



## 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](#)

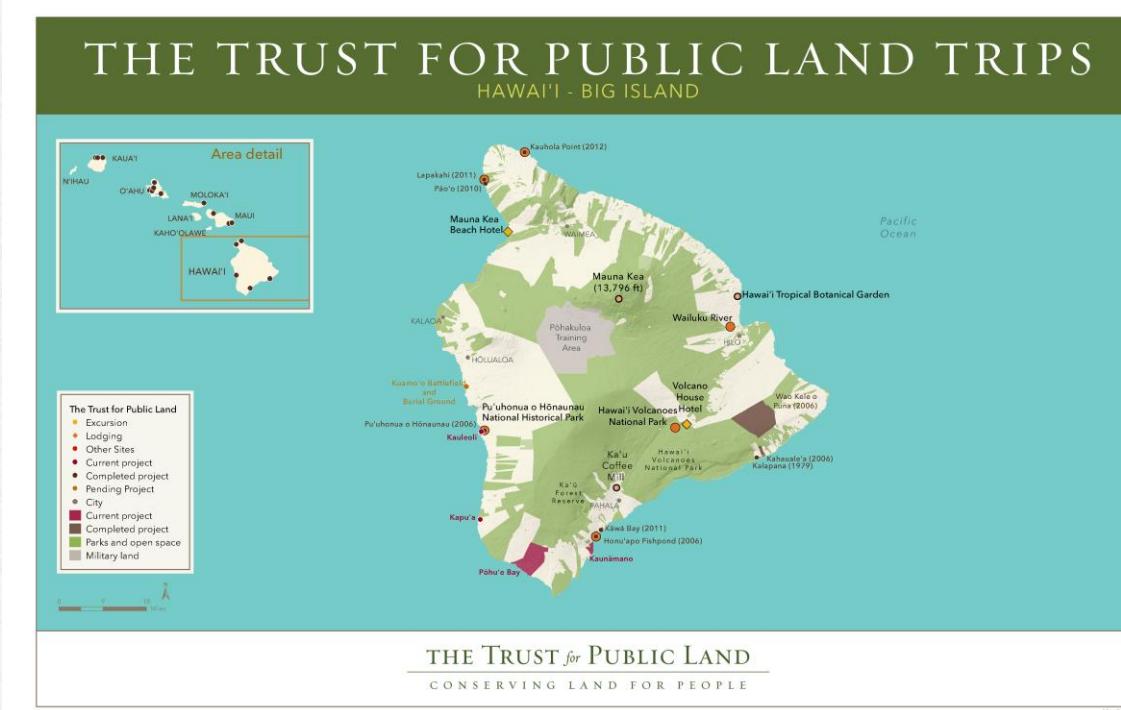
**Sharing**



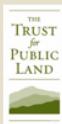
**Planning**

**Analysis**

# Philanthropy / Marketing Use Cases



# 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.

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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.](#)



UNITED STATES



40

313

25

500

303

45

47

314

147

317

Albuquerque

Armijo

Pajarito

Black Mesa

Perea Mesa

Isleta

Bernalillo

Canyon Wash

Helis

Bosque Farms

Kirti Air F Ba

Sierra Lake

South Lake City

Denver

Utah

Colorado

Arizona

Phoenix

Tucson

El Paso

Chihuahua

Hermosillo

Rio Grande

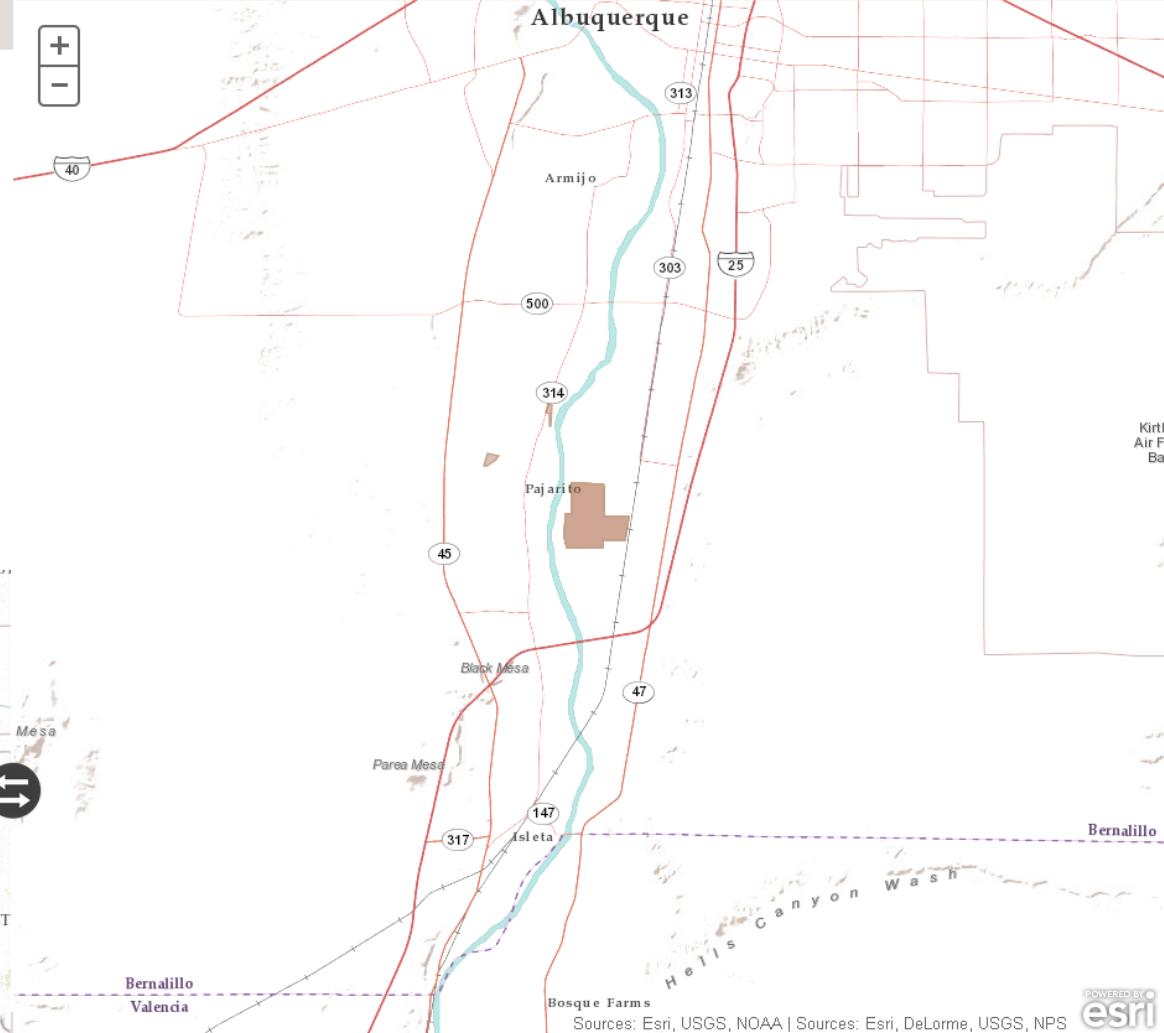
Sierra

Esri, DeLorme, FAO...

esri

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esri



# The Trust for Public Land Trips

**The Trust for Public Land 2014 Trips**

A story map [Facebook](#) [Twitter](#) [Email](#)

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.

