City of Santa Clara

Award-Winning Community Engagement through GIS & Story Maps

Jennifer Yamaguma, Community Relations Manager
Sherie Tan, GIS Analyst

Session: Mapping and Managing Community Assets
Date: July 11, 2017
Modernize community engagement

Before July 2015

After July 2015
### Revitalizing the project list.

#### Existing information
- Project Name
- Project Status
- Address (Points on a map)
- Pictures

#### What is missing?
- Project Area
- Description
- City-scale view of developments

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexis (SiliconSage Builders)</td>
<td>2585 El Camino Real, Santa Clara, CA</td>
</tr>
<tr>
<td>Bowers Avenue Office Campus (Sobrato)</td>
<td>3000 Bowers Avenue, Santa Clara, CA</td>
</tr>
<tr>
<td>Camino del Rey (ROEM Corporation)</td>
<td>2525 El Camino Real, Santa Clara, CA</td>
</tr>
<tr>
<td>Camino Main Place</td>
<td>1480 Main Street, Santa Clara, CA</td>
</tr>
</tbody>
</table>
City-wide collaboration.

- Branding theme
- Vision input
- Web promotion

City Manager’s Office

- Project information
- Developer images
- Eye-catching descriptions

Community Development Department

- Content editing
- Data links
- Web promotion

IT Department Web Team

- GIS data development
- Story map configuration & customization

IT Department GIS Team
Information at a glance.
The Results

Page views increased 146% and unique users quadrupled in the six months following the launch!
Social Media Features

February 2016: Featured on Esri’s Twitter Page.

Fall 2016: Featured on Esri’s Story Map Tour Page
Leader in e-Government Communication
What’s Next?
City of Santa Clara

Questions?
Thank you!

https://santaclararaca.gov/devprojects

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