

# **Unlocking the Puzzle Box of Free On-line GIS**

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Lake County Schools**





# Where's Waldo?

# What is your level of GIS knowledge?



Have only heard of it in passing



Seen others use it before



Have a basic working knowledge








Have a good working knowledge



I consider myself an expert



# Organizational Level's use of GIS?

-  Not sure
-  Planning & Student Assignment
-  Transportation & Student Routing
-  Planning & Transportation Departments
-  Other Additional Departments



# Importance of Public Transparency?



It only gets in the way of doing our job



We provide the Press what they ask for



We do Just enough to make a show



We hold public workshops & meetings



We involve all stakeholders in the process



# What is this ArcGIS Online?

- Cloud-based system
  - Creating and sharing maps and geographic information
- Upload and style geographic data
- Create intelligent web maps
- Author maps on any device
  - Tables
  - Smart Phones
  - Desktops
- Limited Service is “FREE”



# What else can ArcGIS Online do?

- Embed Maps
  - Websites
  - Blogs
  - Applications
- Share content
  - Everyone
  - Specific groups
  - Keep completely private



# What can ArcGIS Online do for you?

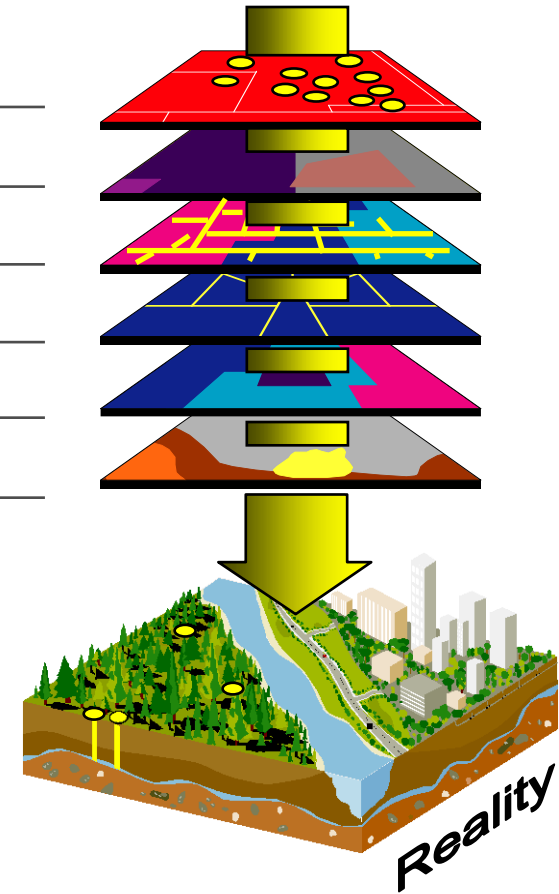
- Provides for a
  - Framework for collaboration
    - Departmental
    - Organization
    - Stakeholders
    - Public
  - Platform to build applications
  - Means to deliver transparency & accountability
  - Way to communicate & enhance policy making





# How ArcGIS Online Integrates the Parts

Students, Facilities or Addresses  
Transportation Zones  
Streets & Bus Routes  
School Attendance or Student Analysis Zones  
Tax Parcels, Facility or District Ownership  
Aerial Photography



# How Does the Lake District Use It

ArcGIS Explorer Online | Lake County Schools | GIS | Public Maps Gallery

gis-mapsvr.lake.k12.fl.us/index.html?16511011109148390Nav=j&NodeID=3285

## LCSB Maps Gallery v1.3

Carousel View Mobile App Group ID Finder

### Maps and Layers

#### Available Maps (Grid View)

- County-wide 2011-12 ...
- South Lake 2012-13 ...
- 2011-12 -- High School ...
- 2011-12 -- Elementary ...
- 2011-12 -- Elementary ...
- 2011-12 -- Special ...
- 2011-12 -- Middle School ...
- 2011-12 -- Eustis 9th ...
- Lake County School Board ...

#### Layers

Find worldwide layers usable in ArcGIS including:

- Earthquake Centers Yukon Territory Canada
- Ecosistemas Terrestres de Paraguay
- Global Forest Watch Frontier Forests
- Hamburg (Topographische Karten, Orthofotos)
- Marine Biodiversity Priorities in Mexico
- Mineral and Oil Extraction Dependent Economies
- Natural and Artificial Lakes of the World
- New Zealand Gazetteer
- River and Stream Network of Australia
- Vegetation Savannas of Zambezi Area

1 2

Previous 1 2 Next

Tweet

About Maps lake.k12.fl.us



# New Board Member District Maps

Approved Lake County School Board -- 2011 Member Residence District Map

Mapping Presentation Will Davis Help

Home Details Share

Find Places

Map Legend

- Lake County Boundary
- Board Member Residence Assignments
  - District 1
  - District 2
  - District 3
  - District 4
  - District 5
- Approved Board Member Residence Districts
  - District 1
  - District 2
  - District 3
  - District 4
  - District 5
- Tax Parcels and Structure Addresses
- County Boundary

