



ESRI MID-ATLANTIC USER CONFERENCE

# Fostering Community Engagement with ArcGIS Hub

Daniel Wickens – Solution Engineer

[dwickens@esri.com](mailto:dwickens@esri.com)



# Everyone wants their community to be...



Prosperous  
Sustainable  
Healthy  
Livable  
Transparent  
Safe  
Innovative  
Resilient  
Collaborative

Diagram illustrating the desired qualities of a community, represented by the city skyline. Lines connect the following words to specific buildings or landmarks in the cityscape:

- Prosperous: Points to the left side of the skyline, including the Comcast Technology Center and surrounding buildings.
- Sustainable: Points to the left side of the skyline, including the Comcast Technology Center and surrounding buildings.
- Healthy: Points to the center of the skyline, including the One Liberty Place and surrounding buildings.
- Livable: Points to the center of the skyline, including the One Liberty Place and surrounding buildings.
- Transparent: Points to the right side of the skyline, including the Wells Fargo Center and surrounding buildings.
- Safe: Points to the right side of the skyline, including the Wells Fargo Center and surrounding buildings.
- Innovative: Points to the right side of the skyline, including the Wells Fargo Center and surrounding buildings.
- Resilient: Points to the right side of the skyline, including the Wells Fargo Center and surrounding buildings.
- Collaborative: Points to the center of the skyline, including the One Liberty Place and surrounding buildings.

The image is a composite of two photographs. The left side shows a city skyline at sunset with a warm orange and yellow glow. The right side shows a bridge at night with illuminated streetlights and a train passing by. The text is overlaid on these images.

# How do we...

Protect the Environment

Create More Jobs

Increase Recreation Opportunities

Create More Affordable Housing

Conserve Water

Improve Emergency Response Times

Reduce Homelessness

Make Commuting Easier

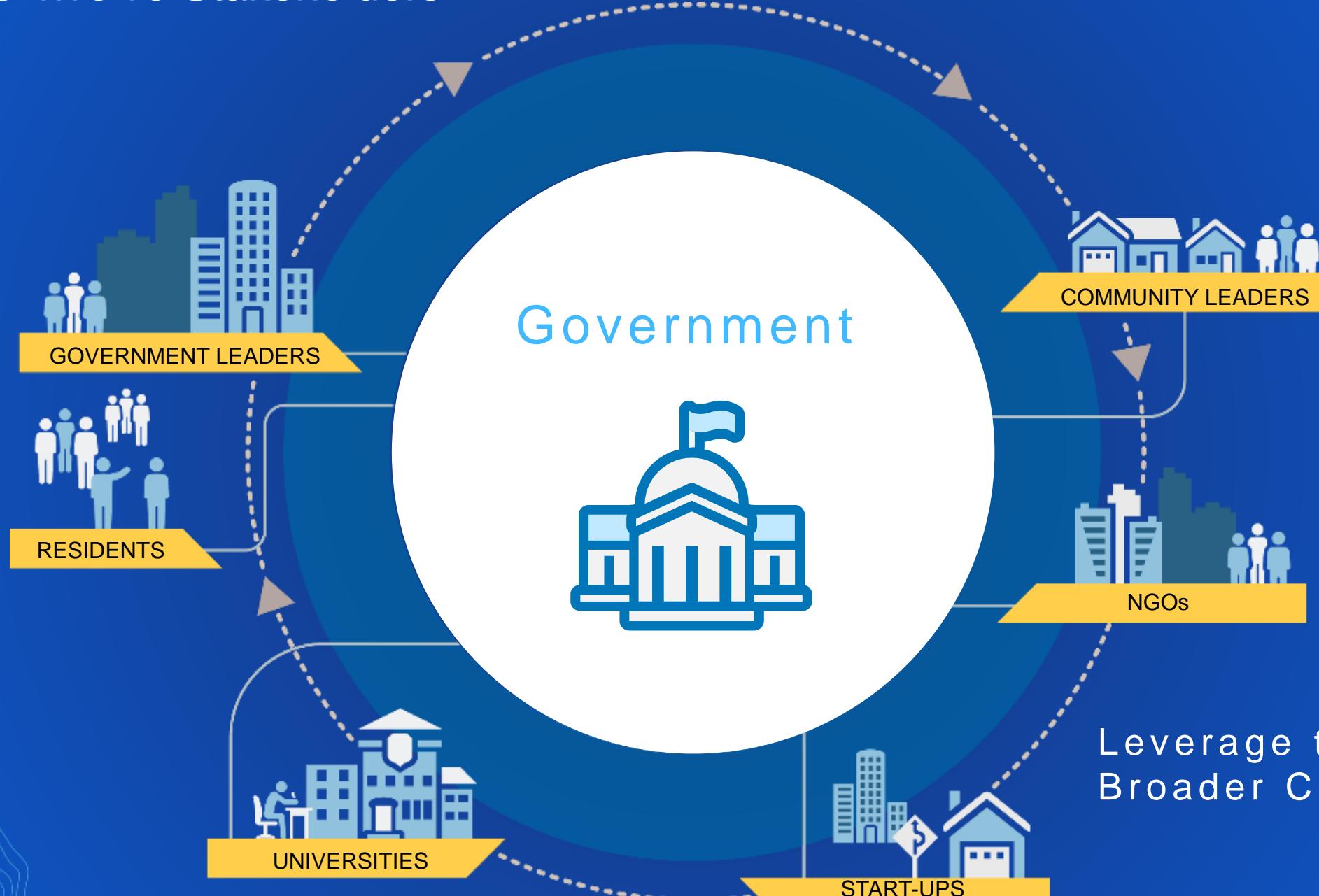
Increase Access for Disabled People

Use Less Energy

Improve Disaster Preparedness

Reduce Traffic Congestion

# Initiatives Involve Stakeholders



Leverage the  
Broader Community

# Initiatives Involve Stakeholders



Leverage the  
Broader Community

# Initiatives Involve Stakeholders



# Initiatives Involve Stakeholders





# Your Organization

GOVERNMENT LEADERS



RESIDENTS



UNIVERSITIES



START-UPS



COMMUNITY LEADERS



NGOs



Leverage the  
Broader Community



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



GOVERNMENT LEADERS



RESIDENTS



UNIVERSITIES



START-UPS



COMMUNITY LEADERS



NGOs

Leverage the  
Broader Community

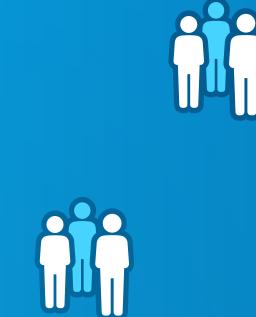
# Untapped Potential



Staff



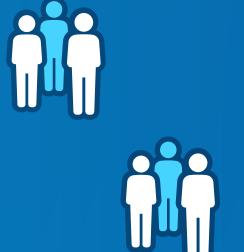
Potential Collaborators



People Eager to Engage



Public



Initiatives provide focus and alignment

# INITIATIVE

Staff



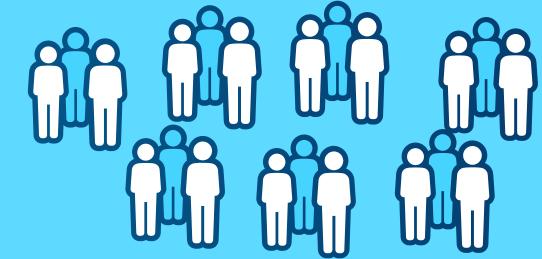
Trusted Collaborators



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.



