



# Best Practices for your ArcGIS Online Organization

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Technical Workshop

# Best Practices for your ArcGIS Organization

## Workshop Overview

- **Not a step-by-step how to, but guidance and tips**
- **A discussion of best practices for you to consider**
- **Topics**
  - **Establish your ArcGIS organization**
  - **Configure for best experience**
  - **Engage users**
- **Software demonstrations, and Q&A**

# Your ArcGIS organization

Your geographic information portal



# Establish the vision and governance



# Vison and Governance

- **Know the answers to these questions –**
  - **Who are the champions?**
  - **Who are the stakeholders?**
  - **What is the mission and vision?**
  - **What workflows will it support?**
  - **What are the deliverables?**
  - **Who is the audience?**
- **Consider the following-**
  - **Establish a curator, or group of curators**
  - **Form a governance committee**



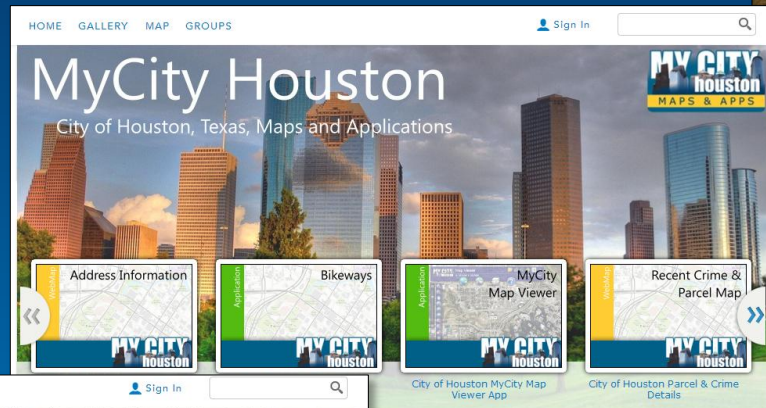
# Suggestions

- **Communicate early, often, and well**
- **Prototype and test before rolling out**
- **Implement successful patterns**
- **Establish essential procedures and guidelines**
- **Be flexible, adapt, and evolve**

# Configure your organization home

2

# Your organization home



HOME GALLERY MAP GROUPS Sign In

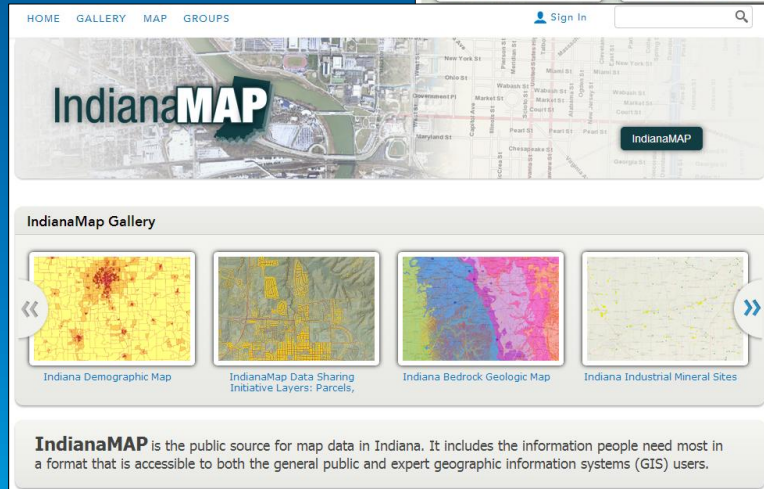
## MyCity Houston

City of Houston, Texas, Maps and Applications

MY CITY HOUSTON MAPS & APPS

Address Information    Bikeways    MyCity Map Viewer    Recent Crime & Parcel Map

City of Houston MyCity Map Viewer App    City of Houston Parcel & Crime Details



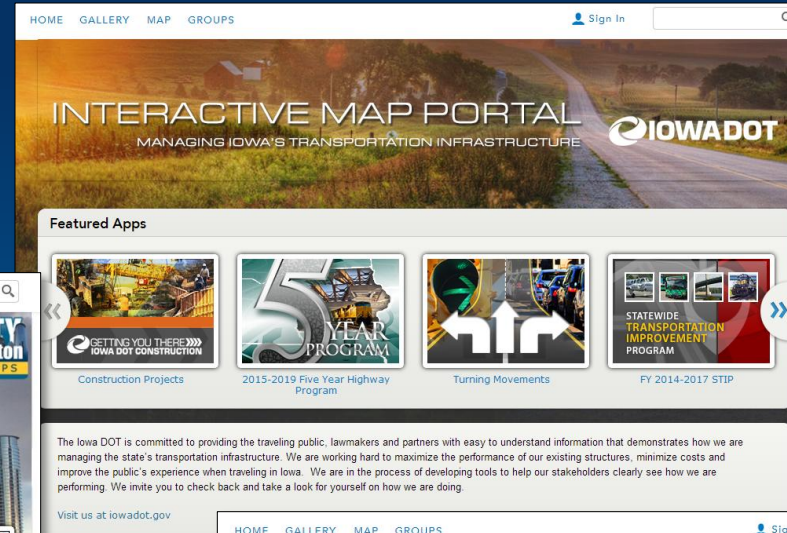
HOME GALLERY MAP GROUPS Sign In

## IndianaMAP

IndianaMAP Gallery

- Indiana Demographic Map
- IndianaMap Data Sharing Initiative Layers: Parcels
- Indiana Bedrock Geologic Map
- Indiana Industrial Mineral Sites

**IndianaMAP** is the public source for map data in Indiana. It includes the information people need most in a format that is accessible to both the general public and expert geographic information systems (GIS) users.



HOME GALLERY MAP GROUPS Sign In

## INTERACTIVE MAP PORTAL

MANAGING IOWA'S TRANSPORTATION INFRASTRUCTURE

IOWA DOT

Featured Apps

- Construction Projects
- 2015-2019 Five Year Highway Program
- Turning Movements
- FY 2014-2017 STIP

The Iowa DOT is committed to providing the traveling public, lawmakers and partners with easy to understand information that demonstrates how we are managing the state's transportation infrastructure. We are working hard to maximize the performance of our existing structures, minimize costs and improve the public's experience when traveling in Iowa. We are in the process of developing tools to help our stakeholders clearly see how we are performing. We invite you to check back and take a look for yourself on how we are doing.

Visit us at [iowadot.gov](http://iowadot.gov)



HOME GALLERY MAP GROUPS Sign In

## COLUMBUS MAPS AND APPS

THE CITY OF COLUMBUS  
MICHAEL B. COLEMAN, MAYOR

- City of Columbus - Dept of Technology
- City of Columbus - Development Dept
- City of Columbus - Public Health
- City of Columbus - Public Service

Welcome to City's **map** collaboration and information portal.

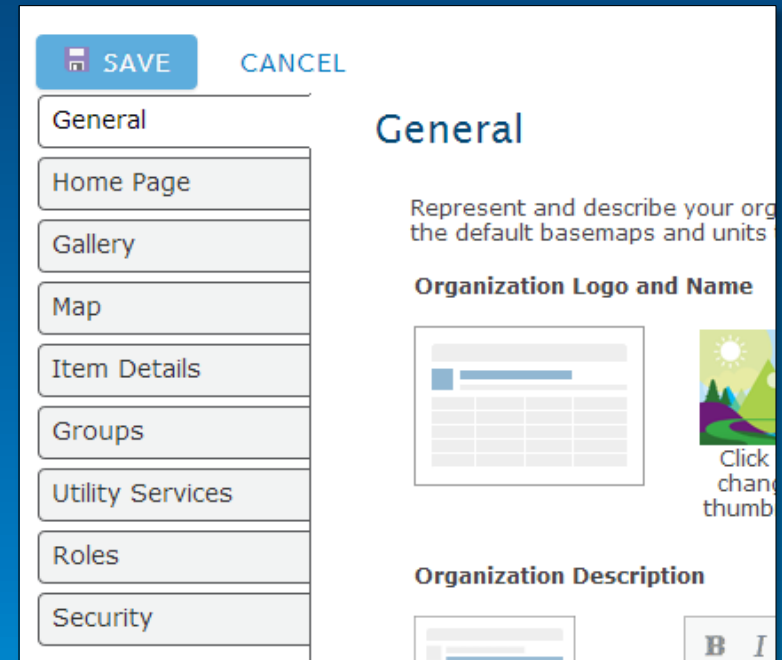
Our mission is to provide leadership that will inspire: high standards of excellence in the delivery of city services; a spirit of cooperation, pride and responsibility to achieve strong, safe and healthy neighborhoods; and, a shared economic prosperity and enhanced quality of life. We undertake this mission believing and knowing that we can make a difference for future generations.

