SEE WHAT OTHERS CAN'T
Engaging Your Community with ArcGIS Hub

Matt Robinson
Everyone wants their community to be...
How do we...

- Protect the Environment
- Create More Affordable Housing
- Conserve Water
- Improve Emergency Response Times
- Make Commuting Easier
- Increase Access for Disabled People
- Reduce Homelessness
- Use Less Energy
- Improve Earthquake Preparedness
- Reduce Traffic Congestion
- Increase Recreation Opportunities
- Create More Jobs
Government

Initiatives Involve Stakeholders

Leverage the Broader Community

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS
Nonprofit

Initiatives Involve Stakeholders

Leverage the Broader Community

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
NGOs
COMMUNITY LEADERS
START-UPS
Initiatives Involve Stakeholders

- Government Leaders
- Residents
- Universities
- Start-Ups
- NGOs
- Community Leaders

Leverage the Broader Community
Initiatives Involve Stakeholders

University

Leverage the Broader Community

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS
Leverage the Broader Community

Your Organization

GOVERNMENT LEADERS

RESIDENTS

UNIVERSITIES

START-UPS

NGOs

COMMUNITY LEADERS
Be Informed
Be On Board
Participate
Contribute Data
Contribute Ideas
Align Efforts
Align Resources

Leverage the Broader Community
Untapped Potential

Staff  Potential Collaborators  People Eager to Engage  Public
Initiatives provide focus and alignment

- Staff
- Trusted Collaborators
- Actively Engaged Public
- Informed Public
And they use data from multiple departments
Framework for collaboration and engagement

Staff

Trusted Collaborators

Actively Engaged Public

Informed Public

EMS
Utilities
Land Management
IT
Fire
Infrastructure
Public Safety
Health
City Manager
Transportation
Community Development
Planning
Social Services
Preparedness
Community Engagement
Public Involvement
Economic Development
City Manager
Community Development
Transportation
ArcGIS Hub is an easy-to-configure cloud platform that organizes people, data, and engagement tools to accomplish Initiative goals.
Where do you start?

The typical evolution...
Engagement Maturity Path

- One-way policy communication
- Ad hoc data & app sharing
- Formalized Open Data
- Ad hoc citizen involvement
Hub sites start the engagement journey... over 2400 organizations
Recent changes that will help you get started
Easier Access from within ArcGIS Online

- Users with a **Publisher** role will see the Hub icon in the app switcher
- No need for an Open Data group
Hub Overview

My Organization

**Sites**
Create a web site for sharing data and other content with your team or the public.

- New
- Manage

**Content Library**
Manage data, documents, surveys, and apps.

- Manage

**Community**
Communicate with people including followers and event attendees.

- Learn about Community

**Events**
Bring people together in-person or online to generate ideas, discuss solutions, and gain insight.

- Learn about Events
Creating Sites

Let's take a look…
Engagement Maturity Path

- One-way policy communication
- Ad hoc data sharing
- Formalized Open Data
- Organizing data & apps around initiatives
- Organizing actions around initiatives
- Collaboration team formation

Ad hoc citizen involvement
Data-Driven Initiatives… Bridging the Gap

Informational Site

Initiatives

Data, Apps, Analyses

Inform, Monitor, Listen
Urban Wood Reuse: for Schools

Enjoy sitting on a piece of DC History

Washington DC
Let's take a look…
Engagement Maturity Path

- One-way policy communication
- Formalized Open Data
- Ad hoc data sharing
- Ad hoc citizen involvement
- Organizing actions around initiatives
- Organizing data & apps around initiatives
- Collaboration team formation
- Sustained engagement & events
- Frequent citizen data contribution
- Community regularly partners on initiative projects
- Citizen analysis, app, and solution contribution

Engagement Maturity Path
Initiative Examples

**Initiative 1: Adopt an Open Space**

If you walk regularly and enjoy being out and about then why not join our Volunteer Programme? It's important for citizens to get involved in looking after our environment because we are all part of it, everything we need comes from it, and everything we do changes it. Discover how you can help Sunnyshire's environment.

**Initiative 2: Beetle Kill & Fire Reduction in the MSB**

Mitigating Damage and Reducing Fire Risk

**Initiative 3: Earth Challenge 2020**

A Citizen Science Initiative
Let's take a look…

Initiatives

Let's take a look…
Creating Initiatives... Users have two options

Create from scratch
- Create your own site
- Assemble your own apps, solutions, surveys

Ready-to-use templates
- Start with nice site template
- Apps, surveys, solutions are already gathered together
Creating Initiatives... Users have two options

Create from scratch
- Create your own site
- Assemble your own apps, solutions, surveys

Ready-to-use templates
- Start with nice site template
- Apps, surveys, solutions are already gathered
What is an Ready to Use Initiative?

A Ready to Use Initiative is a carefully crafted bundle of ArcGIS capabilities designed to give users broad & essential tools needed to plan, create and execute their strategies around a policy commitment or outcome they need to achieve.

