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Say What?

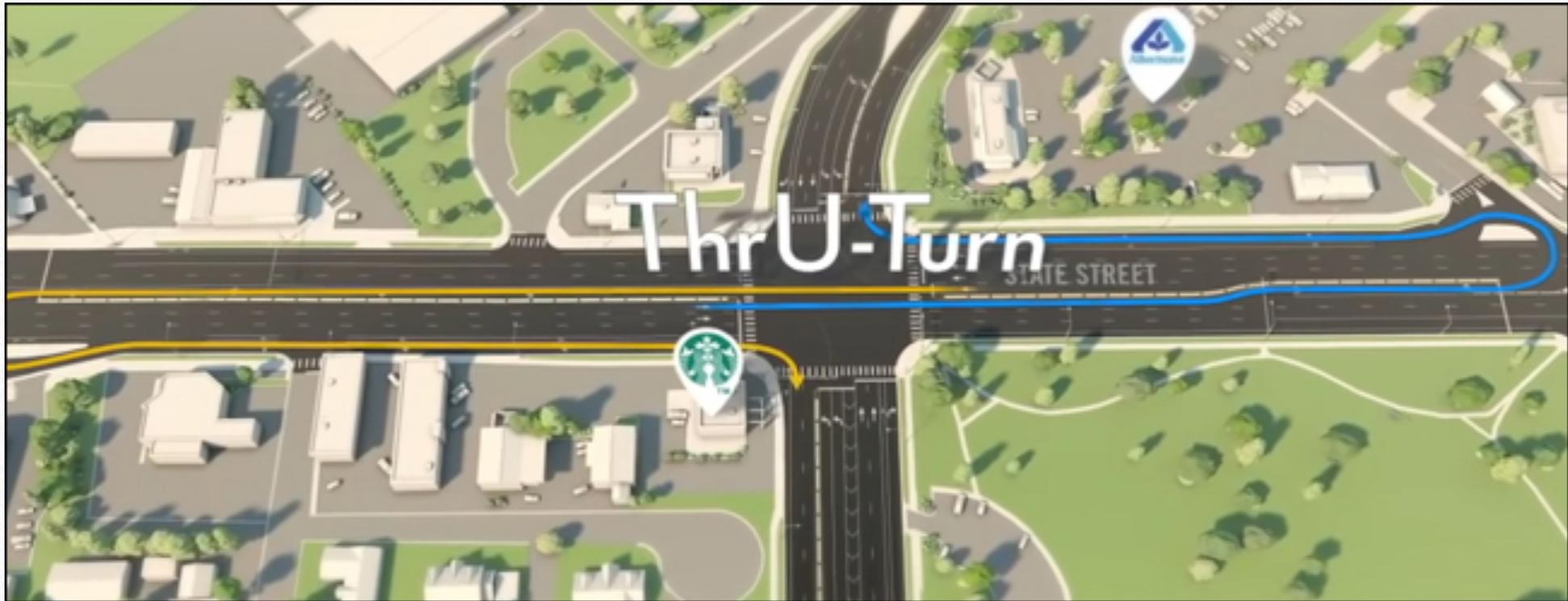
The ThrU-turn traffic signal at the State Street, Veterans Memorial Parkway, and 36th Street intersection in Boise will be activated Tuesday night (Nov. 13), opening the roadway to its final configuration. Only minor work, like landscaping, will remain, but it will not impact travel lanes.

The intersection's new design is expected to reduce wait times by nearly 50%. Improvements will also promote greater safety for all users by implementing two-stage pedestrian crossings and dedicated bicycle lanes.





Pictures Tell Stories



<https://www.youtube.com/watch?v=Ty3kkJTcxIo&feature=youtu.be>



Visualization

- Is a tool to facilitate discussion and open communication lines between professionals and system users
- Helps staff, stakeholders and the public visualize concepts, ideas, and final products
- It can be used to identify and solve problems early in the project development process; assess complex planning scenarios; produce and evaluate alternatives faster; and facilitate continuous public involvement and feedback throughout the life of a project



Typical Public Outreach



What if you could... ?

- Reach more people without having to hold a meeting?
- Really communicate with staff and stakeholders?
- Help people understand the “whole” concept?
- Enable people to comment right on the document or map?
- Reduce the amount of staff time to conduct public outreach yet increase your effectiveness?



