

# ArcGIS is Now Online

There are many free and simple ways to access, contribute, or use online GIS content, such as through ArcGIS Online, ArcGIS Explorer Online, and the Community Maps Program. This video explains how to jumpstart and extend GIS projects quickly with the basemaps, apps, and other resources that are available through these programs.

<http://video.esri.com/watch/131/arcgis-is-now-online>

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## Video Transcription

**00:01** The next area we'd like to review is ArcGIS is online. So think about ArcGIS Online;

**00:07** ...let's do a couple framing components here.

**00:10** First, it's a place for you to find, share, and organize geographic content.

**00:18** And ArcGIS.com is that Web interface to those services.

**00:23** Have anybody of you logged in or used ArcGIS.com? Can I see some hands?

**00:29** I see about half.

**00:31** So, what I'm going to want to challenge you all today is I want to see you begin to go up and use these services...

**00:38** ...because there's a lot of content and information you can take advantage of right now.

**00:43** And we'll take some time now to review those components.

**00:48** There are three online elements of ArcGIS Online. Those are maps, applications, and resources.

**00:58** Maps, like Jen pulled in a map from ArcGIS Online and brought that into the desktop, allowing her to distribute that map...

**01:07** ...not only at the desktop but in the Web and mobile applications.

**01:11** She also was able to leverage an editing template that she found on ArcGIS Online.

**01:19** There are applications you can take advantage of off the bat for discovery and presentation.

**01:25** ArcGIS Explorer Online is one of those, and if you haven't been to that location yet and started to utilize that tool...

**01:33** ...I'd consider taking that trip there tonight.

**01:37** And take a look at ArcGIS Explorer Online.

**01:39** I think you'll be surprised at what you can do in terms of leveraging the content and services

there.

**01:46** There are additional resources with ArcGIS.com that you can begin to utilize off the bat as well.

**01:53** It's a place where you can do some data storage.

**01:56** It's a place where you can create and join a group if you want to be able to start sharing information...

**02:03** ...with your coworkers or colleagues about a given geographic area or problem.

**02:08** Also the ability to leverage and find templates. And we'll be reviewing two of those today.

**02:15** So, let's take a little deeper dive now into the elements about the maps that are available for you.

**02:23** We begin by looking at the basemap. And this is the place that's fundamental for anything that you do.

**02:31** And we understand the importance of having the ability to have a basemap available.

**02:36** We've taken the time to create some core basemaps for you to leverage.

**02:43** These are ArcGIS Online and they're map services that you can bring in.

**02:48** These are streets, topographic features, imagery, and also different types of demographic content.

**02:55** Think about when you began a project only a few years ago.

**03:00** To begin the project, oftentimes you had to assemble a basemap; you had to create that basemap.

**03:06** What did you do? You went to a government site probably, and if you're building an elevation surface...

**03:12** ...you'd grab that digital data, combine those quad sheets together, and then build a surface.

**03:21** Once the surface was complete, then you'd have to build your cartography to represent that.

**03:27** Then you're ready to go. Now I can start my project.

**03:30** Well, here's the place where you can do a jump-start for this type of information.

**03:35** These are available worldwide in seamless multiscale services.

**03:44** I understand that many of you already might have a basemap...

**03:47** ...but consider how could you use some of these basemaps for different applications.

**03:52** Say you're in a community and you have a mutual aid agreement with another neighboring county...

**03:58** ...or you're working outside of your jurisdictional boundary but you want to share the information...

**04:04** ...that you have with other people.

**04:06** You could take one of these basemaps since these are seamless and available worldwide, put your data on top of that...

**04:12** ...and then publish that and make that information aware to your neighbors next door.

**04:18** They could then enter in their information on top of that as well.

**04:22** So it's a place for collaboration and discovery. Many of these basemaps are free...

**04:30** ...a wealth of content for you to get started.

**04:33** I also can look at this example of socioeconomic content.

**04:37** Maybe that's something you might not typically have in your organization but you want to take that and do a quick look at.

