Esri Inc.

Exercise 5 – Use the Report segment to present and share your analysis

GeoPlannerᔆᴹ for ArcGIS®

Esri Inc.
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Contents

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Introduction

Prior to this exercise, you assessed several areas and identified one for development. Within that area, you sketched features into two plans. These features model various land use types and a proposed light rail line. You evaluated your plans by performing spatial analysis and then re-assessed the output into a classification scale. You compared your plans against each other and different layers. This has helped you understand, both spatially and quantitatively, how well your plans perform against your assessment criteria.

Now you are ready to share your analysis and plans with others. You can share your results with decision makers, stakeholders, or the public by creating presentations of your analysis. You can also share in the ArcGIS Online ecosystem. Sharing allows others to leverage your work by accessing your project items, data and analysis results in their web or desktop projects. This tutorial will teach you how to use GeoPlanner℠ for ArcGIS® to disseminate your development analysis to a larger audience.

Presenting your planning work to others

Creating compelling presentations that effectively communicate your proposed plan as well as the process and considerations that were taken into account during its creation are of critical importance. The GeoPlanner application can provide rich, interactive mapping data that is a key component to these presentations. Let's look at a couple of ways in which we can use layers from our GeoPlanner project to build presentations: developing Microsoft Office PowerPoint presentations using Esri Maps for Office, and developing online web presentations that leverage Esri Story Maps.
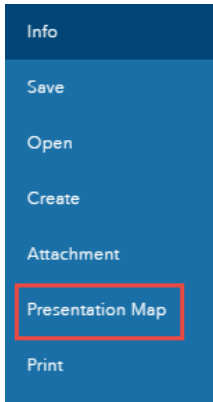
Create a Presentation Map

The central concept of the GeoPlanner application that supports generating report presentations is the "Presentation Map". A Presentation Map is simply a web map saved to ArcGIS Online that you have specifically designed to communicate a key piece of information related to your planning project. This could include a map showing each of the proposed alternatives that were considered, a map showing the final plan that is being proposed, or a map showing a mashup of any of the analysis layers and outcomes along the way. Because these Presentation Maps are standard ArcGIS Online web maps, they can be leveraged in a multitude of ways by the rest of the ArcGIS system.

Now that you understand what a Presentation Map is, let's go ahead and create several from the planning work you've done in the previous tutorials. You will see later in this tutorial a variety of ways in which you can access and include these Presentation Maps in a presentation report. Follow these instructions to create your Presentation Maps:

1. Activate the Explore segment.
2. Click the Scenario drop-down in the Application Status Bar and choose "Scenario A".
3. Open the Contents window and verify that the following layers are checked on:

- All three design layers showing with prefix "Active Scenario"
- Topographic (basemap)

4. Uncheck any other visible layers.
5. Zoom to the extent of the "Active Scenario – Transportation" layer.
6. Click the "Open Menu" button ≡ on the Application Status Bar to open the Project Backstage, then select "Presentation Map".

Info
Save
Open
Create
Attachment
Presentation Map
Print

7. In the Title field, type in "Scenario A - Presentation Map". You should also fill in the Summary and Description, and Tags fields, which will allow you to easily identify the intended use of this particular web map in a given presentation or report.
8. Click SAVE.
9. In the Contents window, click the gear icon ⚙ next to the "Active Scenario – Land Use" layer and set transparency to 25%.
10. In the Contents window, turn on "Evaluation of Distance to Light Rail (A)".
11. In the Contents window, click the gear icon ⚙ next to the "Evaluation of Distance to Light Rail (A)" layer and set transparency to 50%.
12. Click the "Open Menu" button ≡ on the Application Status Bar to open the Project Backstage, then select "Presentation Map".
13. In the Title field, type in "Scenario A - Assessed Light Rail Evaluation". Again, be sure to also provide some more detailed information in the Summary, Description, and Tags fields.
14. Click SAVE.
15. Click the Scenario drop-down and choose "Scenario B".
16. In the Contents window, turn off "Evaluation of Distance to Light Rail (A)".
17. Click the "Open Menu" button ≡ on the Application Status Bar to open the Project Backstage, then select "Presentation Map".
18. In the Title field, type in "Scenario B – Presentatoin Map" (and enter an appropriate Summary, Description and Tags).
19. Click SAVE.
20. In the Contents window, turn on "Evaluation of Distance to Light Rail (B)".
21. In the Contents window, click the gear icon ⚙ next to the "Evaluation of Distance to Light Rail (B)" layer and set transparency to 50%.
22. Click the "Open Menu" button ≡ on the Application Status Bar to open the Project Backstage, then select "Presentation Map".

