

Texas Population Projections StoryMap

Enhancing Our Communications with Data Users

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J.J. Pickle Research Campus
Austin, TX

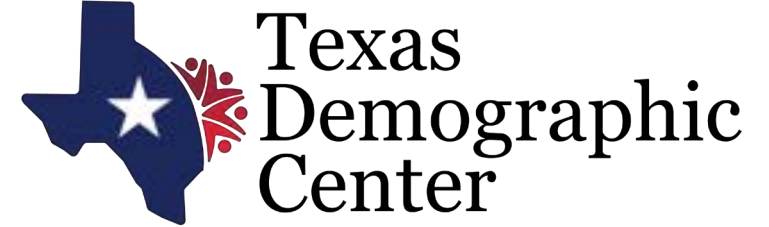
2025 Texas GIS Forum



Overview

- Background
- Where we are
- Where we're going
- How we plan to get there

Background



- Mission
- Population Estimates
 - Produce estimates for 254 Counties and 1,228 Incorporated Places annually
 - Age, Sex, Race/Ethnicity – 0-95+ single year age, two sexes, five race/ethnicity groups
- Population Projections
 - Produce projections for the State and 254 Counties every 2 years
 - 40 years – 2020-2060
 - Age, Sex, Race/Ethnicity – 0-95+ single year age, two sexes, five race/ethnicity groups
 - Three migration scenarios (Low, Middle, High) - 1,038,871 records in each scenario

Where we are

What we have

- Methodology (PDF)
- Downloadable raw data
- Custom data download tool
- Interactive maps
 - Web Maps
 - ArcGIS Dashboards
 - Swipe Maps
 - Organized and presented in ArcGIS Experience Builder
- Interactive dashboards (Tableau)
- Interactive charts and graphs (Data Wrapper)

... all in different places on our website

Where we're going

What we need

- Somewhere the user can easily access information in one place
- Make it less technical and more understandable
- Communicate more graphically by utilizing narrative text, interactive charts, graphs, and maps to engage the user
- Engaging design and layout

How do we get there?

ArcGIS StoryMaps

- Strengths
 - User-friendly interface
 - Several content types
 - Story Blocks: Map Tour, Sidecar, Swipe
 - Media: images, videos, slideshows, 360-degree images, timelines
 - Narrative text: headings, paragraphs, quote blocks, numbered and bulleted lists
 - Content: buttons, separators, tables, code-styled code, embedded code
 - Many templates and themes to choose from
 - Customizable using Arcade
 - Ability to automate using the ArcGIS API for Python

How do we get there?

ArcGIS StoryMaps (cont'd)

- Weaknesses
 - Basic charts and graphs
 - Unable to customize sidecar pane width
 - Proprietary
- Open source alternatives
 - GeoStory
 - TerriaJS
 - Leaflet
 - StoryMapJS

StoryMap Demo



TDC Projections
StoryMap





Data at Work

Connecting

People, Places, and Possibilities



Save the Date

Texas Demographic Conference

May 20-21, 2026 | Austin, TX



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Questions & Discussion

Jeffrey A. Jordan, Ph.D.

Associate Director, IDSER, UT San Antonio

Jeff.Jordan@utsa.edu

Saloni Rajput, Ph.D.

Special Research Associate, IDSER, UT San Antonio

Saloni.Rajput@utsa.edu

TDC Projections
StoryMap

