

Data Driven 2012
Columbus Convention Center

Put Your Data on the Map



**URBAN
DECISION
GROUP**

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Rick Stein – *Principal & Owner*

Urban Decision Group (UDG)

rstein@urbandecisiongroup.com

614-383-8GIS

@UrbanD1



Today's Agenda

- Data meets Geo-data
- Mapping Visualizations
- Web Mapping Tools Demo
 - Google Fusion Tables
 - ESRI's ArcGis Online
 - Open Street Map (open source)
- Tutorials

Data meets Geo-data

- ❖ Your data needs a home
- ❖ Geo-reference your data
 - ❖ Exact place = Point
 - ❖ Area = Polygon
 - ❖ Route = Line or Polyline

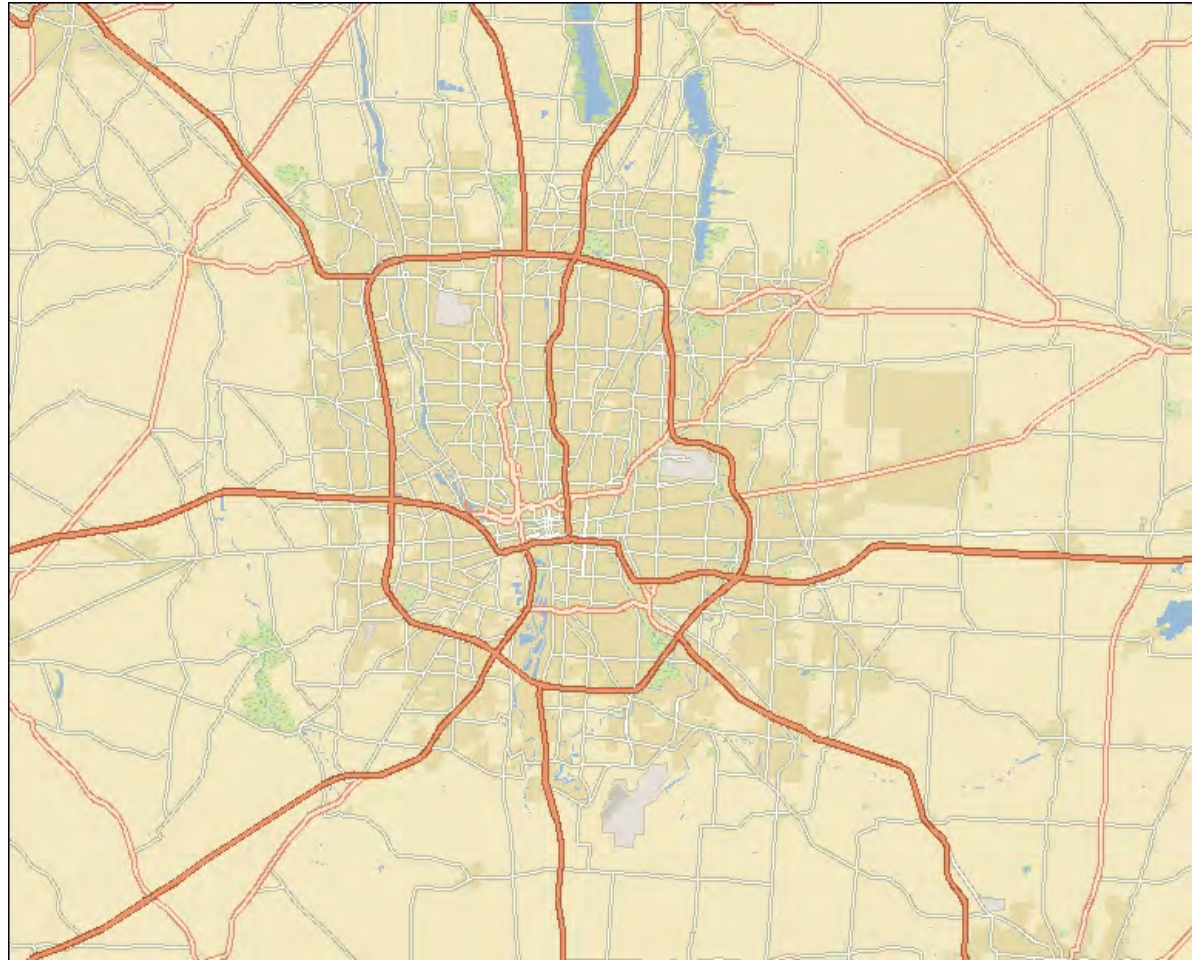
Data meets Geo-data

❖ Polygons



Data meets Geo-data

❖ Lines & Polylines



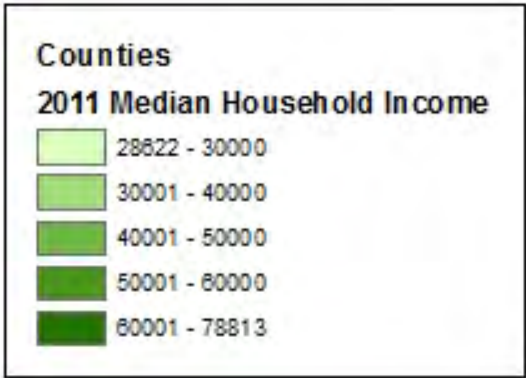
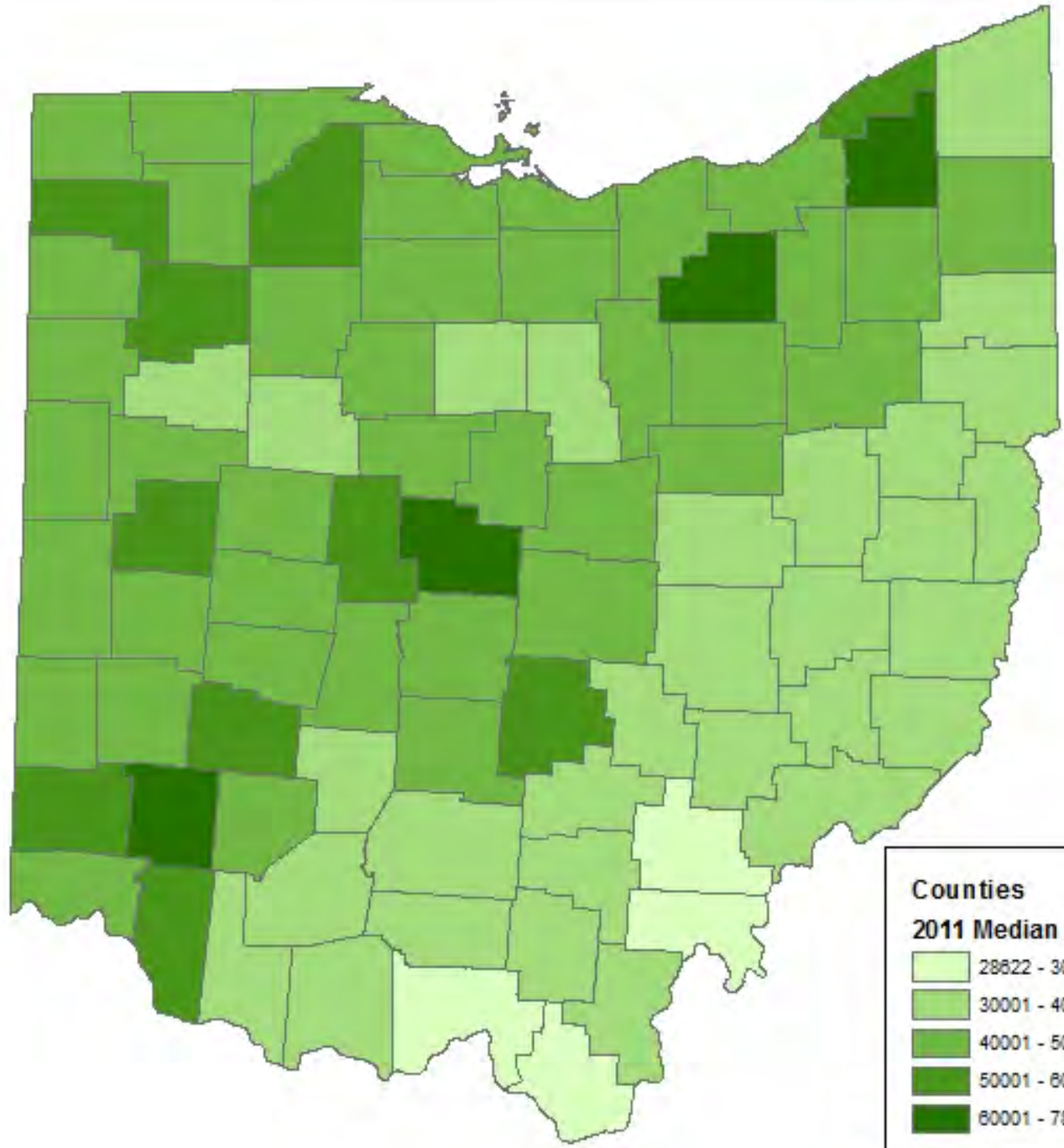
Visualizations

