

Designing Story Maps to Change Hearts and Minds

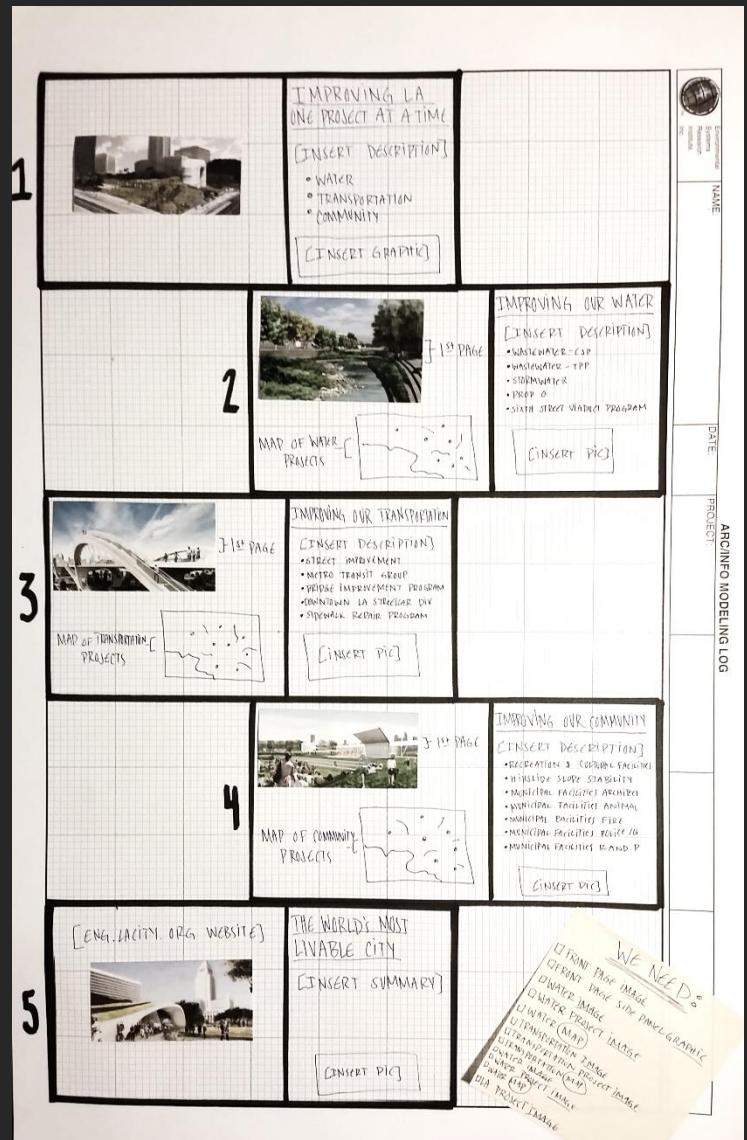
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Drafting Your Story Maps

