

# Esri Forestry Group “EFG” Discovering Resources from a Thriving Forestry GIS Community

Mark Books, CF EFG Co Founder, President

Elizabeth Martinez EFG Co Founder, Vice President



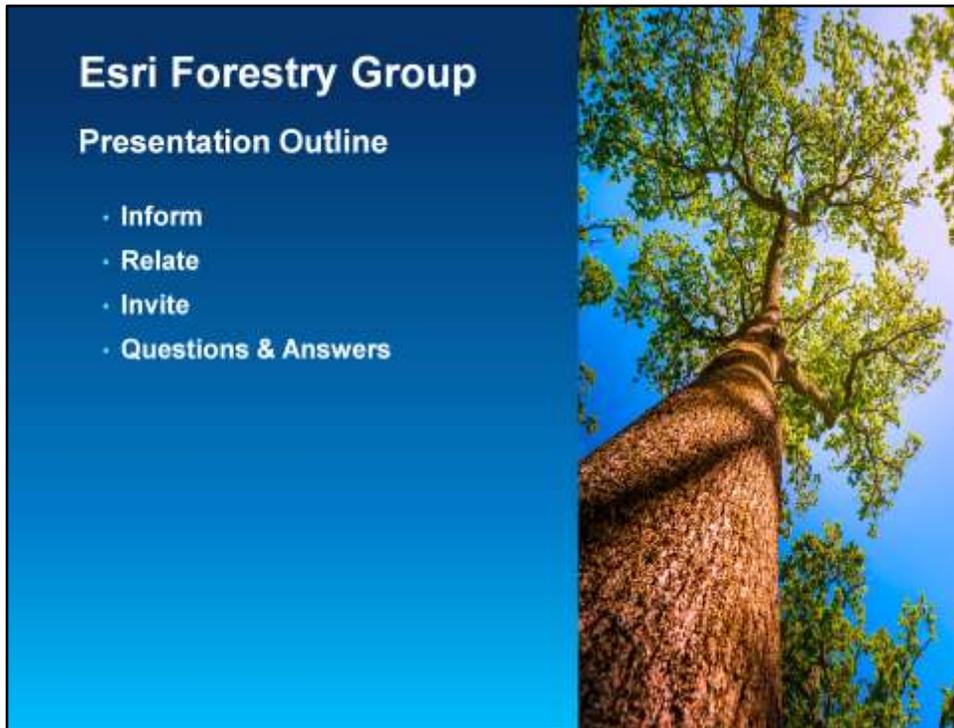
# Esri Forestry Group

## Introductions

Mark Books, CF Remote  
Sensing/GIS Forester with CSU  
–CEMML @ Fort. A.P. Hill, VA

Elizabeth Martinez, Director of  
GIS and IT for the Forestland  
Group





3 main points

- Inform (about EFG, what is it..)
- Relate (how has EFG helped me in my job, how can it help them)
- Invite (cast vision, encourage participation  
Mission – increase sense of community)

Goal – increase dialogue in forums

Q&A



Welcome

What is the EFG

A user group representing those who practice GIS for forestry.

The size of the group and the diversity of its members make it possible for all participants in the forest industry to have a forum for requesting tools and solutions. This collective voice makes it possible to garner the attention of esri for industry specific tools, apps, and resources.

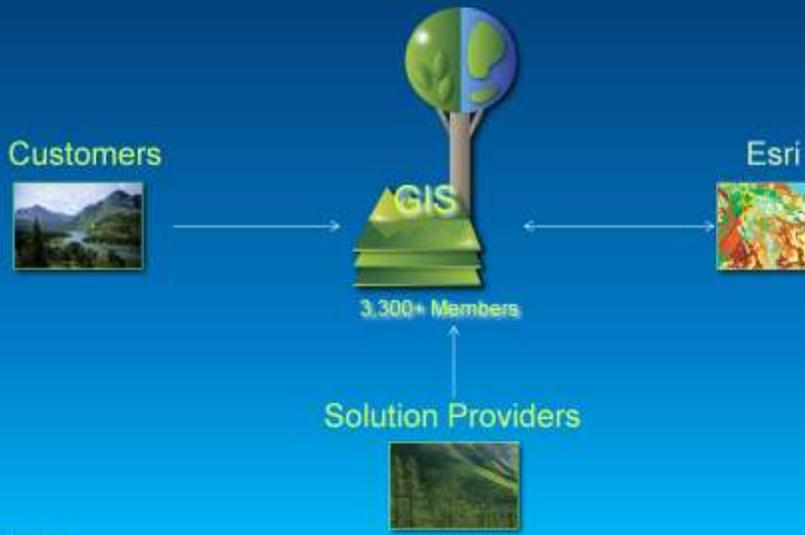
The goal is for a one stop, or at least a first stop, shop for all things forestry GIS