❖ Points

- ❖ Single symbol
- ❖ Graduated symbols
- ❖ Proportional symbols
- ❖ Different colors and/or shapes
- ❖ Single or multiple attributes

Visualizations

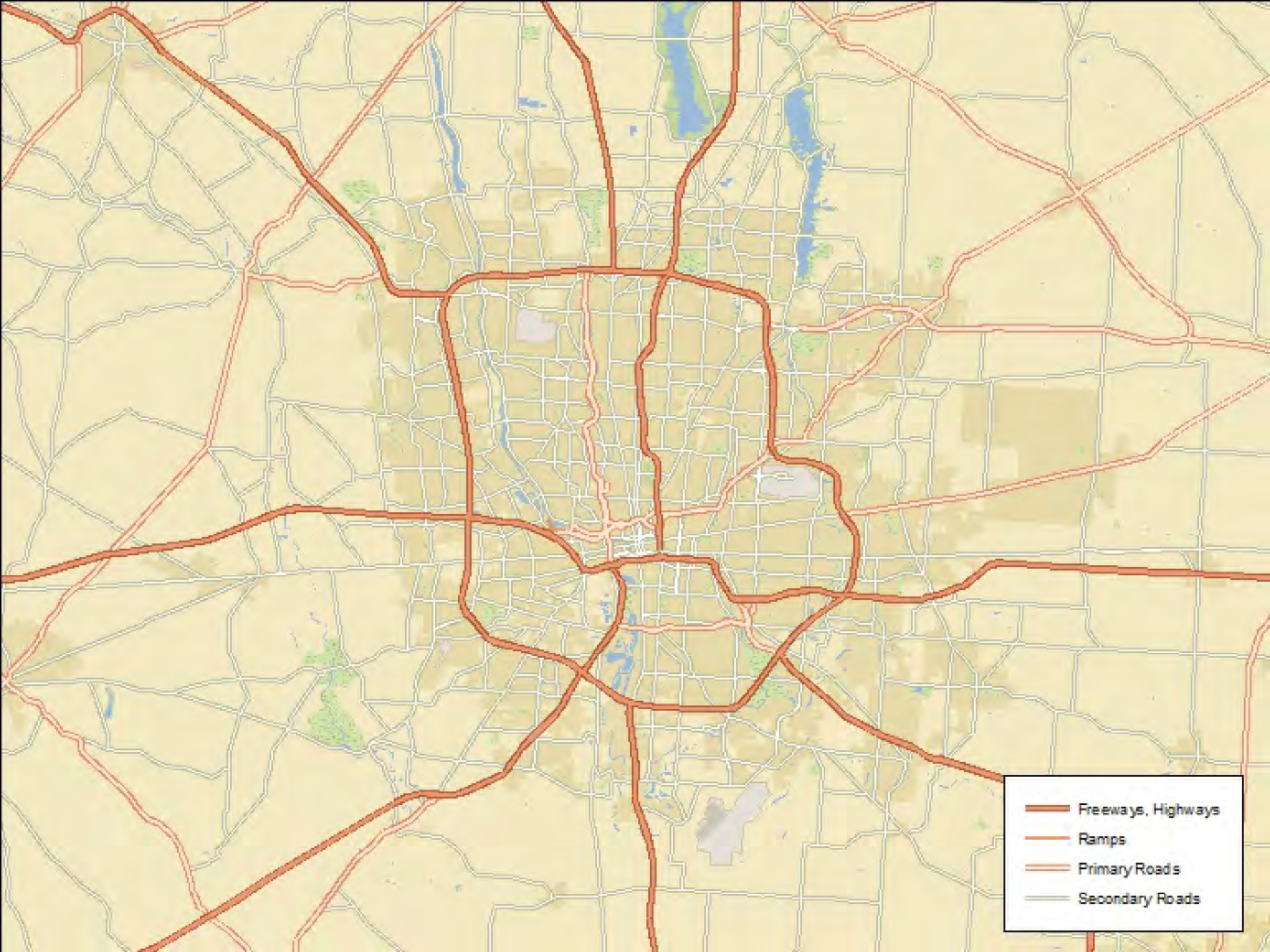
- ❖ Polygons
 - ❖ Single symbol
 - ❖ Thematic gradient
 - ❖ Different Colors
 - ❖ Can also substitute points for polygons
 - ❖ Graduated symbols
 - ❖ Proportional symbols
 - ❖ Dot density



Visualizations

❖ Lines

- ❖ Single symbol
- ❖ Different symbols
- ❖ Different colors
- ❖ Different widths (thickness)



