

Portlandmaps Mobile – Bringing City Data
Into the Field

Engage With Your Community Using Mobile
GIS

ESRI UC 2014

Matthew Freid – Corporate GIS Manager
City of Portland, OR



Beautiful Portland Oregon – so many places to go ...



Where everybody ends up going

Portlandmaps Now

www.portlandmaps.com

Portlandmaps Soon

beta.portlandmaps.com

22 SW 3rd Ave =



Portlandmaps Mobile – Bringing City Data Into the Field

Why are we doing this ???

Get current with technology

Clarify our content and make it discoverable

Make it accessible

Create platform for integration and extension

Portlandmaps Mobile – Bringing City Data Into the Field

Portlandmaps Now

First released in 2001

Over 150 data themes

Averages 170,000 map pages a day with 5-10% yearly growth

Uses custom server-side ArcObjects code for mapping and spatial queries. Using on demand SDE data, no map tiling or API's.

Not mobile friendly – lacks support for all browsers and touch interaction. Not happy with 10.2 data, mxd's.

Portlandmaps Mobile – Get current with our technology

Portlandmaps Soon

Utilize ArcGIS Server and Tile-based maps services.

Reduce dependencies on custom coding for spatial functions.

Create an interface that presents information in a standardized format that is accessible from any device and browser and API's for other sites and app development.

Portlandmaps Mobile – Get current with our technology

Portlandmaps Soon

ArcGIS Server – Cartography, projecting data, identify and other map interactions.

Bootstrap + jQuery + ESRI JavaScript API for client side code.

Custom APIs – Used to retrieve information and pre-rendered content that the ESRI API's don't provide. Queries business data such as permit history and provides spatial search functions in SQL Server without using AGS.

Portlandmaps Mobile – Get current with our technology

Portlandmaps Now

Takes an address and presents the user with a number of grouped data themes on separate maps, but it's not always easy to find what you are looking for.

Report driven output. We focus on providing well formatted information rather than a full GIS experience in a browser.

Maps have limited interaction, don't work well for spatial querying

Portlandmaps Mobile – Clarify Content and make it Discoverable

PortlandMaps Detail Rep. | www.portlandmaps.com/detail.cfm?action=Assessor&propertyid=R140382&state_id=1N1E34CD&20%20600&address_id=471169&intersection_id=6&dynamic_point=0&x=764522&y=5448

PortlandMaps

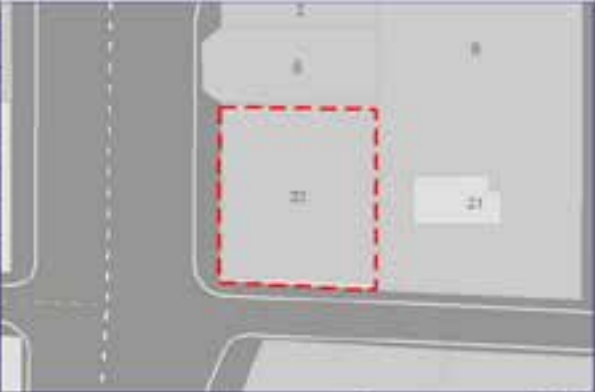
[New Search](#) | [Mapping](#) | [Advanced](#) | [Google Earth](#) | [help](#) | [PortlandOnline](#)

22 SW 3RD AVE - OLD TOWN/CHINATOWN - PORTLAND | [Explorer](#) | **Property** | [Maps](#) | [Projects](#) | [Crime](#) | [Census](#) | [Environmental](#) | [Transportation](#)

[Summary](#) | **Assessor** | [Permits/Cases](#) | [Block](#) | [Schools](#) | [Parks](#) | [Development](#) | [Garbage/Recycling](#) | [Noise](#) | [Historic Permits](#) | [Water](#) | [Documents](#)

General Information

| | |
|---------------------|---------------------------------|
| Property ID | R140382 |
| County | MULTNOMAH |
| State ID | 1N1E34CD 600 |
| Alt Account # | R190201420 |
| Map Number | 2929.5 |
| Site Info | |
| Site Address | 16 SW 3RD AVE |
| City/State/Zip | PORTLAND OR 97204 |
| Owner Info (Ervacy) | |
| Owner(s) Name | FOUNTAIN VILLAGE DEVELOPMENT CO |
| Owner Address | 115 SW ASH ST #500 |
| City/State/Zip | PORTLAND OR 97204-3575 |



