Toolbox Tuesday: ArcGIS Storymapping
Transforming Data into Interactive Stories

Lyle Janicek
Associate Regional Planner, Sustainability
2/23/2021
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
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.
# Agenda

## 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 1st Prize
- **Muscoy: A Safe Routes to School Story**
  - Demi Espinoza, Planning Category 1st Prize

## Break
- **ArcGIS StoryMapping Tutorial**
  - Bernard Szukalski, Esri

## Q/A
Introduction to ArcGIS StoryMaps

Bernard Szukalski
ESRI
bszukalski@esri.com
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
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

Toolbox Training

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THIS IS RIVERSIDE...

Why Riverside?

- 12th largest city in California
- 59th largest city in the US
- Fastest growing city in California
- 81.5 square miles
- 2.7 Million 20-mile radius population
- 327,722 Riverside population
- 31.3 median age
- $57,001 average income
- Accessible from several major interstates, freeways & rail service

Award-Winning City

- Entrepreneur
- IC: The Business Insider: Top 10 Cities for Startups
- Small Business
- Entrepreneur
- Biz2Credit
- Economic Development
- Major Business Publication
Processes + Procedures Ordinance

Bonnie Kim
City of Los Angeles
bonnie.kim@lacity.org
Processes + Procedures Ordinance

Scroll Down to Learn More
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 8th 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 – 1st Prize
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
Muscovy: A Safe Routes to School Story

Demi Espinoza
2020 SCAG Student Showcase Winner
Planning Category – 1st Prize

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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

www.scag.ca.gov
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.
Any Questions?

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Jonathan Marks, City of Riverside  
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Brittany Arceneaux, City of Los Angeles  
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