

The Future of the Map

Hashtag: #11NTCmap

Pre-session survey: <http://bit.ly/mapntc>

Live Notes: <http://bit.ly/ntc-map>

Where to Find Us

Rob Baker @rrbaker

Elliot Harmon @elliiotharmon

Steve Spiker @spjika

Andrew Turner @ ajturner

TechSoup <http://home.techsoup.org>

Urban Strategies Council <http://www.urbanstrategies.org/>

Ushahidi <http://www.ushahidi.com/>

Konpa Group <http://konpagroup.com/>

Crowdmap <http://crowdmap.com/>

GeoCommons <http://geocommons.com/>

GeoIQ <http://www.geoiq.com/>

OpenStreetMap <http://www.openstreetmap.org/>

General Resources

<http://bit.ly/i3b3L3> The Fantastic Five GIS Tools for Nonprofits

<http://bit.ly/giswebinar> Introduction to GIS Software and ESRI ArcView (archived webinar)

<http://www.nonprofitgis.org/> NonprofitGIS.org: Spike's homepage of GIS tools and resources

<http://bit.ly/esrisoup> ESRI donation program at TechSoup

<http://bit.ly/fewgoodmap> A Few Good Mapping and GIS Tools

<http://bit.ly/npogoogmap> A Nonprofit's Introduction to Google's Online Mapping Tools

<http://bit.ly/npogoogmap2> Google's Online Mapping Tools: Advanced Mapping

Data sources

<http://bit.ly/esdinterface> Earth Science Data Interface

<http://2010.census.gov> US Census

<http://1.usa.gov/elsi> National Center for Education Stats

<http://gos2.geodata.gov/wps/portal/gos> Data.gov Geospatial One-Stop

<http://nccs.urban.org/> National Center for Charitable Statistics

Example: Planning a Foreclosure Analysis (from Steve Spiker's presentation)

Data Acquisition Costs

- Monthly foreclosure data (private) = $\$150 \times 6 \text{ months} = \900
- Property database (county) = $\$50.00 - \$100,000$ (seriously)
- Background maps (OpenStreetMap) = $\$0$

Gadget Costs

- Hardware
 - Small project – desktop PC, dual monitors = $\$1,000$
 - Regular, larger projects – data/database server $\$5,000$
- Software
 - No budget? Open Source uDig, QGIS, web tools = $\$0$
 - Enterprise GIS tools: ArcGIS via techsoup = $\$175$
 - Need more? ESRI Conservation grants = 90% discounts

Staffing

- Who should do your mapping?
 - Planners
 - Geographers
 - Sociologist
 - Epidemiologists
 - Former surveyors
 - Tech folks?
 - On the job v degree v post grad?

Time Costs

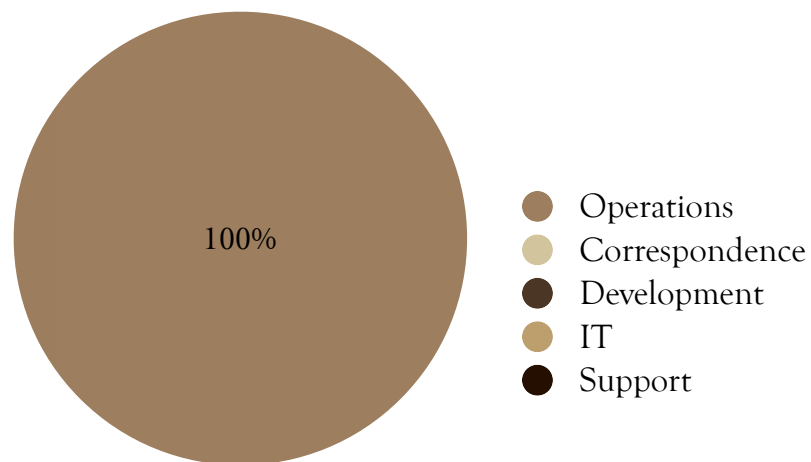
- Obtain data (6 hrs) = $\$600$
- Clean, process data (12 hours) = $\$1,200$
- Geocode data (5 hours) = $\$500$
- Analyze & map data (12 hours) = $\$1,200$
- Prepare outputs (4 hours) = $\$400$

- Total staff costs @ $\$100/\text{hr} = \$3,900$

Project Budgets

- Single project, lightweight, open source
= $\$5,850$
- Same project, modest data costs and software
= $\$9,000$

MAPPING PROJECT ESTIMATE: EVALUATION OR USE



Account Categories	
Category	Amount
Operations	\$ 600.00
Training	\$ 0.00
Development	\$ 0.00
IT	\$ 0.00
Support	\$ 0.00
Total	\$ 600.00

