

**Federal GIS Conference**

February 9–10, 2015 | Washington, DC



# **Making Maps and Apps for Disaster Response: Lessons Learned from Past Events**

Chris McIntosh - Esri

Jeff Baranyi - Esri

Chi Smith - CalOES

# Agenda

- **Introduction**
- **Common Information Products**
- **Web maps**
- **User Guides**
  - **Local Impact Map**
- **Chi Smith, CalOES**



**esri** Disaster  
Response

[esri.com/disaster](http://esri.com/disaster)

- **Global Response**
- **Corporate Citizenship**
- **Support Affected Organizations**



# Esri Disaster Response Program Provides

[www.esri.com/disaster](http://www.esri.com/disaster)

- Software, data, maps
- Expertise / Remote Support
- Onsite help



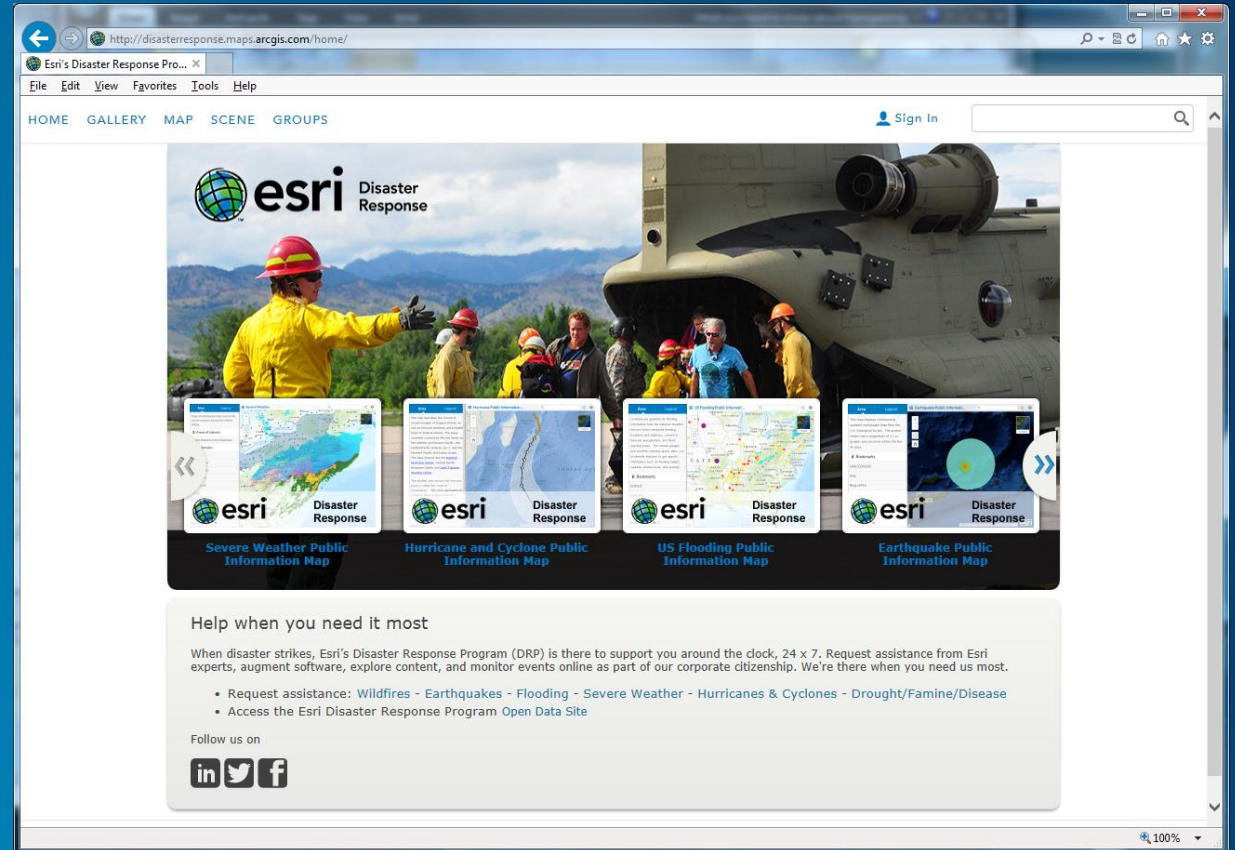
The screenshot shows the Esri Disaster Response Program website. At the top, there is a navigation bar with the Esri logo, menu items for "Industries", "Products", "Support & Services", "About", and "Community", and a search bar. Below the navigation bar is a green banner with the text "Esri Disaster Response Program" and a sub-menu with "Main" and "GIS for Emergency Management". The main content area features a heading "Help when you need it most" followed by a paragraph explaining the program's 24x7 support. Below this is a section titled "Request assistance and monitor the following event types:" with four image-based categories: "Hurricanes & Cyclones", "Wildfires", "Flooding", and "Severe Weather". The bottom of the page is divided into two columns: "Recent Incidents" with a list of events and "Request Assistance" links, and "GIS Resources" with links to explore Esri's online tools and social media. On the right side, there is a "Tweets" section with three tweets from @EsriDRP, including one about a wildfire in California and another about a rainstorm in the US.

