Extend the Reach of Your GIS

New Tools Help Government Engage the Public with Dynamic, Easy-to-Use Maps

Government agencies are seeking greater transparency, openness, and citizen engagement. GIS is supporting these key trends in government today and giving public-sector agencies the ability to share data in a fast, cost-effective manner. Esri is pushing these trends even further with ArcGIS Online—a cloud-based framework that anyone can leverage to create, share, and organize maps and applications. Through this framework, the public, decision makers, and government staff can not only view GIS data online but also work with data-rich maps to produce useful information.

Online GIS destinations let citizens and businesses easily access government GIS data that was once only available to GIS professionals.

These new tools provide a tremendous opportunity for government agencies to extend their GIS capabilities and make data and maps available to people who didn't have the opportunity to access them before. Traditionally it took specialized skills and applications to work with these kinds of maps. A lot of knowledge and data was locked up for the use of GIS professionals alone. Esri is changing that.

This new GIS platform is enriched with a series of basemaps, data models, and application templates tailored to meet local government needs and designed to further ensure the success of GIS implementations. The growing list of configurable applications supports a wide range of disciplines spanning land management, public safety, public works, health, urban planning, and citizen engagement.

A new Local Government Map and App Gallery template in ArcGIS Online enables any government agency to easily create a go-to destination—a place where citizens or staff know they can find information they need. In a gallery, visitors can view data-rich maps and applications they can use. ArcGIS Online helps governments release new levels of data for citizens' use, which helps the public become more engaged in government activities and helps government agencies extend the value of the investment they've made in GIS.

Spreading the Power

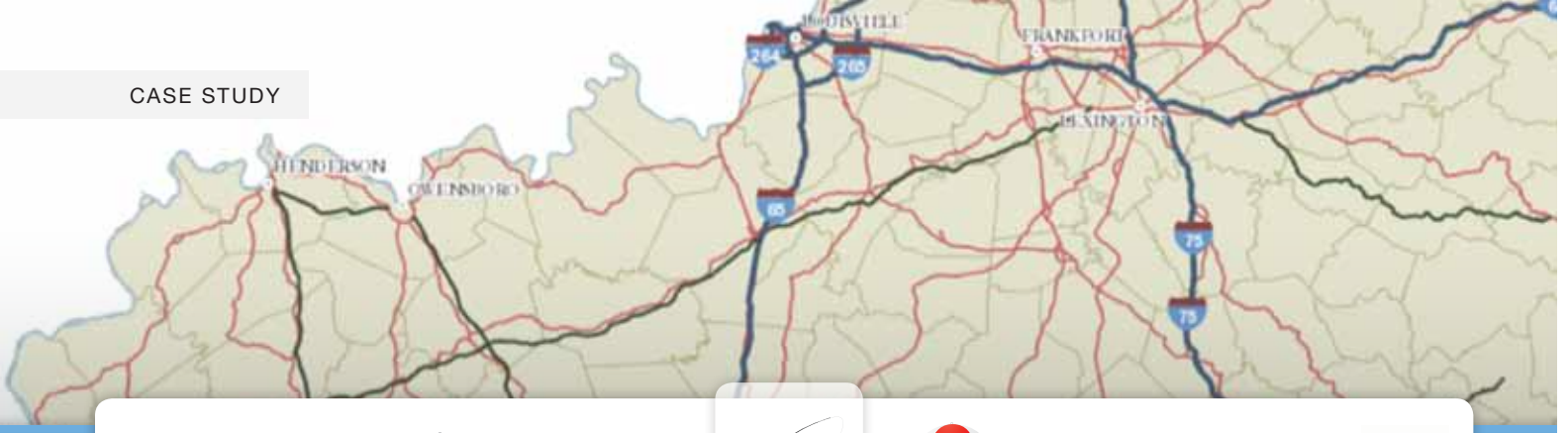
Tools from Esri, such as easy-to-use templates, provide a way for government to provide GIS to more users. In addition to creating effective online destinations for users, agencies have numerous options for branding these sites as their own. The maps can be viewed in various ways, including on mobile devices.

When governments create their own branded map galleries and provide citizens with a go-to place for authoritative GIS data, everyone wins. Citizens are more engaged, they have more knowledge, and they can serve themselves via the web, reducing the number of phone calls needed to find information.

