



DEVELOPER SUMMIT

March 10–13



WELCOME

How to tell your story and tell it well

Esri Story Maps

David Asbury and Jon Bowen

storymaps.arcgis.com

What is a story map?

**the hip new way to combine your web maps and
multimedia into an interactive place-based story**

What is a story map?

**bridging the gap between GIS and the public
understanding**

What is a story map?

telling one story and telling it well

Simplicity

“Whenever people ask why we would need GIS, I show them story maps, and they immediately get it.”

*Sharee Williamson, associate general counsel
National Trust for Historic Preservation*

Liberate data

expose your hard work



storymaps.arcgis.com

Starbucks Reserve® Aged Sumatra Lot No. 084



This is what delicate aging tastes like

To bring you Aged Sumatra Lot No. 084, we aged it for five years in a special environment with meticulous care. The coffee bags were individually rotated and turned to ensure a consistent aging process, and the beans were tasted regularly to determine their exact moment of readiness.



Currently Available

Producer: North Province of Sumatra

Elevation: 3,600 – 4,500 feet

Processing Method: Semi- Washed

Tasting Notes: Robust with deep notes of cedar and sweet, black licorice

Flavor Intensity: Dark

Body: Full

Acidity: Low

Pairing Flavors: Cheese, dark chocolate, nuts and savory spice

From Bean to Cup: Starbucks, Supply Chain, and Sustainability

Starbucks Reserve Malawi Peaberry

On this journey, we're going to follow coffee beans from a farm in Malawi, Sub-Saharan Africa, across land and ocean 21,200 miles (34,110 kilometers), all the way until the beans cross over a countertop in a cup of Starbucks Reserve coffee in San Diego, California.



The Starbucks Reserve coffee we are following is Malawi Peaberry Sable Farms. The coffee beans in each one of these Starbucks Reserve bags was hand picked, fully washed, sorted to find the peaberries, and sun dried, providing us with a coffee that has some classic African tastes, but also has its own unique flavor profile. The flavor range is broad with sweet citrus, berries, tea-like florals, and chocolately mouthfeel.

Starting at Origin in Malawi

Malawi is nicknamed the "Warm Heart of Africa" due to the welcoming Malawian people and its tropical climate. The home country of our coffee farm supports a population of over 17 million people, and is roughly the size of Pennsylvania. The



From Bean to Cup: Starbucks, Supply Chain, and Sustainability



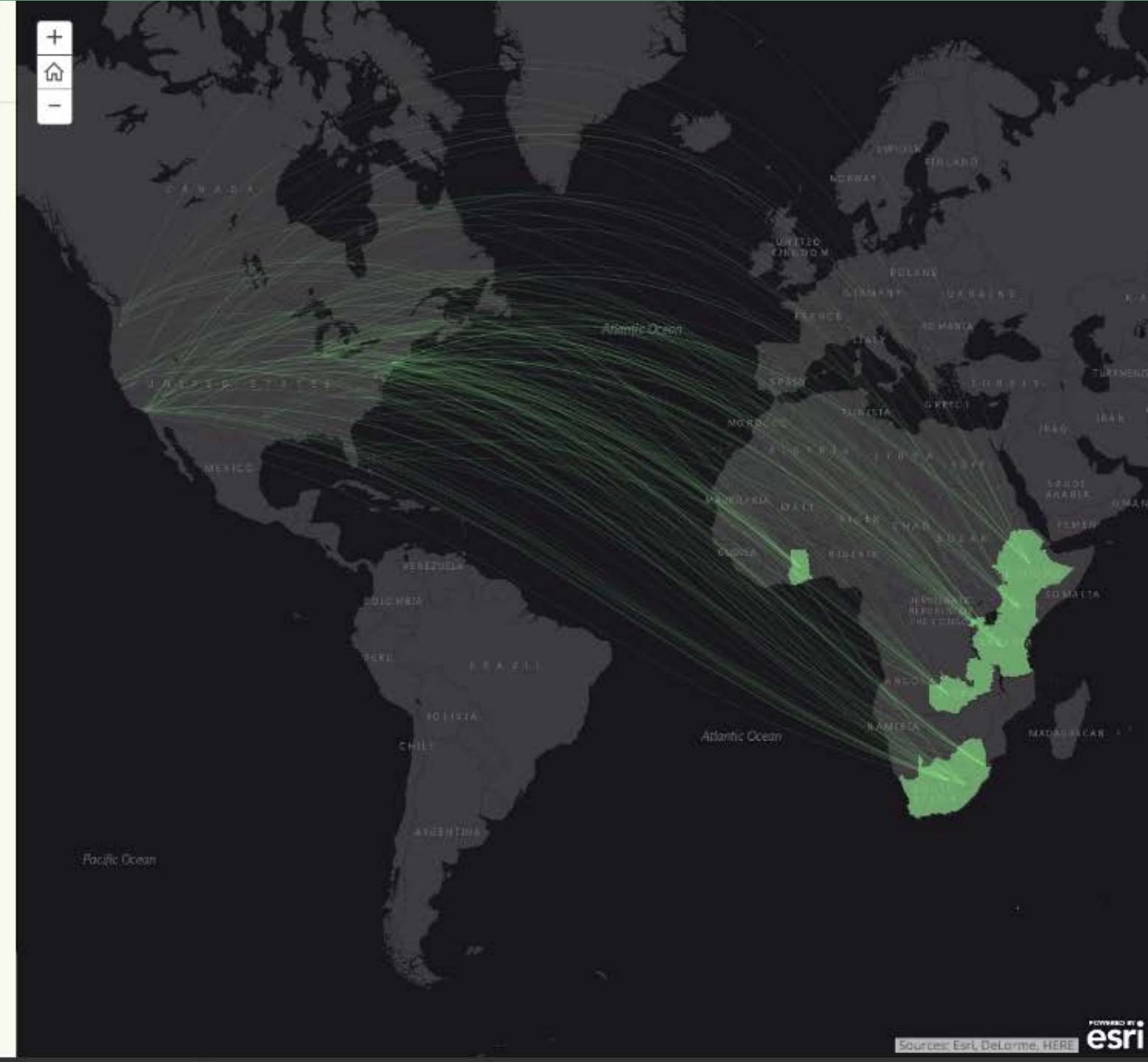
Finally, Malawi Peaberry is brewed into a cup of coffee in San Diego.

Once our beans arrive in San Diego, they have travelled about 21,200 miles (34,110 kilometers) from the source farms in Malawi. All around the country, Starbucks stores such as the one on Rosencrans and Ingelow are designed and maintained at a standard that facilitates our Global Responsibility goals. For example, Starbucks salvages and reclaims wood from local sources during construction of our stores, we make use of leftover leather scrap from shoe and car factories to build furniture, and we strive to utilize energy-efficient restrooms and lighting bulbs.

Sustainable business practices for a sustainable world

The peaberry beans in this bag of Starbucks Reserve coffee were hand-selected by harvesters in Malawi and traveled about three quarters of the way around the world, just for you.

Purchases made in Starbucks stores directly affect the regions from which we source our beans. To date, the Ethos water fund has contributed over \$6 million to help communities in Africa and Asia gain access to clean water, most recently supporting CARE's goal of bringing 'transformative sanitation and hygiene practices' to Rwanda as well as Project Concern's work building sustainable water technology in Tanzania. Starbucks has also contributed more than \$11 million to (RED)'s global fund to support people living with HIV/AIDS. This is the story of how our coffee, and our culture, serves communities across the world. One bean at a time. Learn more about Starbucks Global Responsibility.



