Government Matters

Esri • Winter 2011/2012

GIS for State and Local Government

The City of Fullerton Looks Inward

Cloud-Based GIS Quickly Generates Reports and Supplies Answers

Founded as a railroad town in 1887, the City of Fullerton, California, had an economy fueled by both petroleum and Valencia oranges through the 1950s. It is now home to California State University (CSU), Fullerton. With approximately 37,000 students enrolled in the undergraduate and graduate degree programs, the school is among the largest universities in the CSU system and the second largest university in the state of California in terms of enrollment. The city is located 22 miles southeast of Los Angeles in the center of north Orange County.

Staff in the various city departments work cooperatively when it comes to using geographic information system (GIS) software. Since 2000, city staff have employed Esri software for many applications ranging from creating maps and exhibits for property owner notification about conditional use permits and new construction and projects to managing addresses for the police and fire departments' computer-aided dispatch. The staff does ad hoc mapping and data analysis for special projects as well, including grant funding and understanding changing land use for areas around the city.

In This Issue

The Right Time for Data

Diana McCarthy, a GIS specialist in the city's community development department, needed to understand what the demographics and population counts were for a specific downtown area. "We were interested in knowing how many people visited during different times of the day and what the business climate was like," says McCarthy.

She learned of a free trial subscription to Esri's cloud-based Community Analyst GIS software and decided to try it out to produce reports, as well as have easy access to data, a hosted solution in the cloud, and an intuitive user interface.

Using the software, McCarthy was able to create a report that included mapped sociodemographic data and the types of businesses that might be drawn to opening new retail locations in the city.

"Our daytime population is much different than at night," says McCarthy.

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ArcGIS for Local Government

Esri and its partners have created the ArcGIS for Local Government initiative to help users successfully implement GIS in cities, counties, and other local authorities. ArcGIS for Local Government includes a series of maps and apps, built on a common information model, that are designed to work together across various departments.

These resources help GIS professionals run operations more efficiently; communicate more effectively; save money; engage with citizens; and understand, plan, and make improvements in their communities.

To date, there are approximately 50 maps and apps in the ArcGIS for Local Government system that support applications throughout various government departments, such as land records and taxation, public works, facilities management, elections, emergency response, planning and development, and public health.

Extending the ArcGIS platform to include a series of industry-specific maps and apps organized around a harmonized information model reduces the cost and time it takes to deploy ArcGIS. It also minimizes the risk associated with the development of custom applications for organization-specific needs.

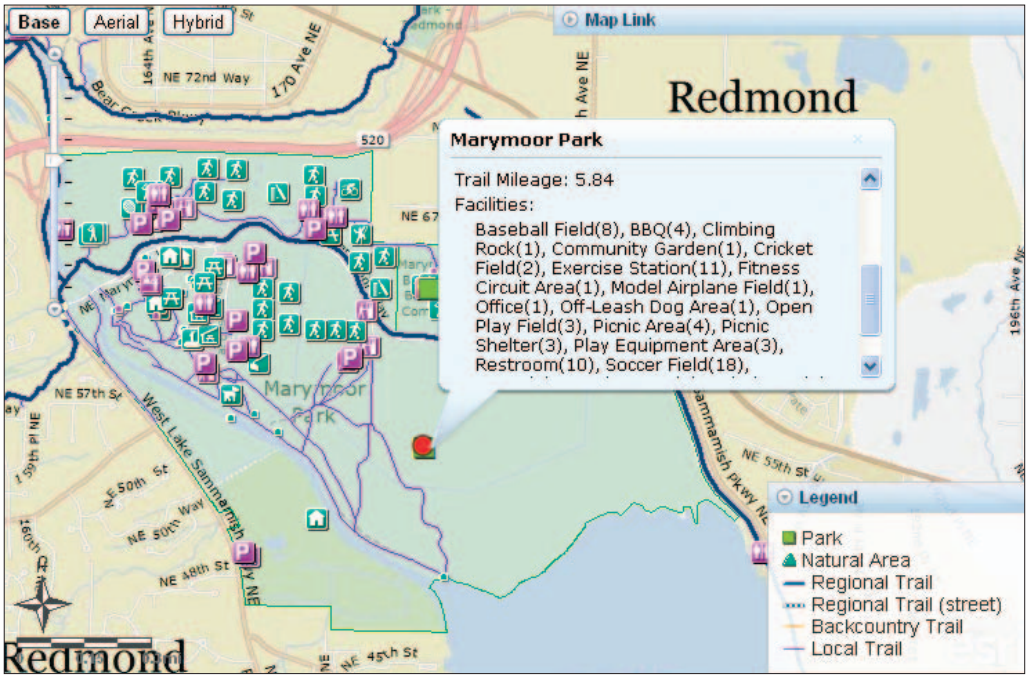
ArcGIS for Local Government will help you

- **Simplify your GIS**—A set of configurable maps and apps that are supported and maintained by Esri will help you stay current with future releases of ArcGIS software and avoid legacy technology issues.
- **Gain consistency throughout your organization**—An integrated system that helps you organize your geospatial data across departments and local government functions enables you to provide an effective and harmonized experience to your local government employees and citizens. It also provides a mechanism for sharing that will increase collaboration and efficiency in an organization.
- **Provide wider access to information**—By implementing ArcGIS for Local Government, your geographic information comes to life in useful maps and apps that can be deployed inside your organization and publicly on the web.
- **Become a member of a community**—Join your peers in other local government organizations who share the same needs, values, and challenges. In doing so, you can collaborate on application needs, share best practices, and provide feedback and input to Esri and its partners.

King County, Washington, Grows GIS with Esri ELA

King County, Washington, the nation's fourteenth most-populous county and home to Microsoft, Amazon.com, Boeing, and Starbucks, has signed an enterprise license agreement (ELA) with Esri to better support the county's GIS programs and initiatives.

