ArcGIS Hub: An Introduction

Brenda Wolfe and Alan Cassidy
Every Community wants to be…

Sustainable
Transparent
Resilient
Healthy
Livable
Safe
Prosperous
Innovative
Collaborative
How do we get there?
Aspirations are Achieved Using Initiatives

- Improve Earthquake Preparedness
- Encourage Startups
- Use Less Energy
- Improve Emergency Response Times
- Create More Jobs
- Reduce Homelessness
- Create More Affordable Housing
- Increase Recreation Opportunities
- Improve Water Conservation
- Make Parking Easier
- Improve Earthquake Preparedness
- Use Less Energy
- Encourage Startups
- Reduce Traffic Congestion

Aspirations: Safe, Well-Run, Livable, Healthy, Prosperous, Sustainable

Initiatives: Implement Performance Management, Create More Jobs, Reduce Homelessness, Create More Affordable Housing, Improve Water Conservation, Make Parking Easier, Improve Earthquake Preparedness, Use Less Energy, Encourage Startups, Reduce Traffic Congestion
Government

Leverage the Broader Community

GOVERNMENT LEADERS
RESIDENTS
UNIVERSITIES
START-UPS
NGOs
COMMUNITY LEADERS
To achieve those goals, Government needs the Community to:

- Be Informed
- Be On Board
- Participate
- Contribute Data
- Contribute Ideas
- Align Efforts
- Align Resources
ArcGIS Hub helps you to **organize and engage communities** of interest around focused initiatives.

By using GIS-enabled applications that maximize data sharing, understanding, communication, and collaboration, the community can take data-driven steps that improve initiative outcomes.
Before: Community interested, but unfocused
After: Community Aligned Around an Initiative
A SHARED VISION FOR MORE TREES ON OUR PLANET

Trillion Trees is an unprecedented initiative by leading conservation organisations including The World Wide Fund for Nature, BirdLife International and the World Resources Institute - to help end deforestation by 2030 and re-grow trees. Beyond our commitment to a shared vision to grow one trillion trees more than we can individually do, the scale of the challenge is overwhelming.

Tree cover is an essential part of the ecosystem. It provides habitat for millions of people and wildlife, but the reality is that, despite the fact, we are still losing 10 billion trees per year.

The consequences? More constant and severe weather, altered rainfall patterns, food shortages, more frequent floods and wildfires, and rising sea levels. Our land use and consumption is putting pressure on wood supply to meet rising demand, at the same time as many of our remaining forests are already severely degraded and degraded.

It doesn't have to be this way. It is possible to bring back the forest. We can grow new trees, re-grow existing trees, and increase forest restoration. We can build on the strong partnerships already existing, and form new ones. Together, we can do it, and do it sustainably.

THE TRILLION TREES VISION

By mid-century, through concerted collective action by all sectors of society, one trillion trees have been re-grown, saved from being cut down, and restored, and the forest cover has increased by 200 million hectares. The good news is that, if we act now, it is possible to achieve this vision.

Deforestation has ended, significant numbers of trees have returned to areas where they were lost and large areas of existing forests have been re-established. Healthy forests are growing and expanding as a result of a multi-sectoral approach, using the strengths of all available technologies, expertise and capabilities.
Engagement Maturity Path

PEOPLE

- One-way policy communication
- Ad hoc data sharing
- Community self-service
- Ad hoc community involvement
- Initiative-focused information
- Initiative team formation
- Sustained two-way community engagement
- Community members regularly partners on initiatives

CONTENT

- Point Solutions
- Formalized Open Data
- Organizing data around initiatives
- Organizing apps, solutions, and analysis around initiatives
- Frequent data contribution from community
- Community analysis, app, and solution contribution

Engagement Maturity Path
Engagement Maturity Path

- **Open Data**
  - Community self-service
  - One-way policy communication
  - Ad hoc data sharing

- **Initiatives**
  - Ad hoc community involvement
  - Formalized Open Data
  - Organizing data around initiatives

- **Two-Way Engagement**
  - Initiative focused information
  - Initiative team formation
  - Organizing apps, solutions, and analysis around initiatives
  - Frequent data contribution from community

- **Community**
  - Community members regularly partners on initiatives

Point Solutions

Engagement Maturity Path
Engagement Maturity Path

- One-way policy communication
- Ad hoc data sharing
- Community self-service
- Point Solutions
- Ad hoc community involvement
- Community involvement
- Formed Open Data
- Organizing data around initiatives
- Initiative-focused information
- Organizing apps, solutions, and analysis around initiatives
Building Bridges from Vision to Execution

Government Site

Initiatives

GIS Content & Apps

Inform, Monitor, Listen
Repurpose What You Already Have

Apps and Data to Inform, Listen, Monitor

Initiative Web Page

Government Site
Initiative Pages
Have common components
ArcGIS Hub Initiative Strategy

ArcGIS Hub Initiative Content and Capabilities
What is an Initiative template?