[Search Near](#)[Products Available](#)[Payment Accepted](#)[Market Location](#)[Winter Markets](#)[State Contacts](#)Search near ZIP:

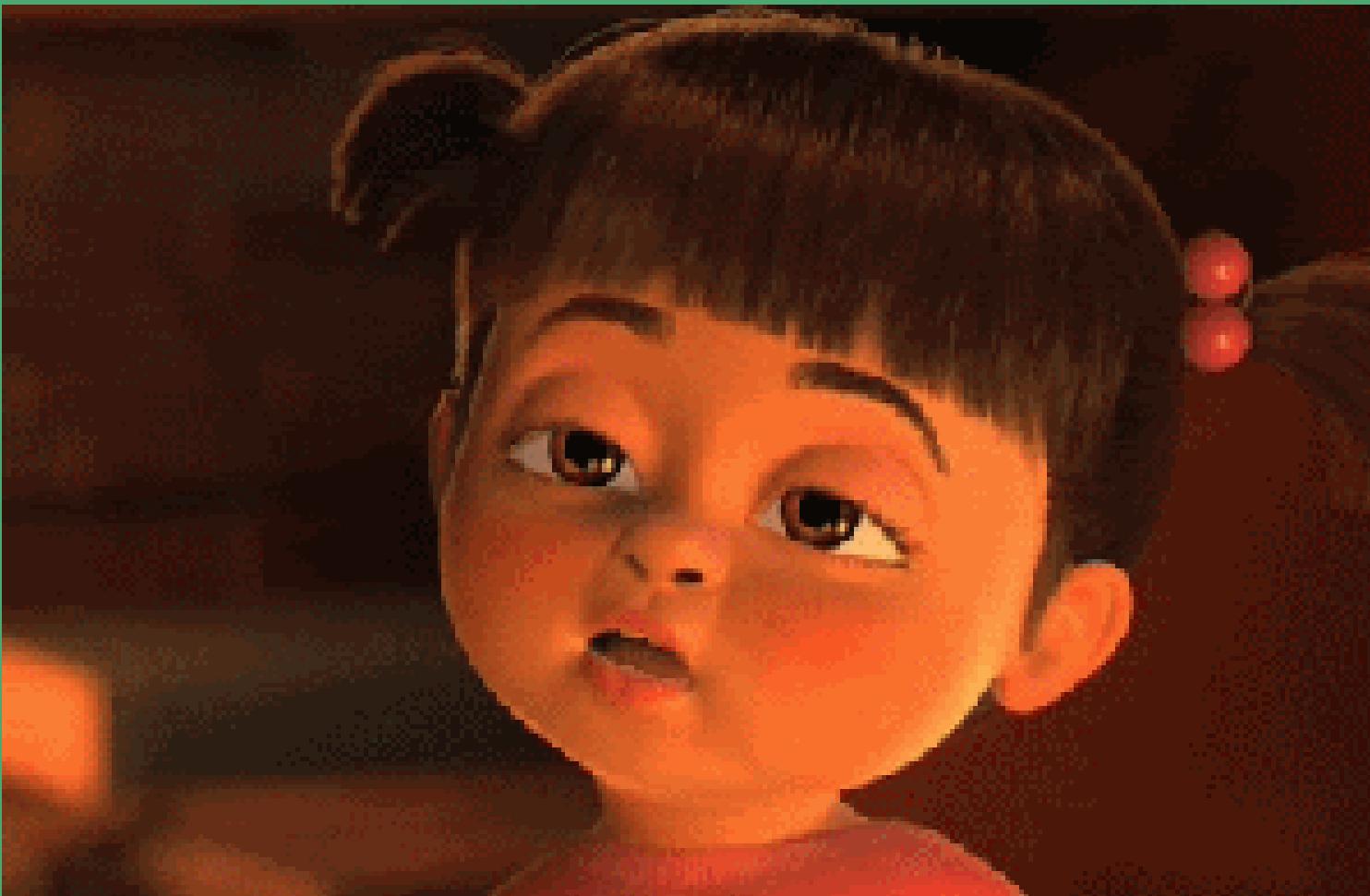
Distance: 5 miles

[search](#)[clear](#)[Map Markets](#)

Info	MarketName	City	State	Website
	<input type="text"/>		All	
View	100-Mile Market	Kalamazoo	Michigan	View
View	106 S. Main Street Farmers Market	Six Mile	South Carolina	View
View	112st Madison Avenue	New York	New York	
View	125th Street Fresh Connect Farmers' Market	New York	New York	View
View	12th & Brandywine Urban Farm Market	Wilmington	Delaware	
View	14&U Farmers' Market	Washington	District of Columbia	
View	17 on the Square	Gettysburg	Pennsylvania	
View	175th Street Greenmarket	New York	New York	View
View	17th Ave Market	Minneapolis	Minnesota	View
View	17th Street Farmers Market	Richmond	Virginia	View

 [Export to Excel](#)Page of 833 [<<](#) [>>](#)10 [▼](#)

View 1 - 10 of 8,330



+

esri

Find a farmers' market near you:

Search for your address or City, State



Access by car to farmers' markets

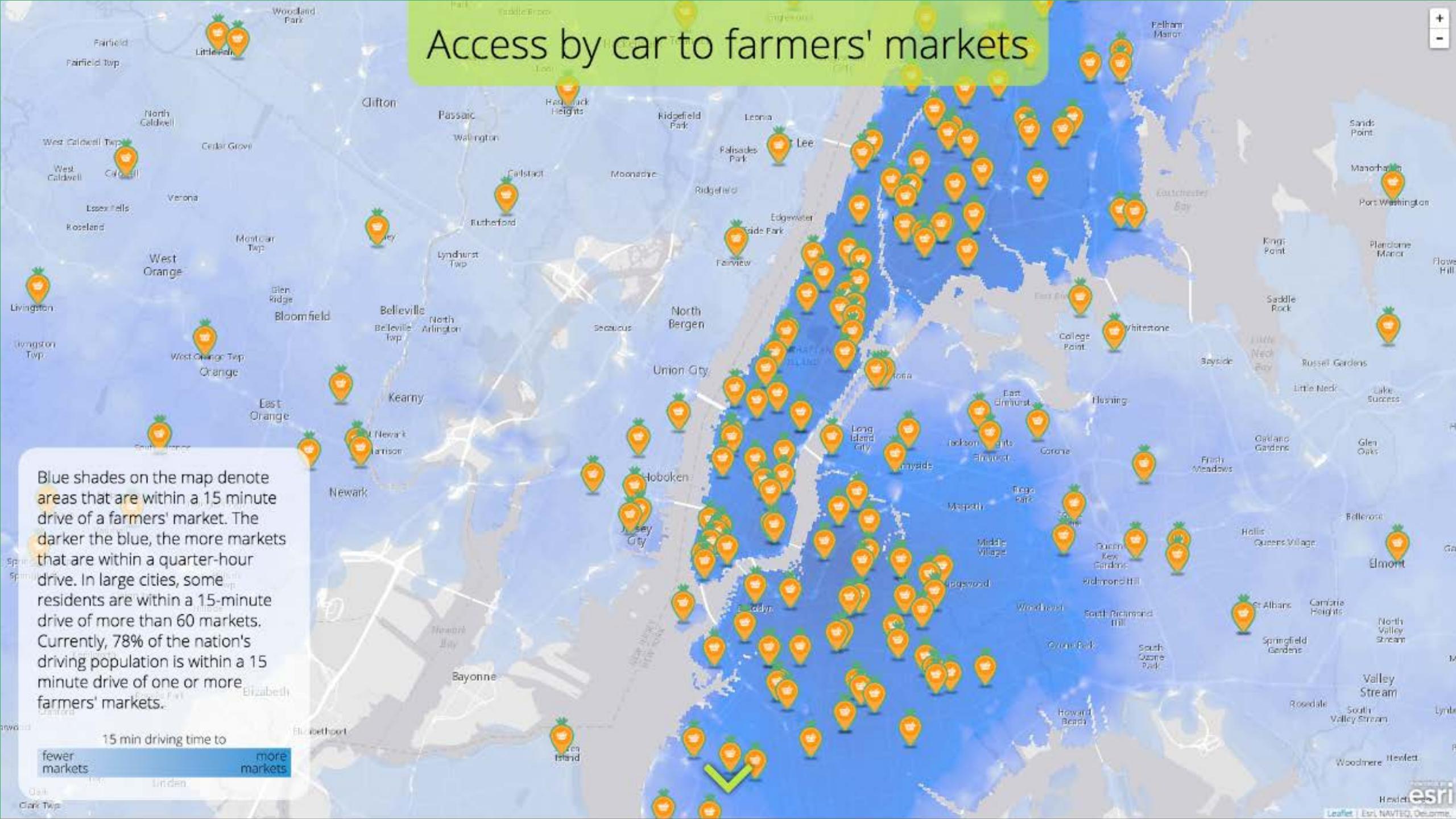
Blue shades on the map denote areas that are within a 15 minute drive of a farmers' market. The darker the blue, the more markets that are within a quarter-hour drive. In large cities, some residents are within a 15-minute drive of more than 60 markets. Currently, 78% of the nation's driving population is within a 15 minute drive of one or more farmers' markets.