**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

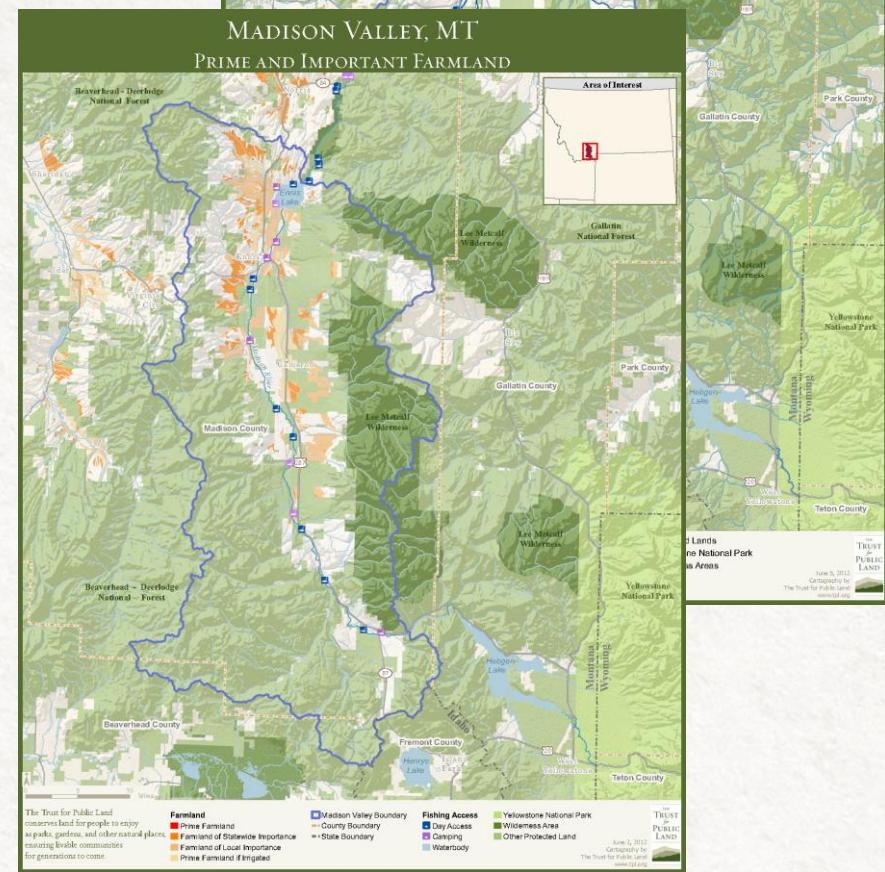
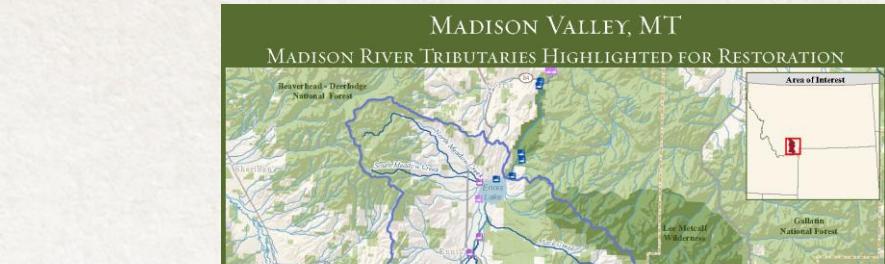
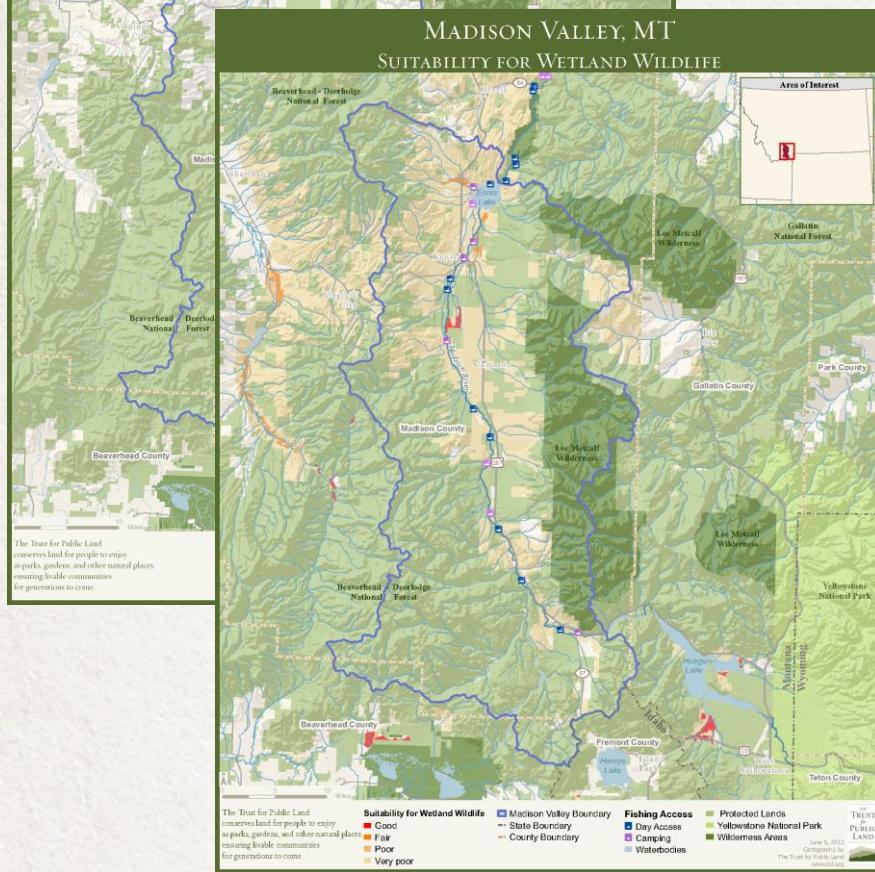
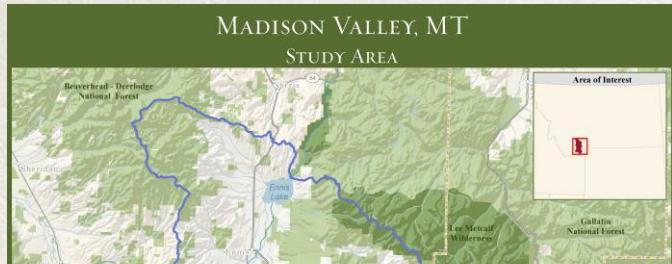
16 The Shed