**District 4 -- Debbie Stivender, Member**

District Number 4

Member Name & Position Debbie Stivender, Member

Term Expiration Date November 2012

Member Photo

Zoom To Edit

© 2010 Microsoft Corporation and its data suppliers. esri

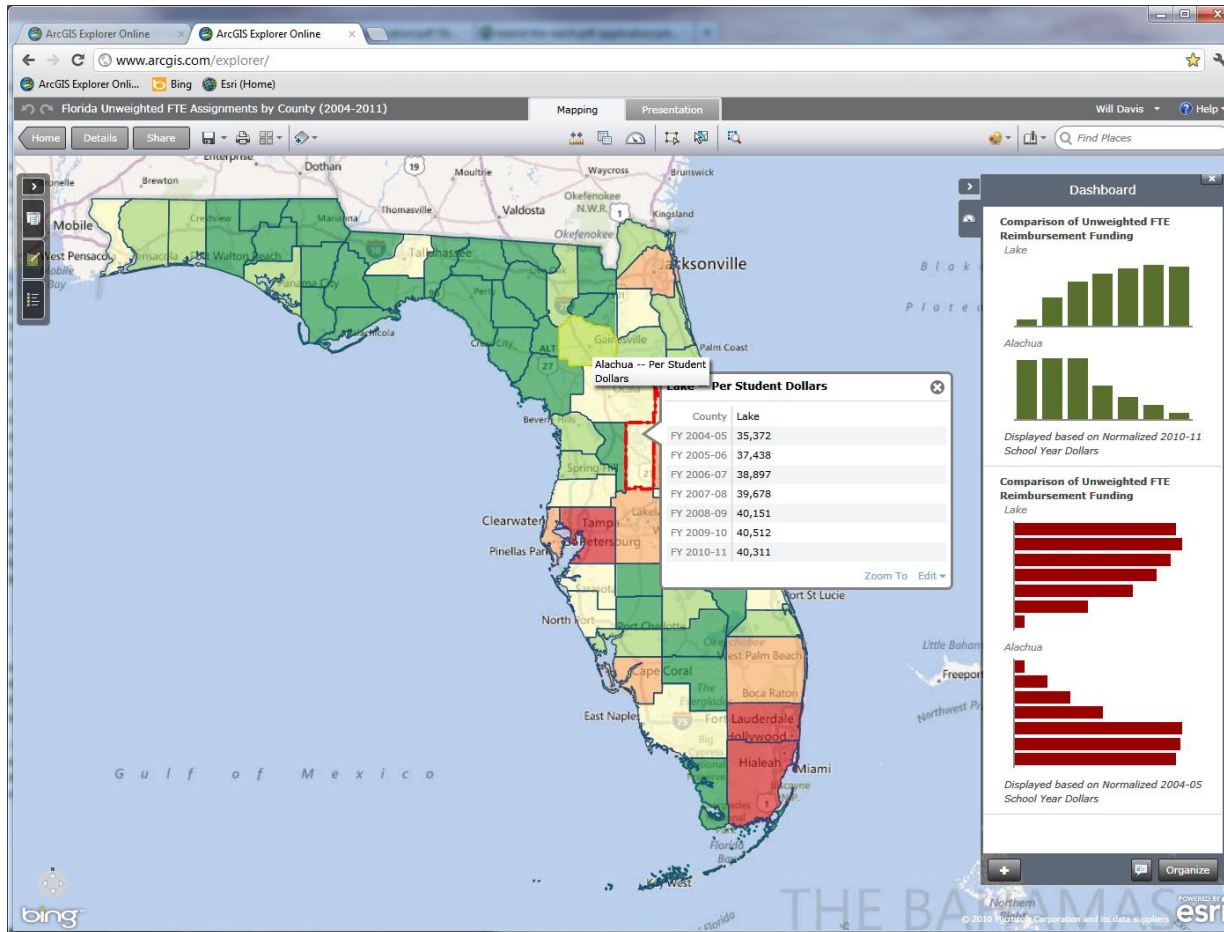
### Web Embedded

School Board Member District Interactive Map

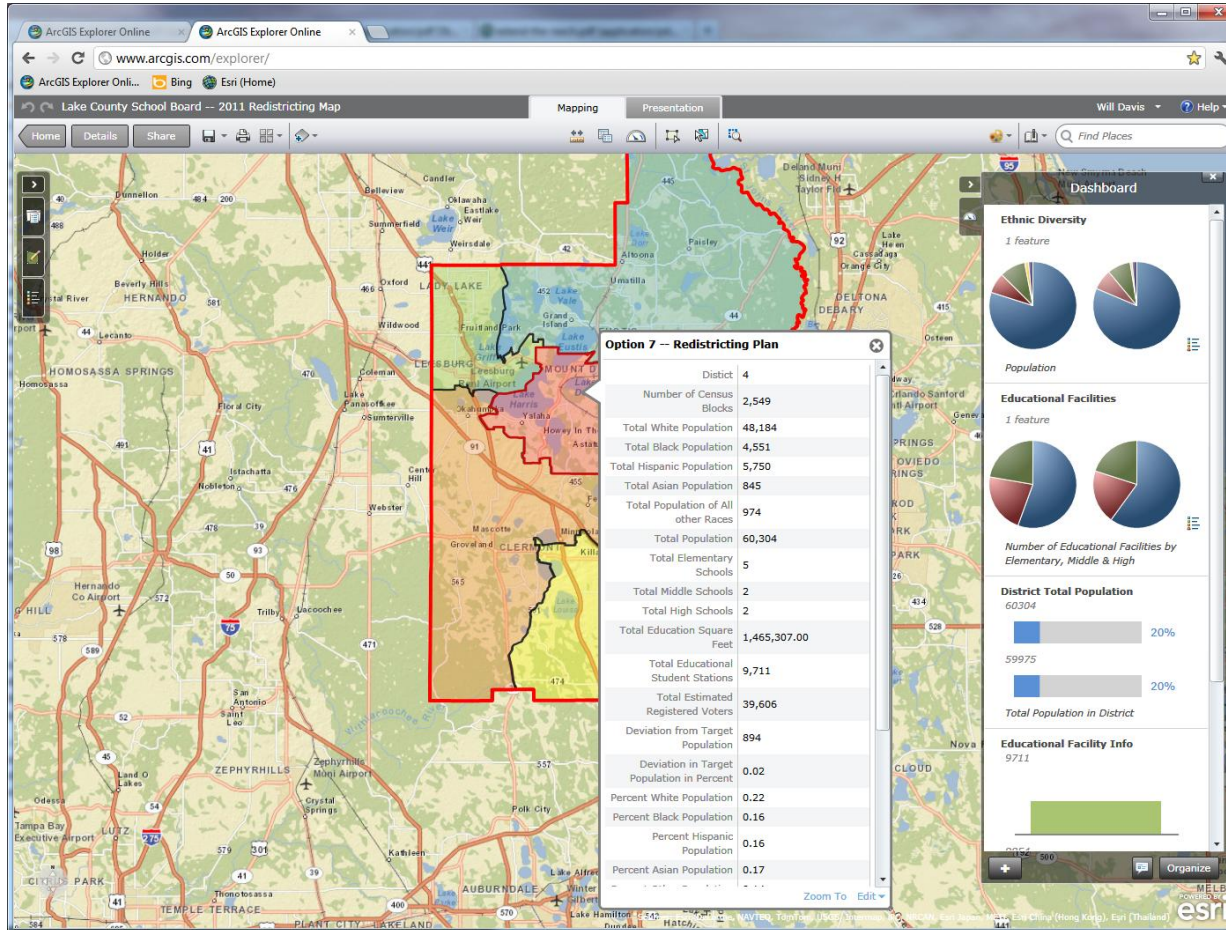
View Larger Map



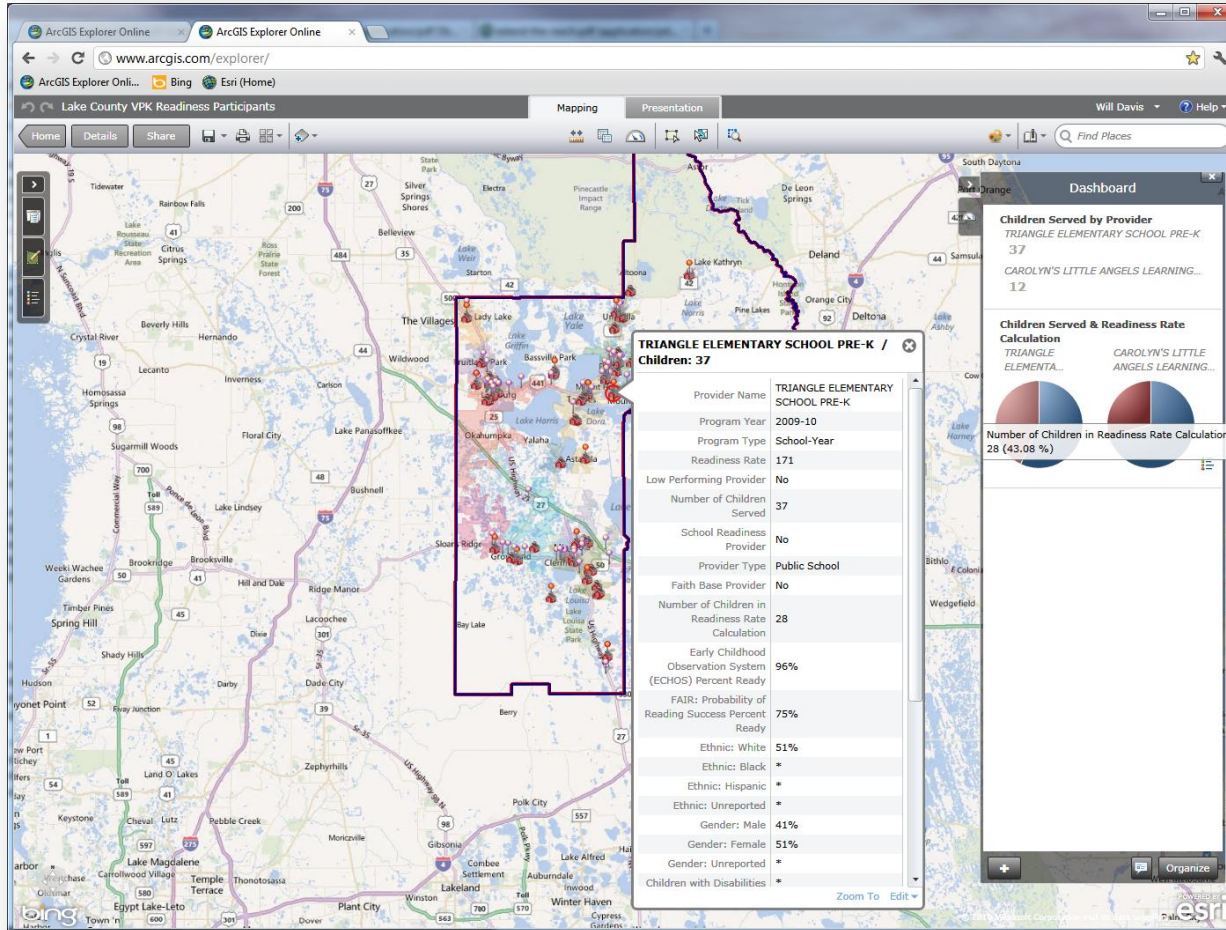
# Florida Unweighted FTE Assignments



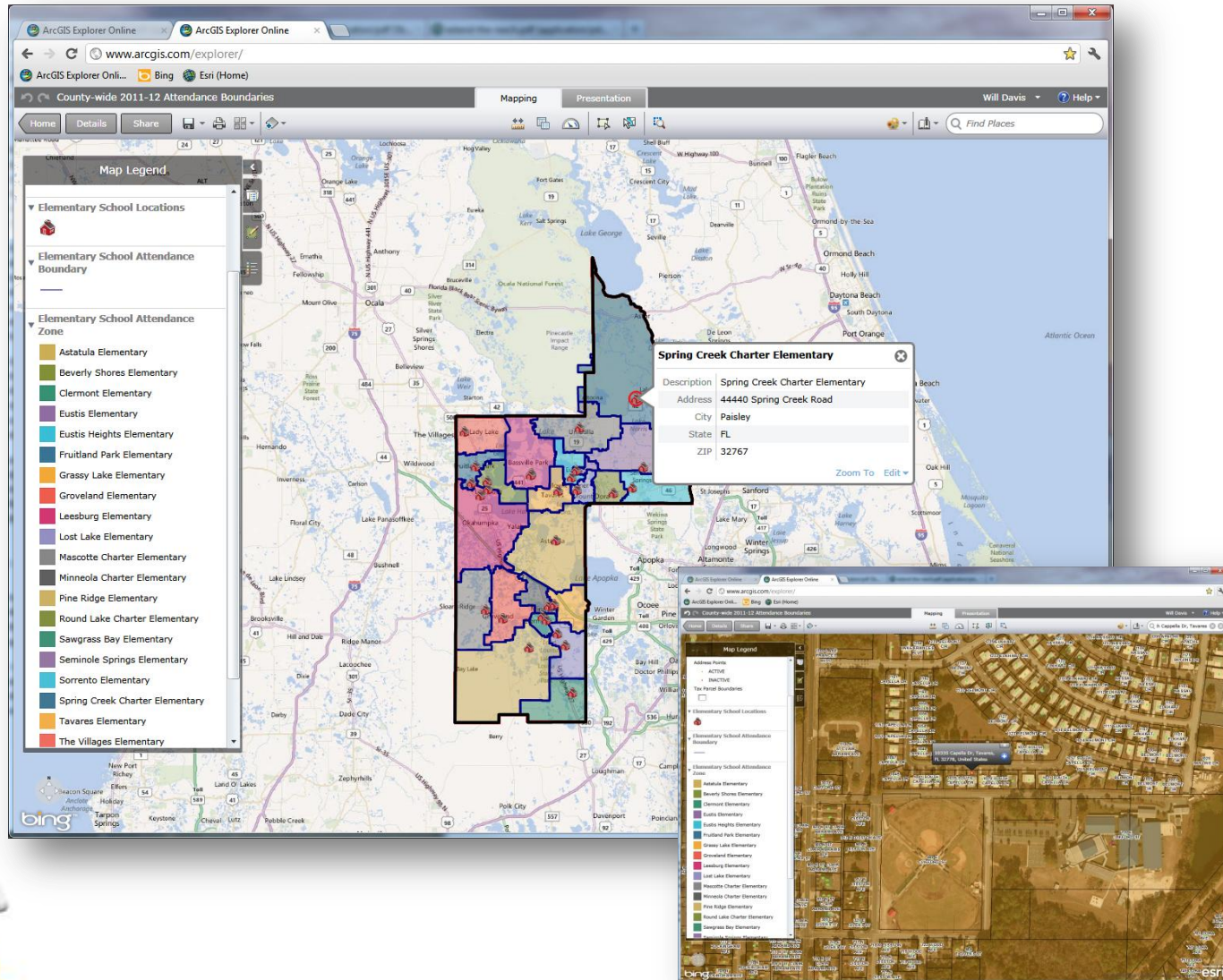
# Board Member Redistricting Options



# VPK Readiness Participants

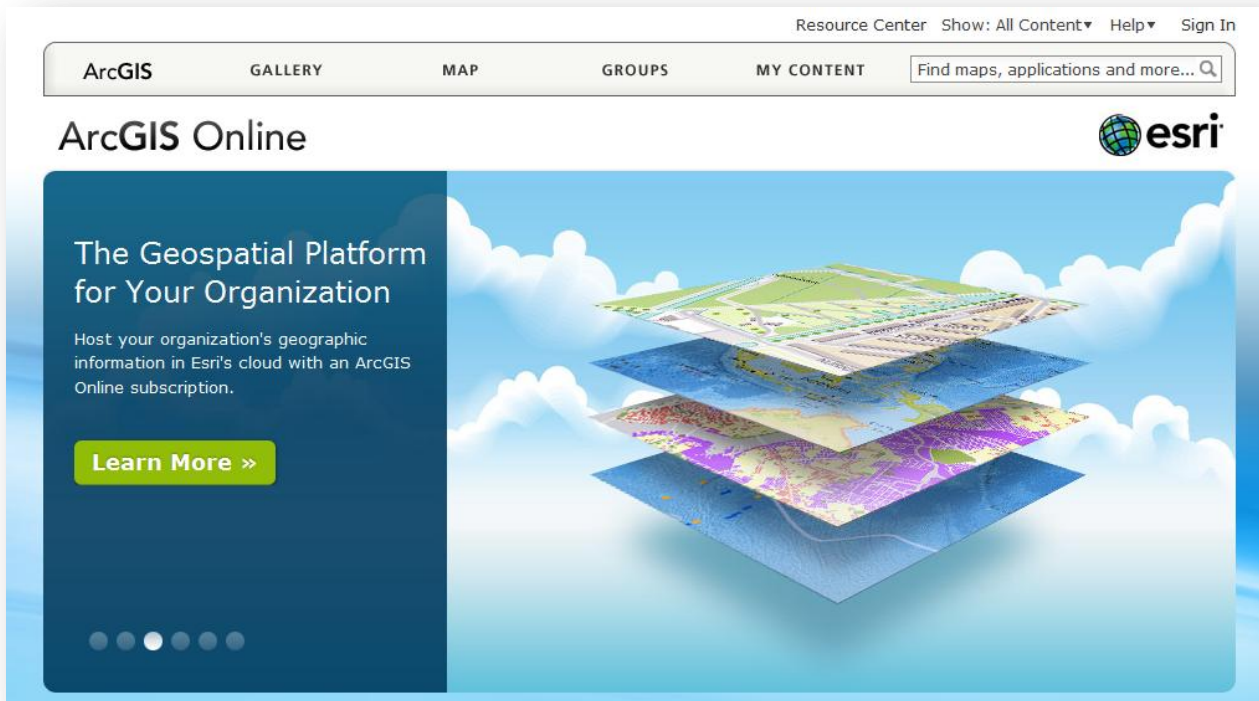


# Attendance & Transportation Zones



# Gaining Access to ArcGIS Online

Type in <http://www.arcgis.com> on your browser

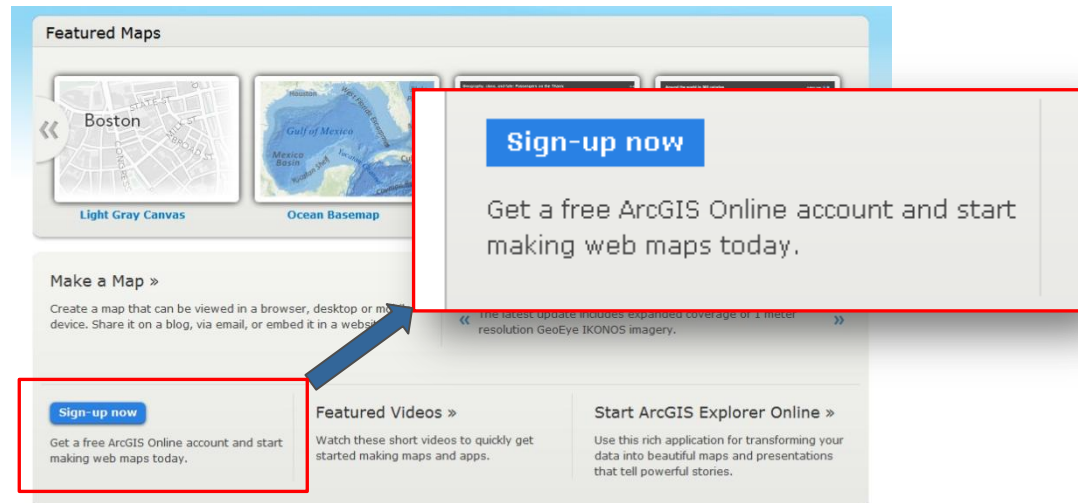
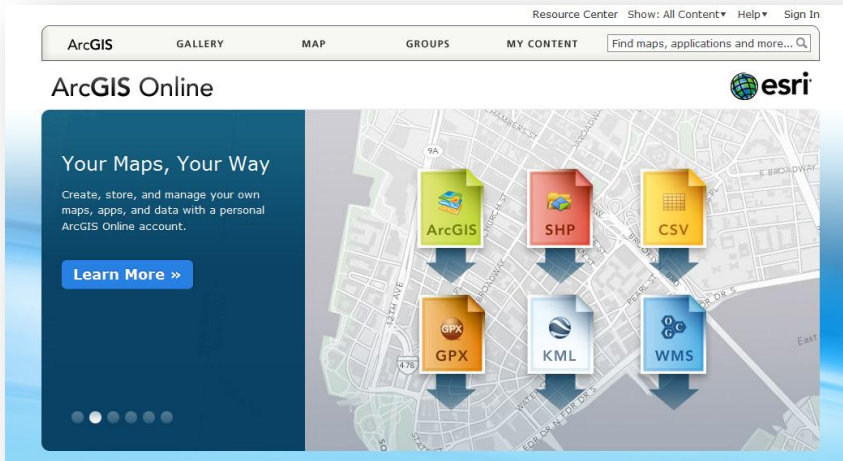


The screenshot shows the ArcGIS Online website interface. At the top, there is a navigation bar with links for "ArcGIS", "GALLERY", "MAP", "GROUPS", and "MY CONTENT". To the right of these links is a search bar with the placeholder text "Find maps, applications and more..." and a magnifying glass icon. Further right, there are links for "Resource Center", "Show: All Content", "Help", and "Sign In". Below the navigation bar, the "ArcGIS Online" logo is displayed on the left, and the "esri" logo is on the right. The main content area features a large blue banner with the text "The Geospatial Platform for Your Organization" and a sub-headline "Host