

How to Participate in the Urban Observatory

What is the Urban Observatory?

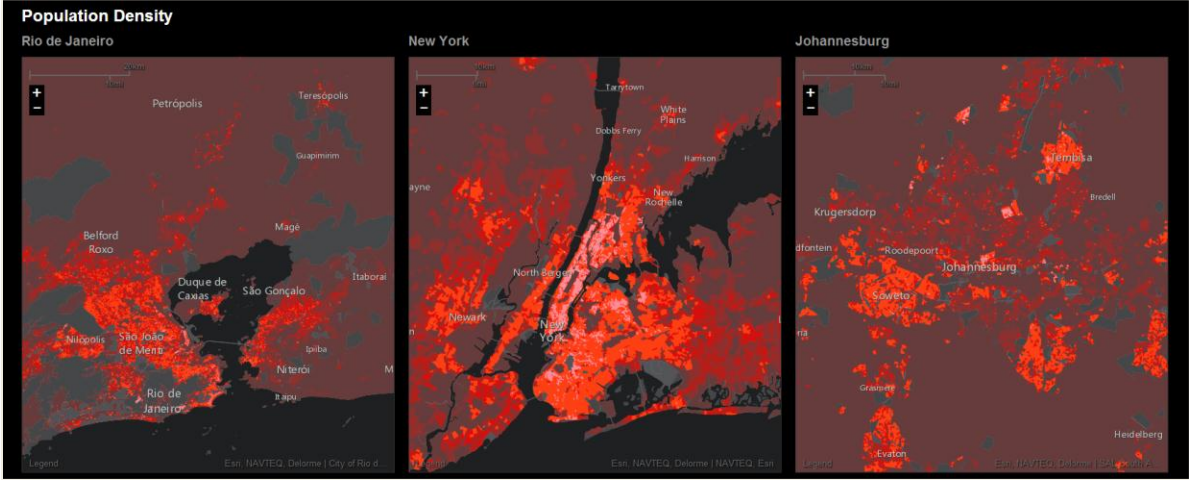
The vision of the Urban Observatory is to foster conversations by visualizing physical, demographic, and cultural patterns of cities. The Urban Observatory provides understanding through comparison and contrast. Brought to you by [Richard Saul Wurman](#), [Jon Kamen of @radical.media](#), and [Jack Dangermond of Esri](#), it provides context that gives way to meaning.

The Urban Observatory experience addresses a need for a systematic method of data visualization and cohesion. It creates understanding for people using common maps and data that speak a unifying language. The Urban Observatory empowers people to examine, compare, and contrast the global cities of the 21st century.

At the 2013 Esri International User Conference, you can view the Urban Observatory experience in the Sail Area starting Monday night and get a sense of how the visual language of maps helps us see how different cities are addressing their challenges.



Those same maps and many more are available online at www.urbanobservatory.org, allowing you to compare cities from your web browser. The website supplies the data backbone, map-based interactions and rich functionality to easily view and interact with all types of information, allowing cities to leverage ideas and knowledge from one another.



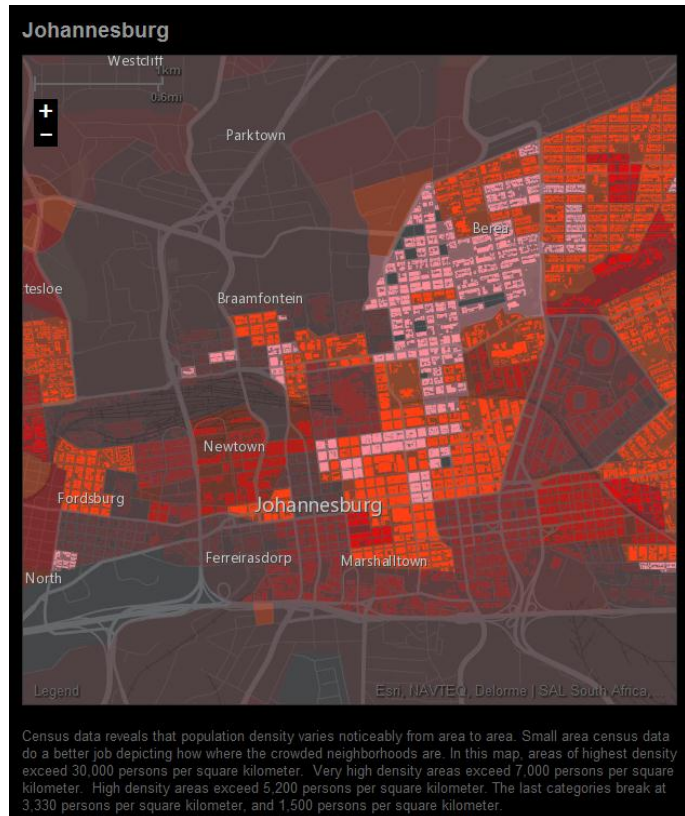
Can my city participate in the Urban Observatory?