Elizabeth

15 min driving time to

fewer
markets

more
markets



Fisher criticizes Western governments and public opinion for refusing to clearly recognize that an invasion has occurred, and suggests that this failure may be due to the gradual and initially stealthy nature of the Russian intervention.

But Fisher does not mention the fact that Russia *already* invaded Ukraine in a much more blatant and obvious way months ago when it occupied and annexed Crimea. Even [Vladimir Putin](#) admits that Russian troops were involved. The fact that the occupation was preceded by [a fraudulent referendum](#) and an invitation from a pro-Russian regional government [installed by force and fraud](#) does not make it any less an invasion and occupation of another state's territory. And it's an invasion that is [utterly indefensible](#) as a matter of [both international law and political morality](#). Moreover, as a report by Russia's Presidential Council on Civil Society and Human Rights noted in April, [Russia's occupation has already led to serious human rights violations](#), including numerous restrictions of freedom of speech and press, [persecution of the Crimean Tatar minority](#), and efforts to suppress the pro-Ukrainian Kiev Patriarchate Orthodox Church.

Sadly, amnesia about Crimea is evident not only Fisher's post, but in much of the rest of the current public debate about Russia and Ukraine. In the discussion over whether Russia has "invaded" eastern Ukraine in recent months, few mention that it already invaded Ukraine in a more blatant way months ago, and continues to occupy a large swath of Ukrainian territory. While Putin's efforts to aid [the brutal separatists in Eastern Ukraine](#) are reprehensible, at least the West continues to oppose them, and Ukrainian forces may well defeat the separatists before Russia is willing or able to provide them enough assistance to save them. By contrast, little effort is being made to challenge Putin's annexation of Crimea -a much more flagrant invasion that has largely become a fait accompli. It may be that nothing can be done to reverse it, at least in the short term. But we should

The U.S. government and the mainstream media present this calamity as a morality tale. Ukrainians demonstrated against Yanukovych because they wanted to align with the West and democracy. Putin, as portrayed by Hillary Rodham Clinton among others, is [an expansionist Hitler](#) who has trampled international law and must be made to "pay a big price" for his aggression. Isolation and escalating economic sanctions have been imposed. Next, if Senate hawks such as John McCain (R-Ariz.) and Lindsey Graham (R-S.C.) have their way, [Ukraine will be provided with arms](#) to "deter" Putin's "aggression."

But this perspective distorts reality. Although there is no question that Russia has contributed to the tensions in the region, what has unfolded was predictable and preventable. As experts such as Princeton University and New York University professor emeritus Stephen F. Cohen have argued, the West should have understood that an attempt to bring Ukraine into an exclusive arrangement with the E.U. would spark deep, historical divisions within the country and itself and provoke a Russian reaction. (Disclosure: Cohen and I are married.) In fact, as University of Chicago professor John J. Mearsheimer concludes in Foreign Affairs, "[the United States and its European allies share most of the responsibility for the crisis.](#)" In the face of Russian warnings and despite agreements to the contrary, over the past two decades the United States has expanded NATO to Russia's border. The E.U. has similarly grown, seeking to incorporate Eastern Europe and former Soviet republics into its economic and political sphere. The Russians have warned repeatedly that they consider expansion of NATO a threat and have clearly drawn the line against trying to incorporate the former Soviet republics of Georgia and Ukraine.

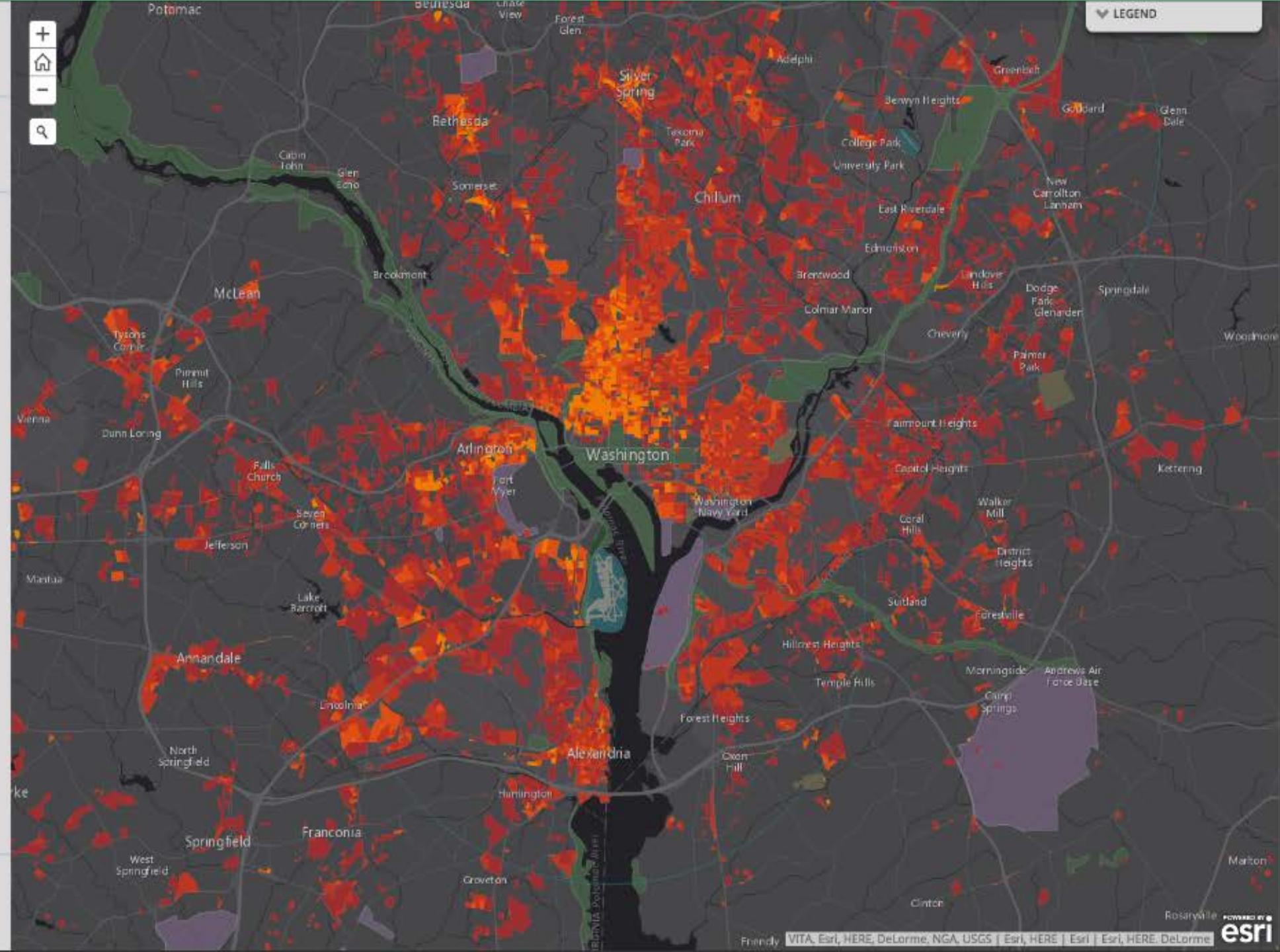
1 No Drones: National Parks and Military Bases