23. In the Title field, type in "Scenario B - Assessed Light Rail Evaluation".
24. Enter an appropriate Summary, Description and Tags (optional) for this map.
25. Click SAVE.

You have now created four Presentation Maps. Next, you will see how these can be used to build a Microsoft Power Point presentation as well as how they can be further leveraged to publish an online web site with information about your planning process and proposal.

ArcGIS Maps for Office

Included with your ArcGIS Online subscription is a free add-in for Microsoft Office called "ArcGIS Maps for Office" (which can be accessed from: http://www.esri.com/software/maps-for-office#mapsForOfficeDownload). ArcGIS Maps for Office allows you to quickly embed content from ArcGIS Online directly into your PowerPoint presentations and Excel workbooks. For the purposes of this tutorial, you will leverage the add-in for PowerPoint to see how the Presentation Maps created above can be easily included as content in a standard PowerPoint presentation provided to stakeholders and decision makers. Follow these steps to create a PowerPoint presentation that includes the Presentation Maps you created above:

1. Download and install ArcGIS Maps for Office using the link provided above.
2. Open Microsoft PowerPoint. When PowerPoint opens, choose any new presentation and theme.
3. In the title page of your presentation, type in "Light Rail Proximity Analysis". In the subtitle field, type in "Industrial Use Complex Planning".
4. Create a new slide.
5. Click "ArcGIS Maps" on the Power Point ribbon.

6. Click the "Sign In" button. The Sign in to ArcGIS Online dialog appears. Type in your username and password for the user you've been using for this tutorial. Click SIGN IN. Once you are signed in, the "Add Map" button enables.
7. You will need to find your project id number to find the folder that contains your presentation maps. Do the following:
   a. In the GeoPlanner app, click the title of the project in the Application Status Bar.
   b. In the "Project Properties" dialog, click "Details", then click "View Details" in the conformation dialog.
   c. Enter your ArcGIS Online credentials in the new browser window.
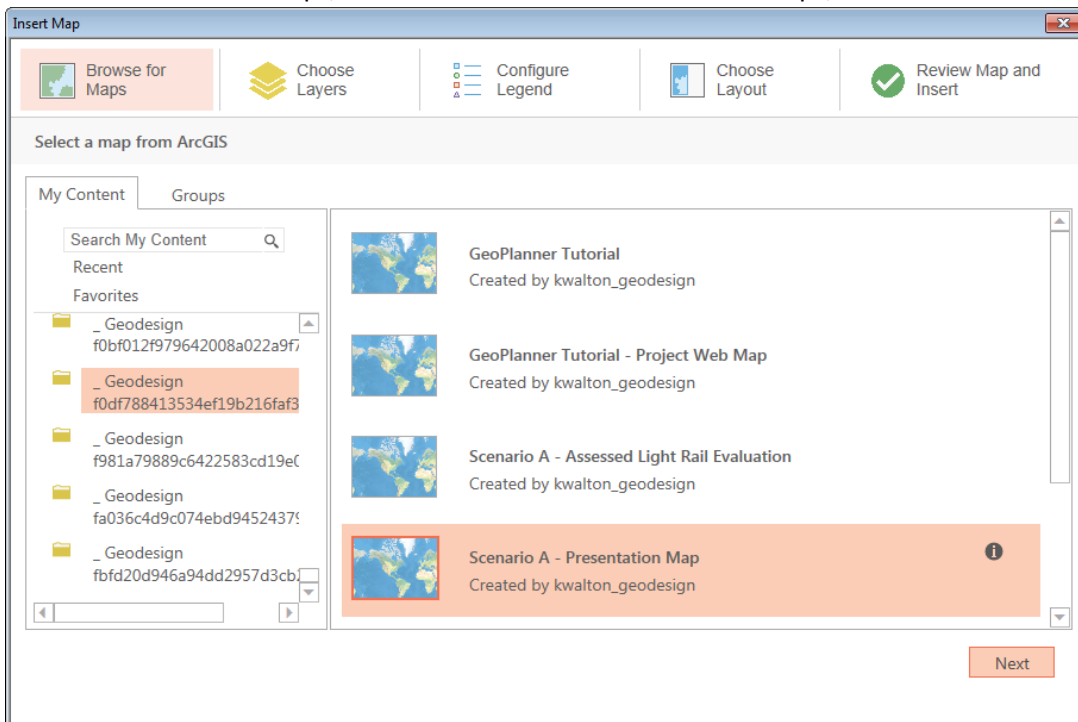   d. Look at the URL in the web browser and find the id (…group.html?id=).