- Modern / mobile ready websites
- Engagement tools
- Surveys
- Apps & Solutions
- Event capabilities
- Dashboards
- Infographics, Charts & Maps
- Analytic Capabilities
- Authoritative Data
Ready to Use Initiative Templates

- Encourage Project Feedback
- Grow Your Local Economy
- Increase Community Pride
- Performance Management
- Prevent Vector-Borne Disease
- Reduce Homelessness
- Tackle The Opioid Epidemic
- Vision Zero
- Share Open Data
Let’s take a look!

Encourage Project Feedback
ArcGIS Hub Ready to Use Initiatives 2019 Roadmap

- Promoting Transparent Elections
- Maximizing Capital Expenditures
- Emergency Management - Prepare & Respond
- Equitable Property Value
- Citizen Service Requests
Promoting Transparent Elections

Real-time election information at your fingertips

6.7
Voter Satisfaction (out of 10)

23
Average Wait Time (minutes)

58%
Voter Turnout

Encouraging participation and ensuring elections are accurate, accessible, and convenient to all citizens

Our Priorities

Maintaining open and transparent processes that inspire public confidence in the election process.
Volunteer as a poll worker
A great opportunity for civic-minded people to serve the community.

Submit Application

Where do I vote?
Locate your polling place and election day wait time.

Find Polling Place

Want to vote early?
Locate nearest voting center and cast your ballot in person.

Find Voting Center

Current Election Results
Find up-to-date results and voter turnout for the current election.

[Images of buildings and a person voting]
How can I create my own templates?
Initiative Template Publisher
Create and share your own initiative patterns: Esri, customers, partners, researchers
The Power of Teams
Leverage Trusted Collaborators
Team-Enabled Collaboration and Engagement Pattern

Initiative Collaboration

Geospatial Cloud
Shared Data, Maps & Apps

Internal - External Collaborators

Site and Engagement Tools

Volunteers

Initiative Engagement

Hard-to-reach Community

Staff & Contractors

Community Members with Identity
Team-Enabled Collaboration and Engagement Pattern

Initiative Collaboration

Geospatial Cloud
Shared Data, Maps & Apps

- NGOs, CBOs
- Other Governments
- Universities
- Foundations
- Channel Partners

Internal - External Collaborators

Volunteers

- NGOs, CBOs
- Trained Volunteers
- Staffed Kiosks

Hard to Count Population

Initiative Engagement

Census 2020 Complete Count

Staff & Contractors

Community Members with Identity
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Staff

Data, Apps & Content
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Community Org

Staff

Data, Apps & Content

Community Members

Engagement is Identity-Enabled

Follow Register Sign In

Connected
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Homelessness Initiative Team

Sustainability Initiative Team

Community Org

Community Members

Engagement is Identity-Enabled
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Initiative Content

Homelessness Initiative Team

Sustainability Initiative Team

Community Org

Community Members

Engagement is Identity-Enabled

Follow  Register  Sign In
What can community users do?

- Sign in to access applications
- Crowdsource data… including the new Quick Capture app
- Perform analyses
- Create applications
- Attend events
- Receive notifications
ArcGIS Hub Features Coming Soon
Multiple teams per initiative
Teams

Core Team
Integer vitae ex quis diam eleifend accumsan. Fusce vel massa libero. Mauris condimentum nunc ac elementum...
2 People

Followers
Integer vitae ex quis diam eleifend accumsan. Fusce vel massa libero. Mauris condimentum nunc ac elementum...
14 People
This team has access to surveys.

<table>
<thead>
<tr>
<th>Person</th>
<th>Team Role</th>
<th>Organization</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cory Collaborston</td>
<td>Member</td>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>Mark Greggors</td>
<td>Manager</td>
<td>Enterprise</td>
<td></td>
</tr>
<tr>
<td>Quinn Thornton</td>
<td>Member</td>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>Vivian Lu</td>
<td>Member</td>
<td>Community</td>
<td></td>
</tr>
</tbody>
</table>
Survey Team

4 People

This team has access to surveys.
What you can do now
Move Along the Path

• Start with site creation and/or open data, then move on to two-way engagement.
• Start initiative thinking. Reach out to other departments and organizations.
• Form public-university-nonprofit partnerships.
• ArcGIS Hub is included in Education site licenses and Nonprofit Enterprise Agreements.
Leverage the Power of Partners
Leverage the power of Esri Partners!

A growing global network of partners with proven expertise in ArcGIS Hub

- Implementation services
- Community engagement strategies
- Creating / configuring initiatives
- Custom application development
- Content / data services support
- Creating Open Data destinations

Cityworks
Blue Raster
GIS Inc.
Pro-West & Associates
Fernleaf Interactive
Roadmap
ArcGIS Hub at UC and beyond

Q3, 2019

- Multiple teams per initiative
- Elections initiative template
- Integrated survey workflow
- Content Library

End of 2019

- Built-in messaging to teams
- Community discussions & commenting
- More initiative templates

Q3, 2019 End of 2019
SEE WHAT OTHERS CAN'T