

# CaGIS 2007

## Oakland, California

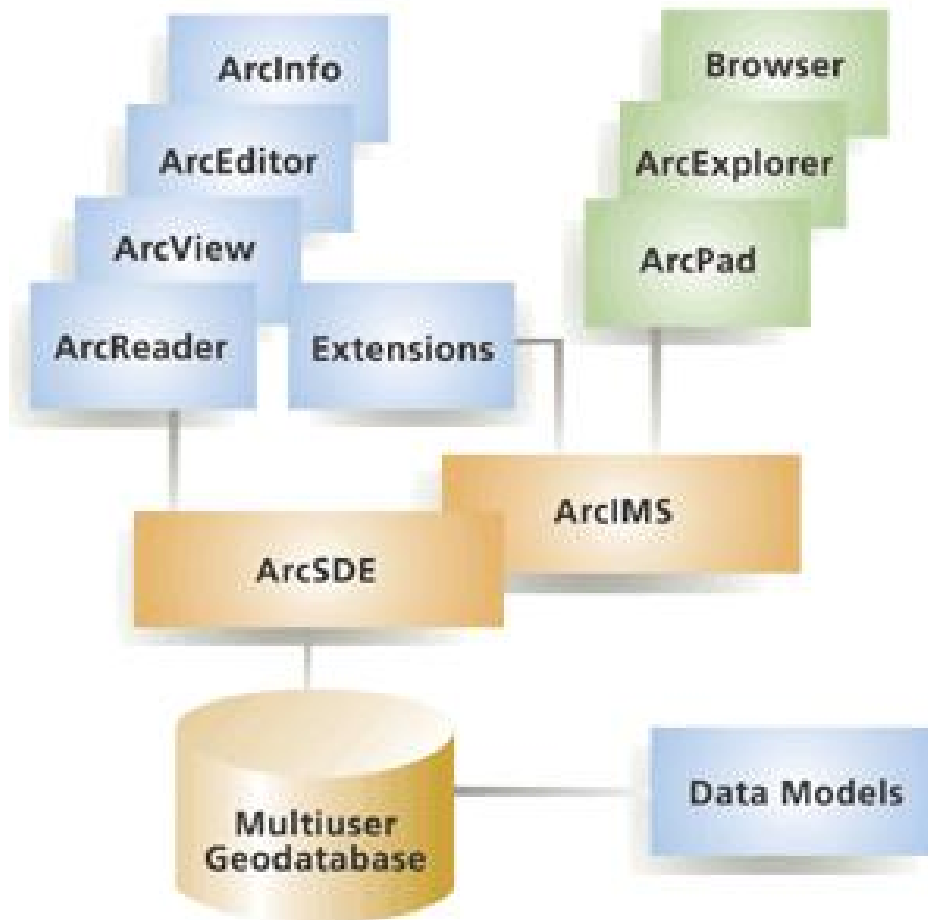
### Easy, Fast, and Convenient: Adopting Web Application Design Metrics to Develop Innovative Geospatial Applications

Dennis Wuthrich, CEO  
Farallon Geographics  
Wednesday, April 4, 2007



[www.fargeo.com](http://www.fargeo.com)

# Enterprise GIS



## Typical GIS costs for a medium sized organization:

- Data Costs: 100,000's of \$
- Software Costs: 10,000's of \$
- Training Costs: 1,000's of \$

**Impact on the Enterprise?**



# Meanwhile...



34009 Alvarado-Niles Rd, union city, ca - Google Maps - Windows Internet Explorer

http://maps.google.com/

Google Maps

34009 Alvarado-Niles Rd, union city, ca

Search Maps

Search the map Find businesses Get directions

Maps

Print Email Link to this page

Map Satellite Hybrid

**Address:**  
34009 Alvarado Niles Rd  
Union City, CA 94587

[Make this my default location](#)

Get directions: [To here](#) - [From here](#)

[Search nearby](#)

1000 ft  
200 m

©2006 Google, Map data ©2006 NAVTEQ

Done Internet 100%

start 2 Micr... 34009 ... C:\\_drw... Microso... 10:37 AM

# And the Mash-up was Invented



Armed violence / Armed violence | chicagocrime.org - Windows Internet Explorer

http://www.chicagocrime.org/types/armed\_violence/245/

Google chichago crime maps

CHICAGOCRIME.ORG AV  
4200 N

A freely browsable database of crimes reported in Chicago.