Spoiler Alert ...

Idaho Birding Trail
A state House resolution in 2006 recognizes the Idaho Birding Trail as the official state birding trail. So enjoy the many feathered jewels of the Gem State, happy birding, and welcome!

The Idaho Birding Trail is a network of sites and side-trips that provides the best viewing opportunities to see birds in Idaho. With 175 sites and 2,000 miles of trail, the birding trail represents a collection of bird watching hotspots, diverse habitats, and a glimpse of Idaho's rich natural heritage. These are the "best of the best" bird viewing opportunities in Idaho.

Mountain Home Reservoir

Little Camas Reservoir

Camas Prairie Centennial Marsh Wildlife Management Area

Magic Reservoir

Silver Creek Preserve

Silver Creek Preserve
Directions: From the junction of US 20/ID 75, follow US 20 E 7.1 mi to mp 184.5; R (S) onto Kilpatrick Bridge Rd (stay L); cross Kilpatrick Bridge in 1 mi; visitor center is 0.7 mi from bridge.
Site Description: View many waterfowl and wading birds, including goldeneye, Sandhill Crane, American Bittern, and Long-billed Curlew. Orange-crowned Warbler, Yellow-breasted Chat, and Willow Flycatcher can be found around riparian areas in the preserve. Song and Virginia Rail can be heard during late spring and summer. One pair of nesting Bald Eagles near preserve. Both Bald and Golden Eagles can be seen during the winter. Visitor center has observation deck and offers great views of the creek. US 20 is prime raptor viewing. Silver Creek is best known for its blue ribbon trout fishing.
Site Size: 5000 acres/400 acres for public use
<http://www.idfg.gov>
Zoom to

YES



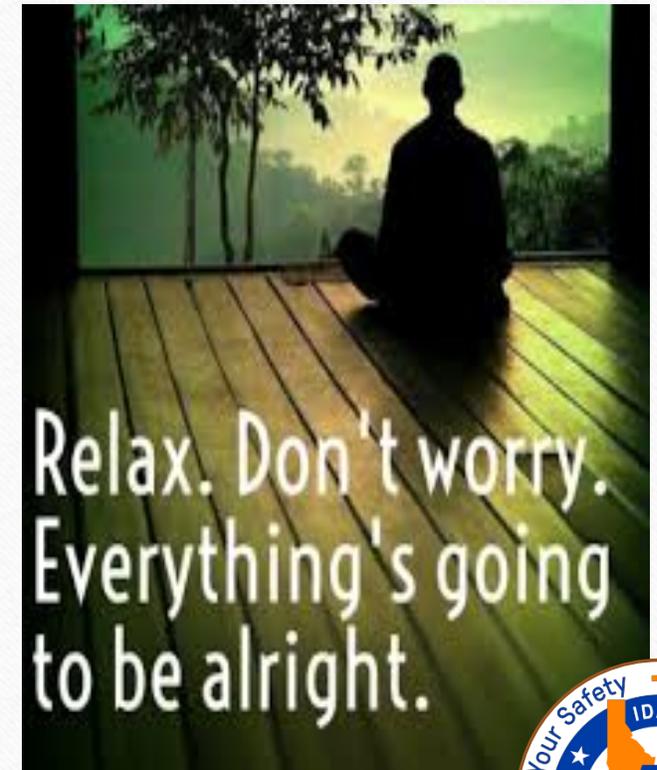
What is a Story Map?

- Harnesses the power of maps and geography (No GIS or coding required)
- Tells a story of a place, issue, event, trend, or patterns in a geographic context (open source)
- Combines interactive maps with other content like text, photos, videos, audio (incredibly powerful)
- Communicates to large audiences



Don't Have GIS?