Now, citizens and staff can find and create maps about anything that interests them such as crime statistics and parks and recreation information. Esri's templates help governments at any level—state, county, or city—provide more data on zoning, floodplains, transportation, and much more.

A wealth of GIS data has been held in silos for a long time. Now everyone can have access to it so government can foster the creation of new communities of users—politicians, executives, knowledge workers, and citizens. ArcGIS Online provides an effective way for governments to leverage their GIS investments and make maps and data more valuable to more people.

It's time to bring GIS out of the back room, and Esri is opening the door.



http://kygeonet.ky.gov/govmaps

Template for Success

Kentucky Creates Dynamic Map Gallery with New GIS Tools

Kentuckians are some of the luckiest people in the United States when it comes to easily finding state data on the web. That's because government agencies in the Commonwealth of Kentucky are leaders in providing data-rich, easy-to-use maps for citizens.

The state leverages basemaps, map viewers, and storage from Esri. It all helps the state create a Kentucky-specific gallery of maps for public use. Kentucky shares the maps on its own website and also at Esri's ArcGIS Online website.

"We've branded the Kentucky site," said Kent Anness, GIS manager in Kentucky's Division of Geographic Information. "We took the template that Esri provided, and then, rather than have it look the way it did out of the box, we added our own logos and color schemes to match our other sites. They made it easy for us to brand it."

ArcGIS Online has helped the state share more data with more people.

"It's really allowed us to get things out to this other level of user that we've never been able to easily push things out to before," said Anness. "Before Esri made it so easy, GIS information—and the software needed to access it—wasn't readily available to the average citizen."

Executives Too

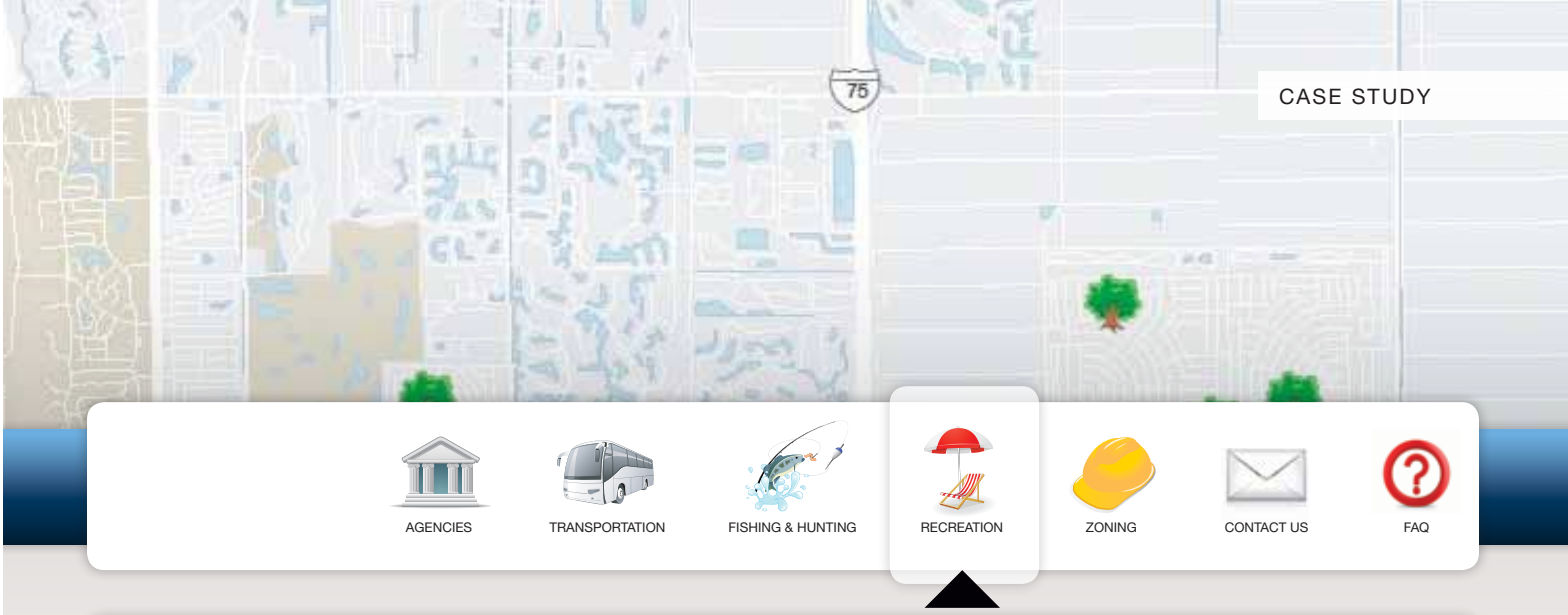
The state's decision makers, too, can access information they couldn't reach before. The newly available maps help tremendously with research and decision support. The state has several hundred layers of GIS data. In the past, it couldn't easily share with government executives. But now they can look up data on things like the location of an incident or future development plans.

