Brandon Brown (GIS Guy) + Justin Goodwin (Planner Guy) + Bruce Edwards (Web Guy) = A Cool New Way to Update a Community Plan
2007 Dublin Community Plan
Community Plan Website (2013)
Getting it all together

Data Points edited by planners in ArcGIS
- Work together to set schema
- Make sure there are fields for links to photos for pop-ups
- Cut & Paste Operation for text editing

Fancy, Hand-Drawn Graphic Renderings
- Genevieve
- Loaded in ArcGIS
- Added to carousel service

Images (on site & in pop-ups)
- All images uploaded to WordPress
- Great content management
- 1 Image used many times in many sizes
- Link with http:// in the data or pop-up code

Web Map
- Built many different maps
- 1 for each payment area of the plan
- Share it out
- Create “embedded” link

Community Plan page with embedded map
Data Points edited by planners in ArcGIS

- Work together to set schema
- Make sure there are fields for links to photos for pop-ups
- Cut & Paste Operation for text editing
Fancy, Hand-Drawn Graphic Renderings

- Georectified
- Loaded to ArcSDE
- Added to raster service
Images (on site & in pop-ups)

- All images uploaded to WordPress
- Great content management - 1 image used many times in many sizes
- Link with http:// in the data & or pop-up code
Bridge Street District

Future pedestrian bridge to connect east side of river
Web Map

- Built many different maps - 1 for each page/content area of the plan
- Share it out
- Create "embedded" link
<iframe width="630" height="350" frameborder="no" marginheight="0" marginwidth="0"
src="http://dublinon.timecrunch.com/communities/plan/13014.html"
width="100%"></iframe>

Get The iOS app:

Get The Android app:

Get The iOS app:
Community Plan page with embedded map
Southwest Area

Note:
Area Plan concepts are general guides to indicate potential development options. Plans are schematic only, and the actual mix of land uses, locations and configurations of buildings, parking areas, streets and access points will be determined through the public review process for individual development proposals. Properties retain all existing rights.
Lessons Learned

1. Work with your friendly neighborhood web developer
   - By involving friends who are not in the tech sector, you can enhance your understanding and gain feedback from non-technical perspectives.

2. Start simple and don't be afraid to start over
   - We had different ideas about what our website should look like. The process of starting over and making changes helped us refine our design and content.

3. Set the table
   - With the new structure set, we can start making more focused content. This helps us streamline our approach and ensure that our website is user-friendly.

4. Execute an "Euphori" plan
   - We wanted to ensure that our website would stand out in the market. We executed an aggressive marketing plan that helped us achieve visibility and customer engagement.

5. Enjoy and Use your new Plan
   - We are excited to see the final outcome of our website. It has improved our company's online presence and helped us reach new customers.
Work with your friendly neighborhood web developer

By involving Bruce early, we were able to find the easy to use WordPress rather than create an overly complex web site via code.
Start Simple (and don't be afraid to start over)

- We had different web maps before
- Once we started fresh, we went through many styles/fancy templates from ArcGIS Online
- Settled on simple/hyper-specific
Set the table

- With the web structure set, planners could update data/load pictures easily
- With the GIS data set, planners could easily update data
- With the web maps set, their changes were immediately viewable
Enact an "Update" plan

- Council/Commissions/Public will want to know that the GIS person can't just go in and change things
- Define roles & time frames
Enjoy and Use your new Plan

- It's not on a shelf, so it can't sit
- Use it at meetings
- Promote it on your website
The End
Thank You!