

# Interactive Visitor Map



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<http://www.fs.fed.us/ivm/>



# *Interactive Visitor Map*

## Topics

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- Business Need
- Application Demo
- Review data strategy, status and challenges
- Questions

# *Interactive Visitor Map*

## What is it?

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A national, interactive, public facing map product:

Like an online version of existing *Guide to Your National Forests and Forest Visitor* printed maps – but with more rich content and interactivity.

Web and Mobile





# *Interactive Visitor Map*

## Business Need

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The Interactive Visitor Map is geared towards the general public user...

- 60% of Forest Service Website users had the primary purpose of planning a visit to a national forest or grassland
- Online map products were the most commonly requested web content
- Over 70% of our Web users seek an online map



# *Interactive Visitor Map*

## Business Need

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- The Agency recognized that Web-based maps would be an efficient and consistent way to meet the increasing demand
- Agency began plans to redesigned National Headquarters Website and the Interactive Visitor Map was planned to became the marquee feature.
- An essential (required) component for the new National Headquarters Website

# Interactive Visitor Map Demo

**EXPLORE YOUR National Forest**

**INTERACTIVE VISITOR MAP**

Discover recreational activities in your National Forest

- Hiking
- Biking
- Hunting
- Fishing
- Camping
- Boating
- Wildlife
- ATV

**Interactive Visitor Map Overview**

The Interactive Visitor Map is designed to help the public discover recreational activities on National Forest Land using a web-based interactive map. The map is currently in development and is a collaborative effort between the Office of Communications and the Geospatial Services and Technology Center. The product is planned to be released together with the newly redesigned Forest Service web pages in the summer of 2012.

**USFS**  
U.S. FOREST SERVICE  
DEPARTMENT OF AGRICULTURE

**GSWC**  
Geospatial Services and Technology Center

**GSTC**  
Geospatial Services and Technology Center



# *Interactive Visitor Map*





## *Interactive Visitor Map*

# Magnitude of Data Requirement

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- 372,000 Miles of Roads
- 158,000 Miles of Trail
- 24,000 Recreation Sites
- 193 Million Acres of NFS Land across 154 forests and 20 grasslands



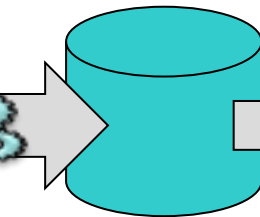
# *Interactive Visitor Map* Data Strategy

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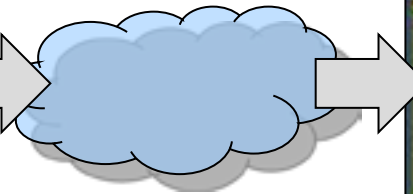
## Flow: Data à Information



