If you Build it…….

….. What next ?

- Strategies to make it accessible, understandable and actionable

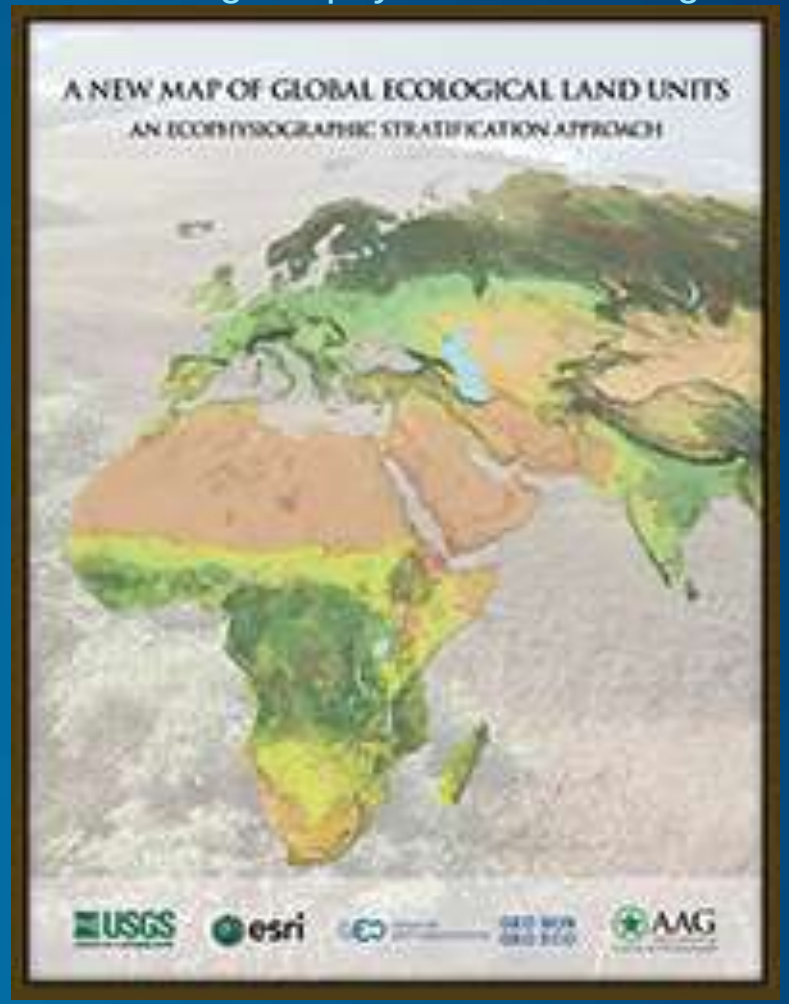
Public Private Partnership – Ecological Land Units Map

1. introductory Story Map to the ecological land units: esriurl.com/elu
2. Explore the online application: esriurl.com/EcoTapestry
3. Learn more about ecological land units: www.aag.org/global_ecosystems
4. Get started using this content in ArcGIS: ArcGIS Online Landscape Layers Group -

A New Map of Global Ecological Land Units – An Ecophysiographic Stratification Approach

Published by the AAG in 2014, this booklet makes a major contribution to understanding the physical and ecological geography of the Earth.

The work was done in a public/private partnership between the United States Geological Survey (USGS) and Esri, and was commissioned by the Group on Earth Observations (GEO) as part of an intergovernmental protocol called the Global Earth Observation System of Systems (GEOSS).



http://www.aag.org/global_ecosystems

Communications strategy – Blogs, articles, tweets, challenges

Storymaps educate and create interest

This story map introduces ecological land units and explores more than 100 places where diversity is highest

See more at: http://blogs.esri.com/esri/esri-insider/2014/12/09/the-first-detailed-ecological-land-unitsmap-in-the-world/#sthash.kX44wGty.dpuf