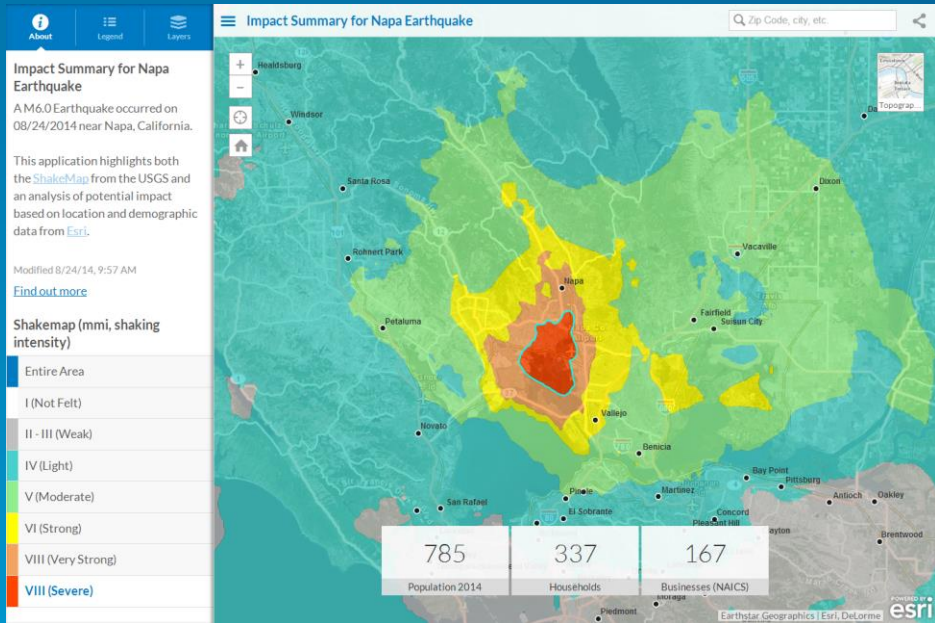
# GIS in Disaster Response

Prepare, Respond, Recover

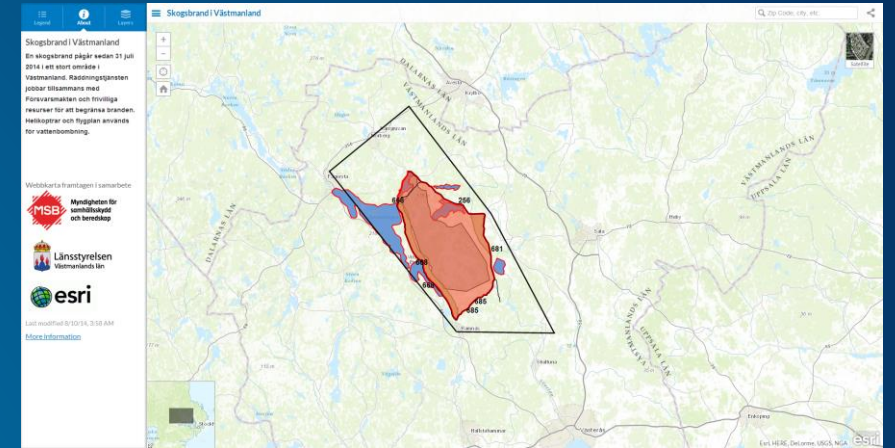
- Users
- Our Partners
- Esri Personnel

<http://disasterresponse.maps.arcgis.com/home/>





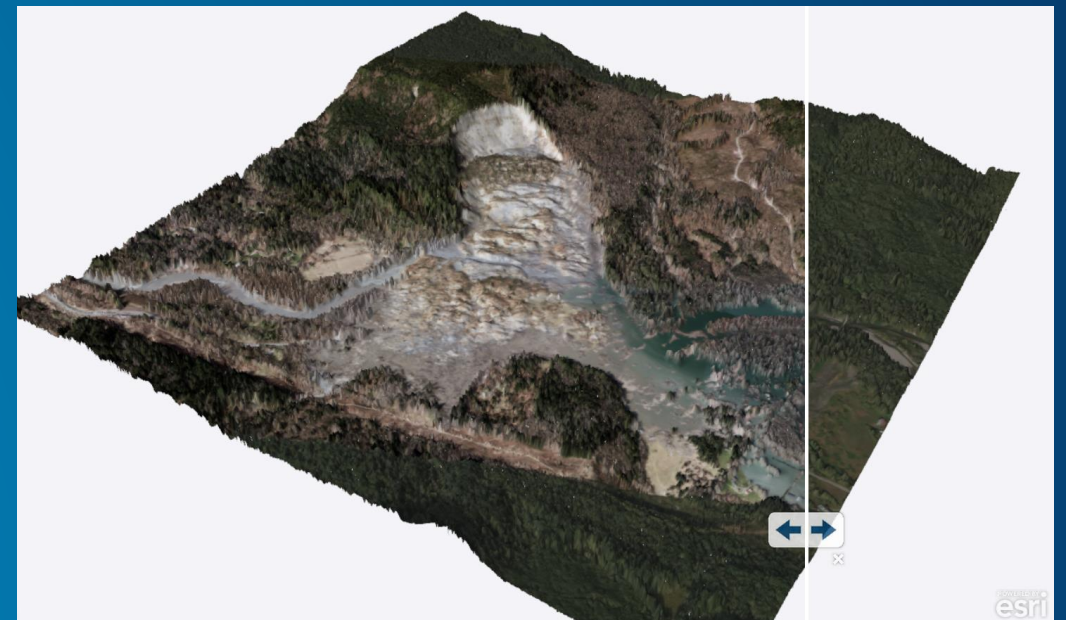
**Napa Earthquake**



**Wildfires in Sweden**



**CAPSTONE**



**Landslide in Oso, Washington**

# Public Information Map

<http://solutions.arcgis.com/emergency-management/help/public-information/>

The desktop interface shows a web browser with the URL [http://www.arcgis.com/apps/PublicInformation/index.html?appid=da323cfd6fdb47ba82736e5a601f5f87&\\_ga=1.172804385.364481520.1394832223](http://www.arcgis.com/apps/PublicInformation/index.html?appid=da323cfd6fdb47ba82736e5a601f5f87&_ga=1.172804385.364481520.1394832223). The page title is "Severe Weather Public Information Map". A legend on the left side lists various data layers:

- Legend
- About
- Layers
- Flickr photos filtered by: snow OR rain
- YouTube videos filtered by: snow OR rain
- Temperature Below 0F (NOAA)
- Tornado Reports (24 hours)
- Wind Storm Reports (24 hours)
- Hail Storm Reports (24 hours)
- Tornado Reports (past week)
- Short Term Warnings (NOAA)

The map displays a geographical view of the United States with various colored markers and overlays representing these data layers. The map is titled "Severe Weather Public Information Map".

The mobile interface shows the same map on a smaller screen. The browser address bar displays [www.arcgis.com](http://www.arcgis.com). The status bar at the top shows "AT&T LTE" and "9:05 AM". The map is zoomed in on the Northeastern United States, showing cities like Ottawa, Montreal, and Philadelphia. The map is overlaid with numerous "fr" (Flickr) and "You Tube" icons, indicating the presence of user-generated content related to the map's data.

 **Alaska Interagency Incident Management Team** shared a link.  
2 hours ago

Funny River Fire:  
<http://www.arcgis.com/apps/PublicInformation/index.html?appid=11ad635ae1b94b718b5a3558cd248dea>

**Public Information Map**  
[www.arcgis.com](http://www.arcgis.com)  
A fully configurable and responsive...

Like · Comment · Share 132

55 people like this.

 **Kelli Callaghan** Thank You For this up date  
2 hours ago · Like · 1

 **Danna Mari Hoellering** Love the interactive map! Much easier to see road names and know exactly what you are looking at for those of us that have family near the areas. Only thing missing is some mile markers for the highway.  
about an hour ago · Unlike · 3

 **Kelsi Staton** Nate-Valerie White I saw a couple days ago you were looking for a map with road names. This one has them  
about an hour ago · Like · 2

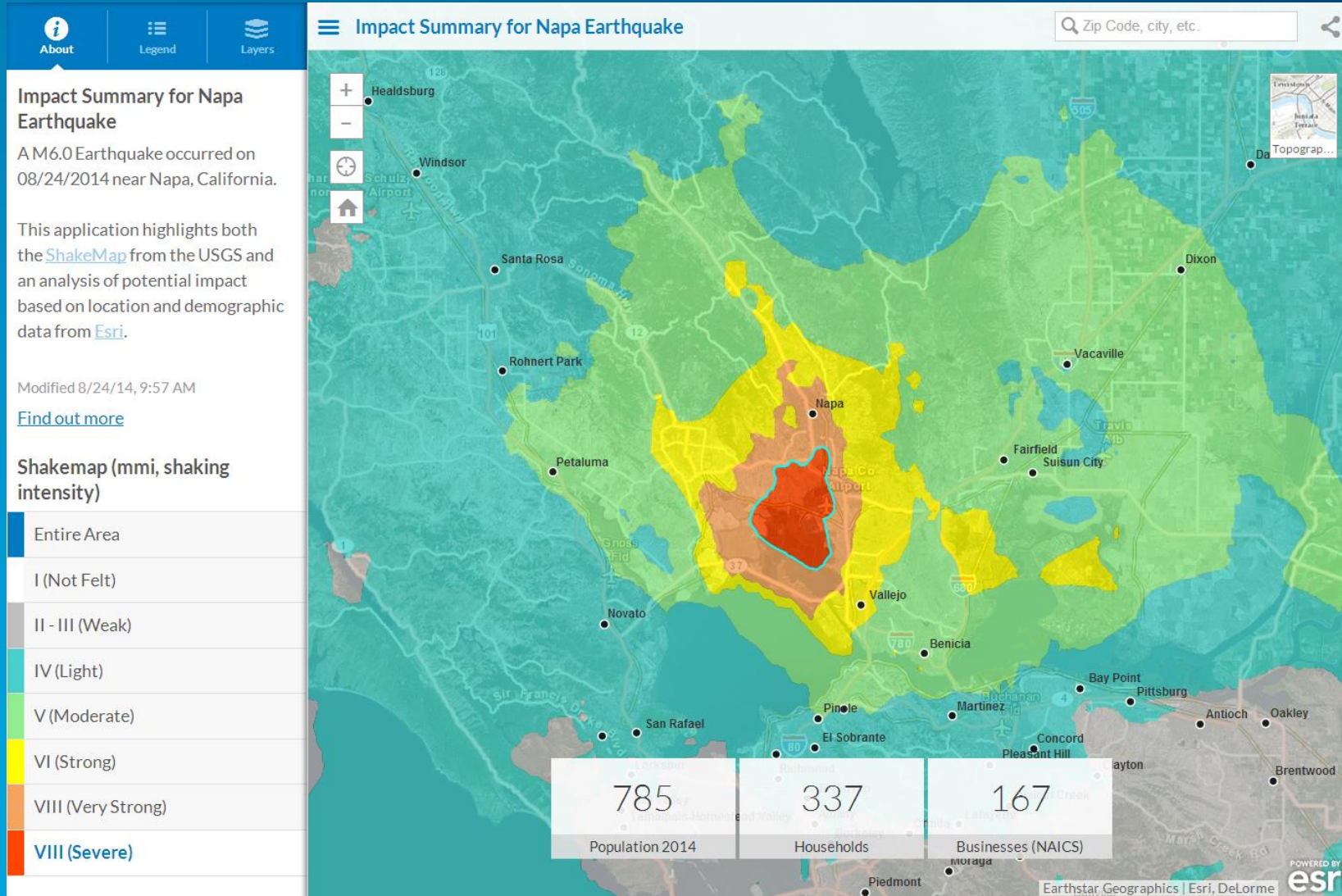
 **Rosa J Robin Jaime**  
37 minutes ago · Like

