



Story Maps: Non-Profit Use Cases and Customization Tips and Tricks

Southwest User Conference 2014

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THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE

- The Trust for Public Land Story Maps
 - Use Cases
 - 2013 The Year in Conservation
 - Kirkland Corridor
 - Miami Western Greenway
- Help for Users
- Branding
- Web Builder
- Customization

Story Maps



Thanks to The Trust for Public Land members, dozens of irreplaceable landscapes were protected in 2013. Hundreds of acres were saved. And thousands of people are able to connect with nature at public parks and open spaces created with your invaluable support.

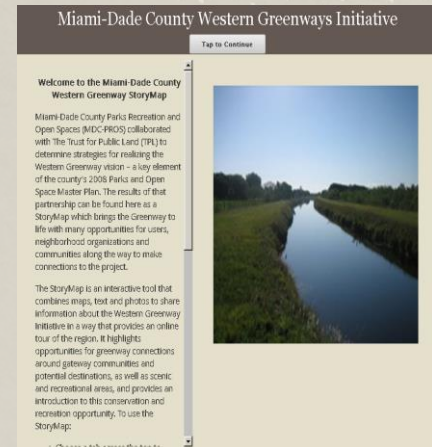
Click on the project locations to see some of our proudest park and conservation achievements from the past year. Thank you for helping to make this work possible..

Explore projects

Sharing



Planning



Analysis



2013 The Year in Conservation



2013 The Year in Conservation

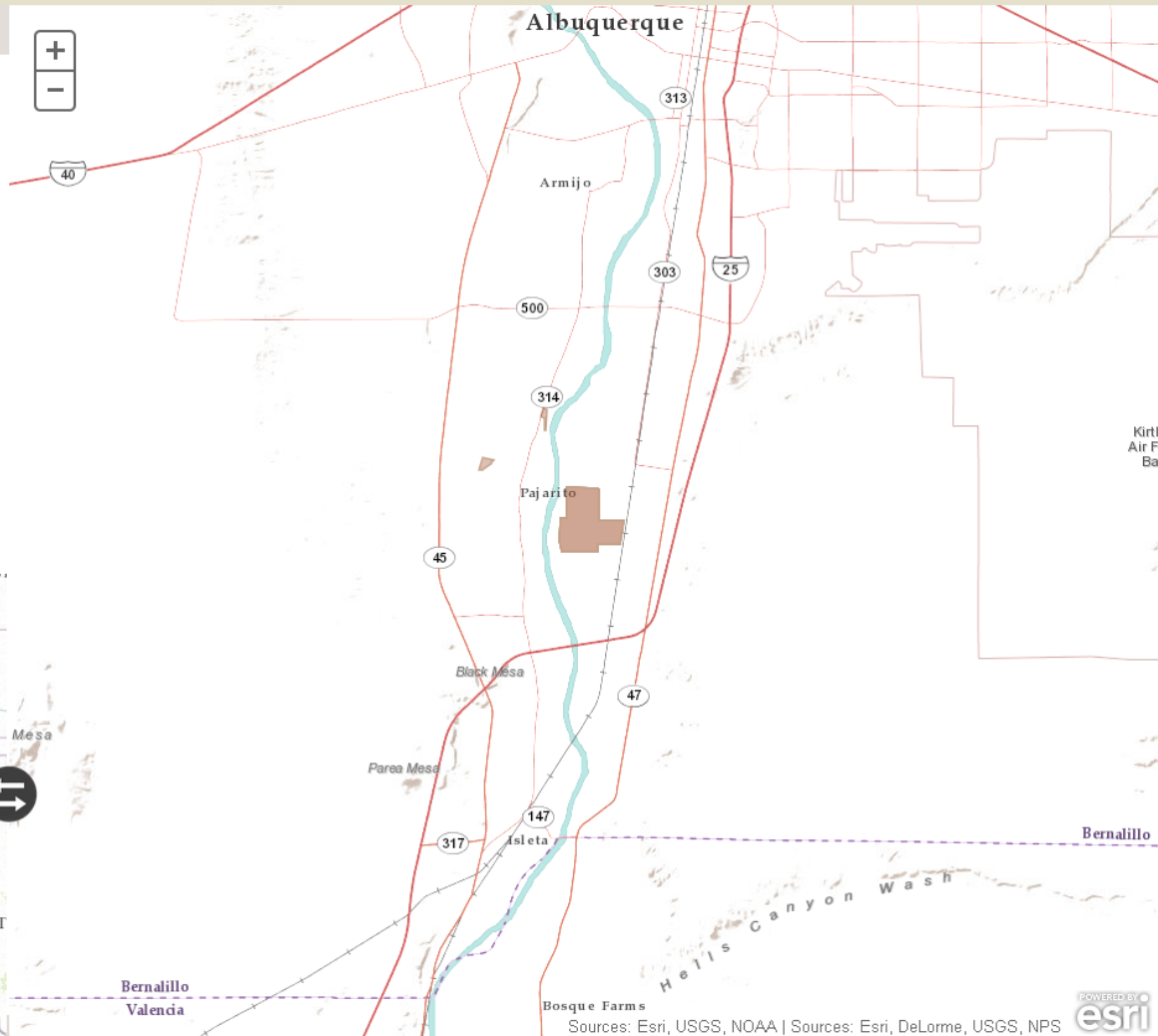
Thanks to your support, 2013 was a great year for creating parks and conserving land in communities nationwide.

Valle De Oro National Wildlife Refuge, NM

We conveyed the next 42 acres of a planned 570-acre Valle de Oro National Wildlife Refuge to the public.
(Photo by Don J. Usner)

[Click for more info on the project](#)

[Click picture for larger image.](#)



Bosque Farms

Sources: Esri, USGS, NOAA | Sources: Esri, DeLorme, USGS, NPS



The Trust for Public Land Trips

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.

The map shows the state of New Mexico with several locations marked by numbered icons. A pop-up window for Bandelier National Monument (location 13) is open, displaying a photo of a petroglyph and a description. Below the map is a horizontal scroll of image thumbnails for other locations, including The Santa Fe Opera, El Santuario de Chimayo, The Shed, The Santa Fe Farmer's Market, and The Railway Park.

Bandelier National Monument

Bandelier National Monument protects over 33,000 acres of rugged but beautiful canyon and mesa country as well as evidence of a human presence here going back over 11,000 years. Petroglyphs, dwellings carved into the soft rock cliffs, and standing masonry walls pay tribute to the early days of a culture that still survives in the surrounding communities.

