Sharing GIS to Empower the End User
David Wray, Roanoke County, Virginia
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Roanoke County, Virginia
Roanoke County, Virginia

Population: 92,901

Area: 251 Square Miles

Protected Areas:

• Blue Ridge Parkway

• Jefferson National Forest

Notable People: J. J. Redick, Tiki & Ronde Barber
Ad GSSystem

- Launched in 2006
- Offers basic map services and data layers
- Complicated user experience
- Limited compatibility
Citizen Engagement

More and more residents and businesses rely on Roanoke County’s GIS information each year...

- Home Owners’ Tax Map and Parcel Info
- Residential Real Estate
- Commercial Real Estate
- Developers
- Business Expansion
- Business Site Selection
- Appraisers
Created GIS Services Team
GIS services used daily by many departments...

- Police
- Fire & Rescue
- Emergency Communications (E-911)
- Real Estate Valuation
- Community Development
- Economic Development
- Planning & Zoning
- Flood Plain Management
- Storm Water Management
- Trash Collection and Recycling
- Elections
- Parks, Recreation & Tourism
- Transportation
- Social Services
- County Schools
Built GIS Platform
VMware Environment
Esri Local Government Templates

- Maps & Apps Gallery
- TaxView
- GovView
- VoterView
Enhanced Esri Local Government Templates

• Configurable Autocomplete Search Across all Apps
• Responsive Design (Mobile Ready)
• Accordion Style Info Window for TaxView
• Collapsible Info Window
• One Click Zoning & BroadBand
• Branding
• One Click Hyperlink Integration
Teamed up with GSInc.

Applications:

- OneView
- TriView
- Property Report
- Maps & Apps Gallery
- TaxView
- GovView
- VoterView
# Google Analytics Web Reporting
April 23rd thru June 23rd

<table>
<thead>
<tr>
<th>Application</th>
<th>Users</th>
<th>Pageviews</th>
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<tbody>
<tr>
<td>Maps &amp; Apps Gallery</td>
<td>12,617</td>
<td>32,746</td>
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<tr>
<td>TaxView</td>
<td>9,761</td>
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<tr>
<td>Property Report</td>
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<td>GovView</td>
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<td>TriView</td>
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<td>VoterView</td>
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<td>519</td>
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<tr>
<td>3-D View</td>
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<td>GeoEnrichment Report</td>
<td>NA</td>
<td>907</td>
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<td><strong>Total</strong></td>
<td><strong>31,300</strong></td>
<td><strong>126,286</strong></td>
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Mobile Data Collection using ArcGIS Online

- Real-time Stormwater assessments
- Saves staff time
- Empowers staff in the field
- Improves overall data quality
- Intuitive and simple to use for staff
The New GIS Website...

- Makes GIS services easy to use
- Makes GIS data easy to share
- Makes GIS services easy to access

- Desktop computer: Browser-based Internet Explorer, Safari, Chrome, Firefox
- Mobile Phones: iPhone, Android
- Tablets: iPad, Surface, Galaxy
New GIS Website Features

Features not offered by other localities in the region...

**Casual and Citizen-User Features**
- Intuitive design for easy use
- Single-focused, citizen-based apps
- Autocomplete Search
- Geo-location for mobile devices
- Share by email and social media
- One-click information for Zoning, Google Streetview, 3-D Pictures, Tri-View, Broadband Access and more
- Integrated links between apps (shared services)
- Mobile and desktop compatibility
- Single-focused apps for government services and voter information

**Power Users and Professionals**
- Advanced Markup and Measurement
- Export data to KMZ format
- Enhanced Search by buffer, polygon, point, and intersections
- Demographic information by 5, 10, and 15 mile radius
- High resolution printing
- Improved basemaps for Street, Parcel and Hybrid views
- Interactive Property Report
- Links to FEMA FIRM panels
Multi-Use Approach to GIS Services
Single-focused apps are more efficient.

- New approach enables single-focused applications
  - Get in, get info, get out.
- Common look and feel
  - Increases customer adoption and satisfaction.
#1 TaxView (Mobile Ready)
By: Roanoke County, VA 2014
TaxView provides the citizens and other interested parties with local government property tax and assessment information...
Read more...

#2 GovView (Mobile Ready)
By: Roanoke County, VA 2014
GovView helps residents locate a government facility and obtain information about curbside and dropoff services provided...
Read more...

#3 OneView (Mobile Ready)
By: Roanoke County, VA 2014
OneView provides the citizens and other interested parties with Home Sales, Land Records, Planning, Zoning, etc.
Read more...

#4 3-D View
By: Roanoke County, VA 2014
3-D View allows citizens to quickly and easily access imagery online. With 3-D View, citizens have online access to all...
Read more...

#5 VoterView (Mobile...)
By: Roanoke County, VA 2014
VoterView helps citizens locate their election polling place and obtain information about current elected officials.
Read more...

#6 Voting Precincts
By: Roanoke County, VA 2013
The Voting Precincts map shows where residents go to vote in the County of Roanoke, Virginia.
Read more...
Lessons Learned

- Standardize AutoComplete Across all Apps
- One Click Identify
- Info Window Carousel
- Listen to your End User
- Leverage Outside Sources
  - Google StreetView
  - Esri Geoenrichment Reports
- Hyperlink Integration
- ArcGIS Server Security
- Spatial Views are Powerful
Acknowledgements:

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Questions?

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