

CONNECTING WITH AUDIENCES: STORY MAPPING AND ONLINE PLANNING

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PART ONE: INTRODUCTION TO STORY MAPS

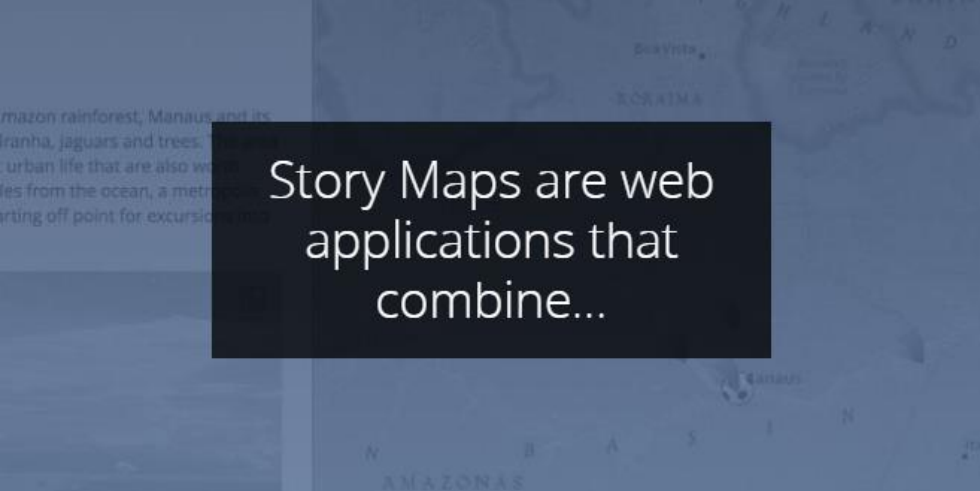
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An Introduction to Story Maps

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Story Maps



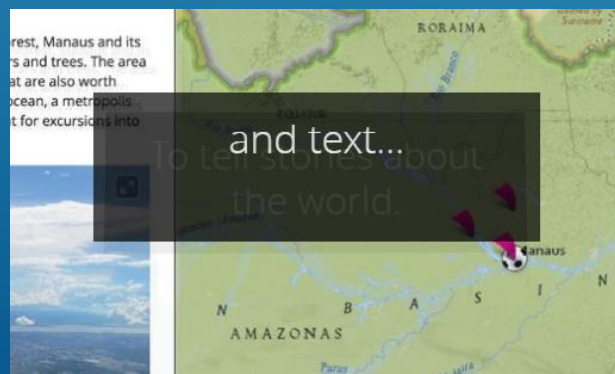
Story Maps are web applications that combine...



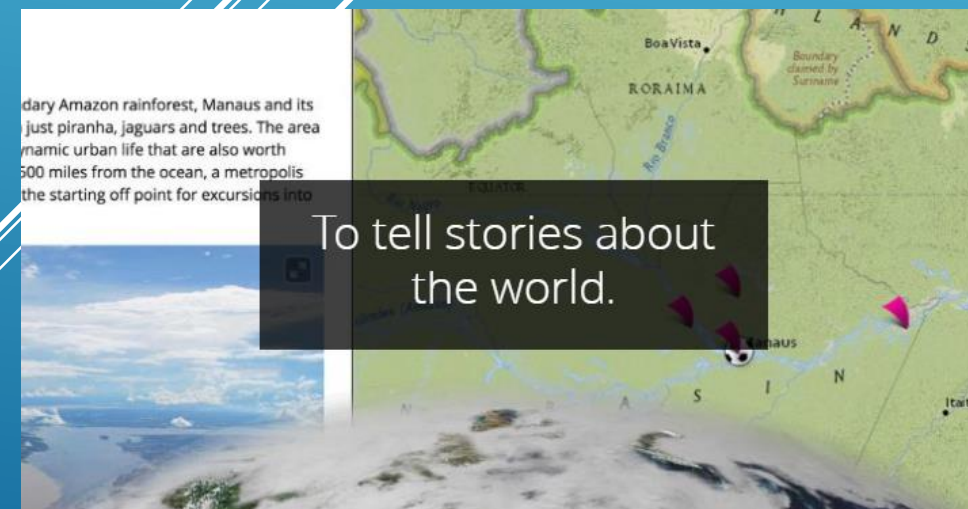
Interactive maps...



with multimedia content...



and text...



To tell stories about the world.

Story Maps ▾

Apps Gallery Resources My Stories

Alexa ▾

English ▾



App Templates

Looking for the new ArcGIS StoryMaps?

Go here ↗

What Kind of Story Do You Want to Tell?

Get started right away or browse our app templates

CREATE STORY

Story Map Journal

Create an in-depth narrative organized into sections presented in a scrolling side panel. As users scroll through the sections, they see content associated with each section such as a map, a 3D scene, an image or video, etc...

“Oh my goodness! Did you notice how the map is updating along with this narrative? You can, and should, do that sort of thing with an interactive map. Be the storyteller.”

— Esri

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ORGANIZE



No issues detected ×

Imagine a Day Without Water

Photo: Millersburg Pedestrian Bridge over the Wiconisco Creek. Larry

Portzline (TCRPC)

What would a day without water look like?

This is the question posed by the Value of Water campaign for their annual Imagine a Day Without Water project. One of the most necessary resources in the world, the exact value of water to our everyday lives is often overlooked and underestimated,



