Getting to Know Esri Community Maps

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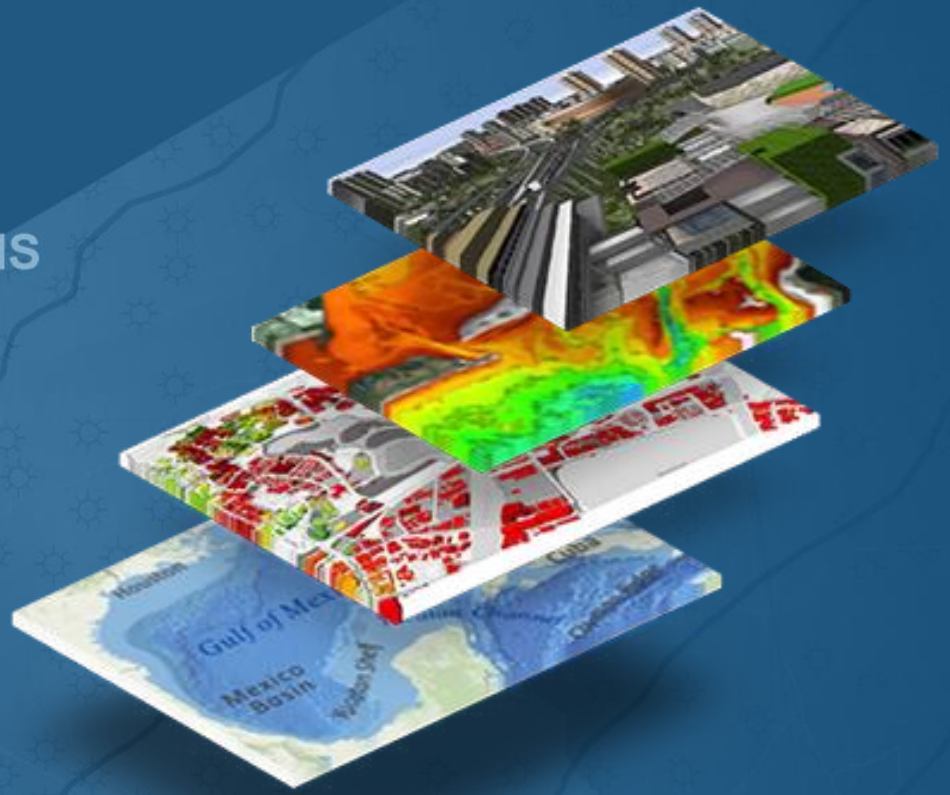
Technical Workshop

Session Agenda

- ArcGIS includes a Living Atlas
  - Role of Community
- Community Maps Opportunities
  - Demo: Community Maps Tour
- Community Map Participation Process
  - Demo: Contributor Apps & Data Prep Tools
- Future of Community Maps – Our Vision
- Questions & Answers

Content is integral to the Platform

The heartbeat of the System …



… to Map, Understand and Analyze the World
… in the Cloud and on-premises

ArcGIS includes a Living Atlas of the World

Maps and Layers from Esri and Thousands of Contributors

Collection is Growing and Changing on a Daily Basis

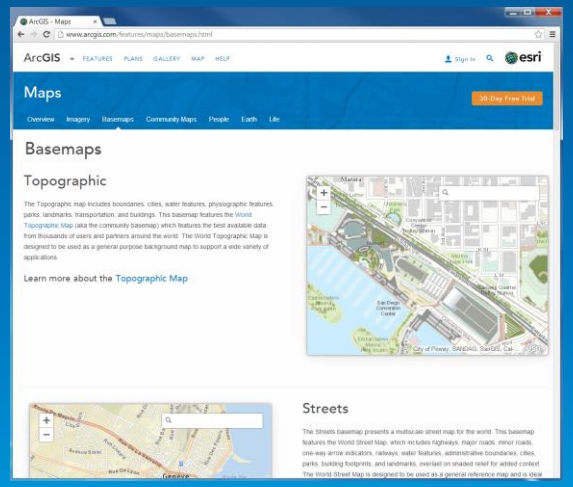
Curated Content for Many Topics

Basemaps
Boundaries
Elevation
Hydro
Transportation
Habitats
Hazards
Soils
Oceans
Urban Systems
Land Cover
Observations
Landscape
Demographics
Imagery
Historical
Weather

. . . Providing a Foundation for Your Work

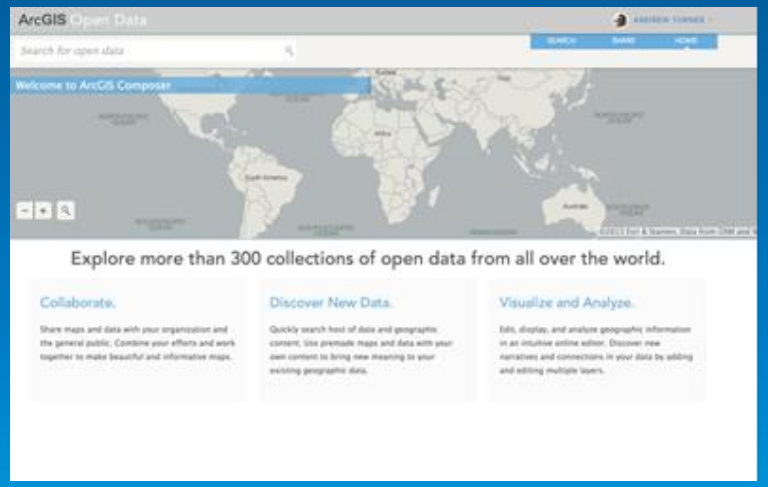
Content is published by Esri, User Community and Partners

