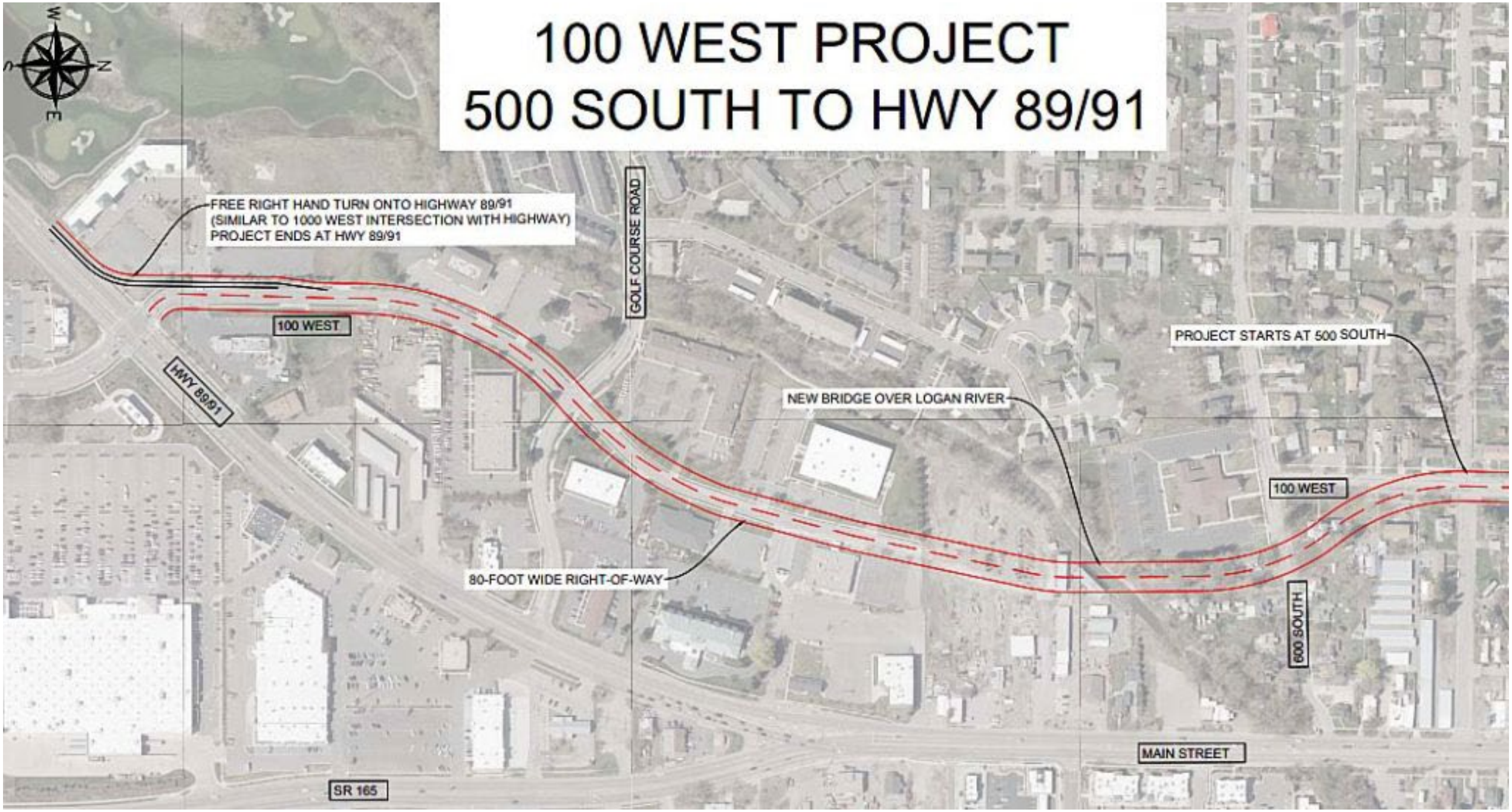
Translating GIS for All

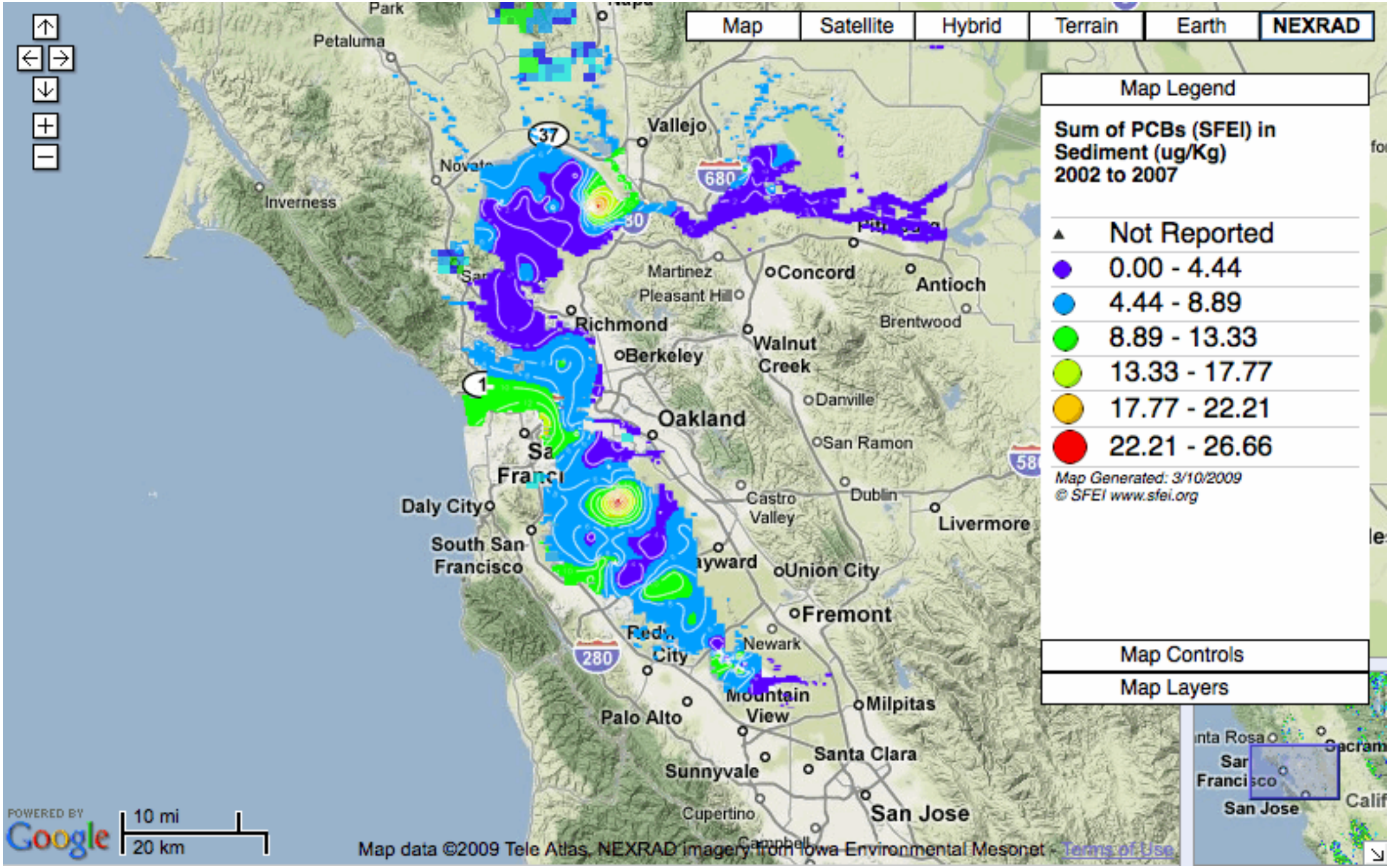
Santa Clara County GIS Day 2023

Todd Schuble, GIS Director

Cook County Bureau of Technology, GIS Division

Floodplain Interactive Map


100 WEST PROJECT
500 SOUTH TO HWY 89/91
W
N
E
FREE RIGHT HAND TURN ONTO HIGHWAY 89/91
(SIMILAR TO 1000 WEST INTERSECTION WITH HIGHWAY)
PROJECT ENDS AT HWY 89/91
GOLF COURSE ROAD
100 WEST
HWY 89/91
PROJECT STARTS AT 500 SOUTH
NEW BRIDGE OVER LOGAN RIVER
100 WEST
80-FOOT WIDE RIGHT-OF-WAY
600 SOUTH
MAIN STREET
SR 165


Map
Satellite
Hybrid
Terrain
Earth
NEXRAD
Map Legend
Sum of PCBs (SFEI) in Sediment (ug/Kg) 2002 to 2007
Not Reported
0.00 - 4.44
4.44 - 8.89
8.89 - 13.33
13.33 - 17.77
17.77 - 22.21
22.21 - 26.66
Map Generated: 3/10/2009
© SFEI www.sfei.org
Map Controls
Map Layers
Vallejo
Petaluma
Inverness
Martinez