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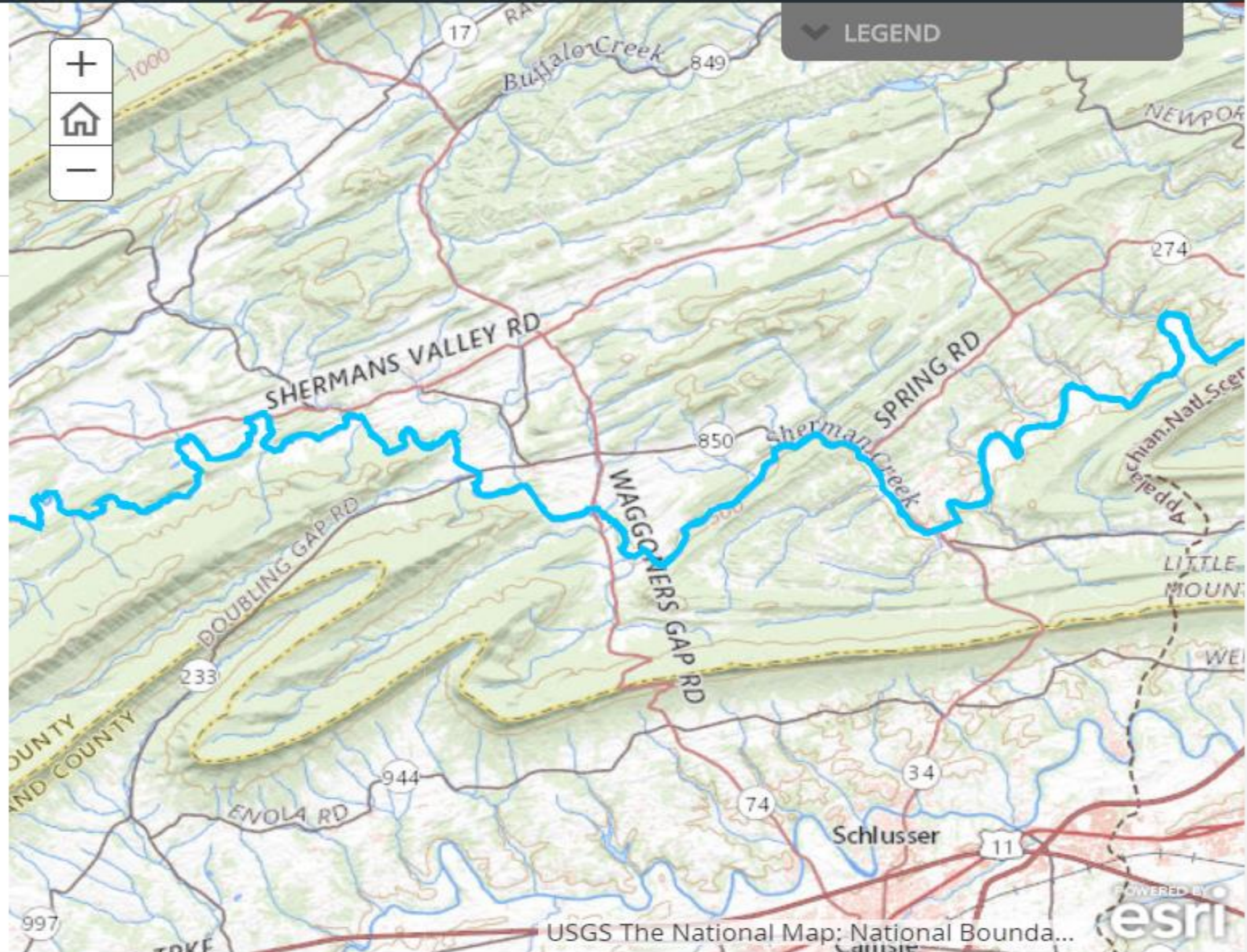


Imagine a Day Without Water

No issues detected x

Shermans Creek

The Shermans Creek Valley was one of the first areas settled in Perry County. H.H. Hain claims in his comprehensive history that Shermans is the most important stream in the entire valley. Many of Perry County's most historic covered bridges stretch over Shermans Creek. One of the most well-known, the Delville Covered Bridge, burned down in 2014 and has since been reconstructed.



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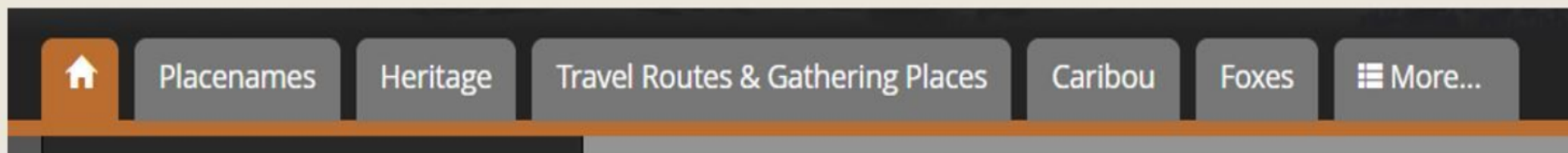
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Story Map Series

Present a set of photos or videos along with captions, linked to an interactive map. It's ideal for walking tours or any sequences of places you would like users to follow in order.