Follow the City on Facebook, Twitter, YouTube, or on the web.



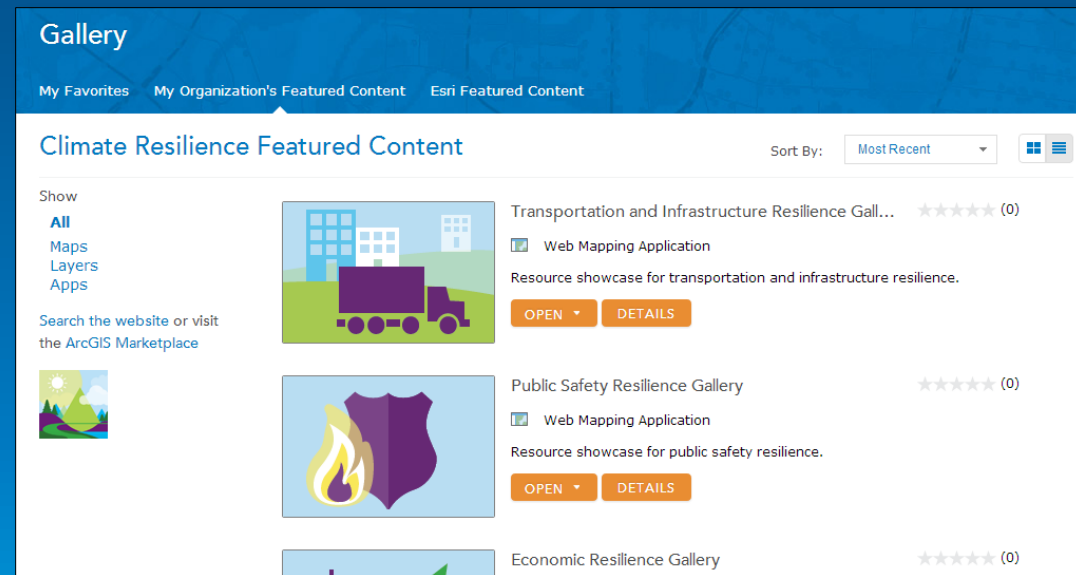
# Organization settings

- Home page (banner and background)
- Featured content (gallery ribbon)
- Gallery content
- Default map and basemaps
- Custom app templates
- Utility services
- Security settings
- More...



# Groups are building blocks

- **Organization resources**
  - Gallery
  - Featured content
  - Public galleries
- **Map resources**
  - Basemaps
  - App templates
  - Facilitate Search



# The first impression

Organization Groups

Organization Gallery

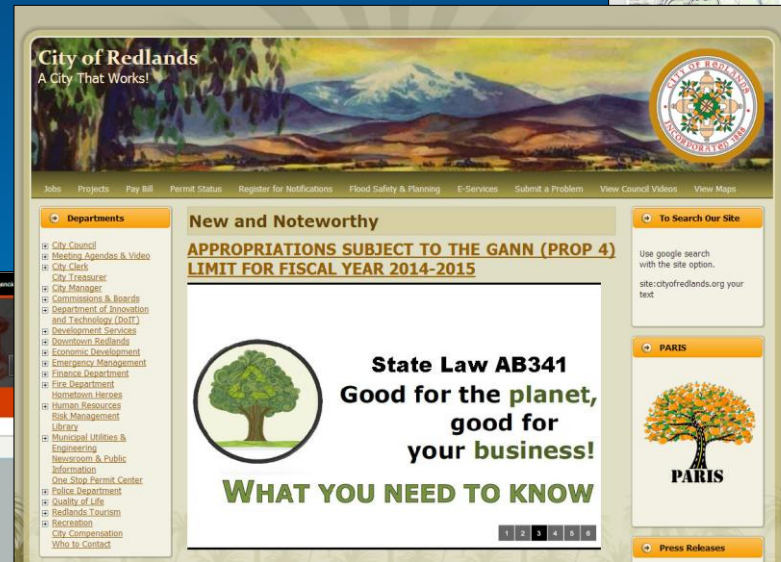
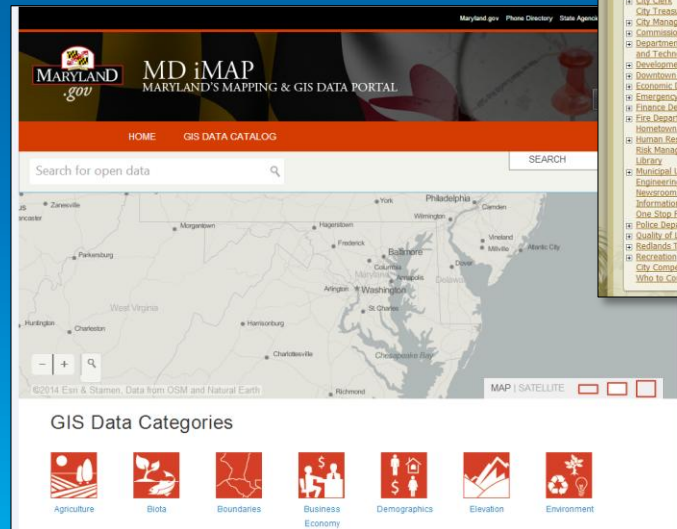
Featured Gallery Ribbon



Not necessarily for public access

# Other ways to deliver access to your content

- Embed maps and apps
- Group gallery app template
- Group gallery ribbon
- ArcGIS for open data



# Model Organizations

- For local government, utilities, emergency management, and more
- Download from ArcGIS Online
  - Group framework outline and descriptions
  - Graphics
  - Documentation
  - Apps



ArcGIS Online for State Government

Model Organizational pattern for State Government and Departments within State Government

Document Link by ArcGISTeamStateGov  
Last Modified: February 27, 2014

★★★★★ (0 ratings, 293 views)

Sign in to rate this item.

Facebook Twitter

OPEN ▾

Link icon

The screenshot shows a web interface for an ArcGIS Online item. At the top, there's a blue header with the text 'ArcGIS Online for State Government'. Below this, the item title is 'Model Organizational pattern for State Government and Departments within State Government'. To the left of the text is a small thumbnail image showing a dashboard with several widgets. To the right of the thumbnail, there's a document icon, the text 'Document Link by ArcGISTeamStateGov', and 'Last Modified: February 27, 2014'. Below that is a star rating system with five stars and the text '(0 ratings, 293 views)'. Further down, it says 'Sign in to rate this item.' and there are social media icons for Facebook and Twitter. At the bottom left, there is a blue button with the text 'OPEN' and a dropdown arrow. At the bottom right, there is a blue square icon with a white link symbol.