17 The Santa Fe Farmer's Market

18 The Railyard Park

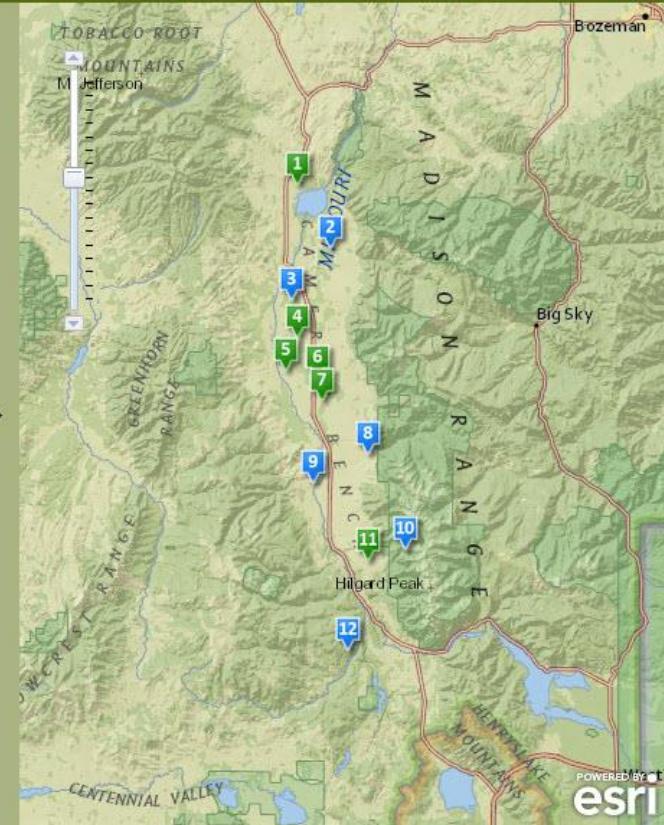
19 Tucson

# The Madison River Valley story map



# Madison River Valley Conservation and Restoration

The Trust for Public Land - Montana



1 Crumley Ranch



2 Jack Creek



3 Odell Creek



4 Granger Ranches



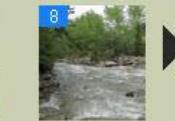
5 Combs River Ranch



6 Gecho Ranch



7 Boltz Ranch



8 Indian Cr

# Madison Valley Landscape Conservation Plan

## Water

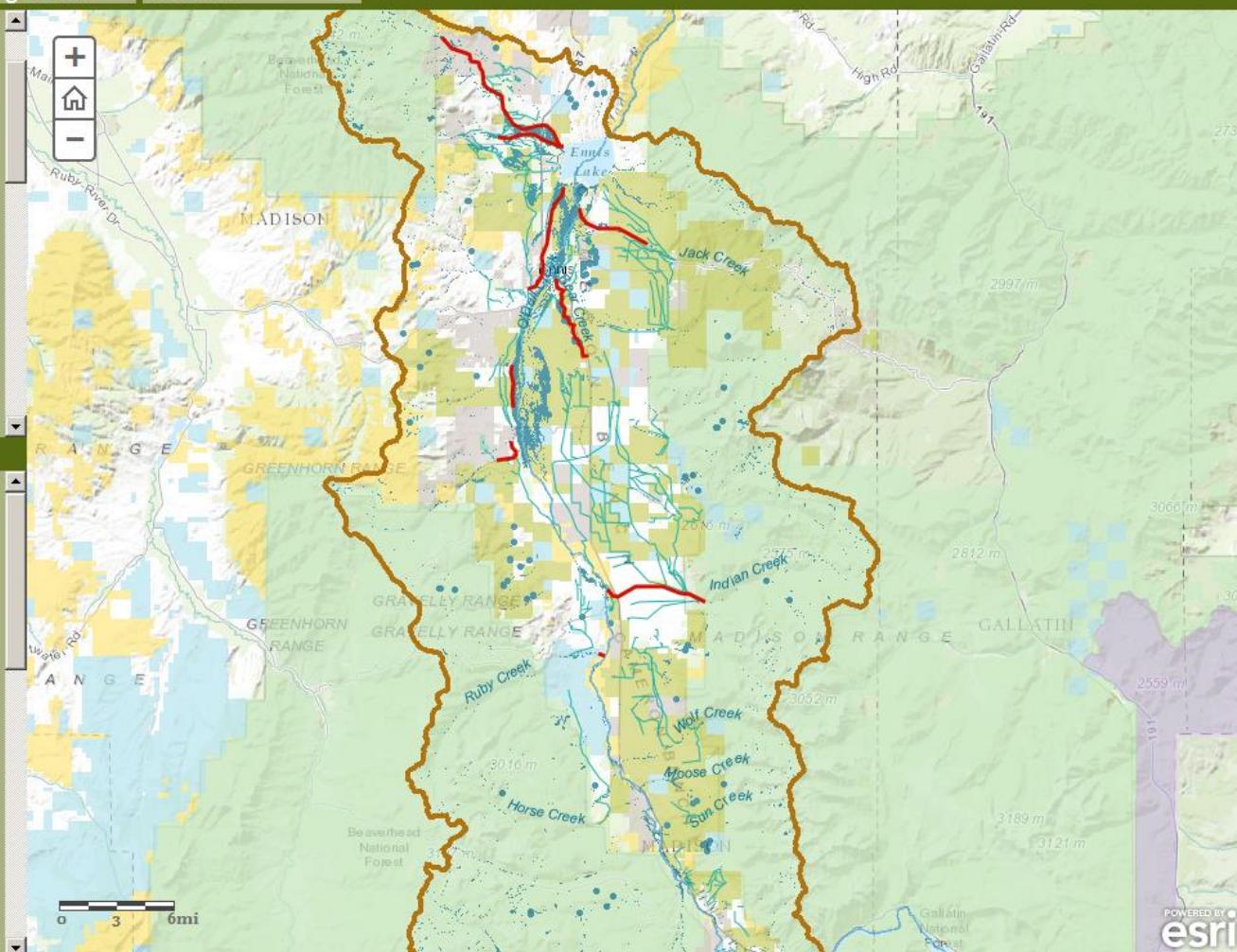
Click on Focal Streams for more information