## 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

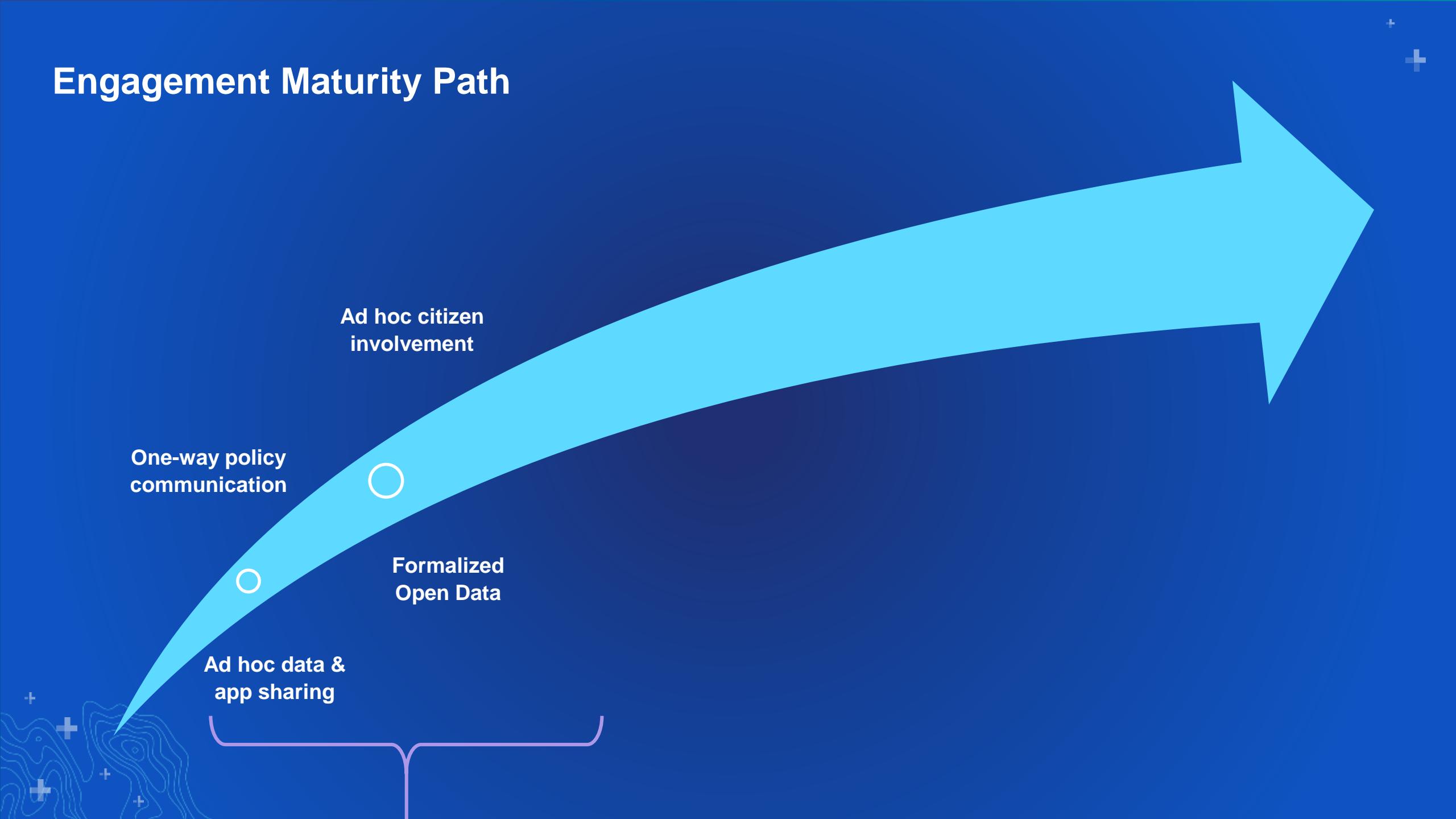
Initiative & Engagement Dashboards

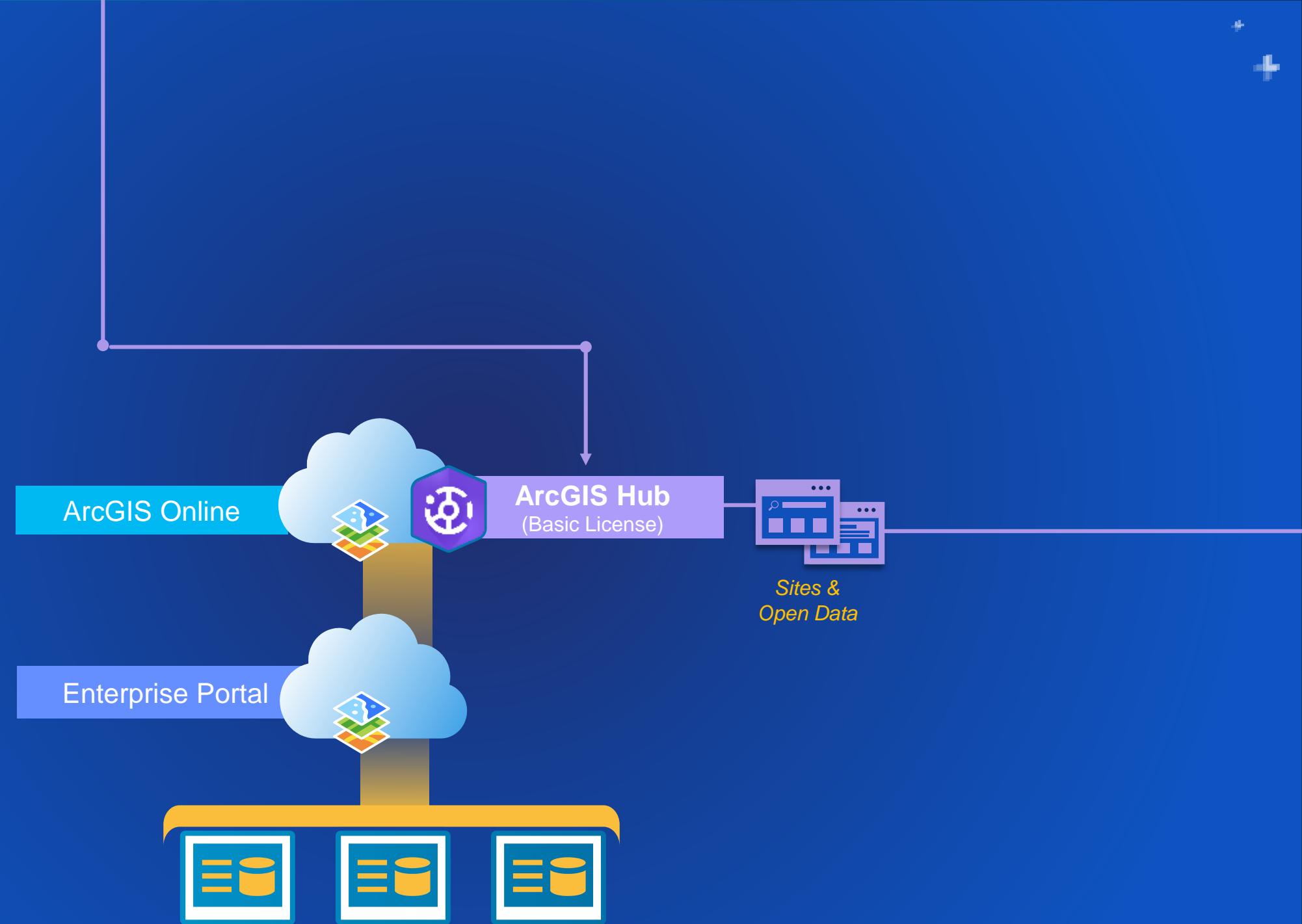


Where do you start?

