CommunityView™

Powering Smart Communities

Case Study: Creating and Publishing Virtual Trail Maps

Residents Request Detailed Self-Service Maps

The City of San Juan Capistrano has an active equestrian and outdoor community and offers its residents 70 hiking and horse trails. Until recently, trail information was only available to residents via traditional paper maps. That changed when residents asked the City to provide more detailed, interactive maps of the trails, and post them online.

To meet its residents' information needs, the City partnered with Digital Map Products to develop a collection of Virtual Trail Maps, available on the City's website through a Microsoft Bing Maps™ interface. The Virtual Trail Maps feature interactive maps, YouTube™ videos, trail statistics, and driving directions for each trail. This user friendly application is believed to be the first interactive virtual tour of a city's trails and helps the City of San Juan Capistrano showcase its unique community amenities.

New Virtual Trail Maps allow residents to easily access detailed information like trail details, driving directions and trail videos.

Spatial Technology Improves City Trails Information

San Juan Capistrano's Virtual Trail Maps is the result of collaboration among the City, San Juan Capistrano Equestrian Coalition and Digital Map Products.

The City assembled a project team to drive and videotape each trail. The team filmed and posted videos to YouTube™ showing 360 degree views, trail heads and termini, and vistas. New GPS data on the trails was also gathered. All this information was then linked together, spatially enabled, and published to a map interface on the City's website through Digital Map Products' CommunityView™ application.

CommunityView™ is a hosted mapping platform that lets local governments easily publish their unique community and property information to the web for access by their residents. San Juan Capistrano, like many other cities and municipalities, had an unmet need to leverage Internet based spatial technology; CommunityView™ helped them leapfrog this technology gap and communicate in new and better ways with residents.

Problem:
Residents wanted more detailed and accurate trail information available on the City's website.

Solution:
The City worked with Digital Map Products to create and publish virtual trail maps online for residents to virtually explore the trails, obtain driving directions, and view videos of actual trails.

Features of Virtual Trail Maps include:

- ✓ Use of familiar technology like Google's YouTube™ and Microsoft's Bing Maps™
- ✓ Residents are able to self-service their community and property information requests
- ✓ Ability for local governments to easily publish and update information
- ✓ Saves significant staff time

Continued on back . . .

DIGITAL MAP PRODUCTS

18831 Von Karman Avenue
Suite 200
Irvine, CA 92612
(949) 333-5111

CommunityView™

Powering Smart Communities

Videos loaded onto YouTube™ are available through Virtual Trail Maps on the City's website. The videos provide actual footage of San Juan Capistrano's trails.

Digital Map Products' Application Connects Local Governments to their Communities

Before the addition of Virtual Trail Maps, The City of San Juan Capistrano was already using Digital Map Products' CommunityView™ application to publish community information through an online map-based interface incorporated into the City's website. Through CommunityView™, residents gain easy access to zoning, land use maps, street sweeping schedules, parcel data, neighborhood boundaries, school districts, local attractions, and more.

CommunityView™ is built on the popular Bing Maps™ platform, a familiar and intuitive interface. The City has found CommunityView™ to be an extremely useful and cost-effective way to keep residents informed.

Senior Civil Engineer and Environmental Design Manager, Ziad Mazboudi, said the City has been very pleased with the way CommunityView™ lets residents self-service their information requests, significantly reducing phone and in-person information requests. It was an easy decision for the City to leverage the spatial publishing capabilities of CommunityView™ to create a better dissemination mechanism for trail information.

"We've created a kind of report card on each trail, pulling together all the information a resident could need before making use of this City amenity. The feedback has been very positive and we're looking at using the same type of technology to map and videotape our sewer and drain lines."

– Ziad Mazboudi, Senior Civil Engineer and Environmental Design Manager, City of San Juan Capistrano

Enhancing Community Awareness and Quality of Life

Now when a resident or visitor of San Juan Capistrano goes to the City's website, they can access the Virtual Trail Maps and gather all the information they need from the convenience of their computer. The City says feedback on the Virtual Trail Maps has been positive, and it is considering other uses of the "virtual trails" technology to make the City's spatial data more accessible to both City employees and the public. By making information more widely available through CommunityView™, municipalities can highlight the amenities that improve residents' quality of life and help residents take full advantage of all the great features in their communities.

CommunityView™ helps local government communicate with their residents in new ways and harness the power of spatial technology with ease.

For more information visit
www.digmap.com/products/communityview.htm

18831 Von Karman Avenue
Suite 200
Irvine, CA 92612
(949) 333-5111

DIGITAL MAP PRODUCTS