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

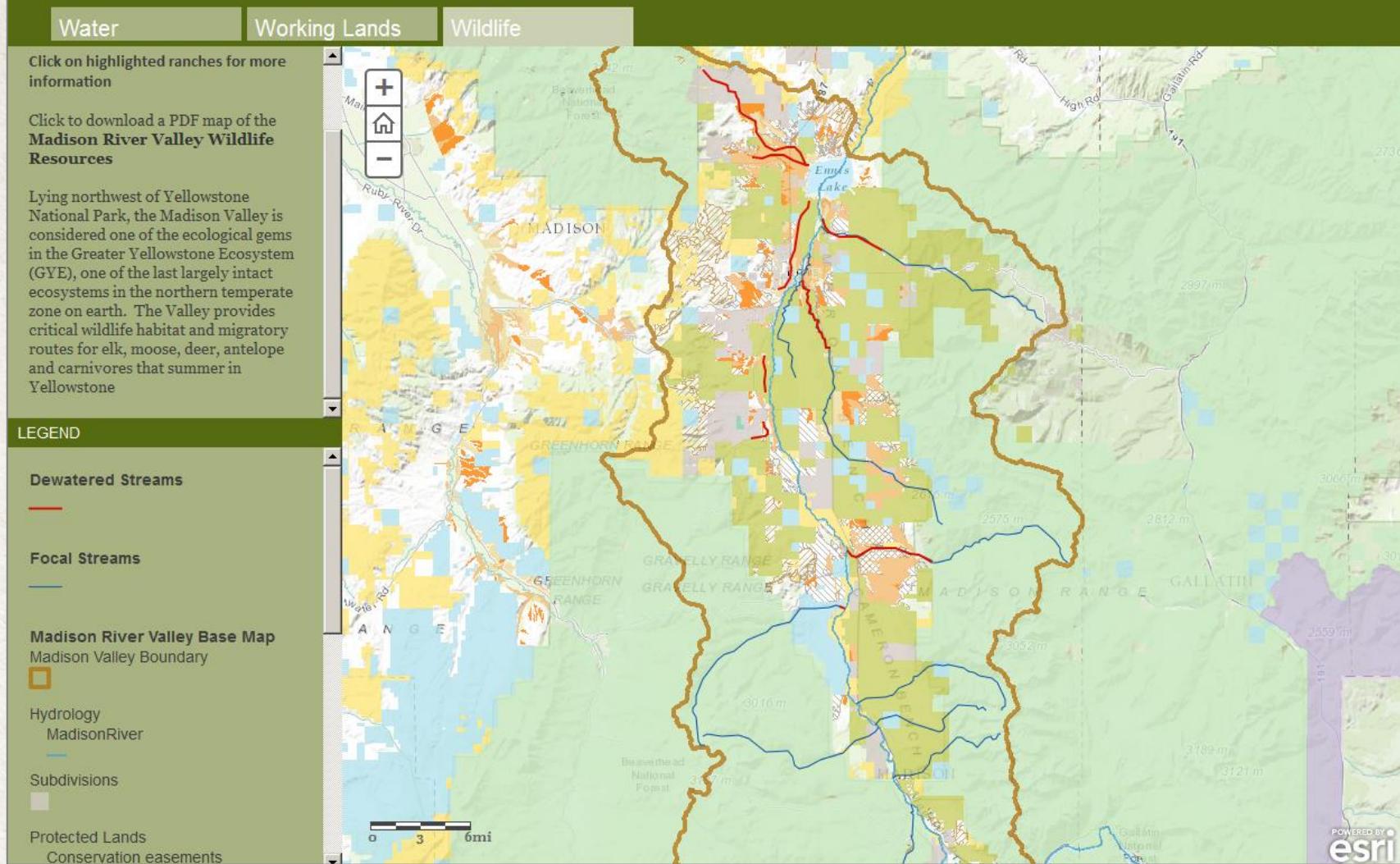
The Madison River remains at the top of any international fly fisher's list of most legendary destinations. This birthplace of "Wild Trout Management" - which favored naturally-sustained rather than hatchery stocked fisheries - became a beacon for fisheries management in Montana that spread nationwide.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

## Working Lands

## Wildlife



# Madison Valley Landscape Conservation Plan



# 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

to continue ranching and are dedicated to fully restoring O'Dell Creek which was drained and ditched in the 1950s.

The creek now meanders once again, creating important wetlands for waterfowl, migratory birds, and fish on its way to the Madison River.