13 Bandelier National Monument

14 The Santa Fe Opera

15 El Santuario de Chimayo

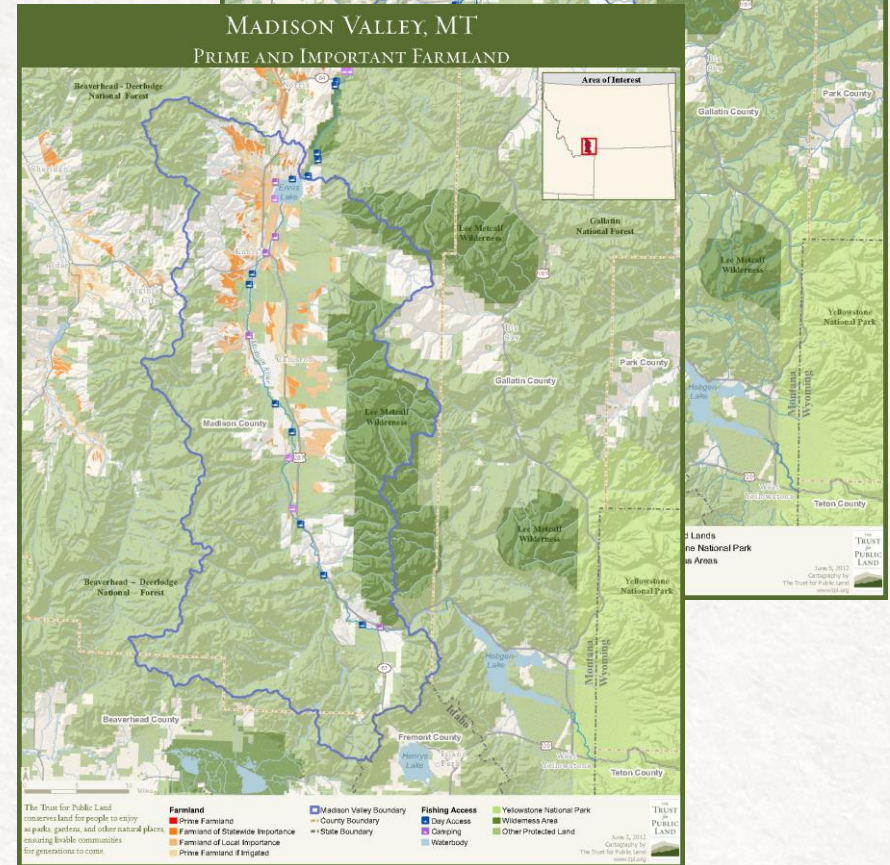
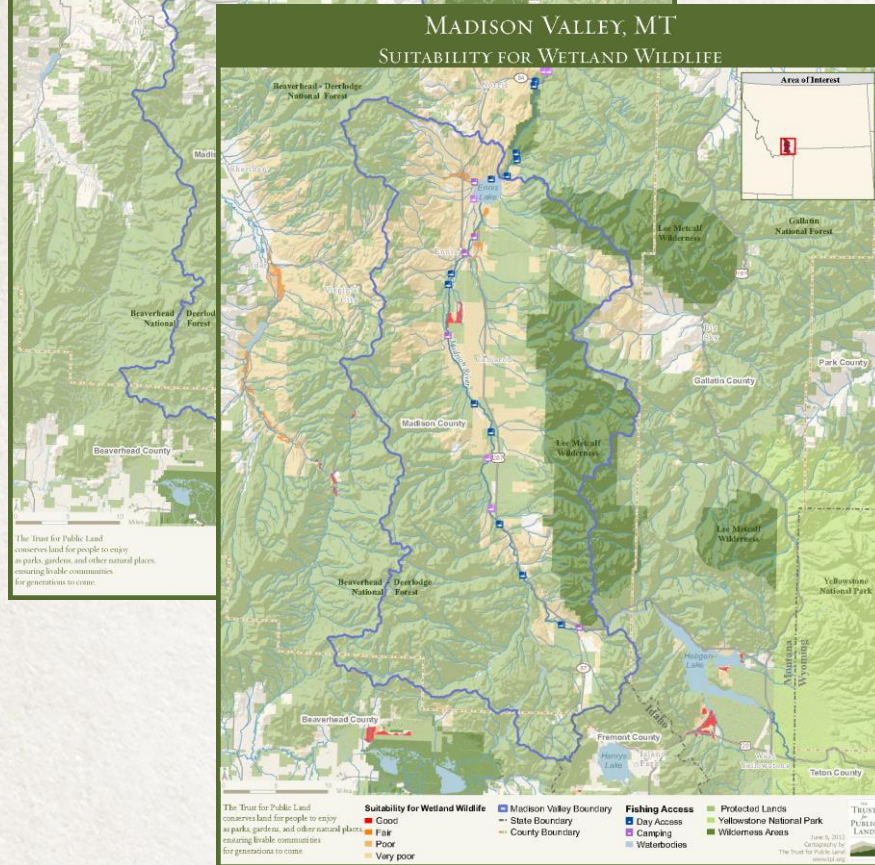
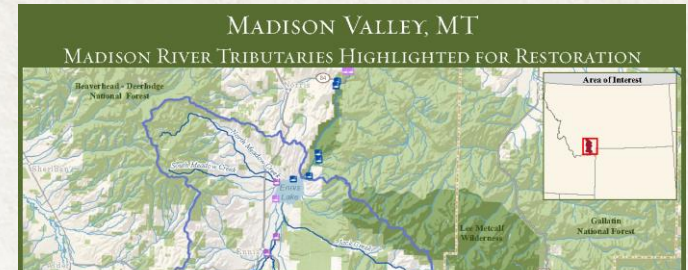
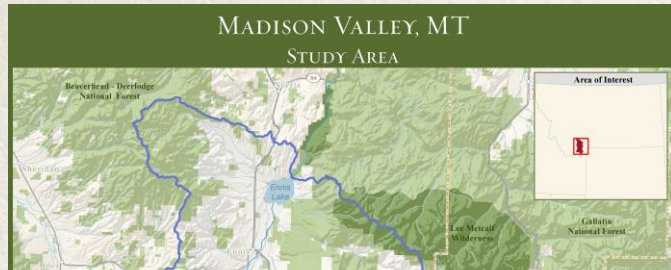
16 The Shed

17 The Santa Fe Farmer's Market

18 The Railway Park

19

The Madison River Valley story map



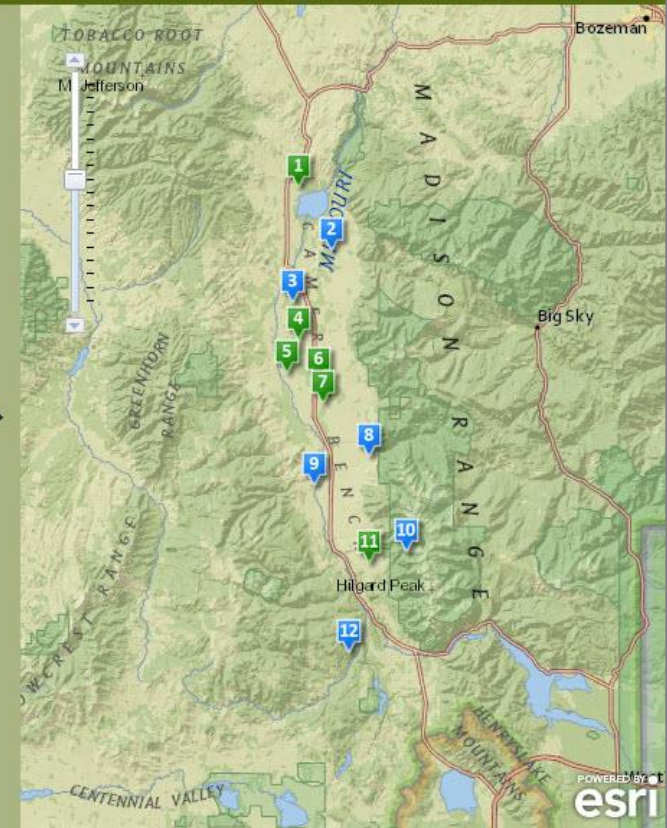
Madison River Valley Conservation and Restoration

The Trust for Public Land - Montana



**Madison Valley Stream
Restoration / Conservation**

The Madison Valley and the majestic mountains that cradle it are considered one of the most ecologically intact corners of the Greater Yellowstone Ecosystem, providing habitat for grizzly and black bear, elk, moose, gray wolf, pronghorn antelope, and even the elusive wolverine and Canada lynx.