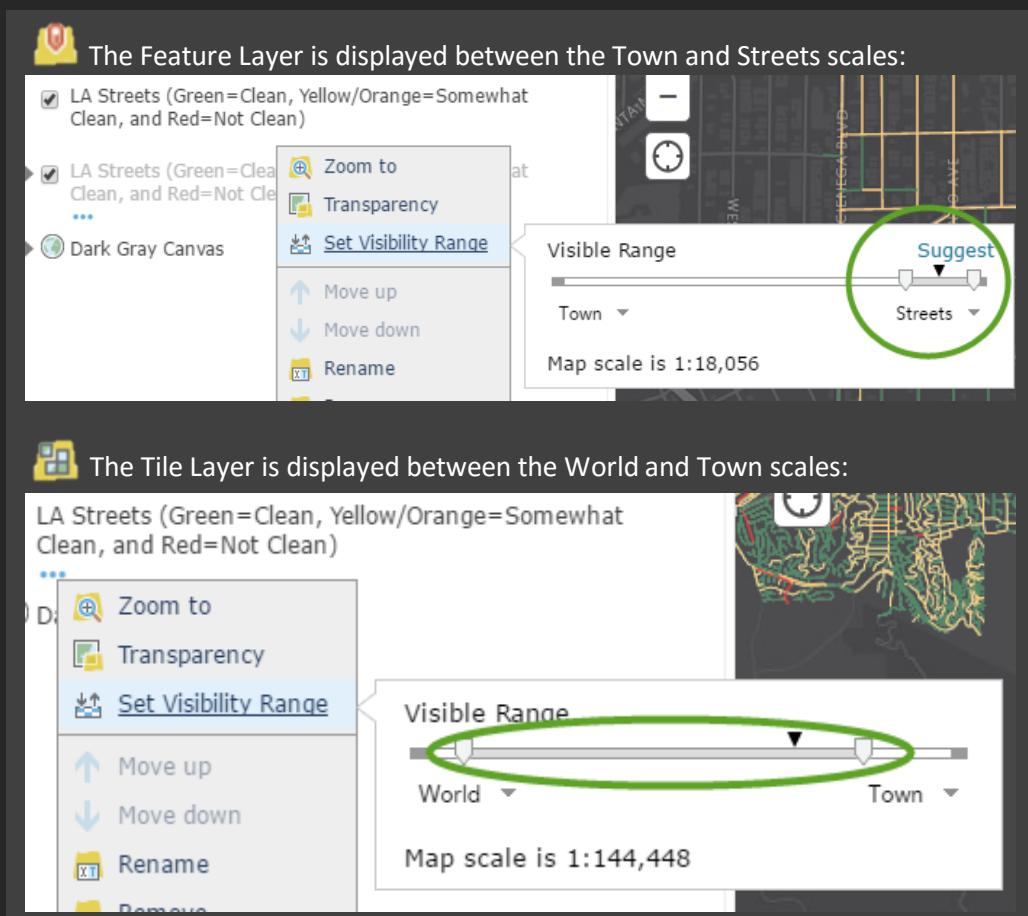
- The first step, planning, is often the most difficult, but once you've completed it, the rest is easy!
- **Research Your Topic:**
 - Answer the questions: Who, What, When, Where, Why, and How?
- **Determine Your Audience:**
 - Put yourself in their shoes! If you were them, what would you want to know/see/learn?
- **Create a Storyboard:**
 - Draw out each page and list all the images, charts, graphs, maps, etc. you will need
- Now you're ready to begin creating the items needed for your story!



Publishing Items

To view your layers online, you can publish them from ArcGIS for Desktop.

1. Open your layer in ArcMap.
2. Set the scale to ArcGIS Online/Bing Maps/Google Maps. Check “Only display these scales when zooming”.
3. Fill out the Map Document Properties.
4. Sign in with your ArcGIS Online credentials.
5. Share as a service to your organizational account.
6. Publish the layer as a feature service.
7. In ArcGIS Online, set the symbology of the layer.
8. If your layer has more than 2,000 features, follow steps 9 through 14.
9. In ArcMap, match the symbology with how it is set in ArcGIS Online.
10. Publish the layer as a cached tile service.
11. Depending on your layer’s scale, set the minimum and maximum scale level for the tile.
12. Set the area of interest to cache to the current extent of your map.
13. Calculate the cache size. If it is more than ~50 MB, slide the maximum scale to a lower level and recalculate the size. Publish the layer.
14. In ArcGIS Online, you can use the feature layer at the larger (zoomed in) scales and the cached tile layer at the smaller (zoomed out) scales for faster load time.



