ArcGIS Hub: Collaborating and Engaging with Your Community

Todd Kingman – Esri Account Manager
Everyone wants their community to be...

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

- Protect the Environment
- Create More Affordable Housing
- Reduce Homelessness
- Use Less Energy
- Improve Earthquake Preparedness
- Reduce Traffic Congestion
- Increase Access for Disabled People
- Improve Emergency Response Times
- Make Commuting Easier
- Conserve Water
- Create More Jobs
- Increase Recreation Opportunities
- Increase Affordable Housing
ArcGIS Hub
Deliver digital community engagement

The most important General Plan Update in the history of Springfield

About the General Plan Update
The Springfield General Plan is used by the City of Springfield and Hope County to guide long-range planning, the review of development proposals and other activities that shape the built and natural environments. The plan helps the community create and preserve a sustainable future for the City of Springfield and a high quality of life.
Data Sharing
Any type of data, all in one place. Find what you need in one central location.
Reach elusive demographics to broaden engagement and inform the community.

Inclusive Collaboration

Your input is important.
Join us at a drop-in event to learn more and give input to the project team—or take our online survey.

Take the survey

Get Involved
List upcoming events so the community can get involved.

February 2020
Sun  Mon  Tue  Wed  Thu  Fri  Sat
26  27  28  29  30  31  1
Inspire Action

Make it personal. Become a part of the process.

EARTH CHALLENGE 2020

A Citizen Science Initiative

Earth Challenge 2020 will help fulfill our goal of engaging millions of people to take action to protect the planet.

WANT TO LEARN MORE? SIGN UP

Philippe Cousteau supports Earth Challenge 2020
ArcGIS Hub

A cloud-based **engagement platform** that helps you work more effectively with your **community**

- Governments
- Businesses
- Universities
- NGOs
- Journalists
- Residents
- Volunteers

*Your Organization*
ArcGIS Hub

Citizens want to get involved on their own time and contribute to projects

Planning Teams need tools to plan in-house, evaluate proposals and deliver digital engagement

Developers need access to data and regulatory information as a basis for investment and negotiation
ArcGIS Urban
A Digital Building and Planning Process

Aiea – Pearl City proposed plan in Urban
Supporting Key Planning Workflows

**Current Planning**
- Track Project Citywide
- Design 3D Scenarios
- Measure Impact & Guide Change
- Drive Better Engagement

**Long Range Planning**
- Track Permits and Streamline Application Processing
- Analyze and Evaluate Land Use Potential & Zoning Change
- Identify and Evaluate Opportunity Sites to Development goals
- Deliver Digital Engagement to Key Planning Stakeholders
ArcGIS Hub

Hub

Urban
ArcGIS Hub

Open Data

GIS

Comprehensive Plan

Specific Plans

Specific Plans

Re-zoning and Variances

Project Submission

Project Review

Approvals & Tracking

Inform

Understand

Consult

Respond

GIS

Hub

Urban

Comprehensive Plan

Involves

Collaborate

Comprehensive Plan

Specific Plans

Re-zoning and Variances

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Respond
Hub Enabling Community Engagement

- Convey Information on Important Topics
- Share Data & Content
- Collect Data & Feedback from the Community
- Organize Collaboration

Sites
Search Tool & Catalog
Community Identities
Initiative Framework

ArcGIS Hub
ArcGIS Online
Hub Enabling Community Engagement

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Sites

Apps & Maps
Dashboards
StoryMaps
Experiences
Plan Scenarios
BA Reports

Geospatial Infrastructure
Purpose

This site is the Springfield General Plan Update, a visionary and aspirational data hub that includes a road map for the project, the vision for 2040 with a corresponding physical framework (please see The Spatial Strategy) and details on the areas of action that will guide implementation. The Springfield General Plan should serve as a road map for all projects moving forward, allowing everyone to understand the planning intent and trajectory.
Hub: Enabling Community Engagement

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Dashboards
BA Reports
Apps & Maps
StoryMaps
Plan Scenarios
BA Reports
Search Tool & Data Download

Sites

Collect Data & Feedback from the Community

Organize Collaboration

Geospatial Infrastructure
Honolulu Open Geospatial Data

March 18, 2019 - We have upgraded and refreshed our website. Here you can browse, search, preview, and download a variety of Honolulu geospatial datasets. Browse by category or enter key words in the search box to locate a dataset of interest. You can then read its description to learn more and explore attributes before downloading. A variety of formats exist when downloading such as shapefile, spreadsheet, KML, or SHP.

Geospatial Data Portal
Data Set Views, Downloads, and APIs
Hub Enabling Community Engagement

Collect Data & Feedback from the Community

Organize Collaboration

Sites
Search Tool & Catalog
Community Identities

Collect Data & Feedback from the Community

Search Tool & Catalog

Hub

Collect Data & Feedback from the Community

Dashboards
BA Reports
Apps & Maps
StoryMaps
Plan Scenarios
BA Reports

Data
Docs
Surveys
Comments
Crowdsourcing

Sites
Search Tool & Catalog
Community Identities

Collect Data & Feedback from the Community

Apps & Maps
Dashboards
StoryMaps
Plan Scenarios
BA Reports

Data
Apps
ArcGIS Hub Premium Adds Community Engagement is Identity-Enabled
Example – Downtown Kentlands, Maryland
Example – City of Tucson, Arizona
Hub: Enabling Community Engagement

