Great Story Maps and How to Emulate Them

Allen Carroll, Moderator
Anne Reynolds, Mike Lippmann,
Carrie Tropasso, Doreen Whitley

Technical Workshop

Our Storytellers

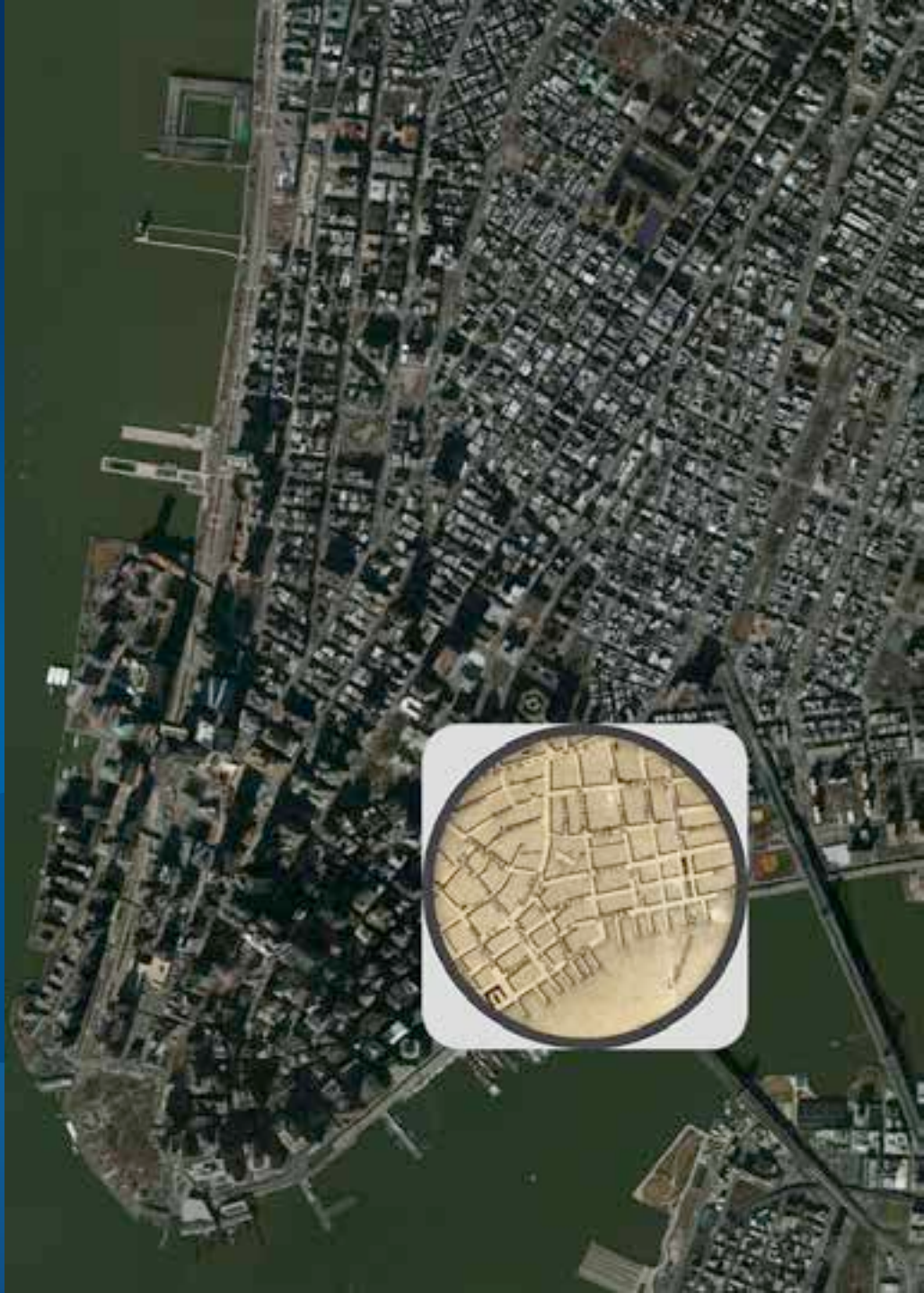
- **Anne Reynolds** Cape Cod Commission
- **Mike Lippmann** Blue Raster
- **Carrie Tropasso** Pennsylvania DCNR
- **Doreen Whitley** National Audubon Society

What We'll discuss

1. Intro: About Story Maps
2. Tips and tricks from experienced story map publishers
3. Discussion: We want to hear from you

What are Story Maps?

Allen Carroll
Program Manager, Storytelling



What are Story Maps?

Open Source

Your text, photos, video

ArcGIS Online

- Story maps are simple web apps that combine intelligent web maps with multimedia content to tell geography-based stories.

- Story maps inform, educate, entertain, and inspire people about a wide variety of topics.

Story Maps are…

Sophisticated?

Multi-purpose?

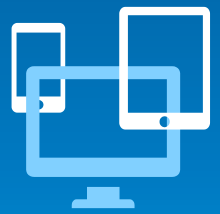
PC Only?

Passive?

For Advanced Users?

Simple

Single Purpose



Responsive

Engaging

For Everyone

Our Apps

Story Map Tour

Sequential Narrative

Story Map Playlist

List of Items

Story Map Swipe

Comparing Two Maps

Story Map Shortlist

Curated List of POIs

Story Map Tabbed

Comparing Related Maps

Story Map Spyglass

Comparing Two Maps

Story Map Countdown

Ranked List of Places

Story Map Side Accordion

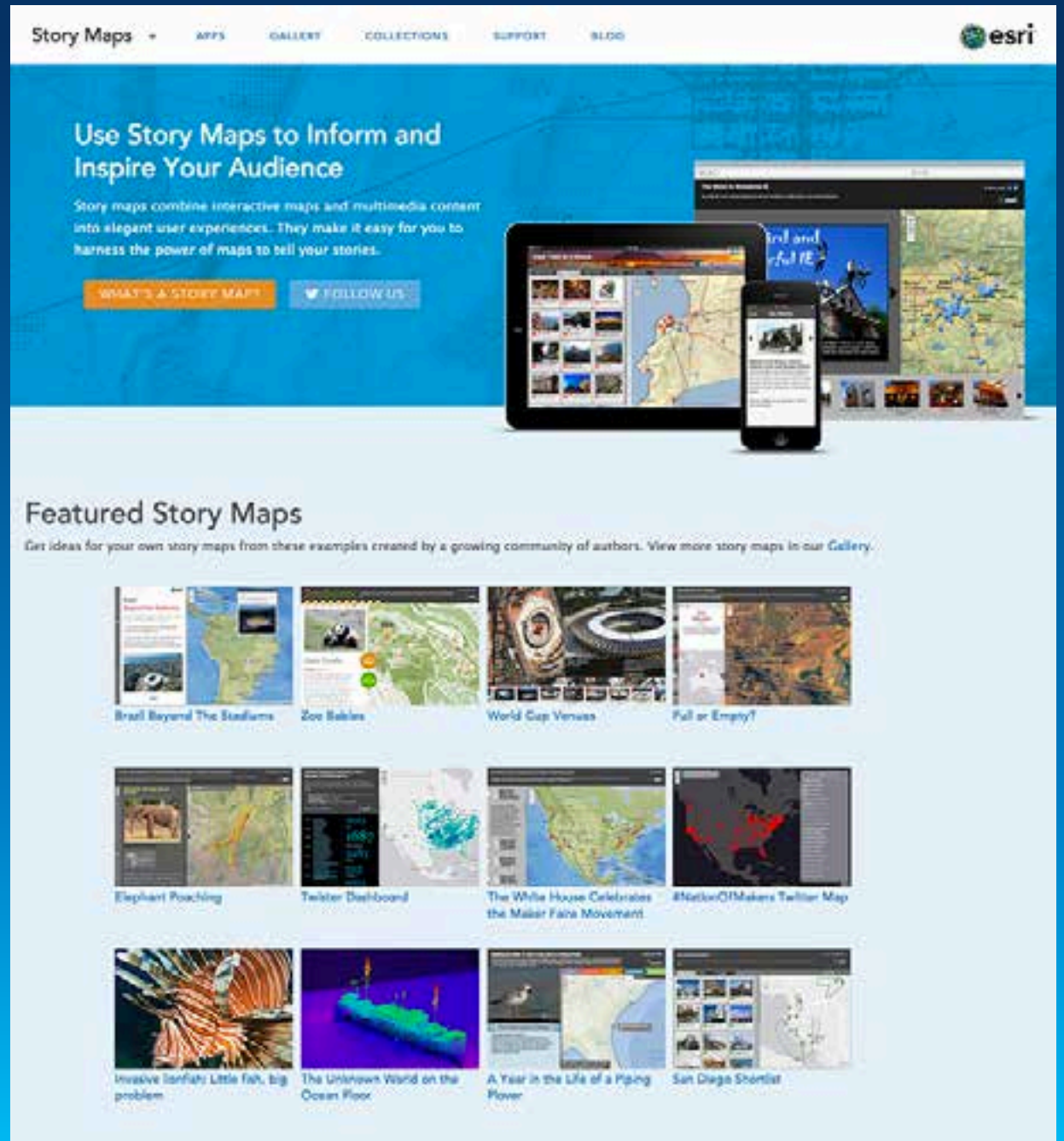
Comparing Related Maps

Story Map Journal

Multimedia Narrative

Our Website

- **storymaps.arcgis.com**

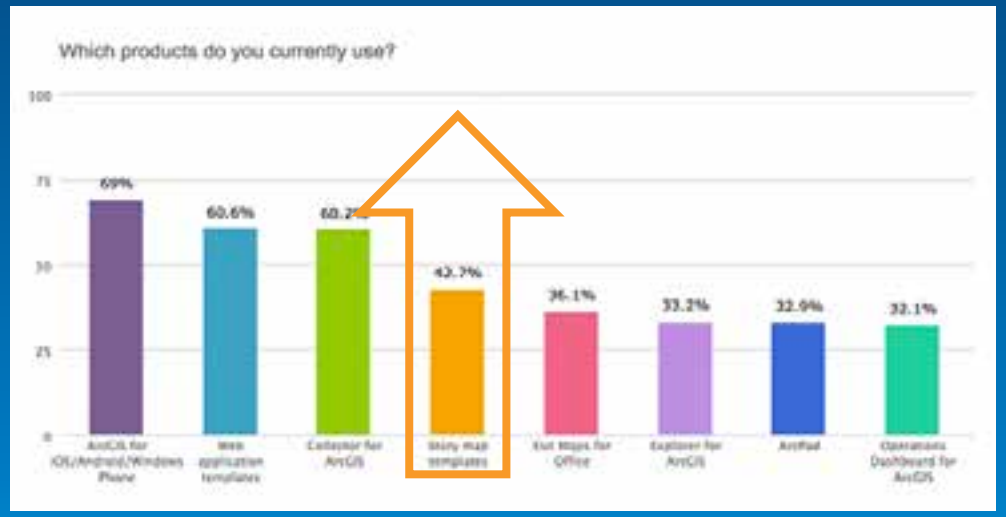


Some numbers

43% of User Conference attendees use Story Map apps

600

5,800

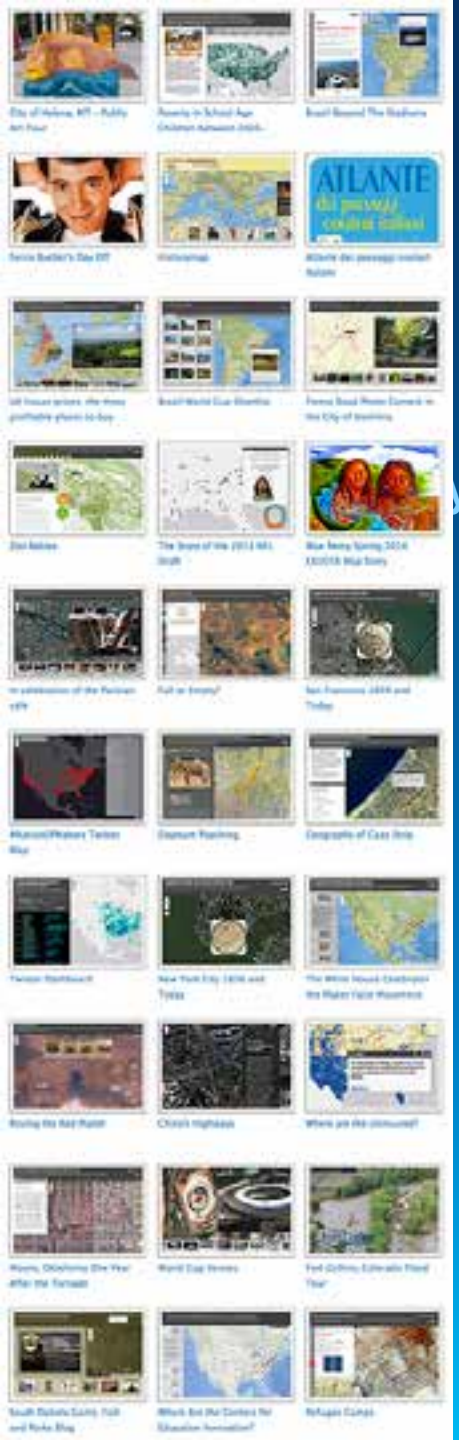


Some numbers

43% of User Conference y Map apps

600 Story Maps in our curated gallery

5,800



Some numbers

43% of User Co[illegible]ry M[illegible]

