

Tacoma's Green Living Guide:

promoting Tacoma's environmental assets

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City of Tacoma

WAURISA May 14, 2014

Communicating both a vision and existing conditions for sustainable practices

- What is Tacoma's Green Living Guide?
- Three primary goals of the Guide
- Target Audiences
- How we advertised this new feature

TACOMA
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Tacoma's Green Living Guide

An interactive story map of Tacoma that highlights 7 categories related to sustainability and the environment

TACOMA greenlivingguide

The Tacoma Office of Environmental Policy and Sustainability develops, promotes and implements sustainable practices through education, community partnerships and performance management. Tacoma is certified a 4 STAR sustainable community. Click on each icon in the map for more details.

Education

Green Building, Energy & Recycling

Green Infrastructure

Open Space

Sustainable Agriculture

Sustainable Purchasing

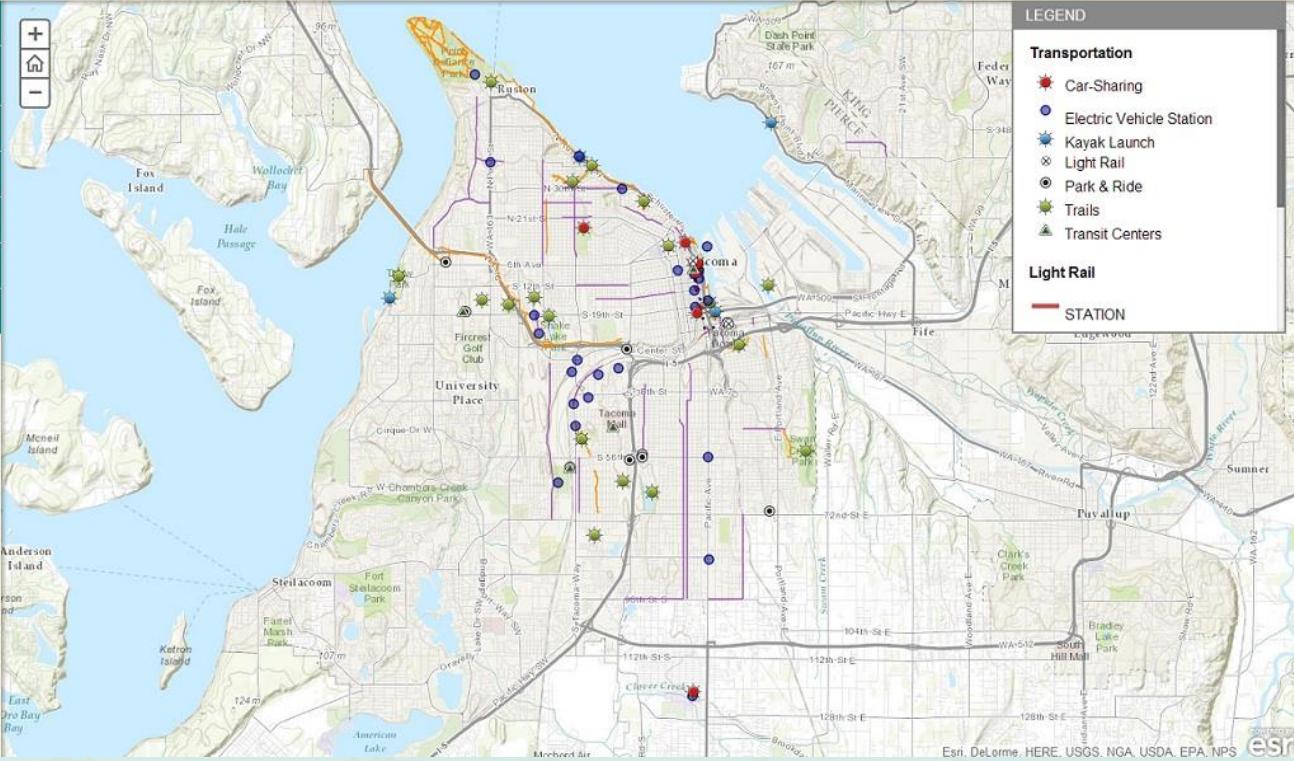
Transportation



Tacoma has a variety of transportation options, including public transit and active transportation such as riding a bike. When you do drive, local eco-friendly options include car sharing, park-and-ride lots, and electric vehicle charging stations.