2 No Drones Near Airports

3 Legal, Perhaps, but Risky

This map shows areas where homes and businesses are densely aggregated. Use the search tool (under map controls) to explore your city.

Although flying drones is not illegal in most of these areas, doing so raises the risk of injury, invasion of privacy, or property damage. In January 2015, a civilian accidentally crashed a personal drone onto the lawn of the White House, prompting a lockdown of the premises. In a case slightly less related to the country's national security, restaurant chain TGI Fridays found themselves in drone-related trouble when an unmanned aircraft carrying mistletoe as part of a holiday stunt crashed into a diner, cutting her nose open.



4 A Selection of Drone Videos

Taking complex data

re-tooling it for public understanding

Taking complex analysis

re-tooling it for public understanding

Taking GIS

re-tooling it for public understanding

Connect

focus on your target audience

Lure

people want to be impressed

UI/UX

choose an experience that matches your project

Great maps

compelling content and compelling cartography

Simplicity

just because it's doable doesn't mean it needs to be done

Empowering

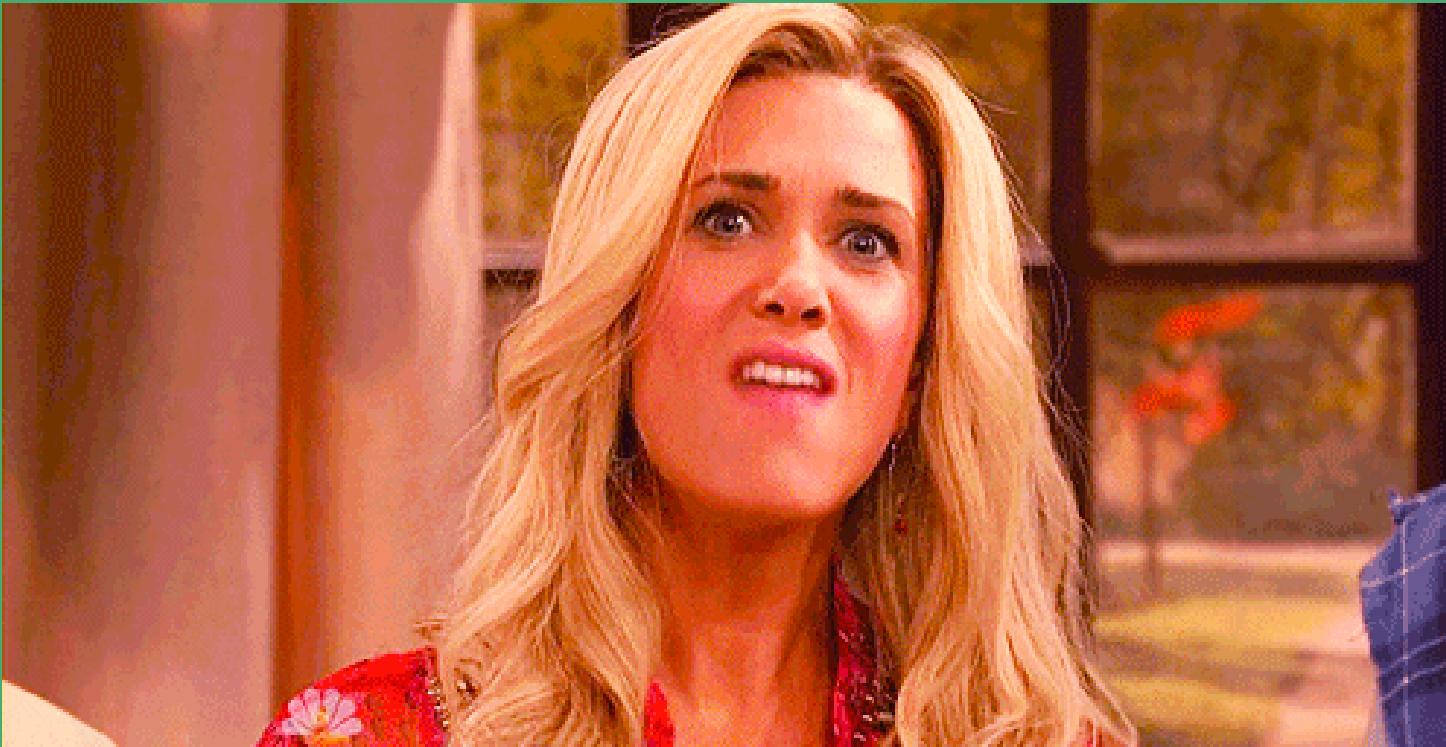
Esri Story Maps

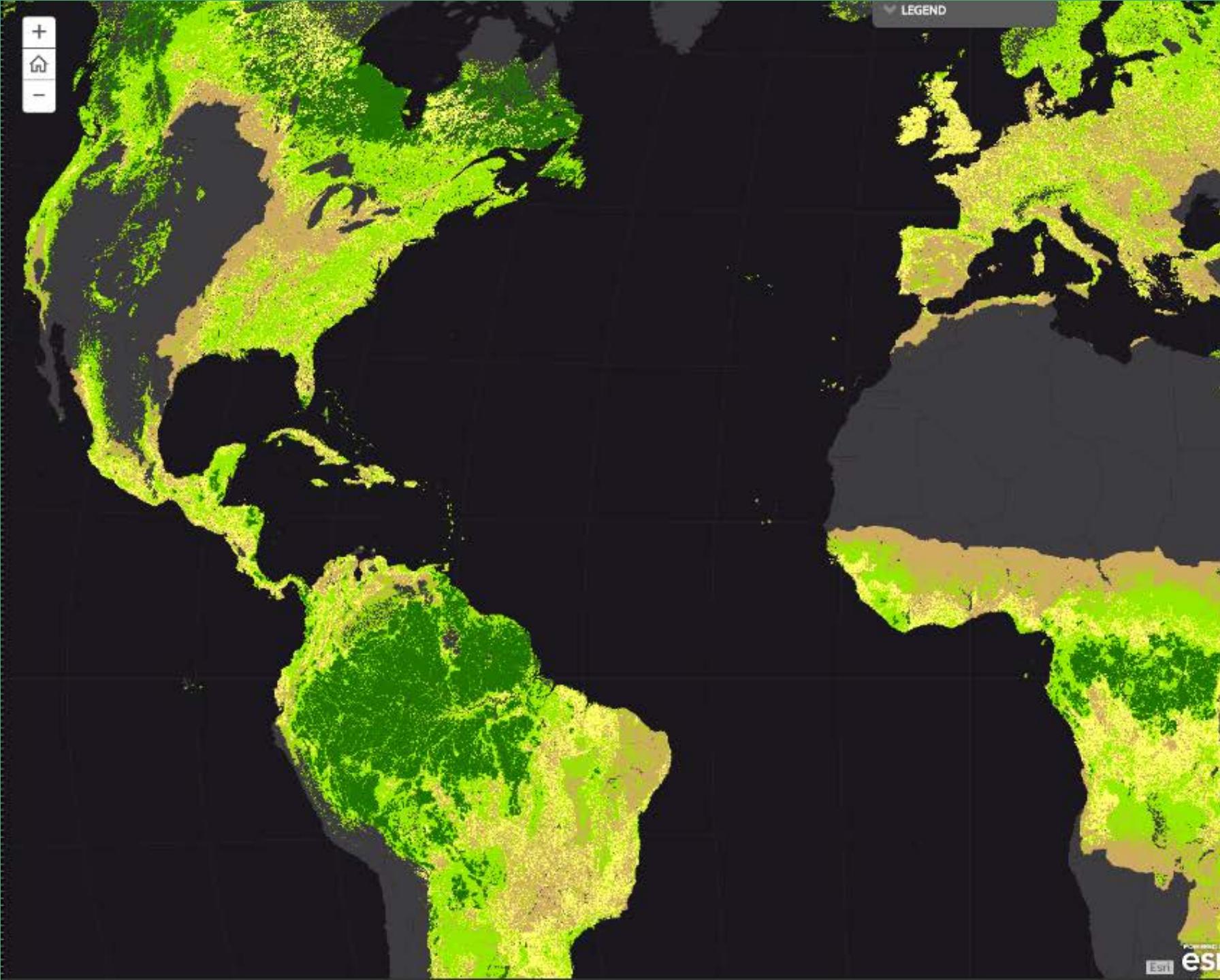
Empowering

become more

Empowering

zero code, all code, and everything in-between





A story map