**04:46** I've placed some facilities that I want services in my county for people to have access to.

**04:51** By looking at that basemap layer that I didn't have before...putting my locations on top of that...

**04:58** ...I might be able to start to see and begin to understand do I have the correct location for these facilities?

**05:05** But it's a place for you to jump-start your activity and discovery, a place for you to collaborate.

**05:13** An important element is not only the basemap and the services that are there but how you...

**05:19** ...the GIS community, can contribute to that.

**05:23** We've come up and initiated a new program, the Community Basemap Program.

**05:29** What is the Community Basemap Program?

**05:30** Well, it's interesting because it relies upon you, the GIS community.

**05:38** You maintain and collect the most accurate and authoritative information about the areas that...

**05:45** ...you live and work and gather information.

**05:49** What we're asking you to do is consider looking at how you can contribute some of that information to this basemap program...

**05:58** ...and share that to the world so everyone can have access to multiscale worldwide sets...

**06:06** ...of basemap services that are authoritative and up to date.

**06:11** So, what does that all mean?

**06:13** It means you providing a copy of the information that you have, you create a...

**06:20** ...you take your data and put into an MXD, a template that we make available to you.

**06:27** You then create a cache of that on ArcGIS Server and provide us that...a copy of that cache.

**06:34** We don't own that; we don't maintain it. You all do. And then we just publish that map service free for everyone to use.

**06:42** So the community gets to leverage...the information that you have.

**06:48** It's an interesting concept, and we'll be describing that a little bit more in some of our demonstrations or if you...

**06:55** ...have ideas of how you would like to share, feel free to discuss that with us today.

**07:00** The components are the Community Basemap template; pour your data into that.

**07:06** It's like an MXD that has a simple set of uniform map features and styles.

**07:13** So, even if you don't contribute to the program, you can begin to leverage those common map styles that allow you to...

**07:20** ...publish a rich map service. We have several elements that we're working on right now.

**07:26** We've completed the topography, and we're also reaching out to you all now about streets and imagery.

**07:33** We have a few organizations in the state that have contributed to this already. Pasadena is one as well as San Francisco...

**07:41** ...and I think we'll be seeing maybe one of those two today in a demonstration.

**07:48** So, without further ado, let's go ahead and review the basemap and the Community Basemap Program.

**07:54** Alright. Well, let's take a look at the basemaps that are available with ArcGIS Online.

**08:00** First of all, how many of you have used ArcGIS Explorer Online? This is the application that I have up right here.

**08:06** Alright, just a few of you. How many of you have used ArcGIS Explorer Desktop?

**08:11** Okay, more of you have so ArcGIS Explorer Online is a complement to ArcGIS Explorer Desktop.

**08:19** And you don't need to download anything. It is a Silverlight client that you can begin using.

**08:24** And one of the things that I can do with ArcGIS Explorer Online is create a presentation.

**08:29** So, let's take a look at this presentation that I've got in here...about the world topographic basemap...

**08:36** ...and that is the basemap that Tony has mentioned.

**08:39** And that is actually a unique map in that a lot of the sources of that map are actually government sources.

**08:47** So I have data in here coming from a number of federal agencies, such as USGS and U.S. EPA...

**08:56** ...as well as National Park Service, for example, but also state and local agencies.

**09:02** So, for example, here is the city of Pasadena, and if we zoom in to Pasadena City College...

**09:08** ...you can see the level of detail that is available on the map.

**09:15** You can see the actual locations of trees that they've got in Pasadena as well as parking spots on campus.

**09:24** Of course, Rose Bowl is also in Pasadena, so you can take a look at the level of detail here...

**09:29** ...and what I want you to pay attention to as well is the symbology on this map.

**09:35** Now, let's take a look at San Francisco, and let's zoom in to Golden Gate Park.

**09:41** Again, immense level of detail, actual locations of trees, parking lots, and tennis courts.

**09:48** But notice one thing; the symbology is the same.

**09:52** So, we're using that Community Basemap template to pull a variety of sources together into one seamless basemap.

