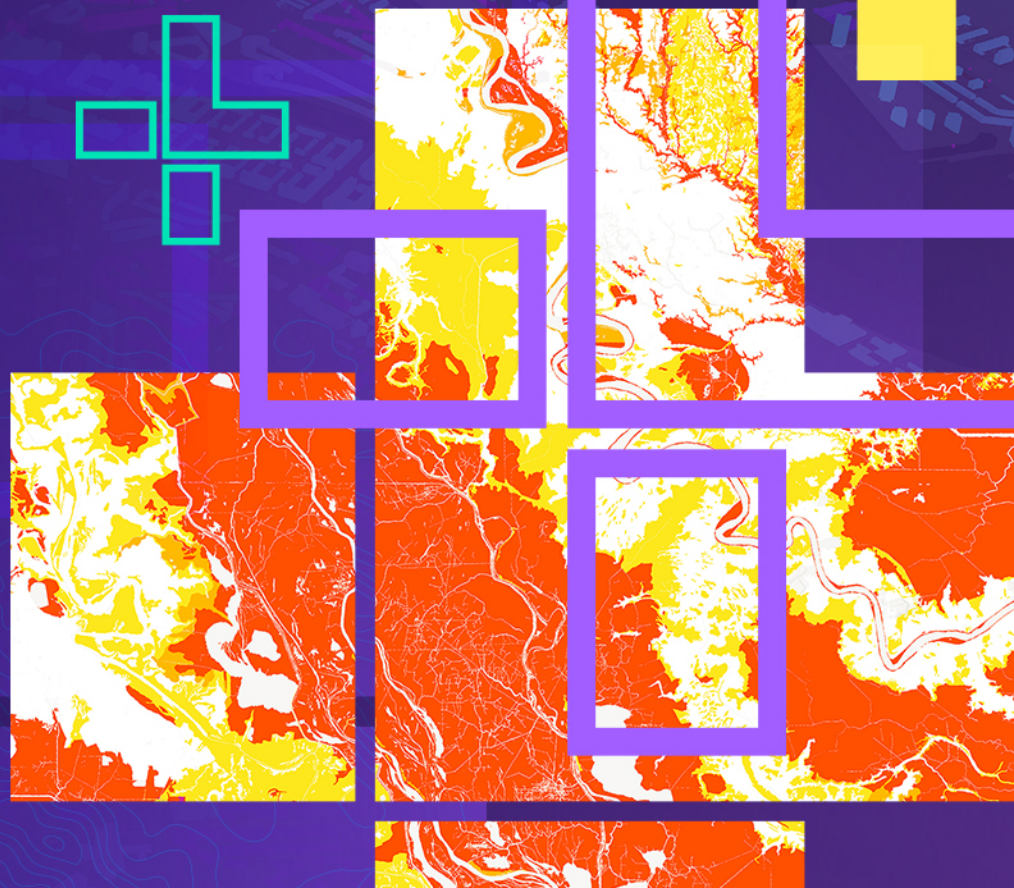
Fostering Community Engagement with ArcGIS Hub

Kathleen Clancy

2019 Esri Gulf Coast User Conference



Everyone wants their community to be…

How do we...

Protect the Environment

Create More Affordable Housing

Reduce Homelessness

Use Less Energy

Create More Jobs

Conserve Water

Make Commuting Easier

Improve Earthquake Preparedness

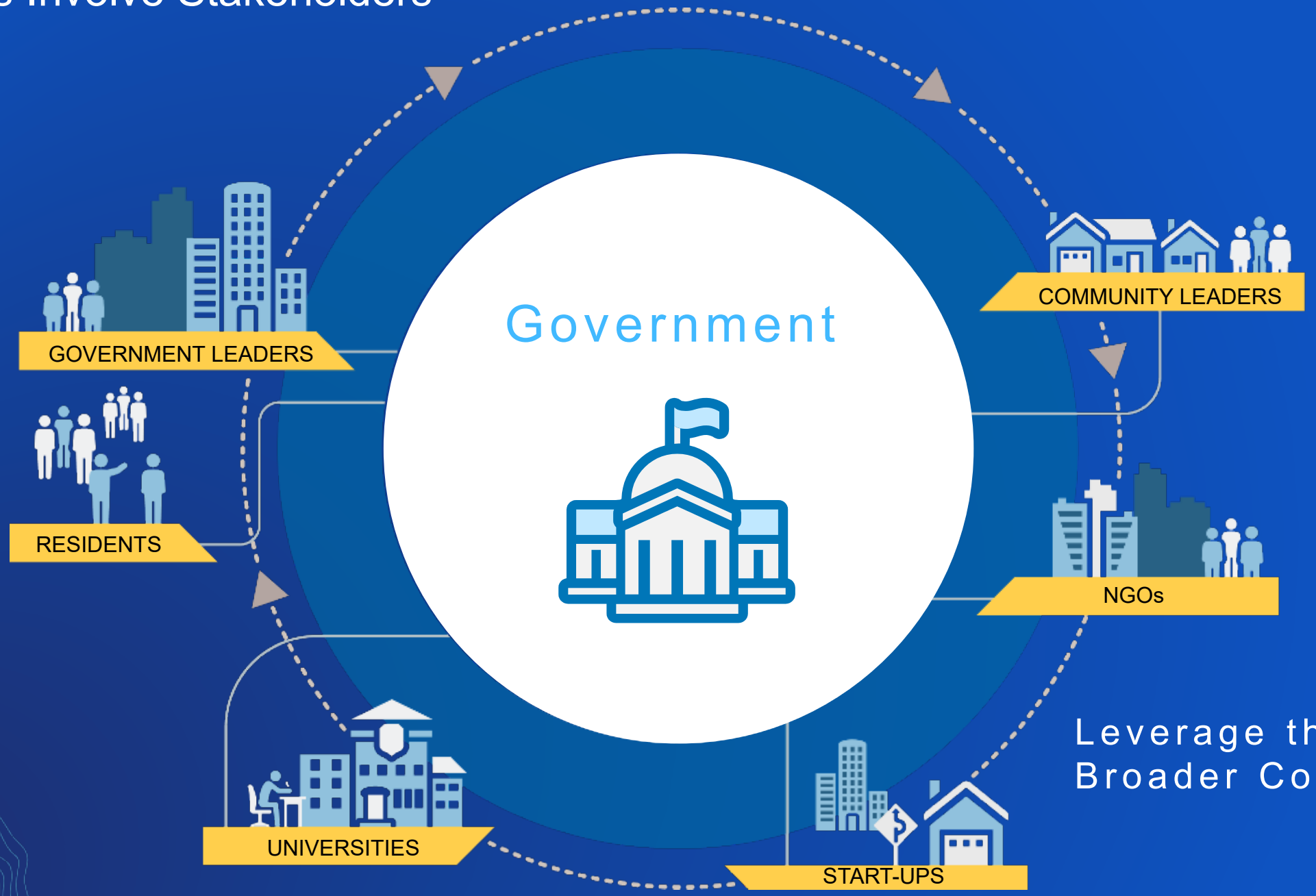
Increase Recreation Opportunities

Improve Emergency Response Times

Increase Access for Disabled People

Reduce Traffic Congestion

Initiatives Involve Stakeholders



Leverage the Broader Community

Initiatives Involve Stakeholders

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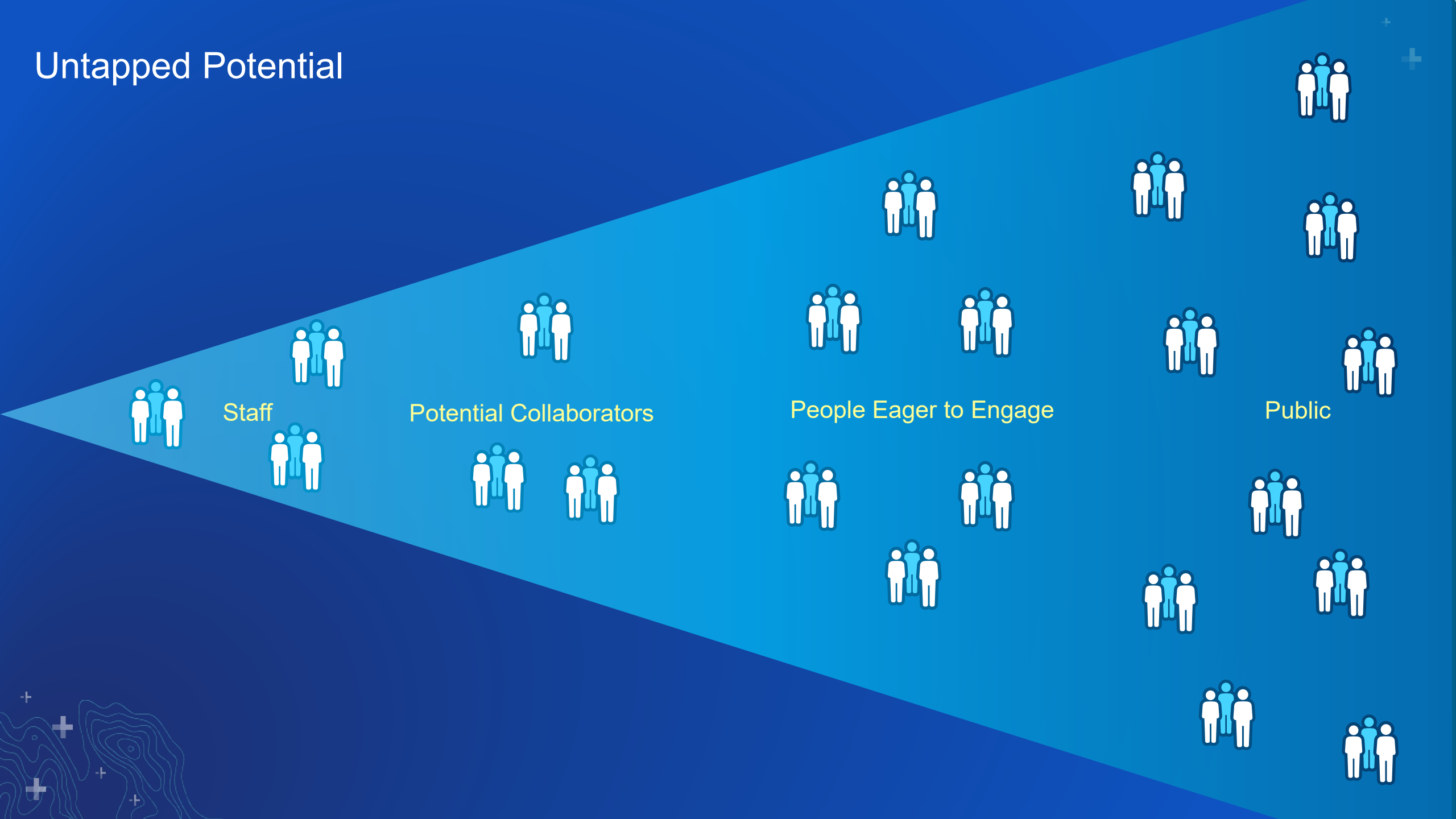
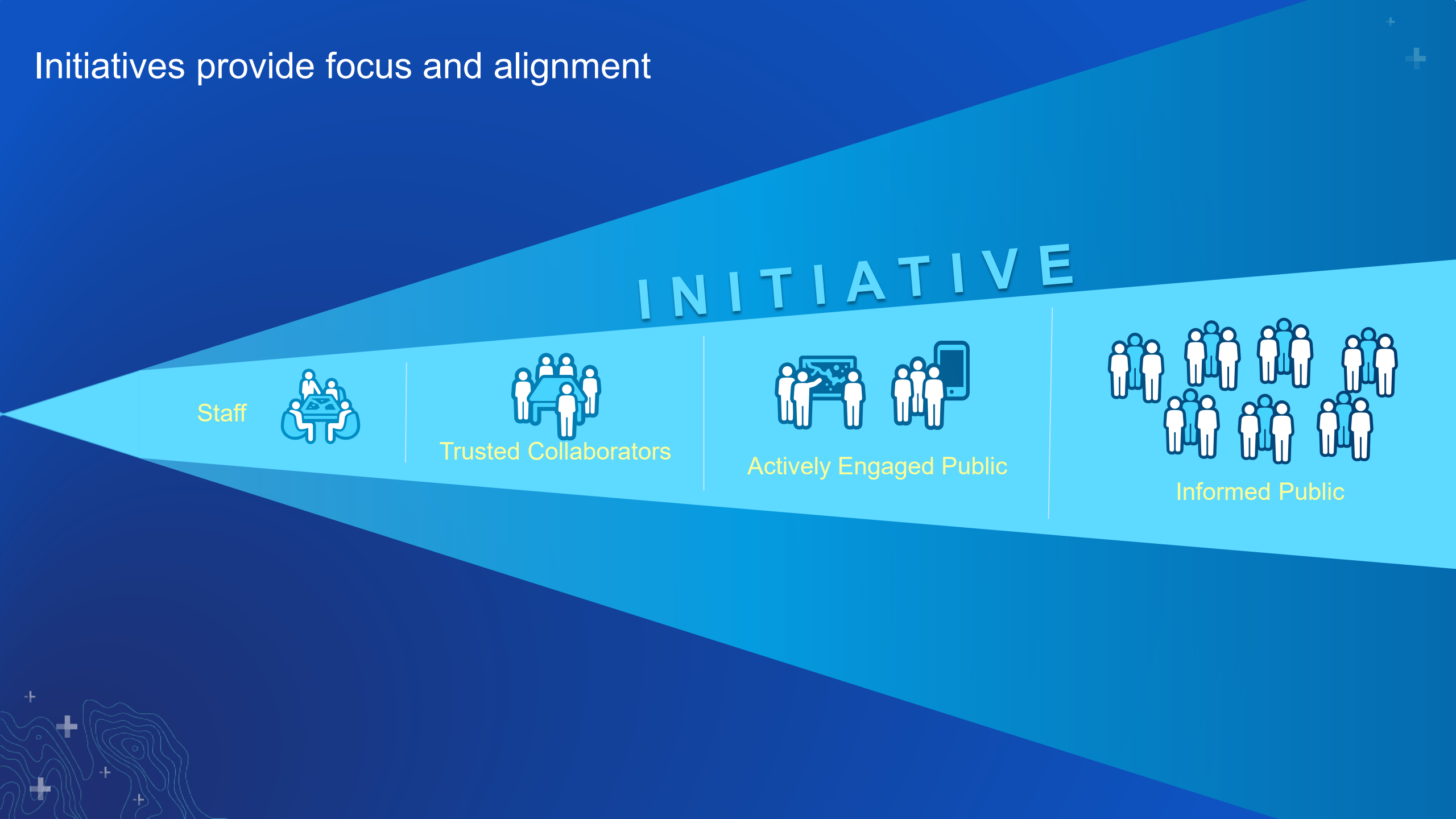
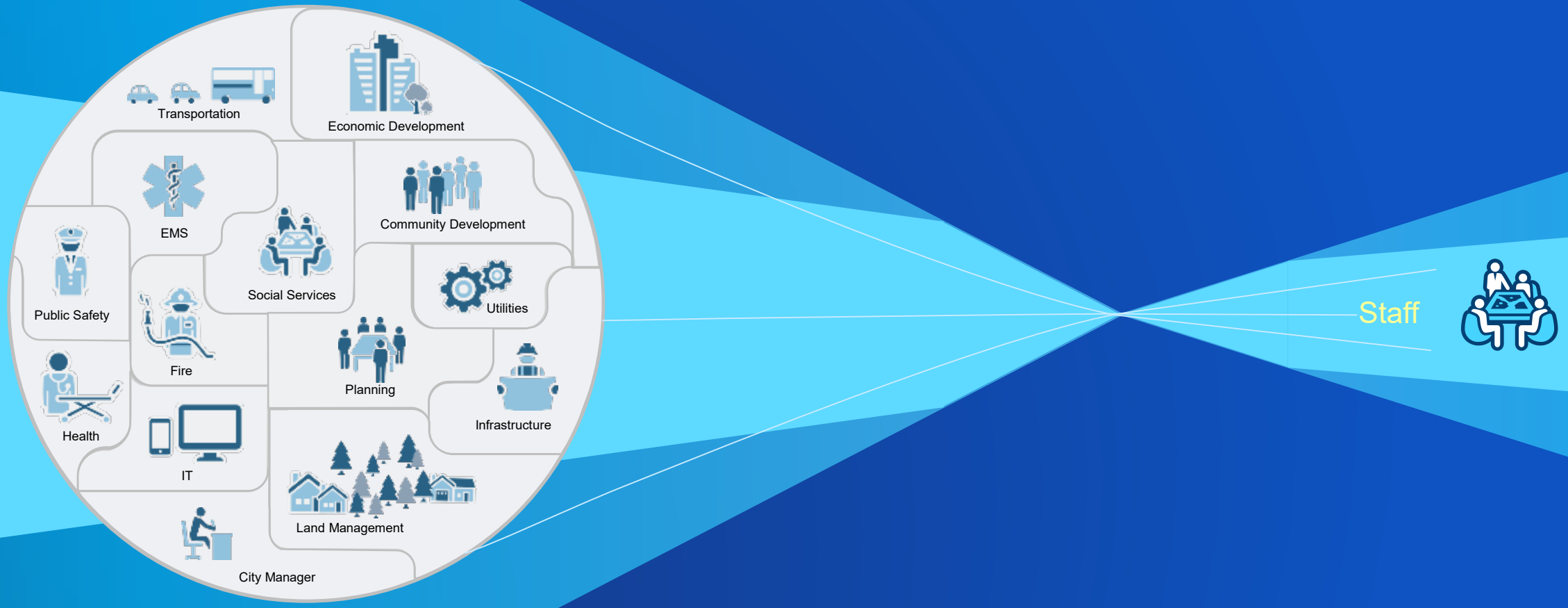
Untapped Potential