Write a comment...

POWERED BY  


# Local Impact Map

<http://solutions.arcgis.com/emergency-management/help/impact-map/>






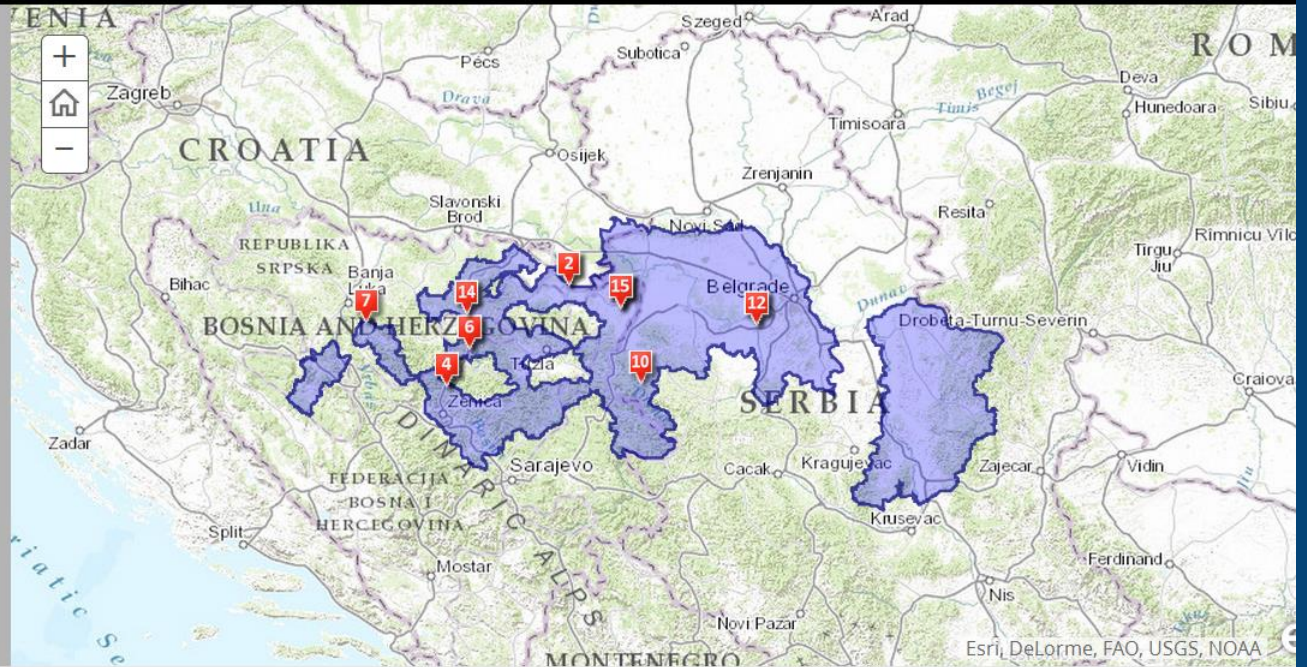
# Map Tour

<http://storymaps.arcgis.com/en/app-list/map-tour/>

## 2014 Balkan Floods Map Tour

A story map 

This map tour features photos from cities impacted by recent flooding in the Balkans - Ova karta tura sadrži slike iz gradova pod uticajem nedavnim poplavama na Balkanu.



Gunja, Croatia



Gunja, Croatia



Topčić-Polje, Bosnia



Topčić-Polje, Bosnia



Maglaj, Bosnia



Maglaj, Bosnia



Samac, Bosnia - (Approximate)