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Travel Modes

Fix issues in your story x

Edit x

Regional Transportation Plan

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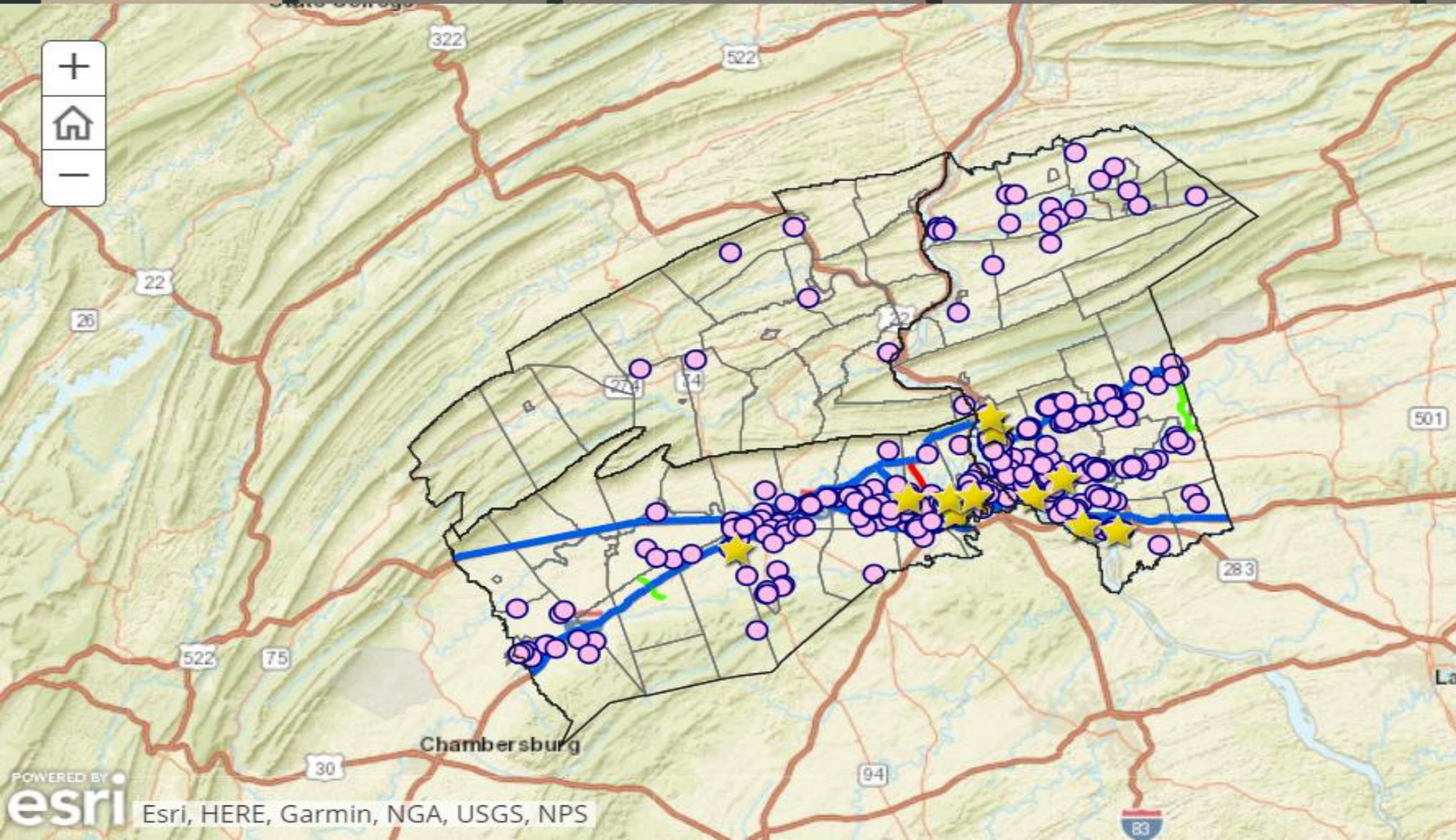
Moving Goods

Moving People

Moving People (Transit)

Regional Non-Motorized Needs

Plain Sect



PennDOT, Pennsylvania Comprehensive Freight Movement Plan (2015) and associated data from 2011 IHS Freight Finder, and TCRPC

Major Intermodal (IM) Facilities



Freight Generators



National Highway Freight Network



State Selected Freight Corridor Candidates: High Priority



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ORGANIZE

Travel Modes

Fix issues in your story ×

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Regional Transportation Plan



Moving Goods

Moving People

Moving People (Transit)

Regional Non-Motorized Needs

Plain Sect



About



Legend

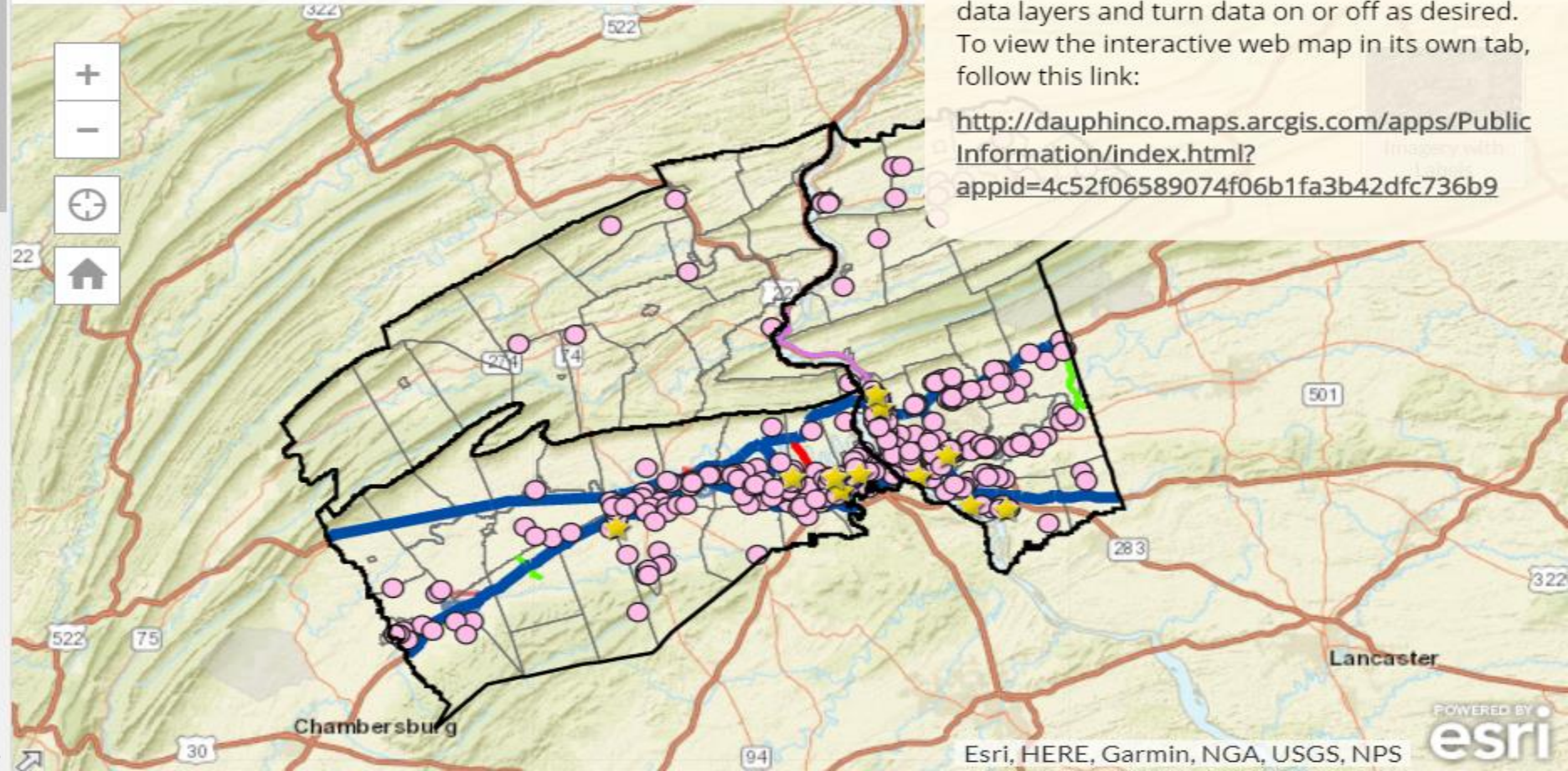


Layers

Layers

- ☒ County Boundaries
- ☐ 2019 Transportation Improvement Program (TIP) Bridges
- ☐ 2019 Transportation Improvement Program (TIP) Roadways
- ☐ Regional Projects (Points)
- ☐ Regional Projects (Lines)
- ☐ American With Disabilities Act (ADA) Curb Ramp Inventory
- ☐ Bus Stops
- ☐ Park N' Rides

