

# Location in Your Community: Mapping Better Decisions

*Baseline Business Geographics Inc. Whitepaper*

## Introduction

Communities, large and small, continuously try to enrich the resources within their region so that they may be able to successfully compete with neighboring communities, and keep much of the money spent by citizens within their own community. Communities not only want to generate revenues from local businesses, but also want to promote a sense of community with the residents. The ability to accomplish these goals is largely dependent on the ability of residents and businesses to access community-critical information.

In order to be efficient, individuals and companies should be able to easily access any community-related information in one place. Doing this would provide them with the well-needed support to help the community grow.

### Questions that citizens may ask:

Where do I vote?

Where would my children go to school if we moved here?

How do I get my child to the birthday party?

Where are the nearest tennis courts located?

Where is that new dentist's office?

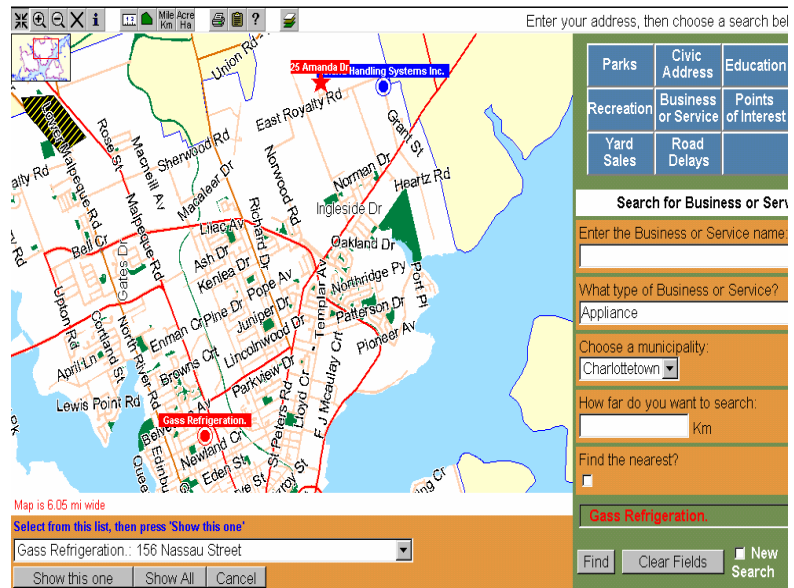
Where and when are the yard sales taking place this weekend?

How far did I walk today?

In order to make the community information accessible, Baseline Business Geographics Inc. developed an interactive mapping application that integrates a wealth of data and allows users to view the actual location of the information in real-time. The Town-Know-It-All application coordinates a variety of available resources to residents, businesses and travelers, which promotes economic, social and cultural development.

## Problem

Thousands of people search for common information about their community on a daily basis. Often times, the search is hindered because many people have a difficult time finding the information that they are seeking. For example, an individual may be looking for a used appliance store and are unaware of any within the community, but knows of one 30 minutes outside of his community. However, there is one 3 blocks away from the individual, and the revenues earned by the business outside of the community could have been earned by the store down the road. When this happens, individuals and companies are placing money in the hands of competition when it could have stayed in the local economy had there been an easy way to retrieve such information. It is important to implement a publicly accessible solution that contains current community information, which enables residents of a community to fill their need locally. In doing this, revenue can remain within a community and contribute to the economic development and wealth of that community.



## Solution

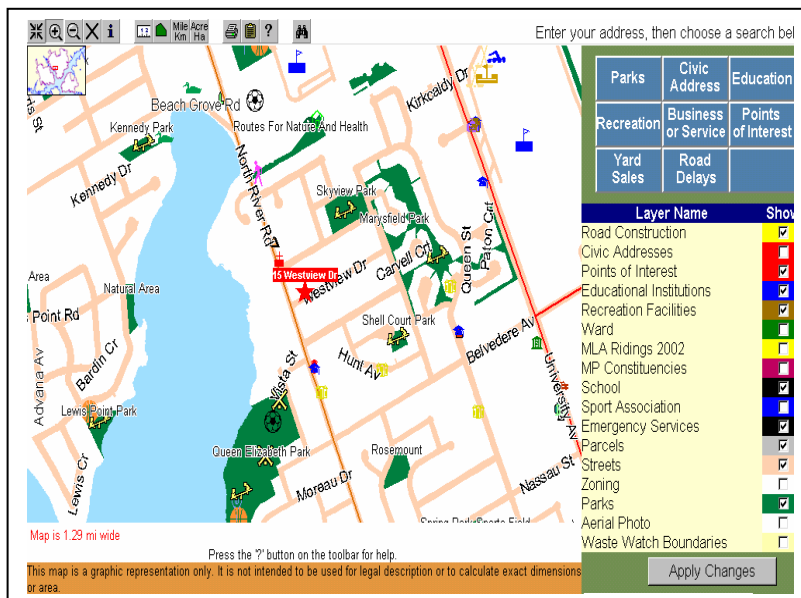
Baseline Business Geographics Inc. created the Town-Know-It-All application to quickly and effectively provide detailed community information to individuals or companies. It is a Web-based application that contains a wealth of important, up-to-date information that has been organized into a single web portal that residents, businesses and travelers can use in their daily lives to make well-informed, speedy decisions in their routine procedures. Although the data that can be inputted is unlimited, some typical data in the application may include the following:

- Road Construction
- Civic Addresses
- Educational Institutions
- Recreational Facilities
- Ward/Precinct
- MLA Ridings
- MP Constituencies
- U.S. Senator/Representative
- State Senator/Representative
- Mayor/Alderman
- Governor/ Lt Governor
- City Council
- School
- Sports Associations
- Emergency Services
- Parcel Mapping
- Streets
- Zoning
- Parks
- Digital Air Photography
- Waste Watch Boundaries
- Yard Sales
- Businesses/Locations

With this application, both visitors to an area and life-long residents of a neighborhood can fully realize the benefits that their community has to offer. The ease of accessing this information will help improve the quality of life for everyone involved in the community – whether it be for the information seeker or for the organization that is found from the search (and receives business) via the Town-Know-It-All. Examples of points of interest that may be included in the application may include:

- Health Services and Facilities
- Financial Institutions
- National Defense
- Churches
- Cemeteries
- Postal Outlets
- Business Parks/ Industrial Parks
- City Halls
- Seniors Housing
- Libraries
- Liquor Stores
- Health and Social Services
- Emergency Services
- Convention Centers/Meeting Facilities
- Pharmacies
- Educational Facilities
- Hospitals
- Environmental/Recreation
- Airports
- Animal Hospitals
- Museums and Heritage Sites
- Personal Credit Institutions
- Addiction Information and Treatment Centers
- Radio and Television
- Justice
- Economic Development
- Transportation
- Immigration
- Government
- Marinas
- Sports/Recreation
- Community Organizations

A layer control feature on the application allows users to produce and customize reports by selecting from a comprehensive set of data layers. It also allows them to view air photos of properties using digital ortho-imagery.



Town-Know-It-All can retrieve information based on a civic address search, a search based on the name or type of a facility or by simply clicking a point on the map with a mouse. The application is beneficial for everyone – whether the user is a resident, a traveler or a business. It allows residents to find information about businesses or services in the community quickly and easily, while it provides local businesses with an opportunity to market their company to a large, targeted audience. Also, the Town-Know-It-All application benefits the tourism industry because it is a robust information tool for travelers to use themselves or for Visitors Information Center’s concierge to provide the visitors with information.

## **Benefits**

- Town-Know-It-All ties all of the vital community information into one neat package – it is easily understood and communicated to individuals and organizations
- Helps ensure that only the most up-to-date information is revealed
- Information seekers have a powerful tool they can use themselves
- Response time to the public is dramatically reduced
- Provides residents and visitors alike with a map-based information tool to learn about their neighborhood/region and access more information about it.
- Increased productivity and efficiency due to faster, easier access to community information and the ability to see data geographically by site
- Uncover and boost economic development of communities
- Individuals can use the information within the Town-Know-It-All application and measure the distance from their location to the site they are inquiring about
- Creates an extremely positive and forward-looking image of the community (accessibility of data creates a positive impression of the businesses and organizations within it)

## **Features of Town-Know-It-All**

*Easy Customization* - New interface uses HTML frames that can be placed on various HTML pages or in a single interface page. These pages can be easily customized to the look and feel of your preference. The application can be customized to include more or less functionality, depending on your preferences.

*Scalability and Flexibility* - Efficient back-end request handling and resource sharing allow multiple requests to be handled by multiple users. This new architecture provides more flexibility in implementation and provides scalability from tens to thousands of users. This application is easily interfaced with other applications.

*Administrator Tool* - Server-based administrator tool makes altering parameters and diagnostic checking a smooth and logical process. Users are able to edit and add data to dynamic layers.

*Comprehensive And Easy-To-Use E-Commerce Applications* – Town-Know-It-All can be run online, so that it can provide 24-hour self-service information to residents, businesses and visitors. Such e-commerce initiatives also allow local organizations to expand the competitiveness of key growth sectors and enhance the long-term economic self-sustainability of their rural and urban communities.

*Limitless Data Inputs* - For instance, individuals and companies can obtain information on their political representatives, emergency services, schools, association, waste watch boundaries and ward and zoning information, as well as important points of interest.

*Layer Control* – The user can display as many or as few layers of color-coded data by selecting them from a simple drop-down list.

*Search Tools* - Allow developers to search for available sites, buildings and locations. The tools available to users include a ruler for measuring distance and an Info tool for pulling data from the map. The application allows users to view, create and print maps; and find available properties.

*On-Line Help* - An untrained individual can easily use the system and simple point-and-click operation makes the system a joy to use.

*Data Updates* - Yearly maintenance will keep Town-Know-It-All data current.

*ASP* – We can host the server for you, or your organization may purchase the license yourself.

## **Advantages**

- Provide an advanced level of information delivery
- Distribute map, zoning, parcel and other GIS information through the web
- Examine community and business information – all within a specified radius of an address