Esri

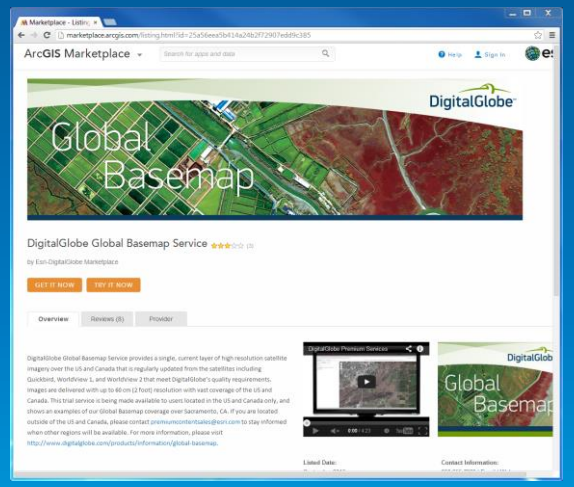


Foundational Map Layers

Community



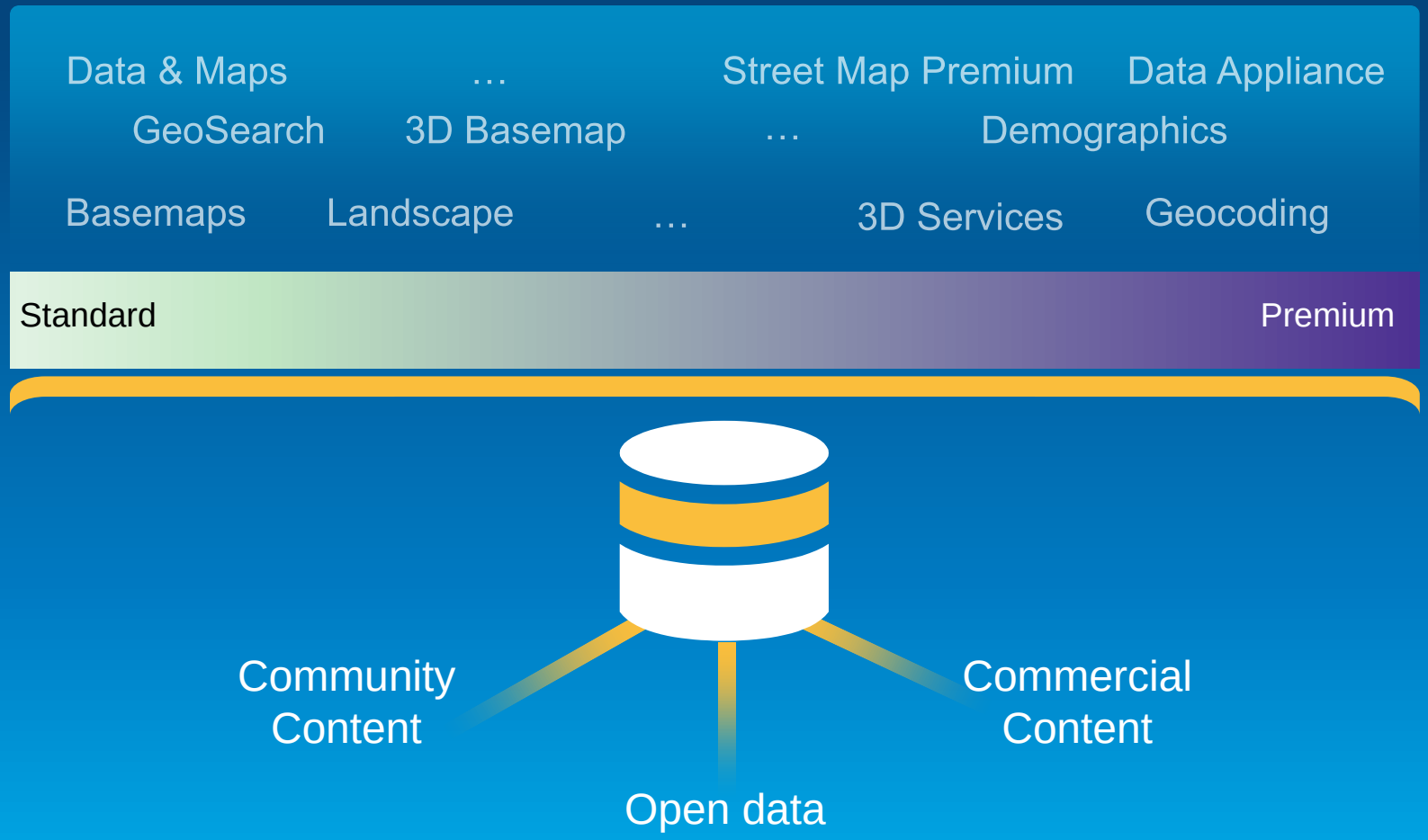
Partners



Local / Regional
Industry Specific

Esri Builds Foundational Map Layers

Ready-to-use content and information products …



. . . Built by assembling best available Content

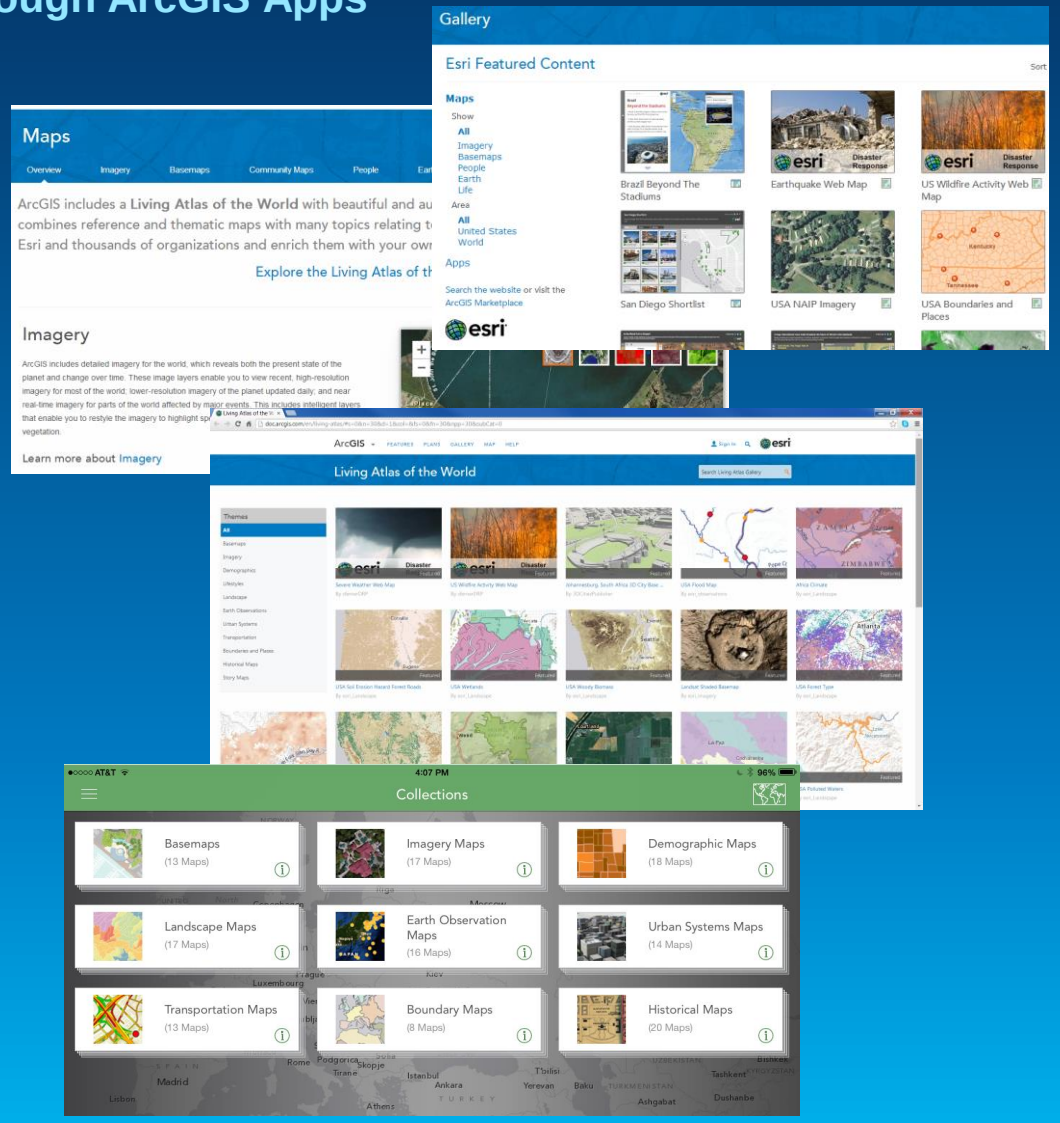
Accessing the Living Atlas through ArcGIS

Multiple ways to Experience the Living Atlas of the World through ArcGIS Apps

- **ArcGIS Online (ArcGIS.com)**
  - Ready-to-Use Maps feature pages
  - Gallery: Esri Featured Content
  - Add Data: Browse Esri Map Layers

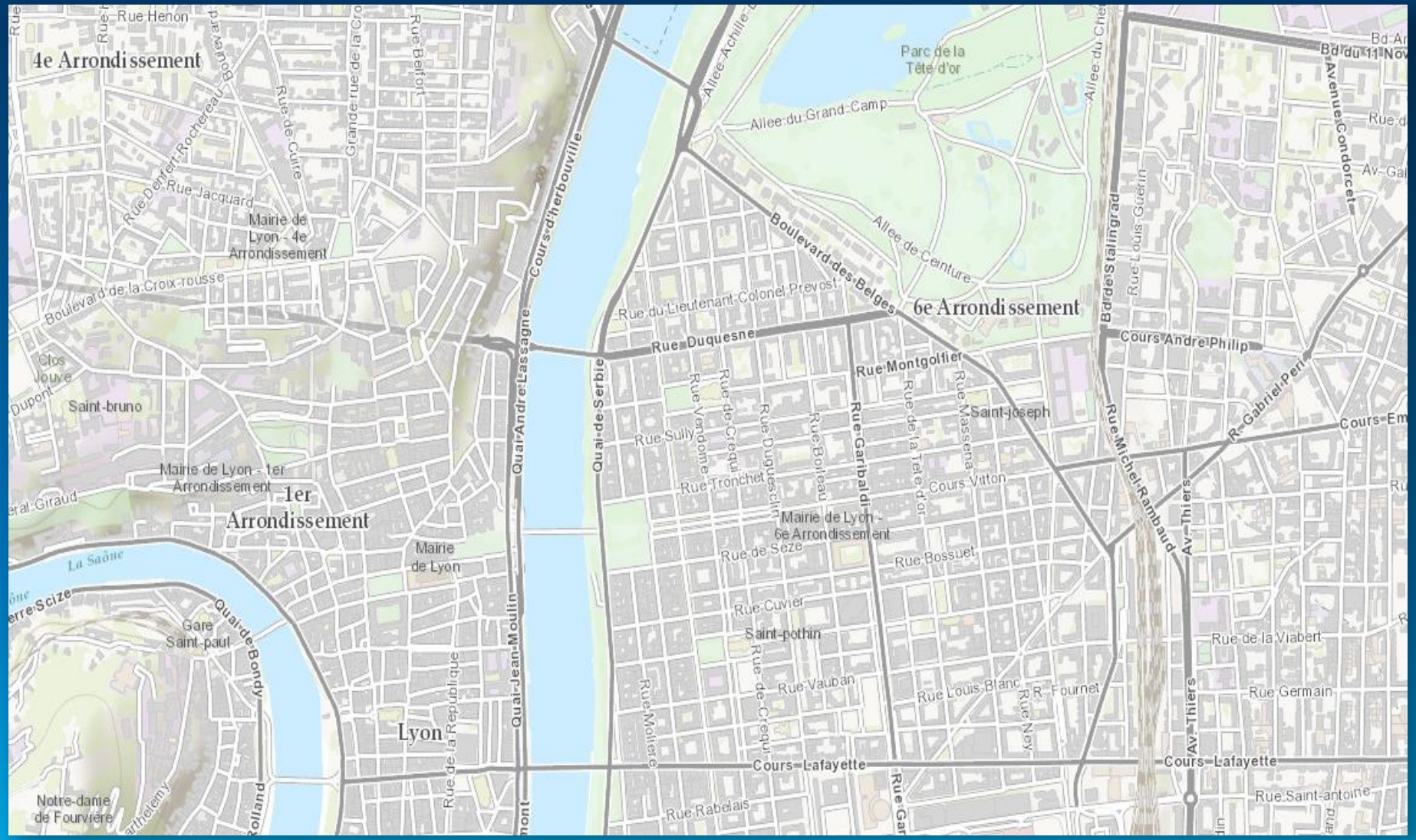
- **Living Atlas of the World Web App (New!)**
  - Browse and preview maps, layers, and tools