Travel Modes



Please use the Layers Tab to view all relevant data layers and turn data on or off as desired. To view the interactive web map in its own tab, follow this link:

<http://dauphinco.maps.arcgis.com/apps/PublicInformation/index.html?appid=4c52f06589074f06b1fa3b42dfc736b9>

Story Map Cascade

Create a visually and editorially engaging full-screen scrolling experience for your audience blending narrative text, maps, 3D scenes, images, videos and more. Sections containing text and in-line media can be interspersed with “immersive” sections that fill the screen, including map animations and transition effects.

“Maps, photographs and video, all smashed together, elevate a story map to more than the sum of its parts. There should be a word for that...” – Esri



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ORGANIZE



A Story Map

Welcome to San Diego

Discover this popular Southern California beach city



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≡ ORGANIZE



esri

Welcome to San Diego

A Story Map

San Diego is located on the Pacific Ocean 120 miles south of Los Angeles and 20 miles north of Tijuana on the Mexican border.

From Los Angeles you can get to San Diego in two hours, either by car or on the popular Amtrak Pacific Surfliner train service.



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Welcome to San Diego

A Story Map

Let us introduce you to the city and help you

discover some cool places along the way that you may enjoy.

(This Story Map Cascade accompanies a Learn ArcGIS lesson. If you want to learn how to create this Cascade yourself, see the Credits at the end for the link to the lesson).



Photos: Rupert Essinger / Esri

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PART TWO: STORY MAPS AS TOOLS FOR PLANNERS

Why Should Planners Tell Stories?

Stories are memorable, compelling and impactful. Stories put people in a receptive frame of mind. Story Maps engage both sides of our brains – the logical side and the thoughtful/creative side. Maps are highly efficient purveyors of information. Planners can use Story Maps to help distill complicated information and educate and engage the public.

How are Story Maps used by planners in Pennsylvania?



AS AN INTERACTIVE
EXECUTIVE SUMMARY....



North Central 2045 Long Range Transportation Plan

Introduction

The *2045 Long Range Transportation Plan* (LRTP), approved in July 2017, guides the evolution of the transportation system in the North Central Pennsylvania region for the next 25 years. The LRTP process outlines how the region will address a range of transportation needs with the ultimate goal of fostering an efficient, safe, reliable, and secure transportation system. Ultimately, the plan identifies broad policy goals and objectives that are linked to strategic actions and performance measures to improve accessibility and mobility to support long-term system sustainability and economic growth.



North Central PA Rural Planning Organization
2045 Long Range Transportation Plan



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Executive Summary



North Central 2045 Long Range Transportation Plan

Plan Goals and Strategic Directions

The signing of the [Fixing America's Surface Transportation Act](#) (FAST Act) into law in December 2015 authorizes federal investments in highway, public transportation, and highway safety through FFY 2020. The federal law also includes ten planning factors to guide transportation plans and programs. Eight of the ten planning factors were carried over from MAP-21. Two new factors were added with the adoption of the FAST Act: system resiliency and reliability and enhancing travel and tourism.



AS A WAY TO EDUCATE
THE PUBLIC ON
IMPORTANT ISSUES...



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Extreme Weather Vulnerability Study



1 Introduction



[View the Original Study Executive Summary](#)

[View the Original Study Full Report](#)

This study is for planning purposes only

The Pennsylvania Department of Transportation (PennDOT) has initiated a multi-phase effort aimed to better anticipate the consequences and impacts of extreme weather events and to identify funding priorities and strategies to improve transportation system resiliency.

This Phase 1 Extreme Weather Vulnerability Study focuses on the evaluation of historic vulnerabilities, development of a framework for addressing climate change impacts, and an initial assessment of risks and priorities related to the