An Initiative template 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
✓ Surveys and Engagement options
✓ Events
✓ Storymaps
✓ Authoritative Data
✓ Dashboards
✓ Infographics, Charts & Maps
✓ Hub Ready Apps & Solutions
✓ Analytic Capabilities
Benefits of ArcGIS Hub Initiative templates

• Designed & developed with domain and ArcGIS expertise
• Ready to use delivering immediate value
• Act as inspiration or playbooks / guides
• Increase likelihood of a modern engaging experience
• Fill user expertise gaps (ex. UXUI designer)
Current ArcGIS Hub Initiatives

- Reduce Homelessness
- Tackle the Opioid Epidemic
- Grow your Local Economy – Attract and Retain Business
- Increase Community Engagement and Pride
- Prevent Vector Borne Disease
- Vision Zero (aka Reduce Pedestrian Deaths)
ArcGIS Initiative Template Roadmap

**UC 2018**
- Tackle the Opioid Epidemic 2.0
- Reduce Homelessness 2.0
- Prevent Vector Borne Disease 2.0
- Vision Zero - Reduce Pedestrian Deaths 2.0

**Q3 2018**
- Performance Management (new)
- Maximize Infrastructure Investment (new)
- Enhancements to Econ Dev Initiatives

**Q4 2018**
- Climate / Community Resiliency
- Volunteerism
- Prepare & Respond to Extreme Weather Events
- Community Planning
- Strategic Planning

**2019 & Beyond**
ArcGIS Initiative Template Roadmap

UC 2018
- Tackle the Opioid Epidemic 2.0
- Reduce Homelessness 2.0
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2019 & Beyond

More to come!
Let's take a look

Economic Development Initiatives
Reduce Homelessness 2.0
Tackle the Opioid Epidemic 2.0
Creating an Initiative

Site Template

Suggested Apps

Add Existing Apps

Team

Events

Community

Initiative Website

Consider using a website to share apps and data with your community. You can edit this website template for your particular initiative. Apps you configure below will be also available in this initiative website.
Write a 2-3 sentence overview of your initiative. Why should people care or want to get involved? Keep it short in length like an elevator pitch. You should include the timeline to achieve your initiative in your 2-3 sentences.

The Goal
State your goals. For example, Our City aims to reduce its carbon emissions to zero by 2035. This challenge has raised several areas for improvement, such as, public transportation, public parks, solar and wind powered public buildings, solar initiatives for homeowners, and community farming.
Engagement Maturity Path

1. One-way policy communication
2. Ad hoc data sharing
3. Community self-service
4. Initiative-focused information
5. Initiative team formation
6. Organizing data around initiatives
7. Organizing apps, solutions, and analysis around initiatives
8. Point Solutions
9. Formalized Open Data
10. Ad hoc community involvement

People

Content
ArcGIS Hub | Organizing and Leveraging Community Partners

Partnering builds stronger initiatives

Initiatives
- Decrease Traffic Congestion
- Reduce Accidents
- Improve Commutes
- Increase Volunteerism
- Mitigate Flooding
- Improve Census Accuracy

Initiative Teams
- City Data, Maps & Apps
- NGOs, CBOs
- Other Governments
- Business Leaders
- Researchers

Community
- Status Reporting
- Open Data
- Events
- Crowdsourcing
- Resource Matching

Communications
- Surveys
ArcGIS Hub | Organizing and Leveraging Community Partners

Initiatives
- Decrease Traffic Congestion
- Reduce Accidents
- Improve Commutes
- Increase Volunteerism
- Mitigate Flooding
- Census 2020 Count

Initiative Teams
- Combined Data, Maps & Apps
- City
- NGOs, CBOs
- Other Governments
- Business Leaders
- Researchers

Partners
- NGOs, CBOs
- Trained Volunteers

Community
- Status Reporting
- Surveys
- Storytelling
- Crowdsourcing
- Events

Partnering builds stronger initiatives
Community Members Get Identities

Mike Wheeler

Follow
Register
Sign In
Initiative Teams

- Initiative Manager
- GIS Manager
- Staff Contributors
- Trusted Collaborator From the Community
# Add Members

to Imagine Pawnee 2030 Initiative Team

## My Organization

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Abbot Hutchinson</td>
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<tr>
<td>Adam J. Martin</td>
</tr>
<tr>
<td>Andrew Turner</td>
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<tr>
<td>Arcgis Hub</td>
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<tr>
<td>Asa Strong</td>
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Engagement Maturity Path

- Ad hoc community involvement
- Initiative-focussed information
- Initiative team formation
- Organizing apps, solutions, and analysis around initiatives
- Organizing data around initiatives
- Formalized Open Data
- Point Solutions
- Community self-service
- One-way policy communication
- Ad hoc data sharing
- Frequent data contribution from community
- Sustained two-way community engagement
- Community members regularly partners on initiatives
- Community analysis, app, and solution contribution
- Initiative-focused information
- P E O P L E
- C O N T E N T
The Hub Is…

**Government**
- Cross-department Teams
- Initiative Focus

**Community**
- Engagement on Initiatives
- Citizens with Identity
Hub Framework

**Government**
- Organize initiative data, Publish open data
- Publish initiative-related applications
- Manage initiative teams
- Perform outreach, Organize events

**Community**
- Follow initiatives & attend events
- Take surveys, provide feedback
- Contribute data & apps
- Comment on plans and policies

**Initiative**
- Website or Mobile Experience
From Open Data to Engagement

Initiative-focused Code-a-thon, using community identities

Jill Coder
See Who is Interested in Your Initiatives. Stay Connected.

