



SEE
WHAT
OTHERS
CAN'T



Engaging Your Community with ArcGIS Hub

Matt Robinson

SEE
WHAT
OTHERS
CAN'T

Everyone wants their community to be...



How do we...

Protect the
Environment

Reduce
Homelessness

Use Less
Energy

Create More
Affordable Housing

Create
More Jobs

Improve Earthquake
Preparedness

Conserve
Water

Make Commuting
Easier

Increase
Recreation
Opportunities

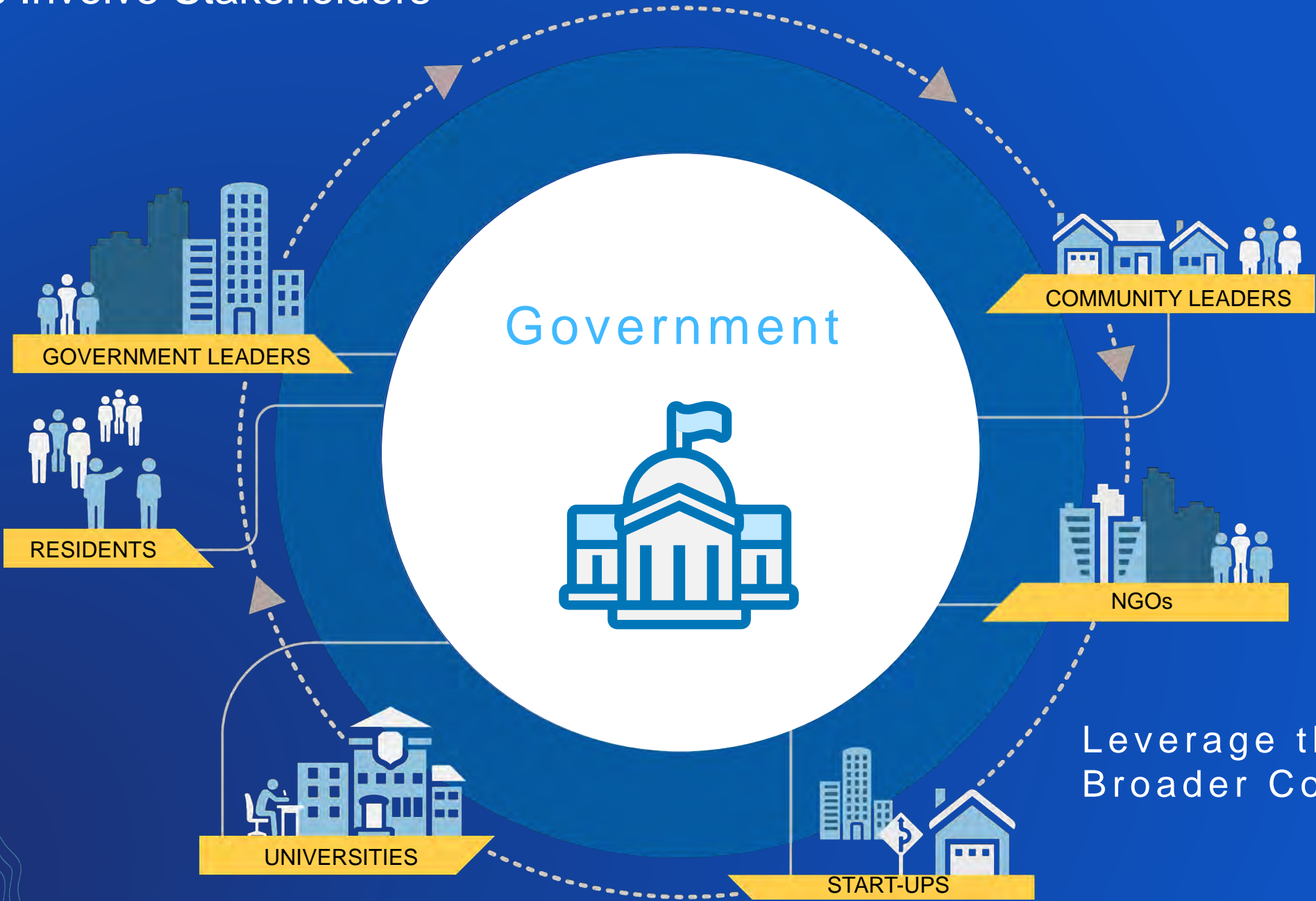
Improve Emergency
Response Times

Increase Access for
Disabled People

Reduce Traffic
Congestion



Initiatives Involve Stakeholders



Leverage the
Broader Community

Initiatives Involve Stakeholders



Leverage the
Broader Community

Initiatives Involve Stakeholders



Leverage the
Broader Community

Initiatives Involve Stakeholders



Leverage the
Broader Community



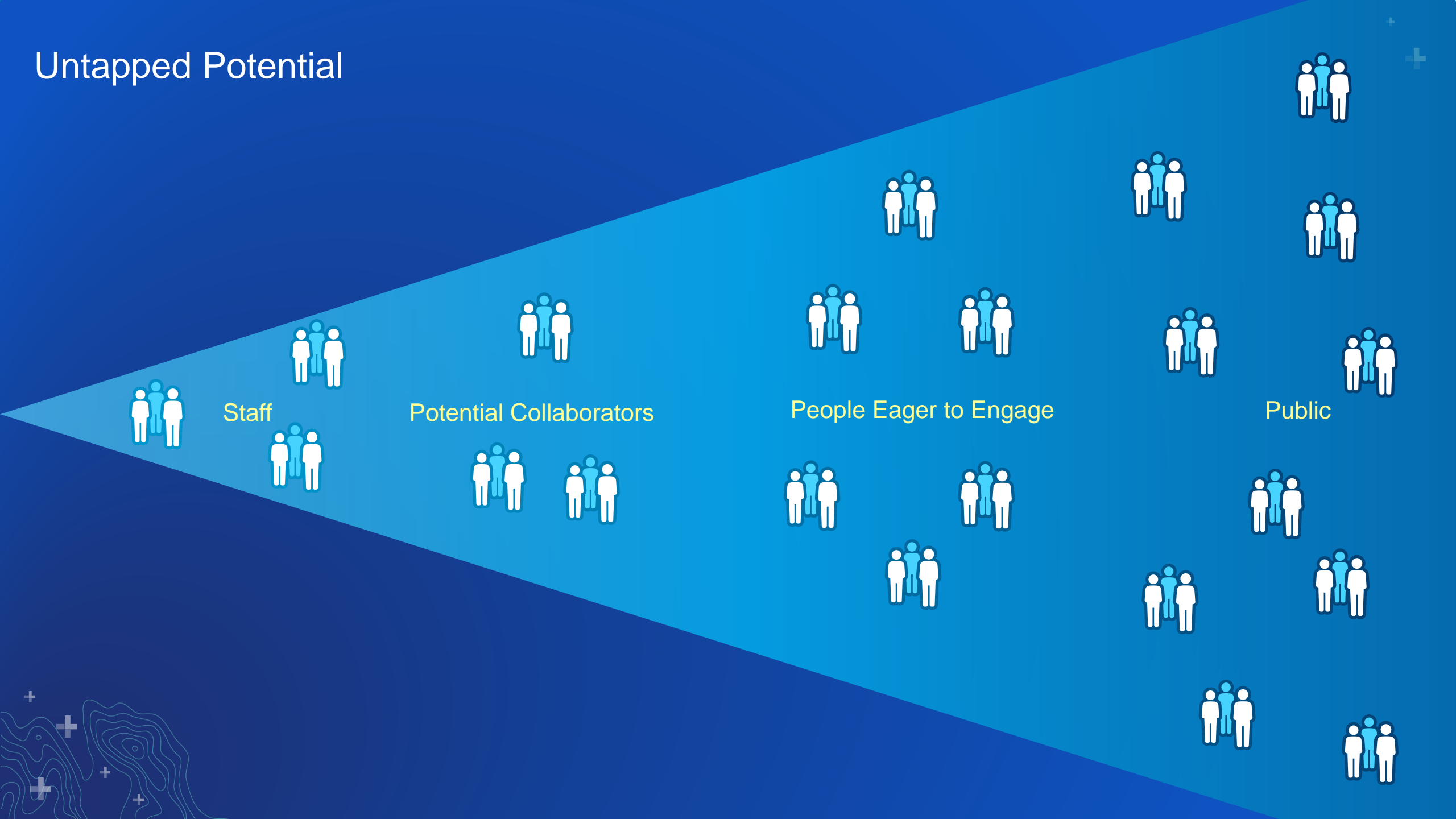
Your Organization

Leverage the
Broader Community



Leverage the
Broader Community

Untapped Potential



Initiatives provide focus and alignment

INITIATIVE

Staff



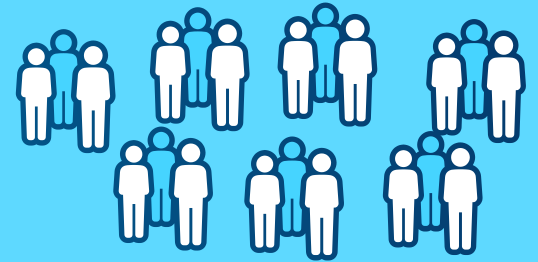
Trusted Collaborators



Actively Engaged Public



Informed Public



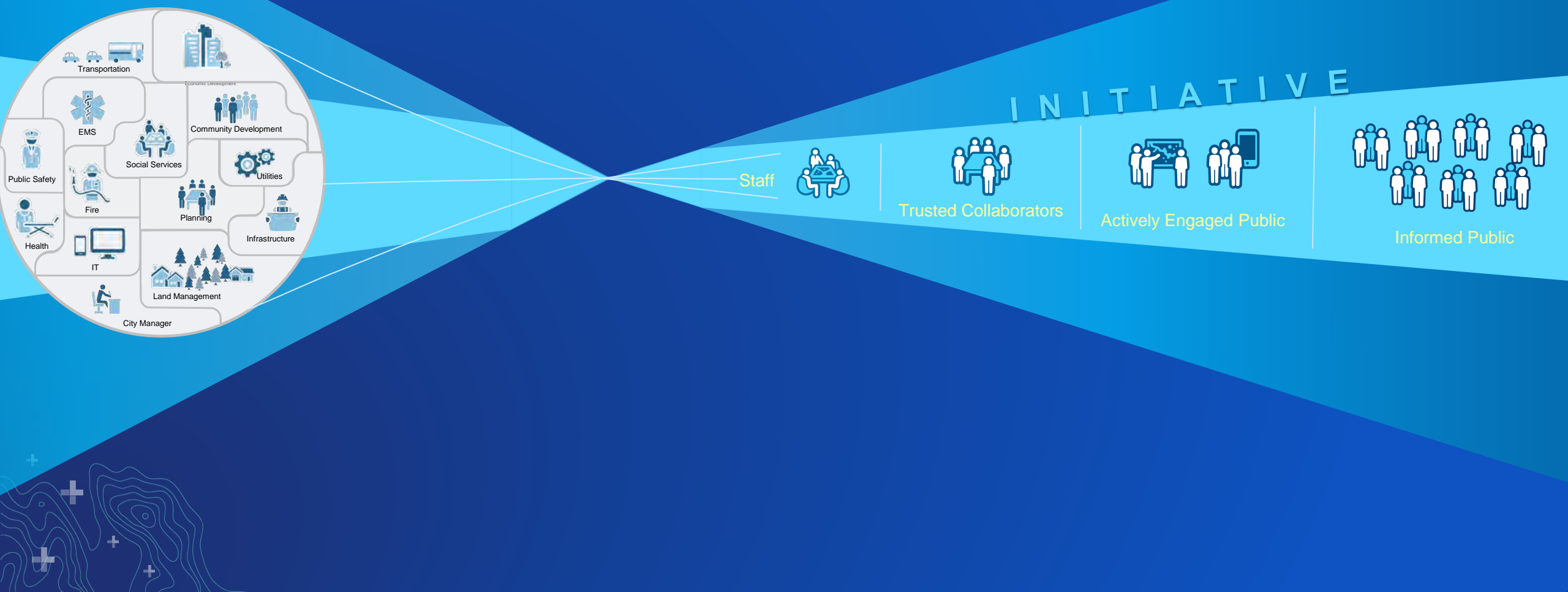
And they use data from multiple departments



Staff



Framework for collaboration and engagement



ArcGIS Hub is an easy-to-configure cloud platform that organizes people, data, and engagement tools to accomplish Initiative goals.



