



# Connecticut Department of Energy and Environmental Protection



# Story Maps: A Public Outreach Tool for Water Quality Programs in Connecticut

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Rebecca Jascot

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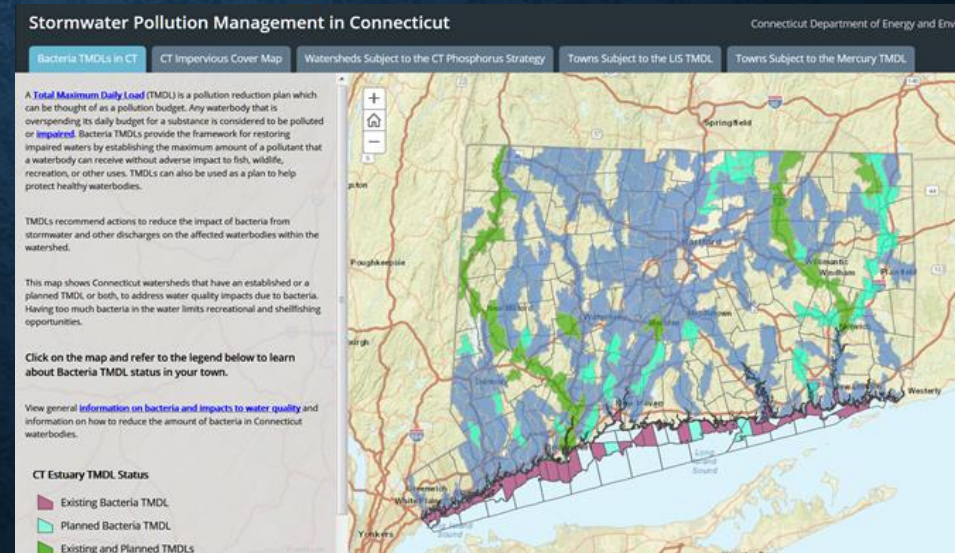


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# Story Maps: A Public Outreach Tool for Water Quality Programs in CT



## STORY MAP EXAMPLES





# Story Maps: A Public Outreach Tool for Water Quality Programs in CT



## Why Story Maps?

- Engagement and interaction
- Combines various forms of media
- User can view at their convenience
- Free with ESRI license



## Who?

- General Public?
- Regulated Community?
- Colleagues?



## Style Dependent on:

- Content
- Audience
- Many options available





# CT DEEP Story Maps: Examples

## Example A: Cascade Journal

- Engage and Educate
  - User navigates through entire story
  - Audience-general public
  - High quality images
    - Unsplash
    - Flickr



## Web Mapping Application

- Clickable layers
- Zoom ability

Disclaimer: CT DEEP does not endorse Canva, Unsplash, Flickr or any of the other free open source resources discussed in this presentation.

## Infographics

- Free!
- Graphic Design Templates
- Fonts
- Images
- Links and buttons

**KNOW YOUR H<sub>2</sub>O**  
 Connecticut's Triennial Review

Every three years, Connecticut reviews our Water Quality Standards to determine if revisions are necessary. The State requests public input regarding the current standards.

Changing Water Quality    Changes by the EPA    New Scientific information

**UNDER STATE AND FEDERAL LAW, CONNECTICUT IS REQUIRED TO:**

- 1 Provide a forum for discussion
- 2 Discuss new federal initiatives for water quality
- 3 Request suggestions for new or revised criteria
- 4 Request suggestions where guidance is needed
- 5 Discuss progress of ongoing efforts
- 6 Discuss strategies and timelines

**WHO DOES THIS AFFECT? YOU!**

- Agriculture (corn icon)
- Public Water Supply (water bottle icon)
- Fishing/Aquatic life (fish icon)
- Recreation (sailboat icon)
- Industry (factory icon)

**CHANGES RESULTING FROM THE TRIENNIAL REVIEW WILL BE IMPLEMENTED THROUGH A REGULATORY PROCESS**





# CT DEEP Story Maps: Examples

## Example B: Map Journal Builder

- Engage and Educate
  - Table of contents allows user to navigate sections within the map

