [Contact](#) [About](#)

Road Aerial Labels

Location Summary

SoCal Residential Rollup

Zip Code: 92651
 Avg Selling Price/Sqft: \$981.14
 Percent Change: +5.5%
 County: Orange
 County Percent Change: -32.3%
 Time: Q1 2008

Sold Q1 2008, 42 @ \$2.22M Avg

SFR, 37 @ \$2.41M Avg
 High End, 32 @ \$2.69M Avg Show Me
 Median, 4 @ \$759K Avg Show Me
 Starter, 1 @ \$1 Avg Show Me

Condo, 5 @ \$884K Avg
 High End, 2 @ \$1.28M Avg Show Me
 Median, 2 @ \$686K Avg Show Me
 Starter, 1 @ \$490K Avg Show Me

Commands

Percent Change By Quarter

Code	County	List Price	Property Type	Square Feet	\$/Square Feet	Lot Size	Beds	Baths	Yr
1	Orange	\$9,995,000	Single Family Residence	3,100	\$3,224.19	6,050 Square Feet	4	4	15
1	Orange	\$3,295,000	Single Family Residence	3,070	\$1,073.29	4,500 Square Feet	4	3	15

Animated Rollup

Frame

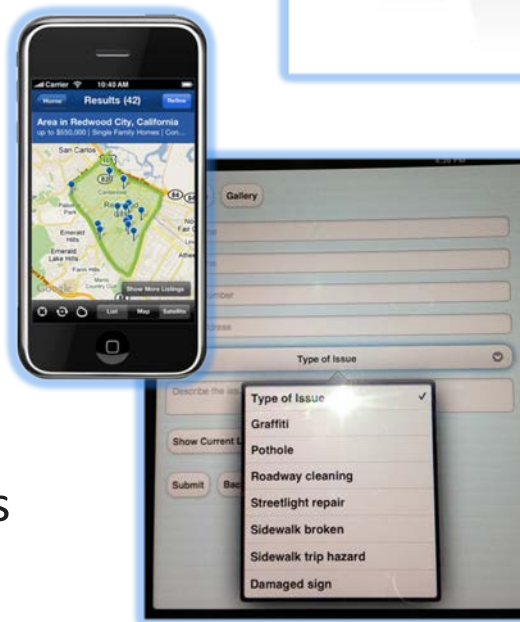
5 Miles

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Citizen Engagement

- Publicizing Community Events
 - Council Meetings – location & link to agenda
 - Event Logistics: route, road closures, and parking
 - Holiday celebrations
 - Farmer's Markets
- Issue Reporting
 - Streetlight Outage
 - Graffiti
 - Abandoned Vehicles / Blight
- Public Participation
 - Provide feedback on proposed projects
 - Submit events and announcements





Citizen Engagement

CommunityView

Find a location

View Print Legend Report Issue Help

Issue Report

Reported Date :
Description : Kilroy was here.
Type : Abandoned Vehicle
Urgency : Low
Reporter : Jeff
Reporter Address : my house
Reporter Email : jwilson@digmap.com
Reporter Phone : 555.5555
Status :
Resolved Date :

Commands [At This Location](#)

DIGITAL MAP PRODUCTS

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Digital Map Products

Constituent Issue Reporting from CommunityView™



Facilitating Information Transactions Online

	APN	OWNER NAME	ADDRESS	
1	649-061-25	RACICH RICHARD N	26332 VIA ALANO	<input checked="" type="checkbox"/>
2	649-062-01	DALY MICHAEL	26282 CALLE ROBERTO	<input checked="" type="checkbox"/>
3	649-062-02	ROYER ALEXANDRA L	26282 CALLE ROBERTO	<input checked="" type="checkbox"/>
4	649-062-03	MCELLIGOTT SEAN & LISA	26302 CALLE ROBERTO	<input checked="" type="checkbox"/>
5	649-062-04	MATTHEWS MILBURN A	26332 CALLE ROBERTO	<input checked="" type="checkbox"/>
6	649-062-10	MC CONNELL SCOTT E	26311 VIA ALANO	<input checked="" type="checkbox"/>
7	649-291-05	GROSKI MILDRED M	31821 PASEO TERRAZA	<input checked="" type="checkbox"/>
8	649-291-16	REIMER FAMILY TRUST	31842 AGUACATE RD	<input checked="" type="checkbox"/>
9	649-291-17	JIMENEZ ALFONSO F	31828 AGUACATE RD	<input checked="" type="checkbox"/>
10	649-291-18	HERVEY ROBERT R	31801 PASEO TERRAZA	<input checked="" type="checkbox"/>
11	649-291-19	LUDVIGSON JANET C	31781 PASEO TERRAZA	<input checked="" type="checkbox"/>
12	649-291-20	THOMPSON JACK D	26232 VIA ESTELITA	<input checked="" type="checkbox"/>
13	649-291-21	EULITZ MOYRA ANN	26212 VIA ESTELITA	<input checked="" type="checkbox"/>
14	649-291-22	HEINRICH JOSEPH G	26192 VIA ESTELITA	<input checked="" type="checkbox"/>

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[Click here](#) if you wish to update the credit card information for your account.

