



ESRI MID-ATLANTIC USER CONFERENCE

# Fostering Community Engagement with ArcGIS Hub

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# 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 Disaster  
Preparedness

Increase  
Recreation  
Opportunities

Improve Emergency  
Response Times

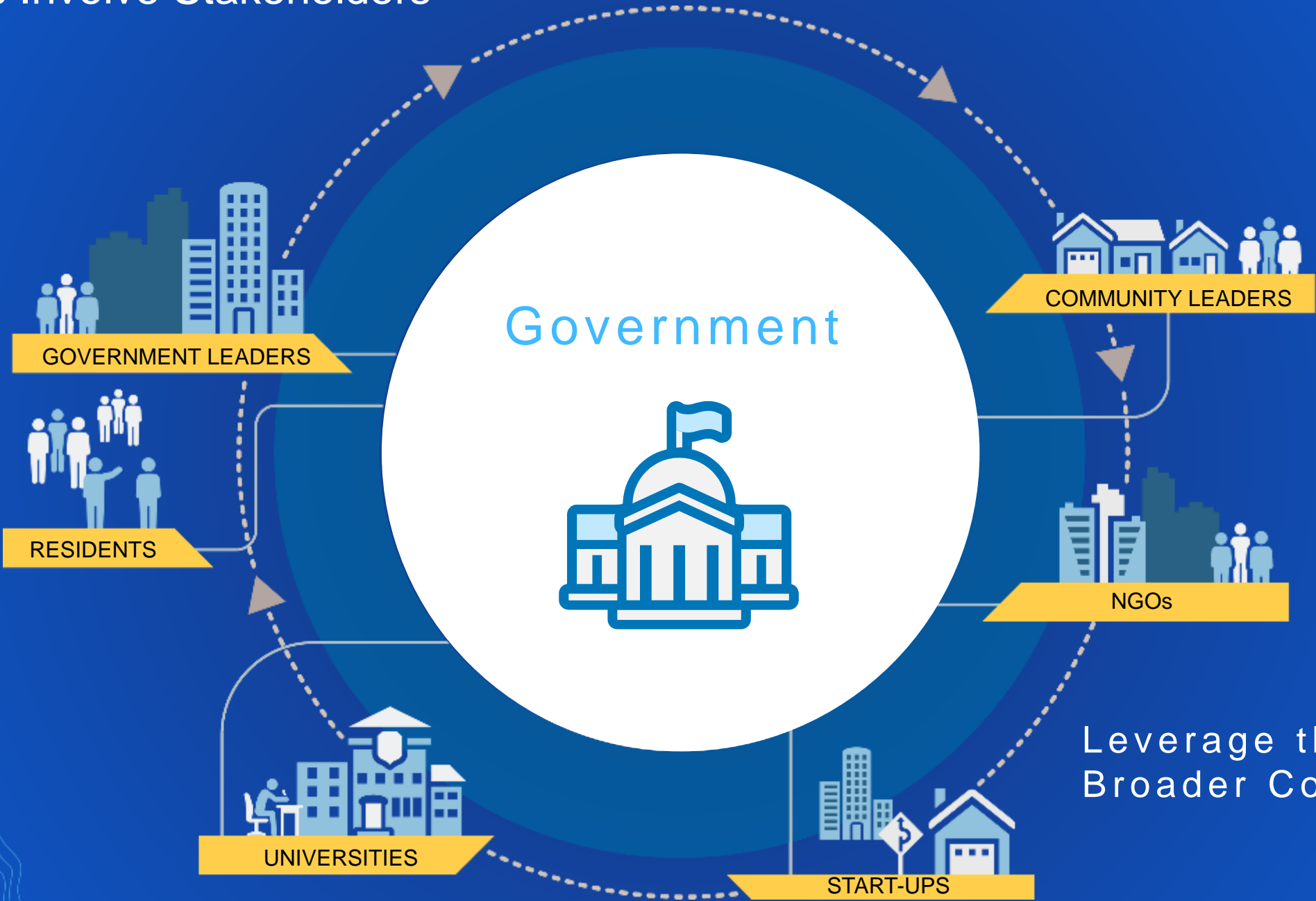
Increase Access for  
Disabled People

Reduce Traffic  
Congestion



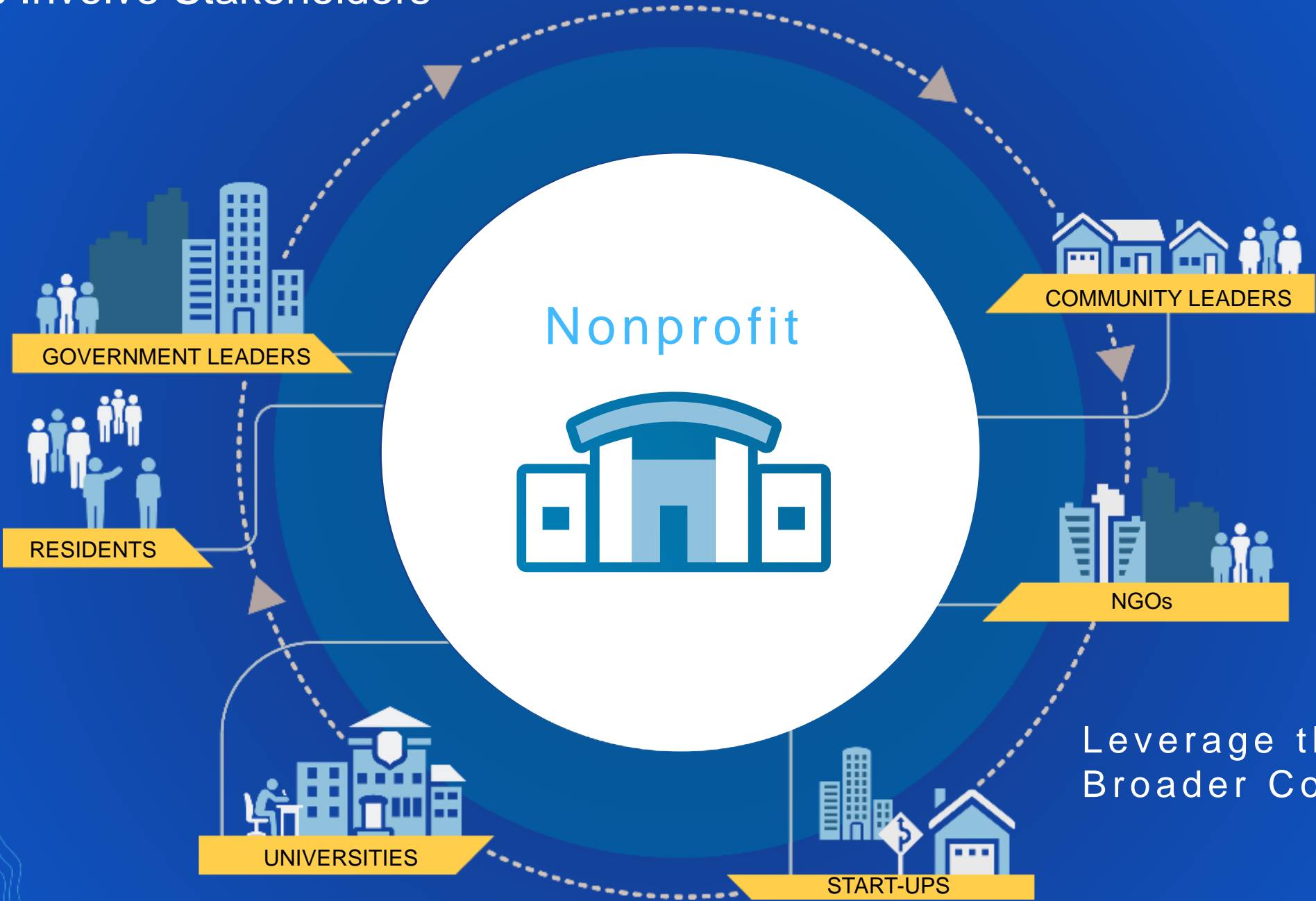


# Initiatives Involve Stakeholders



Leverage the  
Broader Community

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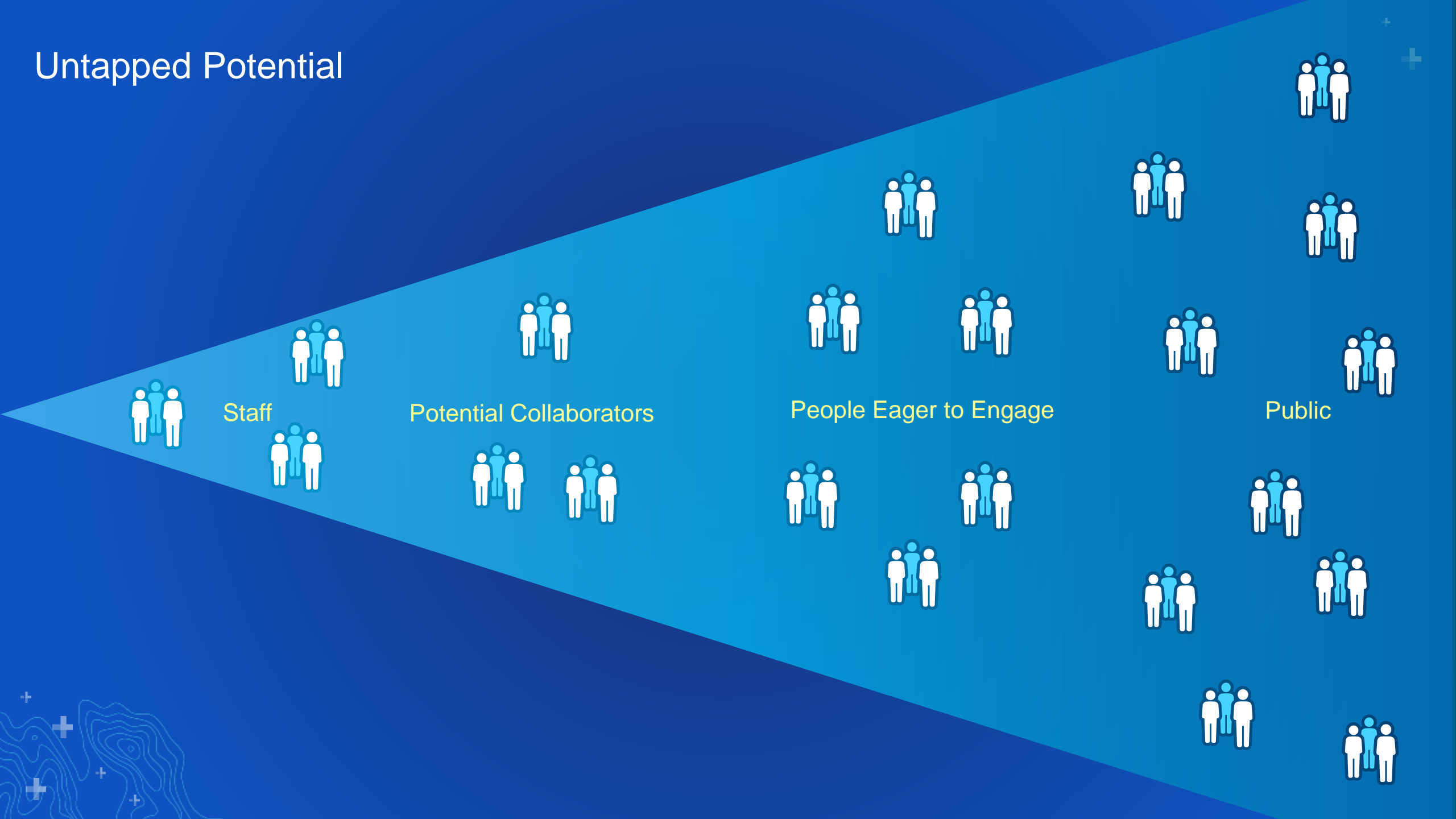
Leverage the  
Broader Community





