ArcGIS Online: An Overview

Alex Bostic
Lauri Dafner
ArcGIS Online: An Overview

Workshop Agenda

- A guide to ArcGIS Online using an existing example
- Important configurations to consider

Topics
- Administering your ArcGIS Online Organization
- Configuring an inviting place
- Organizing Content

- Demonstration of web mapping and application template capabilities
- Q & A
Discover use, make and share maps from any device, anywhere, anytime
Configuring your Homepage

Lauri Dafner
FEMA GeoPlatform
Providing geospatial data and analytics in support of emergency management

- Winter Storms
- Hurricanes
- Earthquakes
- Floods
ArcGIS Online for URS - Collaboration for our Enterprise

URS Corporation is a leading provider of engineering, construction and technical services for public agencies and private sector companies around the world. The Company offers a full range of program management; planning, design and engineering; systems engineering and technical assistance; construction and construction management; operations and maintenance; and decommissioning and closure services for federal, oil and gas, infrastructure, power, and industrial projects and programs.
How do we get there?

- Homepage Banner
- Featured Content Ribbon
- Quick Links
<table>
<thead>
<tr>
<th>Name</th>
<th>Username</th>
<th>Last Login</th>
<th>Role</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim McCabe</td>
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<td>Open Data</td>
<td></td>
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</tbody>
</table>

Subscription Status

- 2,040 credits remaining
- Expired: 09/19/2015
- ID: 4098313910
- RENEW

Find:
- The most viewed items in the organization
- The last items added to the organization
- The items added to the organization that are public
- The organization's groups
- The organization's groups that are public
- The organization's registered apps
Homepage Banner & Featured Content Ribbon

Home Page

Set up the look and functionality of your organization’s Home Page. The Home Page serves as a starting point for your members.

Background Image

The background image displays behind all other components on the Home Page. Accept the default ArcGIS Online background image, upload your own background image, or specify that no background image will display.

Banner

The banner displays at the top of the Home Page. Select an image or use a custom design.

Featured Content

Choose a group whose content will be featured on the Home Page.

Upload Banner

Specify the image to use as the banner.

Image:

Choose File: No file chosen

For best results, the image should be 960 pixels wide by 180 pixels high, as it will be scaled to these dimensions. Acceptable image formats are: PNG, GIF and JPEG.
Homepage Banner

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Featured Content Ribbon

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Featured Content

Choose a group whose content will be featured.

Show 12 items.
Quick Links
<table>
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General

Represent and describe your organization. You can also set the default language for ArcGIS Online’s user interface and the default basemaps and units that users see.

Organization Logo and Name

Organization Name

Click to change thumbnail

Organization Description

Welcome to Tampa Bay Partnership ArcGIS Online Organization

Show description toward bottom of Home Page
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://www.arcgis.com">Image</a></td>
<td>Make a new web map</td>
</tr>
<tr>
<td><a href="https://www.arcgis.com">Image</a></td>
<td>Browse groups by Partner</td>
</tr>
<tr>
<td><a href="https://www.arcgis.com">Image</a></td>
<td>Browse groups by Sector</td>
</tr>
<tr>
<td><a href="http://video.arcgis.com/watch/253/making-a-map">Image</a></td>
<td>Learn how to add content to a map</td>
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</table>
Tampa Bay Partnership

General

Represent and describe your organization. You can also set the default language for Ar

Organization Logo and Name

[Image of logo]

Organization Name

Tampa Bay Partnership

Organization Description

[Text box for description]

Show description toward bottom of Home Page
General

Represent and describe your organization. You can also set the default language for ArcGIS Online's user interface and the default basemaps and units that users see.

Organization Logo and Name

![Organization Logo]

Organization Name
Tampa Bay Partnership

Organization Description

![Organization Description]

Resources

- Check box: Show description toward bottom of Home Page
A Great ArcGIS Online Organization

Interactive Asset GIS Map

Resources...

- Make a new web map
- Browse groups by Partnership
- Browse groups by sector
- Learn how to add content to a map
- Learn how to map data in Microsoft Excel 2010
- Learn how to make a web application with a template
Administering your Organization

Lauri Dafner
Organizational Settings

• Map
• Utility Services – Geocoder
• Roles
• Security
  - Anonymous Access
  - Sharing
  - Enterprise Logins
  - Multi-Factor Authentication
  - Trust.arcgis.com
• Open Data
Map

Configure the components people in your organization will use to author maps.

Base Map Gallery

Select the group whose webmaps will be shown in the Basemap Gallery.

