

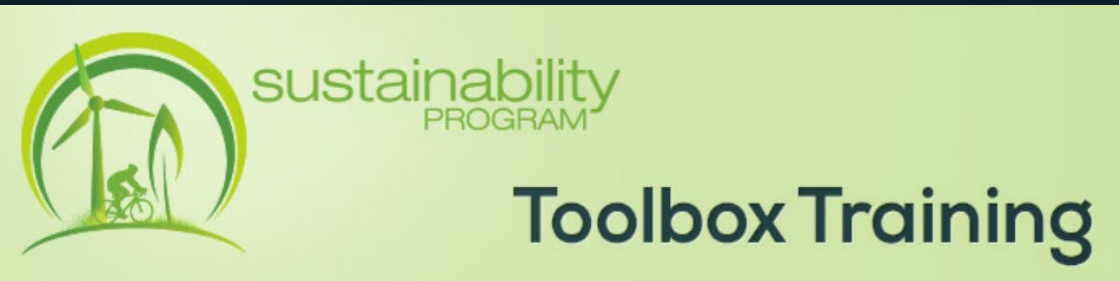
# Toolbox Tuesday: ArcGIS Storymapping

## Transforming Data into Interactive Stories

Lyle Janicek

Associate Regional Planner, Sustainability

2/23/2021



[www.scag.ca.gov](http://www.scag.ca.gov)



# 2021 SCAG Sustainability Awards



We are now accepting nominations for the 2021 SCAG Sustainability Awards.

- Submit your project in one of these categories
  - Active, Healthy and Safe Communities
  - Clean Cities: Alternative Fuels & Infrastructure
  - Efficient & Sustainable Land Use
  - Green Region Initiative: Resource Conservation & Climate Action
  - Housing Innovation
- Deadline: February 26th, 2021
- [scag.ca.gov/sustainability-program-awards](https://scag.ca.gov/sustainability-program-awards)

# Housekeeping



1. Meeting length: 2 hours
2. This meeting is being recorded
3. All participant lines will be muted
4. At the end, there will be a Q&A session
5. If you have a question during the presentation, please type it into the chat box or press the "raise hand" function.
6. We will log all questions and then voice a selection at the end of the presentation
7. A recording of this webinar and the PowerPoint slides will be available on the SCAG website. We will send a link to everyone who has registered after the event.

## Welcome

Introduction to ArcGIS Storymaps

Bernard Szukalski, Esri

## City Presentations

Overview of the Draft Downtown Community Plan

Brittany Arceneaux, City of Los Angeles

Riverside Retail Map

Jonathan Marks, City of Riverside

Processes + Procedures Ordinance

Bonnie Kim, City of Los Angeles

## 2020 Student Showcase Winners Presentation

Last-Mile Mobility Analysis in SCAG Transit Priority Areas

Daniel Leibowitz, Innovation Category 1<sup>st</sup> Prize

Muscoy: A Safe Routes to School Story

Demi Espinoza, Planning Category 1<sup>st</sup> Prize

## Break

ArcGIS StoryMapping Tutorial

Bernard Szukalski, Esri

## Q/A

# Introduction to ArcGIS StoryMaps

Bernard Szukalski

ESRI

[bszukalski@esri.com](mailto:bszukalski@esri.com)



# Introduction to ArcGIS StoryMaps



What's a StoryMap?



## What's a StoryMap?

The basic elements of ArcGIS StoryMaps

Esri's StoryMaps team

# Overview of the Draft Downtown Community Plan

Brittany Arceneaux

City of Los Angeles

[brittany.arceneaux@lacity.org](mailto:brittany.arceneaux@lacity.org)



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# Overview of the Draft Downtown Community Plan