The majority of King County's departments have used Esri's ArcGIS software for many years to improve operations and the delivery of services, but increasing use has frequently strained resources. Staff have often had to wait for licenses to become available to continue with their work. Now, all employees throughout the organization will have unlimited access to the ArcGIS software they need.



King County's ParkFinder shows park and trail information including trail mileage and facilities.

The ELA will also provide the platform that developers need to accelerate web application development. "Having additional flexibility with more ArcGIS licenses available for testing and production will enhance our ability to develop additional applications that serve our various agencies and the general public," says Greg Stought, King County GIS Center enterprise services manager.

King County GIS Center manager George Horning adds that he is looking forward to creating mobile versions of popular web mapping applications such as ParkFinder and What

ArcGIS for Local Government can be deployed on premises, and some of the maps and apps are available in the cloud as managed services. Esri is building a complementary cloud implementation of ArcGIS for Local Government that will be available with ArcGIS 10.1.

Any local government can download the maps and apps from this online community, deploy them in its organization, and share results with other local government users. Esri will continue to add maps and apps as they are developed. Participating users can provide feedback on the ArcGIS for Local Government blog and Twitter (@ArcGISLocalGov) to improve these resources and help local governments everywhere deliver more efficient services and interact with their constituency in more meaningful ways.

To learn more, visit esri.com/arcgisforlocalgov.

Do I Do With. . . ? ParkFinder shows residents information on local parks and trails, while What Do I Do With. . . ? shows people where they can recycle or dispose of unwanted materials, such as carpet, appliances, batteries, and scrap wood.

"We have a very active community in King County, so putting information into the hands of residents and businesses is essential," notes Stought. "There is a great deal of effort from division staff and program managers to be aware of what people are interested in and educate them about our programs. Putting information out in mapping applications that are intuitive and easy to use has proven very popular."

County leaders also plan to deliver mobile GIS applications for staff members such as appraisers. "They will have access to all the information they need in the field to complete their appraisals instead of checking back in to the office before they can finish their work," says Horning.

To learn more about Esri ELAs for government, visit esri.com/ela.

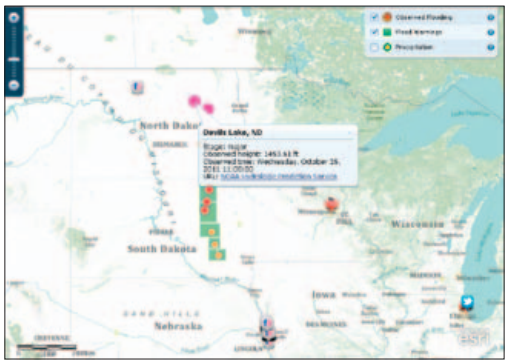
Esri Online

Share Your Idea for ArcGIS

Suggest new products, promote favorite enhancements, and interact with Esri teams on the ArcGIS Ideas site, ideas.arcgis.com.

Explore News Maps

A new map gallery showcases current events such as Occupy Wall Street demonstrations, drought in the Horn of Africa, and US flooding. See the latest maps at esri.com/newsmaps.



Observed flooding and flood warnings in the Midwest.

Get the Inside Scoop on Esri

Find out about Esri's vision, strategic initiatives, and trending topics on the new Esri Insider blog at esri.com/insider. Posts cover a wide range of topics, from Improving Government Transparency and Accountability to The Intersection of GIS and Gaming.

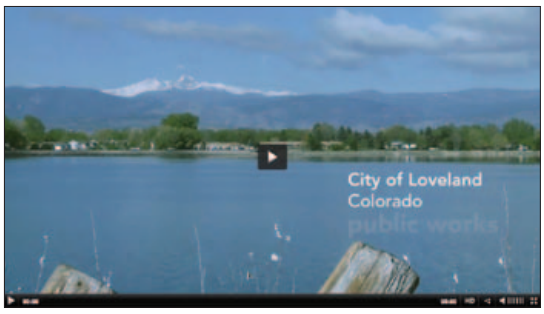
Meet Our Bloggers

Jack Dangermond
Esri President

Bern Szukalski
Esri Product Strategist and Technical Evangelist

Matt Artz
Esri GIS and Science Manager

Victoria Kouyoumjian
Esri IT Strategies Architect



Find User Videos

Hear firsthand accounts of how GIS is improving public works services in Loveland, Colorado, and Corpus Christi, Texas, at esri.com/pwvideos.

Using Data to Serve Diverse Populations

Census 2010 Reveals Dramatic Increase of Multiracial Populations

Cash-strapped government agencies must do more with less as budgets continue to shrink and needs increase. Job losses, home foreclosures, lower tax revenues, and growing populations are straining resources as agencies struggle to accommodate more requests for help. Serving an increasingly diverse populace adds another challenge to reach the maximum number of people in a given area.

Increases in racial and ethnic diversity helped define how the population in the United States changed during the last decade. Lynn Wombold, Esri's chief demographer, stated, "We are rapidly becoming more diverse, starting with the youngest population. Diversity is the key to the future."

Increased rates of diversity have been evident for years; however, when Esri's data development team analyzed the Census 2010 data with variables from Census 2000, some changes were quite startling.

What Changed during the Years 2000–2010?

From Census 2000 to Census 2010, the total US population grew by more than 27.3 million, reaching a total of 308,745,538 people. The Esri analysis shows that the Hispanic population soared over the last decade, increasing by 15.2 million people and accounting for 56 percent of all population growth during the decade. This represents a 43 percent increase in the Hispanic population; Hispanics now number 50.5 million, 16 percent of the total US population. In 30 percent of US counties, the Hispanic population increased by 100 percent or more. This growth in the Hispanic population can be attributed to immigration and higher fertility rates.

