

Calvert County, Maryland takes a new approach to public web mapping

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Where is Calvert County, Maryland?

- Maryland's smallest county (area), 213 sq.miles
- 30 miles SE of Washington D.C.
- Population = 92,000
- 2 full-time GIS staff



About the Calvert County GIS program

- In production with ArcGIS for Server 10.0 (looking to move to 10.2 in Fall '14)
- Virtualized web/SQL servers running Windows Server 2008R2



Legacy GIS applications

- ArcGIS Engine GIS viewer application for County staff
- Public GIS viewers
 - 5 Silverlight-based viewers
 - 5 Flexviewer-based viewer
 - ESRI storymaps
- 'Mobile' versions of certain maps (ESRI app)



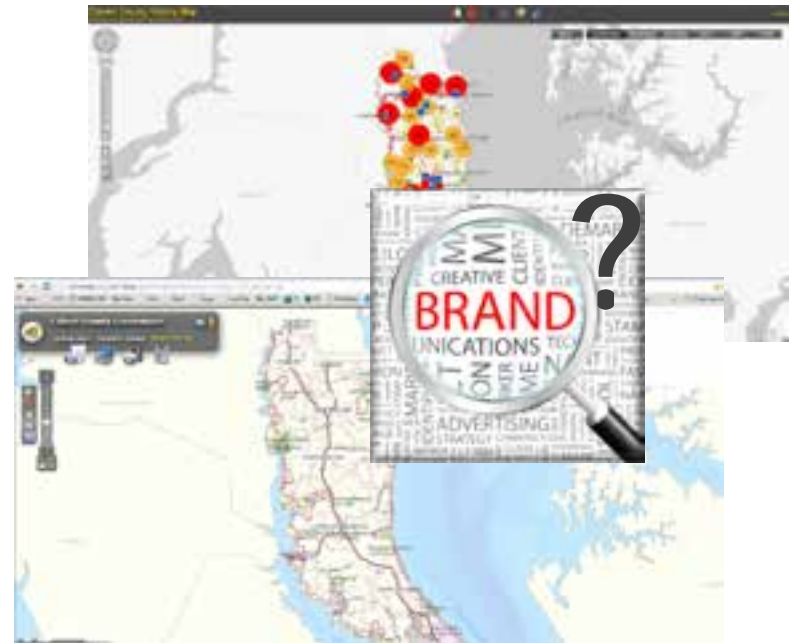
Legacy GIS Applications

- Attractive
- Fast
- Stable
- Configurable (somewhat)
- Avoided the map portal



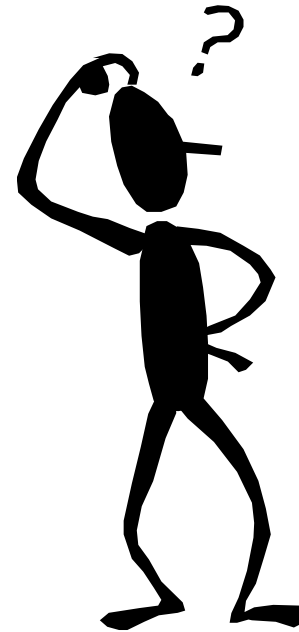
Legacy GIS Applications

- Lacked a recognizable brand
 - Multiple platforms
 - Multiple UIs
 - Multiple color schemes
 - No identifiable connection to the rest of the county website



Legacy GIS Applications

- Difficult to use for casual users
 - “how do I search”?
 - What does ‘identify’ mean?
 - What is ObjectID?
 - What is an attribute?



Legacy GIS Applications

- Difficult to manage
 - Multiple environments
- No real support for mobile devices
 - All applications required MS Silverlight or Flash
 - ArcGIS app not ideal



Moving forward- new design principles for GIS applications

- Influenced by:
 - Brian Timoney's MapBrief blog
 - Steven Krug's "Don't make me think"
 - Speed
 - Simplicity
 - Consistency
 - Users want to get in/get out
 - Eliminate confusing jargon



Moving forward- new design principles for GIS applications

- Desirable features
 - Focused map viewers
 - Limited functionality
 - Universal search
 - Simple interface
 - Wizard-driven workflows
 - Consistent UI/branding
 - As little GIS jargon as possible



Moving forward- new design principles for GIS applications

- Native support for tablets and smartphones
 - Without an app
- Formatted for mobile devices



Moving forward- new design principles for GIS applications

- Practical back-end considerations
 - Maintainable (for a staff of 2)
 - Flexible
 - Configurable