Browse by: Crime type · Street · Date · Police district · ZIP code · Ward · Location · Route · City map

Search:  GO

## Armed violence / Armed violence

### Latest reported crimes

- AUG. 8 [HM526752](#)  
12:49 a.m. 4000 block W. 26th St. [Vehicle: Non-commercial](#)
- AUG. 5 [HM522515](#)  
11:30 p.m. 0 block W. 95th St. [CTA garage / other property](#)
- JUNE 30 [HM445540](#)  
3:09 a.m. 3300 block W. 23rd St. [Sidewalk](#)
- MAY 26 [HM373655](#)  
1:10 a.m. 2600 block S. Trumbull Ave. [Street](#)
- MAY 11 [HM345311](#)  
11:30 p.m. 1000 block N. Monticello Ave. [Sidewalk](#)

Map Satellite Hybrid

Crime classifications key

- Unknown · 5 crimes

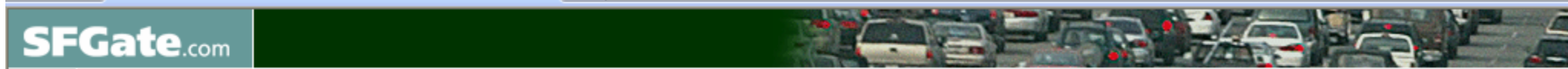
start

2 M Ar... C:... Mi... Mi...

Internet 100%

11:09 AM

Google Earth Downloads over  
past 18 months: **200,000,000**

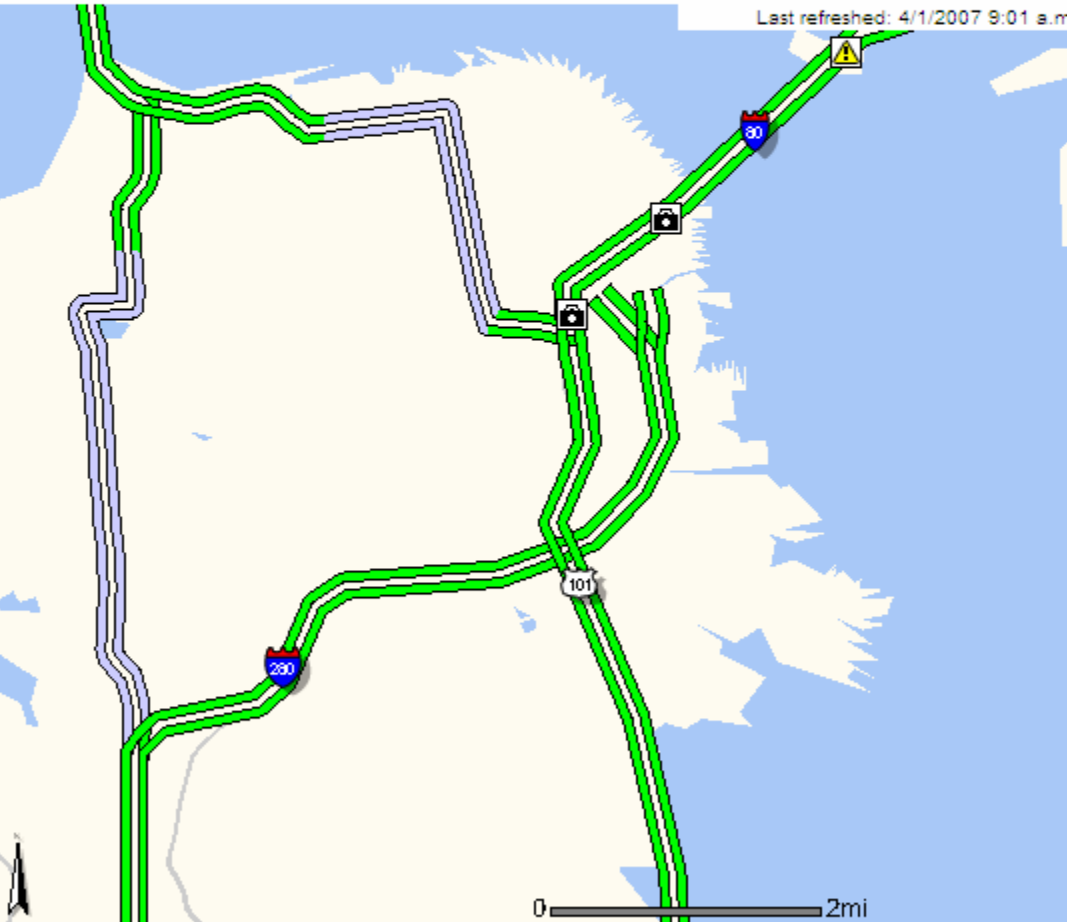
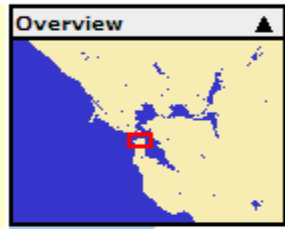