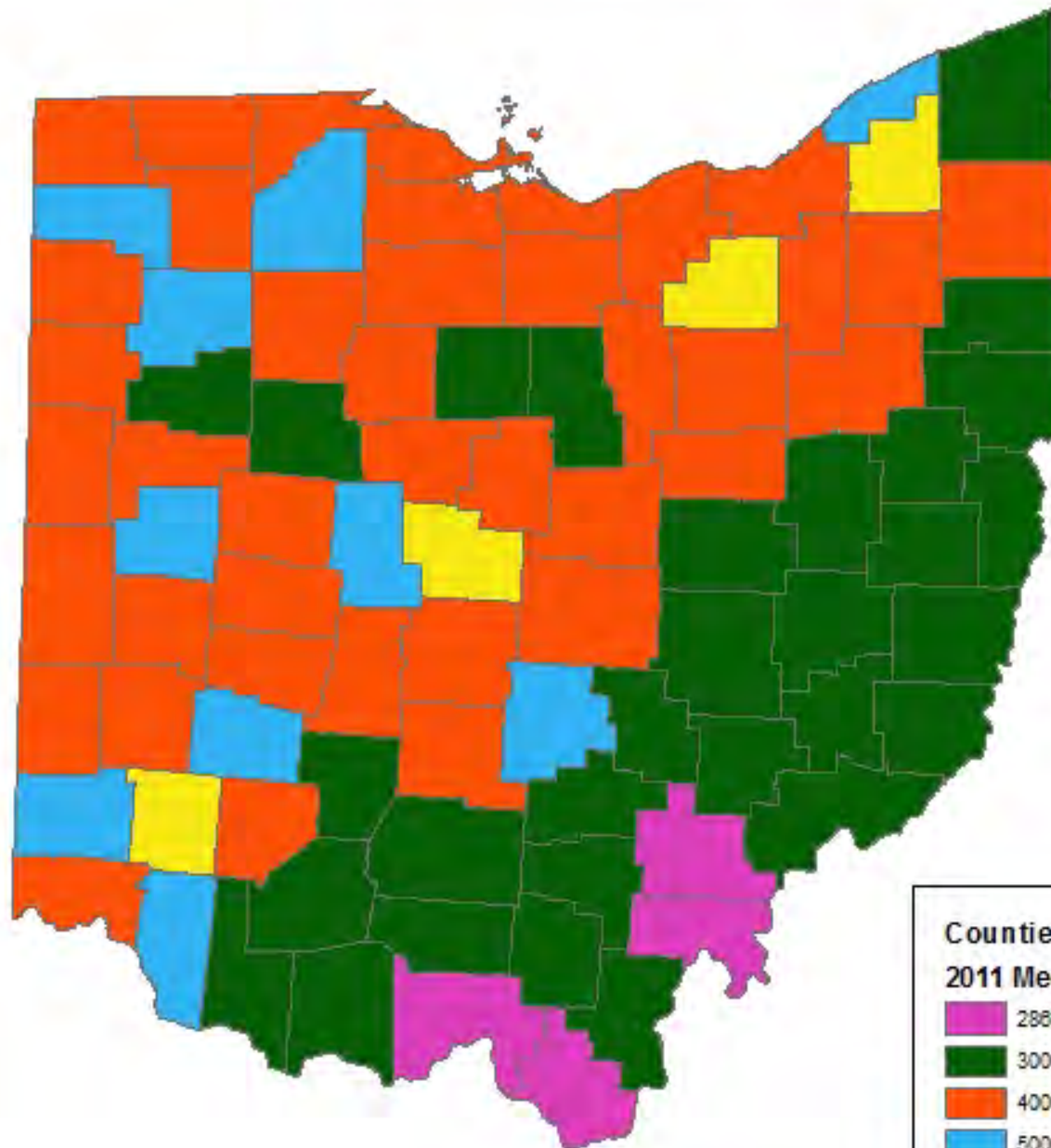
- Freeways, Highways
- Ramps
- Primary Roads
- Secondary Roads

Good Maps

- ❖ Are not cluttered
- ❖ Easily interpreted
- ❖ Use appropriate colors & symbols