Leverage the  
Broader Community

# Untapped Potential





# Initiatives provide focus and alignment

## INITIATIVE

Staff



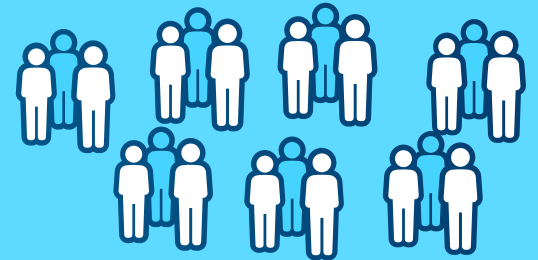
Trusted Collaborators



Actively Engaged Public



Informed Public



# And they use data from multiple departments

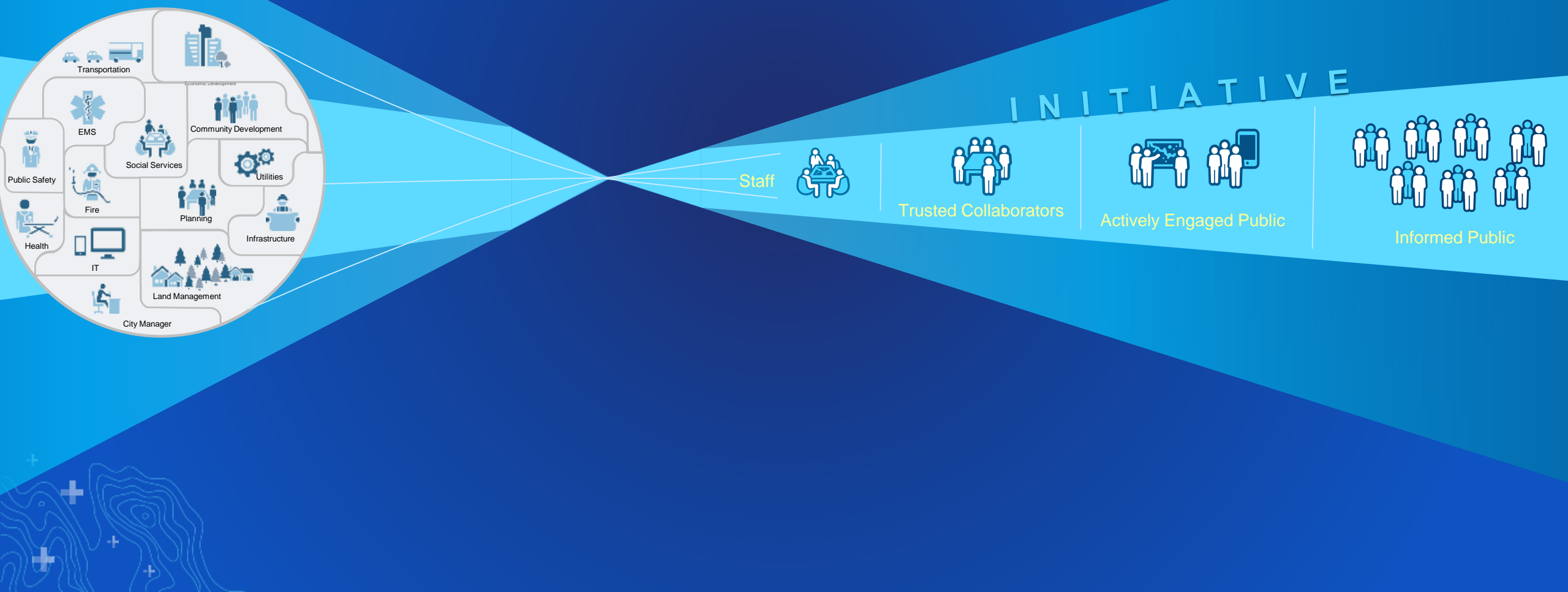


Staff