The typical evolution...

# Engagement Maturity Path





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

Non-Profit

## City & Departments

Toronto Police Department

## Regional Government

Florida Dept Environmental Protection

Korean Light Pollution

Royal Society for the Protection of Birds

אתר מאגרי המידע הממשלתי

לפתש, להציג, להזכיר, ליציר

השימוש באתר לצרכיו הדנתה בלבד

70 Open Data in Israel - מיצבי נתונים פתוחים בישראל  
ArcGIS Online

ישראל

Quito, Ecuador

AEC

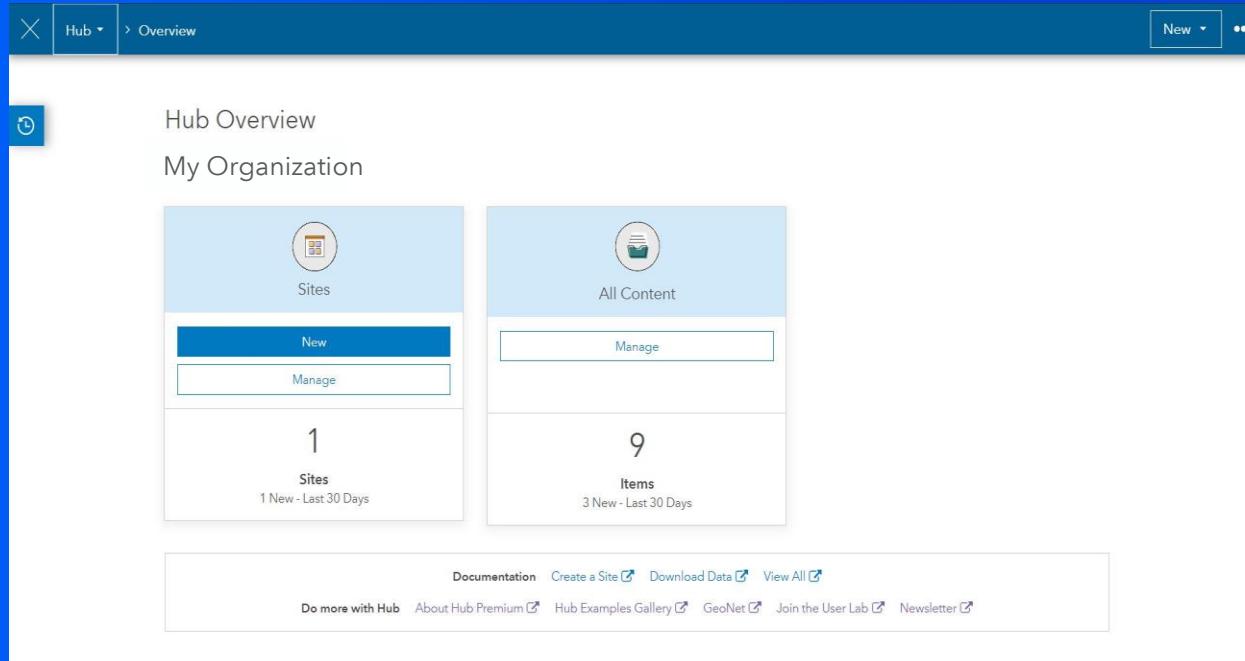
Cushman & Wakefield



United Arab Emirates

National Government

Kenya



Hub Overview

My Organization

Sites

All Content

New

Manage

1 Sites

1 New - Last 30 Days

9 Items

3 New - Last 30 Days

Documentation [Create a Site](#) [Download Data](#) [View All](#)

[Do more with Hub](#) [About Hub Premium](#) [Hub Examples Gallery](#) [GeoNet](#) [Join the User Lab](#) [Newsletter](#)