Crumley Ranch



Jack Creek



Odell Creek



Granger Ranches



Combs River Ranch



Gecho Ranch



Boltz Ranch



Indian Creek

Madison Valley Landscape Conservation Plan

Water

Click on Focal Streams for more information

Click to download PDF map of the **Madison River Valley Water Resources**

The Madison River remains at the top of any international fly fisher's list of most legendary destinations. This birthplace of "Wild Trout Management" - which favored naturally-sustained rather than hatchery stocked fisheries - became a beacon for fisheries management in Montana that spread nationwide. While the river flows through a landscape only moderately changed by time, the river and its tributaries

LEGEND

Dewatered Streams



Irrigation Canals, Ditches, Pipelines



Focal Stream - Labels

Madison Valley Boundary



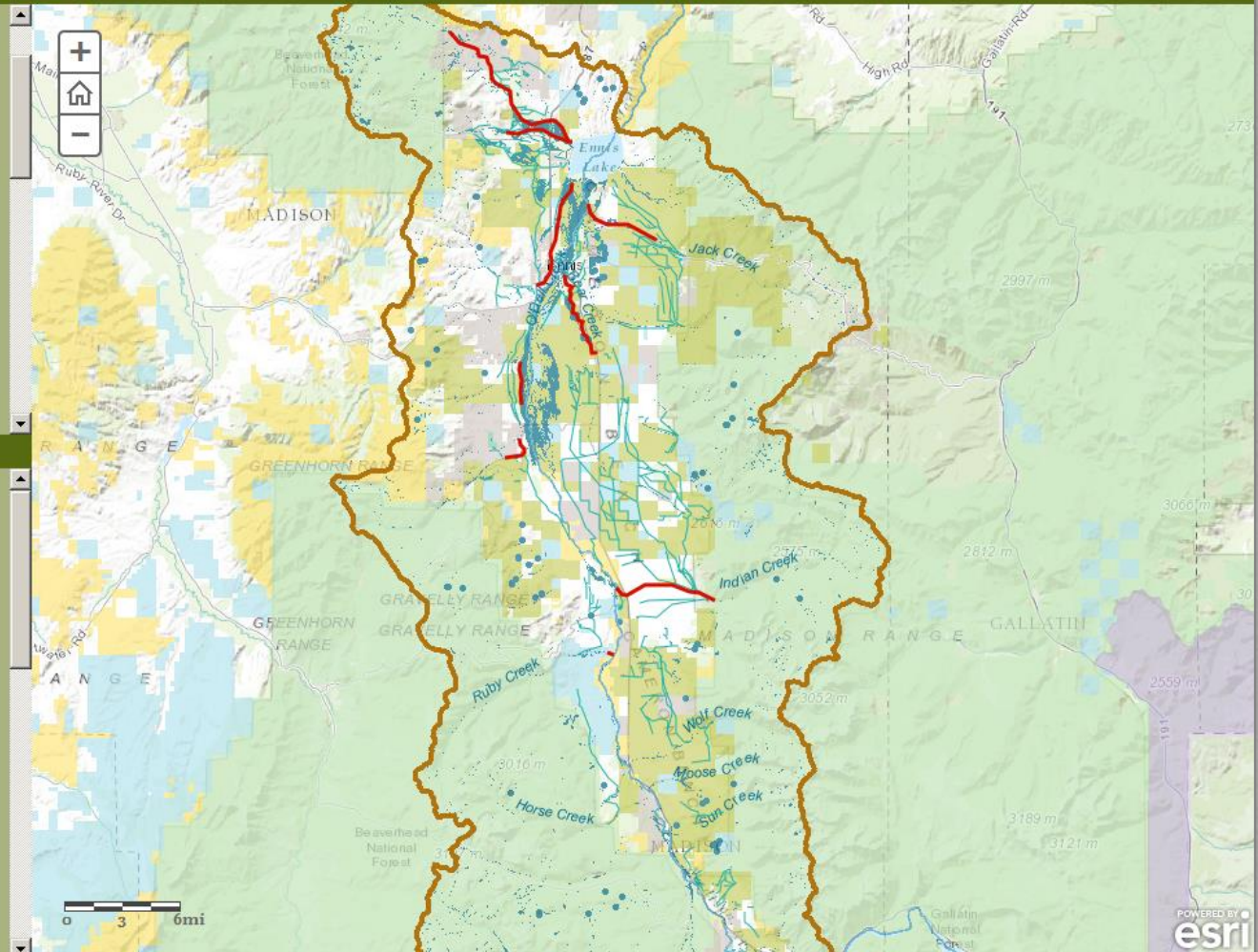
Hydrology

Focal Stream - labels



Madison River Valley Base Map

Madison Valley Boundary



Madison Valley Landscape Conservation Plan

Water

Working Lands

Wildlife

Click on highlighted ranches for more information

Click to download a PDF map of the
Madison River Valley Wildlife Resources

Lying northwest of Yellowstone National Park, the Madison Valley is considered one of the ecological gems in the Greater Yellowstone Ecosystem (GYE), one of the last largely intact ecosystems in the northern temperate zone on earth. The Valley provides critical wildlife habitat and migratory routes for elk, moose, deer, antelope and carnivores that summer in Yellowstone