**10:01** And here we are in Redlands, California, where we are now, and we can take a look at the Esri campus.

**10:08** So, we are right here in Building Q right now, and if you're wondering where lunch is, it's in the Café.

**10:18** So, you'll walk out the door; the first building to your right is the Café. So, here we are; we used the map to get around.

**10:29** So, a topographic basemap is not the only basemap that is certainly available.

**10:37** Another one that we have available is the imagery basemap, and that one, too, is compiled from a variety of sources.

**10:45** It's got at least one meter or better imagery anywhere in the United States.

**10:51** Here we have San Diego, California, a very high-quality image here.

**10:56** And also we've got commercial providers such as GeoEye Image that you see right here...

**11:03** ...that is part of the basemap.

**11:05** In addition to those two maps, we have thematic maps such as demographic data, the geologic map for North America...

**11:14** ...as well as content from other providers such as Bing Maps and OpenStreetMap.

**11:22** So when you are looking for that background framework...for that visual framework for your map, consider ArcGIS Online.

**11:30** You can use it in Web applications, and you can use it in desktop.

**11:33** Don't forget that you can add it to ArcMap, and Jen has shown you how to do that.

**11:38** So, let's take a look at how we can use these basemaps in applications.

**11:46** So, if I go to ArcGIS Online, one thing that you have in here is the gallery.

**11:52** So within the gallery, you have access to maps and apps that Esri has provided as well as those that users like you have provided.

**12:02** So there is one map that I find particularly interesting, and that is Healthy Food Access map.

**12:09** So, let's take a look at that map. Again, I'm viewing it in a Web application, but this time, it's a different application.

**12:17** It is not ArcGIS Explorer Online; it's the ArcGIS.com Viewer.

**12:21** So, let's zoom in to Redlands, and this is what this map is showing.

**12:28** Every neighborhood has been designated with a dot, and it's either a red dot or a green dot.

**12:35** And red indicates that there is no easy access to fresh food, such as fresh fruits and vegetables within one mile.

**12:43** And the green dots indicate that there is such access, and actually this data is available for all of the continental United States.

**12:52** So one thing that we have done in here is we have put together a basemap from ArcGIS Online with another service.

**13:01** You can save this map to your account, so...before I can save that, it'll ask me to log in.

**13:09** How many of you do have a Global Account with Esri?

**13:15** Alright. Hopefully most of you do cause that is one way that you can access information specific to you.

**13:22** But how many of you have linked that account to ArcGIS Online?

**13:28** Alright. Good. So in order to save maps that you create into your account and upload your data and be a member of groups...

**13:38** ...you need to link your Global Account to ArcGIS Online, and the first time you log in, it is going to ask you that.

**13:44** So, now that I'm logged in, I'll create the title for this map.

**13:48** I have to provide the tags, and the tags are a way for us to search for the data that other users have uploaded.

**13:57** So, once the map is saved, I will have the ability to share it.

**14:02** And I can share it with either everyone or people within a specific group.

**14:10** Another thing that I can do though is, if I share it, I can embed it in a Web site, my own Web site...

**14:18** ...or I can create a Web application out of it.

**14:21** So, if I embed it in a Web site, it provides this code for me that I can copy and then, if I minimize this...

**14:31** ...can go to Create a New Text File.

**14:34** Let's call it Healthy Food and give it the HTML extension so that we can view it in a Web browser right away.

**14:45** And I'll just simply paste the code that I copied from ArcGIS Online, and now I can run this file in a Web application.

**14:54** So this is simply an HTML file, but I've got that map viewer and all the services that were a part of it...

**15:02** ...and it's a good start for me to start to develop a personal Web site, but I also have the ability to make a Web application.

**15:12** And this is where you have access to a variety of templates that you can use to begin creating your Web application.

