

Heat StoryMap	
Project Title: Phoenix Heat Story Map	Project Leader/Manager: Anna Bettis
Anticipated Project Start Date: April 30, 2022	Estimated Completion Date: August 31, 2022
<p>Purpose of Project: Create an engaging and creative storymap that empowers people to build heat-ready communities and improve their quality of life with stories, easy-to understand data, and resources.</p>	
<p>Background: While many mapping tools have been developed in recent years that look at tree canopy, urban heat and air quality for the Phoenix Metro Area, they have not been accompanied with a compelling narrative or call to action. For example, the City of Phoenix has developed a Tree & Shade Prioritization Mapping Tool, where users can explore data layers, but then need to come up with their own conclusions. To spur action, we need to present the latest data in a user friendly manner and tell the story about Phoenix’s urban challenges (extreme heat, air pollution, water security, environmental inequality), as well as offer an inspiring vision for the future with tangible solutions that will get us there.</p> <p>Our new idea proposal is to develop a StoryMap, an online application that enables you to share maps in the context of narrative text and other multimedia content. The StoryMap would have interactive maps with legends, text, photos, video, as well as provide a variety of functions, such as swipe, pop-ups, and time sliders, that helps users explore the content. This tool has been deployed in urban conservation programs in other TNC chapters, such as Chicago, IL and Bridgeport, CT, as well as for public dissemination of TNC reports, such as Planting Healthy Air.</p>	
<p>Scope Considerations:</p> <ul style="list-style-type: none"> • At a minimum, use census tracts (not just zip codes), but the preference would be to use parcel data (TNC to provide GIS support on the project) • Functionality: Being able to type in an address and see how your neighborhood compares heat-wise to a typical “hotter” vs. “cooler” community (note was to assess how we get the address lookup to work on the technical side) 	
<p>Deliverables: ArcGIS page with interactive maps with legends, text, photos and video including credit to partner organizations.</p>	

Email: anna.bettis@tnc.org