

Esri Southwest User Conference

November 13–15, 2013 | Salt Lake City, Utah



Getting to Know Esri Community Maps

Shane Matthews



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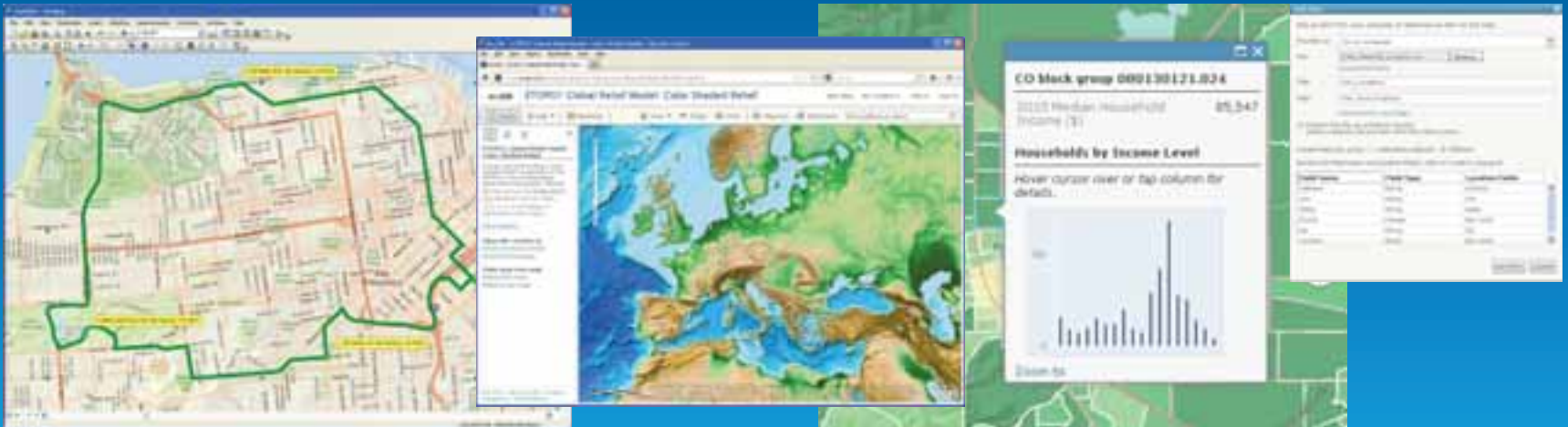


Topics:

- ArcGIS Online Overview
- Community Maps Overview
- Community Maps Workflow
- Update Process
- Utilizing Your Contribution
- Community Maps Resources
- Frequently Asked Questions

ArcGIS Online Content

- ArcGIS includes a Rich Set of Ready-to-Use Geographic Content Available to All Users
 - Maps, Data, and Tasks designed for ArcGIS



Content Powers the ArcGIS System

Content is Built-In to the ArcGIS Platform

Simple to Discover and Use in all of your ArcGIS Applications



Access through your Web, Mobile, and Desktop Apps

Content is Published by Esri, Users, and Partners

Built by and for ArcGIS User Community



ArcGIS includes a Living Atlas of the World

Maps and Layers from Esri and Thousands of Contributors



Elevation **Hydro**
Habitats **Hazards** **Streets**
 Oceans **Places**
Dynamic Imagery
 Demographics **Landscape**
Energy **Imagery**



Growing Collection of Maps and Layers

... Providing a Foundation for Your Work

Ready-to-Use Maps

The screenshot shows the ArcGIS website interface. At the top, there is a navigation bar with 'ArcGIS' and a dropdown menu containing 'FEATURES', 'PLANS', 'GALLERY', 'MAP', and 'HELP'. To the right of the navigation bar are 'SIGN IN' and the 'esri' logo. The main content area has a blue background with a map pattern. The headline reads 'The Mapping Platform for Your Organization'. Below this, a paragraph states: 'Create interactive maps and apps and share them with the rest of your organization. Be productive right away with ready-to-use content, apps and templates available for the web, smartphones, and tablets.' There are two buttons: '30 DAY FREE TRIAL' and 'WATCH A VIDEO'. In the center, there is an image of a tablet, a smartphone, and another smartphone, all displaying various map applications. Below this image, there are three columns of text, each with an icon and a title: 1. 'Reach Your Users' with a person icon, text: 'Share your maps and data on your web pages, blogs, social media, or custom apps.' 2. 'Go Mobile' with a smartphone icon, text: 'Access your maps and information from anywhere.' 3. 'A Living Atlas of the World' with a map icon, text: 'ArcGIS includes a living atlas of the world, with beautiful and authoritative maps on hundreds of topics.'

ArcGIS

www.arcgis.com/features

ArcGIS FEATURES PLANS GALLERY MAP HELP SIGN IN esri

The Mapping Platform for Your Organization

Create interactive maps and apps and share them with the rest of your organization. Be productive right away with ready-to-use content, apps and templates available for the web, smartphones, and tablets.

30 DAY FREE TRIAL WATCH A VIDEO

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Go Mobile
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A Living Atlas of the World
ArcGIS includes a living atlas of the world, with beautiful and authoritative maps on hundreds of topics.

