

ACS Data in the MAG Demographic Map Viewers

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Maricopa Association of Governments

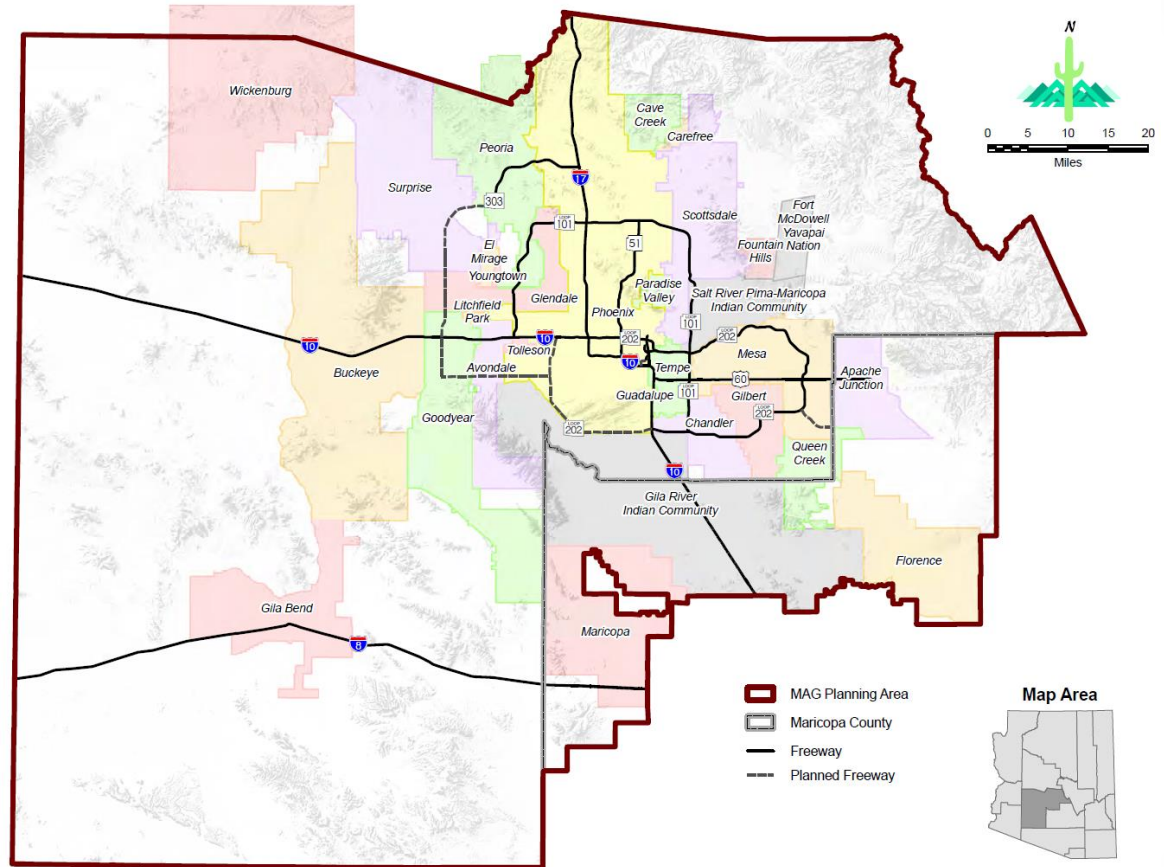
ACS Data Users Conference

May 12, 2015

<http://ims.azmag.gov>

MAG Region

- Council of Governments and Metropolitan Planning Organization
- 27 cities and towns, 3 Indian communities, 2 counties
- Area: 14,590 sq. mi.
- Population: 4.4 M