# Creating Sites

## Let's take a look...

# Engagement Maturity Path

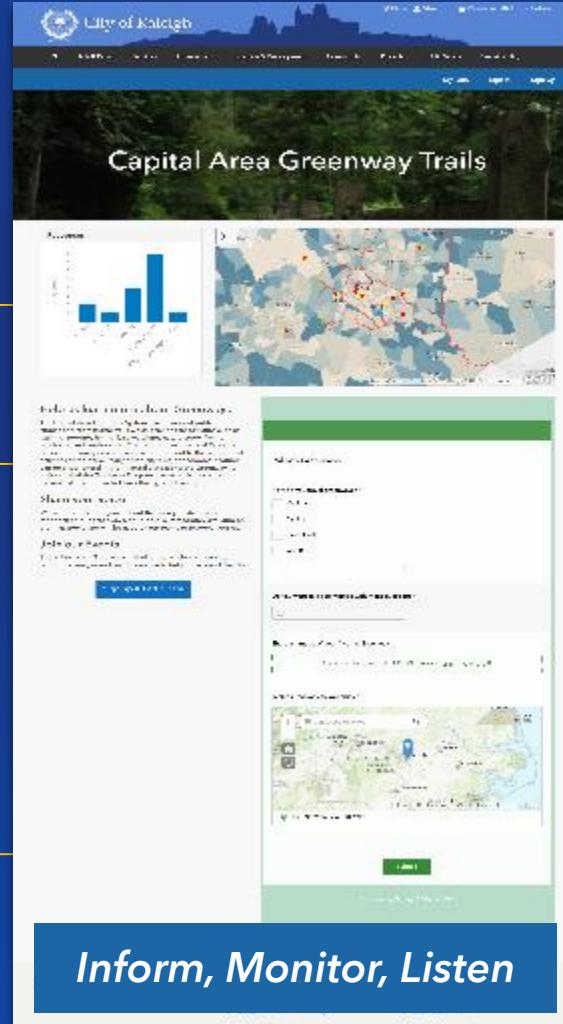


# Data-Driven Initiatives... Bridging the Gap

## Executive messaging

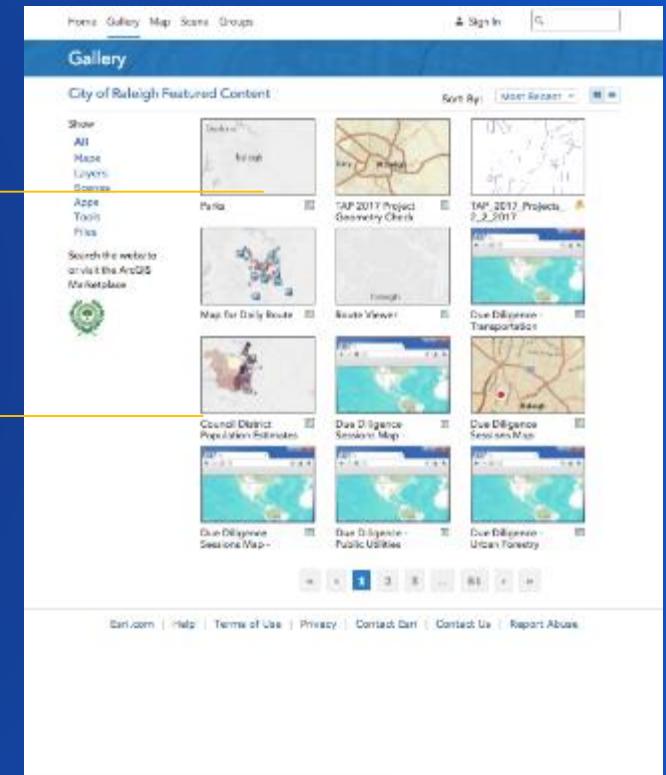


## Initiatives

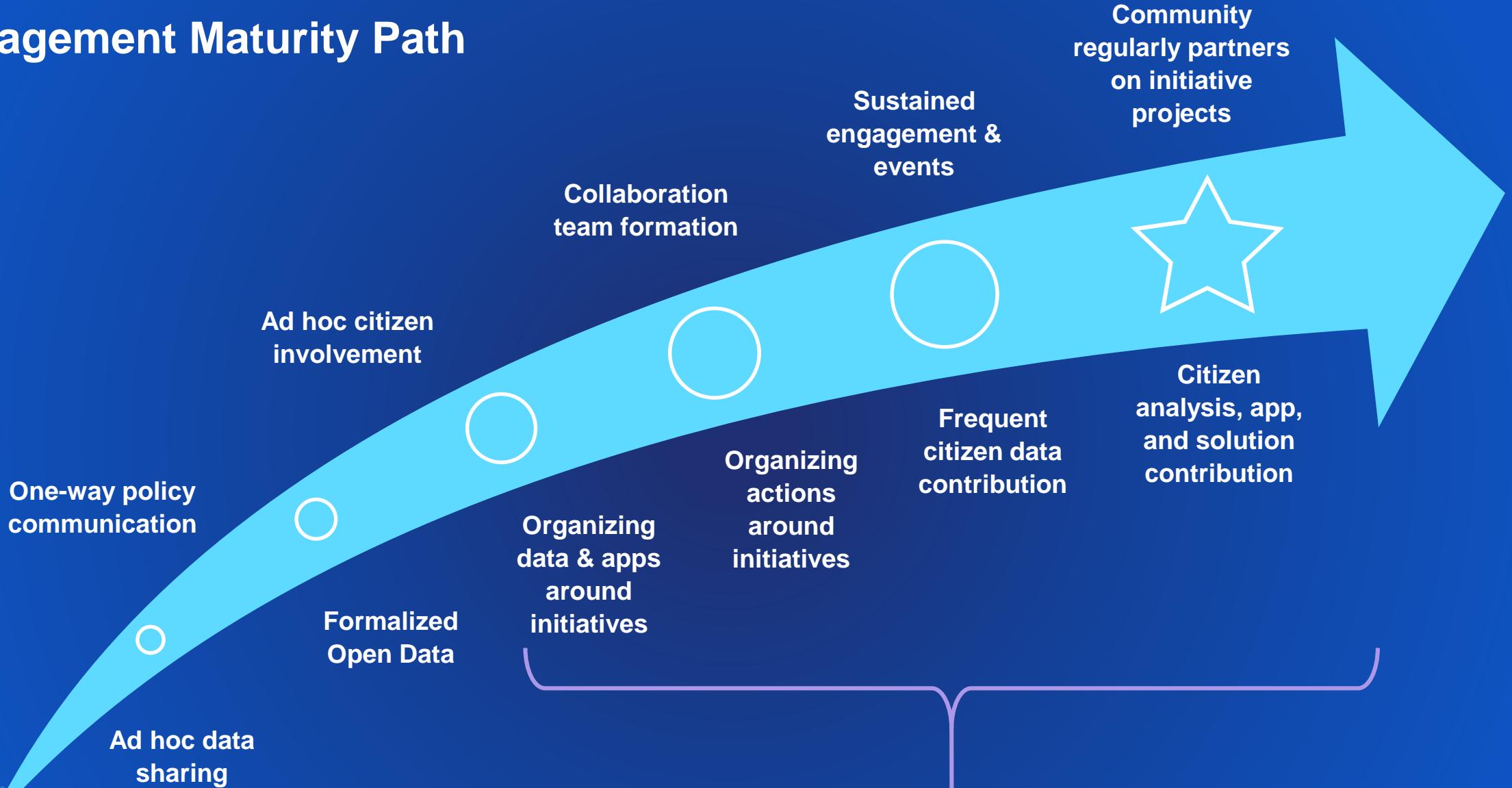


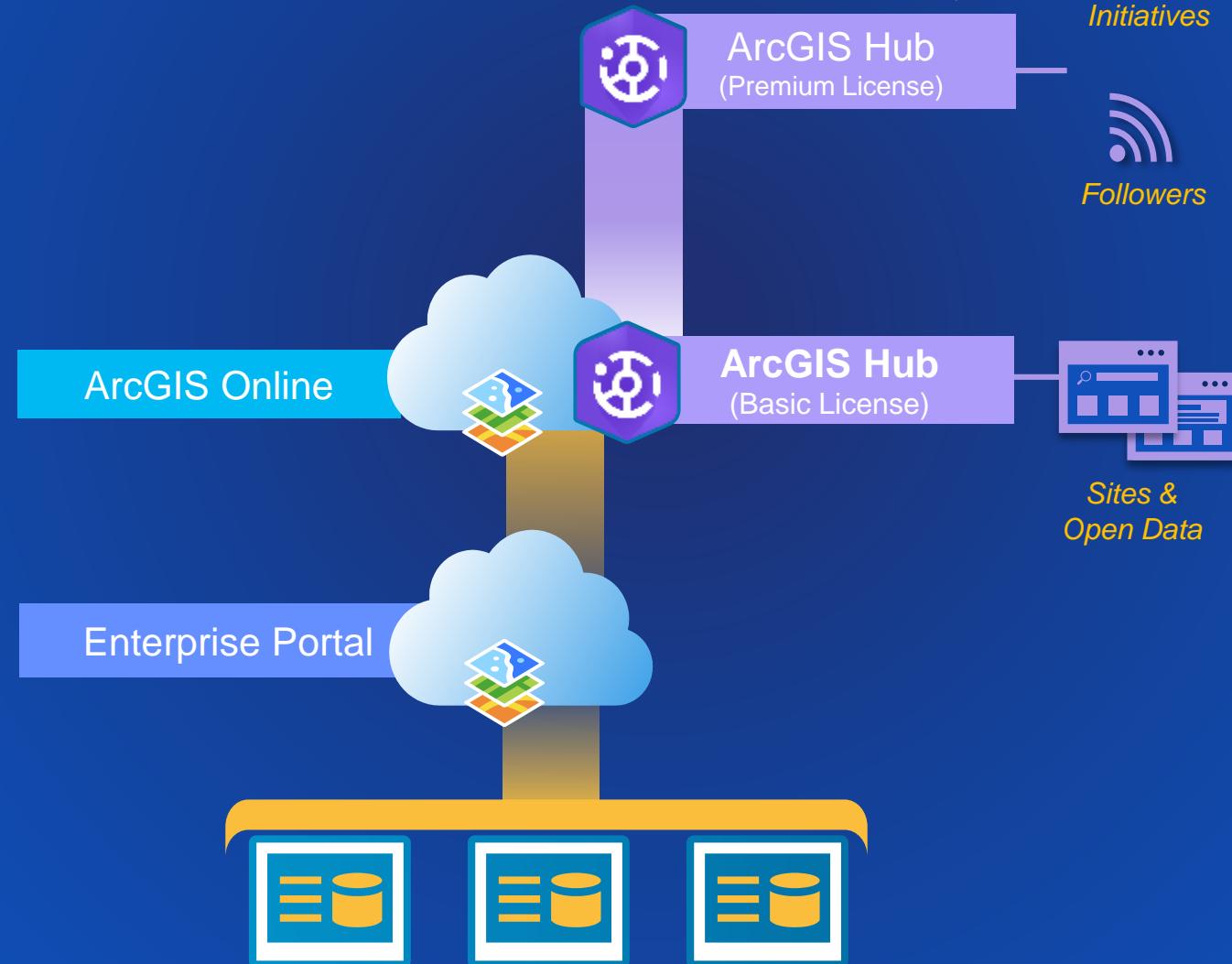
## **Inform, Monitor, Listen**

## GIS Content

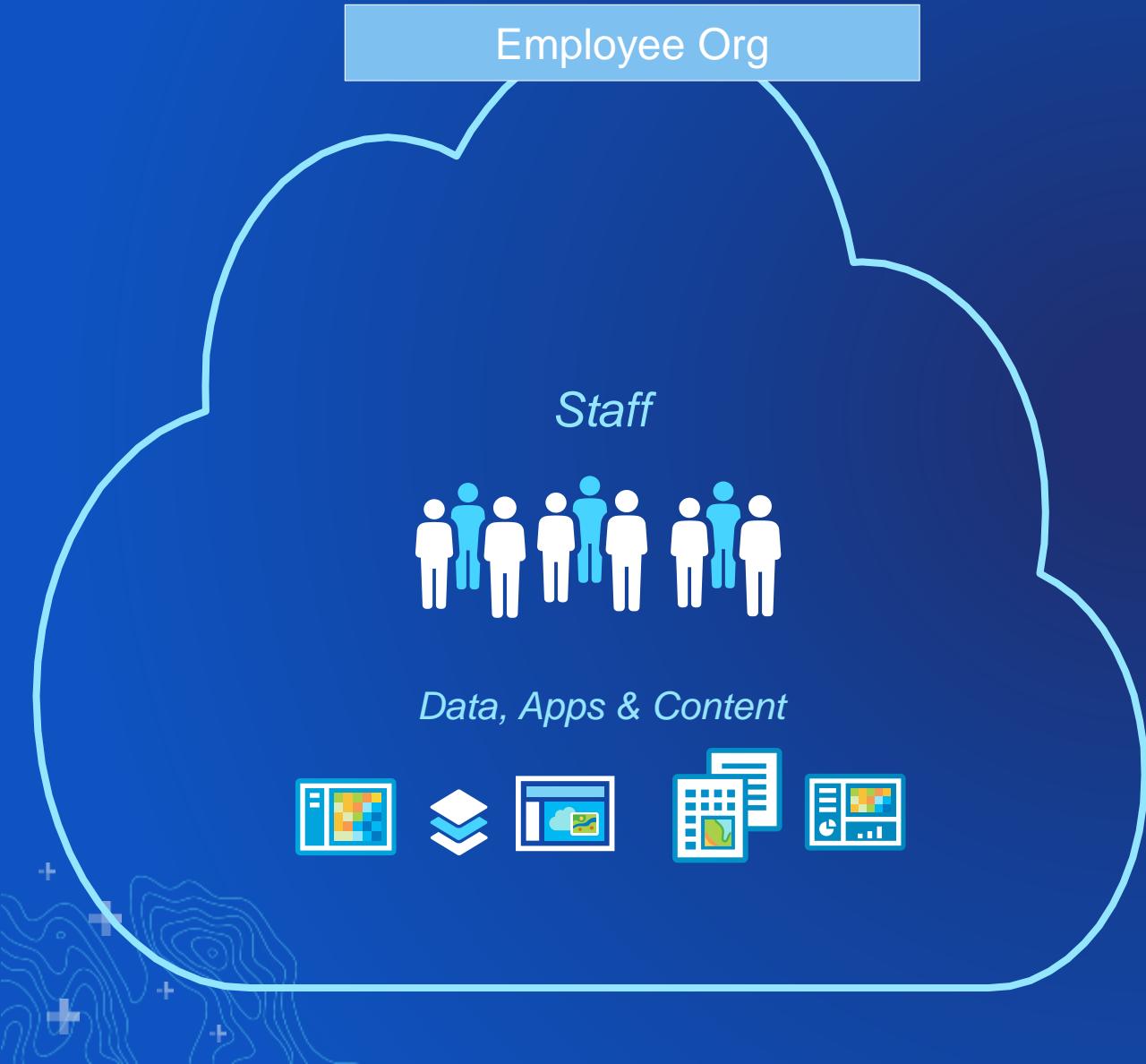