8. Click the "Add Map" button. The Insert Map dialog appears.

9. Under the "My Content" tab, click find and click the folder that contains this id.
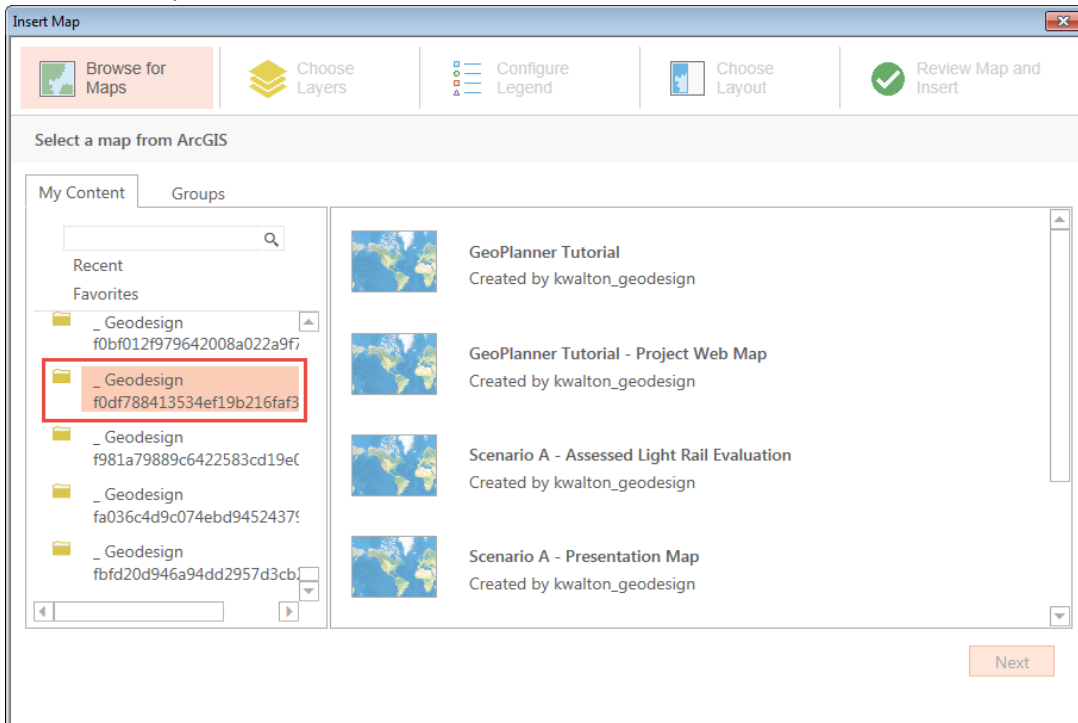
10. In the list of available maps, click on "Scenario A - Presentation Map", then click "Next".