- **Explorer for ArcGIS App (New!)**
  - Native App for iOS and Mac platforms
  - Free to use with your Org Subscription



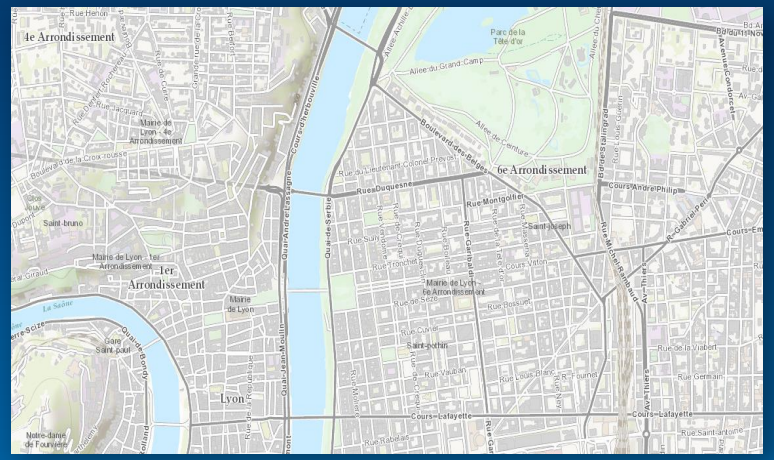
Role of Community

Community *Maps*



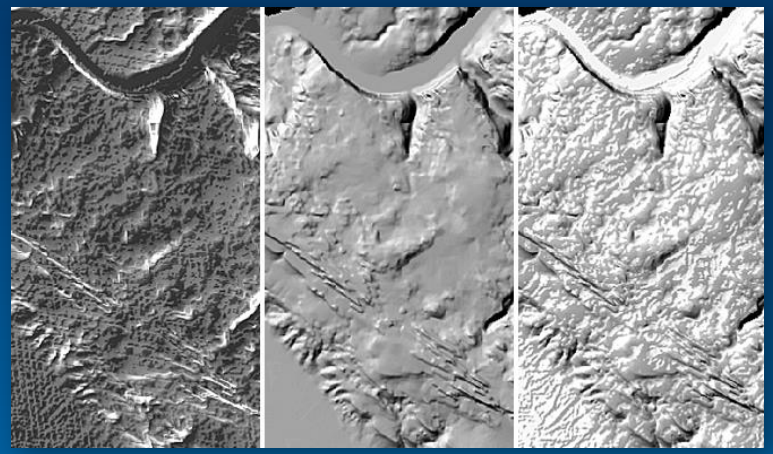
Basemaps

Community *Content* goes beyond maps



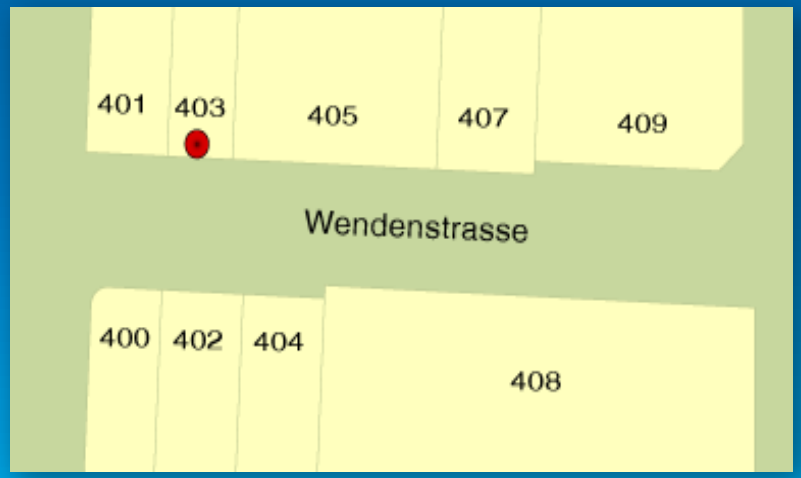
Basemaps

3D



Elevation

Imagery

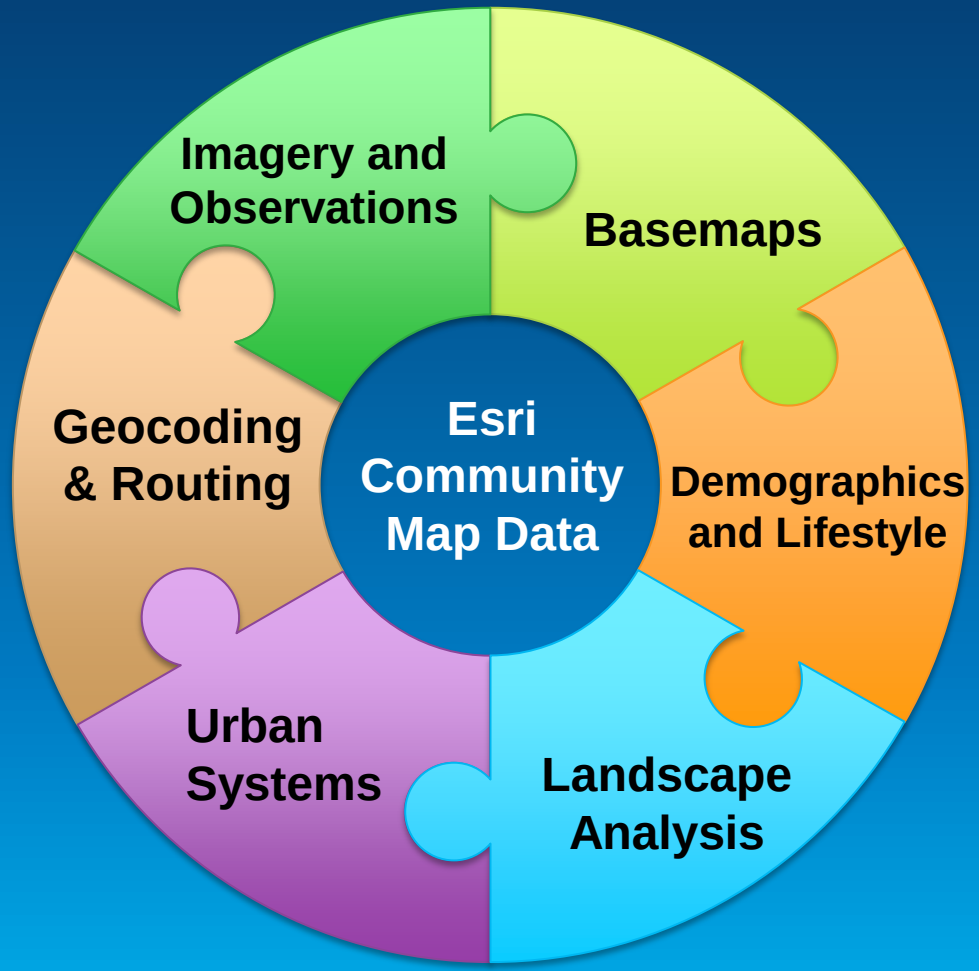


Geocoding

Landscape

Esri Content Portfolio within Living Atlas

Content is organized into set of themes, using Esri & Community Data



Community Maps Opportunities to Contribute

- **Imagery** – Current and high resolution (1m or better)
- **Elevation** – 10 meter DEM or better (3m or better in USA)
- **Urban Observatory** – City-based themes
- **Oceans** – Bathymetry & Places
- **Hydrography** – Streams, Watersheds & Elevation
- **Demographics** – Lifestyle and Business Data
- **3D** – Buildings, Zoning, Trees, Detailed elevation
- **Basemaps** – Reference layers and features