Community Maps Overview



Esri Community Maps

- Building a living atlas of the world with your authoritative data
- Map data contributions support multiple online maps



Montana State University



Portugal



Hong Kong

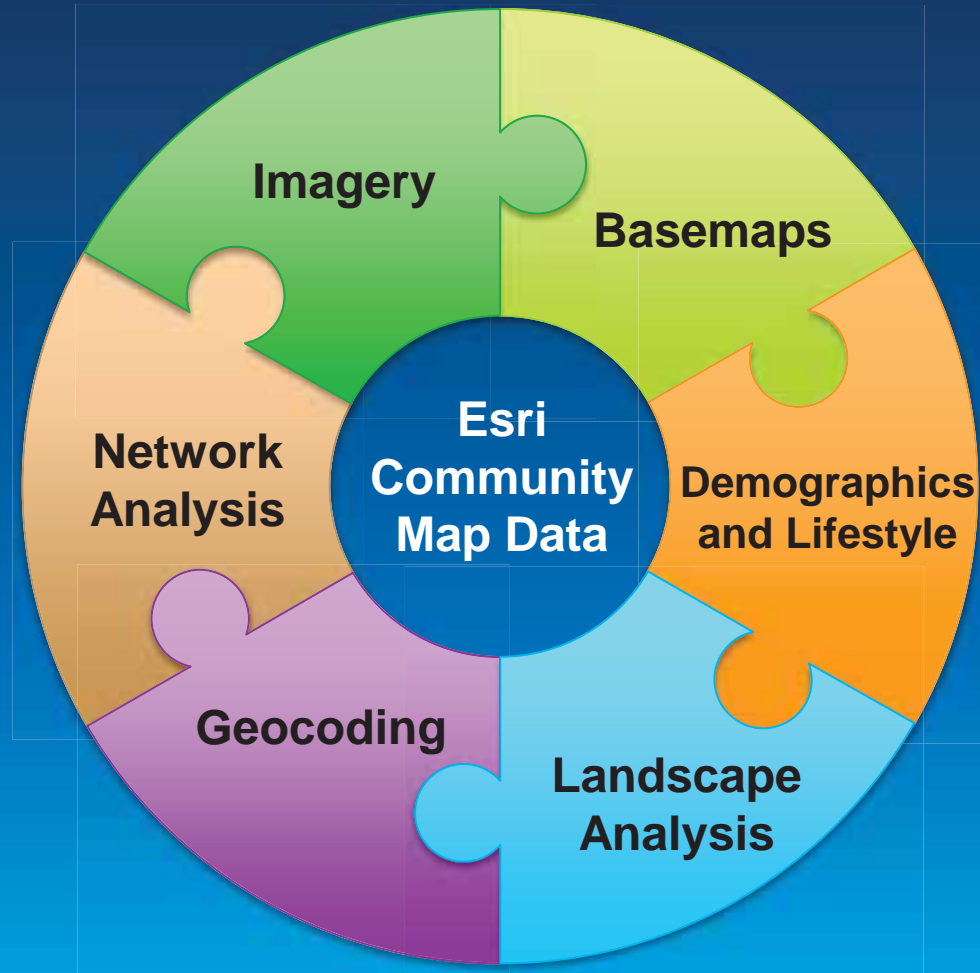
Purpose of Community Maps Program

Esri initiative to enhance our content with user contributed data

- **Provide Useful and Reliable Maps and Services**
 - Hosted by Esri and freely available to users
- **Built with Best Available Data from GIS Community**
 - Global, national and local agencies and suppliers
- **Provide High Quality Cartography**
 - Beautiful maps designed for many use cases

