

**Open Work Session  
Councilmanic District Map Software Presentation  
January 16, 2018**

Mr. Frank McKenzie, Technical and Environmental Planning, came before Council. He said he would like to thank Council for the opportunity to try this again. He said, as Council may recall, a few weeks ago he came in to try this, and was having some internet issues. He said he came in this morning and everything appears to be working properly. He said he will start off by saying this was a project that was initiated when Mrs. Laura Hurley contacted his office to say that Council is interested in making some information available to the public that would help them determine which Council district they live in, and also who their Council representative is. He said, essentially, this was a perfect opportunity to test out their new software they are working with called Geocortex. He said, in this case, it is a GIS map, essentially, where the public can go and type in their address. He said it will give them a series of options when they start typing their address so they cannot give a false address. He referred to the monitor showing the webpage. He indicated the service screen to the left where the legend is seen and shows Council is served by two at-large members and five districts. He said the first two Councilmembers shown will be the at-large members, Mr. Cannon, and Mr. Matt Holloway. He said they then can go through each district, and it shows their name and phone numbers. He said, at one point, they had addresses on there, and they thought it would be best to not put the addresses on this site, so they were removed. He said there is also an email link. He said he wanted to keep it as simple as possible. He said, if people want to know who their Council representative is, this is going to be a pretty quick action. Mr. Joe Holloway asked, if they punch in the County website, does this come right up, to which Mr. McKenzie responded, he has not put it on the website yet because he wants Council to sign off on it before they launch it, and he will then put a link on the Council website. He said he knows there is also a map room within the Planning Office that has a whole series of different maps, and some of those are political, so he will probably put a link in there as well. He said it asks to search by address, and they can start by just typing in the street name, and it starts giving a list of possible options on Sunset Drive. He said they can click on one, then click search, and it tells them what district they are in, and who their representative is. He said, if they click on that, it shows the representative's picture, and there is more information they can get when they click on it. He said there is also a link to the picture in case somebody else wants to get access to it, and there is a link to a PDF of the district. He said this is a paper map that was developed, and they have this same capability for each of the five districts. He said, as they zoom in, there is a list of layers that are available, and this is the home panel to start again. He said, as they zoom into the properties, they see more information come up. Mr. Cannon asked if the layers are supplied on that site through the browser, to which Mr. McKenzie responded, this is going to be an internet site where the data is stored on their server within the Government Office Building, so they can get this on their phone. Mr. Cannon asked if the layering tools are included within the website, to which Mr. McKenzie responded, yes, within this product. He said, as he zooms in, he can click on this layer theme and see a list of the different layers. He said they can turn on aerial photography, and they can also control the transparency of that. He said he can click on his district and print it out. He said he has created a template for that where he can choose 8.5 x 11, or high resolution PDF, and they can type in whatever title they want for it, such as Map 1. He said this will put a map in a template, and save it to his hard drive. He said if he does not save it, it just evaporates. He said there are some other things he may take off because it may be too complicated, but there are different linked maps he can show, such as a street view. He said it might be too much, and he could have that elsewhere on other maps used by the County, but he wanted to show Council some of the things that are capable within this program. Mr. Cannon asked how he is going to get this out to the public so they are aware this even exists, to which Mr. McKenzie responded, that is a good question. Mr. Joe Holloway suggested putting a header at the top of the website, and Mrs. Hurley suggested doing a press