Base Map

The Default Base Map opens when users click New Map. Set the group in the Basemap Gallery above and choose the map to open. It will open at the default extent you set. To set the default extent to the extent of your currently selected default base map, click Use Map Extent as Default. To set a different extent, click Choose Extent and set the extent you want to use as your default extent.

Default Extent

The Default Extent determines the extent used when users click New Map.

Bing Maps

Provide a Microsoft-supplied Bing Maps key in order to use Bing Maps in your organization's web maps. If you have any questions, please contact your account manager or local Esri office.

Web App Templates

Web application templates contain sample layouts you can use to build web mapping applications with little or no development. Choose which group contains the web app templates you want to use.

Units

Choose the default units for the scalebars, measure tool, directions, and analysis. English Standard sets the units to miles, feet, and inches. Metric sets the units to kilometers, meters, and centimeters. Members can set the units they see through their profile page.
Utility Services

Configure the utility services for your organization.

**Printing**

Configure your print service. Enter the URL of your print service, or leave blank to use the default printing service.

**Esri Default**
Example: http://gisserver.domain.com/arcgis/rest/services/Utilities/PrintingTools/GPServer/Export%20Web%20Map%20Task

**Geocoding**

Establish the geocoders that members of your organization will have access to. Click Add Geocoder to reference a URL, specify a user friendly name, and set other properties. You can also reorder, configure, or delete your geocoders below.

**ADD GEOCODER**

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esri World Geocoder</td>
</tr>
</tbody>
</table>
## Roles

Create, edit, and manage roles in your organization. You may create a role based on an existing role or role template, allowing or denying privileges associated with the role as you deem necessary.

Note that when creating or editing a role, changes aren’t saved until you click Save Role.

Visit the documentation to learn more about custom roles.

![Create Role Button](image)

<table>
<thead>
<tr>
<th>Role Name</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>5</td>
</tr>
<tr>
<td>Publisher</td>
<td>0</td>
</tr>
<tr>
<td>User</td>
<td>0</td>
</tr>
</tbody>
</table>
Roles

Role Name: 

Description: 

Select a role or template on which to base the new role: 

SAVE ROLE  DISCARD CHANGES
Roles

Role Name: Story Mapper
Description: Privileges for adding content and creating story maps
Select a role or template on which to base the new role:
## Roles

**Role Name:** Story Mapper

**Description:** Privileges for adding content and creating story maps

Select a role or template on which to base the new role: Author Template

<table>
<thead>
<tr>
<th>General Privileges</th>
<th>Content</th>
<th>Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Groups</td>
<td>✓ Create, update, and delete</td>
<td>✓ Share with groups</td>
</tr>
<tr>
<td>✓ Join organizational groups</td>
<td>✓ Publish hosted feature layers</td>
<td>✓ Share with organization</td>
</tr>
<tr>
<td>✓ Join external groups</td>
<td>✓ Publish hosted tile layers</td>
<td>✓ Share with public</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GeoServices</th>
<th>Features</th>
<th>Open Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Geocoding</td>
<td>✓ Edit</td>
<td>✓ Manage Open Data site(s)</td>
</tr>
<tr>
<td>Network Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spatial Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GeoEnrichment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demographics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elevation Analysis</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administrative Privileges</th>
<th>Groups</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ View all</td>
<td>✓ View all</td>
<td>✓ View all</td>
</tr>
<tr>
<td>✓ Update</td>
<td>✓ Update</td>
<td>✓ Update</td>
</tr>
<tr>
<td>✓ Delete</td>
<td>✓ Delete</td>
<td>✓ Delete</td>
</tr>
<tr>
<td>✓ Invite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ Disable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ Change roles</td>
<td>✓ Reassign ownership</td>
<td>✓ Reassign ownership</td>
</tr>
<tr>
<td></td>
<td>✓ Assign members</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ArcGIS Marketplace Subscriptions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Request purchase</td>
<td></td>
</tr>
<tr>
<td>✓ Start trials</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Username</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------</td>
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Security

Configure the security settings for your organization.

Policies

- [ ] Allow access to the organization through SSL only.
- [x] Allow anonymous access to your organization’s website. (need.maps.arcgis.com)
  - [x] What does this mean?
- [ ] Allow only standard SQL queries.

Sharing and Searching

- [ ] Members can share content outside the organization.
- [ ] Members can search for content outside the organization.

Enterprise Logins

You can set up your Organization so that your users will be able to sign in to ArcGIS using the same username and password that they use with your existing on-premises systems.