2 Historic Vulnerability Locations and Risk Assessment

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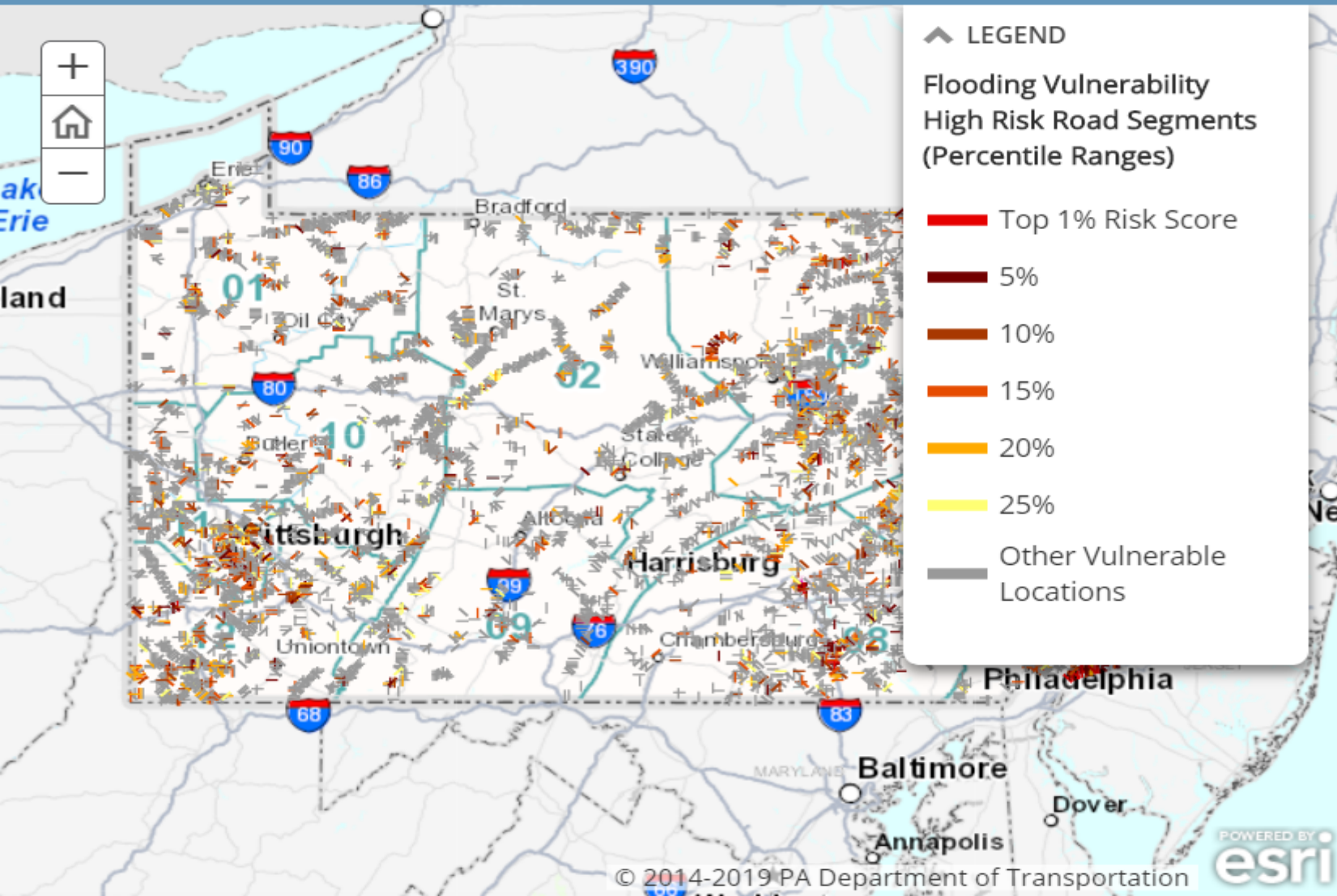


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Extreme Weather Vulnerability Study



1 Introduction

2 Historic Vulnerability Locations and Risk Assessment

This map provides an assessment of flooding vulnerabilities and risks statewide using information in PennDOT's Road Condition Reporting System (RCRS). The original study report (April 2017) provides an overview of the map contents and risk calculation process. This map reflects updates as documented in Addendum 1 (September 2017). It includes the use of more recent flooding closure data from PennDOT's RCRS, revised risk assessment criteria, updated mapping and data assessments, and the application of automated program scripts to execute risk assessment calculations and results.

AS A WAY TO HELP
COMMUNITY LEADERS MAKE
IMPORTANT DECISIONS....

A series of several thin, white, parallel diagonal lines extending from the bottom right towards the top right of the image, creating a sense of movement and design.

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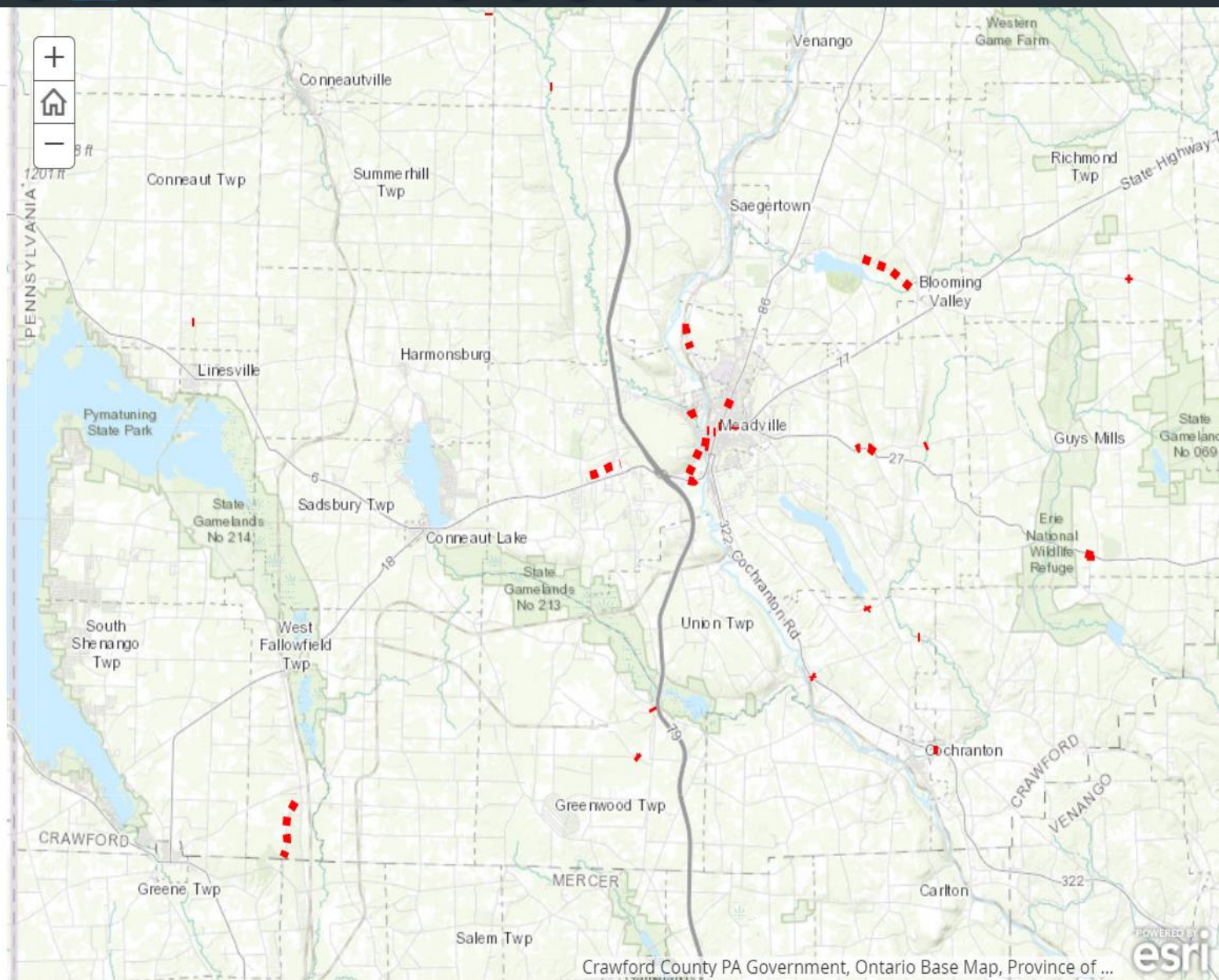