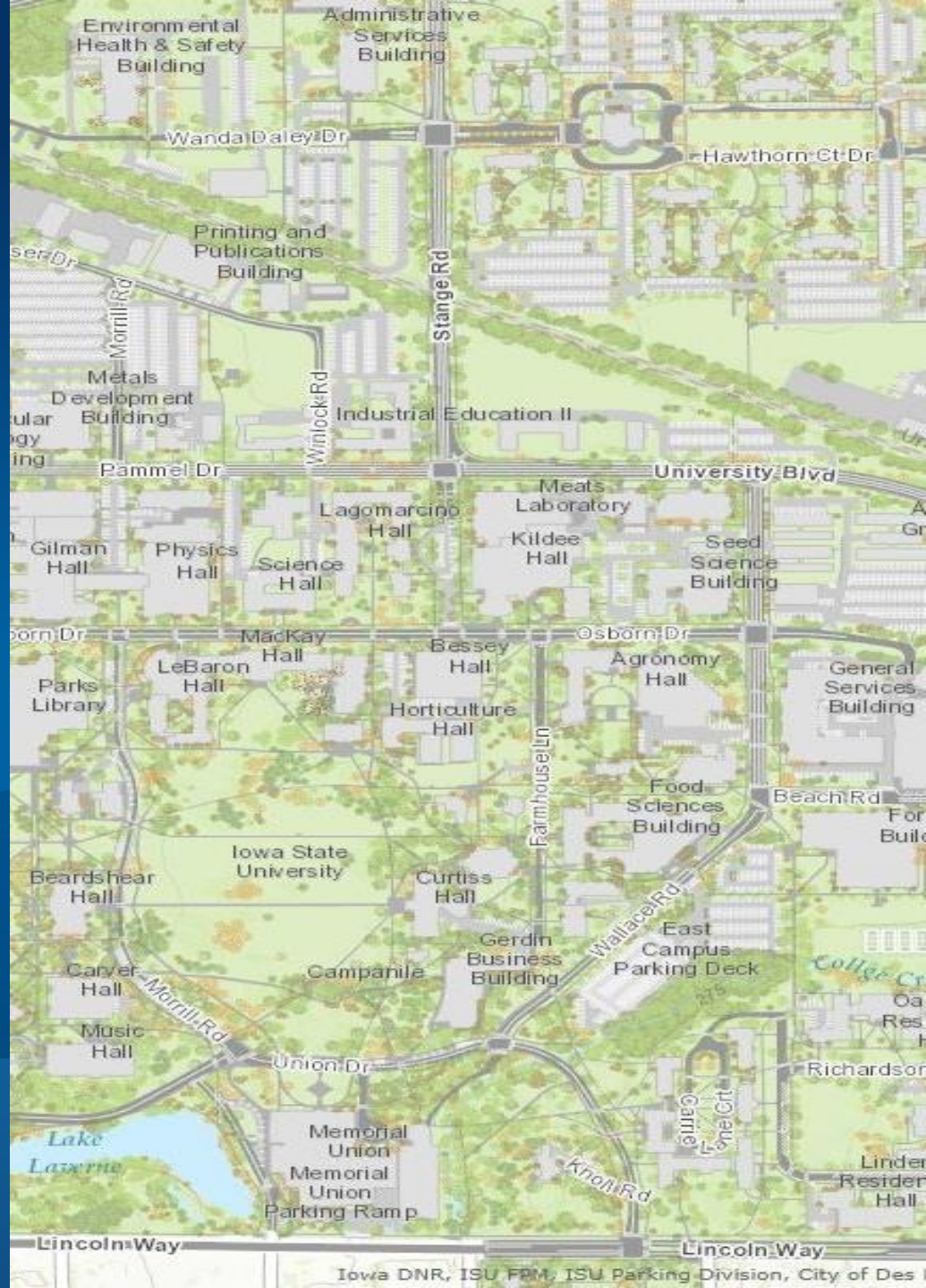
Community Maps Benefits

- Reach a Broad Audience with Your Data through ArcGIS Online
- Reliable Access to Maps with Your Data (99.9% Availability)
  - Includes data that extends beyond your community boundaries
- High-Quality Cartography Applied to Your Data
- Recognition for Contributed Content
- Retain Ownership to your Contribution

Demo

Community Maps Tour

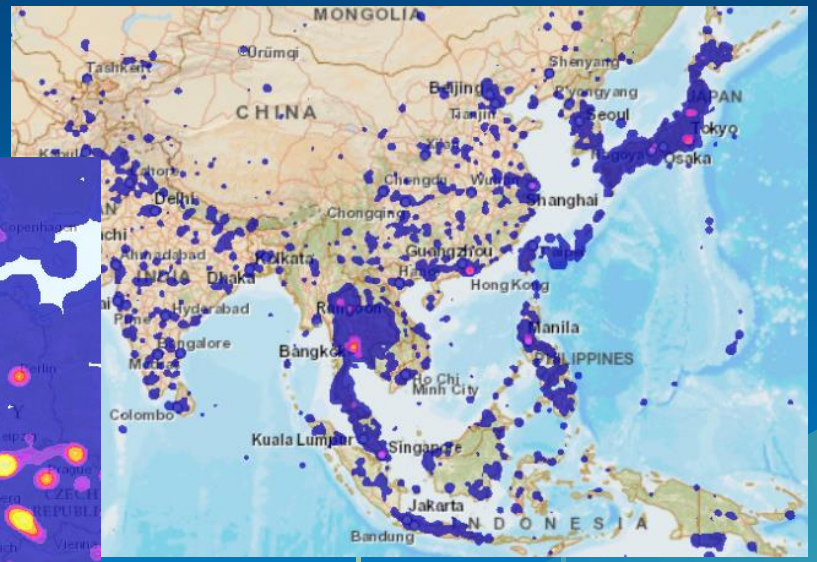
Search "**UC2014 ECM**" on ArcGIS.com for this Map Tour