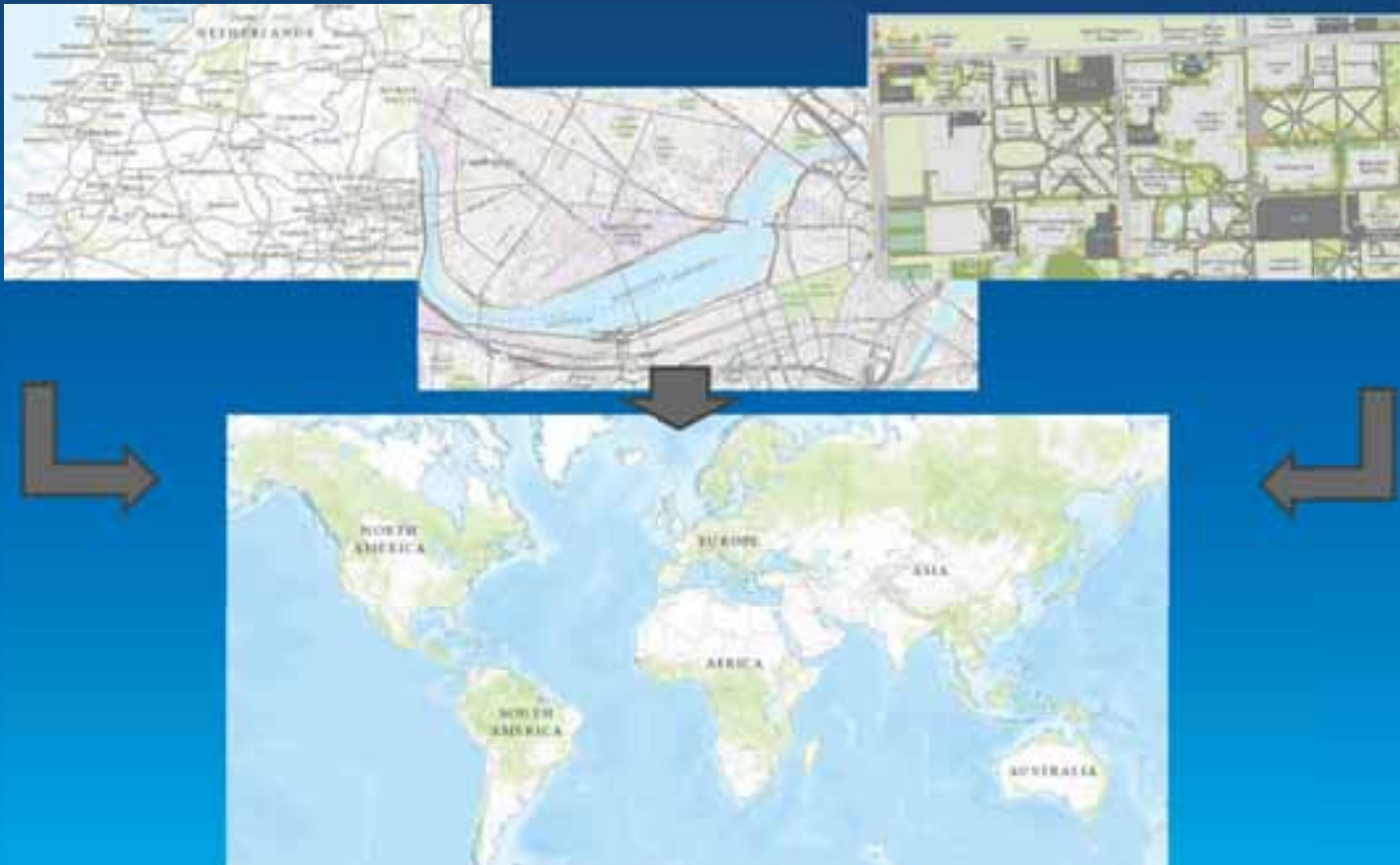
Esri Content Portfolio

Content is organized into set of themes, using Esri & Community Data



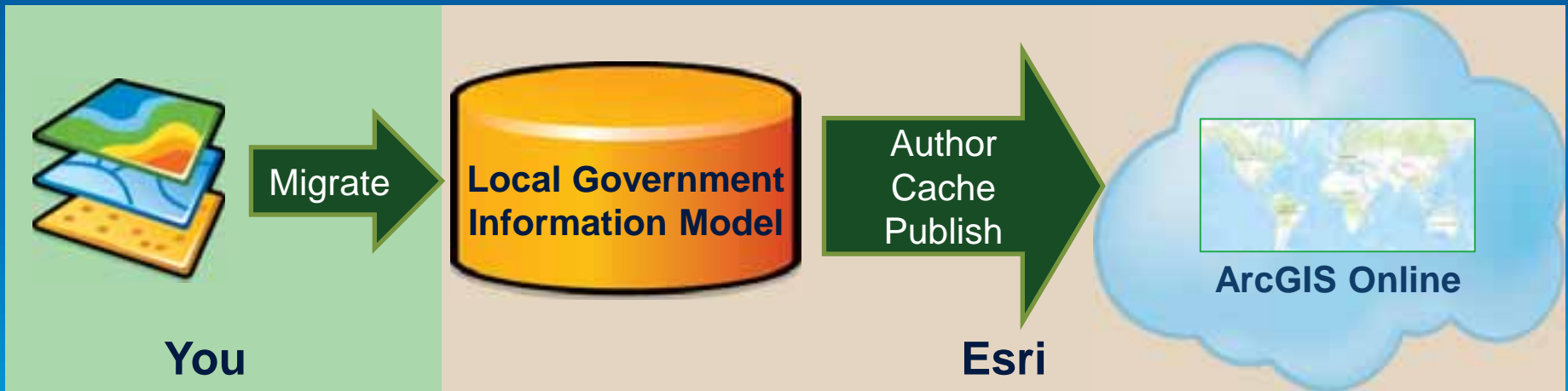
How it Works

- Esri combines commercial, public, and local authoritative content into seamless global maps



Option A: Vector Data Contribution

- Put your basemap layers in a file geodatabase
 - Use the Local Government Information Model
- Esri does the rest



Option B: Raster Cache Contribution

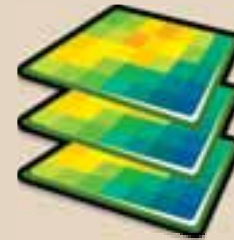
- Author a map using map template
 - Available from Community Maps Resource Center
- Cache the map and provide tiles to Esri
- Esri blends the cache into the basemap



