



Esri International User Conference | San Diego, CA
Technical Workshops | July 14, 2011

The Business Case for Mapping

The Role of Web Maps in Your Organization

Allen Carroll and David Asbury

Why Use Web Maps?

- People like—even expect—maps
- Maps are “sticky”—people stay on your site to use them
- Maps can efficiently present huge amounts of information
- Maps are effective storytelling tools
- Maps help people relate *your* work to *their* lives
- ***You've got great data—why not share it?***

Fulton County Dept. of Health and Wellness/District 3, Unit 2, 2008

DeKalb County Board

Web maps for Government

Public outreach is now one of the most important uses of GIS



Recovery.gov

RECOVERY.GOV
TRACK THE MONEY

REPORT FRAUD, WASTE & ABUSE

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Life of a Project

A timeline, from start to finish, of a project that was funded by a median Recovery award. While many awards involved millions of dollars, the median amount was \$199,999.

Read more about the life of a Recovery project >

U.S. DEPARTMENT OF TRANSPORTATION

Enter Your ZIP Code to View Recovery Information in Your Neighborhood

U.S. TOTAL

For federal contracts, grants and loans as reported by recipients under Section 1612 of the Recovery Act.
February 17, 2009 - March 31, 2011

Search on Page Number: 50

RECOVERY EXPENDITURE

The Recovery.gov Website & iPad Apps
Click here for more details >>

RECOVERY FUNDED JOBS REPORTED BY RECIPIENTS

January 1 - March 31, 2011

574,013

Job calculations are based on the number of hours worked in a quarter and funded under the Recovery Act.

Maps on the home page

Recovery.gov



Recovery.gov

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Looking For: HOME ABOUT ACCOUNTABILITY WHERE IS THE MONEY COMING FROM OPPORTUNITIES NEWS PAGES & RESOURCES CONTACT US SITE INDEX

RECIPIENT REPORTED AWARDS MAP

Search Recipients by Name: [] View Recovery Data: [VIEW ALL] [Go] or [Go Close] [Go] [Reset to U.S. View]

Select Award Type: Contracts [x] Grants [x] Loans [x] Hide [-]

Select Award Status: Not Started [x] In Progress [x] Completed [x]

Select Agency: VIEW ALL [x] American Battle Monuments [x]

Select Amount: Minimum: \$0 Maximum: \$27,289,733.18 [Go] [Clear]

From	# of Awards	Total Amount: Feb 17, 09 - Mar 31, 11	Prime Recipient Reported Jobs
Contracts	54,108	\$40,672,426,943	48,885.26
Grants	205,481	\$115,896,919,286	118,647.82
Loans	1,861	\$7,693,966,337	5,776.39
Total	261,450	\$164,263,312,566	173,309.47

Text View of Data [x]

MAP TASKS: DOWNLOAD KML | PRINT MAP

Access to
huge
information
resource

EPA.gov

The screenshot shows the top navigation bar of the EPA website. It includes the EPA logo, the text "47 years of protecting health and the environment" and "United States Environmental Protection Agency", and a search bar. Below the navigation bar, there are two featured content blocks. The left block is titled "Consumers Save With WaterSense" and contains the text: "Launched in 2006, WaterSense has helped Americans save 125 billion gallons of water and more than \$2 billion." Below this text are three links: "Read about the 5th anniversary event", "WaterSense blog post", and "Learn more". The right block is titled "Apps for the Environment" and features a video player with a play button icon.

This section is titled "Info Where You Live" and features a map of the United States with states color-coded by region. Below the map, there are several icons representing different environmental topics. At the bottom of the section, there is a "MyEnvironment" section with a text input field labeled "Enter your location" and a "GO" button. Below the input field, it says "Enter an address, ZIP, city, or state name." and "More searches" and "Raw data".

This section is titled "MyEnvironment Map" and displays a detailed map of the Washington, D.C. area. The map shows major roads, parks, and landmarks. Above the map, there is a navigation bar with several icons representing different environmental topics. Below the map, there is a search bar with the text "Select a new Location:" and "Enter a New Location:" and a "GO" button. The map also includes a scale bar and a compass rose.

