

# **NCHMA 2012 Annual Meeting**

**Technology & Market Analysis:  
Mapping & Data Update**

**Rick Stein, Principal & Owner  
Urban Decision Group**



**September 6-7, 2012 | Conrad Hotel | Chicago, IL**

# Mapping Options & Uses

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# GIS vs Mapping

- **Geographic Information System**
  - **Spatial analysis of practically anything**
  - **Stand alone or integrated into your system**
  - **More expensive**

A photograph of the Chicago skyline, featuring several prominent skyscrapers like the Willis Tower, set against a clear blue sky. The buildings are reflected in the calm, blue water of a lake in the foreground.

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# GIS vs Mapping

- **Mapping**
  - **Part of a GIS**
  - **Visually conveying spatial information using traditional maps**
  - **Less expensive**

A photograph of the Chicago skyline, featuring numerous skyscrapers and buildings along the waterfront, with a body of water in the foreground.

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# Desktop Products (install on a local computer)

- [Pitney Bowes Software](#)
- [esri: ArcGIS Desktop](#)
- [Caliper: Maptitude](#)
- [Microsoft: MapPoint](#)
- [MapWindow \(open source\)](#)

A photograph of the Chicago skyline, featuring several prominent skyscrapers like the Willis Tower, set against a clear blue sky. The city is viewed from across a body of water, likely Lake Michigan, with a line of trees and a marina visible in the foreground.

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# Online Products (no local installation or maintenance)

- [esri: ArcGIS Online](#)
- [esri: Business Analyst Online](#)
- [Google: Fusion Tables](#)
- [OpenStreetMap \(open source\)](#)

A photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, viewed from across a body of water under a clear blue sky.

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# Data Visualization

- Beyond maps
- Spatial and Non-spatial data
- Easy to get carried away

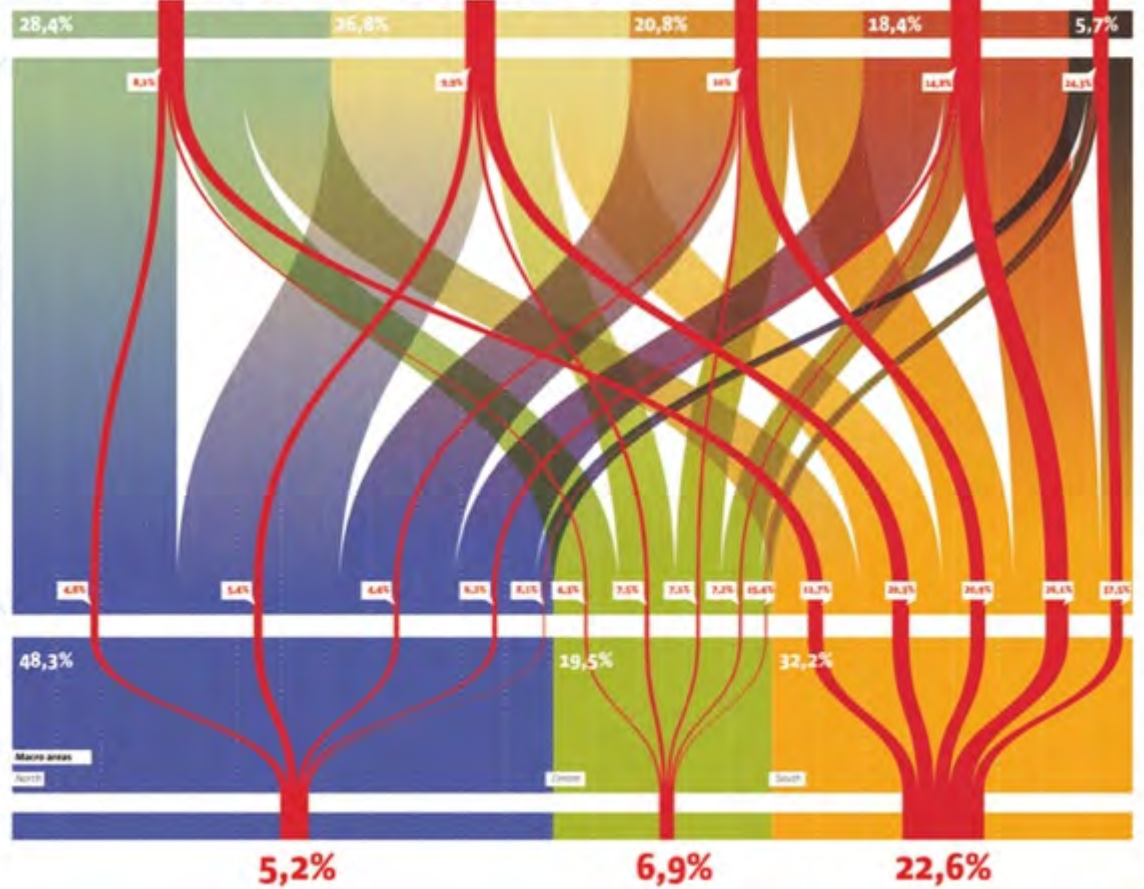
A photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, viewed from across a body of water under a clear blue sky.