Author



Cache



Publish



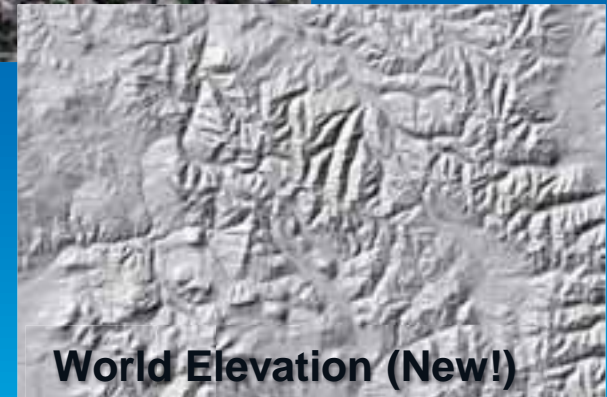
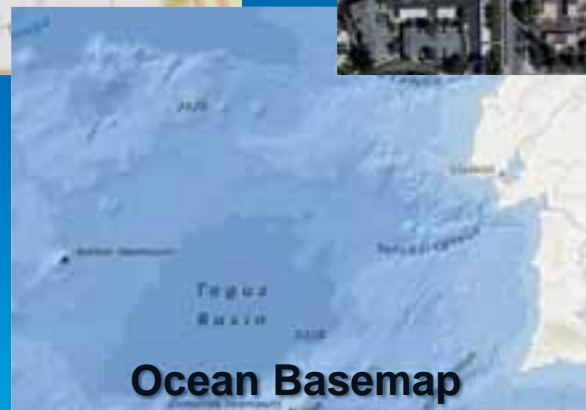
ArcGIS Online

You

Esri

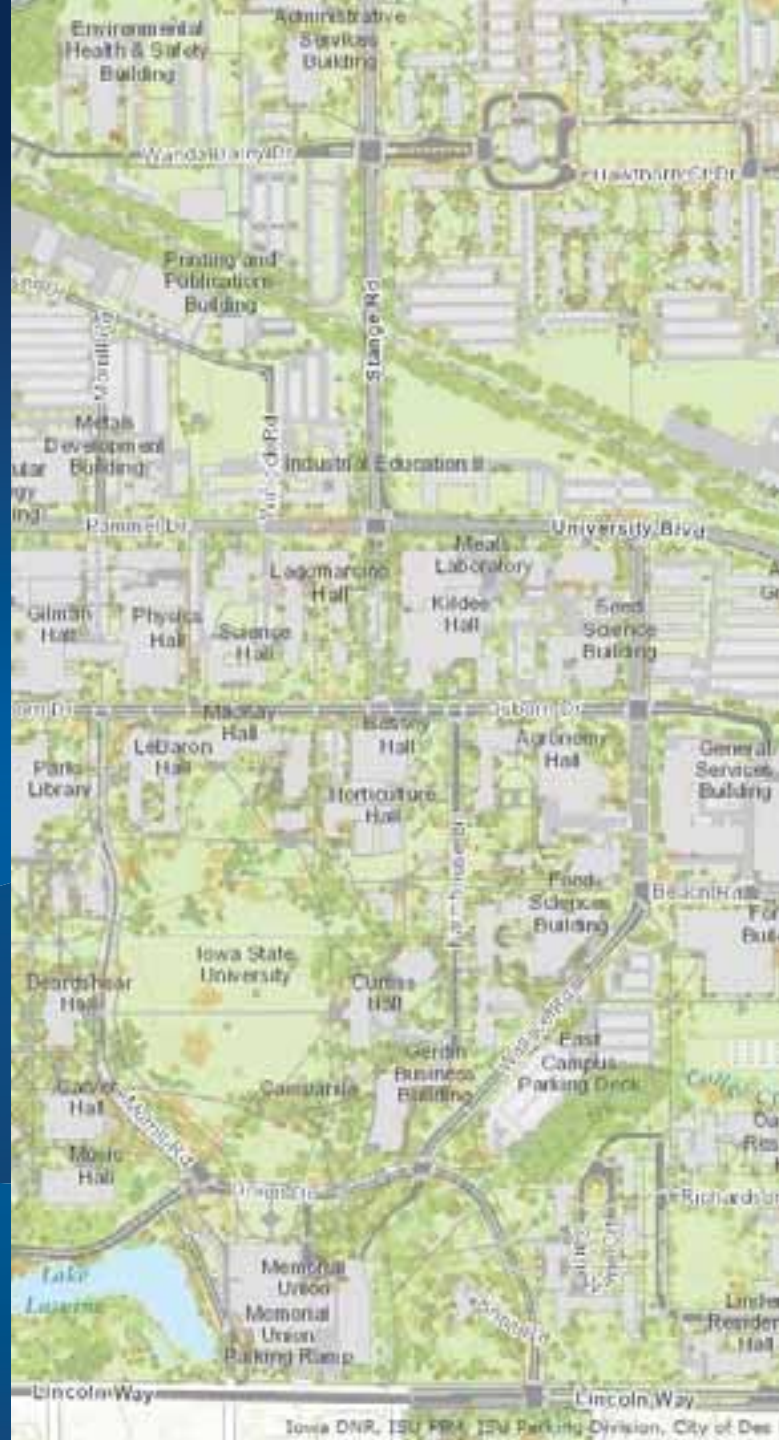
Available Community Maps

- Maps built by and for the ArcGIS Community
- More maps in the future ...



