



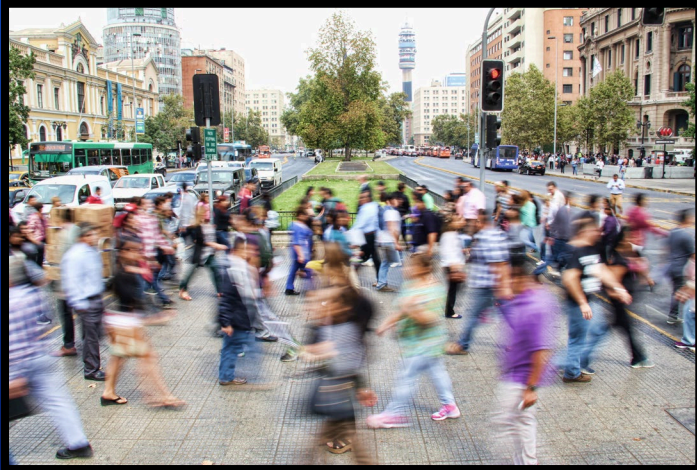
From Data to Decisions in ArcGIS Hub

Manushi Majumdar & Marissa Defratti

2021 ESRI
DEVELOPER SUMMIT

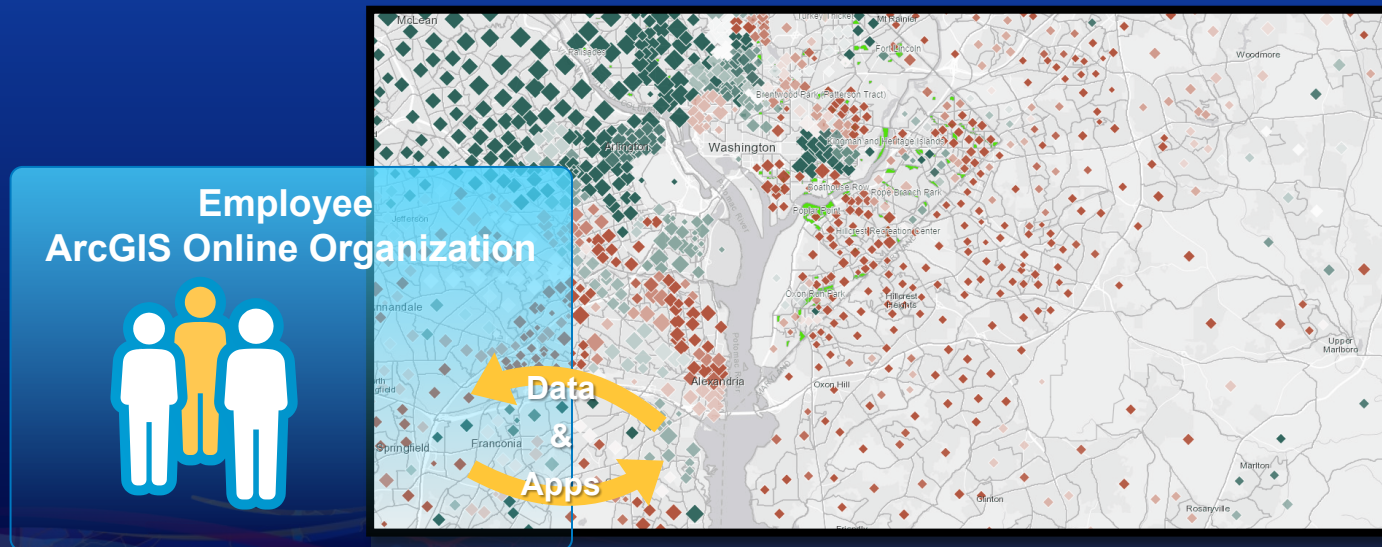
What is ArcGIS Hub?

- Cloud-based software that extends and integrates all of your data and content in ArcGIS Online.



