

*applied geography builds*

# SMART COMMUNITIES



# Building a Smart Community Starts with *Clarity*

Governments are rallying around the smart cities concept—also known as smart nations, resilient communities, sustainable cities and livable communities with the subthemes safe cities, healthy communities, smart grid, and smart transportation.

At Esri, we help build smart nations through *smart communities* and *resilient communities*. When we talk to governments about community, we are talking about **national, municipal, county, regional, and state communities**. We believe that people at all levels of government want to improve quality of life for their citizens by building smart and resilient communities. We work with governments around the world to design and implement solutions that can improve the **productivity** and **efficiency** of government while increasing **transparency** and **collaboration** with citizens and businesses. These solutions are then shared with our user community in our ArcGIS® for Local Government and ArcGIS for State Government suites of applications.



A smart community starts with **new approaches** to building information, improving collaboration, streamlining processes, and analyzing trends or problems. Esri will work with you to take these new approaches. We work side by side with governments to identify problems and create solutions. These new approaches can be found in Esri's **ArcGIS for Local Government** and **ArcGIS for State Government** suites of more than 150 maps and apps created based on our experience working directly with governments.

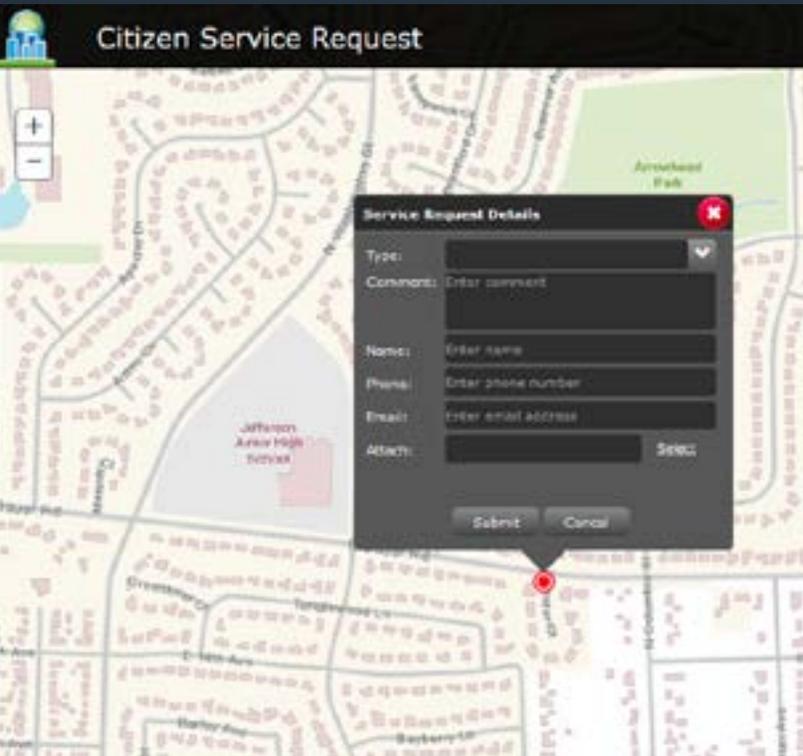
The Citizen Service Request application in ArcGIS for Local Government allows the general public to submit requests for service in the community from a smartphone, tablet, and desktop computer.

## WE OFFER SMART MAPS AND APPS FOR

Infrastructure	Public Safety
Smart Buildings	Community Development
Transportation	Economic Development
Health	Land Records
Social Services	Public Information
Utilities	Elections

