

## Week of 10/03

### Press coverage:

#### Brand:

- **Trajectory Magazine:** Editors highlight Esri's participation in the NOAA and NWS Weather-Ready Nation Ambassador initiative. *"As NOAA migrates toward more GIS use and visual mapping displays, Esri's contributions of story maps and web apps for safety campaigns will be more significant."* They also call out Esri's partnership with Microsoft: "Esri's ArcGIS platform will be integrated into Power BI, a cloud-based set of business analytics tools **enabling enterprise users to create dashboards, reports, and data visualization.** Esri's ArcGIS Pro will be used for Microsoft Azure, **enabling GIS users to visualize, edit, and analyze geographic data in both 2D and 3D, as well as to share their work with others.**"  
[http://trajectorymagazine.com/got-geoint/item/2251-monday-news-kick-off-geoint-communitynews.html?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+TrajectoryMag+%28Trajectory+Magazine+Online%29](http://trajectorymagazine.com/got-geoint/item/2251-monday-news-kick-off-geoint-communitynews.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TrajectoryMag+%28Trajectory+Magazine+Online%29)
- **TheSiliconReview:** Esri tops the list of the 50 smartest companies of 2016: *"With deep investments in R&D, Esri has stayed at the forefront of continuously evolving computer usages patterns, starting with mainframe, desktop, server, enterprise framework, web/cloud, and mobile"*. <http://thesiliconreview.com/magazines/50-smartest-companies-of-the-year-2016/>
- **TheSiliconReview** The editors profile Esri as part of their coverage of the 50 smartest companies stating, *"Esri develops the most powerful mapping software in the world, ArcGIS, for private and public industries...Today, Esri's ArcGIS software seamlessly integrates aspects of client operations from streamlining data collection to enhancing business intelligence analysis and making sense data for informed and rapid decision making. ArcGIS is unique because it can be used throughout an organization to enhance workflows, communication, collaboration, and efficiency."* <http://thesiliconreview.com/magazines/seamlessly-integrating-all-aspects-of-client-operations-esri/>
- **Press Enterprise:** Reporter Sarah Emerson writes, *"government agencies are using Redlands tech company Esri's online platform ArcGIS to track the hurricane in real time...*Among the agencies seeking Esri's assistance is the National Geospatial-Intelligence Agency, which **launched a public website on Wednesday, [nga.maps.arcgis.com](http://nga.maps.arcgis.com), to track response efforts.** The National Oceanic and Atmospheric Administration is using Esri products in several ways, including **tracking anchorage of vessels in Jacksonville, Fla...**Esri worked with the Office of Coast Survey on a user friendly website called [nowcoast.noaa.gov](http://nowcoast.noaa.gov). " <http://www.pe.com/articles/esri-815293-frazier-hurricane.html>
- **CTV:** Canadian TV embedded Esri's Impact Summary map and the Hurricanes/Cyclones Story Map as well as the NOAA Historical Hurricane Tracks viewer, which uses ArcGIS technology. <http://www.ctvnews.ca/world/hurricane-matthew-tracking-the-crisis-and-impact-through-maps-1.3106672>
- **Phys.org:** NGA's site dedicated to tracking information related to Hurricane Matthew is based on ArcGIS Online. "From a special storm website crated by a US military agency to a state's interactive map of evacuation routes, the **authorities are mobilizing digital tools to help millions of people cope with the devastating passage of Hurricane Matthew.**"  
<http://phys.org/news/2016-10-military-website-extensive-hurricane.html>



- **Everything Long Beach:** Esri is hosting the Geography Lab: App Challenge on Saturday, October 8, 2016 during Long Beach's Innovation Week, along with Cal State University Long Beach and the City of Long Beach's Innovation Team: <http://www.everythinglongbeach.com/citys-bizport-launches-innovation-week/>
- **MSPoweruser:** Continued coverage of the Microsoft Esri partnership and the news of Esri technology inside PowerBI. This post features a video that takes readers through the capabilities of the new Esri features. <https://mspoweruser.com/september-power-bi-desktop-update-released-several-new-features/>

**Big Data: SATNews Daily:** Boutique firms such as SatSure are aiming to become players in the global EO Big Data world by taking this 'small data' route and focusing only on one market (agriculture in this case), making use of the freely available datasets through various government programs like the Landsat, Sentinel, MODIS, and EUMETSAT, while **partnering with giants like ESRI and SAP to gain customer access by using the visualization layer of these established platforms and integrating with their technology stack as the corresponding data layer.**