Online Analysis Tools

- **Summarize Data:**

- Aggregate Points
- Summarize Nearby
- Summarize Within

Aggregate Points		<p>This tool works with a layer of point features and a layer of area features. It first figures out which points fall within each area. After determining this point-in-area spatial relationship, statistics about all points in the area are calculated and assigned to the area. The most basic statistic is the count of the number of points within the area, but you can get other statistics as well.</p>
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- **Find Locations:**

- Find Existing Locations
- Derive New Locations
- Find Similar Locations
- Choose Best Facilities
- Create Viewshed
- Create Watershed
- Trace Downstream

- **Enrich Layer**

- **Analyze Patterns:**

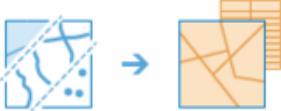
- Calculate Density
- Find Hot Spots
- Interpolate Points

- **Use Proximity:**

- Create Buffers
- Create Drive-Time Areas
- Find Nearest
- Plan Routes
- Connect Origins to Destinations

- **Manage Data:**

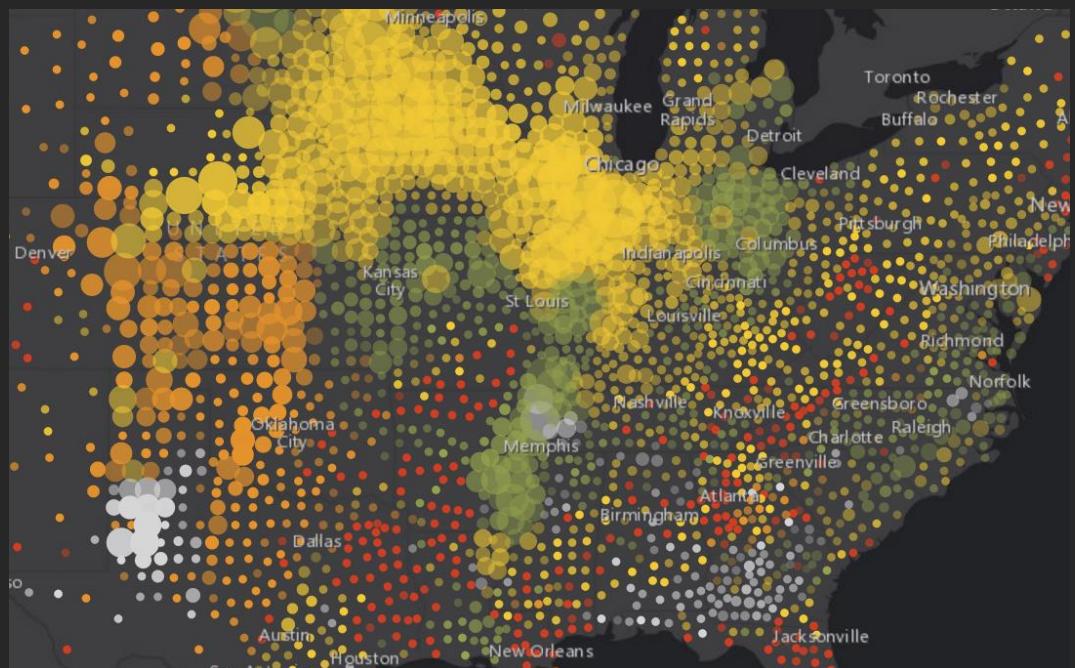
- Extract Data
- Dissolve Boundaries
- Merge Layers
- Overlay Layers

