Mapping for a Better LA

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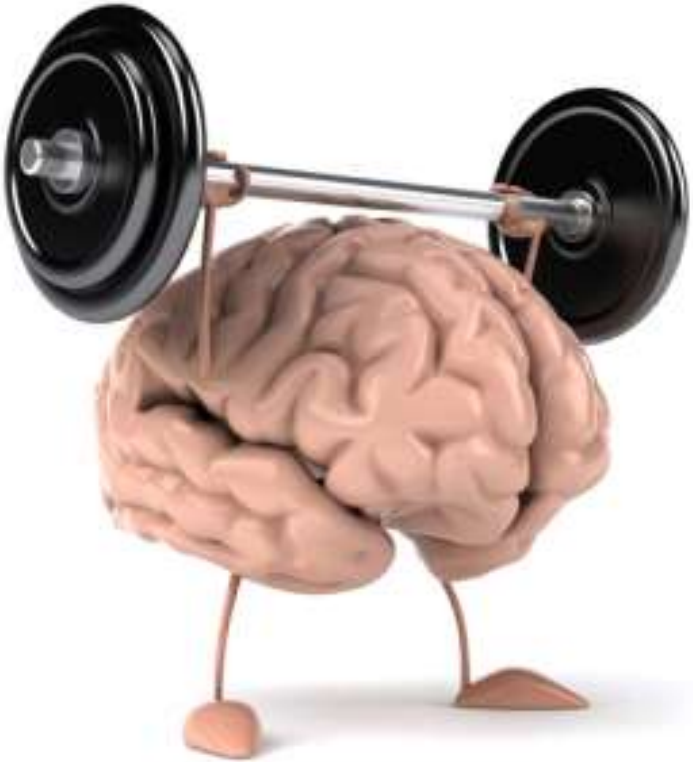
So much data…

But not enough understanding…



The power of visualizations

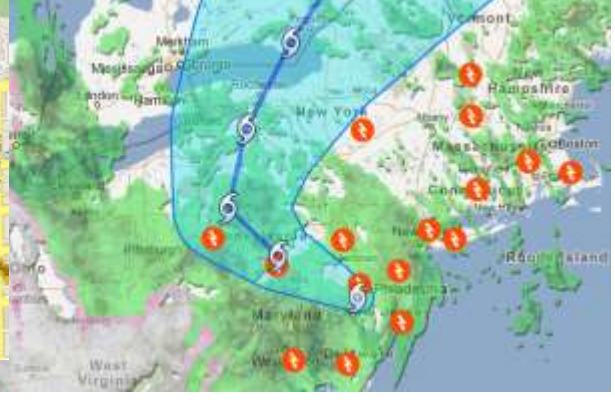
“By visualizing information, we turn it into a landscape that you can explore with your eyes, a sort of information map. When you’re lost in information, an information map is useful”

- David McCandless, Information is Beautiful

Maps → the greatest visualization

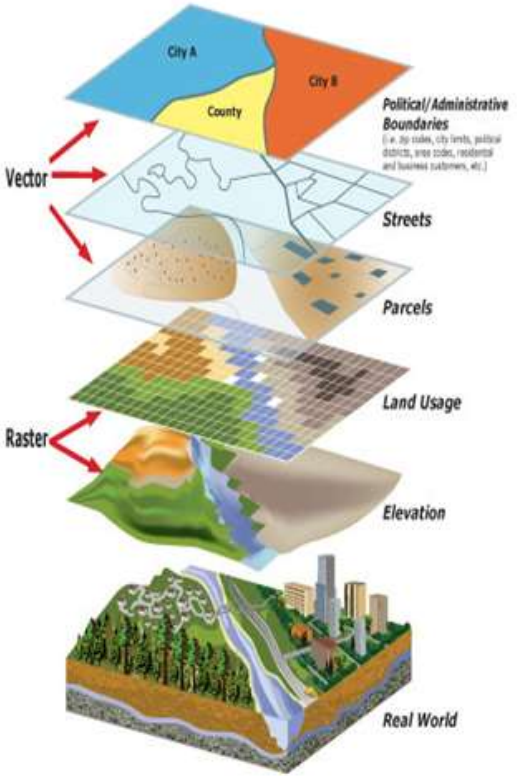
"Only a picture map can carry such a volume of data in such a small space… no other method for the display of information is so powerful."