An advocate for a worldwide community of those practicing GIS & forestry

Since 2008 – present. This is a user group of, over 3300 members located worldwide, GIS foresters using ArcGIS to manage their forests. The LinkedIn group has over 4,168 members. Members falls into three categories: Esri end users (customers), solution providers and Esri staff. Working to meet EFG's goals:

1. create a "one-stop shop" for all things forestry/GIS,
2. **keep forestry in the fore front of Esri's mind,**
3. make resources available
4. much more, but all done with the intent of increasing members return on their GIS investment.

## Esri Forestry Group: member categories





Demo membership map

Been around since 2008

Three types of members:

end users (the more we can get the bigger our voice),

esri staff

and solution providers ( examples)

## Esri Forestry Group: Resources



- Resource Center: <http://efg.maps.arcgis.com/>
- SpatialLABS
- Lidar
- Forestry Data Model
- Newsletter – Esri News for Forestry
- Collector App



### Accomplishments/Resources

Resource center <http://efg.maps.arcgis.com/home/index.html>

Point out highlights – story maps, 2013 Esri Forestry GIS conf. proceedings w/ videos, etc

SpatialLABS

<http://edcommunity.esri.com/Resources/Collections/SpatialLABS>

Lidar

Forest Data Model (would like to see a presentation at the SIG about this – an update on it's status, how to get it, how to implement it)

Esri News for Forestry Newsletter: [esriurl.com/5883](http://esriurl.com/5883), etc

3 Esri Forestry GIS conferences

Collector App ( brief case study or reference to uses)

## Esri Forestry Group: Online Community



**EFG uses LinkedIn as the main forum to communicate.**

- Search, "Esri Forestry Group" or visit, [esriurl.com/5986](http://esriurl.com/5986)

**Other Social Channels:**

- Twitter: [twitter.com/EsriForestry](https://twitter.com/EsriForestry)
- Facebook: [facebook.com/groups/EsriForestry](https://facebook.com/groups/EsriForestry)
- Flickr: [flickr.com/groups/1977293@N21](https://flickr.com/groups/1977293@N21)
- Pinterest: [pinterest.com/esriforestry](https://pinterest.com/esriforestry)



The Esri Forestry Group created a presence in many different social media outlets to try and figure out which ones would get the most traction with people working with GIS in forestry.