BREAKDOWN

Brief	Description	Category	Amount
Consultation	Establish goals, responsibilities	Operations	\$ 600.00
Internal review	crowdmap.com	Operations	\$ 0.00

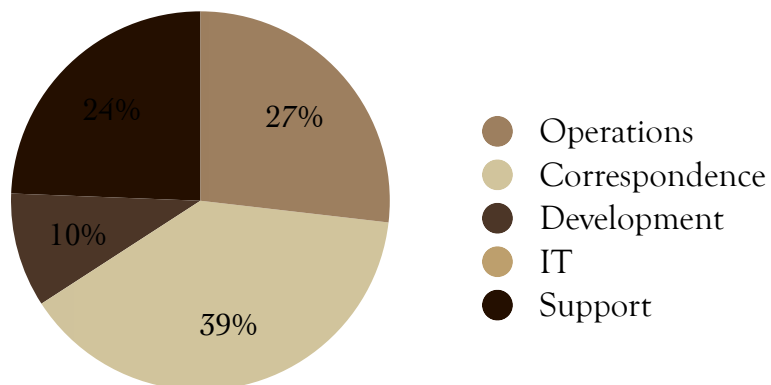
NOTES

Go to Crowdmap.com, sign up for an account, create a new instance of Ushahidi

Day of consultation to help understand how to apply the platform to organizational goals

MAPPING PROJECT ESTIMATE: MINOR DEPLOYMENT

Expenditure by Category



Account Categories

Category	Amount
Operations	\$ 825.00
Training	\$ 1,200.00
Development	\$ 300.00
IT	\$ 0.00
Support	\$ 750.00
Total	\$ 3,075.00

BREAKDOWN

Brief	Description	Category	Amount
Initial consultation	Establish goals, responsibilities	Operations	\$ 450.00
Configuration, development	Application configuration	Development	\$ 300.00
Training	Staff training on introduction to application, program specifics	Training	\$ 1,200.00
Documentation	Documentation creation (tailored to the program)	Operations	\$ 375.00
Support	Support hours (10) for ongoing questions, issues	Support	\$ 750.00

NOTES

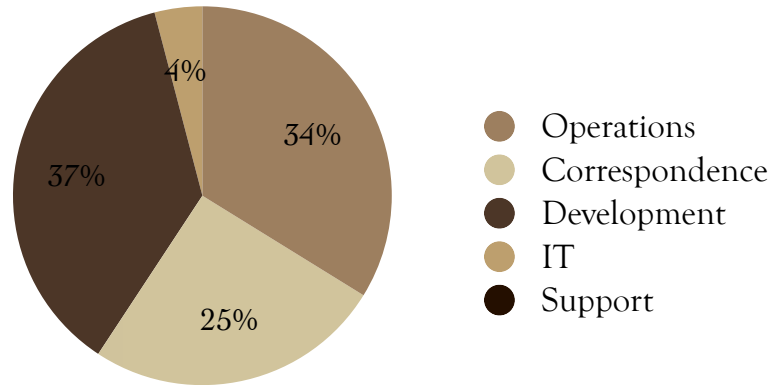
Go to [Crowdmap.com](https://crowdmap.com), sign up for an account, create a new instance of Ushahidi

Two days of consultation to help understand how to apply the platform to organizational goals and application training to manage the unique program

Support included for ongoing questions

MAPPING PROJECT ESTIMATE: MINOR MEDIA DEPLOYMENT

Expenditure by Category



Account Categories

Category	Amount
Operations	\$ 16,600.00
Training	\$ 12,500.00
Development	\$ 18,000.00
IT	\$ 2,000.00
Support	\$ 0.00
Total	\$ 49,100.00

BREAKDOWN

Brief	Description	Category	Amount
Initial consultation	Establish goals, responsibilities	Operations	\$ 600.00
Staff (PM)	P/T project manager for three week period	Operations	\$ 4,500.00
Staff (Developer)	F/T developer for three week period	Development	\$ 9,000.00
Staff (Developer)	2nd F/T developer for three week period	Development	\$ 9,000.00
Staff (Trainer)	F/T trainer working on the ground with staff, 4 wks	Training	\$ 12,000.00
Training	Training materials	Training	\$ 500.00
Travel	Travel (tickets, insurance, visas, lodging, etc.)	Operations	\$ 10,000.00
Travel	Meals and lodging (based on country per diem rate over 3 wks)	Operations	\$ 1,500.00
IT	Hosting (incl. costs)	IT	\$ 2,000.00

NOTES

This estimate represents a we-do-it-all response for major crisis or media deployments. Our team would deploy to train an in-house staff over a four week period (overlapping weeks) to setup, develop, and train an internal staff.

Three weeks of training, consultation, and monitoring staff on the ground toward turning over the operations to them

Custom development, deployment, and site hosting (incl. costs)