The much smaller Asian population grew by 43.3 percent, adding 4.3 million people for a total of 14.6 million. The smallest percentage increases occurred in the White and the Black, or African American, population categories, which added 5.7 percent and 12.3 percent, respectively. The White population declined in 10 states and in 44 percent of all counties. The Black population dropped in Hawaii; Illinois; Michigan; and Washington, D.C. Meanwhile, the Hispanic population doubled in Alabama, Arkansas, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, South Dakota, and Tennessee.

Large increases of Hispanic and multiracial young people indicate that the US population will continue to diversify. Today, approximately one of every two children younger than age two is in the Non-White category. Populations younger than 18 years grew in all race groups except for the Black and White categories, which declined by 0.4 percent and 2.4 percent, respectively. At 45.9 percent, the Multiracial category is the fastest growing and youngest population category under age 18.

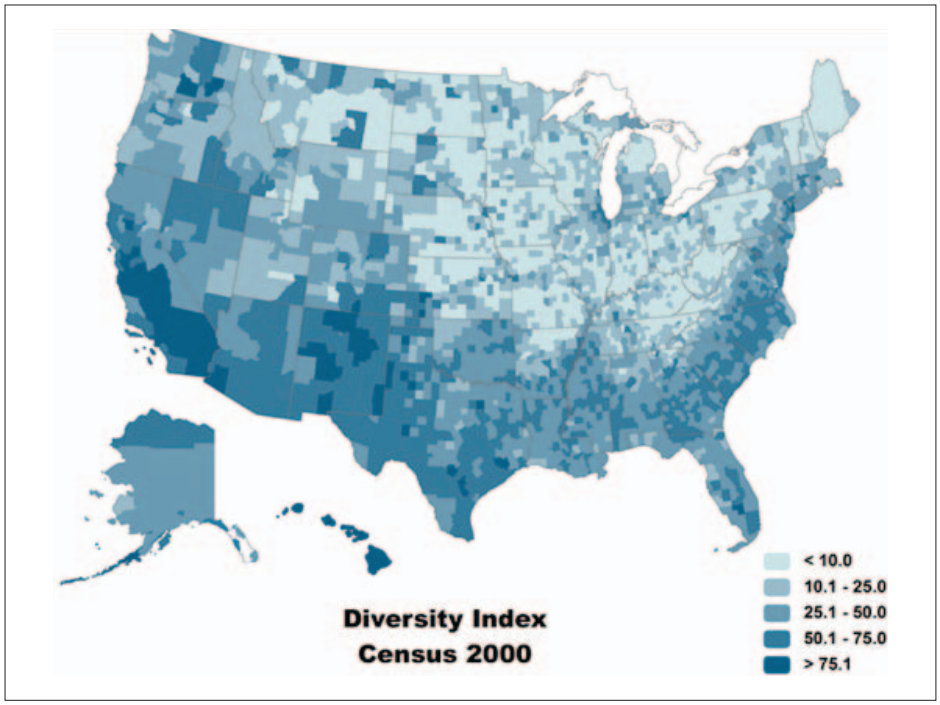
When analyzing the population by race and Hispanic origin together, more trends become evident. The non-Hispanic White adult population grew by 4.4 percent, while the numbers of non-Hispanic White children declined by -9.8 percent over the decade. Non-Hispanic White children are now a minority in 10 states and Washington, D.C.

What Other Changes in Population Can We Expect?

How do these facts and figures translate to life changes in the United States? Very soon, the term minority will mean something very different to us as a society. For example, if current rates of US population growth and decline remain stable, by 2035, groups now considered to be minorities will outnumber non-Hispanic Whites. This crossover will happen much sooner in the category of children who are younger than age 18. In less than five years, non-Hispanic White children will be in the minority.

How Will These Changes Affect Us?

What does a more diversified society mean to government agencies and nonprofit groups that offer services to Americans? As our culture continues to become more complex, communicating and interacting with different



Areas of high diversity are apparent in the southern border states and along the coasts. Pockets of low diversity are found in Maine, through parts of Appalachia, and in the Dakotas.

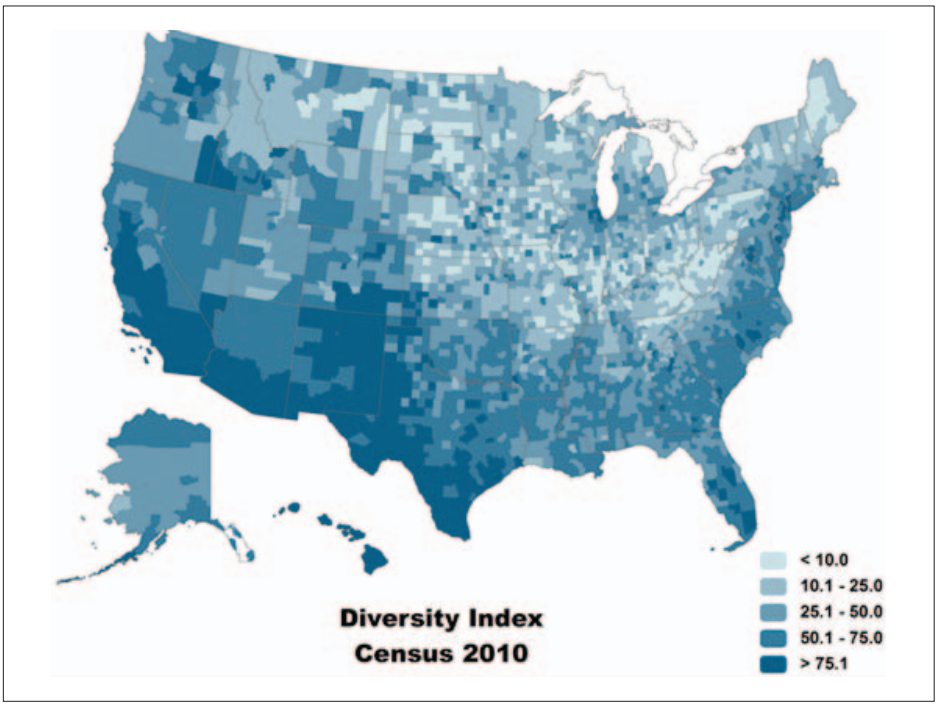
racial and ethnic groups will present ongoing opportunities and challenges for these entities.