We are Living in
The Age of Humans

50%

of the world's forests have been lost.

The World Resources Institute's Global Forest Watch tracks the state of forests worldwide. Shown by the map at left, human influences have degraded, fragmented or completely destroyed forests worldwide.

CLICK on the locations below to see how forests have been lost and returned:

Brazilian rain forests have been cleared in patterns that follow roads, many of them illegal. Loss of tropical rain forest threatens diverse communities of plants and animals and reduces the amount of carbon dioxide removed from the atmosphere.

New England and other parts of the eastern United States saw their forests largely denuded in the 18th and 19th centuries, but as agricultural lands were abandoned for more fertile areas to the west, large tracts have returned to woodland.

Extinction rates are now

100 to 1,000

times above normal, or background, levels.



BACK



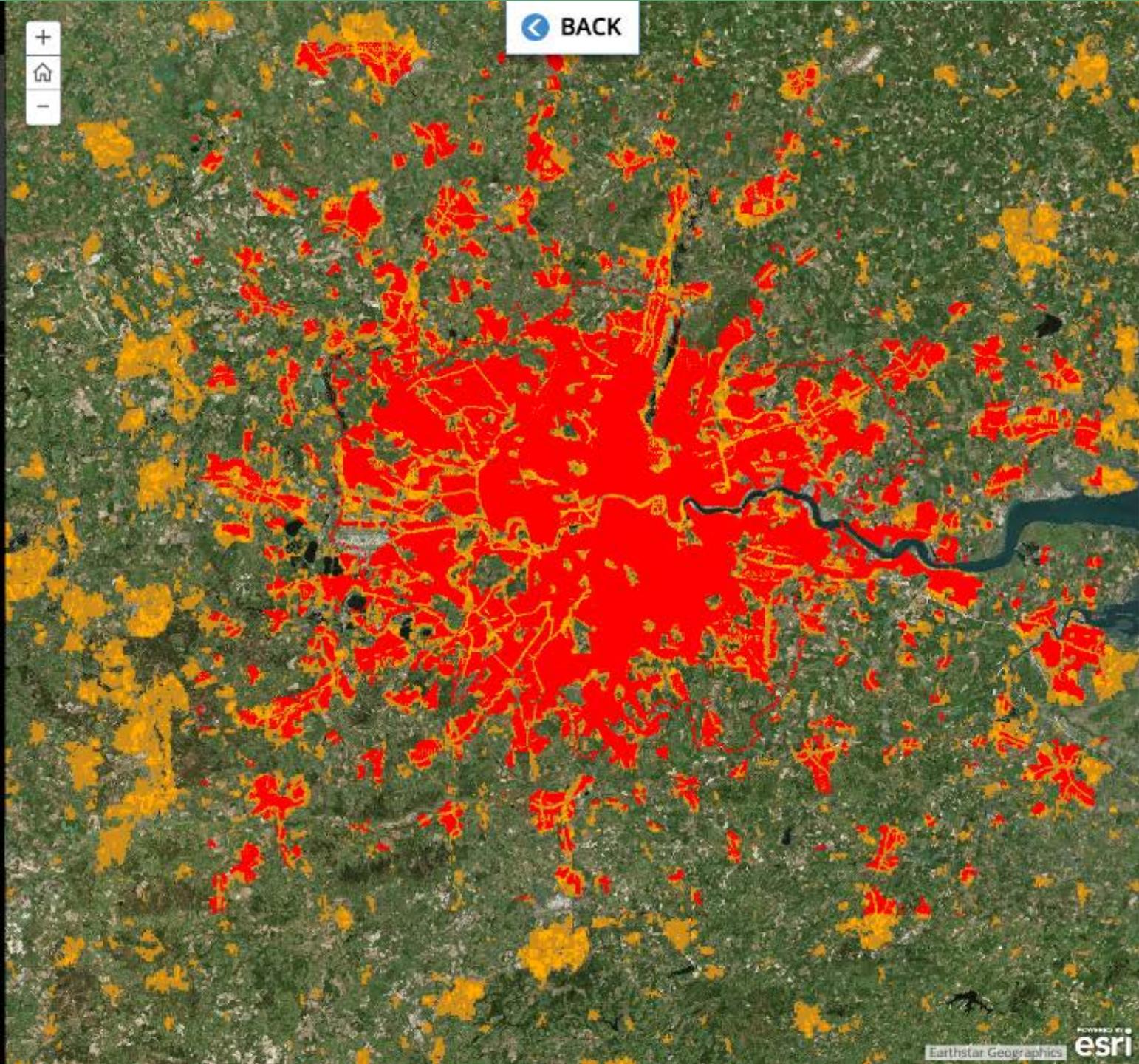
The Age of Megacities

10.2 Million
London, England

In 1815, London was the largest city in the world. Today it no longer ranks among the largest even in Europe (that honor goes to Moscow). But an influx of newcomers and young families is set to push the population over 11 million by 2050, and that rapid growth will strain London's existing infrastructure—left unchecked, demand for water will outpace supply by 21 percent.