<http://www.satnews.com/story.php?number=635710844>

#### Conservation:

- **Mongabay:** Reporter Eric Hoffner mentions Esri in a list of JGI supporters in an article covering Jane Goodall's speech at the 2016 World Conservation Congress in Hawaii. Goodall remarks, "**JGI has excellent relations with Esri, Google Earth, Digital Globe, and NASA. Help from these organizations is enabling us to develop the most advanced technologies in the fight to help wildlife...**" <https://news.mongabay.com/2016/10/jane-goodall-on-zoos-and-tech-as-conservation-tools/>
- **Ohio Wesleyan University News:** Although ArcGIS is the platform of choice for this Ohio Wesleyan group of alumna, professors and students who are teaming up to preserve the rich ecosystem of Cost Rica, neither Esri nor ArcGIS is mentioned by name: <https://www.owu.edu/news-media/details/preserving-a-paradise-the-owu-connection/>
- **USDA blog:** Blogger Cody Sullivan of the U.S. Forest Service writes, "Now, through the US Forest Service's partnership with ESRI, the work Seilheimer and his colleagues did is **presented in an online and interactive story map, one of many produced by the US Forest Service through its continuous effort to develop new and engaging ways to share information.**" <http://blogs.usda.gov/2016/10/07/getting-a-new-perspective-on-the-great-lakes-water-quality/>
- **Unclimbed blog:** Esri PR worked with staff at Bell Media who are creating a docuseries of mountain climber and journalist Elia Saikaly as he attempts to ascend a previously unclimbed peak in the Himalayas. In his personal blog, Elia states: "**Our friends at Esri have put together an incredible 3D map and have even marked the summits using the GPS points we provided them with.**" There is also a Story Map explaining the climb on the Web site.
- <http://www.findinglife.ca/high-altitude-critical-thinking/>

**Drones: Drone Life:** Drone2Map for ArcGIS is mentioned as one of the "**major cloud-based drone data service providers** that are (mostly) drone agnostic" <http://dronelife.com/2016/10/06/5-tips-for-evaluating-online-drone-data-services/>

#### Education:

- **Free Technology for Teachers:** Blogger Richard Byrnes writes, "When most teachers hear or



read about Google Maps, Google Earth, **ESRI**, and other digital mapping tools they tend to think about social studies topics. ***While digital mapping tools are perfectly suited to social studies lessons, they can also be used in other subject areas including math, language arts, and science. Here are five types of stories that students can tell with digital mapping tools.***

<http://www.freetech4teachers.com/2016/10/5-types-of-stories-students-can-tell.html>

- **University of Arizona News:** Writer La Monica Everett-Haynes discusses a UA program designed to encourage careers with the U.S. Navy, in part because ***“powerful geographic information systems and technologies revolutionize planning and operations in the military...to encourage retention and engagement, students will participate in a number of immersive off-campus experiences and activities...Some will then [sic] have an opportunity to present their solutions during a **geospatial professional meeting, the Esri Federal User Conference**, to be held in February in Washington, D.C.”*** Research **scientist Karen Siderelis notes, “Geospatial technology is becoming the common operating platform for what happens on the land, in the air and at sea,”** <https://uanews.arizona.edu/story/ua-train-rotc-students-stem-work>

#### **Government:**

- **StateTech:** Esri user State of Michigan discusses how GIS cloud migration and the subsequent cloud service will result in a 30 percent cost savings. ***“Advanced GIS data already helps states do everything from tracking the spread of the Zika virus to assessing recent flooding in Louisiana.”*** <http://www.statetechmagazine.com/article/2016/10/cloud-solutions-simplify-gis-data-management-states>
- **Quorum Blog:** Esri start-up partner Quorum discusses its partnership with Esri, which enables advocacy professionals to ***“combine the full power of Esri’s GIS technology and data with Quorum’s legislative datasets and productivity tools”***<http://blog.quorum.us/access-thousands-of-esri-demographic-datapoints-in-quorum?hsCtaTracking=7a59d18f-3cd0-4f55-be27-b46d7f67c410%7C832137b5-6344-46ac-a82a-53fc90617b23>

#### **Maps & Story Maps**

- **ElTempo Newspaper:** The most popular Colombian newspaper features a story map created by Esri Colombia. <http://www.eltiempo.com/multimedia/especiales/herencia-de-la-vieja-violencia-desde-el-xix-se-habla-de-guerra/16711032/1>
- **MySanAntonio:** Map use: The Texas Department of Public Safety presented a report to the State earlier this summer which included an ArcGIS map of major smuggling routes along the U.S. – Mexico Border. <http://bit.ly/2dhWTim>

#### **Open Data**

- **White House Press Office:** Esri’s “Opportunity Enabler Tool” uses a series of opportunity indices from HUD along with other federal, state, and local data, to help make every user’s search for key resources easier, in particular for survivors of domestic violence, LGBT youth experiencing homelessness, and Americans returning to their communities after incarceration. <https://www.whitehouse.gov/the-press-office/2016/10/06/fact-sheet-opportunity-project-unleashing-power-open-data-build> additional coverage from:
  - **Newsroom America:** <http://www.newsroomamerica.com/story/600138/fact-sheet-the-opportunity-project-unleashing-the-power-of-open-data-to-build-stronger-ladders-of-opportunity-for-all-americans.html>
  - **El Journal:** <http://eijournal.com/news/business-2/esri-tech-empowers-wh-opportunity->

