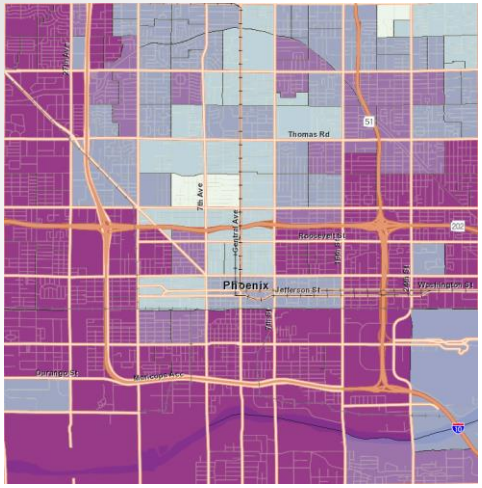

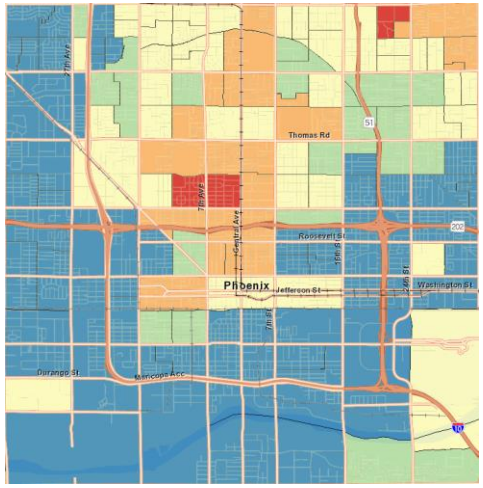

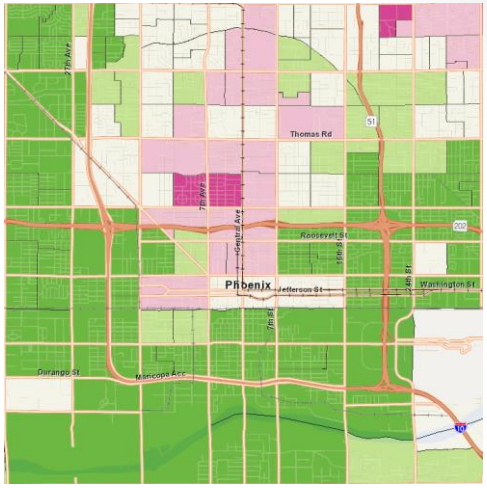

ACS Data in the MAG Demographic Map Viewers

Anubhav Bagley
Maricopa Association of Governments

ACS Data Users Conference
May 12, 2015

http://ims.azmag.gov