600 Story Maps in our cura[illegible]

5,800 **items when you search “story map” apps on ArcGIS Online**

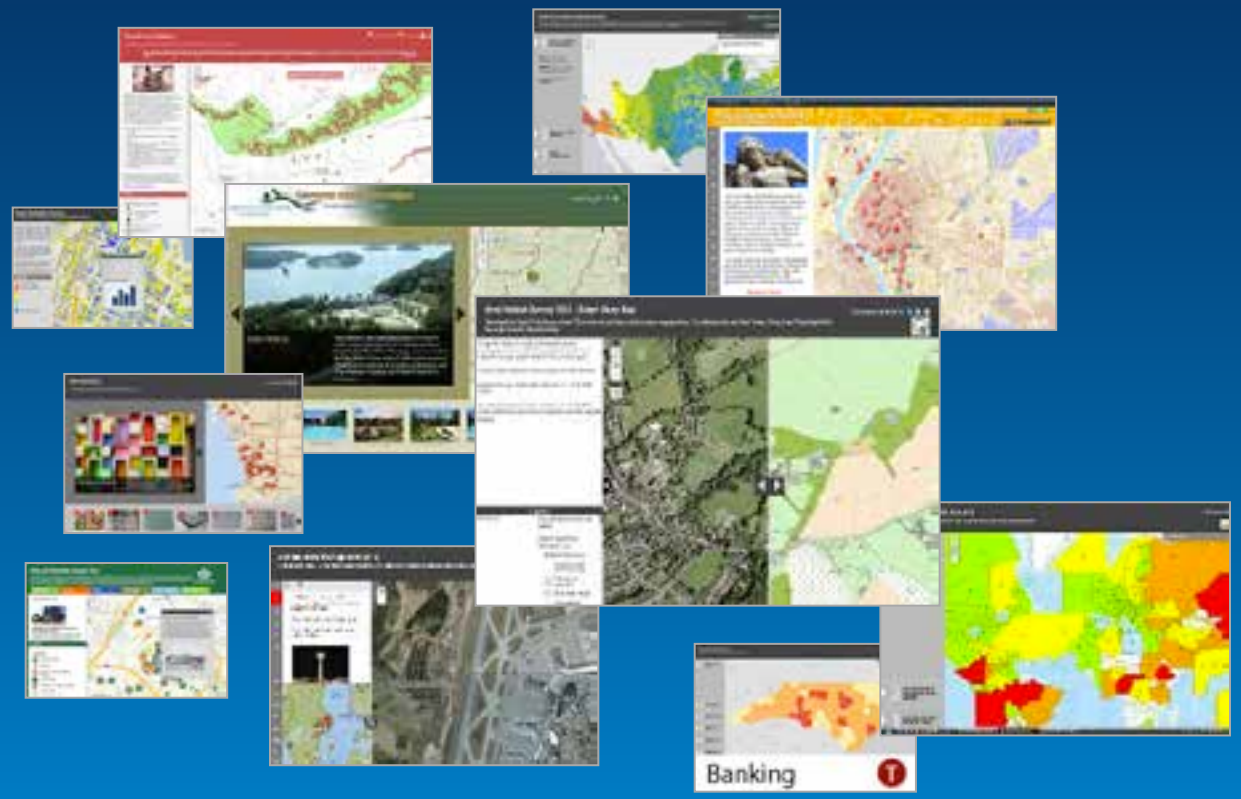
Tip of the iceberg?

(Please create AGOL item pages for your story maps!)

Our Growing User Community

…increasingly includes some very skilled storytellers

Let’s hear from a few!



Our Growing User Community

…increasingly includes some very skilled storytellers

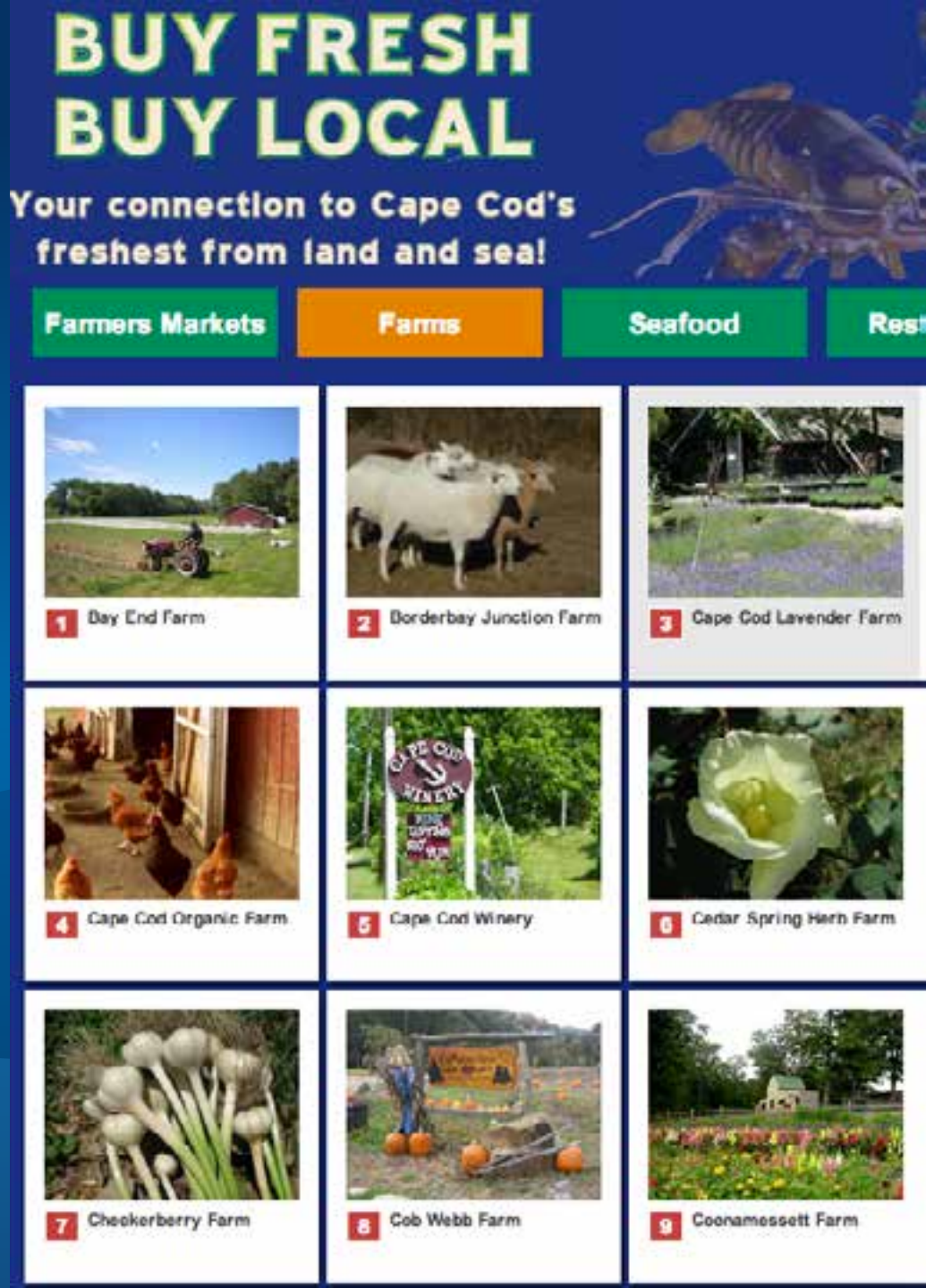
Let's hear from a few!

- How to conceptualize a story
- How to choose and use a storytelling app
- How to appeal to your audience
- How to customize storytelling apps
- How can storytelling apps be better?

Anne Reynolds

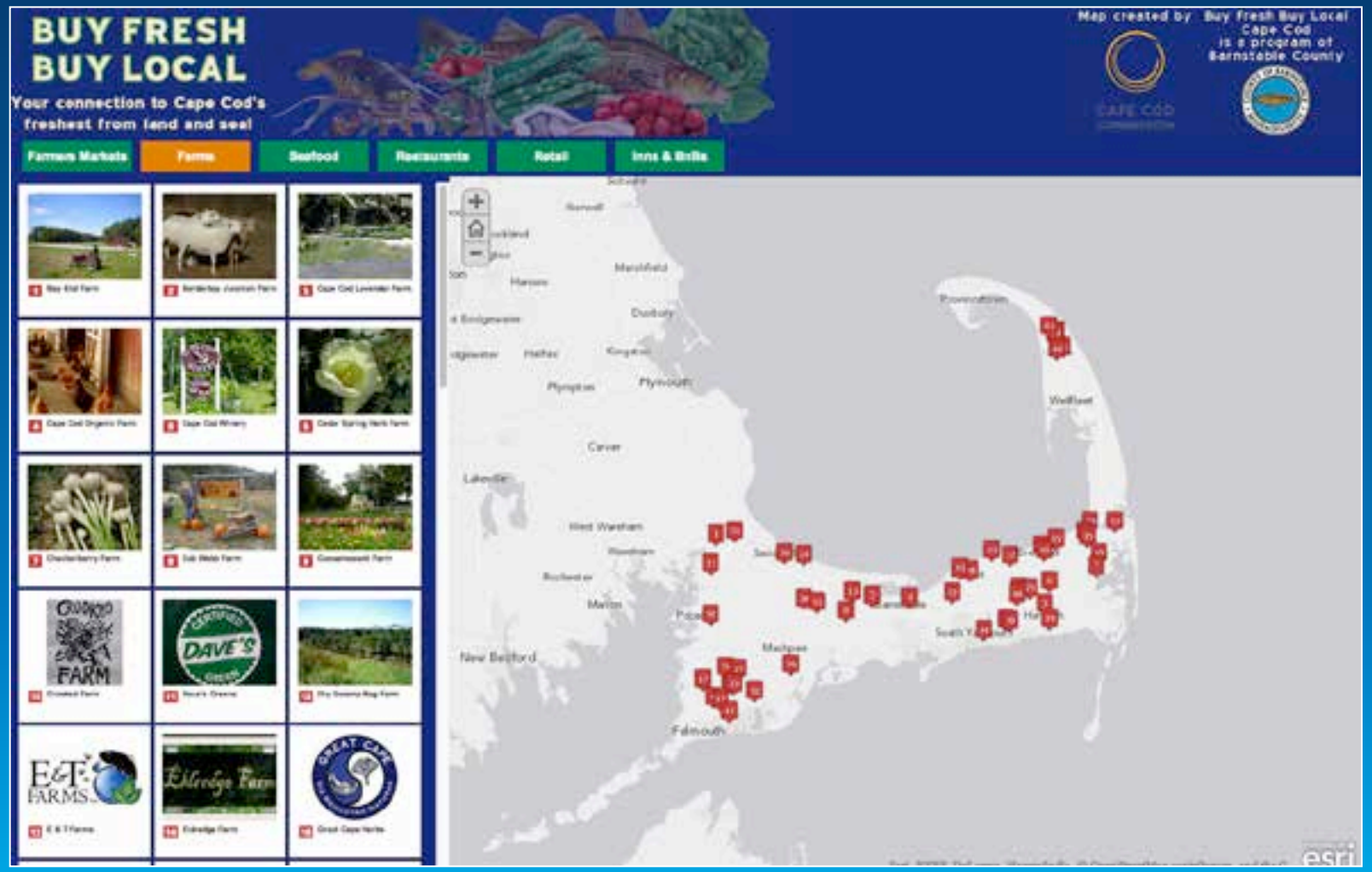
GIS Director, Cape Cod Commission
Grand prize winner, storytelling with maps competition

