Federal Story Map Apps

Allen Carroll
"The stories we tell literally make the world. If you want to change the world, you need to change your story"

—Michael Margolis

- Maps as storytelling platforms are particularly powerful and engaging
Federal Agencies are Telling Their Stories!

Here’s a selection of Federal story maps
Illustrate a few of the myriad potential uses of story maps in government

- Citizen involvement
- Public education
- Economic activity
- Natural hazards
- Defense and intelligence
But First…

About Story Maps

- Lightweight, open-source Web applications
- They combine interactive maps published on ArcGIS Online…
- …with text, photos, and videos
- To tell stories about the world
- Storymaps.arcgis.com
The White House Celebrates the Maker Faire Movement

White House Story Map Side Accordion app


Citizen Involvement
#NationOfMakers
White House
Story Map Twitter Crowdsourcing app

http://storymaps.esri.com/stories/2014/nationofMakers/

Citizen Involvement
Mapping America’s Coral Reefs
NOAA National Ocean Service
Custom app (originally developed for National Audubon)

http://maps.coastalscience.noaa.gov/storymap/storymap.html?story=mapping
summaryreport#
Invasive Lionfish: Little Fish, Big Problem

NOAA National Ocean Service
Story Map Side Accordion app

http://maps.coastalscience.noaa.gov/lionfish/
Comparing Population Change between 2002-2003 and 2012-2013

United States Census Bureau
Story Map Swipe app


Public Education
On the Road in North Dakota
United States Census Bureau
Story Map Tour app

Public Servant Activities

Oregon’s Breweries
Office of U.S. Senator Ron Wyden
Story Map Basic app

Local Economic Activity

Senator Wyden is co-chair of the Senate Small Brewers Caucus

http://senate.maps.arcgis.com/apps/OnePane/storytelling_basic/index.html?appid=d8a22ad629c7490f9d37b9e788be54a0
Ocean Jobs by the Number

NOAA

Story Map Swipe app

Economic Activity

http://noaa.maps.arcgis.com/apps/StorytellingSwipe/index.html?appid=c8f844ebb93f4d598c8a24cb7934b083&webmap=849da5506e74a64aa002c5a93f2cdaa#
USAID Unlocks Lending Around the World
US Agency for International Development
Story Map Tabbed app

Where USAID Unlocks Lending Around the World
USAID’s Development Credit Authority (DCA) works with local financial institutions to design investment alternatives that unlock financing for entrepreneurs in developing countries.

This map shows all guarantees since the establishment of USAID’s Development Credit Authority in 1999. Click on the highlighted countries to learn about active and expired USAID guarantees.

LEGEND
Maximum Financing Unlocked per Country
- $0-$10 million
- $10-$20 million
- $20-$40 million
- $40-$70 million
- > $70 million

The boundaries and names used on this map do not imply official endorsement or acceptance by the U.S. Government.

http://storymaps.esri.com/stories/usaidcredit/
Alaska Region Career Adventure
National Forest Service
Story Map Shortlist app

Employment Opportunities

http://www.fs.fed.us/portaldata/r10/outreach/index.html
Iran Nuclear Facilities
United States Forest Service
Story Map Tabbed app

Natural Hazards
Operation Turnbow – 13th Stryker Brigade Combat Team

Department of Defense

Story Map Tour app

http://afmcloud.esri.com/OpTurnbowAAR/

Military Actions
Iran Nuclear Facilities
Defense and Intel
Story Map Tour app


Incident Reporting
Iran Nuclear Facilities
Defense and Intel
Story Map Tour app

http://www.arcgis.com/apps/MapTour/?appid=77fee1aea38148a592d1271353b46a98&webmap=d33f40074ace4316be8e35a777353f1

Facility Reports

United States Border Patrol

Story Map Tour app

In Memoriam


In honor of the U.S. Border Patrol Agents who have lost their lives in the line of duty within the past ten years.

Alexander Giannini
Date of Birth: Oct. 14, 1989
End of Watch: May 28, 2014

Agent Giannini, 24, of the Willcox Station, was involved in a single-vehicle accident on Interstate 10 near Benson, Arizona. He died of his injuries at the hospital shortly after the accident.

Agent Giannini entered on duty with the U.S. Border Patrol on April 26, 2009 as a member of the 822nd session of the Border Patrol Academy. He served the Willcox Station loyally throughout his career. Agent Giannini is survived by his mother, sister, and fiancée.
We’ve Barely Scratched the Surface

Story maps have myriad potential uses
- Giving internal briefings and presentations
- Informing the public about important events and issues
- Recruiting citizens as active participants in government

Questions?
- Talk to us
- Visit our website: storymaps.arcgis.com
Thank you…

- Please fill out the session survey:

  First Offering ID:  XXXX
  Second Offering ID:  XXXX