- The Story Map application templates are hosted in ArcGIS - nothing to download or install!
- Launch the interactive builder app you want to use to author and publish your story
- There is an option to download to your own website or web server as well



How to Make a Story Map

Get
Inspired

Choose
Your Layout

Build Your
Story Map

Publish
Your Story
Map

Promote
Your Story
Map

Story Maps

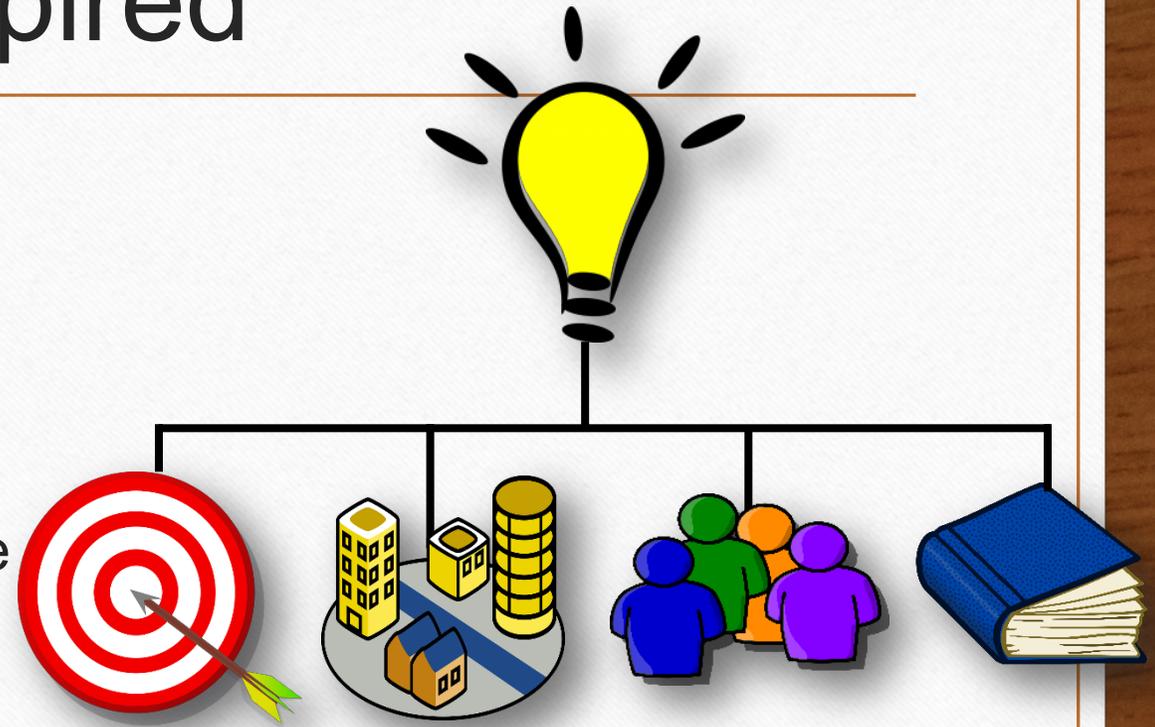
Everyone has a story to tell.

Harness the power of maps to tell yours.



Get Inspired

- Display current and future transportation project timelines or highlight the history of the Highway District
- Address environmentally or politically sensitive issues
- Inform stakeholders of potentially large projects or a series of projects that may impact them (i.e. series of bridge reconstruction)
- Highlight potential collaboration activities
- Determine the audience



Choose a Layout



- Determine your audience
- 10 different layout types
- Simple to create, but it takes some effort to craft a truly great one
- The goal is to keep the story simple and concise



Layout Types

Shortlist	Crowdsource	Series	Cascade*	Journal
<ul style="list-style-type: none">• Presents many places• Organized into themes• Tabs automatically update as users navigate	<ul style="list-style-type: none">• Allows you to publish and manage a crowdsource story in which anyone can contribute• Has a vetting function to review and approve contributions	<ul style="list-style-type: none">• Presents a series of maps through tabs, bullets or accordion control• Can include multimedia to tell your story	<ul style="list-style-type: none">• Presents narrative as a compelling, full-screen scrolling experience• Sections contain text and in-line media interspersed with maps, animations and visual transitions	<ul style="list-style-type: none">• Presents an in-depth narrative in a scrolling side panel, organized into sections• Each section has associated featured media, maps images, or video



Layout Types (con't)

Basic	Swipe	Spyglass	Tour	Build-Your-Own
<ul style="list-style-type: none">• Presents one map using simple user interface• Users can click on the maps to get more information in pop-ups	<ul style="list-style-type: none">• Users can compare two separate web maps or two layers of a single map by swiping back and forth• Presents a single view/ narrative or a series of locations of the same map	<ul style="list-style-type: none">• Similar to Swipe, but lets users to peer through one map to another through a spyglass• Presents a single view/ narrative or a series of locations of the same map	<ul style="list-style-type: none">• Present sequential, place-based narrative with a series of geotagged photos and captions linked in a map• Idea for making tours or a series of locations	<ul style="list-style-type: none">• Use one or several types of StoryMaps to tell your story



