

2020 REGIONAL CONFERENCE
& GENERAL ASSEMBLY

Student Showcase

ENTER A SUSTAINABILITY PLANNING
GIS STORY MAP TO WIN!

- ▶ SHARE YOUR WORK WITH SOUTHERN CALIFORNIA'S LEADERS
- ▶ RECEIVE UNIQUE PROFESSIONAL DEVELOPMENT OPPORTUNITIES
- ▶ COMPETE FOR CASH PRIZES TOTALING \$6,000
- ▶ FREE ESRI STORY MAPS TRAINING ON MARCH 6, 2020

The Southern California Association of Governments, (SCAG), is excited to announce a special opportunity for college and university students in the region.

On May 7-8, SCAG's annual Regional Conference & General Assembly will host a special Student Showcase session featuring sustainability GIS story maps selected through a competitive application process. This will be an opportunity for students to share their work with more than 900 elected officials, planners and regional leaders.

Students whose projects are chosen will be designated as SCAG Conference Fellows, receiving complimentary event registration, hotel accommodation and admission to an exclusive "Future Leaders in Regional Planning" professional development seminar during the conference.

Two projects will be selected by a panel of judges as "Best in Show." Conference attendees will also vote on their favorite story map for two Audience Awards. In all, four prizes totaling \$6,000 will be awarded.

STORY MAP CHALLENGE

Use SCAG's open data to address local and regional issues

SCAG recognizes the effectiveness of simple yet powerful ways to inform, engage and inspire people through data and map-driven storytelling.

With this in mind, SCAG is proud to invite student participants to conceptualize, create and submit story maps using SCAG's open data. This is a meaningful way to 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 a specific audience.

Additional information can be found here:

esri.com/en-us/arcgis/products/arcgis-storymaps/overview

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 share data insights to elected officials and decision-makers in Southern California. It is a chance to also help shape policy.

How Do I Get Started?

Attend a joint webinar training on ArcGIS Online and Esri Story Maps on Friday, March 6, 2020. Attendance is encouraged but not required. Entrants may also review meeting materials that will be posted online following the training to participate.

Register online for the training at:

scag.wufoo.com/forms/2020-student-showcase-webinar

Obtaining a Story Maps Account

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

Accessing SCAG's Data

1. Entrants must utilize data from SCAG's GIS Open Data Portal, gisdata-scag.opendata.arcgis.com 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*.



SUBMISSION GUIDELINES

SCAG is requesting abstracts for student-led projects that demonstrate innovative solutions to sustainability-related planning issues on a local or regional scale. Eligible submissions include any applied projects or research.

Evaluation Criteria

Sustainability- Promotes sustainable practices such as emission reductions, land use and transportation integration, natural resource conservation, active transportation, energy efficiency, and housing.

Innovation- Introduces a new concept and/or challenges or improves upon current planning processes.

Transferability- Strategies/concepts that can be applied to different locations or programs.

Feasibility- Project has realistic potential to be implemented.

Presentation- Excellence in writing, visual content and overall organization.

Story Map 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. Participants must be 18 years of age by the General Assembly on May 7-8.
2. Submissions must be completed on an individual basis. Group submissions will not be accepted. Individuals may submit more than one abstract for consideration.
3. 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.
4. 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.
5. 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.

Abstract Submission Requirements

Students are instructed to submit abstracts of their projects, and if selected, SCAG will request a story map to be submitted.

The following are required:

- **Project summary** (500 words max)
- **Contact information:**
 - Primary contact person
 - Name and contact information for Faculty Advisor
 - Name of college or university

Abstract submissions will be reviewed on March 16, 2020 and applicants will be notified beginning March 17, 2020. Submit abstracts at

scag.wufoo.com/forms/2020-student-showcase-submissions

Submitting Your Story Map

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:**
 - Primary contact person
 - URL of story map
 - Participant's college or university
 - Background information on story map (3-5 sentences)
 - List of data sources with authorship and year generated
 - Confirmation that if selected, you will be able to attend the SCAG's General Assembly on May 7-8
2. Abstract submissions for your story map are due by March 16, 2020 at 10:00 a.m. PDT.
3. Final story map entries are due by March 30, 2020 at 10:00 a.m. PDT.
4. Submit all abstracts and final projects at scag.wufoo.com/forms/2020-student-showcase-submissions



Abstracts due **March 16 at 10:00 a.m.**
Final projects due **March 30 at 10:00 a.m.**

For more information on the Student Showcase Competition
Contact Lyle Janicek at janicek@scag.ca.gov