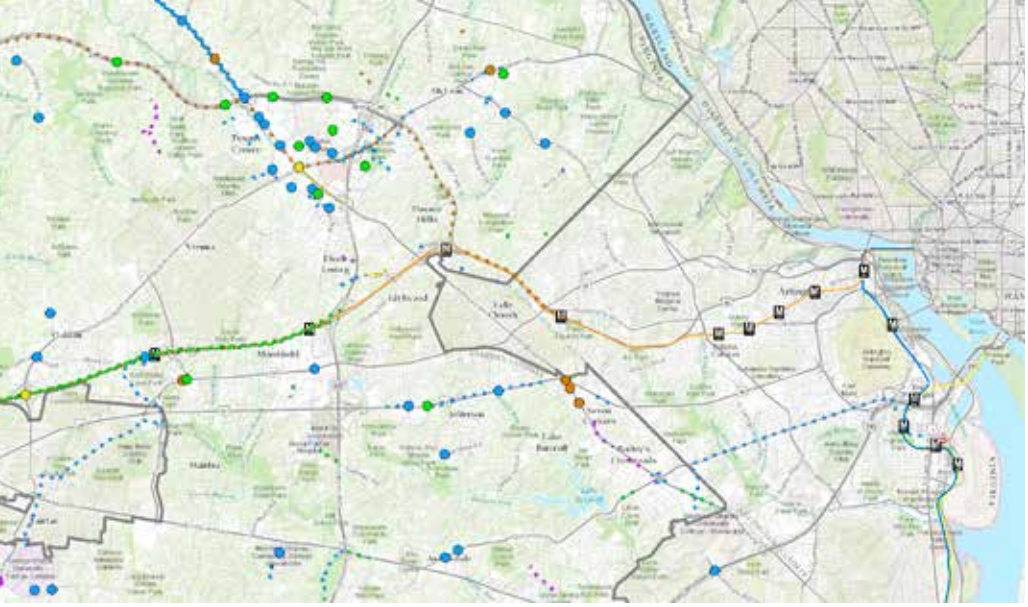

Case Study

Organization
County of Fairfax

Location
Fairfax, Virginia

Industry
Local Government

Basemap Saves Time in Fairfax County, Virginia

The GIS Department of Fairfax County, Virginia, was continuously creating basemaps to serve individual needs. The county wanted the staff to use their time more effectively. As members of the Esri® Community Maps℠ Program, they could access their data in the rich World Topographic Map in ArcGIS℠ Online, which supported rapid app and web map development.

What did they do?

Fairfax County staff spent a lot of time developing basemap content, often using new labels and symbols each time. The map data ended at the county border. Getting consistent cartography that worked at multiple scales was a challenge that often left users wanting more detail. They decided to put their data into the World Topographic Map. This map extends the amount of data people can access—both beyond the county's borders and with 12 layers in the map. The high-quality cartography of the World Topographic Map allows them to quickly develop apps without having to continuously create new basemaps to meet specific needs.

Do I need this?

When the GIS staff saw that they could use their own data in the ArcGIS Online basemap, they knew it would enhance web map and application development because they wouldn't have to create basemaps from scratch each time. They now spend their time creating a variety of business-specific applications that serve pressing government and citizen needs.

> "Prior to the release of the World Topographic Map in ArcGIS Online, which uses Community Maps data, we had no way of quickly developing business-specific apps to meet targeted needs. Now we can quickly produce web maps and applications without basemap issues."
>
> **Brendan Ford**
> GIS Applications Manager
> Fairfax County

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