

# HUDSON COUNTY USES AERIAL IMAGERY TO KEEP RESIDENTS INFORMED

 MAR 2020 | JERSEY CITY, NJ U.S.

## **Rapidly growing Hudson County, New Jersey relies on the huge advantage of Nearmap's aerial imagery.**

Hudson County, New Jersey is located just west of New York City on the Hudson River. This county is named for Henry Hudson who explored the area in 1609. It's part of New Jersey's Gateway Region in the New York metropolitan area and is one of the most densely populated counties in the United States, with over 14,000 people per square mile.

In April of 2020, the county created the Office of Digital Information (ODI) under the Department of Parks and Community Services, which will oversee the county's Geographic Information System (GIS), website and other digital content needs.

"Prior to when this department was created, we used a system called Pictometry and quickly realized we needed something more affordable and timelier," explained Daryl Krasnuk, Director of the ODI. "Our needs in the new Office of Digital Information required higher resolution imagery, both spatially and temporally, to make the GIS services we provide more interactive to county employees, as well as to residents and businesses."

**nearmap** 



“Nearmap has provided great advantages to the county and we’ve come to rely on it more and more for constant updates and for our ability to use it to make everything we do more interactive”

Daryl Krasnuk, Director of the ODI,  
Hudson County

 JUN 2020 | COVID-19 TESTING CENTER, NJ U.S.

## COVID COMPLICATES PROCESS FOR NEW OFFICE OF DIGITAL INFORMATION

The new office was created just as the global COVID-19 pandemic began, forcing businesses and government agencies to shut down, comply with shelter in place orders, and implement social distancing practices.

“Just as ODI was formed, COVID hit and complicated the process of getting our new office up and running. These challenges promoted a new way of doing business that kept everyone safe yet didn’t hinder the services provided.”

The new Office of Digital Information identified two main GIS needs:

- Provide residents with geospatial information on digital platforms
- Make GIS content more readily available and interactive on the County’s website

“Every five years, the County produces a new map that we make available to county and municipal agencies.”

## FREQUENT, UPDATED AERIAL MAPS

As the county created these maps, and other services on the website, they regularly utilized aerial imagery. Former aerial solutions used by the county could only provide new imagery around once a year because they had to pay for each flight the company made. With the need for new forms of interaction during the pandemic, old and outdated imagery made it difficult to achieve these objectives, so new resources were examined. After spending time looking at various options, the County discovered Nearmap, a leading aerial imagery company that delivers high-resolution aerial

images to government agencies and businesses across the world. Most importantly, Nearmap offers frequent flights yet still appeals to the individual price points unique to a geographically small but densely populated area like Hudson County.

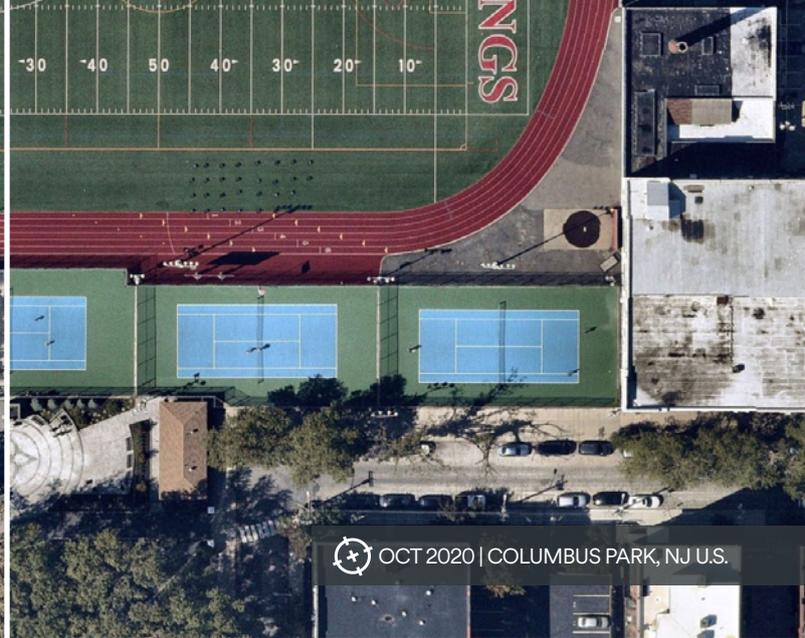
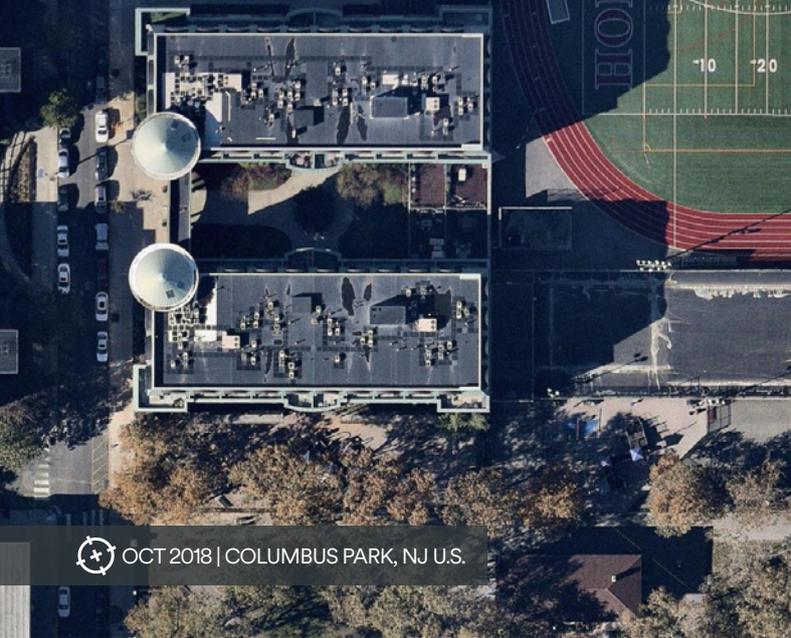
With the COVID-19 pandemic shuttering many businesses and causing fear Nearmap imagery was an important asset to provide crucial information about county and government resources.