Data  
Stewardship



Enterprise  
Data  
Warehouse



Map  
Services



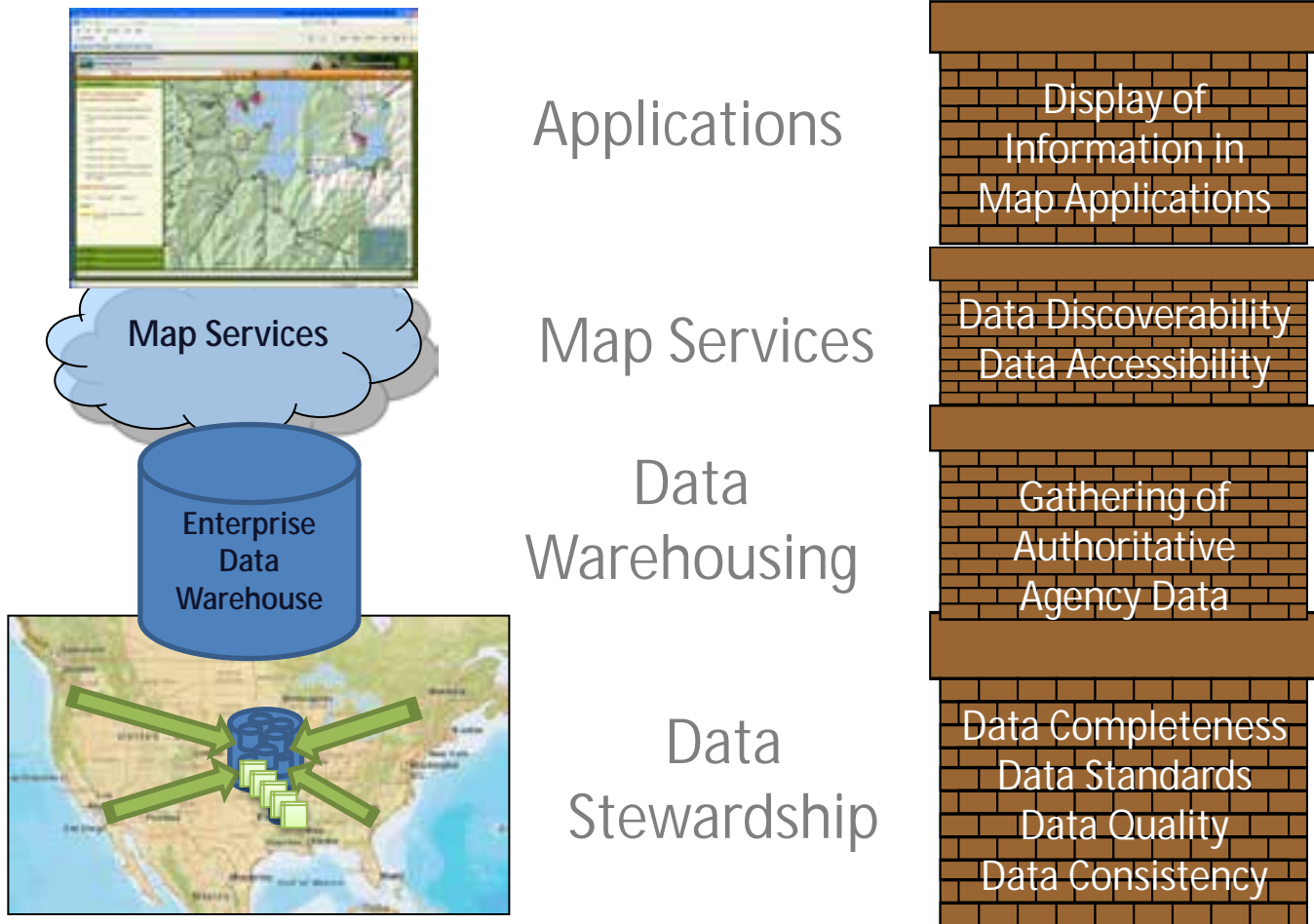
Applications

- IVM
- Data.gov
- GARP / gPAS
- Public Maps (i.e. Google)
- Mobile Applications
- Paper Printed Maps
- IM&A
- Forest Project Maps