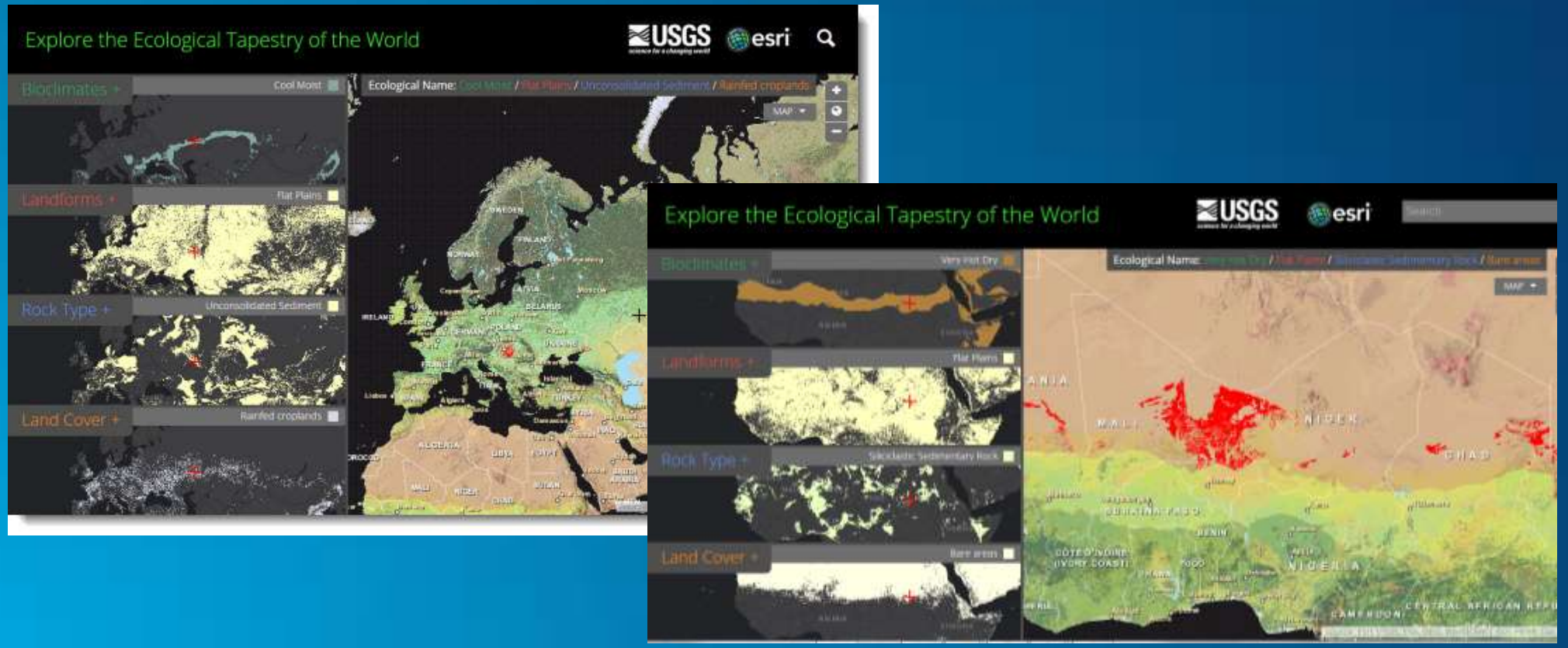
Storymap – Explore a Tapestry of World Ecosystems

Storymap to Introduce the Ecological Land Unit data : esriurl.com/elu
http://story.maps.arcgis.com/apps/MapJournal/index.html?appid=dc91db9f6409462b887ebb1695b9c201&webmap=dd6f7f93d54341a69a47002696cf5744

Applications make data engaging

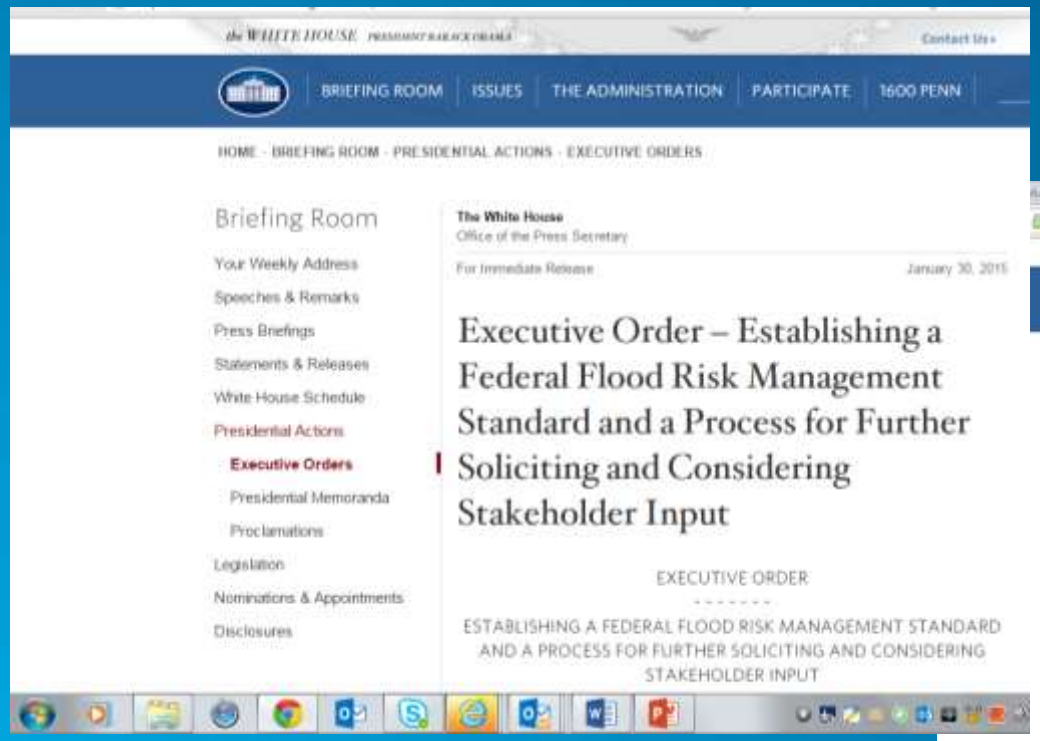
Ecological Tapestry of the World online explorer application:

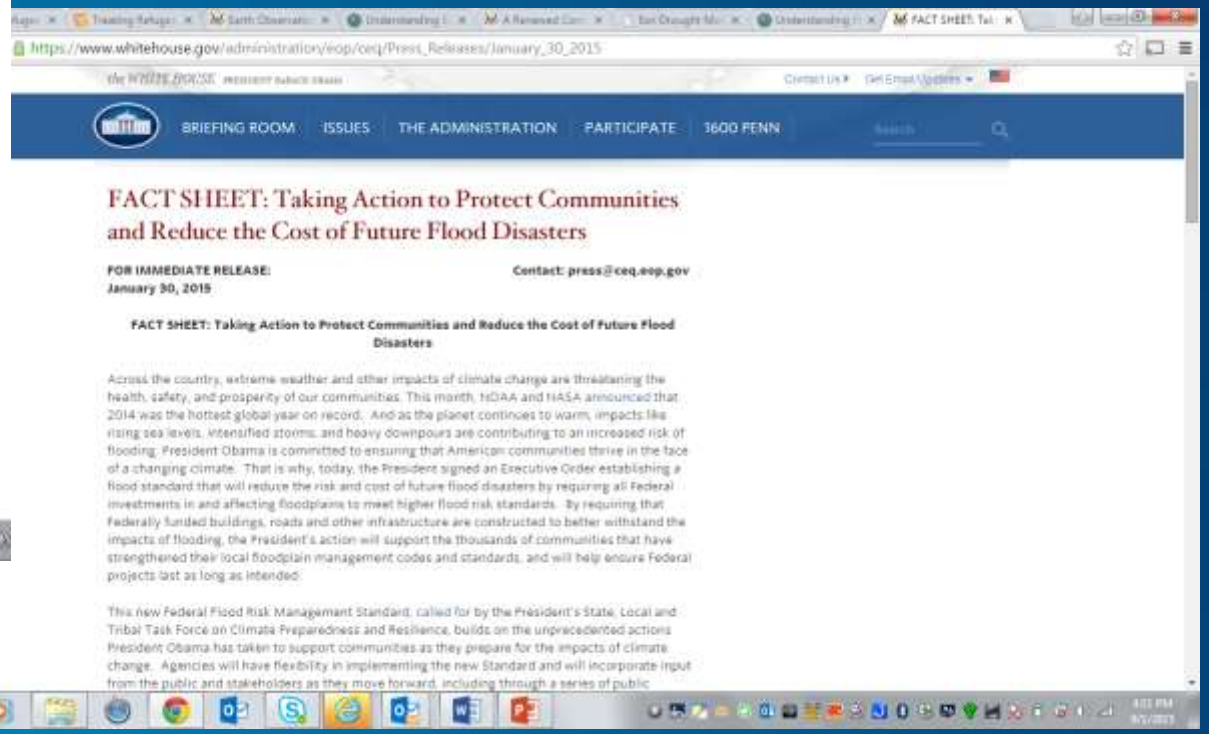
Explore the ecological data behind the land unit map and begin planning how it can be used in your work.



Explore the online application: http://ecoexplorer.arcgis.com/eco/

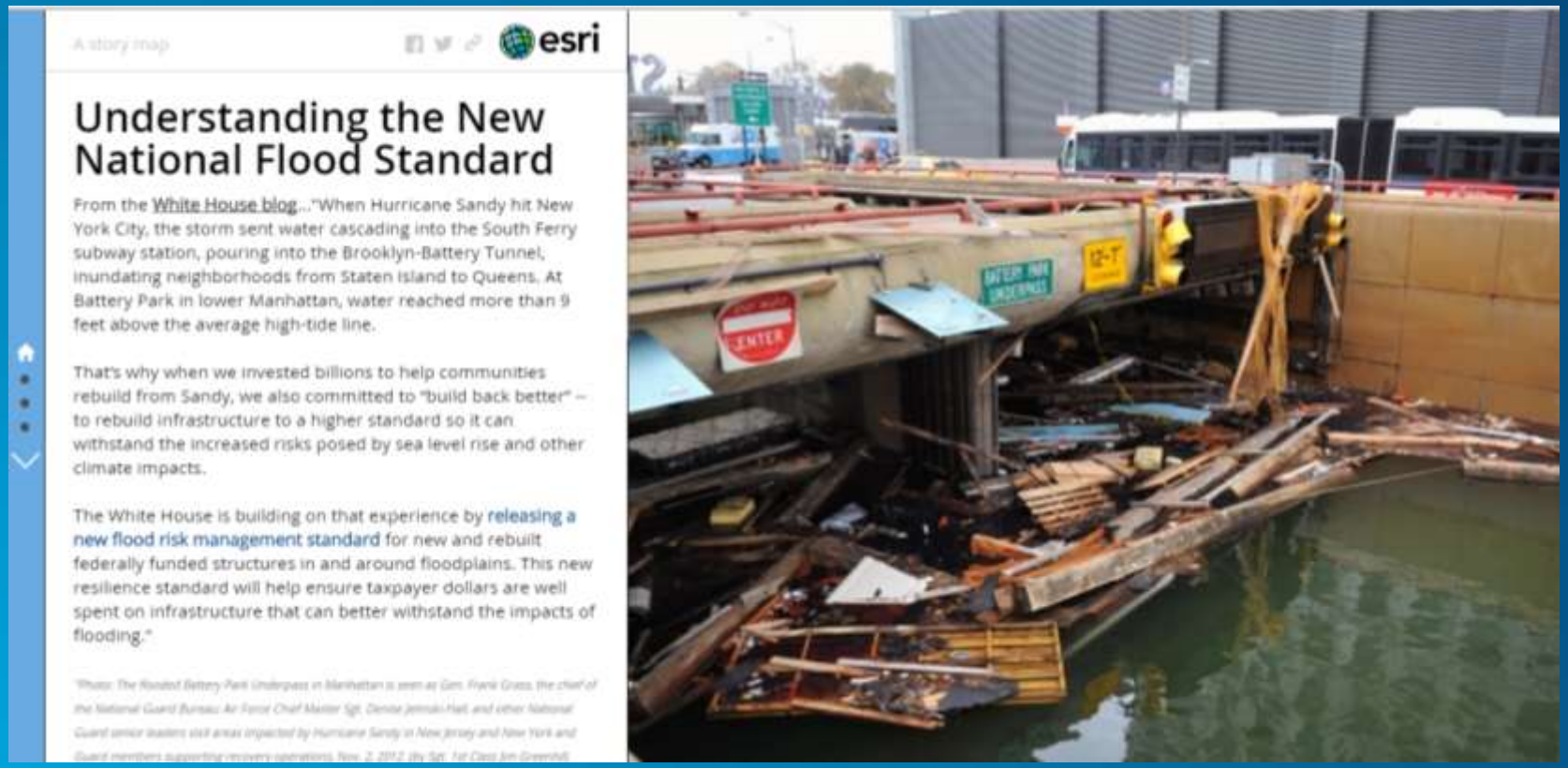
Introducing the Federal Flood Risk Management Standard