Billing Information

Credit Card: *

Type* Card Number* Exp* (mm/yy) Card Verification Value*

Billing / Bill To Address (credit card billing address or bill-to address)

Name:

Street Address: *

City: *

State: * Zip Code:

- Notification Lists
- Tax Maps
- Parcels
- Comparables
- Property Record Data



Tips for Creating Public Maps



Example Data to Share on Maps

Property Information

- Details: boundaries, lot size, APN, assessed value, owner
- Restrictions: setback, easement, ROW
- Aerial Photos & Historical Images
- Zoning
- Permits
- Tax Maps
- Redevelopment Areas
- TODs
- Tax Rates

Municipal Assets & Activities

- Road work / street closures
- Capital Improvement Projects
- Emergency Response / Disaster Info
- Utilities, streetlights, parking
- Voting Precincts / Locations
- Meeting locations
- Proposed Plans & Updates

Municipal Services

- Street Sweeping / Trash Pickup Days
- Parks & Recreation
- Utility Service Areas
- Government Offices & Post Offices
- Public Health & Safety (fire, police, hospitals)
- Publicly owned properties

Community Amenities

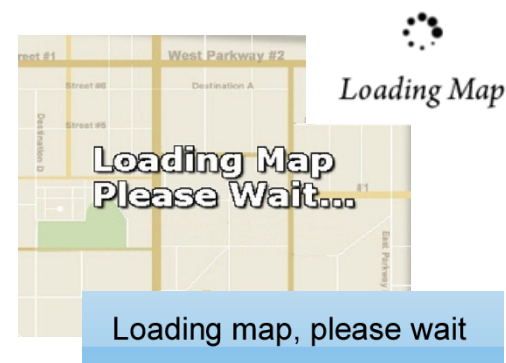
- Libraries & Schools
- School Districts / Attendance Zones
- Neighborhoods / HOAs
- Public Transit Stops & Routes
- FEMA Flood & Fire Hazard
- Local Events
- Trails, Bike Lanes
- Demographics
- Businesses



Creating Maps the Public Will Love

Tip #1: For Maps that Please, Think of the End User

- Simple, fast, and familiar
- Intuitive color schemes & terms, good data display
- User Interface, UI, Usability: invest in it!



Tip #2: Be Obsessed with Performance & Accuracy

- Layers & searches need to load FAST
- Optimize for the web environment
- Keep data current

Tip #3: Make Your Maps Easy to Access

- Prominent Links: home page, departments
- Group data into themes
- Cross browser & mobile compatible

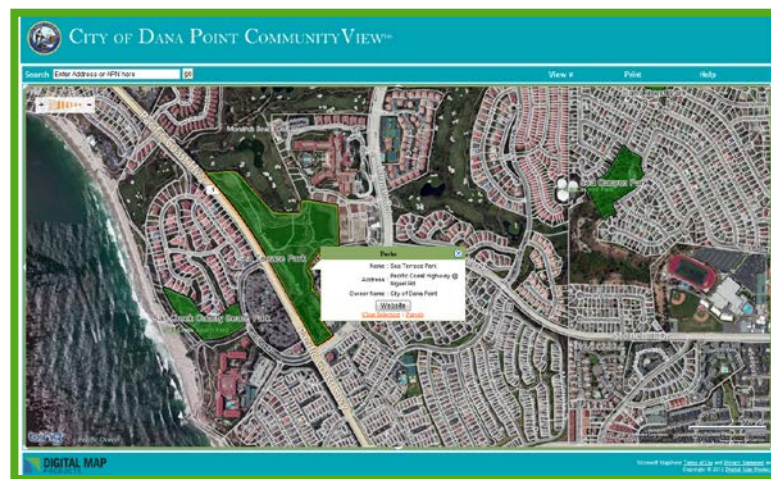




Benefits for your Organization



- Meets residents' 24x7 online information access needs
- Increases community participation & engagement
- Heightens resident awareness of community amenities
- Enables residents to self-serve many information requests, saving municipal staff time & money
- Highlight community features to attract businesses and visitors
- Supports green initiatives through:
 - Reduced trips to gov't offices, printing
- Fosters government transparency



Online Maps: Progressive Government & Leadership

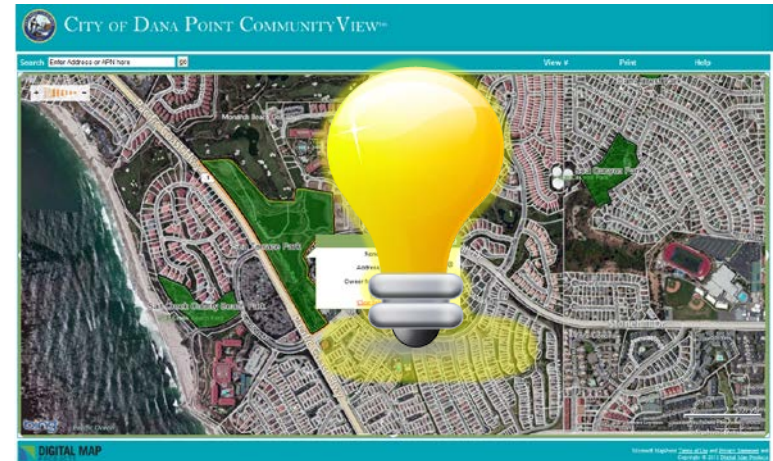


Your Citizen Engagement Cheat-Sheet

The Information Age Brings New Expectations...



- Residents want 24x7 online access to info through easy to use tools that offer 2-way communication
- Maps are ideal to share data with the public
- Longview: leverage the cloud & commercial technologies to make the most of limited resources
- San Juan Capistrano: combine web 2.0 technologies to highlight amenities
- Highland: linking info increases usability
- For maps that please, think of the user



...Online Maps Improve Efficiency & Constituent Service



More information and Resources

- **Digital Map Products & CommunityView™ Information**

- www.DigitalMapProducts.com
- <http://www.digmap.com/products/communityview.htm>



- **Mapping Best Practices**

- Whitepapers, Articles, Videos, Recorded Webinars
- www.digmap.com/resources/bestpractices.html

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- sales@digmap.com, 888.322.MAPS (6277)