your organization's geographic information in Esri's cloud with an ArcGIS Online subscription." Below this text is a green button labeled "Learn More >>". To the right of the text is a 3D visualization of a map with multiple layers, set against a background of a blue sky with white clouds. At the bottom left of the banner, there are five small white circles, with the second one from the left being filled, indicating the current slide in a carousel.





# Sign-up for a ArcGIS Online Account



# Create an ArcGIS Online Account

The screenshot shows the ArcGIS Online sign-in interface. At the top, there is a navigation bar with links for 'ArcGIS', 'GALLERY', 'MAP', 'GROUPS', and 'MY CONTENT', along with a search bar. Below this, the page is split into two columns. The left column is titled 'First time signing in?' and contains a paragraph: 'If you have an Esri Global Account, simply register it to become a member of ArcGIS Online.' Below this text are two buttons: 'Register your Esri Global Account' and 'Don't have an Esri Global Account? Create an account'. The right column is titled 'Sign In' and contains a 'Username:' field, a 'Password:' field, a 'Need help signing in?' link, a 'Remember me' checkbox, and a 'Sign In' button with the Esri logo. A red box highlights the 'Don't have an Esri Global Account? Create an account' button in the left column, and a blue arrow points from this box to a larger red box that is a magnified view of the same button and text.

