An Introduction to the Paso Robles Wine Country Alliance Interactive Web Map

a case of using GIS for marketing

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Introductions

Vineyard Mapping and Project Overview

Project Objective

Project Requirement & Scope

Data Creation

Feedback to date

Possible Enhancements
Mike Bobbitt & Associates

- 10 Year old vineyard mapping and database consultants with offices in Sonoma and in Atascadero
- Specialize in GPS data capture, map production and GIS/Spatial database usage and training
- Clients include
  - Government, state and county agencies
  - Water districts
  - Non profit organizations
  - Winery Associations, Wineries, Vineyards and vineyard mgmt. companies
    - Over 500 vineyards mapped
Spatial Information Flow in Vineyards

Spatial analysis of physical and Chemical characteristics allow for maximizing fruit quality and farm ability though better design, ordering and installation.

"Common" information between winegrowers and winemakers allows better farming practices and higher quality wines.

Tools for showing unique qualities of a vineyard and the resulting wines.
Wine Associations

- Member based marketing/policy groups for Agricultural, Regional or Wine Style based members
  - Examples
    - Regional - SLO Vintners, SB Co. Vintners
    - Agriculture - CCVT – promoting sustainable farming
    - Wine Styles – ZAP, Rhone Rangers
    - Policy - CAWG - advocate for farmers, providing leadership on public policies, research and education programs
Current Associations Maps

- Typically they are static maps (if any maps at all)
  - Not much depth of info
  - Not very efficient for updating

- If they have any interactivity they tend to be wine centric rather than vineyard centric
  - Point features only
  - Poor Geocoding in rural areas
The Carneros Quality Alliance put regional information and members viticulture information on-line in order to share information between them.

Sections of this information can be seen by the public.
Things learned from this project

Was ahead of it’s time

- Digital data and technology was limited
- Internet connectivity was limited
- Data updating was neglected
- Not as much interest in detailed info by consumers at that point
  - Time to create data and implement project was probably 5x’s today’s implementation
  - Limited audience for the dollars
Paso Robles Wine Country Alliance (PRWCA)

► A cooperative marketing alliance made up of Paso Robles Wine Country wineries, vineyards and related businesses
Wineries Versus Growers

Two types of members

- **Wineries**
  - Produce wine
  - Some have vineyards
  - Some have tasting rooms

- **Growers**
  - Produce grapes for sell to wineries

166 Wineries/Wine brands
- Some with tasting rooms
- Some without

210 Vineyard members
- Some overlap with the 166 wineries
Existing pasowine.com site

- Proven to be the main way people found wineries individual websites
- Very focused on supporting Winery members
- Not a lot of focus on the Growers and vineyards
Existing online maps

- Tasting Room Map
- AVA Map
Existing Vineyard Profile Page

- Limited info
  - Name
  - Text Area
  - Logo
  - Contact info
- Very neglected
Project Objective

To allow visitors to Pasowine.com locate the vineyards/vines/tasting room of interest interactively and find rich, detailed info about the vineyards and tasting rooms.

Target Audience

- Consumers
- Wine press and educators
- Wineries looking for grapes
- Other Wine Professionals
Pasowine.com

demo
The Team

- **Clever Concepts – Templeton, Ca**
  - Web hosting and development
  - Database design

- **Kraftwerk Design inc – SLO, Ca**
  - Web/Graphic Design

- **Mike Bobbitt & Associates – Atascadero, Ca**
  - Data creation and updating

- **Moosepoint Technologies – Sonoma, Ca**
  - Web Mapping Wizards

- **PRWCA Board of Directors**
  - Industry advisors/the bosses
Project Scope

Phase 1

- Interactive Regional AVA map
  - Vineyard footprints and contiguous blocks
  - Tasting rooms
  - Search capabilities

- Individual Interactive Vineyard maps for vineyard profile pages
  - Vineyard footprints and contiguous blocks
Project Scope

Phase 2

- Individual Interactive Vineyard maps for vineyard profile pages
  - block detail capabilities
  - Identify block information
  - Symbolized by Variety
- Individual Interactive Tasting Room Maps for winery profiles pages
- Member data editing capabilities
Technical Requirements

