



Mining New Users

Utah Geospatial Resource Center

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NSGIC 2022 Midyear
Milwaukee, WI

GIS is a Tool - let that sink in



Who is a non traditional user?

Have they been vaccinated?

Do they look strange

Seeking out 'geocustomers'

The sale begins when the customer says no



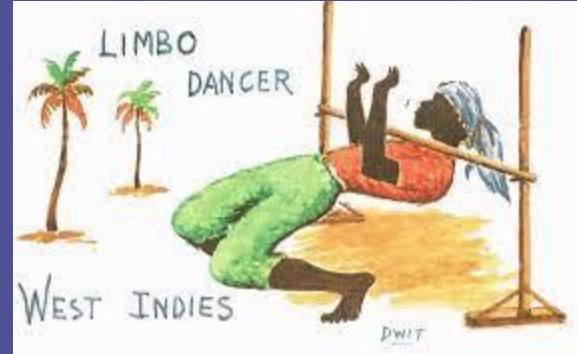
Start a conversation, romance is probable



Do the Limbo! - How low can you go?

What can you give folks

Desktop Web API client is our start



Desktop Web API

make two friends with one gift



Geocoding made easy

- User-friendly
- Cross-platform
- No license
- Automatic updates (evergreen)
- plug and play
- drag and drop

<https://github.com/agrc/api-client>

Blog post

<https://gis.utah.gov/introducing-the-official-ugrc-api-client/>

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API Client

Add your data

The UGRC API requires 2 inputs to geocode. The first is a street address in the form of

301 house number	South prefix direction	Main street name	Street street type or suffix direction
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street	zone
154 CENTENNIAL RD	84536
105 MONUMENT RD	84536
67 TEAR DROP LOOP	84536
71 CENTENNIAL RD	84536
142 CENTENNIAL RD	84536
146 BLACK BRUSH HILL RD	84536
76 CENTENNIAL RD	84536
61 TEAR DROP LOOP	84536

The second required input is a zone. A zone can be a zip code or a city name. If your data has both available, prefer the zip code. This data needs to be structured data in a CSV format with a header row.

DROP THE CSV FILE HERE

CHOOSE FILE

street	zone	x	y	score	match_address
154 CENTENNIAL RD	84536	-110.1277805	36.99849144	100	154 CENTENNIAL RD, BLANDING
105 MONUMENT RD	84536	-110.1339016	36.99876812	100	105 MONUMENT RD, BLANDING
67 TEAR DROP LOOP	84536	-110.1845248	36.99950781	100	67 TEAR DROP LOOP, BLANDING
71 CENTENNIAL RD	84536	-110.1265563	36.99917329	100	71 CENTENNIAL RD, BLANDING
142 CENTENNIAL RD	84536	-110.1302544	36.99945742	100	142 CENTENNIAL RD, BLANDING
146 BLACK BRUSH HILL RD	84536	-110.8116292	37.00262061	100	146 BLACK BRUSH HILL RD, BLANDING

SGID Layers

Opening the Treasure Chest

Taking it back to the hive



Don't forget Gosh Golly - AGOLly

- Tools to crawl, walk, run, fly
- Old way = complex
 - Desktop software, ArcIMS; ArcGIS Server, etc.
 - Takes on life of its own
 - Technical debt
- New way = easy!
 - It's Gosh Golly, AGOLly, easy...
 - ArcGIS Online (share a license)
 - ... ArcGIS Pro
 - Geocoding
 - Analysis
 - Mapping results
 - Sharing web maps



Asking folks to dance, you don't need to marry them



Be a chatty cathy

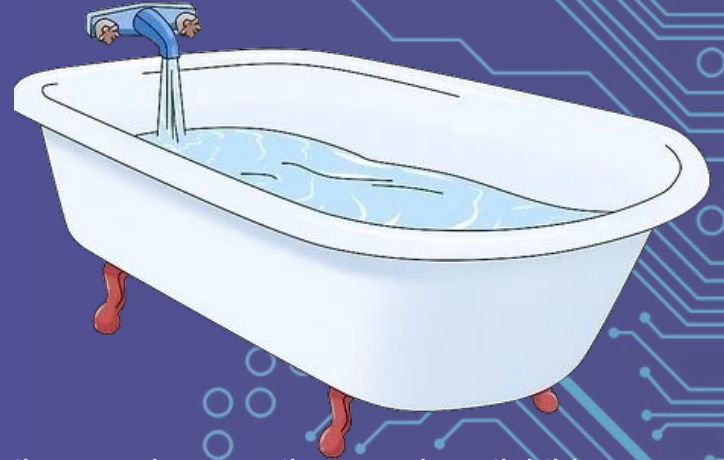
Like DABC and the beer licenses

Shelby's map to newly elected officials
You won't meet new love interests sitting at home

Curiosity #

tah Data Research Center - They did not even know we existed. Now, they reach out as they need spatial things

