Interactive Visitor Map

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http://www.fs.fed.us/ivm/
Interactive Visitor Map

Topics

• Business Need
• Application Demo
• Review data strategy, status and challenges
• Questions
Interactive Visitor Map

What is it?

A national, interactive, public facing map product:

Like an online version of existing *Guide to Your National Forests and Forest Visitor* printed maps – but with more rich content and interactivity.

Web and Mobile
The Interactive Visitor Map is geared towards the general public user...

- 60% of Forest Service Website users had the primary purpose of planning a visit to a national forest or grassland
- Online map products were the most commonly requested web content
- Over 70% of our Web users seek an online map
Interactive Visitor Map

Business Need

- The Agency recognized that Web-based maps would be an efficient and consistent way to meet the increasing demand.
- Agency began plans to redesign National Headquarters Website and the Interactive Visitor Map was planned to become the marquee feature.
- An essential (required) component for the new National Headquarters Website.
Interactive Visitor Map

Demo
Interactive Visitor Map
Interactive Visitor Map
Magnitude of Data Requirement

- 372,000 Miles of Roads
- 158,000 Miles of Trail
- 24,000 Recreation Sites
- 193 Million Acres of NFS Land across 154 forests and 20 grasslands
Flow: Data à Information

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Data Strategy

Applications
- IVM
- Data.gov
- GARP / gPAS
- Public Maps (i.e. Google)
- Mobile Applications
- Paper Printed Maps
- IM&A
- Forest Project Maps

Data Stewardship

Enterprise Data Warehouse

Map Services
Interactive Visitor Map

Data Strategy

Applications
Map Services
Data Warehousing
Data Stewardship

Display of Information in Map Applications
Data Discoverability
Data Accessibility
Gathering of Authoritative Agency Data
Data Completeness
Data Standards
Data Quality
Data Consistency
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Data Status

Data Sets:

• Rec Sites: WWW Portal
• Roads: Centerline Motor Vehicle Use Map (MVUM)
• Trails: Centerline Basic Trail Uses
Road Centerline

- 100% data available
- 0% data unavailable

Forests with data available
Forests with data unavailable
Ranger Districts with data available: 31%
Ranger Districts with data unavailable: 69%
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Trail Data Status

EDW Publication Clearinghouse:

1. Centerline
2. Basic Description
3. Trail Uses

- IVM
- External Info Providers
- USGS
- FOIAs
- GARP / gPAS
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Now Live

IVM was launched on May 20th

• Rec. sites at 93%
• Roads
  • Centerline at 100%
  • MVUM at 31%
• Trails
  • Centerline at 0%?
  • Basic Description: 0%
  • Trail Uses: 0%
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Data Strategy

Applications
Map Services
Data Warehousing
Data Stewardship

Display of Information in Map Applications
Data Discoverability
Data Accessibility
Gathering of Authoritative Agency Data
Data Completeness
Data Standards
Data Quality
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Data Strategy

Applications

Map Services

Data Warehousing

Data Stewardship

Enterprise Data Warehouse

Map Services
Interactive Visitor Map

Supporting the Foundation

- Continue agency commitment to improvement/update of data tools
- Clarify data stewardship roles and expectations
- Consider addressing data stewardship via program of work & performance
Approaches to consider:

• Optional data & stewardship?
  • Dependent on unit-level initiative
  • Result: incomplete and/or outdated data

• Required data & stewardship?
  • Dependent on line officer accountability
  • Result: complete and current data
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Conclusion

Providing quality visitor information