Fostering Community Engagement with ArcGIS Hub

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Everyone wants their community to be...

- Sustainable
- Transparent
- Resilient
- Livable
- Healthy
- Safe
- Innovative
- Collaborative
- Prosperous
How do we...

- Protect the Environment
- Create More Affordable Housing
- Create More Jobs
- Conserve Water
- Improve Emergency Response Times
- Make Commuting Easier
- Improve Disaster Preparedness
- Use Less Energy
- Reduce Homelessness
- Reduce Traffic Congestion
- Increase Access for Disabled People
- Increase Recreation Opportunities
Initiatives Involve Stakeholders

Government

Leverage the Broader Community

Government Leaders
Residents
Universities
NGOs
Community Leaders
Start-Ups
Initiatives Involve Stakeholders

Leverage the Broader Community

Nonprofit

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS
Initiatives Involve Stakeholders

Leverage the Broader Community

Business

GOVERNMENT LEADERS

RESIDENTS

UNIVERSITIES

START-UPS

COMMUNITY LEADERS

NGOs
Initiatives Involve Stakeholders

University

Leverage the Broader Community

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
COMMUNITY LEADERS
NGOs
Leverage the Broader Community

Your Organization

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
COMMUNITY LEADERS
NGOs
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
And they use data from multiple departments
Framework for collaboration and engagement

Actively Engaged Public
Informed Public
Trusted Collaborators
Staff
EMS
Utilities
Land Management
IT
Fire
Infrastructure
Public Safety
Health
City Manager
Transportation
Community Development
Social Services
Planning
Economic Development

INITIATIVE
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 data & app sharing
- Ad hoc citizen involvement
- Formalized Open Data
Hub sites start the engagement journey... over 2400 organizations
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
- Collaboration team formation
- Organizing actions around initiatives
Data-Driven Initiatives… Bridging the Gap

Executive messaging

Initiatives

Inform, Monitor, Listen

GIS Content
One-way policy communication

Ad hoc data sharing

Formalized Open Data

Ad hoc citizen involvement

Collaboration team formation

Organizing data & apps around initiatives

Organizing actions around initiatives

Sustained engagement & events

Frequent citizen data contribution

Citizen analysis, app, and solution contribution

Community regularly partners on initiative projects

Engagement Maturity Path
Enterprise Portal

ArcGIS Hub
(Premium License)

ArcGIS Online
(Basic License)

ArcGIS Hub
(Basic License)

Sites & Open Data

Followers

Teams

Apps

Initiatives

Community Identities

Events

Dashboards

Feedback
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

Community Members

Data, Apps & Content

Engagement is Identity-Enabled

Follow  Register  Sign In
What can community users do?

- Follow or subscribe to initiatives
- Receive notifications
- Sign in to access applications
- Crowdsourse 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

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
How can I create my own templates?
Initiative Template Publisher
Create and share your own initiative patterns: Esri, customers, partners, researchers

Create New Template

You are creating a blank initiative template. Inside this template you can add your initiatives, maps, sites, and surveys that will help others achieve this initiative. You can then publish it to a template as you add it to this initiative template.

Title:
Name your initiative template

Cancel  |  Create Initiative Template
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

- Tutorials and Videos
  - ArcGIS Hub Video Playlist

- Hub Newsletter
  - www.go.esri.com/hubnews

- Site Examples
  - https://hub.arcgis.com/pages/gallery

- Product page
  - www.esri.com/hub

- Documentation
  - https://doc.arcgis.com
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Scroll down below the description to find the feedback section

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