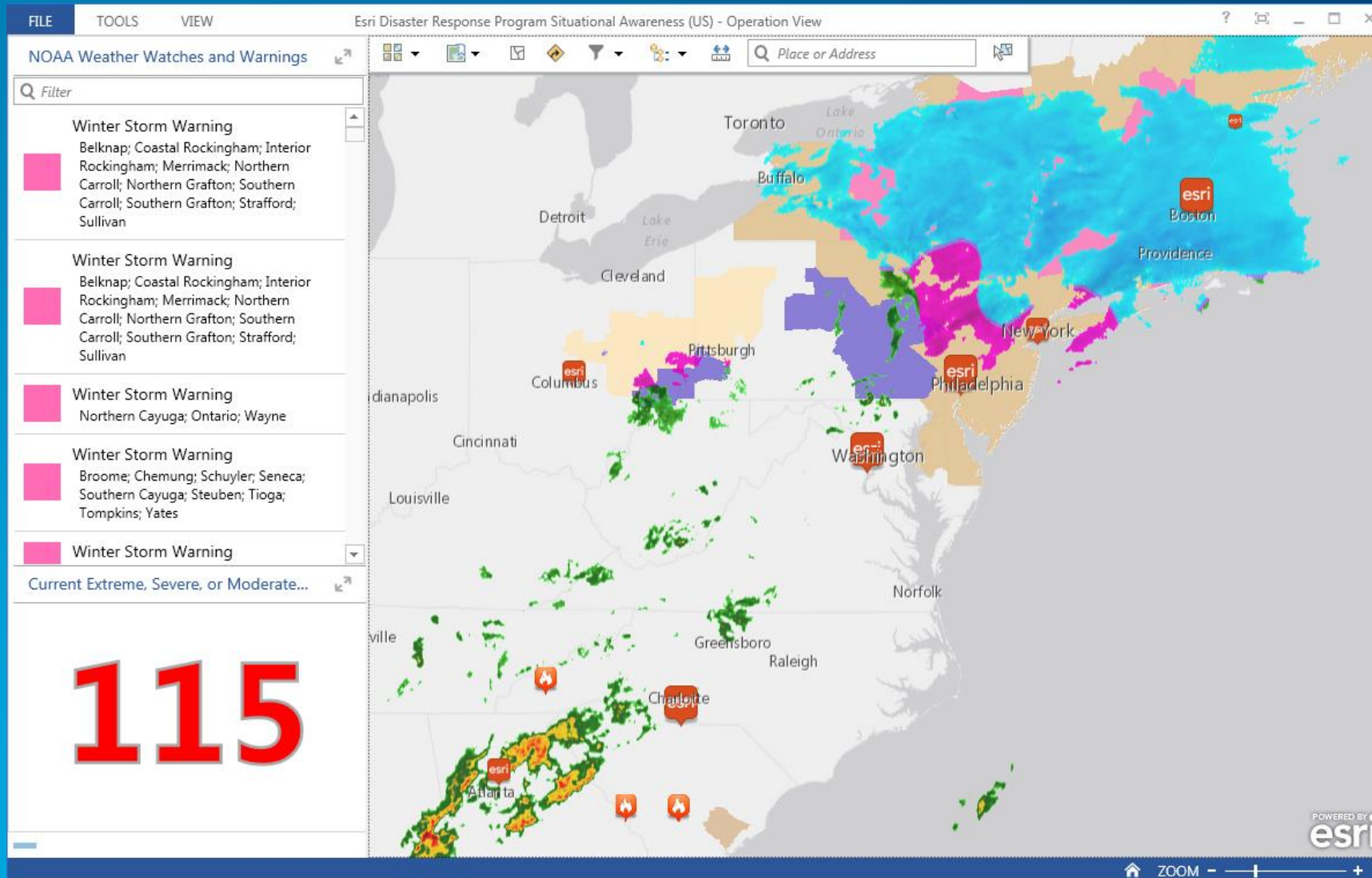


Bijeljina, Bosnia



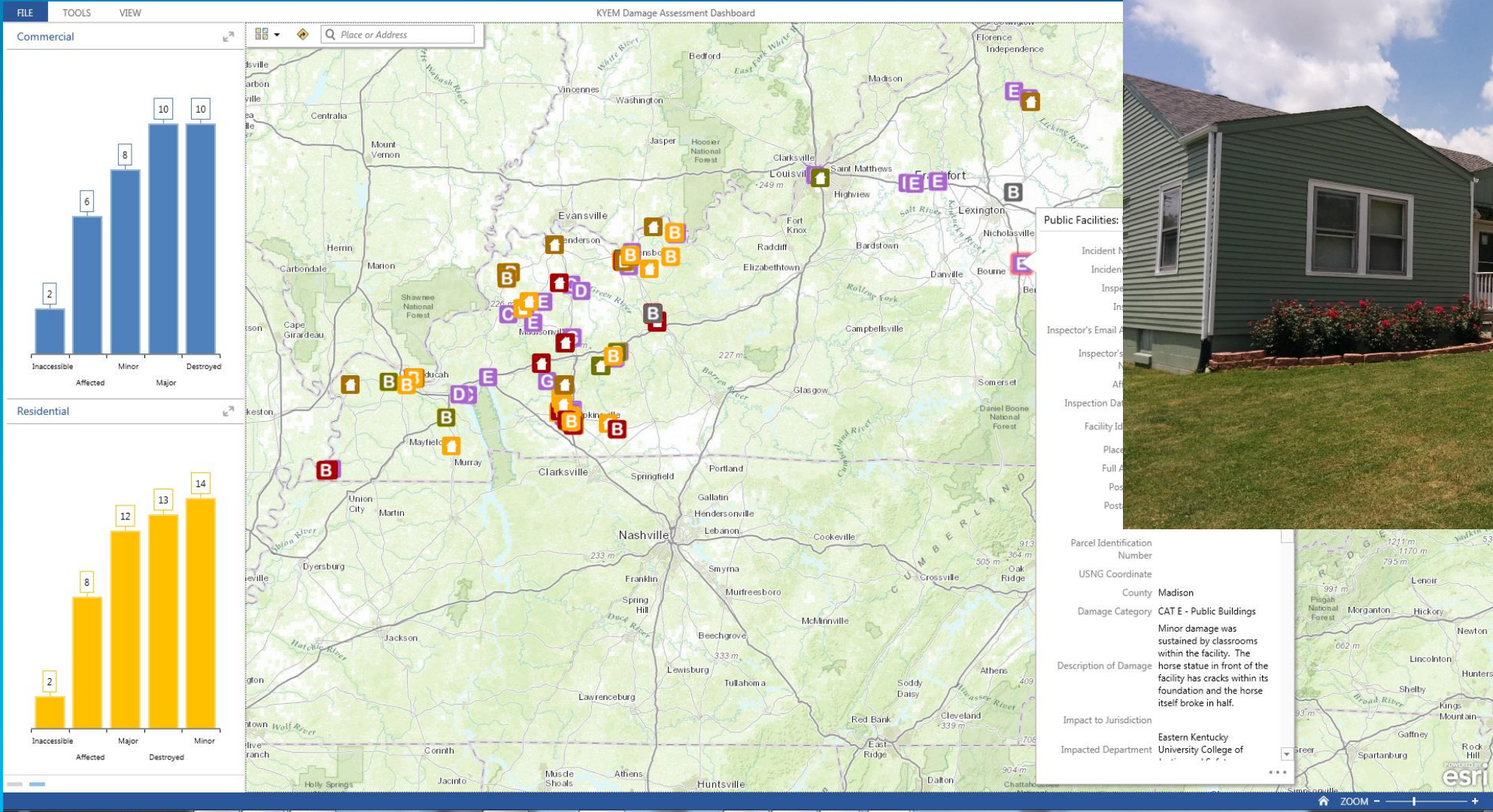
Bijeljina, Bosnia

# Situational Awareness



# Mobile Data Collection / Damage Assessment

<http://solutions.arcgis.com/emergency-management/help/damage-assessment/>



# Information Sharing

<http://solutions.arcgis.com/emergency-management/help/arcgis-online-for-em/>

- ArcGIS Online Model Organization
- Governance
- Tagging Scheme

HOME GALLERY MAP GROUPS MY CONTENT MY ORGANIZATION 64 Jeff Tennessee

## CUSEC Capstone 2014 Group

LEAVE THIS GROUP SHARE

Catch-all group that contains web services, webmaps, tools, code samples, documentation, and other resources for the CUSEC Capstone 2014 exercise.

Group Content

48 results for "Tennessee" ✕

Relevance Title Owner Rating Views Date

**All Results**

- Maps
- Layers
- Apps
- Tools
- Files

Show ArcGIS Desktop Content

	<b>TN Roadway Incidents</b> Transportation Alerts from Tennessee Department of Transportation (TDOT) Web Map by yu_TEMA Last Modified: December 27, 2013 ★★★★★ (0 ratings, 0 comments, 158 views)
	<b>TN WebEOC_Power Status</b> Power Status data feed from TEMA WebEOC Map Images by yu_TEMA Last Modified: April 9, 2014 ★★★★★ (0 ratings, 0 comments, 474 views)
	<b>TN WebEOC_Water Status</b> Water Status data feed from TEMA WebEOC Map Images by yu_TEMA Last Modified: April 9, 2014 ★★★★★ (0 ratings, 0 comments, 430 views)
	<b>TN WebEOC_Emergency Service Routes</b> TN Emergency Service Routes, Status is updating thru WebEOC Map Images by yu_TEMA Last Modified: April 28, 2014 ★★★★★ (0 ratings, 0 comments, 412 views)
	<b>TN WebEOC_EOC Status</b> EOC data feed from TEMA WebEOC Map Images by yu_TEMA Last Modified: April 9, 2014