release. Mr. McKenzie said they could do a press release working with the Executive Office to say they have this new mapping product. He said this is just one in a series of maps. He said he has created a portal with other maps that has not been put out yet. He said it has a similar look as the County website, and it shows a City zoning map, a County zoning map, and a critical area map. He said eventually those maps will be placed within there, and the public can get into all these interactive maps. He said the other maps they have put out are static maps, basically for printing or viewing, but they do not have the capability of getting into the data that is behind all the information that is there. He said he tried to keep it simple. He said, with this, they can type in their address as accurately as they want to, and go right to their house. He said there are a lot more tools there, such as a query tool that can be used to search any of the different databases that are in there. He showed where he can get information out of the assessment office, so if he wanted to find out how many houses were worth a certain value, he could search by that. Mr. Joe Holloway asked, on this site, can they also find out who lives at a certain address, to which Mr. McKenzie responded, yes. Mr. Dodd asked if this has been launched, to which Mr. McKenzie responded, this particular site has not been launched. Mr. Joe Holloway then asked how they would search who lives at such and such an address, to which Mr. McKenzie responded, when they go to the home page and do their search, they would type in an address, search it, and they can see to the left where they find the name. He said he then clicks on that, and it pulls in data from the assessment office. Mr. Joe Holloway asked if it has a picture of the property shown at street level, to which Mr. McKenzie responded, before he goes to that, he wants to show them something else. He said properties do change, and he showed a link to the assessment office to tell the assessment information today, who owns the property, etc., and then they can zoom in. He said the first map he showed Council was a Google street view. He said Google does more urban areas, and they may not have the rural areas, but he will take a look and see. He went back to tools, and said there is no street view data at that location. He said there is another map there, and he tried to get Bing to find it. He said he can work with it to use Bing, who has a more advanced and larger view of data throughout the County. He said, where Google has street views for urban areas, Bing has the entire County, but it is not as updated. Mr. Cannon asked when this will be up and running, to which Mr. McKenzie responded, if there are any other improvements Council was considering, he can take care of those. He said, if not, then he can work with the folks to release this in a press release as soon as possible. Mr. Cannon said it is a lot more than he expected, and it is really incredible. Mr. Hall asked if there were any other enhancements Mr. McKenzie would like to see, to which Mr. McKenzie responded, for this, no. He said, as a matter of fact, he may reduce some of the capabilities just to keep it simple. He said, if they want to do some of the heavier duty GIS things, it might be better served somewhere else on a different map. Mr. Joe Holloway said he does not feel the street views are all that important to what they are doing here. Mr. Cannon said it is just a convenient link to Google. Mr. Matt Holloway said he thinks it would be neat to also layer in the State representatives with those districts as well at some point, to which Mr. McKenzie responded, he does have that data. He said he does not want to hold this up getting this out, so that could be an enhancement he could come back with later, and bring that in. Mr. Dodd asked if that would be linked under the main webpage under County Council, and under each individual link as well, to which Mr. McKenzie responded, he will work with Mrs. Hurley to figure out exactly where Council would like him to put this link, and it could be in multiple places. He said, basically, it is just a hyperlink where the underlined text takes them to the map, and they can put that anywhere Council wants. Mr. Dodd said it would be easier for people looking for their Councilmember to have it on the Council webpage. Mr. McKenzie said the Council webpage has a link that goes right to all the Councilmembers' information, so it could be there. Mr. Dodd said that is what he was talking about, because that would probably be the first place they would go to look. Mr. Taylor said he has a couple of questions on other things they might use for data. He asked about zoning maps, to which Mr. McKenzie responded, the map he was showing earlier had a link to a County zoning map. Mr. Taylor said the one that is in the comp

plan does not have much detailed information on it, and they cannot get down to individual streets. Mr. McKenzie said this would have the same features as the Council map. He showed where he can search by address, turn on the layers, and then he can see zoning. He said he can click on the property, and it tells him it is in the critical area of the County zoning as it deals with conservation, and it shows the owner. He said that will be available on the home page when this is established. He said he will put together the press release and make sure everybody gets a copy. There was no further discussion.



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John T. Cannon, President



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Larry W. Dodd, Vice President, District 3



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Ernest F. Davis, District 1



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Marc Kilmer, District 2



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John B. Hall, District 4



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Joe Holloway, District 5



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Matt Holloway, At-Large



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Laura Hurley, Council Administrator