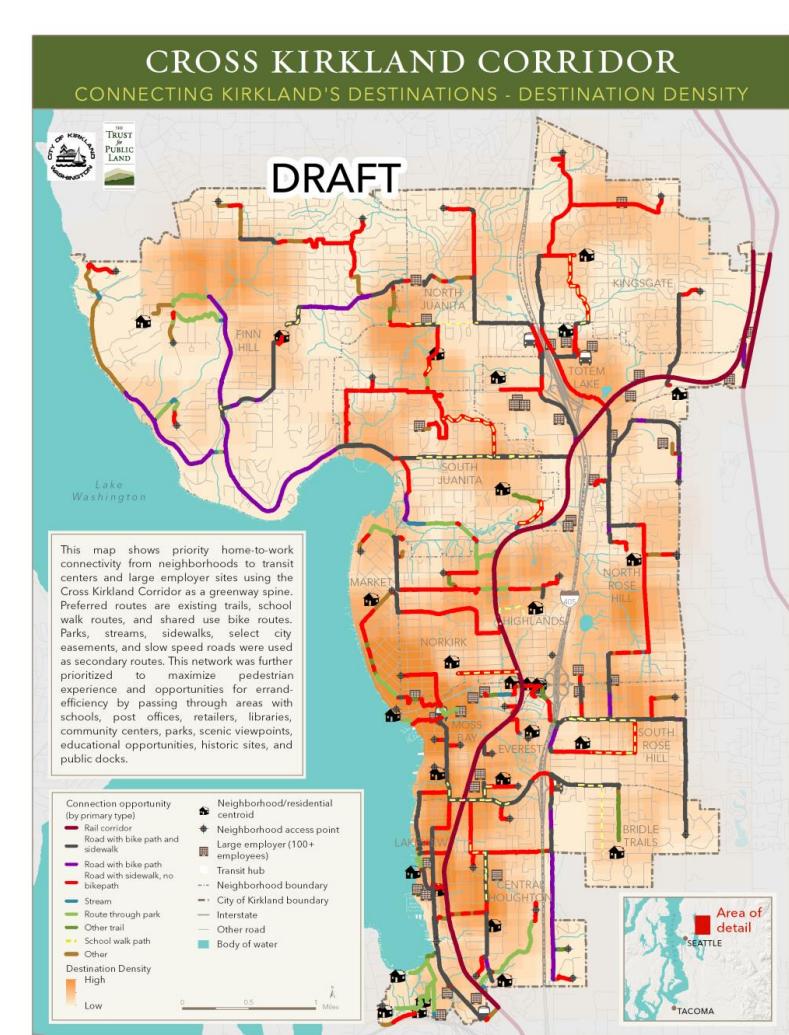
**The Restoration of the O'Dell**

[View Larger Video](#)

**Zoom to**

POWERED BY **esri**

# Cross Kirkland Corridor



## CROSS KIRKLAND CORRIDOR

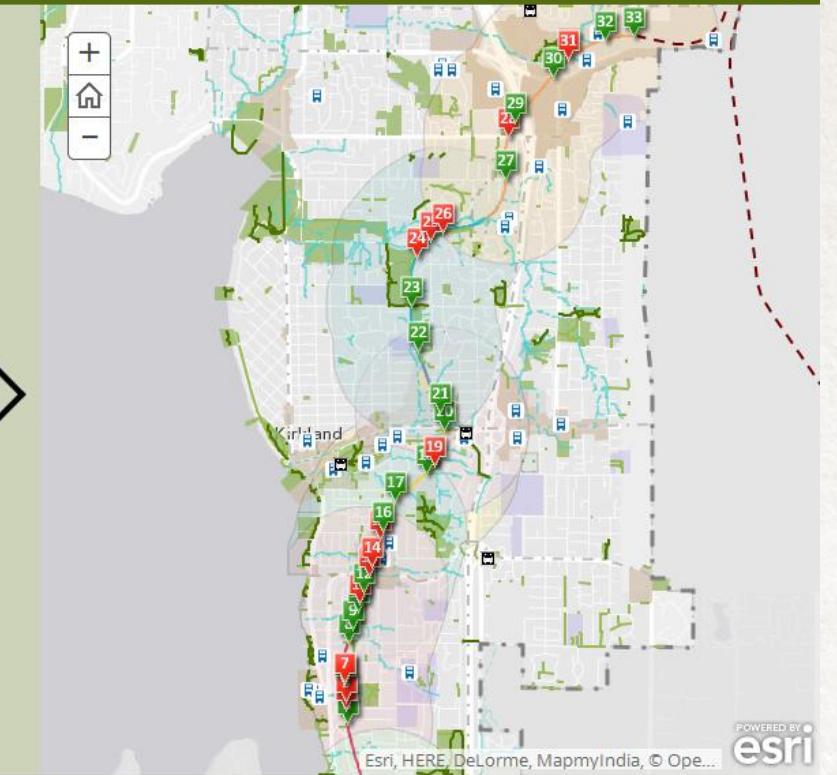
Explore existing and potential access points along the City of Kirkland's **CROSS KIRKLAND CORRIDOR**.

A story map created by The Trust for Public Land 



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)