Enrich Layer		<p>This tool enriches your point or area data by getting facts about the people, places, and businesses that surround your data locations. Enrich Layer enables you to answer new questions about locations that you cannot answer with maps alone; for example, What kind of people live here? What do people like to do in this area? What are their habits and lifestyles? What kind of businesses are there in this area?</p>
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Create Drive-Time Areas		<p>Create Drive-Time Areas creates areas that can be reached within a specified drive time or drive distance. It measures out from one or many points (up to 1,000), along roads, to create a layer that can help you answer questions such as:</p> <ul style="list-style-type: none">■ Where can I go from here within a 30-minute drive?■ Where can I go from here within a 30-minute drive at 5:30 p.m. during rush hour?■ What areas of town can the fire department reach within five minutes?■ How would fire-response coverage improve by building a new fire station here?■ What market areas does my business cover?
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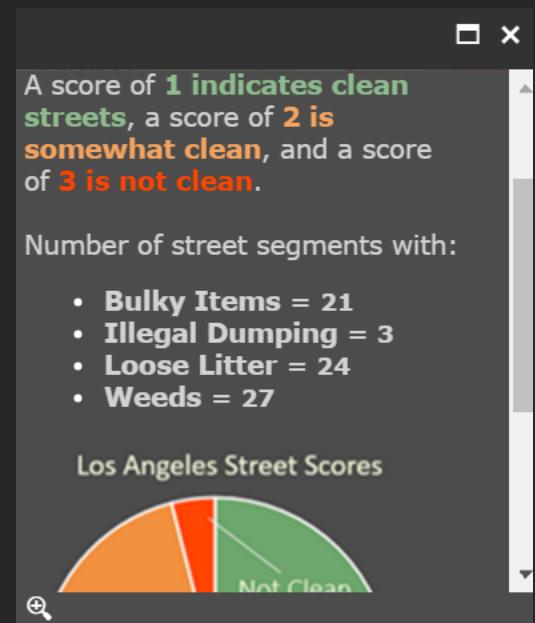
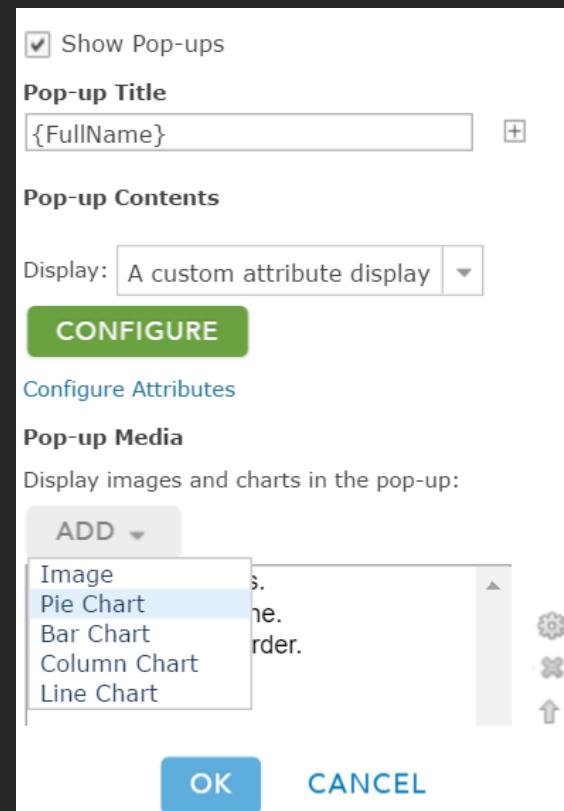
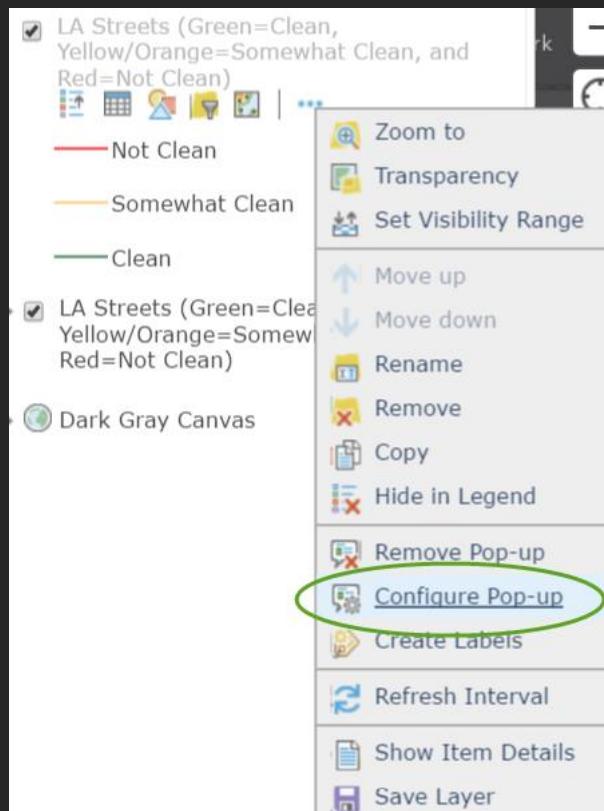
Eye-catching Cartography