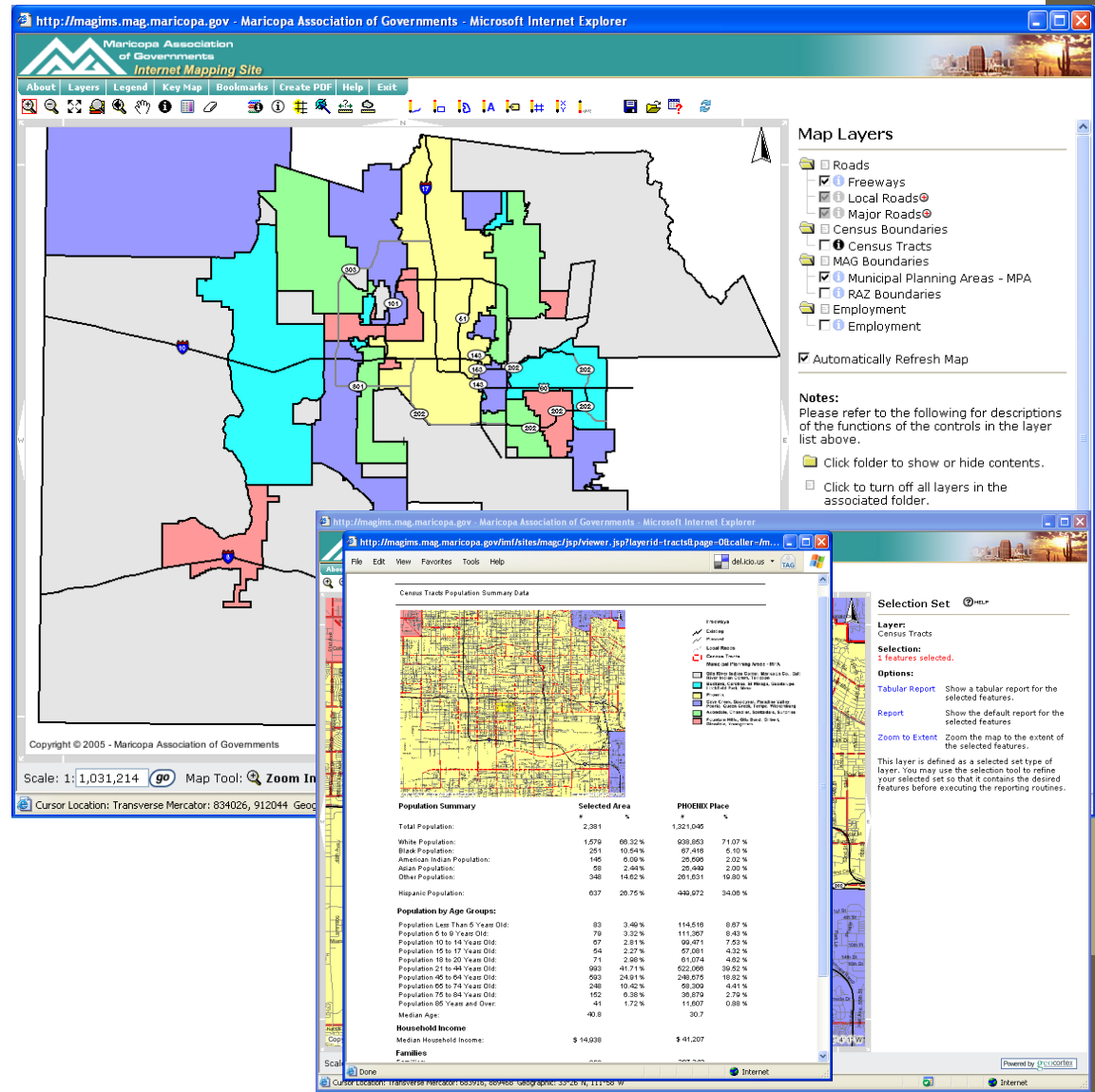
Partners

- U.S. Census Bureau
- MAG Member Agencies
- MAG Population Technical Advisory Committee
- MAG Economic Development Committee
- Arizona COG/MPO Directors
- Virginia G. Piper Charitable Trust
- Read On Arizona
- Arizona Department of Education
- Arizona Department of Health Services
- Maricopa County Attorney's Office Victim Services Division
- Maricopa County Department of Air Quality