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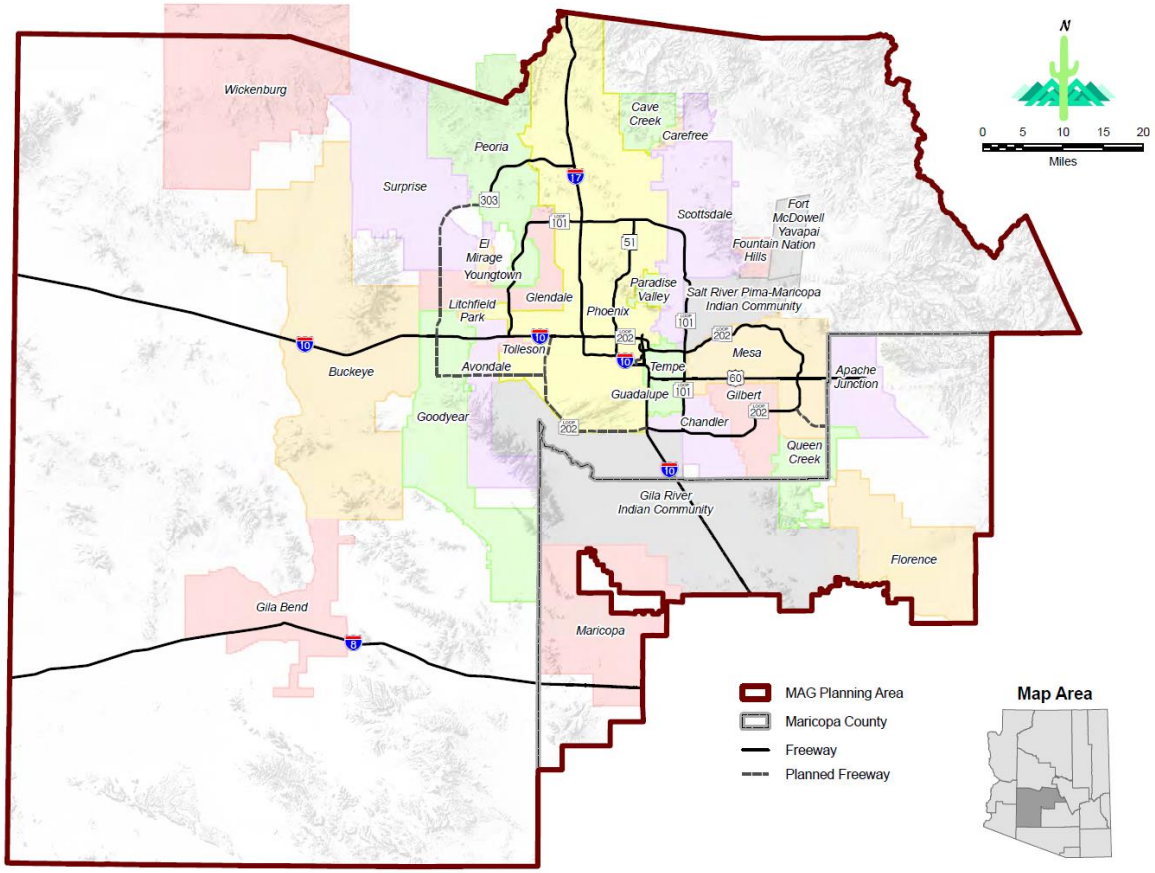
MAG Region

- **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**



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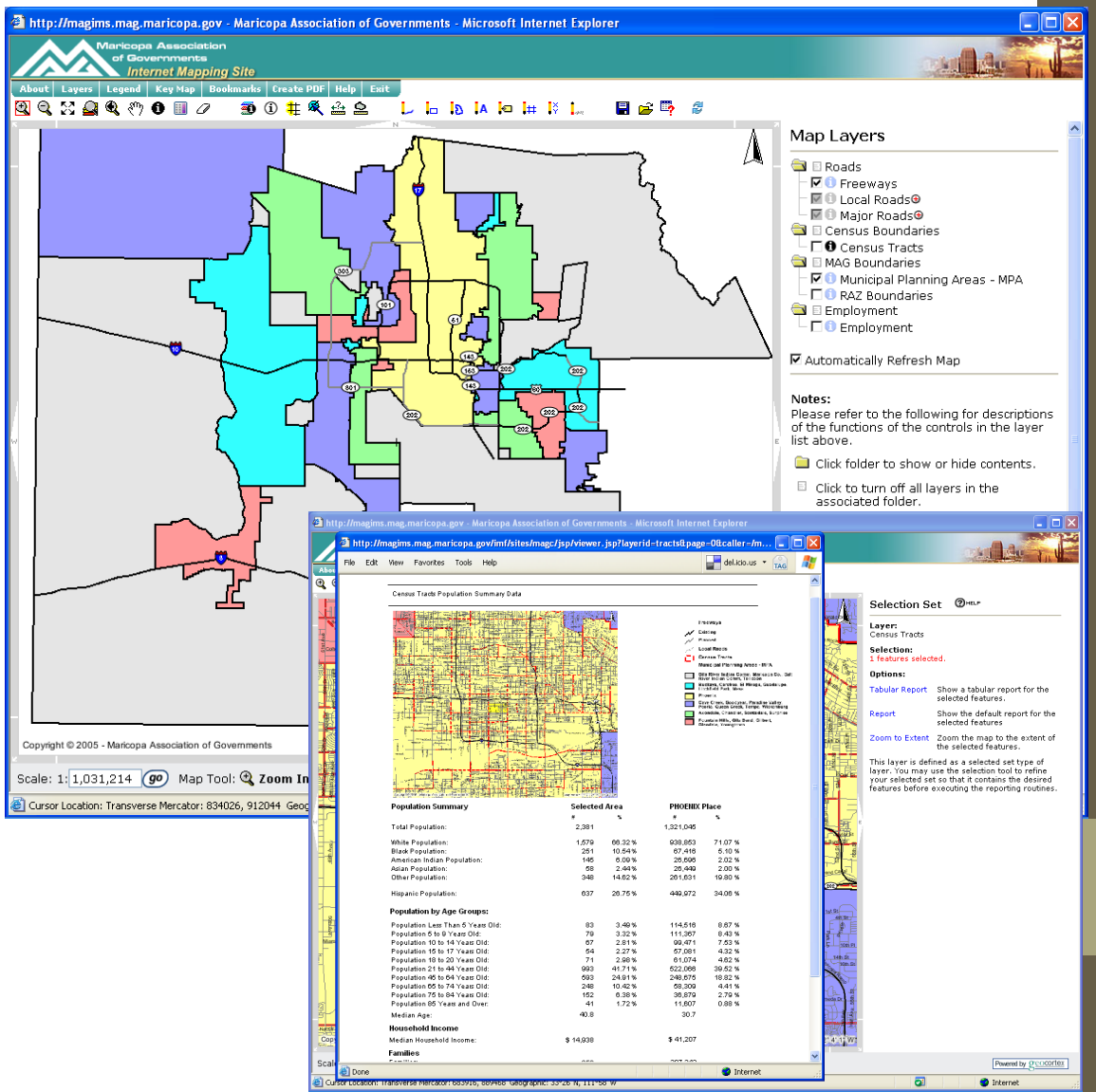
Partners