Initiatives

Organize Content & Collaboration



Team(s)

Coordinate Activities + Sharing



Feedback

Discussions, Surveys, Crowdsourcing



Content + Apps

Easy to deploy & configure tools



Community Identities

Access to data, tools, teams, alerts



Events

Schedule and Gather People



Sites

Modern, Responsive Webpages



Subscriptions

Community Notifications + Alerts



Performance Tracking

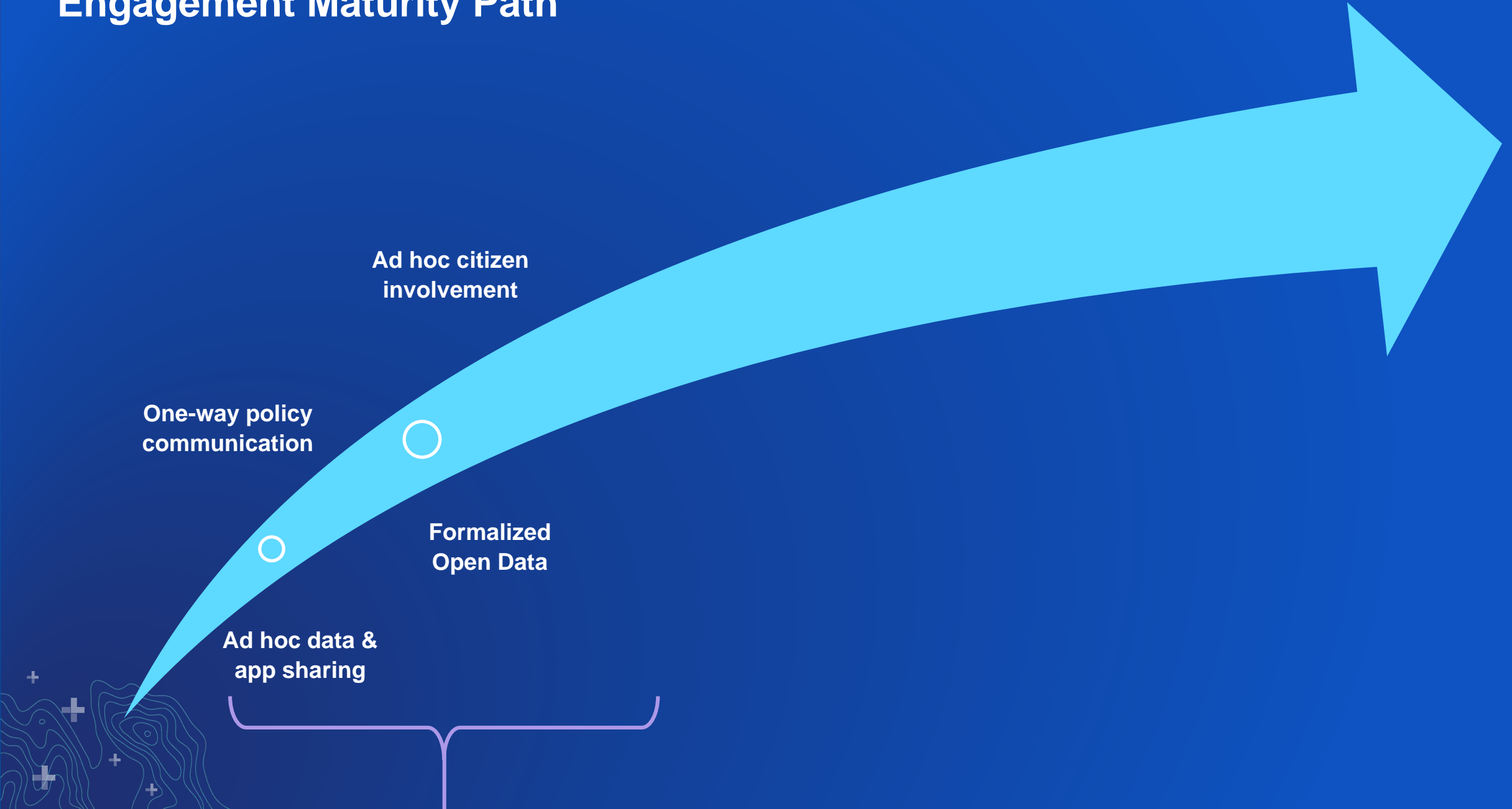
Initiative & Engagement Dashboards

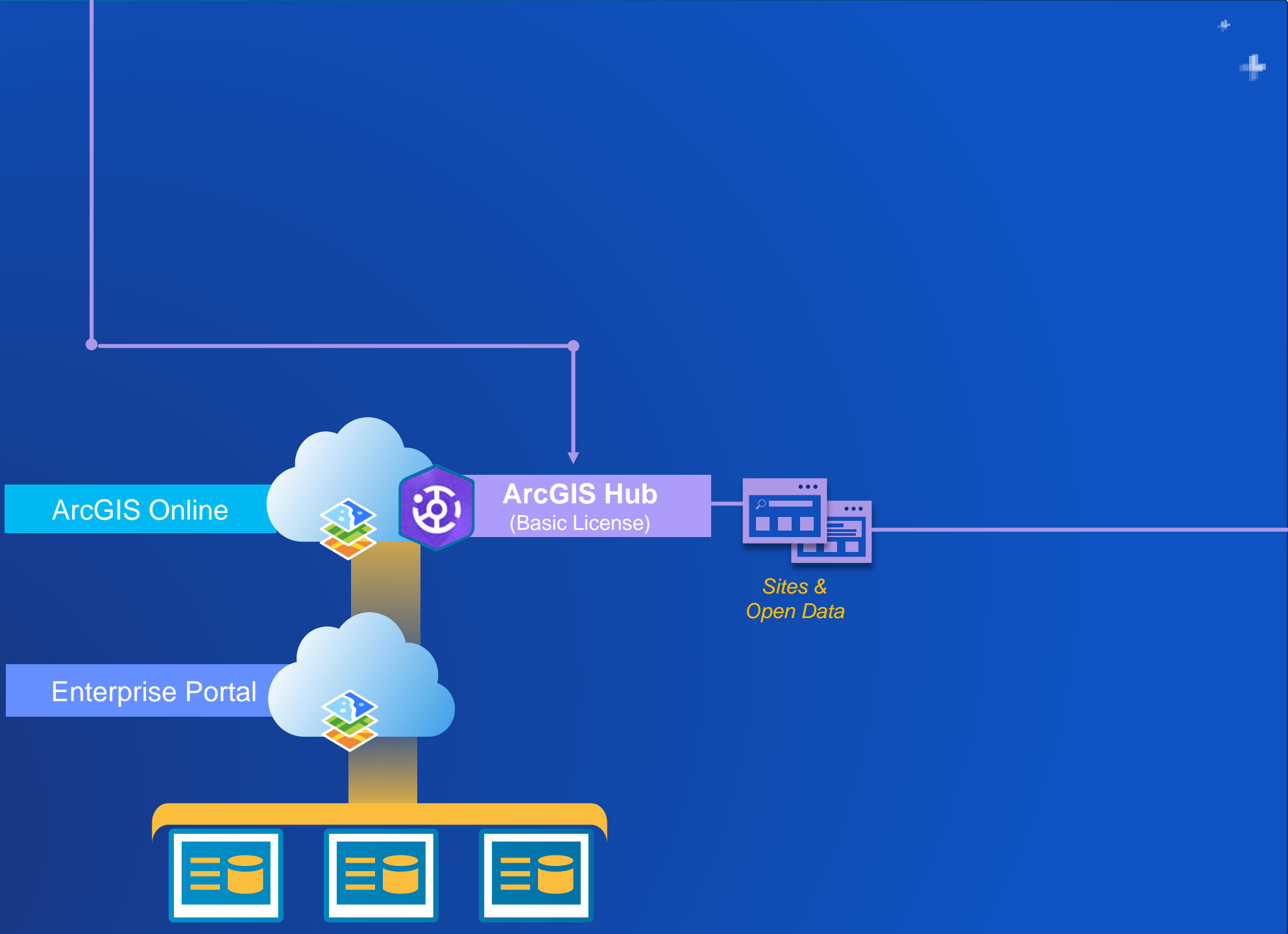
Where do you start?

The typical evolution...



Engagement Maturity Path





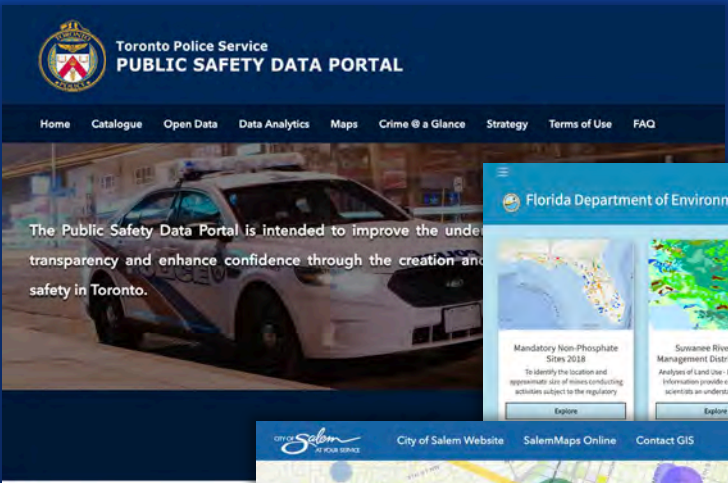
Hub sites start the engagement journey... over 2400 organizations