# *Interactive Visitor Map* Data Strategy

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# *Interactive Visitor Map*

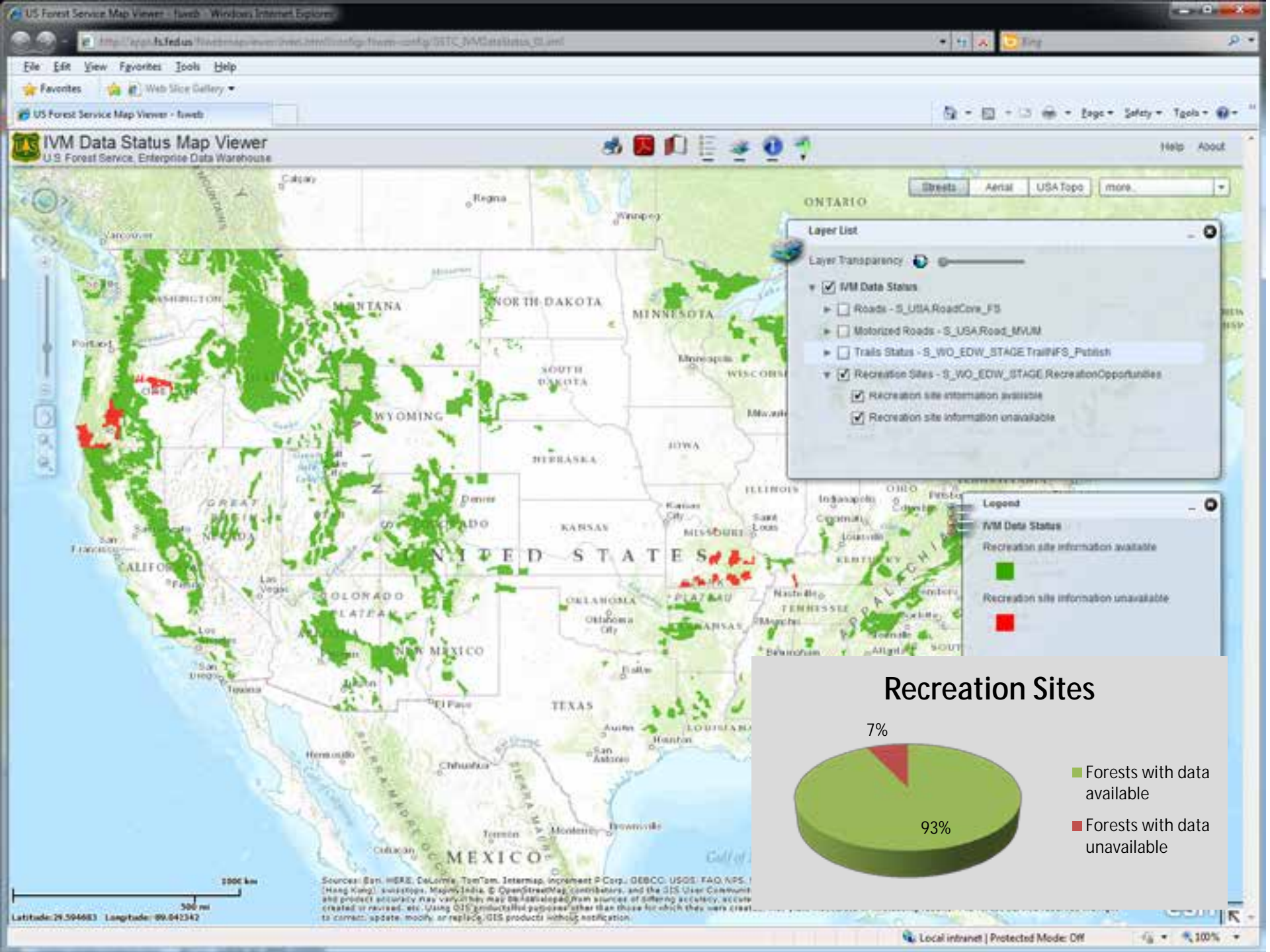
## Data Status

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### Data Sets:

- Rec Sites: WWW Portal
- Roads: Centerline  
Motor Vehicle Use Map (MVUM)
- Trails: Centerline  
Basic  
Trail Uses





Layer List

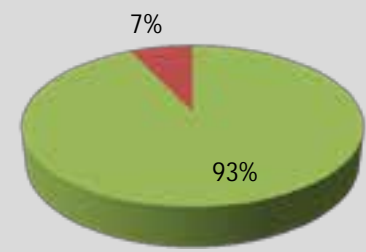
Layer Transparency: [Slider]

- IVM Data Status
  - Roads - S\_USA\_RoadCore\_FS
  - Motorized Roads - S\_USA\_Road\_MVUM
  - Trails Status - S\_WO\_EDW\_STAGE TrailsIFS\_Publish
  - Recreation Sites - S\_WO\_EDW\_STAGE RecreationOpportunities
    - Recreation site information available
    - Recreation site information unavailable