# 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.



### 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

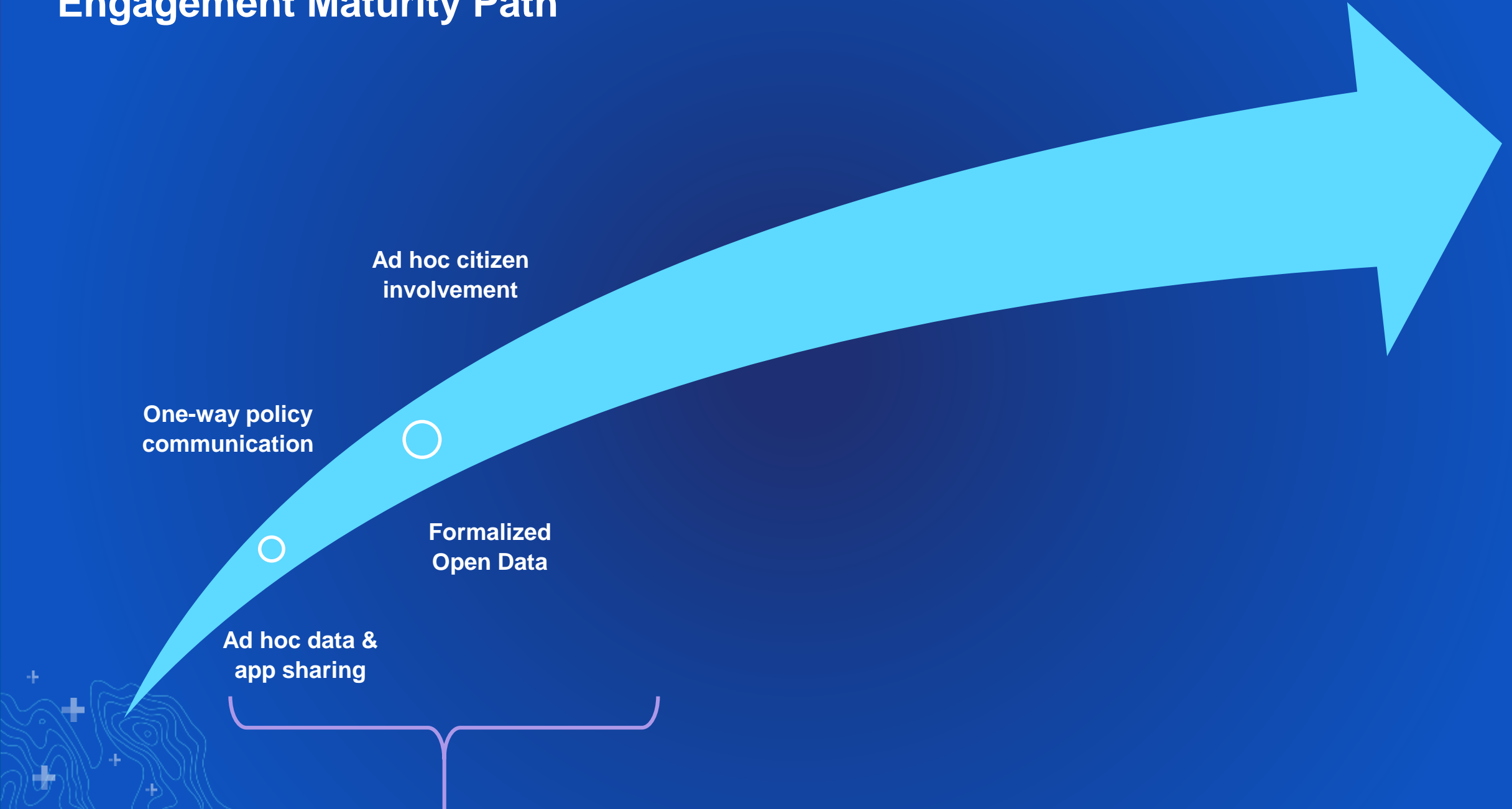


Where do you start?

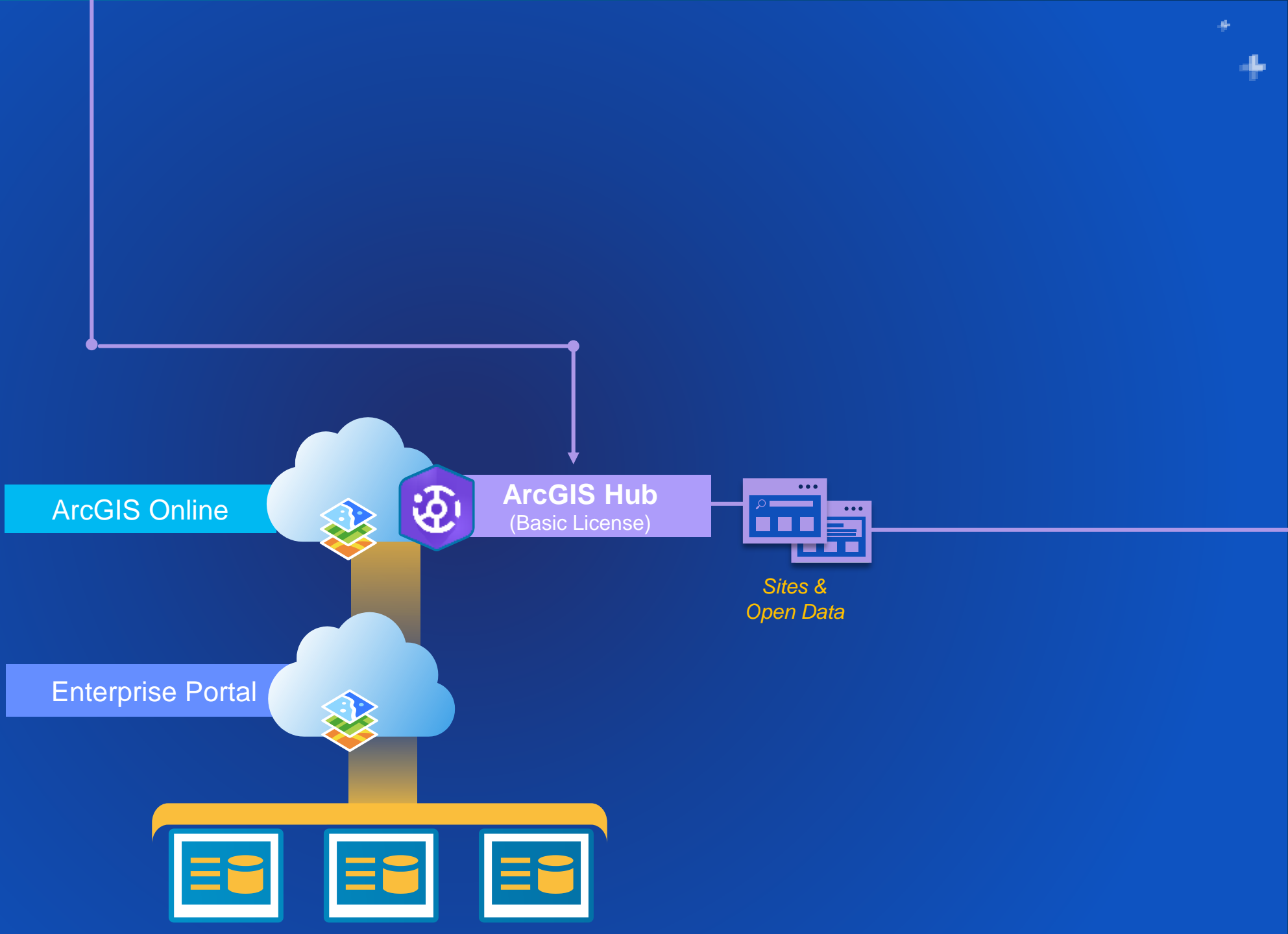
The typical evolution...



# Engagement Maturity Path







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

Non-Profit

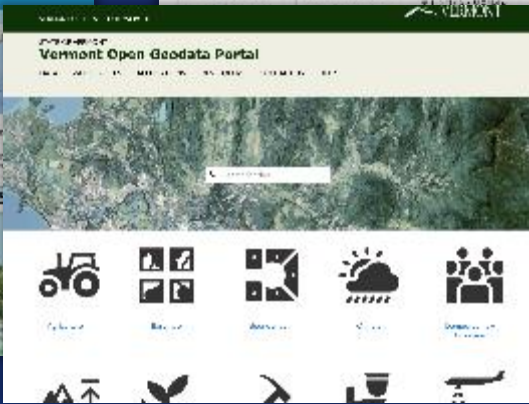
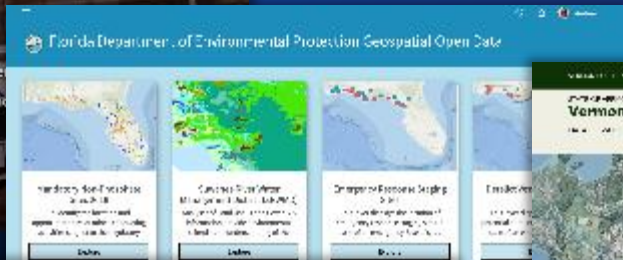
City & Departments