Introducing the *MyCalvertMap* system

- System of related maps
 - *MyCalvertMap Advanced* is the powerful, feature-rich viewer built with the GC Silverlight Viewer
 - *MyCalvertMap Lite* is the mobile-friendly lightweight viewer built with the GC HTML5 Viewer
 - *MyCalvertMap Pro* is a variant of *MyCalvertMap Advanced* for County staff

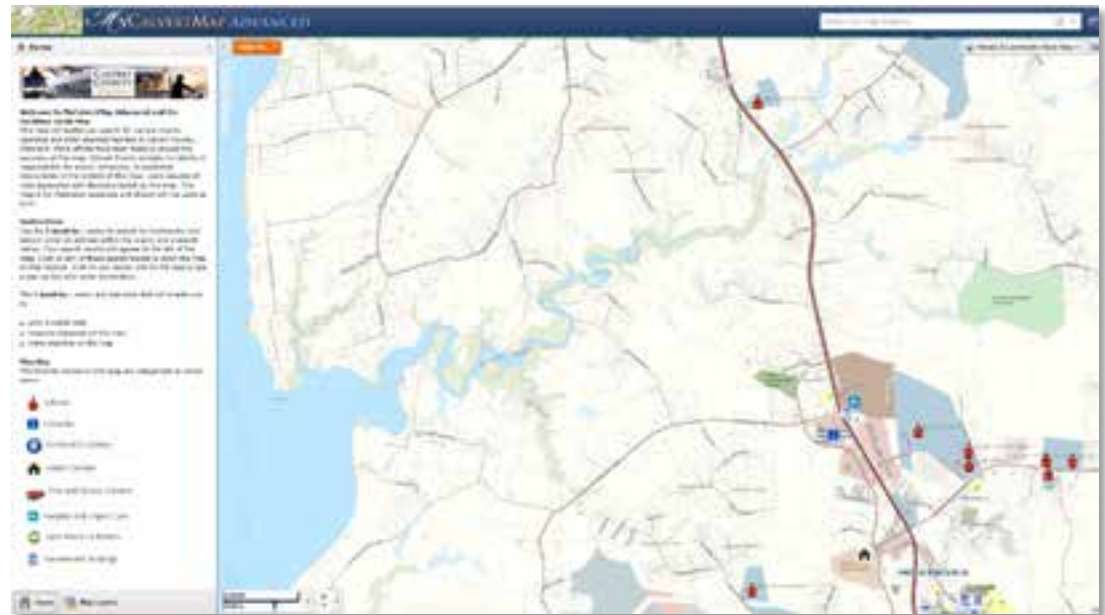


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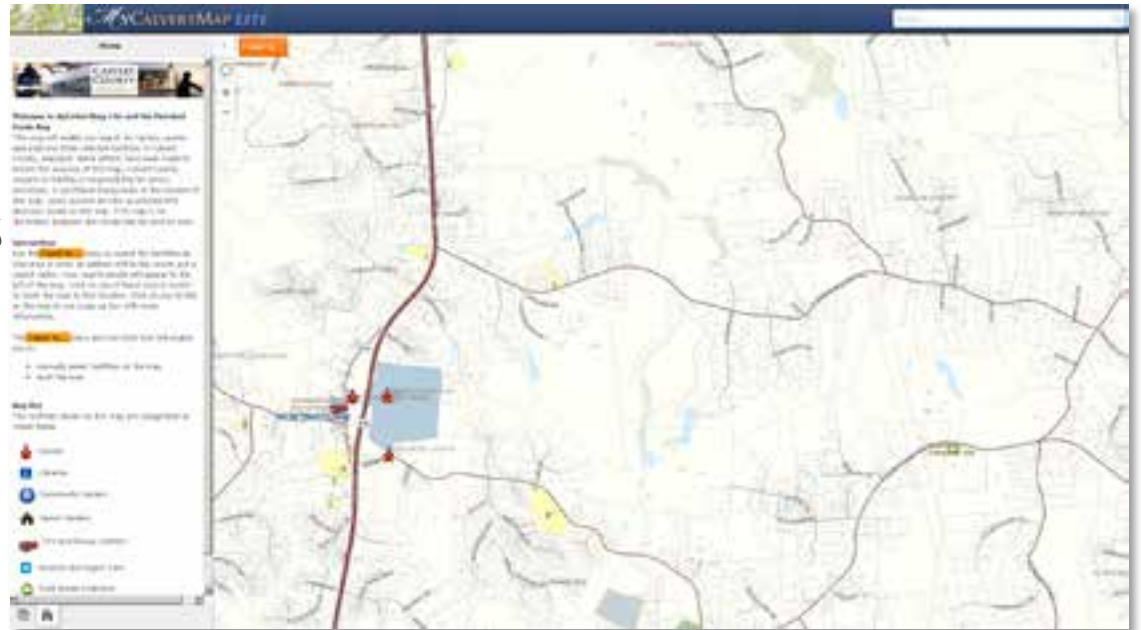
Introducing *My*CalvertMap Advanced