Grand prize winner, 2014 Esri Storytelling with Maps Competition



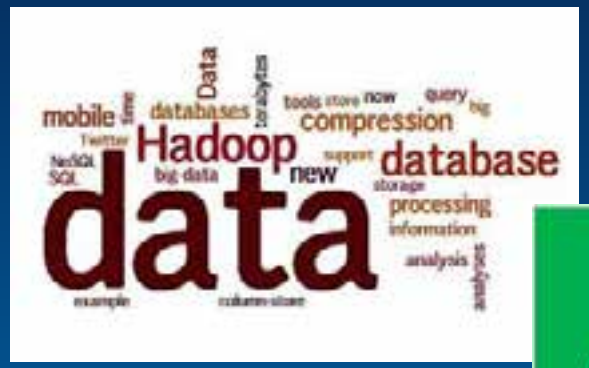
Buy Fresh Buy Local

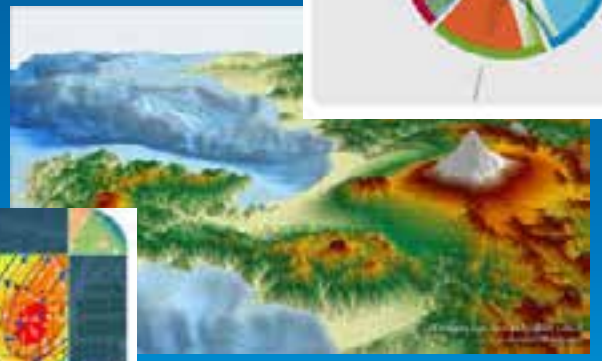
- Simple
- Meaningful
- Personal



- Story map

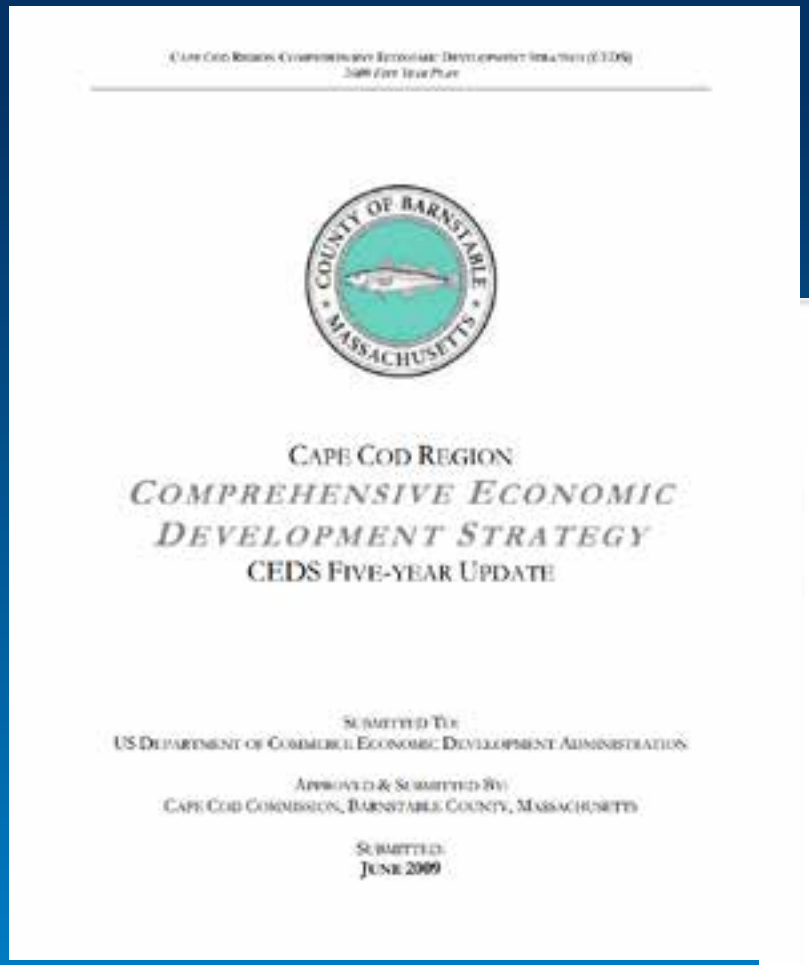
Keep it simple





Keep it simple

AASHTO
EOEEA
EPA
SEMASS
BDP
SLOSH
208
ACEC
CWA
CAA
RPA
CCC
CCNS
EOTPW
SNRA
GS
Esri
CCPEDC
PSFT
BCIT
FEMA
TMDL
NWS
MPO
WCEF
C&D
CEDs
CCRTA
LEED
DEP
LOS
DRI
ISWMF
TDR
EPA
LUVM
NEPA
DCPC
LHA
NHPA
CZMA



CAPE COD REGION

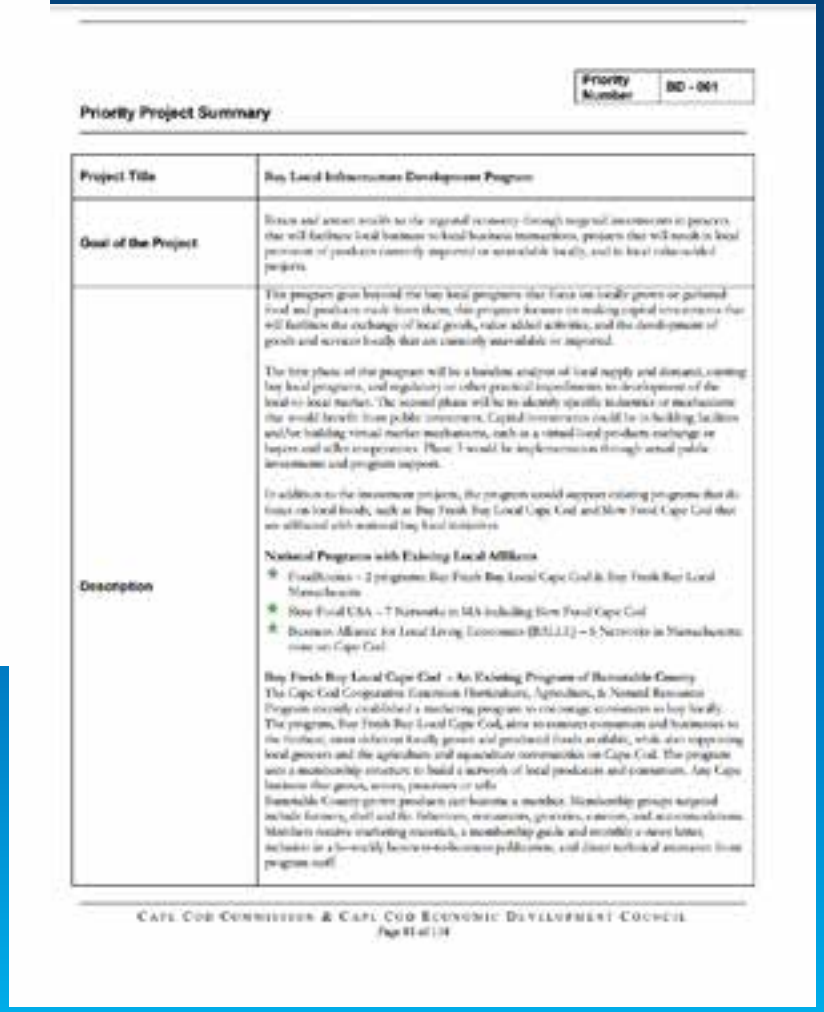
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

CEDS FIVE-YEAR UPDATE

SUBMITTED TO:
US DEPARTMENT OF COMMERCE ECONOMIC DEVELOPMENT ADMINISTRATION

APPROVED & SUBMITTED BY:
CAPE COD COMMISSION, BARNSTABLE COUNTY, MASSACHUSETTS

SUBMITTED:
JUNE 2009



Priority Project Summary

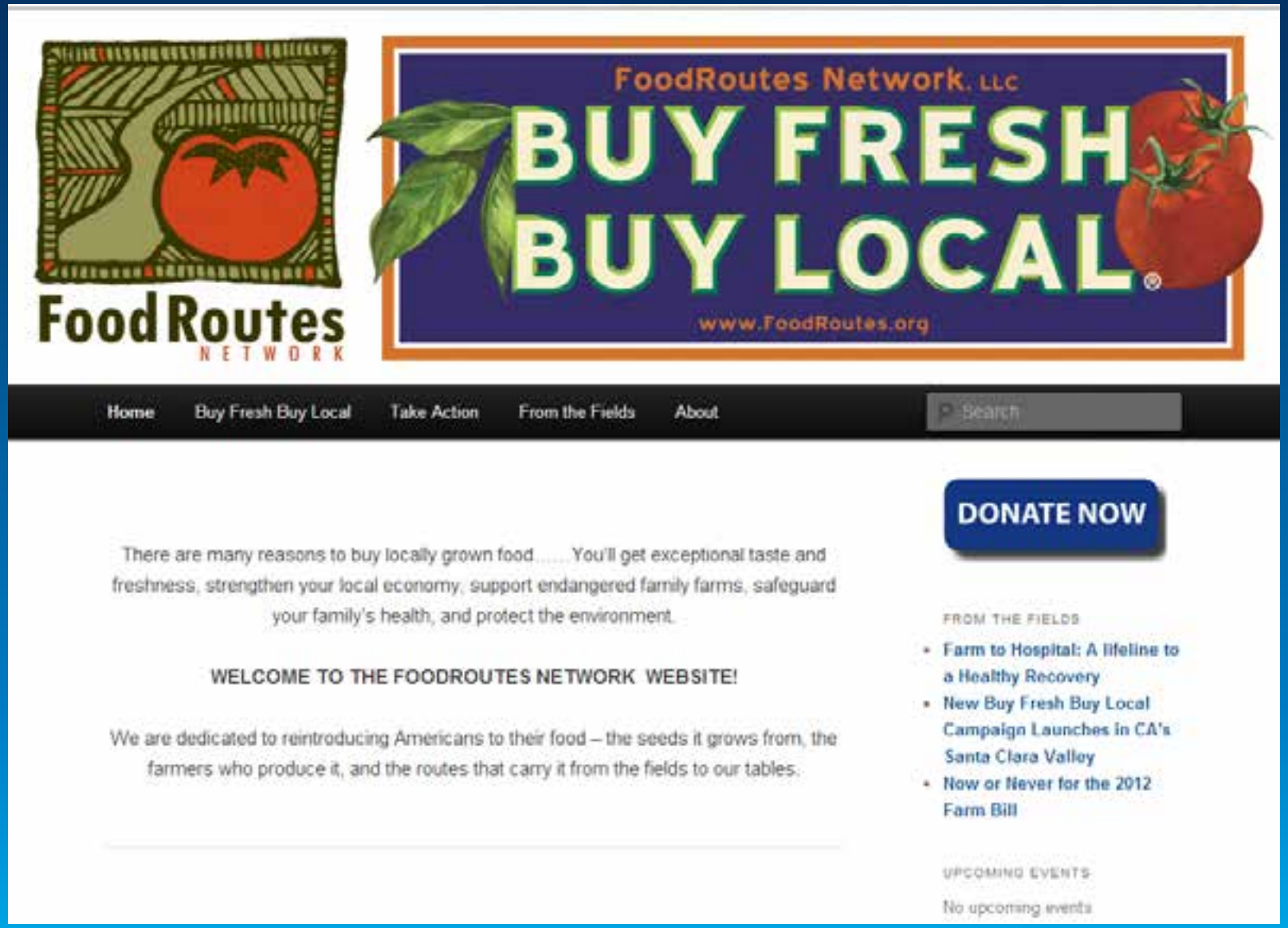
Priority Number	BD - 001

Project Title	Buy Local Infrastructure Development Program
Goal of the Project	[illegible]
Description	[illegible] Natural Programs with Existing Local Affiliates [illegible] Buy Fresh Buy Local Cape Cod – An Existing Program of Barnstable County [illegible]