LEGEND

Dewatered Streams



Focal Streams



Madison River Valley Base Map

Madison Valley Boundary



Hydrology

Madison River

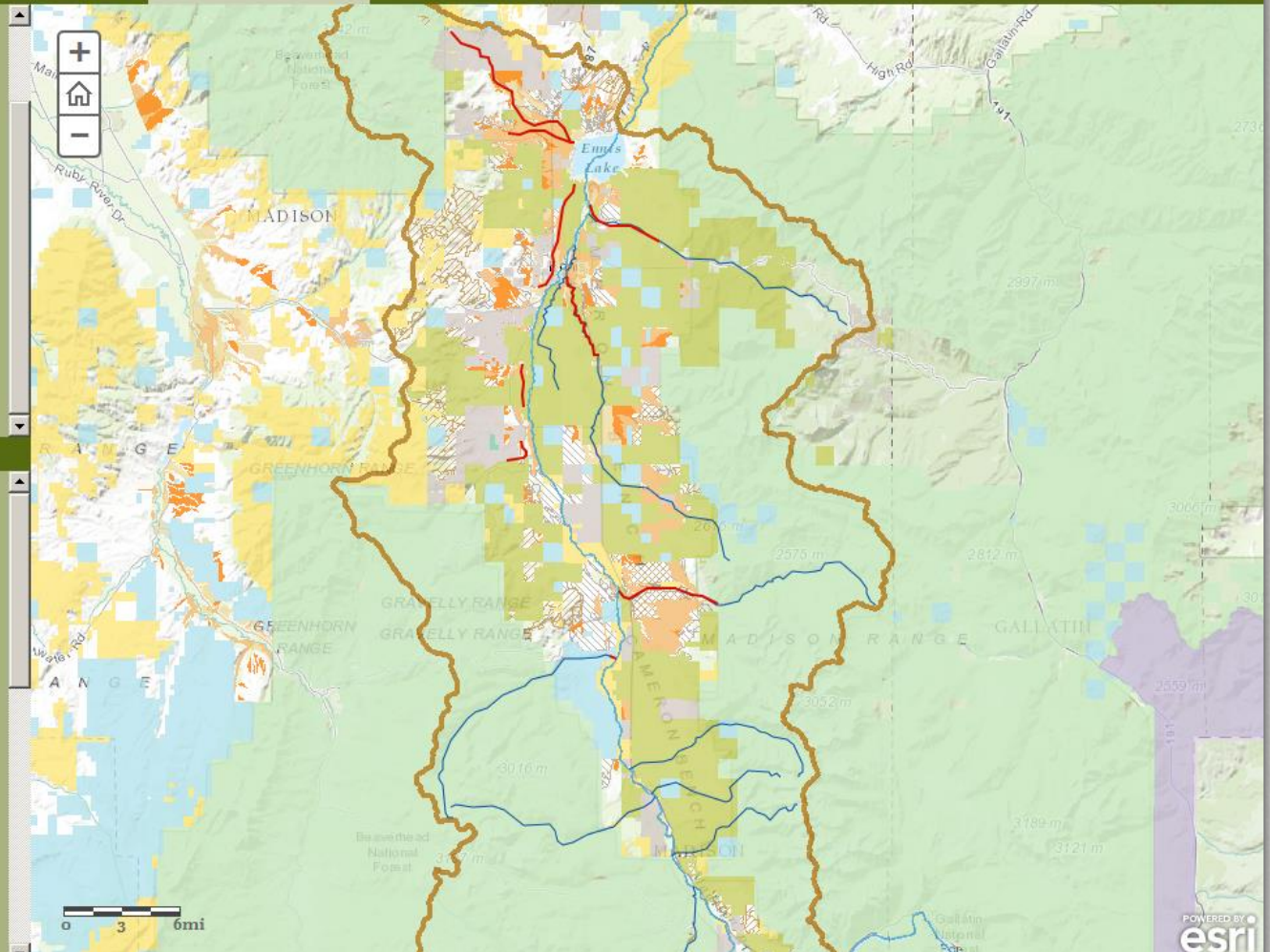


Subdivisions



Protected Lands

Conservation easements



Madison Valley Landscape Conservation Plan

Water

Working Lands

Wildlife

Click on highlighted ranches for more information

Click to download a PDF map of the **Madison River Valley Working Lands Resources**

Residents of the Madison Valley take pride in a long tradition of responsible land stewardship. The Madison Valley's fertile soils support some of the most productive ranch and farmland in the Greater Yellowstone Ecosystem. Yet these lands are under the greatest threat of subdivision and development. As land prices continue to surge, farmers and ranchers are finding it increasingly difficult to stay on their land, where many feel