- 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!!!



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Version 2: 2011

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

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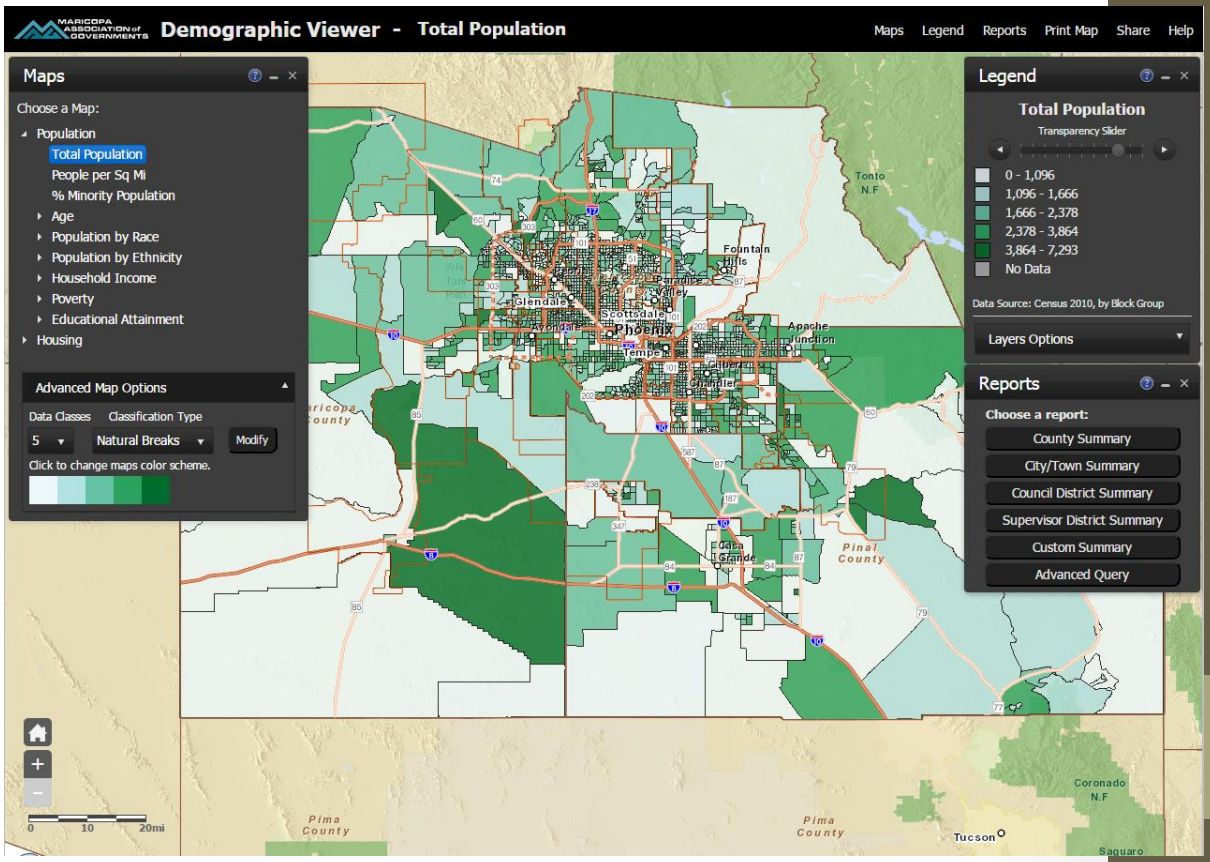
- Started with Silverlight
- ESRI ArcGIS server JavaScript API
- KendoUI used for reporting
- Data loaded into SQL server, extract what's needed
- Data loaded into file geodatabase