Resource Center Show: All Content▼ Help▼ Sign In

ArcGIS GALLERY MAP GROUPS MY CONTENT Find maps, applications and more... 🔍

### First time signing in?

If you have an Esri Global Account, simply register it to become a member of ArcGIS Online.

Register your Esri Global Account

**Don't have an Esri Global Account?**  
Create an account


### Sign In

Username:

Password:

[Need help signing in?](#)

Remember me

Sign In 

Esri.com | T

**Don't have an Esri Global Account?**  
Create an account



# Complete form for an Account

## Create A New Account

Complete the form below to create an account.

Username   
Password   
Confirm Password

User names are **6** to **24** characters in length. Passwords are **4** to **14** characters in length. Use letters and numbers only for both fields.

First Name   
Last Name   
Organization   
E-mail   
Confirm E-mail   
Phone Number

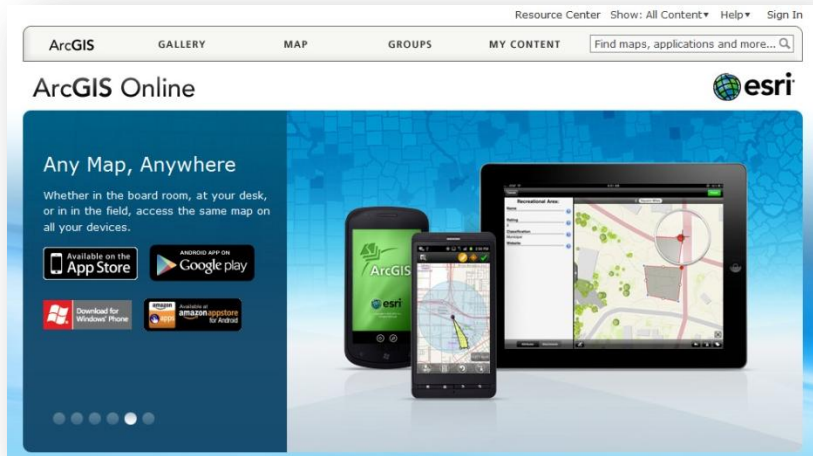
The following question and answer will help validate your identity in the event you forget your password.

Identity Question   
Answer

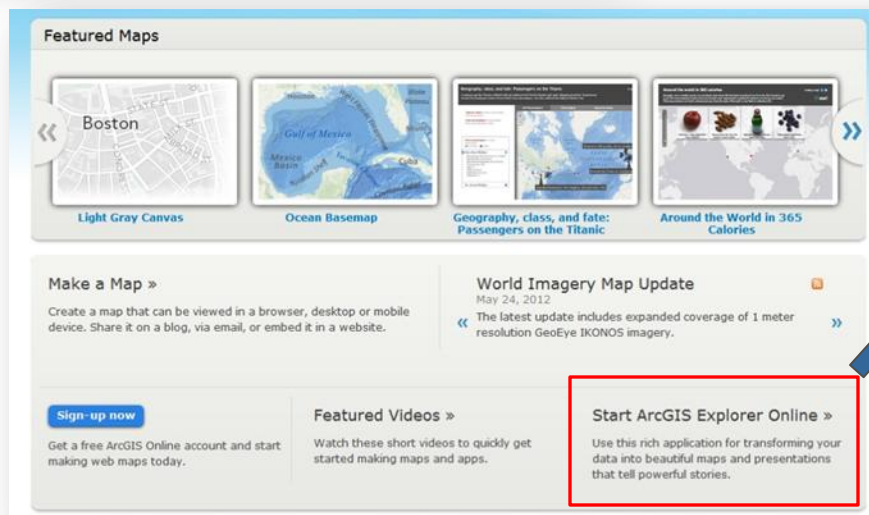
Terms of Use



# Gaining Access to ArcGIS Online



Browse back to  
<http://www.arcgis.com>



Start ArcGIS Explorer Online »

Use this rich application for transforming your data into beautiful maps and presentations that tell powerful stories.

Start ArcGIS Explorer Online »

Use this rich application for transforming your data into beautiful maps and presentations that tell powerful stories.