“We quickly built a new website to track COVID cases, deaths, and provide critical information about testing centers and other resources, using GIS data to integrate aerial imagery and mapping to help educate the population and ease the fear of the unknown.”

This resulted in more people visiting the website for information and helped to streamline the county’s ability to provide critical details to the public.

As ODI implemented this valuable service, it quickly became apparent that there were other ways Nearmap could serve residents. As the 2020 Presidential election drew near, it became evident that ballot boxes would play a more significant role in this particular election. Aerial imagery played a key role in creating maps that identified the location of ballot boxes.

“We knew that more and more people were going to vote early and we were looking for ways to do it in a safe, socially distanced way. As a result, we used Nearmap’s aerial imagery to create election maps and identify polling locations for residents during an election that presented a variety of unique challenges.”



OCT 2018 | COLUMBUS PARK, NJ U.S.

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## ACCOUNTABILITY AND TRANSPARENCY

One of the most important aspects of county government is to share updates and information about current projects and how tax revenue is being spent. A new county courthouse is under construction with an expected completion of 2023 and residents are following progress closely.

Aerial imagery from Nearmap could be key to keeping residents updated and informed about the process. This is especially true for the county park system, where capital improvement projects are ongoing. To highlight the changes in various county parks, a new website was created (<https://parks.hcnj.us>) with a page dedicated to various park improvement projects. This dedicated page utilized aerial imagery from Nearmap as “there is something about aerial images that can capture the size and scope of a project for taxpayers to see how their tax dollars are being spent. These images really highlight the positive impact of county government and how hard everyone works to best serve the residents.”