Info
where
you live

State Government: Maryland

The screenshot shows the Maryland State Government website with a red header and a complex layout. The main navigation bar includes links for HOME, LIVING, WORKING, LEARNING, VISITING, and SERVICES. A large map of Maryland is the central focus, with the text "MAPPING Maryland" overlaid. To the left of the map is a "County Governments" list, and to the right is a "Favorite Maps" section. Below the map are several service categories: "Maryland Services by Location" (Government, Education, Transportation), "Outdoors MD", "Business Resources", and "Health-Related". The bottom right corner features "Interactive Mapping Tools" with icons for HistoryPrint, StateStat, BayStat, and GreenPrint. The left sidebar contains sections for "YOUR STATE GOVERNMENT", "ONLINE SERVICES", and "IN YOUR COUNTY".

YOUR STATE GOVERNMENT
Office of the Governor
State Legislature
Courts and Judicial
Offices Alphabetically
Find an Agency

ONLINE SERVICES
Financial Problems
Transportation
Health & Wellness

IN YOUR COUNTY
Select a County

County Governments

Allegany	Charles	Prince Georges
Anne Arundel	Dorchester	Queen Anne's
Baltimore City	Frederick	St. Mary's
Baltimore	Garret	Somerset
Calvert	Harford	Talbot
Caroline	Howard	Washington
Cecil	Kent	Worcester
Cecil	Montgomery	

MAPPING Maryland

Favorite Maps
Maryland Tourism - Popular Destinations
Maryland A.A. Glance - State Profiles Maps
Create Your Own Maryland Map
Interactive Culture & Recreation Map
Order Free Maryland Maps
Order Maryland Maps and Travel Guides

Maryland Services by Location

- Government**
 - County Boards of Election
 - County Election Results
 - County Social Service Offices
 - County Tax Offices
 - Map of Maryland's 167 Municipalities
 - Departments of Public Works
 - Voter Registration Information
- Education**
 - Links to County Public School Websites
 - Public Libraries
- Transportation**

Outdoors MD

- Find A State Park in Your County
- Map of Maryland's Parks and Forests
- Find Your County Parks & Recreation Department
- County Recycling Services
- Farmers Markets

Business Resources

- Real Property Database Searches
- Reassessment Maps

Health-Related

- Find A Hospital - Status & Accreditation
- County Health Departments
- Local Environmental Health Offices
- Find A Licensed Professional

Interactive Mapping Tools
HistoryPrint
StateStat
BayStat
GreenPrint

Very rich
...pretty
cluttered

State/Provincial Government: New South Wales



Demo



Municipal Government: Yakima, Washington

Real-time
bus
locations



Esri's Local Government Resource Center

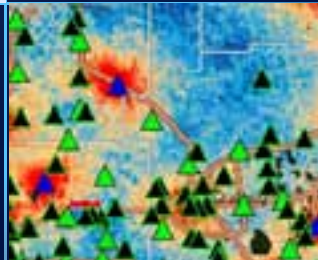
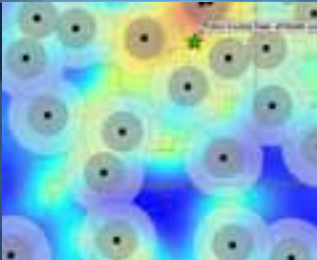
Great
app
gallery

The screenshot shows the ArcGIS Resource Center website. At the top, there is a navigation bar with 'ArcGIS.com', 'Support.ArcGIS.com', and 'esri.com'. Below this is a green header with 'ArcGIS Resource Center', 'Help', 'Blogs', and 'Forums'. A breadcrumb trail reads 'Home > Local Government'. The main heading is 'Local Government Gallery'. Below the heading is a paragraph of introductory text: 'The Local Government Template Gallery contains a series of maps and apps that will help you deploy geospatial applications that make a difference in your organization. The freely available templates are organized around the work you do in local government and can be used to configure ArcGIS with your authoritative data in a simple and meaningful way.' This is followed by another paragraph: 'We invite you to download the templates from the gallery and deploy them in your organization. When you do, you'll find they'll help you address specific business needs in your organization, save you time and money, publish great maps and apps, and simplify your GIS implementation.' A link is provided: 'If you are having problems viewing this gallery, click here.' The main content area is a grid of 48 thumbnail images representing various GIS maps and applications. On the left side of the grid, there is a sidebar with a search bar and several filter sections: 'Community' (with sub-sections like 'Bike', 'Quantity', 'Infrastructure', 'Public Safety', 'Land Records', 'Planning and Development', 'Disasters'), 'Platform', 'ArcGIS Version', 'GIS Function', 'Most Recent', and 'Most Popular'.

