

Implementing New Cartographic Workflows using ArcGIS Pro (A Nonprofit Use-Case)

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ESRI User Conference 2016



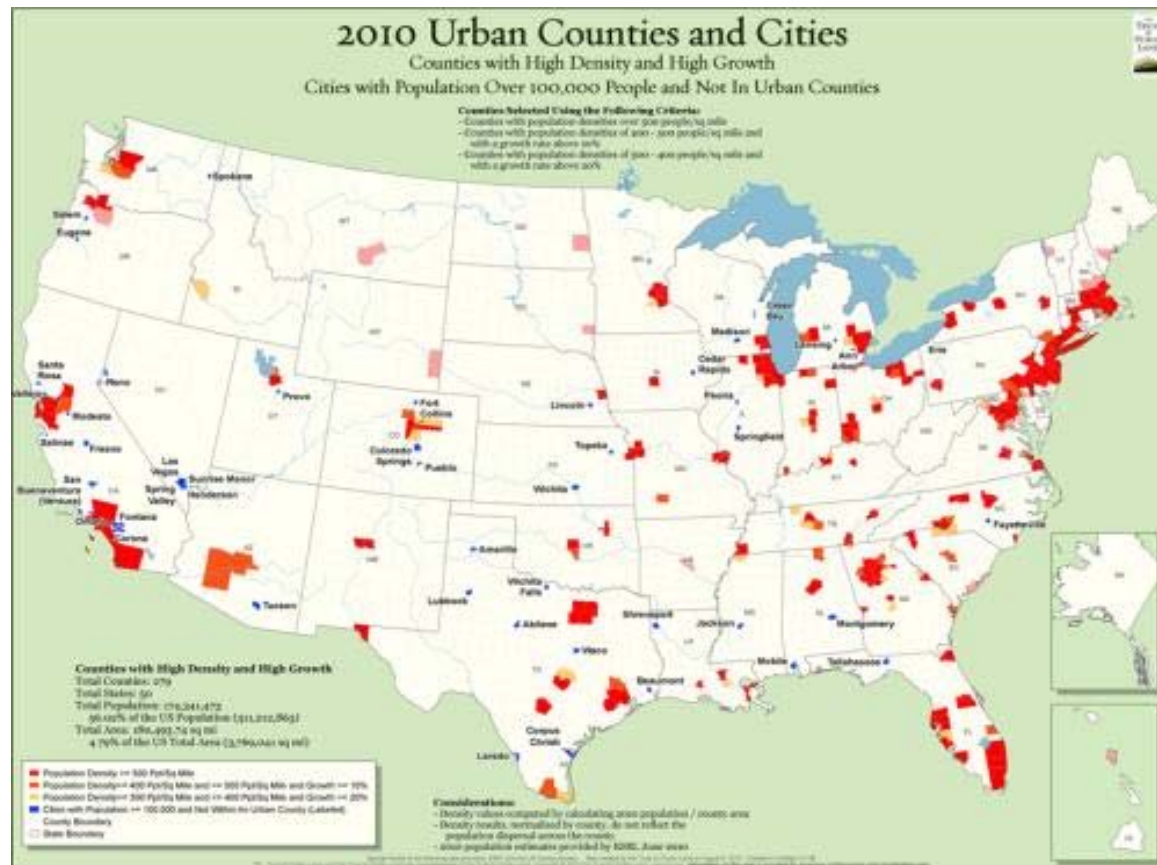
Our Mission

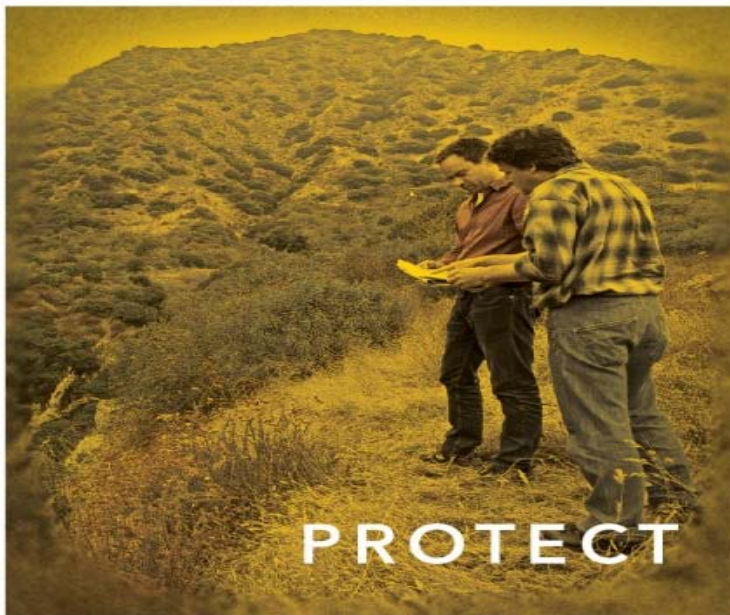
The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.