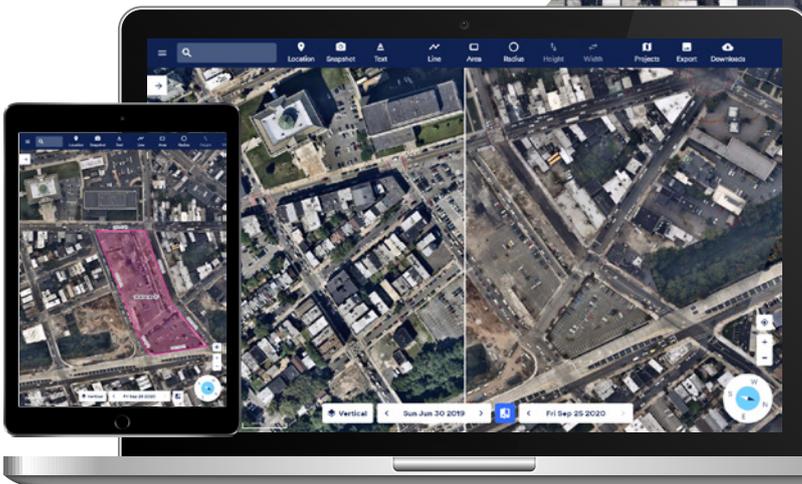
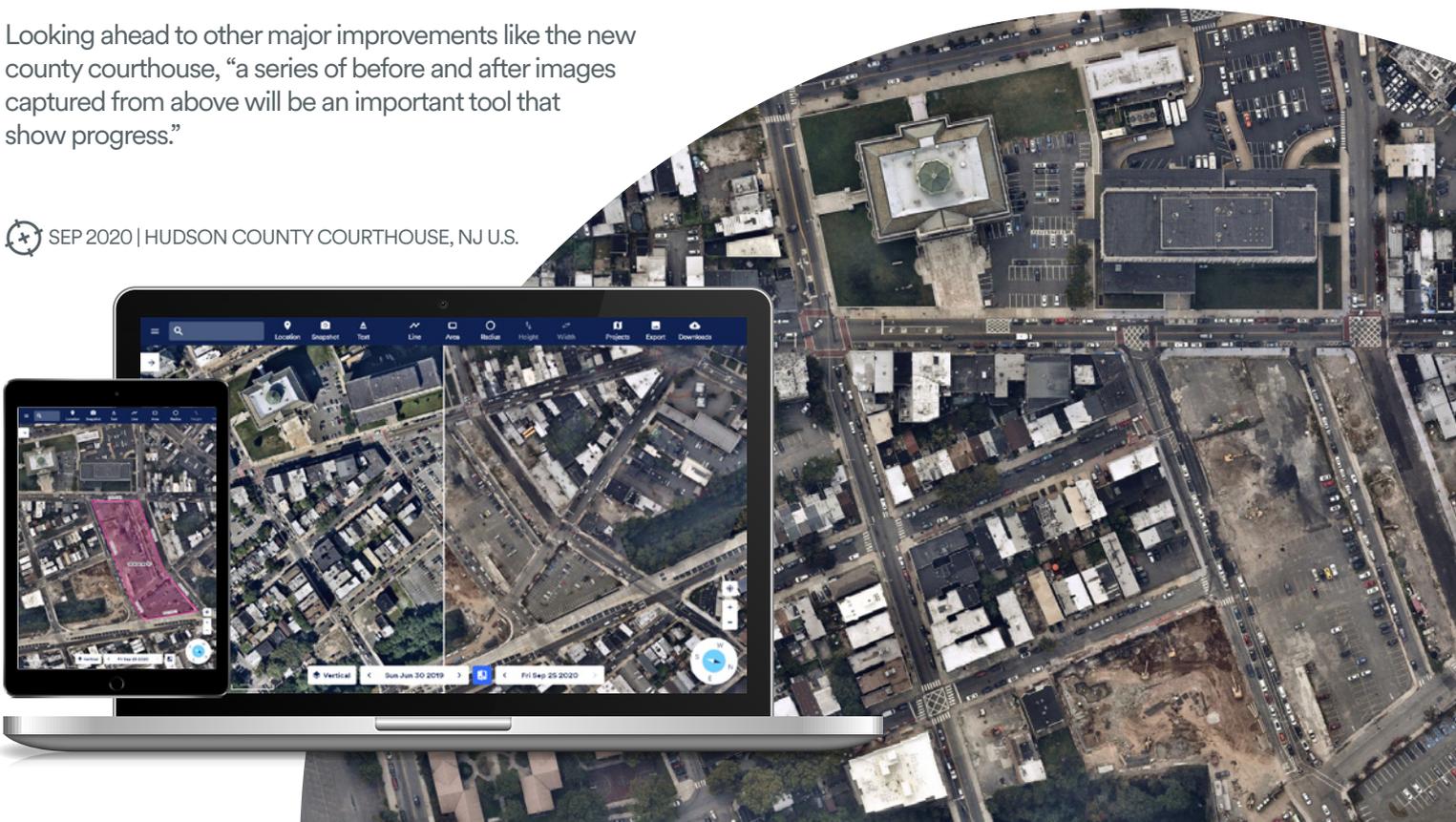
Looking ahead to other major improvements like the new county courthouse, “a series of before and after images captured from above will be an important tool that show progress.”

SEP 2020 | HUDSON COUNTY COURTHOUSE, NJ U.S.

## EXPANDING USE ACROSS THE COUNTY

In the case of Hudson County, aerial imagery is an important component of their day-to-day efforts to keep residents informed. The success the county has been able to generate through Nearmap’s aerial imagery has made it a crucial addition to the rapidly growing county.

“Nearmap has provided great advantages to the county and we’ve come to rely on it more and more for constant updates and for our ability to use it to make everything we do more interactive. Other departments within the county have taken note of the interactive materials we’ve been able to create as a result of partnering with Nearmap and now this service has moved beyond ODI - from law enforcement, planning, roads and public property, parks and others, finding ways to incorporate Nearmap for both internal decision making and the services they provide to the public.”



# ABOUT NEARMAP

Global technology pioneer Nearmap provides easy, instant access to up-to-date and historic geospatial data that organizations depend on as their source of truth for the livable world.

Nearmap proactively captures wide-scale urban areas in the USA, Canada, Australia and New Zealand multiple times each year, with patented plane-mounted camera systems that provide superior detail, and automated processing pipeline that ensures rapid availability.

Regular surveys cover 71% of the US population—over 430 urban areas encompassing more than 330,000 square miles annually, with major metros frequently captured up to 4x per year.

Customers rely on Nearmap for consistent, high-quality content that enables remote capabilities and unlocks productivity for profound change: crystal-clear high-resolution vertical, oblique and panoramic aerial imagery; a vast library of historic captures; frequently updated city-scale 3D datasets on demand; and verified pre-processed property insights at unmatched scale with Nearmap AI.

Founded in 2007, Nearmap was named as one of the world's 10 Most Innovative Companies of 2020 by Fast Company magazine. With offices in the United States and Australia, Nearmap has a global customer base including government agencies and enterprises for whom current, reliable and truthful data is essential to critical decision making and operational workflows.

Nearmap's parent company, Nearmap Limited, is a publicly traded company listed on the Australian Stock Exchange and one of the 200 largest ASX-listed stocks in Australia.



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