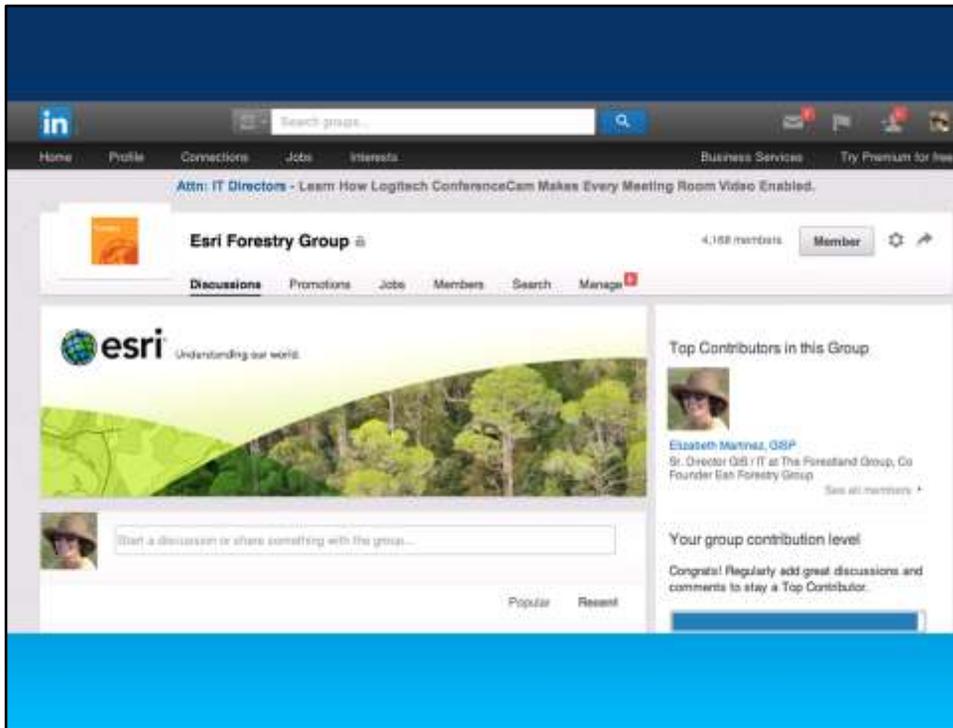
Efg has established a social media presence on

- LinkedIn
- Twitter
- Facebook
- Flickr
- Pinterest

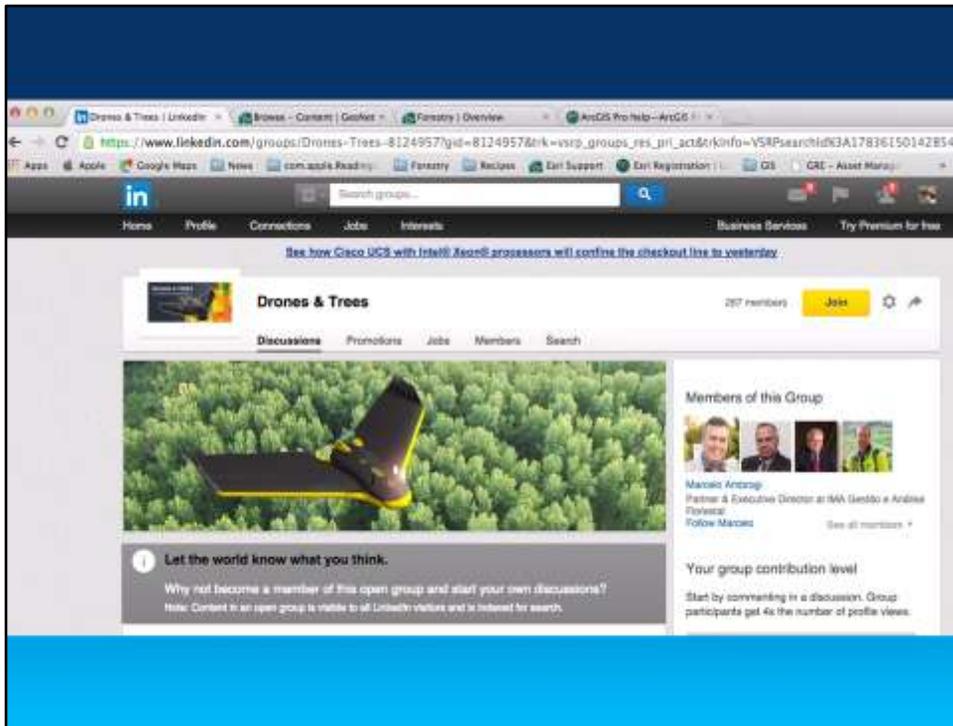
By far LinkedIn and Twitter have turned out to be THE social media providers for forestry.

LinkedIn for the professional forestry GIS community, solution experts, and forest industry with 4,168 members.

And Twitter for a wide range of participants and ideas with over 11,000 followers



LinkedIn is a great place to find out what your peers in the industry are doing with GIS, what problems are being solved, what opportunities are being looked at, and because of the nature of LinkedIn facilitates communication with individuals to find out more.



