

City of San José Planning Department Sees Immediate ROI with MapText's SmartLabel

CASE STUDY

Products Used:

- > SmartLabel
- > MapInfo Pro GIS

Key Benefits:

- > Drastic reduction of labor costs
- > Extremely short map production time
- > Easy-to-read aesthetic maps result in improved customer service
- > Resulting PDF maps are available on the Web to any citizen
- > Immediate and high return on investment

Land use maps now contain up-to-date and well-positioned labels

The challenge:

The City of San José, California, is the Nation's 10th largest city and seeing continuing growth.

The City's land use maps are an essential tool used by staff and customers at public information counters to perform property searches.

Up-to-date, accurate, and high-quality maps are very important for satisfactory service.

The Department was actively looking for a cost effective text placement solution with a quick and high ROI.

The solution:

MapText, Inc. recently developed SmartLabel™, a low-cost and easy-to-use text placement software for MapInfo Professional.

SmartLabel's intuitive interface enabled an extremely steep learning curve and the City's staff was able to use the software for map production with virtually no training.

SmartLabel also allowed to place street labels within the street itself (also called cased placement), a capability that was required by the Planning Department.

The results:

The use of SmartLabel resulted in three major benefits:

- Customer service has been improved significantly. Citizens can now access up-to-date and aesthetic zoning and general plan maps over the Web.
- SmartLabel's flexibility allowed the Department to define their own label-placement rules (such as cased text placement).
- SmartLabel has yielded the quickest and highest return on a GIS-related investment they have ever seen.

The City of San Jose's Zoning and General Plan maps are available on the web at:

www.sanjoseca.gov/planning/data/

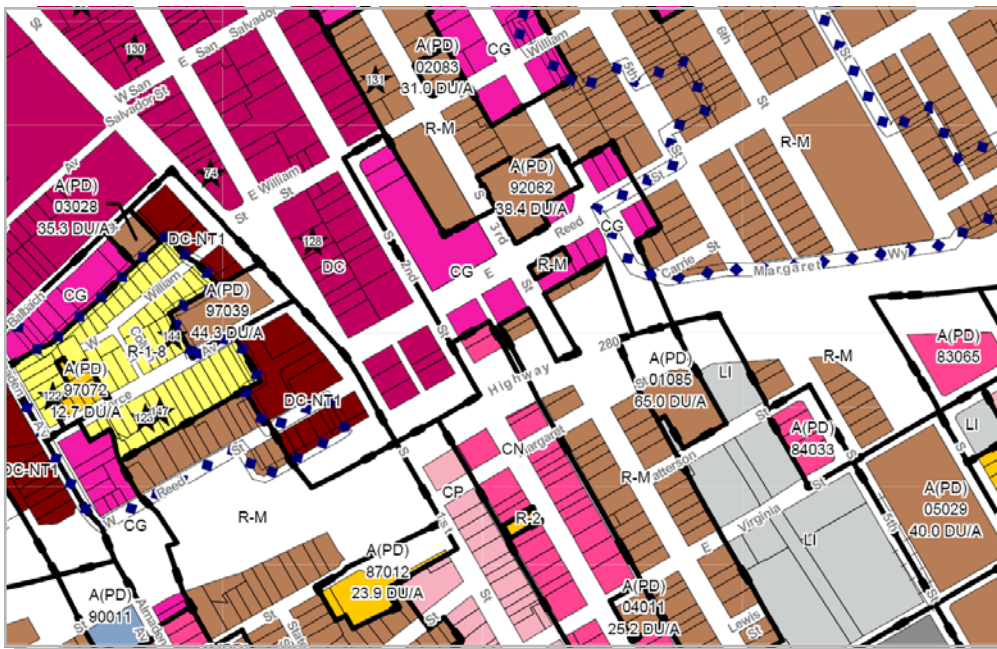


Fig.1: Zoning map. Courtesy of the City of San Jose, CA.