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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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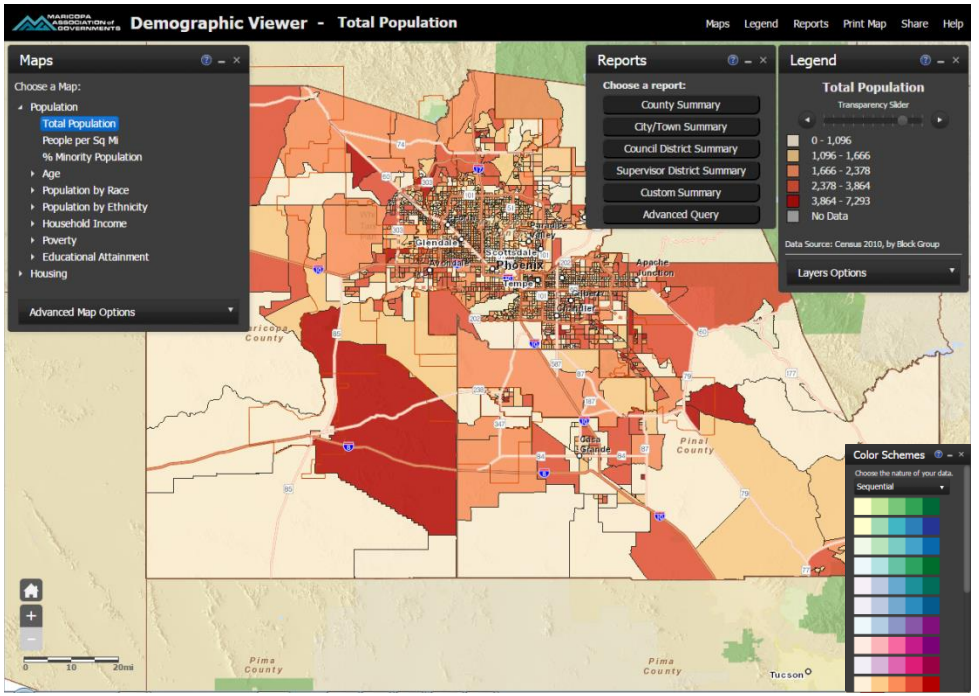

