OPPORTUNITY FOR STUDENTS

SCAG STUDENT PROJECT SHOWCASE:
STORY MAPS & SUSTAINABILITY PLANNING

The Southern California Association of Governments (SCAG) and Esri are proud to announce two exciting opportunities for college and university students to display their research at the annual Regional Conference & General Assembly on May 4-5 at the JW Marriot Desert Springs Resort & Spa in Palm Desert. This will be an opportunity for students to share their work with more than 1,000 elected officials, planning practitioners and various public, private and non-profit stakeholders while competing for $2,000 in prize money and complementary registration and accommodation at the Regional Conference & General Assembly.

SUBMIT FOR ONE OR BOTH:

▲ **TRACK ONE | SCAG Story Maps Student Challenge**
▲ **TRACK TWO | Call for Posters: Planning Projects in Sustainability**

ABSTRACTS DUE: APRIL 11, 2017 at 10:00 a.m.
FINAL PROJECTS DUE: APRIL 25, 2017 at 10:00 a.m.

SCAG
INNOVATING FOR A BETTER TOMORROW

TRACK ONE

SCAG STORY MAPS STUDENT CHALLENGE

SCAG recognizes the effectiveness of simple yet powerful ways to inform, engage and inspire people through stories that involve maps and other relevant data.

With this in mind, SCAG is proud to invite student participants to conceptualize, create, and submit story maps using the Esri ArcGIS Online platform and the SCAG GIS Open Data Portal. This is a meaningful way tell a story or provide insight, to showcase plans and projects, to engage supporters and stakeholders, to illustrate the possibilities of data, and to highlight the usefulness of open data at the regional level.

What Are Esri Story Maps?

Esri Story Maps are web applications that let authors combine maps with narrative text, striking images and multimedia, including video. The applications are designed to be attractive and usable by anyone, which makes them great for education and outreach, either to the general public or to a specific audience.

What Is This Challenge?

SCAG recognizes that emerging technologies and collaboration offer significant opportunities to use data in ways which can be radically different than in the past. As a result, SCAG is opening up a considerable portion of its data for students to utilize and analyze, and then create a story using that data and the Esri Story Map platform.

Why Should I Do This?

In addition to allowing students to have access to a robust set of regional data not normally available to the public, this provides an opportunity to partner with the largest metropolitan planning organization in the nation and the world's leading developer of mapping technologies to present empirical data to elected officials and decision-makers in Southern California. It is a chance to also help shape policy. A selection of the strongest story maps will be displayed and featured at the 2017 SCAG General Assembly in Palm Desert, California on May 4-5. Two submissions will also be designated as the "best in show" by a panel of judges; the creator(s) will be awarded prize money totaling $2,000. Winning submissions will also be featured on SCAG's website.

How Do I Get Started?

Attend SCAG/Esri's joint training on ArcGIS Online and Esri Story Maps, to be hosted at SCAG's main headquarters at 818 West 7th Street, 12th Floor, Los Angeles, CA 90017 on Friday April 7, 2017 at 1:00 p.m. to 3:00 p.m. Entrants are not required to attend and may also review the webinar resulting from this training to participate. Register online at bit.ly/SCAGStoryMaps.

Preparing Your Entry

1. Let your professor know that you are interested in participating in SCAG's Story Maps Student Challenge.

2. Choose a topic that is regionally significant and connected to the issues of the economy, transportation or housing. The strongest applications should identify and analyze regional issues, while also touching on best practices for local stakeholders.

3. Review SCAG's data offerings available at the GIS Open Data Portal at: http://gisdata.scag.opendata.arcgis.com. Entrants must use at least one layer from the GIS Open Data Portal, excluding administrative boundaries.

5. Email SCAG staff an abstract of your intended project by April 11, 2017. Abstracts should be 500 words or less, and should describe the "story" that your map will tell. Applicants should also maintain contact with SCAG staff throughout the project, and can seek guidance if a project begins to deviate from its original abstract. Abstracts received earlier in the process may receive more assistance from SCAG staff, so entrants are encouraged to submit abstracts as soon as possible.