LEGEND

Potential Working Land Conservation Projects



Completed The Trust for Public Land projects



Madison River Valley Base Map

Madison Valley Boundary

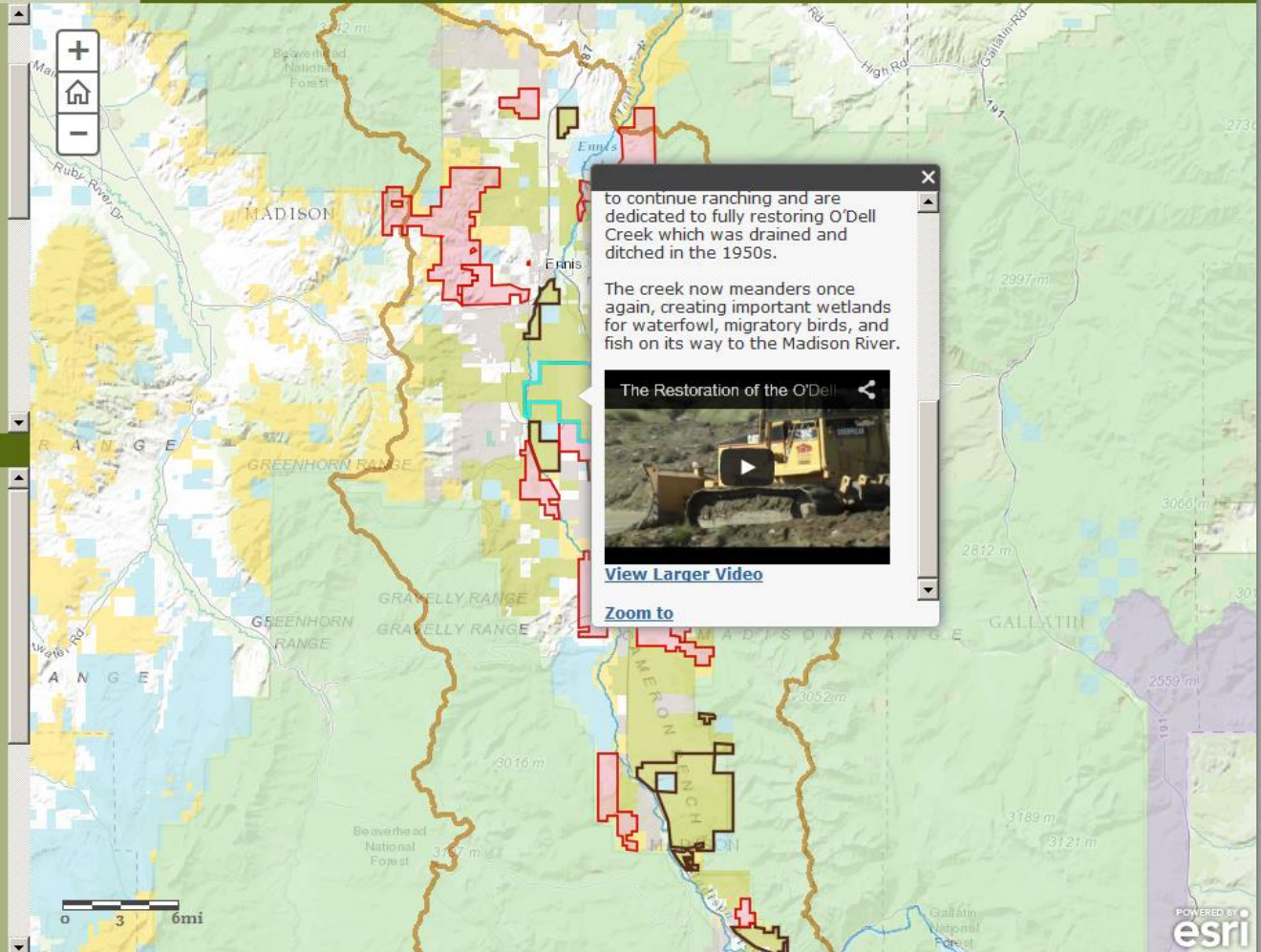


Hydrology

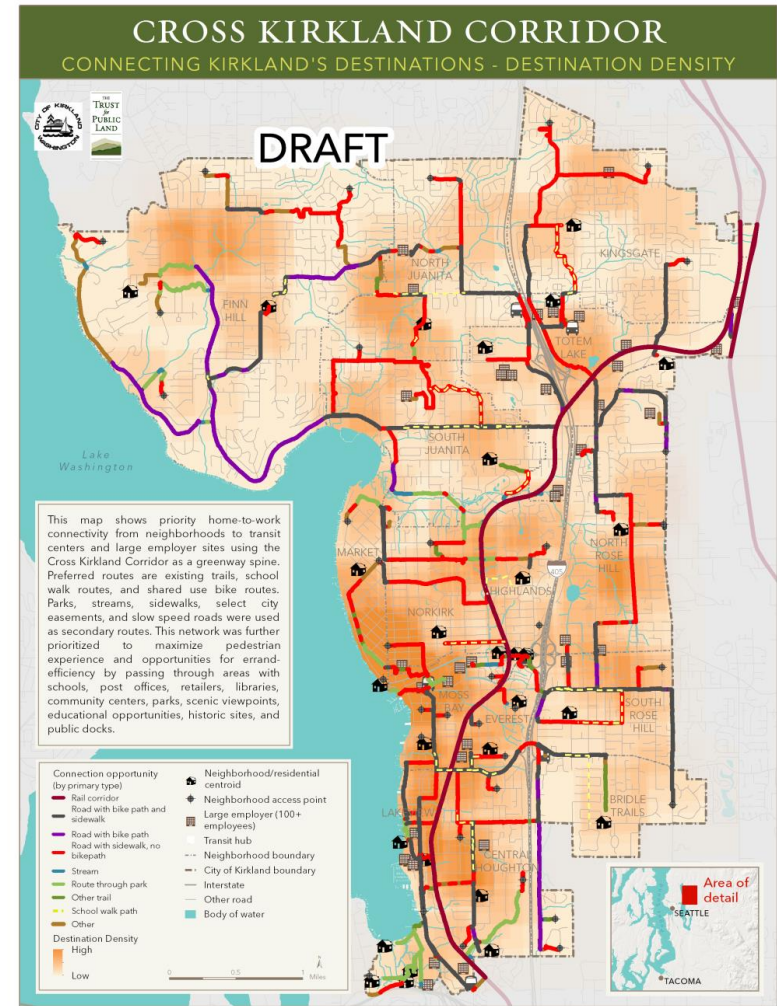
Madison River



Subdivisions



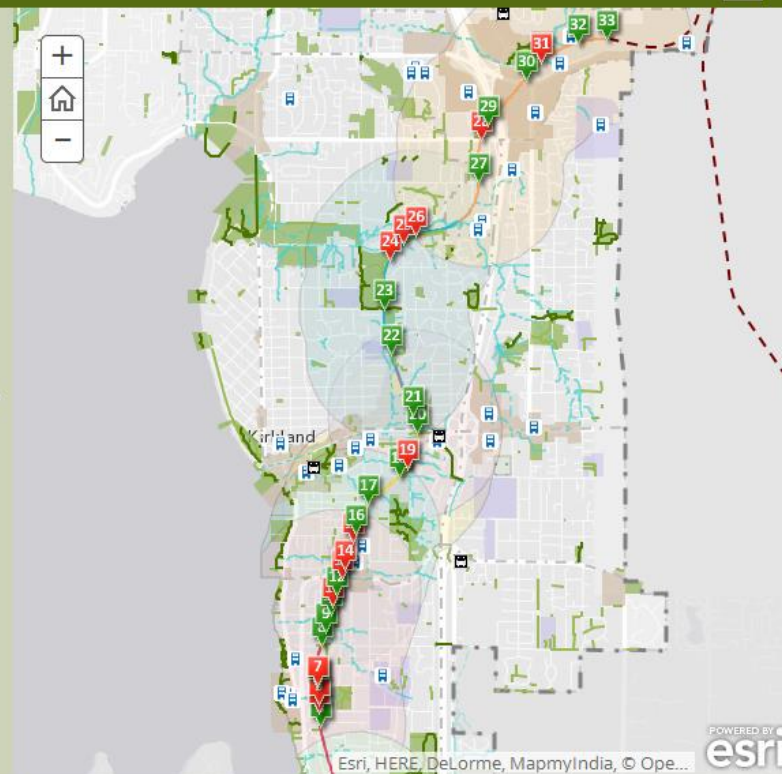
Cross Kirkland Corridor



CROSS KIRKLAND CORRIDOR

A story map created by The Trust for Public Land [↗](#)

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



POWERED BY
esri



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



CROSS KIRKLAND CORRIDOR

Explore existing and potential access points along the City of Kirkland's [CROSS KIRKLAND CORRIDOR](#).

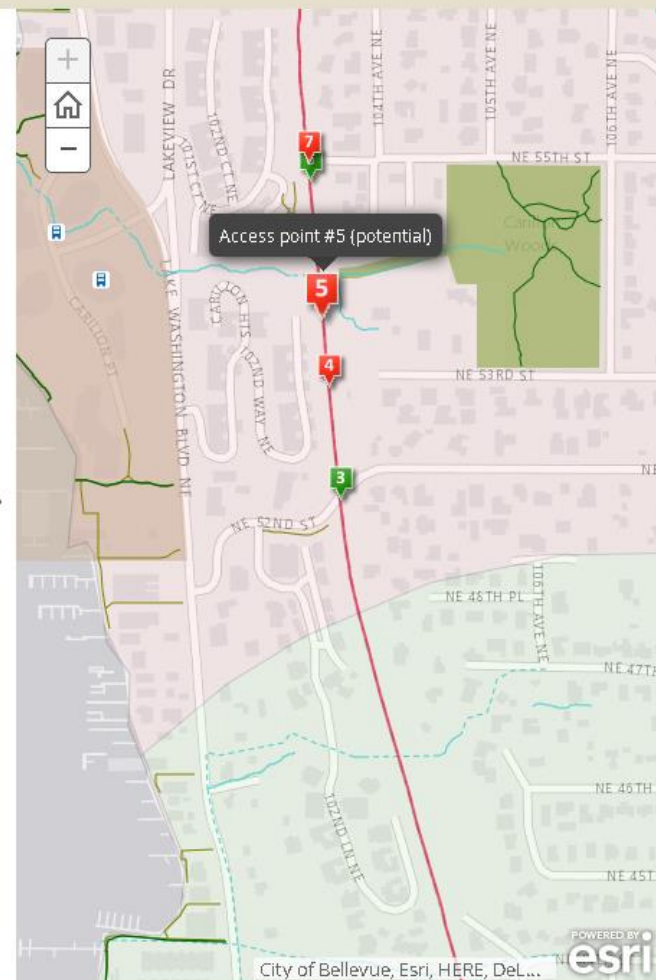
A story map created by:

THE TRUST for PUBLIC LAND
LAND FOR PEOPLE



Access point #5 (potential)

Potential access point ([Houghton Porch Segment](#)): Small informal trail on west side to parking lot at north end of 103rd Way NE.