Yes! The Urban Observatory is open to all cities with authoritative content to share. Participation means turning that content into specific, meaningful maps that help tell your city's stories. The maps you see today in the Urban Observatory are only the beginning – it needs your ideas expressed as maps that speak a common language.

Your city can participate by contributing your authoritative data to Esri's Community Map. Data in the Community Map will be used throughout the Esri platform to bring your city to life by improving geocoding, basemaps, and the Urban Observatory.

Participants who contribute will receive a **free ArcGIS Organization account** specifically for the purpose of sharing content with this community group. We recognize that your city may have unique characteristics and subjects of interest not currently part of the Urban Observatory. This free account is a workspace to conduct this type of work directly relating to the Urban Observatory. So join the community and start experimenting!

A city must formally agree to share its data in this way via the Urban Observatory license agreement. Esri will agree to host your map content in a level 1 ArcGIS Online subscription that is provided for use in the Urban Observatory project. The initial term of the subscription is two years. This subscription is limited to the use for uploading and sharing information associated with the Urban Observatory only.



What data is Esri currently accepting?

The Esri Community Map is already accepting the following map layers. Join and [contribute now](#) to the Community Map so your city can incorporate your unique content into the [ArcGIS living atlas](#).

Esri Community Map Layers	
Administrative Boundaries	Water Bodies
Building Footprints	Water Lines
Facility Site	Elevation
Owner Parcels	Imagery
Road Centerlines	

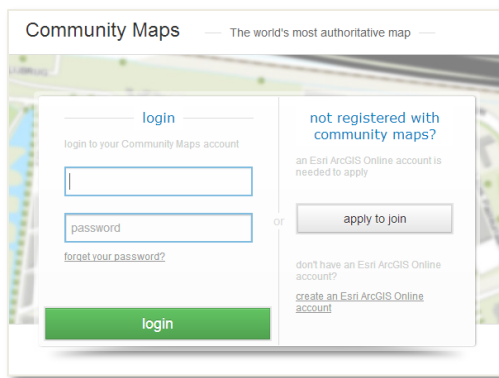
These layers provide the foundation or base to the Urban Observatory. The [Urban Observatory web site](#) shows a list of all the types of data layers desired. When you apply to join, please indicate what you would like to contribute, as additional layers become ready for participants, we will email additional details.

How do I get started?

Start today by joining and contributing to the Esri Community Map. Your contributions to the community will be incorporated into the Urban Observatory.

[Apply to Join](#)

[For all the details on joining Community Maps see here...](#)



The screenshot shows the Esri Community Maps login and registration interface. The page title is "Community Maps" with the tagline "The world's most authoritative map". On the left, there is a "login" section with a "login to your Community Maps account" heading, a text input field for the username, a "password" input field, and a "forget your password?" link. A green "login" button is at the bottom of this section. On the right, there is a "not registered with community maps?" section with the text "an Esri ArcGIS Online account is needed to apply" and an "apply to join" button. Below this, it says "don't have an Esri ArcGIS Online account?" and provides a link to "create an Esri ArcGIS Online account".

Use the Urban Observatory

Look for patterns

The Urban Observatory enables visualizing physical, demographic, and cultural patterns of cities. You have many ways to examine and share maps with ready-to-use application templates available in ArcGIS, which show patterns within your city and comparisons with others around the world.

Make decisions + Shape policy

The Urban Observatory can be used to make decisions and shape policy for your city. Build apps to help policy makers in your city compare the results of past and current policy with other city and shape the development of future policy.

Tell your story

Use Esri's [Story Maps](#) to communicate with your constituents and the world. Story Map templates are ready-to-use apps for telling your city's unique story. Host your Story Map in your free ArcGIS Organization account.