- Use the dark or light gray basemap with the suggested color ramps
 - With the dark gray basemap, the high values are brighter colors while the low values are darker colors with a hint of dark gray
 - With the light gray basemap, the high values are the darker colors while the low values are lighter
- Zoom in to an area that gives the viewer the optimal initial viewing experience
- Use Smart Mapping to fine-tune the way your dataset is presented in the map
- Used faded outlines or no outlines at all with polygons
- Use transparency
- Create a meaningful legend
- Use text colors in your app that match the colors found in the map



Custom Pop-ups and Pie Charts

- It's always better to customize a pop-up for your map instead of using the default pop-up
- Choose a good title for your pop-up or no title at all
- Create a sentence explaining what the viewer is seeing.
- Add a bar/line/pie chart using the builder found in ArcGIS Online *or* create your own graphic
- Provide an explanation of the chart
- Host the graphic online and add the image to the pop-up using the url
- Rename fields to names that people can understand



Story Map Collaboration

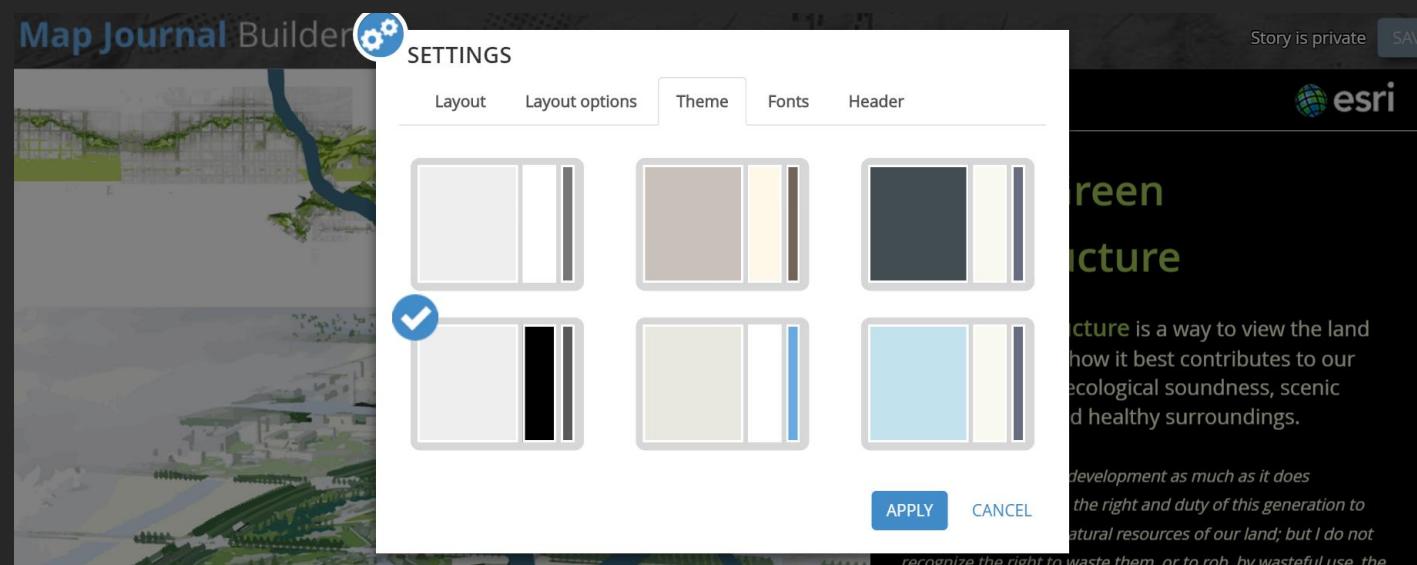
- Anyone set as an administrator can edit an item (even if it is owned by someone else).
- Use [Esri's My Stories](#) to track the status of your Story Map. View the status of the layers, maps, websites, and images used in your app.