6. Create an account at https://developers.arcgis.com/sign-up or contact your university ArcGIS licensholder to create one and start mapping.

Accessing SCAG's Data

1. Entrants must utilize data from SCAG's GIS Open Data Portal, and can also integrate other relevant data from outside sources as appropriate.

2. Users can download datasets from SCAG's portal and work with them through any Esri platform (e.g. ArcPro, ArcMap), for eventual integration into an Esri Story Map.

3. Entrants can also opt to directly load the data into an ArcGIS Online Web Map. SCAG's layers for use in this competition can be located by searching for layers generated by "scaggisadmin" (please see "Accessing SCAG's Data" image).
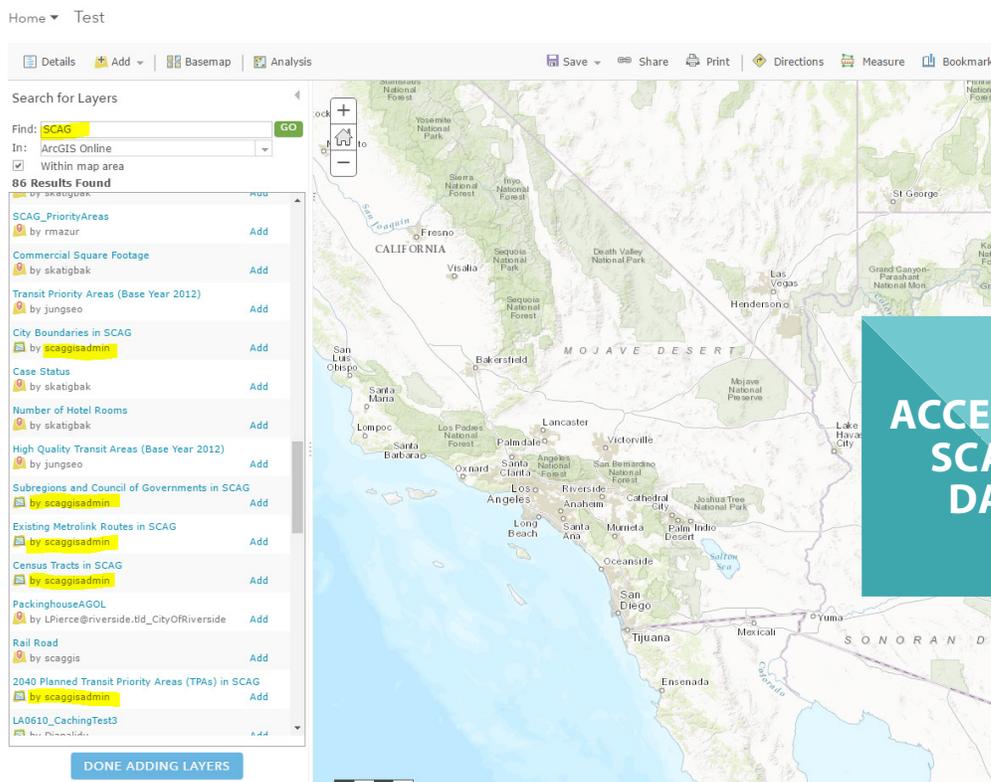
SCAG STORY MAPS STUDENT CHALLENGE

Submitting an Entry

1. When your Story Map has been completed, applicants must generate a written user guide that details background information on the application, demonstrates with engaging text and screenshots the application's comprehensive functionality, and lists all data sources or media elements included in the story map (with relevant documentation on the authorship of all elements and their year generated)

   • List of required elements in the user guide:

     - URL of Story Map

     - Names of entrants

     - Entrants' colleges or universities

     - Background information on Story Map (3-5 sentences)

     - Story Map functionality (step-by-step guide with instructive text and screenshots)

     - List of data sources with authorship and year generated

     - List of media elements with authorship and year generated

2. Entries must be emailed individually to Mike Jones at **jonesm@scag.ca.gov** by 10:00 a.m. Pacific Standard Time, on April 25, 2017 with the URL of the story map and its corresponding user guide.