511.org Traffic Information

SFGate Home | SFGate Traffic

\*Note: Map requires a Java-enabled browser and may take several seconds to load.

- Traffic Map with Driving Times
- 511 Driving Times<sup>SM</sup> (text version)
- Traffic Information (text version)
- Breaking News & Construction
- Predict-a-Trip<sup>SM</sup> (NEW)
- FasTrak<sup>TM</sup>
- 511 Driving Times<sup>SM</sup> Coverage
- Carpool Lanes and Lots
- Bay Bridge Seismic Retrofit Project
- Local Traffic Information
- Traffic Partners
- MY 511<sup>SM</sup> (test site)



**Traffic Congestion**

- No congestion
- Moderate
- Heavy
- Stop and go
- No data

Standard Colors

**FEATURES & TOOLS**

Map Refresh Rate: 3 min.

**Features Help**

- Select this tool and then click on any map icon or roadway for more information.
- Select this tool to calculate driving times between two locations. (Not all routes are available yet.)

**Map Tools Help**

- Select this tool and then draw an area on the map to zoom in.
- Select this tool and then click on the

**Show/Hide**

- Incidents
- Construction
- Events
- Cameras
- Traffic
- Base Map



Web Images Video News Maps more »

Search input field

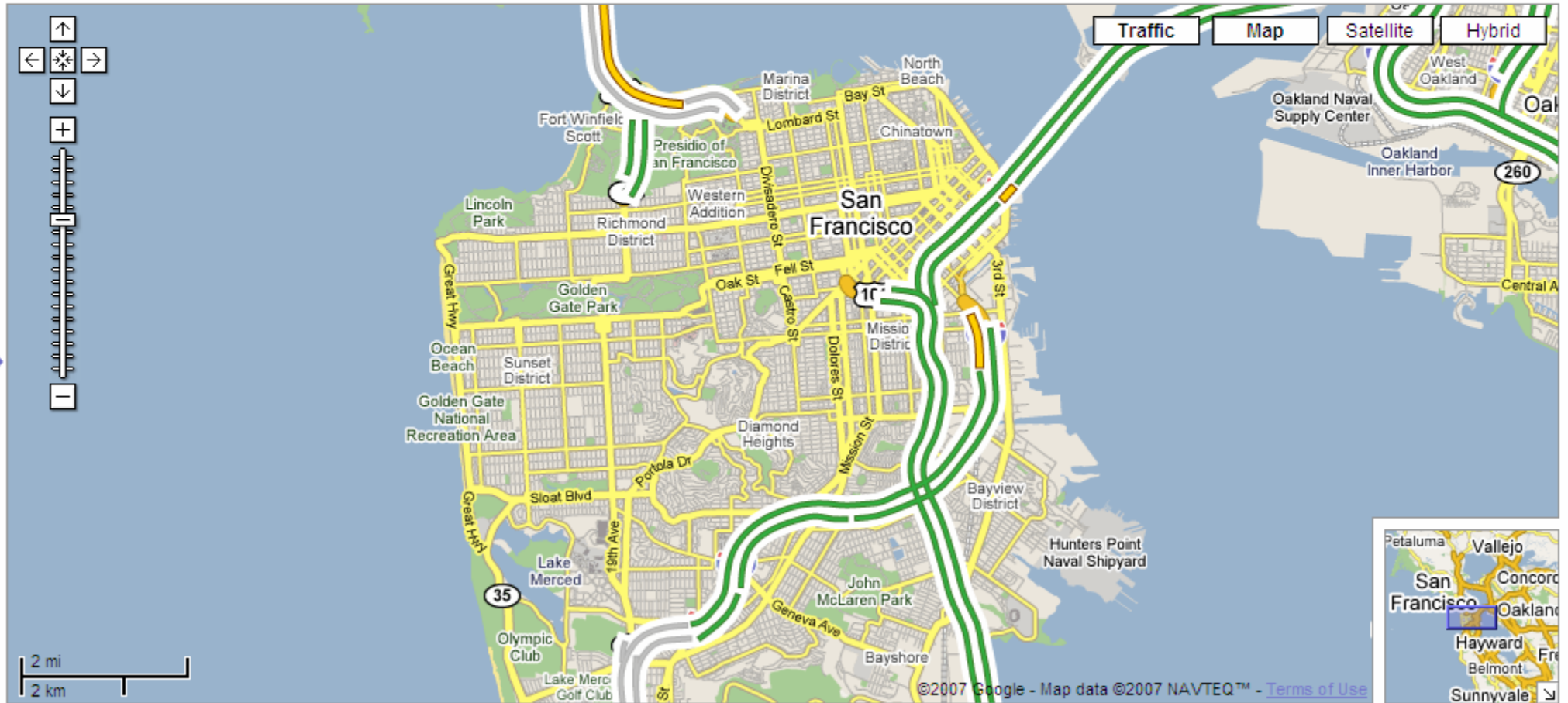
Search Maps

Search the map Find businesses Get directions

Saved Locations | Sign in | Help

Maps

Print Email Link to this page

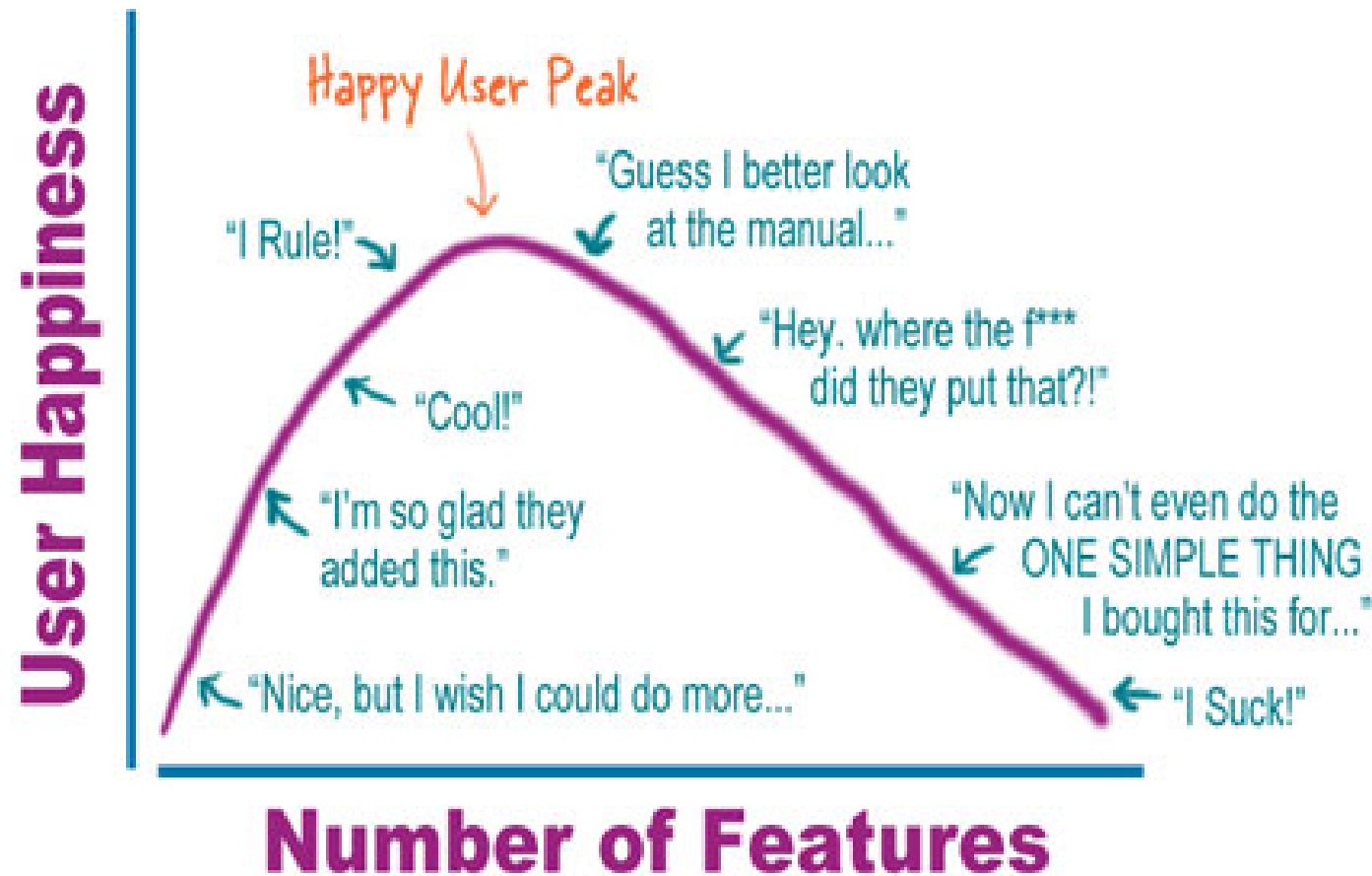


Done

Internet

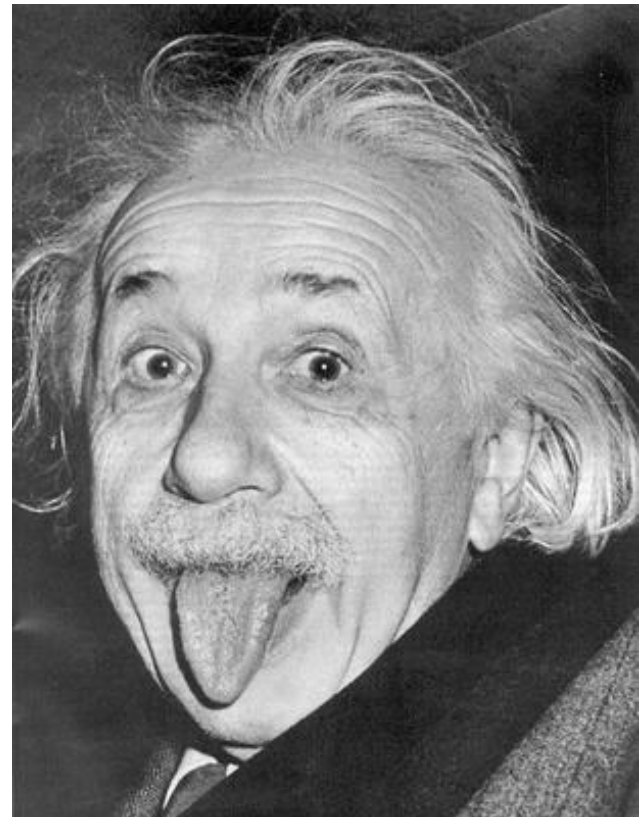
100%

# The Featuritis Curve



From: Kathy Sierra's Creating Passionate Users Blog

**“Things should be made as simple as possible, but not any simpler.”**









Web Images Video News Maps more »