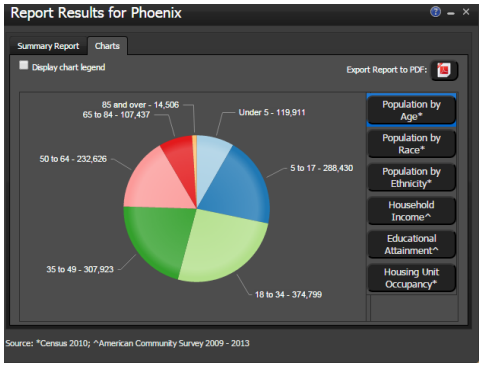

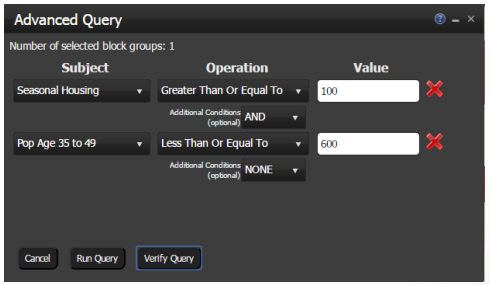

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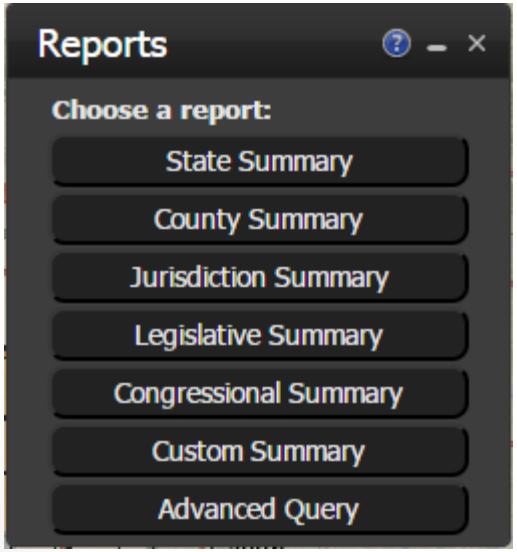
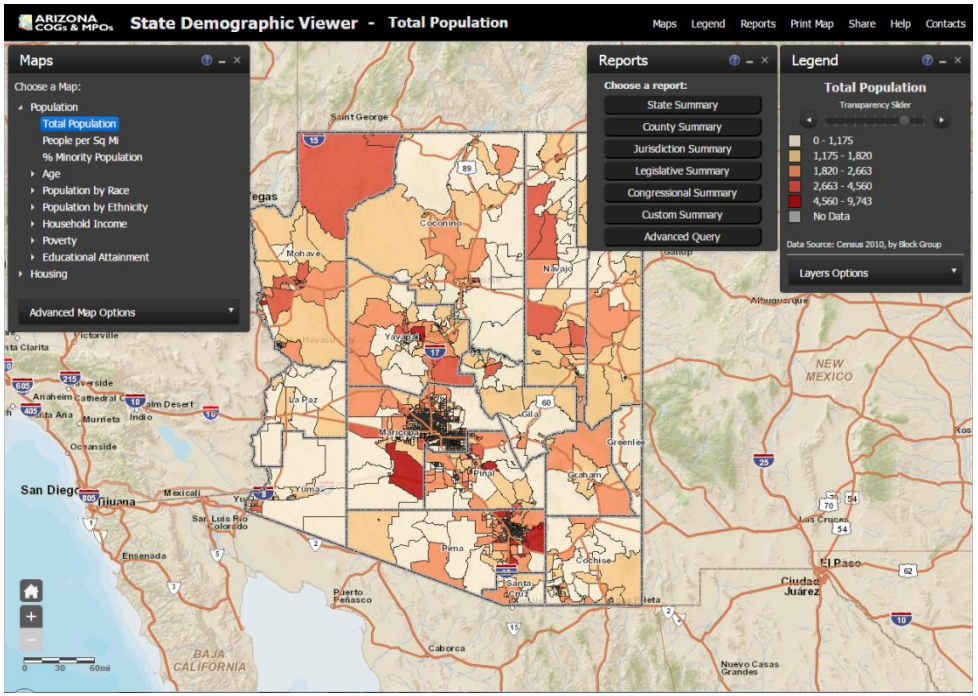
State Demographic Viewer