# An Example

The screenshot shows the MapIT Minneapolis website. At the top, there is a navigation bar with links for HOME, GALLERY, MAP, and GROUPS, along with a Sign In button and a search icon. The main header features the title "MapIT Minneapolis" over a silhouette of the Minneapolis skyline. Below the header is a carousel of four application thumbnails, each labeled "Application" and showing a map or data visualization. The thumbnails are: "Free Wifi Locations", "Minneapolis Fire Station Locations", "Snow Emergency Parking Rules Lookup", and "Food-Producing Community Gardens (2012)". Below the carousel is a welcome message: "Welcome to MapIT Minneapolis! The City's enterprise mapping platform". This is followed by two paragraphs of text explaining the platform's purpose and capabilities. At the bottom, there are four icons with corresponding text: a question mark icon for "Ask A Question", a map icon for "Create A Map", an Excel icon for "Map Data in Excel", and a link icon.

HOME GALLERY MAP GROUPS Sign In

## MapIT Minneapolis

Application Application Application Application

Free Wifi Locations Minneapolis Fire Station Locations Snow Emergency Parking Rules Lookup Food-Producing Community Gardens (2012)

Free Wifi Locations Minneapolis Fire Station Locations Snow Emergency Parking Rules Lookup Food-Producing Community Gardens (2012)

Welcome to MapIT Minneapolis!  
The City's enterprise mapping platform

This is your gateway to intelligent maps, focused applications and other "geoinformation" for Minneapolis. Answering the "where" question for any project, initiative or important decision is now easy for everyone!

You can use this portal to access maps, information, analytical tools, and even make your own maps. MapIT Minneapolis includes City maps and data along with map data from other sources to help you use the power of maps to make informed decisions.

Ask A Question Create A Map Map Data in Excel



**Establish your brand**

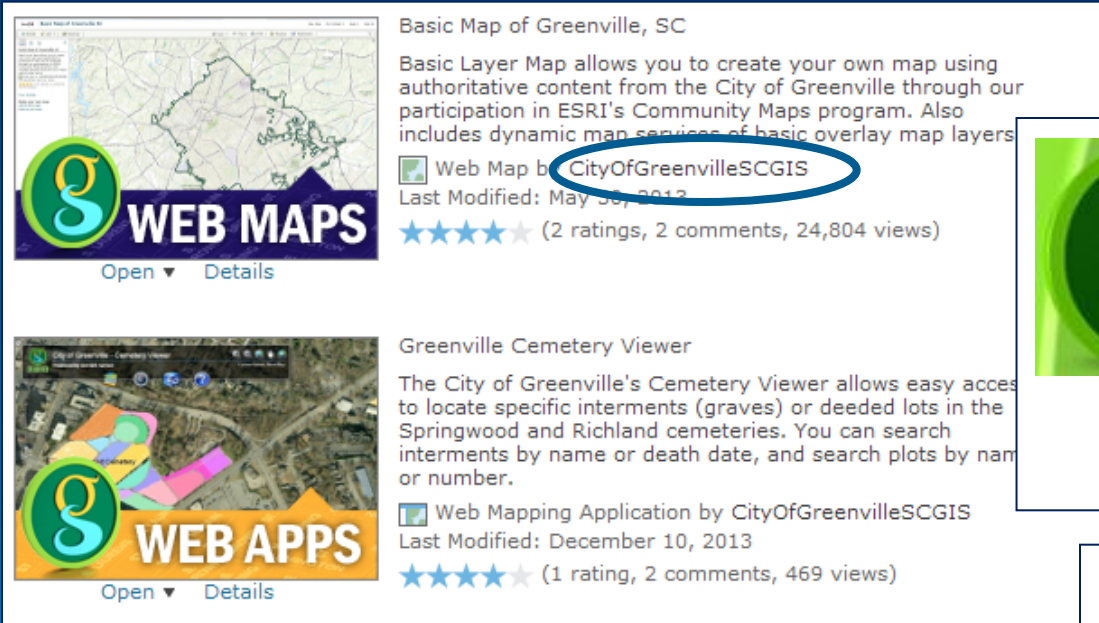
**3**

# Organization visual branding



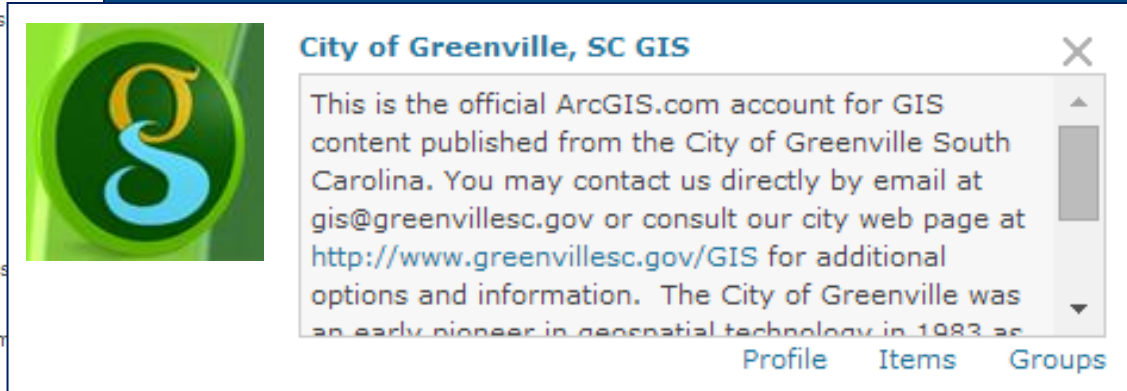


# Organization profile



**Basic Map of Greenville, SC**  
Basic Layer Map allows you to create your own map using authoritative content from the City of Greenville through our participation in ESRI's Community Maps program. Also includes dynamic map services of basic overlay map layers.  
Web Map by CityOfGreenvilleSCGIS  
Last Modified: May 30, 2013  
★★★★★ (2 ratings, 2 comments, 24,804 views)  
Open ▾ Details

**Greenville Cemetery Viewer**  
The City of Greenville's Cemetery Viewer allows easy access to locate specific interments (graves) or deeded lots in the Springwood and Richland cemeteries. You can search interments by name or death date, and search plots by name or number.  
Web Mapping Application by CityOfGreenvilleSCGIS  
Last Modified: December 10, 2013  
★★★★★ (1 rating, 2 comments, 469 views)  
Open ▾ Details



**City of Greenville, SC GIS**  
This is the official ArcGIS.com account for GIS content published from the City of Greenville South Carolina. You may contact us directly by email at [gis@greenvillesc.gov](mailto:gis@greenvillesc.gov) or consult our city web page at <http://www.greenvillesc.gov/GIS> for additional options and information. The City of Greenville was an early pioneer in geospatial technology in 1983 as  
Profile Items Groups



**Kentucky DGI**  
Kentucky Division of Geographic Information 100 Fair Oaks Lane Frankfort, KY 40601 502-564-6231  
[ogi.inquiry@ky.gov](mailto:ogi.inquiry@ky.gov) <http://kygeonet.ky.gov/>  
Profile Items Groups

# Review and Q & A

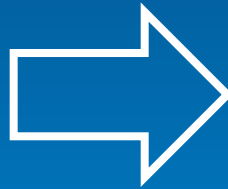
- **Establish the vision and governance**
- **Configure your Organization Home**
- **Establish a brand for your content**







# Organize your organization

4

# Groups are a framework

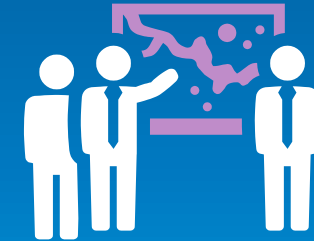
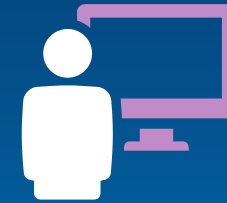
Supporting departments, projects, and workflows