DeKalb County Board

Fulton County Dept. of Health and Wellness/District 3, Unit 2,000

Web maps for Business



B to C: Store Locators: Walmart

Clean
and
simple!

The screenshot displays the Walmart Store Finder interface. At the top, the Walmart logo is on the left, and navigation links for 'Value of the Day', 'Local Ad', 'Store Finder', 'Registry', and 'Gift Cards' are in the center. On the right, there are links for 'New customer?', 'Sign In', and 'Help'. Below the navigation is a search bar with 'All Departments' selected and a 'Go' button. To the right of the search bar are buttons for 'My Cart (0)' and 'Choose My Store'. The main content area is titled 'Store Finder' and shows '20 Walmart Stores near "46032, IN"'. A search input field contains '46032, IN' and a 'Find a Store' button. Below this, there are three store listings:

- 1 Indianapolis Walmart Supercenter Store #1018**
3021 W 86TH St
Indianapolis, IN 46268
Phone: (317) 676-8229
4.18 miles | [Get Directions](#)
[Make This My Store](#)
Pickup Options:
 - Pick Up Today
 - Ship to StoreSMAt this store:
 - Toy & Game
 - Subway®
 - Pharmacy
 - Vision Center
 - Grocery[View Details](#)
- 2 Carmel Walmart Supercenter Store #1681**
3033 E 141ST St
Carmel, IN 46033
Phone: (317) 846-8088
5.13 miles | [Get Directions](#)
Open 28 Hours
[Make This My Store](#)
Pickup Options:
 - Pick Up Today
 - Ship to StoreSMAt this store:
 - Pharmacy
 - Vision Center
 - Grocery
 - Optical Center
 - Curbside Home Collection[View Details](#)
- 3 Indianapolis Walmart Supercenter Store #2781**

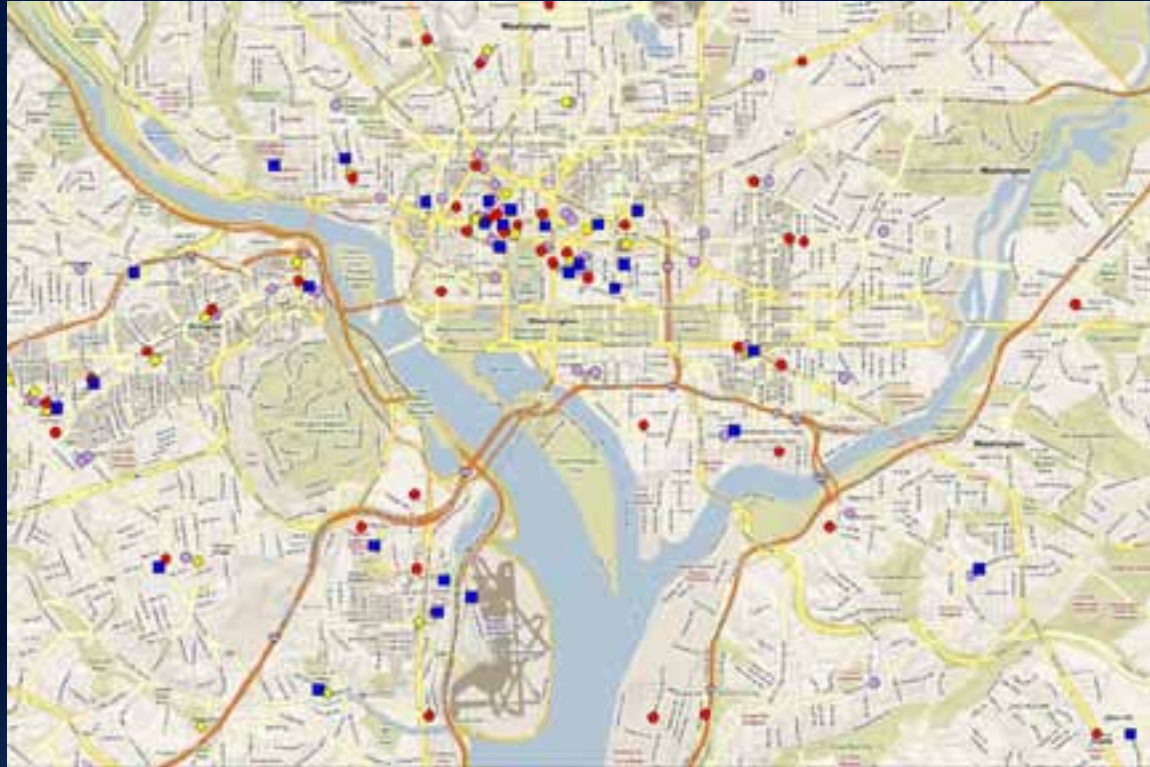
On the right side of the page is a map showing the Indianapolis area with 20 numbered blue location pins. The map includes a 'bing' logo and copyright information: '© 2011 Microsoft Corporation. © 2011 Mapbox, Inc.' A small disclaimer at the bottom of the map reads: 'Store hours are subject to change. Please contact the store for their current hours of operation.'

