Beyond Maps: Solving Issues and Shaping Communities with GIS
EVOLVING ROLE OF GIS

- Cartographer as a collector / facilitator / storyteller
- Create, assemble and disseminate information
- User Generated Data
- Participatory GIS

Graphic: http://www.parkplanapp.net/
EVOLVING ROLE OF GIS

• Visualize impact of policies /decisions

• Target highest areas of need

• Determine market potential

Graphics: www.esri.com/industries/planning
Evolving Role of GIS

New Formats

- Mobile Websites
- Story Maps
- Interactive Map Templates
- Mobile Apps
- Interactive Charrettes
• ArcGIS online
• Collector apps
• Crowdbmap via Ushahidi.com
• Interactive Maps
• Idea maps
• Social Mapping
• Online workshops

Graphics: Portland Bikeshare
Crowdbrite, Lower East Side
USING GIS to GAIN PUBLIC INPUT

- San Francisco Park and Recreation Mobile app
- Wyoming Social Mapping
- Interactive webinars

ANALYSIS

- GIS and CRM
- Heat Maps
- Clustering
- Business Intelligence Tools
- Mapping growth principles/policies
- Huff gravity model – link
USING GIS TO SOLVE A PROBLEM

- Master Plan for Victoria Park
- ParkScore
- Work Zone Traffic Analysis
- Several examples on ESRI
  - Urban and regional planning
  - Planning support systems
• Dashboards
• Interactive Maps
• Story Maps

A Gallery of DCNR Story Maps

Story Maps serve as virtual visits to the wide variety of Pennsylvania natural wonders, recreational amenities, and conservation-focused points of interest. By combining intelligent web maps that incorporate text, photos, and interactive map-related functions, story maps will take you to places you may never get to see, or inspire you to visit in the near future. Take a journey around Pennsylvania with the story maps listed below.

USING GIS TO INFORM

• DCNR Interactive Greening map
USING GIS to MARKET

- Geotriggers
- Business Analyst
- Community Analyst
- ESRIs Tapestry
- Blogging
- Web Maps

Graphic: www.esri.com
www.geoawesome.com
ADVANTAGES of USING GIS

- Centralizes a wealth of information
- Handles spatial complexity
- Flexible
- Interactive
- Makes public data accessible
- Visualization is compelling
- Deployment much simpler now
LIMITATIONS of USING GIS

- Data availability
- **Data reliability** (too much of a good thing)
- Data management
- Cost
- Marginalization of some citizens
- Lack of general understanding
1. Define Purpose
2. Define Customer Needs
3. Understand capacity of audience
4. Assess broad array of technology
5. Be flexible
6. Consider available support
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