Non-Profit Use of ArcGIS Online for Orgs: New Use Cases

Esri UC, 2015
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.
- Over 30 offices in U.S. cities
- Over 350 employees
PRESENTATION AGENDA

Continued organizational need for online mapping

Our ArcGIS Online workflow

Use cases

Recommendations for use of AGOL
THE CONTINUED NEED FOR AN ONLINE MAPPING PLATFORM

- Instant and easy access to GIS tools and data
  - For internal staff (for both research and communication)
  - For external partners (when relevant) and the public

- Branding consistency

- Data consistency

- Maintaining intellectual property

- Centralized database
  - Protected Places Inventory and other projects
  - National Conservation Easement Database, Conservation Almanac, and LandVote
  - Office locations, 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 future organization-specific trainings
- Monitor usage
USE CASES

- GIS team
- Project managers
- Marketing
- Philanthropy
GIS TEAM USE CASES: STORY MAP JOURNAL

- Utilized new story map journal format for viewing The Trust for Public Land’s 2014 completed projects.
I am going to spend some time on Tuesday and Wednesday touring Hawai'i project sites with [our Director of City Park Development] and local staff. I'm going to have my iPad with me and think it might be a good time to use the power of our project mapping to show local impact. – National Board Member

GIS TEAM USE CASES: SHOWCASING HAWAII PROJECTS

- 3D Scene and Story Map
- Web map for use on mobile device
I am going to need an AGOL site that I can share with data providers so that they can draw polygons for where potential recreation areas are in the Wenatchee Washington project I am working on. –GIS Program Manager

Interfacing with staff to help verify data

GIS TEAM USE CASES: COLLECTING/VERIFYING DATA
PROJECT MANAGER USE CASES: MAP VIEWERS

- Florida Panhandle potential projects
- Mountain Meadows, California potential projects
- Newark potential projects
New Jersey project staff researching and mapping parcels in AGOL first, making the static map production process more efficient for the GIS cartography staff.
We have an event next week that we would like to have a map that displays our projects and then we would like for our guests to place a dot where they live so they can see how close they are to a TPL project. –State Director of Philanthropy
MARKETING USE CASES: MAP VIEWERS AND STORY MAPS

Public web map for a project event in California

Using PowerPoint to plan for a story map (to be used to tell the story of a successful LandVote ballot measure)
MARKETING USE CASES: NORTHWOODS ONLINE APPS

Creating Esri/ArcGIS Online tools and applications, in addition to static maps, to help tell the story of the Northwoods Large Landscape Conservation project:
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)