The screenshot shows the 'My Stories' dashboard for a user named 'Jennifer'. The main title 'Jennifer's stories' is at the top, with a sub-count of '20 stories'. A quote by Robert McKee is displayed: 'Storytelling is the most powerful way to put ideas into the world today.' Below the quote are buttons for 'CREATE STORY' and 'CHECK STORIES'. The main content area features a large image of a person's face with the text 'Global Poverty' overlaid. Below the image is a summary: 'Map Journal | Public | Modified April 21, 2016 | 17,375 views'. The summary text reads: 'This map displays the Multidimensional Poverty Index (MPI) for 108 countries.' To the right of the summary are sections for 'sections' (10), 'style' (side panel), and 'maps' (5). Below the summary are buttons for 'EDIT STORY', 'VIEW STORY', and 'DELETE', along with social sharing icons for LinkedIn, Twitter, and Facebook. Below these buttons are tabs for 'MAPS', 'IMAGES', 'WEBPAGES', 'GALLERY', and 'TAGS'. The 'MAPS' tab is selected, showing a table with the following data:

Status	Name	Shared	Section	Action
✓	Multidimensional Poverty Index (MPI)		4	EDIT MAP
Layers				
✓	Multidimensional_Poverty_Index2			VIEW LAYER
✓	Dark Gray Canvas			VIEW LAYER
✓	Predominant Dimension (MPI)-Copy		5	EDIT MAP
✓	Health Deprived-Copy		6	EDIT MAP
✓	Education Dimension-Copy		7	EDIT MAP
✓	Living Standard Deprived-Copy		8	EDIT MAP

Story Map Templates

- Change the theme of the Story Map by clicking on Settings
- Embed other Story Maps inside the one you are making if it adds to your story
- Embed videos and other media into the Story Map with a URL
- Embed the Story Map into your web page by copying and pasting the embed code



SHARE YOUR STORY

Private Organization Public [View story](#)

Socialize

<http://arcg.is/21282GO>

Embed in web page

```
<iframe width="100%" height="800px" src="http://nation.maps.arcgis.com/apps/MapJournal/index.html?appid=bf6f482b49c84f8c8d6f53f26a247c2a" frameborder="0" scrolling="no"></iframe>
```

Size (width/height):

EDIT SECTION

INSERT AN IMAGE, VIDEO OR WEB PAGE

MEDIA: Image Video Web page

Excellent Item Pages

Title: Clean Streets Index Grids

Thumbnail: A map showing street index grids in Los Angeles.

Summary: The Los Angeles Clean Streets Index, the first-of-its-kind, is a grading system of every street in Los Angeles.

Profile with picture and description: Jennifer Bell, a cartographic product engineer, is responsible for creating innovative, thought-provoking, and stunning maps, charts, and stories.

Description

The Los Angeles Clean Streets Index, the first-of-its-kind, is a grading system of every street in Los Angeles. The Bureau of Sanitation drove and scored over 9,000 miles of streets and alleys - each segment received a "cleanliness score" from 1-3.

Each street score is based on four factors: litter, weeds, bulky items and illegal dumping. This assessment will be repeated every quarter. Los Angeles is leading the way as the only big city in the US conducting a regular cleanliness assessment of every City street.

Click on the links to view the Los Angeles Clean Streets Index:

Description with links:

- [Map](#)
- [Minimalist App of Streets Index](#)
- [Story Map of the Clean Streets Initiative*](#)

*This application uses the Map Journal Story Map template ([more information here](#)). For more information about building Story Maps, [click here](#).