Demo

Community Maps Tour



ArcGIS Content Usage Is Growing Rapidly

Usage is being driven by high quality content from the community

Streets: High Usage in Japan & Thailand



Topo: High Usage in Netherlands & UK

Basemap Usage Doubling Each Year

2012

14 Billion+
Requests

Esri Community Maps 2.0

- **Enhancements launched last year to:**
 - **Make it easier for users to participate**
 - **Offer more contribution options (e.g. single layers)**
 - **Improve the quality and update frequency of maps**
 - **Expand ways that contributed data can be used**
 - **More maps**
 - **Vector delivery of maps**
 - **Additional levels of detail in maps**
 - **Other types of services (e.g. search)**

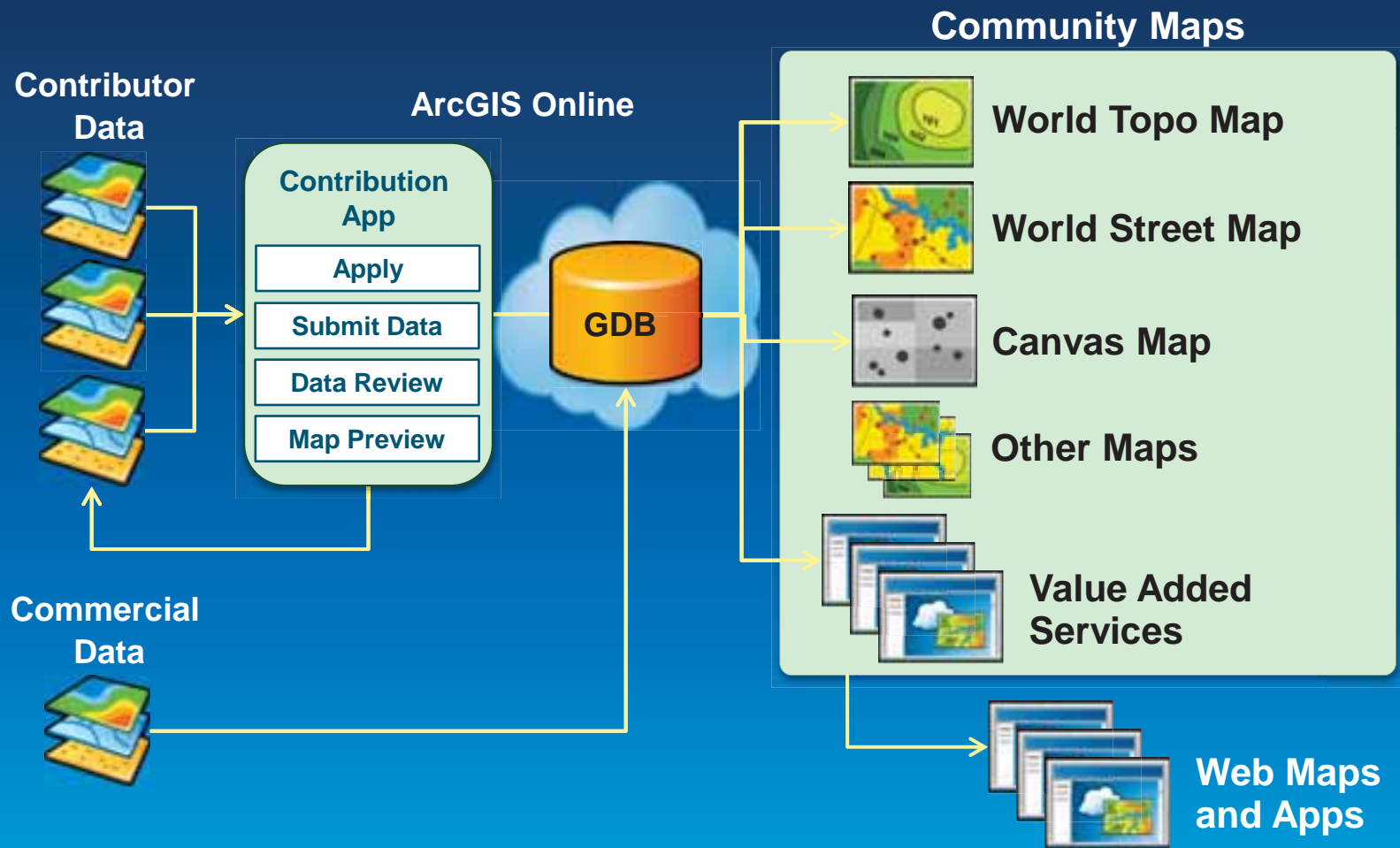
Esri Community Maps 2.0

communitymaps.arcgis.com

- **New web application enables contributors to:**
 - ✓ **Apply to the program**
 - ✓ **Submit and upload data**
 - ✓ **Manage contributions**
 - ✓ **View quality control results**
 - ✓ **Review map prior to publication**
 - ✓ **Review map feedback from users**