What we do

The Trust for Public Land works to protect the places people care about and to create close-to-home parks—particularly in and near cities, where 80 percent of Americans live. Our goal is to ensure that every child has easy access to a safe place to play in nature. We also conserve working farms, ranches, and forests; lands of historical and cultural importance; rivers, streams, coasts, and watersheds; and other special places where people can experience nature close at hand.





More about The Trust for Public Land

- Because we have a proven record of success.
 - We've worked for more than **40 years** to conserve land for people.
 - Since 1972, we've completed **more than 5,000 park and conservation projects** across 47 states, Puerto Rico, and the U.S. Virgin Islands, conserving more than 3 million acres of land, from the inner city to the wilderness.
 - We are the national leader in creating public funds for land conservation, working with states, counties, and cities to **generate nearly \$60 billion** for local conservation efforts since 1996.
 - We've created, sustained, or **supported 340 local land trusts** nationwide.

Presentation agenda

1

Context: Our Cartographic Products and Current Workflows in ArcMap and AGOL

2

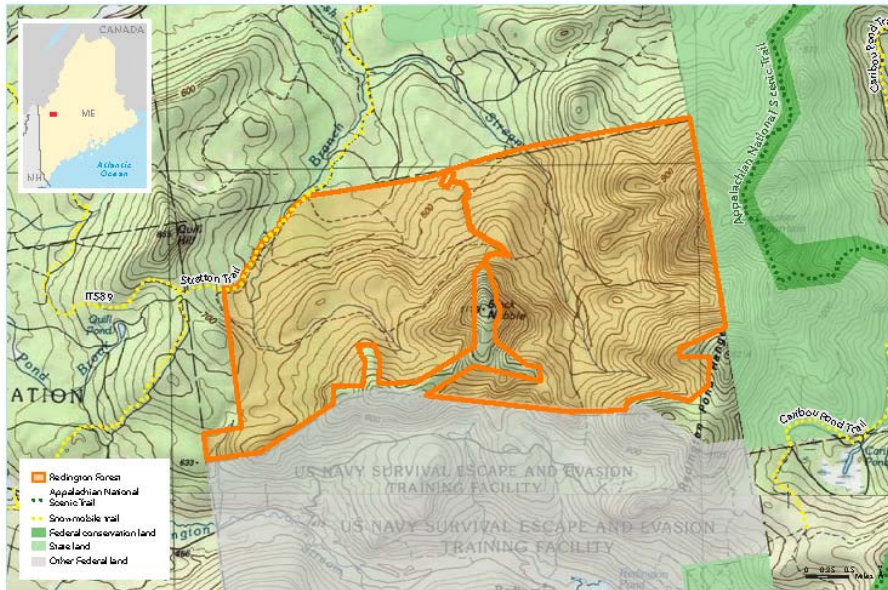
Use Cases: How we are using Pro in our work

3

Conclusions: Successes, challenges, recommendations

Examples of Current Cartographic Products

- Existing Static 2D, Static 3D, cartographic samples created using ArcMap
- Web map example