LinkedIn is also a great place to launch your search into other topics. These other items can also be shared to the efg group. UAV use for forestry is my current topic of interest...



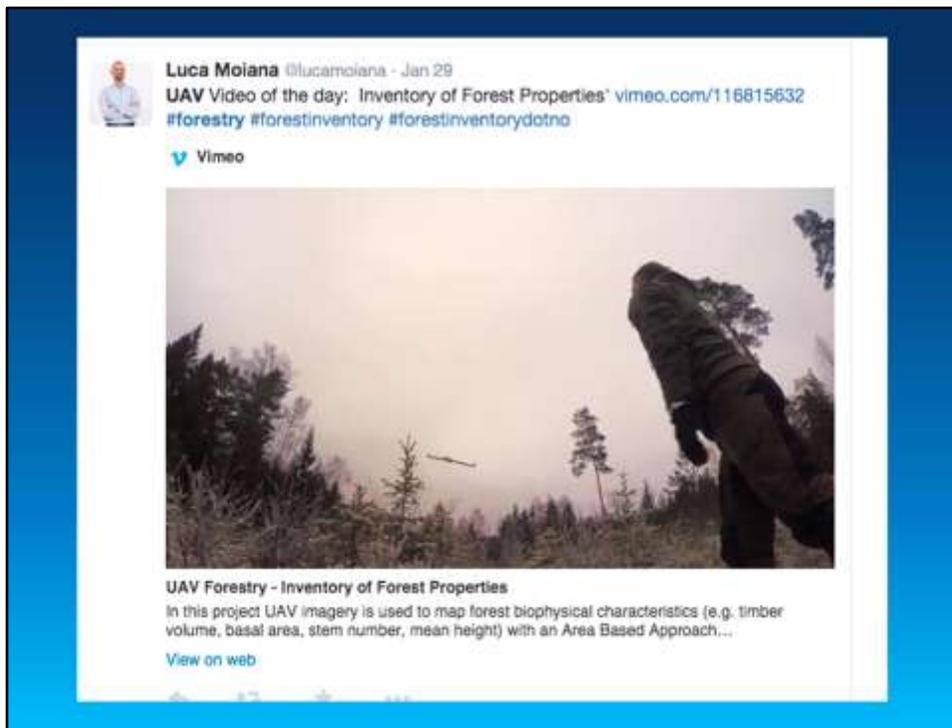
Esri forestry group on Twitter

2685 tweets

117 photos/videos

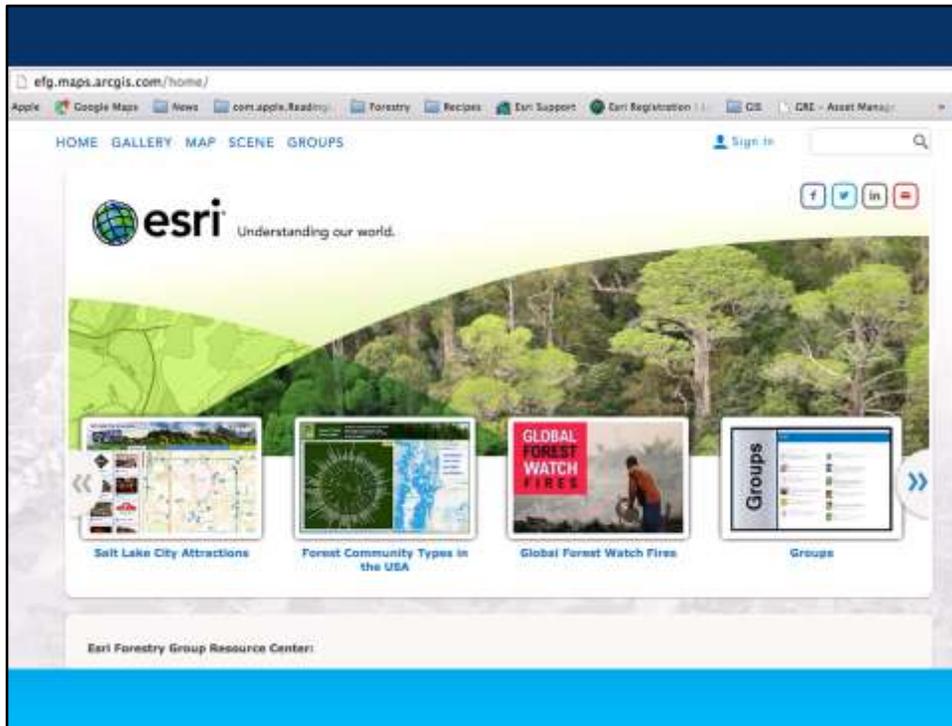
11,400 followers

Very easy place to find and share ideas



Back to the topic of UAVs in forestry, there are many tweets, and videos shared by foresters all over the world showing how they are using this technology which is helpful since we are still very restricted on how we can use UAVs here in the states.

So check us out on LinkedIn and Twitter



Finally I would like to mention the EFG resource center  
[efg.maps.arcgis.com](http://efg.maps.arcgis.com)

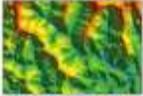
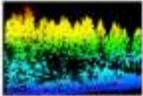
There are maps, apps, training materials,

Here are a few groups that you may find interesting.

 <p><a href="#">Details</a></p>	<p><b>Forestry Story Maps</b> This group showcases interesting and important topics to the Esri Forestry Group community. Links explore best practices for map-based storytelling around the theme of forest management and urban forestry. created by EsriForestryGroup on September 20, 2013</p>	 <p><a href="#">Details</a></p>	<p><b>USDA Forest Service</b> The group features GIS maps, apps and links to USDA resources. created by EsriForestryGroup on November 21, 2013</p>
 <p><a href="#">Details</a></p>	<p><b>Apps</b> A group dedicated to developing and sharing forestry GIS apps, scripts and tools for Desktop and Server. created by EsriForestryGroup on October 14, 2013</p>	 <p><a href="#">Details</a></p>	<p><b>Imagery</b> Imagery that may be useful to the Esri Forestry Group community. created by EsriForestryGroup on December 17, 2013</p>