Layers

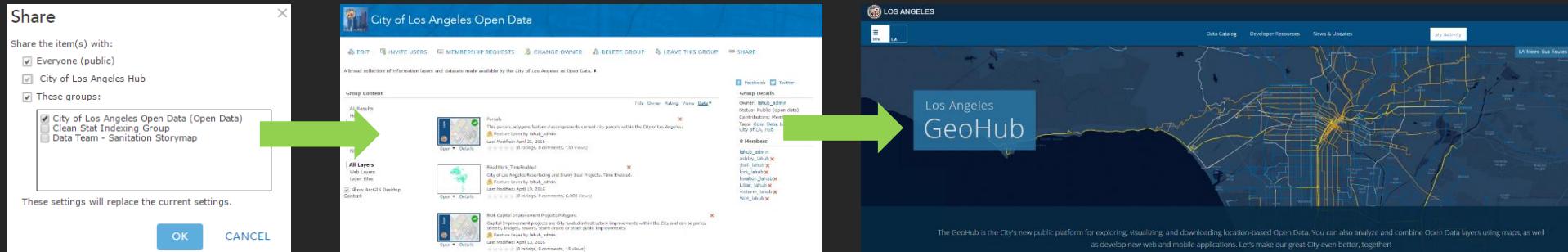
Grids

Properties

Shared with	Everyone (public), City of Los Angeles Open Data
Tags	Los Angeles, clean, trash, index, sanitation, Executive Directive 8, illegal dumping, weeds, litter, trash cans, surveys, surveying, streets, roads, transportation, schools, parks, safe access routes, grid
Credits	The City of LA
Size	2 MB
Delete Protection	Enabled
Extent	Left: -118.67 Right: -118.16 Top: 34.34 Bottom: 33.7
Editing	Disabled
Export Data	Disabled
Sync	Disabled
Track Edits	Disabled

Sharing Your Items

- Sharing your item to the City of **Los Angeles Open Data group** automatically places it in the **GeoHub**



Access

Anyone categorized solely as “Access” enabled can *only* view the item and *cannot* edit it.

Share

Share the item(s) with:

Everyone (public)

City of Los Angeles Hub

These groups:

City of Los Angeles Open Data (Open Data)

Clean Stat Indexing Group

Data Team - Sanitation Storymap

These settings will replace the current settings.

OK CANCEL

Access and Update Capabilities

Anyone in this group *can* update an item or make changes to it.

Share access and update capabilities

Share the item(s) with one of the groups listed below. All members of the selected group can update all items in the group.