**15:21** So it's a little bit more refined and provides you a better start for designing your own applications.

**15:30** And there's instructions on how to use every one of those templates in ArcGIS Online.

**15:35** So next what I want to show you is how you can get access to those Community Basemap templates.

**15:43** And within ArcGIS Online there is a link to [ArcGIS] Resource Center.

**15:47** On the [ArcGIS] Resource Center, you have access to help and resources for all of our products...

**15:55** ...specific functions within products, as well as user communities, and one of the user communities is the Community Basemap.

**16:02** So, first of all, within here, we have access to this layer that shows the participants in the Community Basemap Program.

**16:12** So you can see those agencies that are neighboring agencies that have started to provide their data to us.

**16:21** And, hopefully, some of you will consider doing it as well.

**16:25** So that way, we'll take that information and upload it in our servers...

**16:30** ...and it will be available to you in your own map applications that you want to serve to your customers...

**16:36** ...as well as anyone else working within your area.

**16:39** So, what do you get with the Community Basemap?

**16:42** Well, if we go to the galleries, there is a link to templates and tools here, and there is a lot of helpful PowerPoints and links...

**16:53** ...but one of the things is the actual template.

**16:57** So, once you download this, what you get is, you get a map document with all the symbology that you need.

**17:05** You get the data model. You get all the tools and scripts that you need to put together the Community Basemap.

**17:12** And I've got the download available right here; actually this sample dataset is the dataset for Redlands.

**17:18** So this is what you get; you get several group layers within here that each have the symbology specific for that scale.

**17:27** So you can take your data and put it within this data model...

**17:32** ...and I want to encourage you to do that even if you don't have every one of those layers.

**17:37** So, if you don't have trees, it's okay; you can still take advantage of that Community Basemap for your own use.

**17:44** And then also, you can work with us to upload the data, and actually what you upload is not data.

**17:53** I say data, but it's not the data that you provide to us; what you provide to us is the caches from ArcGIS Server.

**18:00** So, we don't store your data; we don't maintain your data; we don't get your data.

**18:05** You keep your data; what we keep is a picture of your data for use as the visual framework for yourselves and others within your area.

**18:16** Okay? So, let's go back to the slides right here. Back to Tony.

**18:24** Great. Okay. So did you see the availability of the rich content that you can have on ArcGIS Online?

**18:35** There's the basemaps; it's also most importantly, it's the ability to contribute that content...

**18:42** ...as maps or part of the Community Basemap Program.

**18:46** I have several agencies and state government that are contributing a wealth of maps...

**18:52** ...and I am also reaching out to you all to contribute maps and Community Basemaps as

applicable...

**18:58** ...because we're trying to leverage what it is you have and share that with the community.

**19:08** There are additional components on ArcGIS Online, and we'll go into another demonstration in a second.

**19:14** But the components allow you to do things like share layers and map packages.

**19:19** And we saw a little bit about that already in our demonstration this morning with...by Jen...

**19:24** ...the ability to take some of the content and create mashups and presentations...

**19:30** ...or embed some applications into your things that you're trying to do.

**19:35** Finally, the online storage and other resources that are there.

**19:39** Instead of me describing additional components, let's jump into our second demonstration.

**19:44** So, let me go and open a different map document in here...

**19:50** ...and what I want to show you is how you can work with ArcGIS Online data within ArcMap and how you can share your data...

**20:00** ...more than just the basemaps with the general public as well as a particular group of colleagues.

**20:10** So, what I have in here is a map showing some data for DuPage County, Illinois...

**20:15** ...and what I'm working on in here is the capital improvement projects for the year.

**20:22** So, first of all, what I want to do is I want to add a basemap. So, let's go ahead and do that.

**20:28** And one thing I want to point out is we know this Add Data button, and that button is still there at 10...

**20:35** ...but if you notice, there's a little drop-down next to the Add Data button...

**20:40** ...and what that allows me to do is add data that is local, add a basemap, or add other data from ArcGIS Online.

