ArcGIS Hub: Extend Your Virtual Workforce and Create Effective Community Engagement

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Every Community wants to be…

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

- Safe
- Well-Run
- Livable
- Healthy
- Prosperous
- Sustainable

Aspirations

Initiatives

- Implement Performance Management
- Create More Jobs
- Reduce Homelessness
- Create More Affordable Housing
- Increase Recreation Opportunities
- Improve Water Conservation
- Make Parking Easier
- Improve Earthquake Preparedness
- Improve Emergency Response Times
- Use Less Energy
- Encourage Startups
- Reduce Traffic Congestion
Leverage the Broader Community
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.
Community interested, but unfocused

Staff  Potential Collaborators  People Eager to Engage  Public
Actively Engaged Public
Informed Public
Trusted Collaborators
Staff

Initiatives Create Alignment
Engagement Maturity Path

PEOPLE

Ad hoc community involvement

Initiative-focused information

Collaboration team formation

Sustained two-way community engagement

Community members regularly partners on initiatives

CONTENT

Community self-service

Formalized Open Data

Organizing apps, solutions, and analysis around initiatives

Frequent data contribution from community

Community analysis, app, and solution contribution

One-way policy communication

Point Solutions

Ad hoc data sharing

Organizing data around initiatives

Collaboration team formation

Sustained two-way community engagement

Community members regularly partners on initiatives
Engagement Maturity Path

Open Data
- One-way policy communication
- Ad hoc data sharing
- Community self-service
- Formalized Open Data
- Initiatives
  - Ad hoc community involvement
  - Initiative-focused information
- Collaborative team formation
- Organizing initiatives
- Organizing apps, solutions, and analysis around initiatives
- Frequent data contribution from community
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Two-Way Engagement
- Two-way community engagement
- Initiatives
- Collaboration
- Two-Way Engagement
- Point Solutions
City of Pawnee Facts

• Population of 300,000
• New Mayor
• New City Council Members
Pawnee Aspirations

Prosperous

Inclusive

Livable
Imagine Pawnee 2030  |  Building for a New Generation

Soccer Stadium

Downtown Park

Outdoor Art

Bike Share
This is the platform for exploring and downloading GIS data, discovering and building apps, and engaging to solve important issues. You can analyze and combine datasets using maps, as well as develop new web and applications. Let’s achieve our goals together.
Concern Erupts over Proposed Stadium
Share Survey to Social Media…

Brenda Wolfe
25 mins

Take this stadium survey
https://arcg.is/1zfVPq
Some ways to get survey out...

- Social Media
- Community Groups
- Student Volunteers
Fast forward… surveys data is collected for four weeks.
Scenario Recap

- City had a perceived issue and wanted to engage with citizens
- Leveraged a data-driven approach to quickly respond
- Launched surveys to listen
- Planned events in locations of need

- ArcGIS Hub was used to be transparent, engaging and nimble
What can you do?
Engagement Maturity Path

**People**

- One-way policy communication
- Ad hoc data sharing
- Ad hoc community involvement
- Community self-service
- Point Solutions
- Formalized Open Data
- Initiative-focused information
- Collaboration team formation
- Organizing apps, solutions, and analysis around initiatives
- Organizing data around initiatives

**Content**

- Community members regularly partners on initiatives
- Frequent data contribution from community
- Community analysis, app, and solution contribution
- Sustained two-way community engagement
Questions?
## See Us Here

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<th>Workshops &amp; Demo Theaters</th>
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<tr>
<td>ArcGIS Hub - Extend Your Virtual Workforce and Create Effective Community Engagement</td>
<td>Envisioning Center 2</td>
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| ArcGIS Hub: An Introduction | SDCC, Room 05 A  
SDCC, Room 16 A | Tuesday, July 10; 2:30 PM–3:30 PM  
Tuesday, July 10; 4:00 PM–5:00 PM |
| Esri Best Practices: Implementing ArcGIS Hub | SDCC, Room 32 A/B | Wednesday, July 11; 1:00 PM–2:00 PM |
| ArcGIS Hub: Getting Started with Open Data | SDCC, Room 31 A | Thursday, July 12; 1:00 PM–2:00 PM |
| ArcGIS Hub: Fostering an Engaged Community, | SDCC - Demo Theater 13  
SDCC - Demo Theater 14 | Tuesday, July 10; 12:15 PM–1:00 PM  
Tuesday, July 10; 4:45 PM–5:00 PM |