- Edward Tufte, Renowned Statistician



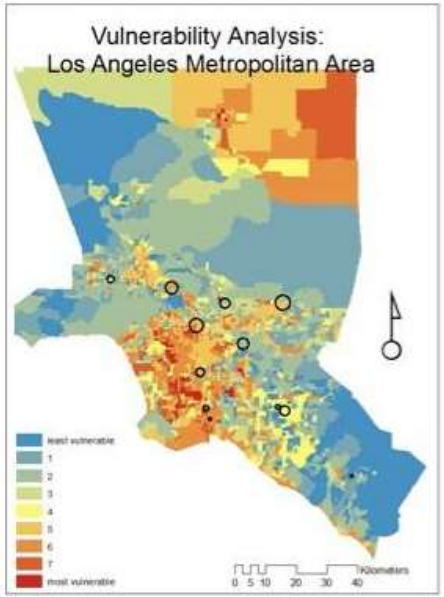
GIS… Not Your Father's Thomas Guide

- *Geographic Information Systems (GIS) are computer tools to store, manipulate and analyze geographic information on a map*
- Vector Data – Points, lines, and polygons
- Raster Data – Map features and textures
- Layers – Layers of data (streets, parcels)

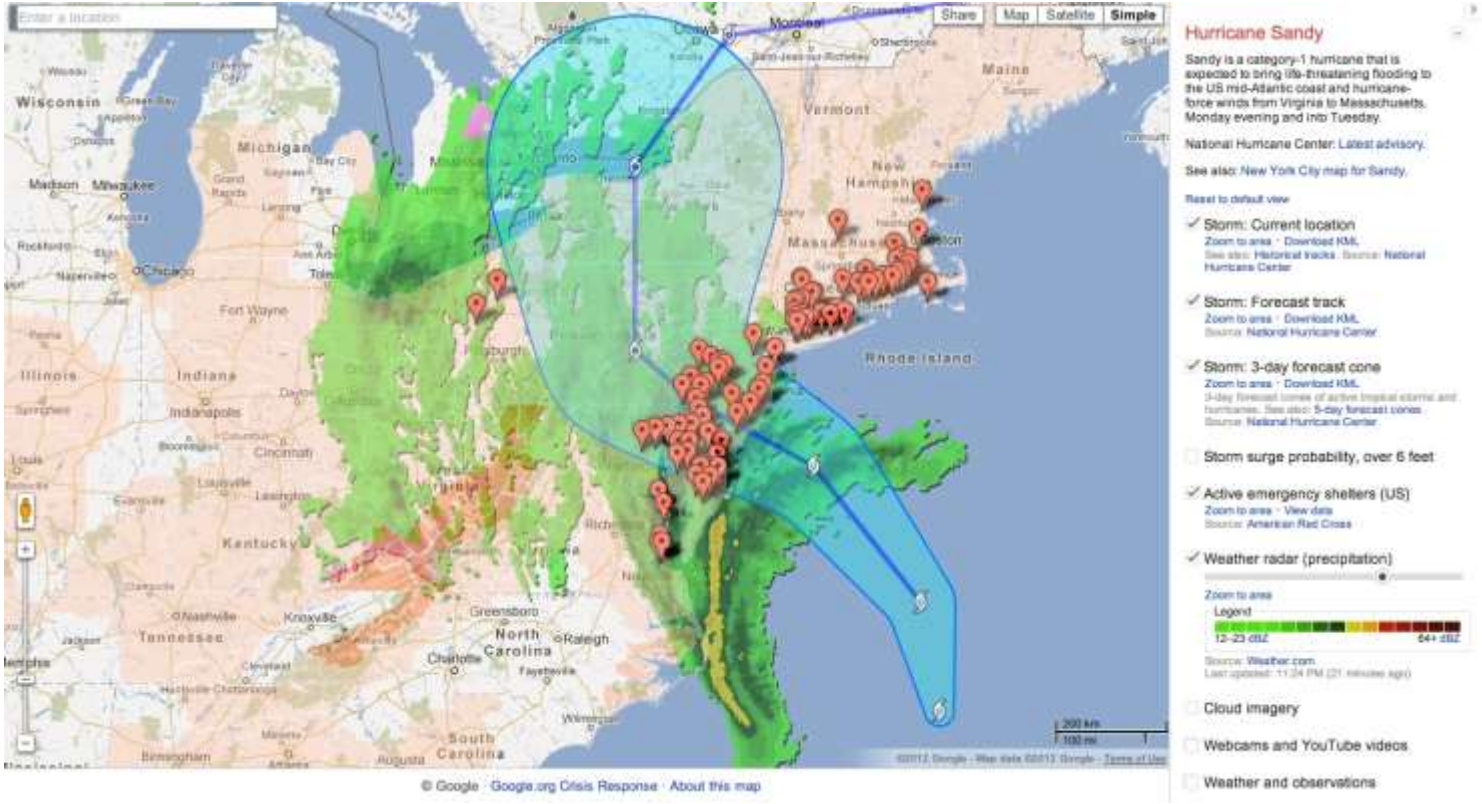


More than Mapping…"Location Intelligence"

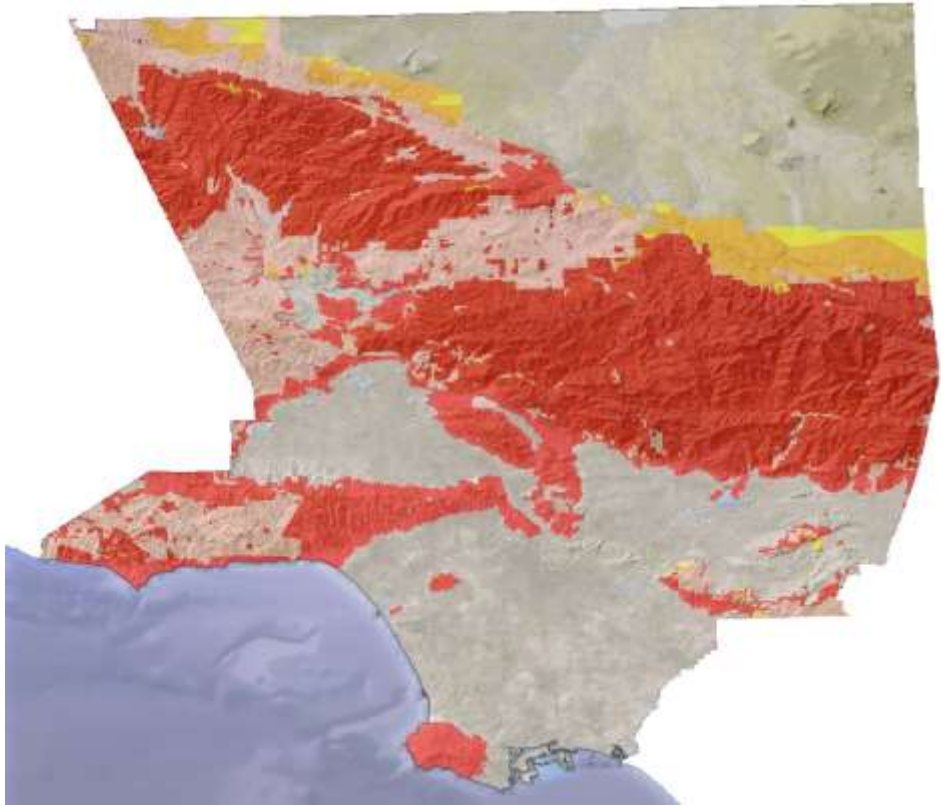
Derive meaningful insight from geospatial relationships to solve challenges and problems