Regional Government

Toronto Police Department



Florida Dept Environmental Protection



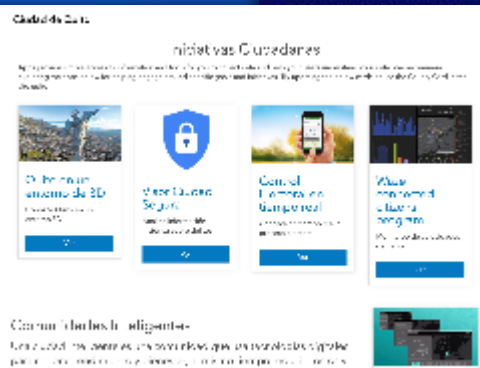
Korean Light Pollution



Royal Society for the Protection of Birds



Quito, Ecuador



AEC  
Cushman & Wakefield



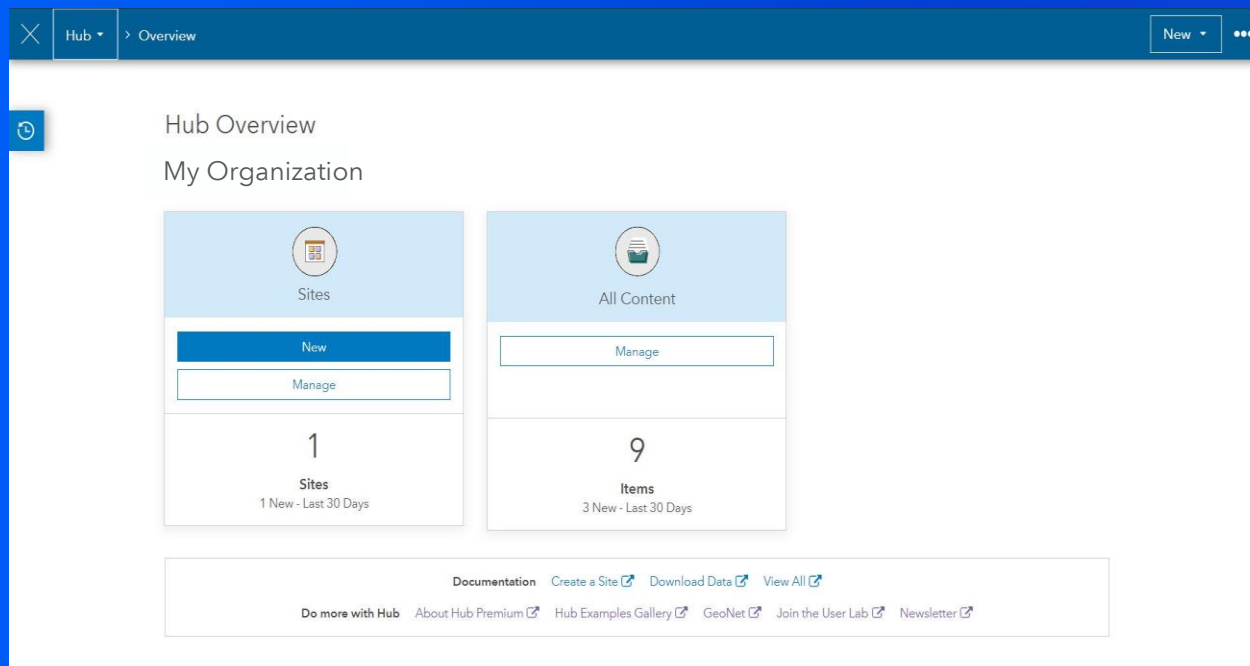
United Arab Emirates



National Government

Kenya



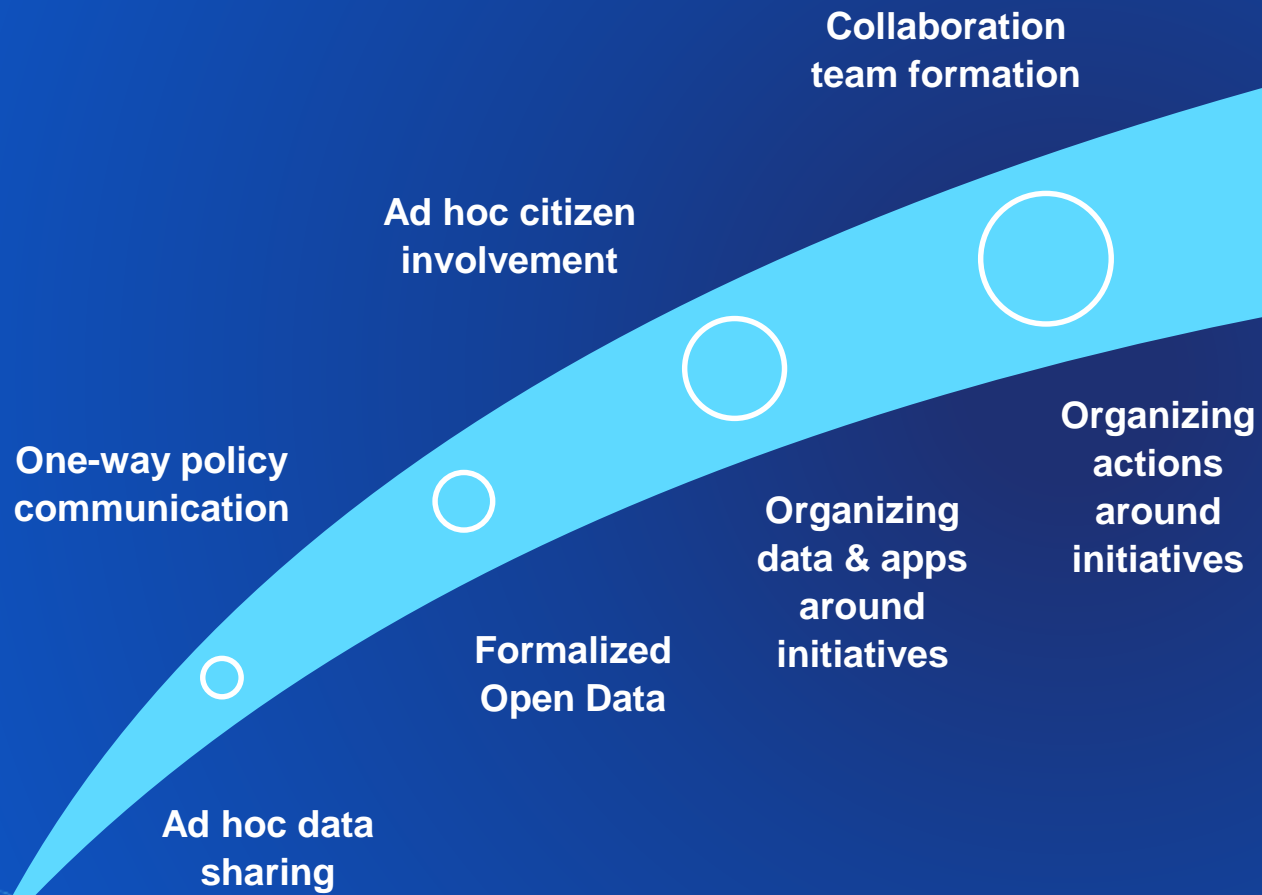


# Creating Sites

Let's take a look...