For more information, visit the links below:

[Scott Pierson Bike Trail](#)
[Bicycle Resources](#)
[Tacoma's Walk Score](#)



Legend

Transportation

- Car-Sharing
- Electric Vehicle Station
- Kayak Launch
- Light Rail
- Park & Ride
- Trails
- Transit Centers

Light Rail

— STATION

Esri, DeLorme, HERE, USGS, NGA, USDA, EPA, NPS

Categories

- Education
- Green Building, Energy & Recycling
- Green Infrastructure
- Open Space
- Sustainable Agriculture
- Sustainable Purchasing
- Transportation



Goals of the Green Living Guide

- To **educate citizens** about sustainability-related resources in Tacoma
 - Gets people excited about how great Tacoma is; encourages community pride



Goals of the Green Living Guide

- To **promote the efforts** that have been taken thus far to encourage sustainability
 - Shows progress we've made
 - 7 categories show wide-range of sustainability



Goals of the Green Living Guide

- To **inspire community members** to be active in their community
 - Hopefully foster behavior change
 - Citizens can notice what's available to them
 - Also notice what's missing – areas for improvement



Target Audiences

- People who live & work in Tacoma
 - May be curious about what efforts have been made
 - May be looking for specific resources or answers
 - May just need a boost to make a lifestyle change
- Potential Tacomans
 - Great for someone who's unfamiliar with the area
 - Tool for Real Estate Agents
- Example for other cities



Getting the word out

- Debuted at the South Sound Sustainability Expo on March 1st
- Sent out over email via Tacoma's EnviroNews listserv
- Highlighted on City of Tacoma's main webpage
- Featured on the popular blog Exit 133

Important Features

- User friendly with clear organization
- Engaging: fun & interesting to interact with
- Very easy for OEPS staff to update
- Provide plenty of information for users to take further action



How to organize and review data

- Created a spreadsheet with all the information
 - Title
 - Category
 - Sub-category
 - Address
 - Longitude/latitude
 - Description
 - Hyperlink to more info
- Each category has it's own tab

A	B	C	D	E	F	G	H	I
67	Tacoma Community College (TCC) Transit Center	Transit Centers	Transportation	-122.525886	47.243346	S 10th & Midland	Transit Centers are central, convenient connection points for several different bus routes. Connections are timed so you can usually transfer between bus routes within a short time. Transit centers have well-lit, highly visible shelters, seating, telephones and travel information.	http://www.pierctransit.org/
68	Tacoma Mall Transit Center	Transit Centers	Transportation	-122.469603	47.213959	S 48th & Oaks	Transit Centers are central, convenient connection points for several different bus routes. Connections are timed so you can usually transfer between bus routes within a short time. Transit centers have well-lit, highly visible shelters, seating, telephones and travel information.	http://www.pierctransit.org/
69	Sounder Train - South Tacoma Station	Transit Centers	Transportation	-122.48594	47.203456	5655 S Washington St	Sounder trains travel between Lakewood and Seattle (making stops in South Tacoma, Tacoma, Puyallup, Sumner, Auburn, Kent and Tukwila). Sounder regularly runs weekday mornings and evenings, and also runs on weekends during select major weekend events such as Mariners and Seahawks games. Adult fares are between \$2.75 and \$6.25 depending on how far you travel.	http://www.soundtransit.org/Ride-Guide/South-Tacoma-Station
70	Sounder Train - Tacoma Dome Station	Transit Centers	Transportation	-122.425702	47.240404	424 E. 25th St	Sounder trains travel between Lakewood and Seattle (making stops in South Tacoma, Tacoma, Puyallup, Sumner, Auburn, Kent and Tukwila). Sounder regularly runs weekday mornings and evenings, and also runs on weekends during select major weekend events such as Mariners and Seahawks games. Adult fares are between \$2.75 and \$6.25 depending on how far you travel.	http://www.soundtransit.org/Ride-Guide/Tacoma-Dome-Station
71	Tacoma Link Light Rail - Tacoma Dome Station	Light Rail	Transportation	-122.426563	47.240388	424 E. 25th St	Tacoma Link light rail travels 1.6 miles through downtown Tacoma, making six stops along the way. Link trains run every 12 to 24 minutes depending on the time of day.	http://www.soundtransit.org/Schedule/Tacoma-Link-Rail
72	Tacoma Link Light Rail - Theater District	Light Rail	Transportation	-122.439998	47.256334	S 9th and Commerce St	Tacoma Link light rail travels 1.6 miles through downtown Tacoma, making six stops along the way. Link trains run every 12 to 24 minutes depending on the time of day. 2nd Cycle is a community cycle center which	http://www.soundtransit.org/Schedule/Tacoma-Link-Rail