CAPE COD COMMISSION & CAPE COD ECONOMIC DEVELOPMENT COUNCIL

Make it meaningful

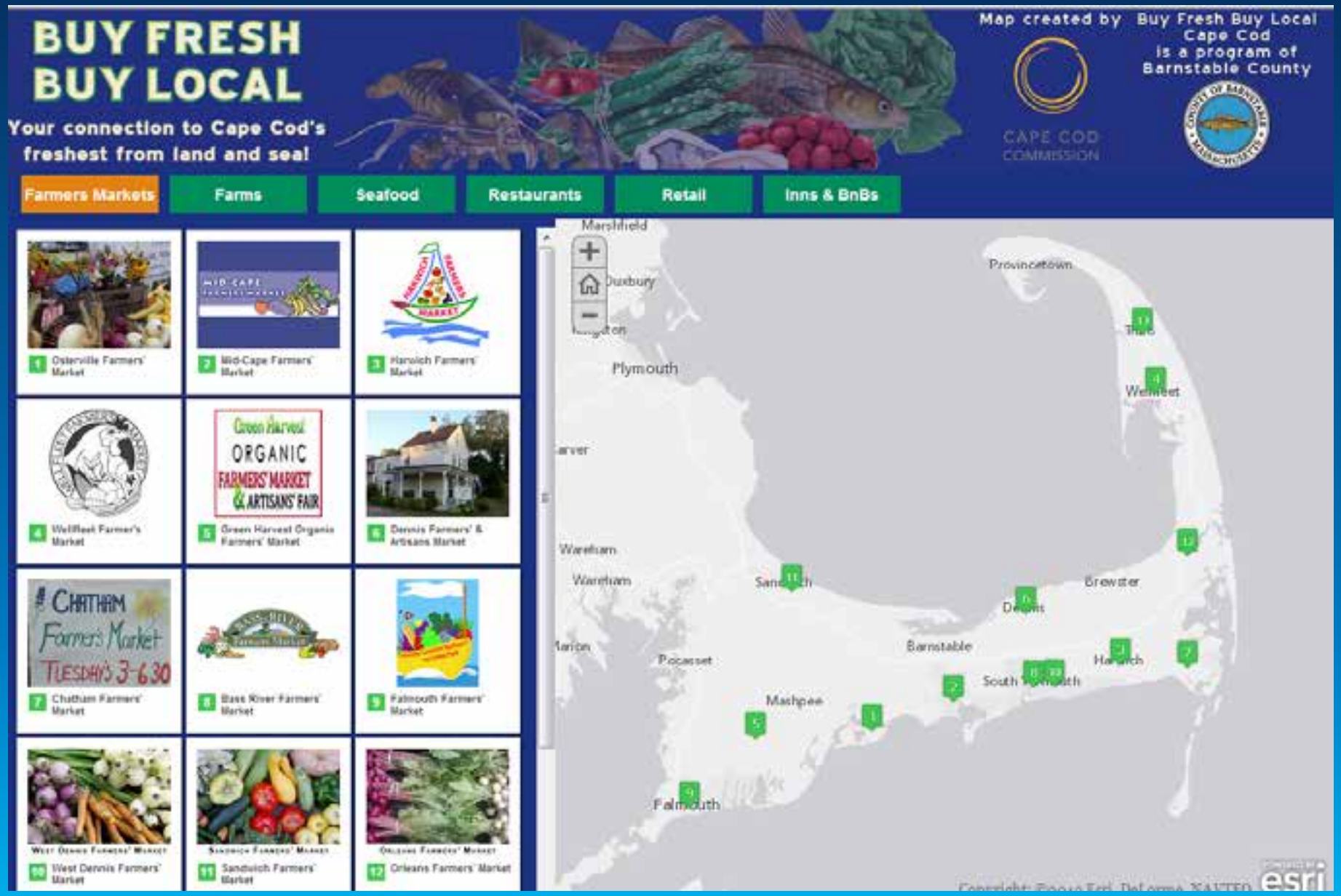
Make it meaningful



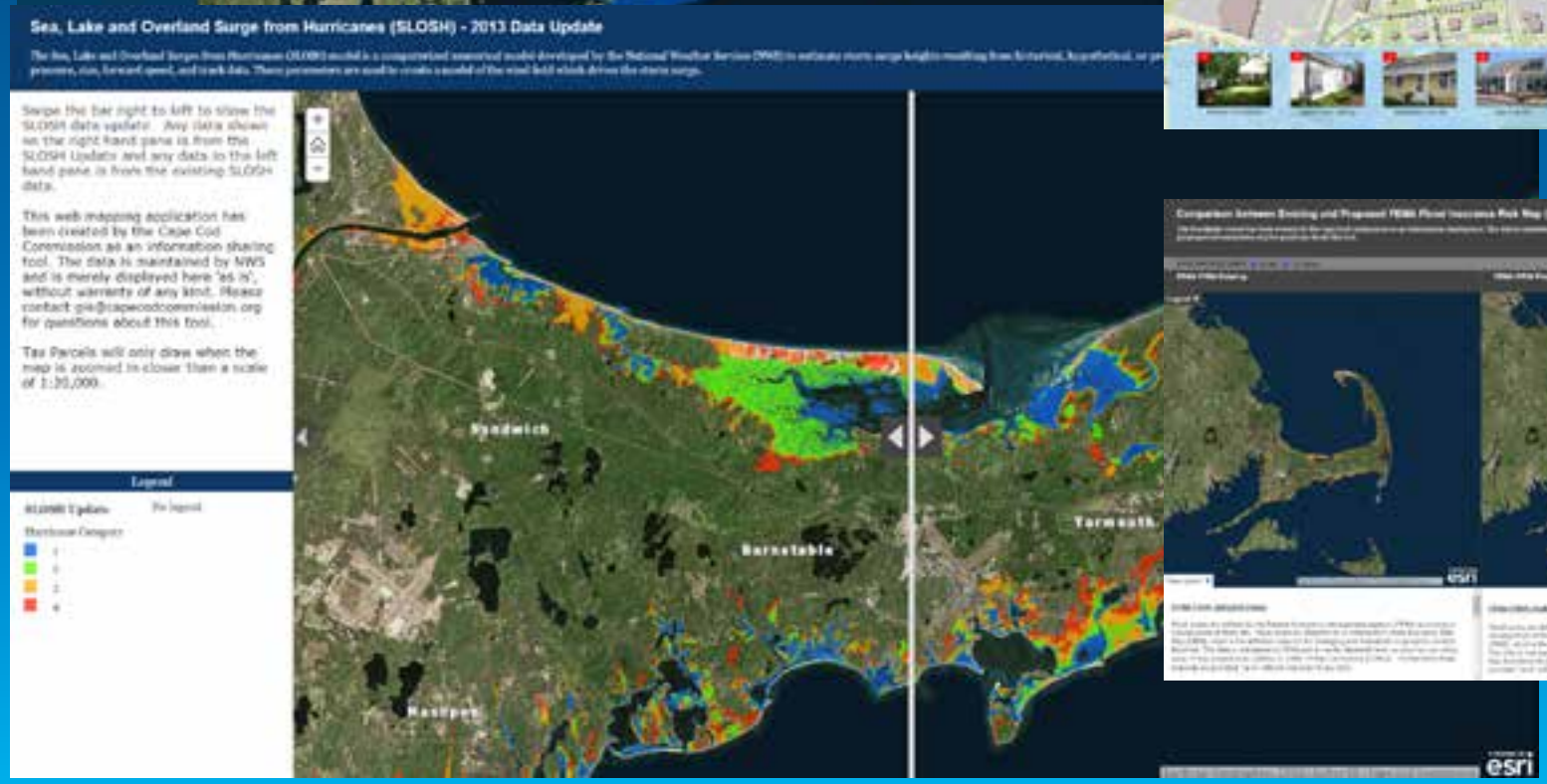
Make it meaningful

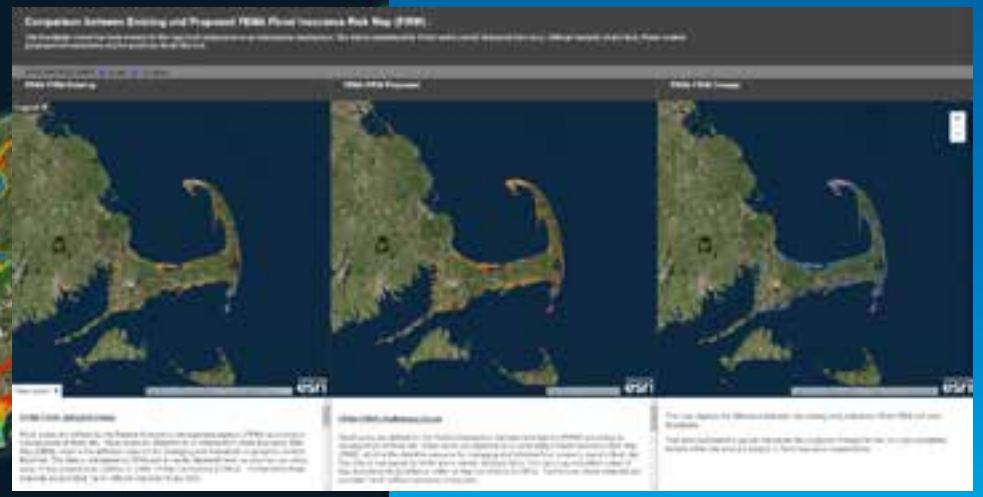
Make it personal

Make it personal



Make it personal





Make it personal

Michael Lippmann

Co-Founder & Principal, Blue Raster

@leepmon

Creating a Story Map is a Process

- What makes a good Story Map?
  - Easy to consume
  - Human connection
    - Photos
    - Video/audio
  - No layer lists to toggle on/off
    - This is not 1990's GIS

- Teach the user something new, quickly.