Build the StoryMap

- Maps

- Author your own map
- Use maps created by others (just reference or credit it)

- Narrative

- Author your own narrative
- Use narrative created by others (just reference or credit it)

- Multimedia

- Use a variety of media like videos, images and pictures, dashboards, widgets
- Simple as drag and drop or upload your own (do not use copy written media)



Publish and Promote

- **Publish**

- Private – only you get to see it or can find it in a search
- Group – Only members of a group can see, access, modify the StoryMap
- Agency – Only members of your organization can see and interact with the StoryMap
- Public – Anyone can view or find it in a search

- **Promote**

- Brand it!
- Put on your website
- Create a QR Code or a direct link
- Put into reports, pamphlets, newspaper articles, blogposts, etc.
- Post to social media
- Post to ArcGIS



Best Practices

- Make sure to connect the StoryMap with the audience
- Ensure that the narrative is simple and easy to follow (less is more)
- Confirm that the basemap provide enough context and it relates to your story
- Make sure there is a legend to explain what is being shown and don't use too many links
- Brand it – use your logo and customize the header
- Make sure it works – have others test it outside the organization
- Make it pop with color, an image or video to draw people in



Idaho Examples



Come Visit the Community Garden

By Coeur d'Alene Tribe

<https://sabine-krier.maps.arcgis.com/apps/Cascade/index.html?appid=19b0512be5df4220a6d0c5d6228ea12b>



The Boulder-White Clouds Wilderness

By Office of James Risch, Senator for Idaho

<http://senate.maps.arcgis.com/apps/Cascade/index.html?appid=0225017757c045d8bf4e81889479a0f2>



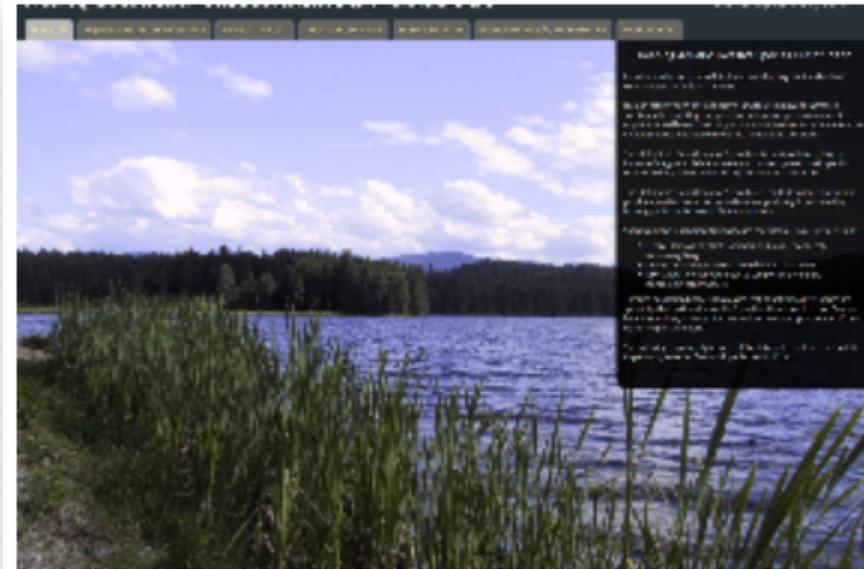
Idaho Examples



The Henry's Fork: Recreation & Conservation

By Henry's Fork Foundation, Idaho

<http://fremontidaho.maps.arcgis.com/apps/MapJournal/index.html?appid=626106c99e2b48b0a608bc05f567dc12>



Protecting Idaho's Waters From Aquatic Invasives

By Idaho State Dept of Agriculture

<http://idaho.maps.arcgis.com/apps/MapSeries/index.html?appid=17e491a6685f4ad09b20f4ec9763e2f7>



How ITD is Using StoryMaps

- Long-Range Plan
- Modal Plans
- Corridor Studies
- Environmental Assessments
- Asset Management
- Environmental Justice/Civil Rights