Crawford County LRTP Project Review

Please take a few minutes to review the 43 Candidate LRTP Projects identified in Crawford County and score each project based on the following criteria:

- **Safety** - Is the project supported by a RSA/Safety Study (if documentable)?
- **Multimodal Accessibility/Mobility** - Is the project supported by any plans or studies? DCNR Trail Gaps, Titusville bike/ped study, Rt 6 master plan, county rec plans, US 6 interchange, etc.
- **Sustainability/Smart Growth: Land Use** - Does the project negatively affect surrounding land uses?
- **Sustainability/Smart Growth** - Is the project consistent with the county/regional Comprehensive Plans?

An Excel spreadsheet has been provided to record



AS AN ANNUAL REPORT...

Several thin, white, parallel diagonal lines extending from the bottom right towards the top right of the image, creating a sense of movement or a stylized graphic element.

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 HOME 

INTRODUCTION SECTION 303(d) SECTION 305(b) MEASURING PROGRESS STAY INFORMED AND PARTICIPATE ADDITIONAL RESOURCES

2018 PENNSYLVANIA INTEGRATED WATER QUALITY MONITORING AND ASSESSMENT REPORT

Clean Water Act

Section 303(d) List and 305(b) Report



ASAPH RUN NEAR WELLSBORO, PA

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HOME



INTRODUCTION

SECTION 303(d)

SECTION 305(b)

MEASURING PROGRESS

STAY INFORMED AND PARTICIPATE

ADDITIONAL RESOURCES

The mission of the Pennsylvania Department of Environmental Protection (DEP) is to protect Pennsylvania's air, land and water from pollution and to provide for the health and safety of its citizens through a cleaner environment. We work as partners with individuals, organizations, governments and businesses to prevent pollution and restore our natural resources.

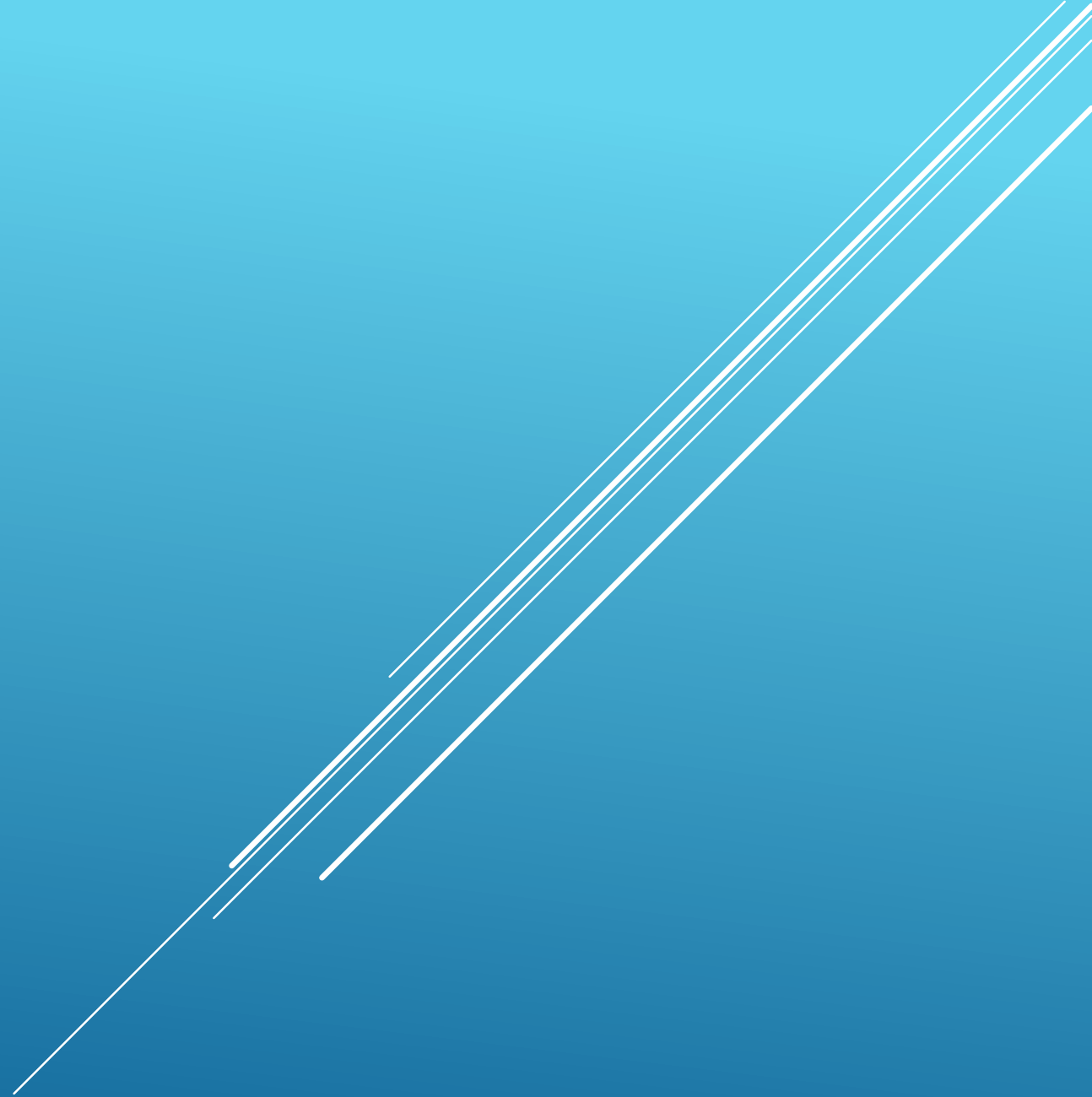
WELCOME!