Redington Forest

REDINGTON TOWNSHIP, MAINE

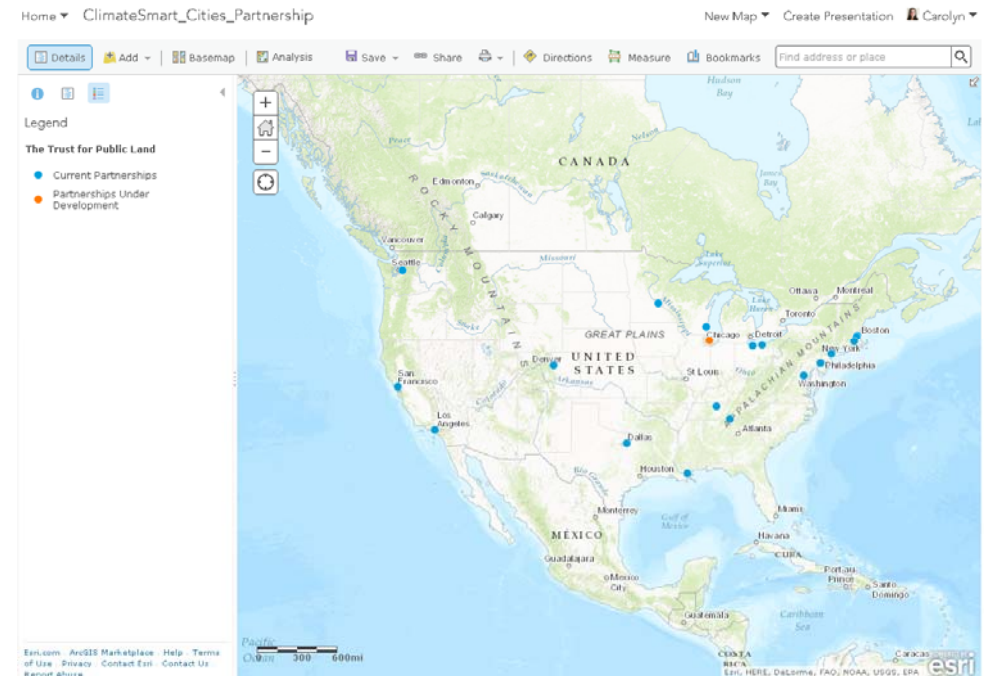
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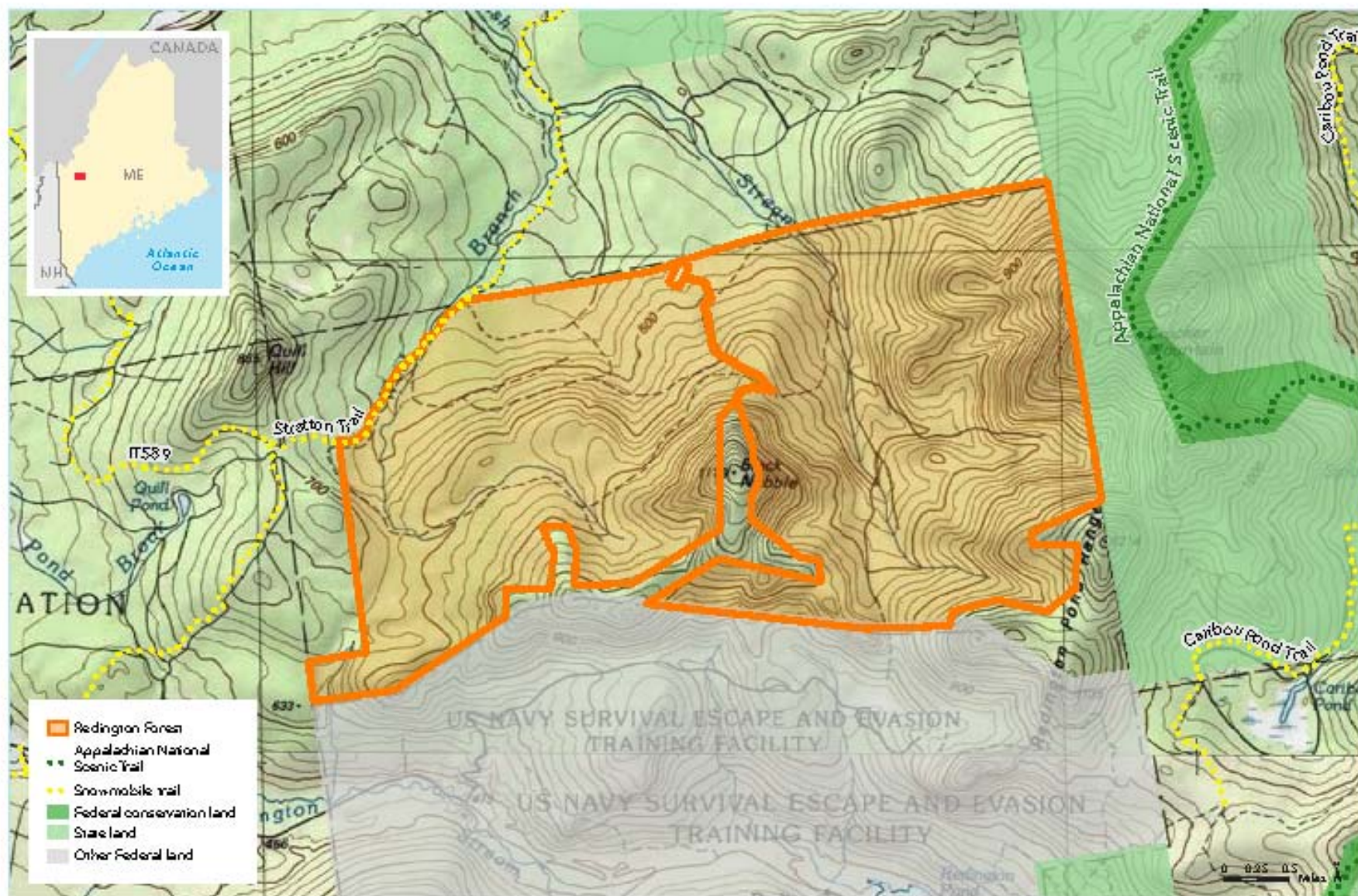
Kānewai Spring