# Overview of the Draft Downtown Community Plan

Planning a dynamic future for Downtown Los Angeles



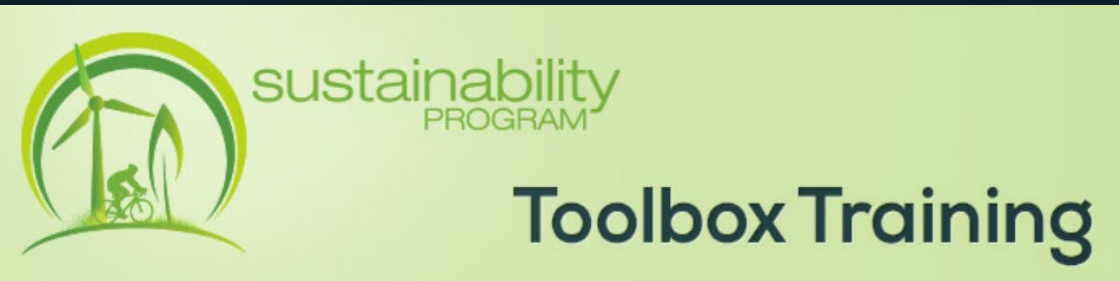


# Riverside Retail StoryMap

Jonathan Marks

City of Riverside

JMarks@riversideca.gov



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# Riverside Retail StoryMap

WHERE HERITAGE MEETS INNOVATION



## THIS IS RIVERSIDE...



# EXPLORE

## 2019 RETAIL MAP

# RIVERSIDE

### Why Riverside?



### Award-Winning City

Source: Esri

 <p><b>Entrepreneur</b> #4 Top Cities for Minority Entrepreneurs in the U.S. (2017)</p>	 <p><b>ie</b> INLAND EMPIRE ECONOMIC PARTNERSHIP #1 in Business Retention &amp; Expansion in the Inland Empire (2017)</p>	 <p><b>BUSINESS INSIDER</b> #7 U.S. City Where Everyone Wants to Live Right Now (2017)</p>	 <p><b>KAUFFMAN INDEX</b> #13 in Startup Activity (2017)</p>
 <p>#1 Best Practices - Streamline Riverside ES - American Planning Association (2017)</p>	 <p><b>Biz2Credit</b> #10 in Top 25 Cities for Small Business (2017)</p>	 <p>Economic Development Partnership Award (2017)</p>	<p><b>MAJOR BUSINESS PUBLICATION</b> #4 Top Cities for Minority Entrepreneurs in the U.S. (2017)</p>



# Processes + Procedures Ordinance

Bonnie Kim

City of Los Angeles

[bonnie.kim@lacity.org](mailto:bonnie.kim@lacity.org)



[www.scag.ca.gov](http://www.scag.ca.gov)



# Processes + Procedures Ordinance



Processes + Procedures Ordinance



## Processes + Procedures Ordinance

Scroll Down to Learn More

Administrative Provisions of New Zoning Code | November 9, 2020



# 2021 SCAG Student Showcase - Rules



- Must be a college student within the SCAG Region or graduated from college within the last 12 months
- Individual submissions only
- Individuals may submit more than one abstract for consideration
- 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.
- Any documents, images or videos must be used within the story map only with the permission of the respective author and must be properly attributed.
- 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.
- Abstracts due March 8<sup>th</sup> at 10am
- Final Projects due April 7 at 10am
- For more information, please visit our [2021 Student Showcase website](#)

# Last-Mile Mobility Analysis in SCAG Transit Priority Areas

Daniel Leibowitz

2020 SCAG Student Showcase Winner

Innovation Category – 1<sup>st</sup> Prize





ArcGIS StoryMaps



# Last-Mile Mobility Analysis in SCAG Transit Priority Areas

Upgrading Last-Mile Mobility Infrastructure in Order to Increase Public  
Transportation Catchment Area

Daniel Leibowitz | February 22, 2021



# Muscoy: A Safe Routes to School Story

Demi Espinoza

2020 SCAG Student Showcase Winner

Planning Category – 1<sup>st</sup> Prize



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# Muscoy: A Safe Routes to School Story



A Story Map 

# Muscoy: A Safe Routes to School Story

La lucha de una comunidad de justicia ambiental por rutas seguras a la escuela.



# ArcGIS StoryMapping Tutorial

Bernard Szukalski

ESRI

[bszukalski@esri.com](mailto:bszukalski@esri.com)



[www.scag.ca.gov](http://www.scag.ca.gov)





Resources supporting SCAG's Toolbox Tuesday and 2021 storytelling workshop.

owned by [bwszukalski](#)

### Description

STORYMAPPING: TRANSFORMING DATA INTO INTERACTIVE STORIES

Toolbox Tuesday

FEBRUARY 23, 2021 - 10:00AM - 12:00PM

Join us for an introduction to Esri StoryMaps, an innovative tool that brings data and mapping together to inform or engage a community. StoryMaps allows you to create inspiring, immersive stories by combining text, interactive maps and other multimedia content. This webinar will introduce you to various types of StoryMaps, feature professionals using this tool, showcase regional StoryMaps from local jurisdictions and students, and wrap up with a tutorial on developing your own Storymap. This event will also highlight the 2021 SCAG Student Showcase, a StoryMapping competition for students in the SCAG region.

### Details

Created: February 19, 2021

Viewable by: **Everyone (public)**

Contributors: **Members**

Members list: **Visible to all group members**

 1  15



### Owner



[bwszukalski](#)

# Any Questions?

Lyle Janicek, SCAG  
Janicek@scag.ca.gov

Bernard Szukalski, Esri  
bszukalski@esri.com

Bonnie Kim, City of Los Angeles  
bonnie.kim@lacity.org

Jonathan Marks, City of Riverside  
JMarks@riversideca.gov

Brittany Arceneaux, City of Los Angeles  
brittany.arceneaux@lacity.org

Demi Espinoza, Student Showcase Winner  
despinoza1@antioch.edu

Daniel Leibowitz, Student Showcase Winner  
leibowitzdaniel@gmail.com

[www.scag.ca.gov](http://www.scag.ca.gov)