Kentucky's GovMaps gallery has inspired other states to ask about how Kentucky put that together. The tools from Esri also help the state and its citizens quickly build new maps. Citizens layer a variety of types of information onto the basemaps that the state provides. Hunting and fishing information, recreation data, transportation data, and infrastructure information have been popular areas of interest.

"A user can go in and lay their data right on top of that without having to pull in the roads and then the boundaries and the city points," Anness said. "It's a ready-made basemap that's kept up-to-date and fed by current data. It's really nice for people to be able to drop their information right on top of that."

In addition, Anness stated numerous departments within the state are enthusiastic about the new capabilities because the platform makes things easy for the user.

"They can get to the information, and they don't need a lot of tools," Anness said. "It's just point, click, and explore."



Making GIS Easy for Everyone

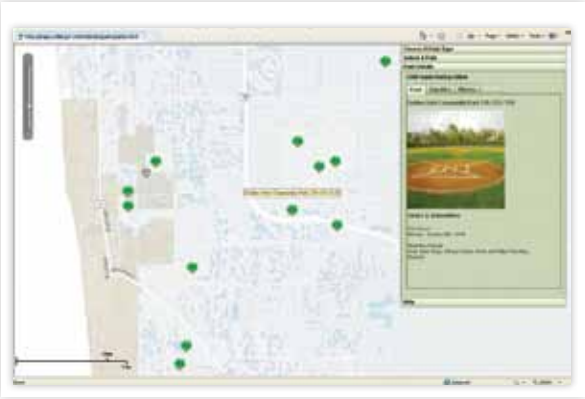
Florida County Uses ArcGIS Online to Easily and Cost-Effectively Publish GIS Data

Collier County, Florida, is making it easier for constituents to use the county's geographic data. The county has made several interactive maps available to the public, including applications that allow users to view county zoning, parks, and floodplain information. Using Esri ArcGIS Online, the county can make this data available in a cost-efficient, easy-to-use manner.

"If an internal division or department comes to us, and it needs to get this information out and a map created quickly, this is a good way to do it," said Andrew Brown, senior GIS programmer with the Collier County Board of County Commissioners. "You can get a lot of bang for your buck by putting your data out this way rather than having somebody custom develop it."