Understanding the Federal Flood Risk Management Standard

Storymap puts it in context and communicates importance of data



http://esrifederal.maps.arcgis.com/apps/MapJournal/index.html?appid=4d74e32de57049bfb92a3dc1a8dd9322

A story map

Understanding the New National Flood Standard

Example: Washington, DC
Owned and Leased Properties

There are several hundred federally owned and leased facilities located across the Washington, DC metro area. Will any be affected by the new Executive Order establishing the National Flood Standard? If so, how many? Find out by overlaying the FEMA 100-year floodplain and federal building locations from GSA.

Show 100-Year Floodplain

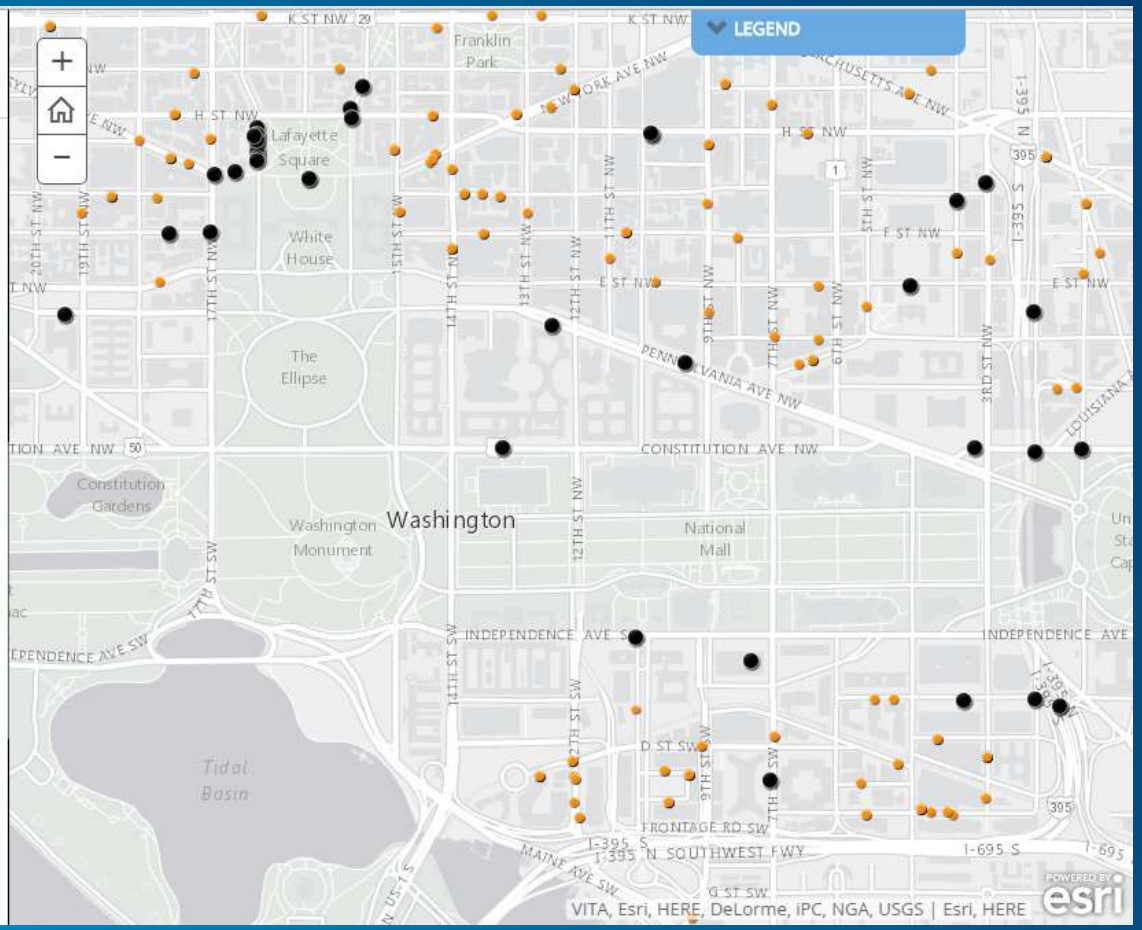
As you can see, a handful of these buildings are located within the 100-year floodplain, including this 1.8 million sq ft facility on Pennsylvania Avenue that is completely occupied. Retrofiting large occupied facilities such as this one will require significant resources and planning.