- Convey Information on Important Topics
- Share Data & Content
- Organize Collaboration
- Dashboards
- BA Reports
- Apps & Maps
- StoryMaps
- Plan Scenarios
- Experiences
- Data Apps
- Docs Surveys
- Comments
- Events
- Crowdsourcing
- Content Editing
- Data Contribution
- Messaging
- Event Creation
- Teams
- Sites
- Search Tool & Catalog
- Community Identities
- Initiative Framework

Geospatial Infrastructure
Team-Enabled Collaboration and Engagement

- Staff "Core Team"
- Other Departments
- Anonymous Community Members
- Geospatial Infrastructure
Team-Enabled Collaboration and Engagement

- Site
- Anonymous Community Members
- Core Team
- External Stakeholders
- Internal - External Collaborators
- Initiative Followers
- Geospatial Infrastructure
- Volunteers
- Hard-to-reach Community
- Other Departments
- Staff & Contractors
- Community Members with Identity
- Staff "Core Team"
Initiative Framework
Organizing people, content, feedback, and action

- Sites & Pages
- Apps
- Data & Content Sharing
- Feedback & Data Collection
- Team Management
- Community Management
- Performance Tracking
New & Updated Templates

- Citizen Problem Reporter
- Equitable Property Value
- Emergency Response
- Promoting Transparent Elections
- Coronavirus Recovery

- User Guides Added to All
Released Templates Available to Hub Basic Users

- **Coronavirus Response**
  ArcGIS_Hub
  Discover the latest resources, maps and information about the coronavirus (COVID-19) outbreak.
  Activate Template

- **Coronavirus Business Continuity**
  ArcGIS_Hub
  Share business continuity information during COVID-19.
  Activate Template

- **Grocery Store Inventory - COVID-19**
  ArcGIS_Hub
  Provide grocery store information & public input on essential supplies.
  Activate Template
Key Strategies
CRISIS

An Integrated System for Managing Response

Understand community risk
Measure effectiveness
Model the impact
Manage resources
Communicate with the public

## ArcGIS Hub Examples

<table>
<thead>
<tr>
<th>City/County</th>
<th>Planning Focus</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake City</td>
<td>Municipal Services District - Planning and Development Services</td>
<td><a href="https://pds-gslmsd.hub.arcgis.com/">https://pds-gslmsd.hub.arcgis.com/</a></td>
</tr>
<tr>
<td>Sheridan City</td>
<td>Kendrick Pool Project</td>
<td><a href="https://kendrickpoolproject-interstateeng.hub.arcgis.com/">https://kendrickpoolproject-interstateeng.hub.arcgis.com/</a></td>
</tr>
<tr>
<td>City of Tucson</td>
<td>Roger Road Pedestrian Safety &amp; Walkability</td>
<td><a href="https://tucsondelivers.tucsonaz.gov/pages/roger">https://tucsondelivers.tucsonaz.gov/pages/roger</a></td>
</tr>
<tr>
<td>City of Tucson</td>
<td>Tucson Delivers Better Streets</td>
<td><a href="https://tucsondelivers.tucsonaz.gov/pages/better-streets">https://tucsondelivers.tucsonaz.gov/pages/better-streets</a></td>
</tr>
<tr>
<td>Jersey City</td>
<td>Jersey City Master Plan</td>
<td><a href="https://ourjc-jerseycity.hub.arcgis.com/">https://ourjc-jerseycity.hub.arcgis.com/</a></td>
</tr>
<tr>
<td>Coral Cables</td>
<td>Flagler Section - Community Vision Workshop</td>
<td><a href="https://flagler-section-community-vision-workshop-1-cggis.hub.arcgis.com/">https://flagler-section-community-vision-workshop-1-cggis.hub.arcgis.com/</a></td>
</tr>
<tr>
<td>SRPEDD (regional govt.)</td>
<td>SCBA Feasibility Study</td>
<td><a href="https://scba-feasibility-study-srpedd.hub.arcgis.com/">https://scba-feasibility-study-srpedd.hub.arcgis.com/</a></td>
</tr>
<tr>
<td>DC</td>
<td>Economic Development</td>
<td><a href="https://opendata.dc.gov/pages/mayor-economic-development">https://opendata.dc.gov/pages/mayor-economic-development</a></td>
</tr>
</tbody>
</table>
Resources and Next Steps

- Resources
  - GeoNet
  - Ask-hub@esri.com
  - Hub Newsletter
  - www.esri.com/hub
  - YouTube Playlists
  - ArcGIS Hub Twitter Feed
Resources

Find answers, get help, and connect with the ArcGIS Hub community with these helpful resources.

**Blogs**
Get product news you can use, written by Esri experts.

**Documentation**
Find out how to get started with ArcGIS Hub.

**Training**
Access everything you need for lifelong GIS learning, plus a learning plan designed for anyone interested in leveraging ArcGIS Hub.

**Technical support**
Our team is here to answer your questions and resolve issues.

**Videos**
Watch videos on our playlist to see how organizations use ArcGIS Hub to strengthen two-way engagement in their communities.

**Story map**
See how ArcGIS Hub is boosting collaboration and empowering decision-making in this Hubs Around the World story map.

**GeoNet**
Exchange ideas, solve problems, and connect with the ArcGIS Hub community.

**Gallery**
Check out examples in our gallery to see how others are using ArcGIS Hub and to get ideas for how you might use it too.

**Smarter Government book**
Browse galleries of examples and exercises supporting the leadership ideas and concepts presented in the Smarter Government book.