# Engagement Maturity Path

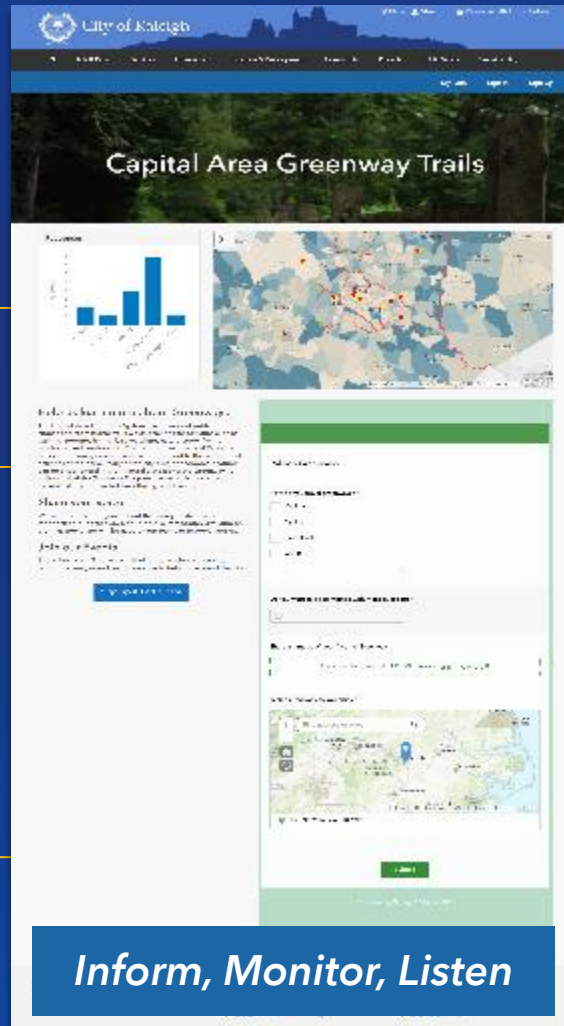


# Data-Driven Initiatives... Bridging the Gap

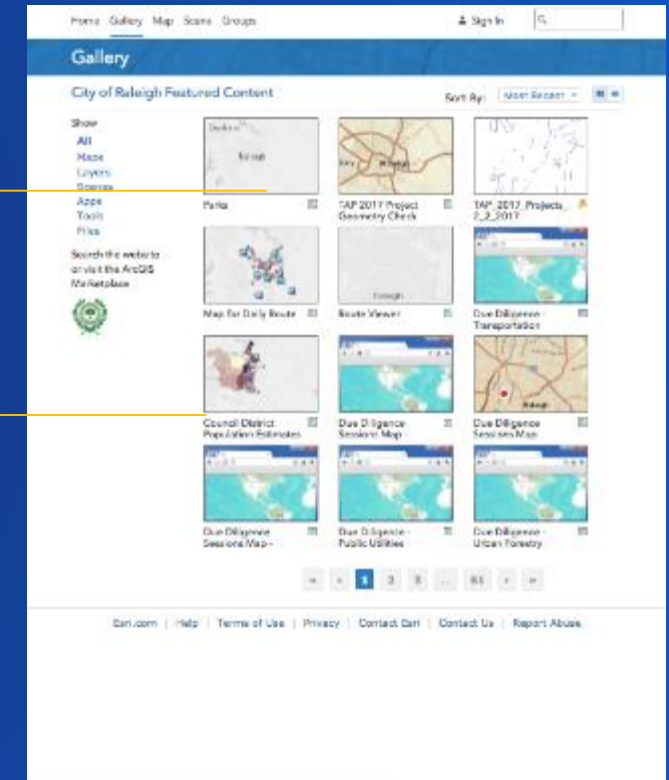
## Executive messaging



## Initiatives

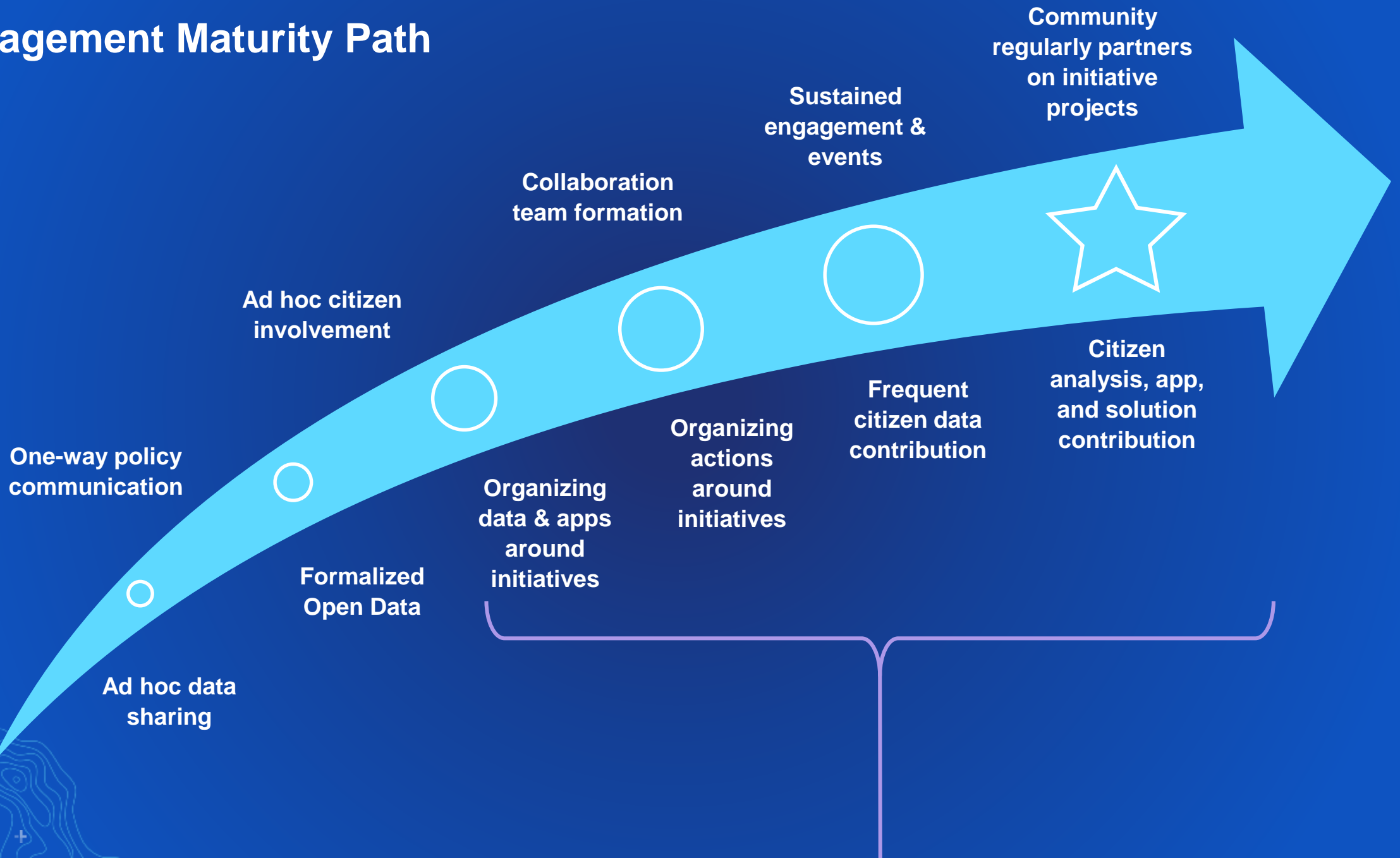


## GIS Content

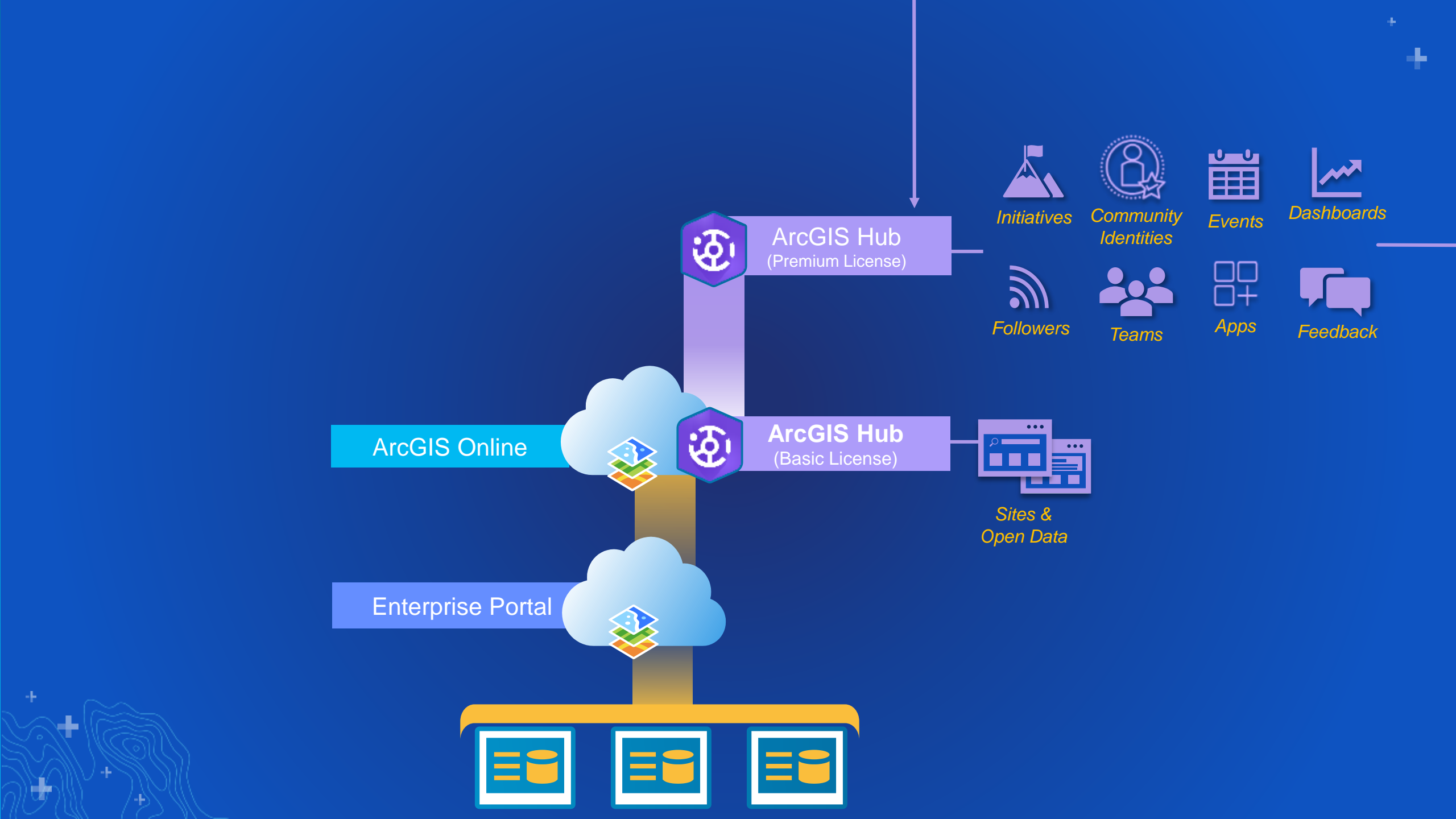


Inform, Monitor, Listen

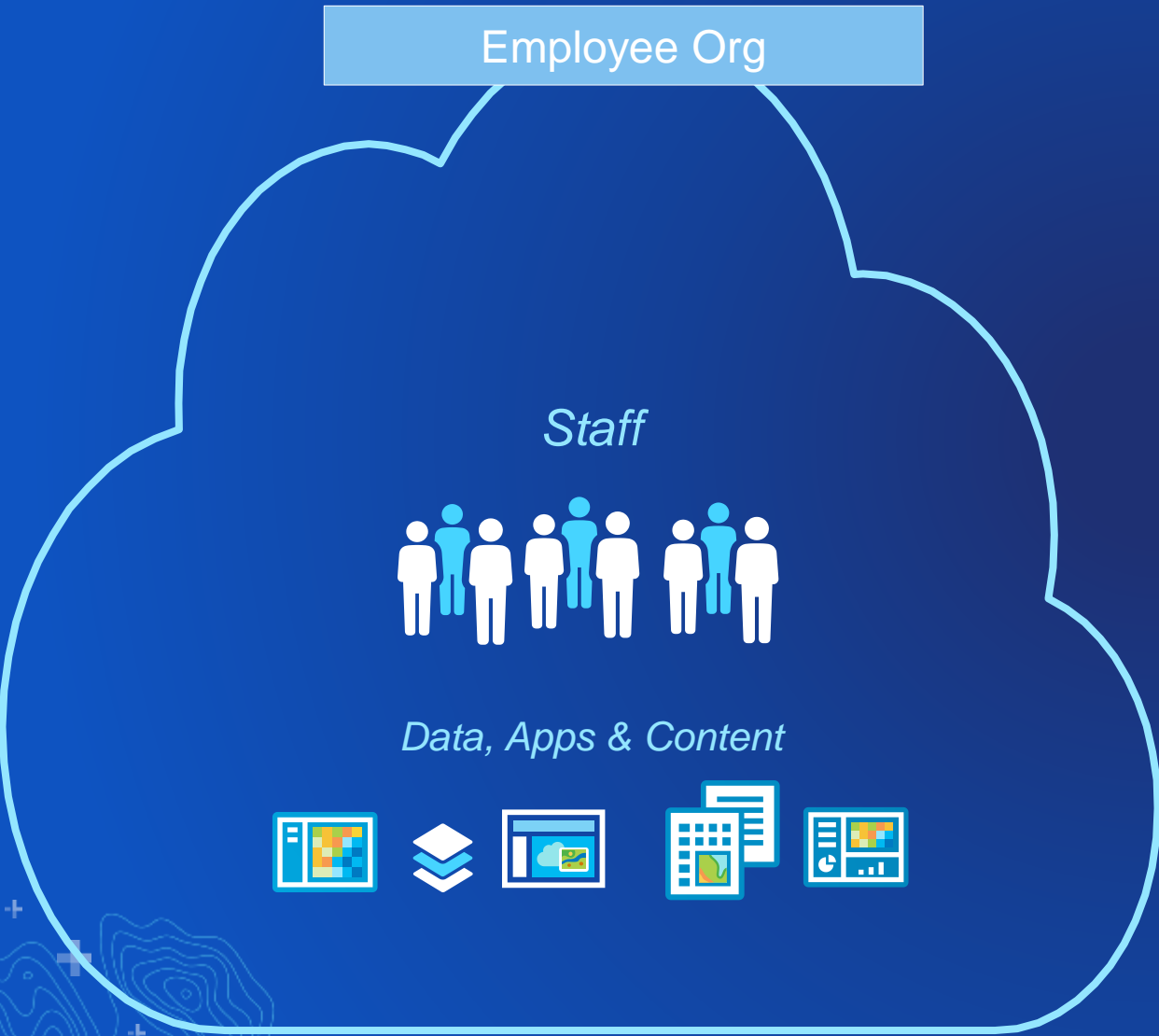
# Engagement Maturity Path



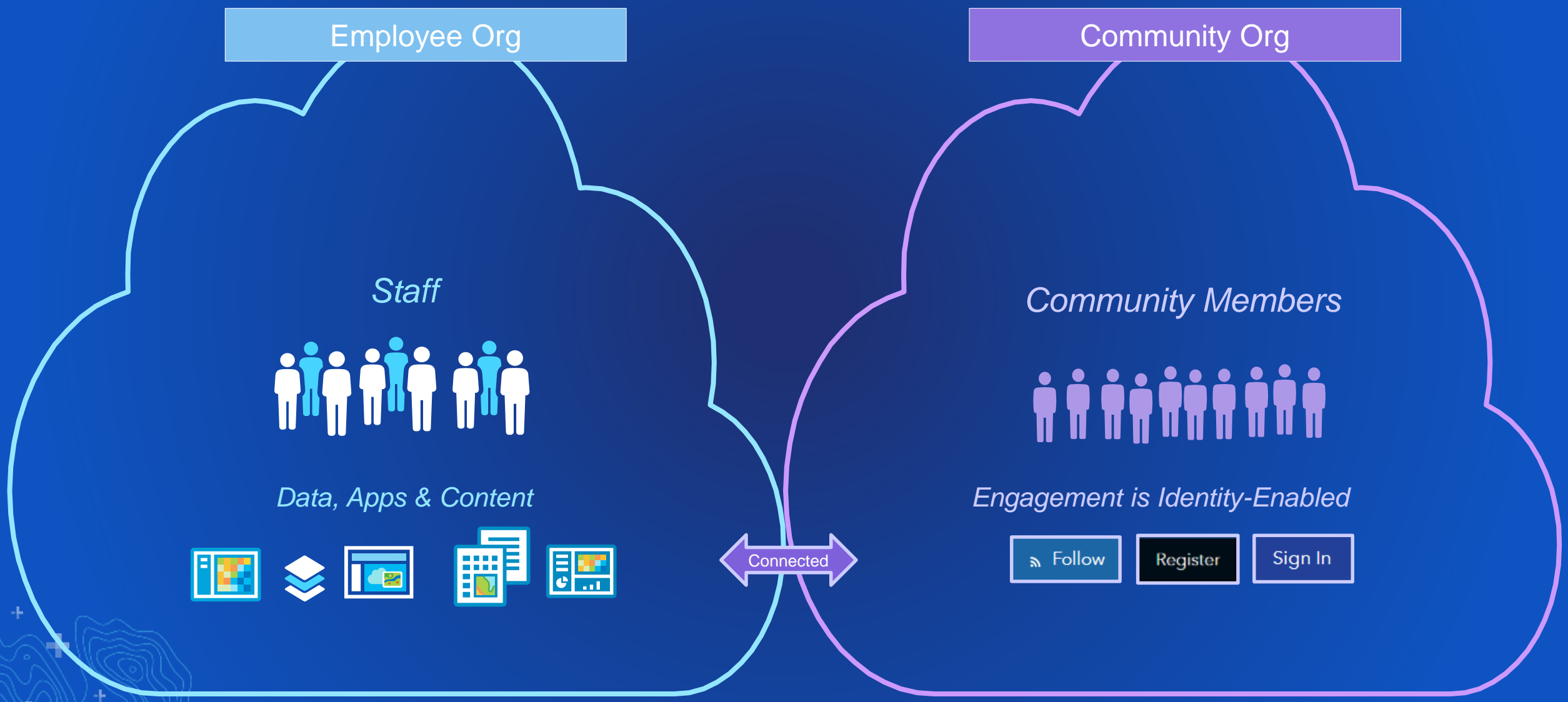




# High-Level ArcGIS Hub Premium Architecture and Setup



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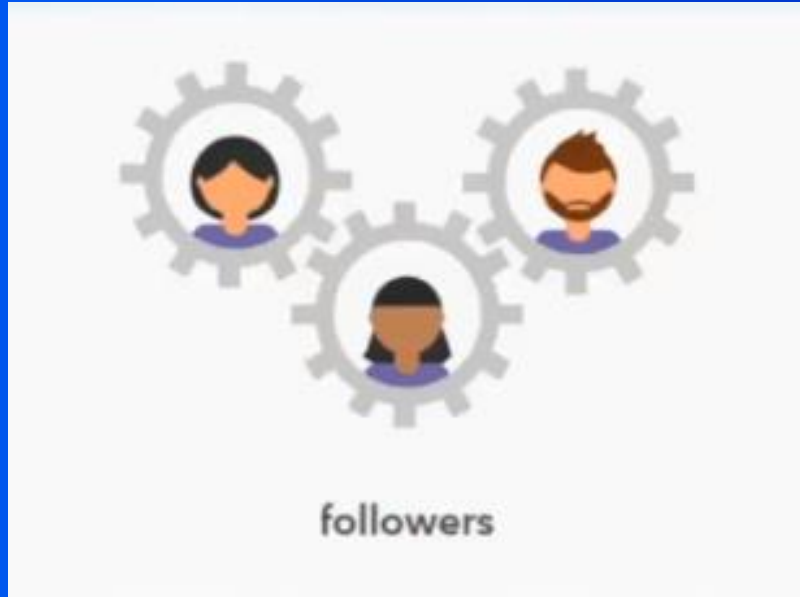




# What can community users do?

- 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



Banner  
Mission

Apps  
Analysis

Performance

Related Initiatives  
Sub-sites  
Success Stories

Maps & Data  
Infographics  
Surveys

Ways to Engage

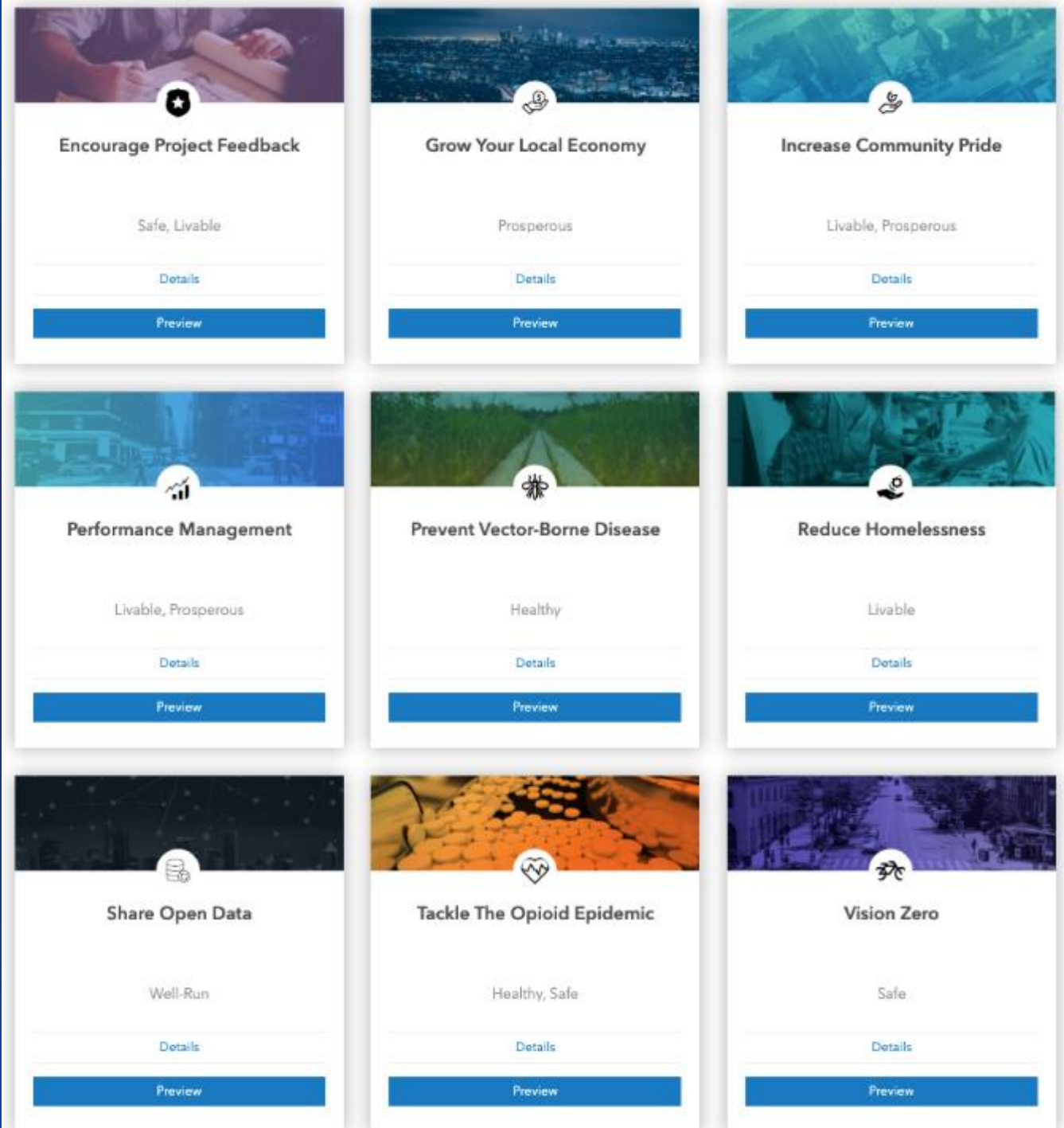
Participating Agencies