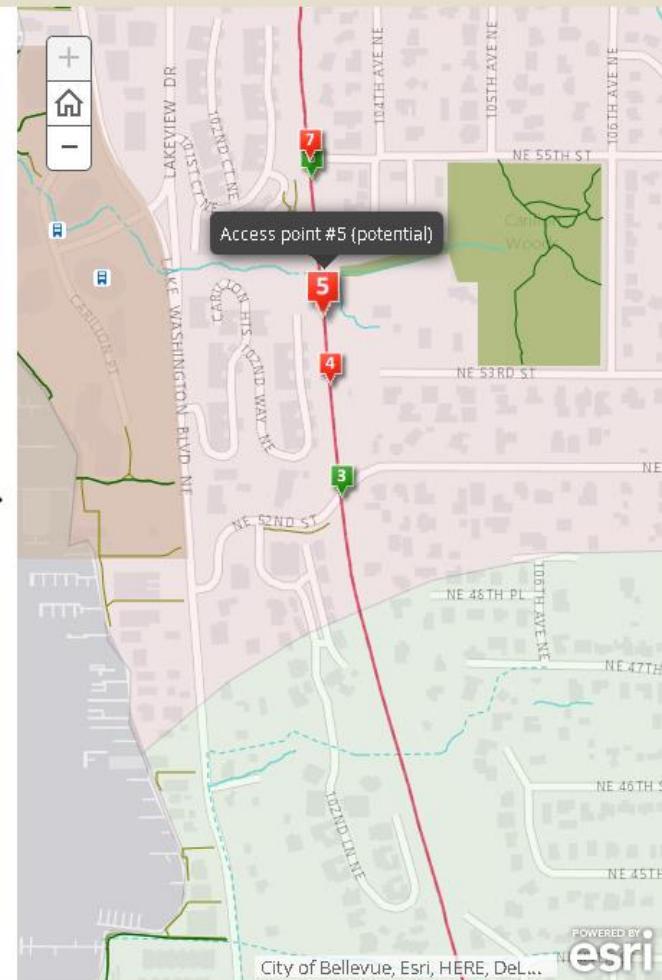
Access point #8

## 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



# Miami Western Greenway

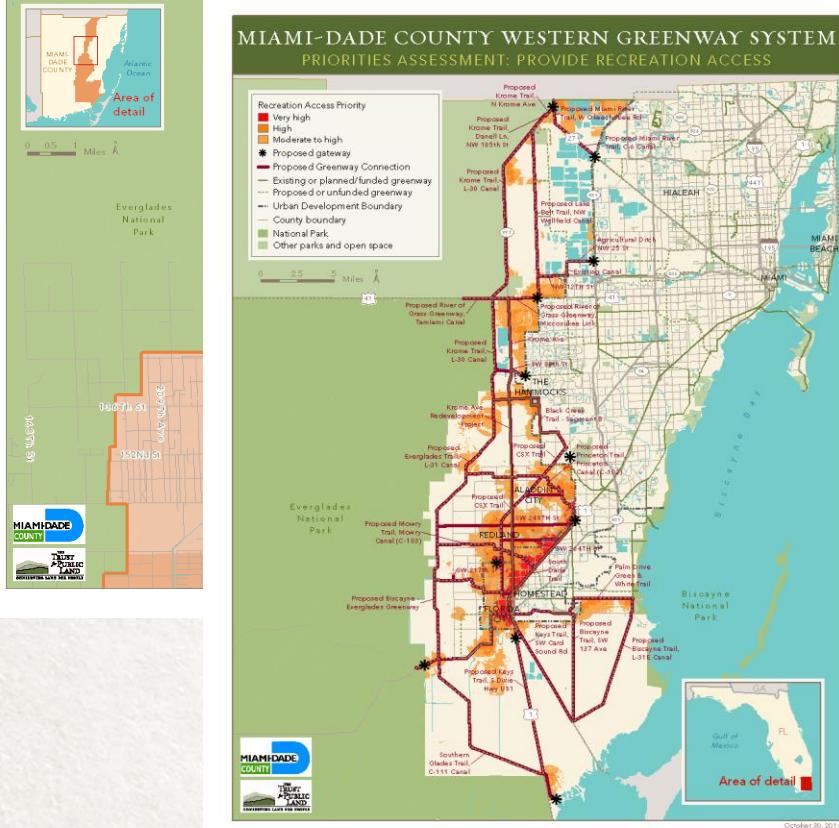
MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM  
EXISTING CONDITIONS: STUDY AREA CENTRAL



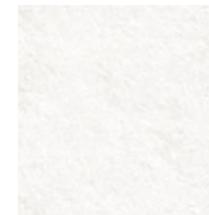
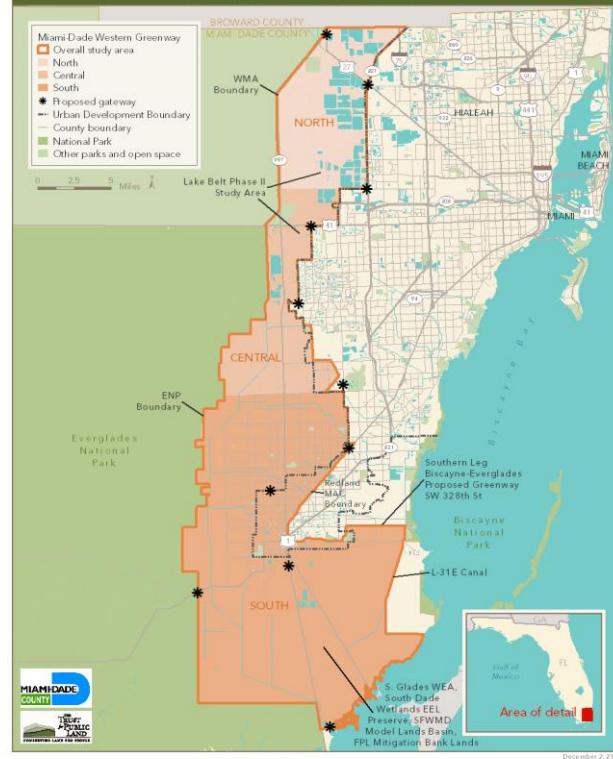
MIAMI-DADE COUNTY WESTERN GREENWAY SYSTEM  
STUDY AREA AND PROPOSED ROUTING



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



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



# 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**

**Proposed Gateways**

- 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

**Agri-Tourism**

**Attractions**

**Recreation**

**Natural Landscapes**

**Greenway Connections**

**Zoom to Region ... ▾**

[www.apple.com](http://www.apple.com)

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

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# 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 ~~base~~maps 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

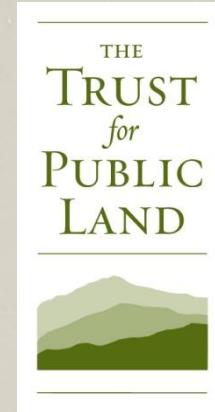
# Branding

## ■ Organizational colors

| Pantone Color Value | 202C          | 159C          |               | 378C          | 377C          | 383C          | 584C          | 7472C         | 7470C         | 5523C         | 7445C         |     |     |     |     |     |     |     |     |    |  |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|----|--|
| Tint / RGB Value    | 100%          | 95%           | 90%           | 85%           | 80%           | 75%           | 70%           | 65%           | 60%           | 55%           | 50%           | 45% | 40% | 35% | 30% | 25% | 20% | 15% | 10% | 5% |  |
| 100%                | 152, 0, 46    | 227, 111, 30  | 238           | 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%                 | 157, 13, 55   | 228, 118, 41  | 239           | 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%                 | 162, 25, 67   | 230, 125, 52  | 240           | 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%                 | 167, 38, 77   | 231, 133, 64  | 241           | 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%                 | 173, 51, 88   | 233, 140, 75  | 241           | 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%                 | 178, 64, 98   | 234, 147, 86  | 242           | 145, 159, 100 | 167, 195, 120 | 205, 211, 109 | 230, 231, 145 | 165, 221, 219 | 89, 157, 183  | 230, 241, 240 | 198, 208, 230 |     |     |     |     |     |     |     |     |    |  |
| 70%                 | 183, 77, 109  | 235, 154, 97  | 243           | 154, 167, 112 | 174, 199, 130 | 209, 214, 120 | 232, 233, 154 | 172, 224, 222 | 102, 165, 188 | 232, 242, 241 | 203, 211, 232 |     |     |     |     |     |     |     |     |    |  |
| 65%                 | 188, 89, 119  | 237, 161, 109 | 244           | 162, 174, 124 | 181, 204, 141 | 213, 218, 131 | 234, 235, 162 | 179, 226, 225 | 115, 172, 194 | 234, 243, 242 | 207, 215, 234 |     |     |     |     |     |     |     |     |    |  |
| 60%                 | 193, 102, 130 | 238, 169, 120 | 245           | 170, 181, 136 | 187, 209, 151 | 217, 221, 142 | 236, 237, 170 | 185, 229, 228 | 128, 180, 200 | 236, 244, 244 | 211, 219, 236 |     |     |     |     |     |     |     |     |    |  |
| 55%                 | 198, 115, 140 | 240, 176, 131 | 246           | 179, 189, 148 | 194, 213, 161 | 220, 224, 154 | 238, 238, 179 | 192, 232, 230 | 140, 187, 205 | 237, 245, 245 | 216, 222, 238 |     |     |     |     |     |     |     |     |    |  |
| 50%                 | 204, 128, 150 | 241, 183, 142 | 247           | 186, 204, 172 | 208, 222, 182 | 228, 231, 176 | 242, 242, 196 | 206, 237, 236 | 153, 195, 211 | 239, 246, 246 | 220, 226, 240 |     |     |     |     |     |     |     |     |    |  |
| 45%                 | 209, 140, 161 | 242, 190, 154 | 247           | 196, 204, 172 | 208, 222, 182 | 228, 231, 176 | 242, 242, 196 | 206, 237, 236 | 166, 202, 216 | 241, 247, 247 | 225, 229, 242 |     |     |     |     |     |     |     |     |    |  |
| 40%                 | 214, 153, 171 | 244, 197, 165 | 240           | 204, 211, 184 | 214, 227, 193 | 232, 235, 187 | 244, 244, 204 | 213, 239, 238 | 179, 210, 222 | 243, 248, 248 | 229, 233, 244 |     |     |     |     |     |     |     |     |    |  |
| 35%                 | 219, 166, 182 | 245, 205, 176 | 249, 228, 172 | 228, 206, 171 | 195, 183, 175 | 214, 208, 202 | 245, 244, 238 | 249, 249, 247 |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 30%                 | 224, 179, 192 | 247, 212, 187 | 250, 232, 184 | 232, 213, 182 | 204, 193, 186 | 220, 215, 209 | 247, 246, 240 | 250, 250, 248 |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 25%                 | 229, 191, 203 | 248, 219, 199 | 251, 236, 195 | 236, 220, 195 | 212, 203, 198 | 226, 221, 217 | 248, 247, 243 | 251, 251, 249 |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 20%                 | 234, 204, 213 | 249, 226, 210 | 252, 240, 207 | 240, 227, 207 | 221, 214, 209 | 232, 228, 225 | 249, 249, 245 | 252, 252, 250 |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 15%                 | 240, 217, 224 | 251, 233, 221 | 252, 243, 219 | 243, 234, 219 | 229, 224, 221 | 237, 235, 232 | 251, 250, 248 | 252, 252, 252 |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 10%                 |               |               | 253, 247, 231 |               |               |               |               |               |               |               |               |     |     |     |     |     |     |     |     |    |  |
| 5%                  |               |               |               |               |               |               |               |               |               |               |               |     |     |     |     |     |     |     |     |    |  |