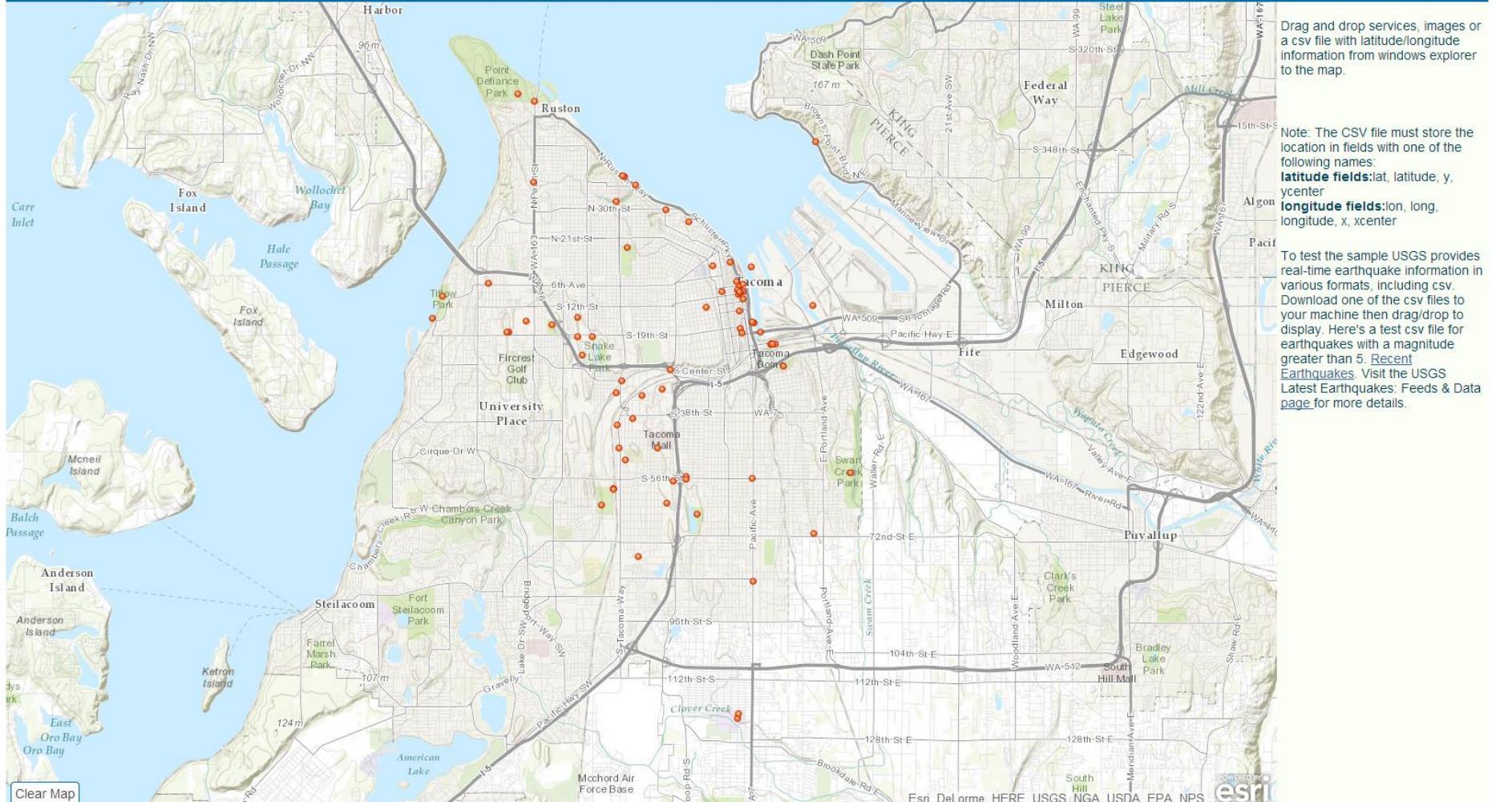
HOW: ArcGIS Online & a Story Map



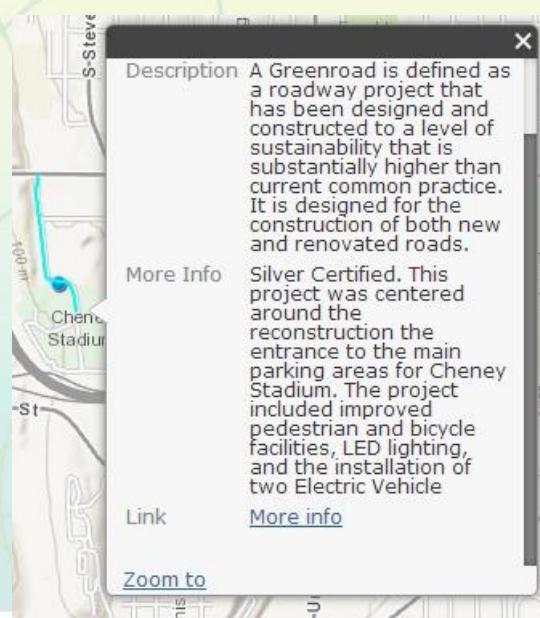
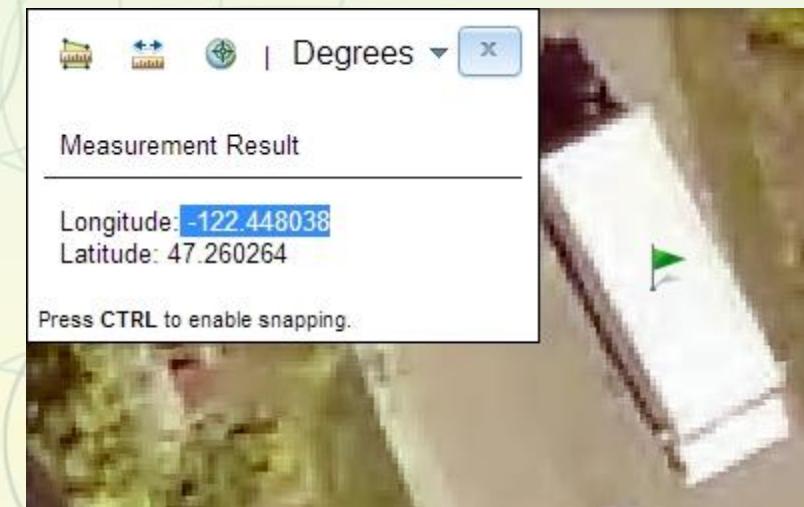
A	B	C	D	E	F	G	H	
1	Title	Sub Category	Category	Long	Lat	Address	Description	More info
2	The Tacoma Nature Center	Resources	Education	-122.493116	47.242274	1919 S Tyler St	The Tacoma Nature Center is a 71-acre nature preserve encompassing Snake Lake and the surrounding wetlands and forest. Stroll nature trails to observe native birds, animals and plants. Join exciting nature programs and summer day camps. Visit our collection of small animals including an observation beehive. Learn about landscaping with native plants and purchase them here May through October.	Open 9:00 am - 4:00 pm Monday-Saturday. Trails open daily from 8:00 am to 30 minutes after sunset.
3	EnviroHouse	Resources	Education	-122.500355	47.23116594	3510 S Mullen St	The City of Tacoma EnviroHouse is a permanent model home showcasing green building and natural landscape ideas, materials and techniques to create a healthy home and planet. The EnviroHouse champions the benefits of sustainable living and building practices to homeowners, builders, suppliers, landscapers, real estate agents and the general public, highlighting readily available products for new and existing homes and yards.	Open Wednesday - Friday from 10 AM - 3 PM and Saturday and Sunday from 11 AM - 5 PM.

← → C 🏠 developers.arcgis.com/javascript/samples/exp_dragdrop/ ⋮

Drag and Drop Demo



Step 1: Organize the data



Use Story Maps to Inform and Inspire Your Audience

Story maps combine interactive maps and multimedia content into elegant user experiences. They make it easy for you to harness the power of maps to tell your stories.