## 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...



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 maps, sites, and surveys that will help others achieve this initiative. 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



# 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

[Local Studies](#) [Mobility Program](#)



## Transportation Projects

[Planning & Design](#) [Active Construction](#)



## Transportation Initiatives

[RideDC](#) [Water Cycle](#)



## DDOT Major Projects

[View](#)



## DDOT Transit

[Circulator](#) [Streetcar](#) [BikeShare](#)



## DDOT Data & Applications

[More Info](#)

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. Below are the projects planned and underway - much time designed to improve the flow and safety of transportation in our nation's Capital.



## DDOT Project Template

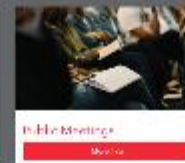
## Maryland Ave NE Project Initiative

The Maryland Avenue NE project will improve safety and access for bike, pedestrian, and transit along the corridor between 2nd Street and 14th Street NE. The project includes new traffic signals, high-visibility crosswalks, traffic calming, shorter crossing distances for pedestrians and transit, and more. DDOT anticipates the project will be completed by June 2025.



### 1. Project Overview

[View](#)



### 2. Public Meetings

[View](#)



### 3. Project Info

[View](#)

## Our Progress So Far



## 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

[View](#)



### Design Documents

[View](#)



### Maps and Data

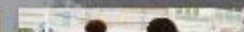
[View](#)

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[Follow](#)

## 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 transit, such as the Library (NE 4th) and school with school (near M 14th St), have been the primary concerns.





