



# Non-Profit Use of ArcGIS Online for Orgs: A Use Case

ESRI UC, JULY 2014

THE  
TRUST  
*for*  
PUBLIC  
LAND



# 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
- Offices in 35 U.S. cities
- Over 300 employees



# Presentation Agenda

Organizational need for online mapping

Our ArcGIS Online workflow

Use cases

Recommendations for use of AGOL



# The need for an online mapping application

- Instant and easy access to GIS tools and data
  - For internal staff
  - For external partners (when relevant)
- Branding consistency
- Data consistency
- Maintaining intellectual property
- Centralized database
  - Protected Places Inventory
  - National Conservation Easement Database
  - Conservation Almanac and LandVote
  - Office locations, donor lists, 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 futures organization-specific trainings
- Monitor usage

# Use Cases

GIS team

Project managers

Philanthropy



# GIS Team Use Cases

Viewing The Trust for Public Land's protected places



Web application

Storytelling map tour



# GIS Team Use Cases

## Web application for editing completed project names

### Closings - Name Editor

Welcome to The Trust for Public Lands closings name editor.

This application will allow you to edit the public and marketing names associated with closed The Trust for Public Land projects. Users will be able to zoom to projects, click on them to find out more information and edit the public and marketing names. See below for steps on how to edit the names.

1. Using the mouse scroll wheel, Plus / minus buttons on the top left of the map, or the bookmarks, **zoom down to the state level or closer.**
2. Click on a given project to see the Closing name and the public and marketing names (if populated).
3. If either name needs editing, tap on the edit button (top left), tap on the project and then tap on the public or marketing name field and edit the name.
4. When done, close out the

Basemap Bookmarks Find address or place

UTAH

CHAMBERLAIN RANCH SUBDIVISION 201305

Public Name:

Marketing Name:

Last edited: May 4, 2014  
By: TPL\_Smitty

Edited by TPL\_Smitty on 5/4/14 at 11:59 PM

[Zoom to](#)

THE TRUST for PUBLIC LAND

Esri, DeLorme, FAO, USGS, NOAA, EPA, NPS



# GIS Team Use Cases

## Cross Kirkland Corridor story map

**CROSS KIRKLAND CORRIDOR**  
Explore existing and potential access points along the City of Kirkland's CROSS\_KIRKLAND\_CORRIDOR

Cross Kirkland Corridor

Explore existing and potential access points along the City of Kirkland's Cross Kirkland Corridor.

Access point #1

Access point #2

Access point #3

Access point #4 (potential)

Access point #5 (potential)

Access point #6

Access point #7 (potential)

Access point #8

# GIS Team Use Cases

## Web applications launch page

**The Trust for Public Land - Web applications**

Below are short descriptions and links to interactive mapping sites, web applications and story maps created by The Trust for Public Land and our partners.

Search maps

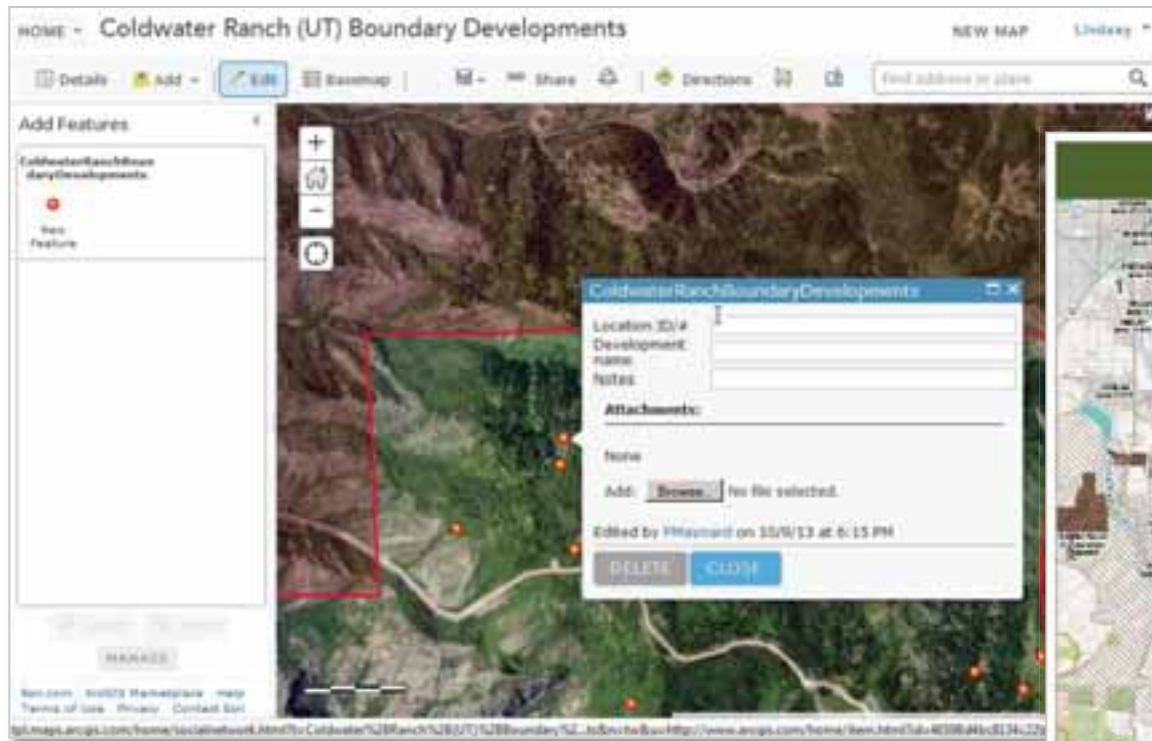
Sort by **Date** Title Type Ratings Avg. Rating Comments Views

**Web Applications**

These web applications are intended to be used by staff and partners of the Trust for Public Land. Many of the sites will require a password to login. If you do not already have access information for a given site contact gis support for access.

# Project Manager Use Cases

Enabling project managers to assist with data collection





# Project Manager Use Cases

## Accessing web maps using mobile devices



Offline web map viewing and editing in California

Live tracking on project sites during public walks with potential donors in Connecticut



# Philanthropy Use Cases

## The Trust for Public Land 2014 Trips

A story map [f](#) [t](#) [e](#)

This map depicts the various locations that individuals will visit on the various Trust for Public Land Trips. There are descriptions and images which accompany each location.





# Philanthropy Use Cases

Web application for potential funders





# 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)



Thank you



---

THE TRUST *for* PUBLIC LAND  
LAND FOR PEOPLE