Show properties by total rentable space

Data sources: FEMA, GSA

Example: Washington, DC
Floodplain Analysis Results

Visual inspection is good for exploring this information, but the logical next step is to definitively determine which facilities are in the floodplain using GIS analysis tools.



A story map

Understanding the New National Flood Standard

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Data sources: FEMA, GSA

Example: Washington, DC Floodplain Analysis Results

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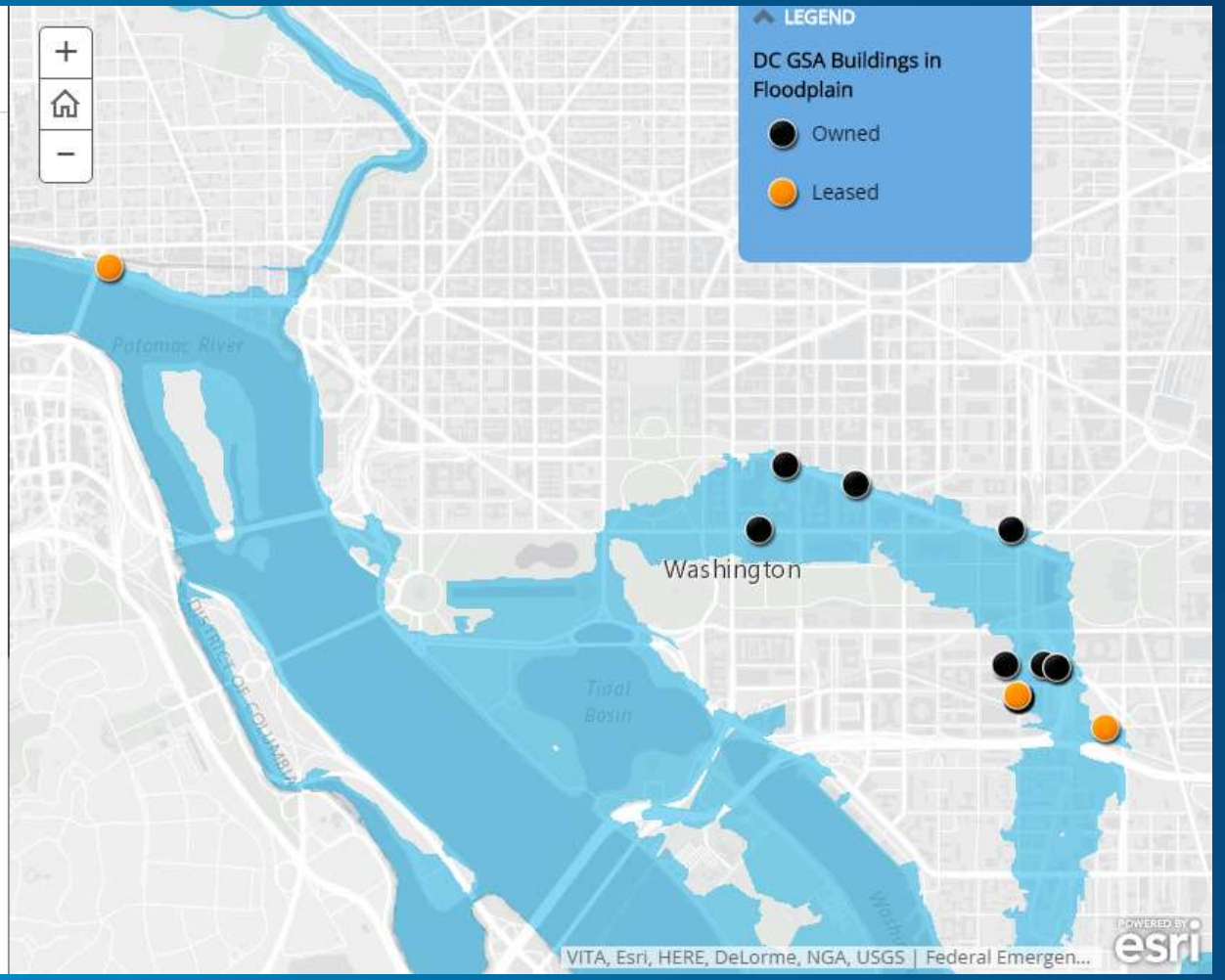
In this case, it was determined that in Washington, DC, there are **seven federally-owned buildings** in the floodplain and **three buildings with federal leases.**

Explore federal buildings in your city

Use the location search at the top right to zoom to other cities to explore the federally owned and leased buildings in your area (or try Boston, MA, or Sunnyvale, CA).