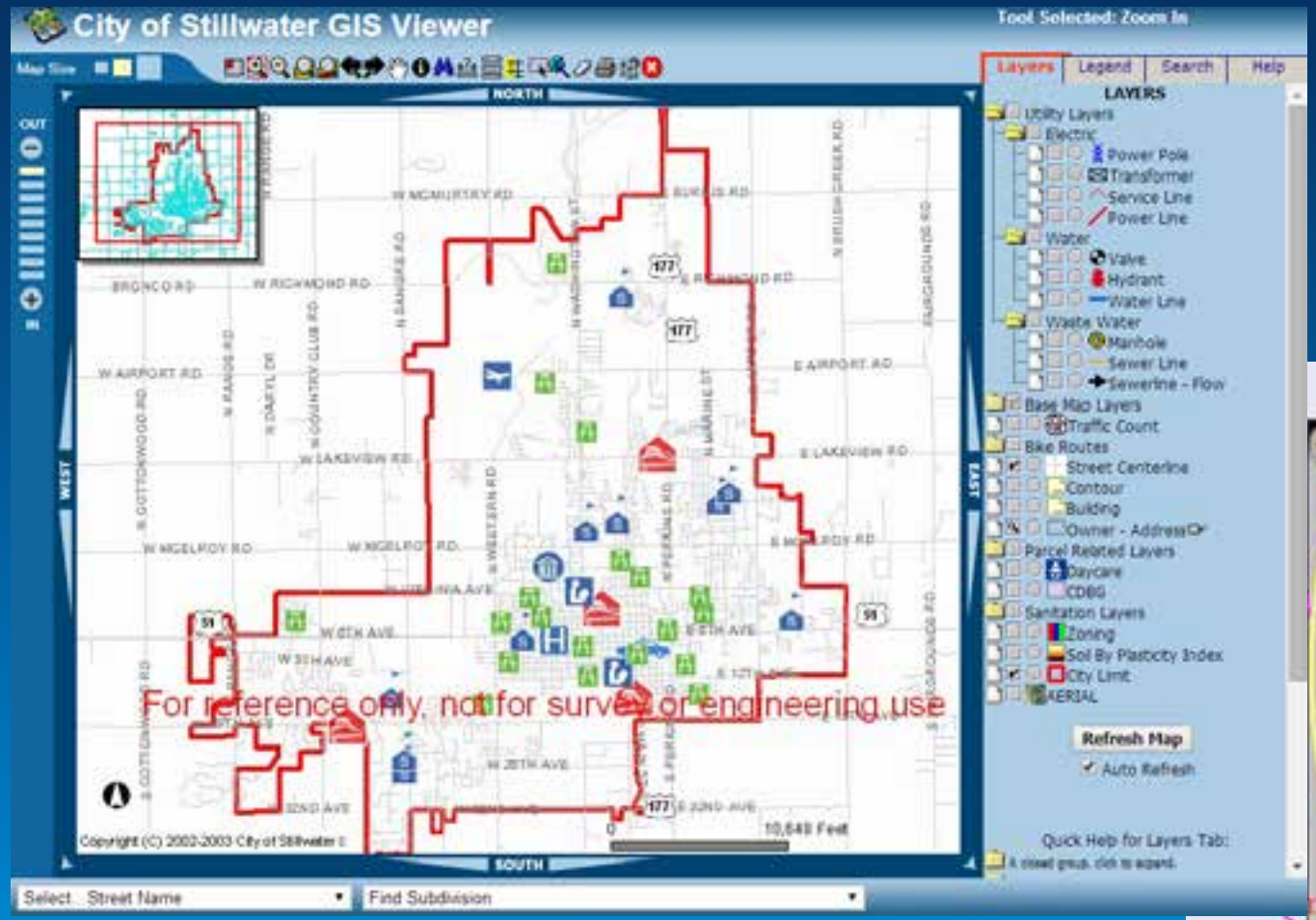
Recipe for a Successful Story Map Project

- Gather your ingredients first
  - What are you trying to tell?
  - How will it engage users?
  - Subject matter expertise
- Are your ingredients prepped?
  - Data/shapefile
  - Title
  - Copy
  - Images/Videos
  - Project sponsor who will publish it

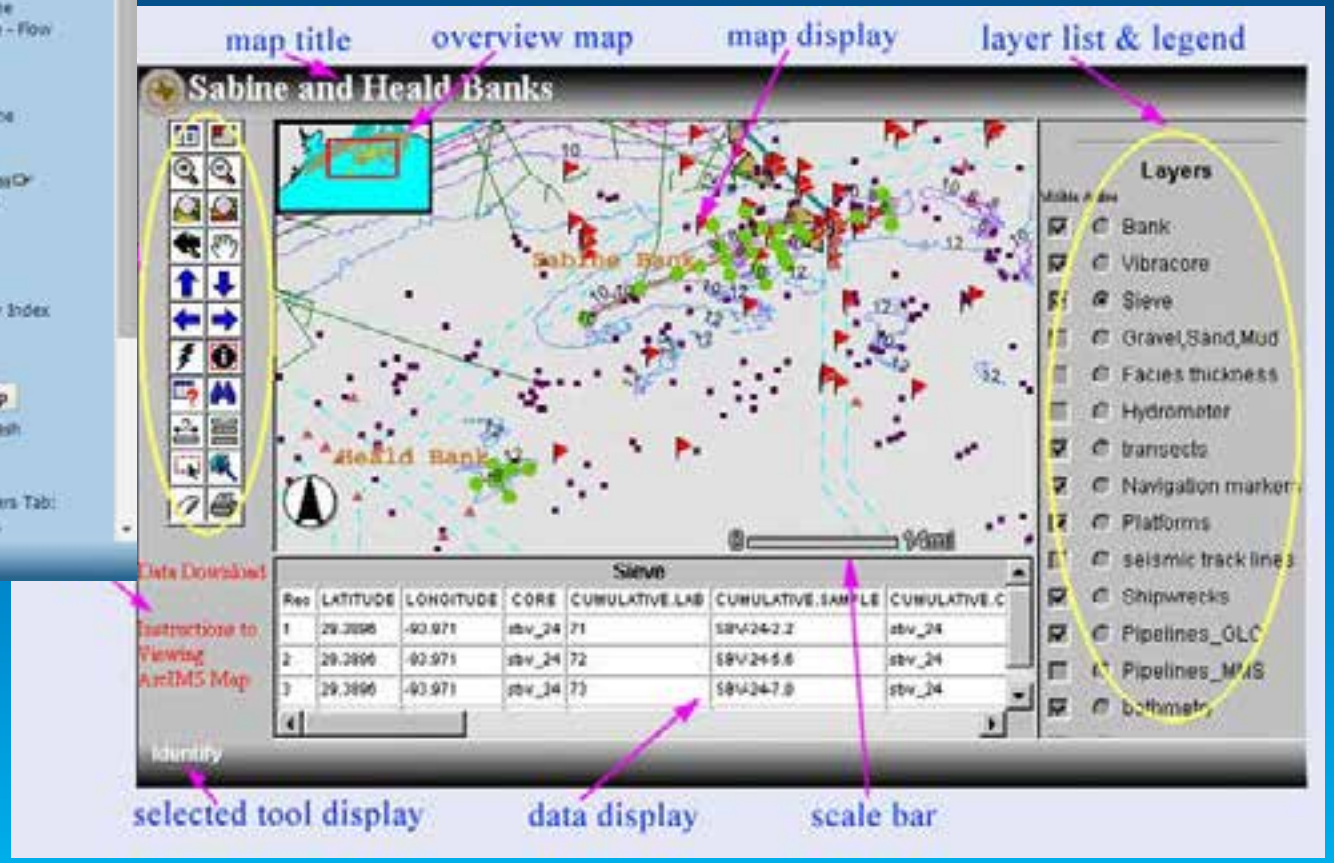
Blue Raster Story Map Starter Kit-
1 page of questions to accelerate the process

- Component parts
  - Compelling title
  - Description in 1 sentence
    - we live in 140 character world
- Visual design
  - Human element- photos/video
  - Easy to consume
- What are we mapping?

These are not story maps.

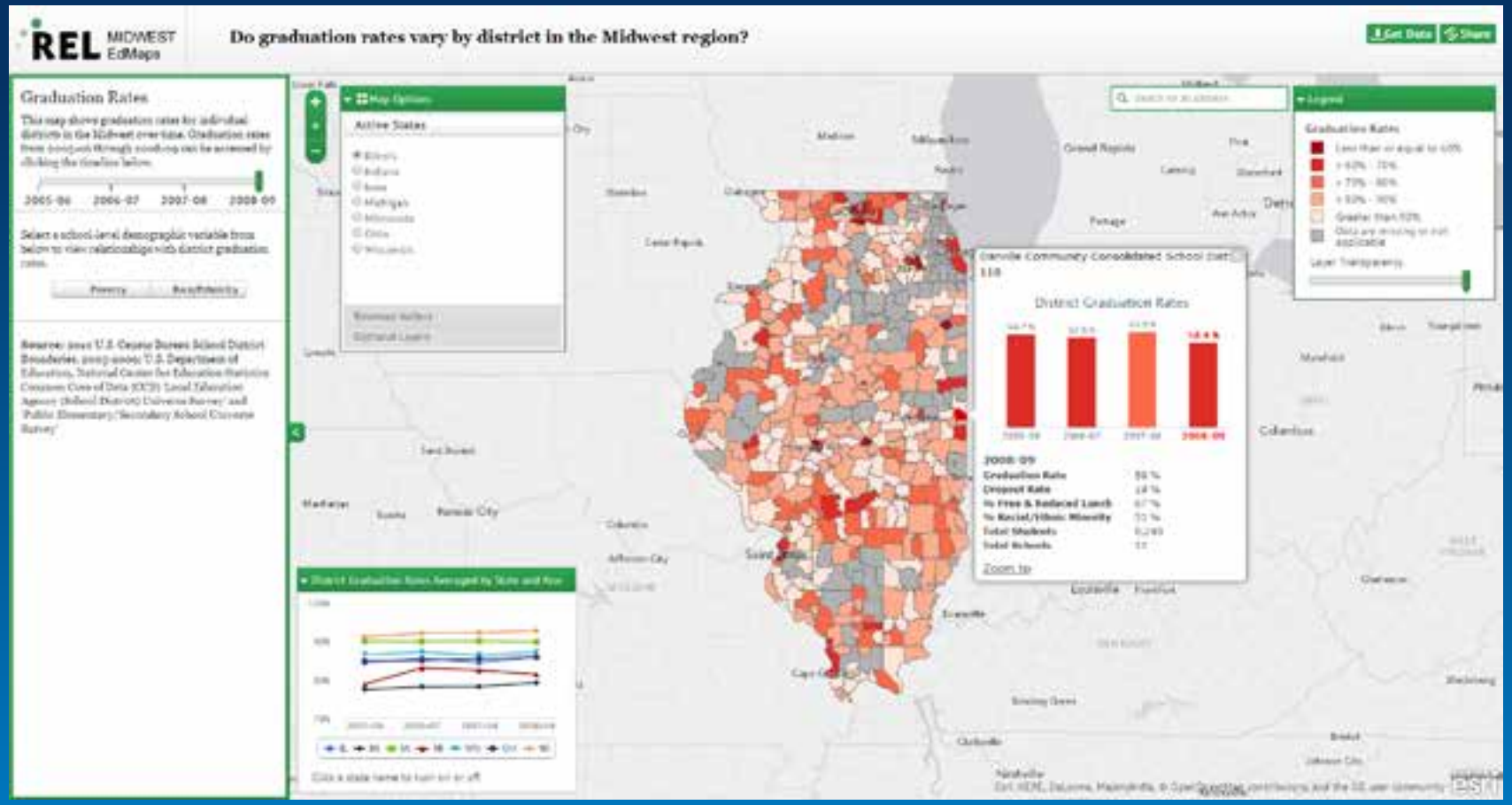


Communicate without toolbars and layer lists.



Rule of One Click

- Minimal interaction to "get the point"
- No layer lists or complex interfaces



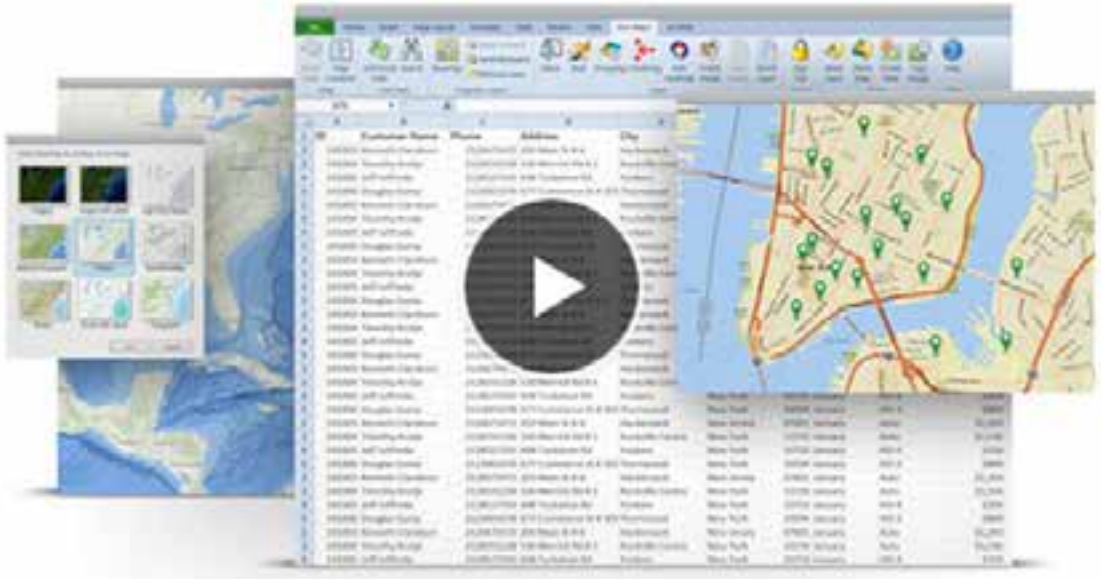
Curate your story

Tool for Success - Esri Maps for Office

- **Rapidly get your data online for exploration**

Esri Maps for Office

Make dynamic maps of your spreadsheet data right in Excel. Create color-coded, point, clustered point, or heat maps. Add Esri's demographics and lifestyle data to enrich your own data to get even more context and details. Then share your maps through ArcGIS Online or copy them into your PowerPoint presentation or document. Download Esri Maps for Office.