Acculturation rates and language isolation must be considered, particularly in Hispanic and Asian communities, where many households are multigenerational. Grandparents often remain at home to care for young children while the parents go out to work. School-age children are often better acculturated, speaking English with ease and frequently acting as interpreters for their older, less fluent relatives. In many of these households, people speak English at work and school but return to their country's languages and customs at home. Young people are assimilating more rapidly by adopting social media as a primary method of communication; nearly everyone uses a cell phone to make calls, take photos, and send text messages to friends and family. Hispanics and Asians are much more media savvy than other groups. They rate very high for using social media and shopping online.

How Can Government Assist Multicultural Residents?

Agencies and organizations must provide services with descriptions of the offerings in appropriate, easily understood language that will reach residents of multicultural neighborhoods. Careful attention must be paid to ensure that the customs, traditions, and rituals of countries of origin are respected when developing and implementing programs.

For example, agencies can employ multilingual office staff to help explain area programs and locate government centers in neighborhoods to reach diverse populations more easily. Libraries can offer free tutoring in language and reading for adults and peer tutoring for students; feature information and plan events about different cultures; or develop senior programs that will attract older, more isolated residents. Engaging culturally diverse seniors is particularly challenging because of the language barrier and their unfamiliarity with life in the United States. Organizations can assist by providing easily accessible services, such as food banks, that stock favorite products or developing programs to help with shopping, medical visits, and other errands. Senior day care services in local neighborhoods can help welcome older residents.



In 2010, diversity increased throughout the United States except for a small part of Maine and scattered counties in West Virginia and the Dakotas. Diversity dramatically increased in parts of Arizona and California, in counties in Florida, and along the East Coast.

How Can You Reach Diverse Residents in Your Area?

Communicating with residents of different racial and ethnic backgrounds can be challenging. Messages should be available by a variety of media such as e-mail, text messages, or an agency's website. Less Internet-savvy people can be reached by means of more traditional communication such as flyers posted in local ethnic businesses or multiple-language community newspapers and newsletters.

Esri Can Help You

Esri offers a variety of products and services designed to help you identify, locate, and target multicultural populations.

Esri Updated Demographics (esri.com/demographicdata) provides information, such as current-year estimates for age and gender, and Esri's proprietary Diversity Index, which measures the level of diversity by area. Esri Census 2010 data (esri.com/census2010data) includes both the PL94-171 and SF-1 files from Census 2010.

Esri's Tapestry Segmentation system (esri.com/Tapestry) enables you to learn about the lifestyles and preferences of people by geographic area. Tapestry classifies US residential neighborhoods into 65 unique segments based on socioeconomic and demographic characteristics. Tapestry provides information about household composition, income, and housing types, along with lifestyle, media, and product preferences. Tapestry segments such as Las Casas, NeWest Residents, Industrious Urban Fringe, Pacific Heights, and International Marketplace are examples of racially and ethnically diverse neighborhoods.

Census 2010 data, Updated Demographics data, and Tapestry Segmentation data are available in reports and maps from Esri Business Analyst (esri.com/ba) and Community Analyst (esri.com/ca). Business Analyst pinpoints exact locations of different population groups, which is critical to implementing successful programs. Community Analyst combines data variables to paint a complete picture of the unique characteristics that make up a community.

The Big Sky State Finds Gold in Statewide Cadastral Database

Montana's GIS-Based Cadastre Layered with Riches

As the fourth-largest state in the United States, Montana is synonymous with *frontier*. Under the state's famous "big sky" are 145,552 square miles of sparsely populated open land. Running in a diagonal line from northwest to south-central Montana, the Continental Divide splits and roughly defines the topography of the Big Sky State. West of the divide stand the northern and central Rocky Mountains, while east of the divide are mostly prairies and plains. Meanwhile, rivers; lakes; forests; national parks and monuments; long, lonesome highways; Canada; and four other US states divide, dot, and border Montana's 56 counties.

Managing all the geographic data associated with a territory as immense as Montana is no small task. The state recognized this challenge and pioneered a GIS-based statewide cadastral database. Montana's spatial data infrastructure, as recognized by the Montana Land Information Council, consists of 14 layers, with the cadastral layer being one of the most mature. The layer is based on the tax cadastre, a legal repository of land records that identifies the owner, location, boundaries, description, and property rights associated with a parcel of land. Montana's cadastral layer is most closely associated with the property assessment processes, but usage of the data goes far beyond the state Department of Revenue (DOR).

"More than half of government business processes are associated with parcels," says Montana Base Map Service Center (BMSC) chief Stewart Kirkpatrick. "Questions like, Who owns that parcel? or What features are associated with this parcel? are a constant at the local and state levels. It made sense that we, the State of Montana, had a standardized digital cadastre system that everyone could access."

According to the US Office of Management and Budget's Federal Enterprise Architecture framework, Kirkpatrick is right. The framework states that 74 percent of government data is location based, and that number is even higher at the state and local levels. Back in 1996, Montana hired Kirkpatrick as the project manager to explore the concept of a statewide cadastre, build a project plan, and obtain funding to collect and maintain tax parcel data in a standardized format using ArcGIS technology as the platform. Recognizing how their organizations could benefit from a statewide cadastre, Burlington Northern, Montana Dakota Utilities, Montana Power, and the United States Department of the Interior Bureau of Land Management (BLM) all signed on as major contributors to the project.