# Engagement Maturity Path

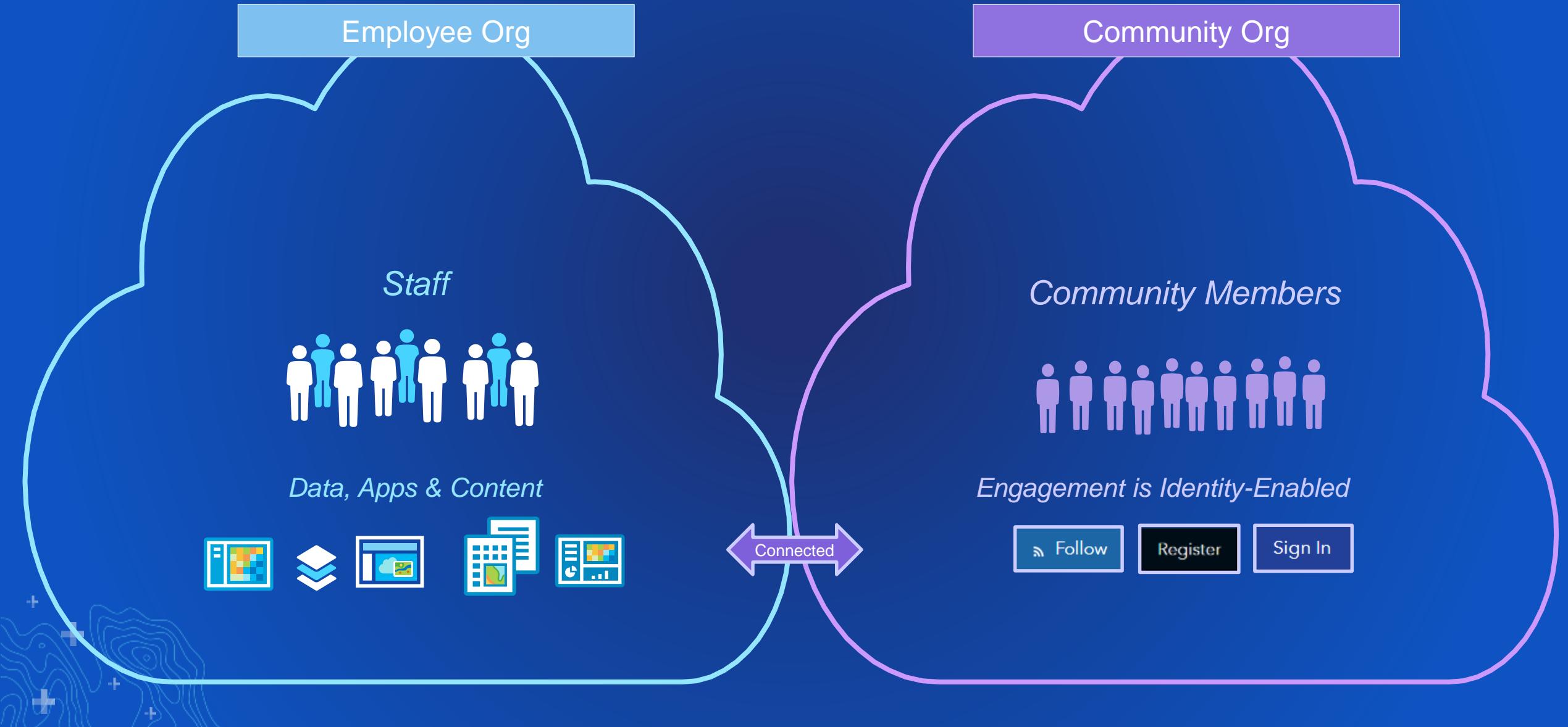




# High-Level ArcGIS Hub Premium Architecture and Setup

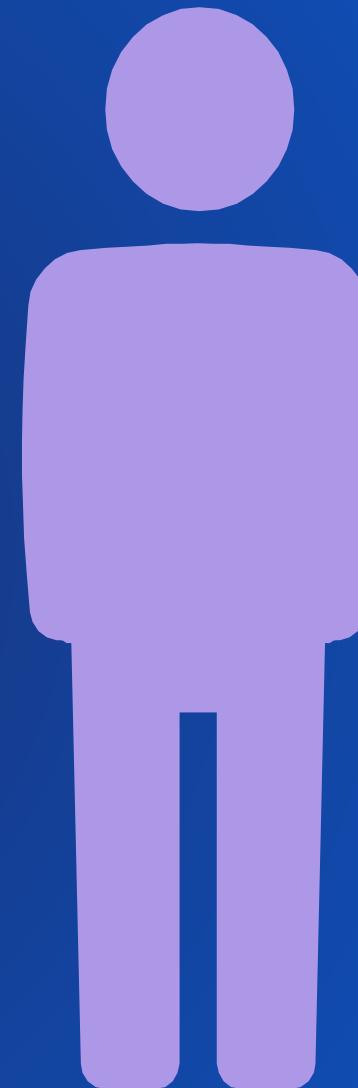


# High-Level ArcGIS Hub Premium Architecture and Setup



## What can community users do?

- Follow or subscribe to initiatives
- Receive notifications
- Sign in to access applications
- Crowdsource data with identity
- Register for events
- Perform analyses
- Create applications
