

# A Tell-Tale Map...With a Story – Story Map Success at the City of Burnaby

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November 2, 2016

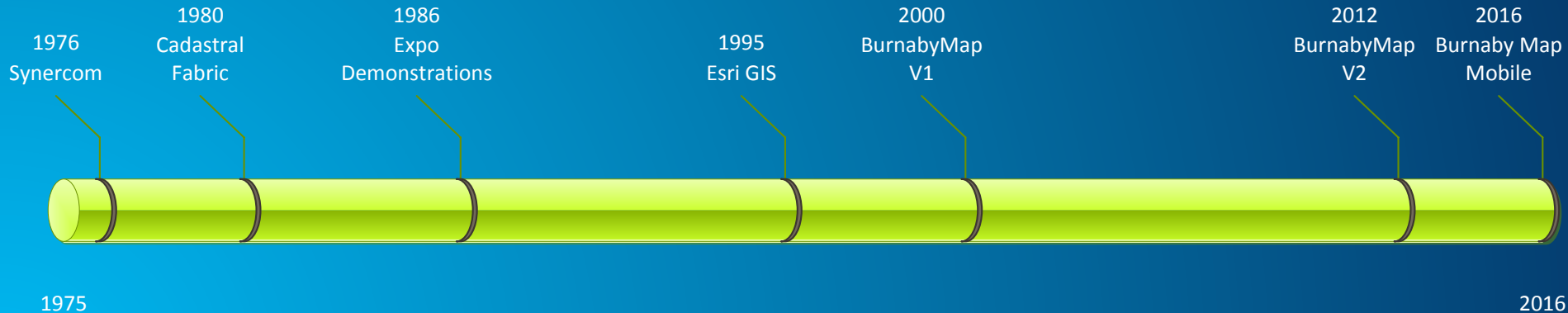


# Agenda

- **Background**
- **Story Map Evolution**
- **Benefits**
- **Lessons**
- **Required Info**
- **Demo Time!!!**
- **Future Plans**

# Organization Overview

- **City of Burnaby – Population of 225,000**
- **GIS team expanding – 11 awesome people!**
- **Esri user since 1995**

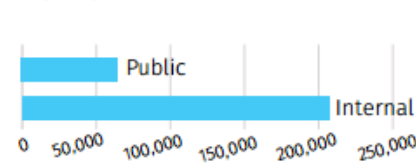


# GIS at Burnaby Today

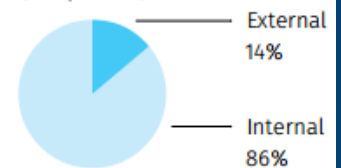
- 350+ layers of information
- Engineering, Planning, Fire, Parks...
- BurnabyMap = Layers + web + tools
- External – basic version
- Internal – sensitive info, advanced tools
- 2017 → Mobile



AVERAGE HITS PER DAY  
TO BURNABYMAP

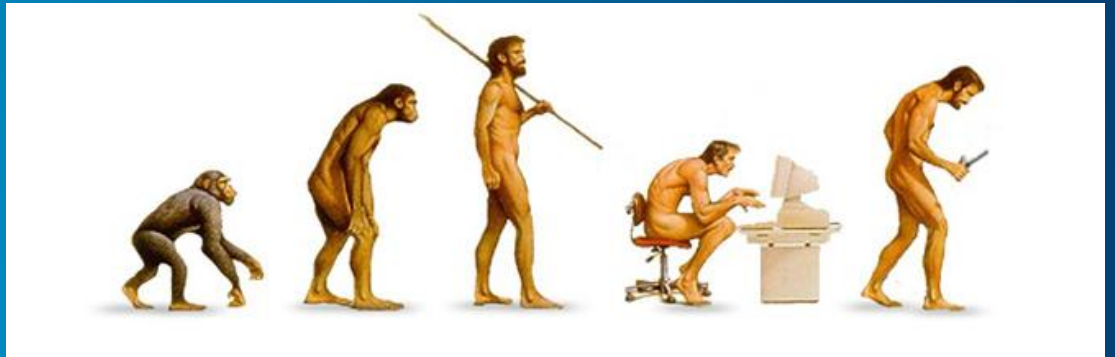


BURNABYMAP USAGE  
(unique IP's)



# Evolution of Story Map Program

- 2014 – 2 existing story maps, not much exposure or marketing
  - Public Art
  - Environmental Projects
- 2015 - Request for holiday light PDF → Suggested story map
- 2016 - Rapid expansion:
  - Eco sculptures
  - Capital Works
  - Recreation
  - Heritage Burnaby
  - Fire Department



# Evolution of Story Map Program

- **Today:**
  - **9 production story maps spanning 4 different departments**
  - **More on the way!**
  - **Marketing:**
    - **Social media**
    - **References embedded throughout website**
  - **Training**
    - **One resident expert with advanced knowledge teaching others**

# Required Information

- **What is the purpose of the story map?**
- **What should be the focus? Photos? Map locations? Text?**
- **Specific colour schemes, title, short summaries?**
- **Customized symbology? Logos? Website links?**
- **Timeline?**
  
- **After our initial discussion, our GIS team will create a recommended story map that best conveys the information.**
- **Then feedback is requested to prompt the back and forth editing discussions**

# Benefits/Lessons Learned

- **Allows non-GIS users to harness powerful GIS functionality**
  - Don't realize you're using a GIS
- **Simple, single-use app**
  - No tools or widgets, just media+info+map
- **Solutions don't need to be complex to be impactful**
- **Free!**
  
- **Add feedback screen shots**



# Feedback

- Add feedback screen shots

# Questions?

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• Open Data coming soon!!!



The screenshot shows the City of Burnaby Open Data Portal. At the top, it says "Open Data Portal" and "City of Burnaby". Below this, there is a navigation bar with "Home" and "Data" links. The main content area is divided into several sections:

- Explore Data Categories:** A grid of 12 icons representing different data categories: Water, Parks & Recreation, Animals, Solid Waste, Agriculture, Health & Traffic, Transit, Parks & Trees, Civic & Community, Planning & Regional, Maps, and Culture.
- Download:** A section with four circular icons representing different data types: LiDAR, Aerial, Terrain, and Digital Elevation Model.
- Story Maps:** A section with four small thumbnail images representing different story maps.
- Open Government License - Burnaby:** A section with a logo and text explaining the license terms.
- Welcome to our New Open Data Portal!** A section with a large image of a modern building and text welcoming users to the new portal.

At the bottom, there is a footer with "City of Burnaby" information, "About" links (including "Contact Us", "Data@Burnaby.ca", "City of Burnaby Website", "City of Burnaby Open Data", "City of Burnaby Open Data", "City of Burnaby Open Data", "City of Burnaby Open Data"), and "Stay Connected" links (including "Facebook", "Twitter", "LinkedIn", "YouTube", "Instagram", "City of Burnaby Website").



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