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## Situation

Many organizations have access to tons of information about the programs they work on but find it challenging to get that information into a digestible format that answers their immediate questions. This is because interactive maps, data visualizations, and other online tools that can quickly communicate the bigger picture are still expensive to implement. Free options like Google Earth have done much to alleviate this need, but they often show too much “chartjunk” (<http://is.gd/1UpG>) and result in weak communications gains.



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## Proposed Solution

We propose developing a module package that allows for the tight integration of maps that can be used on any Drupal website. This package would give thousands of organizations access to high quality maps that simply plug into their website and pull from existing data housed there.

In our work we've implemented dozens of custom geospatial tools for our clients. On a custom level, these maps can be expensive and out of reach for many organizations, however we've identified patterns of needs that could be addressed on a wider level. All of the mapping tools we've built to date integrate with Drupal and run on open source mapping stacks like Mapnik. We're currently exploring Google Earth (KML) integration and geotagging handling (via the location module), both of which are currently limited in functionality but could be substantially expanded. We want to refine and improve our mapping stack and release it, so more organizations can benefit from this powerful communications tool.

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## Drupal Wins

Drupal is amazingly extensible, thanks to its robust community that has developed more than 2,000 contributed modules. Because of this, it serves as a great base for producing creative and compelling data visualizations. Once powerful mapping tools like Mapnik can be easily integrated into Drupal, people will be able to build more powerful communications tools that “wow” people visually and better communicate data. Simply put, better mapping functionality will lead to better Drupal websites.

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## Bigger Picture Wins

Currently, maps usually operate on a different wheel than the rest of a website. With the mapping stack we propose, this added layer of complexity isn't needed. The mapping stack will allow organizations to plug maps into their Drupal websites easily and in an integrated manner. To see how seamless this is, watch this screencast (<http://screencast.com/t/0rvNcjY9bxG>) showing some of our tools in action. The KML integration and Mapnik view that you are seeing in this video is live at [preparedness.interaction.org](http://preparedness.interaction.org) if you'd like to test it out on your desktop.



## Deliverables

We propose focusing in several key areas:

- ▶ Building a new location storage solution for Drupal that tightly integrates with taxonomy handling to allow for easy geotagging
- ▶ Allowing for clean integration points to work with a Mapnik server, along with great documentation since Mapnik is notoriously hard to configure
- ▶ Including static images to be used with the mapping package so smaller organizations that don't need a mapping server can build maps into their site
- ▶ Reworking KML functionalities
- ▶ Including a geodata set down to the provincial level so people can get started right out of the box

## Budget

Here are our basic budget projections for this project:

- ▶ Timeline: Three weeks
- ▶ Cost: \$43,000

For more detailed budget information, please send an email to Eric at [eric@developmentseed.org](mailto:eric@developmentseed.org).

## Our mapping stack plotting the capacity to respond to an outbreak of bird flu.



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