## TO HELP COMMUNITIES PREPARE FOR

Hurricanes	Fire
Floods	Climate Change
Earthquakes	Economic Collapse
Tornadoes	



*A smart community is a resilient community.*

# GIS:

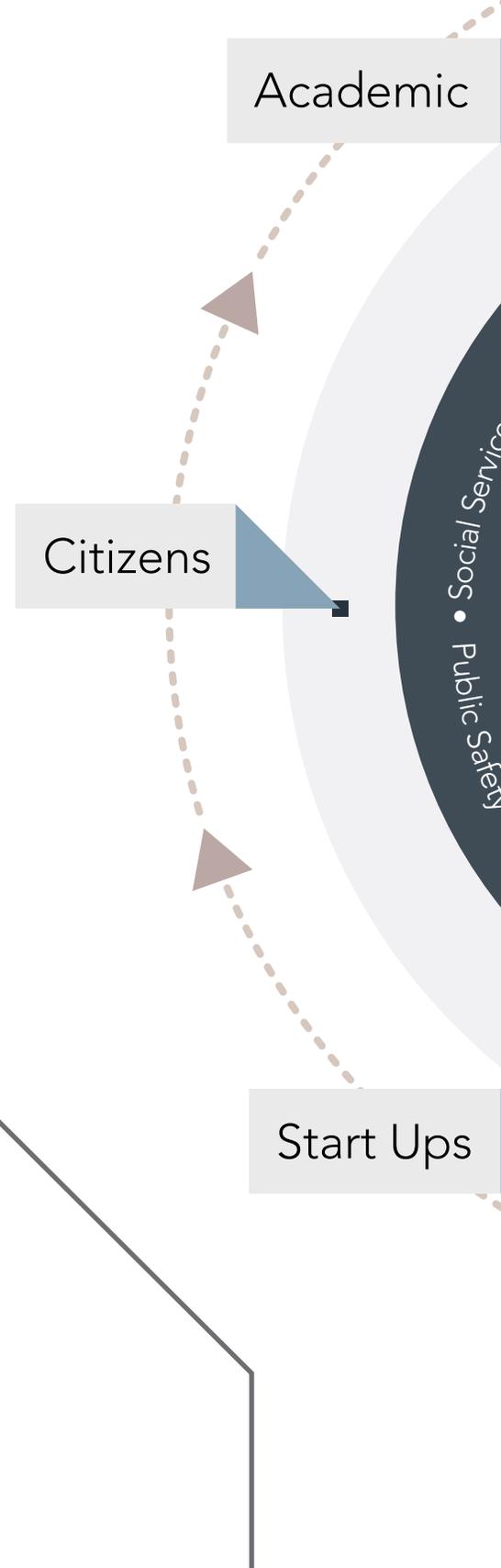
## A Proven *Pathway* to a Smart Community

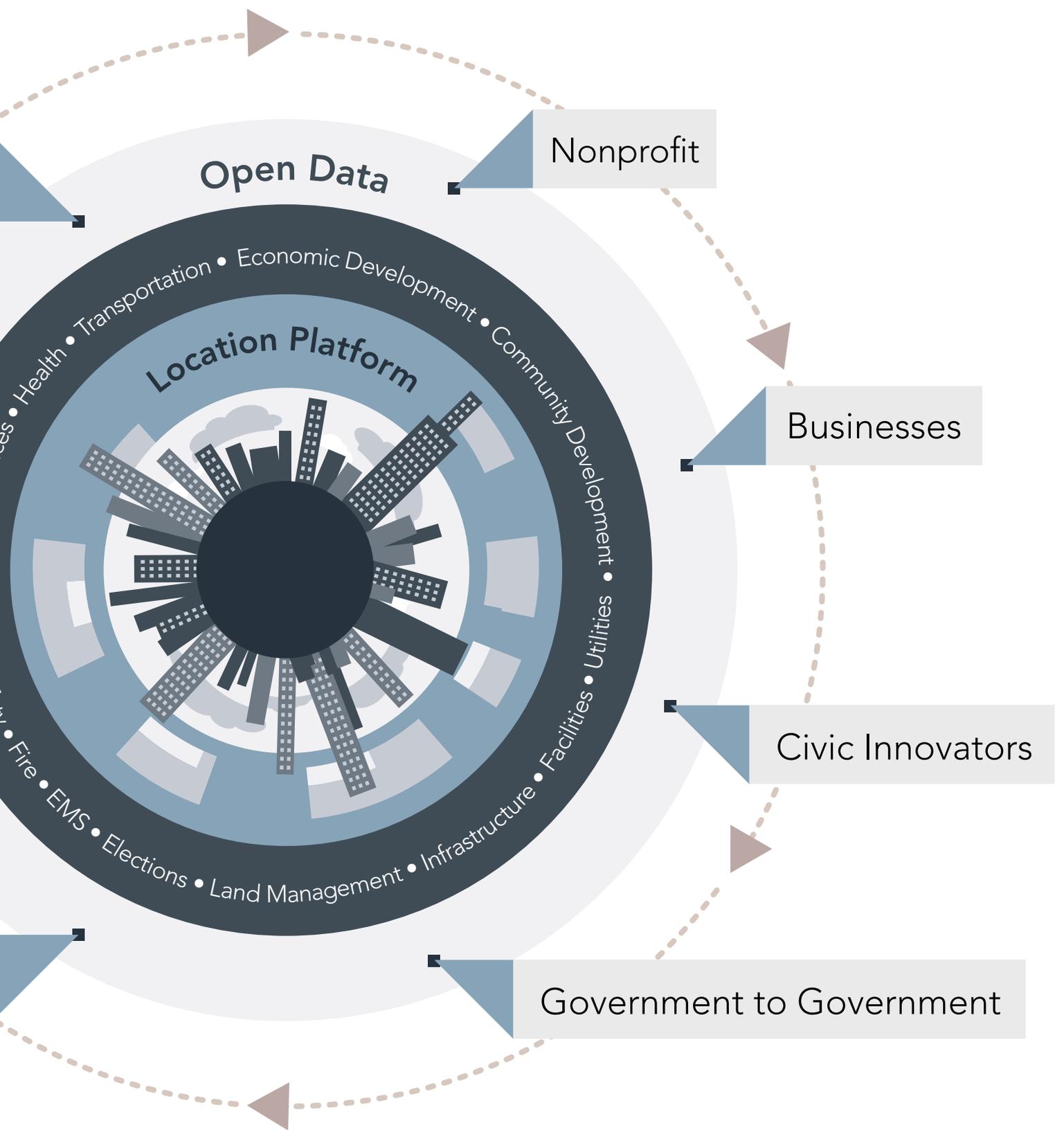
Geospatial technology gives you the location-based intelligence and spatial analysis you need to build and maintain a smart community. Governments show significant return on investment every time they use geographic information system (GIS) technology to solve problems.