Version 1: 2002

- Precursor to Google Maps & Bing
- Census 2000
- Thematic mapping
- Advanced reporting & query builder
- Based on ArcIMS & GeoCortex



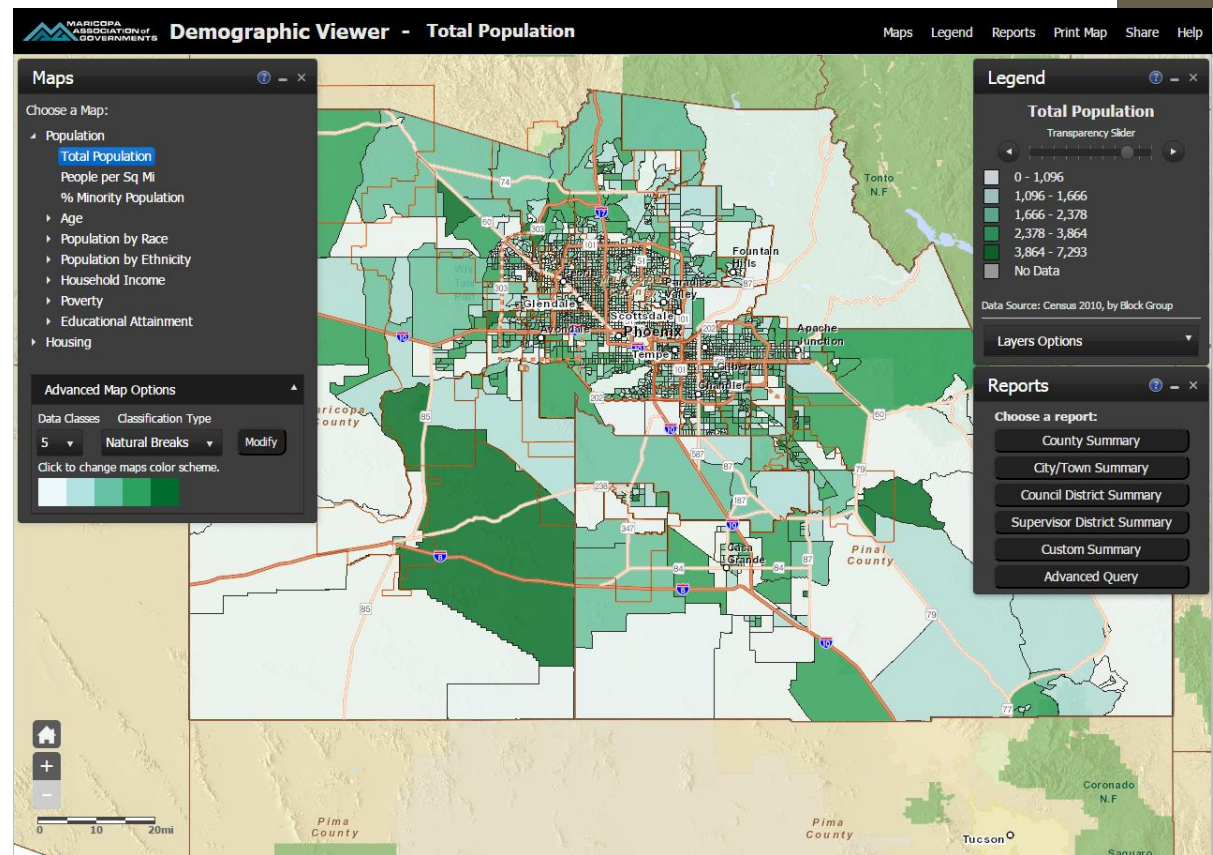
COMPLICATED!!!