KULI'OU'OU, O'AHU

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Recreating Our Cartographic Products in Pro



Redington Forest

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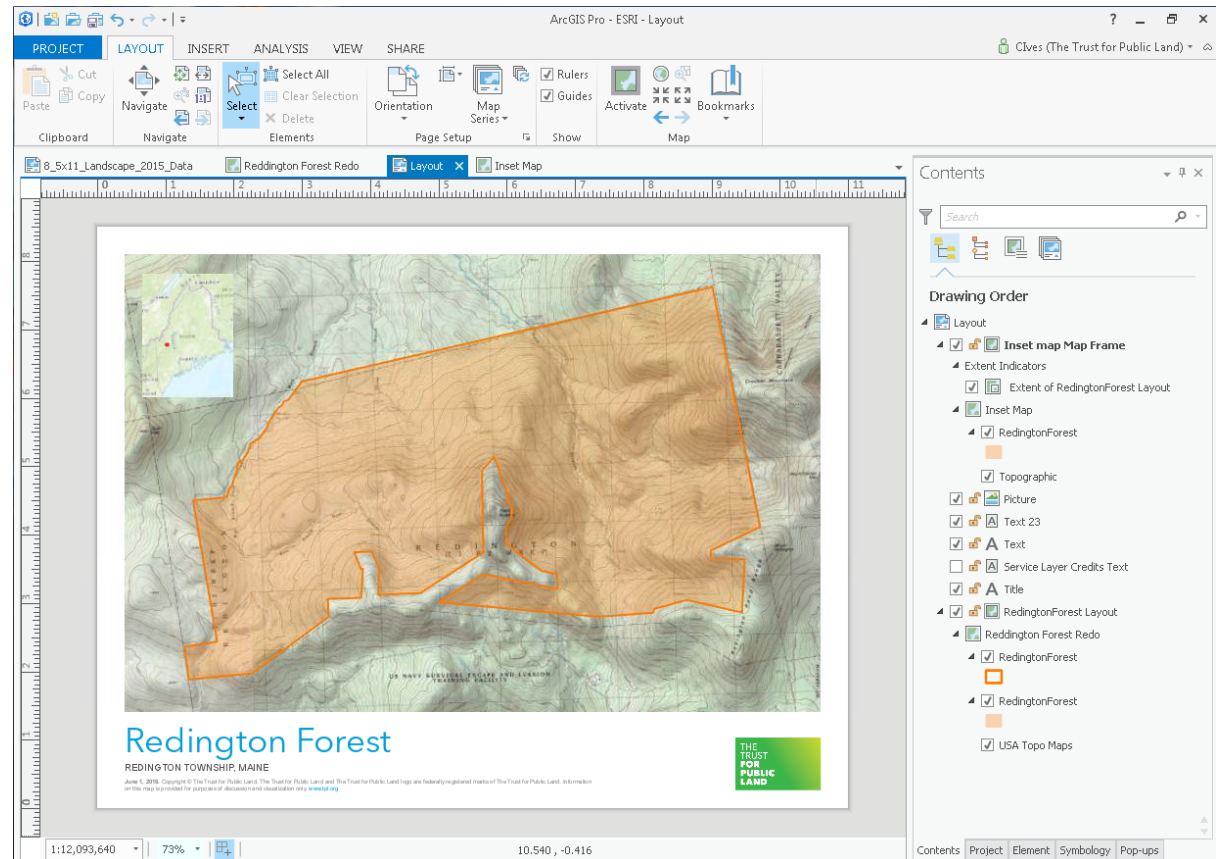
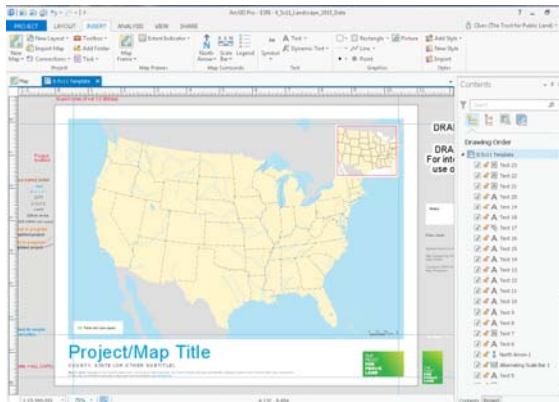