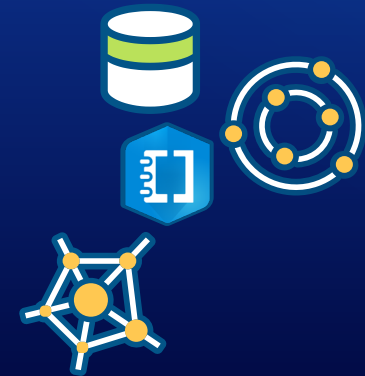
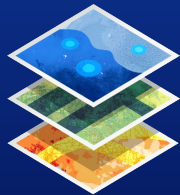
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- Community Accounts
 - Creator (User Type) + Publisher (Role) = data explorers, web mappers, and storytellers



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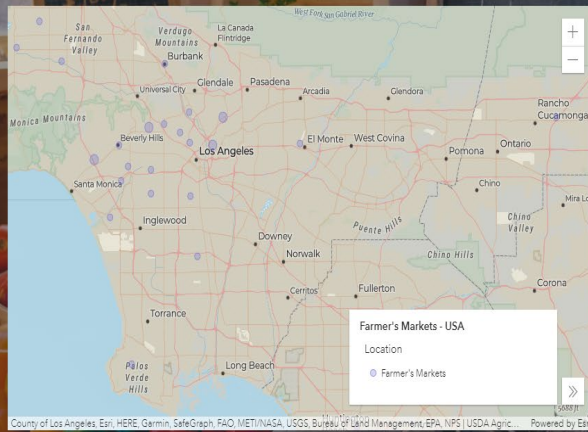
FMID	MarketName	Website	Facebook	Twitter	Youtube	OtherMedia	Street	City	County	State	Zip	Season1D	Season1Ti	Season2D	Season2Ti	Season3D	Season3Ti	Season4D	Season4Ti	x	y	Location
1019956	29 Palms Farmers' Market	https://www.facebook.com/29palmsfarmersmarket					73484 Tw	Twentynine Palms	San Bern Co	California	92277	01/01/202	Sat: 8:00 AM-1:00 PM;							-116.059	34.13576	
1020150	Alturas Farmers' Market	http://www.facebook.com/ModocCFM/					108 S Main	Alturas	Modoc	California	96101	07/04/202	Sun: 9:00 AM-12:00 PM;							-120.542	41.48391	
1021225	Atwater Village Farmers' Market	https://seela.org/markets-atwater-village/					3528 Large	Los Angeles	Los Angeles	California	90039		Sun: 10:00 AM-2:00 PM;							-118.26	34.11783	
1001533	Benicia Farmers' Market	http://www.beniciamainstreet.org					First Street	Benicia	Solano	California	94510	04/29/202	Thu: 4:00 PM-8:00 PM;							-122.161	38.04622	
1020196	Beverly Hills Farmers' Market	http://bevhttp://www.facebook.com/BHFarmersMarket					9300 Civic	Beverly Hills	Los Angeles	California	90210	01/01/202	Sun: 9:00 AM-1:00 PM;							-118.399	34.07369	
1005949	Big Bear Farmers' Market	http://www.facebook.com/BigBearFarmersMarket					42900 Big	City of Big Bear	San Bern Co	California	92315	04/01/201	Tue: 8:30 AM-1:00 PM;							-116.867	34.2608	
1000843	Burbank Farmers' Market	http://www.burbankfarmersmarket.com					150 N. Third	Burbank	Los Angeles	California	91502		01/01/201	Sat: 8:00 AM-12:30 PM;						-118.308	34.1828	
1019922	Calaveras Farmers' Market	https://www.facebook.com/calaverasfarmersmarket					891 Mountain	San Andreas	Calaveras	California	95249	06/18/202	Thu: 4:00 PM-6:00 PM;							-120.668	38.19124	
1019978	Calaveras GROWN Market	https://www.facebook.com/calaverasgrownmarket					505 S. Alameda	Murphys	Calaveras	California	95247		Sun: 9:00 AM-1:00 PM;							-120.464	38.13686	
1020188	California Farmers' Market	https://www.facebook.com/californiafarmersmarket						Palo Alto	Santa Clara	California	94306	01/05/202	Sun: 9:00 AM-1:00 PM;							-122.133	37.46778	
1019997	Camarillo Farmers' Market	http://www.camarillofarmersmarket.com					2220 Ventura	Camarillo	Ventura	California	93010	01/01/202	Sat: 8:00 AM-12:00 PM;							-119.042	34.21652	