Facebook Twitter

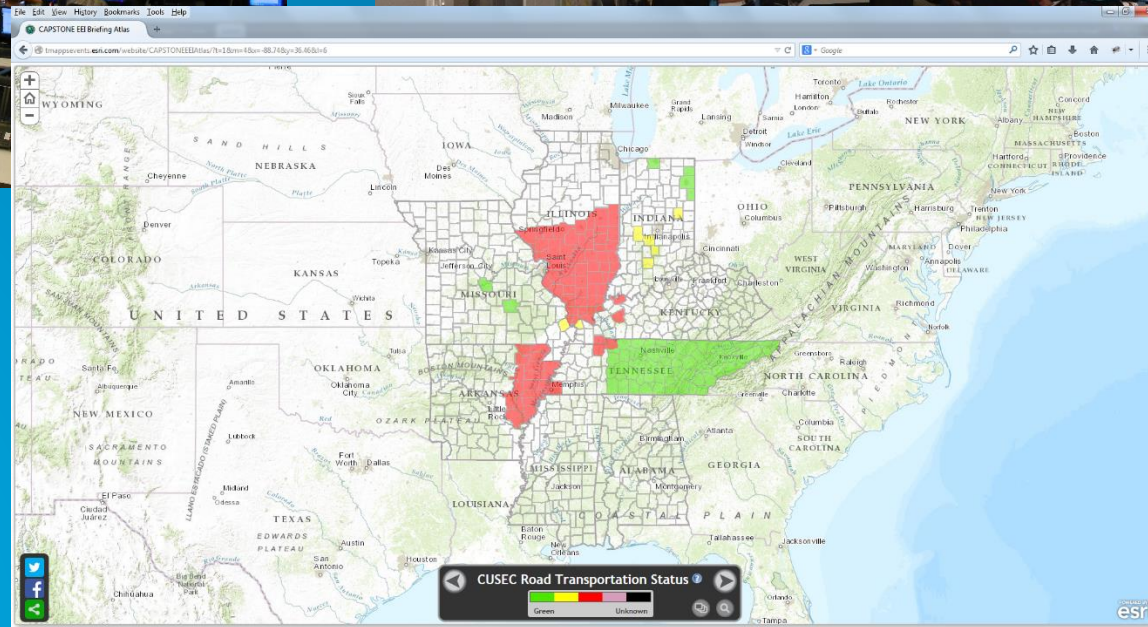
### Group Details

eendrulat\_Cap14  
Status: private  
Contributors: All members  
Tags:  
CUSEC, Capstone14, Tools, Documents, Resources, Webmaps, Services

### 69 Members

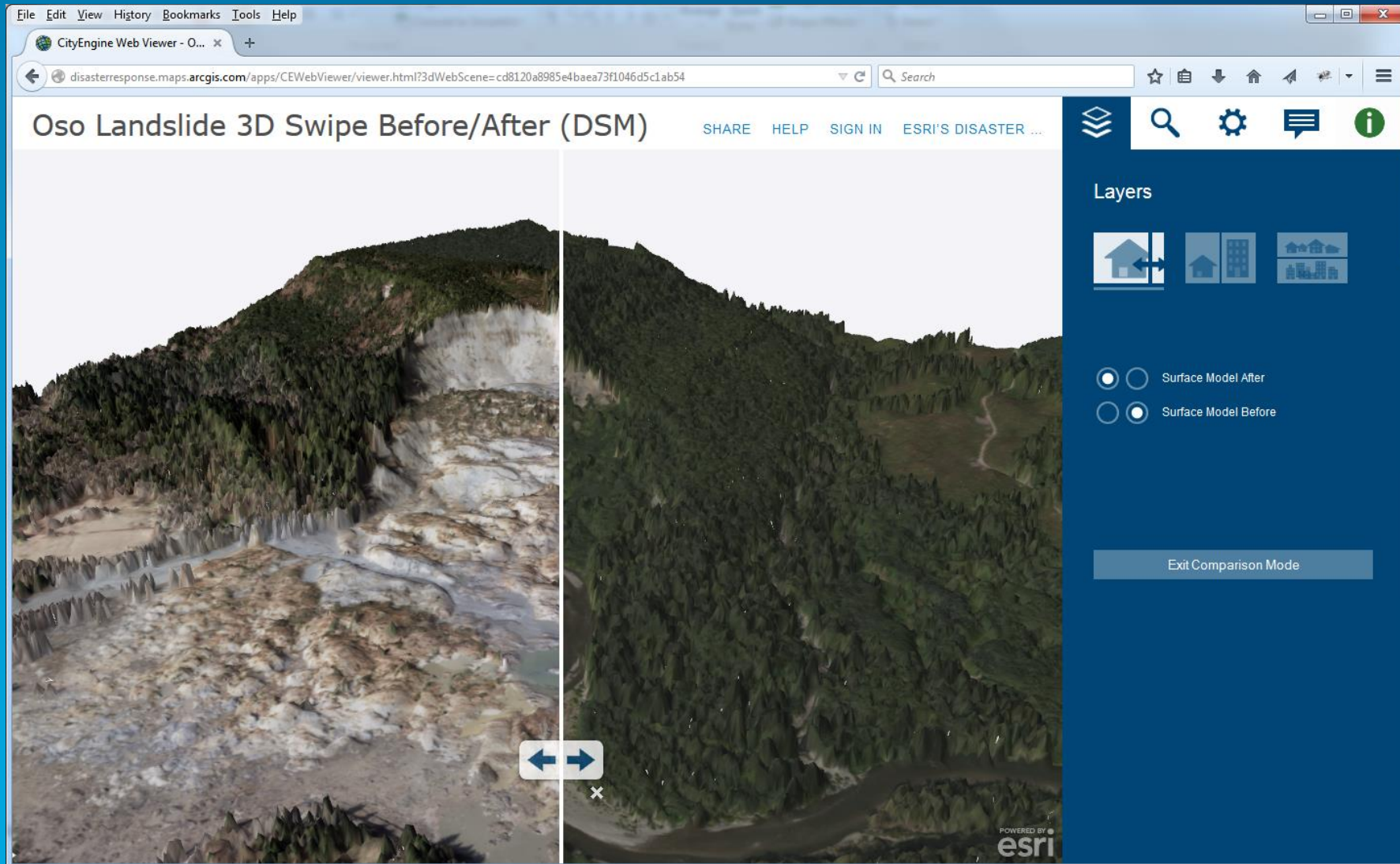
eendrulat\_Cap14  
acopple  
agrubbs484  
ALEMAGIS  
alexis.gleseker  
aspraggins\_TENNESSEE\_VUS  
awoods\_nema  
cfernerDRP  
cforeman@adem  
cmcintoshDRP  
comanda