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





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Viewer Framework

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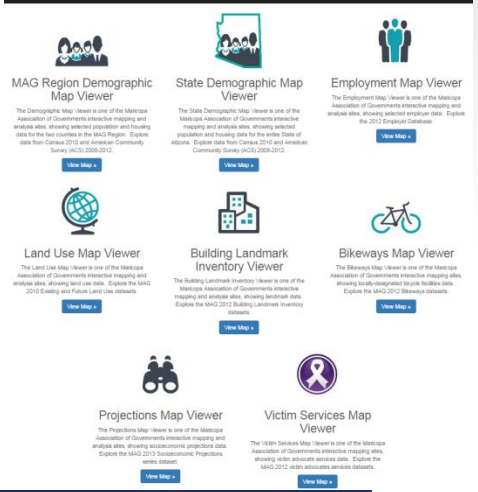
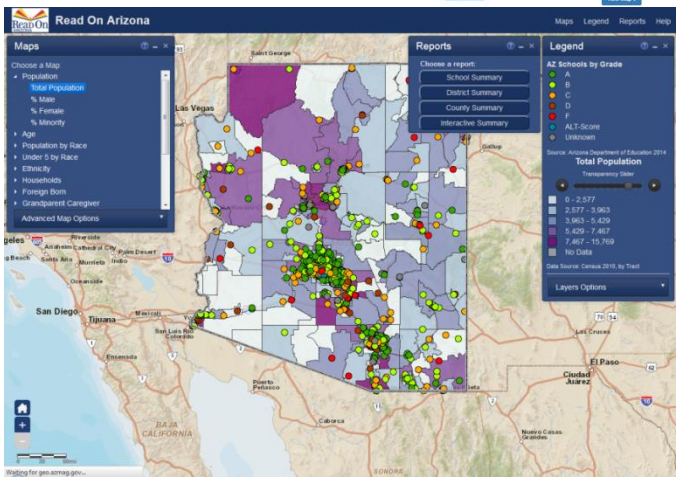
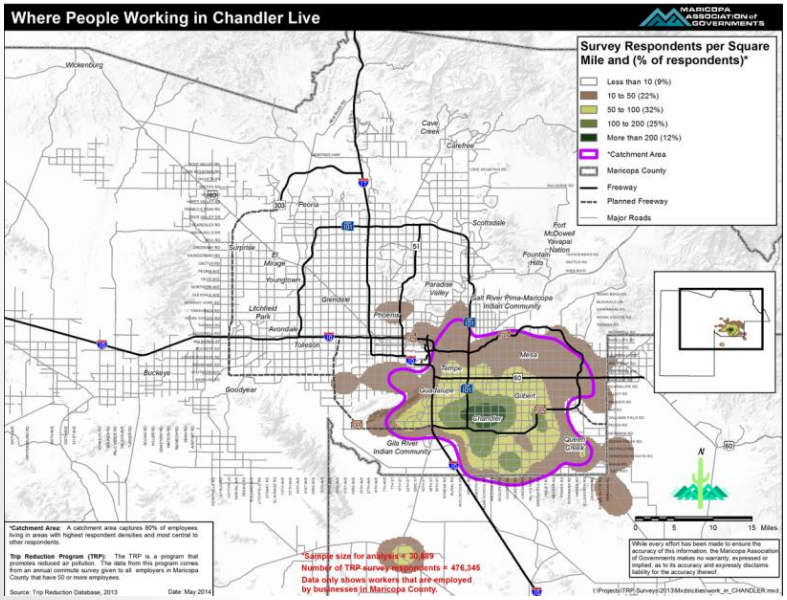
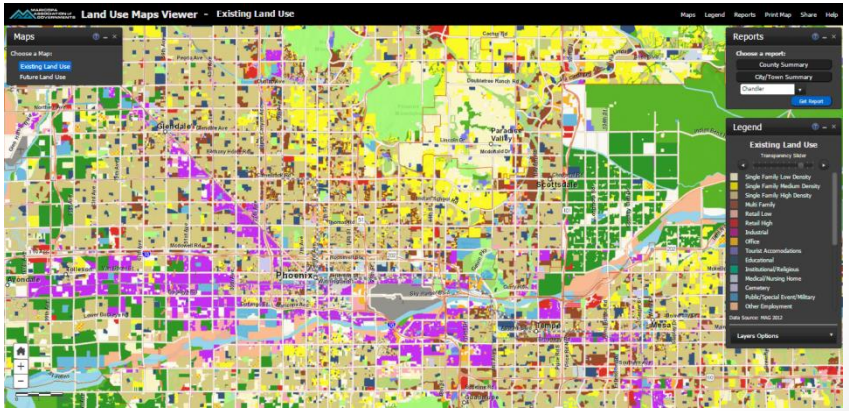
- Reusable basic framework
- Employment viewer
- Land Use viewer
- Education - Read On Arizona