Property Description

| | | | |
|---------------|---|-------|----------------------------|
| Tax Roll | COUCHS ADD, S 1/2 OF W 1/2 OF BLOCK 20 EXC PT IN ST | Use | RESTAURANT TAVERN |
| Lot | | Block | 20 |
| Tax Districts | | | |
| 101 | PORT OF PORTLAND | 130 | CITY OF PORTLAND |
| 130L | CITY OF PORTLAND - NEW LEVIES | 130M | CITY OF PORTLAND PARKS LOP |
| 143 | METRO | 170 | MULTNOMAH COUNTY |
| 170L | MULT CO LIBRARY LOCAL OPT TAX | 171 | URBAN RENEWAL PORTLAND |
| 173 | URB REN SPECIAL LEVY - PORTLAND | 198 | TRI-MET TRANSPORTATION |
| 304 | MULTNOMAH ESD | 309 | PORTLAND COMM COLLEGE |
| 311 | PORTLAND SCHOOL DIST #1 | | |

Deed Information

| Sale Date | Type | Instrument | Sale Price |
|------------|---------------|------------|--------------|
| 05/01/1997 | WARRANTY DEED | 97085149 | \$230,000.00 |

Land Information

| Type | Acres | SOFT |
|------|-------|------|
| | | |

Portlandmaps Mobile – Clarify Content and make it Discoverable

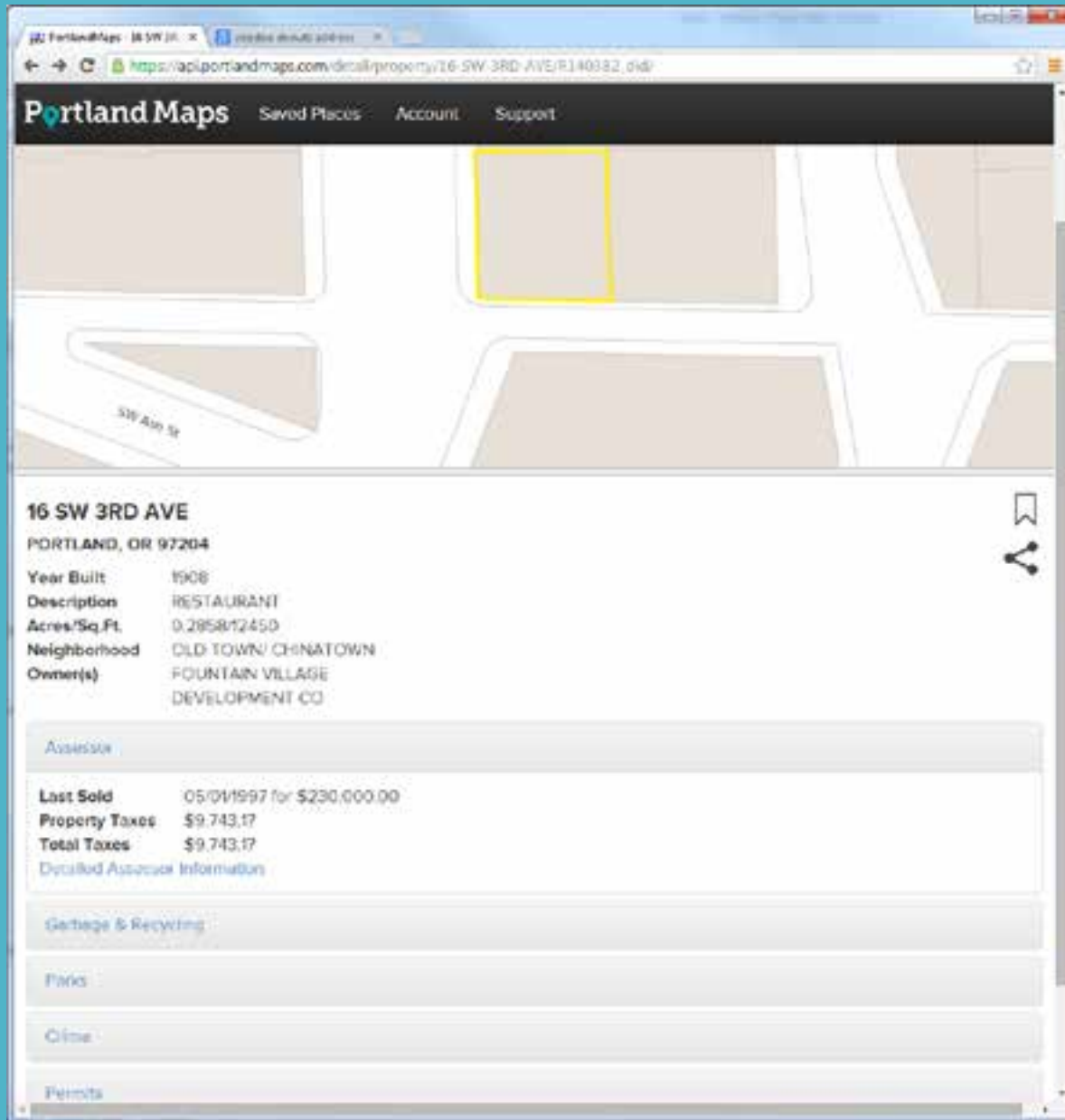
Portlandmaps Soon

Translate report driven format into new environment but add spatial interaction and search like near by