For decades, governments and organizations around the world have relied on GIS. Now more than ever, GIS is mission critical. There are endless opportunities to apply GIS in nearly every discipline in government—from law enforcement and public works to citizen engagement and infrastructure management. Additionally, the applications in ArcGIS for State Government and ArcGIS for Local Government can help policymakers and executives in government make more informed decisions.



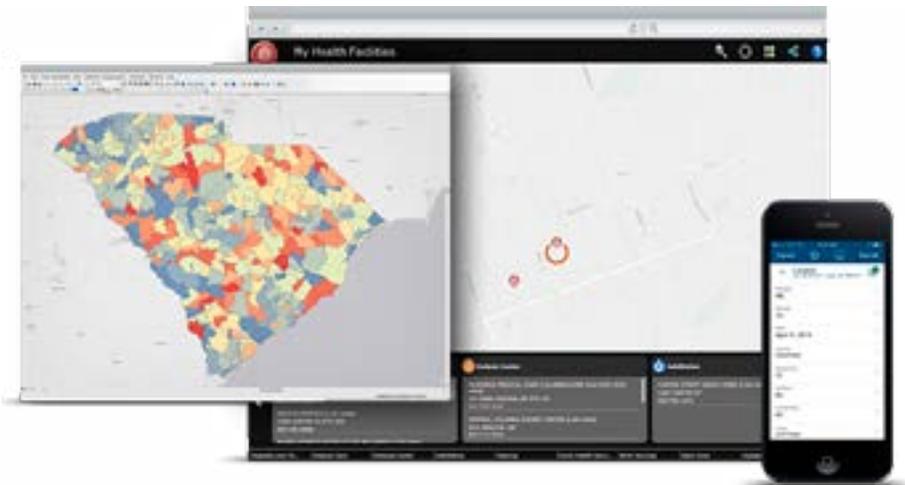
The City of Philadelphia's Parks and Recreation Department uses GIS to help its staff work intelligently, saving the department roughly \$355,000 annually.





# Modern Governments

The ArcGIS platform takes governments, citizens, and



## My Health Services

An application in ArcGIS for State Government that enables citizens to determine access to various health care service providers within their geography.



## Public Information Map

The Public Information Map in ArcGIS for Local Government can be used by public information officers to communicate incident-based information to various stakeholders and constituents.

Learn more about these applications at [esri.com/smartcommunities](http://esri.com/smartcommunities).

# *Require* Modern GIS

emerging technology providers in bold, new directions.

- **FOUR STEPS** to create a successful strategy that supports a smart community:

# 1

## START WITH A WORLD-CLASS GIS PLATFORM

The ArcGIS platform gives governments the power to approach problems in a way that serves decision makers, citizens, field-workers, GIS professionals, and professionals that use GIS. ArcGIS supports major government workflows including data collection, analysis, what-if scenarios, operational awareness, field operations, and civic engagement.

# 2

## BUILD A LOCATION STRATEGY

A location strategy enables governments to prioritize the GIS applications they need. An organization can analyze issues department by department or tackle a single department (such as law enforcement or health) to meet goals of a more limited scope including smart infrastructure, smart buildings, healthy communities, and safe cities.

# 3

## DELIVER REAL SOLUTIONS THAT SERVE GOVERNMENT PRIORITIES

Governments know the biggest challenges include improving infrastructure, boosting efficiency and productivity, aiding the local economy, and delivering green solutions. Esri's ArcGIS for Local Government and ArcGIS for State Government applications are complimentary for Esri users to download and share with their organization and community.