Pleasant Hill
Concord
Antioch
Brentwood
Richmond
Berkeley
Walnut Creek
Danville
Oakland
San Ramon
Daly City
Castro Valley
Dublin
Livermore
South San Francisco
Union City
Fremont
Newark
Mountain View
Milpitas
Palo Alto
Santa Clara
Sunnyvale
Cupertino
San Jose
10 mi
20 km
POWERED BY Google
Map data ©2009 Tele Atlas, NEXRAD imagery from Iowa Environmental Mesonet - Terms of Use

APPROVED

mashroom
mashroom

www.hbw-bau.de

Parcel Information

CAMA Information

Parcel: 02-28-382-010

Alternate PIN	
Brief Legal	LOT 41 PRAIRIE PARK CITY OF YORKVILLE

Taxing Information

All taxing information comes from assessment records and a parcel's tax code

Tax Code	BR005
Property Class	0040
Township	Bristol Township
Municipality	CITY OF YORKVILLE
Drainage District	
SSA	

Property Area

1 Story

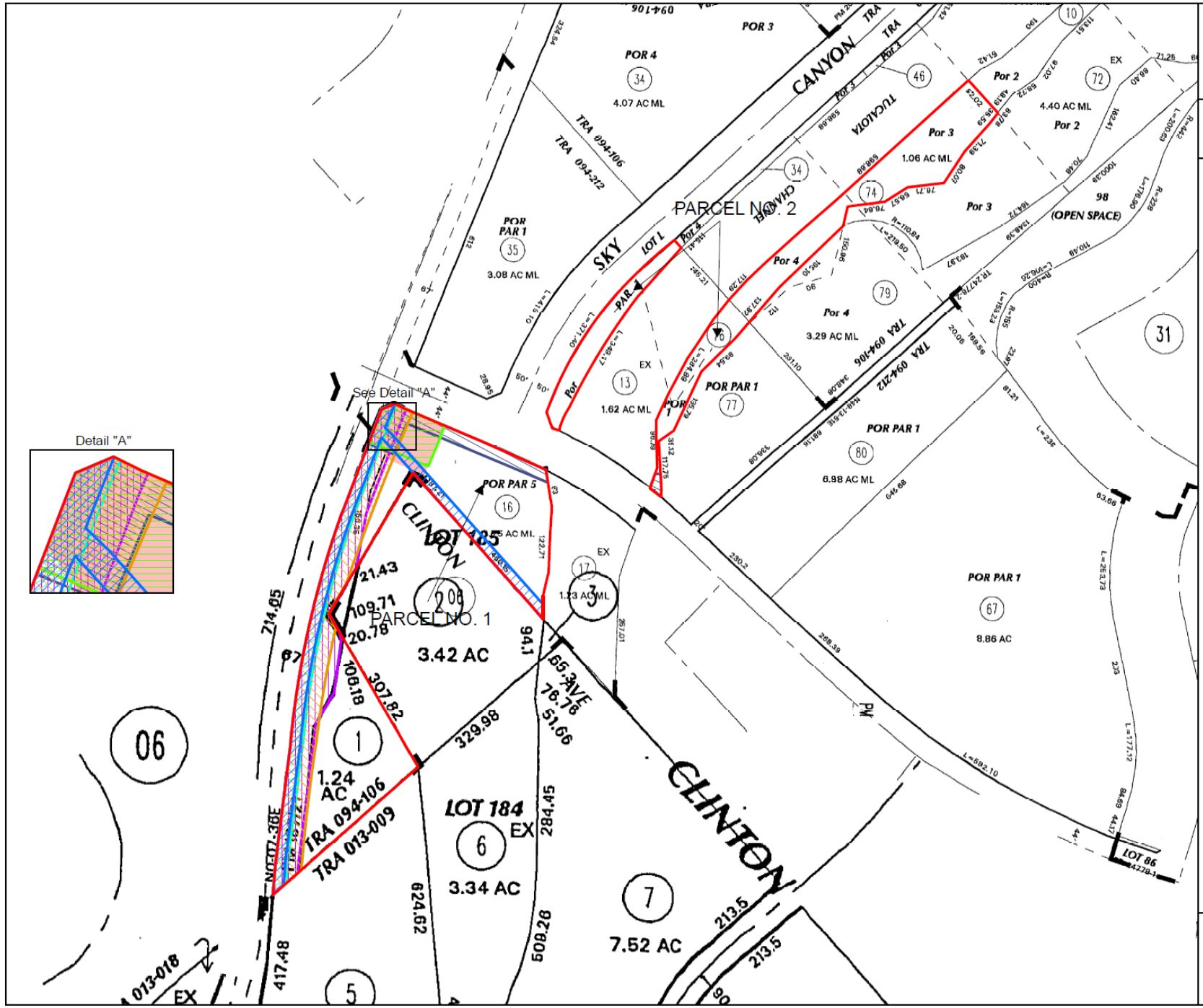
Structure Name	1.0 Story
Year Built	1993

