

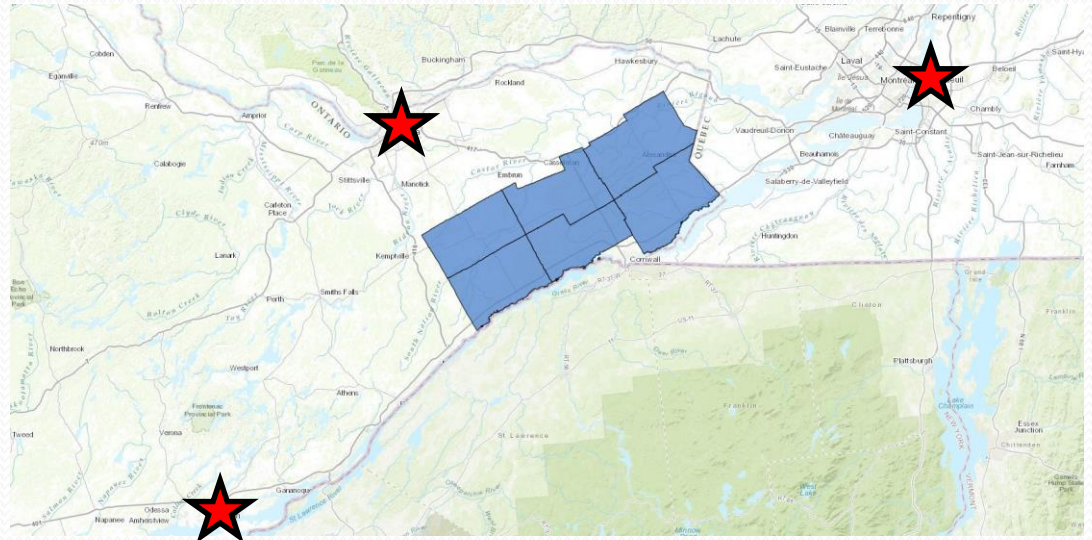


SDG Tourism Information Signs

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United Counties of Stormont, Dundas & Glengarry

- Upper Tier Government with 6 lower tier Municipalities.
- Rural area
- Centrally located along the St. Lawrence River (Ottawa, Kingston, Montreal, USA)
 - Helps with tourism and economic development





Overview

- 175 SDG Tourism Information Sign (TIS) locations
- 981 kilometers of County Roads
- In the past, the Tourism Information Sign Program (TIS) was managed by a third party organization. All new sign requests and sign renewals were completed by submitting paper forms and filed in binders
- Tourism services was moved in-house at the Counties. Staff realized this could be better managed



Goals

- Create an on-line tool that enabled businesses and organizations to apply through the County website and include an interactive map component.
- Provides users with the ability to visually locate identified tourism signs, or request new signs on a real-time map.



How did we achieve it?

- Created by internal staff (cost effective)
- Looked at and tested various options through ArcGIS Online templates
- Decided on the Geoform Template
 - Less complex than some other options (ex. Survey123)
 - Time constraints
- A few weeks of back and forth between the GIS division and Tourism
 - Some work done by the Tourism Dept. directly in ArcGIS Online.



System Environment

- The Counties are currently moving to a predominately ArcGIS Online platform.
 - Most of our feature layers are hosted in ArcGIS Online
 - Still using ArcGIS Desktop for various tasks
- No ArcGIS Server
 - Causes some limitations



SDG Tourism Information Sign (TIS)

- [Tourism Information Signs](#) (link)
- Form is available directly on the County website
- Landing page gives an explanation of the program
- The application questions are the field names within the feature layer



Web Map

- Web map uses ESRI's basemap (saving time)
- Contains ONE layer – the locations of the posts/signs
 - Each sign has a unique ID
 - Some posts have up to 4 signs
 - Needed to create new ID's to distinguish these
- The Sign-ID is a required field in the application and can be found on the map
 - Applicant must place a new point on the map on the current sign location



Benefits

- Benefits to Municipality
 - Low cost
 - Enhanced data management
 - Streamlined process
 - Easily implemented in other municipalities
- Benefits to Community
 - Accessible on multiple devices
 - Visually locate sign locations using the interactive map
 - Convenient
 - Easy to use



Limitations/Back-end work

- Currently no notification when a new application is submitted
 - Without ArcGIS Server, this requires some research
 - The tourism department must go into the feature layer and sort by date in order to see new applications
- Every application creates a new point, instead of being able to click on the current point in the geoform application.
 - Staff must go in and clean up those extra points
 - Creates more work in the back-end



Feedback

- Positive feedback from both the Tourism Department and the applicants
- Would recommend this template for processes such as these
 - Simple
 - No complex coding required
 - No need for ArcGIS Server
- ***(AMCTO) 2017 E.A. Danby Certificate of Merit***



Future Plans

- E-mail notifications
- Add pictures of the signs to the mapping component
- Add points of interests so applicants can see where the best spot for advertising would be