Initiatives provide focus and alignment



And they use data from multiple departments



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.

Sites
Modern, Responsive Webpages

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

Initiatives
Organize Content & Collaboration

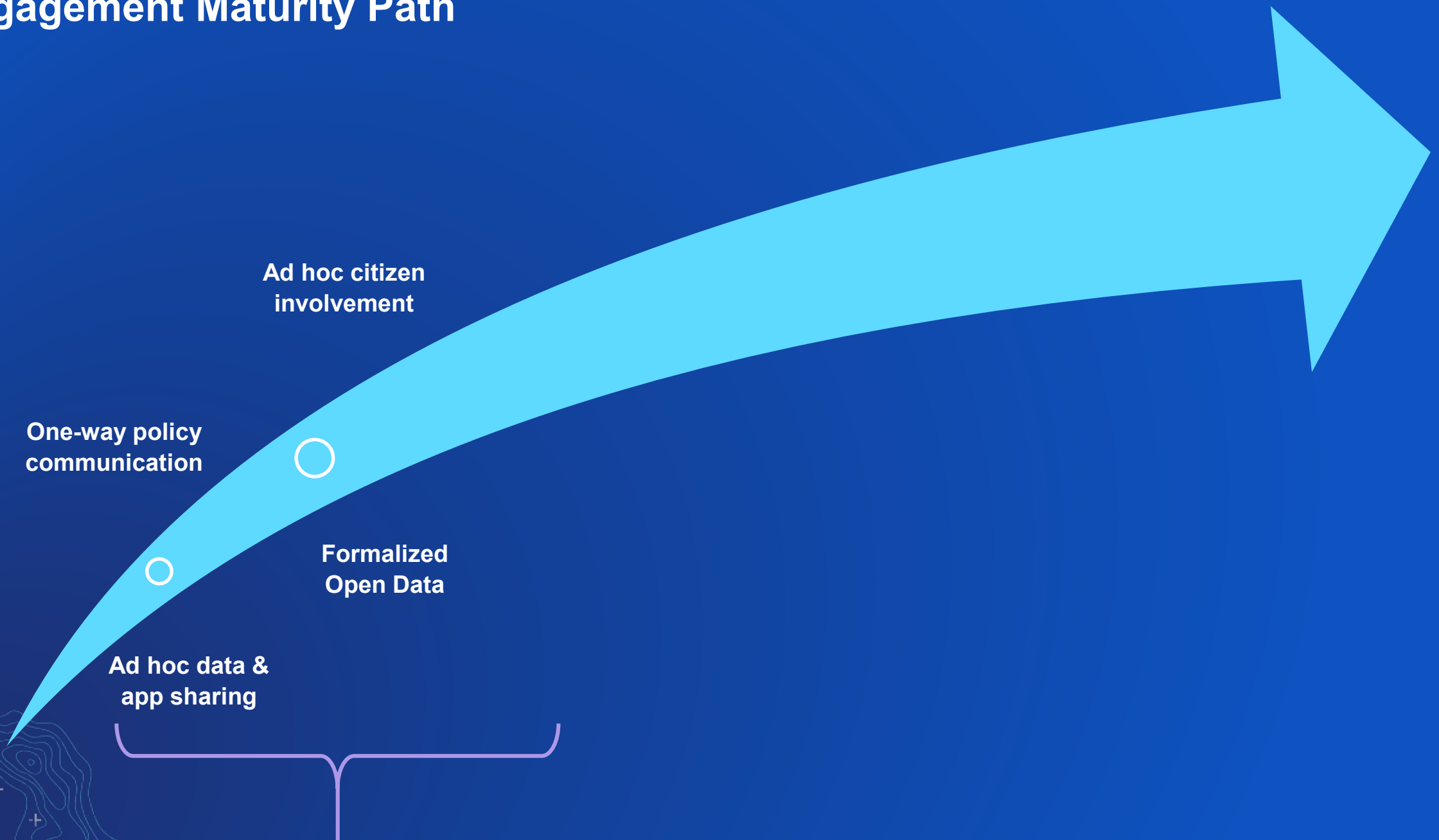
Subscriptions
Community Notifications + Alerts

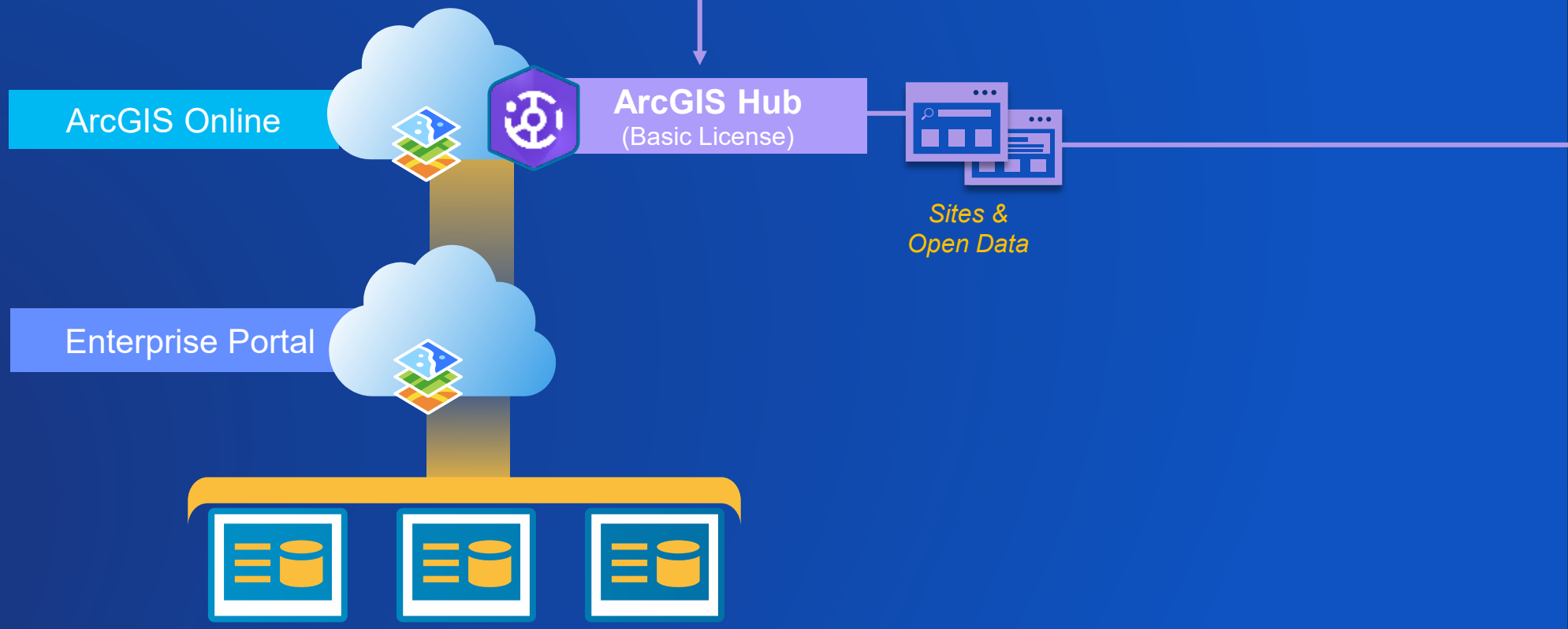
Performance Tracking
Initiative & Engagement Dashboards

Where do you start?