Access point #1



Access point #2



Access point #3



Access point #4 (potential)



Access point #5 (potential)



Access point #6



Access point #7 (potential)

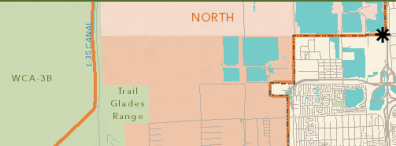


Access point #8

Miami Western Greenway

MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM EXISTING CONDITIONS: STUDY AREA CENTRAL

- Miami-Dade Western Greenway
- Overall study area
- North
- Central
- South
- Proposed gateway
- Urban Development Boundary
- National Park
- Other parks and open space



0 0.5 1 Miles

Everglades National Park

10000th St

10300th St

10600th St

10900th St

11200th St

11500th St

11800th St

12100th St

12400th St

12700th St

13000th St

13300th St

13600th St

13900th St

14200th St

14500th St

14800th St

15100th St

15400th St

15700th St

16000th St

16300th St

16600th St

16900th St

17200th St

17500th St

17800th St

18100th St

MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM PRIORITIES ASSESSMENT: PROVIDE RECREATION ACCESS

- Recreation Access Priority
- Very high
- High
- Moderate to high
- Proposed gateway
- Proposed Greenway Connection
- Existing or planned/funded greenway
- Proposed or unfunded greenway
- Urban Development Boundary
- County boundary
- National Park
- Other parks and open space



October 20, 2014

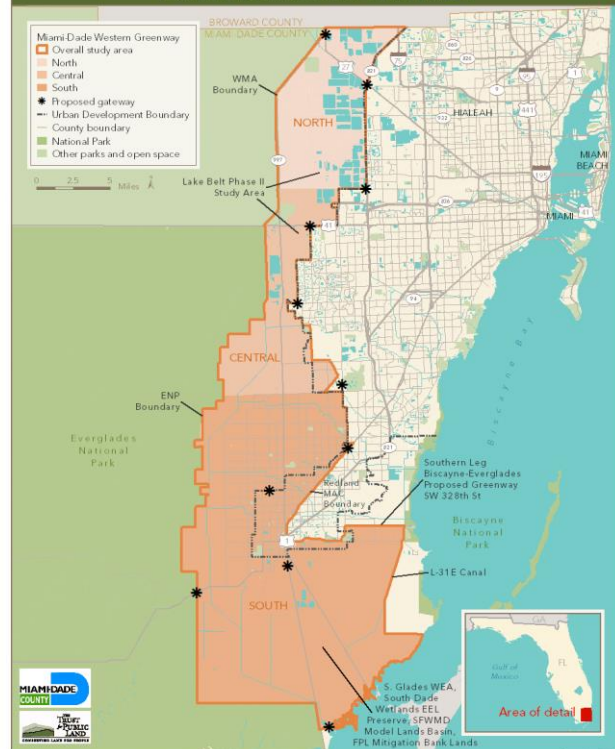
MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM STUDY AREA AND PROPOSED ROUTING

- Miami-Dade Western Greenway Regions
- North
- Central
- South
- Proposed gateway
- Proposed Greenway Connection
- Existing or planned/funded greenway
- Proposed or unfunded greenway
- Urban Development Boundary



MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM EXISTING CONDITIONS: STUDY AREA

- Miami-Dade Western Greenway
- Overall study area
- North
- Central
- South
- Proposed gateway
- Urban Development Boundary
- County boundary
- National Park
- Other parks and open space



December 2, 2014



October 20, 2014

Miami-Dade County Western Greenways Initiative

The Western Greenway Initiative is a proposed trail system along the County's western edge. This is a visual tool for exploring the system's scenic corridors, destinations, recreational access, agri-tourism, and gateway communities. [Download Full Report](#)

Tap to
Share Comments



Zoom to Region ... ▼

Proposed Gateways

Agri-Tourism

Attractions

Recreation

Natural Landscapes

Greenway Connections



1 Northern Lake Belt Region



2 Miami River Headwaters



3 Beacon Trail



4 River of Grass Greenway / Miccosukee Link



5 West Kendall Trail



6 Miami Zoo and Future Black Creek Trail



7 Redlands East Gateway



8 Redlands Visitor Center



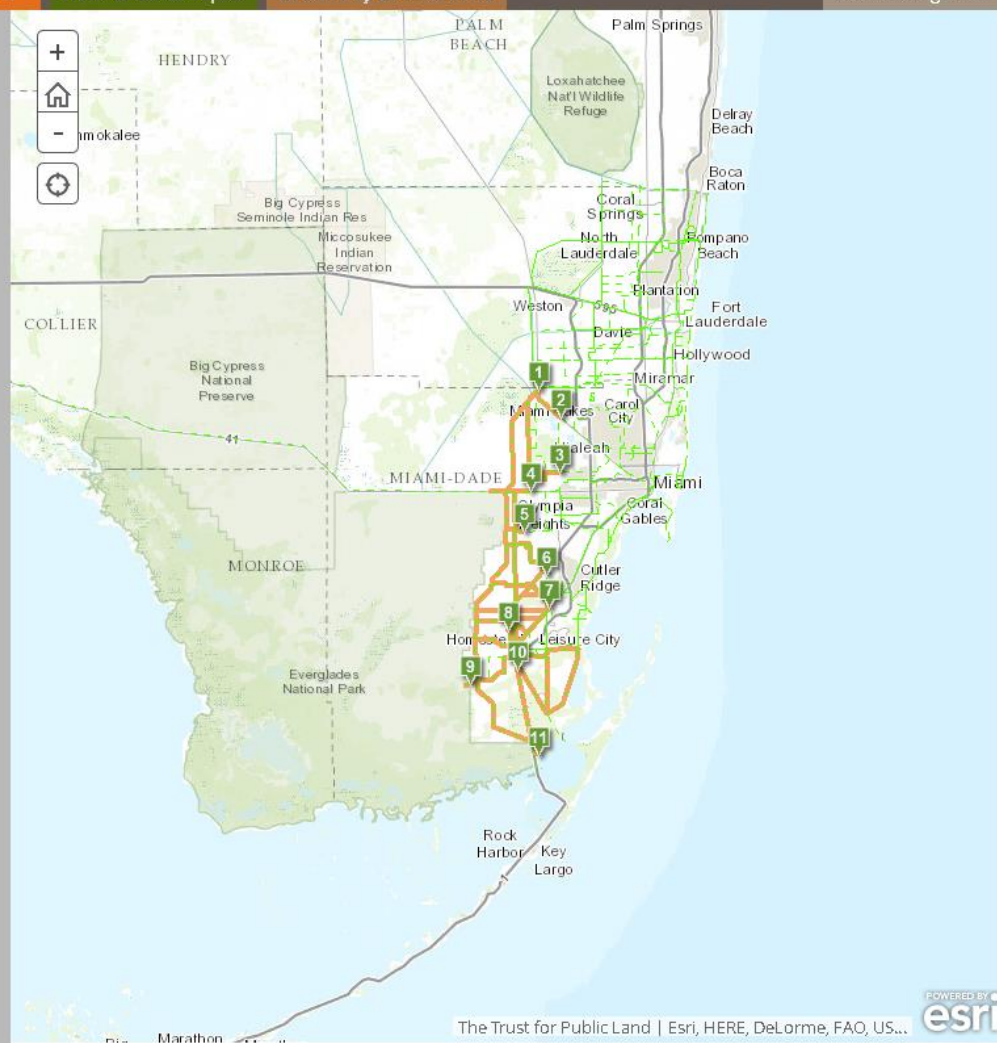
9 Everglades National Park and South Dade Wetlands Preserve



10 South Dade Wetlands



11 Florida Keys



The Trust for Public Land | Esri, HERE, DeLorme, FAO, US...



Help for Editors (New and Old)

- Organizational Help document
- Utilize AGOL help online

Story Maps

Story maps are a new way to combine interactive web maps with multimedia content to tell stories about the organization, projects or almost any subject you can think of.

Steps to create a Story Map:

1. What is the Story you are trying to tell?

- What Kind of Story do you want to tell
- Who is your audience
- How knowledgeable is your audience
- What are the components of your story map
 - i. Maps
 - ii. Photos
 - iii. Videos
 - iv. Text
- Which story map application (app) best suits your story

2. Assemble the content

- Do you need to create content or can you use content that is already created
- Who will create the content that needs to be created

3. Build the web maps that will be used in the story map

- Which basemaps do you want to use
- What datasets do you want to show
- Configure the popups, if any, to easily convey the information
- If you are using the "Map Tour" app no web map is needed since the points are created from the Lat / Long fields.