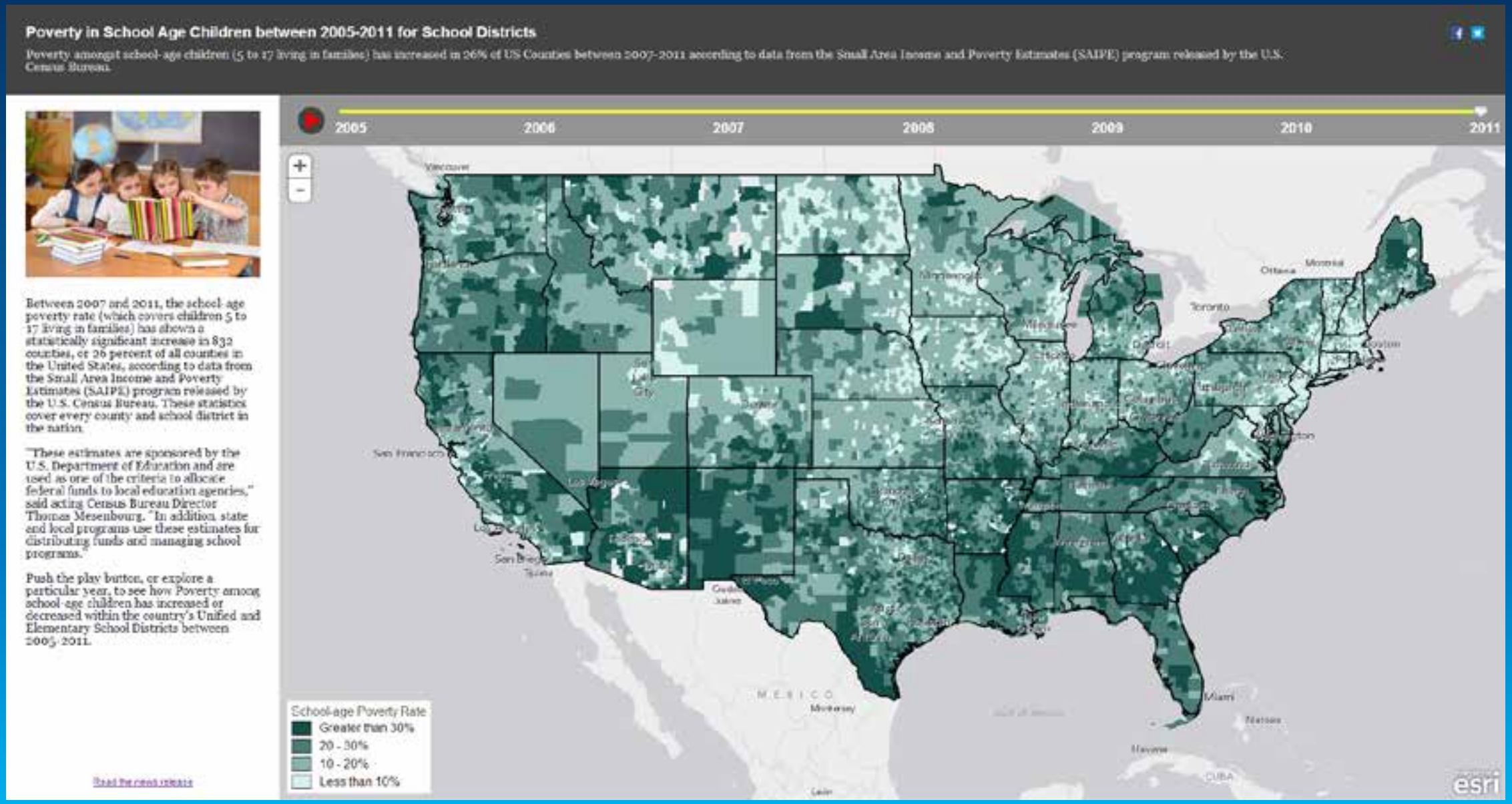


Smithsonian Folklife Festival – Traditions of the World

Smithsonian Folklife Festival – Story Map #2 – Reused template

Amnesty International “Will I Be Next?” – uses Esri GeoBlog

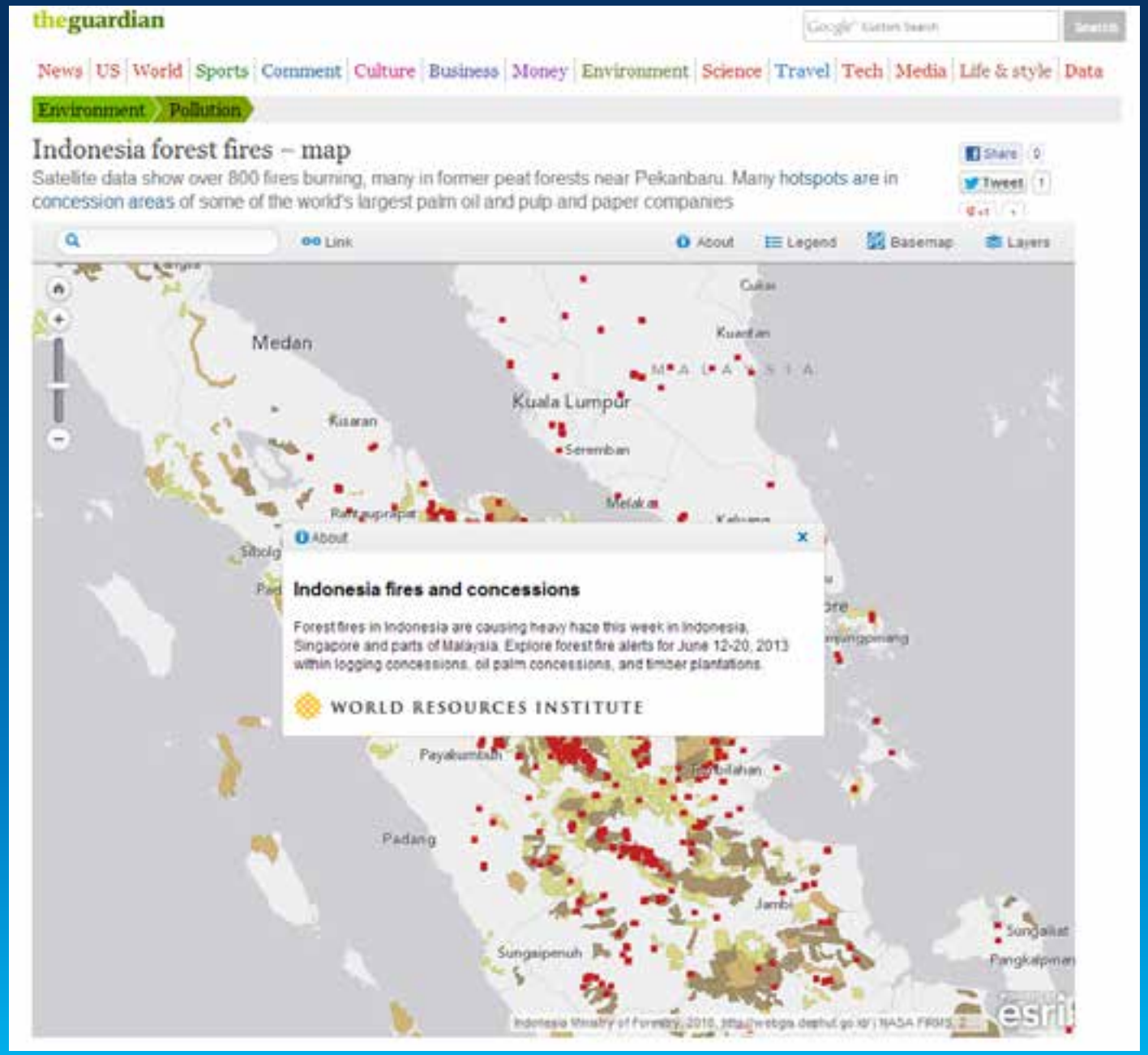
Poverty in School Age Children between 2005-2011 for School Districts



Successful Go Live!

- Understand the Go Live Rules –
  - Approval process?
  - Story Maps can be scary
- Test across all browsers and mobile devices
- Perishable- Ship Early, Ship Often