- Work on the site
- Manage events for you





# Followers

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

# What is an Ready to Use Initiative?

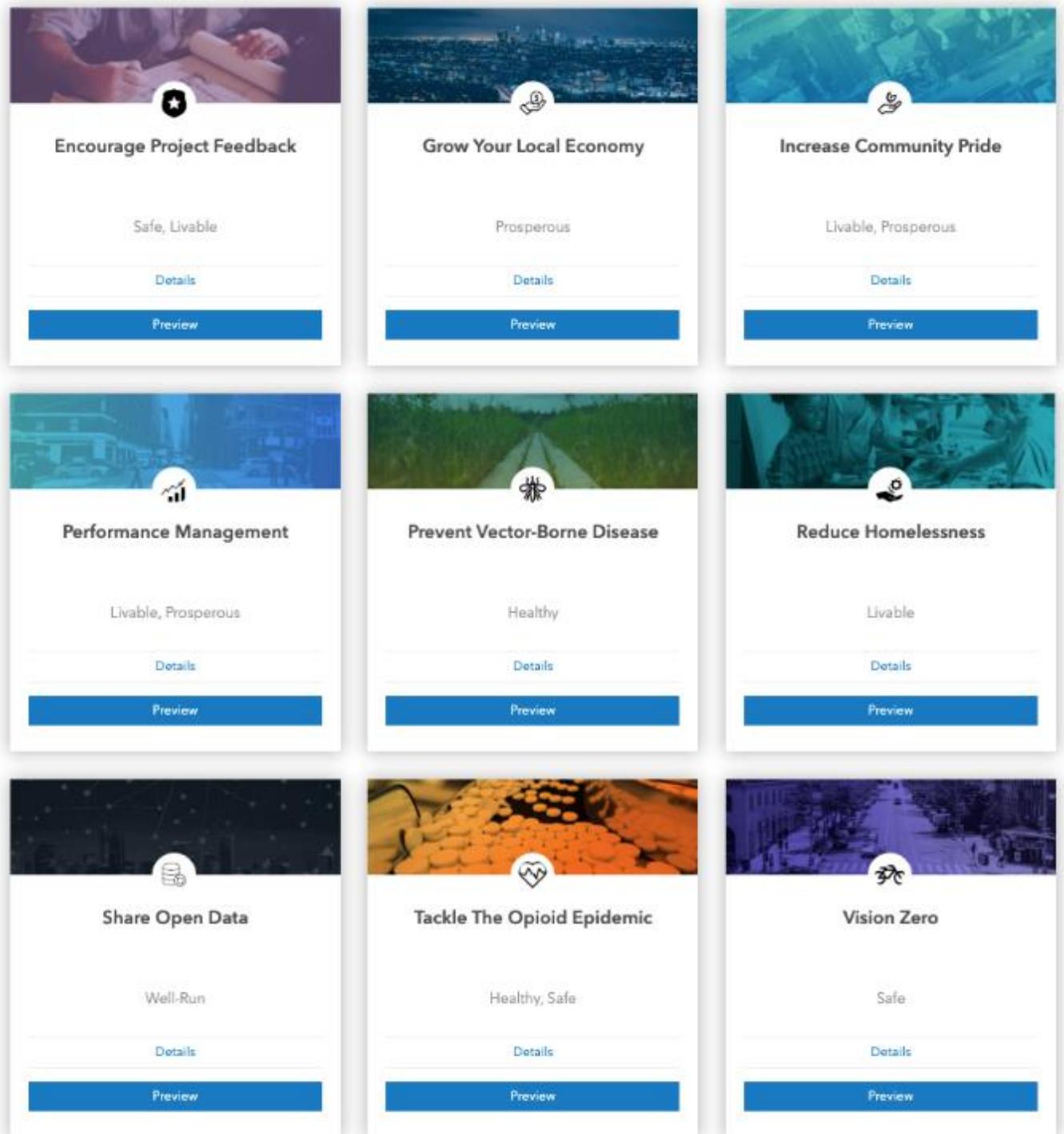
A Ready to Use Initiative is a carefully crafted bundle of ArcGIS capabilities designed to give users broad & essential tools needed to plan, create and execute their strategies around a policy commitment or outcome they need to achieve.