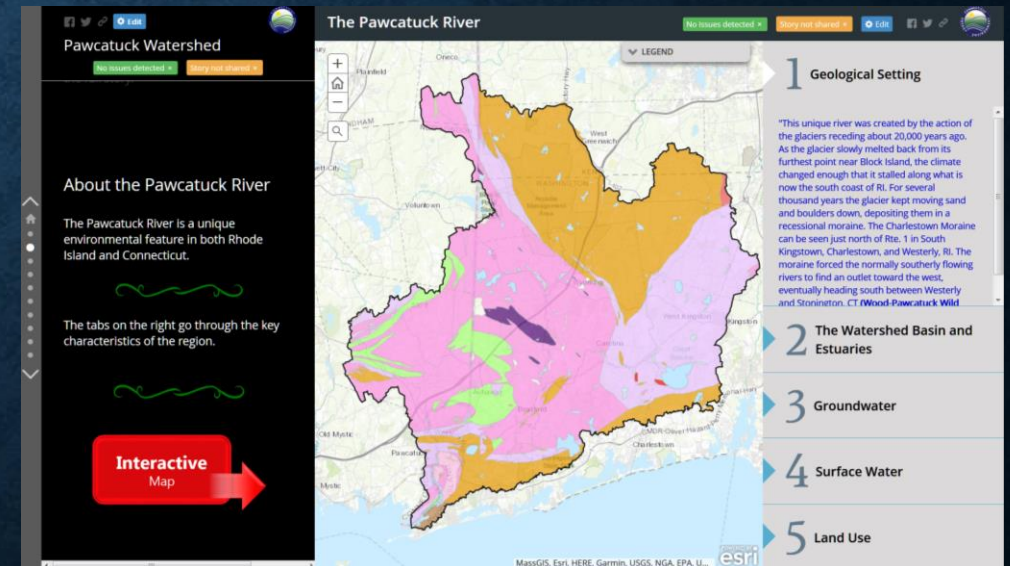
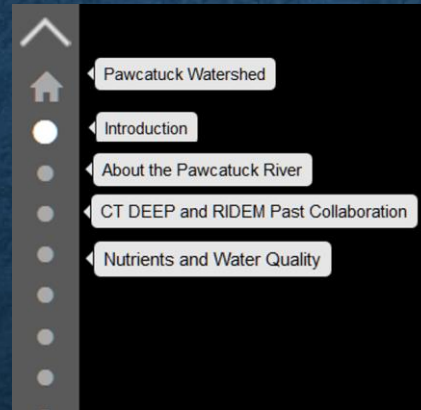
## Video

- Embedded code
  - Auto play
  - Loop
  - Auto Adjust Screen
  - Captions turned on

## Story map within a story map

(web map application)

- Slide Accordion Style
- Clickable / zoomable layers







# CT DEEP Story Maps: Examples

## Example C: Map Series Builder

- Persuade
- Less imagery
- Regulated community (MS4 communities)
- Easy to navigate-tabs by topic
  
- Zoomable layers with pop-ups
  - Display attributes of a shapefile
  - Images
  - Charts and graphs
  - Links to documents or web pages

**Stormwater Pollution Management in Connecticut** Connecticut Department of Energy and Environmental Protection

Bacteria TMDLs in CT | CT Impervious Cover Map | Watersheds Subject to the CT Phosphorus Strategy | Towns Subject to the LIS TMDL | Towns Subject to the Mercury TMDL

A **Total Maximum Daily Load (TMDL)** is a pollution reduction plan which can be thought of as a pollution budget. Any waterbody that is overpending its daily budget for a substance is considered to be polluted or **impaired**. Bacteria TMDLs provide the framework for restoring impaired waters by establishing the maximum amount of a pollutant that a waterbody can receive without adverse impact to fish, wildlife, recreation, or other uses. TMDLs can also be used as a plan to help protect healthy waterbodies.