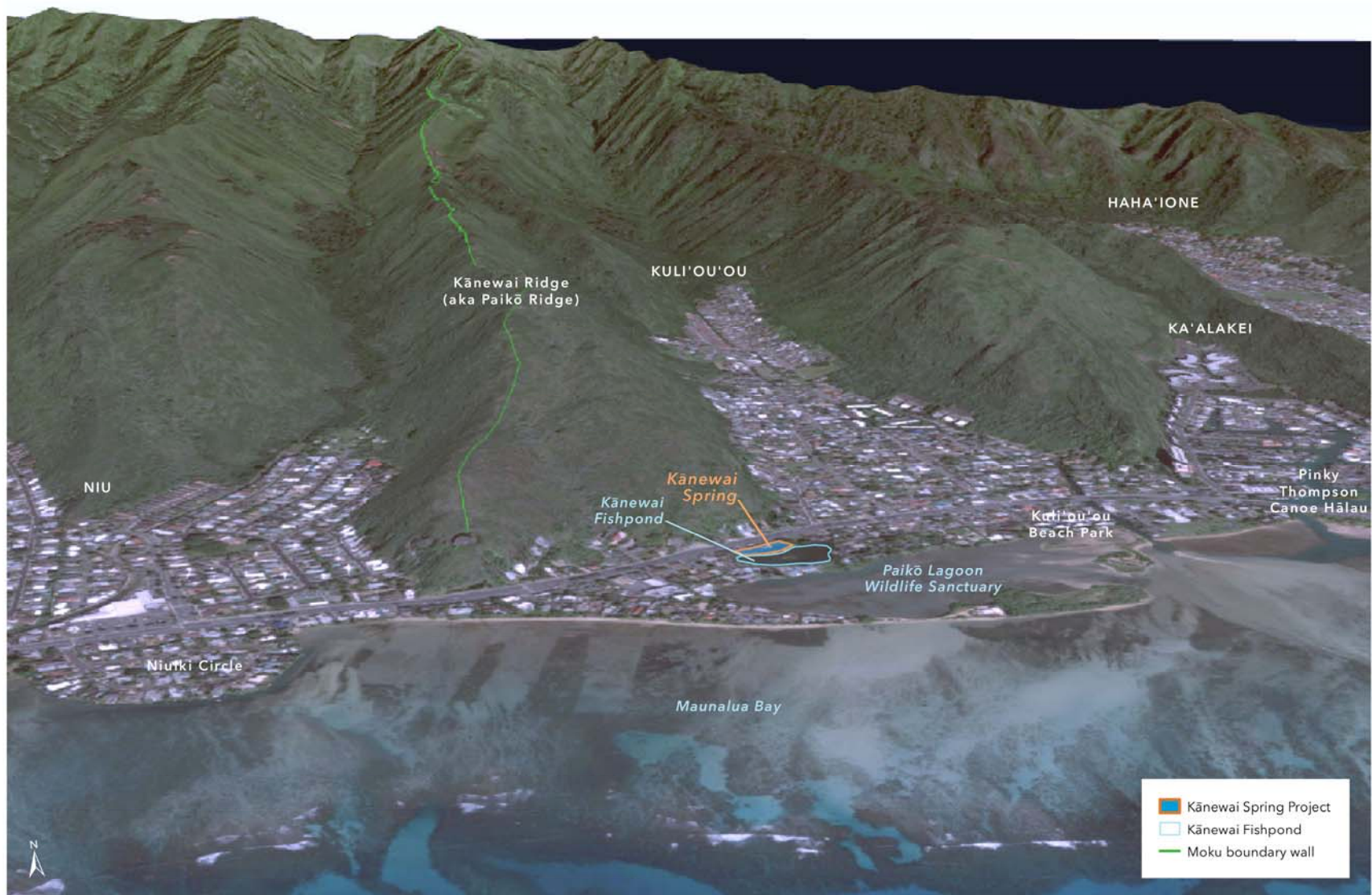
January 4, 2016

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Testing 2D/General Cartography in Pro