- ✓ 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



The image displays a 3x3 grid of initiative templates, each featuring a small thumbnail image, a title, a brief description, and two buttons: 'Details' and 'Preview'.

- 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](#) [Preview](#)
- Prevent Vector-Borne Disease**  
Healthy  
[Details](#) [Preview](#)
- Reduce Homelessness**  
Livable  
[Details](#) [Preview](#)
- Share Open Data**  
Well-Run  
[Details](#) [Preview](#)
- Tackle The Opioid Epidemic**  
Healthy, Safe  
[Details](#) [Preview](#)
- Vision Zero**  
Safe  
[Details](#) [Preview](#)

## Initiatives

[Initiatives Manager](#)[Gallery](#)[Create New Initiative](#)[From Esri](#) Search...

Local Economy

Increase Community Pride

“  
How can I create my own templates?  
”



Performance Management



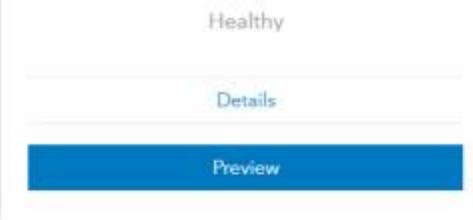
Prevent Vector-Borne Disease



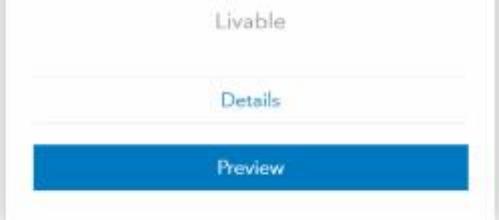
Reduce Homelessness



Livable, Prosperous

[Details](#)

Healthy

[Details](#)

Livable

[Details](#)

# 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. Add content 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 <a href="#">Details</a> <a href="#">Preview</a>	 ANC SMD Well-Run <a href="#">Details</a> <a href="#">Preview</a>	 DCPS School Modernization Prosperous <a href="#">Details</a> <a href="#">Preview</a>
 Disaster Response Event Safe <a href="#">Details</a> <a href="#">Preview</a>	 RiverSmart Community Sustainable <a href="#">Details</a> <a href="#">Preview</a>	 RiverSmart School Well-Run <a href="#">Details</a> <a href="#">Preview</a>

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.



## Transportation Studies

[View](#)


## Transportation Projects

[View](#)


## Transportation Initiatives

[View](#)


## DDOT Major Projects

[View](#)


## DDOT Transit

[View](#)


## DDOT Data & Applications

[View](#)

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

[Sign Up](#)

## 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 move into active construction. Explore 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 implement safety and access improvements, including the corridor between 2nd Street and 14th Street NE. The project includes new low-traffic signalized crosswalks, traffic calming, shorter crossing distances for pedestrians, and more islands. DDOT anticipates the project will be completed by June 2024.



### Our Progress So Far

- 1. **Conceptual Design** (Presented before DDOT's Transportation Committee in 2022)
- 2. **Final Design** (Presented to DDOT's Transportation Committee in 2023)
- 3. **Letting/Local Trials** (Bids opened in January 2024)
- 4. **Grand Opening** (Projected completion in June 2024)

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.



### Public Meetings

### Design Documents



### Maps and Data

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 low-traffic signalized crosswalks, traffic calming, shorter crossing distances for pedestrians, and more islands. Follow this project to receive important updates and communications.

[Sign Up](#)

### Public Meeting Notes

Residents along the Maryland Avenue NE corridor have advocated for safety improvements for many years. Concerns about high speeds and unsafe led pedestrian crossings, particularly those near public institutions such as St. Elizabeth's Hospital and schools which serve lower M.L.I. (MLI) have been the primary concern.



# What you can do now

## Move Along the Path

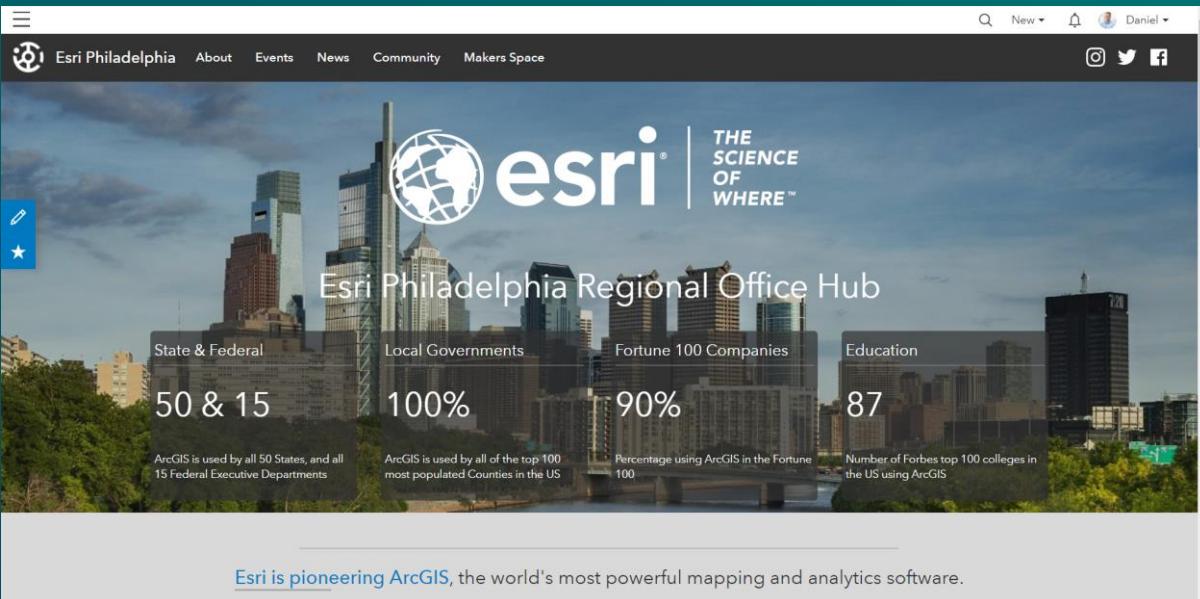
- Start with basic site creation and/or open data,
- Start narrative/initiative thinking.
- Explore initiative templates
- Strive for two-way engagement
- Reach out to other departments and organizations.
- Form public-university-nonprofit partnerships.