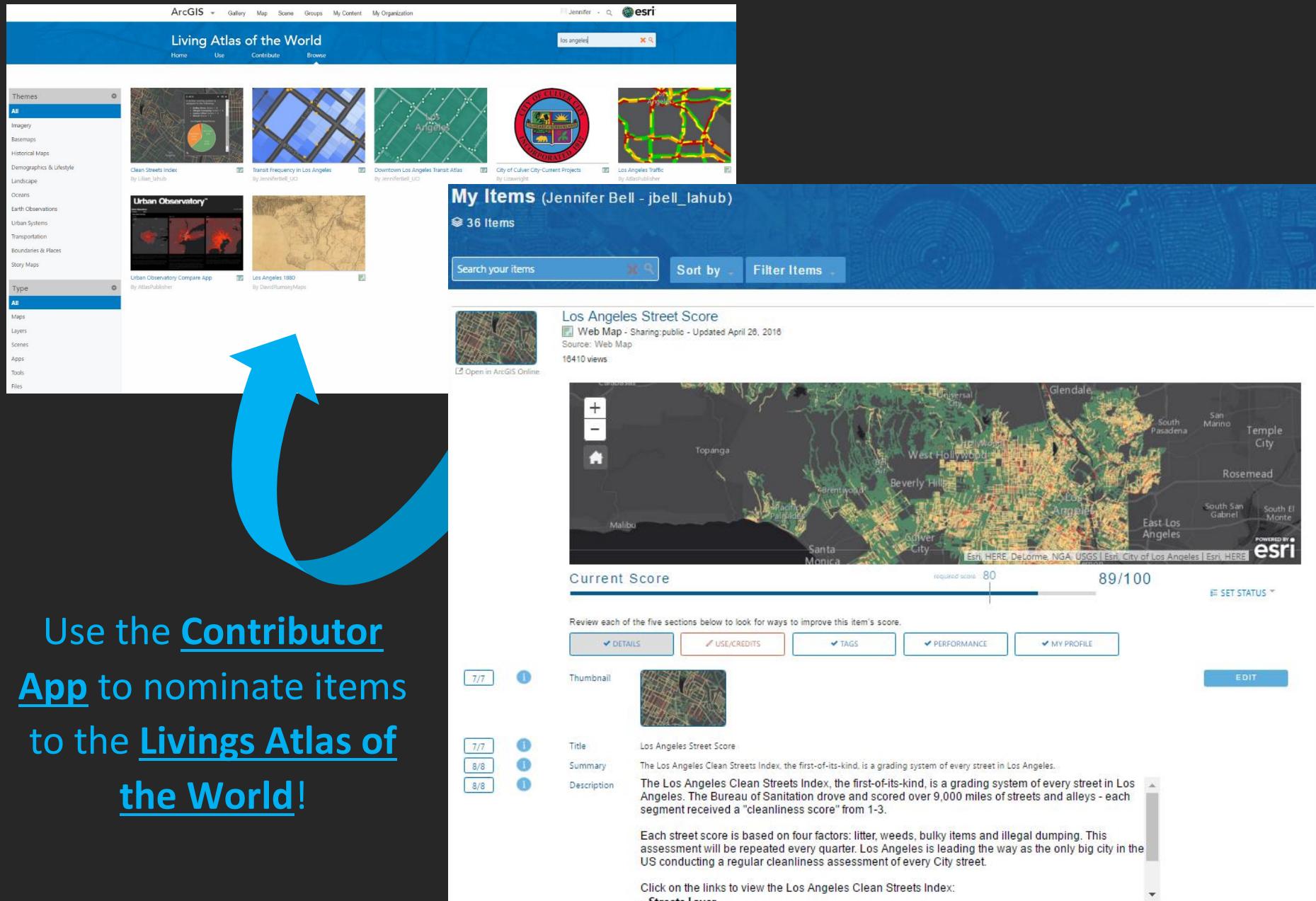
LA Sanitation Storymap

These settings will replace the current settings.

OK CANCEL

Vs.

Nominating Your Item



Use the Contributor App to nominate items to the Living Atlas of the World!

The screenshot shows the ArcGIS Living Atlas of the World website. The search bar at the top contains 'los angeles'. Below the search bar, there is a grid of map items. On the left, there are filters for 'Themes' (Imagery, Basemaps, Historical Maps, Demographics & Lifestyle, Landscape, Oceans, Earth Observations, Urban Systems, Transportation, Boundaries & Places, Story Maps) and 'Type' (Maps, Layers, Scenes, Apps, Tools, Files). A large blue arrow points upwards from the bottom left towards the search bar. The main content area shows a list of items under 'My Items (Jennifer Bell - jbell_lahub)'. One item is highlighted: 'Los Angeles Street Score' (Web Map - Sharing: public - Updated April 28, 2016). The map shows the Los Angeles area with various neighborhoods labeled. Below the map, a 'Current Score' of 89/100 is shown, with a slider bar indicating the score. There are tabs for 'DETAILS', 'USE/CREDITS', 'TAGS', 'PERFORMANCE', and 'MY PROFILE'. Below these tabs, there are sections for 'Thumbnail', 'Title' (Los Angeles Street Score), 'Summary' (The Los Angeles Clean Streets Index, the first-of-its-kind, is a grading system of every street in Los Angeles.), and 'Description' (The Los Angeles Clean Streets Index, the first-of-its-kind, is a grading system of every street in Los Angeles. The Bureau of Sanitation drove and scored over 9,000 miles of streets and alleys - each segment received a "cleanliness score" from 1-3.). A note at the bottom states: 'Each street score is based on four factors: litter, weeds, bulky items and illegal dumping. This assessment will be repeated every quarter. Los Angeles is leading the way as the only big city in the US conducting a regular cleanliness assessment of every City street.' A link to 'Click on the links to view the Los Angeles Clean Streets Index: Streets Index' is also present.