- Testing templates
 - Multiple layouts
 - Style files
 - Marketing
- Other helpful functions in Pro
 - No rasterization
 - More symbology options
 - Task designer





Kānewai Spring

KULI'OU'OU, O'AHU

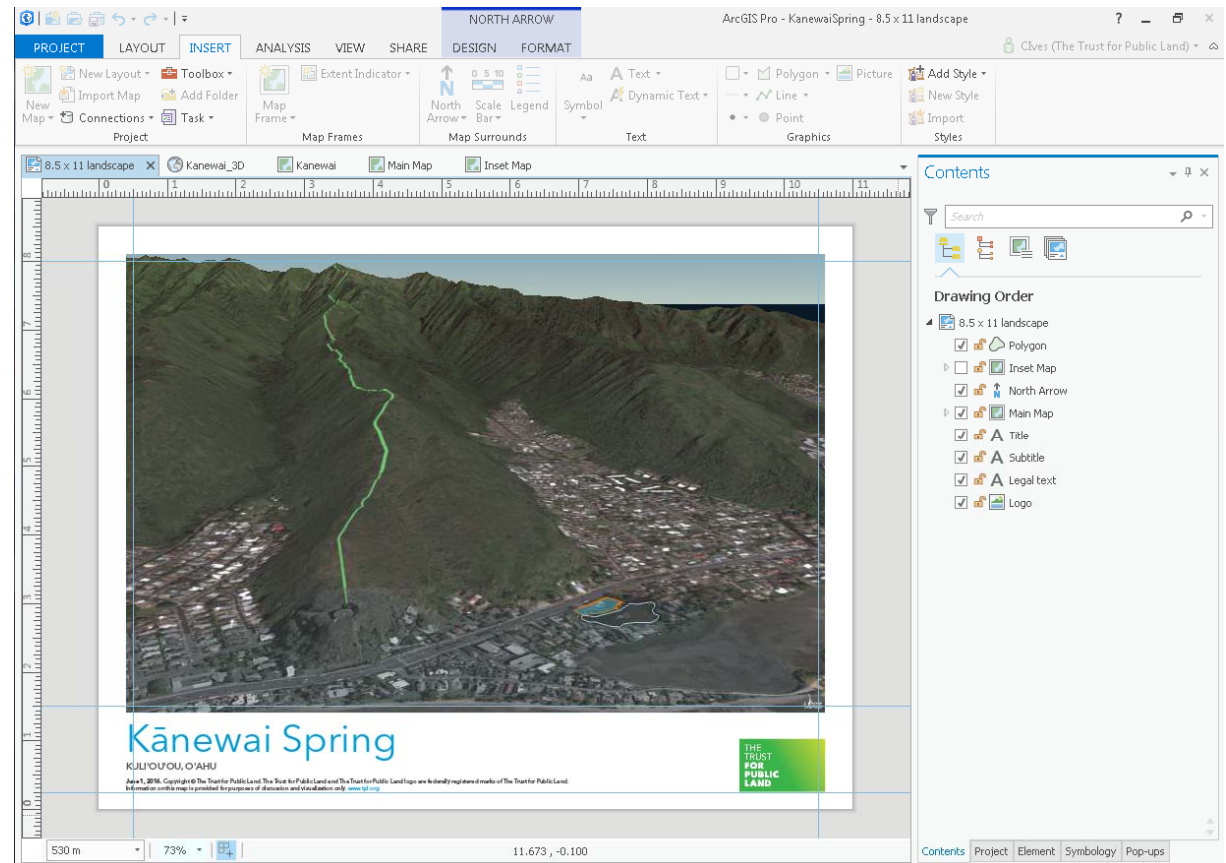


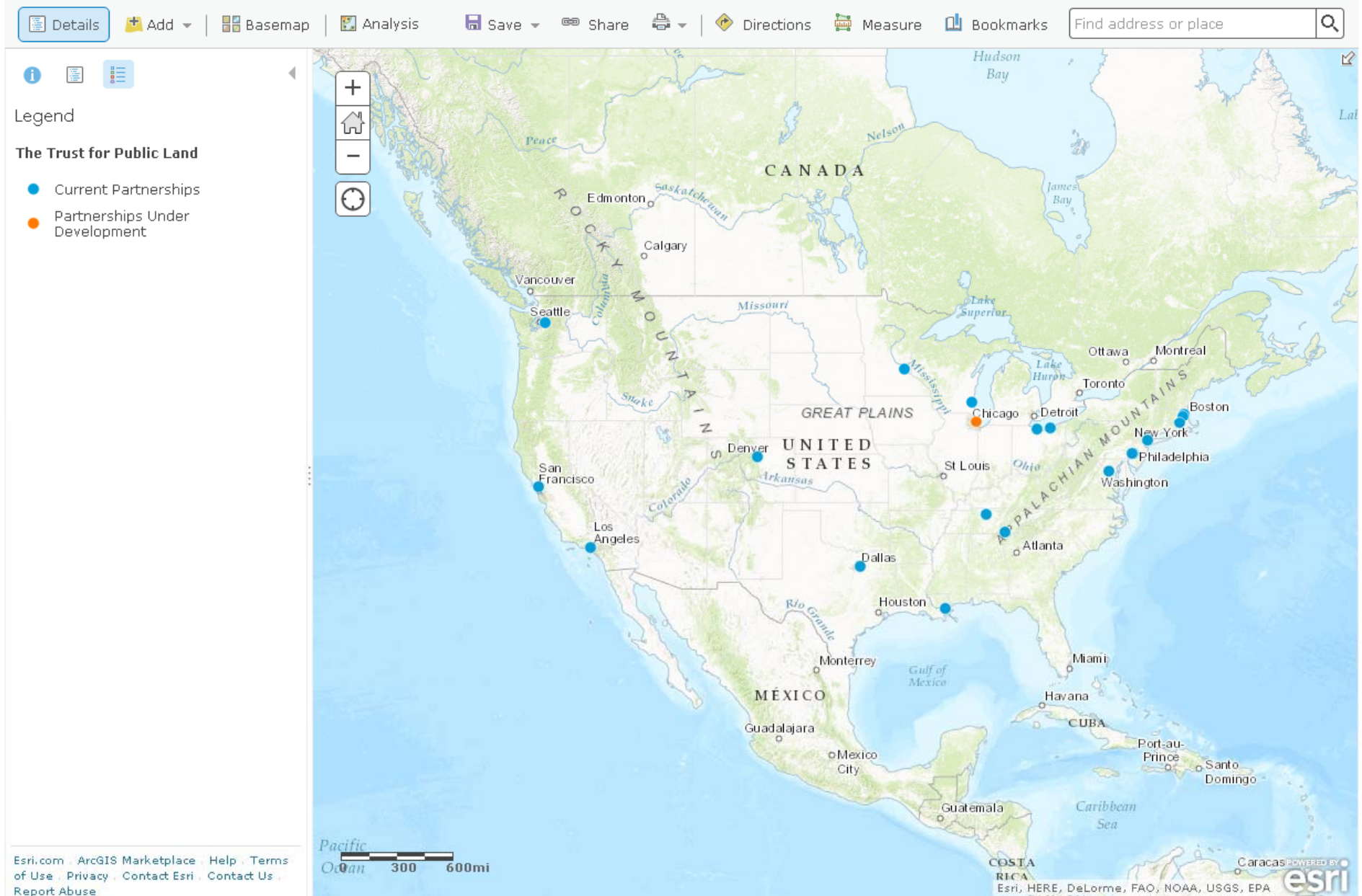
March 1, 2016

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Testing 3D Cartography in Pro