The typical evolution…

Engagement Maturity Path




ArcGIS Online
ArcGIS Hub
(Basic License)
Sites &
Open Data
Enterprise Portal

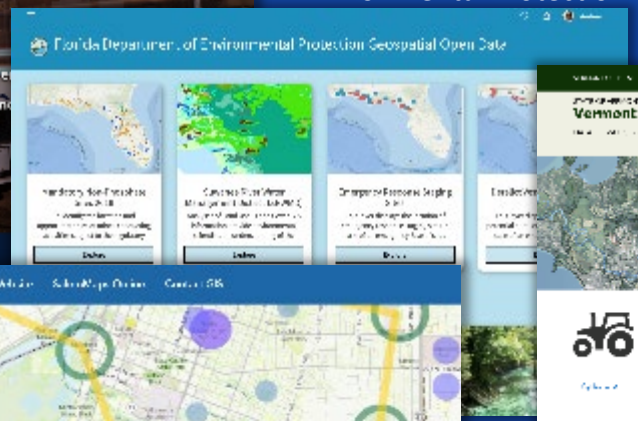
Hub sites start the engagement journey… over 2400 organizations

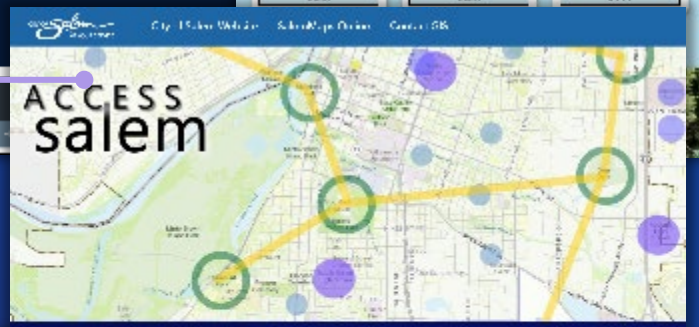
City & Departments

Toronto Police Department

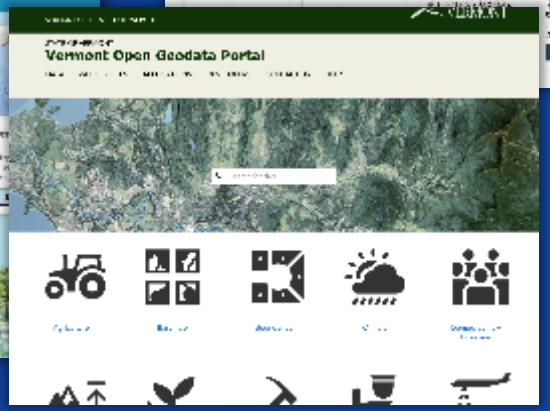
Regional Government

Florida Dept Environmental Protection





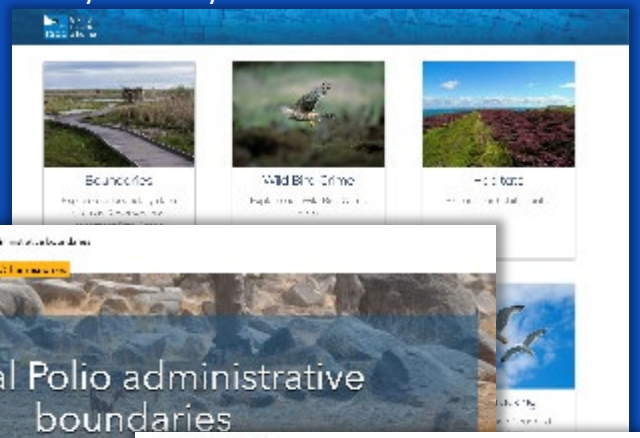
Korean Light Pollution



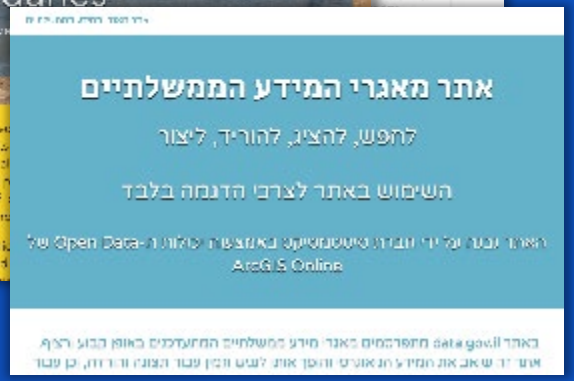
State of Vermont

Non-Profit

Royal Society for the Protection of Birds



UN WHO



Israel

Quito, Ecuador

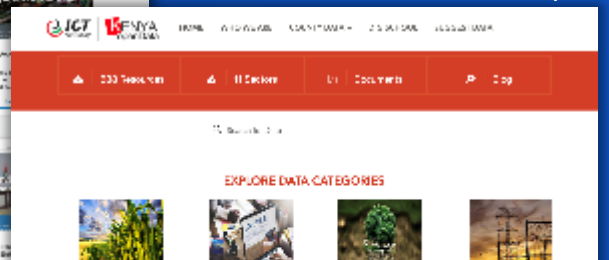
AEC

Cushman & Wakefield

United Arab Emirates

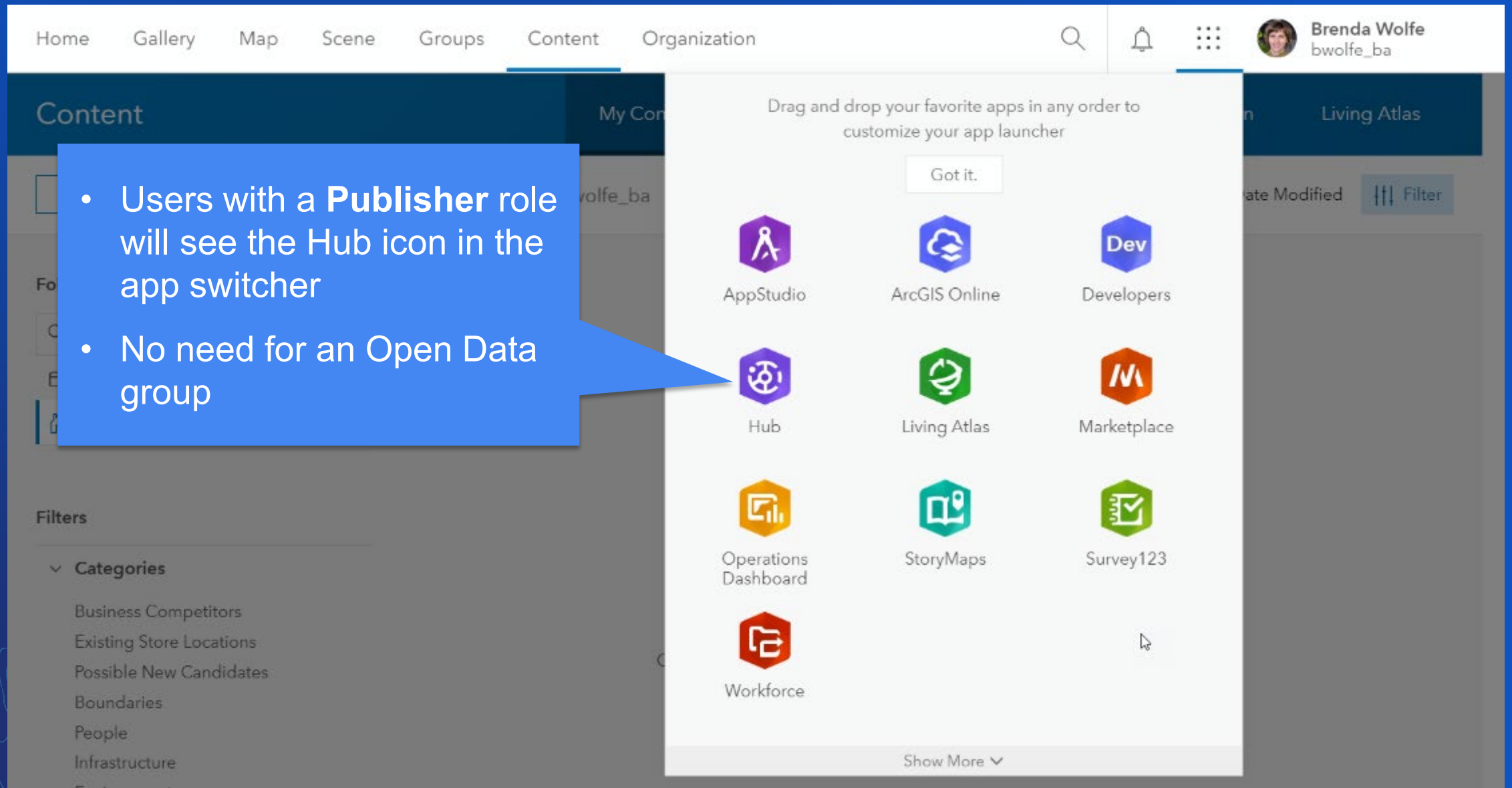
National Government

Kenya



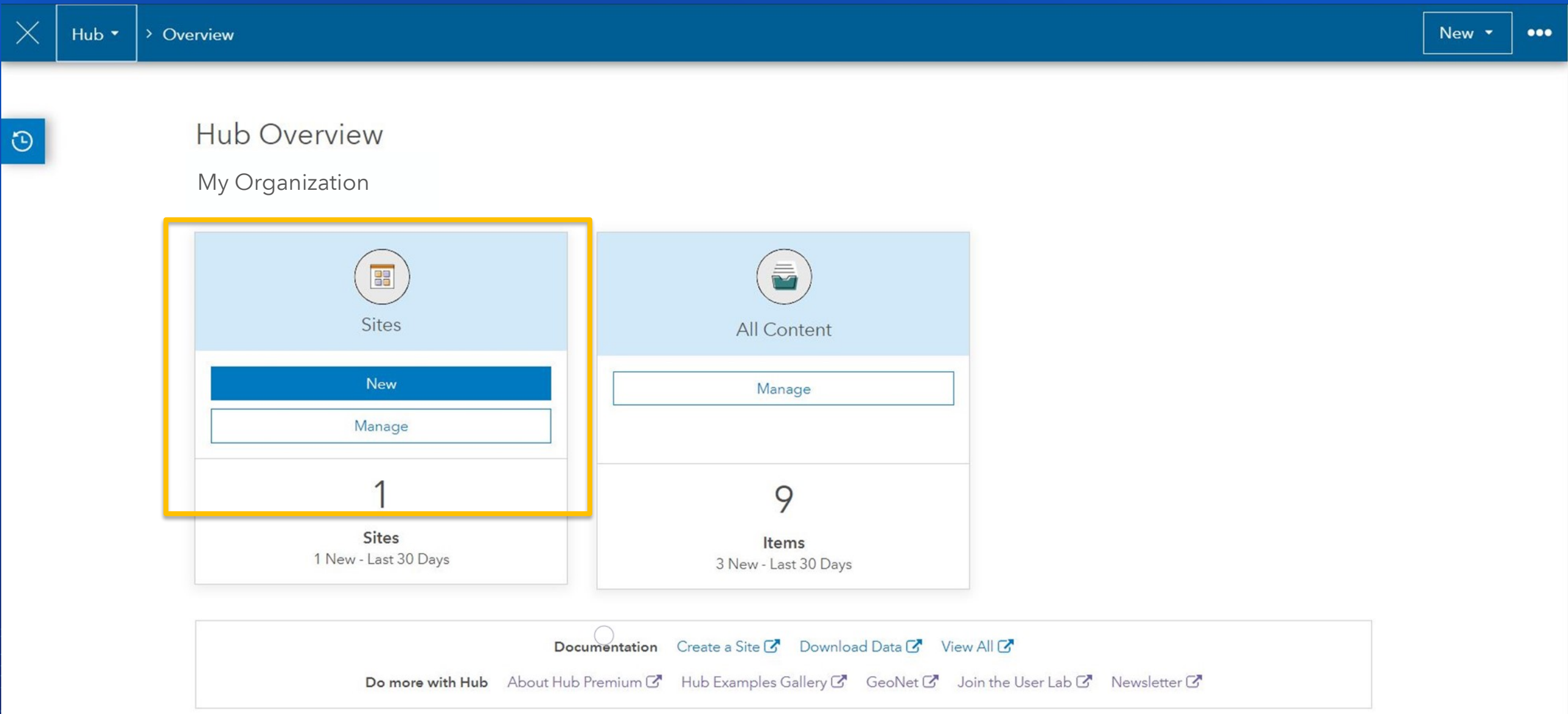
Recent changes that will help you get started