http://earth.nanaimo.ca/files/test.xml

Search Maps

Search the map

Find businesses

Saved Locations | Sign in | Help

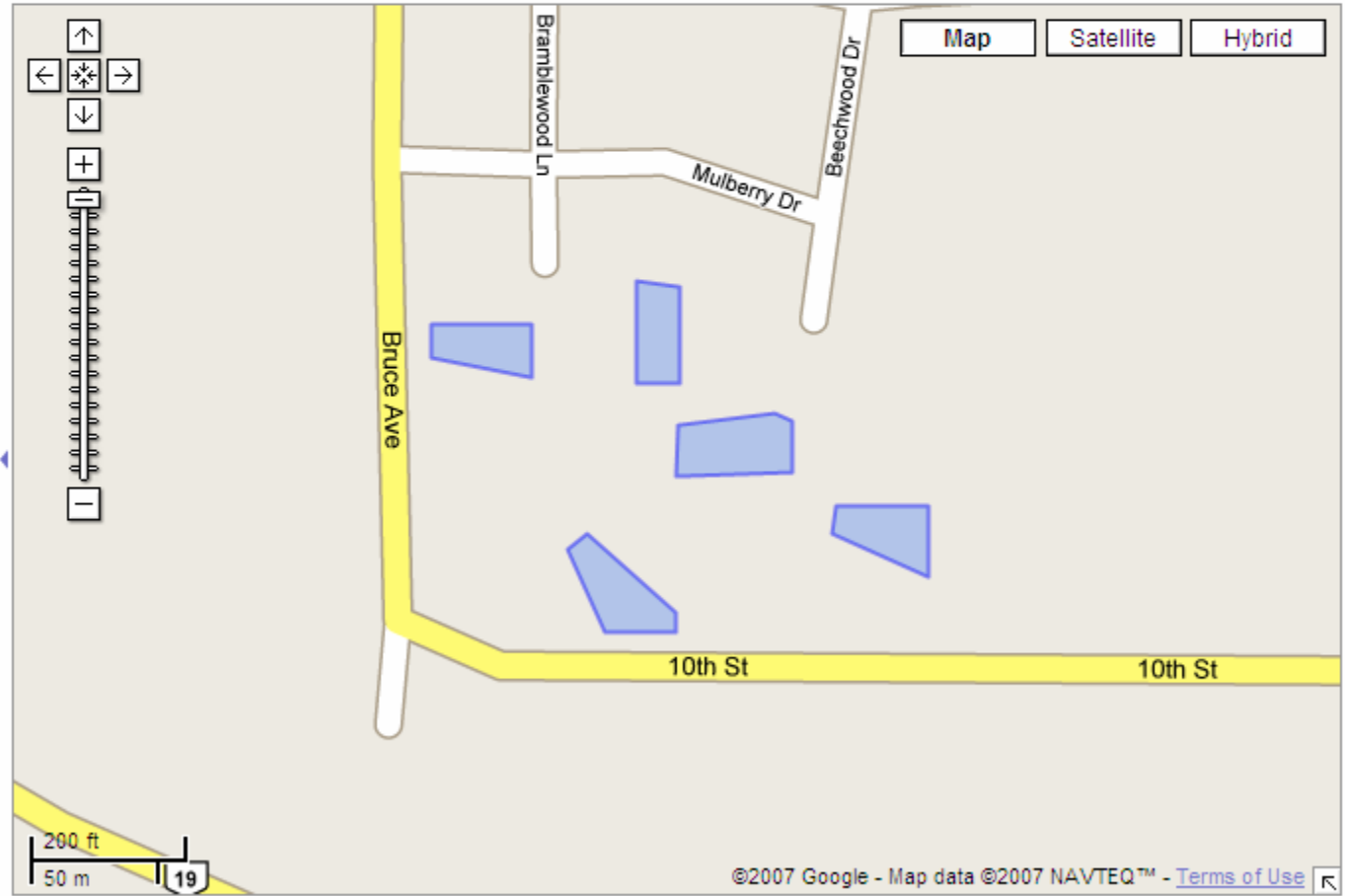
### Maps

Print Email Link to this page

### Nanaimo: Recent New Construction Building Permits

This feed shows building permits that were recently issued in the City of Nanaimo for new construction

- [1066 SILVER MOUNTAIN DRIVE : NEW SINGLE FAMILY DWELLING](#)  
2007-03-22 Construct a one storey single family dwelling on a crawlspace.
- [1079 BRAMBLEWOOD LANE : NEW SFD WITH SCNDRY STE](#)  
2007-03-09 Construct a two-storey single family dwelling with suite and with built-in double garage.
- [1110 SILVER MOUNTAIN DRIVE : NEW SFD WITH SCNDRY STE](#)  
2007-03-09 Construct a two-storey single family dwelling (with suite) including a built-in double garage.
- [1121 BEECHWOOD DRIVE : NEW SINGLE FAMILY DWELLING](#)  
2007-03-13 Construct a two-storey single family dwelling with an attached double garage and bonus room.
- [1132 BEECHWOOD DRIVE : NEW SFD WITH SCNDRY STE](#)  
2007-03-20 Construct a single family dwelling



**Live Search** Sign in  
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Search for a business or category

Enter city, address, or landmark

Businesses | People | Maps

Welcome | Collections | Driving directions | Traffic | Locate me | Share | Print

**Scratch pad**

Unsaved collection

You must Sign in to save your collection

Share | Map all | Clear

**FGI**  
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# Enterprise Mashup: GIS Provides Data and Maps

**Boston Redevelopment Authority**

Article 80 Project Classification

Search Results (10)

