GEOGRAPHIC INFORMATION SYSTEMS

Online Express Edition

Business Analyst Online for Office of Economic Development

GIS develops web application that helps to identify local economy's health

GIS staff has developed an online GIS Business Viewer and mapping application for use in the county's Office of Economic Development and Planning Department. The application was built with ESRI's Business Analyst Online.

Business Analyst Online (BAO) is a web-based application hosted by ESRI, which provides access to up-to-date demographics, business and market data analysis. BAO uses a number of extensive demographic, consumer spending and business data from several companies and organizations including U.S. Census Bureau, Dun & Bradstreet, Bureau of Labor Statistics, GfK MRI and Applied Geographic Solutions, Inc. for crime indices.
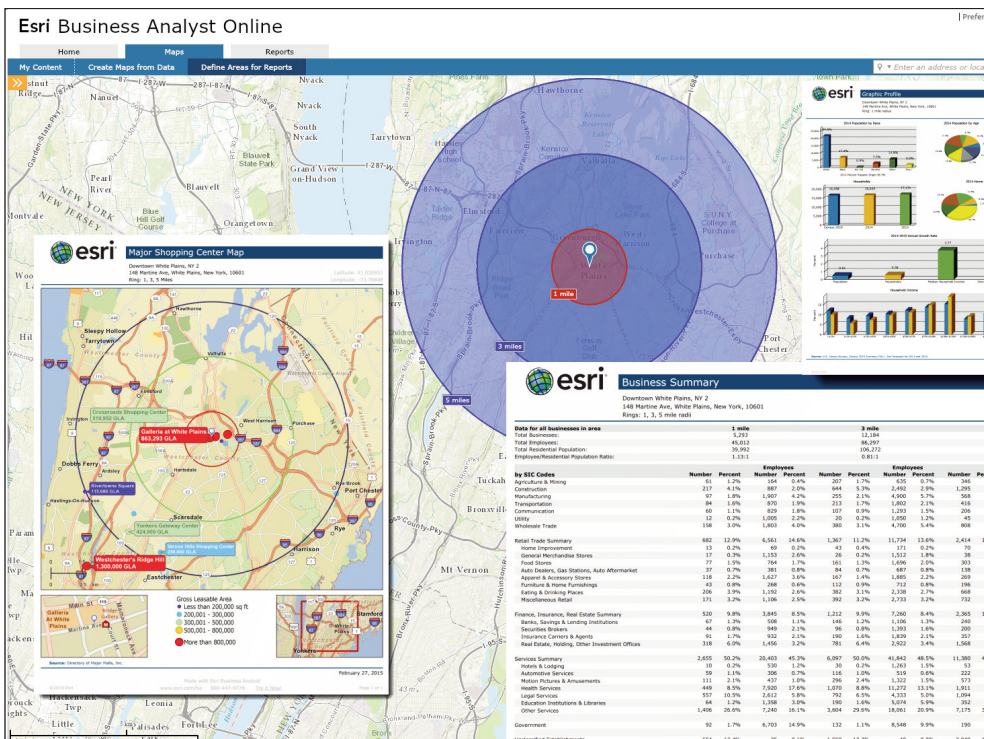
The GIS Business Viewer application pro-vides the base for BAO to view local data such as zoning districts, tax parcel bound-aries, land use and local businesses. BAO allows users to quickly create thematic maps based on user-defined geographic areas or a specific location. Users can identify local businesses in the area of interest and gener-ate reports using BOA data.

Westchester County's local business data-base is licensed through Infogroup. Infogroup data is updated every four months in order to produce up-to-date information on local business addresses, demographics and other industry indicators such as indus-try type, number of employees, square footage and contact information.

The application user interface is easy to nav-igate. In addition, users can add text or shapes as well as create PDF or images from the map. Although similar online mapping applications exist, BAO reporting capabili-ties is the program's strongest asset. Staff in the county's Office of Economic Development and Planning Department can generate customized reports to identify mar-ket potential based on number of consumers, services, consumer behavior and activities in any given area. Reporting also includes ESRI's Tapestry Segmentation data, which details socioeconomic trends based on cus-tomer's lifestyle and behaviors.

For more information regarding the GIS Business Viewer, contact Ana Hiraldo-Gomez at (914) 995-5162 or visit the ESRI's Business Analyst Online website.

Business Analyst Online (BAO) can generate 1, 3, and 5-mile radius rings from any location as shown in this downtown White Plains example. Pertinent business and graphic profiles, as well as maps, can also be generated for each radius ring.

User Group Meeting May 14, 2015

SUNY Purchase
8:15 a.m.– 4 p.m.