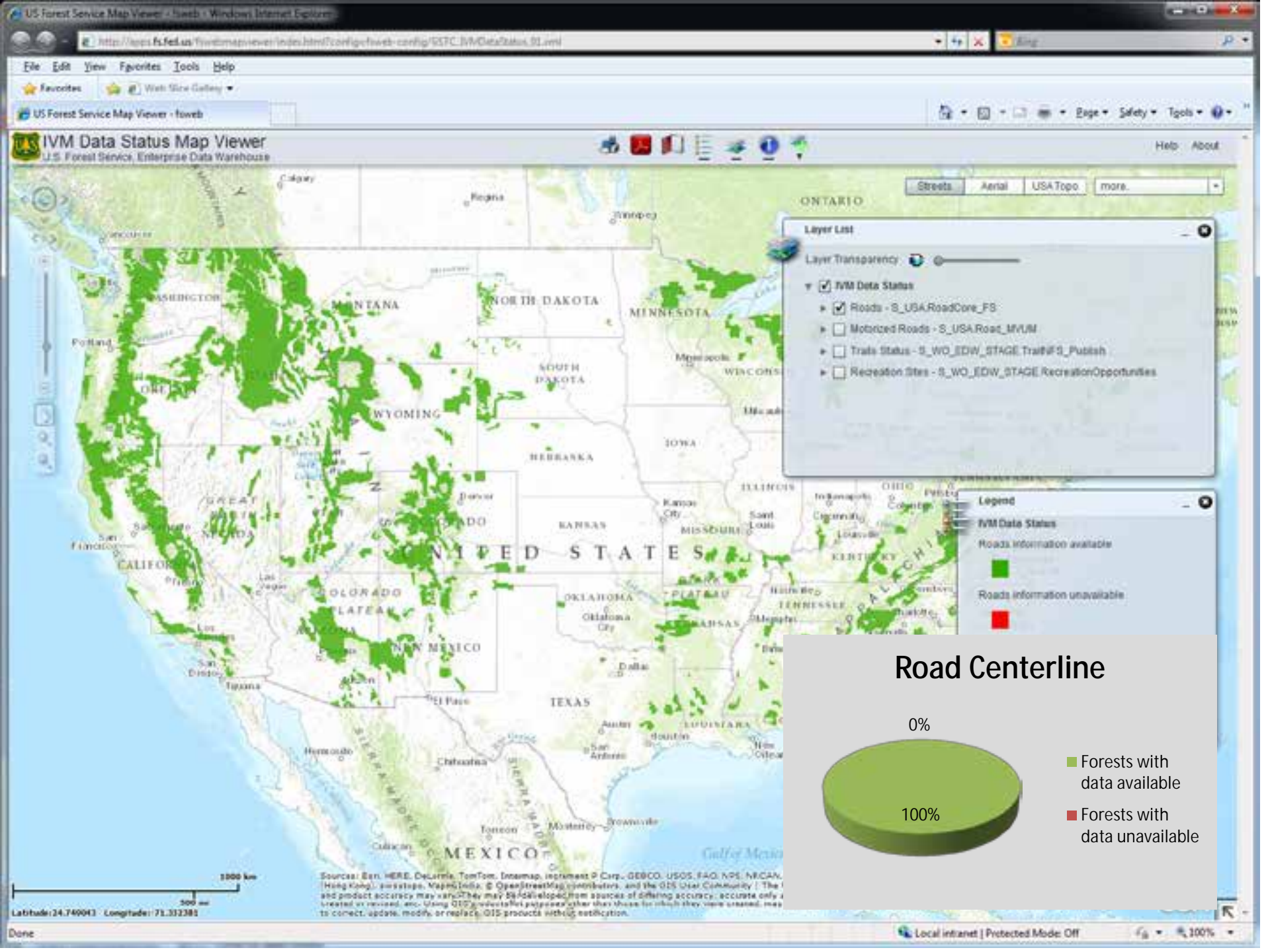
Legend

- IVM Data Status
- Recreation site information available (Green square)
- Recreation site information unavailable (Red square)