The key to this is through a technology known as identity federation that this section will help you set up through two actions.

- SET IDENTITY PROVIDER
- GET SERVICE PROVIDER

Multi-Factor Authentication

Multi-Factor Authentication provides all members with ArcGIS accounts in your organization with an extra level of security by requesting an additional verification code at the time of login. Learn more about multi-factor authentication.

- [ ] Allow members to choose whether to set up Multi-Factor Authentication for their individual accounts.
Open Data

You can enable Open Data capabilities for your organization in order to configure an Open Data web site that makes the data of designated groups in your organization, as well as the items in designated groups of other organizations, freely available to everyone to use and republish as they wish without restrictions from copyright, patents or other mechanisms of control.

Note that you can disable Open Data capabilities associated with your organization at any time.

Learn more about enabling Open Data for your organization.

ENABLE OPEN DATA
### Other Organizational Resources

#### Members

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- 2,037 credits remaining
- Expires: 08/19/2015
- ID: 4698513916

- The most viewed items in the organization
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- The organization's registered apps
Step 1 of 3
How would you like to invite or add members to your organization?

- Add members automatically without sending an email.
- Send invitations to preestablished user names.
- Send invitations for existing users.

NEXT
Inviting Members: Best Practices

One at a time  From a file

Email: sholden@tb.com
First Name: Sarah
Last Name: Holden

Username: SHolden_TB
Role: Publisher

Message Member Will Receive: Lauri Dafner has invited you to join an ArcGIS Online Organization, Esri Philadelphia Regional Organization.

BACK  INVITE ANOTHER  REVIEW INVITATION(S)
## Other Organizational Resources: View Status

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View Status: Items

Content Summary

<table>
<thead>
<tr>
<th>Items</th>
<th>Contributors</th>
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<tbody>
<tr>
<td>54</td>
<td>5</td>
</tr>
</tbody>
</table>

Sharing Summary

- Public: 33
- Organization: 8
- Private: 13

Contributors

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Jake Skinner</td>
<td>17</td>
</tr>
<tr>
<td>Rachel Weedon</td>
<td>14</td>
</tr>
<tr>
<td>Matt Kennedy</td>
<td>10</td>
</tr>
<tr>
<td>Lauri Dafner</td>
<td>9</td>
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Items Types Chart

- Maps: 14
- Layers: 23
- Tiles: 1
- Apps: 15
- Tools: 1

Extents of Items

Map of North America and Europe with highlighted area.
View Status: Members
**Tampa Bay Partnership**

**Created On:** 7/22/2011  
**Renewal Date:** 7/19/2016  
**Credits Remaining:** 14,289.26

### Groups

<table>
<thead>
<tr>
<th>Groups</th>
<th>New Groups</th>
<th>Group Owners</th>
<th>Groups Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>85</td>
<td>2</td>
<td>31%</td>
<td>93%</td>
</tr>
<tr>
<td>Total</td>
<td>Last 30 Days</td>
<td>Own Groups</td>
<td>Allow Read and Write</td>
</tr>
</tbody>
</table>

#### Group Access

- **By Invite Only:** 76
- **By Request:** 9

#### Group Owners

- Member: 76
- Count: 26
- Laur Danner: 17
- Tom Svenson: 14
- Matt Kennedy: 10
- John Skinner: 5
- Seth Van Arken: 3
- Patrick Goughan: 3
- Matt Martin: 2
- Michael Miller: 1
- Dave Loshell: 1

#### Group Sharing

- Public: 30
- Organization: 20
- Private: 3

### Featured Groups

- Web Application Templates
- Organization Gallery
- Community Basemaps
- Esri Maps and Data
- ARCGIS for Local Government

### More About the Web Application Templates Featured Group

- **Item Count:** 50
- **Description:** Templates for publishing your web map application.
  - **Created On:** 2/9/12
  - **Group Tags:** Esri, Colors, templates
  - **Last Modified:** 3/4/14
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</thead>
<tbody>
<tr>
<td>Jim McCabe</td>
<td>jmccabe_OData</td>
<td>Aug 28, 2014</td>
<td>Story Mapper</td>
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<tr>
<td>Lauri Dafner</td>
<td>ldafner_OData</td>
<td>Jan 20, 2015</td>
<td>Administrator</td>
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<tr>
<td>Rachel Weeden</td>
<td>rweeden_OData</td>
<td>Nov 19, 2014</td>
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<tr>
<td>Sam Berg</td>
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<td>Administrator</td>
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<tr>
<td>Seth Van Aken</td>
<td>svanaken_OData</td>
<td>Nov 21, 2014</td>
<td>Administrator</td>
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</table>

