



# ArcGIS Hub: Designing and Implementing Initiatives

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2020 Esri Midwest User Conference

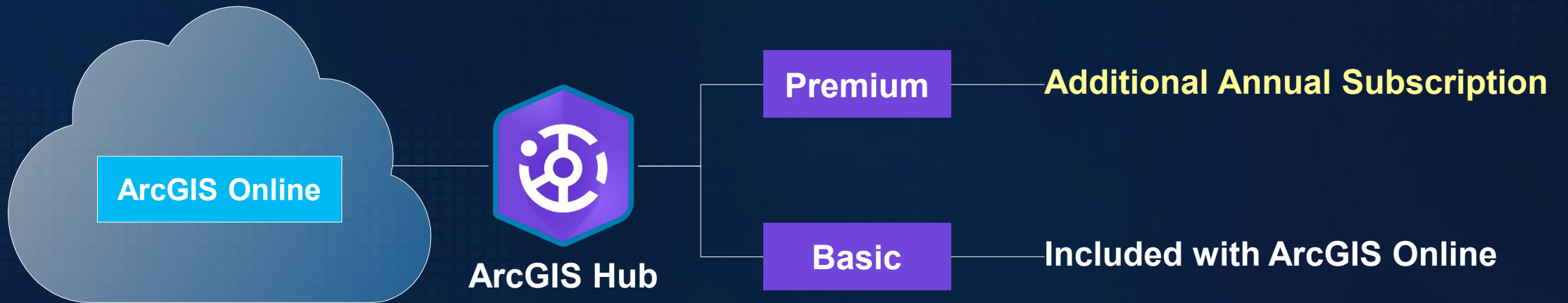


ArcGIS Hub is a cloud-based **engagement platform** that lets organizations work more effectively with their **communities**.



# ArcGIS Hub

An Engagement Platform Built on ArcGIS Online



# enhanced Citizen Engagement





# Hub System for Enabling Community Engagement

Connecting Organizations & Communities of Interest

## Initiatives

Website  
Apps & Content  
Engagement Tools  
Crowdsourcing

## Organize Communities

Identities and Groups  
Sharing Data  
Events and Discussions  
Participation / Feedback

## Open Data

Multiple Formats  
Open APIs  
Maps & Charts

Included



## Stakeholders

- Governments
- Communities
- Universities
- NGOs
- Citizens
- Staff

## Event Calendars



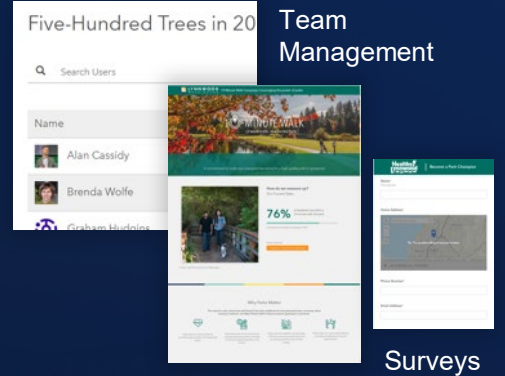
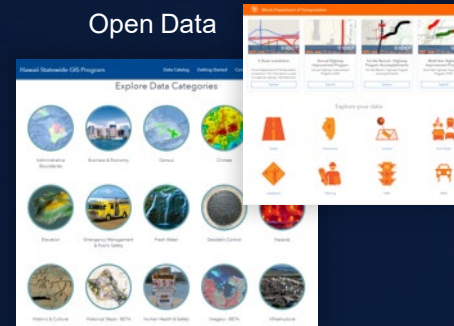
## Initiatives



## Performance Reporting



## Open Data



## Team Management

## Surveys

# Data-Driven Initiatives... Bridging the Gap

Government Site

Engagement Strategy

Data, Apps, Analyses

The screenshot shows the City of Raleigh website homepage. The header includes the city logo, navigation links (Home, About, Services, Government, Business & Development, Community, Projects, Public Safety, Sustainability), and a search bar. The main content area is divided into several sections: 'Parks & Trails' with links to Find a Park, Find a Trail, Find a Program or Class, and Register on RecLink; 'Recreation' with links to Programs & Classes, Leisure & Publications, Volunteer as a Park, Financial Assistance, Register on RecLink, and Cultural Resources; 'Cultural Resources' with links to Arts Centers, Raleigh Arts, Historic Resources & Museums, and Convention & Performing Arts; 'News' with a list of recent articles; 'Events' with a calendar of upcoming events; and a 'Popular Pages' section with links to Pullen Park, Aquatic Facilities Fees and Rules, Lake Johnson Park, Lake Wheeler Park, Programs & Classes, Capital Area Greenway Trail System, Milbrook Exchange Park, Parks, Recreation and Cultural Resources - Rentals & Special Event Venues, Neuse River Greenway Trail, and MyRaleigh Services. The footer contains contact information, social media links, and a copyright notice.