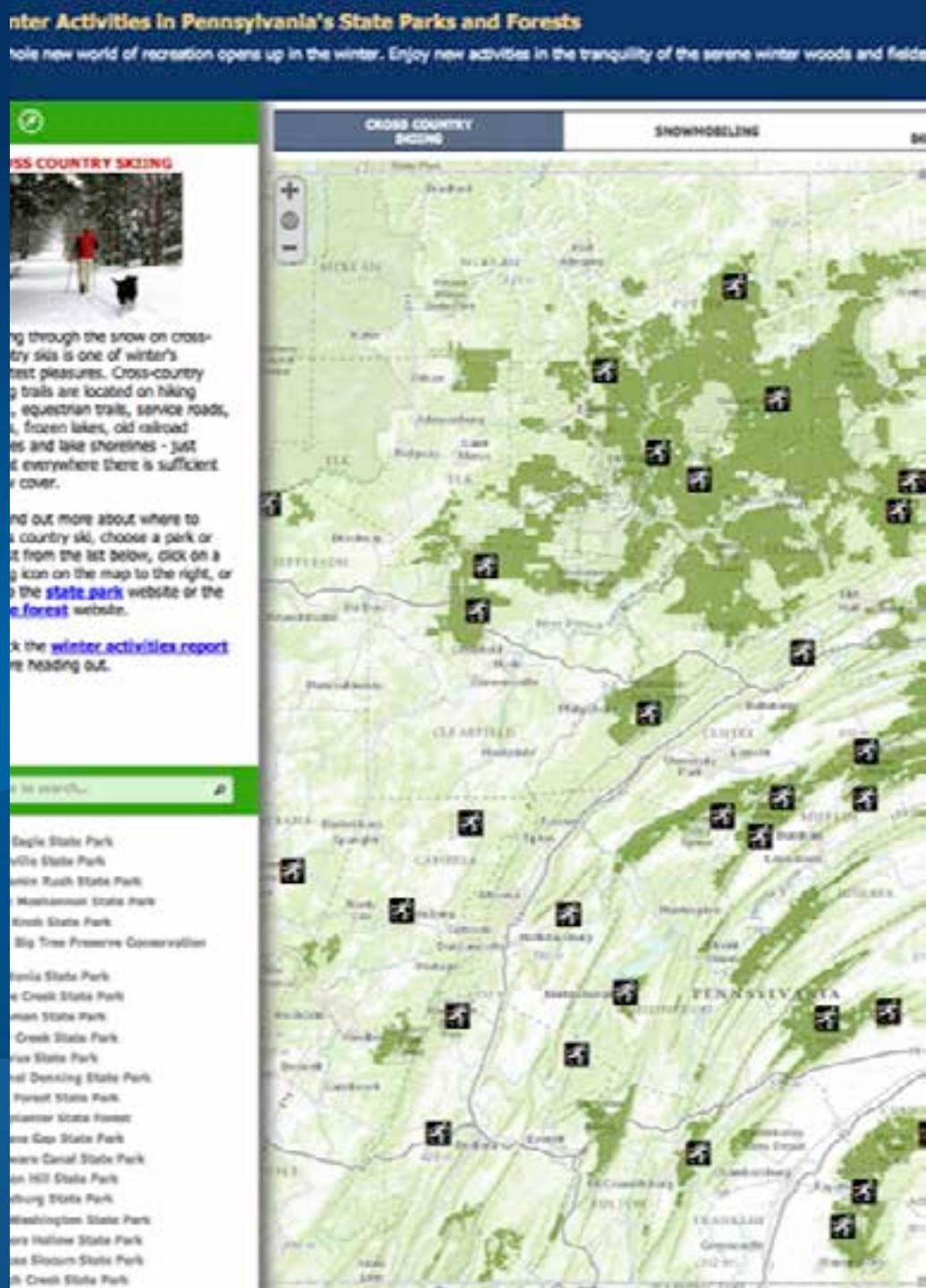
- Plan for the next one…



Carrie Tropasso

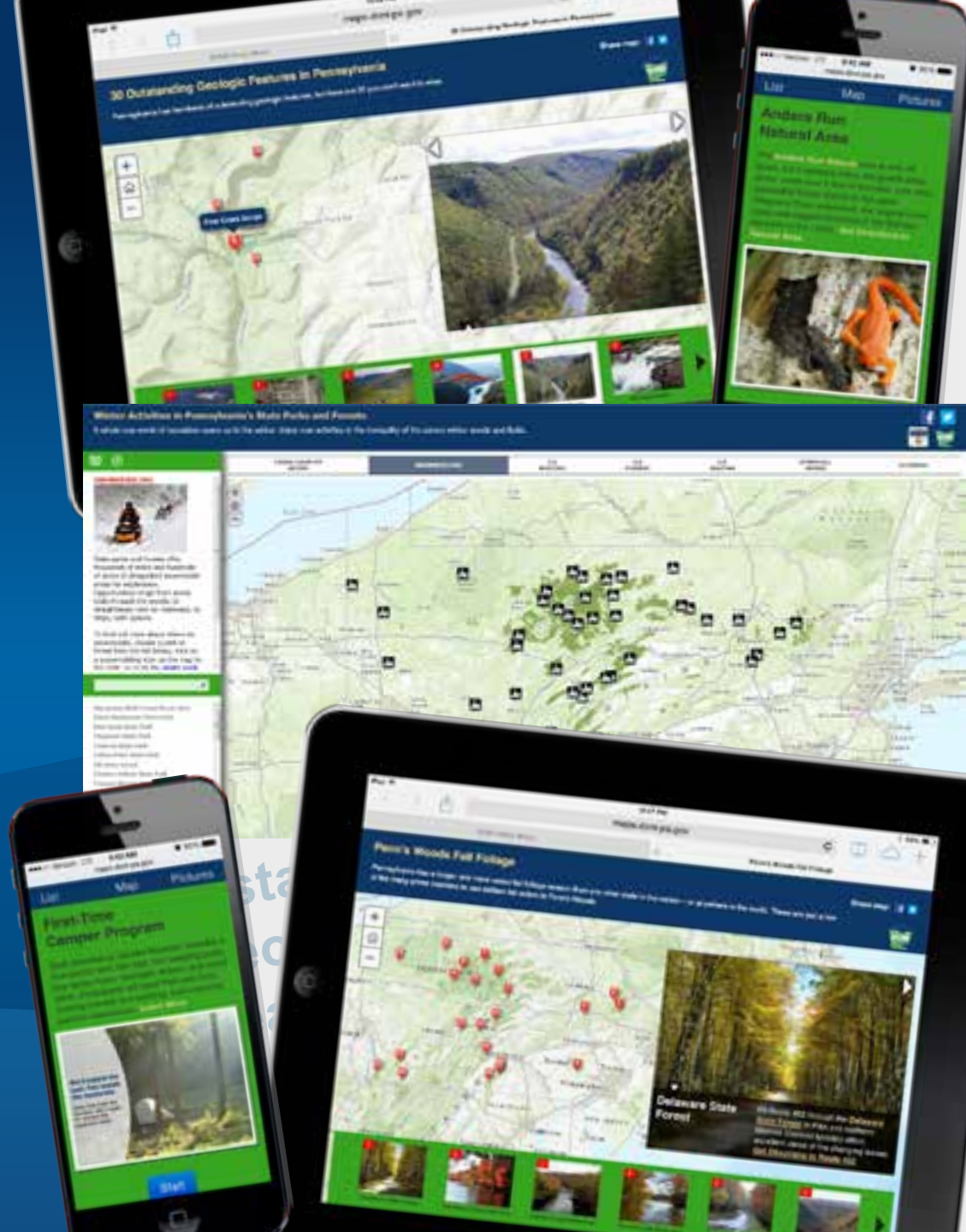
Pennsylvania Department of Conservation & Natural Resources (DCNR)

Second Place, Conservation/Environment/Sustainability, 2014 Esri Storytelling with Maps Competition



Why DCNR chose Story Maps

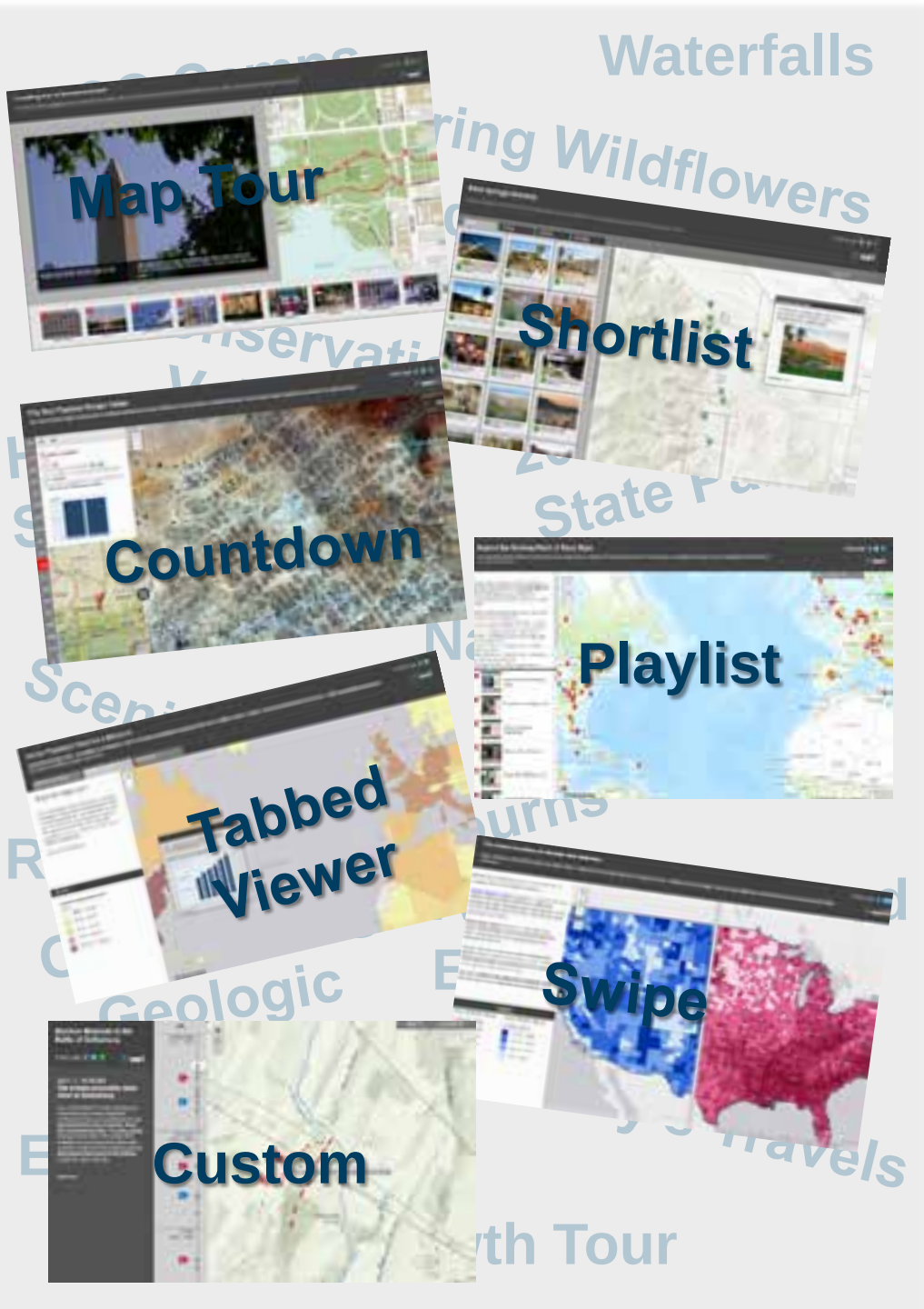
- Quick and easy to deploy
- Cross-platform and cross-device
- Intuitive and easy to understand
- Visual – Virtual Visits
- Focused topic interactive map
- Tied to our general initiatives



http://maps.dcnr.pa.gov/storymaps

Story Map Process

- Work with each Bureau to come up with topics
- Compile photos, videos, text, links, etc.
- Evaluate all of the existing story map templates
- Download the templates to our local servers
- Design a draft and send out to Communications staff and Bureau staff for review
- Make revisions and changes
- Post externally



http://maps.dcnr.pa.gov/storymaps

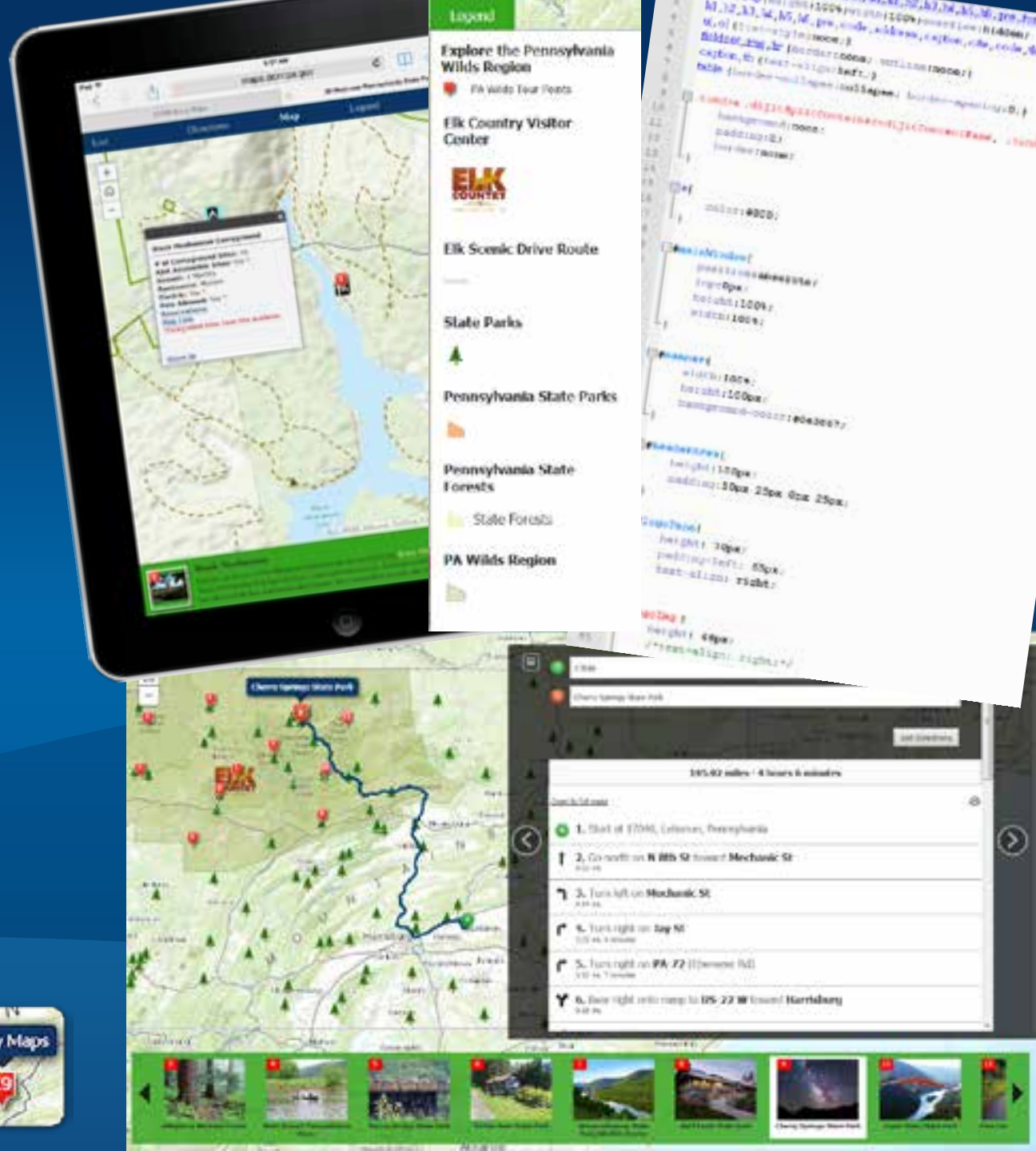
Story Map Design Considerations

- Choosing the right template to convey the information
- Colors and symbols for seamless web integration across DCNR
- Work with a wide range of audiences
- Make the content easily accessible and easy to understand

http://maps.dcnr.pa.gov/storymaps

Story Map Customizations

- Legend
- Clickable map features
- Driving directions
- Colors and icons
- .css files



http://maps.dcnr.pa.gov/storymaps

Future of DCNR Story Maps

- 11 deployed – 6 under review – 3 templates
- Analytics
- Scalebar Integration
- New templates