[WHAT IS A STORY MAP?](#)[!\[\]\(0230214116c86dbf511158ea2e1aae13_img.jpg\) FOLLOW US](#)

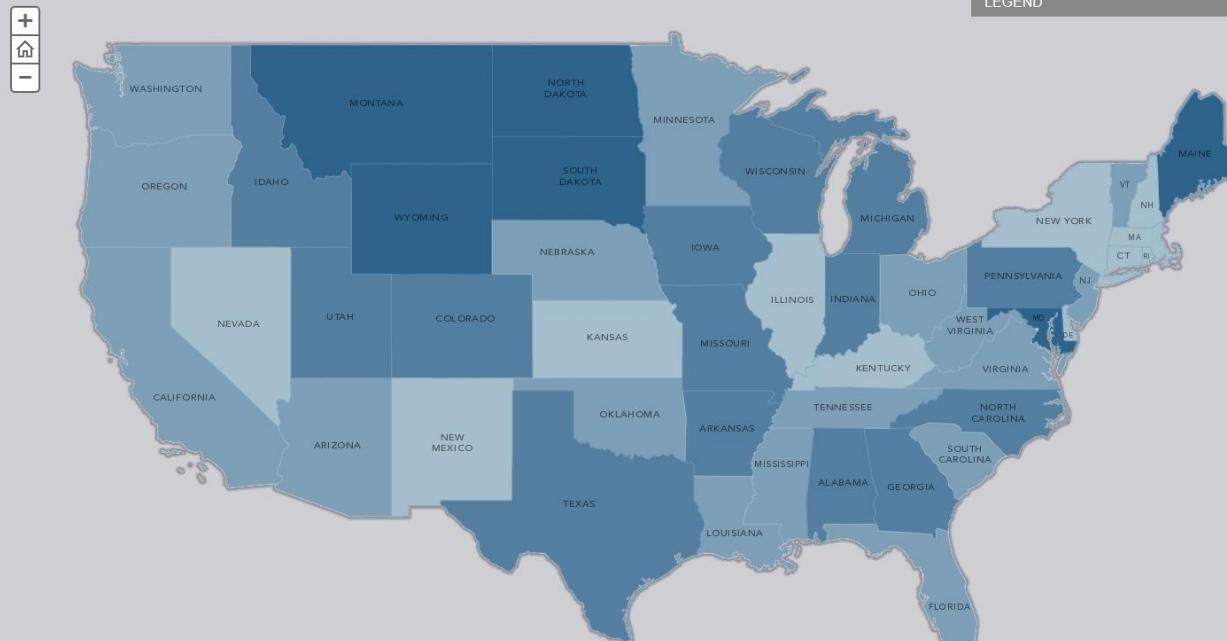
Where Are the Centers for Education Innovation?

Look at a state-by-state comparison of where STEM and charter schools can be found around the country.

[A story map](#)  

1 College Degrees

This map shows the number of Science, Technology, Engineering and Math (STEM) degrees granted by state in 2009, divided by the total number of four-year degrees granted by each state that same year.