#### Subscription Status

- **2,037 credits remaining**
- **Expires:** 08/19/2015
- **ID:** 4698513916
- **RENEW**
### Manage Licenses

#### Managing ArcGIS Pro Licenses for Tampa Bay Partnership

### MY ORGANIZATION

<table>
<thead>
<tr>
<th>Product</th>
<th>ArcGIS Pro Basic</th>
<th>ArcGIS Pro Standard</th>
<th>ArcGIS Pro Advanced</th>
<th>Spatial Analyst</th>
<th>3D Analyst</th>
<th>Network Analyst</th>
<th>Geostatistical Analyst</th>
<th>Data Reviewer</th>
<th>Workflow Manager</th>
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</tbody>
</table>

### Members

Click to select a member.

<table>
<thead>
<tr>
<th>Name</th>
<th>Username</th>
<th>Licensed for</th>
<th>Last Used ArcGIS Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarah Donaldson</td>
<td>Idafner_OData</td>
<td>Pro Advanced + 6 Extensions</td>
<td>Jan 8, 2015</td>
</tr>
<tr>
<td>Jennifer Smith</td>
<td>rweeden_OData</td>
<td>Pro Advanced + 6 Extensions</td>
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</tr>
<tr>
<td>Stephanie O'Hara</td>
<td>Jmcabes_OData</td>
<td>Configure licenses</td>
<td></td>
</tr>
<tr>
<td>Jason Suarez</td>
<td>sborg_OData</td>
<td>Configure licenses</td>
<td></td>
</tr>
<tr>
<td>Dan Baker</td>
<td>svanaken_OData</td>
<td>Configure licenses</td>
<td></td>
</tr>
</tbody>
</table>
Organizing Content
Lauri Dafner
<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Modified</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMHP Workforce Assets</td>
<td>CSV</td>
<td></td>
</tr>
<tr>
<td>AMHP Workforce Assets Stage</td>
<td>Feature Layer</td>
<td></td>
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<tr>
<td>AMHP Workforce Assets Stage</td>
<td>CSV</td>
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<tr>
<td>Clinical Trials</td>
<td>Feature Layer</td>
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<tr>
<td>Clinical Trials Stage</td>
<td>CSV</td>
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<tr>
<td>Clinical Trials Stage</td>
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<td>Clinical Trials Stage</td>
<td>CSV</td>
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<tr>
<td>Hospitals</td>
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<tr>
<td>Title</td>
<td>Type</td>
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<tr>
<td>AMHP Workforce Assets</td>
<td>CSV</td>
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<td>AMHP Workforce Assets Stage</td>
<td>Feature Layer</td>
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<td>Clinical Trials</td>
<td>CSV</td>
<td></td>
</tr>
<tr>
<td>Clinical Trials</td>
<td>CSV</td>
<td></td>
</tr>
</tbody>
</table>

Options for AMHP Workforce Assets Stage feature layer:
- View item details
- Add layer to map
- Add layer to new map with editing enabled
- Add layer to new map
- Add layer to scene
- Open in ArcGIS for Desktop
Groups

Business, Financial & Data Services

Name: Business, Financial & Data Services

Summary:
Many large companies in the BFDS sector call Tampa Bay home, including Citi, Nielsen and PricewaterhouseCoopers.
Groups

Description:

Business, Financial & Data Services

The Business, Financial & Data Services (BFDS) sector is made up of top-notch companies dedicated to effectively running the backend of major corporations. The BFDS sector includes niches such as shared services and business process outsourcing, financial transactions processing and data services management. [Click here to view our BFDS Asset Map]

The BFDS sector accounts for more than 5,400 Tampa Bay companies with more than 81,000 employees and the region has emerged as the preferred destination for corporate shared services operations (SSOs) as 10 percent of the Fortune 50 and 9 percent of the Fortune 100 have located their SSOs here.