ArcGIS Content Usage Is Growing Rapidly

Usage is being driven by high quality content from the community

Streets: High Usage in Japan & Thailand



Topo: High Usage in Netherlands & UK

2013

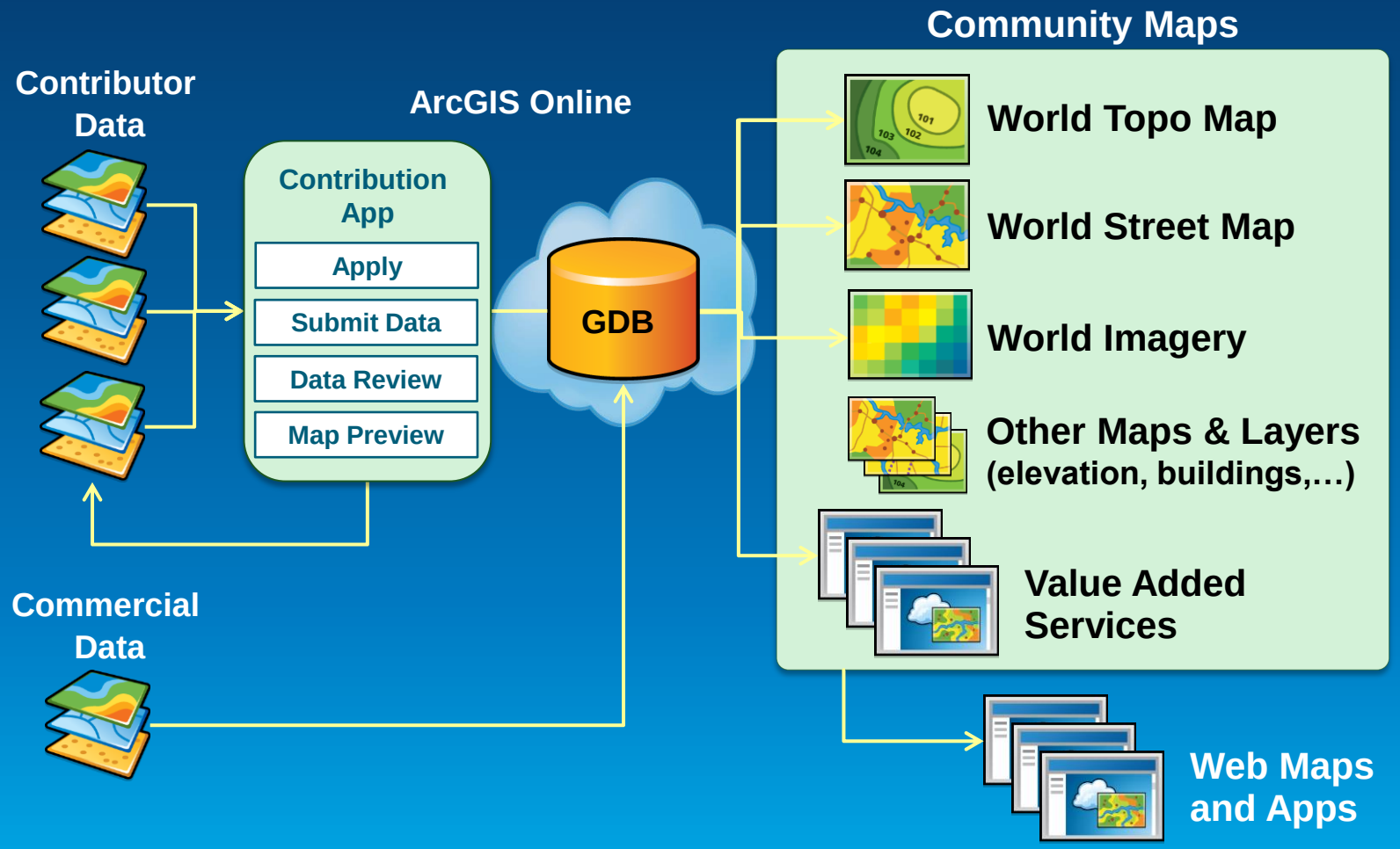
26 Billion+ Requests

2012

14 Billion+ Requests

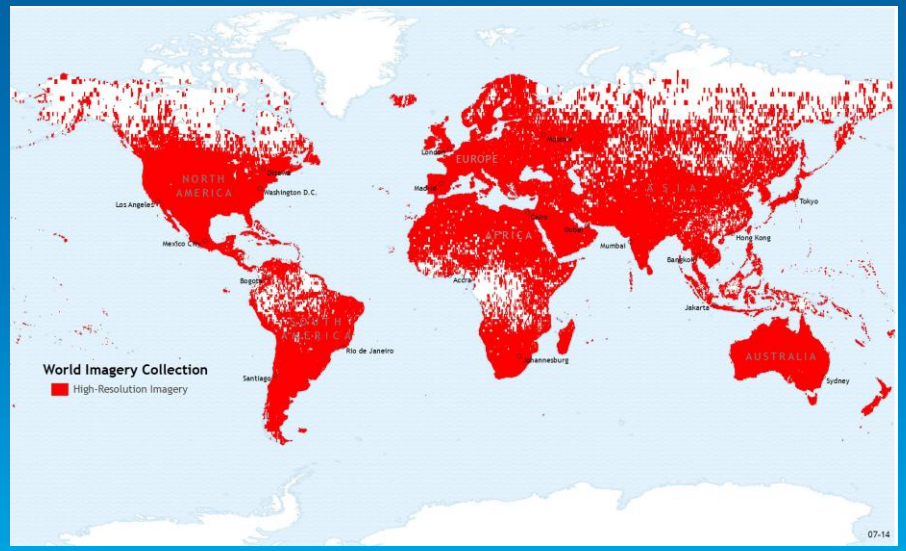
Basemap Usage Doubling Each Year

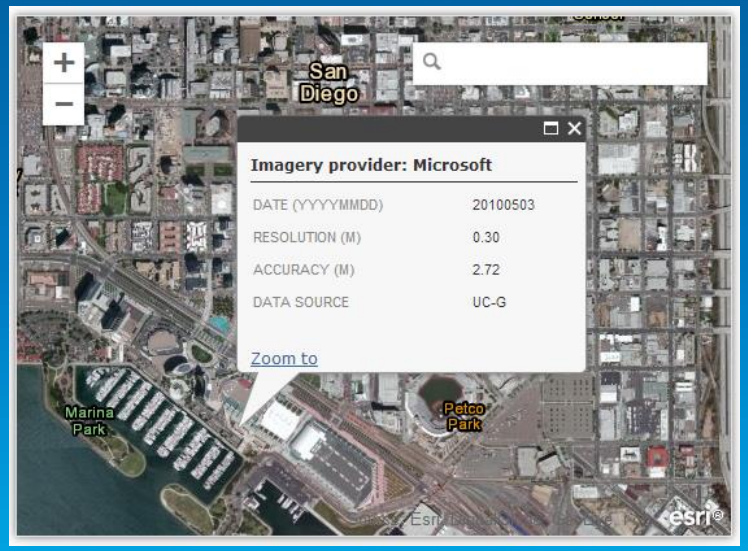
Esri Community Maps: High-Level Architecture



Imagery – What is Needed?

- **Natural Color Imagery that is More Recent and/or Higher Resolution than what is currently available**
  - **1m or better imagery where only 15m or 2.5m is now available**
  - **Get latest info for World Imagery map on ArcGIS.com**