Please scroll down to view the Integrated Report or use the top and side menus to jump to a topic. If problems are encountered while viewing content, please try opening the website using another web browser. Changing the browser zoom level may also provide a better user experience.

Public participation for this Integrated Report will be from [\(April 20th, 2019 to June 4th, 2019\)](#). DEP encourages the public to provide constructive comments during this period. To submit comments, and see comments from other individuals, please visit the [eComment tool](#). The links to view and comment on the Integrated Report will be made available in the "Open Comment Periods" section at the top of the eComment website during the public comment period. Written comments can also be mailed to Department of Environmental Protection, Policy Office, Rachel Carson State Office Building, P.O. Box 2063, Harrisburg, PA 17105. DEP suggests that comments be organized using the main headings above (e.g., Introduction, Section 303(d), Section 305(b), etc.), or by using the subheadings to the left of the screen and titled in [BLUE](#) on each slide (e.g., Home, Mission, Purpose, etc.). Simply hover over the gray dots to the left of the screen to see all subheadings and navigate to them at any point. Persons in need of accommodations as provided for in the Americans With Disabilities Act of 1990 should contact DEP's Water Quality Division at 717-787-9637 or through the Pennsylvania AT&T Relay Service at 800-654-5984 (TTD) to discuss how DEP may accommodate their needs.



AS PROGRAM
GUIDANCE...





Pennsylvania Byway Program

Pennsylvania is beautiful and diverse, inspiring the pride of its residents and attracting visitors from near and far to explore its cities, towns, villages, and countryside. To visit Pennsylvania, most tourists travel along its roadways. These highways and byways connect the natural environment with the built environment and along the way, they connect us to the intrinsic qualities that make our state worth visiting.

A byway is often the road less traveled, sought by those in search of tranquility in today's hectic society. Visit a historic site, observe nature's wonders, behold breathtaking scenery, or enjoy a variety of recreational pursuits. **This, and more, is a byway.**



AS SUPPORTING DATA FOR
A GRANT APPLICATION...

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Competitive Highway Bridge Program Grant Application



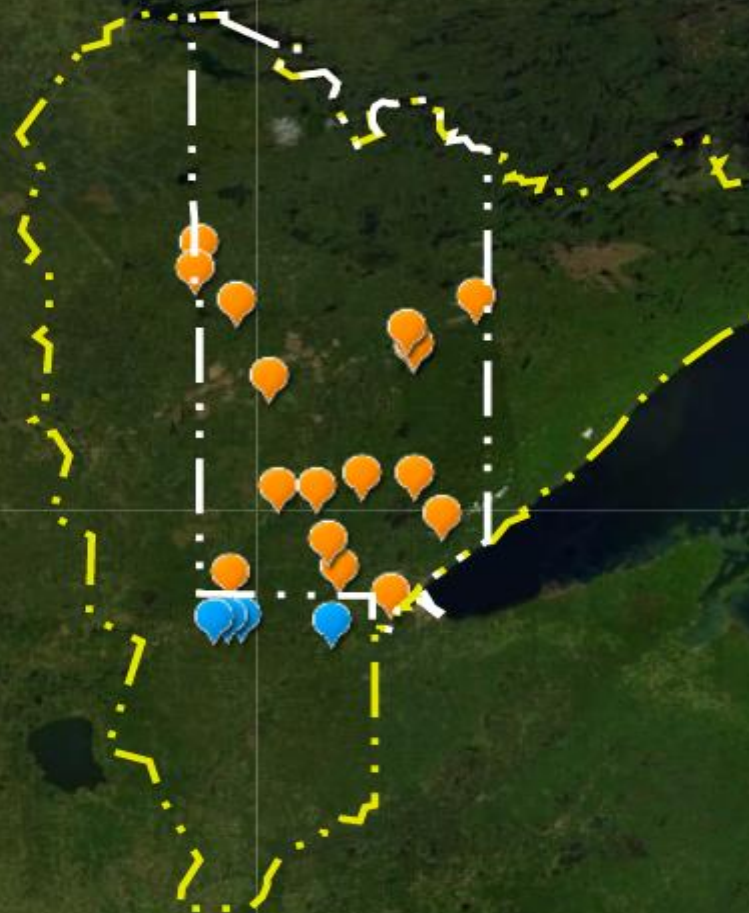
Minnesota Department of Transportation
(MnDOT)

St. Louis County, Minnesota



The Minnesota Department of

Transportation and MnDOT is leading



LEGEND

County Boundary



MnDOT District 1 Boundary



Bridges

Agency



St. Louis County



Mn/DOT

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Competitive Highway Bridge Program Grant Application

Bridge No. 7659

Click below to view an associated document:

[Structure Inventory Report](#)

[Safety Inspection Report](#)

[Existing Plan Sheets](#)



Existing Conditions

State Bridge Number	7659
County Bridge Number	214
Road Name	CSAH 15 (Munger Shaw Road)
Length	27.00 Feet
Number of Spans	2

AS AN INTERACTIVE
PRESENTATION OR
BRIEFING...



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ORGANIZE

This presentation!

Connecting With Audiences: Story Mapping and Online

A Story Map

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Story Maps Apps Gallery Resources My Stories

Alexa English

esri

App Templates

Looking for the new ArcGIS StoryMaps? [Go here](#)

What Kind of Story Do You Want to Tell?