The screenshot shows the Capital Area Greenway Trails website. The header includes the City of Raleigh logo and navigation links. The main content area features a large banner image of a park trail, a 'Responses' bar chart showing the number of responses for different trail types, a map of the Capital Area Greenway Trails, and a 'Help us learn more about Greenways' section. Below the map, there is a 'Share your voice' section with a survey form and a 'Join our Events' section with a list of upcoming events. The footer contains contact information and a copyright notice.

The screenshot shows the City of Raleigh Gallery page. The header includes the city logo and navigation links. The main content area features a 'City of Raleigh Featured Content' section with a grid of featured content items, including 'Parks', 'TAP 2017 Project Geometry Check', 'TAP 2017 Projects 2.2.2017', 'Map for Daily Route', 'Route Viewer', 'Due Diligence - Transportation', 'Council District Population Estimates', 'Due Diligence Sessions Map -', 'Due Diligence Sessions Map', 'Due Diligence - Public Utilities', and 'Due Diligence - Urban Forestry'. The footer contains contact information and a copyright notice.

Inform, Monitor, Listen



# City of DC – Open Data

**Content sharing** Sharing over 1,200 datasets of tabular and geospatial data.

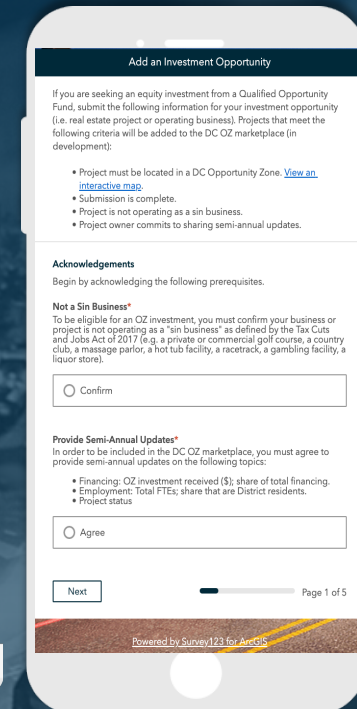
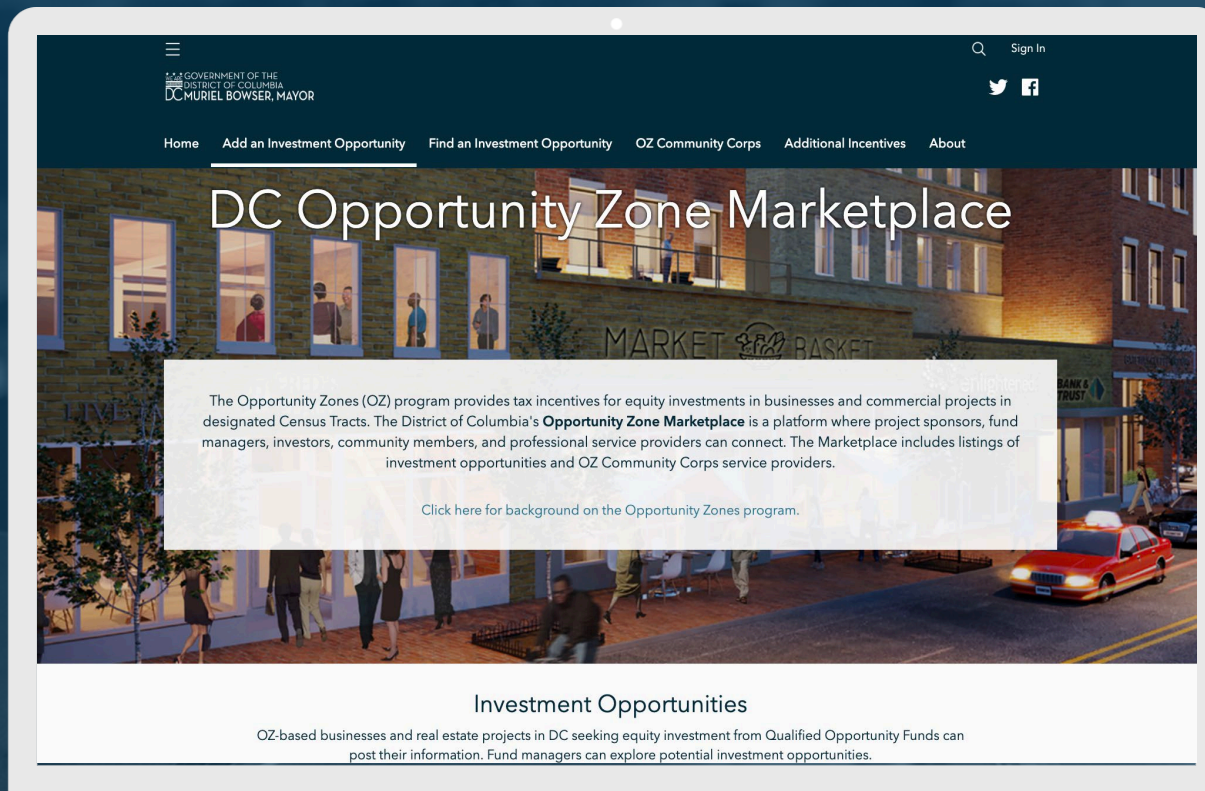
Organizing maps, apps and data with programs