**What you can do now**



# Move Along the Path

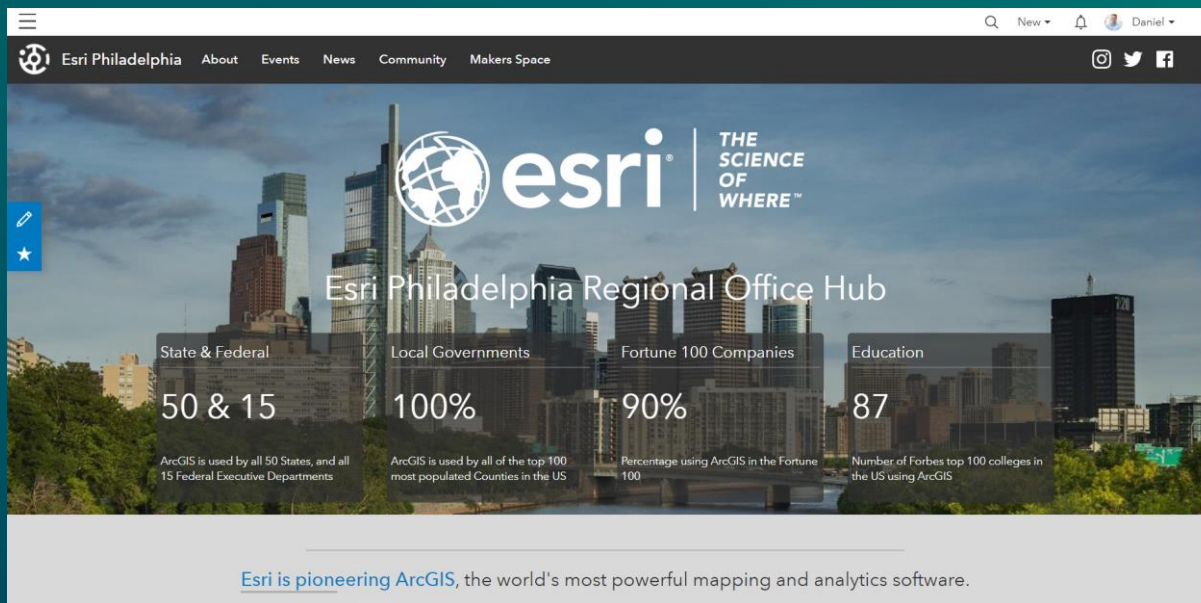
- Start with basic site creation and/or open data,
- Start narrative/initiative thinking.
- Explore initiative templates
- Strive for two-way engagement
- Reach out to other departments and organizations.
- Form public-university-nonprofit partnerships.

# Resources

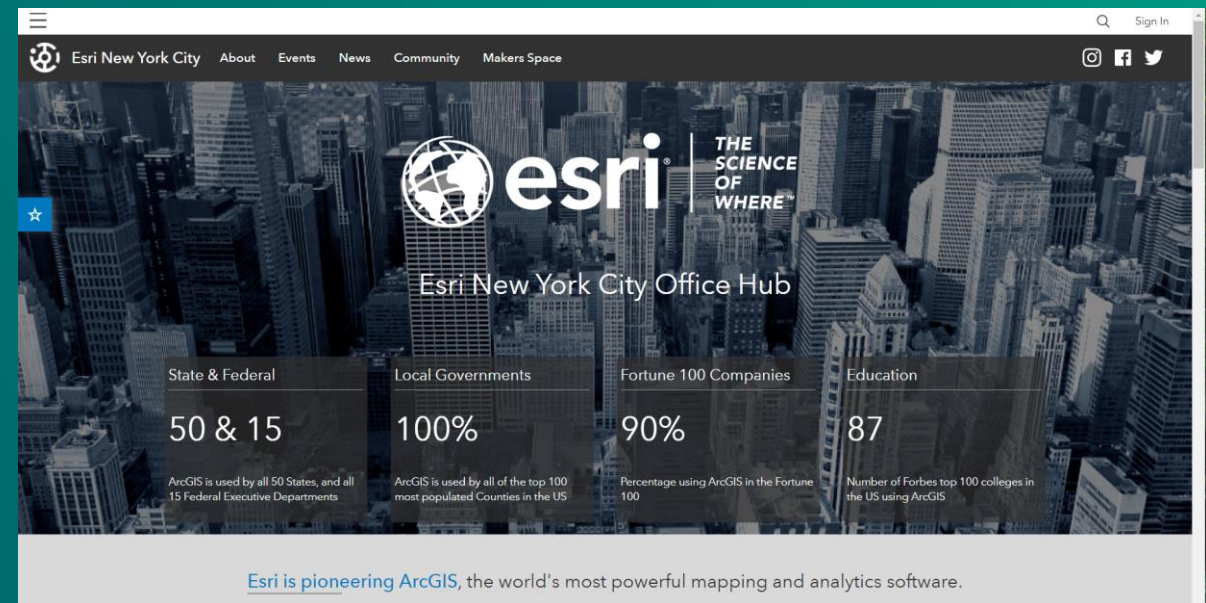
- Training Courses
  - [www.esri.com/training](http://www.esri.com/training)
- Tutorials and Videos
  - [ArcGIS Hub Video Playlist](#)
- Hub Newsletter
  - [www.go.esri.com/hubnews](http://www.go.esri.com/hubnews)
- Site Examples
  - <https://hub.arcgis.com/pages/gallery>
- Product page
  - [www.esri.com/hub](http://www.esri.com/hub)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



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

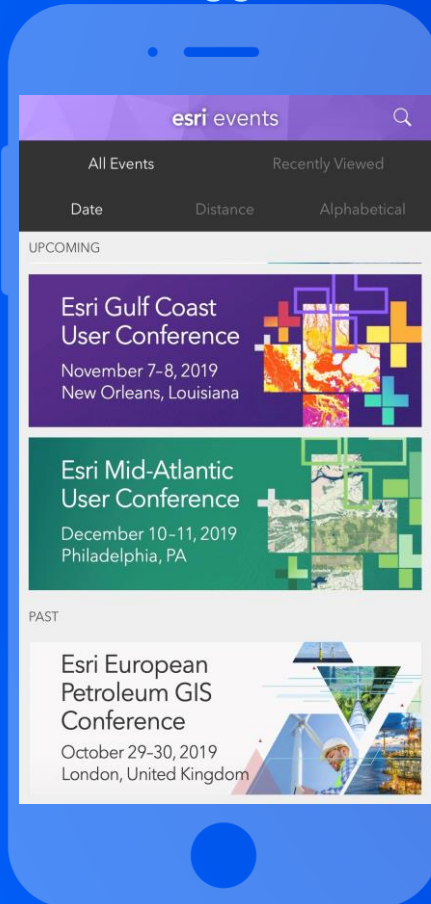


[go.esri.com/NYCHub](https://go.esri.com/NYCHub)

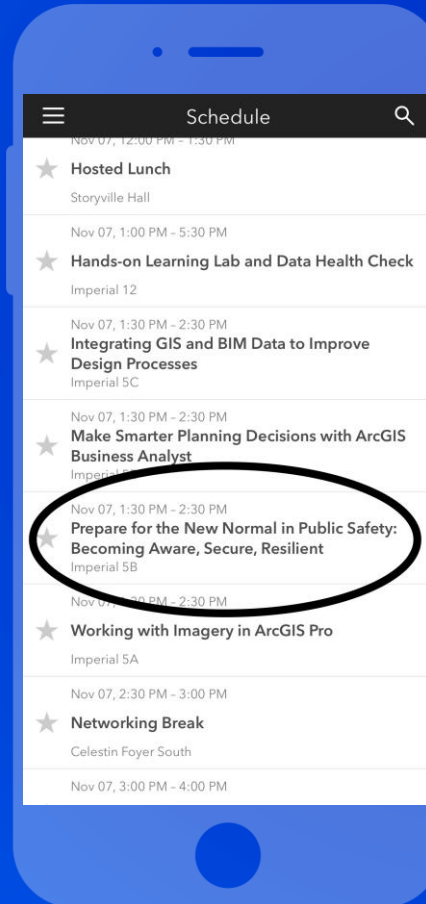


# Give Us Your Feedback

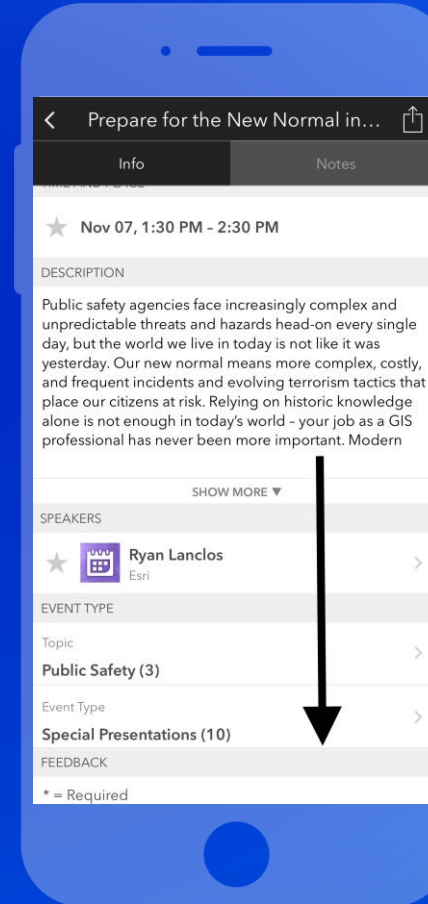
Download the Esri Events app and find Mid-Atlantic UC



From the schedule, select the session you attended



Scroll down below the description to find the feedback section



Complete answers and select "Submit"