CLICK TO VIEW:

- London's urban extent in 1914
- London's urban extent in 1929
- London's urban extent in 1978
- London's urban footprint today



Ice Cold Gold

MARCH 5 10/9C #IceColdGold

[Home](#) | [About](#) | [Schedule](#) | [Video](#) | [Episode Journals](#) | [Photos](#)[PRELUDE](#)

ICE COLD GOLD

DIGGING DEEPER

SHARE



SEASON 3 PRELUDE

Season 3 of Ice Cold Gold takes you all across the great landscape of Greenland. View other episode journals from Season 3 by selecting a pin on the map. Scroll down to watch exclusive content and get a recap of previous finds.



A ruby pulled from the "Red Zone."



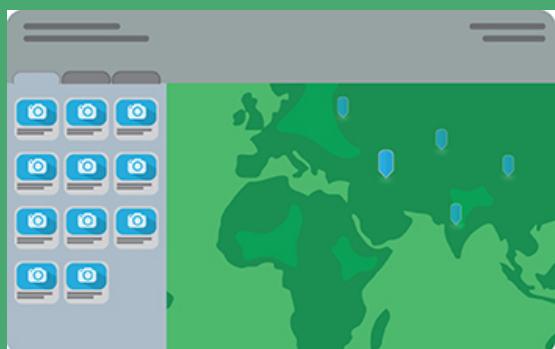
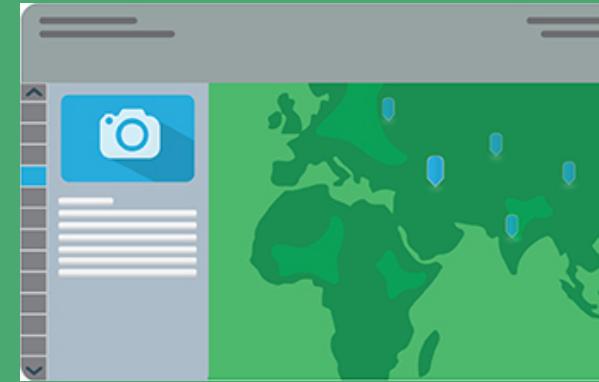
A ruby sample

esri



Simplicity

with builders



storymaps.arcgis.com/en/app-list

Let's do this!

and where to begin?

Chunking the experience

clean steps with minimal options

Not overwhelming

authoring, distribution, and soon management

Head to the gallery for inspiration

What's to come?!

My Stories. parallax. crowdsourcing.

Story's Stories

115 Stories

Search your stories

Sort by : Date >

Storytelling is the most powerful way to put ideas into the world today.

-- Robert McKee

SCAN ALL

CREATE NEW STORY



Yellowstone National Park

Map Journal | Private | Updated 3/6/2015

296 views



A Nation of Drones

Side Accordion | Public | Updated 3/6/2015

5,094 views



Exploring Cities in Three Dimensions

Side Accordion | Public | Updated 3/6/2015

23 views



Mountains of Fire: A 3D Tour of the World's Most Active a...

Map Journal | Public | Updated 3/5/2015

754 views



Story's Stories

115 Stories

Storytelling is the most powerful way to put ideas into the world today.

— Robert McKee

Search your stories

Sort by : Errors >

SCAN ALL

CREATE NEW STORY



SOVL Test

Map Journal | Public | Updated 2/17/2015

32 views



The Changing Face of Africa

Tabbed | Public | Updated 1/12/2015 | 789 views

Summary

No summary found.

collapse

tabs
8

style
tabbed

maps
7

Access: Public



EDIT STORY

VIEW LIVE

DELETE



MAPS ¹

GALLERY TAGS

We found some issues.

You have deleted maps/layers

Status	Name	Shared With	Tabs	
	1909 Africa Map (Web Mercator)		1, 8	
	1922 Africa Map (Web Mercator)		2	
	1943 Africa Map (Web Mercator)		3	
	1960 Africa Map (Web Mercator)		4	
	1971 Peoples of Africa Map (Web Me...		5	



7 views



Alaska Ice: Documenting Glaciers on the Move

[Map Journal](#) | Public | Updated 2/23/2015

712 views



Explore a Tapestry of World Ecosystems

[Map Journal](#) | Public | Updated 2/19/2015 | 56,474 views

Summary

A map journal featuring the USGS global ecosystems map

[collapse](#)[sections](#) 75[style](#) side panel[maps](#) 3

Access: Public

[EDIT STORY](#)[VIEW LIVE](#)[DELETE](#)

MAPS 1

IMAGES

GALLERY

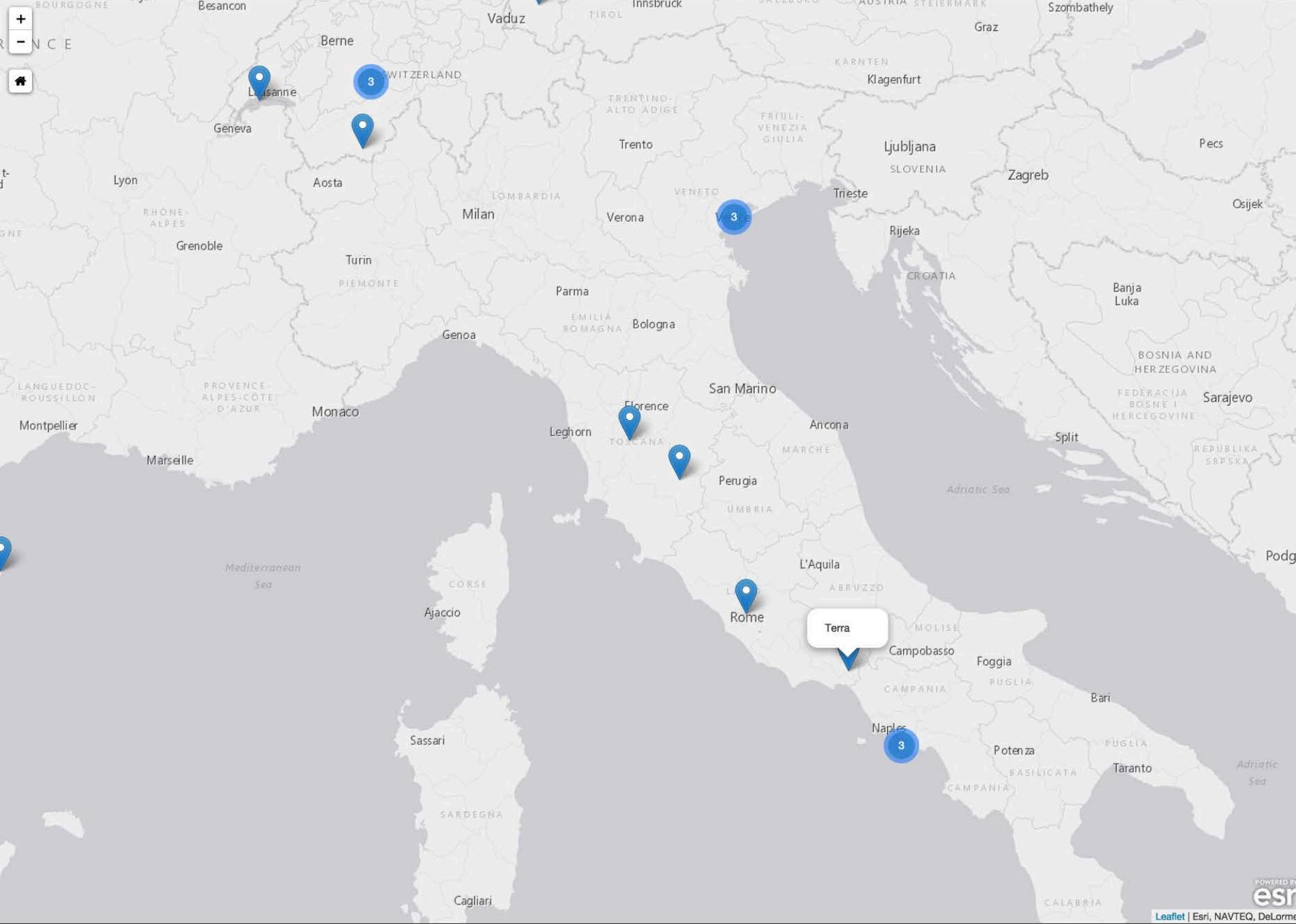
TAGS

We found some issues.