### Recreation Sites



- Forests with data available
- Forests with data unavailable



Layer List

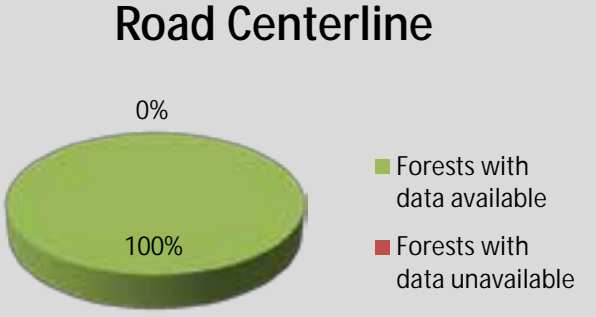
Layer Transparency:

- IVM Data Status
  - Roads - S\_USA.RoadCore\_FS
  - Motorized Roads - S\_USA.Road\_IVMUM
  - Trails Status - S\_WO\_EDW\_STAGE.Trail#FS\_Publish
  - Recreation Sites - S\_WO\_EDW\_STAGE.RecreationOpportunities

Legend

IVM Data Status

- Roads information available
- Roads information unavailable



Source: Esri, HERE, DeLorme, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, Swisstopo, Swisstopo, Mapbox India, OpenStreetMap contributors, and the GIS User Community | The I and product accuracy may vary. They may be developed from sources of differing accuracy, accurate only as created or revised, and using OGC standards for purposes other than those for which they were created, map to correct, update, modify, or replace GIS products without restriction.

US Forest Service Map Viewer - fweb - Windows Internet Explorer

File Edit View Favorites Tools Help

US Forest Service Map Viewer - fweb

IVM Data Status Map Viewer  
U.S. Forest Service, Enterprise Data Warehouse

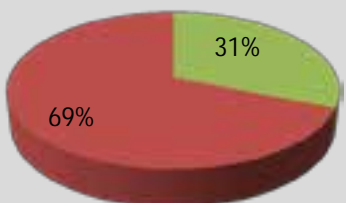
Layer List

- Layer Transparency
- IVM Data Status
  - Roads - S\_USA.RoadCore\_FS
  - Motorized Roads - S\_USA.Road\_MVUM
    - Motorized roads information available
    - Motorized roads information unavailable
  - Trails Status - S\_WO\_EDW\_STAGE.TrailsFS\_Publish
  - Recreation Sites - S\_WO\_EDW\_STAGE.RecreationOpportunities

Legend

- IVM Data Status
- Motorized roads information available
- Motorized roads information unavailable