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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

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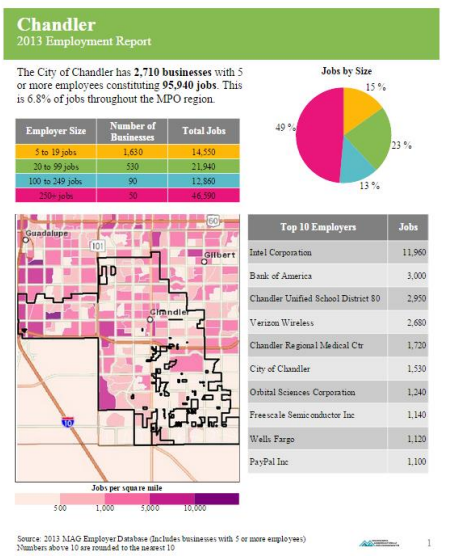
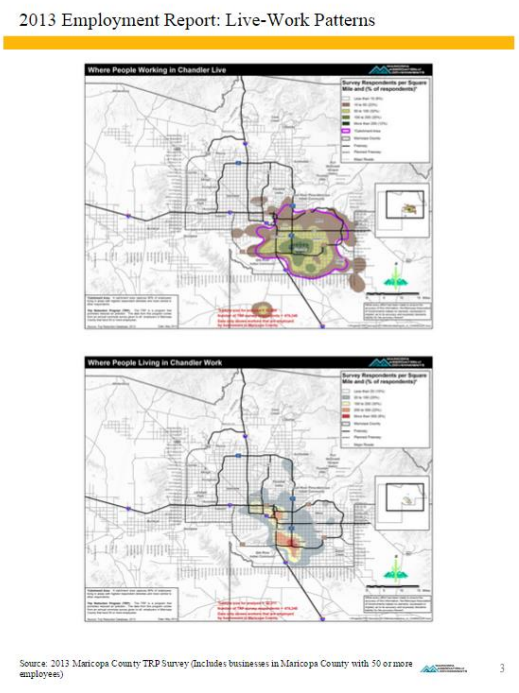
Future Enhancements

