Calvert County, Maryland takes a new approach to public web mapping

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Where is Calvert County, Maryland?

- Maryland’s smallest county (area), 213 sq.miles
- 30 miles SE of Washington D.C.
- Population = 92,000
- 2 full-time GIS staff
About the Calvert County GIS program

• In production with ArcGIS for Server 10.0 (looking to move to 10.2 in Fall ‘14)

• Virtualized web/SQL servers running Windows Server 2008R2
Legacy GIS applications

• ArcGIS Engine GIS viewer application for County staff
• Public GIS viewers
  – 5 Silverlight-based viewers
  – 5 Flexviewer-based viewer
  – ESRI storymaps
• ‘Mobile’ versions of certain maps (ESRI app)
Legacy GIS Applications

- Attractive
- Fast
- Stable
- Configurable (somewhat)
- Avoided the map portal
Legacy GIS Applications

• Lacked a recognizable brand
  – Multiple platforms
  – Multiple UIs
  – Multiple color schemes
  – No identifiable connection to the rest of the county website
Legacy GIS Applications

• Difficult to use for casual users
  – “how do I search”? 
  – What does ‘identify’ mean?
  – What is ObjectId?
  – What is an attribute?
Legacy GIS Applications

• Difficult to manage
  – Multiple environments

• No real support for mobile devices
  – All applications required MS Silverlight or Flash
  – ArcGIS app not ideal
Moving forward - new design principles for GIS applications

• Influenced by:
  – Brian Timoney’s MapBrief blog
  – Steven Krug’s “Don’t make me think”
    • Speed
    • Simplicity
    • Consistency
    • Users want to get in/get out
    • Eliminate confusing jargon
Desirable features

- Focused map viewers
- Limited functionality
- Universal search
- Simple interface
- Wizard-driven workflows
- Consistent UI/branding
- As little GIS jargon as possible
Moving forward - new design principles for GIS applications

• Native support for tablets and smartphones
  – Without an app
• Formatted for mobile devices
Moving forward- new design principles for GIS applications

• Practical back-end considerations
  – Maintainable (for a staff of 2)
  – Flexible
  – Configurable
Introducing the MyCalvertMap system

- **System of related maps**
  - *MyCalvertMap Advanced* is the powerful, feature-rich viewer built with the GC Silverlight Viewer
  - *MyCalvertMap Lite* is the mobile-friendly lightweight viewer built with the GC HTML5 Viewer
  - *MyCalvertMap Pro* is a variant of MyCalvertMap Advanced for County staff

http://www.co.cal.md.us/index.aspx?NID=1537
Introducing MyCalvertMap Advanced

- Targeted for laptops/desktops
- Printing
- Reports
- Markups
- Saved projects
Introducing *MyCalvertMap Lite*

- Native support for tablets/smartphones
- Minimal tools
- Clean interface
- Simple workflows
MyCalvertMap—Under the hood

- Geocortex/ArcGIS for Server
- 1 Site; multiple viewers
MyCalvertMap - other considerations

- Testing
  - Browser/device testing
  - Load testing
  - User testing
- Version Control
- Analytics
- Rollout/Marketing
- Website redesign
- Training
What about Arcgis Online?

- Geocortex integrates with AGO
- For the time being we will leverage AGO for content management and special projects
Future plans

• Complete deployment of MyCalvertMap Pro
• Test & deploy Instant Search functionality
• Provide self-help resources for users
• Additional focused maps
Thanks for your attention. Questions/comments?

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