-  **Base Data Sets**  
Foundational data sets to be used in the creation of new maps. Includes boundaries, traffic, and weather layers  
created by AdminModelLE on April 2, 2014  
[Details](#)
-  **Command Staff**  
Collaboration group for Chief of Police and Command Staff to utilize resources associated with Strategic and Administrative priorities.  
created by AdminModelLE on April 1, 2014  
[Details](#)
-  **Communications/Public Information Office**  
Collaboration group to author and share information products that will be disseminated to media and the general public  
created by AdminModelLE on April 1, 2014  
[Details](#)
-  **Community Policing Unit**  
Collaboration group for authoring and sharing information products that will be disseminated at Community meetings and to neighborhood groups by Officers  
created by AdminModelLE on April 1, 2014  
[Details](#)
-  **Crime Analysis Unit**  
Group for crime analysts to store and share in-progress analytical products  
created by AdminModelLE on April 1, 2014  
[Details](#)
-  **Detectives Bureau**  
Collaboration group for maps and data associated with caseload management and investigative lead generation  
created by AdminModelLE on April 1, 2014  
[Details](#)

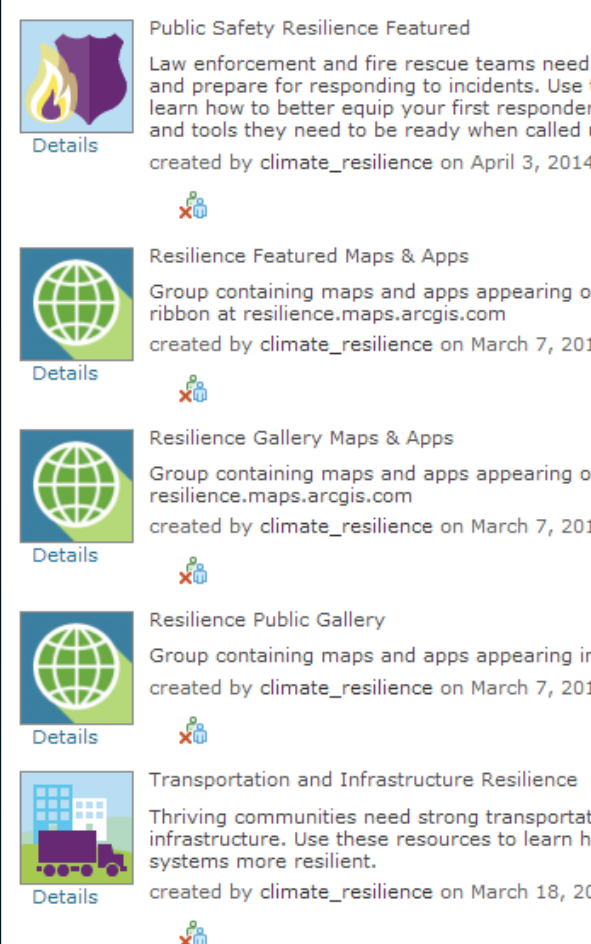
# Groups help organize activities

- Access to resources
- Collaboration within the organization
- Collaboration between organizations



# Group best practices

- Use consistent visual cues
- Intuitive naming conventions
- Add useful descriptions
- Pre-populate with content
- Create a resource destination



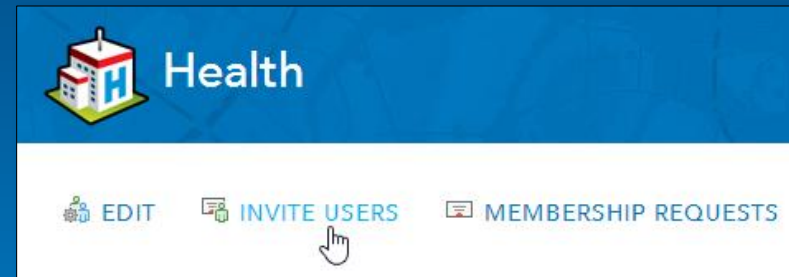
The screenshot displays a list of five ArcGIS Online groups, each with a distinct icon, a title, a description, and a creation date. The groups are:

- Public Safety Resilience Featured**: Law enforcement and fire rescue teams need to... and prepare for responding to incidents. Use th... learn how to better equip your first responders... and tools they need to be ready when called up... created by climate\_resilience on April 3, 2014.
- Resilience Featured Maps & Apps**: Group containing maps and apps appearing on ribbon at resilience.maps.arcgis.com created by climate\_resilience on March 7, 2014.
- Resilience Gallery Maps & Apps**: Group containing maps and apps appearing on resilience.maps.arcgis.com created by climate\_resilience on March 7, 2014.
- Resilience Public Gallery**: Group containing maps and apps appearing in... created by climate\_resilience on March 7, 2014.
- Transportation and Infrastructure Resilience**: Thriving communities need strong transportati... infrastructure. Use these resources to learn ho... systems more resilient. created by climate\_resilience on March 18, 2014.



# Group affiliation

- **Groups can be:**
  - Private
  - Organization only
  - Public
- **Membership:**
  - User can apply
  - Invite only
- **Contributors:**
  - Only group owner
  - All members



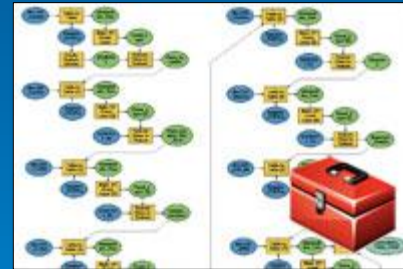
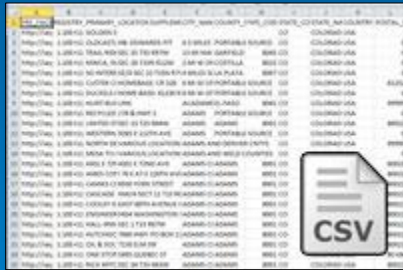
**Add useful content**

**5**



# Add existing content

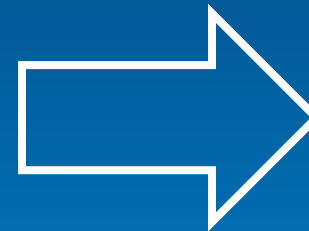
- ArcGIS services
- Shapefiles, spreadsheets, map templates, and more...
- Create new hosted services as needed



# Optimize for use

**Contents**

- 
- Airport Areas (Runway, taxiway, airports or helipad)
- Heliports
- Bicycle Lanes
- Bike Lane Street Right-of-Way
- Bike Trails
- Capital Bike Share Locations
- Signed Bike Routes
- Bridge Points (DDOT)
- Bridge Polygons (DDOT)
- Bridges and Tunnel Entrances
- Alley Maintenance Inventory
- Budgeted Construction Project Point
- Budgeted Construction Project Line
- Completed Construction Project Point
- Completed Construction Project Line
- Current Construction Project Point
- Current Construction Project Line
- CCTV - Street



- Bicycle Lanes
- Bike Lane Street Right-of-Way
- Bike Trails
- Capital Bike Share Locations
- Signed Bike Routes

- Bridge Points (DDOT)
- Bridge Polygons (DDOT)
- Bridges and Tunnel Entrances

- Budgeted Construction Project Point
- Budgeted Construction Project Line
- Completed Construction Project Point
- Completed Construction Project Line
- Current Construction Project Point
- Current Construction Project Line

# Registering your ArcGIS services

**Add Item**

Add an item from your computer or reference an item on the Web.