4. Configure the app

- If the app has a "builder" (Story Map Tour, Journal, Tabbed Viewer, Swipe map, and Spyglass), anyone with a ArcGIS Online account can configure a story map (Help may be needed to skin the app with the TPL Style).
- Contact GIS support to configure and host your application
- Do you want / need custom configuration and / our capabilities

5. Review/Refine your story map

- Creating a good story map is an iterative process. In many cases you will want to repeat one or more of the steps above to fine tune your application.
 - i. Review maps to add, delete or change features and popups
 - ii. Edit / add text, photos, videos or other media

Branding

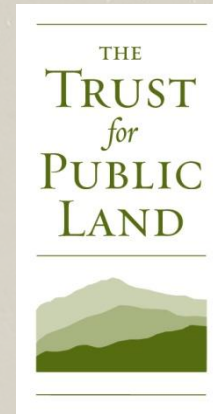
Organizational colors

Pantone Color Value	202C	159C	
Tint / RGB Value			
100%	152, 0, 46	227, 111, 30	238
95%	157, 13, 55	228, 118, 41	239
90%	162, 25, 67	230, 125, 52	240
85%	167, 38, 77	231, 133, 64	241
80%	173, 51, 88	233, 140, 75	241
75%	178, 64, 98	234, 147, 86	242
70%	183, 77, 109	235, 154, 97	243
65%	188, 89, 119	237, 161, 109	244
60%	193, 102, 130	238, 169, 120	245
55%	198, 115, 140	240, 176, 131	246
50%	204, 128, 150	241, 183, 142	247
45%	209, 140, 161	242, 190, 154	247
40%	214, 153, 171	244, 197, 165	248
35%	219, 166, 182	245, 205, 176	249, 228, 172
30%	224, 179, 192	247, 212, 187	250, 232, 184
25%	229, 191, 203	248, 219, 199	251, 236, 195
20%	234, 204, 213	249, 226, 210	252, 240, 207
15%	240, 217, 224	251, 233, 221	252, 243, 219
10%			253, 247, 231
5%			

Pantone Color Value	378C	377C	383C	584C	7472C	7470C	5523C	7445C
Tint / RGB Value								
100%	86, 108, 17	120, 162, 47	178, 187, 30	217, 218, 86	116, 203, 200	0, 105, 144	216, 233, 232	168, 182, 217
95%	94, 115, 29	127, 167, 57	182, 190, 41	219, 220, 94	123, 206, 203	13, 112, 150	218, 234, 233	172, 186, 219
90%	103, 123, 41	133, 171, 68	186, 194, 52	221, 222, 103	130, 208, 206	25, 120, 155	220, 235, 234	177, 189, 221
85%	111, 130, 53	140, 176, 78	190, 197, 64	223, 224, 111	137, 211, 208	38, 127, 161	222, 236, 235	181, 193, 223
80%	120, 137, 65	147, 181, 89	193, 201, 75	225, 225, 120	144, 213, 211	51, 135, 166	224, 237, 237	185, 197, 225
75%	128, 145, 76	154, 185, 99	197, 204, 86	227, 227, 128	151, 216, 214	64, 142, 172	226, 239, 238	190, 200, 207
70%	137, 152, 88	160, 190, 109	201, 207, 97	228, 229, 137	158, 219, 217	77, 150, 177	228, 240, 239	194, 204, 228
65%	145, 159, 100	167, 195, 120	205, 211, 109	230, 231, 145	165, 221, 219	89, 157, 183	230, 241, 240	198, 208, 230
60%	154, 167, 112	174, 199, 130	209, 214, 120	232, 233, 154	172, 224, 222	102, 165, 188	232, 242, 241	203, 211, 232
55%	162, 174, 124	181, 204, 141	213, 218, 131	234, 235, 162	179, 226, 225	115, 172, 194	234, 243, 242	207, 215, 234
50%	170, 181, 136	187, 209, 151	217, 221, 142	236, 237, 170	185, 229, 228	128, 180, 200	236, 244, 244	211, 219, 236
45%	179, 189, 148	194, 213, 161	220, 224, 154	238, 238, 179	192, 232, 230	140, 187, 205	237, 245, 245	216, 222, 238
40%	187, 196, 160	201, 218, 172	224, 228, 165	240, 240, 187	199, 234, 233	153, 195, 211	239, 246, 246	220, 226, 240
35%	196, 204, 172	208, 222, 182	228, 231, 176	242, 242, 196	206, 237, 236	166, 202, 216	241, 247, 247	225, 229, 242
30%	204, 211, 184	214, 227, 193	232, 235, 187	244, 244, 204	213, 239, 238	179, 210, 222	243, 248, 248	229, 233, 244
25%	213, 218, 195	221, 232, 203	236, 238, 199	246, 246, 213	220, 242, 241	191, 217, 227	245, 250, 249	233, 237, 246
20%	221, 226, 207	228, 236, 213	240, 241, 210	247, 248, 221	227, 245, 244	204, 225, 233	247, 251, 250	238, 240, 247
15%	230, 233, 219	235, 241, 224	243, 245, 221	249, 249, 230	234, 247, 247	217, 232, 238	249, 252, 252	242, 244, 249
10%				251, 251, 238				
5%								

Branding

- Logos, templates, recurring images, fonts, etc.



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LAND FOR PEOPLE

Using the Web Builder

■ Preparation is key

Share

Configurable Apps

Web AppBuilder (Beta)

Click a template's thumbnail to preview it or click its links to download it to your computer or publish it to the web.