Square Footage

Square Feet	1,630
Basement ft²	1,630
Garage ft²	484

Rooms

Total Rooms	5
Bedrooms	3
Full Baths	2
Half Baths	0



First American Title Insurance Company

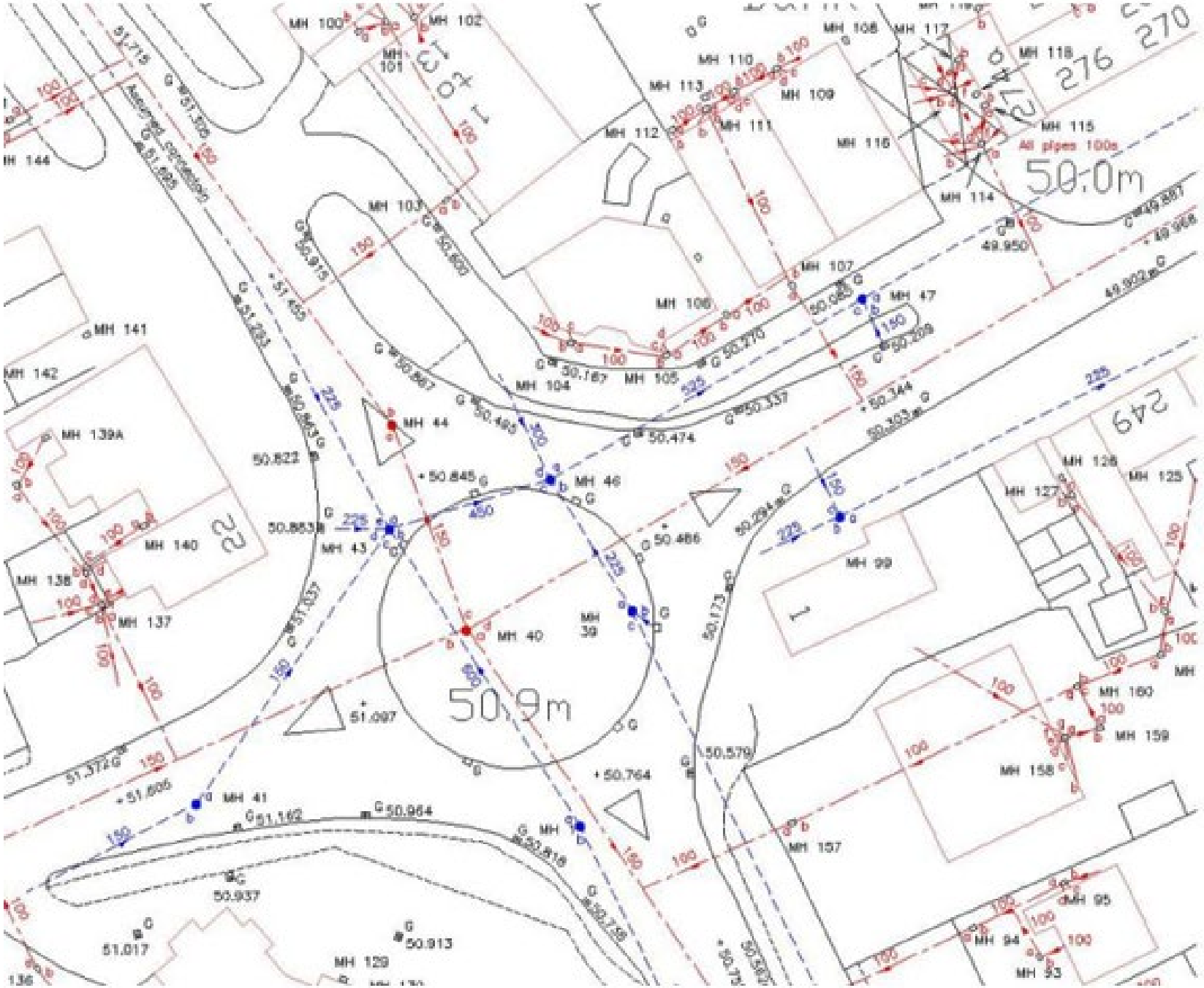
File No.: 4965190
Location: Riverside County, CA

Legend

- PARCEL NO. 1
- PARCEL NO. 2
- 09/30/1983 #200938 (Roadway & Public Utility)
- 06/23/1989 #208771 (Drainage - Not Plottable)
- 04/01/1991 #104422 (Sewage Transmission & Collection Facilities)
- 12/13/1991 #431418 (Mod. 05/05/2010 #2010- 0206056 & Re-rec.10/18/2010 #2010-0498561) (Public Road & Drainage)
- 09/07/1994 #346667 (Slope)
- Parcel Map Bk187 Pg21 (Transportation)
- 06/28/1999 #288226 (Avigation - Not Plotted - Blanket)
- 06/30/2004 #2004-0509007 (Landscaping)
- 10/18/2010 #2010-0498561 (Public Utilities, Public Service Facilities & Drainage)

NOT TO SCALE

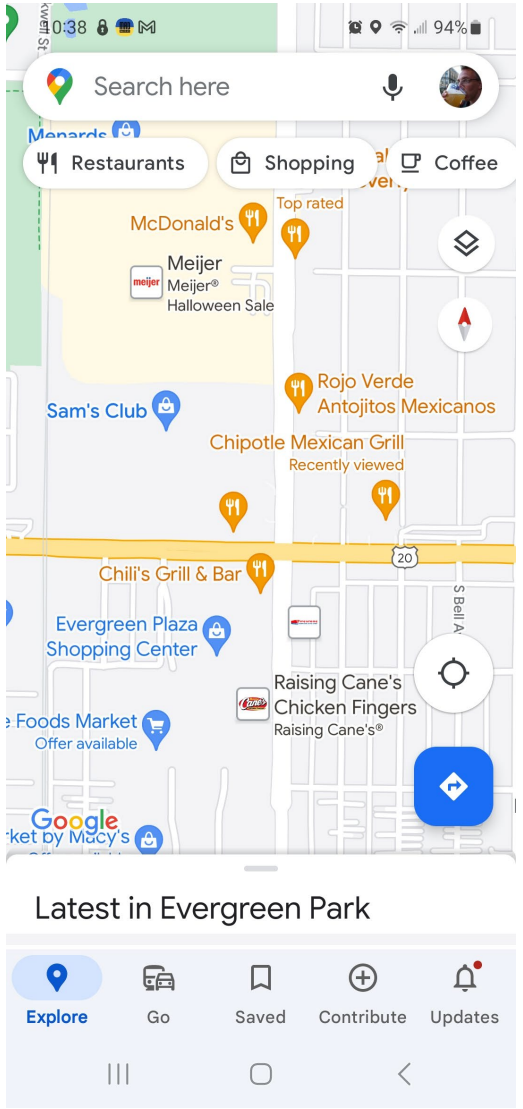
This map may or may not be an accurate description or identification of the land and is not intended nor may be it relied upon as a survey of the land depicted hereon. This map is solely intended to provide orientation as to the general location of the parcel or parcels depicted herein. First American Title Company, its subsidiaries and affiliates, expressly disclaim any and all liability for all loss or damage which may result from reliance or use of this map.