 <p><a href="#">Details</a></p>	<p><b>Forestry GIS Training</b> SpatialA2S are standalone activities designed to promote spatial reasoning and analysis skills. created by EsriForestryGroup on May 2, 2014</p>	 <p><a href="#">Details</a></p>	<p><b>Web Mapping</b> Explore forestry GIS web maps from around the world. This group is dedicated to providing links to leading web mapping applications that are focused on forest management, wildlife management and urban forestry. created by EsriForestryGroup on October 15, 2013</p>
 <p><a href="#">Details</a></p>	<p><b>Communicate</b> Communicate and collaborate using your preferred social media channels. The Esri Forestry Group is online and interactive - join the conversation! created by EsriForestryGroup on October 14, 2013</p>	 <p><a href="#">Details</a></p>	<p><b>Mobile Apps</b> A group dedicated to developing and sharing mobile forestry apps. created by EsriForestryGroup on October 15, 2013</p>
 <p><a href="#">Details</a></p>	<p><b>Global Forest Watch</b> Global Forest Change 2000-2012 Data and Services created by EsriForestryGroup on February 19, 2014</p>	 <p><a href="#">Details</a></p>	<p><b>Lidar</b> The Lidar group features content related to the application of lidar in forestry and includes white papers, workshop material, apps and more! created by EsriForestryGroup on October 14, 2013</p>
 <p><a href="#">Details</a></p>	<p><b>Esri Forestry Partners</b> Esri Partners with ArcGIS Online organizational accounts. created by EsriForestryGroup on December 17, 2013</p>	 <p><a href="#">Details</a></p>	<p><b>Maps</b> Maps of forestry GIS that may be useful to the Esri Forestry Group community. created by EsriForestryGroup on October 15, 2013</p>

Check out Groups where there are maps, apps and training materials.