[View Project Summary Report](#)

- Park Plaza Parcel 2**  
255 luxury residences with ground floor retail / commercial and 270 underground parking spaces  
Parcel Id: 0500105000  
Construction Complete
- Boylston Street Mixed Use Project**  
PDA #37 contemplates 201 unit condo project. Recent proposal by SR Wiener contemplates 168 room 6 star hotel w/ 105 residential units, both cond and renta and ground floor retail. BrA approved Scope w/ waiver 5/9/02.  
Parcel Id: 0401037100  
Under Construction
- YWCA -140 Clarendon**

Search  
Welcome

Welcome Find Project

2D 3D

Road  
Aerial  
Hybrid

**360 Newbury Street - Virgin Records**

**Status**  
Under Construction

**Developer**  
Capital Properties

**Notes**  
Convert floors 4-8 to 54 residential units. Virgin Records on ground floors....

**Parcel ID: 0503045000**

Zoom to Project Vicinity  
Get at Detailed Project Report...  
Board Memo (aerial) (plan)

Review Zoning Map...  
Review Zoning Text...  
Review Assessor's Report...

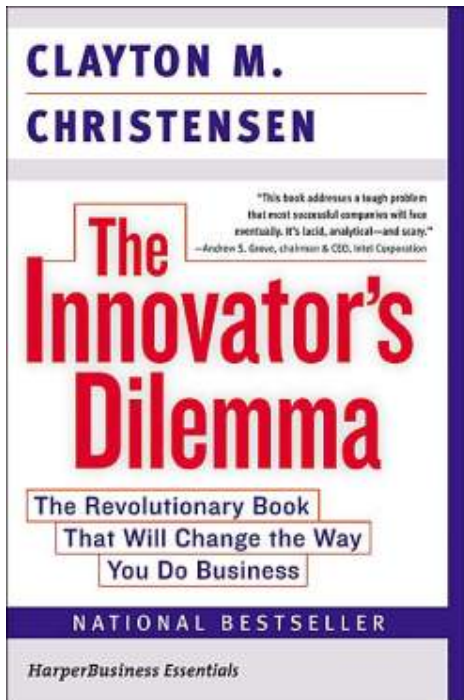
Beacon Hill  
Downtown / Financial District  
South End