Non-Profit

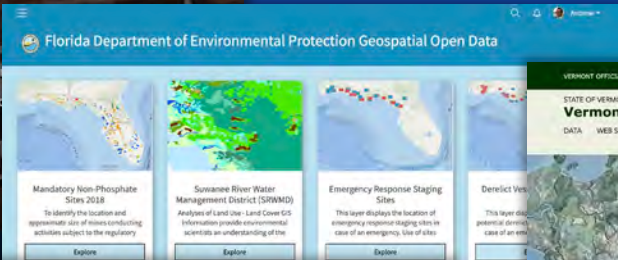
City & Departments

Regional Government

Toronto Police Department



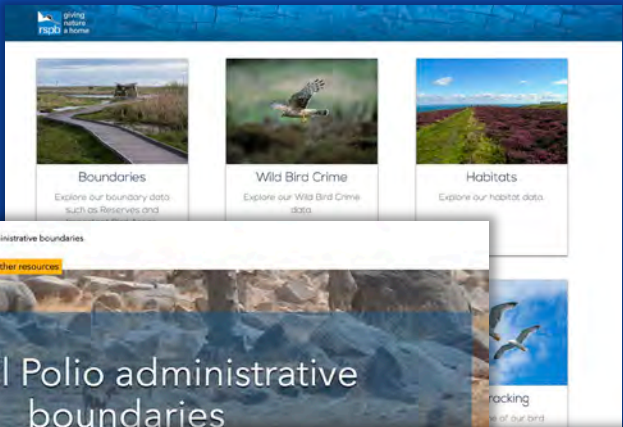
Florida Dept Environmental Protection



Korean Light Pollution



Royal Society for the Protection of Birds



Global Polio administrative boundaries



UN WHO

State of Vermont

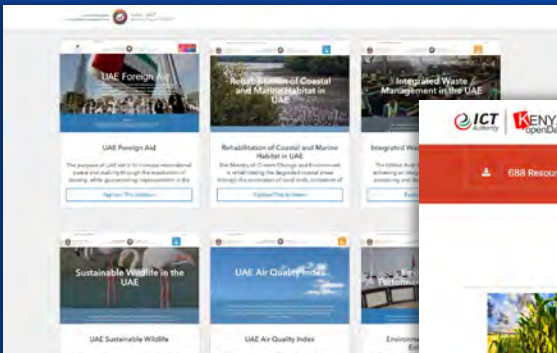


AEC

Cushman & Wakefield

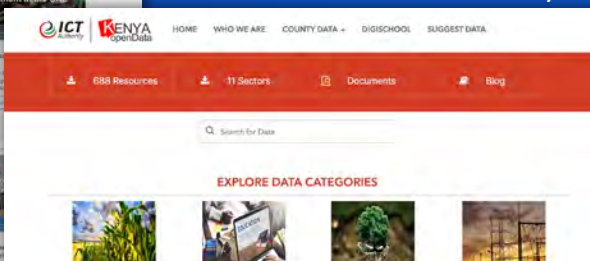


United Arab Emirates



National Government

Kenya



Quito, Ecuador

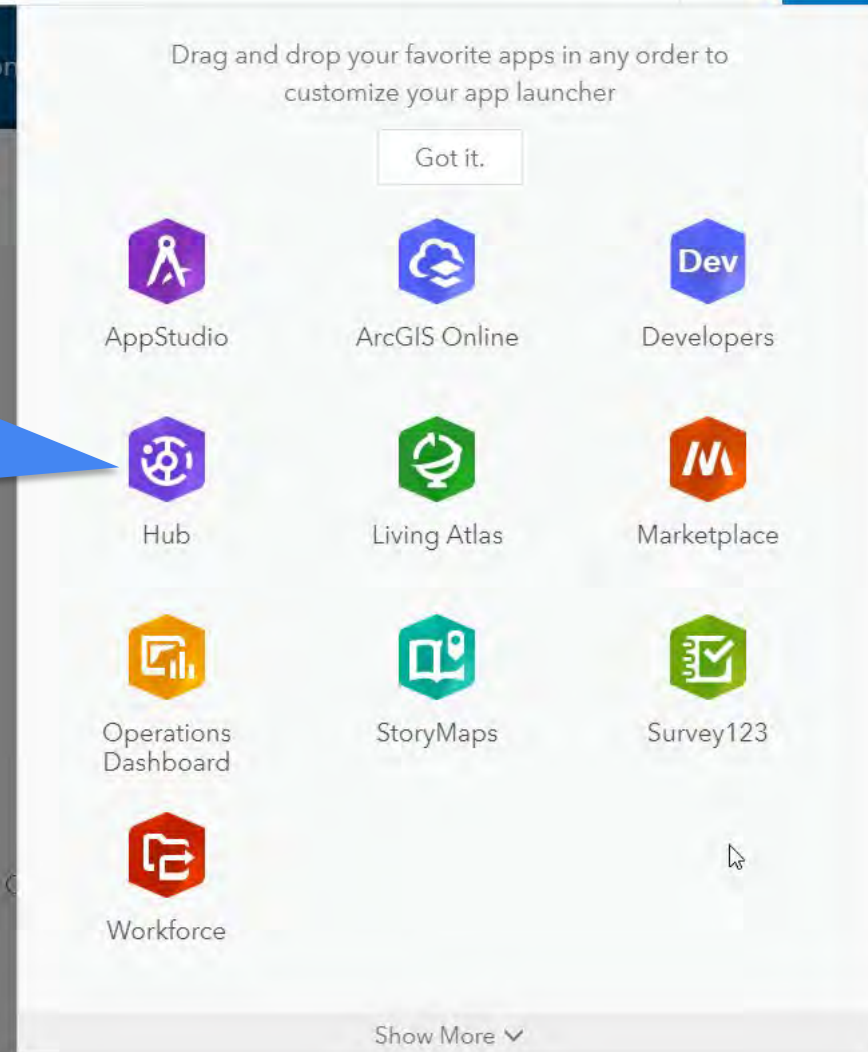


Recent changes that will help you get started



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

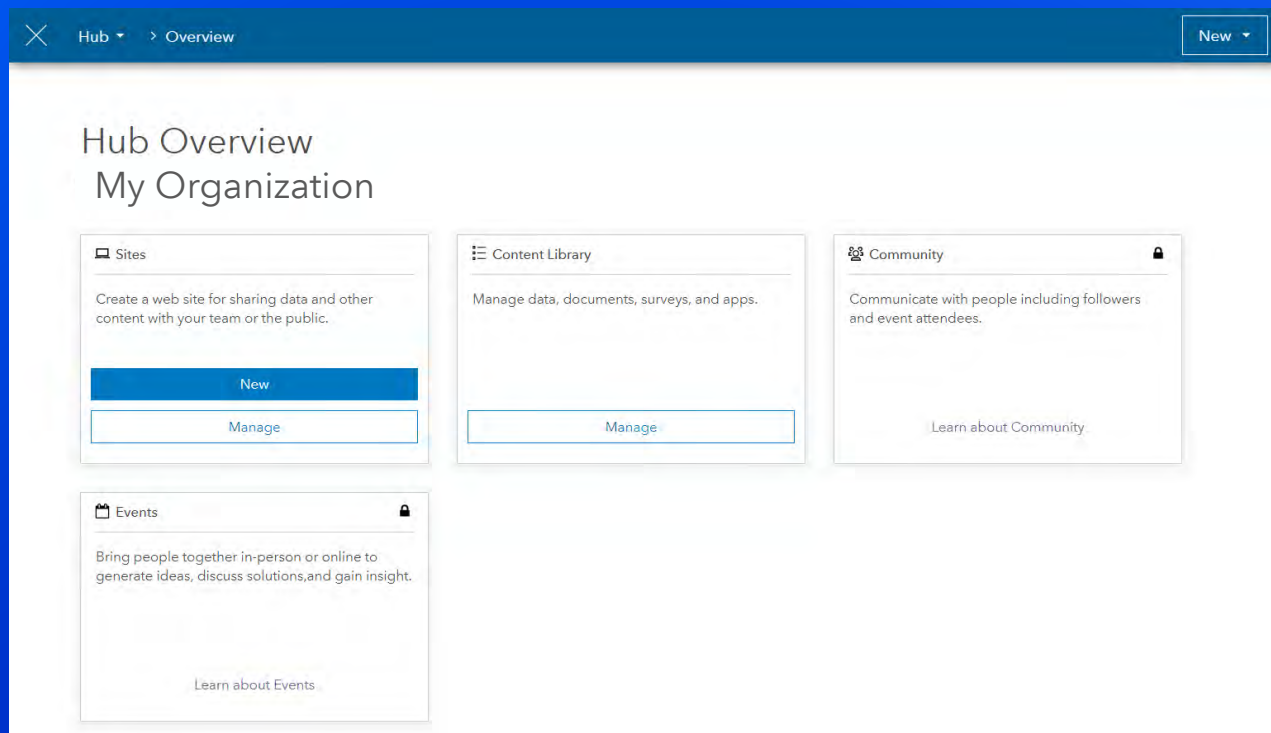
Communicate with people including followers and event attendees.

Learn about Community

Events

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

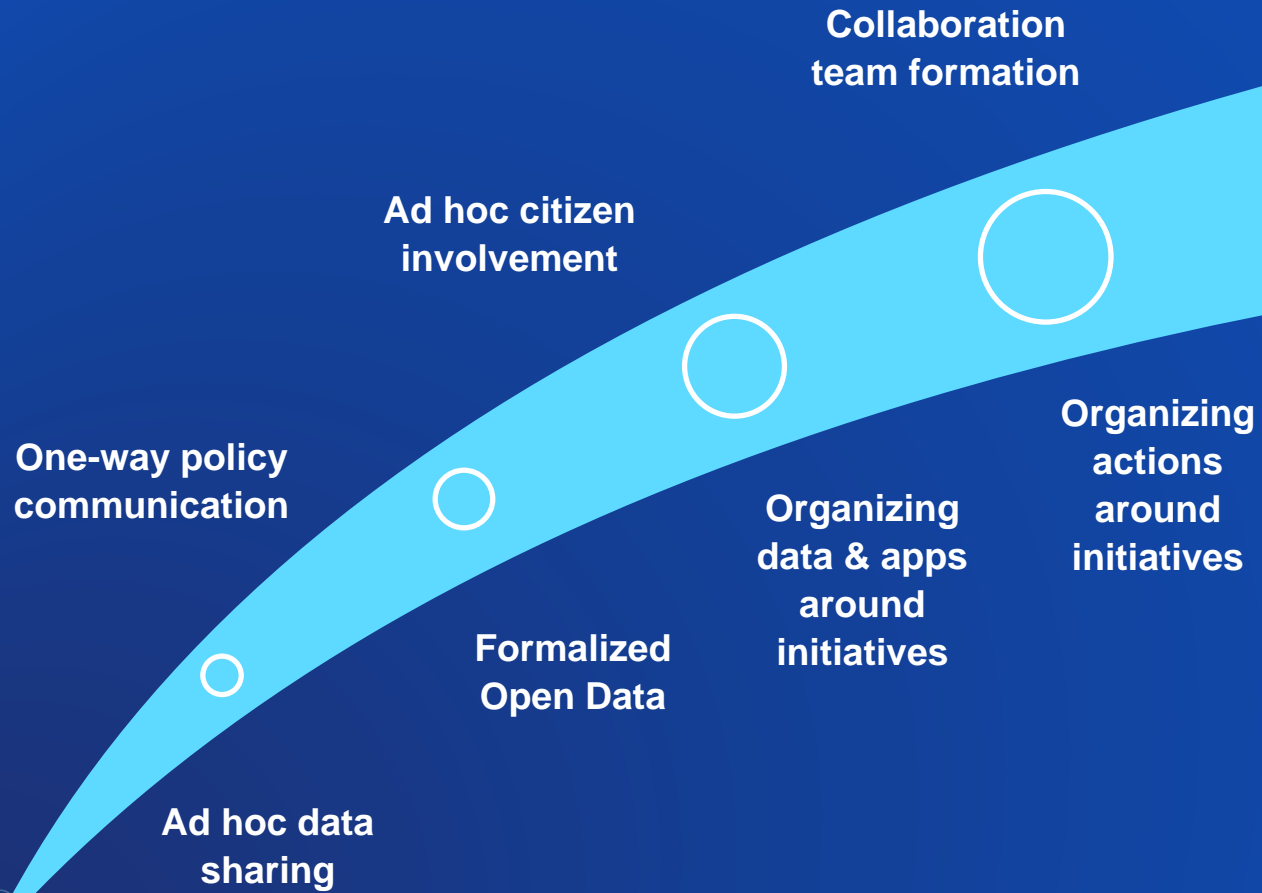
Learn about Events



Creating Sites

Let's take a look...