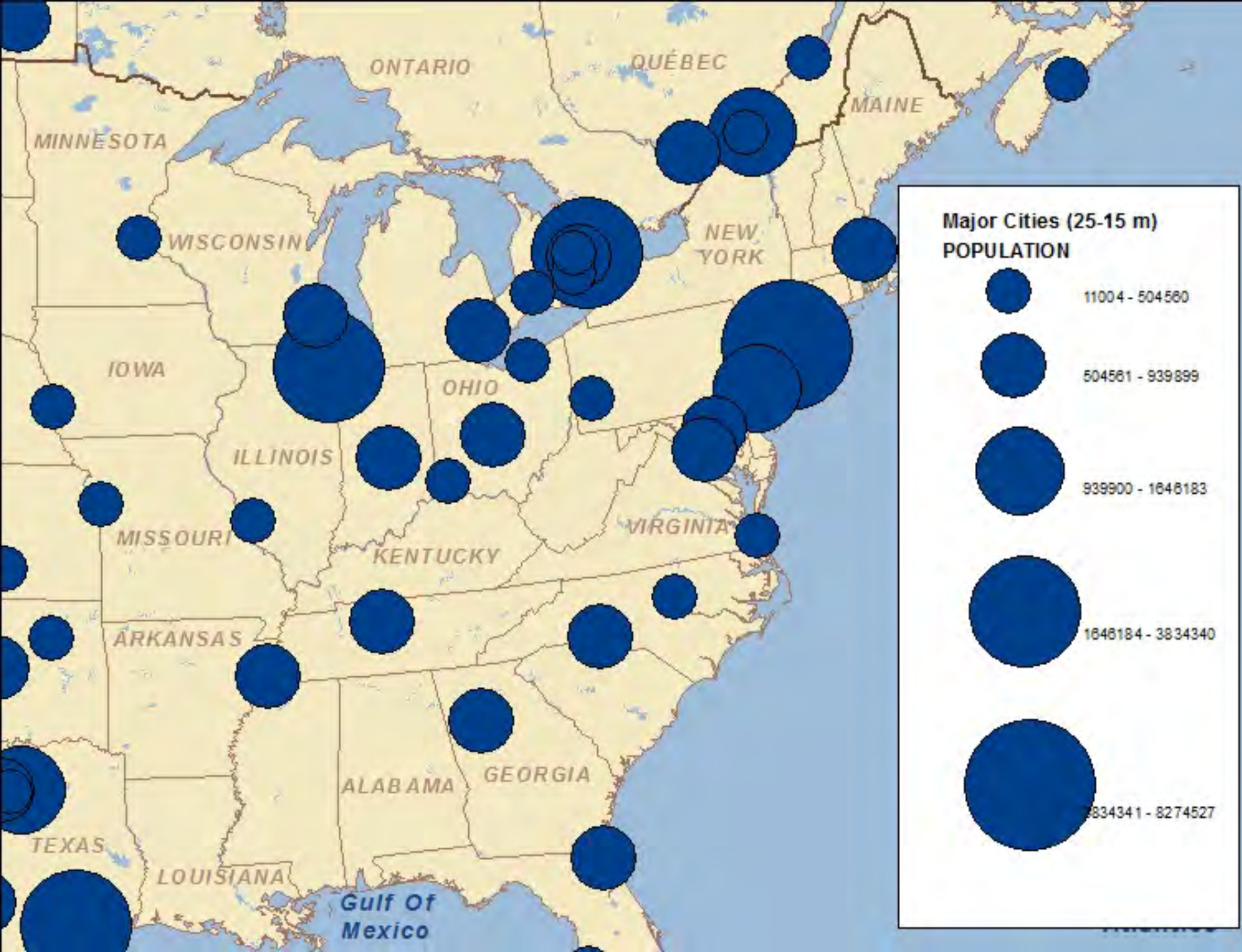
Bad Maps





Counties
2011 Median Household Income

- 28822 - 30000
- 30001 - 40000
- 40001 - 50000
- 50001 - 60000
- 60001 - 78813



Data Organization

- ❖ Complete addresses & missing data
- ❖ Scale dictates symbology
- ❖ Format
 - ❖ Spreadsheet
 - ❖ Text file
 - ❖ Database table
 - ❖ NO PDF's!!!!

Web Mapping Tools Demo

- [Google Fusion Tables](#)
- [ESRI's ArcGIS.com](#)
- [OpenStreetMap.org](#)



Google Fusion Tables

- www.google.com/fusiontables
- Need a Google account (free!)
- Upload your data
- Merge data with geo-data
- Access to public data

ArcGIS Online

- www.arcgis.com
- Need an account (free!)
- Paid version offers more features
- Upload your data
- Access to public spatial data

Open Street Map

- www.openstreetmap.org
- Free to use
- Need an account to add data
- Maps built by the public (open source)

Tutorials & Help

- [Google Fusion Tables](#)
- [ESRI's ArcGIS.com](#)
- [OpenStreetMap.org](#)

Thanks!

Rick Stein

Urban Decision Group

www.urbandecisiongroup.com

rstein@urbandecisiongroup.com

(614) 383.8GIS

[@UrbanD1](#)