For more information, read the Executive Order that establishes the National Flood Standard and the accompanying Fact Sheet.



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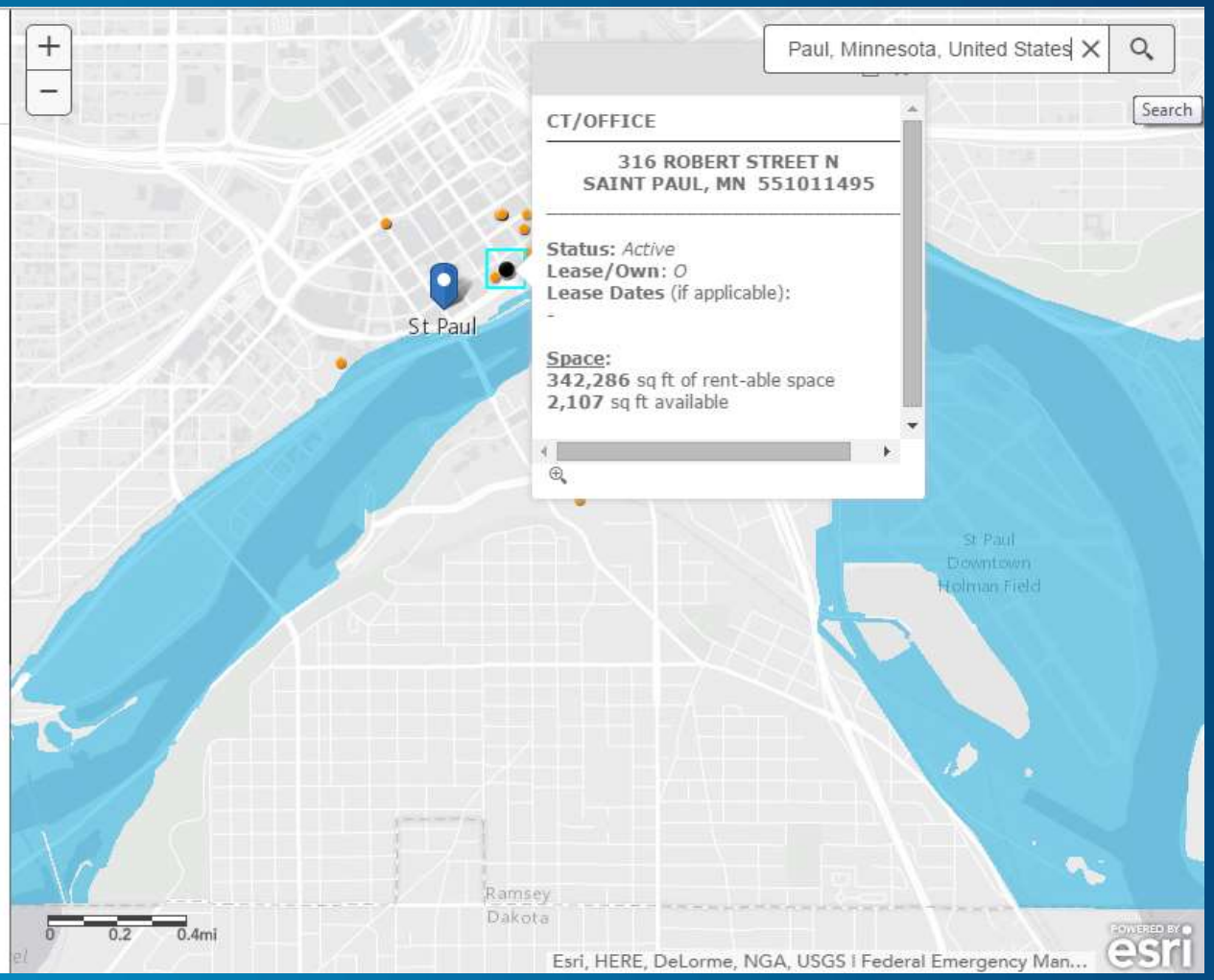
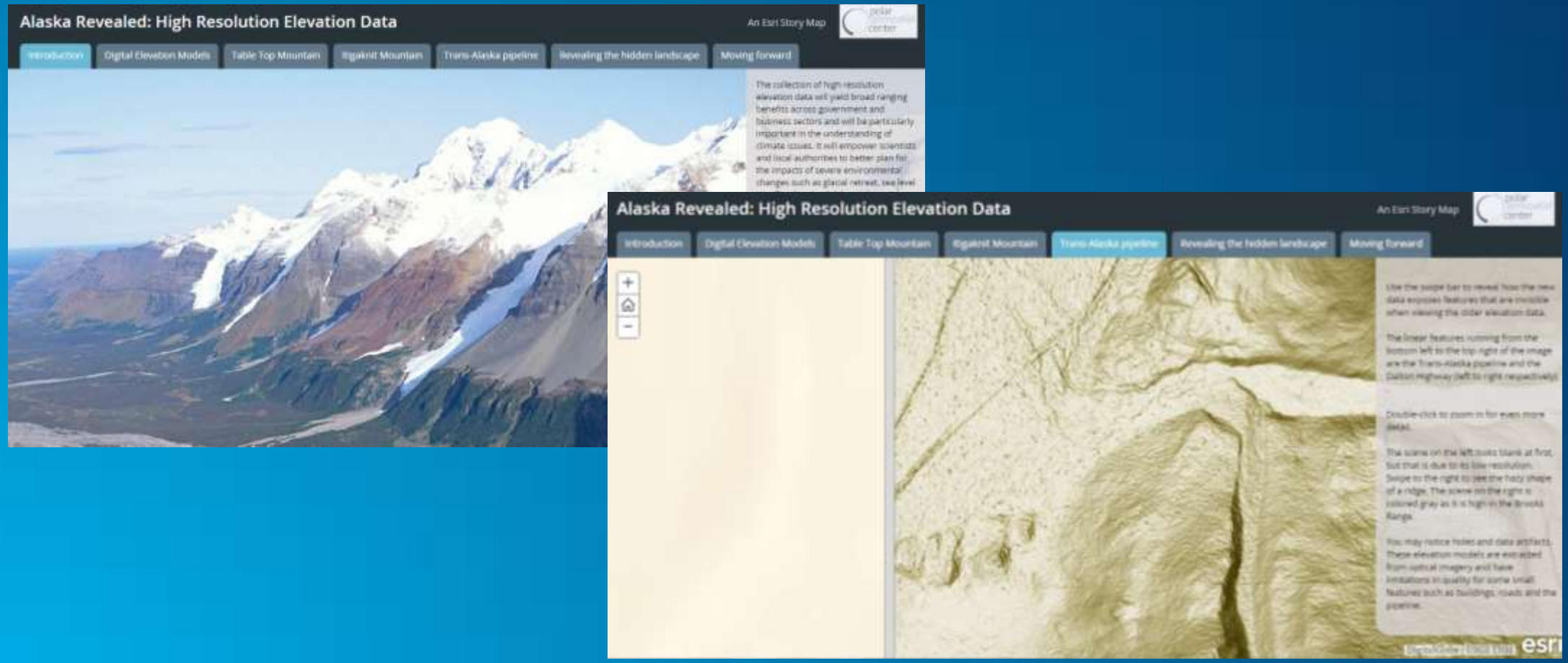