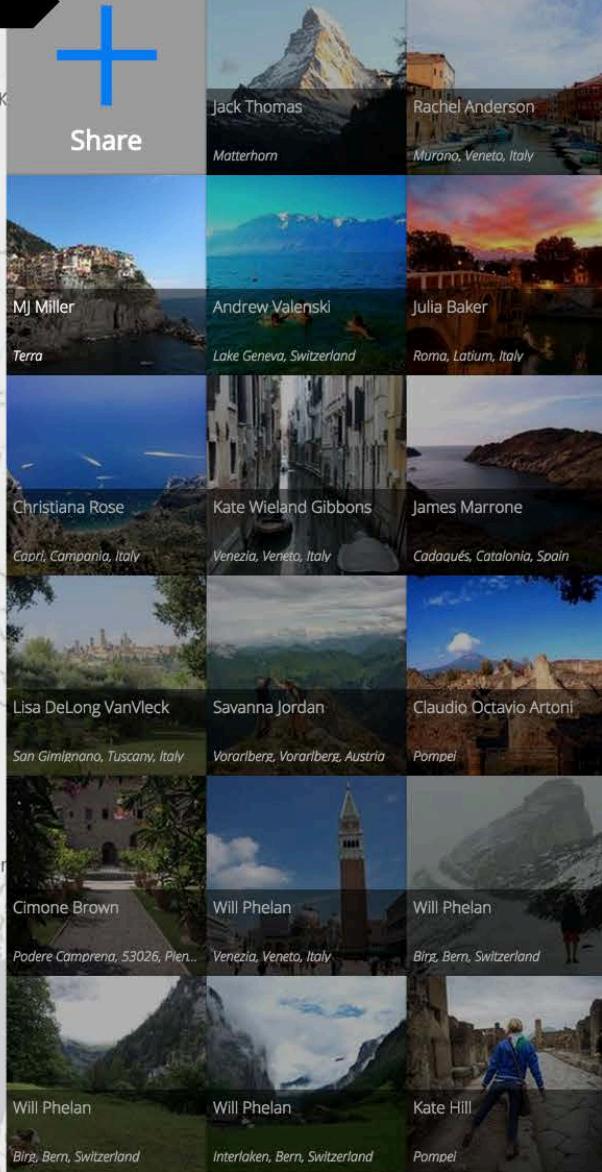
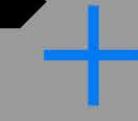
You have inaccessible maps/layers

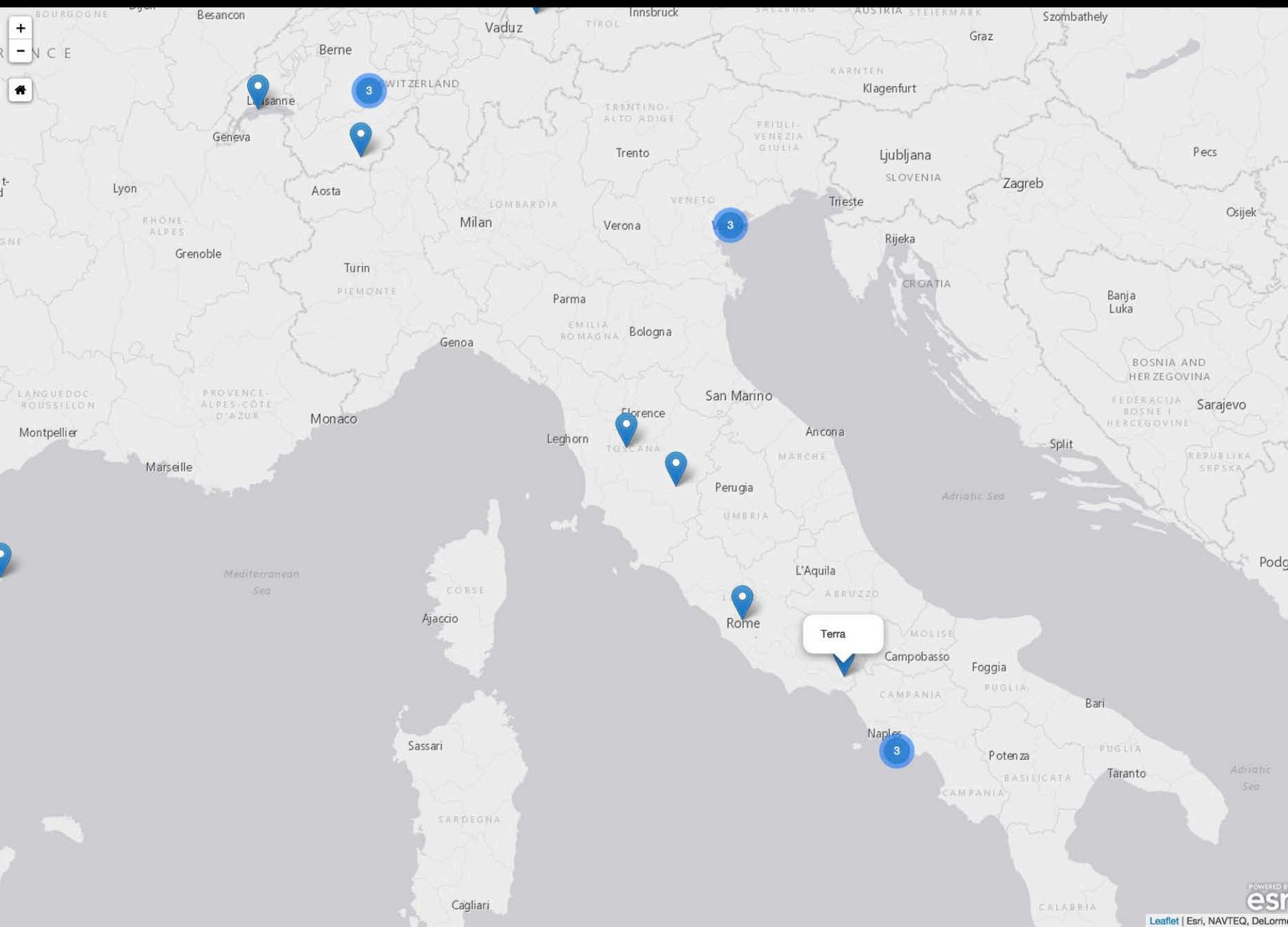
Status	URL	Source	Sections
	www.enlightphoto.com/views/blogpix/post12/120913b_SRA-0056-0063_Sweetwater_20x48_pano_7...		2
	upload.wikimedia.org/wikipedia/commons/5/5f/MuglaLandscape.jpg		3
	upload.wikimedia.org/wikipedia/commons/7/75/Barbreck_River_in_Gleann_Domhain_-_geograph.org.uk_3411100.jpg		4
	upload.wikimedia.org/wikipedia/commons/f/f5/Prapo%C5%99%C5%A1t%C4%9B.JPG		5
	upload.wikimedia.org/wikipedia/commons/8/8c/Lake_Sabrina_before_Sunrise.jpg		6
	upload.wikimedia.org/wikipedia/commons/2/2e/Gu%C3%A1nica_State_forest.jpg		7
	upload.wikimedia.org/wikipedia/commons/6/6f/Gemeinde_sur.JPG		8
	upload.wikimedia.org/wikipedia/commons/6/67/Gardiner_MT1.jpg		9
	c2.staticflickr.com/8/7087/7186956836_300e6f7044_b.jpg		10
	upload.wikimedia.org/wikipedia/commons/thumb/d/d6/Waimea_River%2C_Hawaii_%285535233654%29.jpg		11