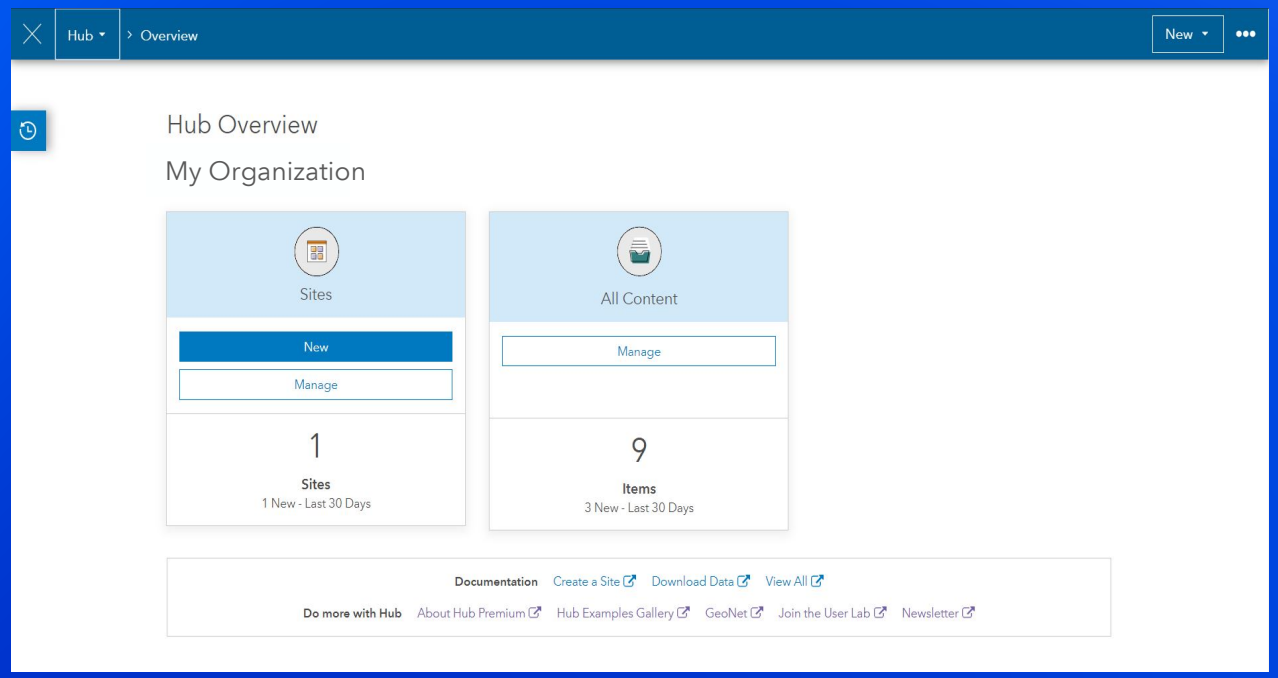
Easier Access from within ArcGIS Online



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

Hub Overview with Sites





Creating Sites

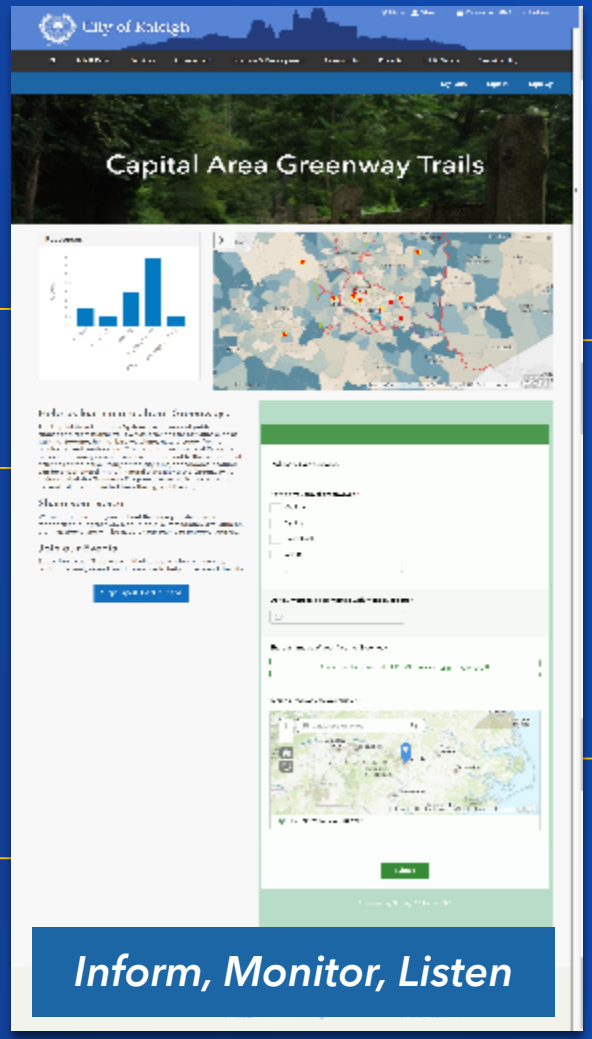
Let’s take a look…

Engagement Maturity Path

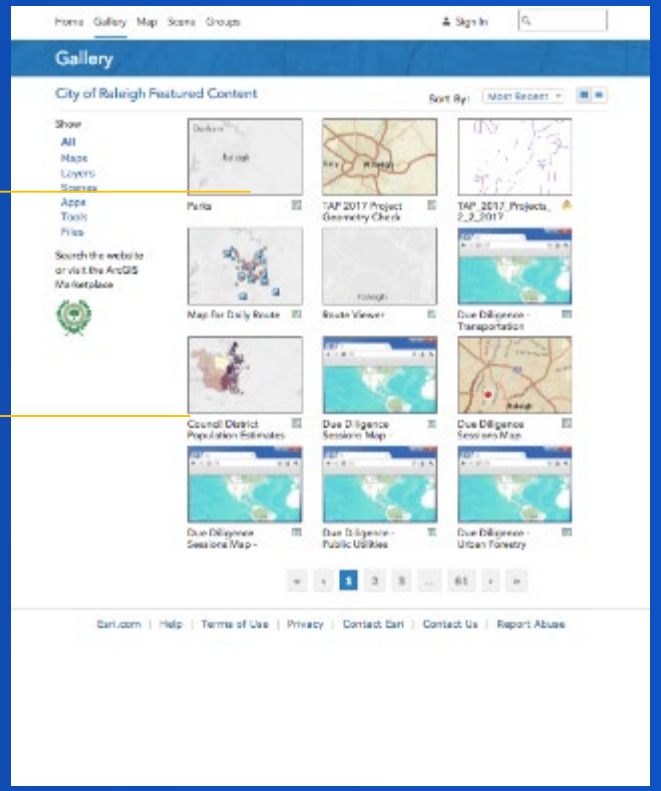
Data-Driven Initiatives… Bridging the Gap

Informational Site

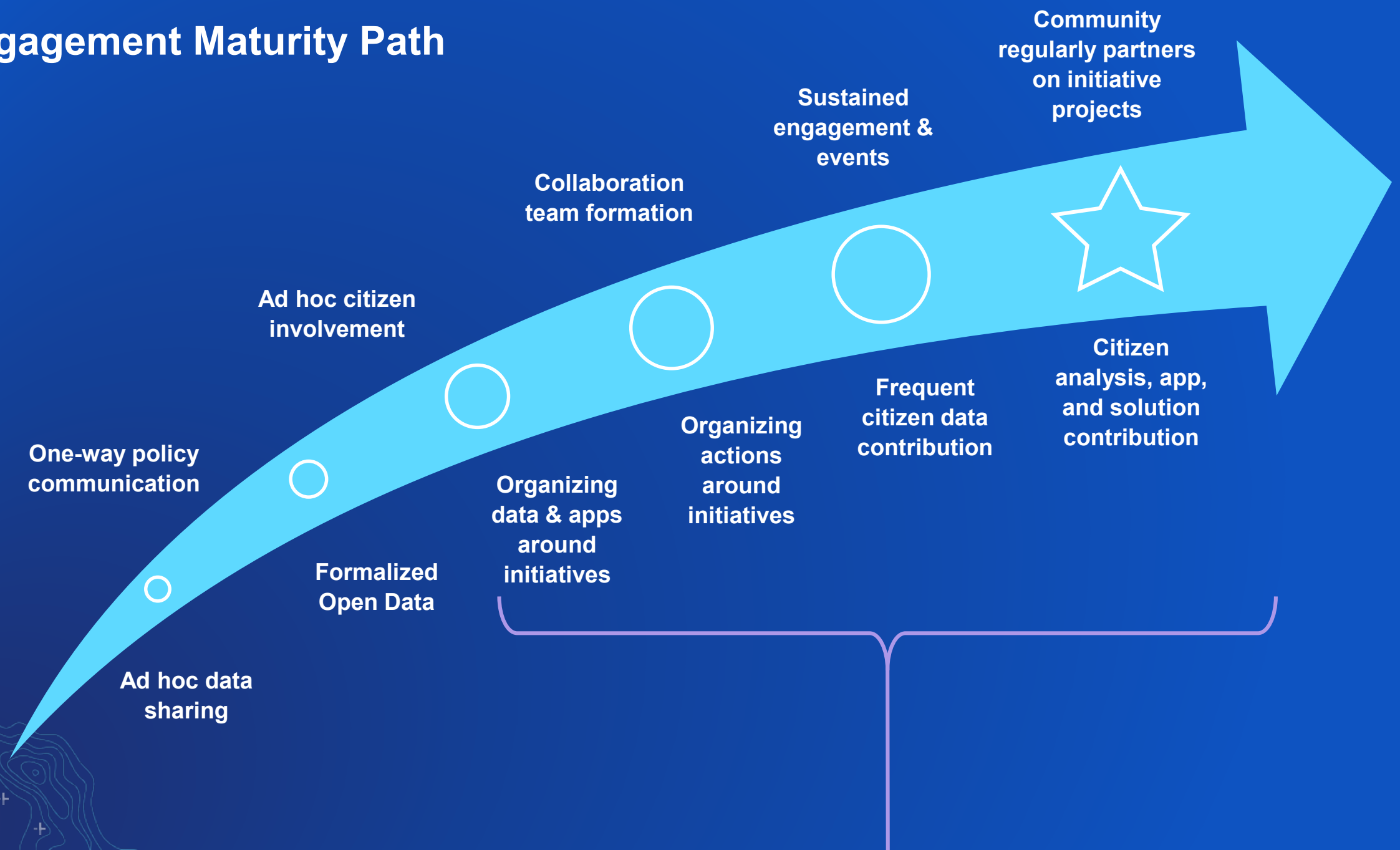
Initiatives

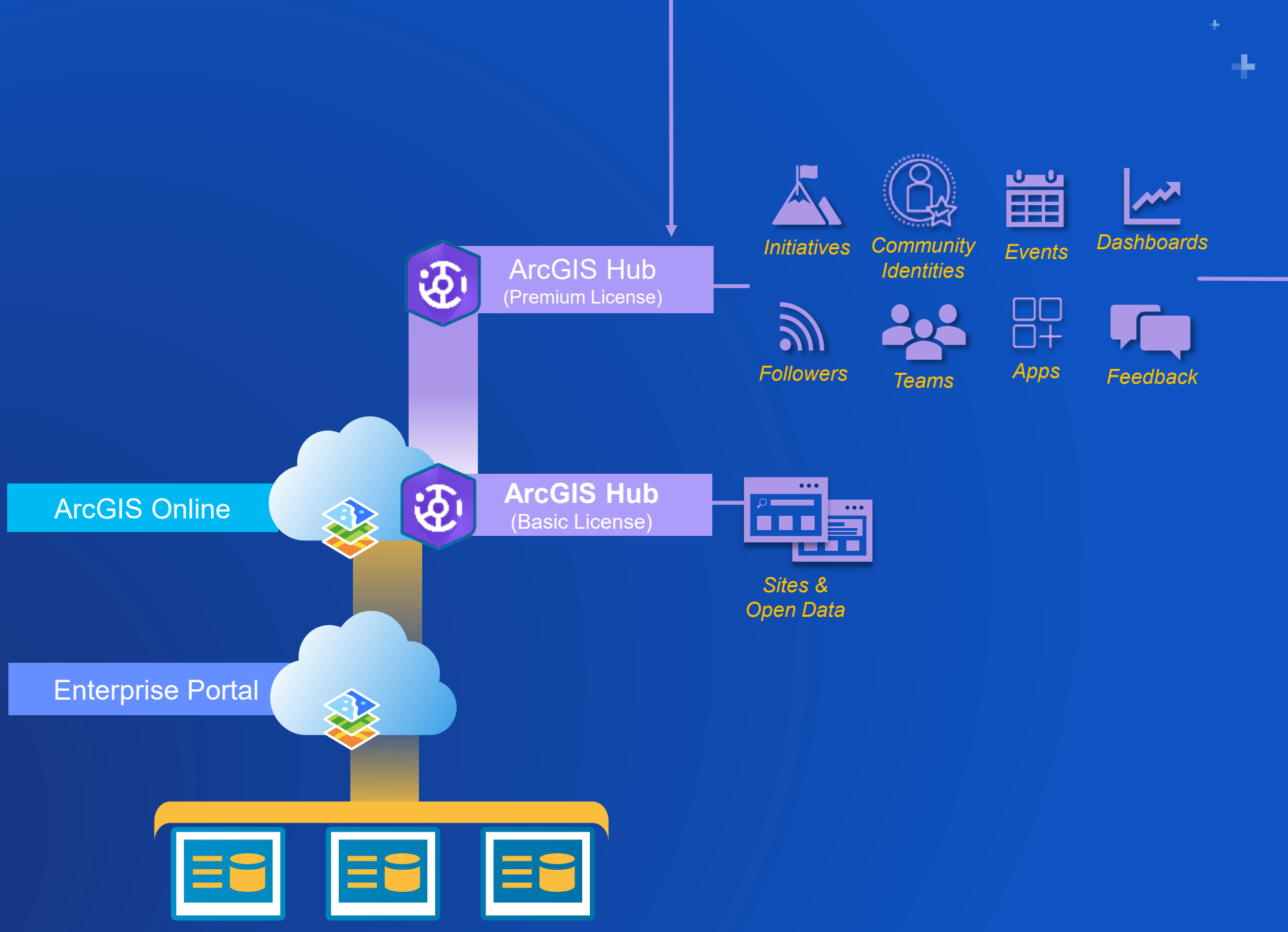


Data, Apps, Analyses



Engagement Maturity Path




ArcGIS Hub
(Premium License)
Initiatives
Community Identities
Events
Dashboards
Followers
Teams
Apps
Feedback
ArcGIS Online
ArcGIS Hub
(Basic License)
Sites & Open Data
Enterprise Portal