# Sign-in to your new Account

The screenshot shows the ArcGIS Explorer Online interface. At the top, there is a navigation bar with 'New Map' and tabs for 'Featured', 'My Content', 'Recent', and 'Groups'. On the right side of the navigation bar, there is a 'Sign In' link and a 'Help' dropdown menu, both highlighted with a red box. Below the navigation bar is a search bar with the text 'Find Maps & Groups'. The main content area displays several map thumbnails with titles and descriptions, such as 'Koppen-Geiger Observed and Predicted Climate Shifts', 'World AIDS Day Map', 'Global Distribution of Seagrasses-Points Dataset (2005)', 'Carbon Dioxide Emissions on the Rise', 'Global Wetlands (1993)', 'Ecological Footprint Network', 'Global Climate Observing Stations', and 'Greatest Sporting Nations (Global Cup Dec 2011)'. A blue arrow points from the search bar area to a red-bordered overlay box. This overlay box contains a 'Sign In' link and a 'Help' dropdown menu, identical to the ones in the top navigation bar. The overlay also has a search bar with the text 'Find Maps & Groups'. At the bottom right of the interface, there are links for 'Terms of Use' and 'Privacy Policy'.



# Creating a New Map

The screenshot displays the ArcGIS Explorer Online web application. The top navigation bar includes the text "ArcGIS Explorer Online" on the left, "Sign In" and "Help" on the right, and a search bar labeled "Find Maps & Groups". Below the navigation bar are tabs for "Featured", "My Content", "Recent", and "Groups". The main content area lists several maps, each with a thumbnail, title, author, and last modified date. A red box highlights the "New Map" button in the top left corner of the application. A blue arrow points from this button to a larger, semi-transparent version of the "New Map" button that is overlaid on the "Ecological Footprints of Nations" map entry. The "Ecological Footprints of Nations" map entry is also highlighted with a red box. At the bottom right of the page, there are links for "Terms of Use" and "Privacy Policy".



# Basic Map Tools

The screenshot displays the ArcGIS Online interface with a world map. The top navigation bar includes 'Untitled Map', 'Mapping', and 'Presentation' tabs, along with 'Sign In' and 'Help' links. A toolbar at the top contains icons for Home, Details, Share, Save, Print, Full Screen, and Add Data. A search bar on the right is labeled 'Find Places'. A callout box on the left points to the Save, Print, Full Screen, and Add Data icons, containing the text 'Add Data, Change base-map, Save map'. A callout box on the right points to the search bar, containing the text 'Search for Places, Add bookmarks'. A second callout box at the bottom points to a secondary toolbar with the same Save, Print, Full Screen, and Add Data icons. The map shows continents labeled North, Europe, Africa, and South America. The Esri logo and 'POWERED BY esri' are visible in the bottom right corner.

Untitled Map   Mapping   Presentation   Sign In   Help

Home   Details   Share   Save   Print   Full Screen   Add Data

Find Places

North   Europe   Africa   South America

Add Data, Change base-map, Save map

Search for Places, Add bookmarks

Sign In   Help

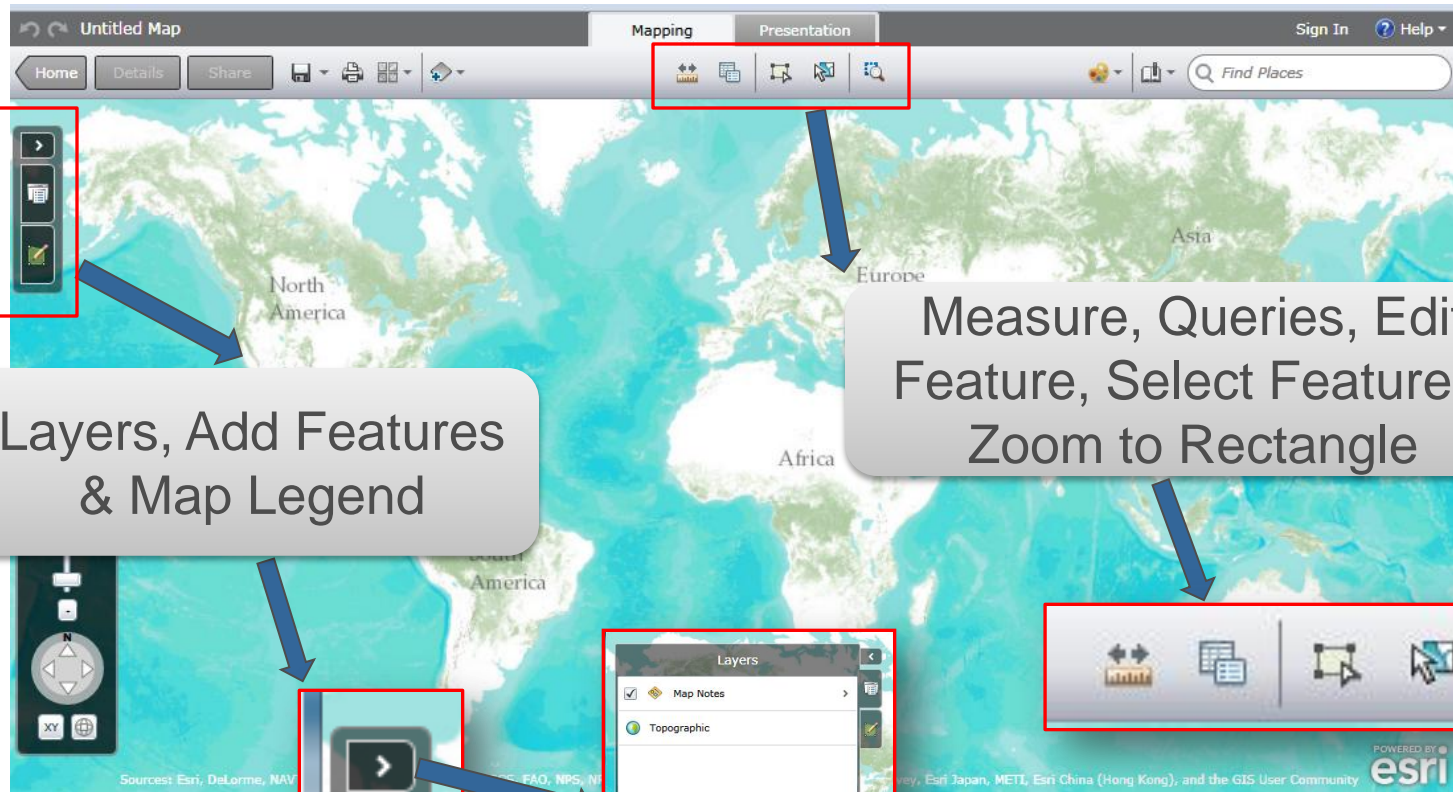
Find Places

POWERED BY esri

Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, iC, USGS, FAO, NPS, NRCAN, GeoBase, JGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), and the GIS User Community