Version 2: 2011

- Simple – like Google/Bing maps
- User-friendly
- Familiar navigation

<http://ims.azmag.gov>

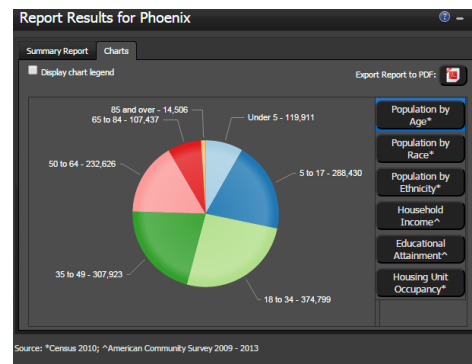
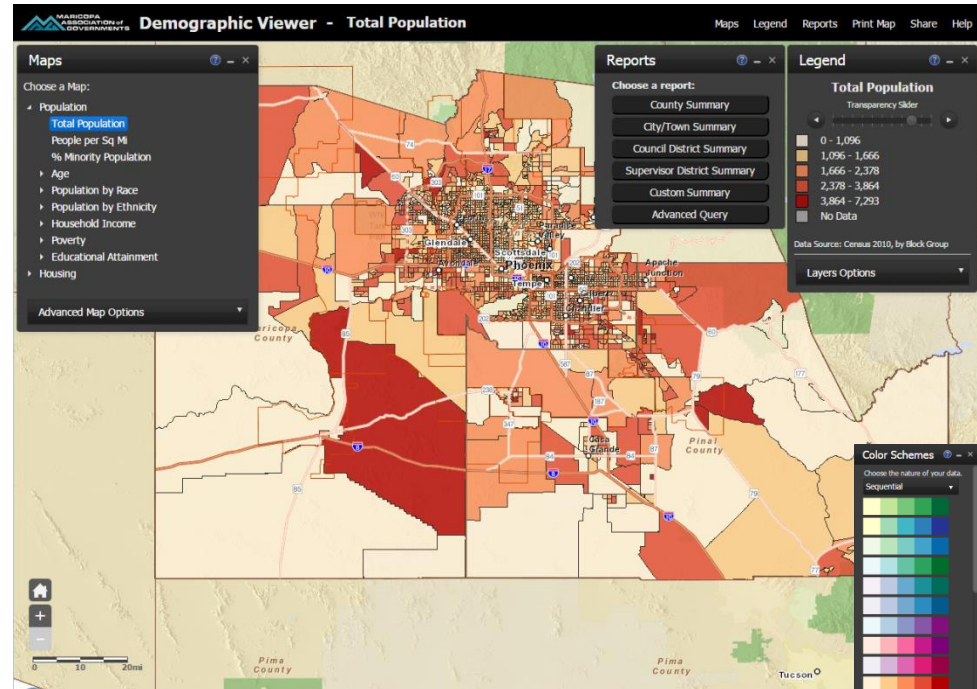
- Started with Silverlight
- ESRI ArcGIS server
JavaScript API
- KendoUI used for reporting
- Data loaded into SQL server, extract what's needed
- Data loaded into file geodatabase



Beyond Maps

- Interactive reporting
 - Pre-written reports
 - Custom
- Query builder
- Buffer tools
- Download/Export
- Census and ACS data
- Mapping:
 - Colors
 - Classification
- Mobile friendly

