The Southern California Association of Governments, or SCAG, is excited to announce a major opportunity for college and university students in the region.

On May 3, SCAG’s annual Regional Conference & General Assembly will feature a special Student Showcase session featuring sustainability planning posters and GIS Story Maps selected through a competitive application process. This will be an opportunity for students to share their work with more than 1,000 elected officials, planners, and regional leaders.

Students whose projects are chosen will be designated as SCAG Conference Fellows, receiving complimentary event registration, hotel accommodation and admission to an exclusive “Future Leaders in Regional Planning” professional development seminar during the conference.

One project from each category will also be designated as the “best in show” by a panel of judges and receive a $1,000 cash prize.

Abstracts due April 10 at 10:00 a.m.
Final projects due April 24 at 10:00 a.m.
SCAG is requesting abstracts for student-led projects that demonstrate innovative solutions to sustainability-related planning issues on a local or regional scale. Eligible submittals include any applied projects or research papers and will be evaluated on the following criteria:

**Sustainability**
Promotes sustainable practices such as emission reductions, land use and transportation integration, natural resource conservation, active transportation, energy efficiency, housing security and more.

**Innovation**
Introduces a new concept or challenges or improves upon current planning processes

**Transferability**
Strategies/concepts that can be applied to different locations or programs

**Feasibility**
Project has potential to be realistically implemented

**Presentation**
Excellence in writing, visual content and overall organization

Abstract submissions are due on April 10, 2018. Students are instructed to submit abstracts of their projects, and if selected, SCAG will request a poster to be submitted. If the poster has already been completed, please send a reduced-size pdf.

The following are required:
- **Project summary** (500 words max)
- **1-5 images** (photos, graphs, renderings, etc.) that visually describe the project. Please submit in JPEG, PNG or PDF format
- **Contact information**:
  - Primary contact person
  - Names and contact information for other students involved in the project
  - Name and contact information for Faculty Advisor
  - Name of college or university

Notification of selected submissions will be sent out on or prior to April 16, 2018. Final posters are due on April 24. SCAG will provide required poster dimensions to those selected. SCAG may be able to assist with printing and mounting.

Please email submissions to India Brookover at brookover@scag.ca.gov.

**Sustainability Planning Poster Contest Rules**

1. This contest is open to college students who are currently enrolled in a university, community college, or graduate program within the SCAG region or who have graduated within the previous 12 months. All work must be completed by students, not faculty or university staff.

2. Current and former SCAG interns are encouraged to apply.

3. Submissions may be as an individual or as a group, and there is no limit to the number of entries per entrant.

4. The poster must focus on a topic relevant to the SCAG region.

5. Any documents, or images must be used with the respective authors’ permission and must be properly attributed.

6. Entries will be judged on the previously described criteria: sustainability, innovation, transferability, feasibility and quality of presentation.
SCAG recognizes the effectiveness of simple yet powerful ways to inform, engage and inspire people through stories that involve maps and other relevant data.

With this in mind, SCAG is proud to invite student participants to conceptualize, create, and submit story maps using the Esri ArcGIS Online platform at http://gisdata-scag.opendata.arcgis.com/. This is a meaningful way to tell a story or provide insight, to showcase plans and projects, to engage supporters and stakeholders, to illustrate the possibilities of data, and to highlight the usefulness of open data at the regional level.

What Are Esri Story Maps?

Esri Story Maps are web applications that let authors combine maps with narrative text, striking images and multimedia, including video. The applications are designed to be attractive and usable by anyone, which makes them great for education and outreach, either to the general public or to a specific audience.

What Is This Challenge?

SCAG recognizes that emerging technologies and collaboration offer significant opportunities to use data in ways which can be radically different than in the past. As a result, SCAG is opening up a considerable portion of its data for students to utilize and analyze, and then create a story using that data and the Esri Story Map platform.

Why Should I Do This?

In addition to allowing students to have access to a robust set of regional data not normally available to the public, this provides an opportunity to partner with the largest metropolitan planning organization in the nation and the world’s leading developer of mapping technologies to present empirical data to elected officials and decision-makers in Southern California. It is a chance to also help shape policy. A selection of the strongest story maps will be displayed and featured at the 2018 SCAG General Assembly in Indian Wells, California on May 3-4. One story map will be designated as the “best in show” by a panel of judges; the creator(s) will be awarded prize money totaling $1,000. Winning submissions will also be featured on SCAG’s website.

How Do I Get Started?

Attend SCAG/Esri’s joint training on ArcGIS Online and Esri Story Maps, to be hosted at SCAG’s main headquarters at 900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017 on Friday, March 23, 2018 from 1:30 p.m. to 4:30 p.m. Attendance is encouraged but not required. Entrants may also review meeting materials that will be posted online following the training to participate. Register online for the training at https://scag.wufoo.com/forms/zj2n0su110okj/. Create an account at https://developers.arcgis.com/sign-up or contact your university ArcGIS licensholder to create one and start mapping.

Accessing SCAG’s Data

1. Entrants must utilize data from SCAG’s GIS Open Data Portal, and can also integrate other relevant data from outside sources as appropriate.

2. Users can download datasets from SCAG’s portal and work with them through any Esri platform (e.g. ArcPro, ArcMap), for eventual integration into an Esri Story Map.

3. Entrants can also opt to directly load the data into an ArcGIS Online Web Map. SCAG’s layers for use in this competition can be located by searching for layers generated by “scaggisadmin”.

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Submitting Your Story Map

1. When your Story Map has been completed, applicants must generate a written user guide that details background information on the application, demonstrates with engaging text and screenshots the application’s comprehensive functionality, and lists all data sources or media elements included in the story map (with relevant documentation on the authorship of all elements and their year generated)

   - List of required elements in the user guide:
     - URL of Story Map
     - Names of entrants
     - Entrants’ colleges or universities
     - Background information on Story Map (3-5 sentences)
     - Story Map functionality (step-by-step guide with instructive text and screenshots)
     - List of data sources with authorship and year generated

2. Please submit abstracts for your story map by April 10, 2018 to clark@scag.ca.gov.

3. Entries must be emailed individually to Kimberly Clark at clark@scag.ca.gov by 10:00 a.m. PDT on April 24, 2018 with the URL of the story map and its corresponding user guide.

Story Map Competition Rules

1. This contest is open to college students who are currently enrolled in a university, community college, or graduate program within the SCAG region taking classes towards a degree objective or who have graduated within the previous 12 months. Current high school students attending school in the SCAG region are also eligible to submit. All work must be completed by students, not faculty or university staff.

2. Current and former SCAG interns are encouraged to apply.

3. Submissions may be as an individual or as a group, and there is no limit to the number of entries per entrant.

4. The project must use SCAG data for all or part of the Story Map. Administrative Boundaries may be used freely, but do not count as using one SCAG dataset.

5. Any documents, images or videos must be used within the Story Map only with the respective authors’ permission and must be properly attributed.

6. Frequently asked questions and additional information on Esri Story Maps can be found at https://storymaps.arcgis.com/en/faq/#question1

7. Entries will be judged on their innovative use of SCAG data and Esri Story Maps, relevancy to Southern California’s regional economy, transportation system, or housing supply, and potential value to local stakeholders.

Questions on GIS Story Maps?
Contact Kimberly Clark at clark@scag.ca.gov

Questions on sustainability posters?
Contact India Brookover at brookover@scag.ca.gov