White House announces high res elevation data for Alsaka

Storymaps reinforce the announcement & showcase the new High Res Elevation Data in an interactive way



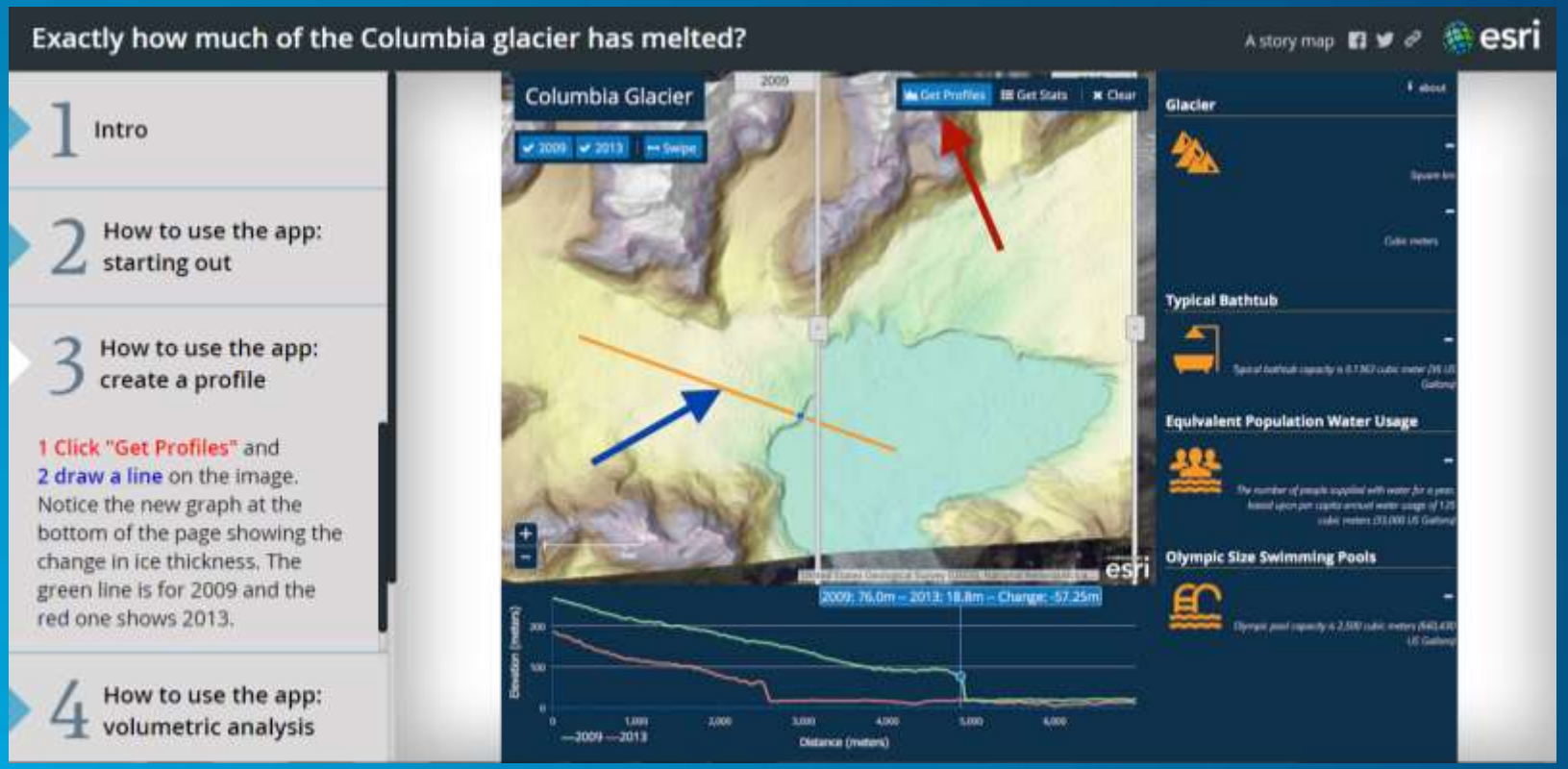
http://story.maps.arcgis.com/apps/MapSeries/?appid=4608165489764f10b75f946e1b7cdc8c

