Geography Matters!
**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.
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)

- **District Builder / District Explorer**
  
  http://www.flSenate.gov/Senators/Find