- 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





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Demonstration

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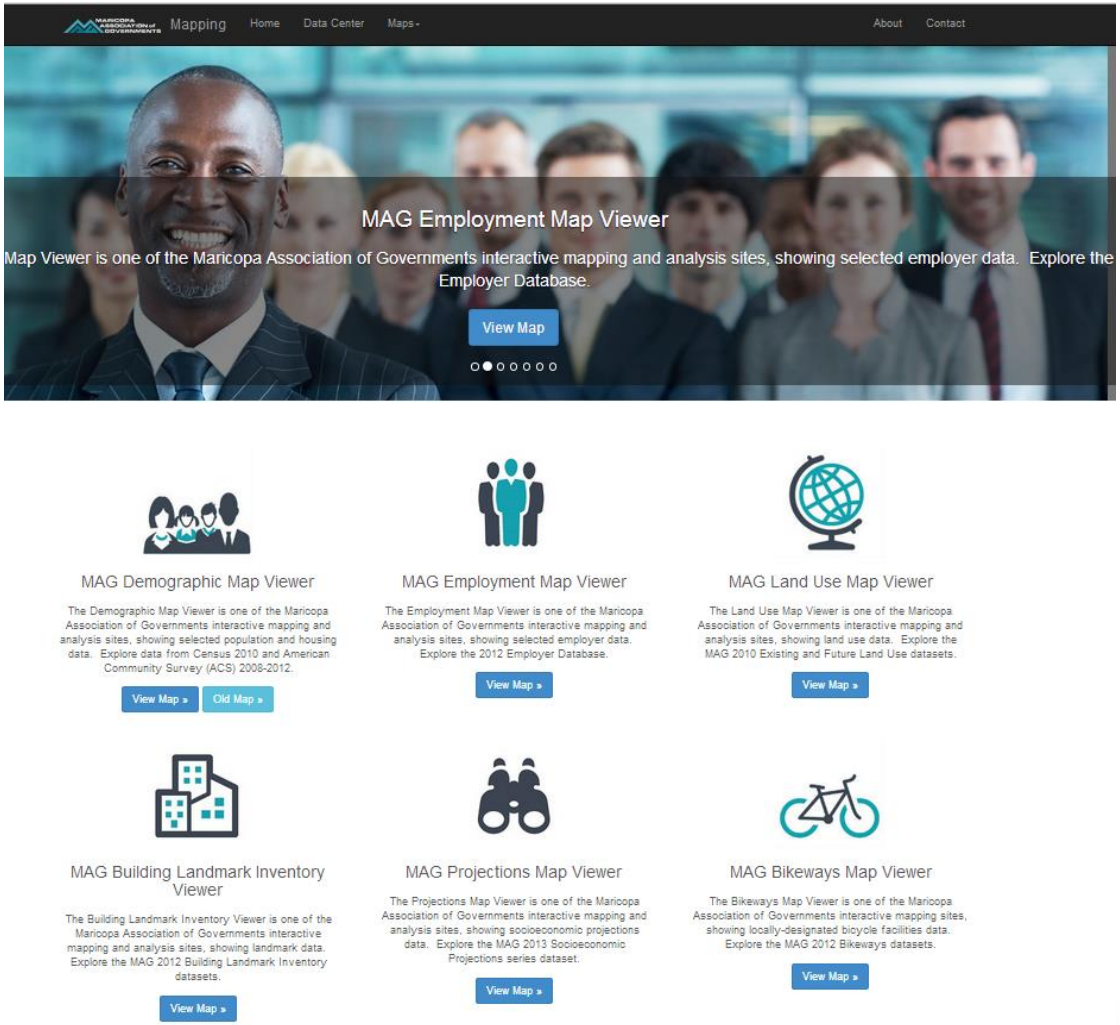

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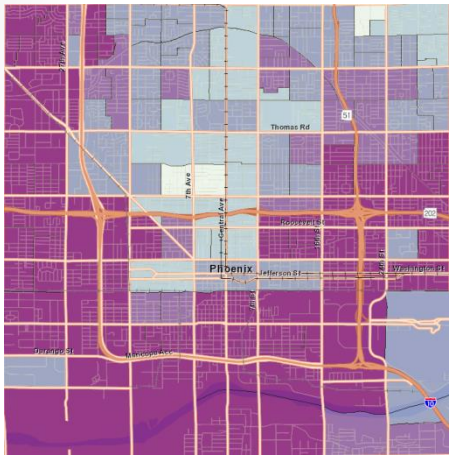
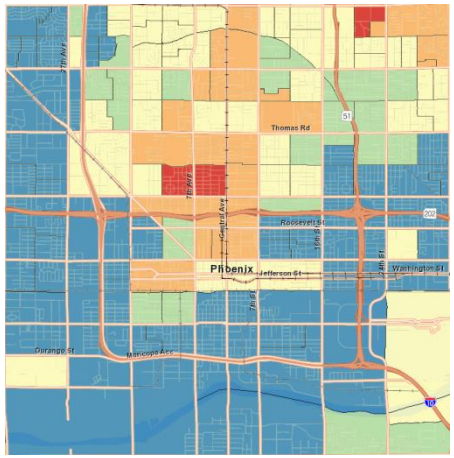
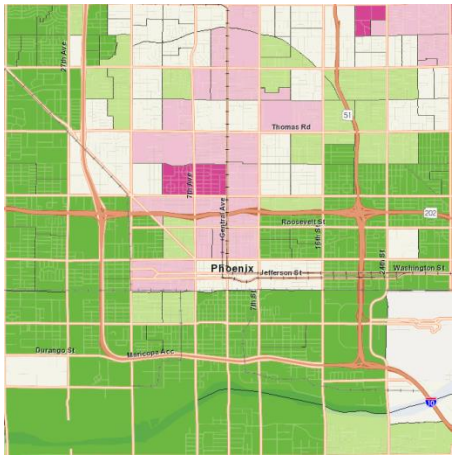
Discussion







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