Engagement Maturity Path

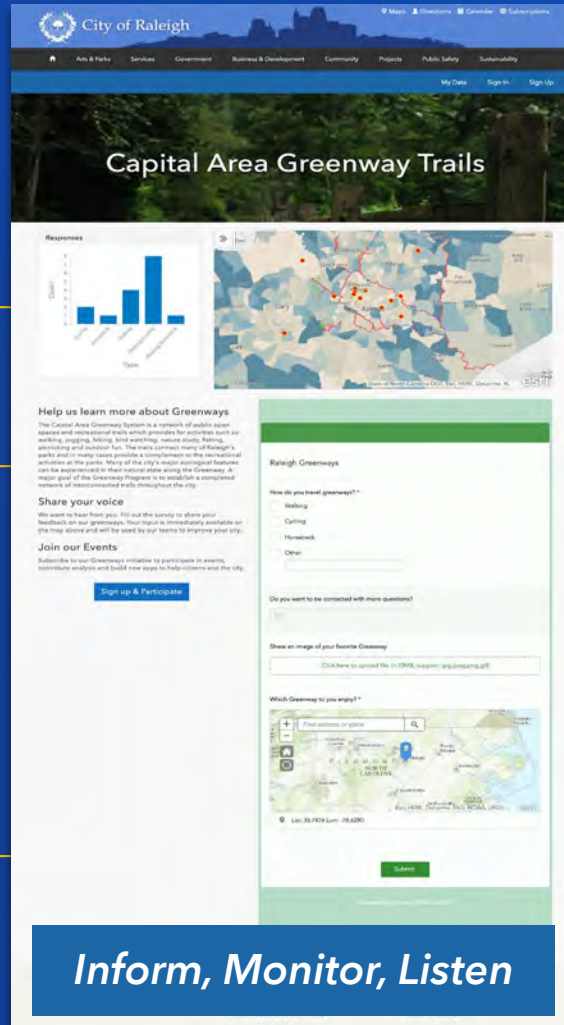


Data-Driven Initiatives... Bridging the Gap

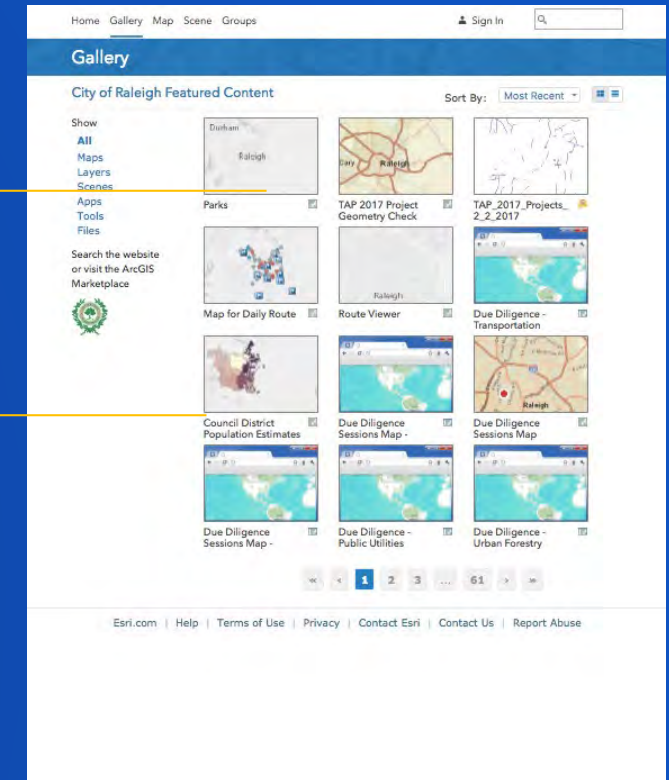
Informational Site



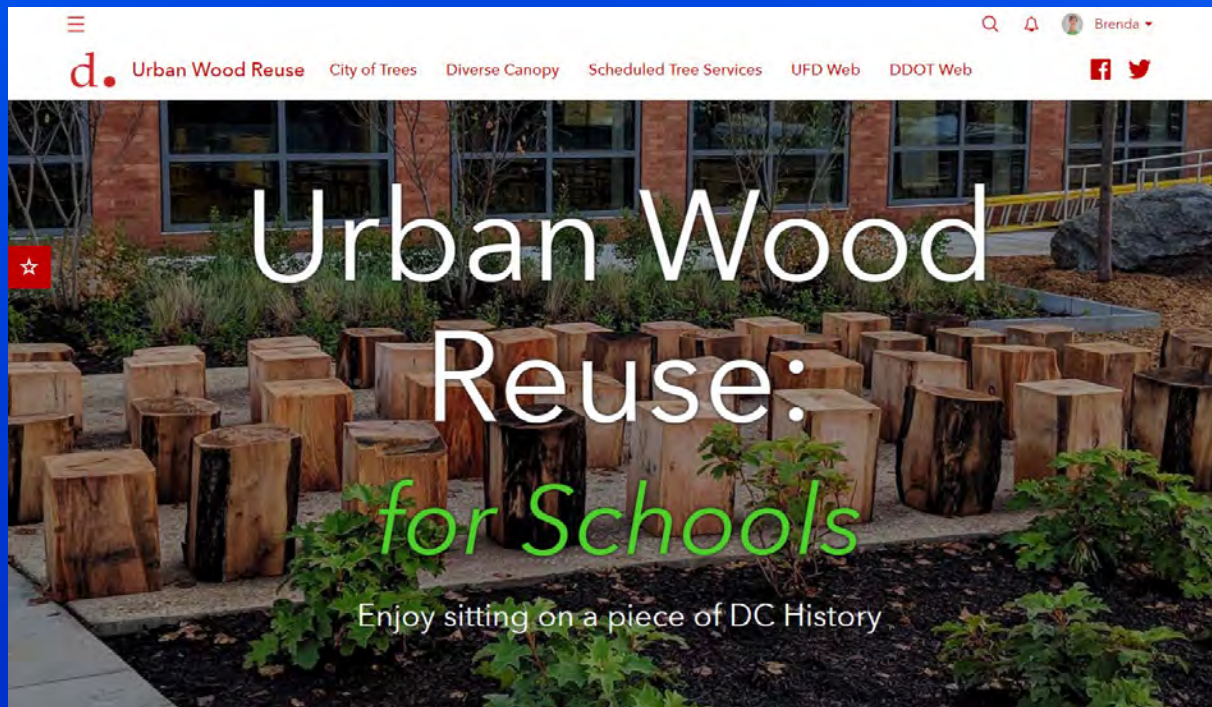
Initiatives



Data, Apps, Analyses



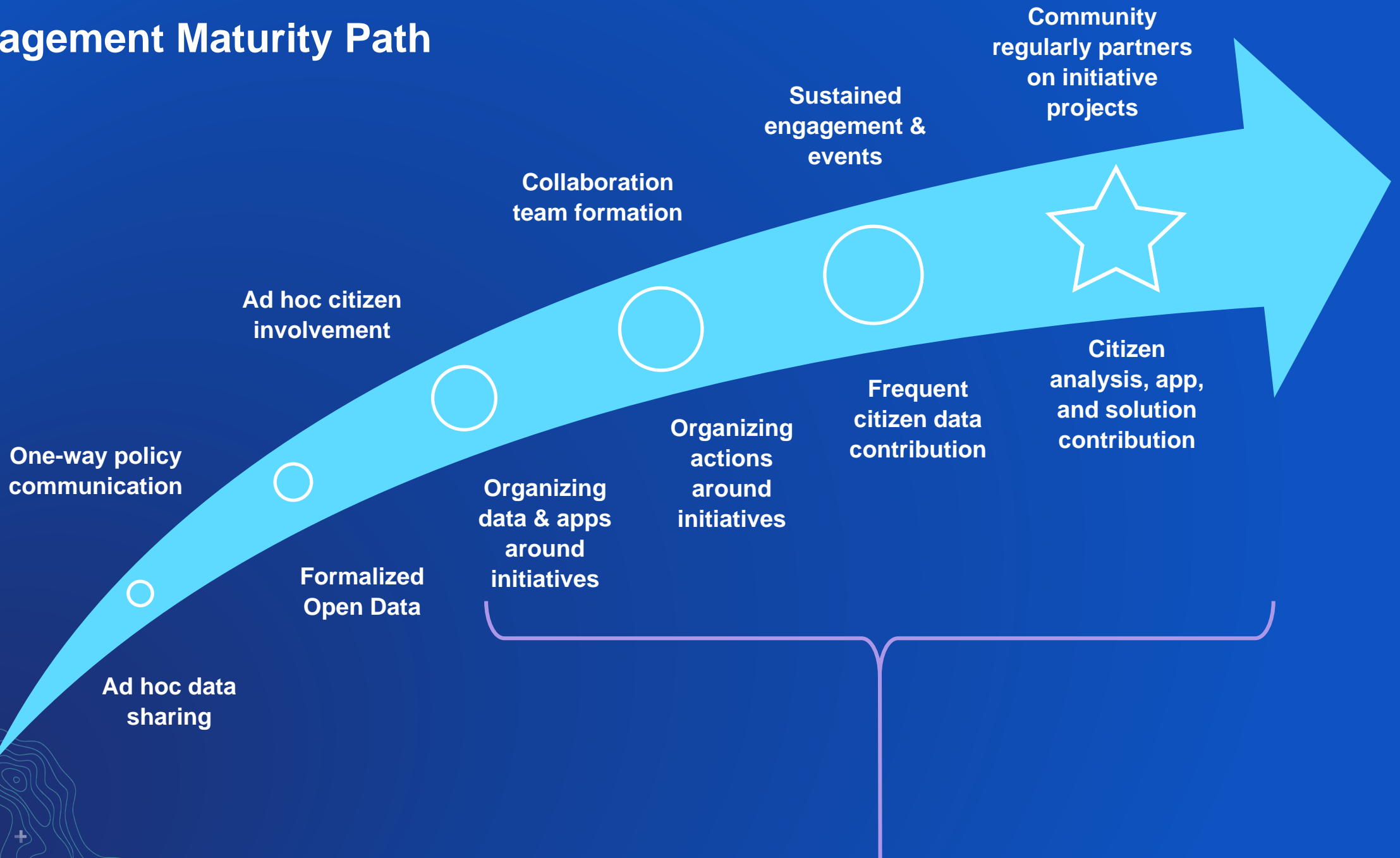
Inform, Monitor, Listen

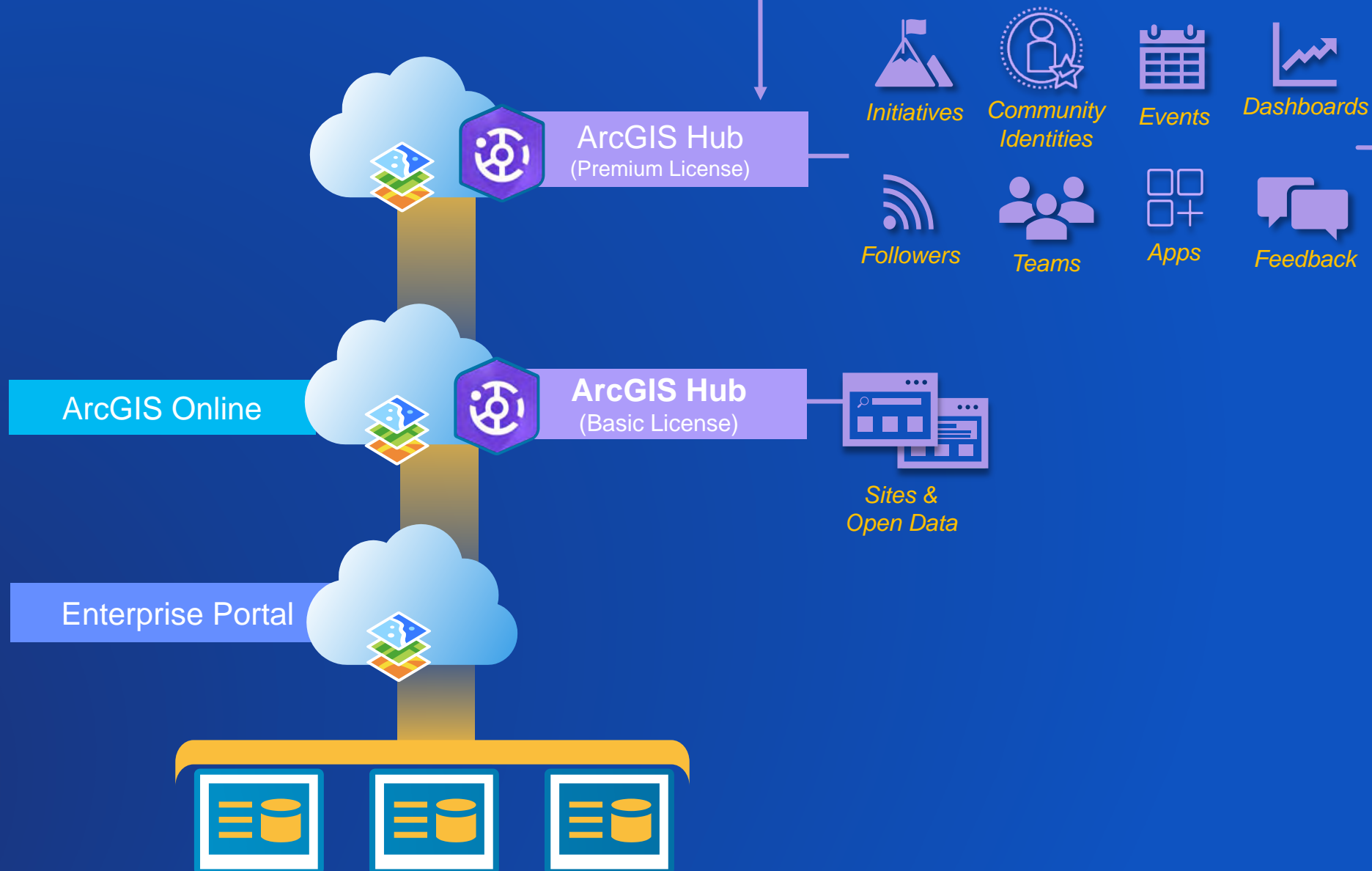


Washington DC

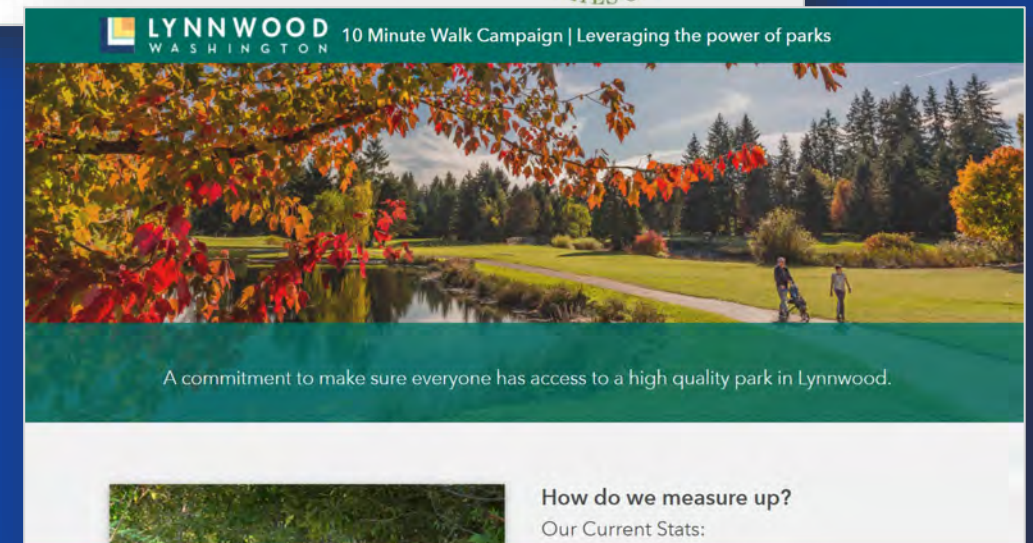
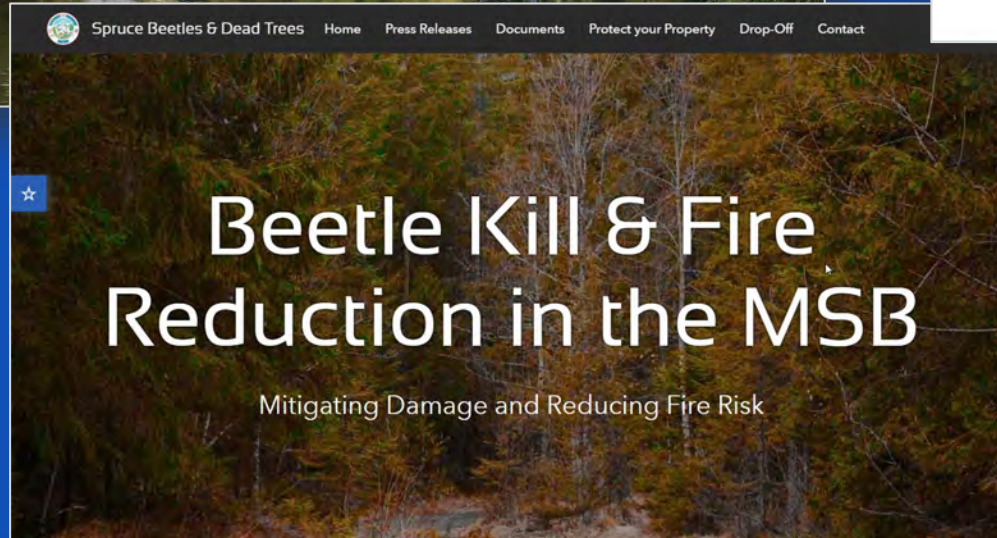
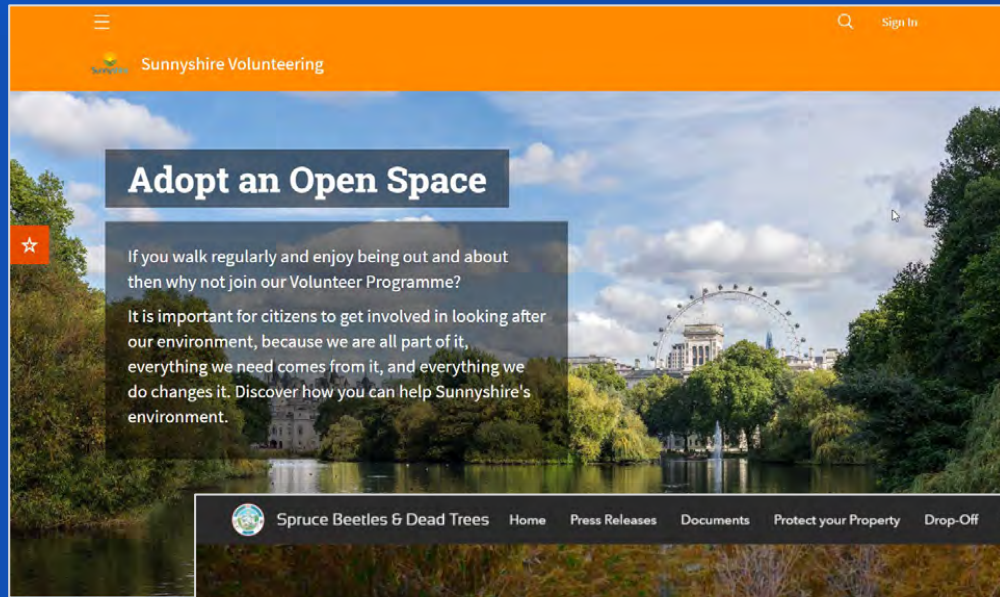
Let's take a look...