Esri Community Maps: High-Level Architecture



GDB Built on Local Government Information Model

How to Participate in Community Maps

Help Us Make Community Maps better with Your Data

- **Goal is to Blend Your Local, Authoritative Data into the Appropriate Community Map**
 - Improve the basemap with better data
- **Identify Community Map(s) you can Support**
 - World Imagery, World Topo Map, Ocean Basemap, World Street Map, World Elevation, etc.
- **Get Started by using our online Contributor App**
 - Register at communitymaps.arcgis.com

Community Maps – What is Needed?

- **Program membership is not contingent on you providing specific layers**
 - **Contribute the layers you have or wish to create**
 - **Most members contribute a subset of the available layers**

Data Layer Common Names		
Polygon	Line	Point
Administrative Boundaries	Railroads	Trees
Building Footprints	Road Centerline	Points of Interest
Parcels	Water Lines	
Water Bodies		
Land Use		

Getting Started with Community Maps



communitymaps.arcgis.com

Applying to Esri Community Maps

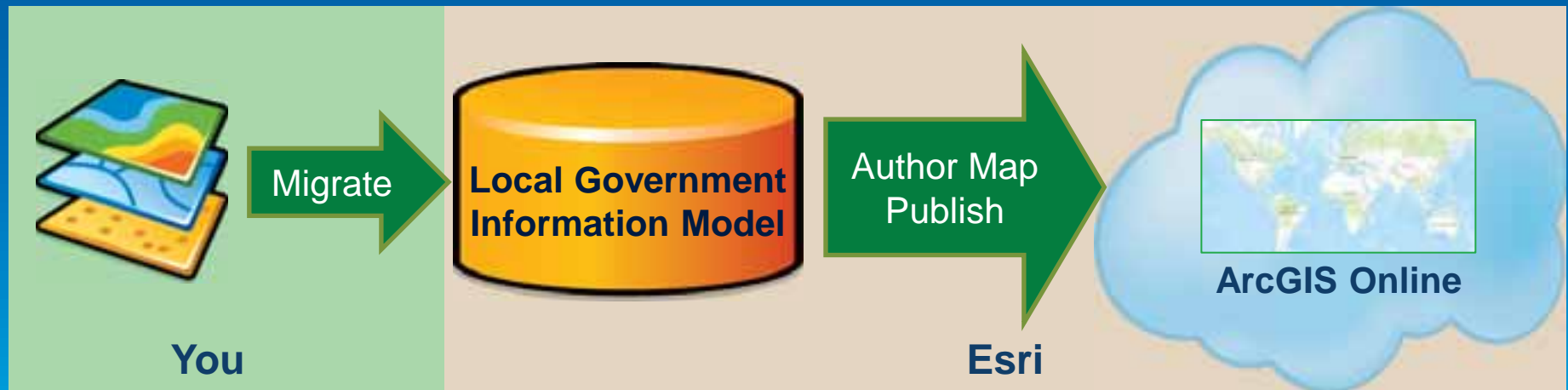
- What is your organization?
- What is your geographic coverage area?
- What map layers can you contribute?



- You only contribute the layers you want

Uploading map data to Community Maps

- Put your basemap layers in a file geodatabase
 - Use the Local Government Information Model
- Upload your data through the Contributor App



Update Process



Frequency Commitment

- **Must be updated at least once yearly**
 - More frequent updates are welcome
 - Map services updated once or twice a month
 - You determine the scope
- **Methodology**
 - Use the spatial ETL workflow
 - Use an alternative method with tools available through ArcGIS Desktop



Utilizing Your Contribution



ArcGIS for the Web

Web Apps

- **Ready to use Web Applications**
 - ArcGIS.com Viewer and ArcGIS Explorer Online
 - No programming required, just add the layers
- **Configurable Applications**
 - ArcGIS Viewer for Flex and ArcGIS Viewer for Silverlight
 - You configure the application look, feel, and tools