Map Tour Template

Playlist Template

Custom Template

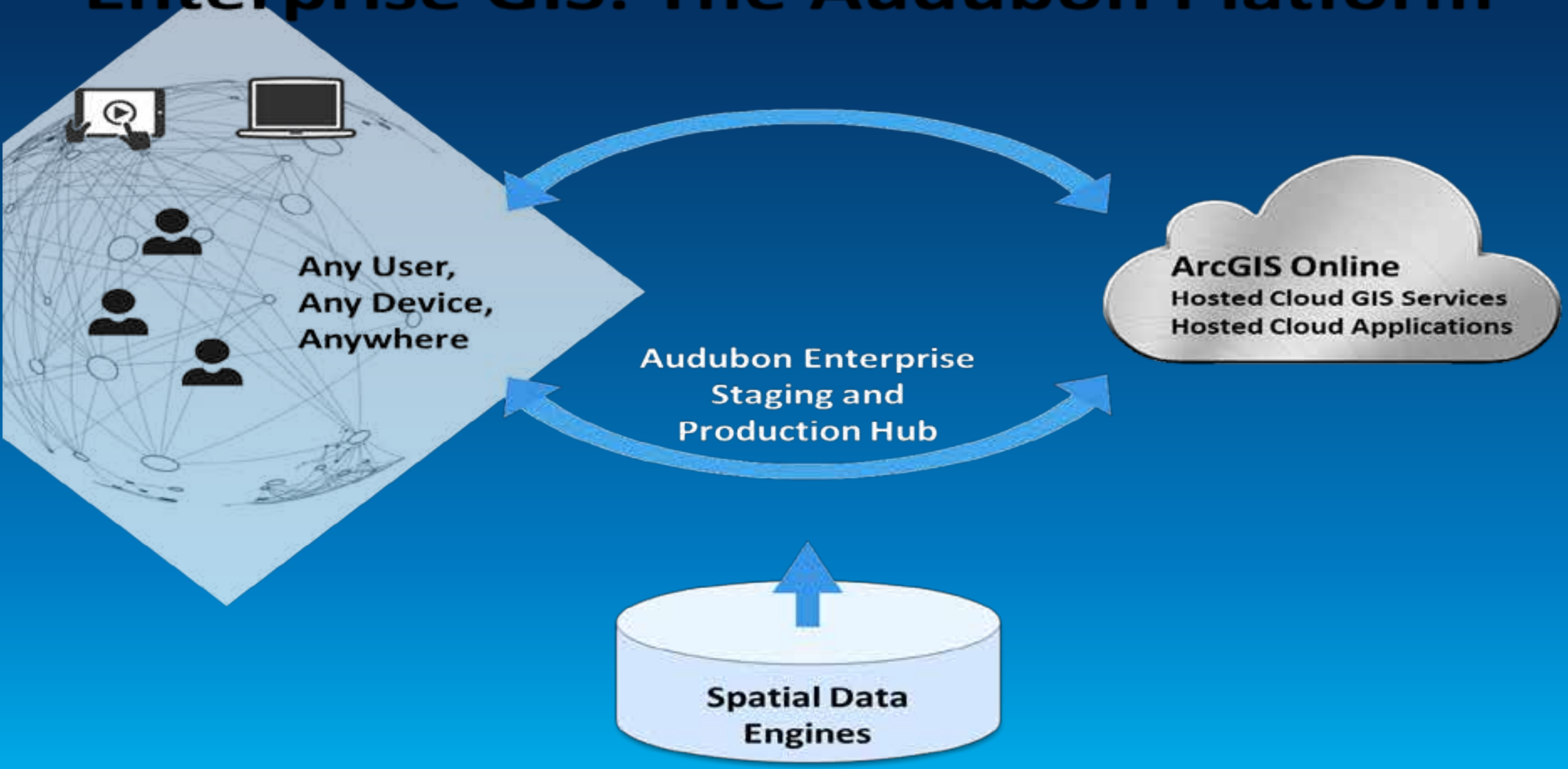
http://maps.dcnr.pa.gov/storymaps

Doreen Whitley

Geospatial Information Officer, National Audubon Society

Third Place, Conservation/Environment/Sustainability, 2014 Esri Storytelling with Maps Competition

Enterprise GIS: The Audubon Platform

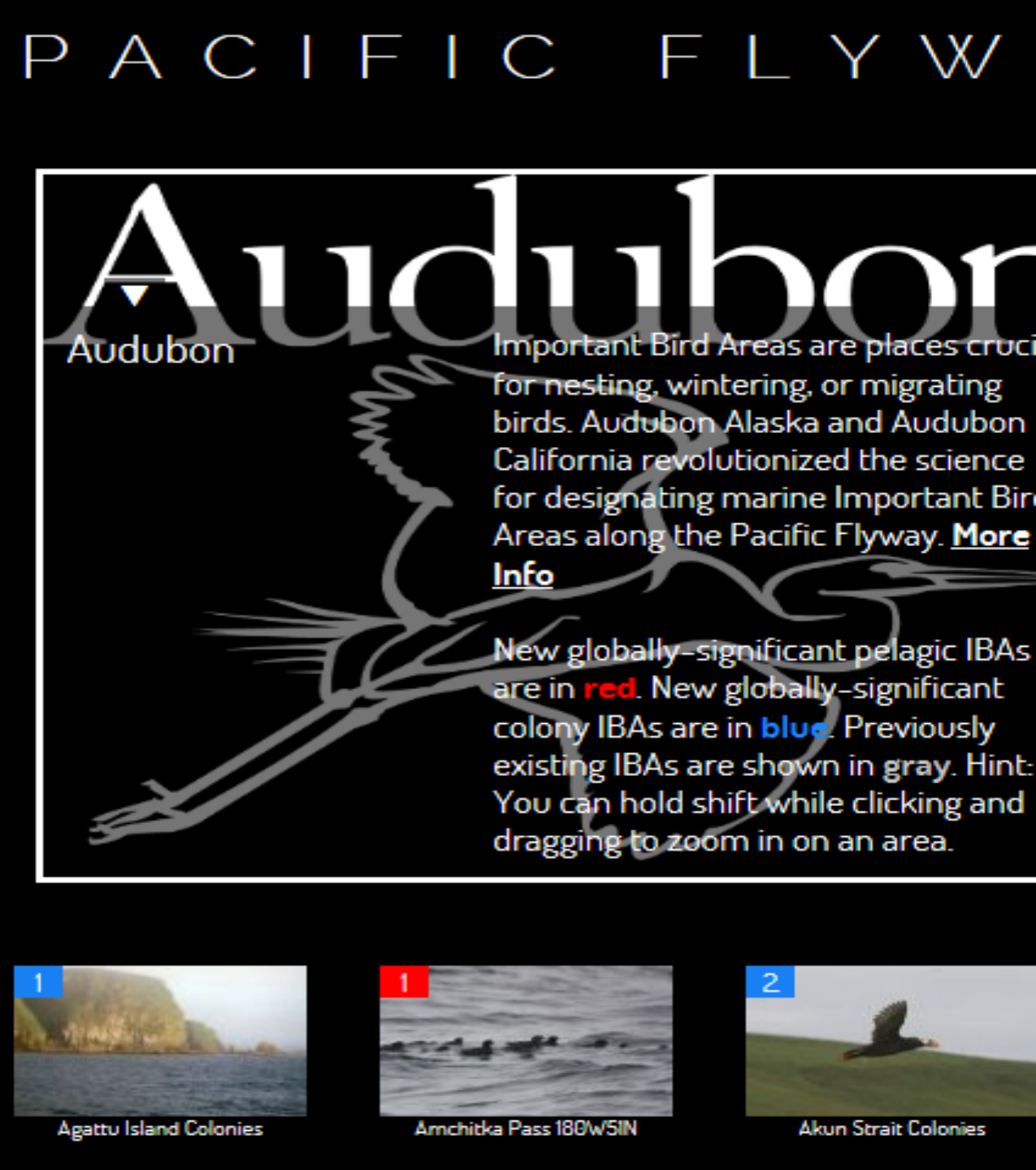


Old Model

New Model

Pacific Flyway Important Bird Areas

Map Tour



GIS & Conservatio

Map Journal

Audubon

Achieving Conservation results at Scale through GIS

Our mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.

GIS is a mission critical tool for Audubon, with nearly 500 local Chapters nationwide that engage members in grassroots conservation action. Audubon staff use environmental policy, science and education as strategies to achieve measurable outcomes for hemispheric conservation goals.

Creating a Culture of

Thank you…

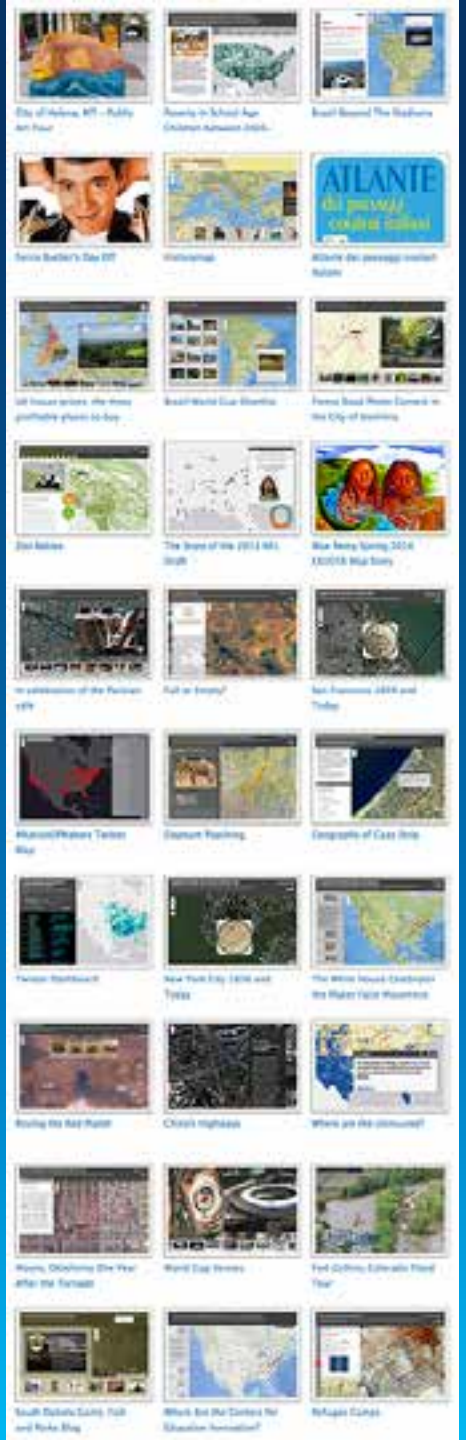
- **Please fill out the session survey:**

Offering ID: 1261

Online – www.esri.com/ucsessionsurveys

Paper – pick up and put in drop box

Questions and Discussion



esri

Understanding our world.