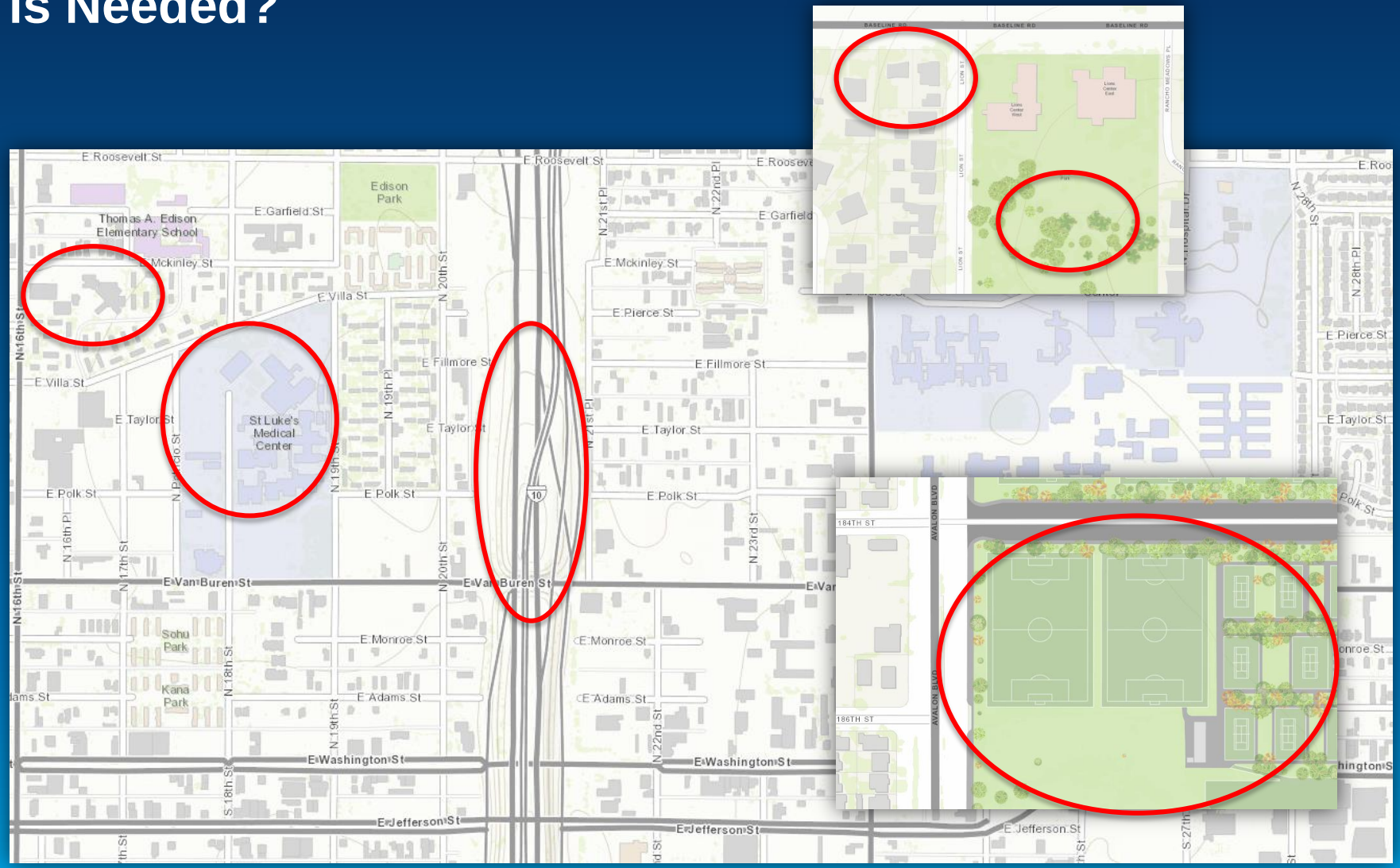




http://www.arcgis.com/features/maps/imagery.html

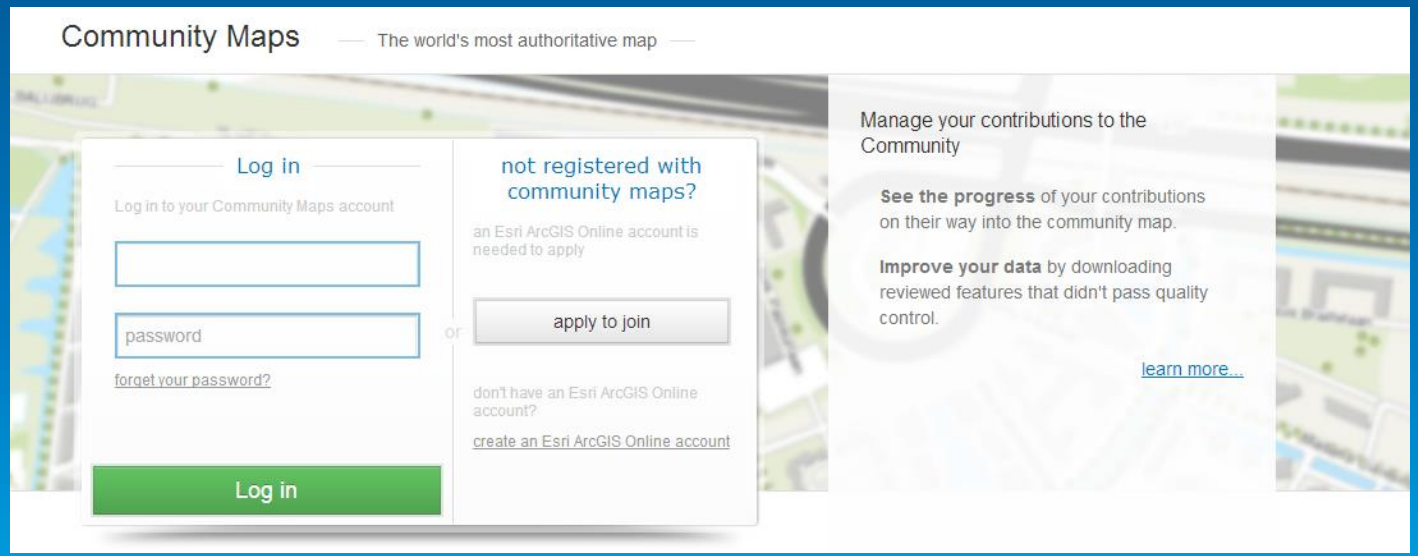
Basemaps – What is Needed?

- **Layers Include:**
  - Building Polygons
  - Parcel Polygons
  - Tree Points
  - Land Use Polygons
    - Airports
    - Educational
    - Medical
    - Parks
  - Road Lines
  - Administrative Lines
  - Campus Features
    - Landscape Polygons
    - Hard Surface Polygons
    - Sports Field Polygons



Getting Started with Community Maps

Apply → **Upload** → **Review** → **Contribute**



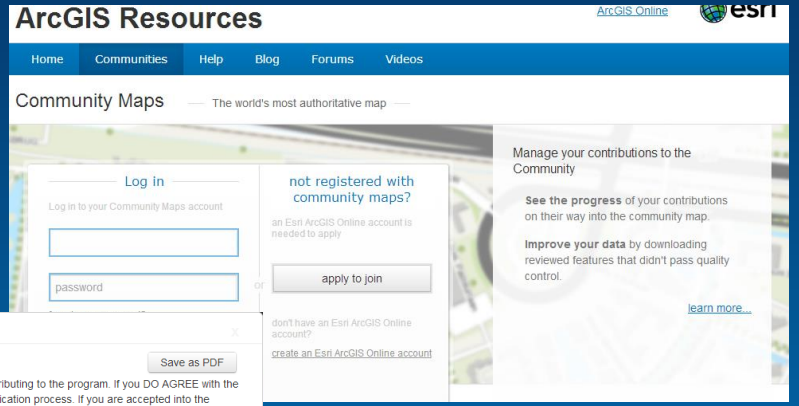
communitymaps.arcgis.com

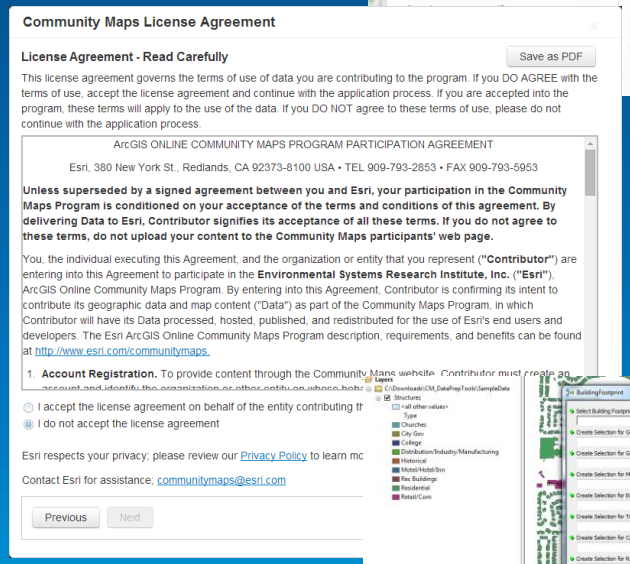
Top Three Community Maps Improvements

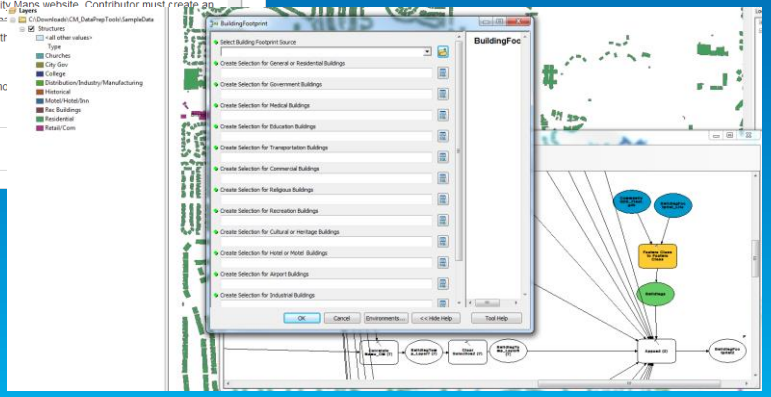
1. **Contribution Application**
   - One-Stop Shop for Community Maps Activities
   - Register/ Upload/ Preview Map/ Approve/ Update