Apps and tools make the data engaging and understandable

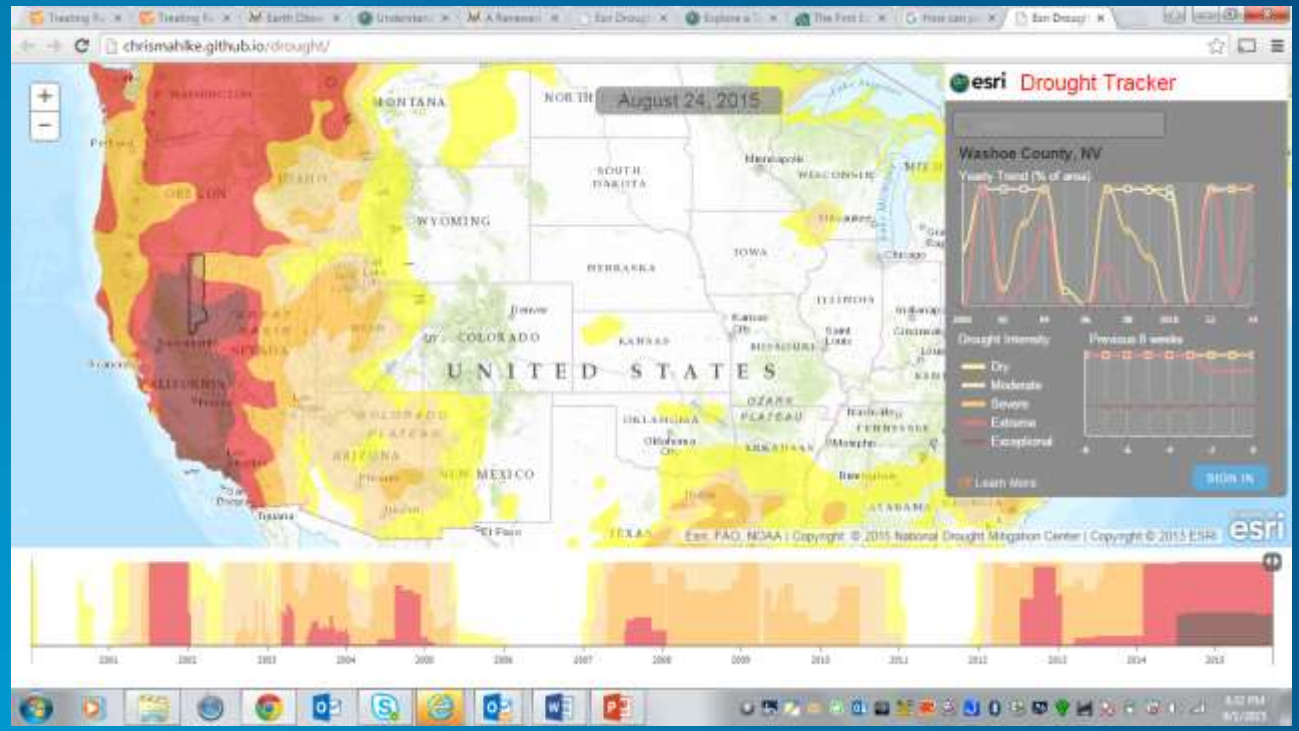
http://climatechange-51531526.us-east-.elb.amazonaws.com/ColumbiaGlacier/index.html

Storymap as a Tutorial

Make it easy and approachable



http://story.maps.arcgis.com/apps/MapSeries/?appid=3ebe32b115954cb8a8474fd0efcdface

Drought Tracker – make data more understandable

Drought Explorer: http://chrismahlke.github.io/drought