MH 100
MH 102
MH 101
MH 108
MH 117
MH 110
MH 118
MH 113
MH 109
MH 112
MH 111
MH 116
MH 115
All pipes 100s
MH 114
50.0m
MH 103
MH 107
MH 106
MH 47
MH 104
MH 105
MH 141
MH 142
MH 139A
MH 44
MH 46
MH 140
MH 43
MH 138
MH 137
MH 40
MH 39
50.9m
MH 41
MH 129
MH 126
MH 125
MH 127
MH 99
MH 160
MH 159
MH 158
MH 157
MH 95
MH 94
MH 93
MH 144

GIS Awareness?

- Search engines are not always the best at revealing EVERYTHING
- Applies to any kind of research
  - Incomplete information
  - Wrong data
  - Incorrect authority
  - Info is out of date
  - Unaware of existence

Primary “GIS” Interface



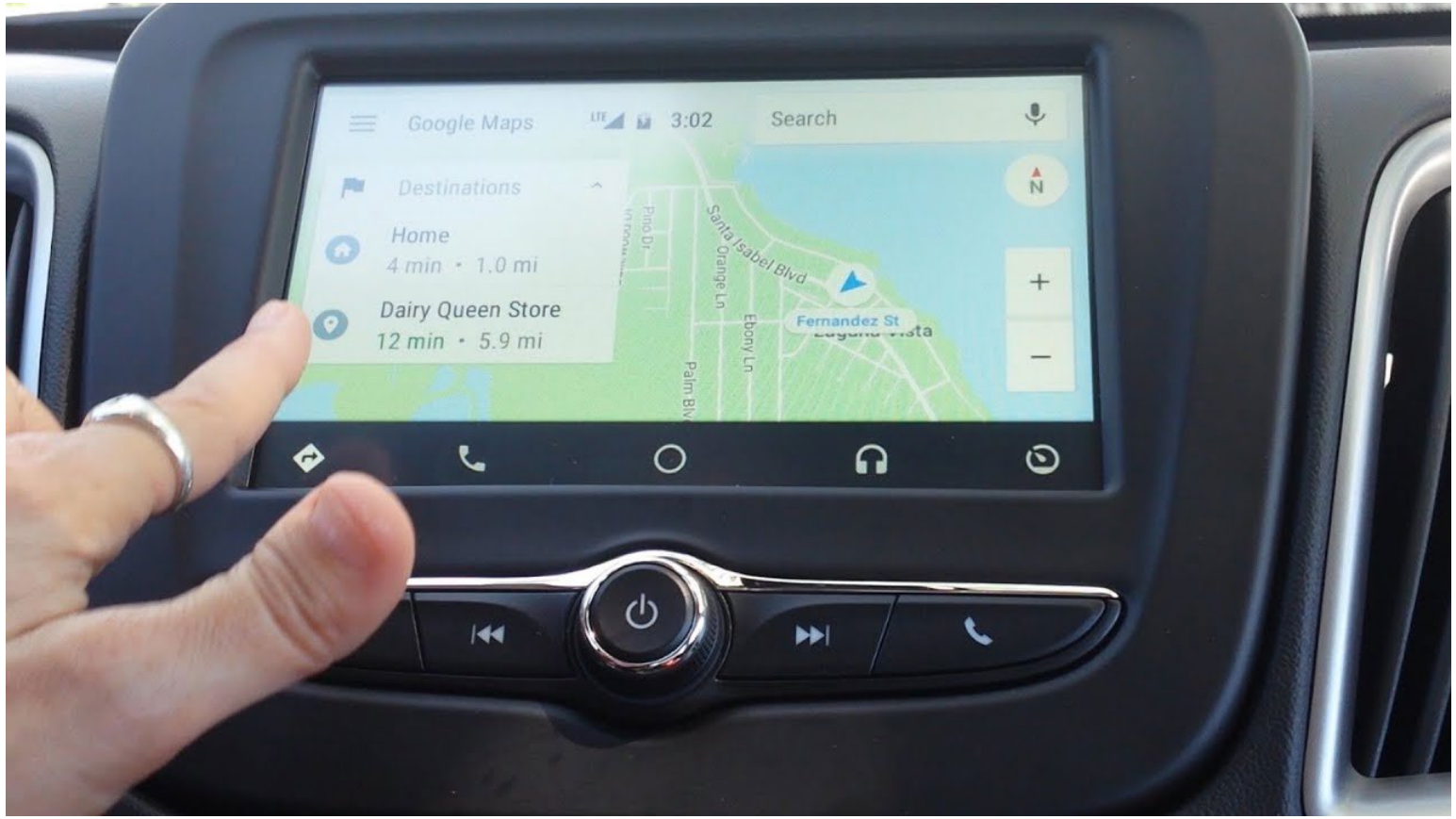
Flatten the GIS Learning Curve

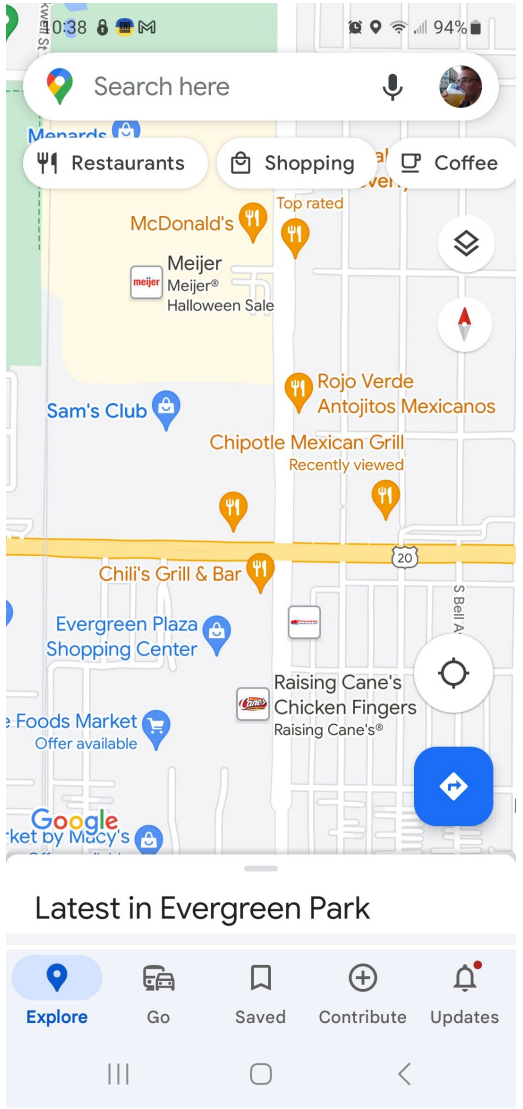
- How do we make GIS more inviting, less intimidating?
- How do we share data better?
- Make it more usable?
- **Simplifying complex things is never easy but GIS professionals need to act as translators**

