

Create a following..... with GIS.

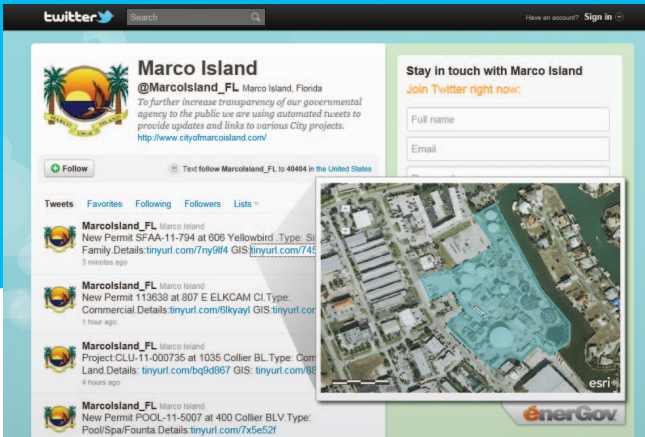


When government provides useful apps, citizens will engage.

Governments are using Esri's geographic information system (GIS) technology to improve communication with citizens. The trend began with simple apps that let people report problems like potholes. Increasingly, governments are delivering maps with information citizens can use to improve their daily lives, and citizens want to visit the apps again and again. The mapping apps are lightweight and diverse, addressing the interests of a broad range of citizens. In a sense, governments are creating a following just as they would with social media.

Delivering voting information with a mobile app, using Twitter® to announce maps of new building permits, and helping citizens take advantage of park resources are a few ways that organizations are delivering relevant maps that people want to revisit and share with their friends. To improve access to these kinds of maps, governments like the State of Kentucky are creating map and app galleries, one place where people can expect to find the information they need on a broad range of topics.





Marco Island, Florida, finds new ways to communicate.

The City of Marco Island, Florida, worked with Esri partner EnerGov® to deliver permit information through social media and mapping. Now, when the city issues a new building permit, a Tweet from the Building Services Division notifies citizens of the news along with links to the permit and a map of the permit location.

Now contractors, planners, and interested citizens don't need to stop by the city's office to inquire about new building plans. It's available for them from any smartphone or computer.

"This is another way to communicate with the public and give them a way to track the latest permit updates in near real time," said Gretchen Baldus, information technology director, City of Marco Island. "It's an added layer of transparency."

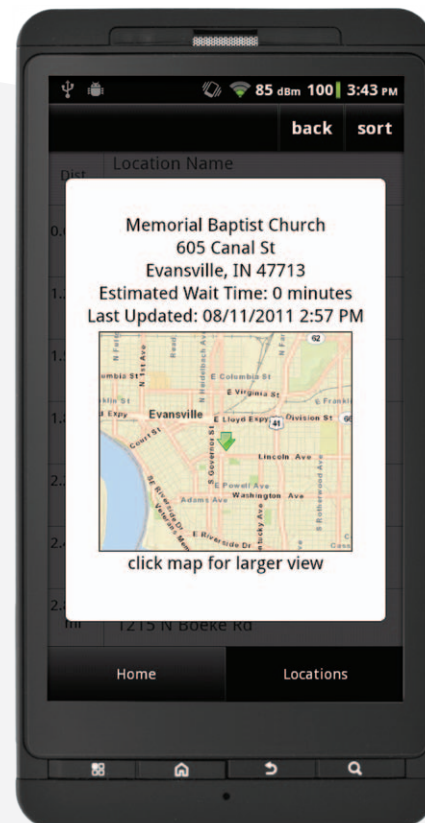
Vanderburgh County, Indiana, directs voters to shortest lines on election day.

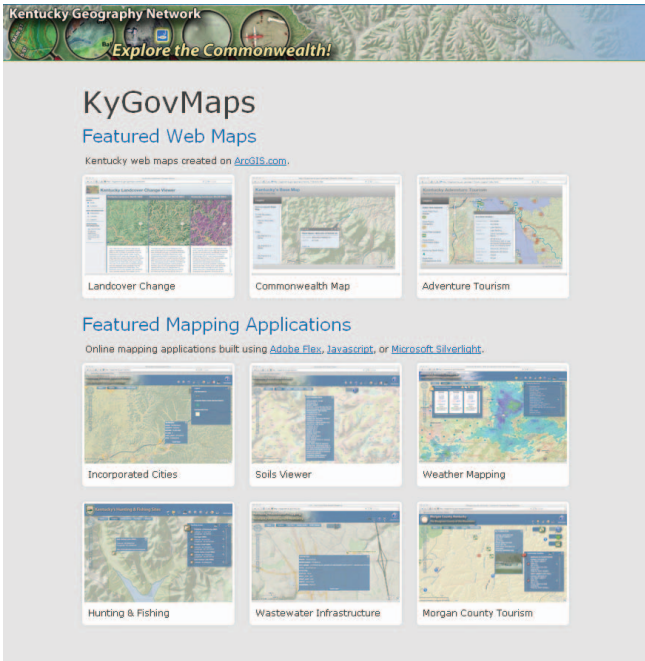
By moving from traditional polling places to vote centers, Vanderburgh County, Indiana, saves \$85,000 each year. Voting centers allow citizens to cast their votes at the most convenient locations instead of only in their designated precincts. To make voting even easier, the county offers a free mobile app that provides immediate details on the nearest voting centers, including poll hours, wait times, and directions. During the 2012 primaries, more than 300 citizens have downloaded the app on their iPhones or Android phones, and the county expects use to grow significantly as the word spreads and major elections approach.