With initial funding in place, the conversion of paper records to digital format commenced in 1998, and in 2003, when the new digital tax parcel framework was complete, Montana had the only statewide cadastral database in the nation. Although the data was available by then, full benefits, such as a return on the state's $3 million cadastre database investment, were not realized until 2005. That initial investment included the development of the cadastral database. It also included the five-year task of paying contractors and state staff to convert, standardize, and integrate mostly paper-based data from approximately 900,000 parcels into the new ArcGIS software-based cadastral database.

By 2009, the state estimated the minimum annual value of its digital parcel and cadastral data at just over $10 million. It figures that the annual return on investment (ROI) is $9,335,700. ROI figures came from a Montana state study that focused on the value and costs associated with the cadastral system, including an evaluation of the IT investment in the cadastral layer; identification of business processes, users, and beneficiaries that depend on the cadastral layer; identification of the relationship between the cadastral framework and the other 12 framework layers; and development of a financial analysis that documents the current and ongoing costs and benefits of the cadastral layer.

An abundance of government agencies lend data to the system. DOR and eight counties collect the tax parcel data, while other agencies and interests collect ancillary data on conservation easements; municipal and school district boundaries; special districts like water, sewer, and mosquito abatement; and other data that conveys rights and interest on the land. It is BMSC's responsibility to integrate the tax parcels and related data into a statewide database monthly and link the tax

Overview of roof material derived from tax parcel data.

parcels to DOR's computer-assisted mass appraisal system, ORION. BMSC also integrates BLM's geographic coordinate database as the digital representation of the public land survey (PLS) in Montana, since the PLS is the foundation of landownership in the state.

All cadastral data, including parcels and other spatially coincident feature classes, is stored in an Esri geodatabase by BMSC, while DOR's tabular data is moved to an Oracle database linked to the parcels. The data is housed in ArcGIS Server, then distributed as shapefiles and geodatabases where businesses, organizations, and other interested parties can go for cadastral data and maps.

Citizens, private organizations, and various state and county agencies use the cadastral information in a wide variety of ways. BMSC distributes the information to the public through the Montana Cadastral Mapping Application website, while the Montana State Library's GIS portal web page is the distribution point for metadata describing the state's cadastral database.

Montana. Roof Material was derived from the Tax Parcel's CAMA Data and used for a flammability flammable roofs, located the area of high fire potential, have an appraised value of over $19,000,000.

Wood Shake, Asphalt Shingle)

Low fuel hazard with potential for fast spreading fires when grass is dry.

High to Severe fuel hazard with potential for high intensity fire and extreme rate of spread. Fuels can be readily reduced to a less severe state on slopes of less than 30 percent.

Esri partner POWER Engineers Inc., a global engineering firm based in Hailey, Idaho, is an example of a private organization that appreciates the ease and speed of acquiring data from Montana's cadastral websites. Over the years, the firm has downloaded copious amounts of data for various Montana infrastructure projects, such as routing transmission and telecommunications lines and subsequent management of rights-of-way acquisitions.

POWER Engineers' recent business in Montana includes replacing old 115-kilovolt (kV) transmission lines with the larger 230 kV lines. The new transmission system may utilize the same corridor, but in some cases, the upgrade requires that more rights-of-way are acquired to accommodate the bigger structures. When routing a proposed power transmission corridor, the cadastral data can be used to minimize easement acquisition costs.

"We get data straight from the Montana cadastre websites and plug it into our own

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The Big Sky State Finds Gold in Statewide Cadastral Database

GIS," says POWER Engineers consultant Scott Chapman. "It's as easy as going to the website and selecting the county we're working in, then downloading the data."

State, county, and local municipalities can access the system, and they can link their own GIS solutions. The ArcGIS software-based cadastre has proved to be a significant time-saver for all kinds of small and large government tasks. In addition, BMSC provides hundreds of hours of assistance annually to local governments maintaining their own cadastral databases and holds educational workshops and seminars to expand cadastral knowledge.

Montana's Butte-Silver Bow is just one of the many local governments to reap the rewards of the digital cadastre. As the director of Butte-Silver Bow's planning department, Jon Sesso oversees a residential metals abatement program. Having cadastral data easily accessible in a GIS is important to the city-county government, especially when a property is sold. It's a high priority to test for and abate the presence of toxins, especially on properties where children live, because youth are extremely susceptible to dangerous chemicals, such as lead, found in or around a home.

When a property is sold, it gets recorded in the county's GIS, which then alerts Sesso's department. If the property has already been tested, no action is taken. However, when a property that has not been tested changes ownership, performing a test becomes a high priority, since the new owners could have children.

Says Sesso, "Having these land records digitized in the cadastral system has been a tremendous help for us. We have a legal obligation to keep track of where we have tested, where we've done abatements, and where we haven't."

For more information, contact Montana Base Map Service Center chief Stewart Kirkpatrick (e-mail: skirkpatrick@mt.gov) or visit gis.mt.gov. GM

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South Carolina Adds Local Data to National Environmental Public Health Tracking Network

Residents of South Carolina can now quickly track environmental public health information via an interactive website developed by the South Carolina Department of Health and Environmental Control (DHEC) using ArcGIS technology from Esri. The site, created as part of the National Environmental Public Health Tracking Network initiative, aims to improve the health of communities by helping identify trends and influence healthier decisions.

"Environmental public health tracking is a way of incorporating data for analysis and reporting," said Jared Shoultz, deputy director, PHSIS, South Carolina DHEC. "We set out to design a mainstream website with a rich user interface and decided to leverage our ArcGIS investment. Our overall goal is to provide information to help improve public health where people live, work, and play."