Initiative Examples

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

Banner
Mission

Apps
Analysis

Performance

Related Initiatives
Sub-sites
Success Stories

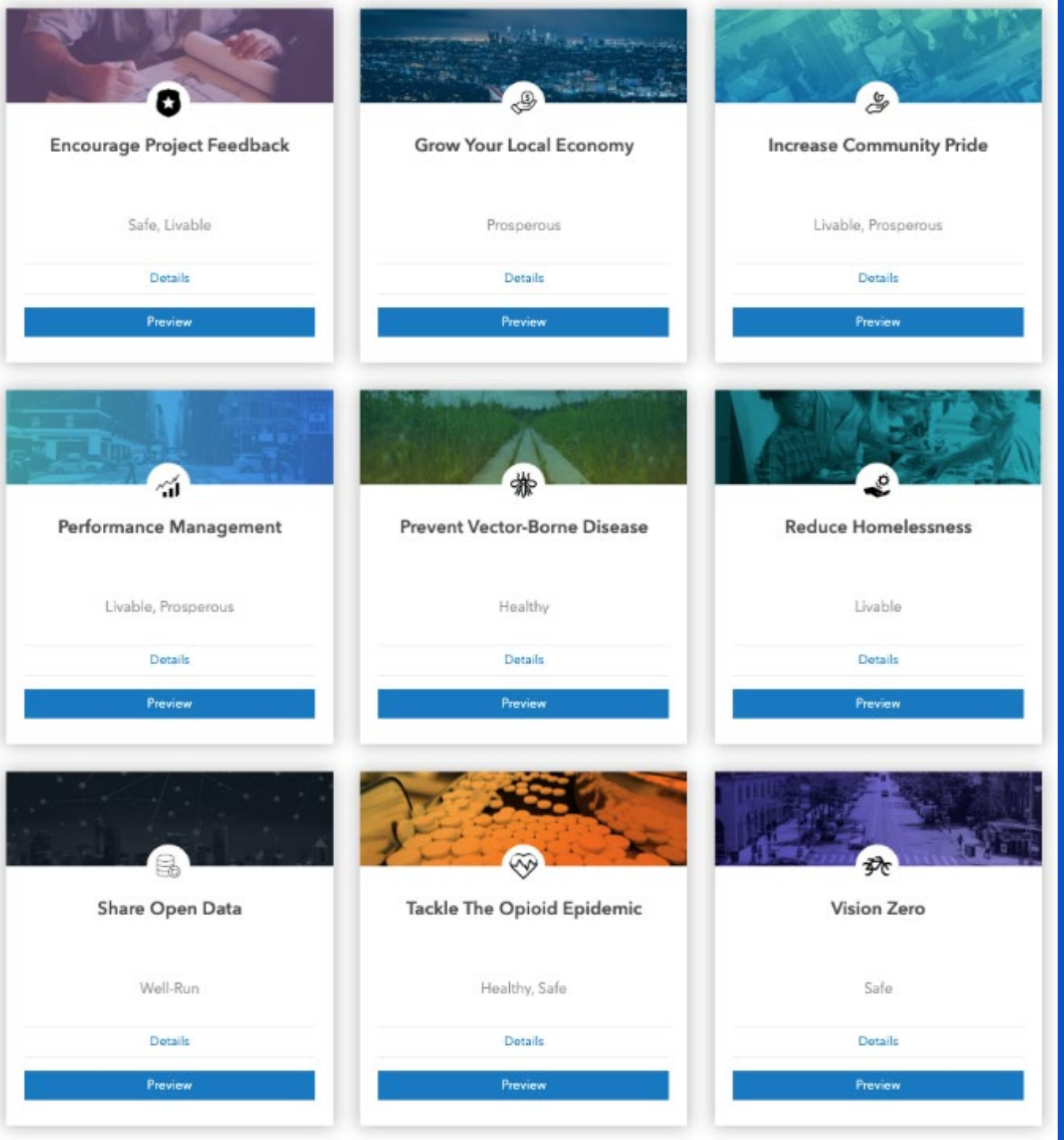
Maps & Data
Infographics
Surveys

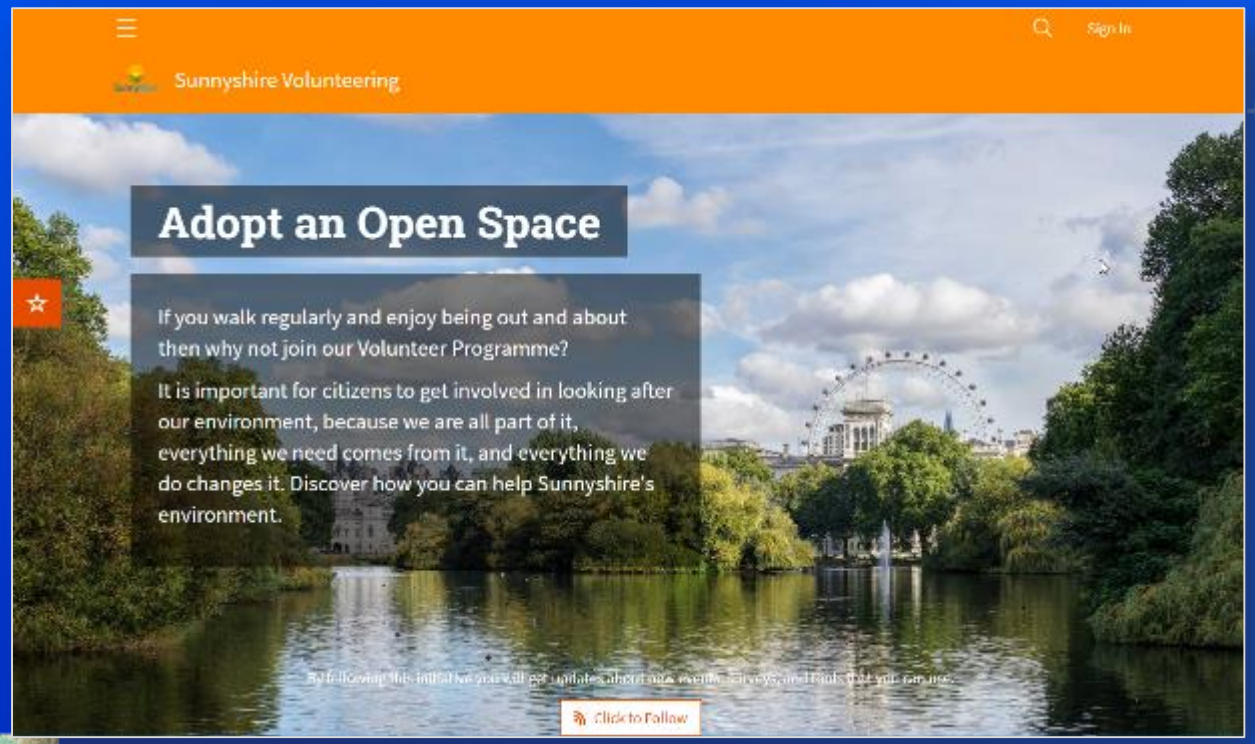
Ways to Engage

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

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

Sneak peek!

Place City Logo

Transparent Elections | Increasing Public Trust

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.

Sneak peek!

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

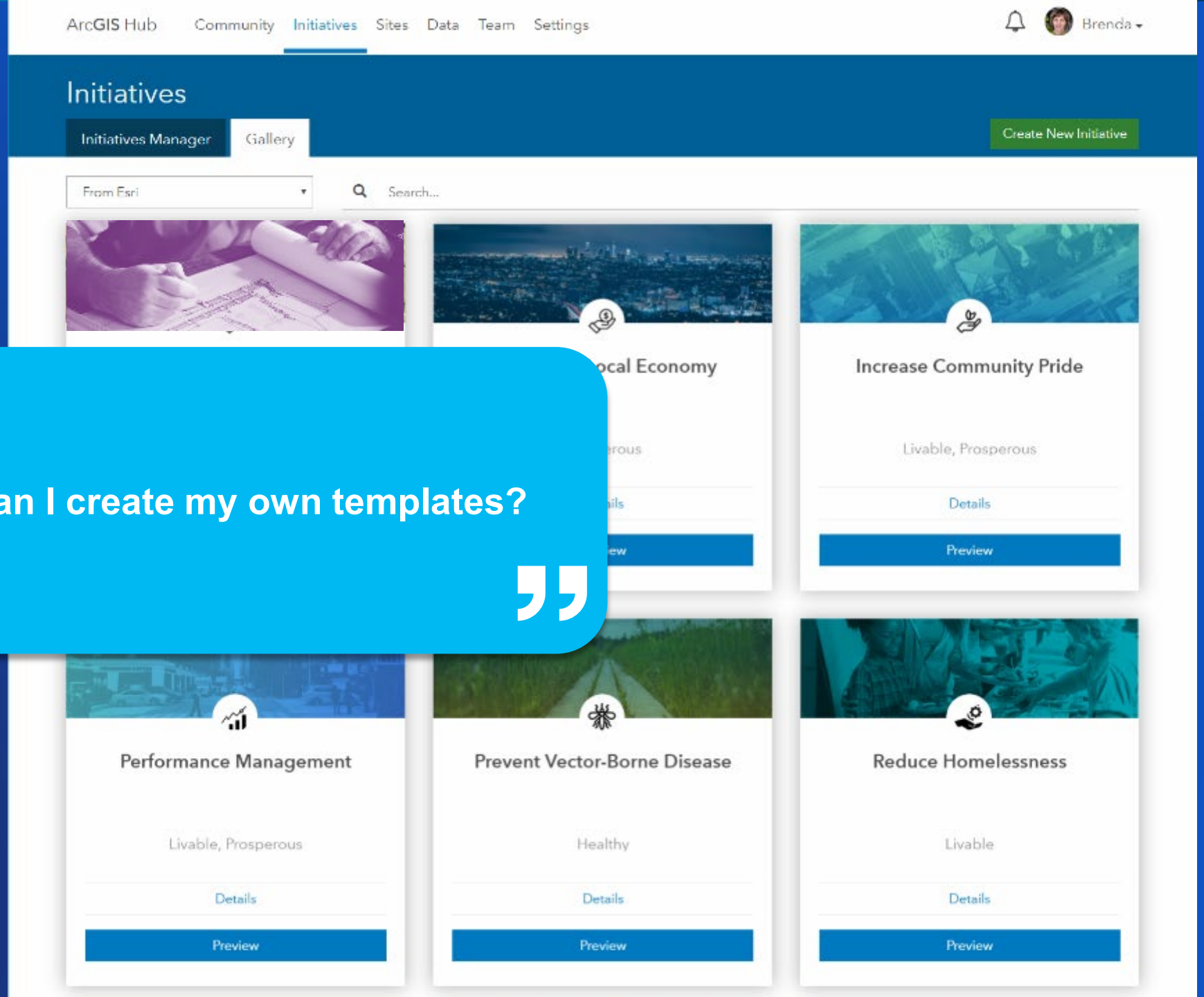
Want to vote early?

Locate nearest voting center and cast your ballot in person.

Find Voting Center

Current Election Results

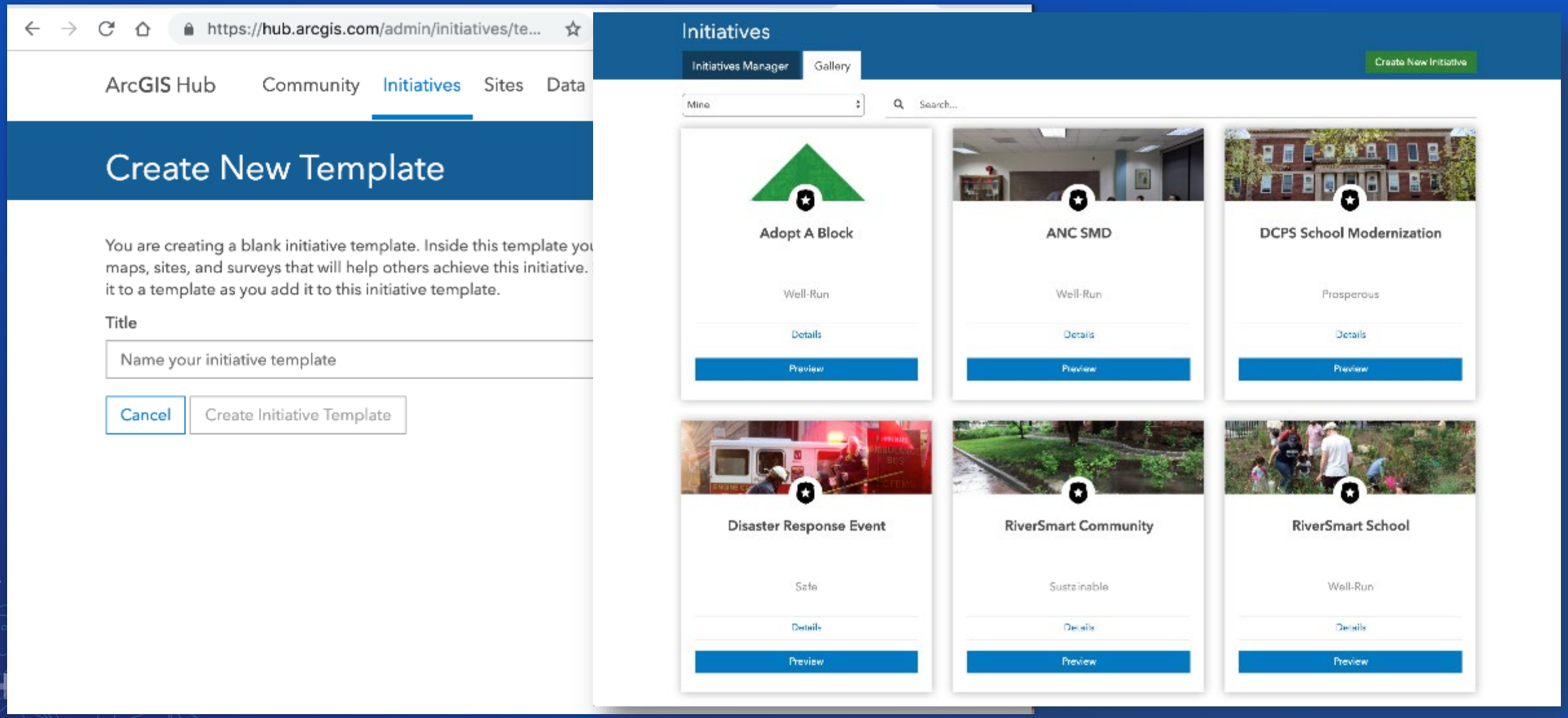
Find up-to-date results and voter turnout for the current election.