Tags:

BFDS × Tampa Bay × Tampa Bay Partnership × Business × Add tag(s)
Groups

Status:
- Private (Users cannot find this group and can join by invitation only.)
- Organization (Users within your organization can search for and find this group.)
- Public (Users can search for and find this group.)
- Users can apply to join group

Contributors:
- All members
- Only group owner

Sorted by:
- Title
- Ascending

SAVE  CANCEL
ArcGIS Online Resources

Bit.ly/ARCGISresources
Web Maps
Alex Bostic
Web maps are:

- Lightweight
- Simple
- Foundational
- Communicative
- Appealing
- Useful
- Tiled vs Dynamic
Pop-Ups

- Titles
- Headings
- Data types
- Web links
- Display order
- Dynamic Data
  - Charts, Images, Custom Attributes
Configure Pop-up
Medical Device Services

Pop-ups display information about features in the layer. Define the pop-up below.

**Pop-up Title**
Medical Device Services

**Pop-up Contents**

Display: A list of field attributes

These field attributes will display:

- Contact Email \{Contact_Email\}
- Physical Address \{Address\}
- Address2 \{Address2\}
- City \{City\}

Configure Attributes
Configure Attributes

Check the fields you want to display and edit. Select a field to change its alias, order it, and format it.

<table>
<thead>
<tr>
<th>Display</th>
<th>Edit</th>
<th>Field Name</th>
<th>Field Alias</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>{Contact_Email}</td>
<td>Contact Email</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{Address}</td>
<td>Physical Address</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{Address2}</td>
<td>Address2</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{City}</td>
<td>City</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{State}</td>
<td>State</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{ZIP}</td>
<td>ZIP</td>
</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{Device_Panel}</td>
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</tr>
<tr>
<td>✔</td>
<td>✔</td>
<td>{Medical_Specialty}</td>
<td>Medical Specialty</td>
</tr>
</tbody>
</table>

Editing

TextBox Type: Single Line
Pop-up Contents

Display:
- A list of field attributes
- A list of field attributes
- A description from one field
- Name {Name}
  - No attribute information
  - Address
  - City {City}
  - State {State}

A custom attribute display

Custom Attribute Display

Use the area below to define, format, and lay out the information you want to display.

{Name} is located at {Address}
Contact Info is {Phone} and {Contact_Email}
Website {Website}
Date Verified {Date Verified}
**AL Financial Transaction Processing:**

**Facs Group** is located at 13141 34th St N

Edited by alosch on 5/29/14 at 10:32 PM

Zoom to  Get Directions
Symbols

- Meaningful
- Appealing
- Appropriate
- Simple
- Generally understood without a legend
Change Symbols

Specify what symbols to use to draw the layer.

Use: Size

To show: Beds

Normalized By: <None>

By: Natural Breaks

With: 5 Classes

APPLY
Basemaps

- Provided by Esri
- Used for reference
- Provides aesthetics
- Interchangeable
Browse Esri Map Layers

Add Layer from Web

Add Layer from File

Add Map Notes
Browse Esri Map Layers

All Categories
- Historical Maps
- Demographics & Lifestyle
  - Income & Spending
  - Population & Housing
  - Segmentation & Behaviors
  - Business & Jobs
  - At Risk
- Landscape
  - Climate & Weather
  - Ecology
  - Species Biology
  - Disturbance & Impact
  - Elevation
  - Land Cover
  - Natural Hazards
  - Oceans
  - Soils/Geology
  - Subsurface
  - Water

USA Topo Maps
- Add layer to map

World Imagery
- Add layer to map

World Reference Overlay
- Add layer to map

World Street Map
- Add layer to map

CLOSE
Browse Esri Map Layers

- 2014 USA Population Density
- 2014-2019 USA Population Growth
- 2014 USA Median Household Income
- 2014 USA Median Age
- 2014 USA Tapestry Segmentation
- 2014 USA Unemployment
- 2014 USA Diversity Index
- 2014 USA Median Home Value

Add layer to map ▼ Add layer to map ▼ Add layer to map ▼ Add layer to map ▼
Add layer to map ▼ Add layer to map ▼ Add layer to map ▼ Add layer to map ▼
From Web Maps to Apps

- Free
- Add a web map and you’re done
- Customizable templates
- Options for many use cases
- Most are mobile friendly
- Configuration over custom development
Make a Web Application

Click a template’s thumbnail to preview it or click its links to download it to your computer or publish it to the web.
Make a Web Application

Fill in the information below to save and publish your web application. View the item details of this web mapping application to see the URL to the application.

Title: BFDS Asset Viewer Web Map

Tags:
- TBP
- Tampa Bay
- Tampa Bay Partnership
- Medical Device Manufacturers
- High Tech Electronics Manufacturers
- Engineering
- workforce HTEI

Summary: Description of the map.

Save in folder: hbostic

Share this app in the same way as the map: [ ]
Custom Applications