2. **Participation Agreement**
   - Online Click-Thru
   - Simplified Terms

3. **Data Prep Tools**
   - GeoProcessing Tools for Submitting Data
   - Beta





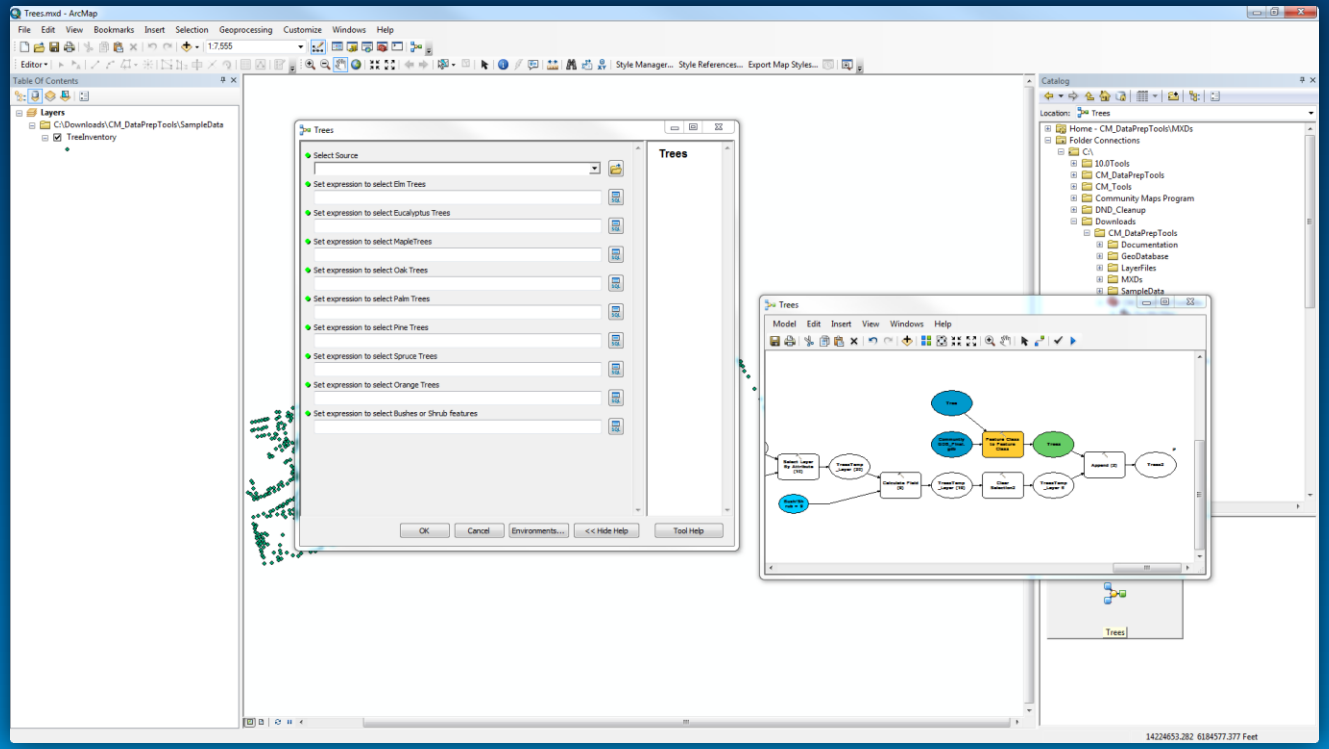


Community Maps Contributor App

https://communitymaps.arcgis.com

Data Preparation Tools

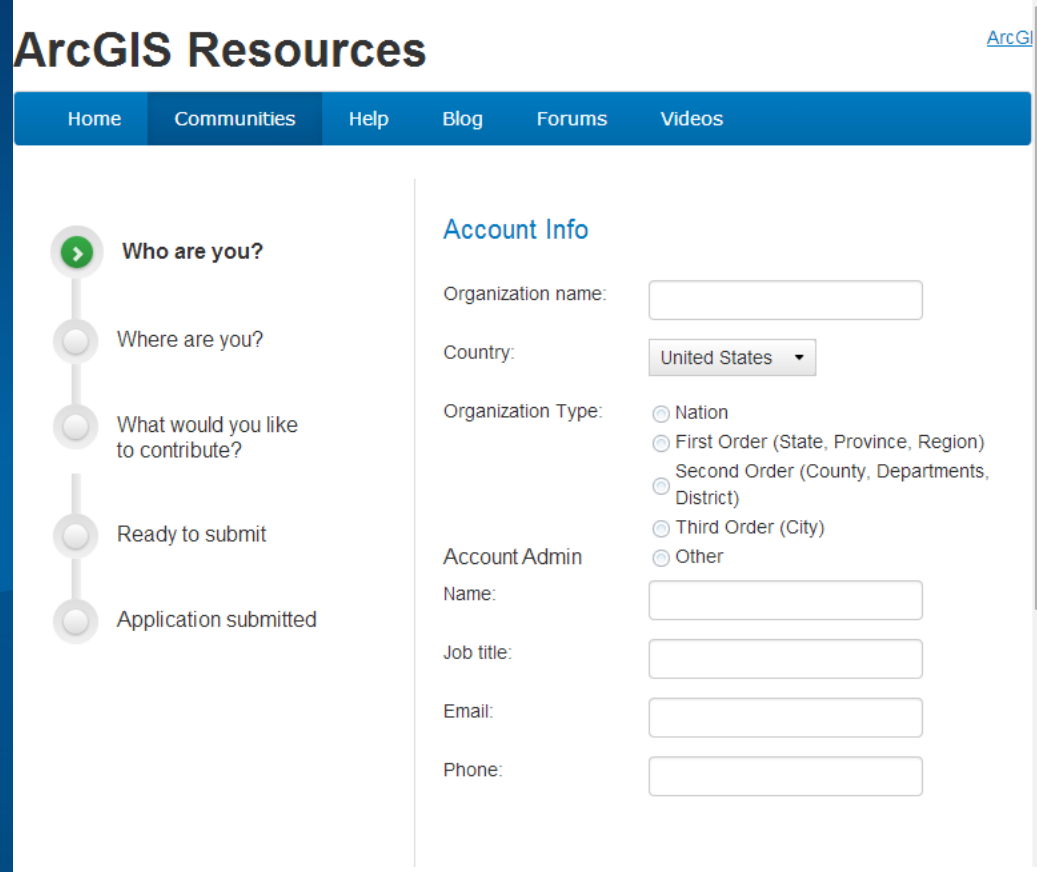
- Simple to Execute
- Not Data Model Centric
- A La Carte per Layer
- View layers before submission