# 4

## DEVELOP STRONG RELATIONSHIPS WITH ESRI PARTNER NETWORK

The Esri Partner Network is a community of organizations that help you get the most out of your GIS investment. The Esri Partner Network can help you deliver sophisticated solutions for issues such as permitting, crime analysis, asset management, and climate analysis. These solutions are built on top of the ArcGIS platform and can extend customized solutions that scale with a state, municipal, or regional government over time.

# The Esri Difference

What sets Esri® apart is its **strong focus on the specific needs of all levels of government**, regardless of size or geography. Esri works directly with people from thousands of governments around the world to discover which tools they need and develop solutions that can truly help. Esri cares about smart communities and constantly works to understand how these goals can be achieved.

There are a lot of smart approaches that have been created to meet the needs of a next-generation smart community. However, most approaches only support large metropolitan areas or are focused on a single problem. After years of working in partnership with thousands of governments around the world and asking how we can really help, **Esri has developed a clear path.**

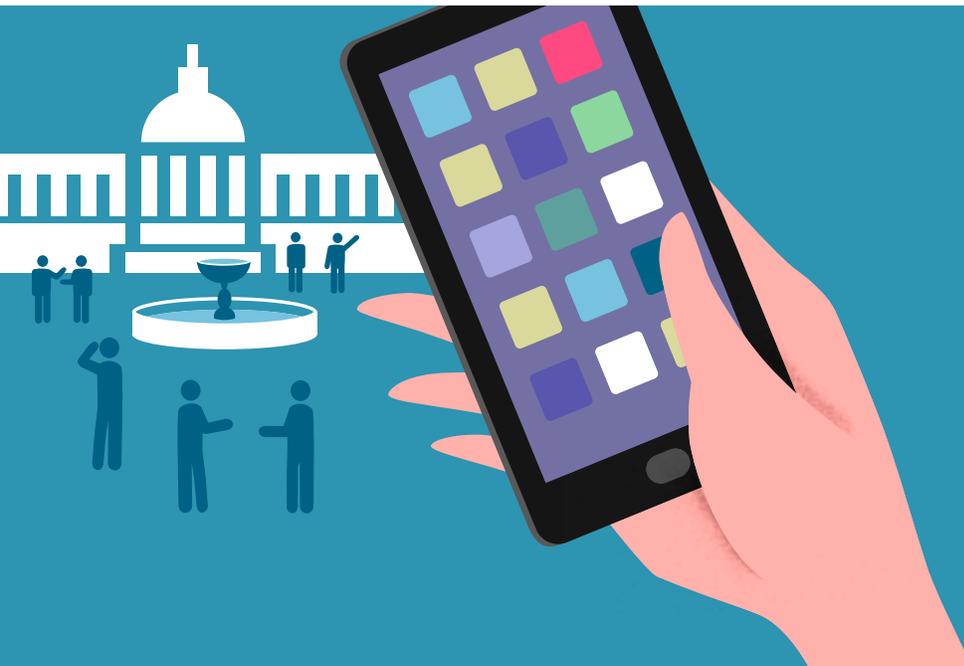
Esri's approach will support all levels of government, whether it be at a national or local level. **We deliver solutions that cover multiple disciplines** across a government as a means of strengthening all government operations.

**Governments that invest in the ArcGIS platform can begin immediately** by deploying the ArcGIS for Local Government and ArcGIS for State Government apps and tools, which are included at no extra charge with ArcGIS<sup>SM</sup> Online, ArcGIS for Server, or ArcGIS for Desktop. ArcGIS for Local Government and ArcGIS for State Government include apps such as field data collectors and dashboards, viewers, crowdsourcing tools, and an increasing list of others. ArcGIS users can share data with internal operations, other governments, or civic innovators through ArcGIS Open Data.