11. For the "Choose layers", "Configure Legend" and "Choose Layout" tabs, select your desired options, then click "Next".
12. Click "Insert".
13. Repeat steps 8-12 for the following layers, creating a new slide for each:
    a. Scenario A - Assessed Light Rail Evaluation

b. Scenario B – Presentation Map
   c. Scenario B - Assessed Light Rail Evaluation
14. You should now have a Power Point presentation with one title page and four map slides. Add the following titles to the map slides in order:
   a. Proposed development Scenario A
   b. Final evaluation of light rail proximity in plan Scenario A
   c. Proposed development Scenario B
   d. Final evaluation of light rail proximity in plan Scenario B
15. Press Ctrl-S to save your PowerPoint Presentation.
16. Press F5 to play the presentation.

Create a Story Map

Another way to share the results of your analysis is to create a Story Map. Story Maps are web applications that contain maps, graphics and other information to communicate your ideas. Story Maps represent a great way to get your planning project exposure with the general public in an interactive and compelling way. Follow these steps to create a Story Map web site that includes the Presentation Maps you created above:

1. In the GeoPlanner app, click the title of the project in the Application Status Bar.
2. In the Project Properties dialog window, click "Details". In the View Details window, click "View Details".
3. A new browser tab opens to ArcGIS.com. You may have to login. Scroll down the list of items until you see the "Scenario A - Presentation Map" web map.
4. For this web map, click the "More options" drop-down next to "Open" and choose "Open in map viewer".
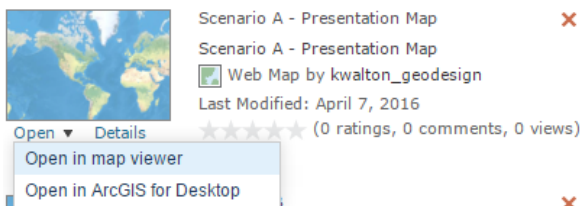
5. In the map viewer, click "Share" from the toolbar.
6. In the "Share" dialog box, click **CREATE A WEB APP**.
7. Scroll through the templates listed in the "Create a New Web App" dialog. Find and click on the "Story Map Swipe and Spyglass" template, then click **CREATE APP**.


Story Map Swipe and Spyglass

   This template allows you to compare 2 different web maps. In this case, you are going to compare the "Scenario A - Presentation Map" web map with the "Scenario B - Presentation Map" web map.
8. In the "Create a New Web App" dialog, add a Summary and click **DONE**.

9. In the "Welcome to the Swipe/Spyglass Builder" dialog, click "Vertical bar". Make sure the words "Selected layout" appear beneath the Vertical bar graphic.
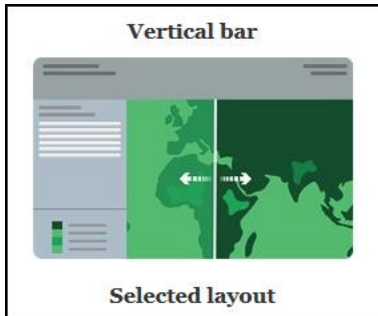
10. Click **Next**.
11. In the Swipe Type form, click **Select this type** in the "Two web maps" area.
12. Click the magnifying glass next to "Right Web map ID".
13. In the "Select Web Map dialog", type "Scenario B" into the search text box. Press Enter to invoke the search.
14. Click on the "Scenario B - Presentation Map" web map listed in the results window.
15. Back in the Swipe Type pane, click **Next**.
16. In the App Layout pane, click **Next**.
17. In the Pop-up pane, type in "Scenario A" into the Left Map Header Title. Type in "Scenario B" in the Right Map Header Title.
18. Click **Open the app**.
19. The Swipe Web Map opens. You can continue to customize the app or save and share it so that your stakeholders can access it.