The item is: On the web

ArcGIS Server web service  KML  
 OGC (WMS)  Document

URL: [http://services.arcgisonline.com/arcgis/rest/services/Demographics/USA 1990-2000 Population\\_Change](http://services.arcgisonline.com/arcgis/rest/services/Demographics/USA 1990-2000 Population_Change)

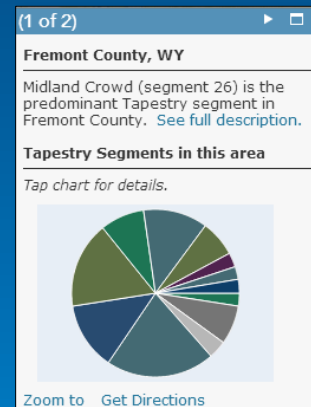
Supported Items

Title: USA 1990-2000 Population\_Change

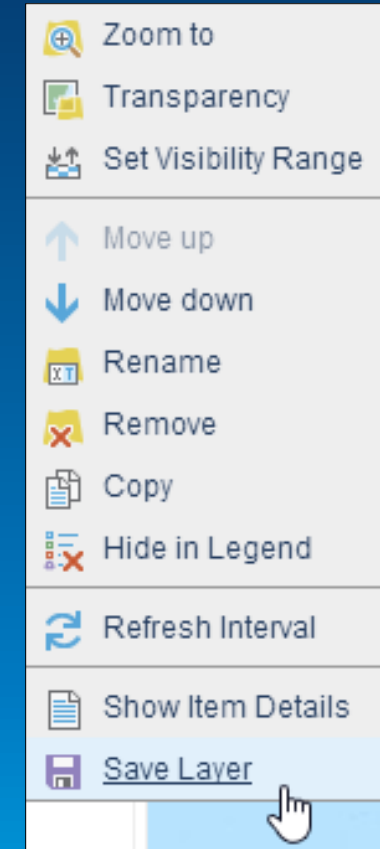
Tags: United States x 2010 x population x demographics x  
*Add tag(s)*

ADD ITEM CANCEL

(1) Add service



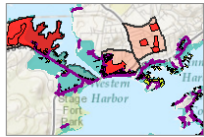
(2) Configure



(3) Save layer

# Make your content discoverable

## Flood and Hurricane Inundation Risk Map of Gloucester, MA



Map showing flood risks from hurricanes in Gloucester, MA

Web Map by climate\_resilience  
Last Modified: March 19, 2014

★ ★ ★ ★ ★ (0 ratings, 127 views)

Sign in to rate this item.

Facebook Twitter

OPEN ▾

### Description

This map displays the combined risks from flooding and hurricane inundation, focusing on low-income and low-income elderly communities. In addition to risk and hazards, a number of adaptation strategies and challenges are marked. Many impacted areas are not candidates for infrastructure aimed at mitigating flooding. Gloucester does, however, have plans in place to install a second tide gate on Mill Pond, which could alleviate some flooding in that area. Other areas are marked that have no current adaptation strategies and that are significantly vulnerable, due to their demographics. Schools and community centers are also marked as potential relief centers following extreme weather events. To meet the challenges of adapting to climate change induced coastal flooding, Gloucester should consider putting policies into place that address the needs of environmental justice areas. These might include establishing a relief fund for low income households, educating communities in coastal flood zones of their risk, establishing community centers for post-disaster relief (taking into account where roads may become impassable). Additionally, restoring wetland habitat and not allowing rebuilding in flooded areas could enhance community resilience in the future.

## Description and Tags

## Groups

**My Groups**

CREATE A GROUP

Show You are a member of 15 groups

**All My Groups**  
Owned by Me  
Owned by Others  
With New Membership Requests

- Climate Resilience**  
A showcase of maps and apps that help communities resilient in the face of a disaster.  
created by climate\_resilience on April 3, 2014
- Climate Resilience App Challenge 2014**  
Apps can help communities see, understand, and climate risks. Join the Climate Resilience App Challenge 2014.  
created by climate\_resilience on April 3, 2014
- Climate Resilience App Challenge 2014 Featured**  
A showcase of maps and apps from the Esri Climate Resilience App Challenge 2014.  
created by climate\_resilience on April 3, 2014
- Climate Resilience Featured**  
A showcase of maps and apps that help communities resilient in the face of a disaster.  
created by climate\_resilience on April 3, 2014

**Gallery**

Resilient Communities Featured Content

Sort By: Most Recent

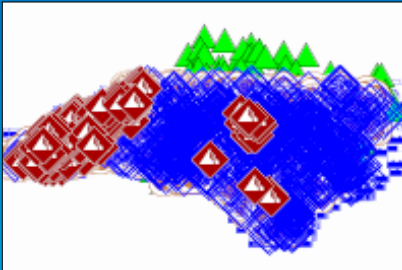
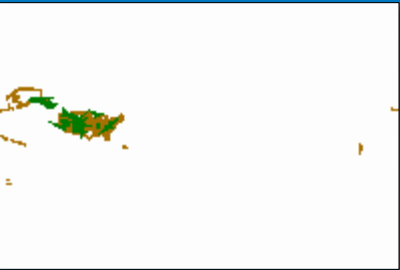
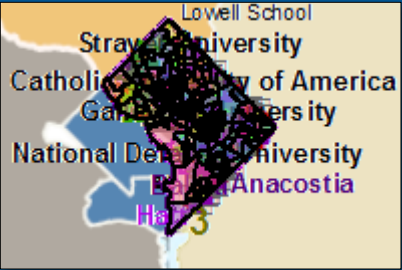
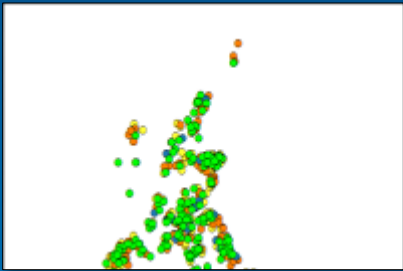
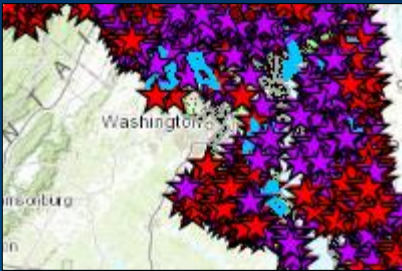
Show  
All  
Maps  
Layers  
Apps

Search the website or visit the ArcGIS Marketplace

- UNISDR Resilient Cities Gallery
- Transportation and Infrastructure Resilience
- Public Safety Resilience Gallery
- Economic Resilience Gallery
- Climate Resilience Gallery
- Disaster Resilience Gallery

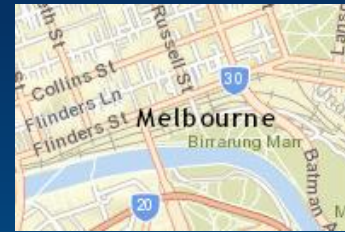
## Organization gallery

# Thumbnails





# Better thumbnails

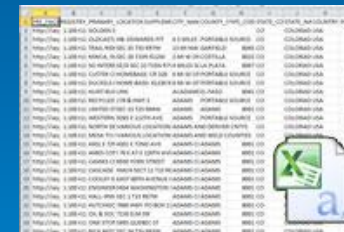
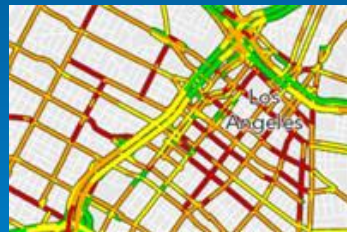