# DC Econ Dev – Opportunity Zones

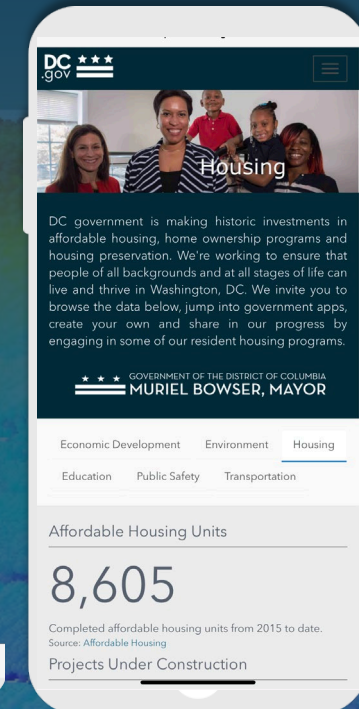
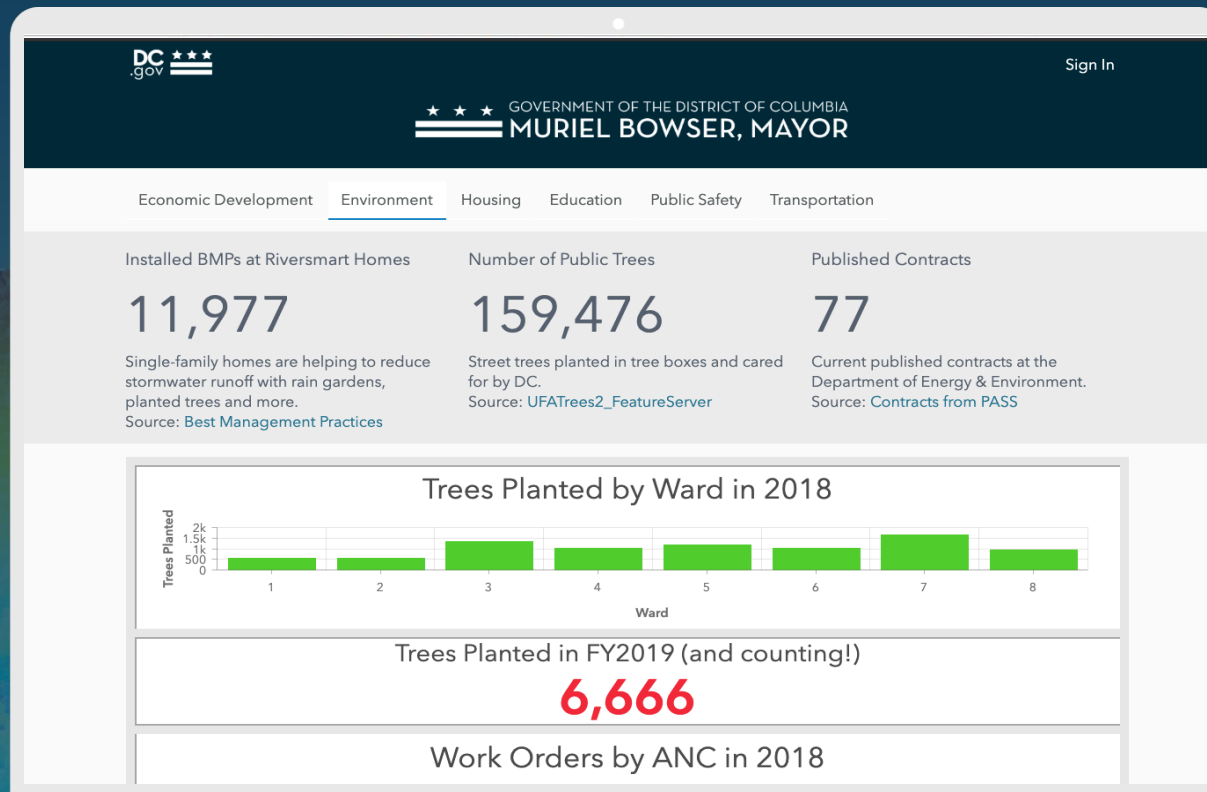
**Incentive Zone** This site shows where the incentive zones are in the city, how to add your project to the map and outlines investment opportunities