**20:50** So, first, let's go ahead and add the basemap.

**20:53** So, let's go ahead and add the topographic layer that we've been looking at.

**20:59** So, we'll have a little bit of a better idea of where we're working within that area.

**21:06** So, now I can start working with my capital improvement locations...

**21:10** ...but what I actually want to do is I want to analyze whether...

**21:15** ...any of these proposed capital improvement projects are going to interfere with the recreational facilities within the area.

**21:22** And I don't have all of the data locally, but a colleague of mine has uploaded the bikeways

layer to ArcGIS Online.

**21:31** So, let's go ahead and search for that.

**21:35** So, notice that I'm signed in to my account...

**21:38** ...and that will allow me to see not just public data but also private data that has been shared with a group that I'm a member of.

**21:47** So, let's search for bikeway, and Adam, the colleague of mine, has uploaded this bikeways layer package.

**21:58** And a layer package is different from a map service in that once it comes in, it is actually downloaded to my desktop...

**22:08** ...and you can see the link in there. It's a little bit hard to see...

**22:12** ...but it is a file geodatabase that has been downloaded to my machine.

**22:17** So, right now, I've got the data, the symbology, everything local so I can use that data just like...

**22:27** ...as if it was the data that started out locally on my machine.

**22:30** So what I want to do is I want to select those capital improvement projects that are within 200 feet of the bikeways layer.

**22:44** So you can see on the bottom there, I've got two features selected, so let's go ahead and zoom to those.

**22:51** And take a look at those.

**22:54** Zoom to Selected Features.

**22:56** You can see I've got these two features selected. I can identify, I can edit them, if I'd like.

**23:03** So, so far, I've shown you how you can use resources that are available on ArcGIS Online.

**23:09** You can have basemaps that just give you the visualization framework of where you are, where you're working.

**23:17** And we can also get the data that other users have created and made available...

**23:24** ...but I haven't shown you yet how you can put the data on ArcGIS Online.

**23:29** So, let's take a look. I want to just take this capital improvement projects layer and create a layer package out of it.

**23:37** So I will validate the layer to make sure that there is nothing in there that would interfere with it being uploaded and then share.

**23:46** I have to provide the summary, so I'll say this is CIP Projects for 2010. I'll provide the tags.

**23:54** This is DuPage at CIP. I have to provide the tags.

**23:59** It won't allow me to upload without the tags 'cause that is the main way that we search for the data.

**24:06** And now I have a choice of whether to share with everyone or share with members of particular groups that I am a member of.

**24:16** And here's the DuPage County Capital Improvement Projects Group that I am a member of that I can just provide the data to.

**24:23** So, that way, it's not available for everyone. Now the data has been packaged. The little geodatabase is being created.

**24:32** And now it is accessible within my account and for everyone that is part of that group.

**24:38** So, let's go ahead and navigate to my content.

**24:43** And within here, this is the layer package that I have just uploaded, and it is only available for the group.

**24:50** So, I encourage you to use ArcGIS Online for sharing with your colleagues.

**24:55** You don't have to make the data available to everyone right away...

**24:59** ...and also certainly do contribute to the Community Basemap if you are able...

**25:05** ...and continue using the basemaps in Web applications and in ArcGIS...and in ArcMap.

**25:11** Tony, back to you.

**25:13** Okay. Great. Switch you over.

**25:16** Alright. There we go.

**25:24** So, with ArcGIS Online, there's a number of things that we've demonstrated and showed.

**25:29** First, it's free and ready to use, and this is the resources of leveraging the cloud and those applications.

**25:38** Beginning to look at your workflow and how can you contribute content and start to access information as you need.

**25:47** It's one of those great places to share your maps and your knowledge. Again, it can be made available to everyone...

**25:54** ...or the ability, as Katja showed...

**25:57** ...to create a group and share that information only with groups that need to complete a project.

**26:04** The participation with the GIS community; this is the place where it can happen.

**26:10** This is the resources and the information that you can use day to day.

**26:15** Finally, begin to use ArcGIS.com.

**26:18** Go there and start leveraging it, and you'll be hearing us talk about that again throughout the day.

**26:23** But it opens up GIS to everyone...

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