

CARTOGRAPHY AND MAPPING

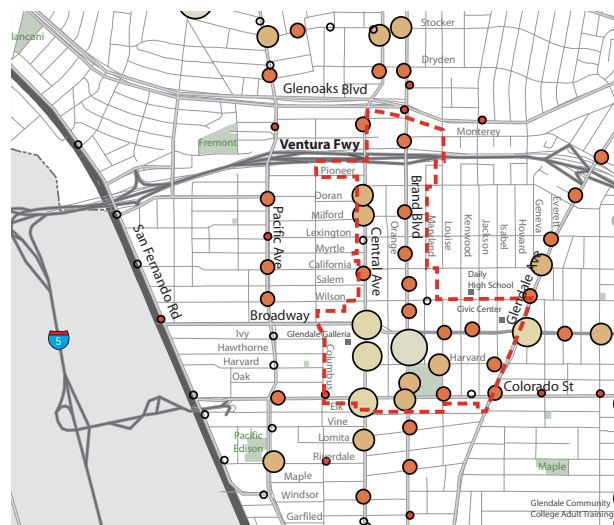
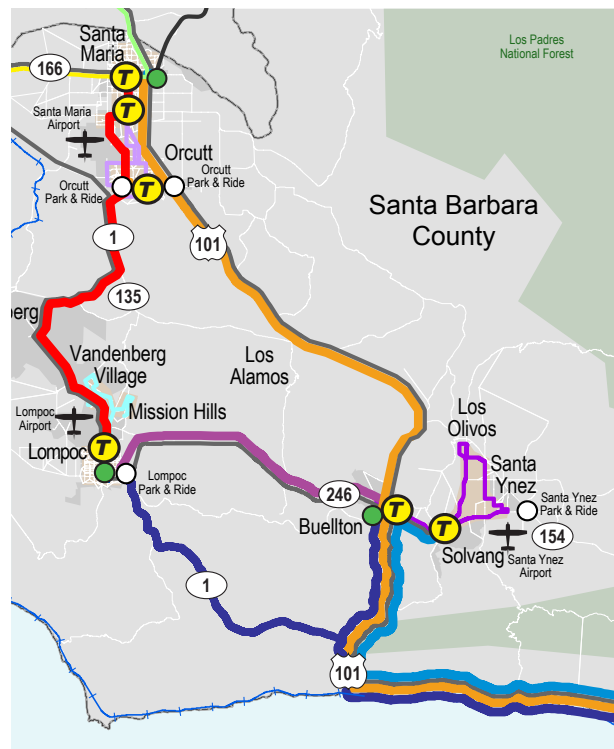
Nelson\Nygaard has a strong history of producing high-quality maps. With experts trained in cartography and design, we pursue innovative methods to best communicate geographic information. Black and white to full-color, one copy to 50,000, we create attractive and informative maps tailored to project needs and the end viewer.

Geographic Information Systems (GIS)

Geographic Information Systems (GIS) is software used to synthesize and analyze spatial data. At Nelson\Nygaard, GIS has become essential to the transportation planning process, providing strong quantitative data to support difficult planning decisions. Our GIS department knows how to represent this data visually, providing maps that supplement reports with clear, graphic representations of transit routes, demographics and travel patterns. We integrate ESRI's ArcGIS software capabilities with other design tools to create maps that go beyond the ordinary. Again and again, the maps we produce to illustrate a plan are so successful that our clients adopt them as informational tools for public distribution.

User-End Process Tools and Products

Whether we create a simple illustration to get the point across to our client or design a transit map for the public, Nelson\Nygaard's GIS-Cartography Department designs high-quality, easy-to-use and understand maps. Among other innovative techniques, Nelson\Nygaard developed a method for displaying transit routes by frequency so potential riders can easily understand how often routes run based on color. From high-volume production of brochures and station displays to maps for public workshops that visually convey project plans and goals, a number of transit systems communicate to their ridership using Nelson\Nygaard maps.



Recent Projects include:

- Bay Area Rapid Transit (BART), California — Regional Night Owl Transit Service Map
- Santa Barbara County, California — North County Transit Plan
- City of Trenton, New Jersey — Transportation Master Plan