One of my favorite Groups is the Lidar group

	<p><b>Introduction to Lidar and Forestry, Part 1: A Powerful New 3D Tool for Resource Managers</b>            This article describes the basics of lidar technology and a few things to consider before acquiring s  <a href="#">Document Link</a> by EsriForestryGroup            Last Modified: October 14, 2013            (0 ratings, 0 comments, 4 views)</p>
	<p><b>Introduction to Lidar and Forestry, Part 2: Practical Forestry Applications</b>            How lidar data can be used in a range of forestry applications.  <a href="#">Document Link</a> by EsriForestryGroup            Last Modified: October 14, 2013            (0 ratings, 0 comments, 2 views)</p>
	<p><b>Lidar Analysis in ArcGIS 10 for Forestry Applications</b>            Forestry applications whitepaper and technical guide.  <a href="#">Document Link</a> by EsriForestryGroup            Last Modified: May 2, 2014            (0 ratings, 0 comments, 68 views)</p>
	<p><b>Lidar Processing Toolbox</b>            A toolbox with geoprocessing tools for lidar quality control and creating derivative products.  <a href="#">Desktop Application</a> by EsriForestryGroup            Last Modified: October 13, 2013            (0 ratings, 0 comments, 0 views)</p>
	<p><b>Training: Lidar Processing in ArcGIS 10.1 Workshop</b>            A complete lidar for forestry course includes workbook, lidar data and ArcGIS toolbox.  <a href="#">Desktop Application</a> by EsriForestryGroup            Last Modified: May 2, 2014</p>

Which has articles, geo processing tools, and a complete lidar for forestry course that includes a workbook, lidar data and arcGIS toolbox.

The screenshot shows a web page for a lesson pack titled "Forest Inventory Analysis". On the left is a navigation menu with categories like "ArcLessons", "Case Studies", and "Resource Collections". The main content area features a map of a forested area with a "Download" button. Below the map, it lists "File Size: 182.54 MB" and "File Type: ZIP". A right sidebar contains metadata such as "Software: ArcGIS 10", "Time Required: 20 hour", "Language: English", "Date Posted: 3/27/2014", "Focus: Content Focus", "Style: Step by Step", "Author: Glen Jordan", "Organization:", and "Contact Info: Any". There are also "GIS Level: Advanced", "Geographic Scale: Local", "Target Audience: Career-Workforce Higher Ed", "Location: Any", and "Topics: GIS Software Skills, Life-Environmental Sciences, Map and GIS Concepts, Multi-Disciplinary, Physical-Earth Sciences".

The Spatial labs group has lesson packs and courses that can be downloaded  
 Such as Forest Inventory Analysis  
 Timber Harvest Planning  
 Forest Planning for Sensitive Wildlife  
 Etc.

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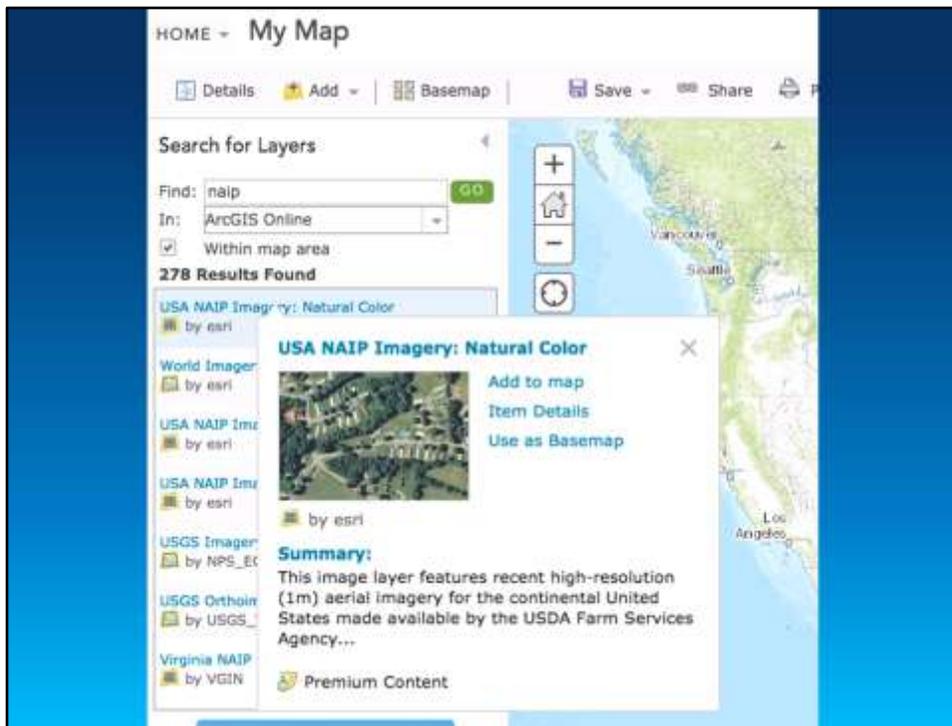
- Twitter: [twitter.com/EsriForestry](https://twitter.com/EsriForestry)
- Facebook: [facebook.com/groups/EsriForestry](https://facebook.com/groups/EsriForestry)
- Flickr: [flickr.com/groups/1977293@N21](https://flickr.com/groups/1977293@N21)
- Pinterest: [pinterest.com/esriforestry](https://pinterest.com/esriforestry)