The screenshot shows a StoryMap interface for the 'East Idaho Corridor Loop Plan'. The title bar includes navigation tabs: Comment, Overview, Inventory, Study, and Plan. The main content area is divided into sections: 'Comment', 'Executive Summary', and 'Submit a Comment'. The 'Executive Summary' section contains the following text: 'The East Idaho Loop Corridor Plan is a preliminary plan to consider long-term highway capacity and safety improvements. The Plan identifies and evaluates the impacts of growth in the East Idaho Loop corridor, and through a public planning process defines a set of proposed project and policy improvements and an implementation strategy.' Below this, it states 'The 2006 plan was refreshed in 2010.' The 'Submit a Comment' section provides instructions: 'To submit a comment: 1. Click "Set Location." 2. Position the map to the location of interest for your comment. (Drag and zoom to position the map.) 3. Enter text in "Name", "Organization", "Email", "Type...", and "Comment" sections. 4. Press the "Submit" button. 5. Refresh the page to see the new comment on the map.' A 'View Comments' section is also visible with a downward arrow and the text 'Click on a symbol to see the comment.' The map on the right shows a blue route through the East Idaho Loop corridor, passing through towns like Salmon, Challis, Mackay, Arco, Dubois, and Rexburg. The map includes standard ArcGIS navigation controls (home, zoom in, zoom out) and a 'Powered by ArcGIS' logo.

<https://iplan.maps.arcgis.com/apps/MapSeries/index.html?appid=a2a18153e8f34dc1ac1480e4cdd6f390>



ITD's Corridor Inventory, Study & Plans

StoryMap Suggested Tabs and Elements

Comments	Overview					Corridor Inventory							Corridor Study		Corridor Plan		
	Overview	Planning	Communities	Economic Opportunities	Stakeholders	Environmental Scan	Projects	Alternative Modes Inventory	Connectivity	Asset Inventory	Traffic	Safety and Security	Corridor Needs Assessment	Corridor Analysis	Corridor Needs Assessment	Alternatives Analysis	Recommendation
Executive Summary (printable)	Project Description	Prior Corridor Planning Efforts	Overview	Special Designation (Scenic Byway, NHS, historic highs, etc)	Public Involvement and Collaboration Plan	General Terrain and Geologic Features	Project Identification and Selection Process Overview	Bicycle/Pedestrian	National Highway System	Asset Management Principles Overview	Average Daily Traffic	Safety Corridor Analysis	Current Corridor Performance	Scenarios Process Overview	Corridor Needs Assessment Process	Scenario 1	Overview
Corridor Fact Sheet (printable)	General Description and Boundaries	Current Planning Approach	Community 1	Recreational State/National Parks	Agency Stakeholders (BLM, Lands, etc.)	Water Resources, Wetlands, Floodways	Past Projects	Public Transportation	Functional Classification	Highway Pavement Width and Condition	Average Truck Traffic	Crash History	Future Travel Demand	Present State	Travel Demand Analysis	Scenario 2	Projects
Corridor Sources and Links	Statement of Purpose and Need	MPD and RPD Plans	Community 2	Employment Characteristics and Statistics	Major Business Stakeholders	State and National Forests/Parks	Current Projects	Aeronautics	System Adjustments	Bridge Inventory and Condition	Seasonal Traffic	Speed	Highway Performance Deficiencies	Desired State	TREDIS Assessment	Scenario 3	Plan Link
Contact	Corridor Goals and Objectives	Other Regional and Local Plans	Community 3	Tourism and Recreational Travel	Interest Groups and Other Stakeholders	Archeological and Cultural (4F) Resources	Planned Future Projects	Truck/Freight	Access Mgt	Control Devices	Passing Lanes	Highway Security	Corridor SWOT Analysis	Gap Analysis	Near Term Needs		
All Corridor StoryMaps Links	Links	Other Federal and State Plans	Local Highway District Jurisdiction		Stakeholder Identification List	Critical Wildlife Habitat and Endangered Species		Rail	International Border Considerations	Culverts and Drainage Issues	Congestion and Levels of Service		Needs Identification and Assessment	Future Corridor Goals	Long Term Needs		
	Comments	Existing Plans and Documents	Unincorporated Areas, Counties		Special Populations/ Environmental Justice	Soils		Sea Port/Water Transportation		Highway Access	Turning Movements (Major Intersections)		Pavement Performance	Corridor Analysis Choices and Evaluation Criteria			
			Population Characteristics and Statistics			Biological Resources				Winter Maintenance	ITS Equipment						
			Land Use and Zoning Via Links			Hazardous Materials				Pipeline and Utility Line Locations							
			Tribal Nations			Vegetation Management				Right-of-way							
										Geometry Analysis							