Location hints

Graphic hints



Content hints



Hybrid

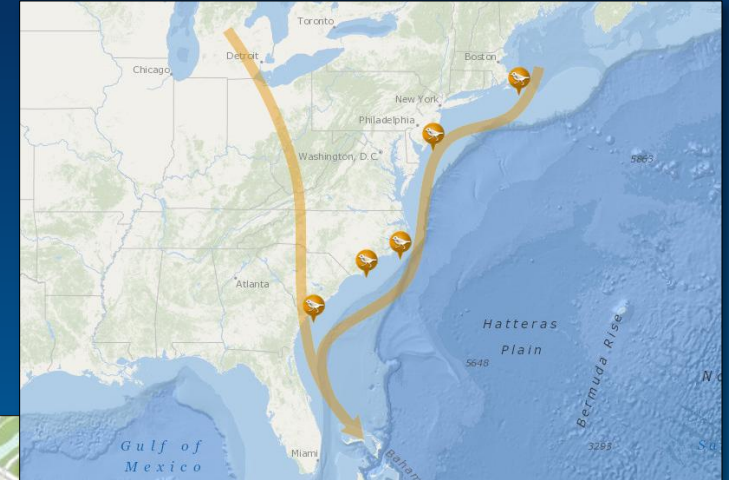
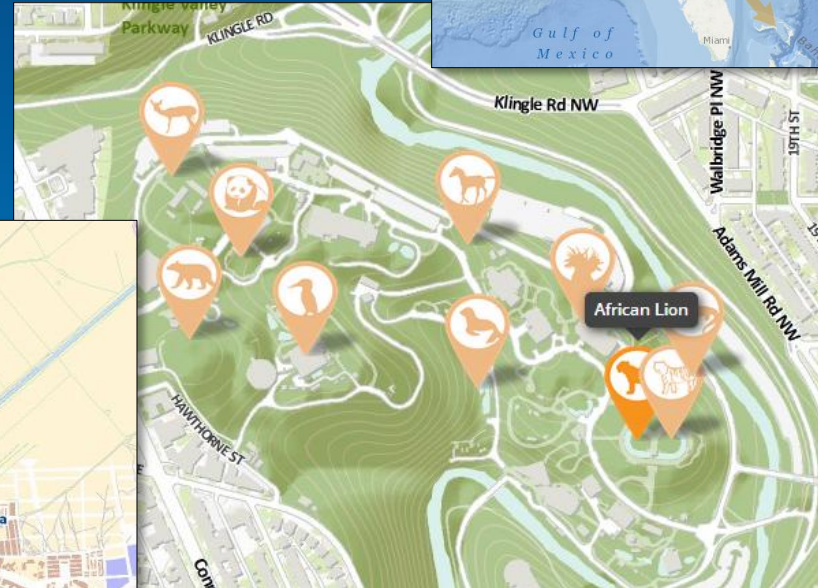
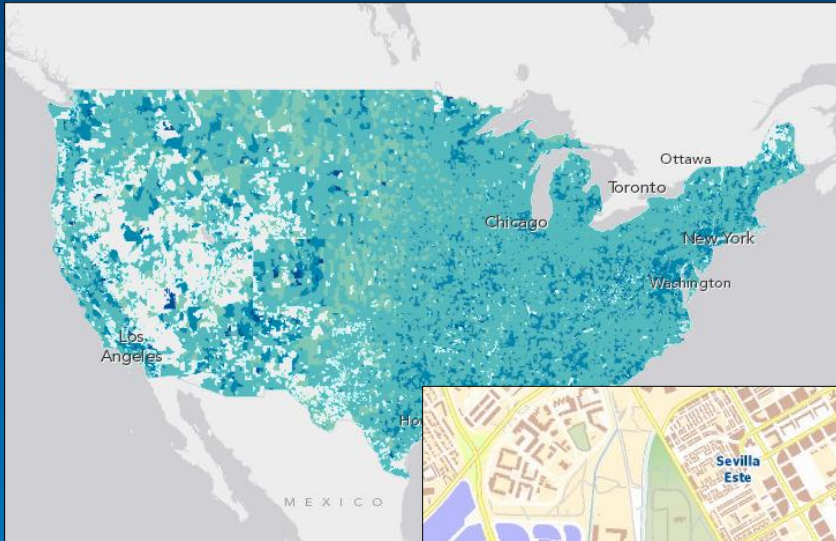


**Create useful  
and compelling  
information products**

**6**

# Maps

How we communicate geographically





# Pop-ups

Consider the entire information product

## Charts

(1 of 7)

**Lawrence County**

Lawrence County extends across 588 sq. miles in Arkansas.

3,535 (64%) people voted Republican and 1,786 (32%) voted Democrat out of a total turnout of 5,537 voters.

**Legend**

Republican vote %	Democrat vote %
95.1 - 100	90.1 - 95.0
90.1 - 95.0	85.1 - 90.0
85.1 - 90.0	80.1 - 85.0
80.1 - 85.0	75.1 - 80.0
75.1 - 80.0	70.1 - 75.0
70.1 - 75.0	65.1 - 70.0
65.1 - 70.0	60.1 - 65.0
60.1 - 65.0	55.1 - 60.0
55.1 - 60.0	50.0 - 55.0

Zoom to

93021.01

92,629

**Level**

column for

Zoom to

## Images and Links

**Garfield Ladner Memorial Pier & Veterans Memorial**

Zoom to

**Cooling Needs**

Homes and offices in this area fall into need category E 1001 - 1500 cooling degree days.

Zoom to Get Directions

## Formatted text and Charts

(2 of 4)

**MD census tract 240338005.09**

Wealthy Seaboard Suburbs (segment 5) is the predominant Tapestry segment in 240338005.09. [See full description.](#)

**Tapestry Segments in this area**

Tap chart for details.

Zoom to Get Directions

# Apps

Putting together the entire information experience

Laurens County

Search Owner/TMS Search Address

Owner Name  
First: Last:

Parcel ID: - - - - -

Current Year Active Year

Search Clear

Features found: 2

777-00-00-301  
Owner Info: U S FOREST SERVICE  
Parcel Address: - - - - -  
Property Tax Link Assessor Info Link  
Details Print

788-00-00-203  
Owner Info: U S FOREST SERVICE  
Parcel Address: - - - - -  
Property Tax Link Assessor Info Link  
Details Print

Boston Parcel Viewer

Find  
harvard  
1 HARVARD PL  
10 HARVARD AV  
100 A102 HARVARD ST  
1000 HARVARD ST  
1020 HARVARD ST

Boston Parcels (as of 1/1/2013)

Parcel ID: 1700153000  
Address: 100 A102 HARVARD ST  
Owner: CITY OF BOSTON

Lot Size: 3,312 sq ft  
Living Area: 0 sq ft

Owner Occupied: N

Total Value: \$16,500  
Land Value: \$16,500  
Building Value: \$0

Gross Tax: \$0

For additional information from the Assessing Department, [click here.](#)

Impact Summary for Guerrero Earthquake

Map Information  
04/18/2014 - The [magnitude 7.2 quake](#) was centered in the southwestern state of Guerrero, close to the Pacific beach resort of Acapulco.

[Click on the numbers](#) to find out more information on each impact category.

[Click on the damage levels below](#) or the areas on the map to assess the potential impact.

Potential damage

- Moderate damage
- Light
- Very light
- No damage, just shaking

Population: 8,859

2,625	2,130	1,658
Age 0-14 Years	Age 15-29 Years	Age 30-44 Years
Population	Total Households	

Twister Dashboard: Exploring Three Decades of Violent Storms

Although tornadoes can occur throughout the year, prime time for twisters in the U.S. is spring and early summer. Larger symbols show more violent tornadoes. Zoom into the map to see approximate tornado tracks.