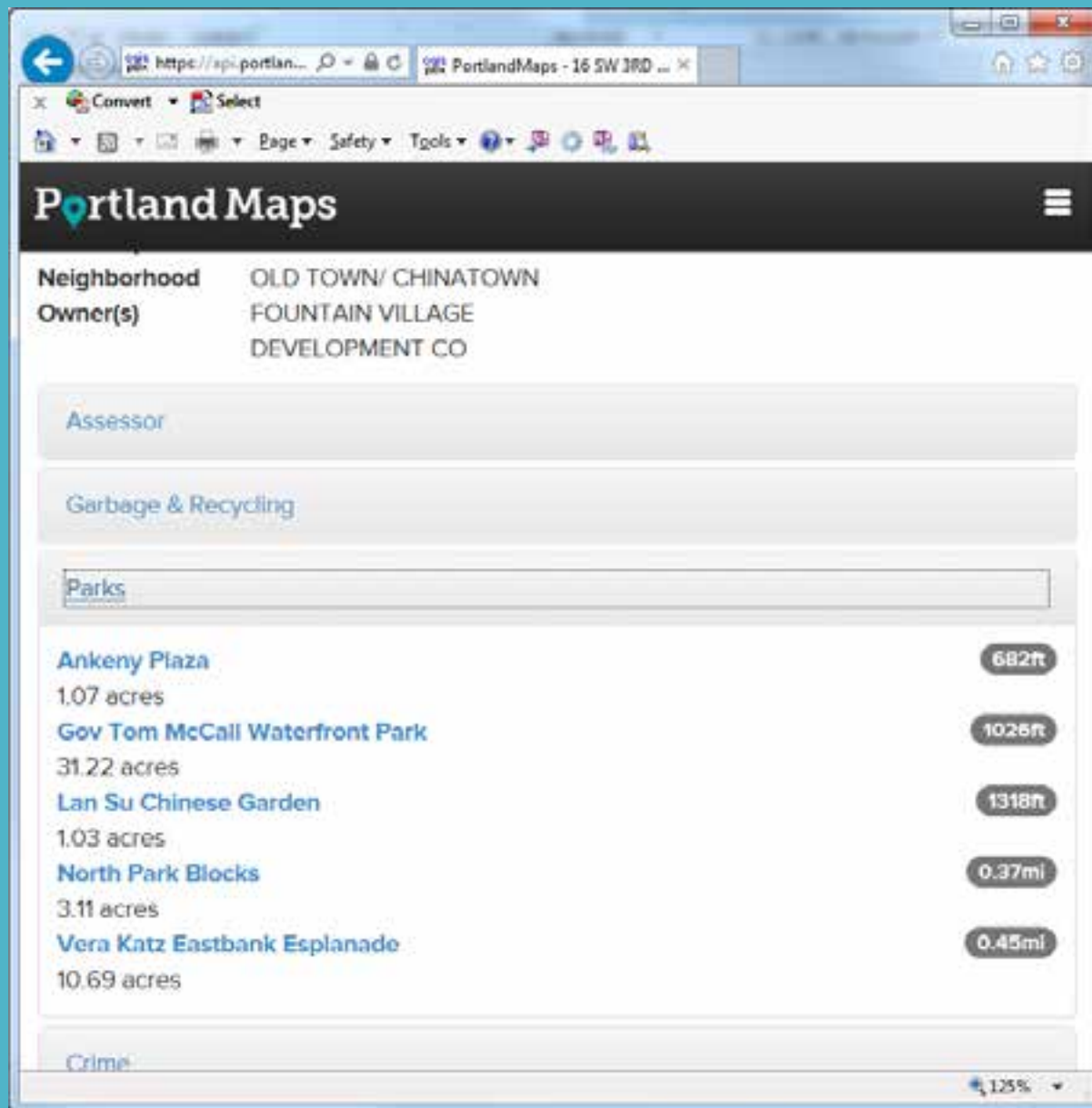
Focus on most in demand content unique to the city
Permits, Crime Data, Assessor, Parks