Road MVUM



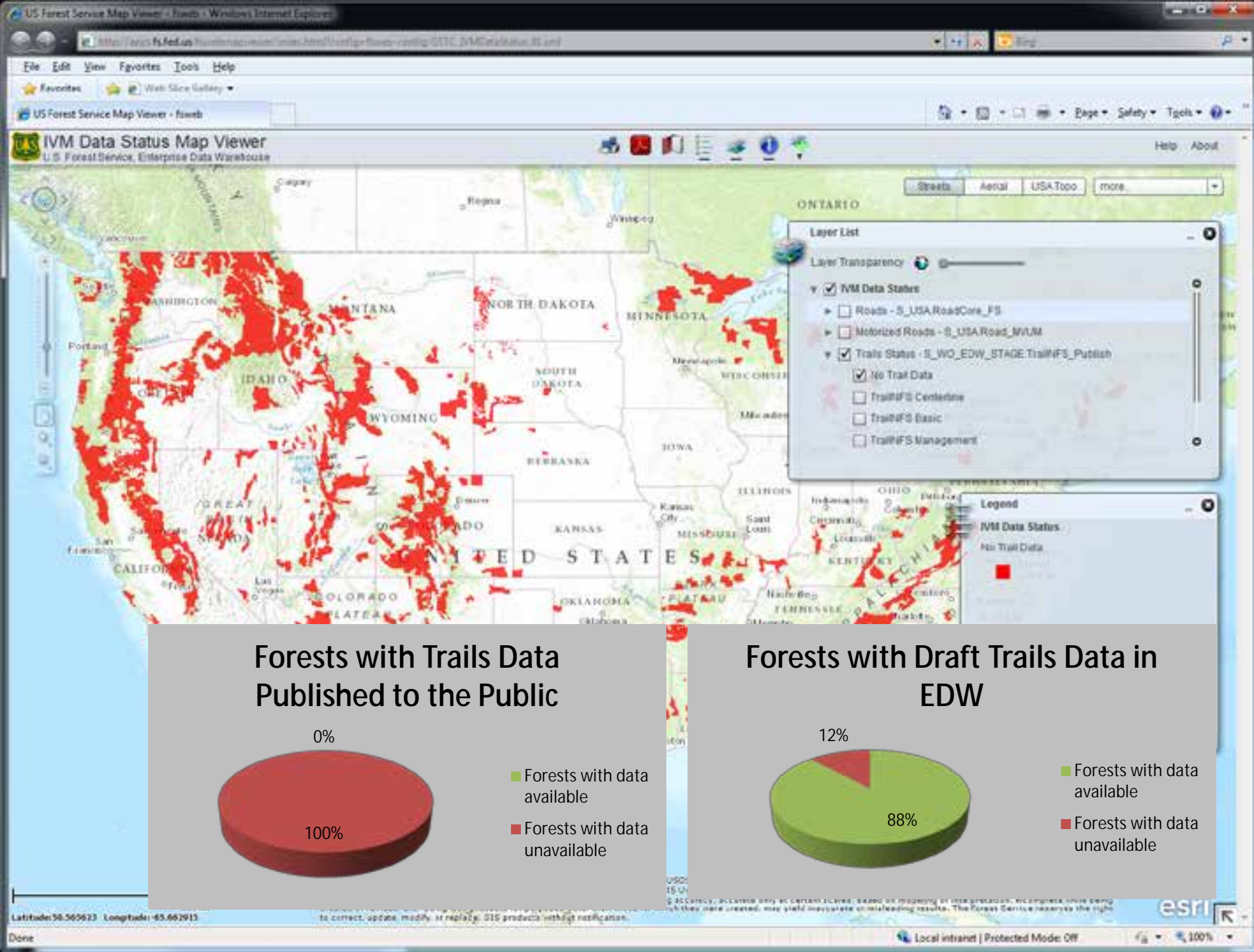
Category	Percentage
Ranger Districts with data available	31%
Ranger Districts with data unavailable	69%

Ranger Districts with data available  
 Ranger Districts with data unavailable

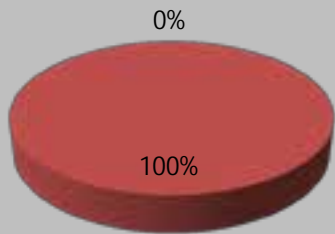
Source: Esri, HERE, DeLorme, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRI (Map King), Swisstopo, MapboxIndia, © OpenStreetMap contributors, and the GIS User Community. All product accuracy may vary. They may be developed from sources of different accuracy, accuracy created or revised, etc. Using GIS products for purposes other than those for which they were created, to correct, update, modify, or replace GIS products without notification.

Local intranet | Protected Mode: Off

Done

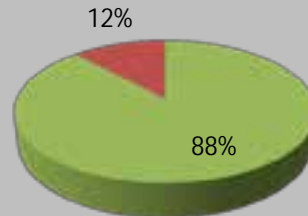


### Forests with Trails Data Published to the Public



- Forests with data available
- Forests with data unavailable

### Forests with Draft Trails Data in EDW



- Forests with data available
- Forests with data unavailable

**Layer List**

Layer Transparency

- IVM Data Status
  - Roads - S\_USA.RoadCore\_FS
  - Motorized Roads - S\_USA.Road\_MVM
- Trails Status - S\_WO\_EDW\_STAGE.TrailsIFS\_Publish
  - No Trail Data
  - TrailsIFS Certificate
  - TrailsIFS Basic
  - TrailsIFS Management