Simple Map Viewer

Story Map Basic

Story Map Journal

Story Map Swipe and Spyglass

Story Map Text and Legend

Story Map Tour

Summary Viewer

Time Aware

1

2

3

< Back

CLOSE

name	description	icon_color	type	long	lat	pic_url	pic_desc	thumb_url	thumb_desc	video	link_url
Hawaii	Explore the R		Introduction	-155.43429	19.5896793	http://uplo:Beach		http://uplo:Volcanoes in the Mist			http://www
Mauna Kea	"Every greaG		Lodging	-155.82438	20.006277	http://uplo:Hotel		http://www:Room			http://www
Kauhola Point	P		Excursion	-155.77216	20.2470847	http://uplo:Lighthouse		http://www:Beach			http://www
Lapakahi	Learn about P		Excursion	-155.89632	20.164197			http://www.hawaiistateparks.org/ir			http://www
Pu'u'honua (In old Hawa P			Excursion	-155.89322	19.409681	http://uplo:Entrance		http://uplo:"Hale"			http://www
Volcano Hoi Wake up to G			Lodging	-155.25844	19.428665	http://www:Night Sky		http://www:Hotel			http://www
Hawaii Volc Volcanoes sP			Excursion	-155.2885	19.41937	http://uplo:Erupting Lav		http://www:Keanakako Crater			http://www
Honu'apo Fi Generation:P			Excursion	-155.54853	19.0867893	http://www:Children pl		http://www.tpl.org/sites/default/fi			http://www
Wailuku Riv Viewpoints P			Excursion	-155.10942	19.7192833	http://uplo:Rainbow Fa		http://www:Ocean Views			http://www
Mauna Kea Shrub land tB			Other Point	-155.47	19.8199996	http://uplo:View		http://www:Waterfall			http://www
Hawaii Trop The Hawaii 'B			Other Point	-155.09603	19.810912	http://www:Onomea Fal		http://www:Heliconia Garden			http://www
Ka'u Coffee Ka'u Coffee B			Other Point	-155.4787	19.237912	http://kauc: Coffee Mill		http://kauc: Coffee Beans			http://kauc
Colorado Activities at R			Introduction	-105.72086	39.4702171	http://uplo:Welcome to		http://uplo:Mountain View			http://www
Smith Fork f Smith Fork f G			Lodging	-107.516	38.7307	http://www:Lodging		http://www:Mountain View			http://www
Black Canyo Big enough P			Excursion	-107.72398	38.5721056	http://uplo:Black Canyo		http://www:The Painted Wall			http://www
New Mexico Join The Tru.R			Introduction	-106.02607	34.1662325	http://uplo:Wheeler Pe		http://uplo:Rio Grande Gorge			http://www
Taos Pueblo	P		Excursion	-105.54739	36.438179	http://uplo:Taos Pueblc		http://uplo:Taos Church by Ansel Adams			
El Monte Sa Natural surr G			Lodging	-105.56876	36.401918	http://www:Relaxing W		http://www			http://www
Inn of the FI All of the de G			Lodging	-105.93845	35.683774	http://fiveg:Farolitos an		http://fiveg:Rooms			http://fiveg
Bandelier N Bandelier NP			Excursion	-106.26961	35.778175	http://uplo:Cliff Dwelli		http://uplo:Painted Cave			http://www
Santa Fe Op The Santa Fi P			Excursion	-105.9468	35.764498	http://uplo:Crosby The		http://uplo:Seating			https://www
El Santuario El Santuario P			Excursion	-105.93165	35.989296	http://uplo:Santuario		http://uplo:Blessed Dirt			http://www
The Shed The Shed Fe P			Excursion	-105.93705	35.687493	http://www:Food		http://www:Palace Avenue			http://www
Santa Fe Rai The Railyarc P			Excursion	-105.95034	35.680288	http://uplo:Trains		http://www:Map			http://www
Santa Fe Far The market P			Excursion	-105.9491	35.68218	http://uplo:Farmer's M		http://www:Ristras at the Market			http://www
Massachuse Our early fa R			Introduction	-71.718067	42.0629398	https://uplc:Boston		http://uplo:Cape Cod			http://www
Taj Boston Taj Boston, 'G			Lodging	-71.071565	42.352855	http://www:View of Bos		http://www:Rooms			http://www
Museum of The African P			Excursion	-71.065162	42.360011	http://www:Abiel Smith		http://www:African Meeting House			http://www
Chatham Ba Chatham Ba G			Lodging	-69.952372	41.68496	http://www:Cabanas		http://www:Front View			http://www
Nauset Bear Beautiful suP			Excursion	-69.970295	41.7851087	http://www:Fishing		http://www:Fishing			http://www
Monomoy River	P		Excursion			http://www.tpl.org/site		http://www:Kayaking the River			

Application settings

Layout

Colors

Header

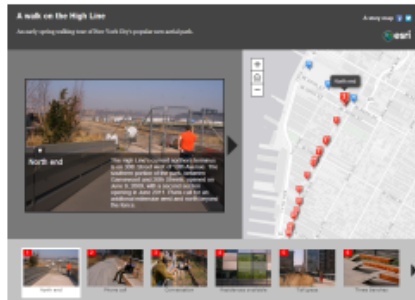
Data

Extent

Zoom Level

Select the application layout you want.

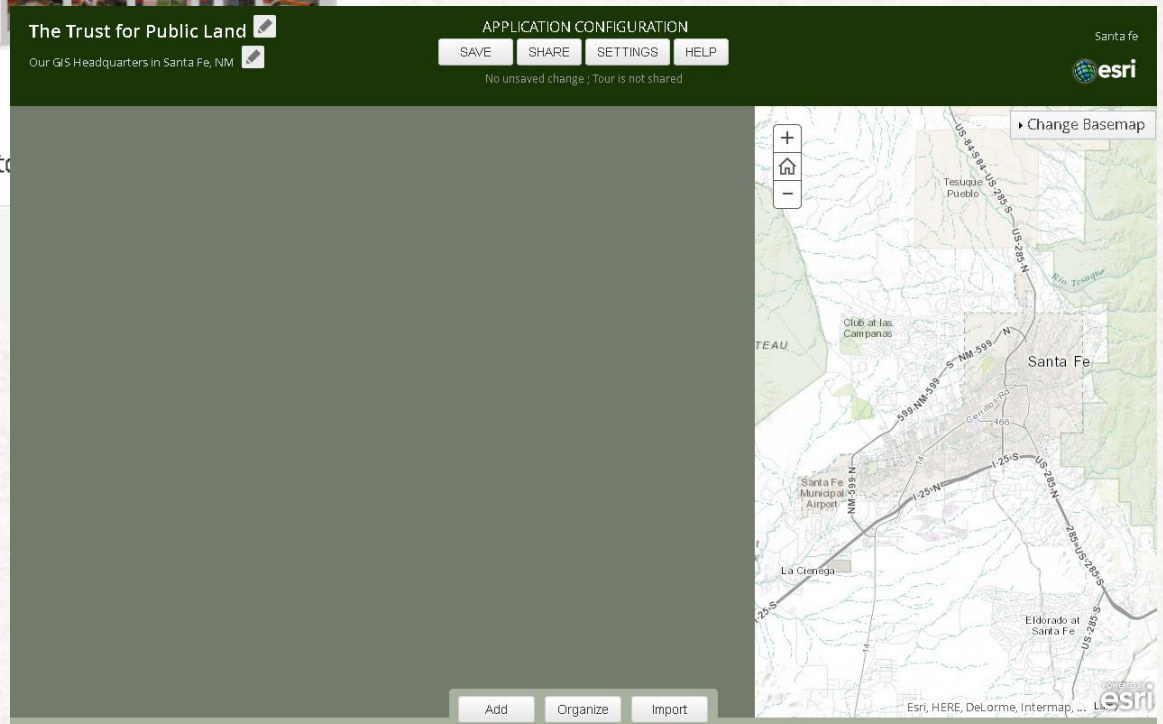
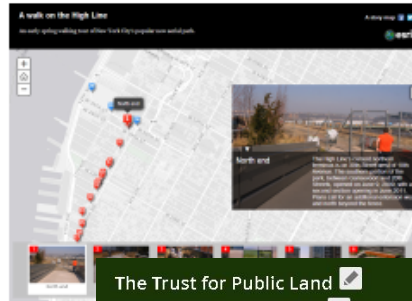
Three-panel Layout



Selected layout

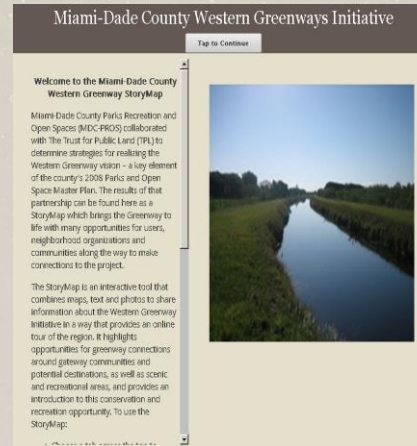
☐ Display a 'Locate' button

Integrated Layout



Customization

- Miami Western Greenway



- Madison River Valley



Thank you!



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QUESTIONS