Develop new themes that help citizens see what the city is doing in real time - Work crews, land use changes, events

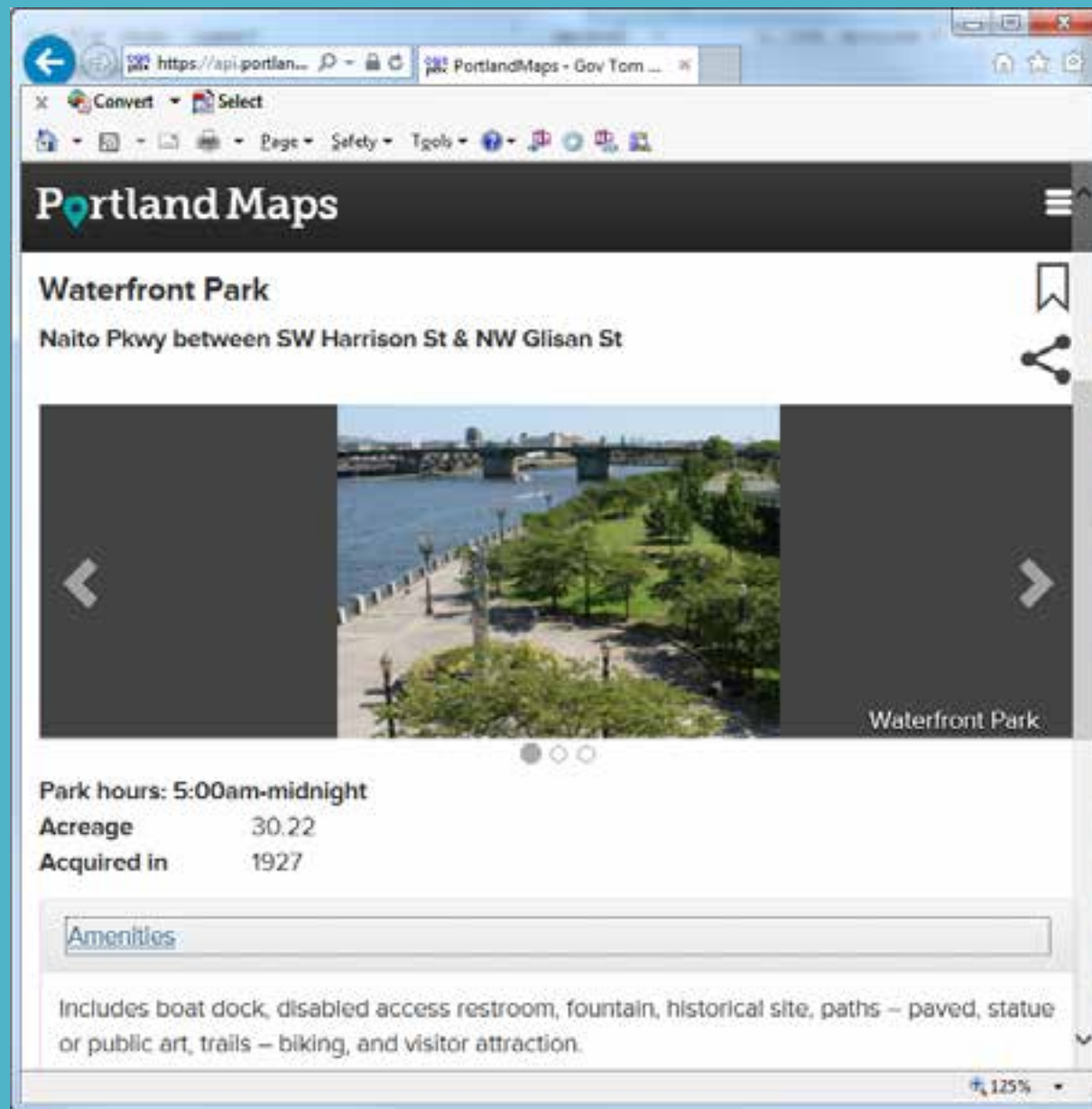
Portlandmaps Mobile – Clarify Content and make it Discoverable



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Portlandmaps Mobile – Clarify Content and make it Discoverable

Create an interface that presents information in a standardized format that is accessible from any device.

Use a URL format that is terse but readable and easy to share.

Ability to save and manage places – both features and x/y points.