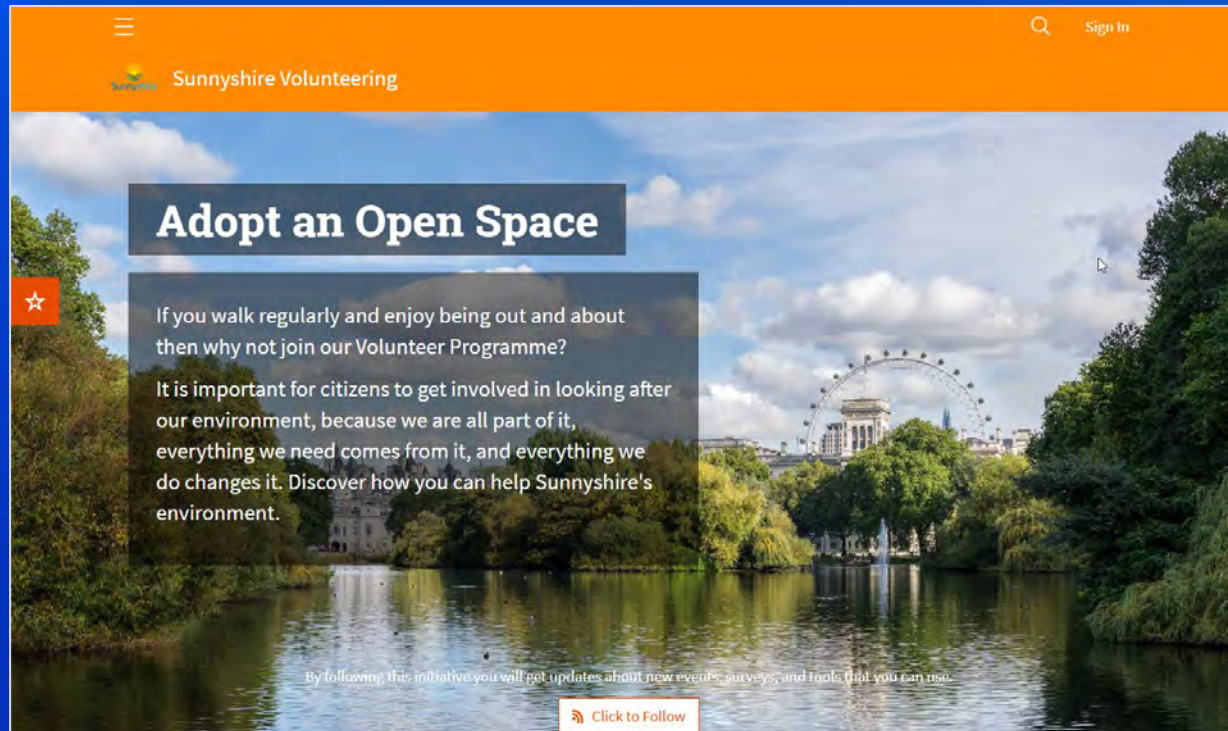
Engagement Maturity Path





Initiative Examples



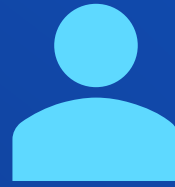


Initiatives

Let's take a look...



Creating Initiatives... Users have two options



Initiative Manager

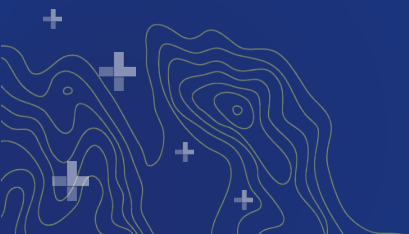


Create from scratch

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

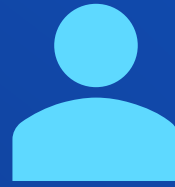
Ready-to-use templates

- Start with nice site template
- Apps, surveys, solutions are already gathered together





