

# Inter-Map for Municipalities Inter-Map for Municipalities Garðabær

## Case Study

### the problem

Guðfinna B. Kristjánsdóttir, Communications Director at the modern Municipality of Garðabær, Iceland was looking for more dynamic ways of communicating information about her community to her constituency on the Internet. She and her colleagues already managed a comprehensive website, but now wanted to extend it to allow for more dynamic, interactive content, specifically to:

- Show the location of a variety of service facilities, hiking trails, streets, etc.
- Introduce events in the municipality, such as the municipality's Art Night
- Introduce city planning projects to the public
- Communicate tourist related information in different languages
- Allow for printing of maps showing the searched for content and their location
- Show locations in GPS co-ordinates

On the administration side, Garðabær was looking for something the Communications department and related staff could easily manage without outside help, ideally from within their current web CMS admin system, yet would fall within their communication budget requirements. They wanted to be able to input and manage text, pictures and videos and relate these to the service facilities or interesting sites on the maps.

Garðabær's engineering department already had a Geographic Information System, but the communications department had no experience with maintaining such systems, nor did these provide a very user-friendly interface for doing so. The resulting maps were also relatively slow to download and thus not user-friendly at the browser level. Indeed, the Communication department, after consulting with the Engineering department, decided the GIS system was more appropriate for conveying detail-oriented land-information to contractors, engineers and architects than municipality related services and events to the public.

The result was that Garðabær decided to go to a closed tender for bids inviting three different companies to participate.

# Inter-Map for Municipalities Garðabær

## the solution

After considering the three bids and receiving advice from an outside software consultant, Garðabær's communication department selected Inter-Map for the job.

Inter-Map provided the flexibility, ease of use and integration with current web CMS that they required and met their budget. As a web-based Digital Map Content Management System, Inter-Map allows non-technical staff at the municipality to input maps, aerial photos and city plans into the system, establish objects (spots) on these images and finally input and manage data such as text, pictures or videos and relate this information to the corresponding objects.

Garðabær was most impressed with the ease-of-use and interactivity the resulting website provided to the public, and how the relatively simple administration tool would allow them to manage the information in the system on an ongoing basis without outside help.

Inter-Map also provided some excellent functionality that impressed the Garðabær staff:

- It proved to be very easy to integrate the Inter-Map admin with their CMS admin, providing them with one access or interface to the two systems.
- Managing administrator/user-access was as simple as in traditional CMS systems.
- Establishing objects on the maps/images required only a mouse-click.
- There were pre-formatted templates for inputting pictures and text, which provided for a more consistent interface to the public, regardless of the number of administrators.
- Finally, the ability to input city plan images into the system and allow the public to use the mouse to switch between current maps and new city plans was a winner.

## Case Study



Browsing Garðabær's schools

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## the implementation

The implementation time from decision-to-purchase to ready-made, installed system for Garðabær, including maps and aerial photos was six weeks.

To implement Inter-Map, Garðabær provided maps and aerial photos to Inter-Map's map processing department. These were provided on Microstation and Autocad format. Inter-Map took these maps, reduced their size and enhanced their graphic presentation, using a tried and tested process. This is an important process to enhance the performance and the appeal of the resulting website.

The system requires a Coldfusion MX server, a web server and an SQL database with about 20 MB of free capacity. Inter-Map's tech support department set up the system within days, in this case at an Inter-Map hosting partner, and provided training for key staff in about half-a-day. The modified maps were then input into the system as a starter kit.

Garðabær then proceeded to establish objects on the images, categorized these, then input a host of content, such as text and pictures, and finally related these to the corresponding objects. Although this certainly is an ongoing process, the initial setup and opening to the public was achieved in four weeks. The result can be seen at [www.gardabaer.is](http://www.gardabaer.is) - kortavefur (or <http://kort.gardabaer.is>).

## Case Study



New Area Plan for a Garðabær neighbourhood

# Inter-Map for Municipalities Garðabær

## the result

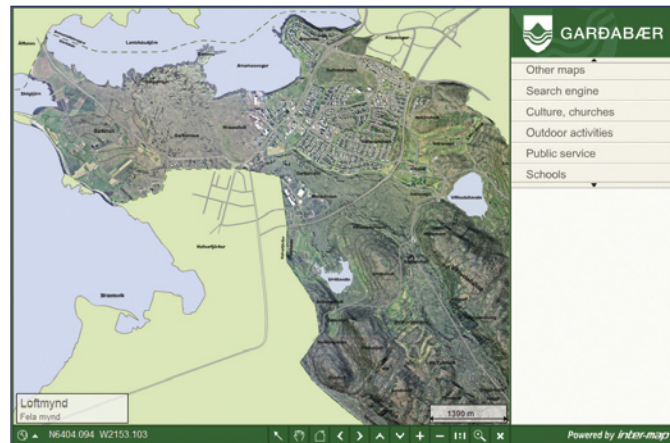
Garðabær launched the system in conjunction with the Day of the Environment, on April 28, 2003.

Garðabær was very pleased with result and the functionality offered by Inter-Map for this purpose and is planning to launch different events utilizing the Inter-Map tool. The public reception to the system has been exceptional with well over two thirds of surveyed respondents giving the system top marks.

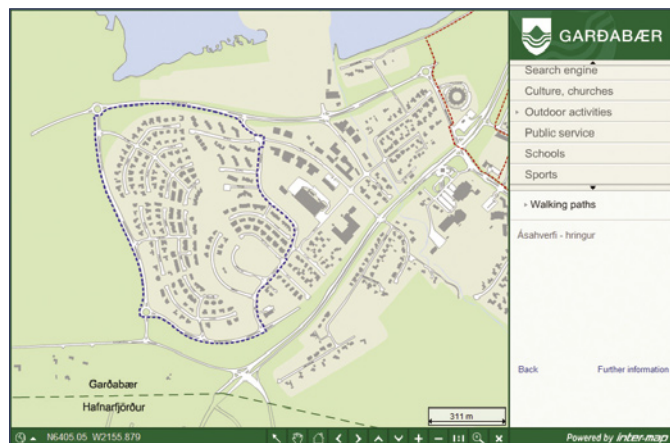
Garðabær is constantly adding data to the system. Inter-Map has basically provided for a new dimension for the communication department in communicating with their constituents. Location based information about the municipality is now all centrally located and can be easily managed and updated by any of the staff authorized to do so.

Needless to say, Garðabær is very happy with its new Inter-Map system, which has added a location-based communication tool to its website and communication arsenal.

## Case Study



Aerial Photo of Garðabær



Hiking trails in the neighbourhood