City of Scottsdale, Arizona
Interactive Web Maps

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Scottsdale by the numbers:

- Incorporated in 1951
- Area: 185 Sq. Mi.
- McDowell Sonoran Preserve: 54 Sq. Mi.
- Housing Units: 125,329
- Median Household Income: $72,163
- Median Age: 46.4
- Visitors: ~8.9 Million Annually
GIS Team:

- Part of the IT Department
- GIS Staff: 1-Manager, 2-Analysts, 5-Technicians
- GIS Layers Maintained: 200+
- App Dev Staff: 1-Manager, 8-Developers
- Began in 1989 using MicroStation/MGE framework
- Internal LIS: 1996 Custom built client application
- Web Based GIS: 2000 AutoDesk MapGuide
- ESRI ArcGIS framework adopted as new standard in 2003
- Custom GIS Enabled Applications: 10+
  - Water Work Order
  - Community Development System
  - Code Enforcement
  - Preserve Asset Management
  - Land Information System
  - Street Operations Work Order
  - Vehicle Tracking
Web Map Technology Change:

• **MapGuide**
  – Required ActiveX control
    • Limited web access to IE browsers only
    • IE over 90% share in 2004, ~25% of desktops today
  – Required daily/weekly conversions of GIS data layers
  – Limited cartography
  – Not Vendor Supported - Abandoned by AutoDesk in 2006

• **ESRI ArcGIS Server**
  – Rich APIs support JavaScript, WPF, iOS, Android
    • Opened web access to most browsers
    • Tablet friendly
  – Single point of storage - SDE
  – Advanced cartography
  – Vendor supported
Scottsdale Interactive Map:

- **Design Philosophy “Keep It Simple”**
  - Provide a modern cartographic look
  - Minimum number of controls – allow ease of use
  - Maximum information

- **Themes**
  - Contain a set of discrete/relatable layers
  - Layers are table driven, not map service driven
  - Featured Themes
  - Hyperlinks
    - Provide links into the map from other web pages
    - Provide links to additional information from within the maps

- **Integrate Search With The Map**
  - No longer separate web pages
  - Customizable by map theme
  - Search multiple layers with a single search
Application Details:

- JavaScript 3.9 API
- ArcGIS Server 10.1 SP1
- ArcSDE 10.1 SP1, SQL Server 2012
- 6 Dynamic map services, containing 70+ map layers
- 14 Cached map services - base map & aerial photography
- Currently 14 distinct map themes
- Administration is table driven
  - Themes
  - Theme Layers
  - Searches
  - Map Services
Old Maps:
DEMO

http://eservices.scottsdaleaz.gov/maps/public-amenities
Thank You!

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