Environmental Justice & Title VI

Civil Rights Story Maps

A story map    

Overview

Racial and Ethnic Minorities

Susceptible Age Groups and Disabled Persons

Limited English Proficiency Populations

Other Concerns

Environmental Justice Web Application

1 Limited English Language Populations

Individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English can be limited English proficient, or "LEP." These individuals may be entitled language assistance with respect to a particular type or service, benefit, or encounter.

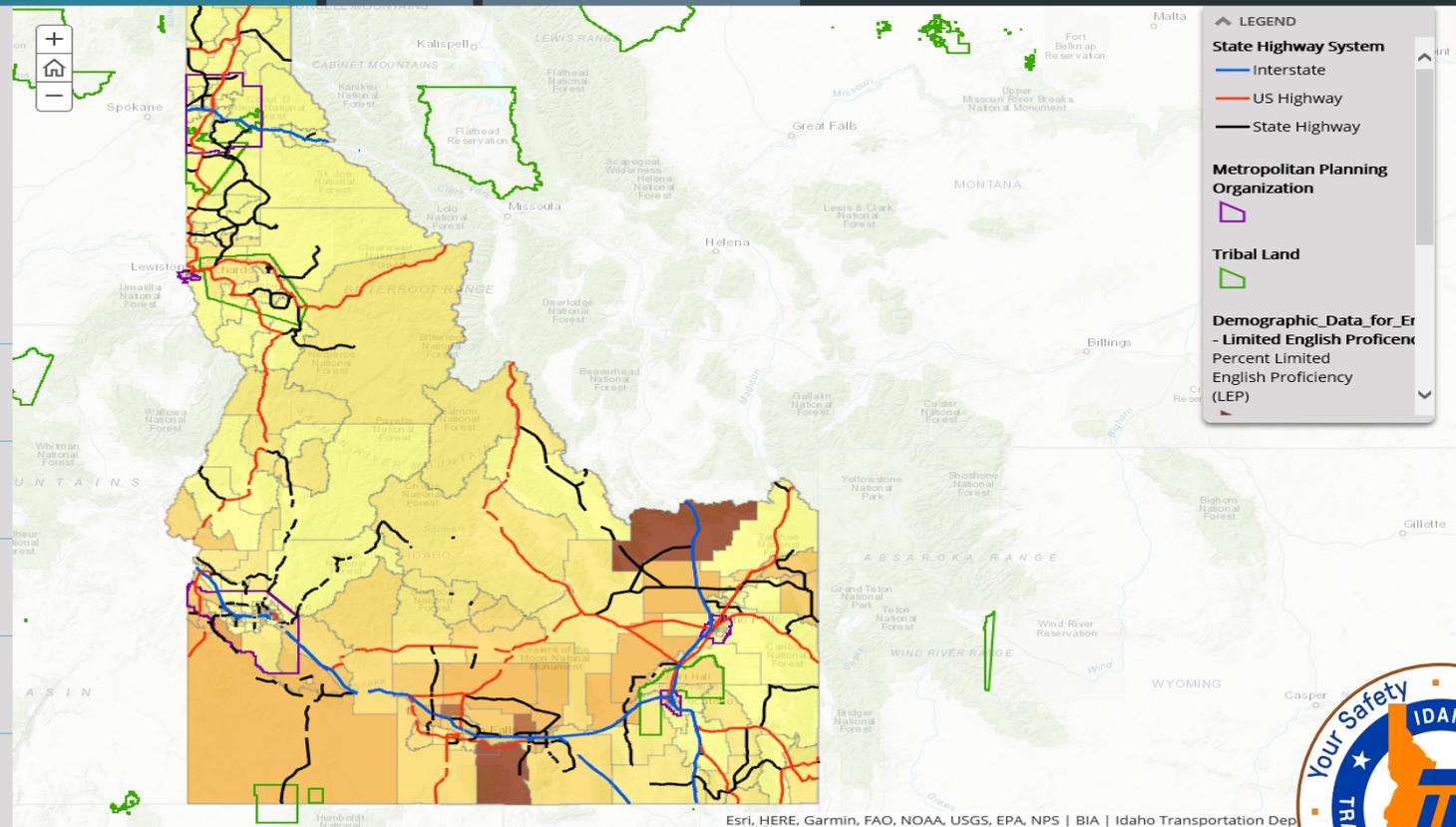
2 Limited English Language Populations: Language Spoken if Percent LEP greater than 1%