- Integrate with legacy database located on ISP servers
  - To allow members to utilize existing info updating procedures
- Integrate maps into current website and hosting

All this concurrent with site overhaul!!
Two Main Components

- **Data**
  - Base map data
  - Vineyard data

- **Application**
  - Spatial Database Management
  - User interface
  - Data update
Data Components

Base Map Data (Moosepoint)

- Roads, Satellite, Hybrid, Shaded Relief (Bing)
- AVA Boundaries and Vineyards (MB&A hosted by Moosepoint)
- Blocks (MB&A hosted by Moosepoint in SQL Server 2008 and KML)
- USGS Topo Maps (Microsoft - WMS)
- Contour Lines (Geography Network - WMS)
Data Components

Vineyard Data (MB&A)

- Vineyard Footprints and ownership/name

Block data (MB&A)

- Prepared by MB&A with help from each member
- Bulk of the data derived from aerial photos
- Viticulture (Block) info from members
- Identified Attributes include: AVA, Organic?, Certifications (Organic, Sustainable) Block Acres Plant Spacing, Row Spacing, Variety, Clone, Rootstock, Trellis Type, Row Orientation, Planting date, Grafting date, Grape Availability
Tools used for data collection

Software
- Google Earth
- ArcView
- Google

References
- SLO County Crops layer – SLO datafinder
- SLO County Interactive GIS Map
- Data
- ArcGIS data online
Steps in Vineyard Outline Data Creation

1. Find the vineyard
   - Using Google searches, Google earth and SLO Crops data
2. Determine the extent of the vineyard
   - Using SLO County Interactive Map Parcel data
3. Digitize contiguous blocks and merge into multifeature polygon
   - Arc View and ArcGIS data Online
4. Create “footprint”
   - Trace tool with offset
5. Attribute the vineyard features with existing unique id from database

Data Created to date
- 1,535 polygons for 234 vineyards
Steps in Tasting Room Data Creation

1. Find the Tasting Room
   - Using Google earth searches

2. Create Placemarks in GE

3. Convert .kml to shapefile

4. Add Unique ID

Data Created to date
143 points
Steps in Creating Block Data

1. Member prints vineyard outline from pasowine.com and marks block breaks and block numbers
2. Sends in excel spreadsheet of Viticultlure info
3. MB&A breaks up existing blocks and attribute by block number
4. Joins data from spreadsheet
Timeline

- **September 2008** – project approval
- **November 2008**
  - Vineyards and tasting rooms Digitized
  - AVA Map on pasowine.com
- **December 2008**
  - Vineyard Profile maps on pasowine.com
- **June 2009**
  - Project completed with new site launch
Benefits

► Better user experience for Pasowine.com
► Increases perception of a wine region on the rise
► Accurate vineyard info for research and marketing
► Information sharing will highlight “best of breed” practices and increase quality throughout the region
► Lowers the barrier to entry of a web-based map presence for PRWGA members
► Tool for wineries to find grapes
► Great future expandability
How Has it Been Received?

“This site, for the Paso Robles region of California, is particularly alive and fun. The home page just about vibrates with the excitement of the area and offers all sorts of great teasers—who wouldn’t want to read more about the Winemakers’ Cookoff?

Here’s our favorite part: Click on the “AVA Map” tab. From there, you can easily find a vineyard, a varietal or a tasting room. Then click on a winery and you can find an entire winery profile, including every variety the vineyard grows and how much of it, along with a “Virtual Earth” map to get a better sense of where the vineyards are located.”

Article By Dorothy J. Gaiter and John Brecher
June 6th, Wall Street Journal
Possible Add-ons

- 3d Viewer (Google Earth)
- StreetView (Google Maps)
- Tasting Room Locator
- Trip Planner for Paso Visitors
- Inclusion of Associate members (hotels, restaurants etc.)
- Delivery to Mobile Devices
- Allow users to create their own spatial data (block outlines)