Maps Can Be INITIMIDATING

- GIS people look at different kinds of maps all day…not everyone does
  - Some may only look at certain types of maps…survey plats, parcel maps, zoning maps, hydrology, etc.
- Soften the blow, make the map relatable
  - Map or interface needs to be as simple as possible
  - Too complex, too busy…they are gone

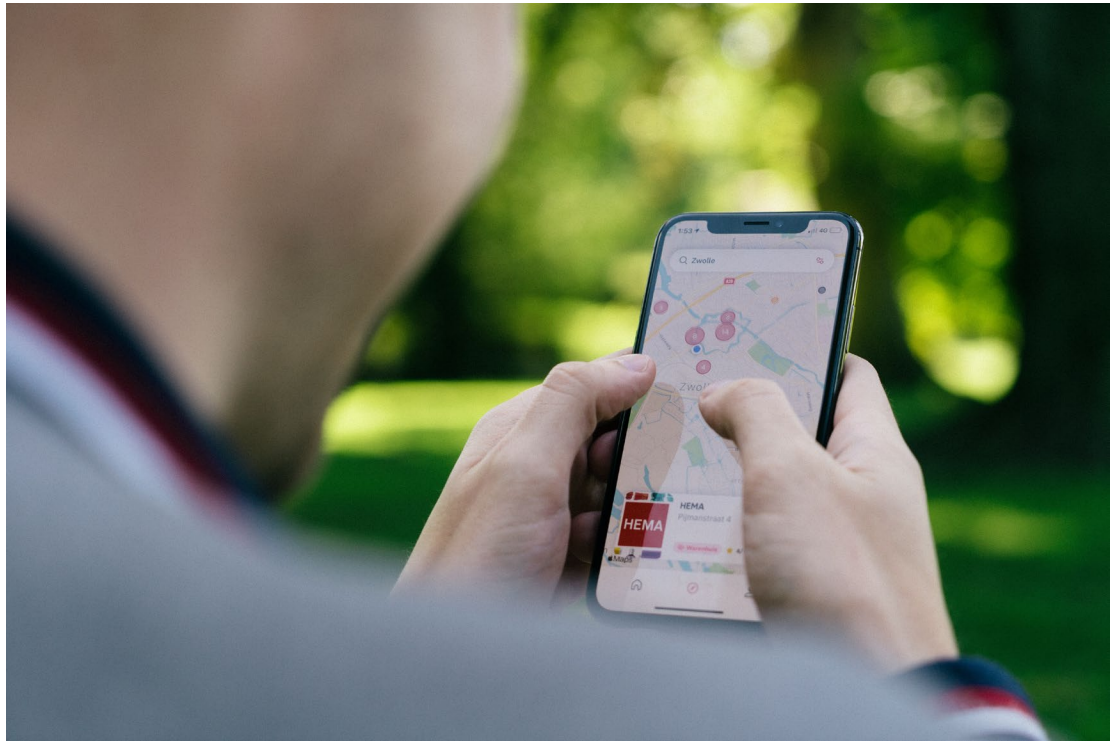
Maps Can Be INITIMIDATING





Maps Can Be INITIMIDATING

- Mobile compliance is HUGE
  - Can you read or interact with a map on a mobile device effectively?
- "Digital division" is real!
  - Desktop only?
  - Mobile only?
  - PAPER only?



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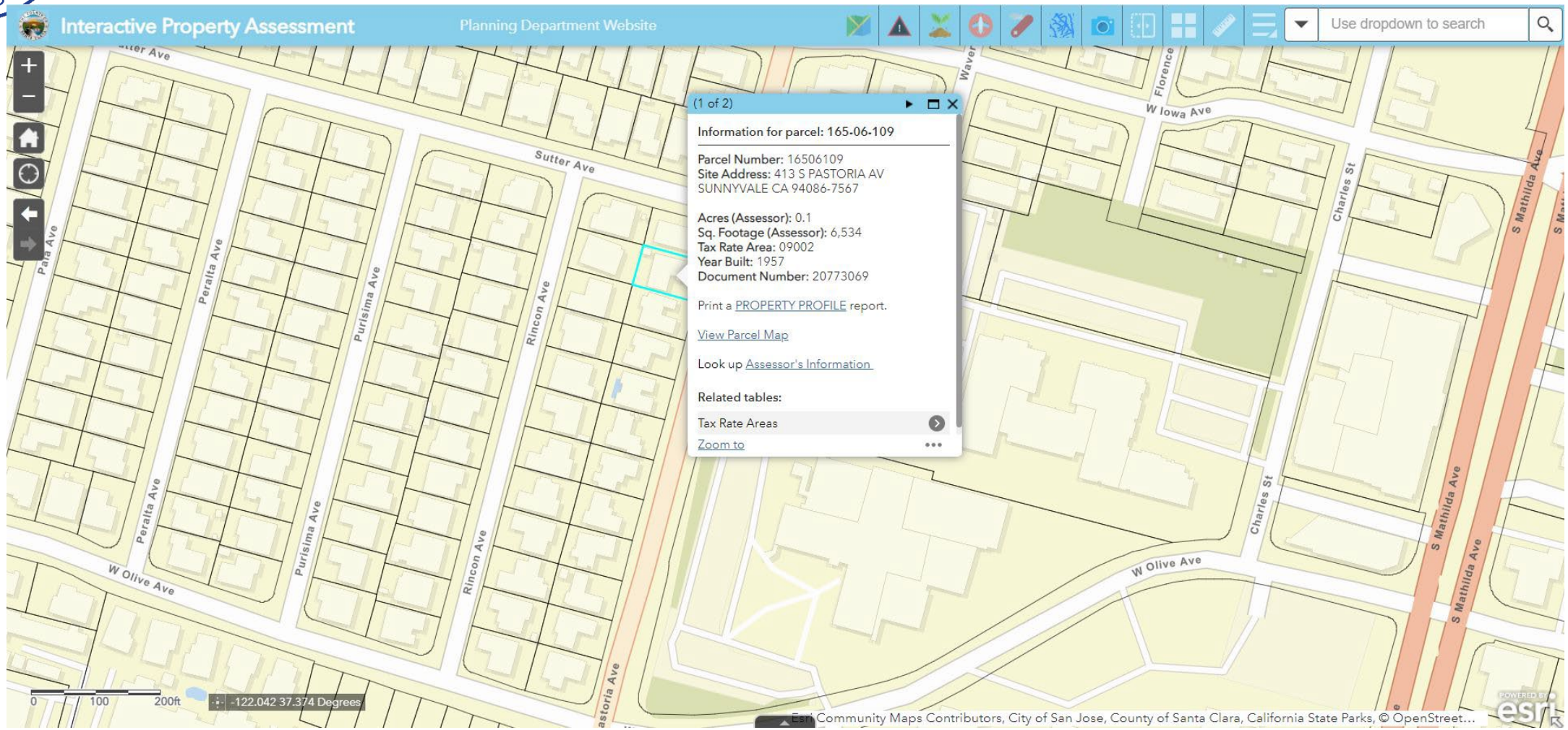