Creating Initiatives... Users have two options



Initiative Manager

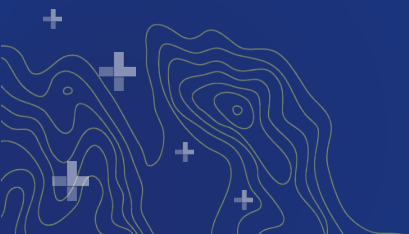


Create from scratch

- 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



Banner
Mission

Apps
Analysis

Performance

Related Initiatives

Sub-sites

Success Stories

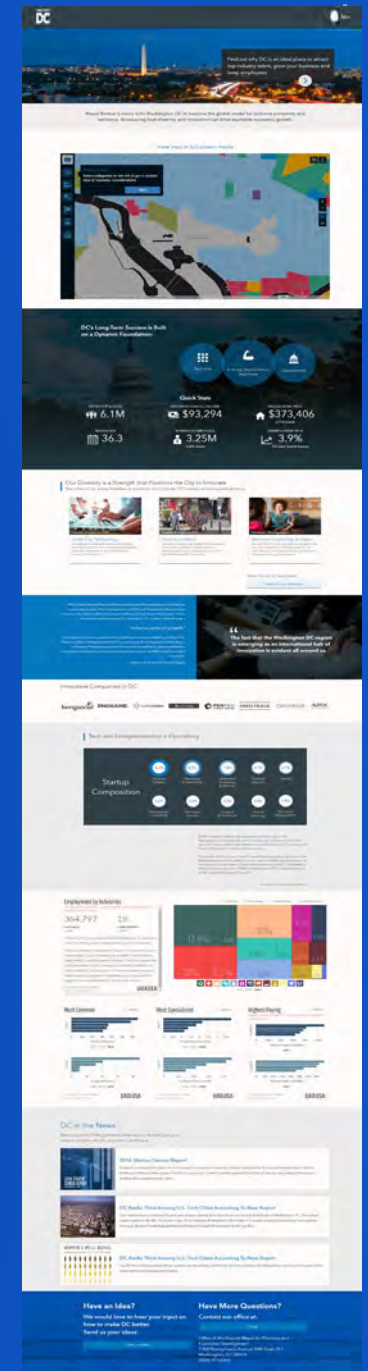
Maps & Data

Infographics

Surveys

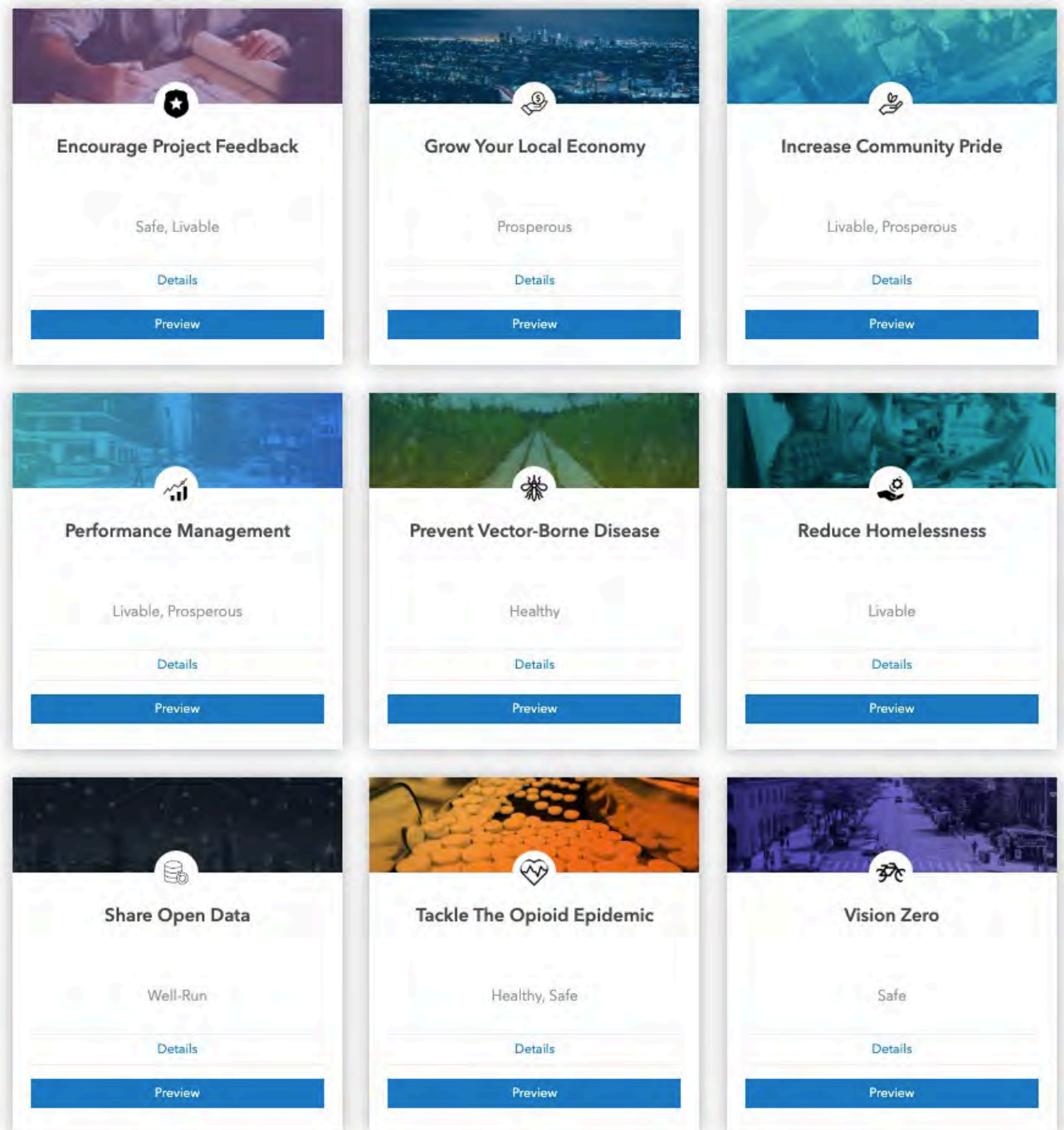
Ways to Engage

Participating Agencies



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





Initiatives

Initiatives Manager

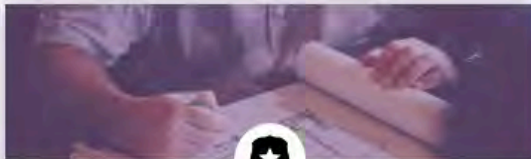
Gallery

[Create New Initiative](#)

From Esri

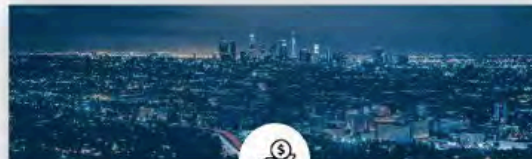


Search...



Encourage Project Feedback

Safe, Livable

[Details](#)[Preview](#)

Grow Your Local Economy

Prosperous

[Details](#)[Preview](#)

Increase Community Pride

Livable, Prosperous

[Details](#)[Preview](#)

Performance Management

Livable, Prosperous

[Details](#)

Prevent Vector-Borne Disease

Healthy

[Details](#)

Reduce Homelessness

Livable

[Details](#)**New**

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



Sneak
peek!

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.



Place City Logo

Transparent Elections | Increasing Public Trust

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.



Initiatives

Initiatives Manager

Gallery

Create New Initiative

From Esri ▾

Search...



Local Economy

Increase Community Pride

Livable, Prosperous

Details

Preview



Performance Management

Livable, Prosperous

Details

Preview



Prevent Vector-Borne Disease

Healthy

Details

Preview



Reduce Homelessness

Livable

Details

Preview

“

How can I create my own templates?

”

Initiative Template Publisher

Create and share your own initiative patterns: Esri, customers, partners, researchers

←

→

↺

🏠

🔒

https://hub.arcgis.com/admin/initiatives/te...

☆

ArcGIS Hub

Community

Initiatives

Sites

Data

Create New Template

You are creating a blank initiative template. Inside this template you can add maps, sites, and surveys that will help others achieve this initiative. You can save it to a template as you add it to this initiative template.

Title

Name your initiative template

Cancel

Create Initiative Template

Initiatives


Initiatives Manager

Gallery

Create New Initiative

Mine

Search...



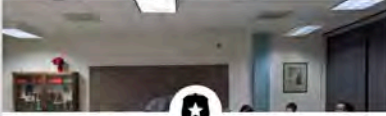
★

Adopt A Block

Well-Run

Details

Preview




★

ANC SMD

Well-Run

Details

Preview




★

DCPS School Modernization

Prosperous

Details

Preview



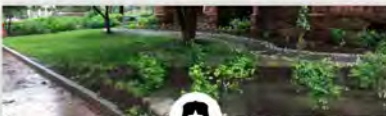
★

Disaster Response Event

Safe

Details

Preview



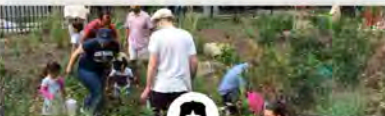
★

RiverSmart Community

Sustainable

Details

Preview



★

RiverSmart School

Well-Run

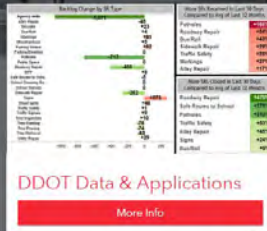
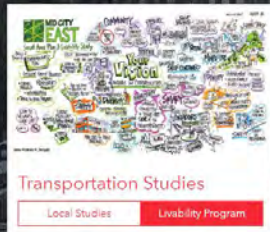
Details

Preview

d.

District Department of Transportation

The District Department of Transportation's (DDOT's) mission is to enhance the quality of life for District residents and visitors by ensuring that people, goods, and information move efficiently and safely with minimal adverse impact on residents and the environment. This takes planning, coordination, and communication. Use this site to learn more about our projects, DDOT department resources, and how you can help improve our Capital's transportation infrastructure.



Sign up for a community account and "Follow" us for timely information, event notices, and to be a part of this amazing process!

Follow

TRANSPORTATION PROJECTS

DDOT manages hundreds of projects throughout the city. Much of this work, spread across all eight wards, is federally funded and ensures the District's transportation network is properly maintained and improved on an ongoing basis. Capital projects start with a study, go through a planning and design phase, and then enter into active construction. Explore all the projects planned and underway - each one designed to improve the flow and safety of transportation in our nation's Capital.

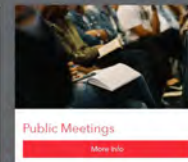


DDOT Project Template

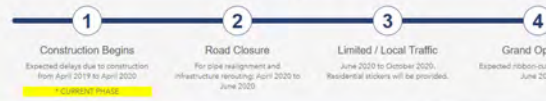
d.

Maryland Ave NE Project Initiative

The Maryland Avenue NE project will improve safety and access for bikes, pedestrians, cars on the corridor between 2nd Street and 14th Street NE. The project includes new lighting, traffic signals, high visibility crosswalks, traffic calming, shorter crossing distances for pedestrians and new bike lanes. DDOT anticipates the project will be complete by June 2020.



Our Progress So Far



d.

Project Resources

The Maryland Avenue Multi-Modal Safety and Access Project will improve multi-modal safety and access along the Maryland Avenue, NE corridor by calming travel and turning speeds, shortening pedestrian crossing distances, providing pedestrian refuge islands, and providing new bicycle facilities. The project will also increase pedestrian and bicycle access.



The Maryland Avenue NE project will improve safety and access for bikes, pedestrians, and cars on the corridor between 2nd Street and 14th Street NE. The project includes new lighting, traffic signals, high visibility crosswalks, traffic calming, shorter crossing distances for pedestrians and new bike lanes. Follow this project to receive important updates and announcements.

Unfollow

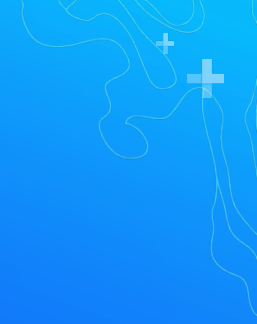
Public Meeting Notes

Residents along the Maryland Avenue NE corridor have advocated for safety improvements for many years. Concerns about high speeds and uncontrolled pedestrian crossings, particularly those near public institutions such as NE Library (MD & 7th) and School within School (near MD & 10th) have been the primary concerns.