1020160	Cambria Farmers' Market	https://www.facebook.com/cambriafarmersmarket					1000 Main	Cambria	San Luis Obispo	California	93428	01/01/202	Fri: 2:30 PM-5:30 PM;							-121.097	35.56432	
1020183	Cambrian Farmers' Market	https://www.facebook.com/cambrianfarmersmarket						Camden Avenue	San Jose	Santa Clara	California	95124	05/06/202	Wed: 4:00 PM-8:00 PM;						-121.819	37.29687	
1020184	Campbell Farmers' Market	https://www.facebook.com/campbellfarmersmarket						Campbell	Santa Clara	California	95008	01/05/202	Sun: 9:00 AM-1:00 PM;							-121.954	37.28023	
1012038	Canoga Park Farmers' Market	http://www.canogafarmersmarket.com					7248 Owens	Canoga Park	Los Angeles	California	91303	01/01/201	Sat: 9:00 AM-1:30 PM;							-118.602	34.20375	
1008450	Carmel Farmers' Market	https://www.facebook.com/carmelfarmersmarket					3690 The Esplanade	Carmel	Monterey	California	93923	05/01/201	Tue: 9:00 AM-1:00 PM;							-121.927	36.98728	
1021226	Central Avenue Farmers' Market	https://seela.org/markets-central-avenue/					4301 S. Central	Los Angeles	Los Angeles	California	90011	01/01/202	Thu: 10:00 AM-3:00 PM;							-118.257	34.00533	
1020142	Certified Farmers' Market	http://www.certifiedfarmersmarket.com					401 S. Palm	Palm Springs	Riverside	California	92262	06/06/202	Sat: 8:00 AM-12:30 PM;							-116.525	33.81708	
1020141	Certified Farmers' Market	http://www.certifiedfarmersmarket.com					2300 E. Palm	Palm Springs	Riverside	California	92262		Sat: 8:00 AM-12:30 PM;							-116.521	33.82025	
1020058	CFFMA - Fort Washington Farmers' Market	http://www.fortwashingtonfarmersmarket.com					NE Corner	Fresno	Fresno	California	93730	01/01/202	Sun: 9:00 AM-2:00 PM;							-119.777	36.87465	
1020057	CFFMA - River Park Farmer's Market	http://www.riverparkfarmersmarket.com					SE Corner	Fresno	Fresno	California	93720	01/01/202	Sat: 10:00 AM-3:00 PM;							-119.789	36.84933	
1020056	CFFMA - River Park Farmer's Market	http://www.riverparkfarmersmarket.com					SE Corner	Fresno	Fresno	California	93720	01/01/202	Tue: 5:00 PM-9:00 PM;							-119.789	36.84931	
1020128	Chico Certified Farmers' Market	http://chicocertifiedfarmersmarket.com					2nd and W	Chico	Butte	California	95927	01/01/202	Sat: 7:30 AM-1:00 PM;							-121.838	39.73082	
1020129	Chico Certified Farmers' Market	http://chicocertifiedfarmersmarket.com					North Vall	Chico	Butte	California	95926	01/01/202	Wed: 7:30 AM-1:00 PM;							-121.848	39.75843	
1020127	Chico Certified Farmers' Market	http://chicocertifiedfarmersmarket.com					6491 Clark	Paradise	Butte	California	95969	06/02/202	Tue: 7:30 AM-12:00 PM;							-121.595	39.77368	