Demo

Contributing to Community Maps

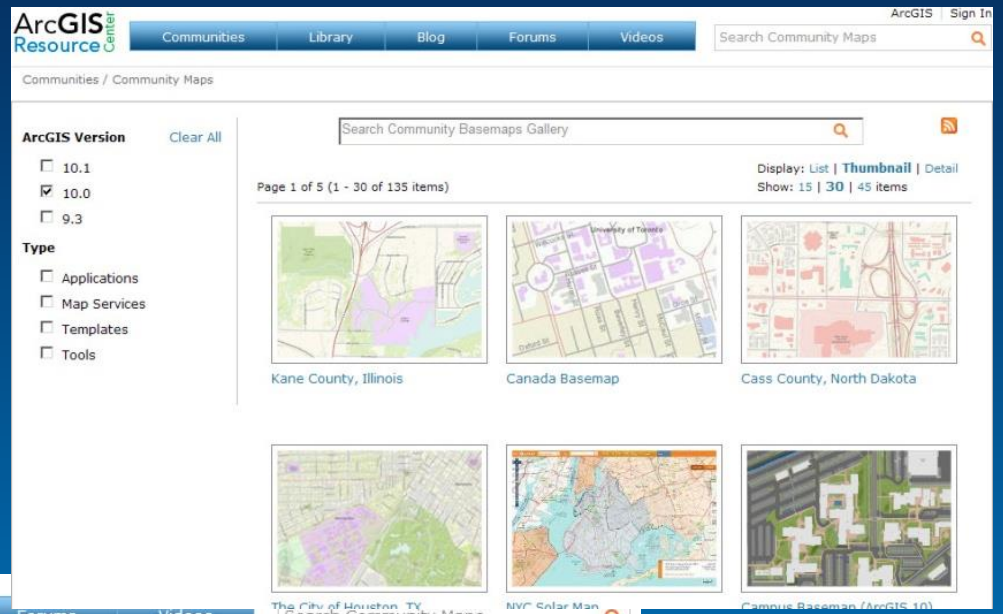
communitymaps.arcgis.com

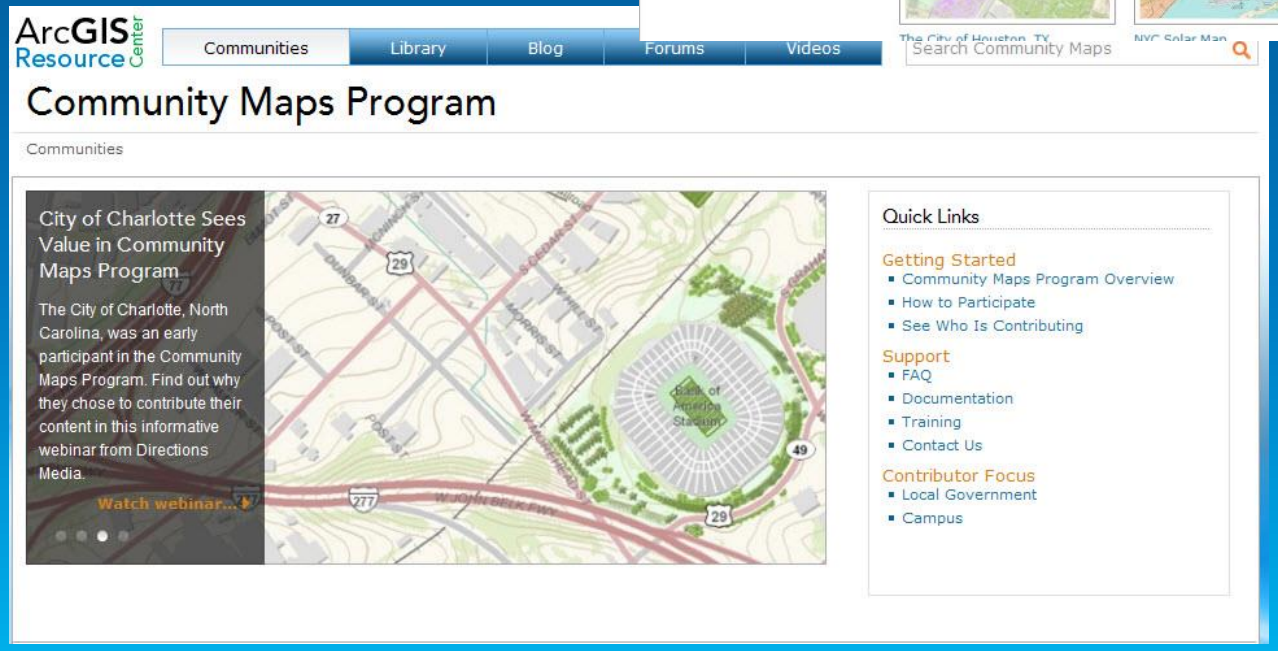


Community Maps Resources

Visit us at resources.arcgis.com

- Online Help
- Tools
- Tutorials & Video demonstrations
- Newsletters



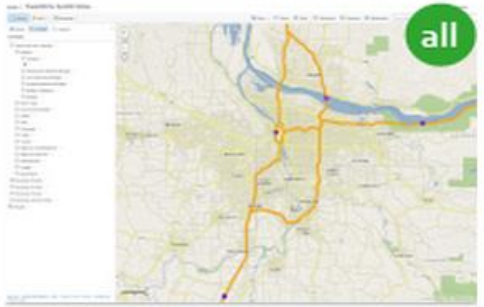


Community Maps Webinars and Workshops (Coming Soon)

- Monthly Community Maps Webinars (3rd Thursday of the month)
- Virtual Instructor-Led Workshops
- Using the Data Prep Tools
- Demos & Hands-On Exercises

Community Map: Our vision for the Future

Living Atlas of the World

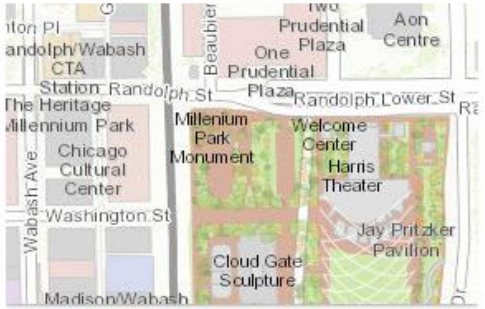


TransGIS for ArcGIS Online

By ragainC_ODOT

Yosemite National Park

By user_community



Chicago Topo Map

By esri_atlas

Hong Kong Street Map

By user_community

Washington, DC

Palm Desert, California

Role of Esri's Community – Our Vision

- **Support building better Foundational Map Layers by Contributing Authoritative Content**
- **Publish Authoritative Ready to Use Maps and Layers**
- **Become the Curators of the Living Atlas of the World**

Living Atlas Curators

Urban Systems
- Brian S
- Jim H

Landscape
- Peter A
- Sean B

Imagery
- Daniel S
- Vinay V

Earth Observation
- Daniel S

Demographics
- Cathy S
- Nuno R

Basemaps
- Andrew G

Transportation
- Wolfgang H
- Sean B

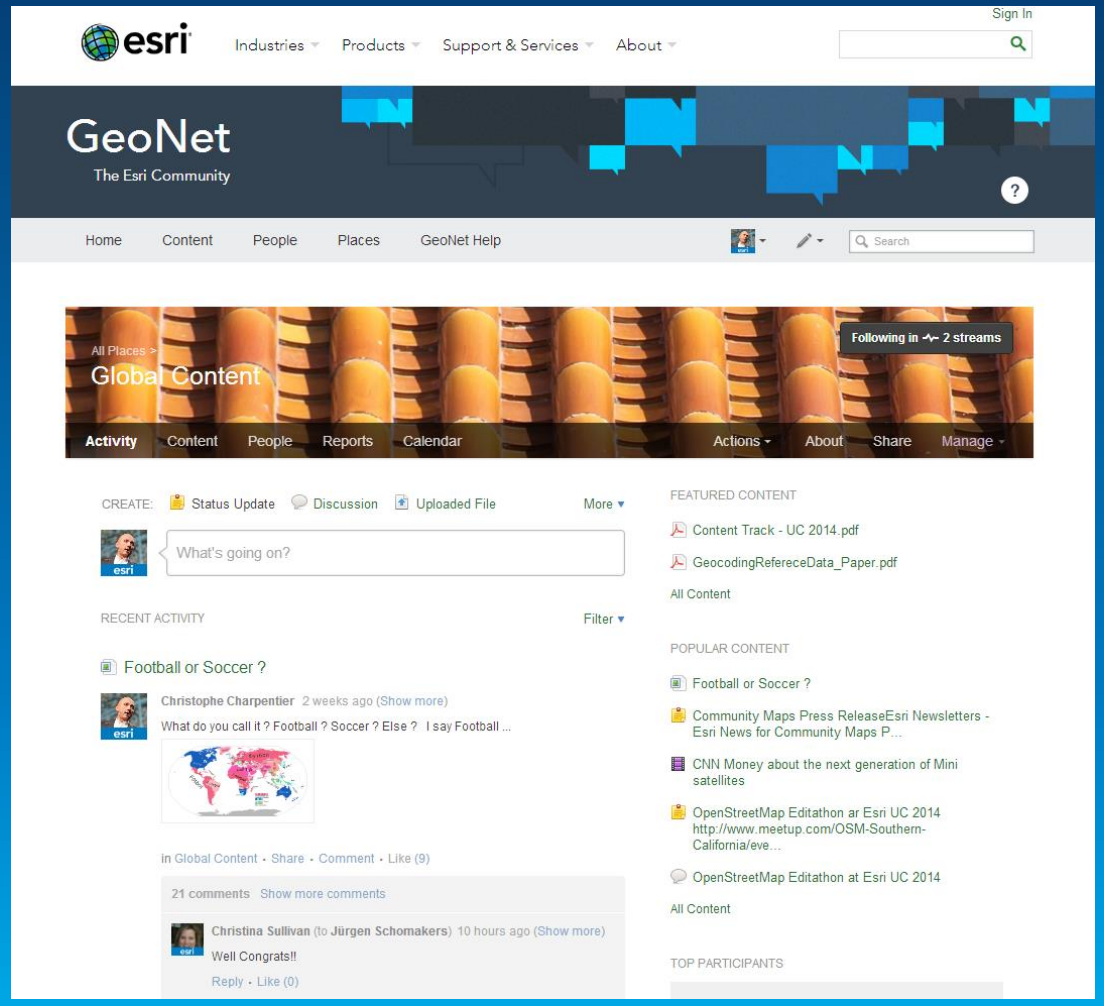
Story Maps
- Jon B

New Theme
- You ! The domain expert

Other Theme
- Domain Expert seating next to you

Join the ArcGIS Content Community

http://bit.ly/ContentCommunity



2014 Content Track

- Thursday
  - Esri Global Demographic and Lifestyle Data
    8:30 am - Room 17 A
  - Content for ArcGIS: The Road Ahead
    10:15 am - Ballroom 06 F
  - ArcGIS Online: Premium Content Services
    1:30 pm - Room 31 C
  - ArcGIS for 3D Cities: An Introduction
    3:15 pm – 4:30 pm – Room 31 C

2014 Content Track

- Friday
  - ArcGIS for 3D Cities: An Introduction
    9:00 am – 10:15 am – Room 04
  - ArcGIS Online: An Introduction to the Living Atlas of the World
    9:00 am - Room 05 A
  - Using the Landscape Analysis Data – Tech Workshop
    9:00 am - Room 10

Thank you…

- **Please fill out the session survey:**

First Offering ID: 1336

Second Offering ID: 1416

Online – www.esri.com/ucsessionsurveys

Paper – pick up and put in drop box

Frequently Asked Questions

- **Can provider build web apps using online map?**
  - **Yes, the maps and developer APIs are freely available to contributor and users.**
- **Is Esri generating revenue from use of our data?**
  - **No, maps built with community data are freely available to ArcGIS users.**
- **Will the maps be updated to maintain its currency?**
  - **Yes, contributor can update the data when it chooses.**
  - **Esri encourages contributors to update at least annually.**

Frequently Asked Questions (continued)

- **Who owns the data that is contributed through the community maps program?**
  - **The data provider retains all ownership of data. ESRI requests permission to publish maps and value added services with the data.**

- **Will the map and other services be reliable?**
  - **Yes, maps and services are hosted in commercial data centers with 24/7 support and 99.9% availability.**

Understanding our world.