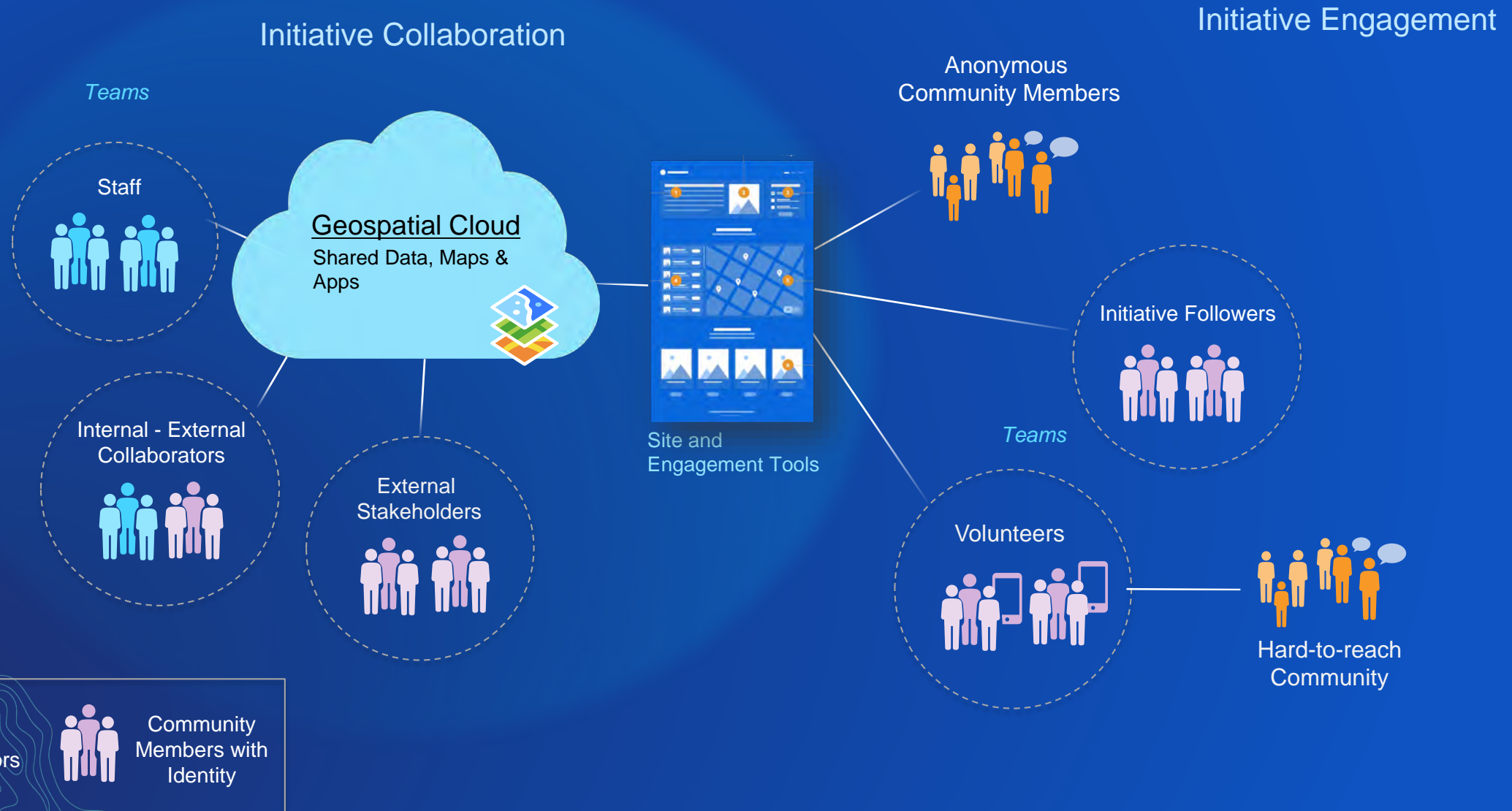


The Power of Teams

Leverage Trusted Collaborators



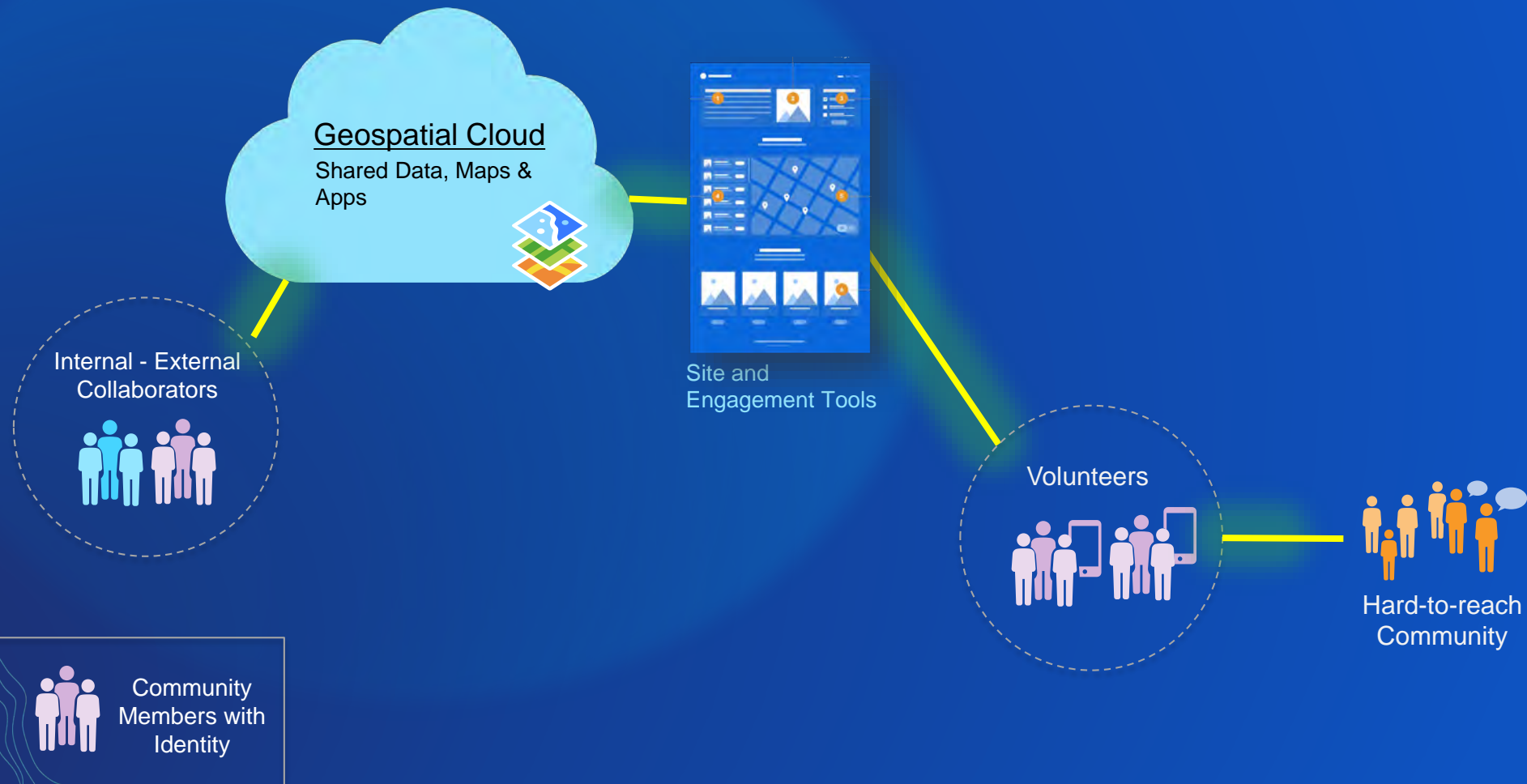
Team-Enabled Collaboration and Engagement Pattern



Team-Enabled Collaboration and Engagement Pattern

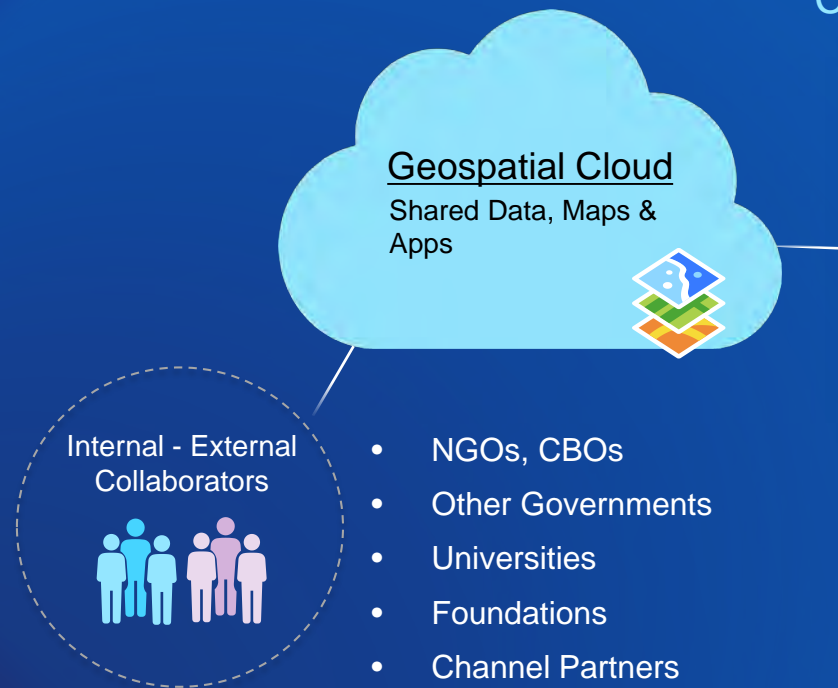
Initiative Collaboration

Initiative Engagement



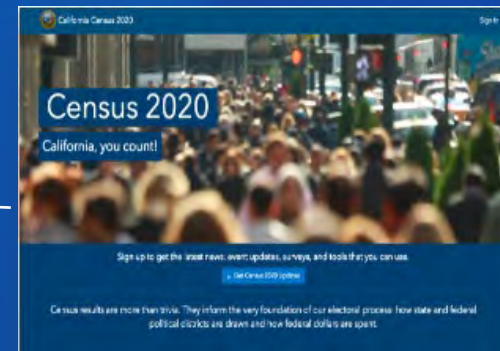
Team-Enabled Collaboration and Engagement Pattern