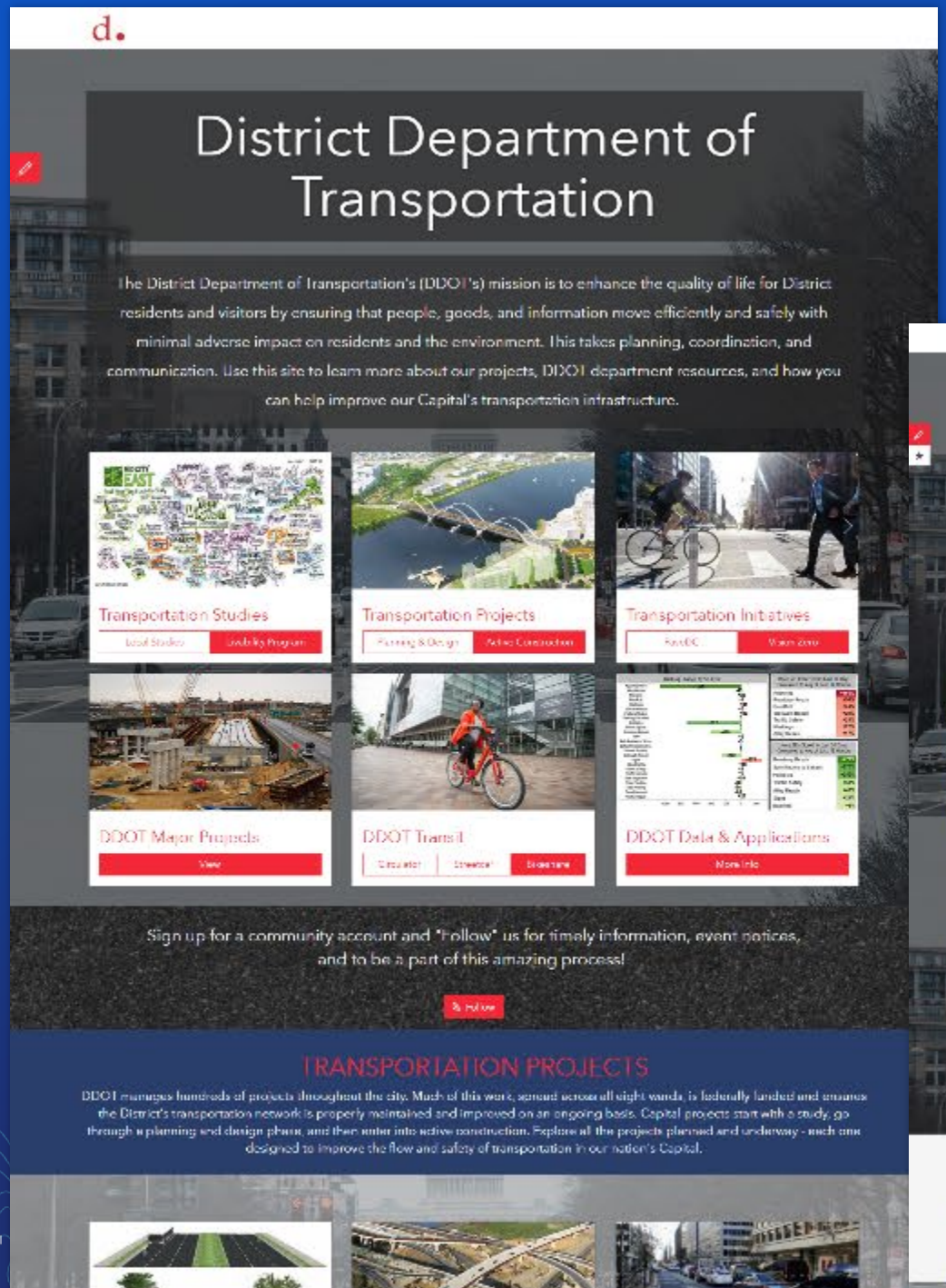
How can I create my own templates?

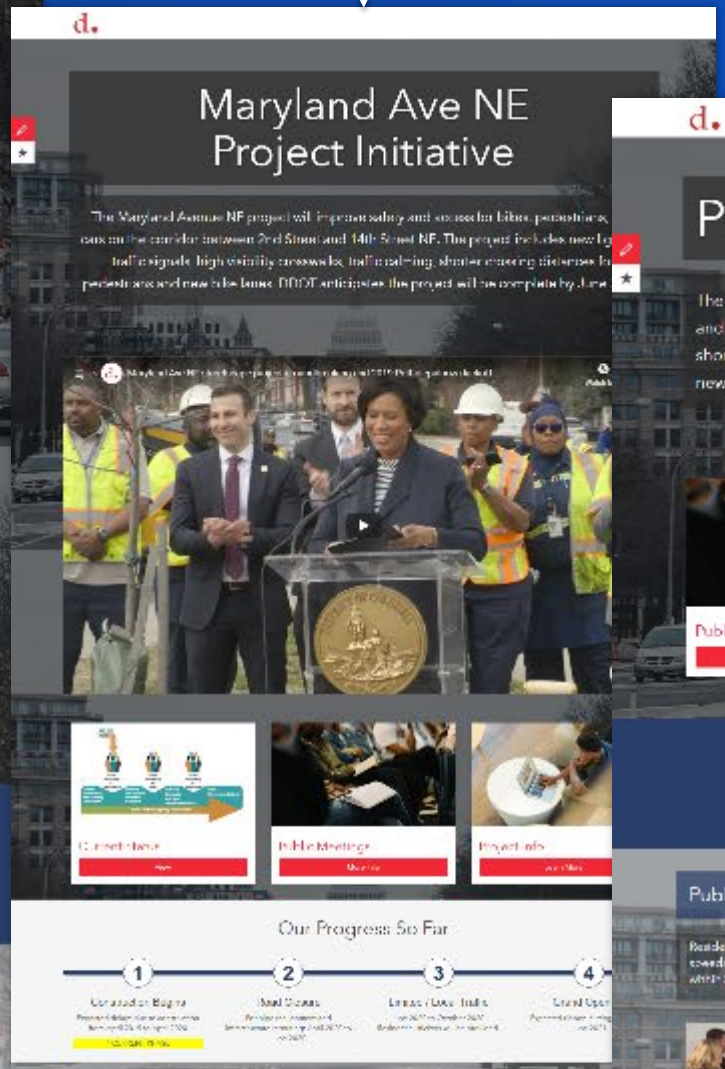
Initiative Template Publisher

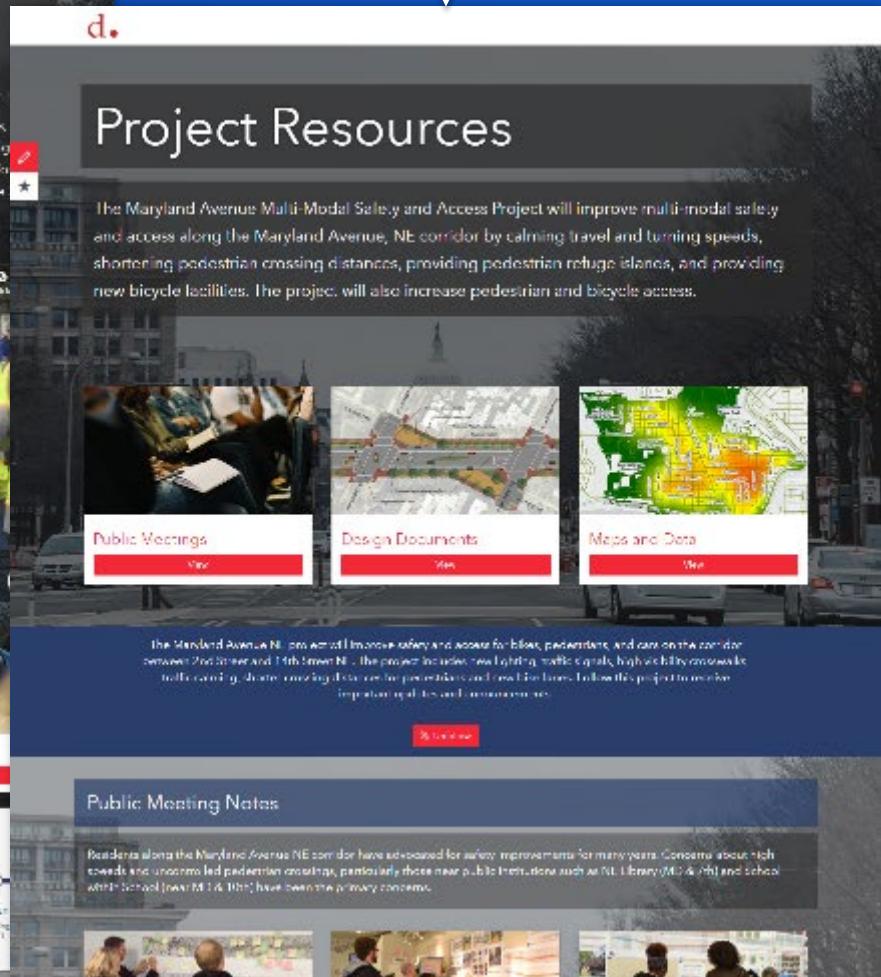
Create and share your own initiative patterns: Esri, customers, partners, researchers