Get started right away or browse our app templates

CREATE STORY

A Sequence of Place-enabled Photos or Videos

Story Map TourSM

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PART THREE: THE FUTURE OF STORY MAPS

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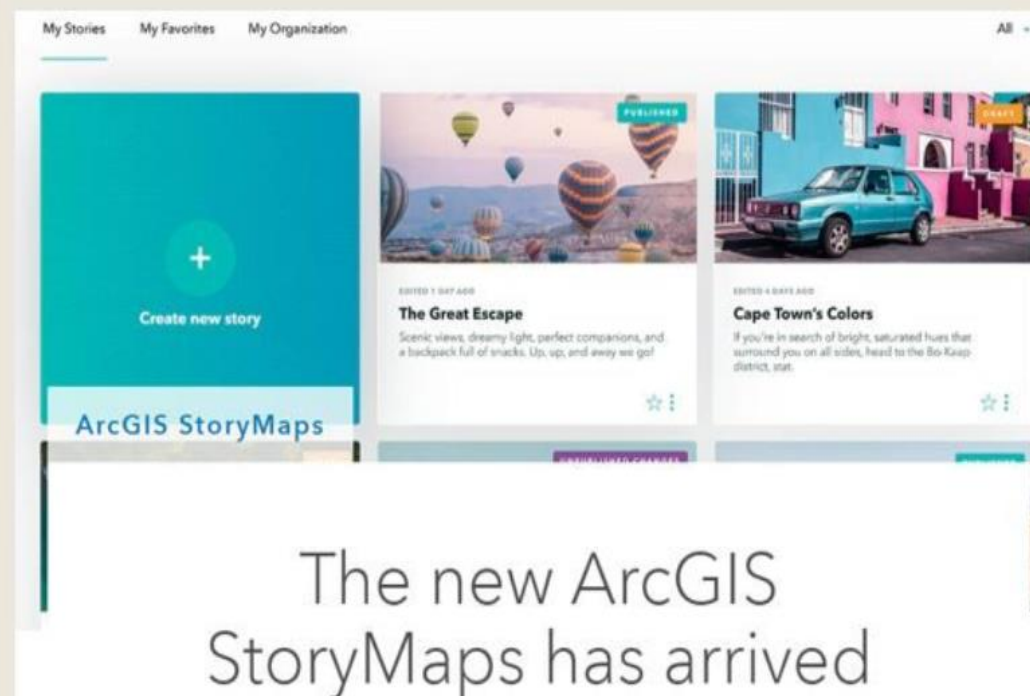
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A new era of Story Maps

“The culture at Esri is to constantly improve and enhance the software we create. Often this involves incremental improvements, though at times it takes the form of huge leaps forward.” —Esri

- A flexible builder
- Modern interface
- Express maps capability
- A design panel
- AutoSaving function



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Sporades islands

[#alonnisos](#) [#peristera](#) [#skantzoura](#) [#skiathos](#) [#skopelos](#)
[#skyros](#) [#tsougria](#) [#sporades](#)

Explore the Sporades islands, in the northwest Aegean! Dense vegetation; rocky landscapes, and pure blue seas: **a uniquely alternative destination**. Go island-hopping in a paradise island complex!





newborn pups!

Looking for a peaceful island to enjoy your family holidays? **Skopelos** is your destination! Find yourself in a green surrounding with rich pine forests, crystal blue seas and sandy beaches! Taste the famous cheese-pie of Skópelos, and have a shot of ouzo in tavernas by the sea!

Are you a movie fan? Trace the paths of the exciting film **“Mamma Mia”**! Yes, the amazing chapel on the rocks (where the wedding ceremony took place) really exists! It’s “Saint Ioannis Chapel” in Skópelos!

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Testing the New Story Map Application

Tri-County Regional Planning Commission and
Michael Baker International

Alexa Korber | September 03, 2019

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ORGANIZE

The new Story Map beta application is similar to designing a GIS Hub site, or a PowerPoint. Users can add pictures, videos and text from an options bar.

- Text can be customized as...
- ...bulleted lists



1. Or as....
2. ...numbered lists, among other things.

Headings can be added anywhere...

As can pictures, maps and additional images, videos or text.

A muskrat in Bixler Run, credit: Dave Unger

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Home

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Get Started

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Community

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Initiatives

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Sites

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Data

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Team

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EDIT

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ORGANIZE

Get Started / Getting Started

▼ Getting Started

What is ArcGIS Hu...

Sign in to ArcGIS
Hub

Set up ArcGIS Hub
for Collaboration

➤ General

What is ArcGIS Hub?

ArcGIS Hub is an ArcGIS Online app that enables you to collaborate and share content with others using initiatives. Initiatives are a simple way to organize people and content like web maps, story maps, data, and more around a project or goal.

An ArcGIS Hub initiative gives you a website for sharing your content with others. For example, many organizations have used ArcGIS Hub to share open data with their communities. Initiatives aren't limited to open data, though. You could start an initiative to help you accomplish a variety of tasks or goals, such as sharing project updates with your team. Here are some ways in which you can use ArcGIS Hub:

In this topic


[How it works](#)

[Get started](#)



Bucks County Data Portal

Provided by the Commissioners of Bucks County and the Bucks County Planning Commission

 Find Bucks County Data, Maps, & Documents

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ORGANIZE

[Home](#)[Bucks County](#)[Bucks County Planning Commission](#)[Parcel & Floodplain Viewer](#)[More ▾](#)

County Initiatives



Green Spaces, Great Places

This is the story of the foundations for open space preservation in Bucks County.



Agricultural Preservation Program

Dedicated to slowing the loss of prime farmland to non-agricultural uses.



HHW and Recycling Information

HHW Events, Recycling Right Videos, Recycling Electronics, Paint, & Other Materials

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ORGANIZE



Home

Bucks County

Bucks County Planning Commission

Parcel & Floodplain Viewer

More



Interactive Maps



Bucks County Parcel & Floodplain Viewer

Parcel information for the County of Bucks

Explore



Bucks County Public Transportation Map

Gateway into the public transit options Bucks County residents have at their disposal.

Explore



Election Polling Locations

Election Polling Application for County of Bucks

Explore



NJTPA

**NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY**

Defining the Vision. Shaping the Future.

Civil Rights Tool Kit



Providing resources for partner agencies and subregions to support a well-informed and engaged public.

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Alexa ▼

**NJTPA****NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY**

Defining the Vision. Shaping the Future.

participation barriers for low income and minority persons.

[Additional Resources](#)

Limited English Proficiency



Individuals who do not speak English as their primary language and who have a limited ability to read, write, speak, or understand English are entitled to language assistance under Title VI of the Civil Rights Act of 1964. Language barriers may prohibit people who are LEP from obtaining services or information relating to various services and programs, and may limit individuals' participation in public planning processes.

[Additional Resources](#)

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QUESTIONS?

akorber@tcrpc-pa.org

Jamie.Lemon@mbakerintl.org