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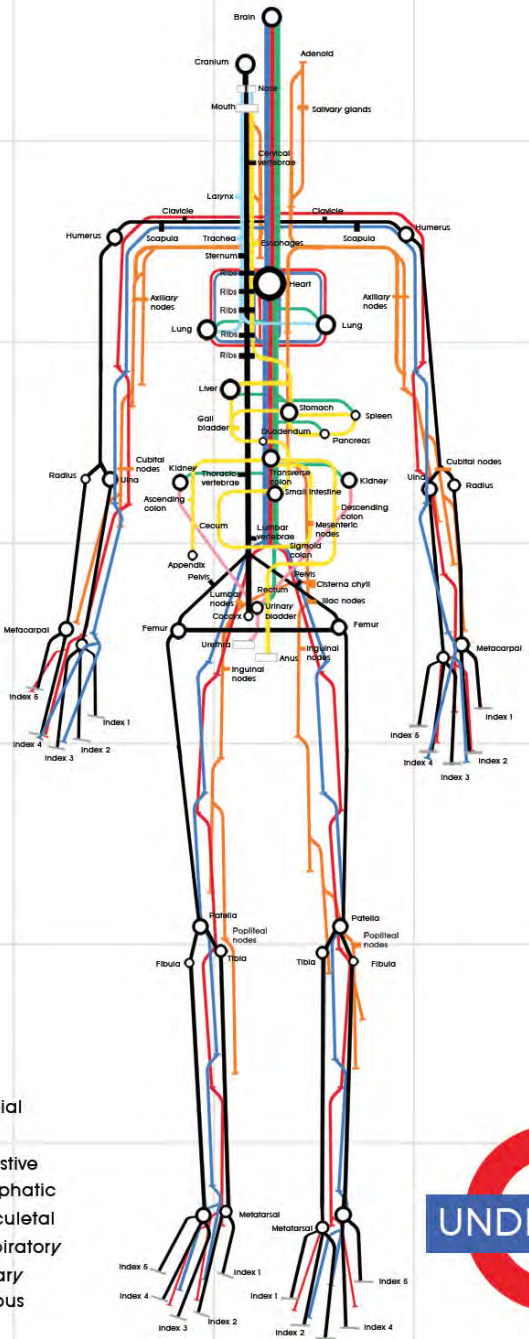
Population: 58.751.711 Poverty 12,9%