B to C: Cool and Useful Apps: United Airlines



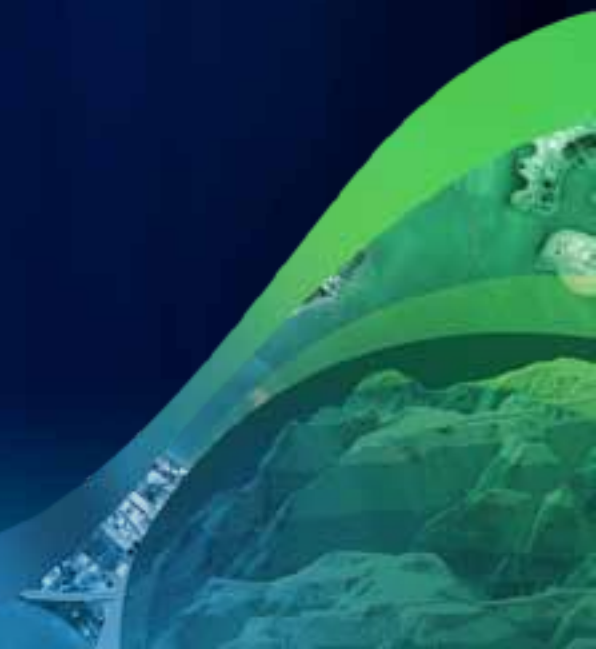
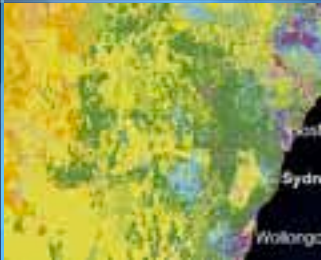
Cool
and
useful

B to B: S&L Financial services to client companies



Clients can see their branch locations vs. competitor branches

Web maps for Non-Profits



National Geographic: Global Action Atlas

NATIONAL GEOGRAPHIC
Global Action Atlas BETA
Help change the world... one project at a time.

HOME ACTION MAP TAKE ACTION MY PROJECTS JOIN ABOUT FEEDBACK LOG IN

CONSERVATION HUMANITARIAN CULTURES EXPLORATION CLIMATE CHANGE ENERGY

The **Global Action Atlas** enables you to support efforts across the globe to reduce human suffering, protect natural landscapes, and more. We welcome your comments on our [beta](#) site; click [here](#) to take a brief survey.

The Global Action Atlas is actively seeking support from individual and corporate sponsors and foundation partners. [LEARN MORE.](#)

Explore featured projects or... View: [Featured Projects](#)

Search projects
Search by keyword: [SEARCH](#)

Connect natural lands and waters from the Everglades to Georgia
Conservation: Mammals
Florida Wildlife Corridor
The Florida Wildlife Corridor is a collaborative vision by leading national and statewide conservation organizations to connect remaining natural lands...
[LEARN MORE](#) [TAKE ACTION](#)

Be a part of and help BEP's Solar 4R Schools Program
Energy: Community Technology
Liberty High School - Solar 4R Schools
Liberty High School received a 2.02 MW system in August 2009 thanks to a grant from Puget Sound Energy. The system is mounted on a dual-axis tracker and...
[LEARN MORE](#) [TAKE ACTION](#)