The county's annual Westchester GIS User Group will be held at Purchase College on May 14th, 2015. The day-long event will feature presentations from government, industry, and acade-mia. This year's program includes out-door activities with Orienteering (Map Adventures) and Geocaching, and exclusive Story Maps training (seating is limited).

Join us for the largest annual meeting of geospatial professionals in the Lower Hudson Valley.

For more information or to register for the free event, visit our website.

Mobile Mapping in the Town of Greenburgh
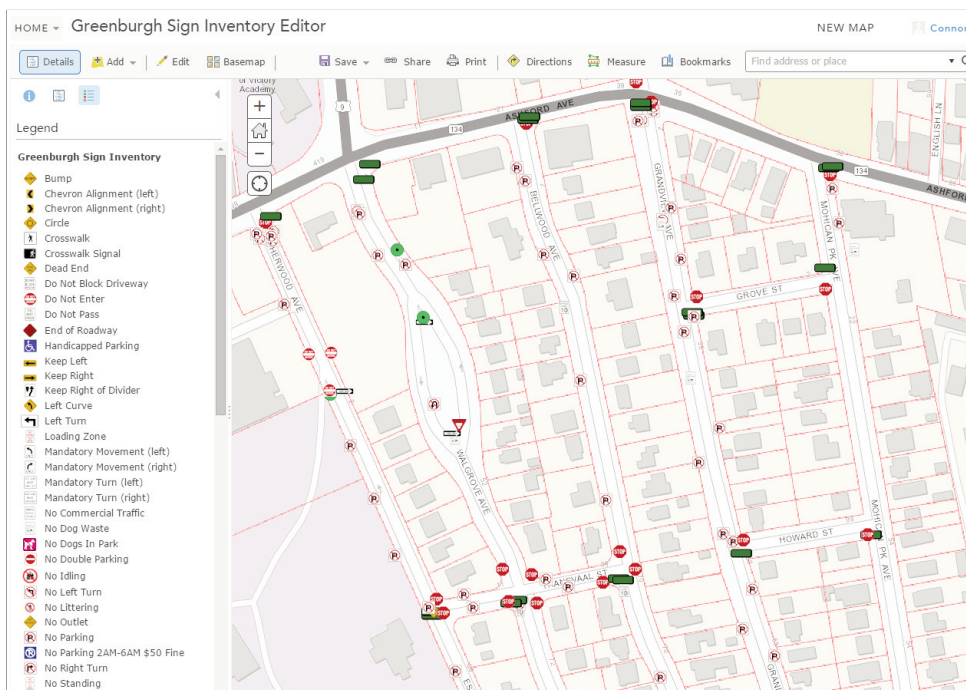## ESRI Collector app used on Android smartphone

Building off the success of the street inventory project in the Village of Larchmont, Town of Eastchester, City of Rye and Village of Rye Brook, County GIS staff is currently providing mobile mapping guidance to the Town of Greenburgh. At the request of Deputy Commissioner, Richard Fon, the town saw mobile mapping as an effective way to map street signs as part of a comprehensive inventory of the town's street feature assets. Time-stamped pictures of each sign, which are taken as part of the mapping process, will be used to determine what signs need to be replaced or removed.

As designed, the mobile application leverages the county's enterprise GIS infrastructure and does not require any local client software. The data collected from the field or updated using a browser application is automatically stored in the county's enterprise GIS databases. Data collection began

with work in the unincorporated sections of the town. Greenburgh DPW is also responsible for the maintenance of street signs in the villages of Elmsford, Ardsley, Hastings-on-Hudson, Dobbs Ferry, Irvington, Tarrytown and Sleepy Hollow.

The Greenburgh street sign project collects street sign locations, which have been attributed by category (i.e., stop, speed limit, and parking, one way etc.) using easy-to-use pull-down menus speeding up data collection and minimizing data coding errors. With data collection still underway, a total of 12,649 street signs have been mapped across the town and incorporated villages to date. The mobile app also enables users to associate one or more related documents (such as photos, videos, or MS-Word files) with the sign.

For more information, contact either Connor Lynch at (914) 995-6532 or Xiaobo Cui at (914) 995-3781.

The Town of Greenburgh collected street sign data and screen shot of the mobile collector app developed by Westchester County GIS.

Historical Aerial Photo Viewer

The Historical Aerial Photo Viewer application is now available to the public on the GIS website. Created jointly with the Department of Planning, the application provides access to over 6,000 historic air photo digital files which are available for viewing or printing. The black and white aerial photographs are associated with 13 separate photogrammetric projects covering the county

between 1925 and 1995 each generally being flown in late winter / early spring with leaf-off ground conditions. Given the different flying heights of the various photogrammetric projects, different camera systems, and the number of flight paths, the quality and resolution of the images will vary between the flight years. For more information, contact Dongming Tang at (914) 995-4437.