Making the Thematic Atlas

A Collaboration of:
- Enterprise GIS
- Public Health
- County Planning
- Cities
- ESRI

Santa Clara County
Thematic Atlas
Snapshots on the facts and circumstances which influence our health and well-being.

Brought to you by the County of Santa Clara Public Health Department, with thanks to all the County and City Planning Departments.

Click to Enter
Why Did We Do This?

A Need For:
- Consistency
- Accuracy
- Geography
- Engagement
- Repository
- Ease of Use

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Project Plan - Prototype

1. Research
2. ESRI Template
3. Modify ESRI Template
4. WebServer
5. Prototype

- Logo
- Splash Screen
- Other Graphic

Prototype

Select Two Themes
Data from Census
Calculate in Excel
GIS Layer with Appropriate Color Scheme
Make Tile & Feature Service
Publish Map in ArcGIS Online
Custom Pop Up with Graph in ArcGIS Online

Give Presentation
Prepare Presentation & Tutorial
Create Final Product
QA the Atlas Interface
Call the Web Map in the Atlas Using WebID

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Create Something You’re Proud Of

- The “Map Sandwich”
- Need to get reference layers (roads, labels) to the top of the stack
- Ensure consistency of style
- Graphic Artist input
Feature Service vs Tiled Map Service

- The “Map Sandwich”
- Most thematic web maps place polygon layer over reference data
- Feature services go to the top of the stack in ArcGIS Online
- Fix this by putting a tiled map layer below reference and link to feature service for popup.

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Sell it as a Pilot First

- Pilot Site – Hosted from DropBox files @ KISSR >> BRACE.io >> Defunct
- Created a Powerpoint
- Created a JingVideo
- Emailed the Presentation, Link and Video
- Met with Key Constituencies inside and outside the County
Project Plan – The Real Deal

- Human Resources
  - Who’s going to do the heavy lifting?

- Training Materials
  - How will they be trained?

- Training
  - Who does the training?

- Infrastructure
  - What parts of the organization will help with the hosting?
Training Plan

Created Prototype → Created Tutorial → Created Map & Metadata Template → Trained 8 Epidemiologists → Assigned Theme to Each Person → Gave One-on-One Training → Delivered Final Product
WEB MAP (Completed after MAP SERVICE AND FEATURE SERVICE ENTRY)

WEB MAP TITLE: Median Household Income and Distribution

WEB MAP SERVICE URL: http://sccphd.maps.arcgis.com/home/item.html

WEB MAP EXTENT: LEFT: -122.2; RIGHT: -121.44; TOP: 37.53

WEB MAP AND MAP SERVICE SUMMARY: Household income distribution

WEB MAP AND MAP SERVICE DESCRIPTION (.mxd Map, Data): The County of Santa Clara has one of the highest median household incomes is large and households with very different incomes. Household income for three levels of geographic resolution were extracted. Each level shows the areas median household income.

- Can Build Consistent Web Maps Across People and Time
Maintenance

- Obtain updated data from source
- Catalog in share drive
- Format into consistent Access database table
- Insert into master Access database
- Notify GIS
- Update individual geodatabases
- Update individual feature services
- Update individual tiled map services
Lessons Learned

- Need dedicated and talented team members.
- Templates are critical to ensure consistency across themes.
- Get a prototype done first and see if you have an audience.
- Work backwards from the maintenance plan to design your project.