# Briefing Presentations



Illinois

# Pre and Post Event Imagery



# Successful Response Starts with a **Web** Map

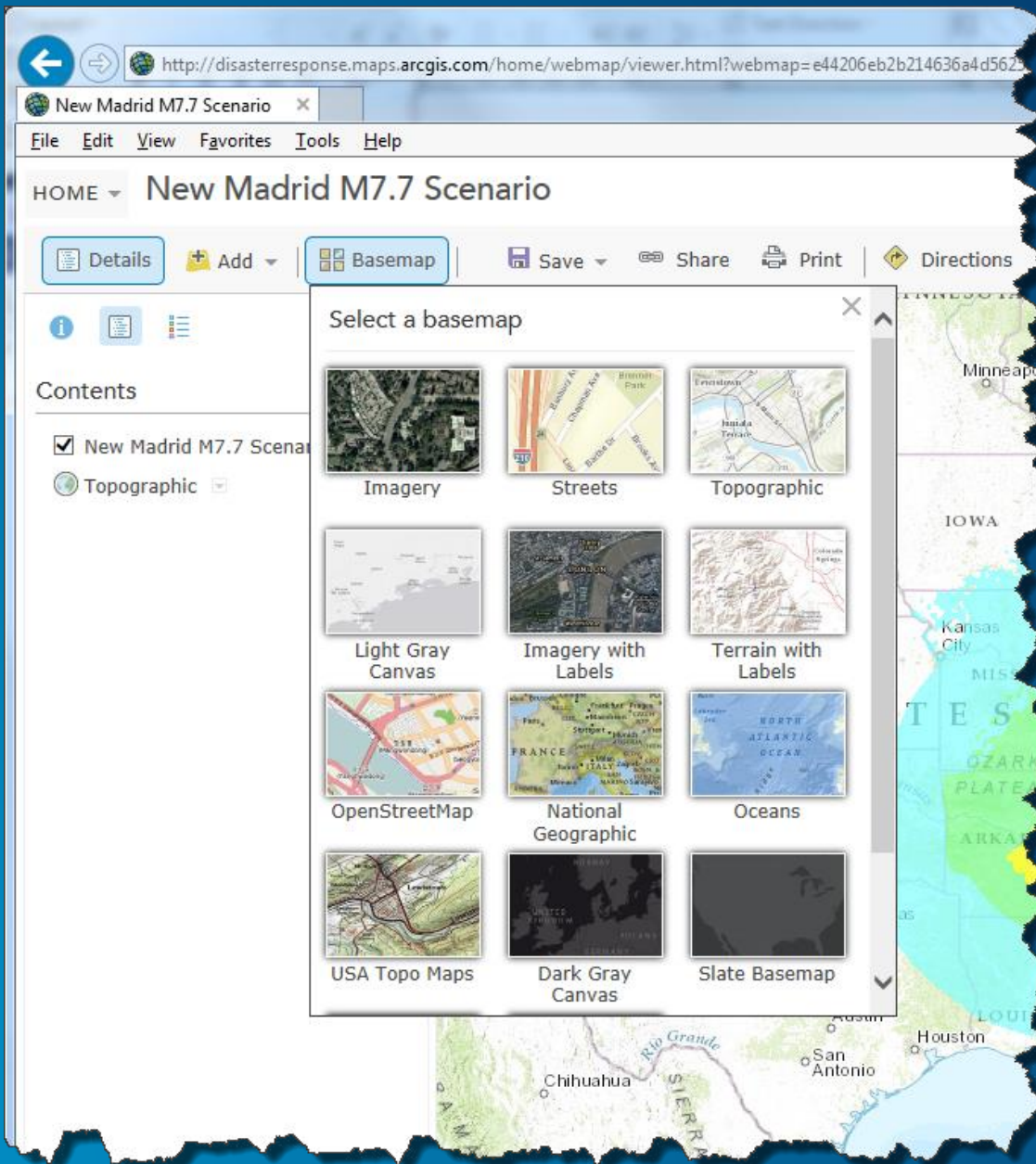
Get to know the web map

- **Content**
- **Style**
- **File**
- **Tools**
- **Configuration**

# Content

## Basemaps

- ArcGIS Online
- Use your own





# Content Layers

http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0

New Madrid M7.7 Scenario

File Edit View Favorites Tools Help

HOME New Madrid M7.7 Scenario NEW MAP CREATE PRESENTATION Jeff

Details Add Basemap Save Share Print Directions Measure Bookmarks Find address or place

Search for Layers

Browse Esri Map Layers

Add Layer from Web

Add Layer from File

Add Map Notes

Contents

New Madrid M7.7 Scenario

Topographic

United States

MINNESOTA SOUTH DAKOTA WISCONSIN MICHIGAN ILLINOIS OHIO INDIANAPOLIS CINCINNATI LOUISVILLE KENTUCKY MISSOURI ARKANSAS TENNESSEE MISSISSIPPI ALABAMA GEORGIA SOUTH CAROLINA NORTH CAROLINA VIRGINIA PENNSYLVANIA NEW YORK NEW JERSEY MARYLAND DELAWARE

NEW MEXICO TEXAS OKLAHOMA ARIZONA CALIFORNIA

FLORIDA ALABAMA MISSISSIPPI LOUISIANA TEXAS ARIZONA CALIFORNIA

0 150 300 mi

USGS | Esri, DeLorme, NAVTEQ, SwatchNAD, UTM, USGS, NOAA, EPA

POWERED BY esri

100%

# Content Layers

The screenshot displays the ArcGIS Online web interface for a map titled "New Madrid M7.7 Scenario". The browser address bar shows the URL: <http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0>. The map shows a seismic hazard overlay centered on the New Madrid area, with colors ranging from red (highest hazard) to blue (lowest hazard). The overlay covers parts of Missouri, Arkansas, Tennessee, and Kentucky. Major cities like St. Louis, Memphis, and Nashville are visible within the hazard zone. The interface includes a search bar at the top right, a layer list on the left, and various map controls like zoom and pan. The layer list shows 556 results found, including "Weather Stations (NOAA)", "Open Shelters", "LandScan 2010 World Population", "Hurricanes Active", "Hurricane Recent", "NOAA Aerial Imagery - Cached (Sandy 20)", "USFS Land Units and Status", "NDFD Snowfall", and "MODIS Thermal". A "DONE ADDING LAYERS" button is visible at the bottom of the layer list. The map also shows state boundaries, major cities, and geographical features like the Appalachian Mountains and the Gulf of Mexico.

# Content Layers

http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0

New Madrid M7.7 Scenario

File Edit View Favorites Tools Help

HOME New Madrid M7.7 Scenario NEW MAP CREATE PRESENTATION Jeff









Details Add Basemap Save Share Print Directions Measure Bookmarks Find address or place

Contents

- New Madrid M7.7 Scenario
- Topographic

### Browse Esri Map Layers

All Categories Live Feeds

<b>Current Wind and Weather Conditions</b>  Add layer to map	<b>Active Hurricanes</b>  Add layer to map	<b>USA Short-Term Weather Warnings</b>  Add layer to map	<b>MODIS Thermal Activity</b>  Add layer to map
<b>Recent Hurricanes</b>  Add layer to map	<b>USA Wildfire Activity</b>  Add layer to map	<b>USA Stream Gauges</b>  Add layer to map	<b>USA Storm Reports</b>  Add layer to map

1 2

CLOSE

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USGS | Esri, DeLorme, FAO, USGS, NOAA, EPA

POWERED BY esri

100%

# Content Layers

The screenshot displays the ArcGIS Online interface for a map titled "New Madrid M7.7 Scenario". The browser address bar shows the URL: <http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0>. The map shows a geographic area with a highlighted region in the central United States. The "Contents" panel on the left shows the "New Madrid M7.7 Scenario" layer checked and the "Topographic" layer visible. The "Add Layer from Web" dialog box is open, asking "What type of data are you referencing?". The dialog lists the following options:

- An ArcGIS Server Web Service (selected)
- An ArcGIS Server Web Service
- A WMS OGC Web Service
- A WMTS OGC Web Service
- A Tile Layer
- A KML File
- A GeoRSS File
- A CSV File

The "ADD LAYER" button is highlighted in blue. The "CANCEL" button is also visible. The dialog box includes a text input field with the placeholder text "GIS/rest/services/<MyServiceName>".

# Content Layers

http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0

New Madrid M7.7 Scenario

File Edit View Favorites Tools Help

HOME New Madrid M7.7 Scenario NEW MAP CREATE PRESENTATION Jeff

Details Add Basemap Save Share Print Directions Measure Bookmarks Find address or place

Contents

- New Madrid M7.7 Scenario
- Topographic

**Add Layer from File**

Locate the file you want to import. You can import a zipped shapefile (ZIP) with up to 1000 features in it, a comma, semi-colon, or tab delimited text file (CSV or TXT), or a GPS Exchange Format (GPX).

File:

Esri.com ArcGIS Marketplace Help Terms of Use Privacy Contact Esri Contact Us Report Abuse