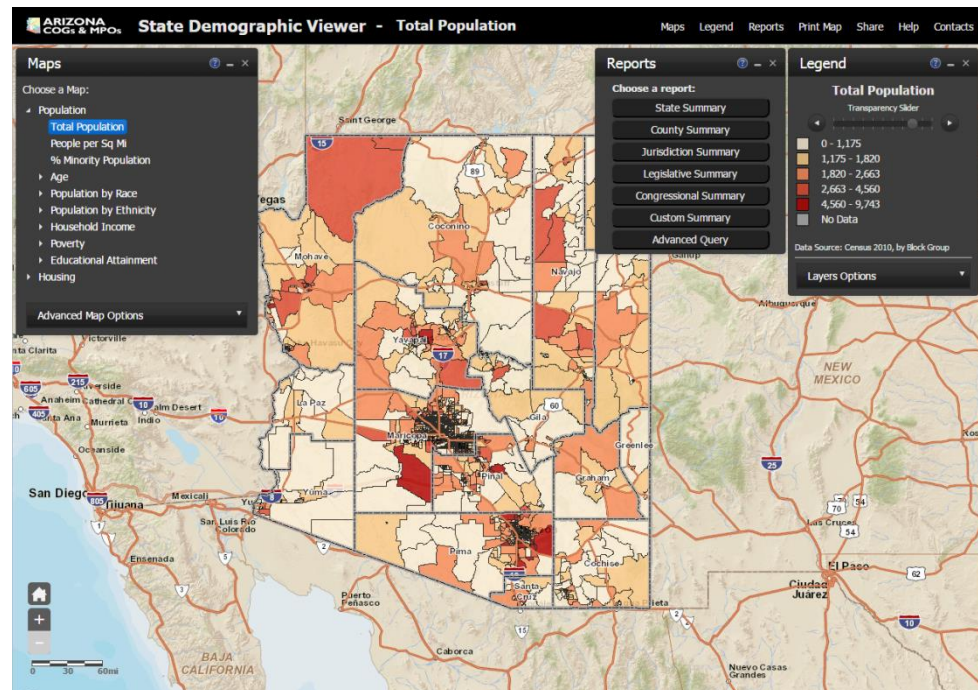
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Subject	Operation	Value
Seasonal Housing	Greater Than Or Equal To	100
Pop Age 35 to 49	Less Than Or Equal To	600

State Demographic Viewer

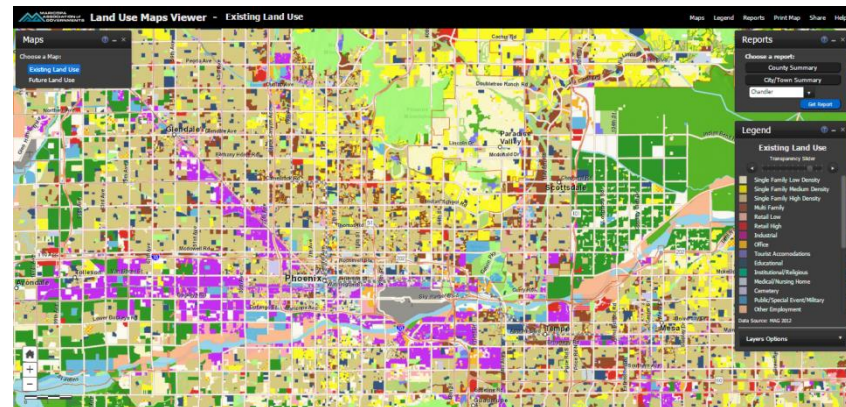
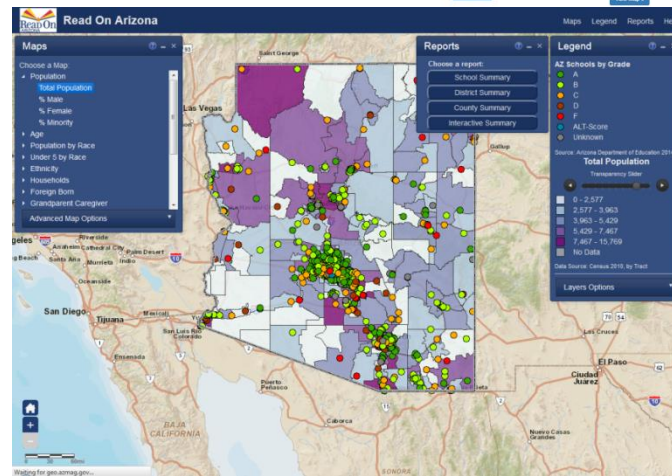
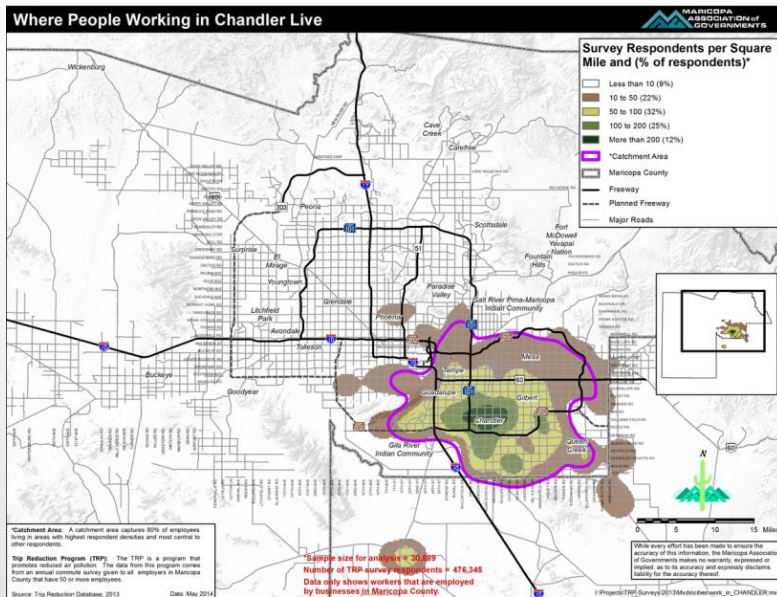
- Expanded statewide for Arizona COG/MPO directors
- Similar data/functionality as regional viewer
- All municipalities, CDPs, legislative and congressional districts