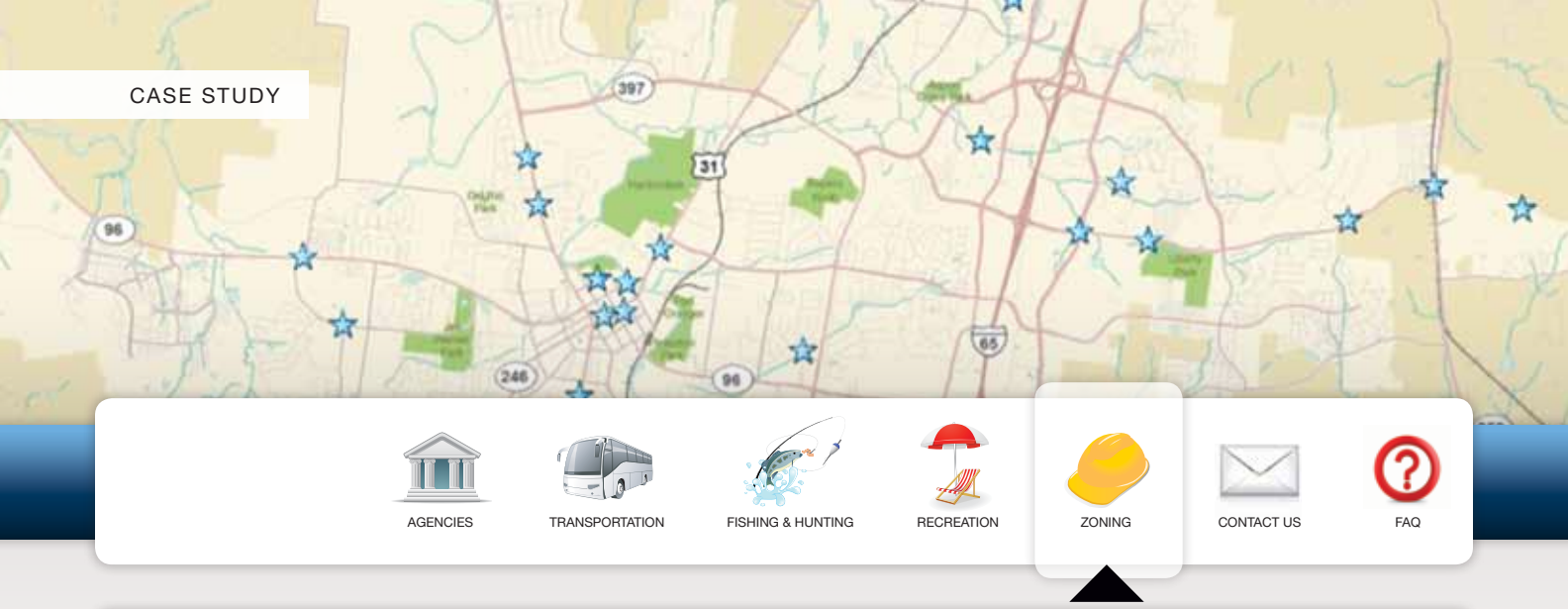
The county saves time and money on all the maintenance that goes along with application upgrades because the cloud-based application is maintained by Esri. It also reduces the amount of time county GIS professionals spend locating data for citizens and businesses that request information. Constituents can view, filter, edit, and share data via social media platforms with any web-enabled device, including laptops and smartphones.

"The world is moving quickly toward spatial data sharing, and they're getting more used to it, so they're kind of expecting it," said Brown. "Most of the data can be put out there quickly with ArcGIS Online."



Collier County provides information on area parks via an online GIS application.

www.colliergov.net/Index.aspx?page=2713

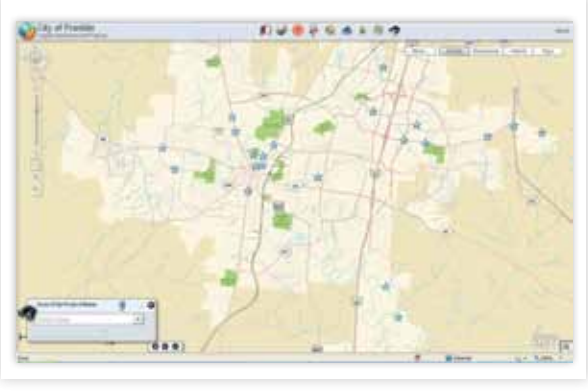


http://gis.franklin-gov.com/MapsAndApps

Helping Citizens and City Workers

New Mapping Tools Allow Citizens to Find Data for Themselves

Franklin, Tennessee, likes the idea of putting maps and other data where its citizens can easily access them. That's why, in September 2011, the city created a new GIS page that made it easier for citizens to use and create maps. It's also sharing maps and data at ArcGIS Online.



Franklin's online Capital Improvement Project map allows users to find information on projects by clicking points on the map or by searching projects by name.

Maps for zoning, capital improvements, and green information have been made available, and the city recently added several new general basemaps. It's also adding aerial photos.

The city believes GIS is a valuable tool for sharing information. "GIS is kind of a container to bring all this different information into one centralized location," said Carl Alexander, GIS manager of Franklin.

With collaborative mapmaking tools from Esri, the City of Franklin saves time for citizens, who can now find information more easily.

"It's also a way to improve the city staff's workflow and help them quickly answer questions for the public," Alexander said. "Or maybe they don't need to answer questions, because the public can get some of the answers themselves. It frees up staff time."

Creating an online location where Franklin employees, decision makers, and the public can find easy-to-use maps is part of the city's strategy for greater collaboration and data sharing.

"In the past, the information has been spread throughout the city's website," said Alexander, "and we're just trying to bring it all together in that one location."

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To explore resources based on Esri's nationwide seminar series Extend the Reach of Your GIS, visit esri.com/gt1111. You'll find links to templates, videos, articles, and more.

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