Export project data

In addition to sharing the results of your analysis through ArcGIS Maps for Office and Esri Story Maps, you might also want to contribute some of your project data to the ArcGIS community or to another user or system that is outside of the ArcGIS ecosystem. GeoPlanner allows you to do this by exporting project data stored online to one of several different formats that can, if desired, be downloaded and saved locally for sharing. Exported data is automatically uploaded to your project group folder. You can then share this data with other groups, organizations or everyone. Uploaded and shared data can be used in other environments, like desktop applications. It can also be used to create new feature layers in ArcGIS Online.

You will now use the Export Spatial Data tool to extract some of your project data to a shapefile compressed into a zip archive.

1. Return to the GeoPlanner for ArcGIS web application.
2. Before you can export your project data, you must enable it for export. **NOTE:** You can only enable data that you own for export. Open the **Contents** window and click the gear icon next to the "Distance to Light Rail (B)" layer. Choose **Properties** from the context menu.
3. In the Layer Properties dialog, click **Details**. In the View Details dialog, click **View Details**. A new browser tab opens the layer item details page in ArcGIS.com. **NOTE:** You may have to log in to ArcGIS.com. Keep this browser tab open.

4. Within the new ArcGIS.com window, click **EDIT**.
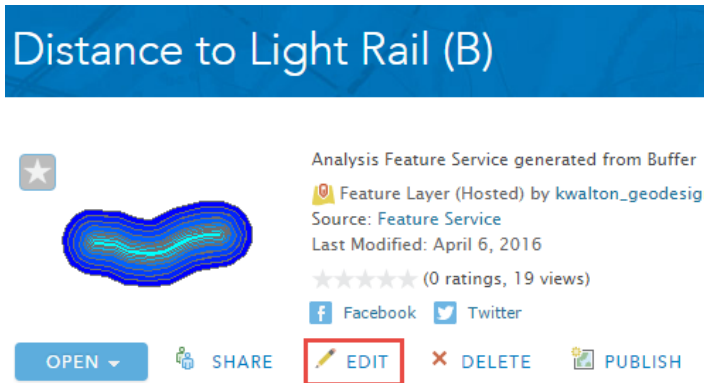
5. Scroll down the page and check Export Data > Allow others to export to different formats.

Export Data ☑ Allow others to export to different formats.

6. Click **SAVE**.
7. Go back to the GeoPlanner for ArcGIS web application.
8. Since you enabled a new capability in the "Distance to Light Rail (B)" layer, you must refresh the layer in the GeoPlanner. To do this, you are going to remove and re-add the layer. In the Contents window, click the gear icon ⚙ next to the "Distance to Light Rail (B)" layer and choose **Remove** from the context menu.
9. In the "Remove Layer" window, select "Remove this layer from your map" then click the **Remove Layer** button.
10. Activate the Explore segment.
11. Click **Add Data** , click **My Project**, then find the "Distance to Light Rail (B)" layer, then click **ADD**.
12. From the toolbar, click the **Analysis** drop-down, click **Manage Data**, then choose **Export Spatial Data**. The "Export Spatial Data" widget opens.
13. In the **Layers to extract** section, check "Distance to Light Rail (B)" and uncheck all other layers.
14. In the **Output data format** drop-down, choose "Shapefile (.zip)".
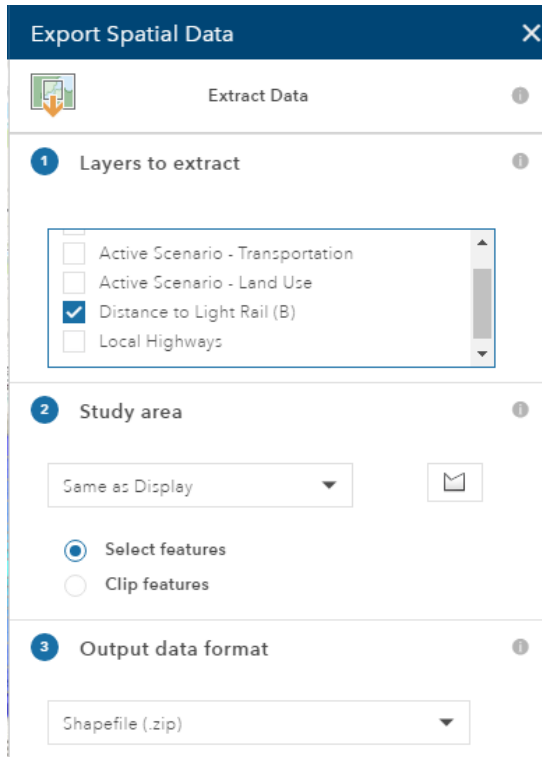
15. Type in a file name in the **Output file name** text box.
16. Click **Run Analysis**. After a moment, the widget closes. The status of the export process will appear in the **Jobs** tab of the **Contents** window. The app will display a message when the export process successfully completes.
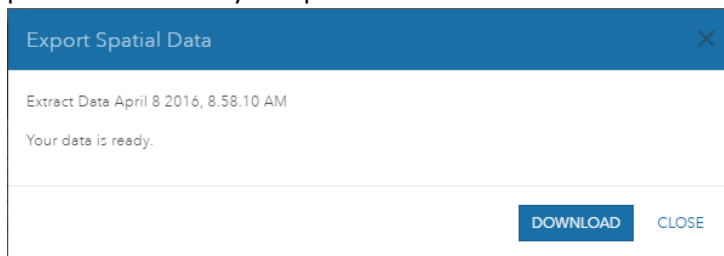