The county leveraged its existing geographic information system, based on Esri® technology, to create a map service that includes all vote centers. A custom mobile app was then built using Esri's ArcGIS® API for Flex to support deployment on both iPhone® and Android® platforms.

"It's simple, it's easy, and it does what we need," said Susan Kirk, Vanderburgh County clerk. "This app is going to become more and more useful and popular as we ramp up for a busy election season."

To promote public use of the app, the county works with local media and offers free downloads from Apple's App Store and Android Market.





Kentucky creates a map gallery.

The State of Kentucky created a public portal at kygeonet.ky.gov/govmaps to provide citizens with quick access to maps, apps, and data for a better understanding of statewide issues and trends. Using the Public Maps Gallery template from ArcGISSM Online, the state created one place for citizens to find a variety of maps including land-cover change, adventure tourism, and wastewater infrastructure.

Providing a map gallery empowers citizens. They know exactly where to go to find the information they need when planning hunting or fishing trips or working on projects that involve soils data.

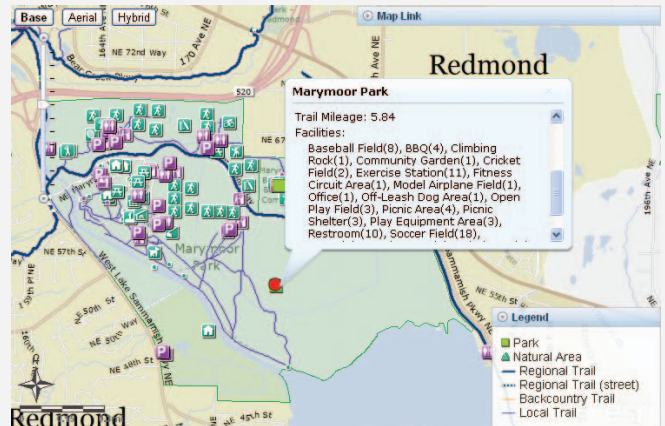
"This portal has allowed us to make valuable information available to a much broader group of citizens than ever before. People with no mapping skills at all have commented on how useful the site has been and how they'll look to it in the future as a resource," said Kent Anness, GIS manager in Kentucky's Division of Geographic Information.

King County, Washington, makes it easy to plan a day at the park.

Not scared off by the Pacific Northwest's traditionally rainy weather, many of the residents in King County, Washington, are outdoor enthusiasts who look for activities to do all year round. To help these citizens know about close-to-home places to participate in their favorite activities, King County created ParkFinder, an interactive map of the county's 200 parks, 175 miles of regional trails, and 26,000 acres of open space that is searchable by activity or type of park or trail. When a site is selected, a pop-up box displays site information, such as acreage; address; links to printable PDF maps; and available facilities like ballfields, picnic shelters, and restrooms.

Part of a healthy incentives campaign for King County employees, the Fitness Challenge section of ParkFinder features information about high-, medium-, and low-intensity activities available at certain facilities. For example, the summary of a high-intensity ride along the Cedar River Trail includes a description of trail conditions, distance, the amenities available, and driving directions. By equipping people with information about what to expect, King County hopes that more people will be encouraged to get out and enjoy these parks and trails.

"King County Parks tries to be innovative in our approach to providing parks and trails, so the ParkFinder map has been an excellent tool, allowing us to put easily accessible, interactive, and online information into the hands of King County's active and tech-savvy residents," said Kevin Brown, division director of King County Parks.



Governments have many ways to communicate with citizens, from informative websites to town hall meetings, but the question arises, Which is the most effective? Though there are many choices, governments are turning to the Esri ArcGIS technology that they have had in their organizations for years, and citizens are responding positively to location-centric civic engagement apps.

Seeing information in the context of a map shows how government activity relates to people in their communities. It delivers a transparent solution that engages citizens, demonstrates accountability, and fosters collaboration.

To explore free templates for innovative applications and galleries, visit esri.com/createafollowing.