# Branding

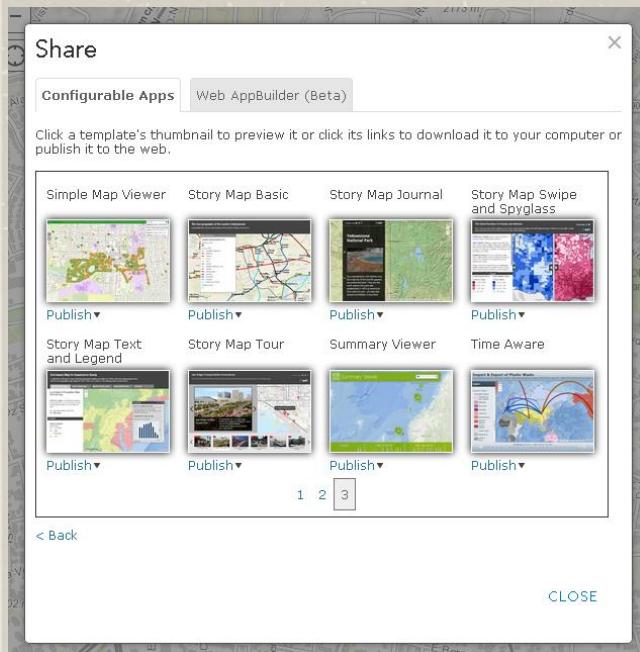
- Logos, templates, recurring images, fonts, etc.