[Top](#)



Share





Create your share

Add your title here.

Locate your adventure or closest city

Preview

Drag and drop your latest adventure moment...

...or pick a file

Have you already uploaded your jaw-dropping photo to the web? Share it using these options:

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Google

Instagram

URL

ABC

Add your description here. 200 words or fewer, please.

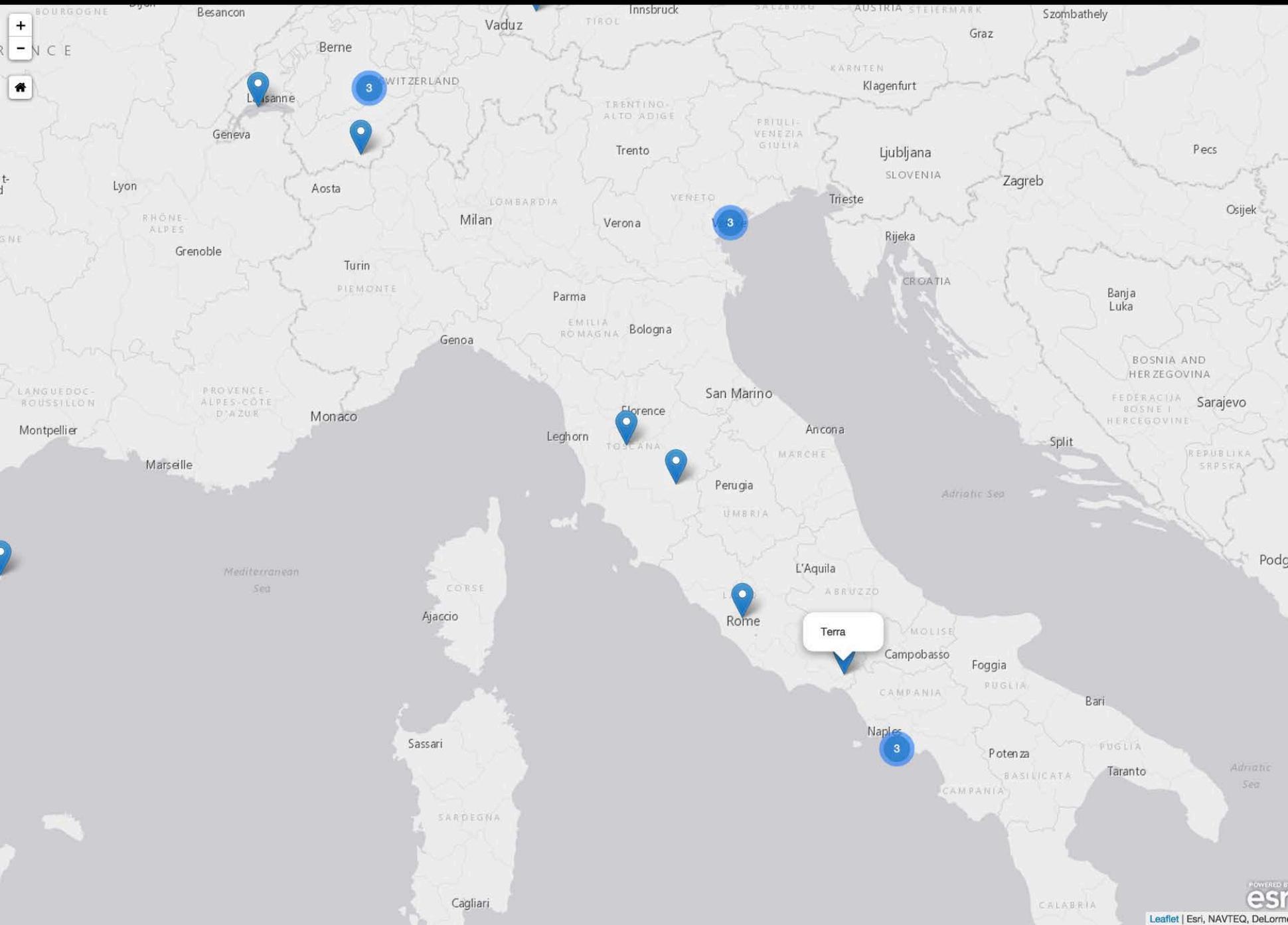
Words: 0

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Back

Save



Create your share

Add your title here.

Locate your adventure or closest city

Preview

Drag and drop your latest adventure moment...

...or pick a file

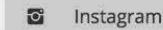
Have you already uploaded your jaw-dropping photo to the web? Share it using these options:



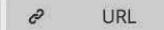
Facebook



Google



Instagram



URL

ABC **I** *I* U

Add your description here. 200 words or fewer, please.

Words: 0

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Back

Save



A story map



Geography Bee: A Global Gallery of Pollinators

Of the estimated 40,000 bee species around the world, naturalist Sam Droege of the U.S. Geological Survey's Patuxent Wildlife Research Center has photographed several hundred.

Image: Honeybee, Maryland, U.S.

START TOUR





Geography Bee: A Global Gallery of Pollinators

Osmia distincta, Maryland, US

From the mountains of western Maryland comes Osmia distincta...lover of Penstemon flowers.

Images and text courtesy the USGS Patuxent Wildlife Research Center.

A story map

Facebook Twitter Email

RUSSIA

UNITED STATES

Sea of Okhotsk

CANADA

UNITED STATES

MÉXICO

VENEZUELA

ECUADOR

Hudson Bay

Hudson Strait

Davis Strait

Boston

Chicago

Detroit

New York

Philadelphia

Washington

Atlanta

Dallas

Houston

Miami

Havana

Caracas

Bogotá

COLUMBIA

Gulf of Mexico

Guatemala

Caribbean Sea

Guiana

POWERED BY esri

Map controls: +, -, Home, Refresh, Navigation arrows (left, right, up, down), Zoom in, Zoom out, Full screen, Print.

Page footer: Esri, HERE, DeLorme, NGA, USGS | Esri, HERE, DeLorme Maps.us

give your data the story it deserves

give your map the story it deserves

give your story the map it deserves

but seriously,

who doesn't have a story to tell?

questions?

thanks!

jb Bowen@esri.com
dasbury@esri.com

And btw we're hiring visualization
developers - shoot us an email or
challenge us to gladiator on
Wednesday night