Search the Action Map
bing
[Save to Outlook](#) [VIEW ON MAP](#)

actionatlas.org

National Geographic: Global Action Atlas

Easy
access to
on-the-
ground
projects



actionatlas.org

A New Storytelling Tool



The screenshot shows a web-based storytelling interface. On the left is a satellite map of the world with several yellow location pins. The right side features a text introduction, a grid of eight small images depicting various aspects of global population and resource use, and a 'START' button. Logos for 'CEO STORY', 'esri', and 'NATIONAL GEOGRAPHIC' are visible at the top right. A red starburst graphic with the word 'Demo' is overlaid on the bottom left of the interface.

Seven Billion: World Population

There will soon be seven billion people on the planet. By 2045 global population is projected to reach nine billion. Can the planet take the strain? Decades from now, there will likely be two billion more mouths to feed, mostly in poor countries. There will be billions more people wanting and deserving to boost themselves out of poverty. If they follow the path blazed by wealthy countries—clearing forests, burning coal and oil, freely scattering fertilizers and pesticides—they too will be stepping hard on the planet's natural resources. How exactly is this going to work?

National Geographic Magazine, January 2011

This Geostory is part of a yearlong series by National Geographic Magazine, funded in part by DuPont.

START

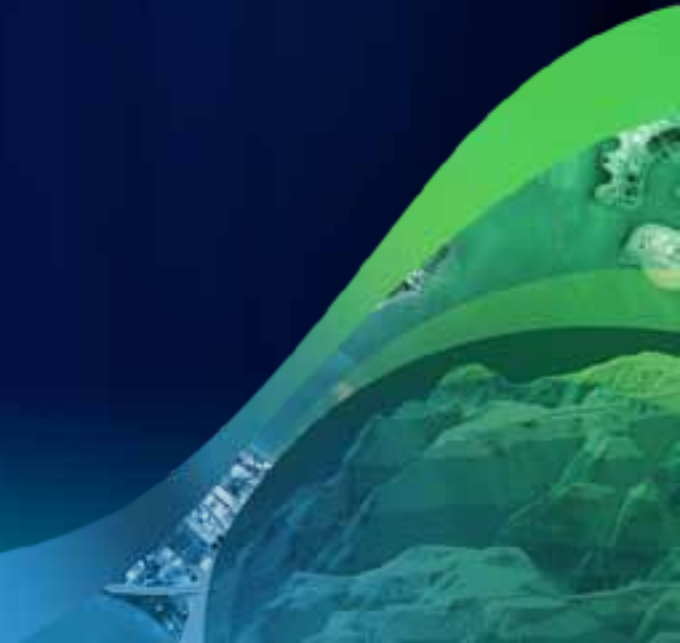
[SHARE](#) [ESRI](#)

esri **NATIONAL GEOGRAPHIC**

Demo

geostories.org

Some Do's and Don'ts



Do...

...Know your audience

...Tell a specific story, perform a specific function

...Perform a useful service (or be really cool)

...Keep it simple!

Don't...

- ...Use “GIS-y” symbols and functions that may confuse lay audiences
- ...Rely on map services that may not be reliable
- ...Try to tell your *whole* story

mappingcenter.esri.com

mappingcentre.esri.com

esri Mapping Center

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Search Site

Welcome to Mapping Center

Mapping Center is dedicated to helping you make great maps with ArcGIS. We do this by introducing you to the same concepts and techniques that professional cartographers use. ***Our goal is our users' demonstrated success in cartographic information design and presentation!***

Most Recent Blog Feeds

Designing Operational Overlays for the ArcMap and ArcGIS Online Basemaps



When creating maps using the basemaps that are available in ArcMap or from ArcGIS Online, best practice is to add the basemap to your ArcMap session (if it is a map service that you can open in ArcMap). Then you can design your operational data, which will overlay the basemap, so that it complements the basemap and so that the basemap appears to support the operational data. You can check the results of the map service you create in a Web map viewer. If you need to make changes once you review the results, you can simply edit the ArcMap document until you get the final product you want....(read more)

Announcing the New Ocean Basemap

The Ocean Basemap (Ocean_Basemap) map service was published recently on ArcGIS Online (services.arcgisonline.com, server.arcgisonline.com). This global map shows the sea floor of

Mapping Center Web Site

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