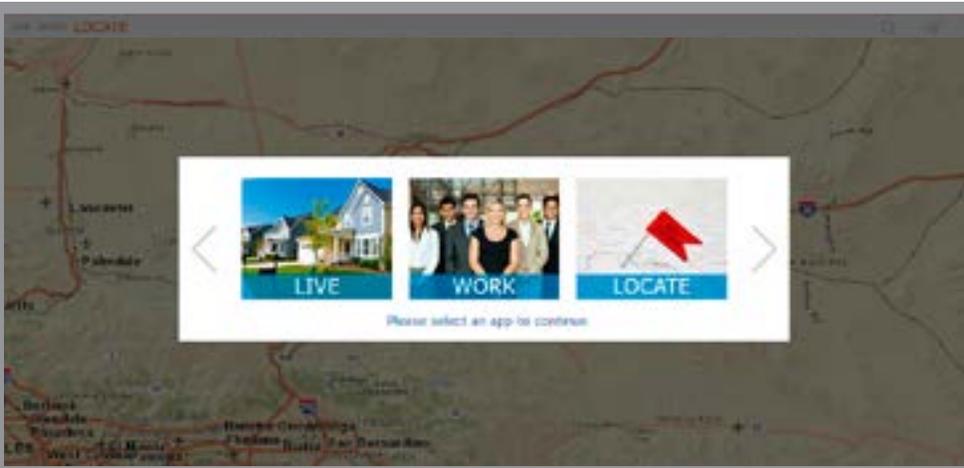
Esri and ICMA have hosted several events that bring government leaders together to discuss the apps their communities need the most. These leaders represent governments of all sizes and geographies.

ArcGIS Online users have access to free Story Map<sup>SM</sup> templates, which make it easy to tell a rich and inviting story about your community. Story Map apps show the business environment, culture, and attractions in a geographic context.



Esri recognizes that, at its core, building smart communities involves working side by side with governments and professional trade associations to truly understand government needs.

We listen, study, and document best practices from governments. We offer a series of more than 150 free map and application templates, called ArcGIS for State and Local Government. These can be used as-is or can be configured to meet the needs of any level of government, from the national level to the local level.



The Live Work Locate app communicates what differentiators and amenities a community has to offer. The City of Rancho Cucamonga, California, assisted Esri in designing, testing, and deploying several economic development tools, like Live Work Locate, and emergency management tools. The city has deployed 14 apps in 16 months.



The Executive Dashboard app in ArcGIS for Local Government was built in conjunction with the City of Boston, Massachusetts.

# ArcGIS: A Solution That *Matures* with You

The ArcGIS platform is designed to grow with your government. This means that the ArcGIS for State and Local Government Solutions templates offer a constantly evolving smart communities solution. The people at Esri will be there to continually support your work, whether you are just starting out or you are experienced at applying geographic solutions.

## Tip

You can achieve the highest possible level of productivity, efficiency, and public engagement when you use all the tools in ArcGIS for State and Local Government throughout the various departments of your organization. You will have access to ready-to-use, out-of-the-box solutions as well as configurable open-source apps, allowing you to adapt over time. As you move closer to your smart community goals, Esri will continue to provide solutions that fit your needs.

## Enhanced Solutions

As you look for more advanced solutions, you can migrate to an Esri partner solution or combination of solutions for a fully integrated approach to your workflows. If you have a mature user site, you may decide to go straight to a discipline-specific partner solution. Whatever choices you make, you can be confident that the ArcGIS platform will support you.

## Your Choice

Most organizations are likely to use a combination of implementation strategies as they look to support the entire organization.

Explore Esri's smart community offerings at [esri.com/smartcommunities](https://esri.com/smartcommunities).



## BUILDING SMART COMMUNITIES WITH ESRI TECHNOLOGY

As governments mature in the use of GIS technology, they can opt for one of Esri's 2,000 partner solutions or start with the ArcGIS for State and Local Government solutions and then migrate and/or integrate with partner solutions over time.

### Geodesign

ArcGIS is used in planning and design to build smart communities, a practice known as geodesign. We offer real-world planning and analysis tools, such as Esri CityEngine®, and rules-based 3D planning.

### LICENSING

Governments can purchase licenses for individual units of software or, where available, opt for an organization-wide or department approach to rapidly adopt the solutions and deploy the more than 150 applications across the entire organization.



### RideAmigos

Governments use ArcGIS to communicate and collaborate with each other and with citizens. Esri partner RideAmigos used ArcGIS to develop a ride sharing app. This level of civic engagement helps reduce traffic congestion and carbon footprints by connecting people who are willing to share a ride. It also provides alternative methods to single ridership, such as cabs, rail, and buses.

### SERVICES

Implementation and consulting services, as well as jump start packages, are available through Esri Professional Services, the Esri Partner Network of consultants and solution providers, and international Esri distributors.

*Start building your smart community today.*



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



## Contact Esri

380 New York Street  
Redlands, California 92373-8100 USA

1 800 447 9778  
T 909 793 2853  
F 909 793 5953  
info@esri.com  
[esri.com](http://esri.com)

Offices worldwide  
[esri.com/locations](http://esri.com/locations)

Copyright © 2015 Esri. All rights reserved. Esri, the Esri globe logo, ArcGIS, StoryMap, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners. CityEngine is a registered trademark of Procedural AG and is distributed under license by Esri.