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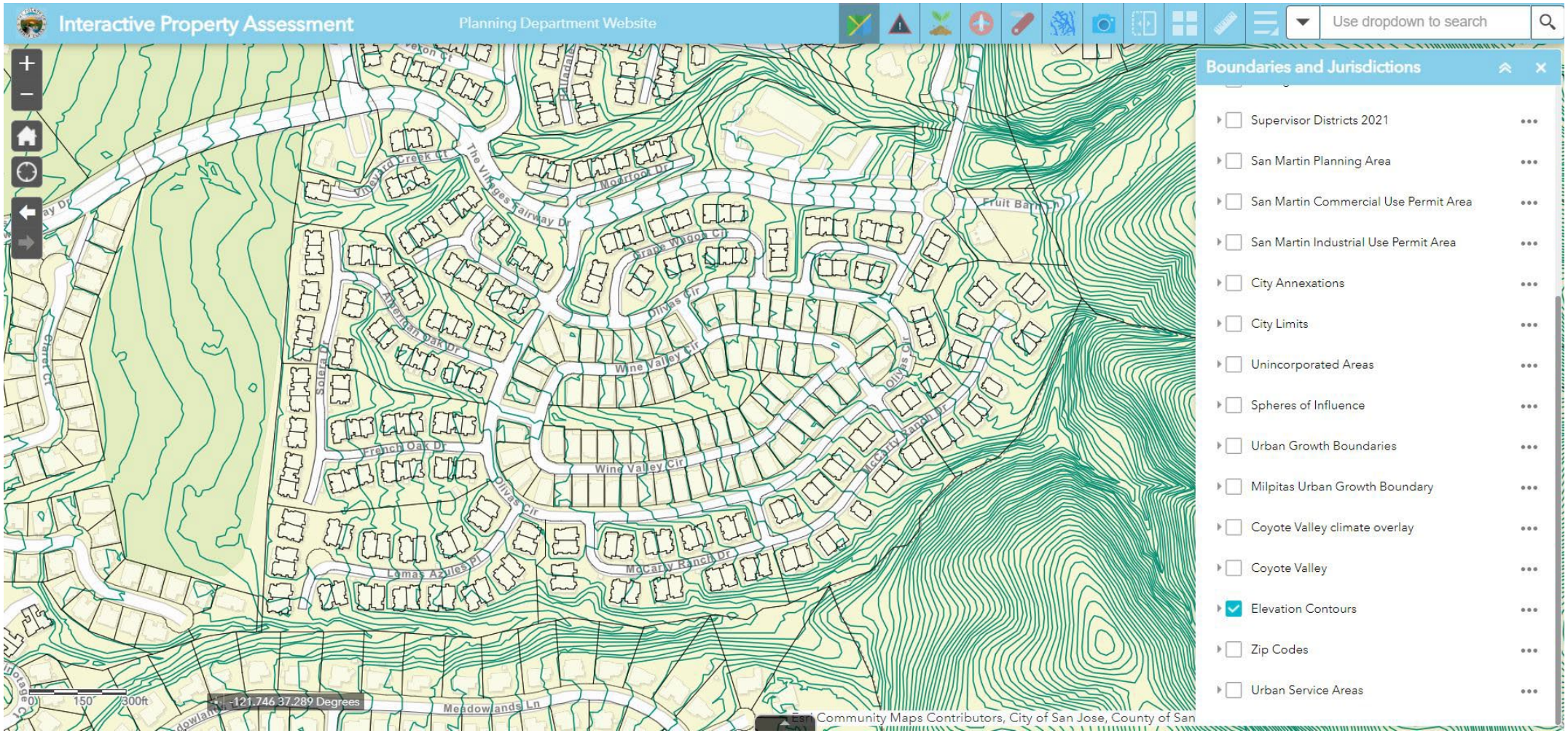