Content areas established by the Centers for Disease Control and Prevention (CDC) include air and drinking water quality, birth defects, cancer, carbon monoxide poisoning, childhood lead exposure, hospitalization data, and information about mothers and babies.

For health information about where they live, work, and play, visitors to the South Carolina DHEC site are able to, as the site's tag line says, "Track It. Map It. Use It." Users can also view and create maps, graphs, and charts, along with community data, to help make better choices for health and the environment.

"We put this information in context so people can understand it better," Shoultz said. "Different types of data are used to learn how the environment affects public health."

Shoultz and his team pulled together data from sources such as the Environmental Protection Agency, CDC, Poison Control, the US Census, and numerous internal DHEC program areas. Within GIS, the team then built the datasets related to CDC-determined content areas.

CDC provided funding to 23 US state and local health departments, including South

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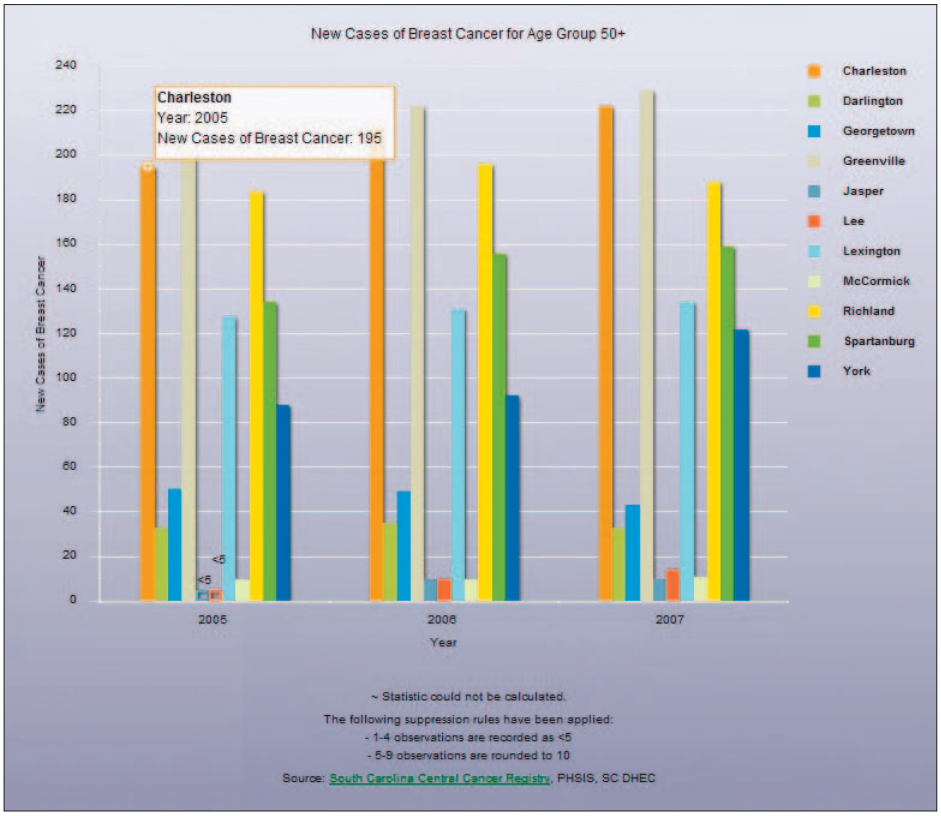

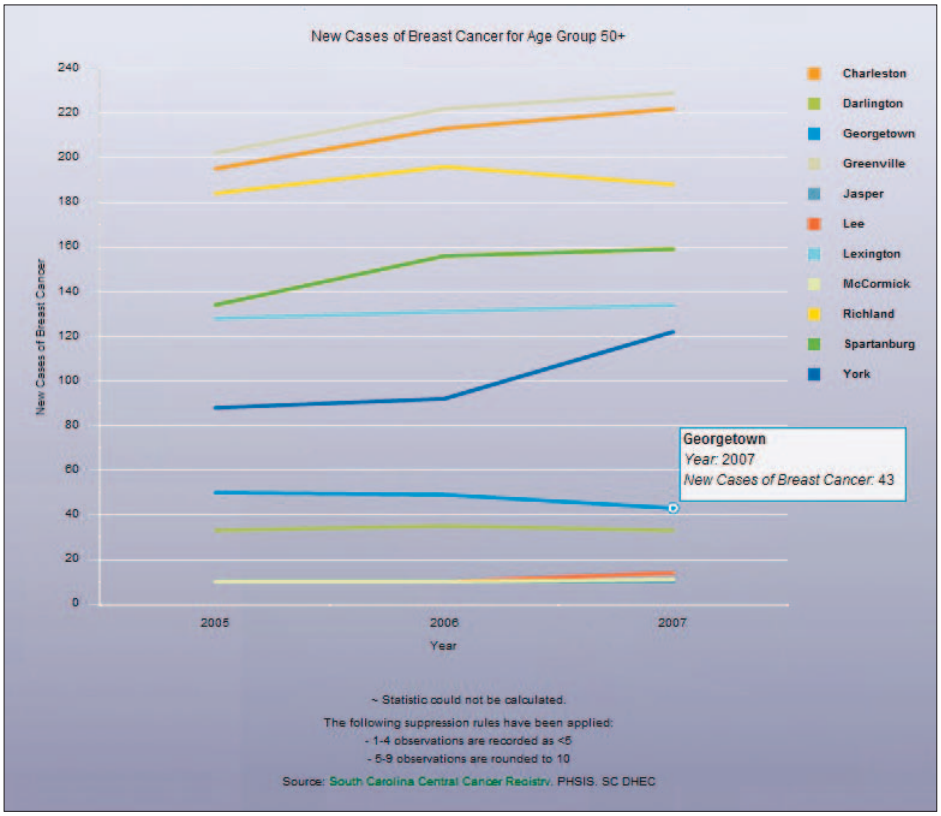

Chart of new breast cancer cases for select South Carolina counties' residents over 50 years of age. Data can be displayed in the form of a chart, bar graph, or trend lines.