17. Your browser will display a dialog that will allow you to download the shapefile data. This shapefile will be saved as an item in the associated project folder in ArcGIS.com that is shared with your Group.

View and search for Files

Accessing shared information is required functionality in any modern application. The GeoPlanner app allows you to search for files stored in ArcGIS Online. Use this functionality to find knowledge and documents that are related to your project. This functionality allows you to expand your analysis using the work of others. It will expedite your project research and accelerate your learning.

View and Search for files supports many different file types, including CityEngine Web Scenes (.3ws), ArcGIS Map Documents (.mxd) and image files. You can search all of ArcGIS Online or limit your search to your own content, your project, or your organization. You can also restrict your searches spatially. Search supports terms, wildcards and fielded expressions to limit your results.
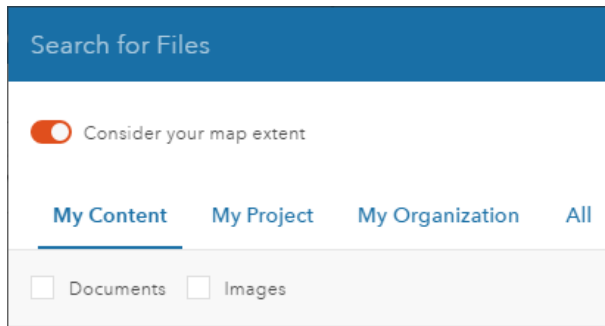
You can search for uploaded files by clicking the **Open Menu** button ≡ to open the Project Backstage, clicking **Attachment**, then selecting **Search for Files**.
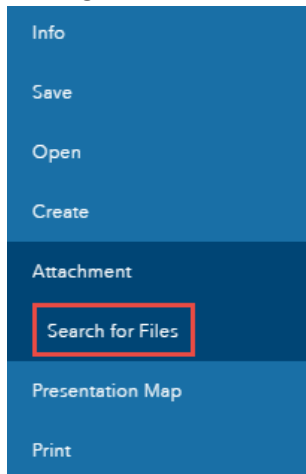
Summary

In this tutorial, you created presentations of your analysis using two common communication tools, Microsoft PowerPoint and a web application. Using these tools, you can communicate the results of your analysis to the public, decision makers and stakeholders.

You also learned how to export and share your project data. Sharing is another form of communication. By sharing your project data, you communicate the results of your analysis with others and allow them to use your analysis in their own processes.