# Resources

- Training Courses
  - [www.esri.com/training](http://www.esri.com/training)
- Tutorials and Videos
  - [ArcGIS Hub Video Playlist](#)
- Hub Newsletter
  - [www.go.esri.com/hubnews](http://www.go.esri.com/hubnews)
- Site Examples
  - <https://hub.arcgis.com/pages/gallery>
- Product page
  - [www.esri.com/hub](http://www.esri.com/hub)
- Documentation
  - <https://doc.arcgis.com>

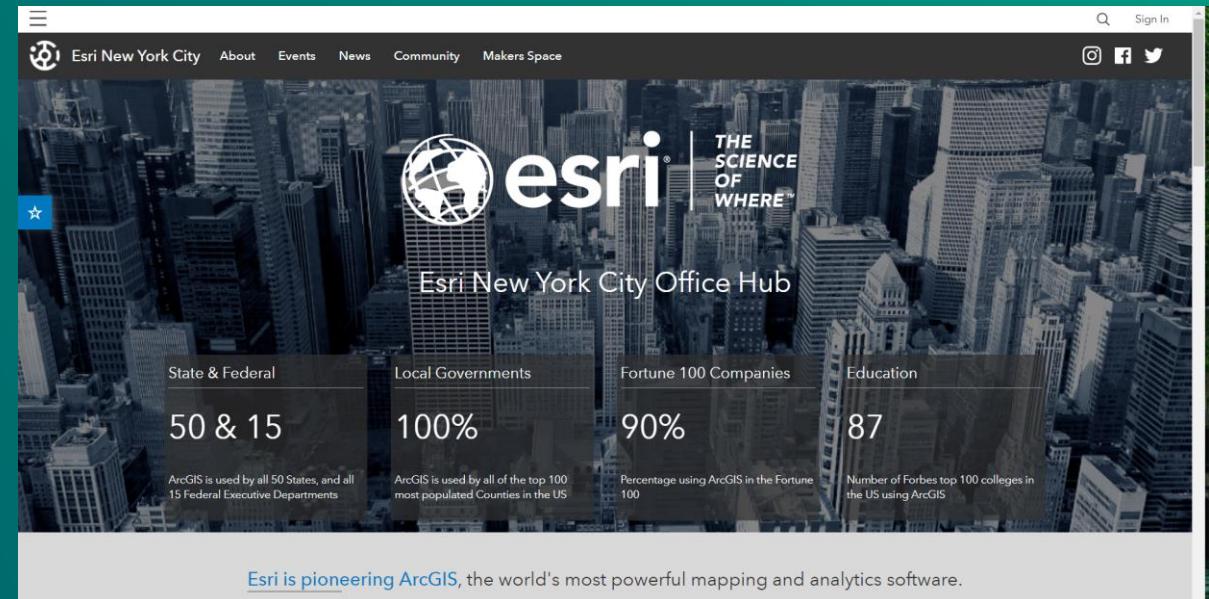
# Engage with us... follow our Regional Office Hubs!

- Keep up to date on regional and national events
- Stay informed of the latest Esri technology updates
- Get inspired from regional user examples and news articles



The screenshot shows the Esri Philadelphia Regional Office Hub website. The header features the Esri logo and the tagline "THE SCIENCE OF WHERE™". Below the header is a banner with the text "Esri Philadelphia Regional Office Hub". The banner contains four data points: "State & Federal 50 & 15", "Local Governments 100%", "Fortune 100 Companies 90%", and "Education 87". At the bottom of the banner, there is a note: "ArcGIS is used by all 50 States, and all 15 Federal Executive Departments". The background of the page is a photograph of the Philadelphia city skyline.

[go.esri.com/PhillyHub](http://go.esri.com/PhillyHub)



The screenshot shows the Esri New York City Regional Office Hub website. The header features the Esri logo and the tagline "THE SCIENCE OF WHERE™". Below the header is a banner with the text "Esri New York City Office Hub". The banner contains four data points: "State & Federal 50 & 15", "Local Governments 100%", "Fortune 100 Companies 90%", and "Education 87". At the bottom of the banner, there is a note: "ArcGIS is used by all 50 States, and all 15 Federal Executive Departments". The background of the page is a photograph of the New York City skyline.

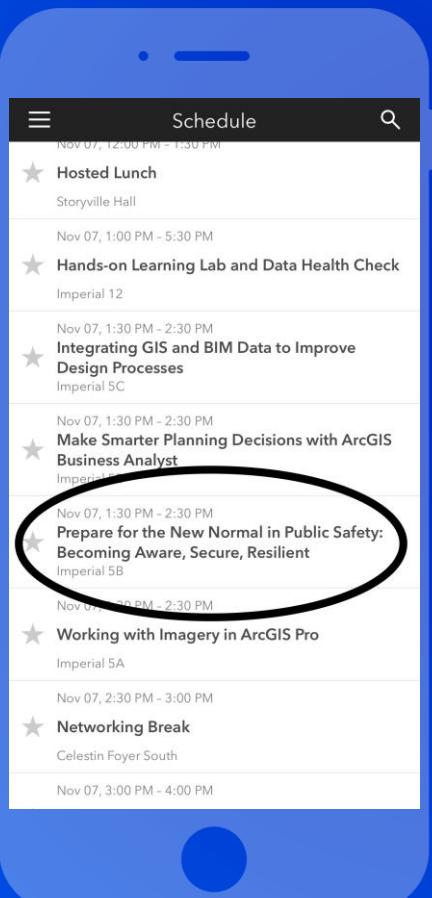
[go.esri.com/NYCHub](http://go.esri.com/NYCHub)

# Give Us Your Feedback

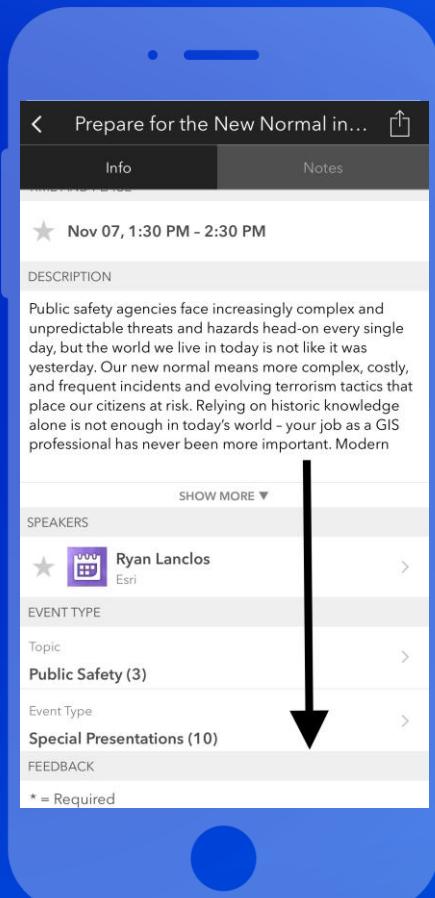
Download the Esri Events app and find Mid-Atlantic UC



From the schedule, select the session you attended



Scroll down below the description to find the feedback section



Complete answers and select "Submit"