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# Using the Web Builder

- Preparation is key



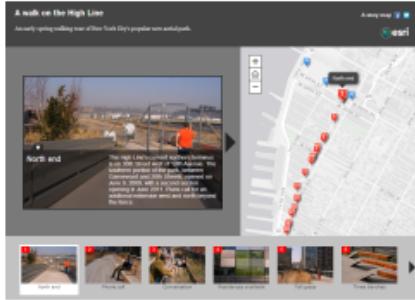
| name                     | description       | icon_color   | type       | long       | lat                       | pic_url                            | pic_desc                   | thumb_url                | thumb_desc_is_video | link_url |
|--------------------------|-------------------|--------------|------------|------------|---------------------------|------------------------------------|----------------------------|--------------------------|---------------------|----------|
| Hawaii                   | Explore the R     | Introduction | -155.43429 | 19.5896793 | http://uplo:Beach         | http://uplo:Volcanoes in the Mist  | http://www                 |                          |                     |          |
| Mauna Kea                | "Every grea G     | Lodging      | -155.82438 | 20.006277  | http://uplo:Hotel         | http://www                         | Room                       |                          |                     |          |
| Kauhola Point            | P                 | Excursion    | -155.77216 | 20.2470847 | http://uplo:Lighthouse    | http://www                         | Beach                      |                          |                     |          |
| Lapakahi                 | Learn about P     | Excursion    | -155.89632 | 20.164197  |                           | http://www.hawaiistateparks.org/ir | http://www                 |                          |                     |          |
| Pu'uhonua (In old Hawa P |                   | Excursion    | -155.89322 | 19.409681  | http://uplo:Entrance      | http://uplo:"Hale"                 |                            |                          |                     |          |
| Volcano Hoi              | Wake up to G      | Lodging      | -155.25844 | 19.428665  | http://www                | Night Sky                          | http://www                 | Hotel                    |                     |          |
| Hawaii Volc              | Volcanoes & P     | Excursion    | -155.2885  | 19.41997   | http://uplo:Erupting Lav  | http://www                         | Keanakako Crater           |                          |                     |          |
| Honu'apo Fi              | Generation:P      | Excursion    | -155.54853 | 19.0867893 | http://www                | Children pl                        | http://www                 | tpl.org/sites/default/fi |                     |          |
| Wailuku Riv              | Viewpoints P      | Excursion    | -155.10942 | 19.7192833 | http://uplo:Rainbow Fa    | http://www                         | Ocean Views                |                          |                     |          |
| Mauna Kea                | Shrub land & B    | Other Point  | -155.47    | 19.8199996 | http://uplo:View          | http://www                         | Waterfall                  |                          |                     |          |
| Hawaii Trop              | The Hawaii 'B     | Other Point  | -155.09603 | 19.810912  | http://www                | Onomea Fal                         | http://www                 | Heliconia Garden         |                     |          |
| Ka'u Coffee              | Ka'u Coffee B     | Other Point  | -155.4787  | 19.237912  | http://kaup               | Coffee Mill                        | http://kauc                | Coffee Beans             |                     |          |
| Colorado                 | Activities at R   | Introduction | -105.72086 | 39.4702171 | http://uplo:Welcome tch   | http://uplo:                       | Mountain View              |                          |                     |          |
| Smith Fork               | Smith Fork I G    | Lodging      | -107.516   | 38.7307    | http://www                | Lodging                            | http://www                 | Mountain View            |                     |          |
| Black Canyo              | Big enough P      | Excursion    | -107.72398 | 38.5721056 | http://uplo:Black Canyo   | http://www                         | The Painted Wall           |                          |                     |          |
| New Mexic                | Join The Tru R    | Introduction | -106.02607 | 34.1662325 | http://uplo:Wheeler P     | http://uplo:                       | Rio Grande Gorge           |                          |                     |          |
| Taos Pueblo              | P                 | Excursion    | -105.54739 | 36.438179  | http://uplo:Taos Pueblo   | http://uplo:                       | Taos Church by Ansel Adams |                          |                     |          |
| El Monte Sa              | Natural surr G    | Lodging      | -105.56876 | 36.401918  | http://www                | Relaxing W                         | http://www                 |                          |                     |          |
| Inn of the Fi            | All of the de G   | Lodging      | -105.93845 | 35.683774  | http://fiveg              | Farolito                           | http://fiveg               | Rooms                    |                     |          |
| Bandelier N              | Bandelier NP      | Excursion    | -106.26961 | 35.778175  | http://uplo:Cliff Dweller | http://uplo:                       | Painted Cave               |                          |                     |          |
| Santa Fe                 | Op The Santa Fi P | Excursion    | -105.9468  | 35.764498  | http://uplo:Crosby The    | http://uplo:                       | Seating                    |                          |                     |          |
| El Santuario             | El Santuario P    | Excursion    | -105.93165 | 35.989296  | http://uplo:Santuario     | http://uplo:                       | Blessed Dirt               |                          |                     |          |
| The Shed                 | The Shed Fa P     | Excursion    | -105.93705 | 35.687493  | http://www                | Food                               | http://www                 | Palace Avenue            |                     |          |
| Santa Fe Rai             | The Railycarc P   | Excursion    | -105.95034 | 35.680288  | http://uplo:Trains        | http://www                         | Map                        |                          |                     |          |
| Santa Fe Far             | The market P      | Excursion    | -105.9491  | 35.68218   | http://uplo:Farmer's Ma   | http://www                         | Ristras at the Market      |                          |                     |          |
| Massachuse               | Our early fa R    | Introduction | -71.718067 | 42.0629398 | https://uplc              | Boston                             | Cape Cod                   |                          |                     |          |
| Taj Boston               | Taj Boston, I G   | Lodging      | -71.071565 | 42.352855  | http://www                | View of Bos                        | http://www                 | Rooms                    |                     |          |
| Museum of                | The African P     | Excursion    | -71.065162 | 42.360011  | http://www                | Abiel Smith                        | http://www                 | African Meeting House    |                     |          |
| Chatham Ba               | Chatham Ba G      | Lodging      | -69.952372 | 41.68496   | http://www                | Cabana                             | http://www                 | Front View               |                     |          |
| Nauset Bear              | Beautiful su P    | Excursion    | -69.970295 | 41.7851087 | http://www                | Fishing                            | http://www                 | Fishing                  |                     |          |
| 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



### Integrated Layout



### Selected layout

Display a 'Locate' button

### APPLICATION CONFIGURATION

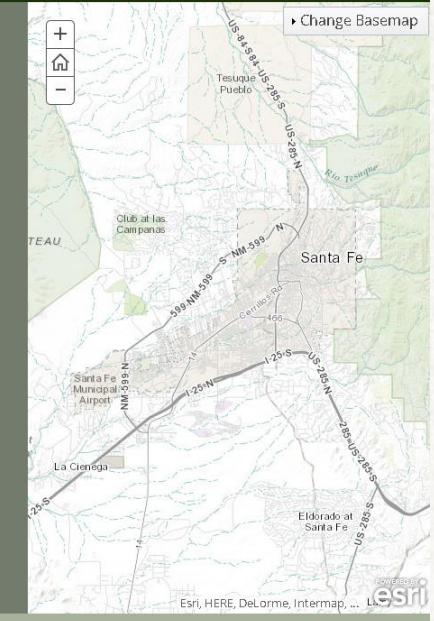
SAVE SHARE SETTINGS HELP

No unsaved change; Tour is not shared

Santa Fe



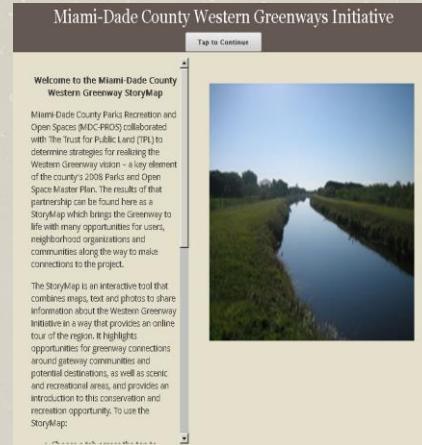
Change Basemap



Add Organize Import

# Customization

## ■ Miami Western Greenway



The screenshot shows the 'Miami-Dade County Western Greenways Initiative StoryMap'. At the top, a 'Tap to Continue' button is visible. Below it, the title 'Welcome to the Miami-Dade County Western Greenway StoryMap' is displayed. The main content area contains text about the partnership between Miami-Dade Parks and Open Spaces and The Trust for Public Land to develop a greenway vision, followed by a description of the StoryMap tool. To the right of the text is a photograph of a narrow, winding greenway path through a lush, green landscape.

## ■ Madison River Valley



The screenshot shows the 'Madison Valley Landscape Conservation Plan' website. At the top, a banner reads 'Madison Valley Landscape Conservation Plan' and 'Madison Valley Conservation and Restoration Projects'. Below the banner is a photograph of a scenic landscape with a river and mountains. To the right is a map of the Madison Valley showing various conservation projects marked with green and blue icons. At the bottom, there is a row of smaller images representing different restoration projects: 'Crusoe Ranch', 'Jedi Creek', 'O'Dell Creek', 'Bear Creek', 'Granger Ranch', 'Gambi River Ranch', 'Geko Ranch', and 'Gullie 8'.

# Thank you!



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## QUESTIONS