# City of DC – Mayor.DC.Gov

**Multi-Department Approach** Data-driven approach for tracking the Mayor's KPIs for Housing, Transportation, EconDev, Public Safety, Education and Environment



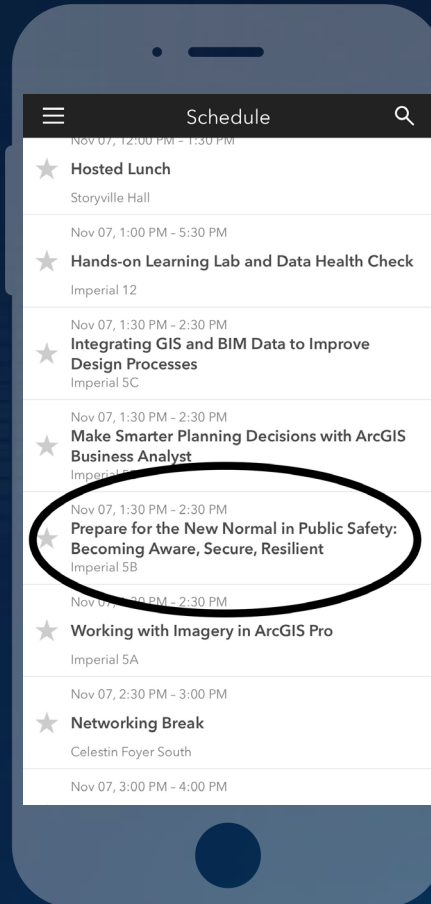
# ArcGIS Hub Demonstration

# Encourage Survey Feedback on the App

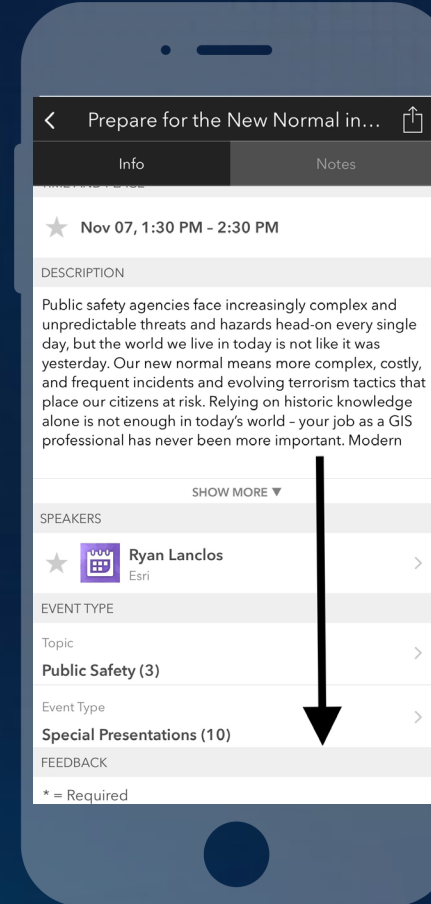
Download the Esri Events app and find your event



Select the session you attended



Scroll down below the description to find the feedback section



Complete answers and select "Submit"