TMDLs recommend actions to reduce the impact of bacteria from stormwater and other discharges on the affected waterbodies within the watershed.

This map shows Connecticut watersheds that have an established or a planned TMDL, or both, to address water quality impacts due to bacteria. Having too much bacteria in the water limits recreational and shellfishing opportunities.

Click on the map and refer to the legend below to learn about Bacteria TMDL status in your town.

View general information on bacteria and impacts to water quality and information on how to reduce the amount of bacteria in Connecticut waterbodies.

**CT Estuary TMDL Status**

- Existing Bacteria TMDL
- Planned Bacteria TMDL
- Existing and Planned TMDLs

**Impervious Cover by Town: Hartford**

Town Number	64
Town Name	Hartford
Town Area (acres)	11,553.70
Town Area (Sq. Mi)	18.05
Total Impervious Cover (acres)	5,287.40
Total Impervious Cover (%)	45.76
Buildings IC (acres)	1,435.98
Other IC (acres)	2,697.69
All Roads IC (acres)	1,153.73

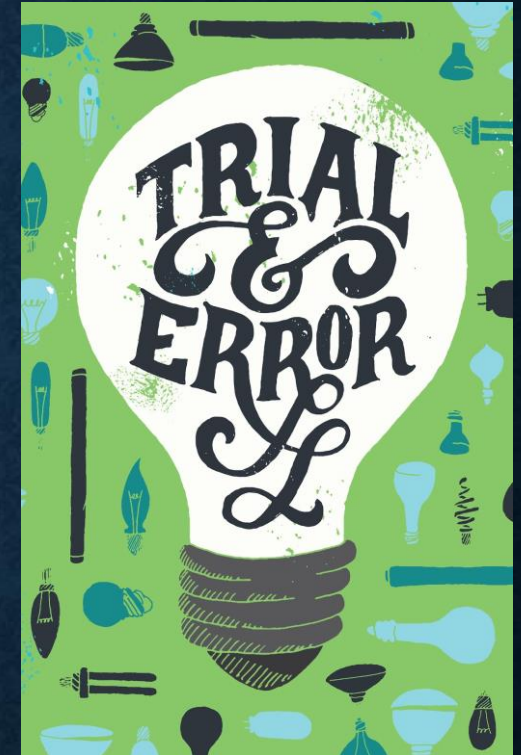




# CT DEEP Story Maps: Lessons Learned

## Roles, Groups, and Ownership settings

- User role
  - “GIS User” (limitations) vs “GIS Tech” (offers more flexibility for development)
- Creating groups
  - Good for collaboration with colleagues
  - Can allow members of the group to make edits to the maps
- Ownership
  - The creator of the map is the owner difficult to change after it is created. ArcGIS online assistant- useful to manage AGOL files and copy from one user to another.







# CT DEEP Story Maps: Lessons Learned

## Hyperlinked text

- Gets lost on web page
- Best to hyperlink an image

The story map and **ALL** of its components must be made public for everyone to see it.

## Not everyone likes story maps

- Offer information 2 ways
- Host story map on web page
- Provide web page / “library” of documents







# CT DEEP Story Maps: Useful Resources

## Free High Quality Images for Commercial Use

- [Unsplash](#)
- [Some Flickr](#)  
([search the commons](#))
- [Pixabay](#)



## Free Infographic Templates

- [Canva](#)
- [Piktochart](#)
- [Visme](#)
- [IAN-](#) University of Maryland  
Images, Videos, Symbols

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## ESRI Resources

- [How to Make a Story Map](#)
- [ArcGIS blog](#)
- [ArcGIS Online Assistant](#)





# Questions?



**Rebecca Jascot**

Water Quality Program  
Environmental Analyst

Water Planning & Management Division  
Bureau of Water Protection and Land Reuse  
Connecticut Department of Energy and  
Environmental Protection

79 Elm Street, Hartford, CT 06106

860.424.3865

[rebecca.jascot@ct.gov](mailto:rebecca.jascot@ct.gov)