You really need to warm up to folks, you must romance them



Experiencing Nature - Crickets



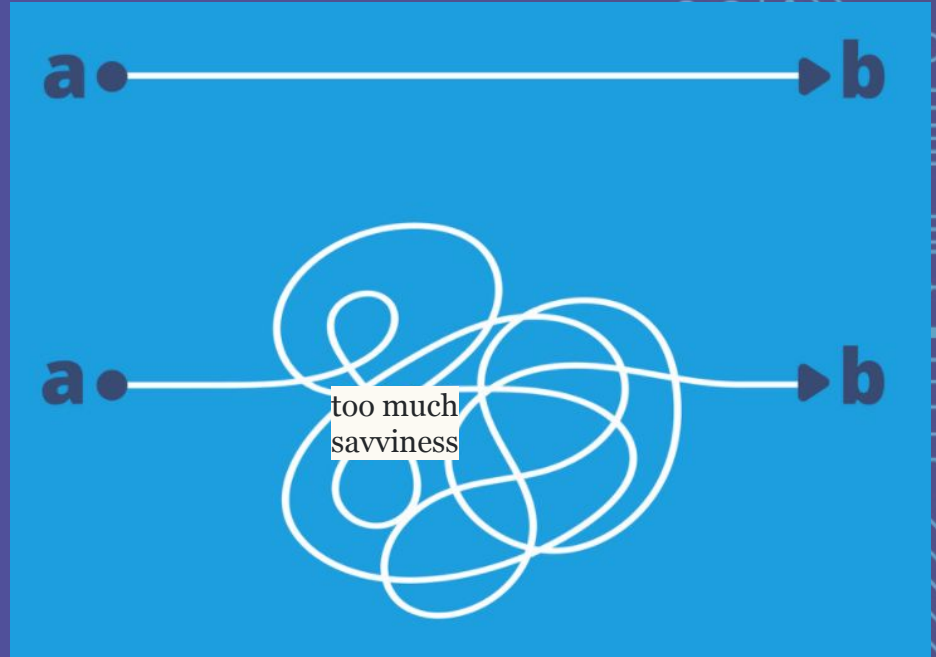
Focus on the core, the foundation

- Data and Services
- Don't get stagnant
 - opportunities
- Maintain and grow the 'core'
 - NG911, elections, tax
 - API Client
- NSGIC geo-enabled elections



Don't forget about me, says the traditional user

- Geocoding, again!
- Lowering the barrier to entry for savvy users



Don't forget about me, says the traditional user

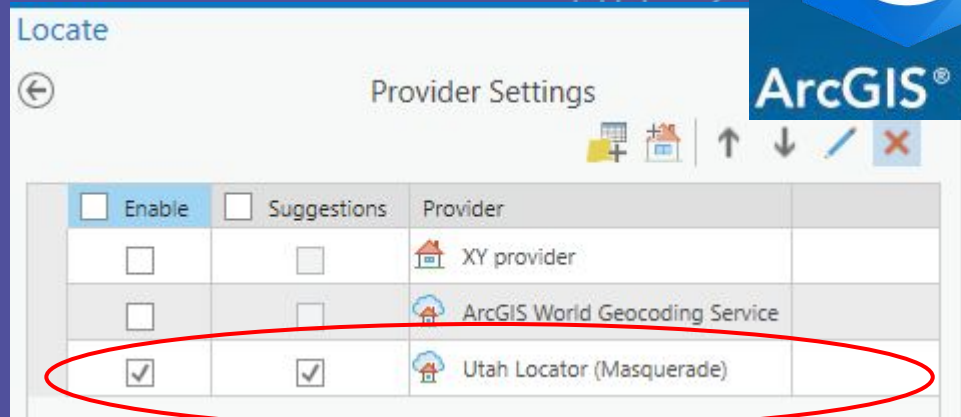
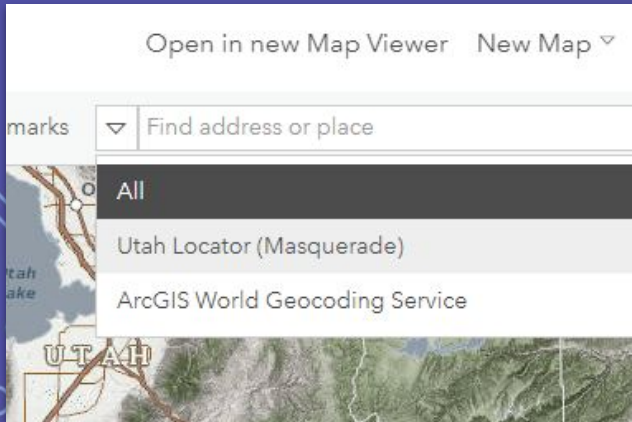
Masquerade



Optimized for Utah's unique addressing

710 East 300 South, SLC, UT

Pre-directions



<https://github.com/agrc/masquerade>

Reaching folks where they are

The BIG DB Chat

Thanks for Watching

Finding us,

<https://gis.utah.gov>

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Search for the Utah Geospatial Podcast

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