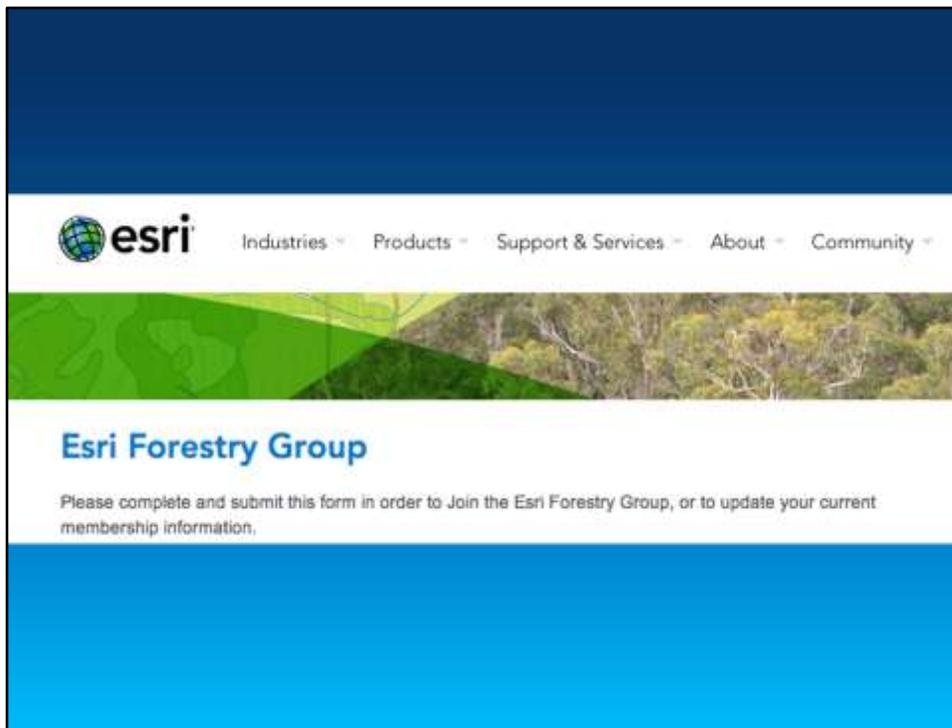
All of these resources- from social media to the resource center and the training materials found there have been made possible because of the esri forestry group. The size of our group gives us a presence as an important industry customer of the esri GIS product line.

What do we need? What can we use? Where do we go to get our GIS answer?

As an example of the influence of the esri forestry group, the availability of NAIP data



For the entire US, was made available as a basemap in arcgis online as the result of a request made by the participants at an esri forestry conference.



We can work with esri to get the tools or products we need. Join the esri forestry group-

Contact us with your ideas ( need a forestry toolkit in the Desktop tools? What would that look like? Need Lidar to be provided for base map purposes the way that NAIP data has been made available? Want a Collector Template for field work?...let us know!)

Post your ideas

Share your apps

Thank you