**Legend**

- IVM Data Status
- No Trail Data

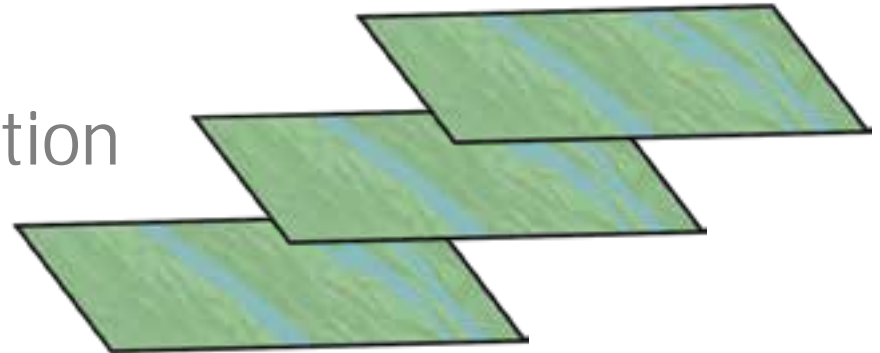
# *Interactive Visitor Map*

## Trail Data Status

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### EDW Publication Clearinghouse:

1. Centerline
2. Basic Description
3. Trail Uses



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- IVM
- External Info Providers
- USGS
- FOIAs
- GARP / gPAS







# *Interactive Visitor Map* Now Live

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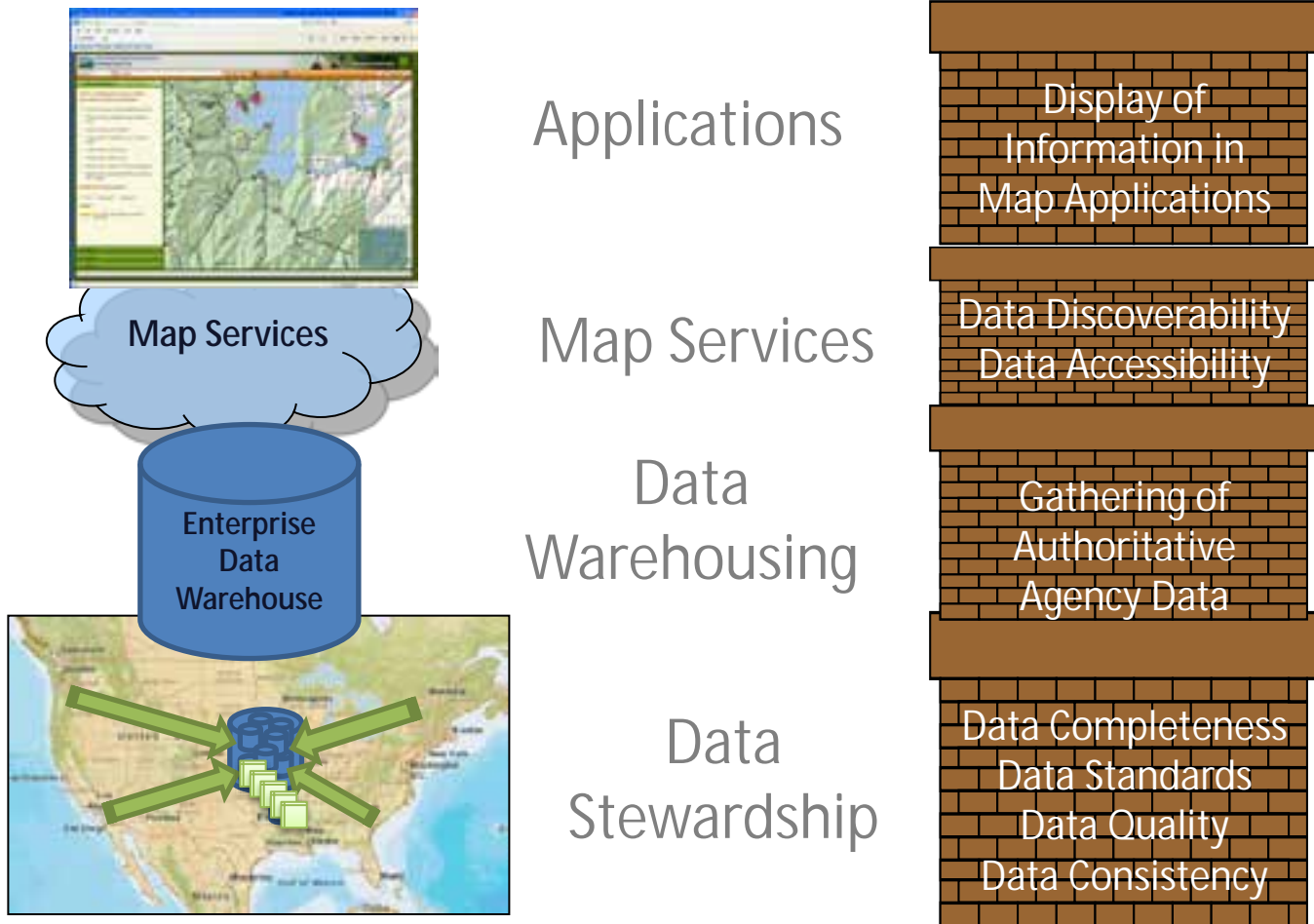
IVM was launched on May 20<sup>th</sup>