ArcGIS.com Viewer



ArcGIS Explorer Online



ArcGIS Viewer for Flex




ArcGIS Viewer for Silverlight



ArcGIS for Developers

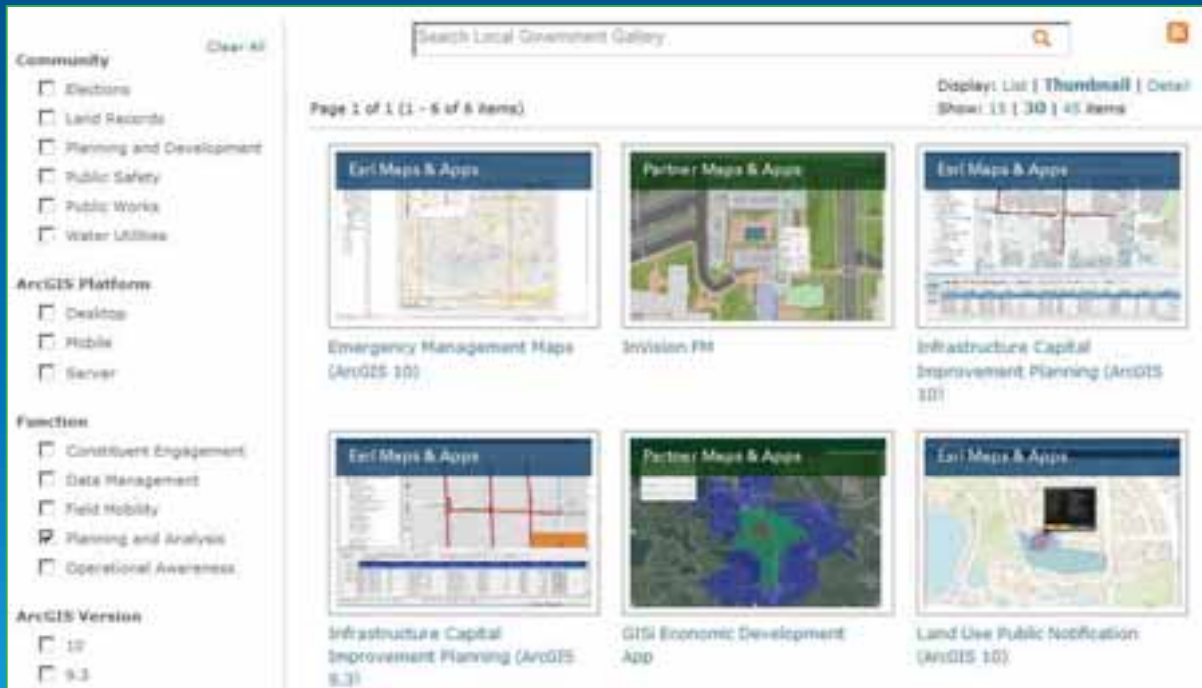
- API's provide the 'Building Blocks' to software development
- Samples act as a starting point



The image shows a screenshot of the ArcGIS for Developers website. The header includes the text "ArcGIS for Developers" followed by navigation links: "PLATFORM", "FEATURES", "PLANS", "DOCUMENTATION", and "SUPPORT". On the right side of the header, there is a "SIGN IN" button and the Esri logo. The main content area has a purple background. On the left, the text reads "The Location Platform for Apps" in a large white font. Below this, a smaller white font says "Quickly add geo to your apps using Esri's cloud services. Develop in the API of your choice and deploy on any device." There are two buttons: an orange "TAKE A TOUR" button and a white "SIGN UP FOR FREE" button. On the right side of the main content area, there is a large image showing a desktop monitor, a tablet, and a smartphone, all displaying various map applications. The desktop monitor shows a green and blue map, the tablet shows a purple-toned map, and the smartphone shows a yellow and blue map.

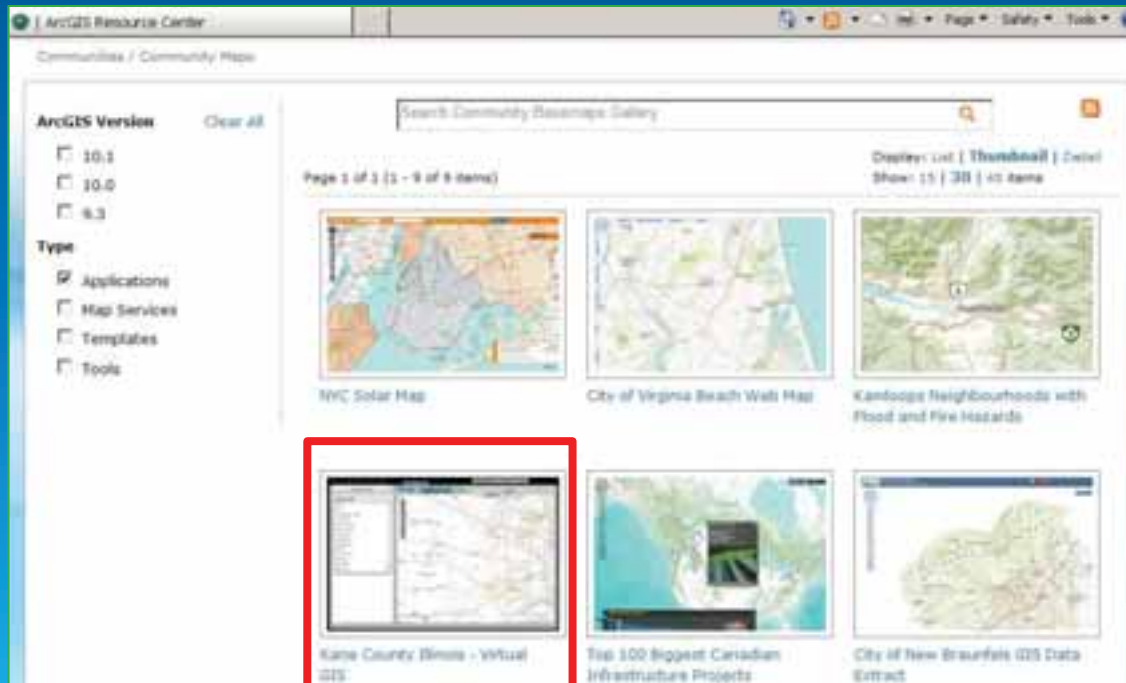
Local Government Maps and Apps

- Templates to ease development and increase productivity
- All use the Local Government Information Model
 - Community Maps is just the beginning