Adding your data to ArcGIS

Manushi

Our Foodshed 🍓

- **What:** A foodshed is the geographic region that food grows, travels, is consumed (and potentially wasted!) in.
- **Why:** Many foodsheds are global. By cultivating our local foodshed we can support local farmers and business, have more nutritious options, and reduce the waste and pollution footprint that imported food carries.
- **How:** Check out the map below to find local produce(ers).



Number of Trips to the Market

ALL BOXES ARE \$3.00

this month
Source: Farmers Market Experience

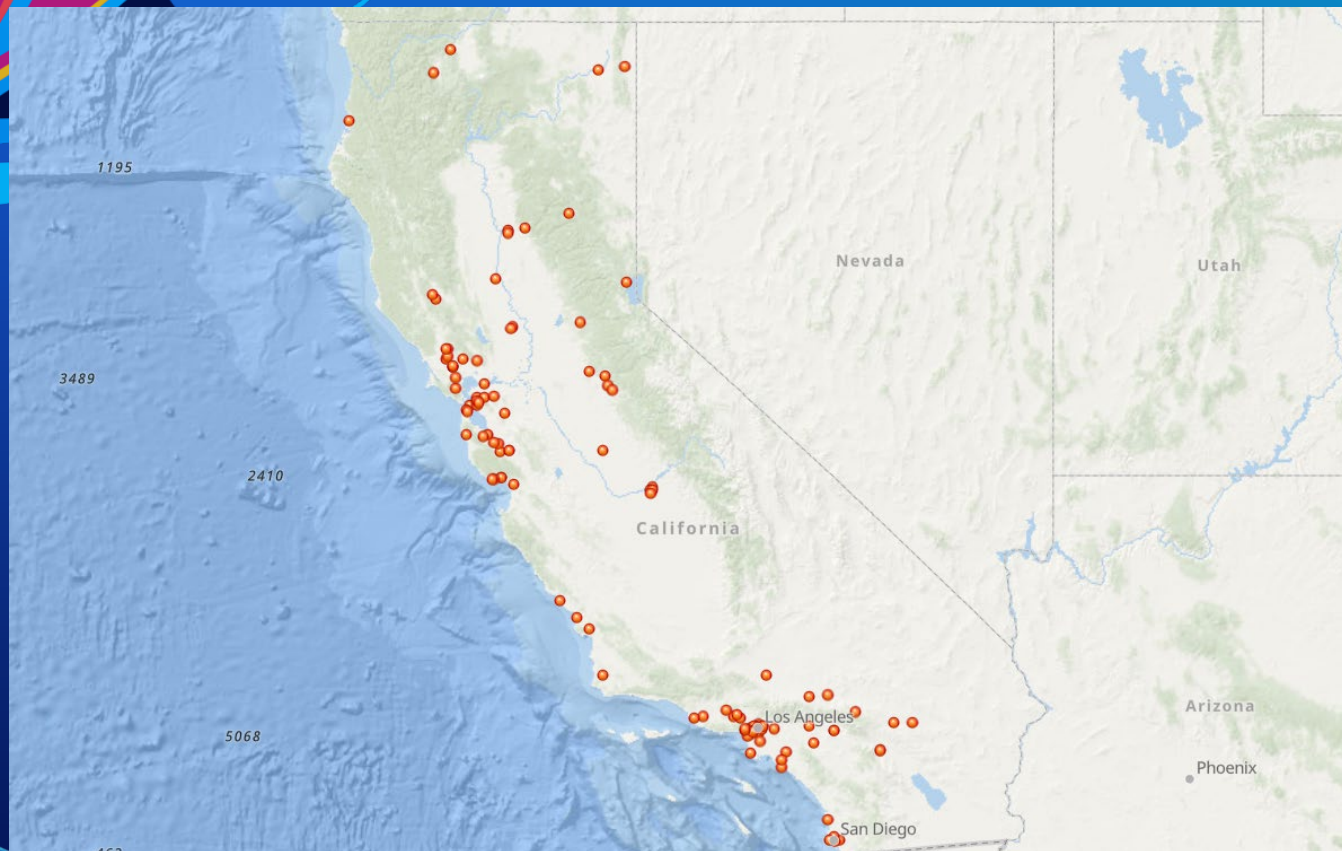
Farmers Market Experience

Gathering feedback on shoppers experiences.

Share feedback

Consuming Data

Marissa



Analyze this data in ArcGIS Notebooks

Manushi

Download Data



Assistance Programs



Artisanal Goods & Crafts



Vegetables & Fruits



Event

Public

Data Party - U.S. Census of Agriculture
Event Organizer

Join us online to explore the latest data from the U.S. Census of Agriculture for our state. We'll walk you through downloading and analyze data, then turn you loose to build your own visualizations....

Start: Mar 26, 2021, 11:00 AM PDT Status: Public
End: Mar 28, 2021, 2:00 PM PDT

Attend

You are already an administrator of this event.

Site Customization

Marissa

Recap

- Add data to ArcGIS
 - Use that data in your site's various cards
 - Pose relevant questions
 - Look for other relevant data
 - Perform analysis using all this data in ArcGIS Notebooks
 - Add results to a map
 - Crowdsourcing and site customization
-
- <https://www.ams.usda.gov/local-food-directories/farmersmarkets>
 - <https://hub.arcgis.com/datasets/statesales::ca-counties>
 - <https://arcgishub.maps.arcgis.com/home/item.html?id=eb31fefc65f342888694c543307dd912#preview>

