

# *Geography Matters!*

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*NCSL Redistricting Seminar  
National Harbor, MD  
January 23, 2011*

# *Geography matters...*

- The proposition that “geography matters” is an easy sell with this audience.
- You are here because you know that district boundaries matter.
- District boundaries define civic communities.

***It always has been so...***

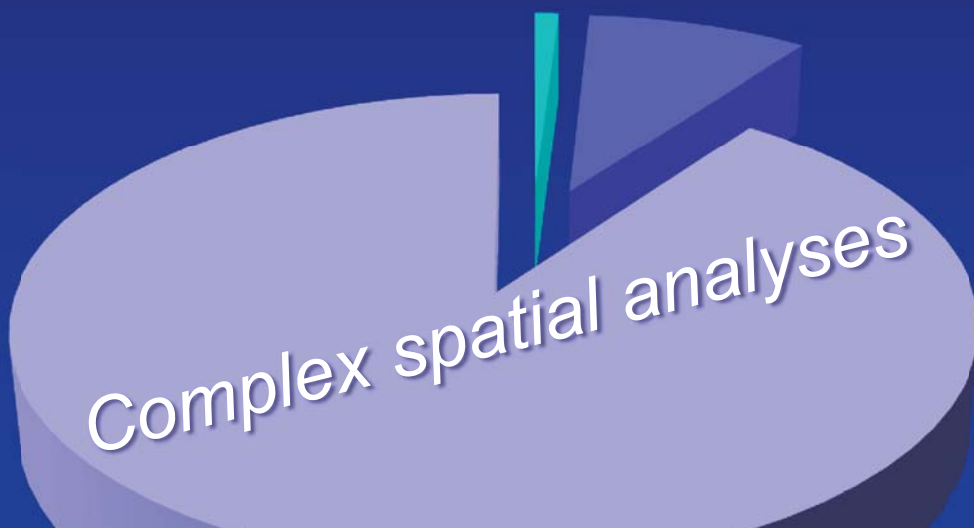
- Where we are fundamentally influences who we are and how we relate to others.

# *Using geography to order our world...*

- GIS uses spatial context as a primary index for organizing all kinds of information.
- GIS opens opportunities for geographic knowledge.

# *Geographic knowledge...*

- More than points or routes on a map.
- More than simple visualizations.



- Points or routes on a map
- Simple visualization
- Complex spatial analyses

## ***Making connections...***

- GIS can help policymakers and the public discover connections that become apparent only with geographic visualization.

## *Custodians...*

- Redistricting staff (and the officials we serve) are custodians of valuable data and models.
- Significant public resources invested in redistricting tools.
- Do not put them away in a chest.

## *Good stewards...*

- Use GIS expertise to perform complex spatial analyses.
- Share content with spatial data infrastructure.
- Build interactive visualizations.



## *Our job...*

- Transport geographic knowledge from the lab to the web.
- Make it easy for casual users to explore content and make their own connections.

## ***District information...***

- Maps (PDF)
- Statistical profiles (PDF)
- Interactive maps
- <http://www.flsenate.gov/>

# *Interactive web maps...*

- Demographic map sample (ESRI)

[http://mapapps.esri.com/create-map/preview.html?width=900&height=500&xmin=-95.75&ymin=24.60&xmax=-75.97&ymax=34.16&ptx=0&pty=0&dem=true&query=true&sb=true&demLyr=0&alpha=0.9&scale=9244649&cR=&fA=&ptitle=U.S.%20Demographics&pcaption=Interactive%20web%20map%20\(ESRI\)](http://mapapps.esri.com/create-map/preview.html?width=900&height=500&xmin=-95.75&ymin=24.60&xmax=-75.97&ymax=34.16&ptx=0&pty=0&dem=true&query=true&sb=true&demLyr=0&alpha=0.9&scale=9244649&cR=&fA=&ptitle=U.S.%20Demographics&pcaption=Interactive%20web%20map%20(ESRI))

- District Builder / District Explorer

<http://www.flsenate.gov/Senators/Find>