Viewer Framework

<http://ims.azmag.gov>

- Reusable basic framework
- Employment viewer
- Land Use viewer
- Education - Read On Arizona



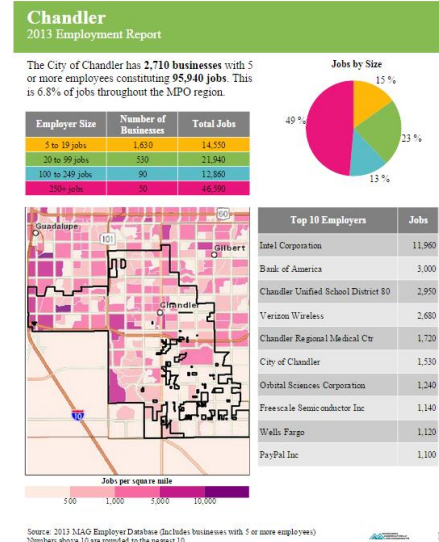
Hands-on Training

- 20+ training sessions in 2014
- 250+ attendees
- Both at MAG and on location
- Detailed hands-on exercises
- Small group instruction
- Email list for updates

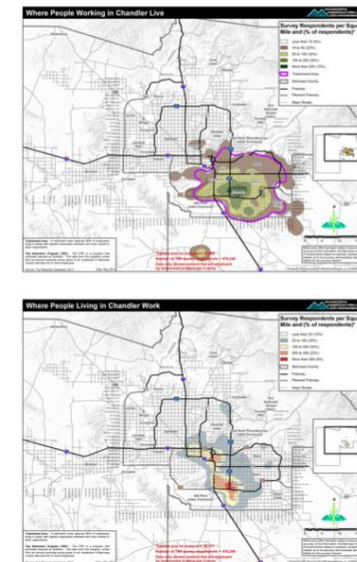


Future Enhancements

- Buffer analysis (added April 2015)
- Address location (added April 2015)
- Additional search functionality
- Markup tools
- Multi-window view
- Sharable maps
- Saved maps and analysis
- Custom geoprocessing clipping (land use)
- Customizable reports
- Enhanced training – webinars/video



2013 Employment Report: Live-Work Patterns



Source: 2013 Maricopa County TRP Survey (includes businesses in Maricopa County with 50 or more employees)