Initiative Collaboration



Initiative Engagement

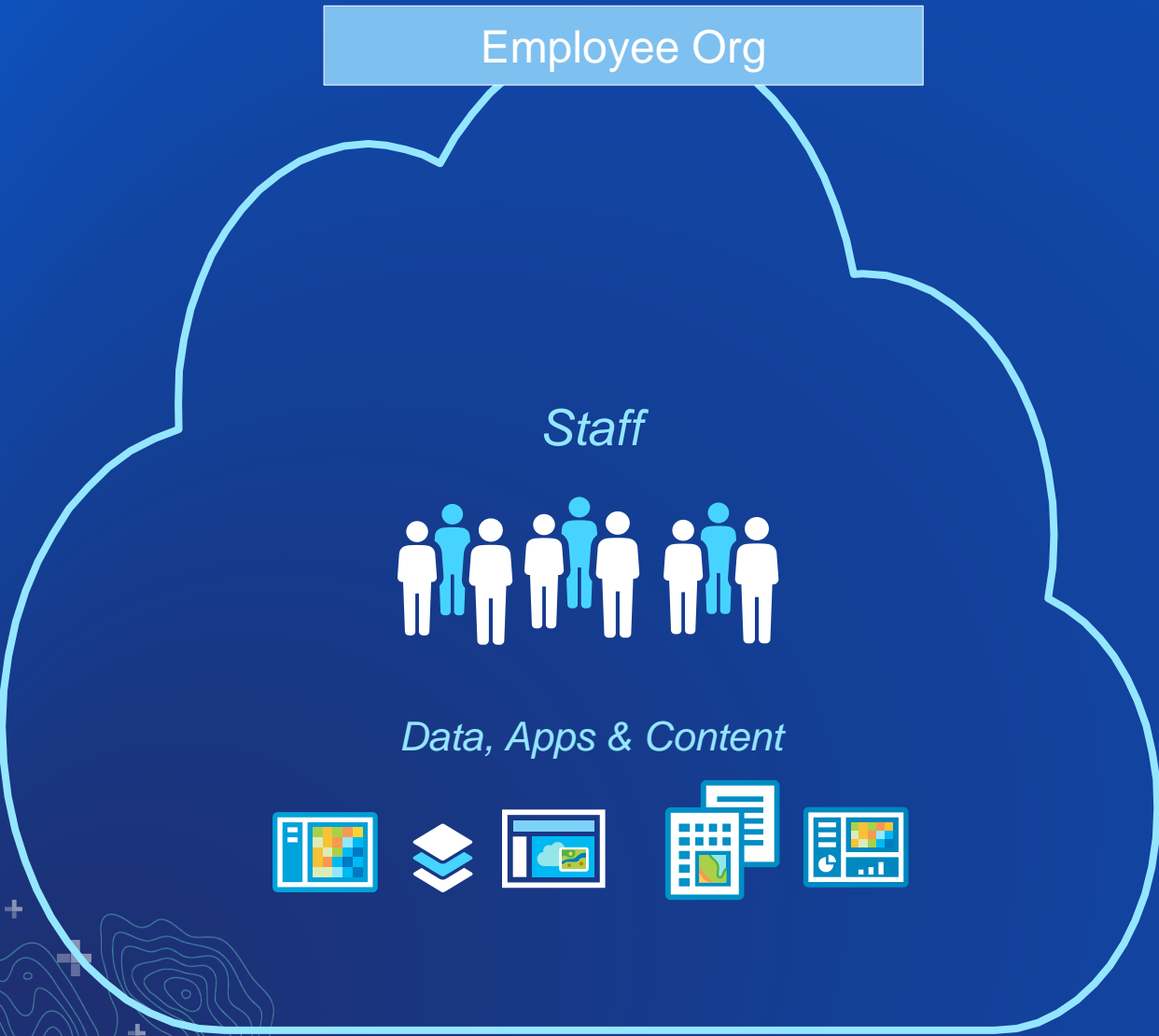
Census 2020 Complete Count



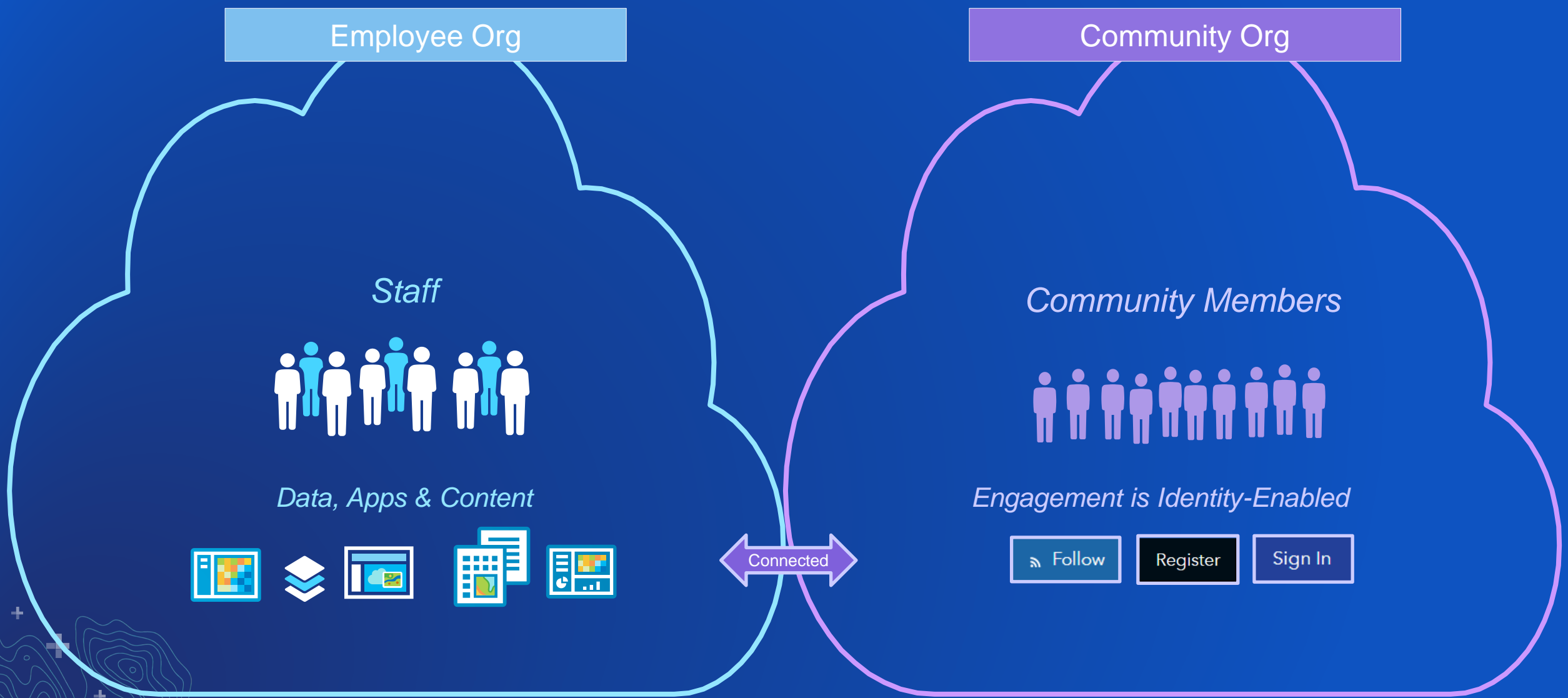
- NGOs, CBOs
- Trained Volunteers
- Staffed Kiosks



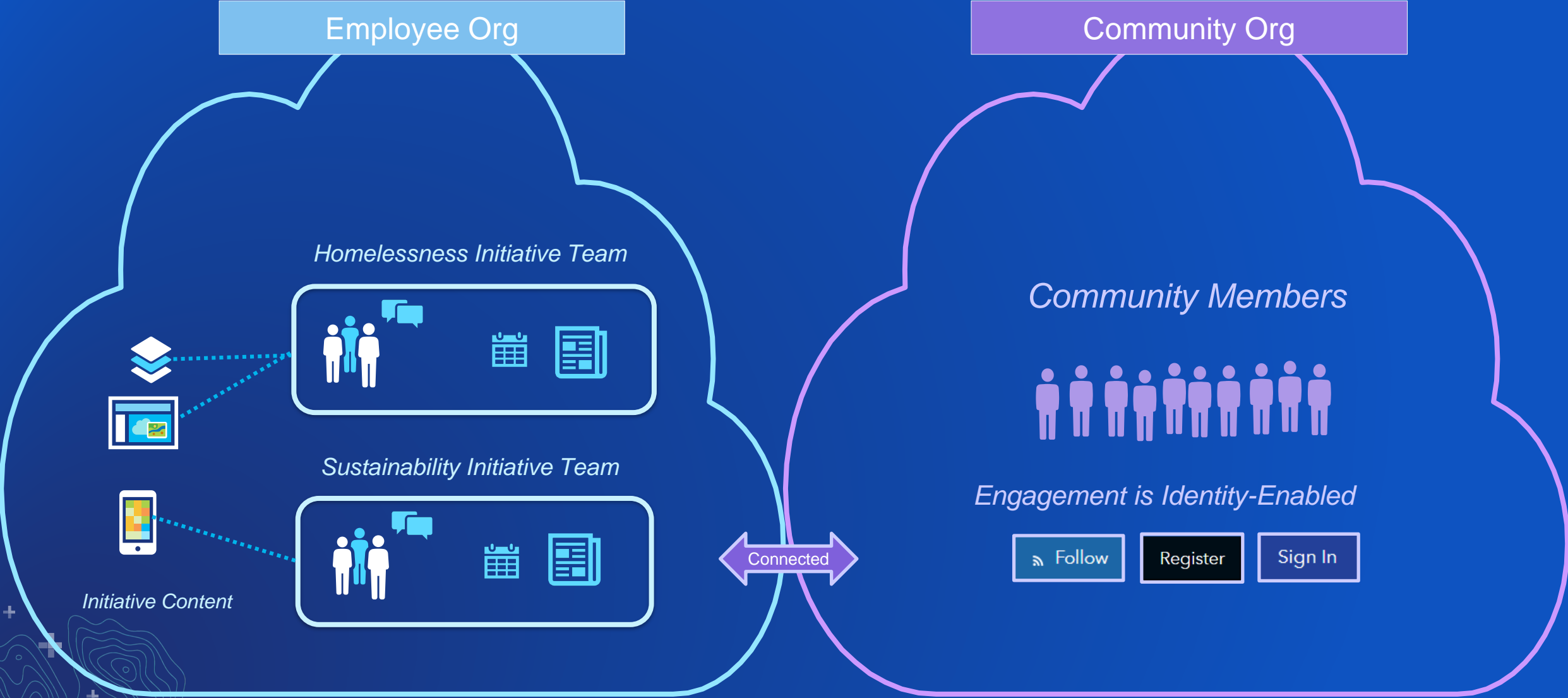
High-Level ArcGIS Hub Premium Architecture and Setup



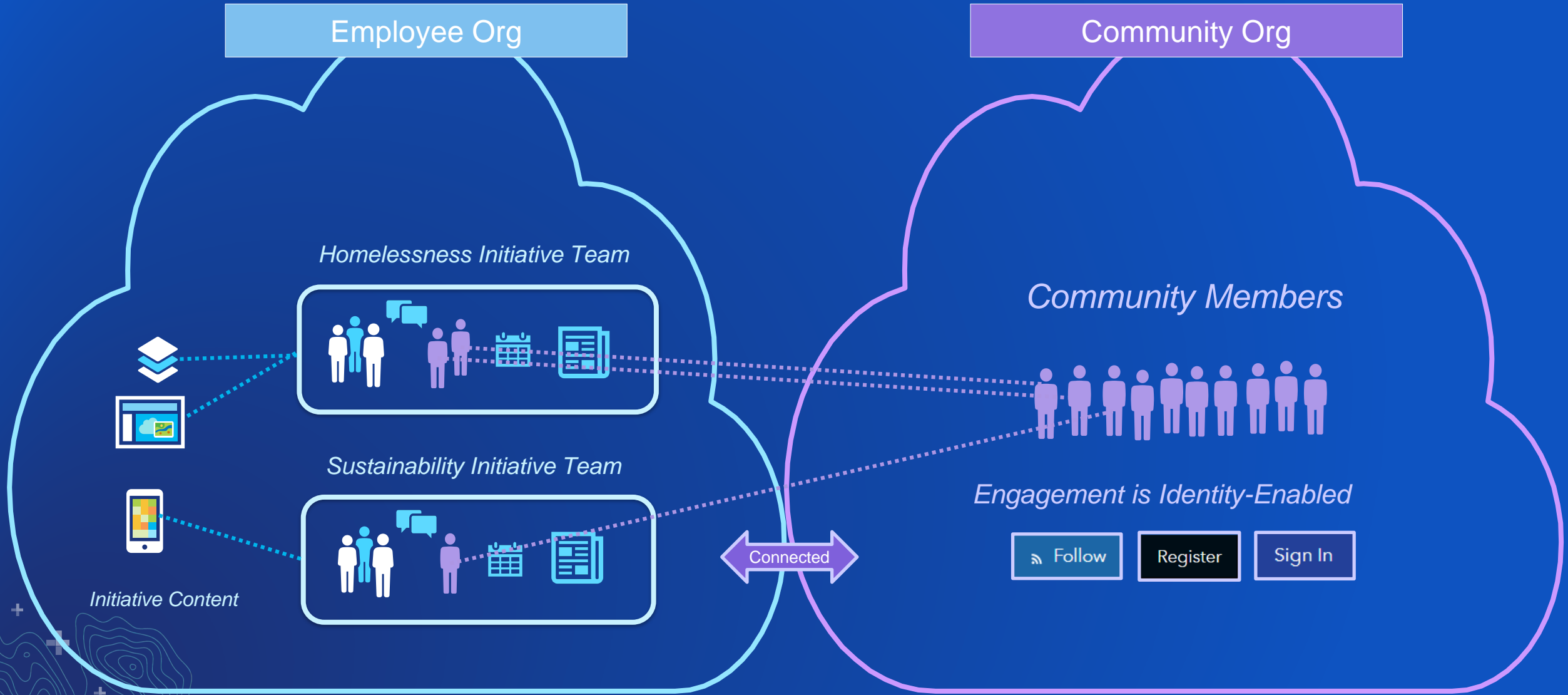
High-Level ArcGIS Hub Premium Architecture and Setup



High-Level ArcGIS Hub Premium Architecture and Setup



High-Level ArcGIS Hub Premium Architecture and Setup



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

Add New Team







Sustainable Redlands Survey Team

4 People

This team has access to surveys.




Content **People**

Add Members

Search people


Person	Team Role	Organization	Actions
Cory Collaborston	Member	Community	
Mark Greggers	Manager	Enterprise	
Quinn Thorton	Member	Community	
Vivian Lu	Member	Community	



Survey Team

4 People

This team has access to surveys.



Content

People

Add Content

 Search content

Filters

Clear All

2 Results

Collections

☒ All Content

☐ Data

☐ Documents

☐ Apps & Maps

App

Published

Volunteer to Help

CAFB Partner Network | Jeff Sowers

Nullam ornare at massa et sagittis. Mauris feugiat, mi vitae pharetra vehicula, ligula odio finibus tortor, a pharetra odio nisl non magna.

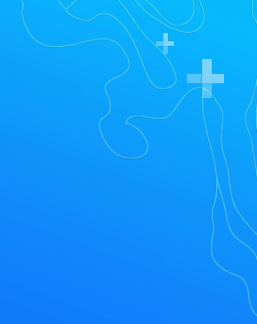
Type: Survey

Sharing: Public

Uploaded: 8/14/2017 3:30 PM EST

Location: United Kingdom

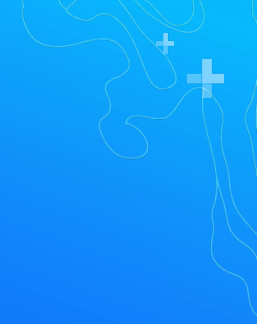
What you can do now



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

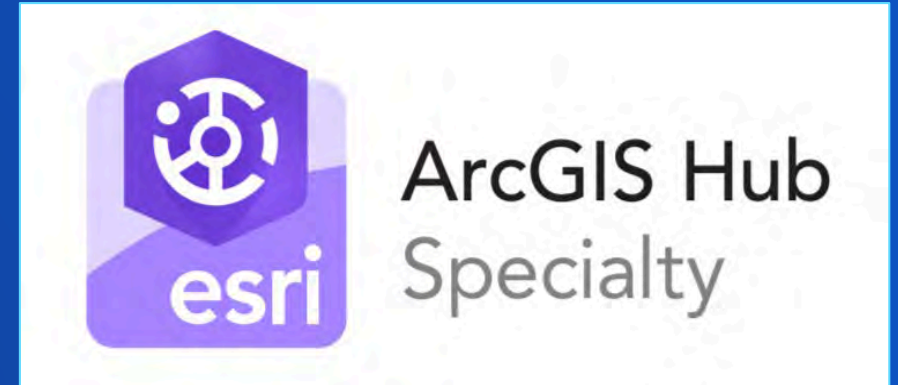
Leverage the Power of Partners



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

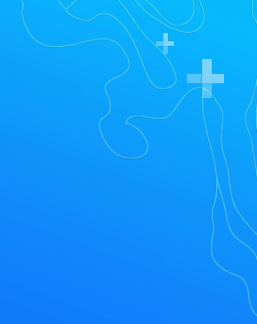
Blue Raster

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



SEE
WHAT
OTHERS
CAN'T