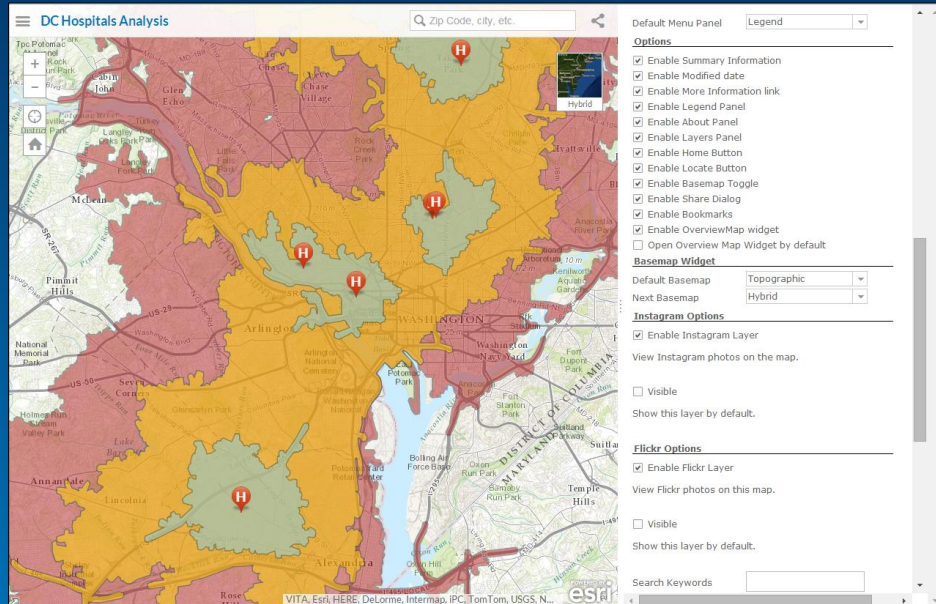
- Pan and zoom map to explore; graphs show totals for current map view
- Click on graph to see annual totals
- Click on a tornado for data about individual twisters

A story map [f](#) [t](#) [x](#)

1980	Year	1980
841	Total tornadoes	
1157	Injuries	
28	Fatalities	

0 1811

# Easy to configure



Configure hosted application online

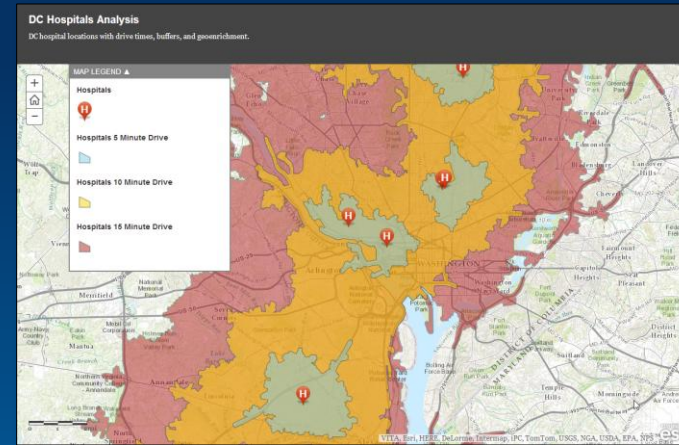
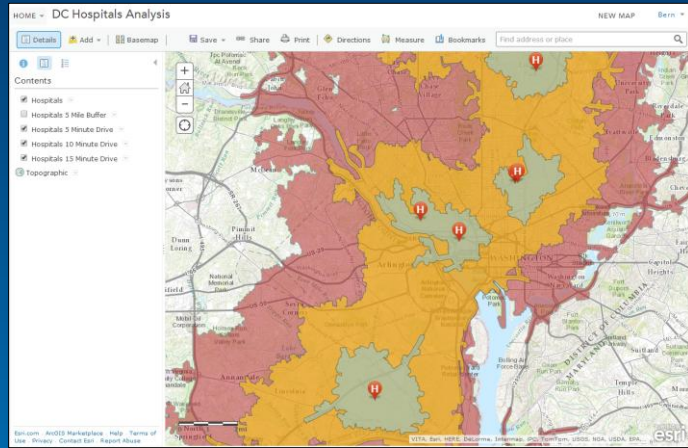
Download, customize, and host from your own server

```
C:\Users\bernie\Downloads\basic-viewer-template-master\basic-viewer-template-master\index.html - ...
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
change.log x index.html x
52 |   dojo.ready(function() {
53 |
54 |
55 |       i18n = dojo.i18n.getLocalization("esriTemplate", "template");
56 |       var defaults = {
57 |           //The ID for the map from ArcGIS.com
58 |           webmap: "f5b13dbed07c46cdb783cf361833aa6b",
59 |           //Modify this to point to your sharing service URL if you are using the portal
60 |           sharingurl: "http://www.arcgis.com", //for example: "http://www.arcgis.com",
61 |           //The id for the web mapping application item that contains configuration info - in most cases this will be null.
62 |           //When editing you need to specify a proxyurl (see below) if the service is on a different domain
63 |           //Specify a proxy url if you will be editing, using the elevation profile or have security enabled
64 |           proxyurl: "",
65 |           //cases this will be null.
66 |           appid: "",
67 |           //set to true to display the title
68 |           displaytitle: true,
69 |           //Enter a title, if no title is specified, the webmap's title is used.
70 |           title: "",
71 |           //Enter a description for the application. This description will appear in the left panel
```



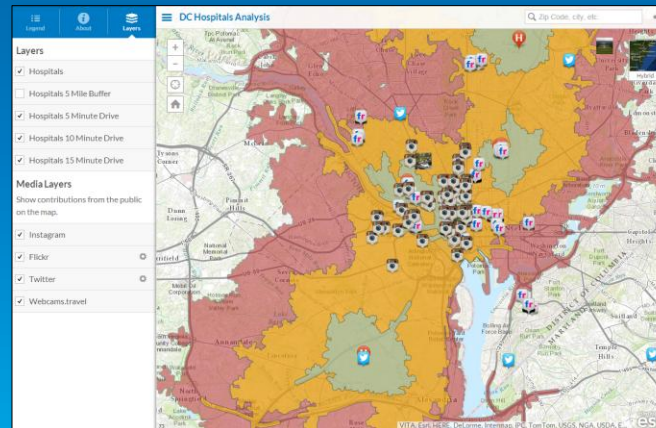
# Map viewer vs. apps

## Deliver your map in the right context

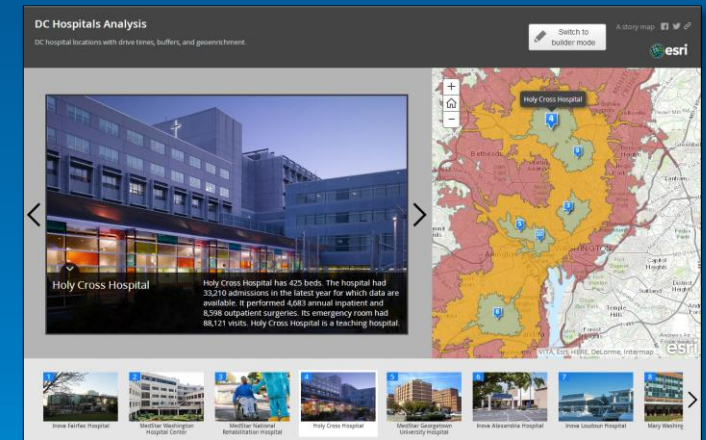


Storytelling basic template

## Map viewer (for authoring)



Public information template



Story map tour

# Review and Q & A

- **Organize your organization and assets**
- **Add content and leverage your work**
- **Creating useful information products**

# Invite members



# Invite users

**Invite Users to WDC**

**Step 1 of 3**  
How would you like to invite users to your organization?

- Pre-establish new ArcGIS logins for the users to be invited.
- Have invited users join using either their existing ArcGIS login

**NEXT**

(Pre-establish recommended)

## Invite using file

One at a time | From a file

Upload a CSV file that contains a list of users in your organization to establish logins for. Note that the CSV file must contain a header (first line) with these field names: First Name, Last Name, Email, and Role.

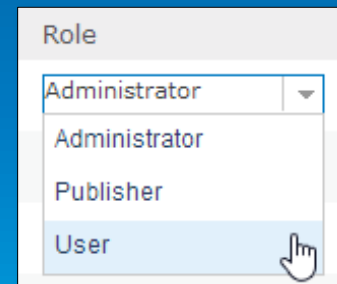
**File:**  No file chosen

**Message Users Will Receive:** George Washington has invited you to join an ArcGIS Online Organization, WDC (Prototype).