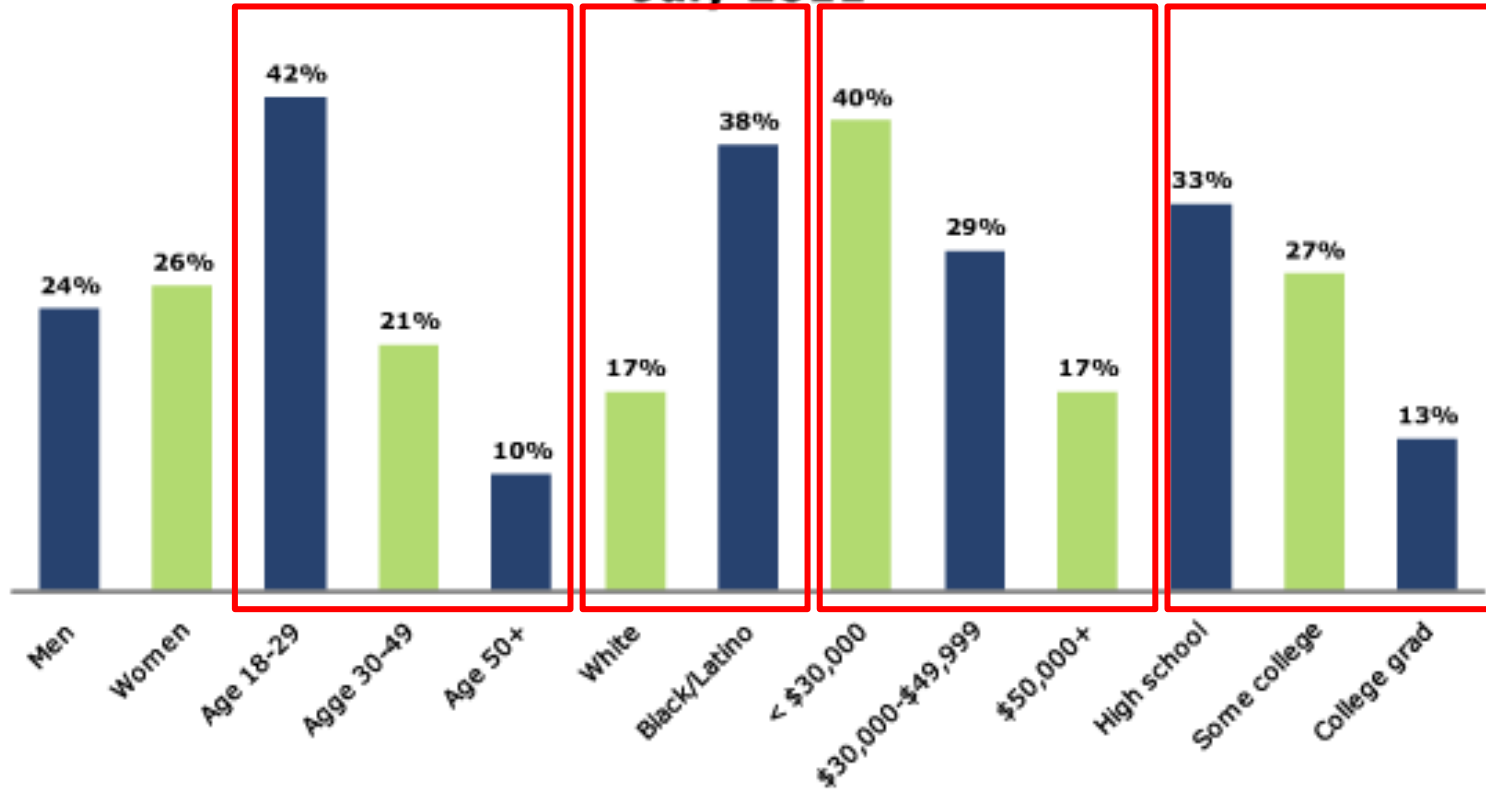
**Most importantly –
Decrease barriers to access the City's GIS data**

Portlandmaps Mobile – Make it Accessible

Internet Access by Cell Phone "Mostly"

% of respondents

July 2011



MC MARKETINGCHARTS.COM

Source: Pew Research

Portlandmaps Mobile – Make it Accessible

Integrate maps into existing PortlandOregon.gov content

Utilize city's web identity store to store places, and create security for staff access vs. public access

Make API's available for internal and external customers

Leverage city and community developers for app creation

Portlandmaps Mobile – Create a Platform

Integrate maps into existing PortlandOregon.gov content

Utilize city's web identity store to store places, and create security for staff access vs. public access

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Portlandmaps Mobile – Create a Platform

Building a Communications Plan

Engaging the public – Neighborhood Associations, etc.

Providing opportunities for meaningful feedback

Creating a strategy that allows us to expand and improve our product and stay in sync with ESRI and web technology

Make Improvements without annoying existing users

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