DDOT Project Template



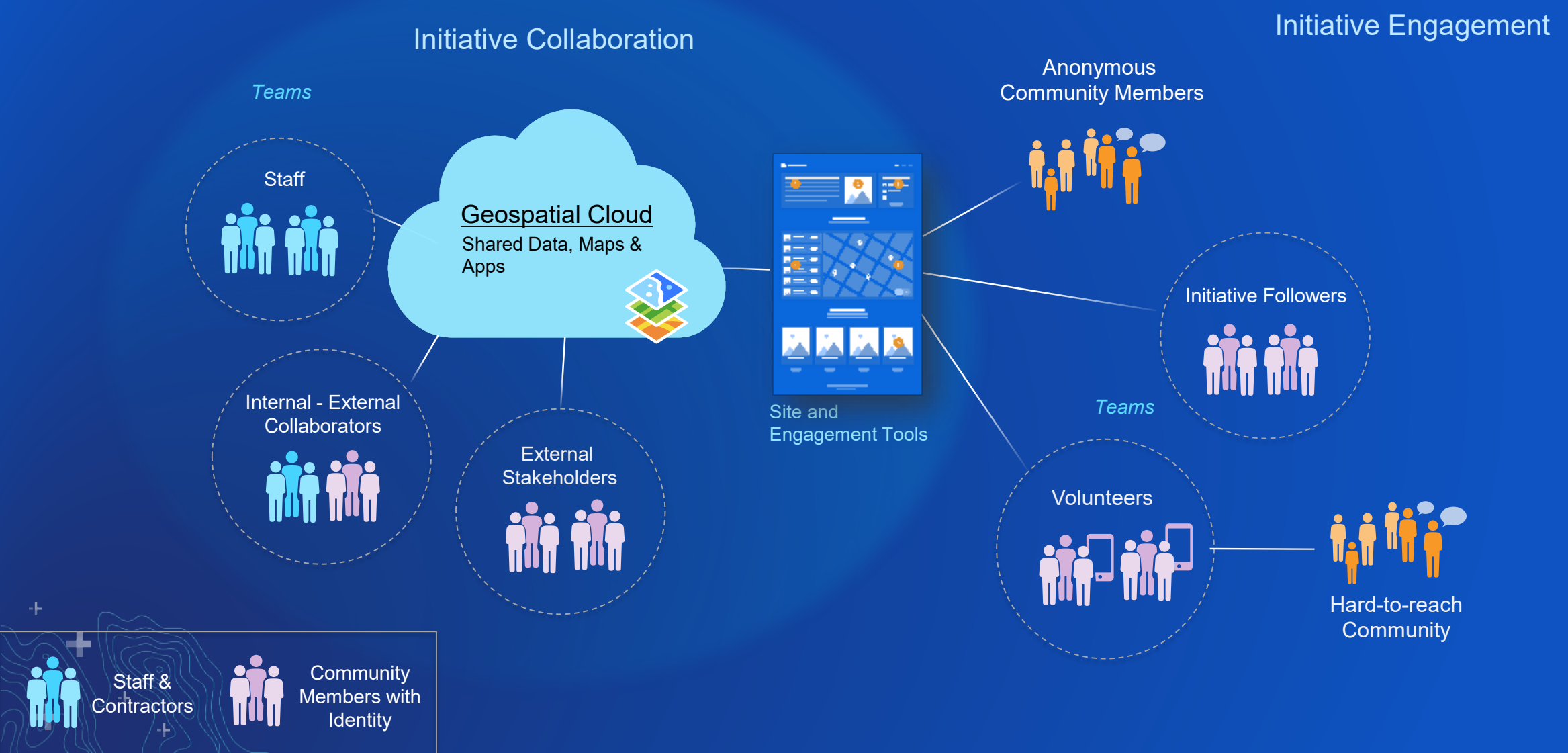




The Power of Teams

Leverage Trusted Collaborators

Team-Enabled Collaboration and Engagement Pattern



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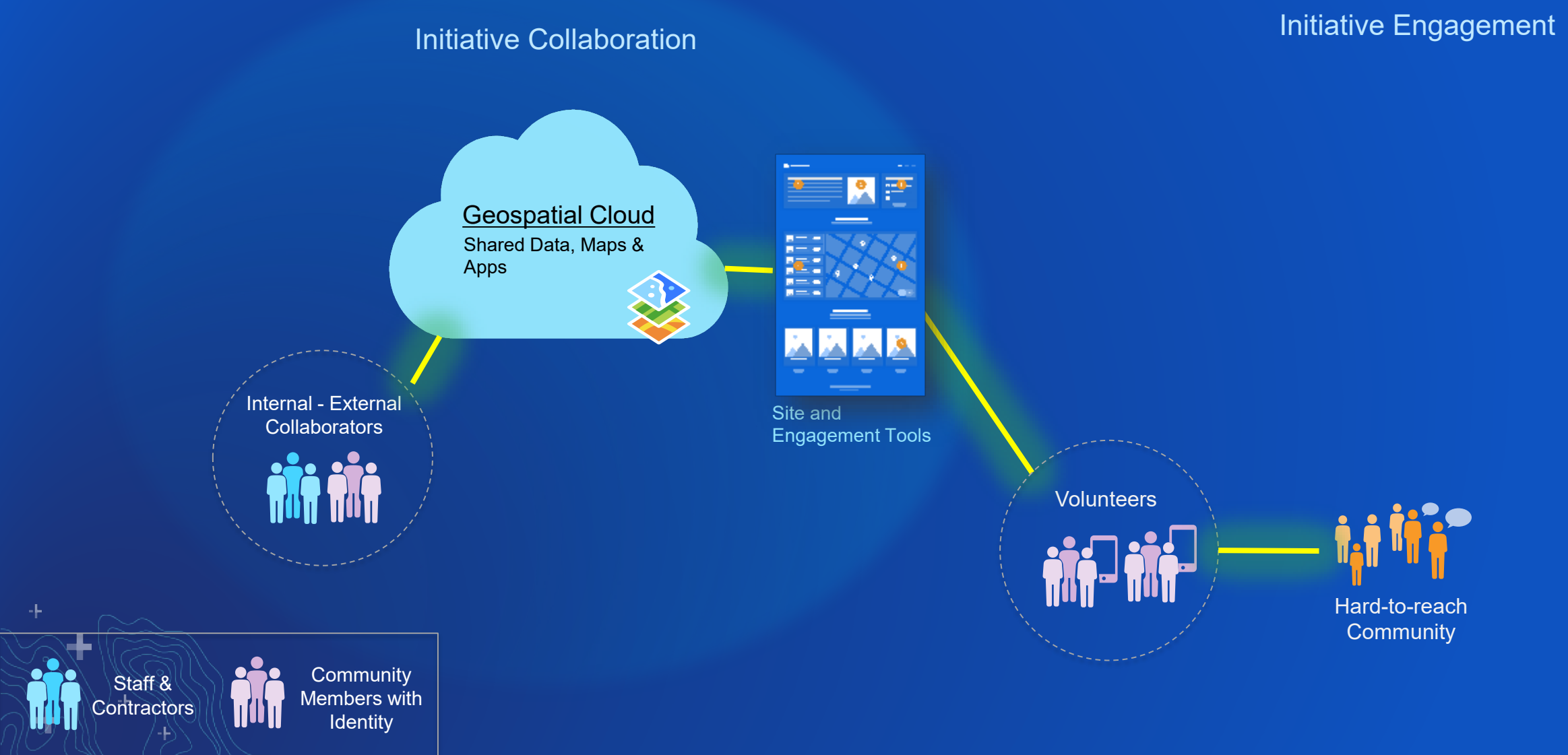
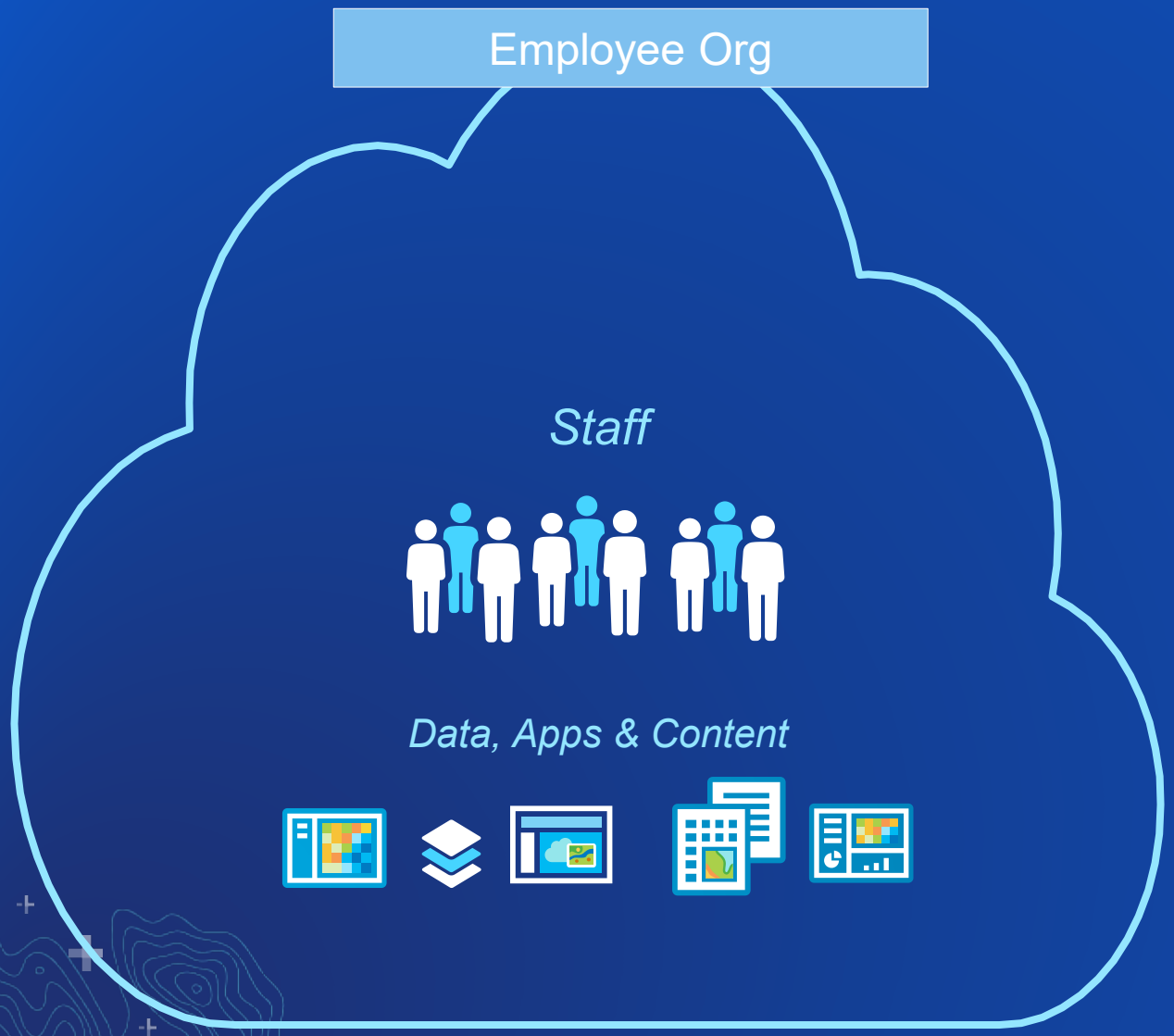


High-Level ArcGIS Hub Premium Architecture and Setup



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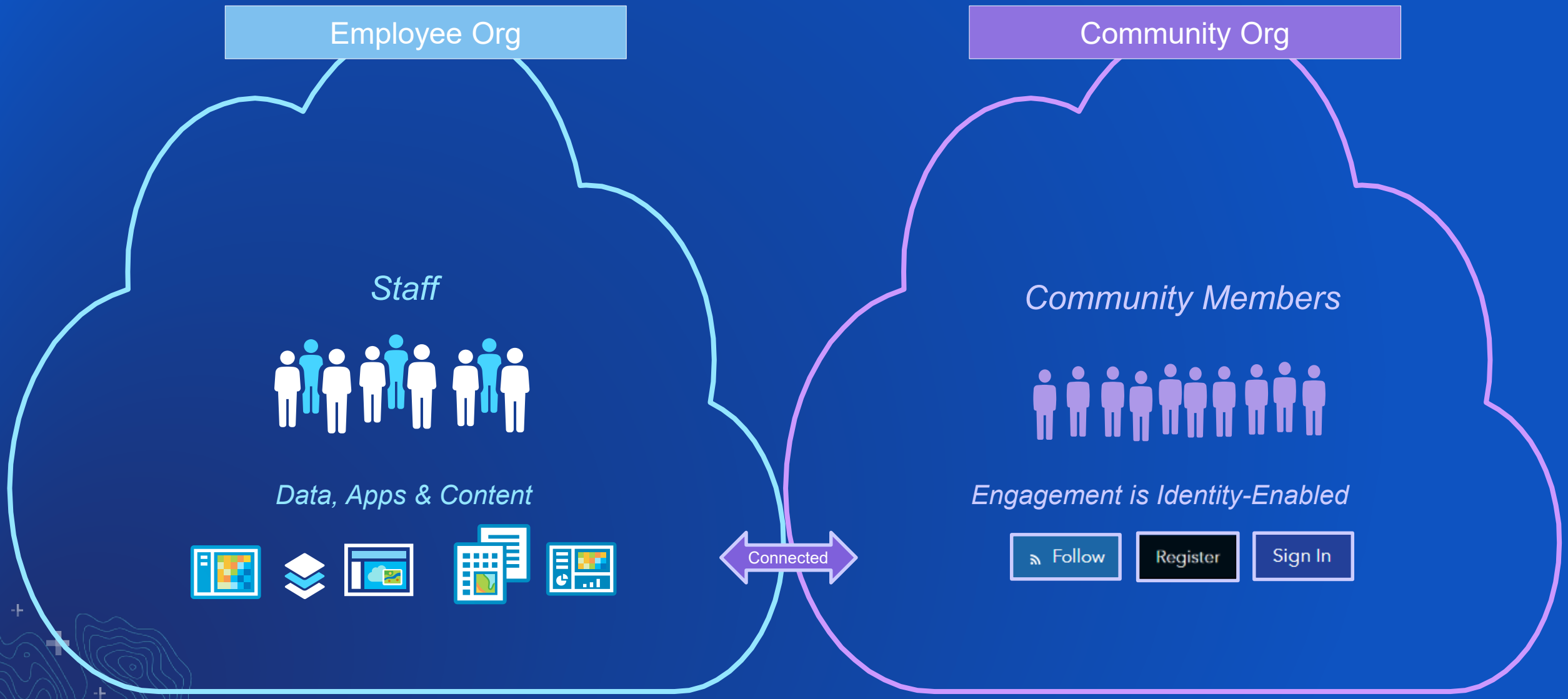

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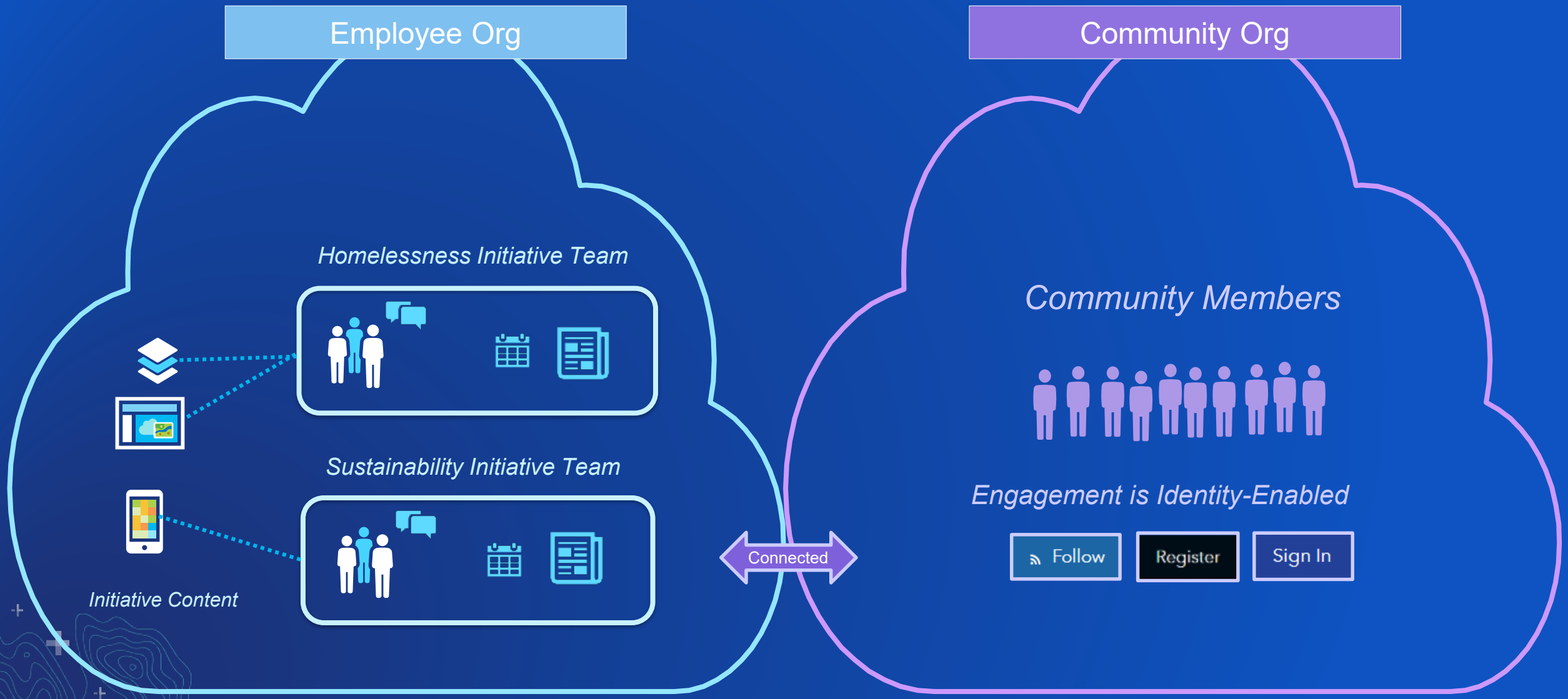

