

Web-based Mapping

Why and How

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www.liaa.org



Land Information
Access Association

Session Outline

- # Introduction
- # Online Maps. Why would anyone want them?
 - Improve public services
 - Save money
 - Encourage/inform development
- # Online Maps. How can you get them?
 - Static Mapping
 - Interactive Mapping
- # Questions



Land Information Access Association (LIAA)

A Section 501(c)(3) approved non-profit corporation located in Traverse City, Michigan [www.liaa.org].



Land Information
Access Association

A Very Short Introduction to the Land Information Access Association

Began when the founders asked a few questions . . .



- # Can information technology help citizens become more effective participants in land use planning and resource management at the local level?
- # If we make geographic data publicly available, will local officials and the public use it to make more informed decisions



Land Information Access Association

Founded in 1993, LIAA's mission is . . .

*Helping people shape better communities through:
participation, education, information,
and the effective use of technology.*



Land Information
Access Association

Helping people shape better communities through: Participation, Education, Information and the Effective Use of Technology.



We assist citizens & officials in the application of technology.



We develop applications to make geographic data and other information more accessible, useful and engaging.



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Online Maps. Why would anyone want them?

Improve public services

- Wayfinding: Visitors can find roads, hotels, places to fish, trails to hike, etc. (for instance , or this)
- Residents can find where to vote, their current zoning, etc.
- Residents can search for and view specific spatial data sets (Example)



Online Maps. Why would anyone want them?

- # Save staff time and money
 - Fewer phone calls to local government staff
 - Fewer walk-in requests for assistance



Online Maps. Why would anyone want them?

Encourage/inform development

- Help businesses with site location
- Land use and natural resource management

- [example](#)

Public participation



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Online Maps. How can you get them?

Static Mapping

- Once loaded, do not change
- Graphic files (gif, jpeg, other)
 - Place on webpage within the html, generated from graphics programs or hard copy
 - Examples: [NTCEM](#), [Genoa Township](#)
- Downloadable files
 - Client side plug in (pdf)
 - Example [Waterford Township](#)



Online Maps. How can you get them?

Static Mapping

■ Advantages

- Cost / implementation
- Standard technology

■ Disadvantages

- Limited amount of information
- Limited interactivity



Online Maps. How can you get them?

Interactive Mapping

- Provide more information, user controls
- Client Side
 - Download all the data, plug in (Adobe SVG) to view map
 - Example: [Cass County](#)
- Server Side
 - Processing done at web server, Uses web browser for map display and requests, data sent for current request only (Arc IMS, LIAA Community Center, UM Mapserver)
 - Example: [Milton Township](#)



Online Maps. How can you get them?

Interactive Mapping

■ Advantages

- More information can be presented in more ways (attribute data)
- User controls what's viewed

■ Disadvantages

- Cost / ease of implementation
- Must download plug in (Client side mapping)
- Bandwidth issues?



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