Competition Rules

1. This contest is open to college students who are currently enrolled in a university, community college, or graduate program within the SCAG region taking classes towards a degree objective or who have graduated within the previous 12 months. All work must be completed by students, not faculty or university staff.

2. Current and former SCAG interns are encouraged to apply.

3. Submissions may be as an individual or as a group, and there is no limit to the number of entries per entrant.

4. The project must use SCAG data for all or part of the Story Map. Administrative Boundaries may be used freely, but do not count as using one SCAG dataset.

5. Any documents, images or videos must be used within the Story Map only with the respective authors' permission and must be properly attributed.

6. Frequently asked questions and additional information on Esri Story Maps can be found at **https://storymaps.arcgis.com/en/faq/#question1**

7. Entries will be judged on their innovative use of SCAG data and Esri Story Maps, relevancy to Southern California's regional economy, transportation system, or housing supply, and potential value to local stakeholders.

ACCESSING SCAG'S DATA

CALL FOR POSTERS: PLANNING PROJECTS IN SUSTAINABILITY

SCAG is seeking submissions for a poster exhibit of exceptional projects in the disciplines of sustainable urban and regional planning, transportation or public health. Qualifying posters will be displayed at the annual Regional Conference & General Assembly on May 4-5 at the JW Marriot Desert Springs Resort & Spa in Palm Desert. This will be an opportunity for students to share their work with more than 1,000 elected officials, planning practitioners and various public, private and non-profit stakeholders. Examples of posters from 2016 can be found here:
https://www.scag.ca.gov/calendar/Pages/GA2016.aspx.

SCAG is requesting abstracts for student-led projects that demonstrate innovative solutions to sustainability-related planning issues on a local or regional scale. Eligible submittals include any applied projects or research papers and will be evaluated on the following criteria:

- **Sustainability:** Promotes principles relevant to one or more of SCAG's Sustainability Principles
- **Innovation:** Introduces a new concept or challenges or improves upon current planning processes
- **Transferability:** Strategies/concepts that can be applied to different locations or programs
- **Feasibility:** Project has potential to be realistically implemented
- **Presentation:** Excellence in writing, visual content and overall organization

Sustainability Principles

Integrated Planning

- Integrates land use and transportation planning
- Promotes infill, transit oriented development, and other forms of sustainable development
- Promotes a sustainable land use mix, including new housing
- Locates new housing near existing jobs and/or new jobs near existing housing

Green Region Initiative

- Addresses climate change through GHG emission reduction of adaptation planning
- Preserve rural, agricultural, recreational and environmentally sensitive areas
- Promotes energy and/or water efficiency and savings
- Ensure environmental justice regardless of race, ethnicity or income class.
- Promotes overall sustainability on various resource issues

Active Transportation

- Promotes active (bicycle and pedestrian) transportation planning
- Promotes physical activity, safety, education and outreach
- Promotes linkages within existing active transportation and transit networks
- Promotes shift from cars to active transportation

Eligibility

Submissions will be accepted from students currently enrolled at any accredited university or college within the SCAG region (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura counties). All work must be completed by students, not faculty or university staff. Eligible projects must have been completed after January 1, 2014.

Submission Procedure

Abstract submissions are due on April 11, 2017. Submittals must clearly describe and demonstrate how the project addresses SCAG's Sustainability Principles, listed on this page. Students are instructed to submit abstracts of their projects, and if selected, SCAG will request a poster to be submitted. Completed posters will be accepted as well. The following are required:

- Project summary (500 words max)
- 1-5 images (photos, graphs, renderings, etc.) that visually describe the project. Please submit in JPEG, PNG or PDF format
- If the poster has already been completed, please send a reduced-sized pdf
- Contact information:
  - Primary contact person
  - Names and contact information for other students involved in the project
  - Name and contact information for Faculty Advisor
  - Name of college or university
- Notification of selected submissions will be sent out on or prior to April 17, 2017. Final posters are due on April 25. SCAG will provide required poster dimensions to those selected. SCAG may be able to assist with printing and mounting.

Please email submissions to India Brookover at brookover@scag.ca.gov. If you have further questions, please contact India Brookover at (213) 236-1919.