Microsoft Virtual Earth

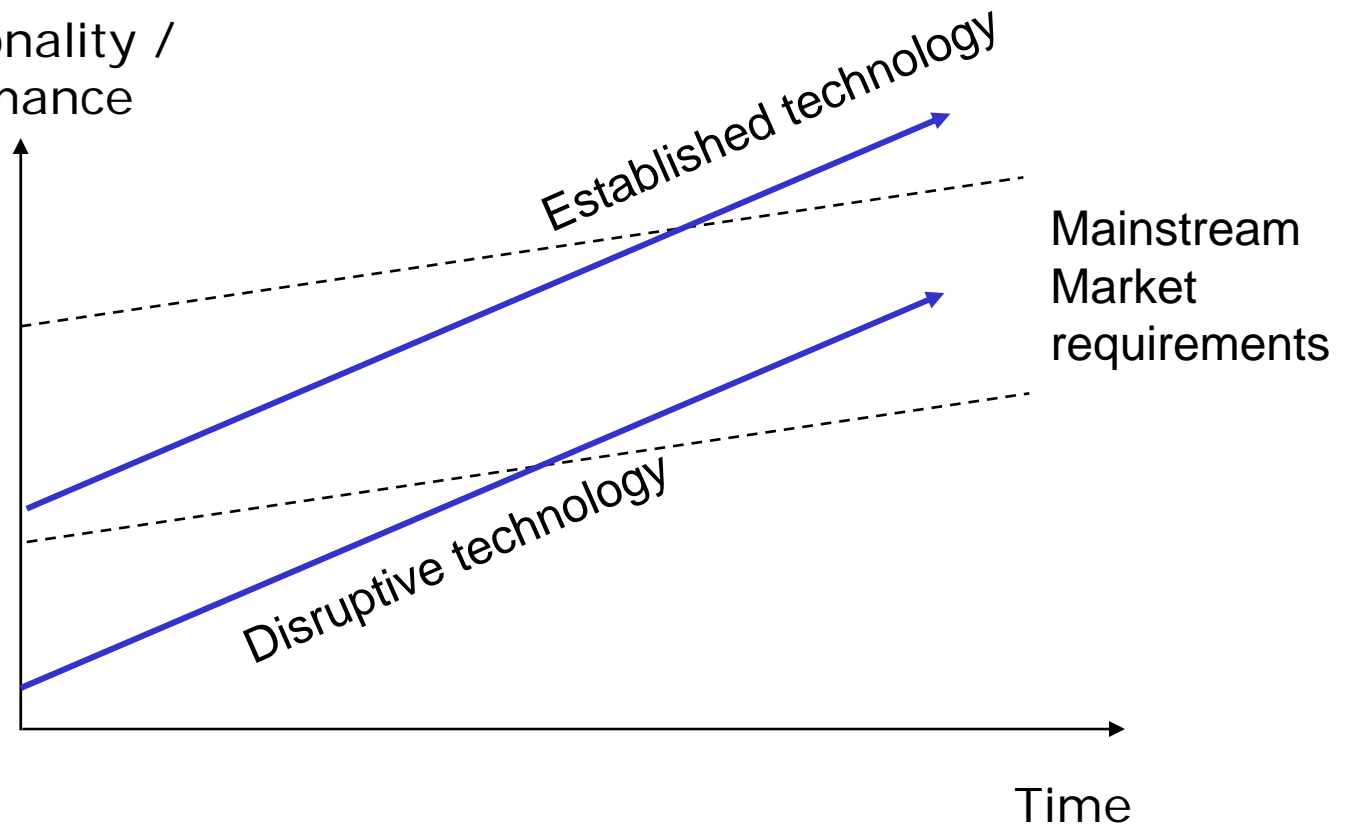


VS





Functionality / performance



*Courtesy of Peter Batty, GITA 2007 Conference*

Application	Typical GIS	GMV	Savings
Desktop GIS	\$2k to \$7k	n/a	0
Internet Mapping Server	\$12k	0	\$12k
Database Middleware	\$13k	0	\$13k
Database instance	\$5k	0	\$5k
Cost Savings			\$30k

**Courtesy Rod Schatz, GIS Manager, UMA Engineering Ltd.**



“Either you repeat the same conventional doctrines everybody is saying, or else you say something true, and it will sound like it's from Neptune.”

*Noam Chomsky*



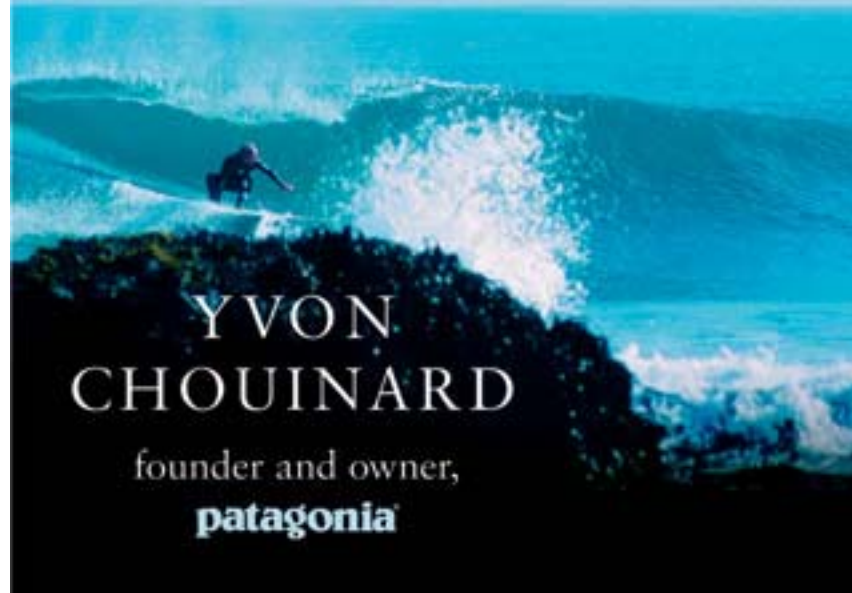
# Thank You!

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let my people  
go  
surfing

the education of a  
reluctant businessman



YVON  
CHOUINARD

founder and owner,  
**patagonia**