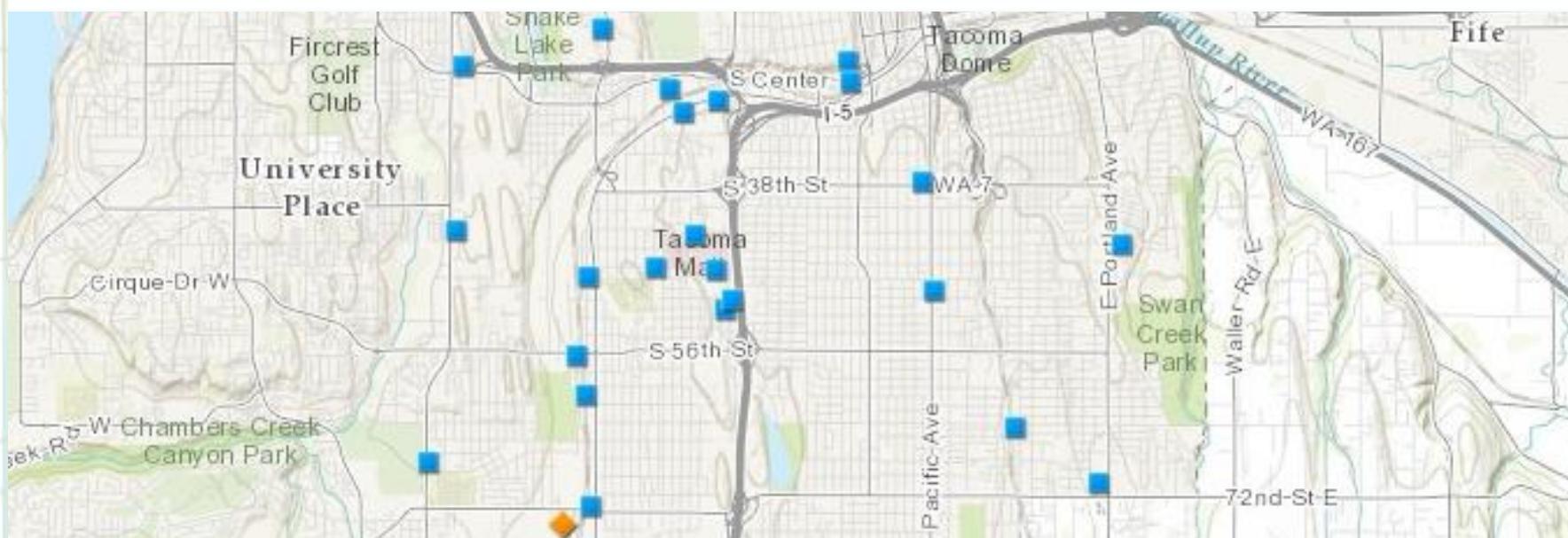
2 Charter schools

3 STEM schools

Step 2: Select a Template

Step 3: Make the maps

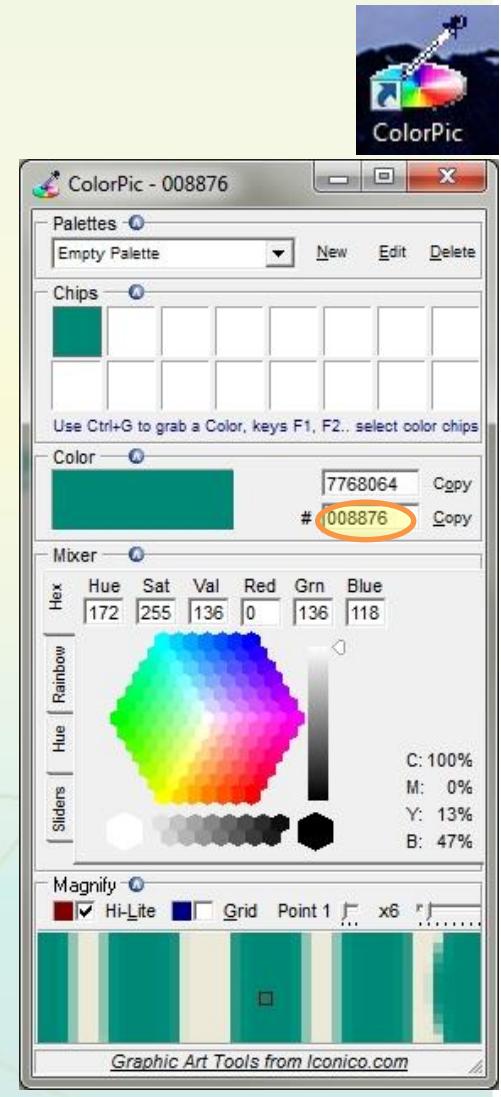
▲ Title	Type	Modified	Shared
Green Tacoma - Education	Web Map	Mar 27, 2014	Everyone
Green Tacoma - Green Building, Energy & Recycli...	Web Map	Mar 10, 2014	Everyone
Green Tacoma - Green Infrastructure	Web Map	Mar 28, 2014	Everyone
Green Tacoma - Open Space	Web Map	Mar 27, 2014	Everyone
Green Tacoma - Sustainable Agriculture	Web Map	Mar 27, 2014	Everyone
Green Tacoma - Sustainable Purchasing	Web Map	Mar 27, 2014	Everyone
Green Tacoma - Transportation	Web Map	Mar 27, 2014	Everyone