Families: 23.567.059 Poverty 11,1%

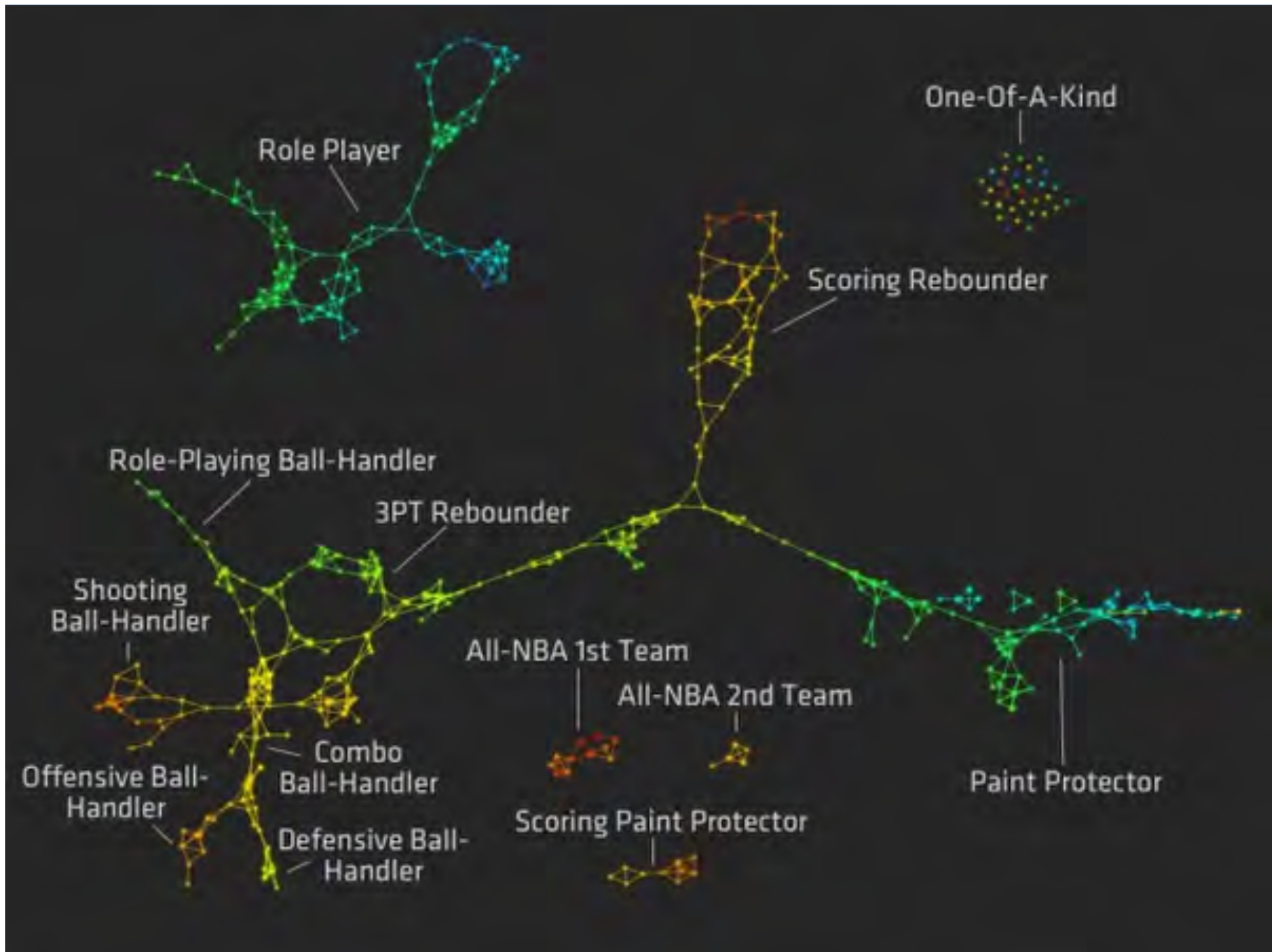






- █ Arterial
- █ CNS
- █ Digestive
- █ Lymphatic
- █ Muscular
- █ Respiratory
- █ Urinary
- █ Venous





# Which to choose?

- **What data is required?**
- **What information could benefit the client (data, maps, visualizations)?**

A wide-angle photograph of the Chicago skyline, featuring numerous skyscrapers of varying heights and colors, including the prominent Willis Tower. The buildings are set against a clear blue sky. In the foreground, the calm, blue-green waters of a lake (likely Lake Michigan) are visible, with a thin strip of greenery and trees along the shore.

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# Which to choose?

- **Do I need mapping, GIS, and/or data visualization?**
- **What about historical data and storage?**

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# Costs & Benefits

- **Software & Data: \$500 to \$20,000+**
- **Hardware & Storage (\$2,000 to \$10,000)**
- **Labor: in-house (fixed) or outsource (variable)**

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Use the  
**RIGHT** tool  
for the job



# The Future



# The Future

HTML or Blog



Interactive  
Application



Online GIS  
(interactive)



Data  
Visualization



# Contact Us

- **Urban Decision Group, LLC**
- **<http://www.urbandecisiongroup.com>**
- **[@UrbanD1](https://twitter.com/UrbanD1)**
- **[rstein@urbandecisiongroup.com](mailto:rstein@urbandecisiongroup.com)**

A photograph of the Chicago skyline, including prominent skyscrapers like the Willis Tower, viewed from across Lake Michigan. The water is a clear blue-green color.

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