**UPLOAD FILE AND REVIEW INVITATIONS**



Use enterprise logins  
(Best)



Assign role

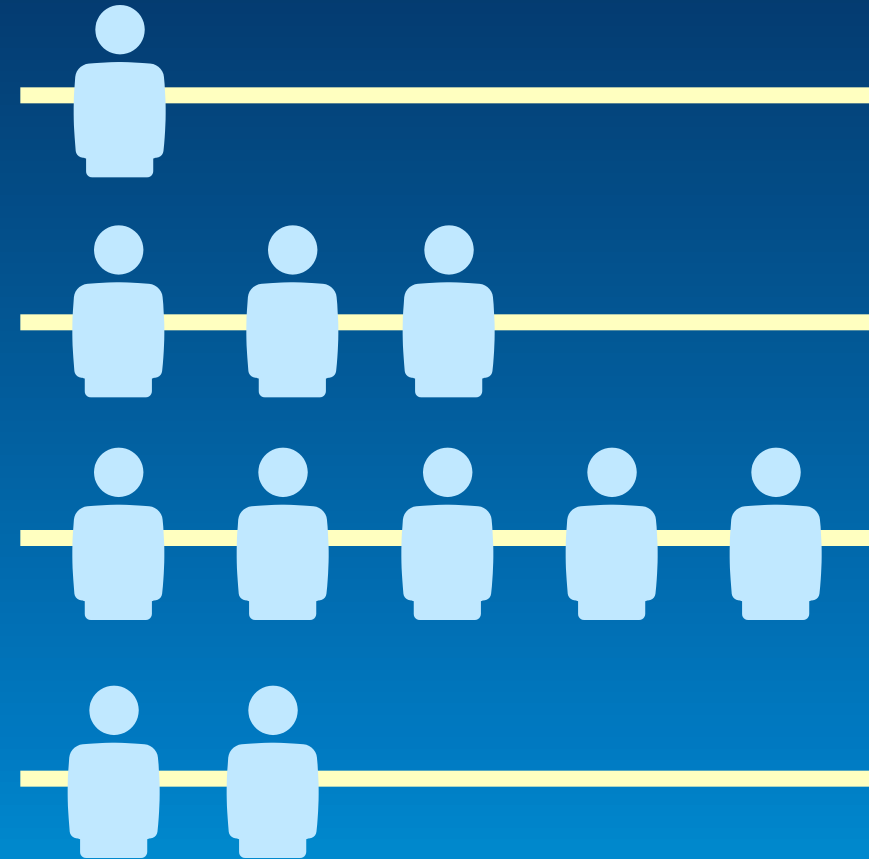
# Organization roles

- **Built-in roles**

- Administrator
- Publisher
- User

- **Custom roles**

- Based on templates
- Created by an administrator





# Role privileges

	User	Publisher	Administrator	Custom
Use and share maps and apps	✓	✓	✓	✓
Create items	✓	✓	✓	Optional
Join and create groups	✓	✓	✓	Optional
Edit features	✓	✓	✓	Optional
Perform analysis		✓	✓	Optional
Publish hosted services		✓	✓	Optional
Manage the organization and users			✓	Optional



# Group affiliation

- **Groups can be:**
  - Private
  - Organization only
  - Public
- **Membership:**
  - User can apply
  - Invite only
- **Contributors:**
  - Only group owner
  - All members



# Member profiles

**Carrie Tropasso**

Carrie Tropasso is the GIS Technical Lead and main story map and collector app developer for the Pennsylvania Department of Conservation and Natural Resources (DCNR). She has a master's degree in Geographic Information Service and has over 15 years of GIS experience in state and local government and private consulting.

[Profile](#) [Items](#) [Groups](#)

**Jim Herries**

Jim Herries joined the Esri Cartography team in spring 2010 as a product engineer to contribute to the research and development work in map templates, web maps and applications. He can be reached at [jherries@esri.com](mailto:jherries@esri.com). He served as an application developer and project manager in Esri Professional Services for ten years, then product

[Profile](#) [Items](#) [Groups](#)

Geological Survey, Indiana University

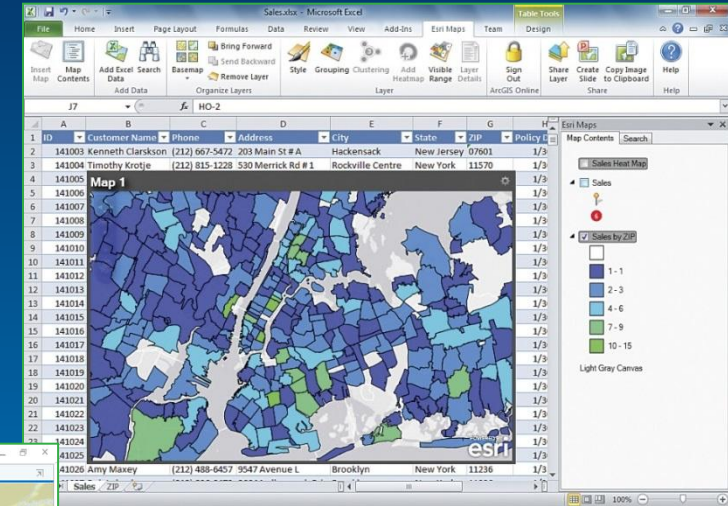
[Profile](#) [Items](#) [Groups](#)

# Connect with enterprise workflows and systems

8

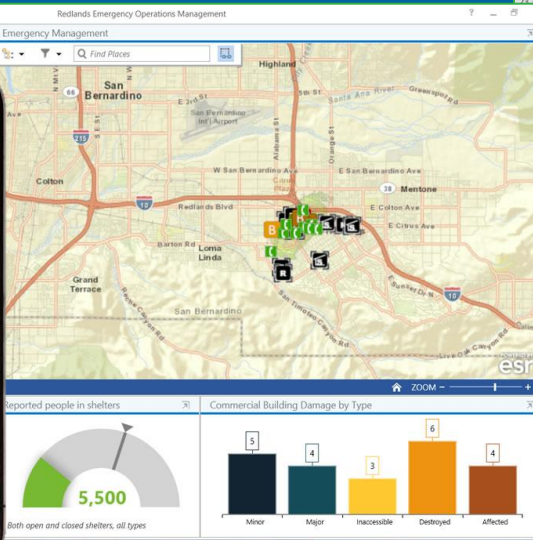
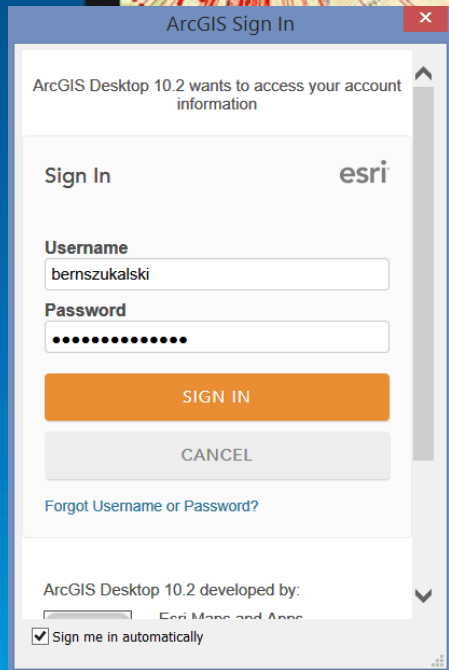
# Your ArcGIS organization serves everyone

ArcGIS for Desktop



Esri Maps for Office, Cognos, SAP, etc.

Collector for ArcGIS  
Dashboard for ArcGIS  
Explorer for ArcGIS



# Promote your organization

9



# Promote your organization



# Review and Q & A

- **Invite members**
- **Connect with your enterprise**
- **Promote your organization**

# Resources

**Documentation:** <http://doc.arcgis.com/en/arcgis-online/index.html>

**Blog:** <http://blogs.esri.com/esri/arcgis/category/arcgis-online/>

**Online training:** <http://www.esri.com/training/main>



Understanding our world.