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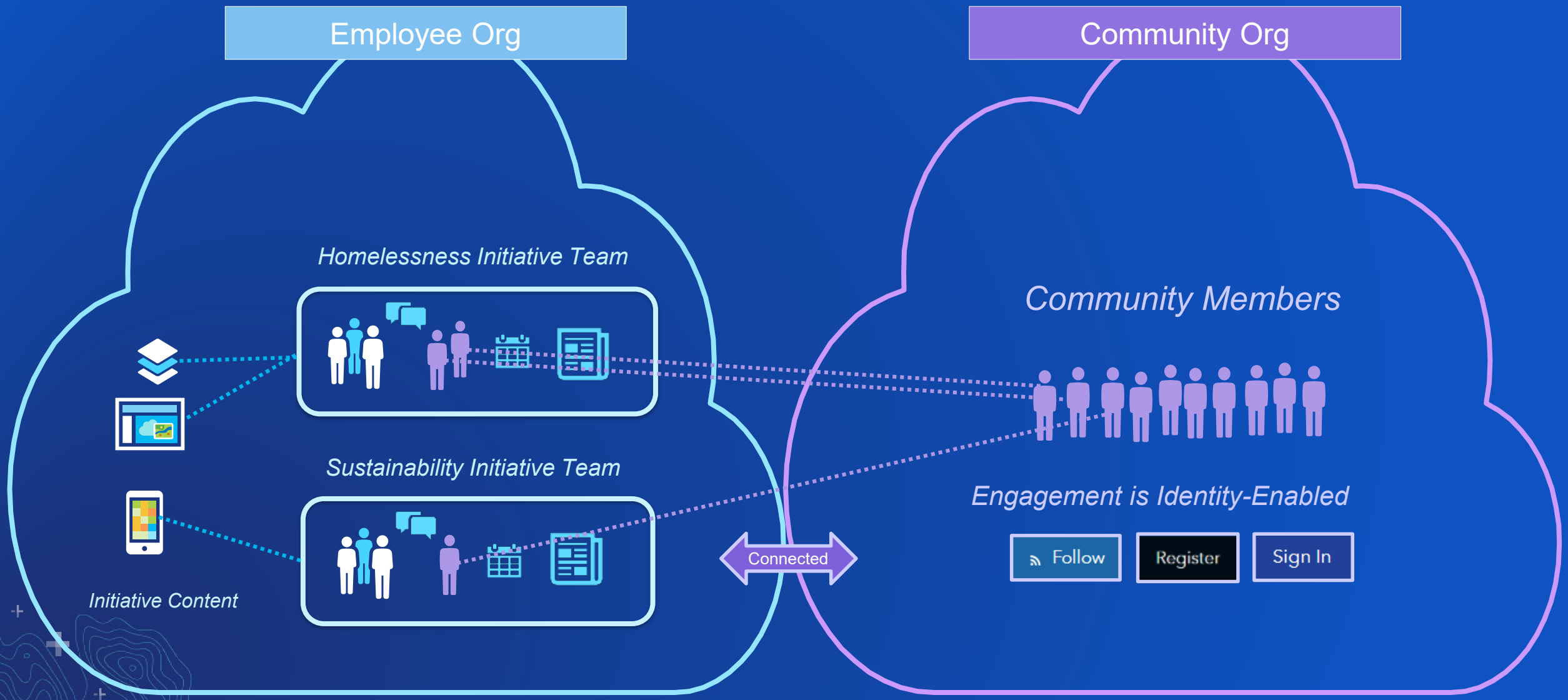

What can community users do?

- Sign in to access applications
- Crowdsource data… including the new Quick Capture app
- Perform analyses
- Create applications
- Attend events
- Receive notifications

Hub › Sustainable Redlands › Teams

Sustainable Redlands - Team

Add Members

Search Users

Name	Contact	Revoke Access
Brenda Wolfe	bwolfe@esri.com	

Hub > Sustainable Redlands > Teams

Sustainable Redlands - Team

Add Members

Search Users

Name	Contact	Revoke Access
Brenda Wolfe	bwolfe@esri.com	

Home Gallery Map Scene Groups Content Organization

Brenda Wolfe
bwolfe_hubclub

Hub Club

Overview Members Licenses Status Settings

Save Cancel

- General
- Home Page
- Gallery
- Map
- Items
- Groups
- Utility Services
- Member Roles
- New Member Defaults
- Marketplace
- Collaborations
- Credits
- Security
- Open Data
- Hub

Create a new role

Save role Discard

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

- [x] Members [-]
  - [x] View
- [x] Groups [-]
  - [x] Create, update, and delete
  - [x] Join organizational groups
  - [x] Join external groups
  - [x] View groups shared with organization
- [x] Content [-]
  - [x] Create, update, and delete
  - [x] Publish hosted feature layers
  - [x] Publish hosted tile layers
  - [x] Publish hosted scene layers

- Collaborations
- Credits
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and manage

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- [x] Create, update, and delete
- [x] Publish hosted feature layers
- [x] Publish hosted tile layers
- [x] Publish hosted scene layers
- [x] View content shared with organization

Sharing [-]
- [x] Share with groups
- [x] Share with organization
- [ ] Share with public
- [x] Make groups visible to organization
- [x] Make groups visible to public
- [ ] Make groups available to Open Data

Premium Content [-]
- [x] Geocoding
- [x] Network Analysis
- [x] Spatial Analysis
- [x] GeoEnrichment
- [x] Demographics
- [x] Feature report

Features [-]
- [x] Edit
- [ ] Edit with full control

Administrative Privileges

Members [-]
- [ ] View all
- [ ] Update
- [ ] Delete
- [ ] Invite
- [ ] Disable
- [ ] Change roles
- [ ] Manage licenses

Groups [-]
- [ ] View all
- [ ] Update
- [ ] Delete
- [ ] Reassign ownership
- [ ] Assign members
- [ ] Link to enterprise group
- [ ] Create with update capabilities

Content [-]
- [ ] View all
- [ ] Update
- [ ] Delete
- [ ] Reassign ownership
- [ ] Manage categories

ArcGIS Marketplace Subscriptions [-]

Organization Settings [-]

Security

Open Data

Hub

Role privileges

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

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- [ ] Delete
- [ ] Reassign ownership
- [ ] Assign members

Content
- [ ] View all
- [ ] Update
- [ ] Delete
- [ ] Reassign ownership
- [ ] Manage categories

Share with Public privilege is turned off

Hub > Sustainable Red

Save View

Customize

Settings

Header

Theme

Layout

Footer

We recommend you work in a single tab to prevent lost work.

Sally can’t change site visibility

Create your own initiative by combining existing applications

Hub › sally makes her own › Initiative Site

Saved | View

Customize | Layout

Row

Image

Banner

Text

Category

Contact Info

Web Map

No **Public** option

Visibility

Team

Organization

Sally makes her own site

But she cannot make it ***public***

Because her 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

ArcGIS Hub Specialty

Cityworks

Blue Raster

GIS Inc.

Pro-West & Associates

Fernleaf Interactive

Roadmap

ArcGIS Hub at UC and beyond

End of 2019

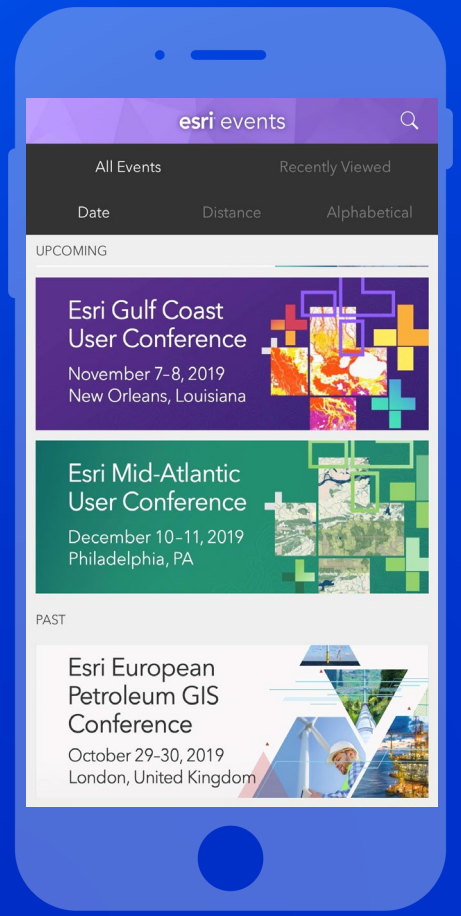
- Built-in messaging to teams
- Community discussions & commenting
- More initiative templates

Beginning 2020

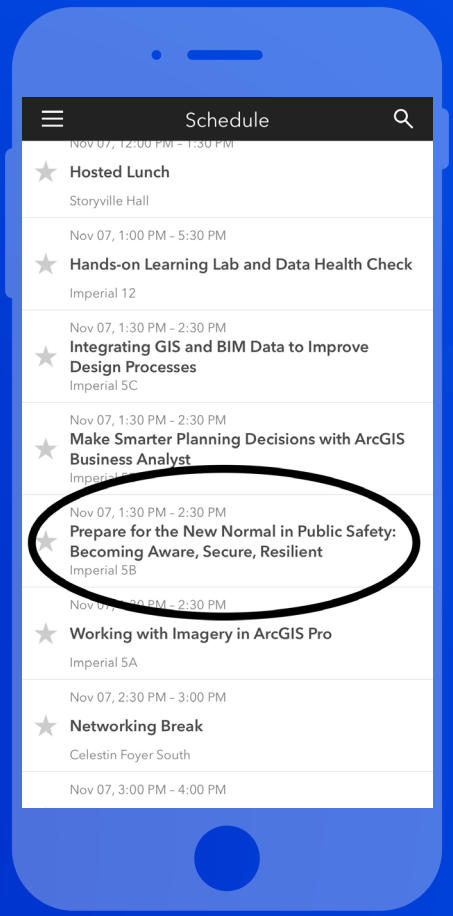
- More initiative templates
- Ability to create additional teams for initiatives

Give Us Your Feedback

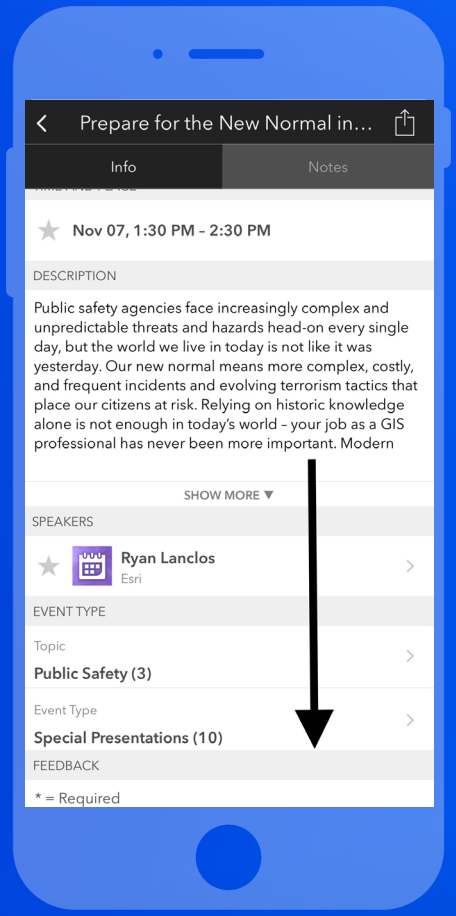
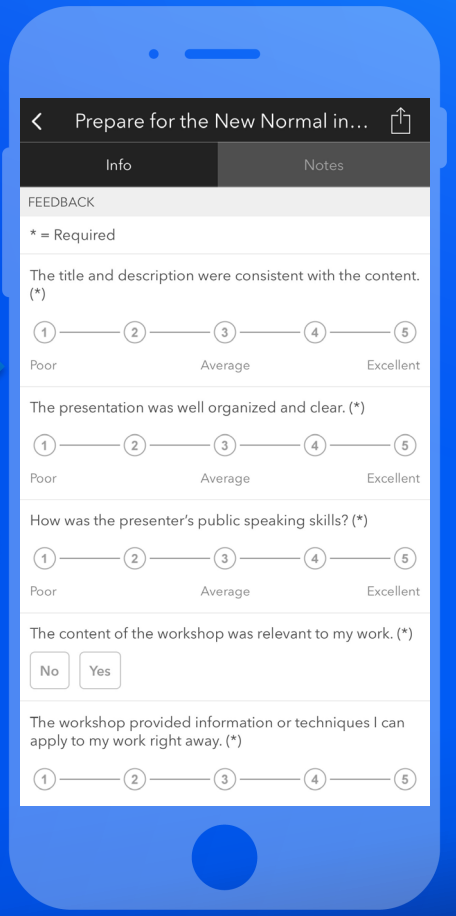
Download the Esri Events app and find Gulf Coast UC



From the schedule, select the session you attended



Scroll down below the description to find the feedback section



Complete answers and select "Submit"