Manage a Crisis

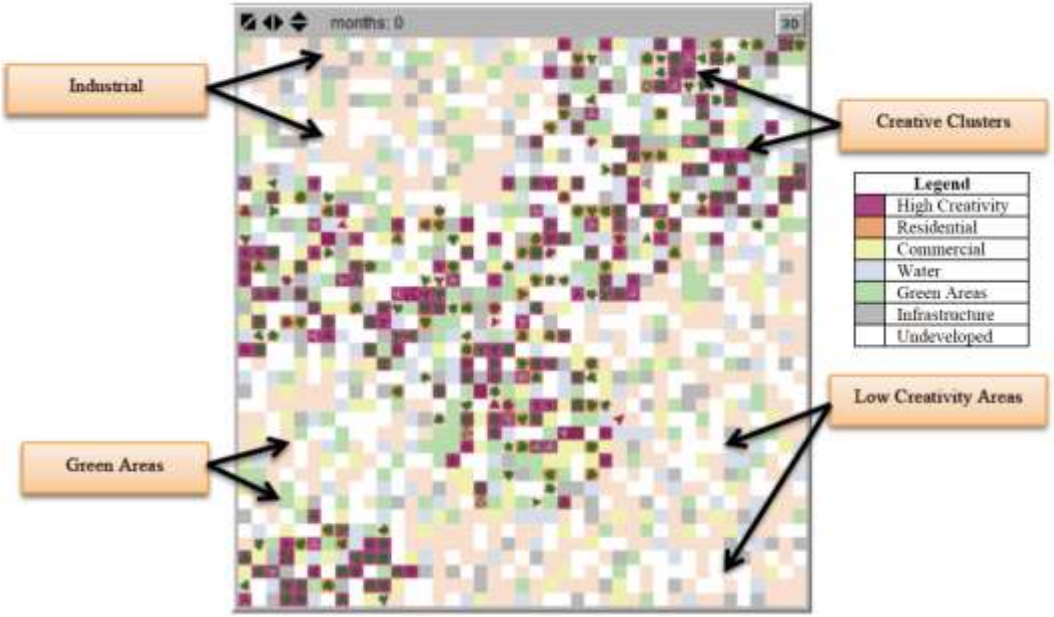


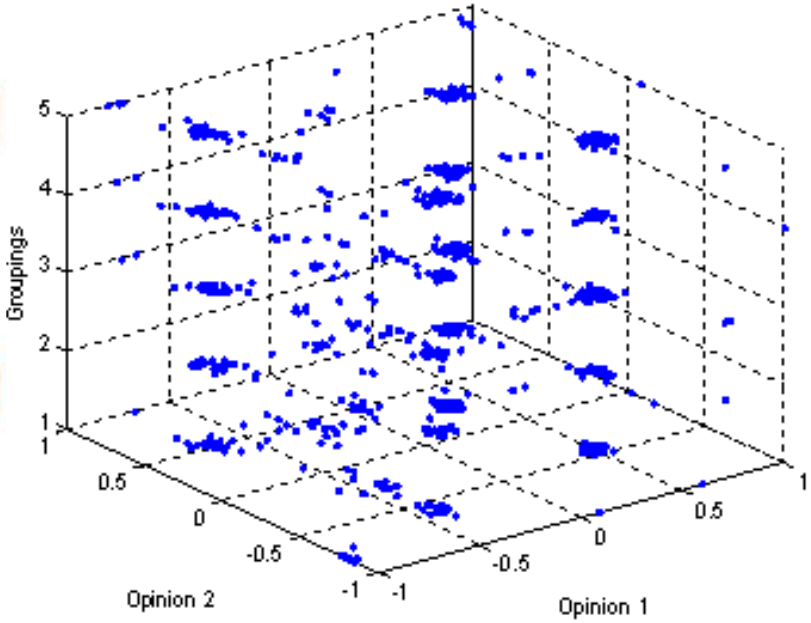
Multiply Your Resources



Cross Digital Dimensions

Map Complex Systems





Map for a Better Los Angeles

"Our world is evolving without consideration, and the result is a loss of biodiversity, energy issues, congestion in cities. But geography, if used correctly, can be used to re-design sustainable and more livable cities."

- Jack Dangermond

And now, easier than ever… the LA Hub.