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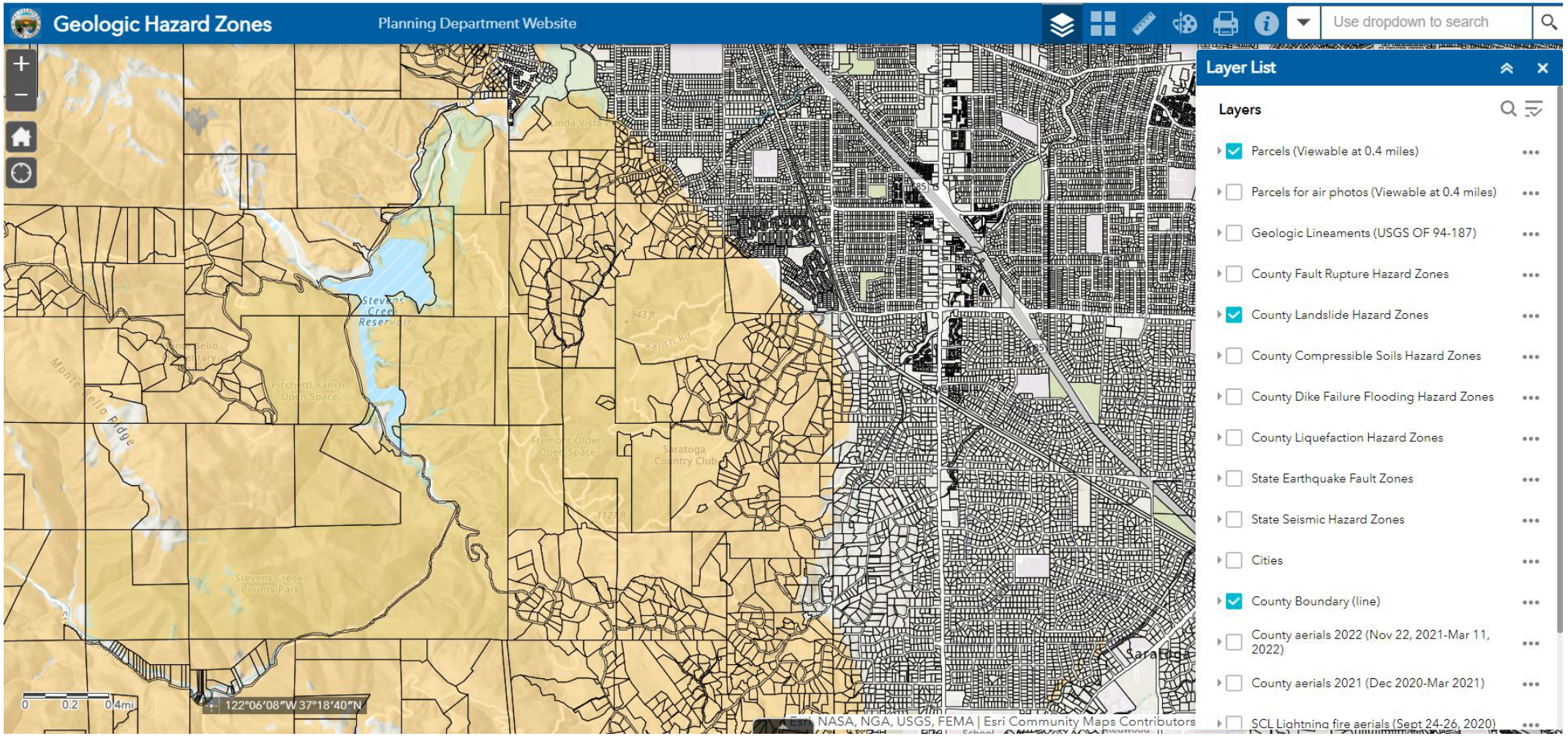
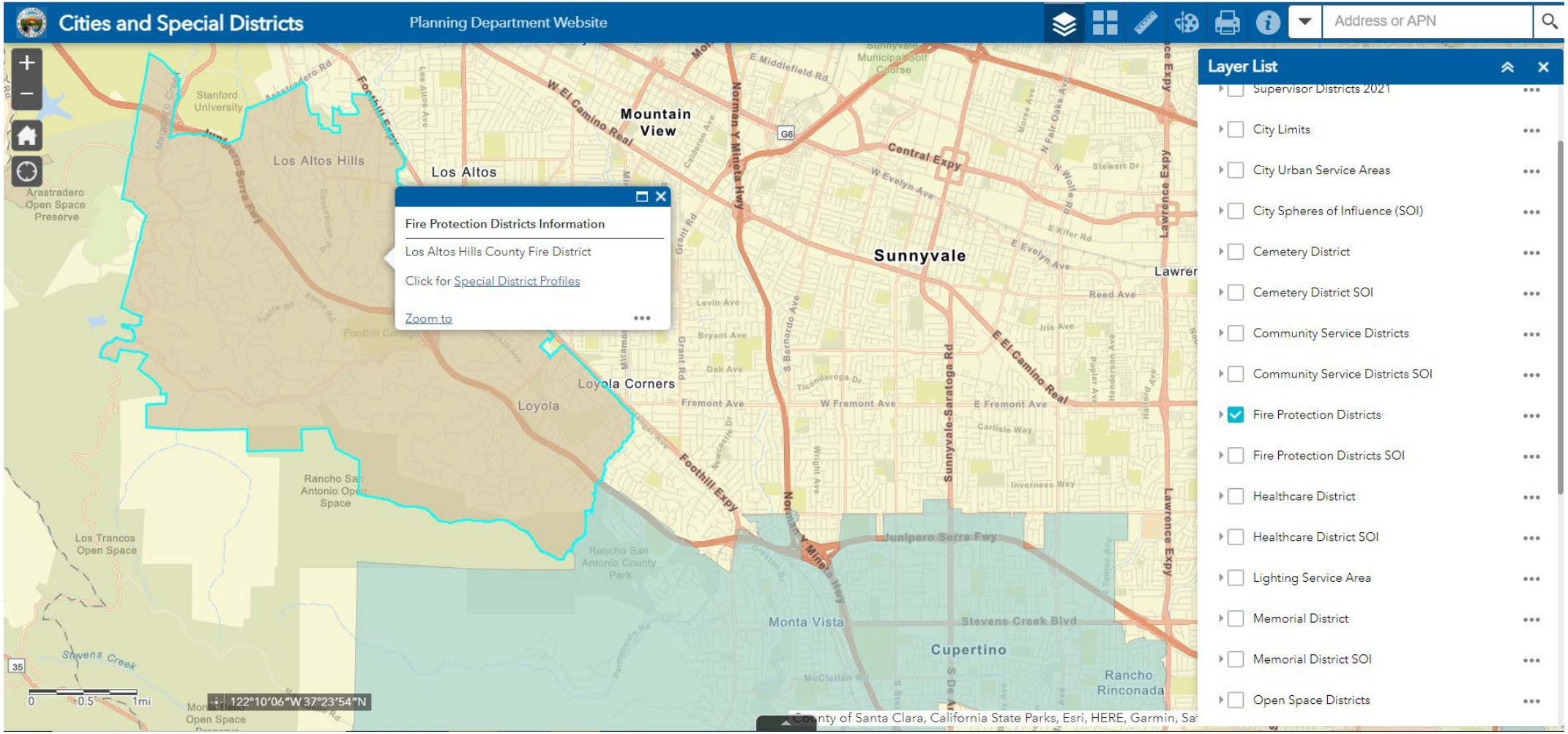
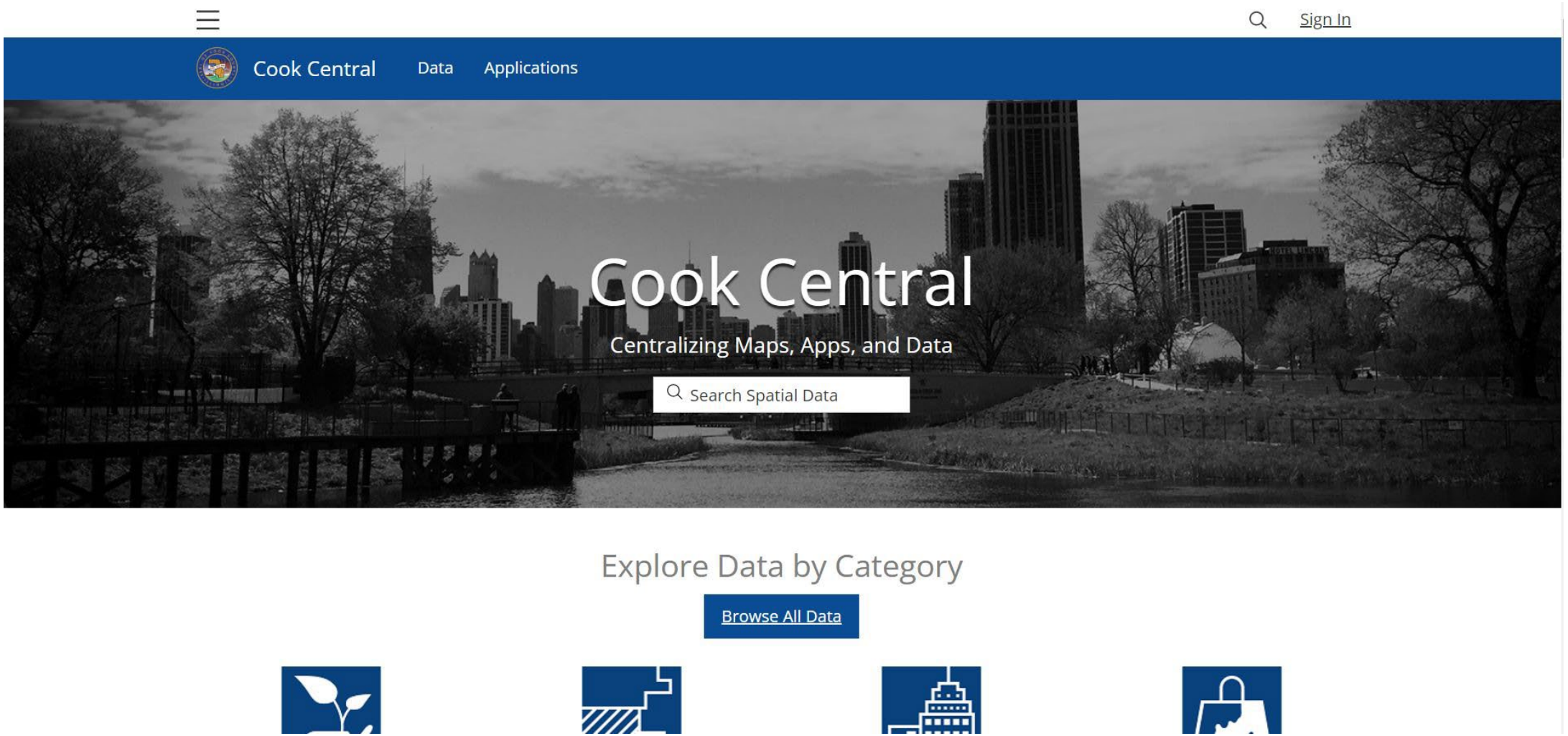