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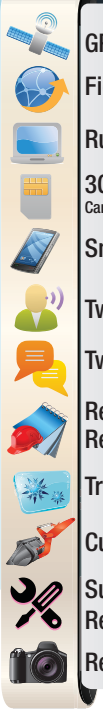

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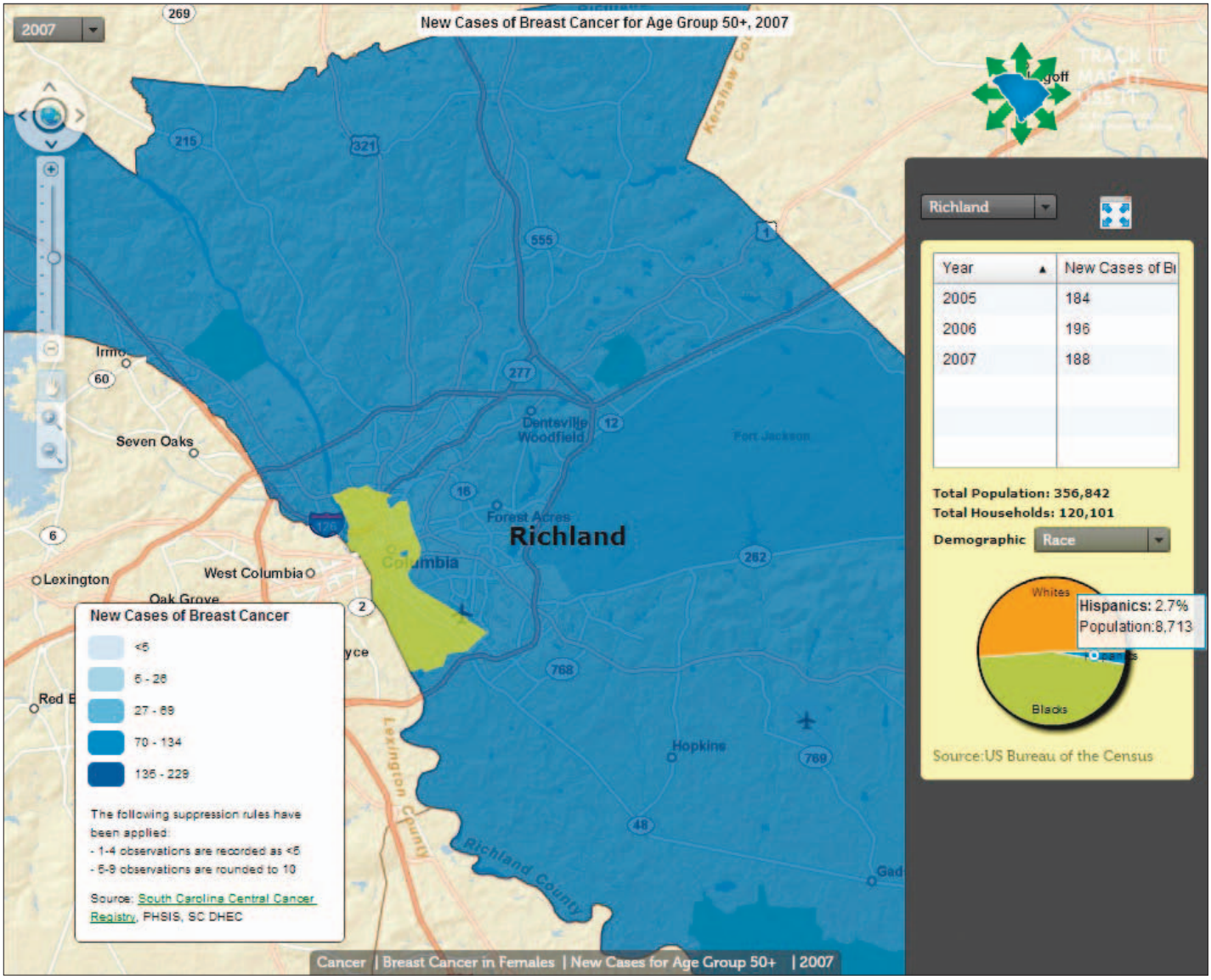
South Carolina Adds Local Data to National Environmental Public Health Tracking Network



A demographics tool shows population information on age, race, and sex for the selected county and years.

Carolina, to develop local tracking networks. These networks feed into the National Environmental Public Health Tracking Network and provide information about the following types of data:

- Health effects: Data about health conditions and diseases, such as asthma and birth defects
- Environmental hazards: Data about chemicals or other substances such as carbon monoxide and air pollution in the environment
- Exposure: Data about the amount of chemicals in a person's body, such as lead in blood
- Other: Data that helps us learn about relationships between exposures and health effects, for example, information about age, sex, race, and behavior or lifestyle choices that may help us understand why a person has a particular health problem

Environmental causes of chronic diseases have heretofore been difficult to identify. The National Environmental Public Health Tracking Network could change that by providing the ability to measure the amount of hazardous substances in our environment in a standard way, trace the spread of these substances over a specific time and geographic region, see how the substances show up in human tissues, and understand how they may cause illness.

For more information, contact the South Carolina Environmental Public Health Tracking Program at epht@dhec.sc.gov.

