Fostering Community Engagement with ArcGIS Hub

Kathleen Clancy
Everyone wants their community to be...

Sustainable

Transparent

Resilient

Livable

Collaborative

Safe

Innovative

Prosperous

Healthy
How do we...

- Protect the Environment
- Create More Affordable Housing
- Conserve Water
- Improve Emergency Response Times
- Improve Earthquake Preparedness
- Use Less Energy
- Reduce Homelessness
- Make Commuting Easier
- Increase Access for Disabled People
- Reduce Traffic Congestion
- Create More Jobs
- Increase Recreation Opportunities
Government initiatives involve stakeholders including government leaders, residents, universities, start-ups, NGOs, and community leaders. Leveraging the broader community is crucial for successful initiatives.
Initiatives Involve Stakeholders

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS

Leverage the Broader Community
Initiatives Involve Stakeholders

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

Leverage the Broader Community
Initiatives Involve Stakeholders

University

GOVERNMENT LEADERS

RESIDENTS

UNIVERSITIES

START-UPS

NGOs

COMMUNITY LEADERS

Leverage the Broader Community
Leverage the Broader Community

Your Organization

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS

Leverage the Broader Community
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

- Actively Engaged Public
- Informed Public
- Trusted Collaborators
- Staff
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 citizen involvement**
- **Ad hoc data & app sharing**
- **Formalized Open Data**
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
Creating Sites
Let’s take a look…
Engagement Maturity Path

One-way policy communication
Ad hoc data sharing
Ad hoc citizen involvement
Formalized Open Data
Organizing data & apps around initiatives
Organizing actions around initiatives
Collaboration team formation
Data-Driven Initiatives... Bridging the Gap

Informational Site

Initiatives

Data, Apps, Analyses
Engagement Maturity Path

- Ad hoc citizen involvement
- Collaboration team formation
- Organizing actions around initiatives
- Frequent citizen data contribution
- Community regularly partners on initiative projects

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

Engagement Maturity Path
Initiative Examples

- **Adopt an Open Space**
  - If you walk regularly and enjoy being out and about, how can we join our volunteer programs?
  - It's important for citizens to get involved in taking care of their community. By doing this, we are all part of protecting our environment.

- **Beetle Kill & Fire Reduction in the MSB**
  - Mitigating Damage and Reducing Fire Risk

- **Earth Challenge 2020**
  - A Citizen Science Initiative

- **Wilson Center, Earth Day Network, Department of State, United States of America**

- **Lynnwood Washington 10 Minute Walk Campaign**
  - Leveraging the power of parks

- **How do we measure up? Our Current Stats**
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
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…

Initiatives

Let's take a look…
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.
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**

- **Teams**
  - Staff
  - Internal - External Collaborators
  - External Stakeholders

**Geospatial Cloud**

**Shared Data, Maps & Apps**

**Initiative Engagement**

- **Anonymous Community Members**
- **Initiative Followers**
- **Volunteers**
- **Hard-to-reach Community**

- **Site and Engagement Tools**
- **Teams**
  - Community Members with Identity
  - Staff & Contractors
Team-Enabled Collaboration and Engagement Pattern

Geospatial Cloud
Shared Data, Maps & Apps

Initiative Collaboration

Internal - External Collaborators

Site and Engagement Tools

Volunteers

Initiative Engagement

Hard-to-reach Community

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
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Homelessness Initiative Team

Sustainability Initiative Team

Community Org

Community Members

Engagement is Identity-Enabled

Initiative Content
High-Level ArcGIS Hub Premium Architecture and Setup

Employee Org

Community Org

Homelessness Initiative Team

Sustainability Initiative Team

Community Members

Engagement is Identity-Enabled

Initiative Content
What can community users do?

- Sign in to access applications
- Crowdsourced data… including the new Quick Capture app
- Perform analyses
- Create applications
- Attend events
- Receive notifications
## Sustainable Redlands - Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Revoke Access</th>
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<tbody>
<tr>
<td>Brenda Wolfe</td>
<td><a href="mailto:bwolfe@esri.com">bwolfe@esri.com</a></td>
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Create a new role

Role name
Non-sharing

Description
This role can edit sites, but not share them to the public.

Privilege compatibility
- View
- View and edit
- View, edit, create and manage

Compatible with Creator user type and 1 other

Role privileges

Import settings from an existing role or template
Toggle all on
Collapse all

General Privileges
- Members
- Groups
- Content

- View
- Create, update, and delete
- Join organizational groups
- Join external groups
- Manage groups
- Create, update, and delete
- Publish hosted feature layers
- Publish hosted tile layers
- Publish tile layers
Role privileges

Import settings from an existing role or template  Toggle all on  Collapse all

General Privileges

- Members
- Groups
- Content
- View
- Create, update, and delete
- Join organizational groups
- Join external groups
- View groups shared with organization
- Premium Content
- GeoCoding
- Network Analysis
- Spatial Analysis
- GeoEnrichment
- Demographics
- Feature report

Share with groups
Share with organization
Share with public
- Make groups visible to organization
- Make groups visible to public
- Make groups available to Open Data
- Edit
- Edit with full control

Administrative Privileges

- Members
- Groups
- Content
- View all
- Update
- Delete
- Invite
- Disable
- Change roles
- Manage licenses
- View all
- Update
- Delete
- Reassign ownership
- Assign members
- Link to enterprise group
- Create with update capabilities
## Role privileges

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<tr>
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<td>✓ Join organizational groups</td>
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<td>✓ Join external groups</td>
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<td></td>
<td>✓ View groups shared with organization</td>
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<td>✓ Manage categories</td>
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Sally can’t change site visibility
Sally makes her own site

But she cannot make it **public**

Because she does not have that privilege assigned.

Sally gets to make sites because she is good at making them look nice, but we want to vet the site before it is made publicly visible.
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.
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

End of 2019

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

Beginning 2020

• More initiative templates
• Ability to create additional teams for initiatives
Give Us Your Feedback

Download the Esri Events app and find Gulf Coast UC

From the schedule, select the session you attended

Scroll down below the description to find the feedback section

Complete answers and select “Submit”