Maps Can Be INITIMIDATING



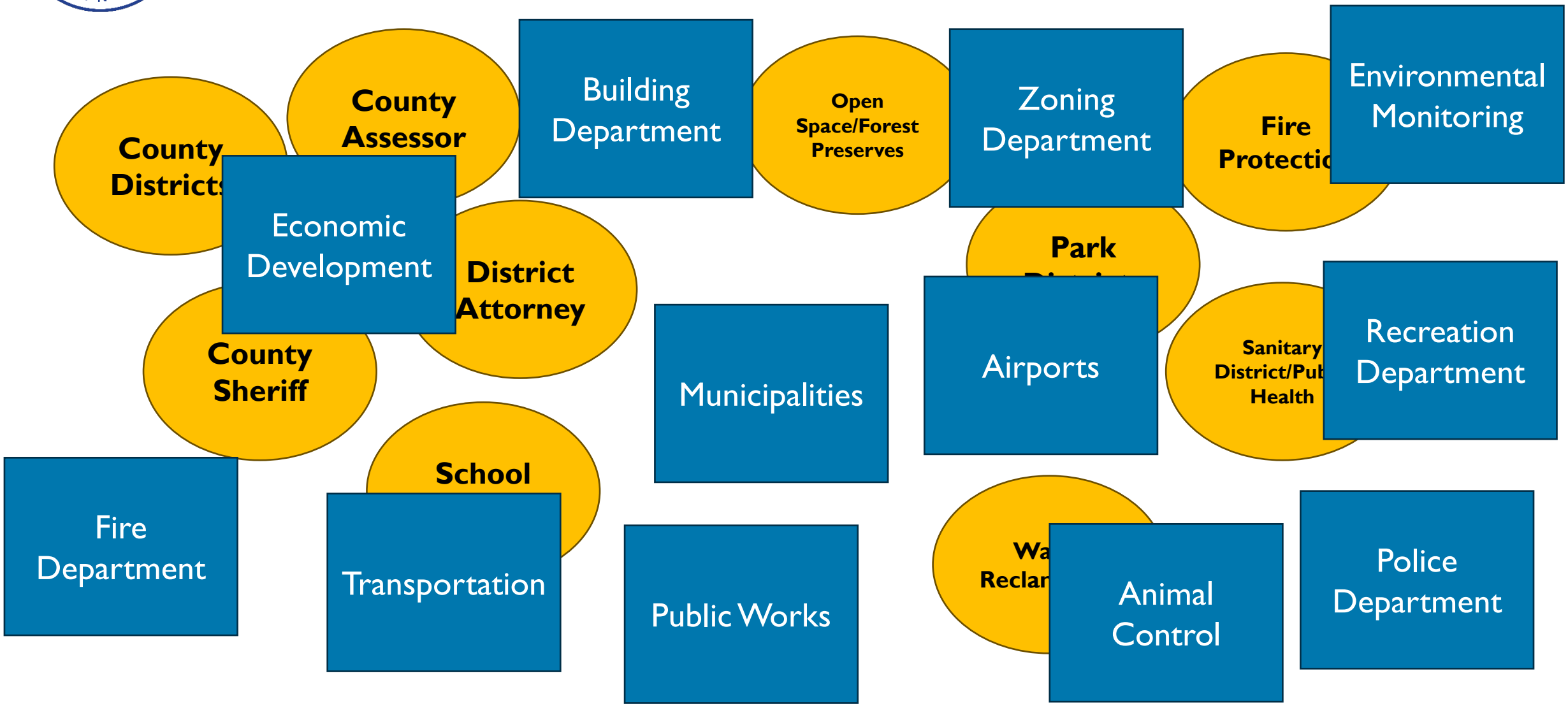
Maps Can Be INTIMIDATING



Centralization vs. Decentralization

- Who is ultimately responsible for which GIS output
  - Who creates/maintains?
  - Who responds to questions?
- Centralization easy since everything reports up
  - Things can sometimes fall through the cracks
- Decentralization can be effective IF there is good communication
  - Common or shared interests to achieve a goal or to maintain/streamline a service

Who Is in Charge of the Maps?



Establishing Communication

- GIS needs internal AND external communication
  - Same strategy needed in some cases
- Education and background of users
  - What sort of maps are they accustomed to?
  - How long may training/orientation take?
  - Full GIS training necessary?

Establishing Internal Communication

- Be open with goals and results
  - Why should others care?
- Return on investment
  - Even if the investment is 5 minutes of a person's time
  - Does it help them?
  - Does it make their job easier/better?
- Show the BIG picture…but also the small one

Establishing External Communication

- Spreading word to general public can be a challenge
  - Need allies
  - Who has the reach?
- Associations? Elected offices? Non-profit organizations?

Establishing External Communication

- Keep it local, make it important to THEM
- Return on investment
  - Even if the investment is 5 minutes of a person's time
  - Does it help them?
  - Does it make their job easier/better?
- Show the BIG picture…but also the small one

QUESTIONS?

Cook County GIS Contact Info

- Todd Schuble, GIS Director
  - Cook County Illinois
- Cook Central
  - Data and Application portal
  - https://hub-cookcountyil.opendata.arcgis.com
  - Email: gis@cookcountyil.gov

Questions	Answers
I would love to hear your insights at sources that explicate alternative methods to map 2+ variables (j.e. racial composition and usage of a particular County service) on a single map	Three variables or more will become more difficult to display in single map. You can use many cartographic techniques to be creative.
What is the increase in usage that you have seen over the past decade? Past two decades?	Pilot study was done by our vendor as a case study a couple years ago. Now we are putting up for a bid to cover entire unincorporated County.

Q & A