



CROWDSOURCING

OBJECTS THAT WE DON'T SEE IN AERIAL IMAGES

BACKGROUND

- Create an alternative collection method for the objects that we can not see in aerial images
- An interactive platform with active users
- Higher timeliness of the information, better quality assurance and our brand is strengthened
- Other players already have several different solutions for collecting information from active citizens

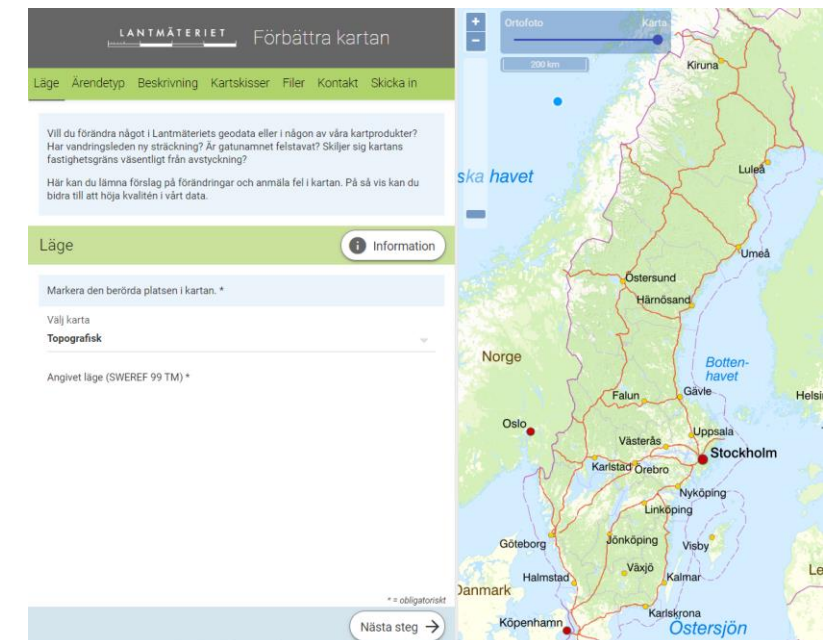


THE WORK

- Bad with time and resources
- Crowded in the development portfolio



- Road barriers
- Förbättra kartan - "Improve the map"
- ArcGIS portal with an app
- Measure statistics May-Oct 2019
- Visible authorities– "Road barrier campaign"



RESULTS

- Two times added at Facebook, may and sep, 12,498 exposures on Facebook and 330 clicks
- Article in the Sinus journal for people interested in GIS
- Lantmateriet.se
- 103 road barriers received compared to 15 same period as last year
- Our ad was seen - many other cases increased (adress, building, trail, text etc)



Lantmateriet
13 maj kl. 13:13 · 🌐

Har du stött fast framför en vägbom som saknas i kartan? Har en vägbom tagits bort? Vi har svårt att samla in dessa objekt själva och behöver nu din hjälp.

Om du har ett förbättringsförslag för någon av våra kartor, eller i andra kartor som använder vår data, så kan du skicka in ditt förslag via vårt verktyg [Förbättra kartan](#).

Läs mer här: <https://www.lantmateriet.se/forbattrakartan>



Lantmateriet
Statlig organisation Skicka meddelande

👍❤️ Teresa Lund, Ulrika Roos och 230 andra 25 kommentarer 67 delningar

👍 Gilla 💬 Kommentera ➦ Dela

Mest relevanta ▾

WHAT TO DO NEXT?

- Road barriers inside urban area, review the process of sending further incoming cases to the Swedish Transport Administration
- Investigate and decide which items we should/can collect through this method
- Improve the application "Improve the map"
- Check out what ArcGIS portal with an app can give us
- Look at what the new app "Min Karta" what possibilities it has