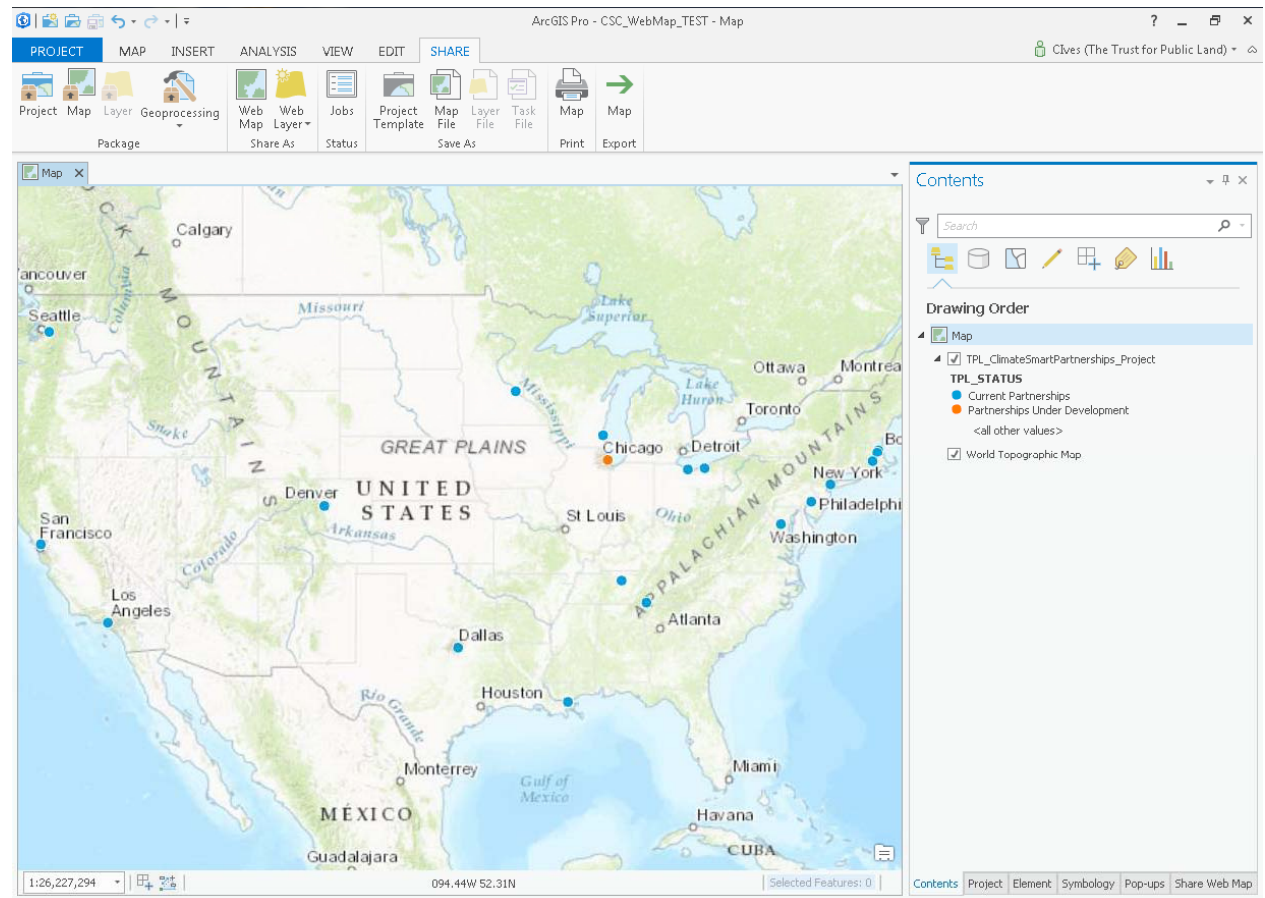
- Testing templates
 - Multiple layouts
- Scene
 - Images
- Other helpful functions in Pro
 - One stop shop
 - More symbology options
 - Multiple layouts
 - Label options





Testing Web Map Creation in Pro

- Prep data
 - To ArcGIS online (and Portal)
- Publish
 - To ArcGIS online (and Portal)
- Finalize
- Other helpful functions
 - Easy to prep data (aliases, pop-ups, etc)
 - Streamlined workflow



What we've learned

Initial Successes, Challenges, and Recommendations

- Successes
 - Easily able to incorporate existing templates created in ArcMap
 - Highly streamlined workflows for static 3D and web map creation despite learning the software
- Challenges
 - Getting our infrastructure ready for Pro, getting servers and licenses ready took some initial prep
 - Exporting 3D static maps to PDF
- Recommendations
 - Start with familiar use-cases; workflow/tools are very different
 - Watch Esri/other reference and training videos on getting started in Pro

Resources we found helpful:

<http://pro.arcgis.com/en/pro-app/get-started/get-started.htm>

http://training.esri.com/Courses/ts_GetStartPro/player.cfm

<http://video.arcgis.com/watch/3913/edit-with-feature-templates>

<http://video.arcgis.com/watch/4093/authoring-tasks>



Thank you!