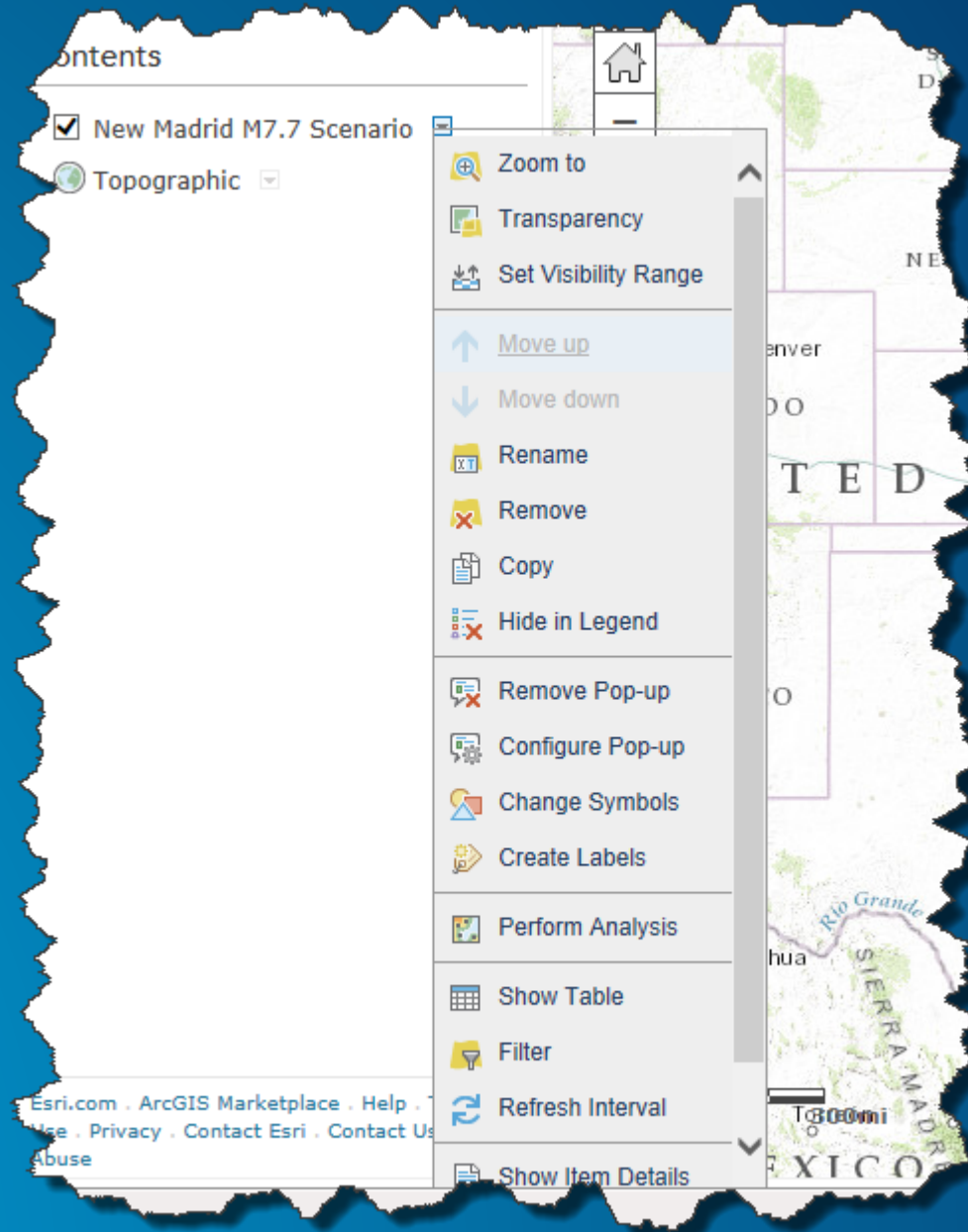
POWERED BY esri

USGS | Esri, DeLorme, FAO, USGS, NOAA, EPA

100%

# Style

- Transparency
- Visibility range
- Pop-up
- Symbols
- Labels
- Filters
- Refresh Interval



# File Id

The screenshot shows a web browser window displaying an ArcGIS Online web map. The URL bar is highlighted with a red box, showing the URL: `http://disasterresponse.arcgis.com/webmapviewer/...?webmap=e44206eb2b214636a4d56255898024e0`. The map interface includes a navigation pane on the left with a 'Contents' section showing 'New Madrid M7.7 Scenario' and 'Topographic'. A 'Save Map' dialog box is open in the center, with the following fields:

- Title: New Madrid M7.7 Scenario
- Tags: USGS x Earthquake x ShakeMap x Scenario x
- Summary: A web map presenting the shake map for the New Madrid M7.
- Save in folder: Large Earthquake Scenarios

Buttons for 'SAVE MAP' and 'CANCEL' are visible at the bottom of the dialog box. The map background shows a geographic area with various states and regions labeled, including Illinois, Indiana, Ohio, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Louisiana, and the Ozark Plateau and Coastal Plain regions.

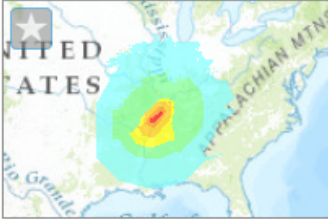
# File Properties

http://disasterresponse.maps.arcgis.com/home/item.html?id=e44206eb2b214636a4d56255898024e0

New Madrid M7.7 Scenario

HOME GALLERY MAP SCENE GROUPS MY CONTENT MY ORGANIZATION 71 Jeff

## New Madrid M7.7 Scenario



New Madrid M7.7 Scenario

Web Map by jbaranyiDRP  
Last Modified: February 8, 2015

☆☆☆☆ (0 ratings, 12 views)

Facebook Twitter

OPEN SHARE EDIT DELETE MOVE CHANGE OWNER

### Description

ShakeMap is designed as a rapid response tool to portray the extent and variation of ground shaking throughout the affected region immediately following significant earthquakes. Ground motion and intensity maps are derived from peak ground motion amplitudes recorded on seismic sensors (accelerometers), with interpolation based on both estimated amplitudes where data are lacking, and site amplification corrections. Color-coded instrumental intensity maps are derived from empirical relations between peak ground motions and Modified Mercalli intensity. This ShakeMap describes the event: NLE2011NMSW7.7\_se, New Madrid SW M7.7 Scenario.

### Map Contents

New Madrid M7.7 Scenario:  
[http://services.arcgis.com/DO4gTjwJV1J7O9Ca/arcgis/rest/services/NewMadrid\\_7\\_7/FeatureServer/0](http://services.arcgis.com/DO4gTjwJV1J7O9Ca/arcgis/rest/services/NewMadrid_7_7/FeatureServer/0)

Topographic:  
[http://services.arcgisonline.com/ArcGIS/rest/services/World\\_Topo\\_Map/MapServer](http://services.arcgisonline.com/ArcGIS/rest/services/World_Topo_Map/MapServer)

### Properties

100%



# File

Stored in the cloud

The screenshot shows the ArcGIS My Content web interface. The browser address bar displays the URL: <http://disasterresponse.maps.arcgis.com/home/content.html>. The page title is "My Content". The navigation menu includes: HOME, GALLERY, MAP, SCENE, GROUPS, MY CONTENT, and MY ORGANIZATION. A user profile for "Jeff" is visible in the top right corner.

The main content area displays a list of folders and items. The "Folders" section on the left includes:

- NEW
- DELETE
- jbaranyiDRP (Home)
- 2013\_Colorado\_Floods
- Broomstick Fire
- CUSEC
- Dogfooding
- Estes Park
- Geofeedia
- Global\_Hazards
- HazardTPKs
- Japan
- Large Earthquake Scenari
- Live Feeds - ArcGIS Online
- NASA\_TRMM
- NIFC
- Ops\_Dashboard\_Public\_View
- PDC
- West
- Wildfire\_PIM

The main list of items is as follows:

<input type="checkbox"/>	Title	Type	Modified	Shared
<input type="checkbox"/>	Hayward-Rodgers Creek M6.8 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	Rose Canyon M6.9 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	Southern California 2008 ShakeOut M7.8 Sc...	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	Seattle M7.2 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	Cascadia M9.0 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	North San Andreas M7.9 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	Puente Hills M7.1 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	New Madrid M7.7 Scenario	Web Map	Nov 1, 2014	Everyone
<input type="checkbox"/>	NewMadrid_7_7	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	Cascadia9_0	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	Puente_Hills_7_1	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	Rose_Canyon_6_9	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	NoCal_SanAndreas_7_9	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	SoCal_7_8	Service Definition	Nov 1, 2014	Not Shared
<input type="checkbox"/>	Hayward_6_8	Service Definition	Nov 1, 2014	Not Shared

At the bottom right of the page, the zoom level is set to 100%.