Share Your Apps with the Community

- Register your apps with ArcGIS Online
- Tag them with “Community Maps”
- Apps will be added to the Community Maps Gallery
 - Community Maps Resource Center



Demo

Maps and Apps

Master Plan Explorer

campus planning, a division of facilities and capital



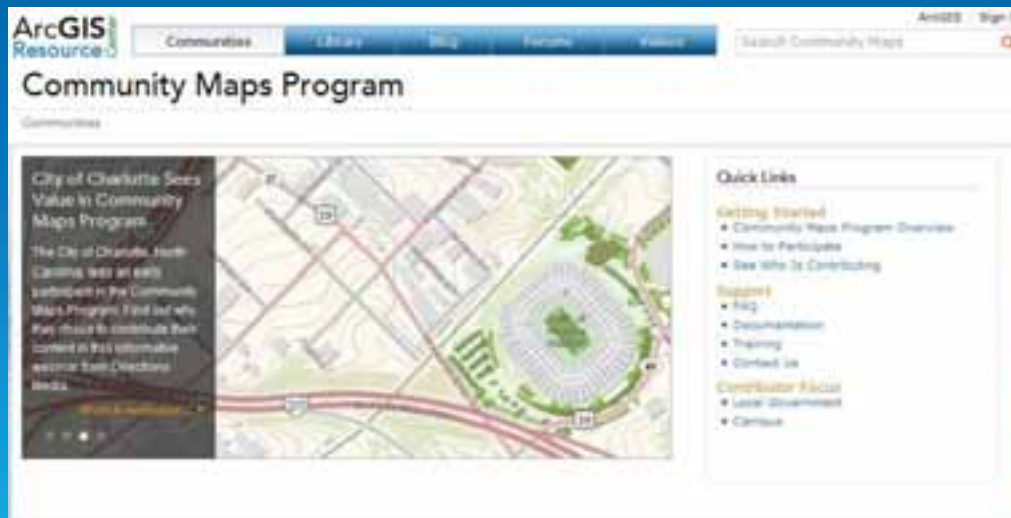
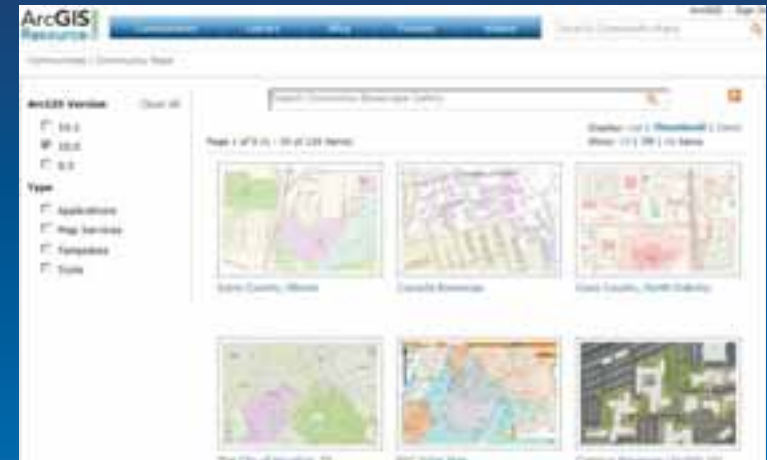
Community Maps Resources



Community Maps Resource Center

Visit us at resources.arcgis.com

- Online Help
- Tools & Templates
- Tutorials
- Video demonstrations



Online Community Maps Workshops

- The best way to get started with authoring your map!
- ArcGIS Online Community Maps Workshop (one day)
- Building a Campus Basemap (one day)
- *training.esri.com*



Frequently Asked Questions



Frequently Asked Questions

- **Can provider build web apps using online map?**
 - Yes, the map and developer APIs is freely available to contributor and users for non-commercial use.
- **Is Esri generating revenue from use of our data?**
 - No, map is freely available to ArcGIS users for non-commercial use.
- **Will the map be updated to maintain its currency?**
 - Yes, contributor can update the data when it chooses.
 - Esri encourages contributors to update at least annually.

Frequently Asked Questions (continued)

- **Who owns the data that is contributed through the Community Maps?**
 - The data provider retains all ownership of data. Esri requests permission to publish maps and value added services with the data.

- **Will the map service be reliable?**
 - Yes, maps are hosted in commercial data centers with 24/7 support and 99.9% availability.

Social Media Resources

- E-mail: communitymaps@esri.com
- ArcGIS Resource Center:
<http://resources.arcgis.com/en/communities/community-maps/>
- Twitter: @AGOL_CM_Program



Understanding our world.