## project

### Smart Communities

- **eGov Innovation: Syndicated pick up of Esri – Singapore’s piece on the Future Cities Laboratory and their use of Esri Collector.** The article discusses how this mobile GIS survey platform integrates with the organization’s central database to create compelling visualizations of Singapore’s pedestrian and cycling networks:  
<http://www.enterpriseinnovation.net/article/analytics-helps-assess-singapores-walkability-71609811>
- **Data-Smart City Solutions:** Coverage from the Smart Cities event in Washington, D.C. last week. Esri is one of the partners in the UI Labs project to develop technologies that provide the Underground Infrastructure Mapping (UIM) Platform for the City of Chicago.  
<http://datasmart.ash.harvard.edu/news/article/beneath-the-smart-city-913>
  - Coverage with UI Labs from the Smart Cities event was also syndicated in **Built Worlds**  
<http://www.builtworlds.com/news/2016/10/5/dig-smart-ui-labs-unveils-tech-to-map-underground-infrastructure>
  - And **Construction Equipment Guide**  
<http://www.constructionequipmentguide.com/new-technology-to-create-new-underground-infrastructure-mapping-platform/30963>

### Tapestry

- **Biz Journals** reporter Mel Meléndez notes, “See which Broward County areas are most crime-riddled. 1. Hot zones It’s that time of year, when the Business Journal reveals the highest-crime areas by ZIP code in each of South Florida’s counties. We’re kicking off the package with the crime rates in 53 ZIP codes in Broward County, **according to recent data gathered by geographic information services provider Esri.**” <http://www.wopular.com/5-things-know-including-broward-zip-codes-most-crime>
- **Biz Journals** reporter Emon Reiser uses Esri data to report: “**You’re more likely to live or work in a high-crime area in West Palm Beach than any other city in Palm Beach County, according to recent data gathered by Esri.** Esri ranked crime rates in 50 ZIP codes in Palm Beach County.” <http://www.wopular.com/crime-stats-do-you-work-or-live-palm-beach-countys-highest-crime-areas>
- **TapIntoSpringfield:** Esri’s Tapestry Segment data was used to profile Springfield, Illinois.  
<https://www.tapinto.net/towns/springfield/articles/what-is-the-tapestry-of-springfield-how-does-it>
- **Albany Business Review:** A report by Esri and The Albany Business Review used indicators of affluence such as household income and average net worth, as well as material possessions and home values to rank the various zip codes in the Albany area:  
<http://www.bizjournals.com/albany/news/2016/10/03/wealth-here-the-richest-zip-codes-in-albany.html> The same story was picked up here:
  - **WGNA:** Esri data used to map indicators of affluence such as household income and average net worth, as well as personal possessions and home. <http://wgna.com/the-top-5-richest-zip-codes-in-the-518/>

### Water

- **Trenchless Technology:** In an article covering the aftermath of the Flint water crisis, reporter Andrew Farr notes, “The lead map is collaboration between DC Water and ESRI that displays



collected pipe material data for service lines based on permit records, water main tap records, meter records and maintenance, repair and replacement work. If available, DC Water has recorded the type of pipe material by the sections of the service line in public space and the portion from the property line to the building.” <http://trenchlessonline.com/examining-trenchless-relining-market-wake-flints-water-crisis/> Farr published a related story here:

- **Water Finance & Management:** <http://waterfm.com/whats-next-for-lead/>

#### Contributed content:

- **Marine Technology News: Esri's Guy Noll** discusses how the ArcGIS app Drone2Map transforms high-resolutions drone imagery into ready-to-use aerial data in the GIS platform: <http://www.marinetechologynews.com/news/drones-great-hydrography-539462>
- **American City and County Magazine: Esri's Chris Thomas** shares how GIS technology makes protecting and conserving the green aspects of our communities much easier: <http://americancityandcounty.com/blog/how-your-communitys-green-footprint-can-impact-our-future>
- **GovLoop: Esri's Jeff Peters is a featured blogger in this 12-week series** as the only private-sector blogger. The first blog discusses FITARA and how this program can benefit government: <https://www.govloop.com/community/blog/4-ways-fitara-working/>
- **University of Denver:** University College blog Esri's Joseph Kerski <http://www.duprofessionaled.com/index.php/university-college-faculty-teaching-spotlight/>

#### Interviews conducted:

- Government Exec/Defense One: GIS in Cybersecurity – reporter Aliya Sternstein interview with Esri's Brian Biesecker and Shane Cherry, and Misty Benjamin from Idaho National Laboratory. Article due to Esri for fact checking on October 11.
- MeriTalk – DOI answered questions on PREP
- Nature – Interviewing Dawn Wright, Monday, October 10

#### Activity next week:

- Hurricane Matthew continued coverage
- WAZE – Esri partnership announcement – Wednesday, October 12
- Dawn Wright speaking on climate change before President Obama at FRONTIERS conference on Thursday, October 13, 2016
- Invitations/interviews for GeoConX conference (Esri utility focused conference)
- Jeff Peters GovLoop blog due on October 12 (#2 in 12 part series).