Non-Profit Use of ArcGIS Online for Orgs: A Use Case

ESRI UC, JULY 2014
The Trust for Public Land

- National nonprofit organization founded in 1972
- Creates parks and protects land for people, ensuring healthy, livable communities for generations to come
- Offices in 35 U.S. cities
- Over 300 employees
Presentation Agenda

Organizational need for online mapping

Our ArcGIS Online workflow

Use cases

Recommendations for use of AGOL
The need for an online mapping application

• Instant and easy access to GIS tools and data
  • For internal staff
  • For external partners (when relevant)

• Branding consistency

• Data consistency

• Maintaining intellectual property

• Centralized database
  • Protected Places Inventory
  • National Conservation Easement Database
  • Conservation Almanac and LandVote
  • Office locations, donor lists, etc.

• Out of the box mobile and web applications
Our ArcGIS Online Workflow

- Add users/accounts and send organization-specific getting started guide
- Create groups and/or add users to existing groups
- Set up data, web maps, and web apps
  - Gather and create map services
  - Create web maps and web apps to fulfill staff requests
  - Create web map and web app templates with frequently requested data
- Keep notes on use and user questions for use in futures organization-specific trainings
- Monitor usage
Use Cases

- GIS team
- Project managers
- Philanthropy
GIS Team Use Cases

Viewing The Trust for Public Land’s protected places

Storytelling map tour

Web application
GIS Team Use Cases

Web application for editing completed project names
GIS Team Use Cases

Cross Kirkland Corridor story map
GIS Team Use Cases

Web applications launch page
Project Manager Use Cases

Enabling project managers to assist with data collection
Project Manager Use Cases

Accessing web maps using mobile devices

- Live tracking on project sites during public walks with potential donors in Connecticut

- Offline web map viewing and editing in California
Philanthropy Use Cases

The Trust for Public Land 2014 Trips

This map depicts the various locations that individuals will visit on the various Trust for Public Land Trips. There are descriptions and images which accompany each location.

Bandelier National Monument

Bandelier National Monument protects over 33,000 acres of rugged but beautiful canyon and mesa country as well as evidence of a human presence here going back over 11,000 years. Petroglyphs, dwellings carved into the soft rock cliffs, and standing masonry walls pay tribute to the early days of a culture that still endures in the surrounding communities.
Philanthropy Use Cases

Web application for potential funders
Things to consider and recommendations

• Help your organization members find existing data faster
  • Gather and group links to existing online map services and share with organization (and use less credits)
  • Save layer symbology of complex layers or layers used often

• Ensure private data are kept private
  • Make groups visible only to specific users (not entire organization)
  • Create specific groups to which data can be added and shared with external partners who have organizational accounts.

• Limit credit usage
  • Create map services outside of the cloud, and link to those and other existing map services whenever possible

• Collaborating on and editing datasets
  • Create template (blank) shapefiles that can be copied, added to web maps, and edited by users (either in SDE or as a feature service in AGOL)
Thank you