Step 4a: Modify template (appearance)

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```
.accordion-header{  
    border-top: 1px solid #fff;  
    background-color: #008876;  
}
```



Step 4b: Modify template (behavior)

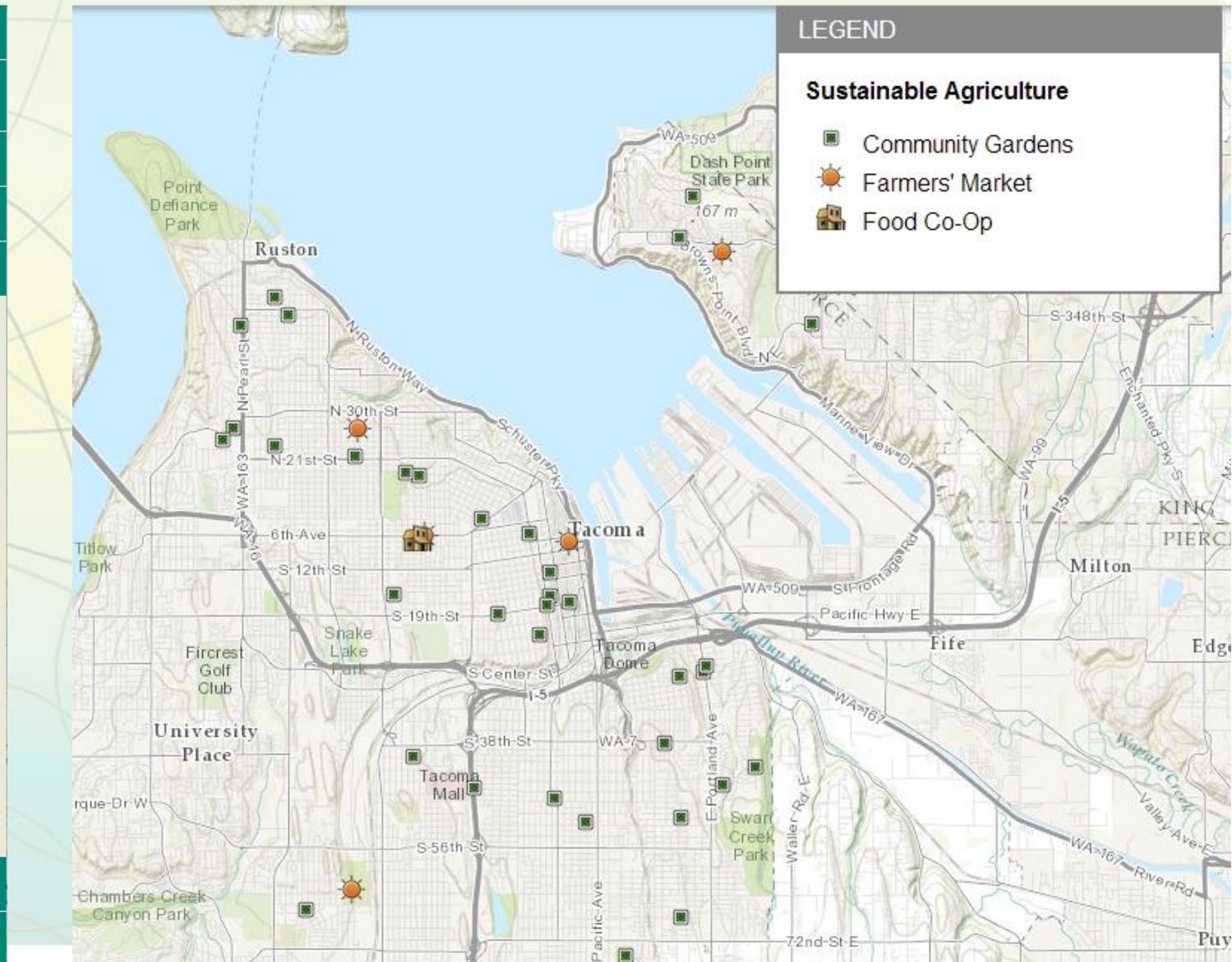
- Education
- Green Building, Energy & Recycling
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- Sustainable Agriculture



