Great Story Maps and How to Emulate Them
Allen Carroll, Moderator
Anne Reynolds, Mike Lippmann, Carrie Tropasso, Doreen Whitley
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?

- 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? No
- Multi-purpose? No
- PC Only? No
- Passive? No
- For Advanced Users? No

- Simple
- Single Purpose
- Responsive
- Engaging
- For Everyone
Our Apps

- **Story Map Tour**
  - Sequential Narrative

- **Story Map Shortlist**
  - Curated List of POIs

- **Story Map Countdown**
  - Ranked List of Places

- **Story Map Playlist**
  - List of Items

- **Story Map Tabbed**
  - Comparing Related Maps

- **Story Map Accordion**
  - Comparing Related Maps

- **Story Map Swipe**
  - Comparing Two Maps

- **Story Map Spyglass**
  - Comparing Two 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%
600
5,800
Some numbers

43% of User Conference attendees use Story Map apps

600 Story Maps in our curated gallery

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
## Priority Project Summary

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Project Description</th>
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<tbody>
<tr>
<td>Buy Local Infrastructure Development Program</td>
<td>The program aims to enhance local economies through targeted investments in infrastructure, focusing on creating jobs and promoting business growth. This includes the development of essential facilities like roads, bridges, and utilities, which are critical for attracting and retaining businesses. The project will be implemented in collaboration with local governments and businesses, ensuring effective and sustainable solutions.</td>
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### Natural Resources with Existing Local Mismatches
- **Food**: Addressing the mismatch between local food production and consumption, the program aims to increase local food security by promoting sustainable agriculture and establishing local food networks. This includes recognizing and supporting local farmers and food producers, ensuring the availability of fresh and healthy food options.
- **Water**: Aiming to improve water quality and accessibility, the program focuses on developing innovative water management solutions, such as rainwater harvesting and water conservation initiatives, to support local businesses and residents.
- **Energy**: Enhancing energy efficiency and promoting renewable energy sources, the program seeks to reduce the community's carbon footprint and improve energy security, by implementing projects like solar panel installations and energy efficiency upgrades.

### Description
- **Buy Local**: Encouraging the purchase of locally produced goods and services, the program will support small businesses and create job opportunities in the local economy.
- **Local**: Focusing on community engagement and involvement, the program will involve local residents and businesses in decision-making processes, ensuring that the projects align with the community's needs and preferences.
- **Infrastructure**: Addressing gaps in infrastructure, the program will improve access to essential services, such as roads, bridges, and utilities, thereby enhancing the quality of life for residents and businesses.
- **Development**: Promoting economic development, the program will attract new businesses and residents, supporting the growth of the local economy.
There are many reasons to buy locally grown food. You’ll get exceptional taste and freshness, strengthen your local economy, support endangered family farms, safeguard your family’s health, and protect the environment.

WELCOME TO THE FOODROUTES NETWORK WEBSITE!

We are dedicated to reintroducing Americans to their food – the seeds it grows from, the farmers who produce it, and the routes that carry it from the fields to our tables.
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

Between 2007 and 2011, the school age poverty rate (which covers children 5 to 17 living in families) has shown a statistically significant increase in 832 counties, or 29 percent of all counties in the United States, according to data from the Small Area Income and Poverty Estimates (SAIPE) program released by the U.S. Census Bureau. These statistics cover every county and school district in the nation.

“These estimates are sponsored by the U.S. Department of Education and are used as one of the criteria to allocate federal funds to local education agencies,” said acting Census Bureau Director Thomas Mesenbourg. “In addition, state and local programs use these estimates for distributing funds and managing school programs.”

Push the play button, or explore a particular year, to see how poverty among school-age children has increased or decreased within the country’s United and Elementary School Districts between 2007 and 2011.
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
Doreen Whitley
Geospatial Information Officer, National Audubon Society

Third Place, Conservation/Environment/Sustainability, 2014 Esri Storytelling with Maps Competition
Enterprise GIS: The Audubon Platform

Any User, Any Device, Anywhere

Audubon Enterprise Staging and Production Hub

ArcGIS Online
Hosted Cloud GIS Services Hosted Cloud Applications

Spatial Data Engines
Pacific Flyway
Important Bird Areas

Map Tour
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.
Thank you...

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  Offering ID:  1261

Online – www.esri.com/ucsessionsurveys
Paper – pick up and put in drop box
Questions and Discussion