Demonstration

<http://ims.azmag.gov>



The screenshot shows the top section of the website. At the top is a dark navigation bar with the Maricopa Association of Governments logo on the left and links for 'Mapping', 'Home', 'Data Center', 'Maps', 'About', and 'Contact' on the right. Below the navigation bar is a large banner image featuring a group of diverse professionals in business attire. Overlaid on the banner is the title 'MAG Employment Map Viewer' in white. Below the title is a paragraph: 'Map Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing selected employer data. Explore the Employer Database.' At the bottom of the banner is a blue 'View Map' button and a series of six small white circles, with the second circle from the left being filled, indicating the current page.



MAG Demographic Map Viewer

The Demographic Map Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing selected population and housing data. Explore data from Census 2010 and American Community Survey (ACS) 2008-2012.

[View Map >](#) [Old Map >](#)



MAG Employment Map Viewer

The Employment Map Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing selected employer data. Explore the 2012 Employer Database.

[View Map >](#)



MAG Land Use Map Viewer

The Land Use Map Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing land use data. Explore the MAG 2010 Existing and Future Land Use datasets.

[View Map >](#)



MAG Building Landmark Inventory Viewer

The Building Landmark Inventory Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing landmark data. Explore the MAG 2012 Building Landmark Inventory datasets.

[View Map >](#)



MAG Projections Map Viewer

The Projections Map Viewer is one of the Maricopa Association of Governments interactive mapping and analysis sites, showing socioeconomic projections data. Explore the MAG 2013 Socioeconomic Projections series dataset.

[View Map >](#)

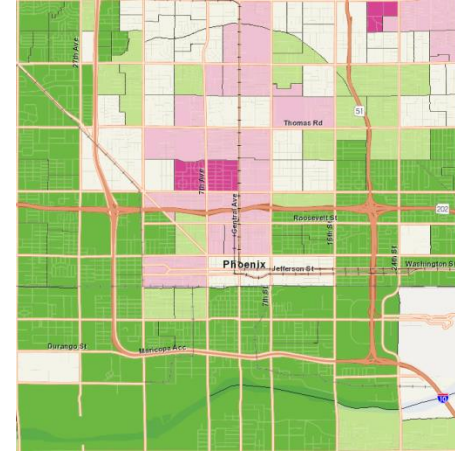
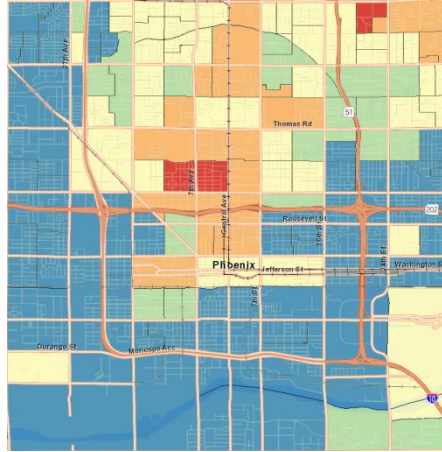
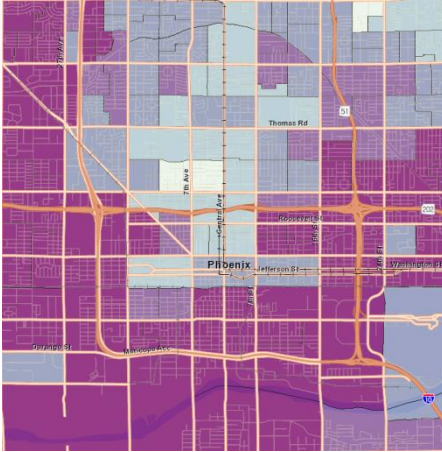


MAG Bikeways Map Viewer

The Bikeways Map Viewer is one of the Maricopa Association of Governments interactive mapping sites, showing locally-designated bicycle facilities data. Explore the MAG 2012 Bikeways datasets.

[View Map >](#)

Discussion



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