- Targeted for laptops/desktops
- Printing
- Reports
- Markups
- Saved projects



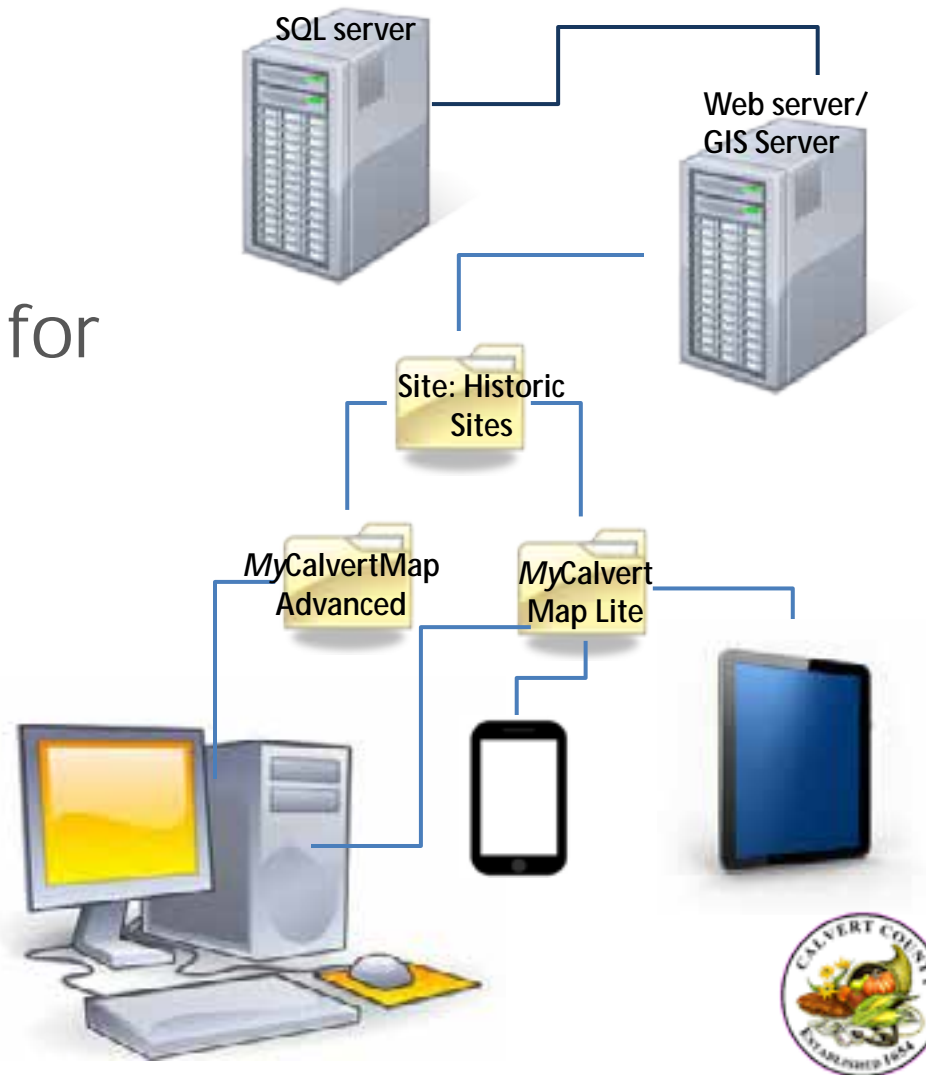
Introducing *My*CalvertMap Lite

- Native support for tablets/smartphones
- Minimal tools
- Clean interface
- Simple workflows



MyCalvertMap-Under the hood

- Geocortex/ArcGIS for Server
- 1 Site; multiple viewers



MyCalvertMap- other considerations

- Testing
 - Browser/device testing
 - Load testing
 - User testing
- Version Control
- Analytics
- Rollout/Marketing
- Website redesign
- Training



MyCALVERTMAP LITE



MyCALVERTMAP ADVANCED



What about Arcgis Online?

- Geocortex integrates with AGO
- For the time being we will leverage AGO for content management and special projects



Geocortex®



Future plans

- Complete deployment of MyCalvertMap Pro
- Test & deploy Instant Search functionality
- Provide self-help resources for users
- Additional focused maps



Thanks for your attention.
Questions/comments?

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