# Basic Map Tools



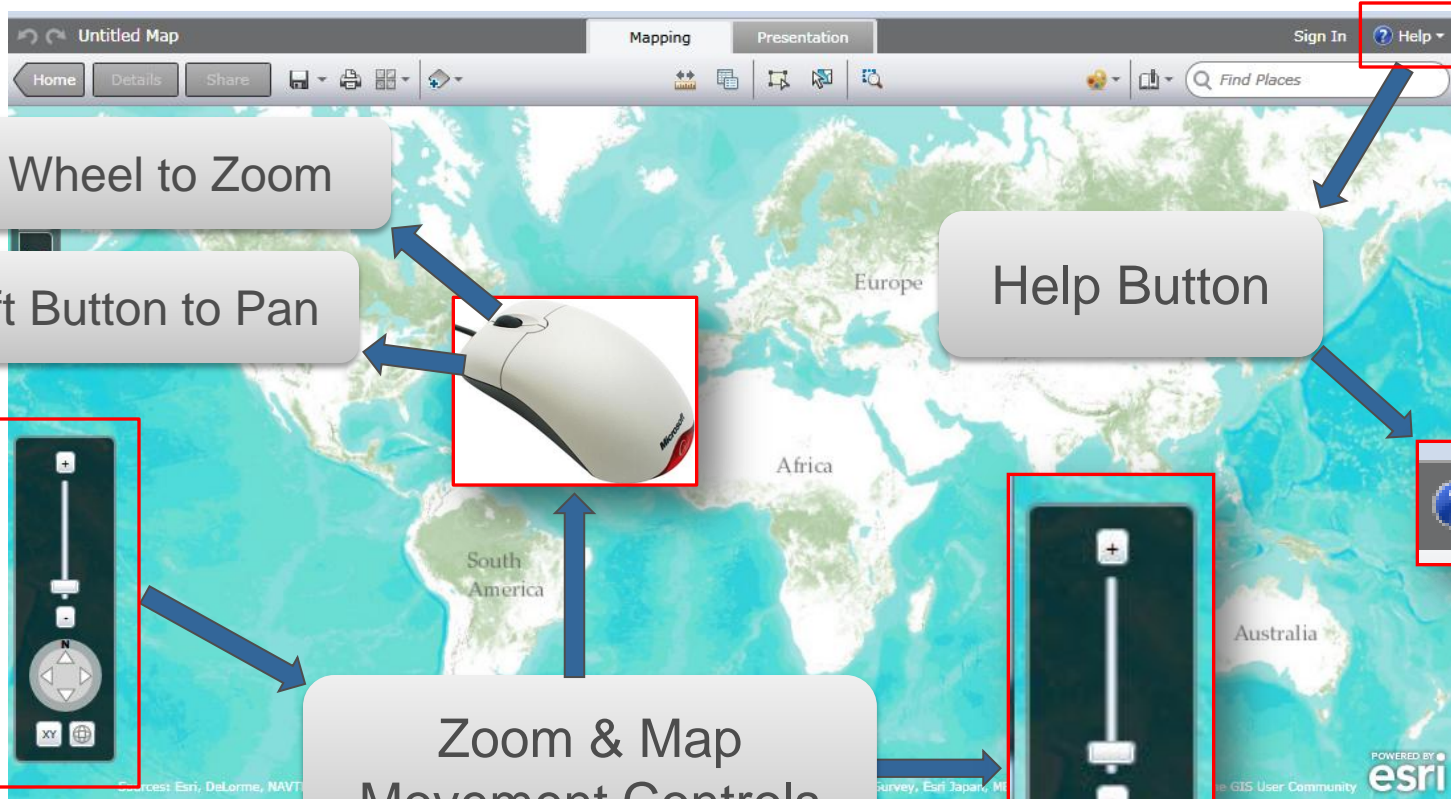
Layers, Add Features & Map Legend

Measure, Queries, Edit Feature, Select Features, Zoom to Rectangle





# Basic Map Tools



Scroll Wheel to Zoom

Hold Left Button to Pan

Help Button



Zoom & Map Movement Controls



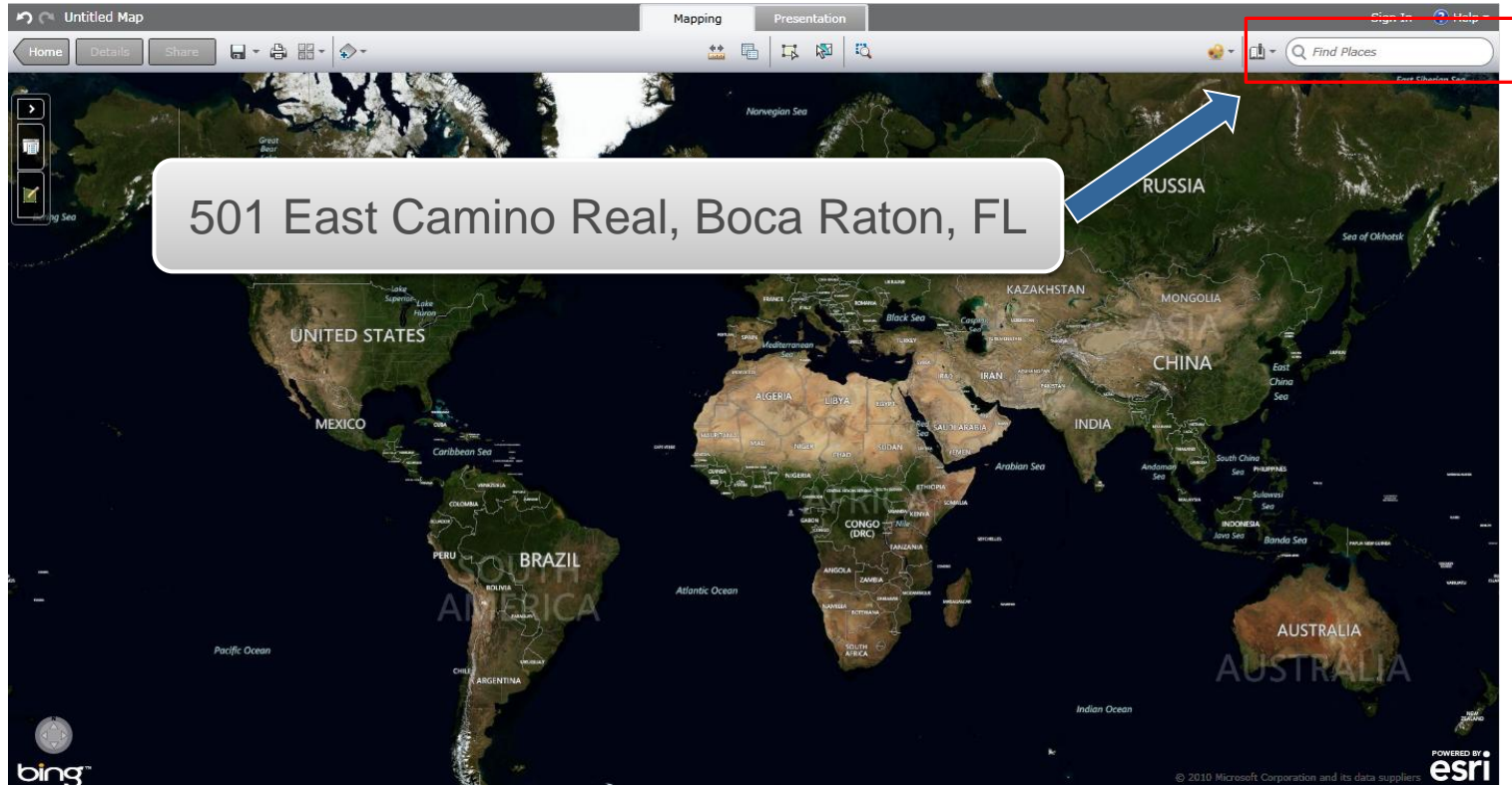
# Changing the Base Map Background

The screenshot shows a mapping application interface with the following elements:

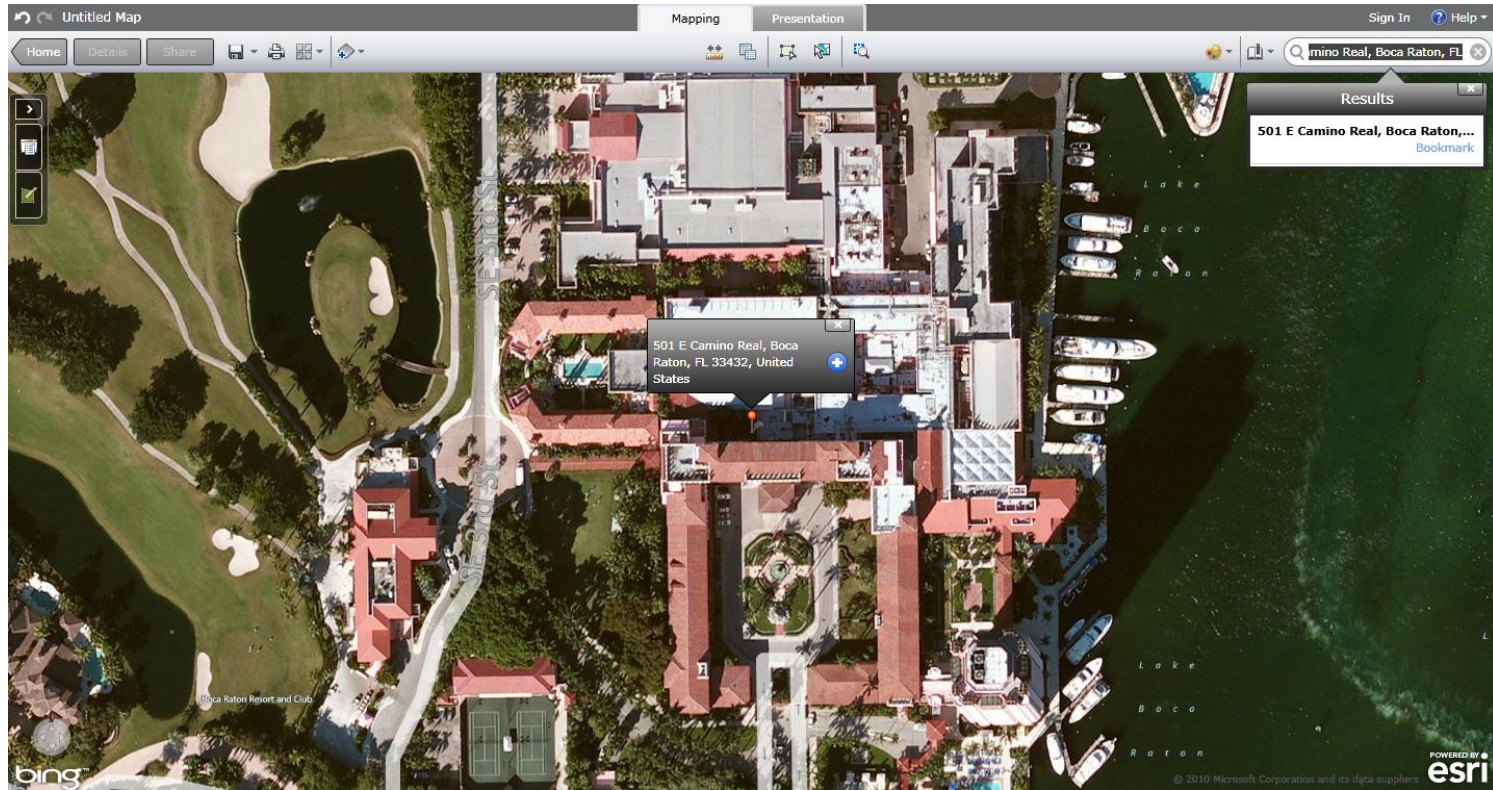
- Top Toolbar:** Includes 'Home', 'Details', 'Share', and a 'Basemap' menu icon (a square with four smaller squares) highlighted by a red box.
- Map View:** Displays a satellite-style map of North and South America. A blue arrow points from the 'Basemap' menu icon to the 'Basemap' menu.
- Basemap Menu:** A dropdown menu titled 'Basemap' containing various map styles. The 'Bing Maps Hybrid' option is highlighted with a red box. Other options include Imagery, Imagery with Labels, Streets, Topographic, Terrain with Labels, Light Gray Canvas, National Geographic, Oceans, OpenStreetMap, Bing Maps Aerial, and Bing Maps Road.
- Map Controls:** A vertical toolbar on the left side of the map, including a zoom slider, a compass, and a globe icon.
- Footer:** A small text line at the bottom of the map area listing data sources: 'Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, Inc., USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kad...'.



# Search for an Address or Place



# Search for an Address or Place

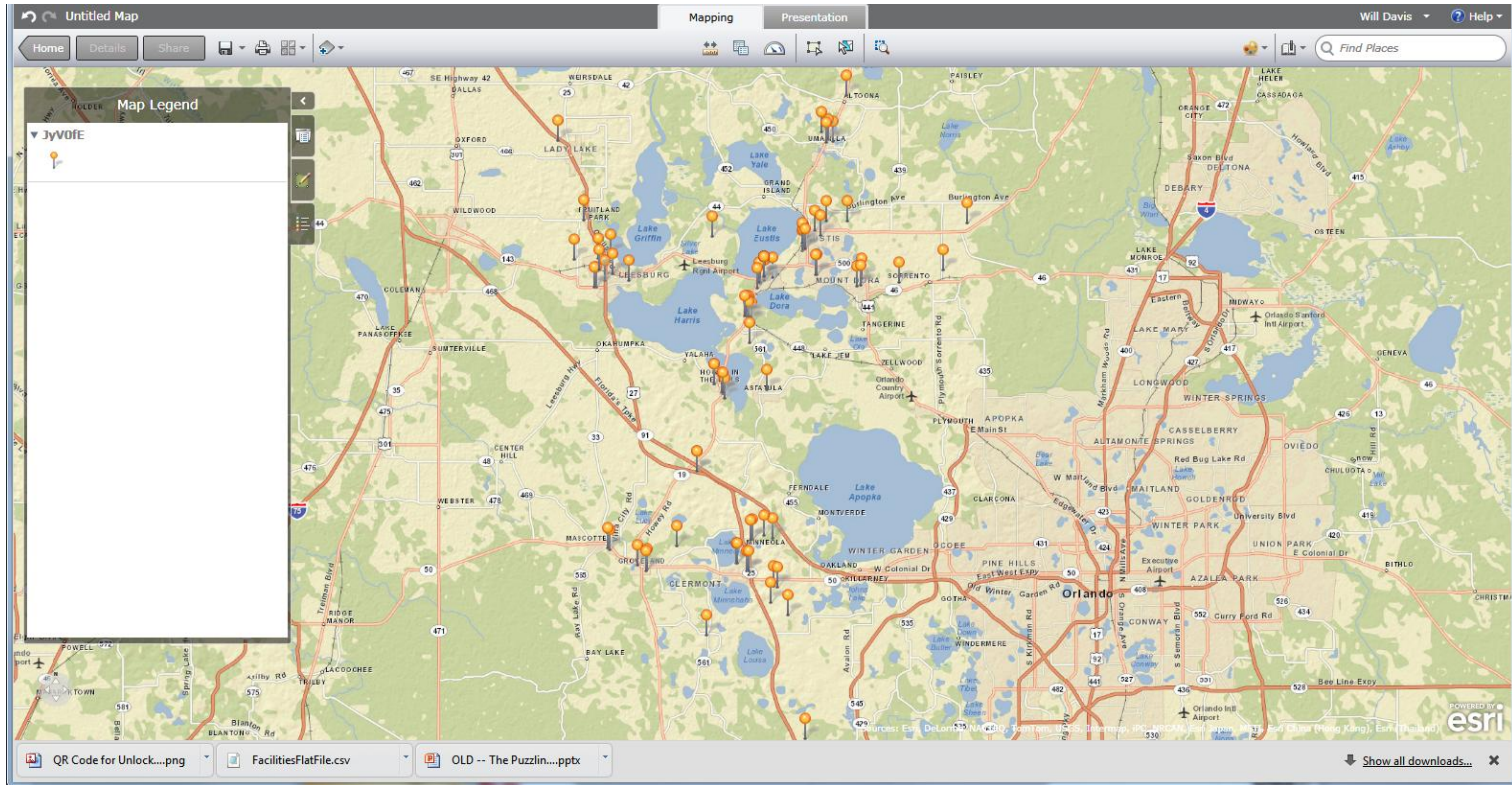


# Search for Online Content

The screenshot shows the ArcGIS Online interface. At the top, there are tabs for 'Mapping' and 'Presentation'. A search bar at the top right contains the text 'mino Real, Boca Raton'. The 'Add Content' panel is open, showing a search for 'Demographics'. A red box highlights the 'Add Content' button, and a blue arrow points to the search results. The search results list several map services, including 'USA Median Household...', 'USA Population Density', 'USA Median Age', 'USA Diversity Index', 'USA Median Home Value', 'USA Unemployment Rate', 'USA Population Change...', and 'USA Labor Force...'. A pop-up window for 'USA Population Change 2000-2010' is displayed, showing a thematic map and a description: 'This thematic map indicates the annual compound rate of total population change in the United States from 2000 to 2010.' The pop-up also includes options for 'Service Details', 'Zoom To', and 'Add sublayer as features'. The background map shows an aerial view of a residential area with a lake and boats.