3 Limited English Proficiency Population: Percent Spanish Speaking

4 Limited English Proficiency Population: Percent Indo European Language Speaking

5 Limited English Proficiency Population: Percent Asian or Pacific Language Speaking

6 Limited English Population: Other Language Speaking



Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS | BIA | Idaho Transportation Department



What to Learn More?

ESRI Story Maps

- <https://storymaps.arcgis.com/en/>

An Introduction to Story Maps:

- <https://www.arcgis.com/apps/MapSeries/index.html?appid=4aaf9036c7324b0cb5c8ee3e609126e7>



Another Place for Information



<https://iplan.maps.arcgis.com/home/index.html>



Your Safety • Your Mobility
Your Economic Opportunity

IPLAN

A collaborative information site brought to you by ITD

- Web-based portal that links authoritative data sources
- A public platform for exploring and downloading open data
- Everyone can access this information – including you!
- Displays geospatial information pertaining to transportation in Idaho





Web App

General ITD Information



General Information App

General information regarding ITD's transportation data layers in the State of Idaho.



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Web App

Address: Highway District Finder



Address - Highway District Finder App

Web App used by DMV staff to identify Local Highway District based upon a searched for street



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Web App

AAAT 1999 - Present



AAAT - Cumulative App

This is the AADT for the State of Idaho, cumulative since 1999



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Web App

Roadway Characteristics



Roadway Characteristics App

Asset information related to roadway characteristics



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Gallery

Historical Markers Complete



Historical Markers

Historical Markers for all of Idaho



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Web App

Segment Code Finder



ITD SegCode Identification App

Web App to assist users with identifying SegCodes on ITD's LRS.



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Web App

Historical Markers along the US highways in Idaho



Historical Markers Along the US highways...

A story map to hold all the historical markers Story Map tour.



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Web App

ITS Device Sites



ITS Device Sites App

Map displaying ITS and RWIS sites



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Web App

Map It



Map It App

Map It App shares most of ITD's available data via layers and allows users to display layers that are



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Web App

Idaho's Statewide System



Idaho's Statewide Systems App

App showing Idaho's Functional Classification, National Highway System and Urban Boundaries.



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Web App

Crashes



Crashes App

Idaho vehicle crashes, 2005 - last complete year.



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Web App

Highway Safety Corridor Analysis



Highway Safety Corridor Analysis App

App displaying the HSCA data for the years 2012 and 2014. Additional background data avail, ITD



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Web App

Idaho Airports



Idaho Airports App

Airport locations and information for the state of Idaho



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Web App

Construction Locator



Construction Locate App

Web App used to display project information extracted weekly from the OTIS database.



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Web App

Extra Length Routes



Extra Length Routes App

Extra length routes for Idaho state highways



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Web App

Route Capacity



Route Capacity App

State Highway Route capacity map for Idaho



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Web App

Pavement Condition



Pavement Condition App

Map displaying various pavement conditions: Deficient, Overall Condition, Cracking.



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Web App

Bridges



Bridges - Public App

Location of Idaho bridges, both state and local



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Web App

Designated Routes up to 129,000 lbs



Designated Routes up to 129,000 Pound...

A map showing routes on Idaho highways designated for up to 129,000 pounds



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Web App

Travel Characteristics



Travel Characteristics App



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Gallery

Historical Markers State Highway



Historical Markers on State Highways

Historical markers along the state highways in Idaho.



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Web App

Idaho Transportation Investment Program



Idaho Transportation Investment Progra...

Web Application used to share the current TIP information with the public and gather



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Gallery

Historical Markers Interstate Highway



Historical Markers along the Interstate Highway

Historical Markers along the Interstate Highways



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What's YOUR Story?

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