Visit www.scdhec.gov/ephtportal. GM

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The City of Fullerton Looks Inward

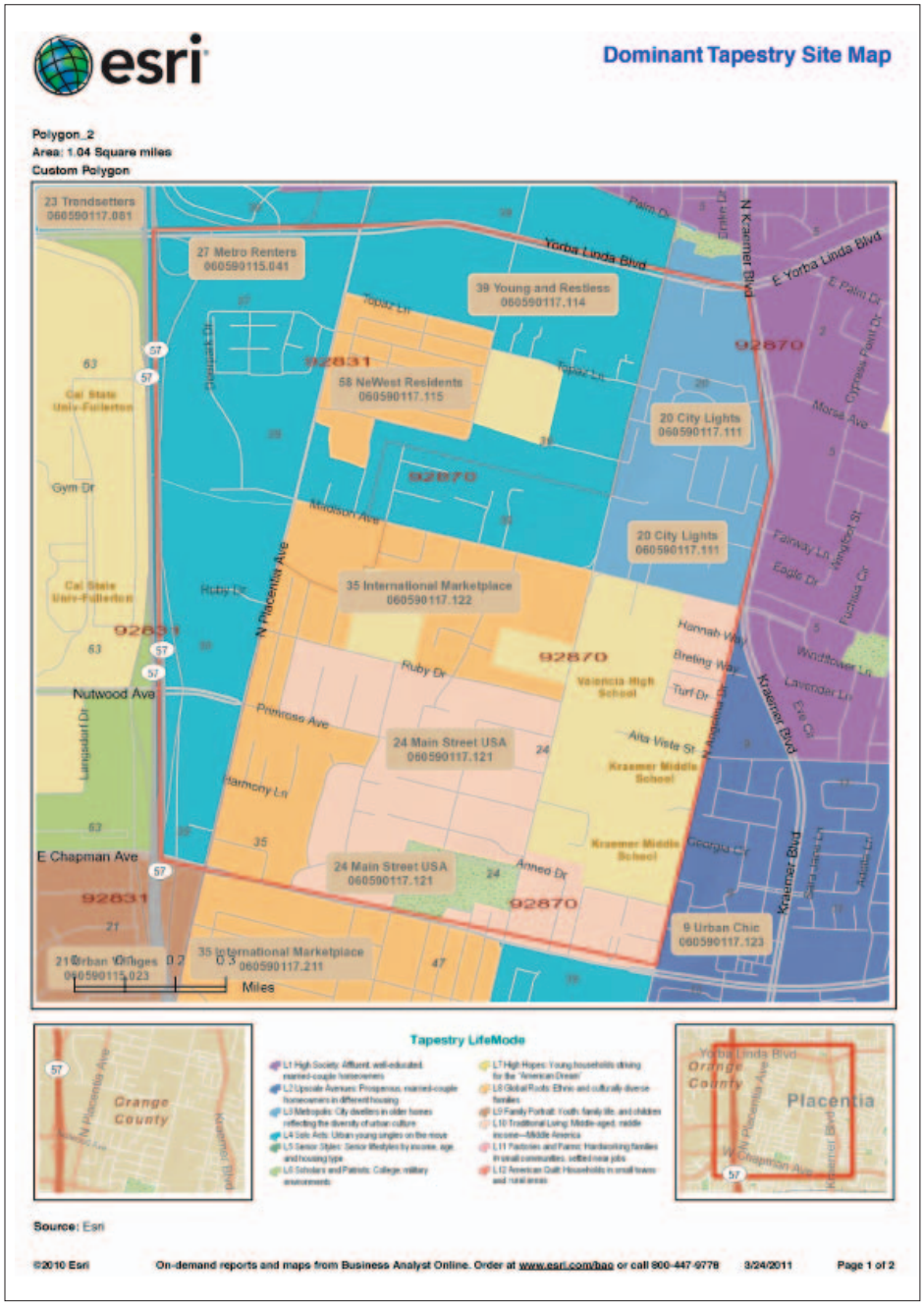
"Having access to the datasets—like daytime population counts—helps our customers see the benefits of certain locations in the city."

Now, McCarthy can explore 2010 Census data by geography and generate a report in 5 or 10 minutes.

"While we are data rich when it comes to land use or zoning in the city," explains McCarthy, "demographic and population data, including detailed information from the census and actual business locations, are not things we have easy access to through our city GIS installation."

Fullerton staff can now integrate other types of data that come with Community Analyst, such as Esri's Tapestry lifestyle data and aerial imagery.

"Sometimes it's hard for a small city to understand and find all the different datasets that are out there available for us to use," explains McCarthy. "Now we not only have the data readily available, but we [also] know it is the most current out there."



Creating a custom polygon in Community Analyst, City of Fullerton staff can retrieve the census information for that newly defined area.

Better Business and Higher Quality of Life

Having access to this assortment of timely information means the City of Fullerton can provide business owners with a better sense of where different types of people live in order to understand whether the city is a good fit for them.

Besides attracting new businesses, McCarthy uses the cloud-based software to help provide information for grants. Recently she has been working on obtaining grant money to open a new park in a section of town that is saturated with apartments and low-income housing.

Another aspect of the solution that city staff find helpful is the ability to create shapes and new datasets with the solution. For example, to look at regional transportation issues and the possibility of creating a transit route in downtown Fullerton, staff could easily create a polygon of the study area and select the data within it.

Being able to provide information about specific areas makes life easier for everyone—from city staff members to the citizen or business owner who is requesting it. Before using Community Analyst, if someone requested demographic information about a specific location, city staff were forced to give them all the information associated with the larger block group or ZIP Code. Now staff can retrieve just the specific area and data, giving customers exactly what they need. "It is so much easier to make better decisions because we have more information available to use," says McCarthy.

For more information, contact Diana McCarthy (tel.: 714-738-6561, e-mail: DianaM@ci.fullerton.ca.us).

For more information on Community Analyst, visit esri.com/communityanalyst. GM

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