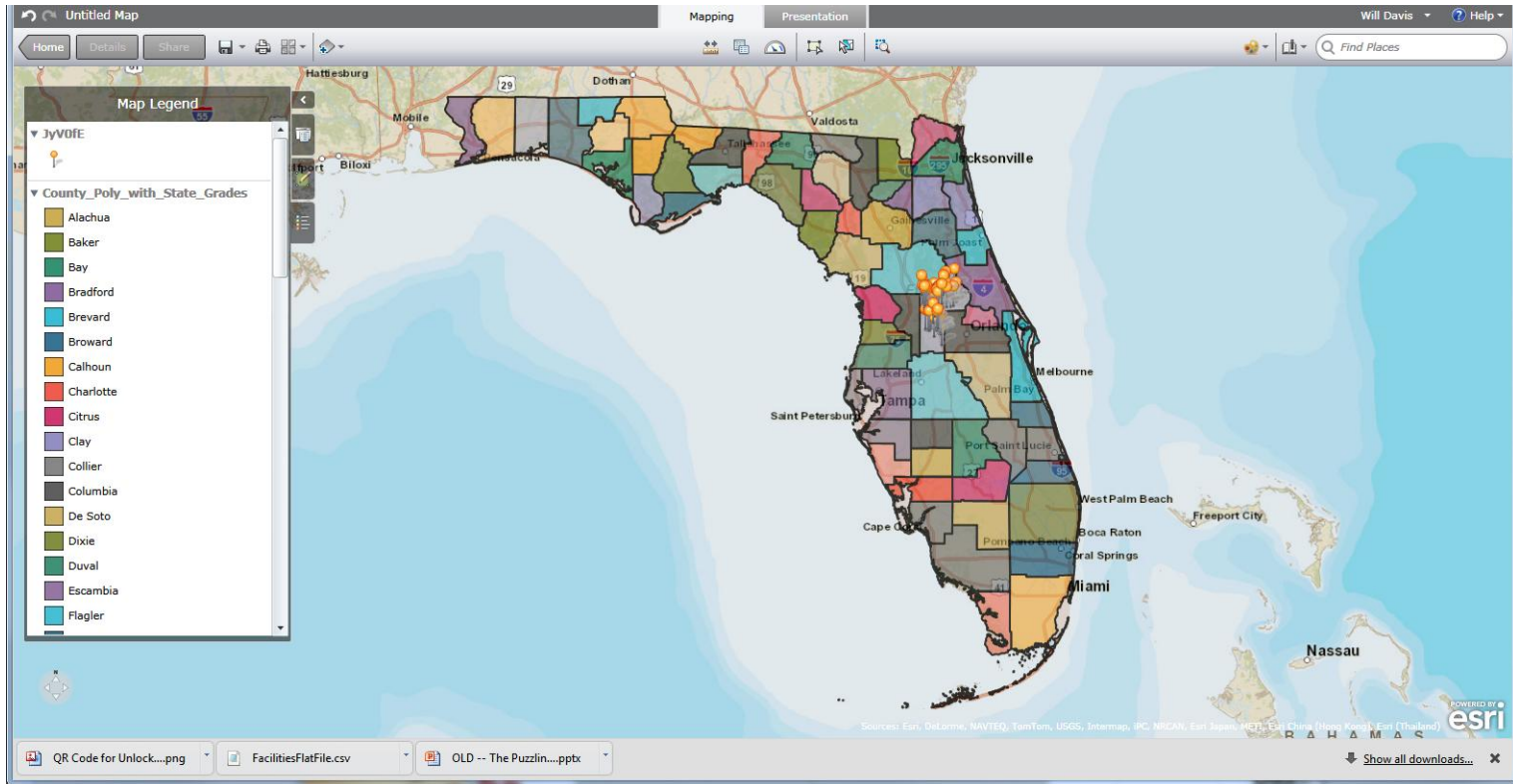
# Working Exercise – Add CSV File



<http://gis-mapsvr.lake.k12.fl.us/Maps/Presentations/FacilitiesFlatFile.csv>

<http://bit.ly/JyV0fE>

# Working Exercise – Add ShapeFile



[http://gis-mapsvr.lake.k12.fl.us/Maps/Presentations/County\\_Poly\\_with\\_State\\_Grades.zip](http://gis-mapsvr.lake.k12.fl.us/Maps/Presentations/County_Poly_with_State_Grades.zip)

<http://bit.ly/NUg2I3>

# Is ArcGIS Online for me?



It doesn't seem to have any use for me



I like it but it's beyond my level of expertise



I'll be glad to share it with my GIS/IT staff



I see some utility in my own organization

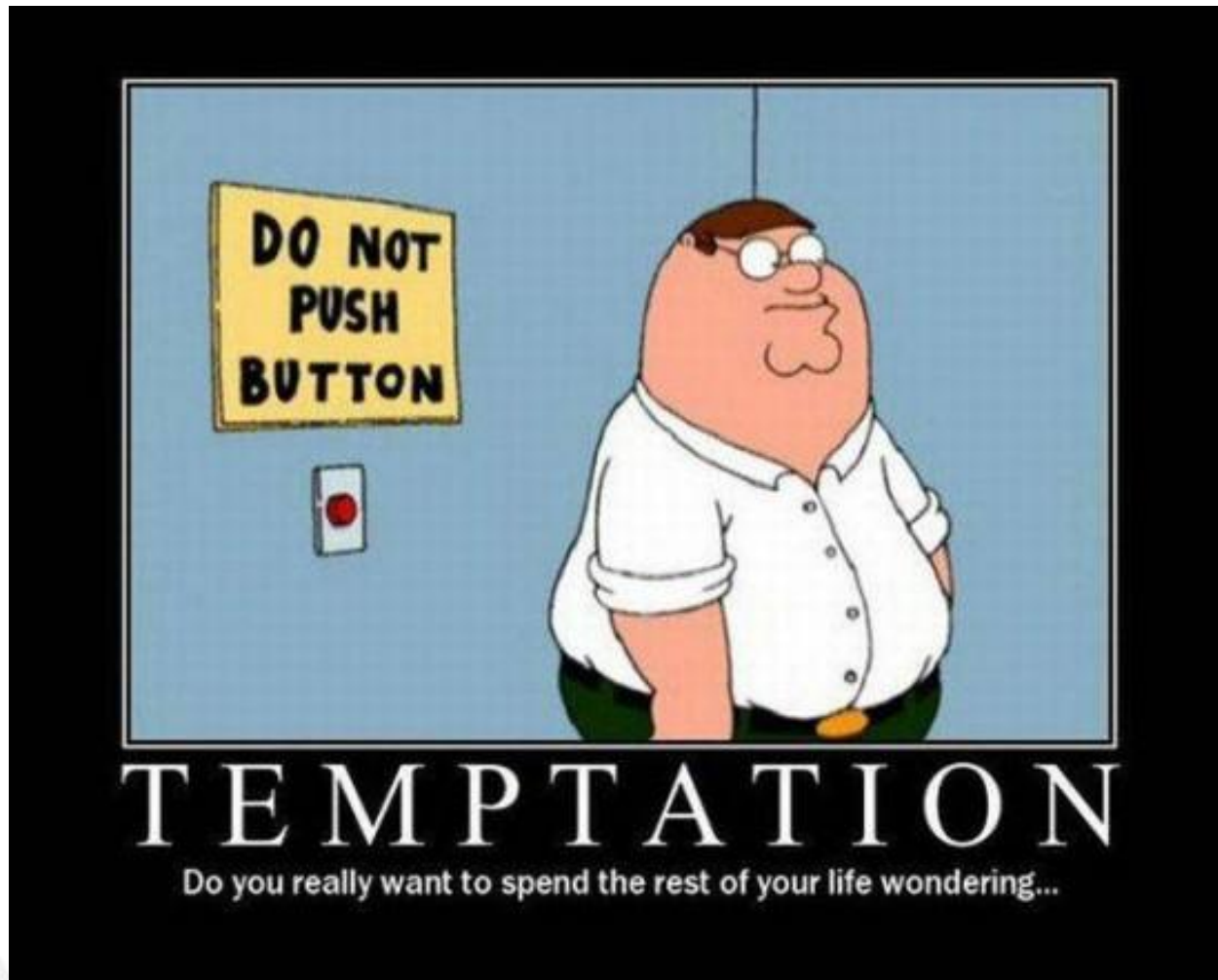


I see a need and I'm ready to start using it





# Presentation Takeaway



# Questions



# Contact & Presentation Information

Will Davis – [DavisW@lake.k12.fl.us](mailto:DavisW@lake.k12.fl.us)

<http://bit.ly/NeCQPK>



*QR Code to Download PDF Version of Presentation*