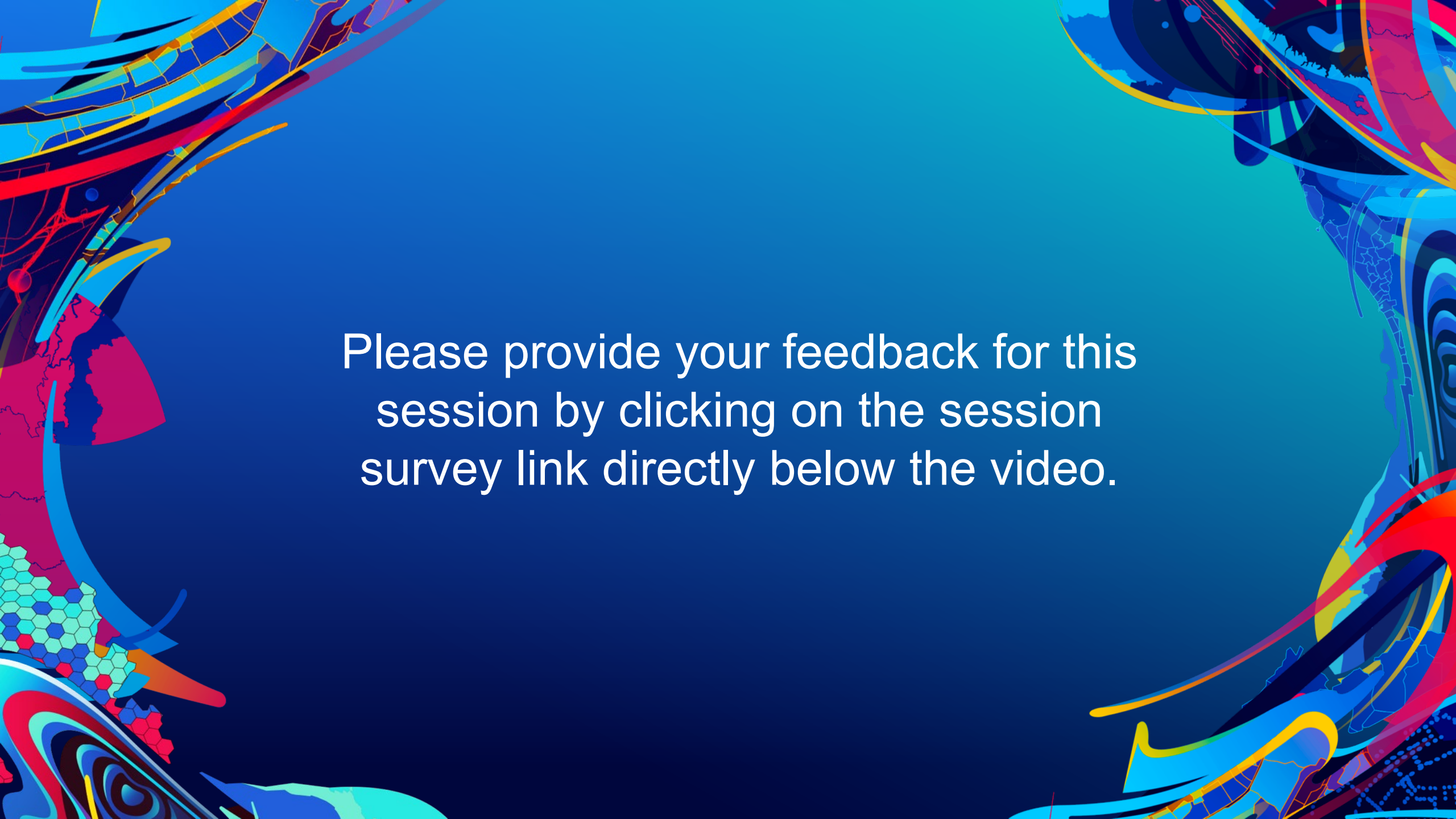
Resources

- <https://www.esri.com/en-us/arcgis/products/arcgis-hub/resources>
 - <https://hub.arcgis.com/pages/gallery>
 - <https://learn.arcgis.com/en/paths/get-familiar-with-arcgis-hub-basic/>
 - <https://learn.arcgis.com/en/paths/get-familiar-with-arcgis-hub-premium/>
 - <https://learn.arcgis.com/en/projects/get-started-with-arcgis-hub-premium/>
-
- <https://www.esri.com/arcgis-blog/products/arcgis-hub/announcements/introducing-urban-analytics-with-arcgis-hub/>
 - <https://github.com/Esri/hub-py>



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The background is a vibrant, abstract composition. It features a central area of solid blue and teal. The left and right sides are framed by complex, colorful patterns. On the left, there are swirling shapes in red, yellow, and blue, along with a section of a hexagonal grid in shades of green and blue. On the right, there are more swirling patterns in blue, red, and yellow, with some areas resembling a stylized face or mask. The overall effect is dynamic and visually rich.

Please provide your feedback for this session by clicking on the session survey link directly below the video.