Where can you buy local produce or grow your own fruits and vegetables? This map includes farmer's markets and community gardens.

[Click here for more information](#) on sustainable agriculture in Tacoma.

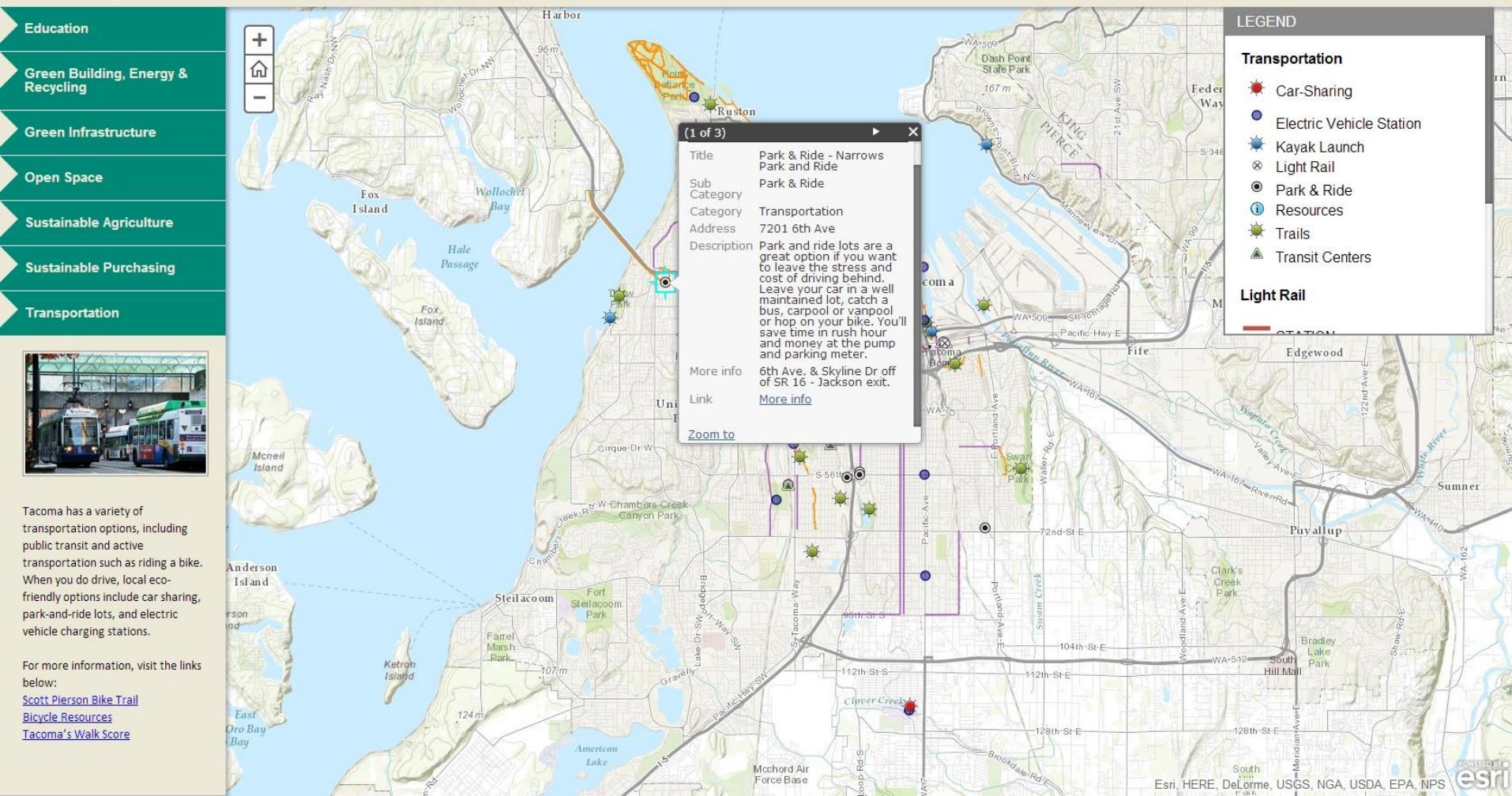
- Sustainable Purchasing
- Transportation



Final Map

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Contact Us

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URL: www.CityOfTacoma.org/maps

(click Green Living Guide)