- Rec. sites at 93%
- Roads
  - Centerline at 100%
  - MVUM at 31%
- Trails
  - Centerline at 0%?
  - Basic Description: 0%
  - Trail Uses: 0%



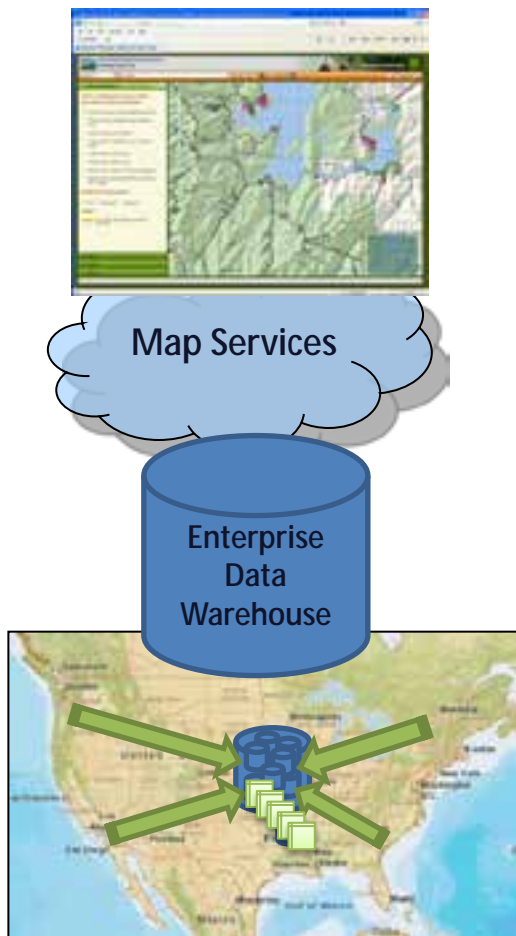
# *Interactive Visitor Map* Data Strategy

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# *Interactive Visitor Map* Data Strategy

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Applications

Map Services

Data  
Warehousing

Data  
Stewardship

Display of  
Information in  
Map Applications

Data Discoverability  
Data Accessibility

Gathering of  
Authoritative  
Agency Data

Data Completeness  
Data Standards  
Data Quality  
Data Consistency





## *Interactive Visitor Map*

# Supporting the Foundation

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- Ü Continue agency commitment to improvement/update of data tools
- Ü Clarify data stewardship roles and expectations
- Ü Consider addressing data stewardship via program of work & performance



# *Interactive Visitor Map*

## Discussion

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### Approaches to consider:

- Optional data & stewardship?
  - Dependent on unit-level initiative
  - Result: incomplete and/or outdated data
- Required data & stewardship?
  - Dependent on line officer accountability
  - Result: complete and current data

# *Interactive Visitor Map*

## Conclusion

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Providing quality visitor information