# Tools

Map tools, analytic tools, and application tools to help you get your job done

The screenshot shows the ArcGIS web map viewer interface. The browser address bar displays the URL: <http://disasterresponse.maps.arcgis.com/home/webmap/viewer.html?webmap=e44206eb2b214636a4d56255898024e0>. The page title is "New Madrid M7.7 Scenario". The top navigation bar includes "HOME" and "NEW MAP". Below this is a toolbar with icons for "Details", "Add", "Basemap", "Save", "Share", "Print", "Directions", "Measure", and "Bookmarks". A red box highlights the "Print", "Directions", "Measure", and "Bookmarks" icons. On the left side, there is a "Perform Analysis" menu with a red box around it. The menu items are: "Summarize Data", "Find Locations", "Data Enrichment" (expanded to show "Enrich Layer"), "Analyze Patterns", "Use Proximity", and "Manage Data". The main map area shows a map of the United States with a red oval indicating the New Madrid Seismic Zone. The map is overlaid with a green and yellow shaded area representing the seismic hazard. The bottom of the page contains the Esri logo and links to "Esri.com", "ArcGIS Marketplace", "Help", "Terms of Use", "Privacy", "Contact Esri", and "Report Abuse".

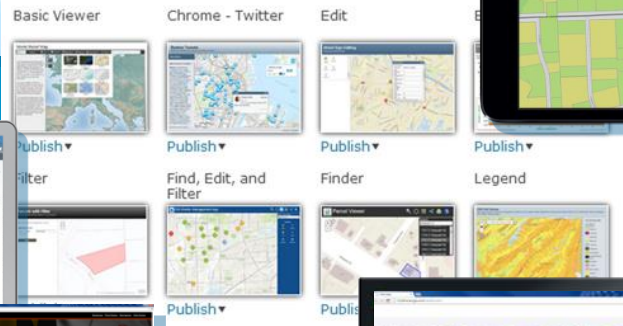
The screenshot shows the "Properties" panel in the ArcGIS web map viewer. The browser address bar displays the URL: <http://disasterresponse.maps.arcgis.com/home/item.html?id=e44206eb2b214636a4d56255898024e0>. The page title is "New Madrid M7.7 Scenario". The "Properties" panel is divided into several sections: "Tags" (USGS, Earthquake, ShakeMap, Scenario), "Credits" (USGS), "Delete Protection" (checkboxes for "Prevent this item from being accidentally deleted" and "Allow others to save a copy of this item"), "Save As", "Offline Mode" (checkbox for "Enable offline mode"), "Extent" (Left: -105.18, Right: -72.72, Top: 43.38, Bottom: 28.88, with a "SET EXTENT" button), and "Application Settings" (Select the tools and capabilities to enable in applications that access this web map). A red box highlights the "Application Settings" section, which includes: "Routing" (checked), "Measure Tool" (checked), "Basemap Selector" (checked), "Find Locations [-]" (checked), "Hint text" (Place or Address), "By Layer" (checked, with an "ADD LAYER" button), and "By Address" (checked).

# Web Maps Drive the Configuration of ArcGIS Apps

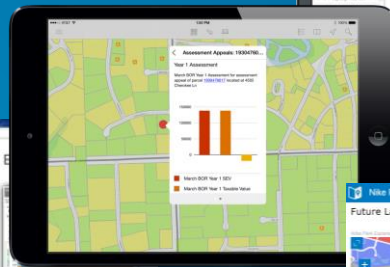
Story Maps



Web  
Templates



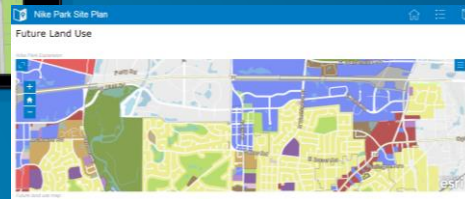
Explorer



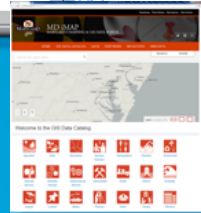
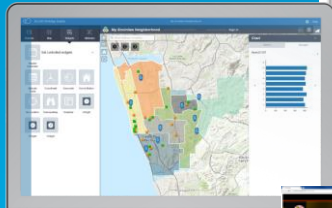
Dashboard



Briefing Book



Web  
AppBuilder



Open Data

Collector



Online - Offline Support

# User Guides - <http://bit.ly/XTeDsB>

## Documents to help guide to make common products

Documents - Esri Disaster Response Program

EDIT INVITE USERS MEMBERSHIP REQUESTS CHANGE OWNER DELETE GROUP LEAVE THIS GROUP

This group contains documents providing guidance to users on creating a variety of products in ArcGIS Online.

	Title	Owner	Rating	Views	Date
★	User Guide -Impact Summary Map	cfermerDRP	★ ★ ★ ★ ★ (0 ratings, 0 comments, 65 views)	65	November 26, 2014
★	User Guide-Public Information Map	cfermerDRP	★ ★ ★ ★ ★ (0 ratings, 0 comments, 39 views)	39	November 26, 2014
★	SOP-Map Tour	cfermerDRP	★ ★ ★ ★ ★ (0 ratings, 0 comments, 37 views)	37	October 30, 2014

### Public Information Map



August 28, 2014

### Public Information Map

A Public Information Map is any map that generally allows a non-GIS audience to view data that is available publically and related to an ongoing or forecasted incident / event. For example, on [www.esri.com/disaster](http://www.esri.com/disaster) we have public information maps that are produced using an ArcGIS Online web map and the Public Information Template.

In this section we present a few options:

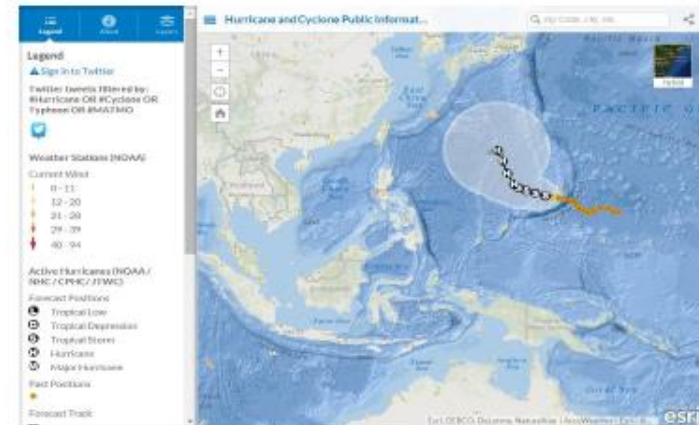
- Create A New Public Information Map
- Manage an Existing Public Information Map (Esri Disaster Response Program example)
- Embed A Public Information Map

#### Why use the ArcGIS Online Public Information Template?

With the Public Information template, your web app can display data layers, detailed information as well as what people are saying through location-based social media (Flickr, Twitter, and Instagram). Mapping the social data provides insight into what people are saying and where they are saying it. The recent redesign of this template includes a [responsive design](#), addition of Instagram as a feed, a new configuration wizard, and a few enhancements made by our Users. Responsive web design indicates that an application will fluidly change and respond to fit any screen or device size. This allows for a more elegant application and often provides a simpler and concise interface for the end user.

#### Resources for Public Information Template:

ArcGIS For Emergency Management-Public Information Map - <http://solutions.arcgis.com/emergency-management/help/public-information/>



# User Guides

- **Public Information**
- **Impact Summary Map**
- **Map Tour**
- **Situational Awareness**
- **Field Data Collection**
- **Planning Maps / Assignments**
- **Crowd Sourcing**
- **Briefing Presentations**
- **Briefing Journals**
- **Information Sharing / Collaboration**
- **Pre and Post Event Imagery**

# Local Impact Map User Guide

- **Enrich Impact Area**
- **Make a web application**
- **Configure the Local Impact Map**



# Chi Smith

GIS Manager, CalOES

**Questions?**



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- Exhibitors
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- Technical & Extended Support
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