By following this initiative you will get updates about new events, surveys, and tools that you can use to help us achieve our goals.

Follow
AngelHack Washington D.C. Hackathon 2018
Saturday, July 28, 2018, 3 PM - 6 PM EST
Organized by Bob Wiley +2 others

Event Details:
Every year, AngelHack adventures across the globe for our yearly Global Hackathon Series. Over the course of Summer 2018, we’ll hit six continents, bridging the gap between Silicon Valley innovation and entrepreneurs all over the world.

This year’s theme: Savitron Technology. Hackathons are built for rapid innovation and rapid isn’t always pretty. But no matter the roadblocks, broken code or buggies, we continue on and push forward together. There’s no boundary on what we can create.

So join us! Create something cool. Meet great people. Win great prizes. Who knows, your founder’s journey may begin at The Hoxton in Washington D.C.

We offer our own Grand Prize and team up with awesome sponsors who have their own challenges and prizes you can go after. Aiming for the Hoxton'spacer needs? Only in for some cool hardware? Good news, you can do so on many challenges as you wish!

Sponsored By: IBM

How would you like to get more involved?
- We’re always open to chat with potential sponsors, media, and partners
- Help us identify opportunities to achieve adventurous collaboration
- If data and developments are ahead quickly, both creators and infrastructure can benefit from sources such as real-time farming. When

Event Details:
Every year, AngelHack adventures across...
ArcGIS Hub Features Coming Soon (Q3)

• Easier site editing
• New Events system
• Commenting and discussions widget
• Initiative Activity dashboard
• Community member profiles
• Community account creation with any email address
• Improved search (semantic search)
It’s Not Just Technology
Hub Blueprint Themes

**Leadership**
- Executive Leadership
- Management Team
- Internal Champions
- GIS Professionals

**Strategy**
- Strategic Alignment
- Location Value Assessment
- Initiatives
- Performance Tracking

**Technology**
- GIS Infrastructure
- Data
- Initiative Applications
- Destination Website

**Culture**
- Thinking Spatially
- Culture of Innovation
- Enterprise Collaboration
- Training & Education

**Engagement**
- Citizen & Press Engagement
- Tech Sector & Business Community Collaboration
- NGO Collaboration
- Academia Partnerships
<table>
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<tr>
<th>Leadership</th>
<th>Strategy</th>
<th>Technology</th>
<th>Culture</th>
<th>Community Engagement</th>
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<td>Total Leadership Score</td>
<td>Total Strategy Score</td>
<td>Total Technology Score</td>
<td>Total Culture Score</td>
<td>Total Community Engagement Score</td>
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ArcGIS Hub ready Partners, Startups, and Distributors
ArcGIS Hub Vision for Esri Partners and Startups

Serve and transform customer organizations
Deliver implementation services with industry and ArcGIS expertise
Develop Custom Initiatives
Deliver Content / Data Services
Build ArcGIS Hub ready solutions
Types of Esri Partners ready to help!

- Implementation service providers (Industry & ArcGIS expertise)
- Solution providers & Startups
- Content / data services providers
- Open Data specialists
- Nonprofits and Community Outreach organizations
What You Can Do Now

- Identify key initiatives. Start a conversation.
- Assess gaps between GIS and executive vision
- What data exists to support initiative objectives?
- Do you have an Open Data site? If so, how can you repurpose that content in initiatives?
- Who can be on your initiative team?
- Are there community partners who have data, resources?
<table>
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<th>WORKSHOPS &amp; DEMO THEATERS</th>
<th>LOCATION</th>
<th>TIME FRAME</th>
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<tr>
<td>• ArcGIS Hub- Extend Your Virtual Workforce and Create Effective Community Engagement</td>
<td>Envisioning Center 2</td>
<td>Wednesday, July 11; 4:00 PM–4:45 PM</td>
</tr>
<tr>
<td>• ArcGIS Hub: An Introduction</td>
<td>SDCC, Room 05 A</td>
<td>Tuesday, July 10; 2:30 PM–3:30 PM</td>
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<tr>
<td></td>
<td>SDCC, Room 16 A</td>
<td>Tuesday, July 10; 4:00 PM–5:00 PM</td>
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<tr>
<td>• Esri Best Practices: Implementing ArcGIS Hub</td>
<td>SDCC, Room 32 A/B</td>
<td>Wednesday, July 11; 1:00 PM–2:00 PM</td>
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<td>Thursday, July 12; 1:00 PM–2:00 PM</td>
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<td>SDCC - Demo Theater 13</td>
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Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the feedback section

Complete answers and select “Submit”