

# Public Engagement Maps and Apps for State and Local Governments

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# Agenda

- Introduction
- Public Engagement Maps and Apps
- What's Next
- Your Feedback

# ArcGIS as a Platform

Simple, Open, and Configurable

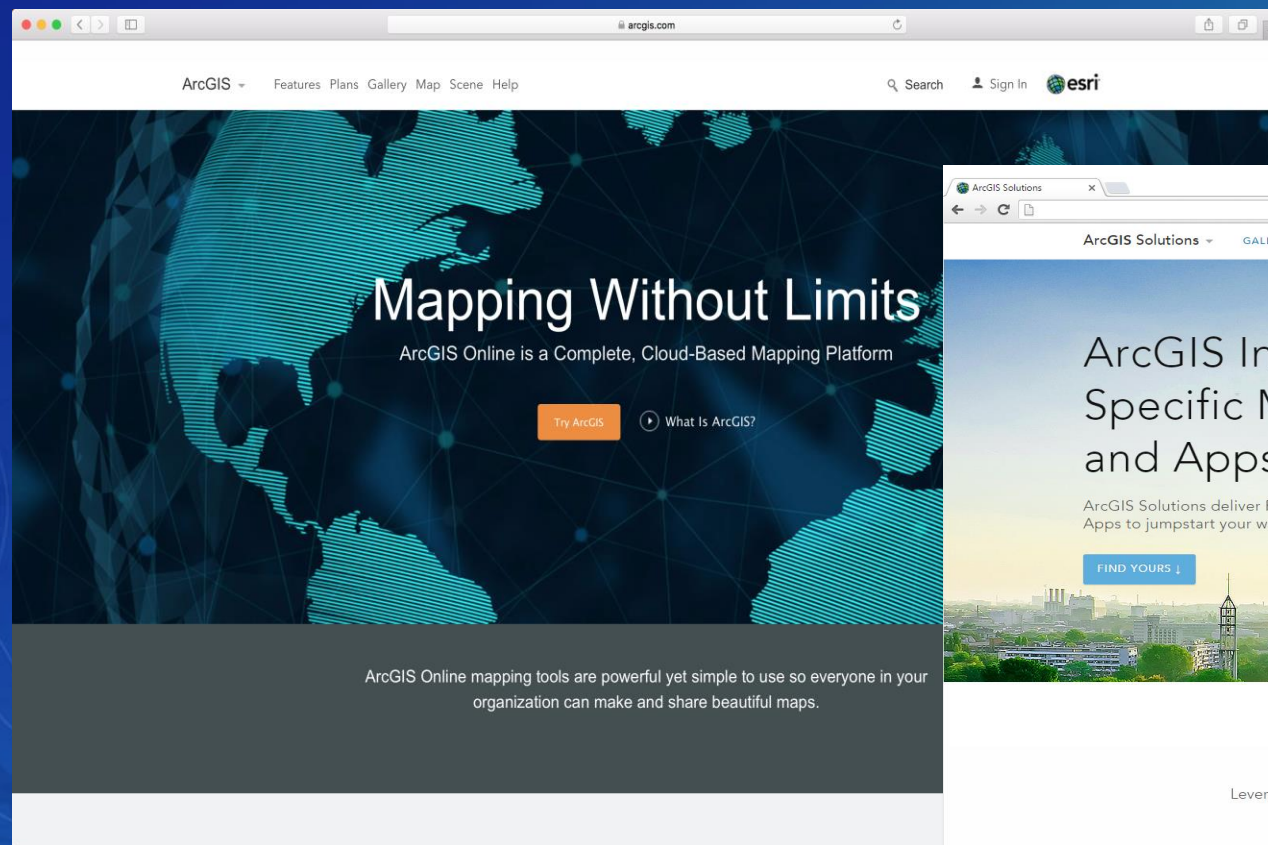


Making Mapping and GIS  
Available Across Your Organization

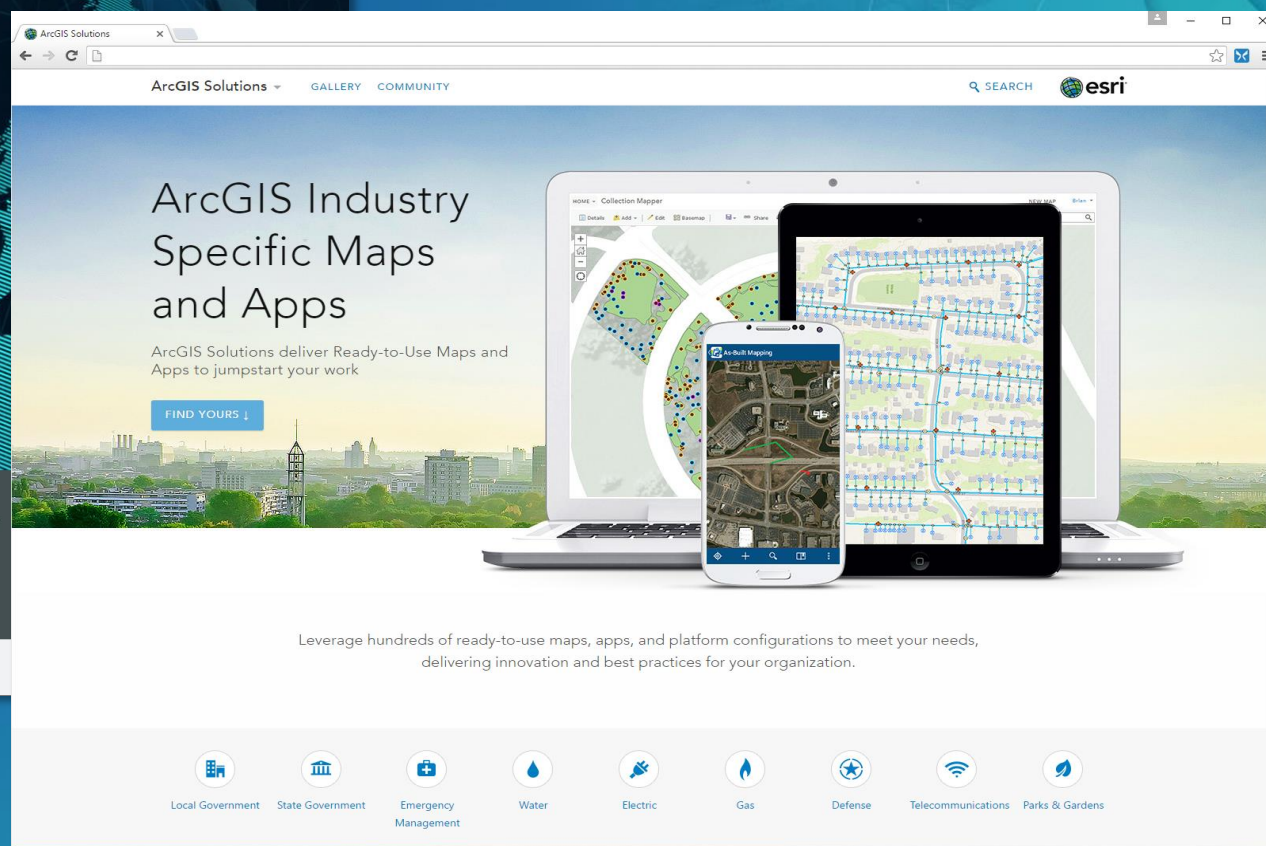
Transforming the Role of GIS



# Turning Point



ArcGIS Online

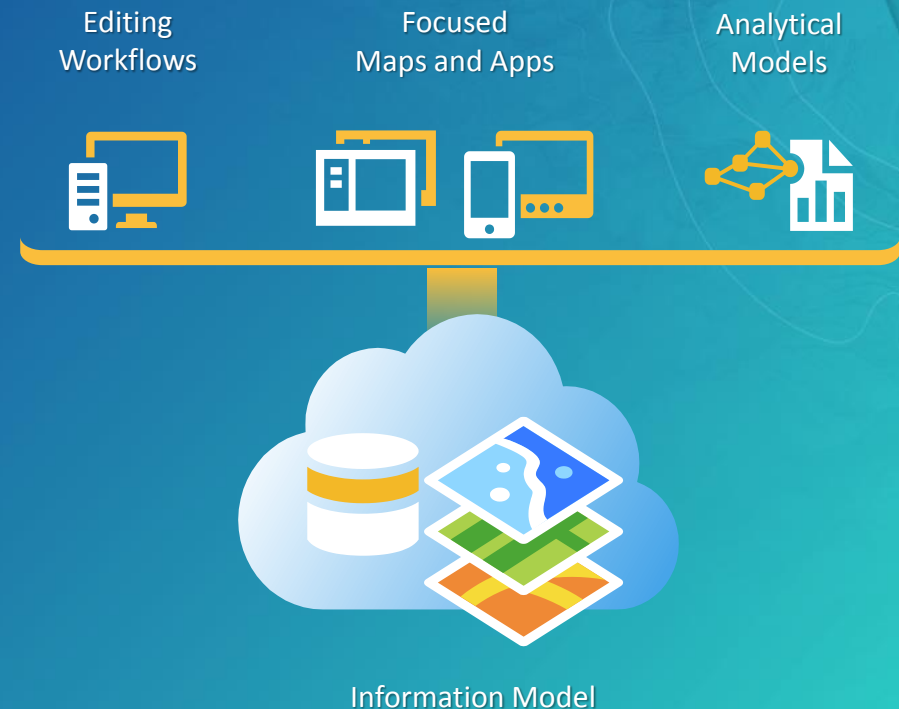


Solutions

# ArcGIS for State and Local Government

Solutions for Esri's government customers

- Collection of useful maps and apps
  - Configurable and extensible
  - Freely available and fully supported
- Community of users
  - Best Practices / Implementation Support
- Network of Esri Services and Partner offerings
  - Help users implement, sustain and enhance



.....Available on-premise or in the cloud

# Our Mission

- Deliver maps and applications quickly throughout their organization
  - Roadmap for standard capabilities, improve service delivery, expand reach, innovation....
- Stay current with future releases / avoid legacy technology
  - Save time and money, leverage new ArcGIS offerings, focus on complex or unique problems....
- Unlock geospatial platform so it can be leveraged by many
- Leverage the collective knowledge of the entire community
  - Best practices, industry tradecraft....



# Public Engagement Maps and Apps

State and Local Governments

## Promoting Transparency



Gather Sentiment  
Solicit Feedback  
Have Dialog  
Enlist Participation  
Take Action

Expand Community  
Collaborate

Participatory Budgeting  
Public Notification  
Wildlife Management Area Locator  
School Locator  
Park Locator  
Vision Zero  
Demolition Tracker

Citizen Problem Reporter

My Tax Distribution

My Government Services

Permit Status  
Road Closures  
Site Selector  
Adopta

Election Polling Places

Tax Parcel Viewer

My Elected Representative

Transportation 511  
Homeless Service Locator

Increasing Accountability

# Public Engagement Maps and Apps

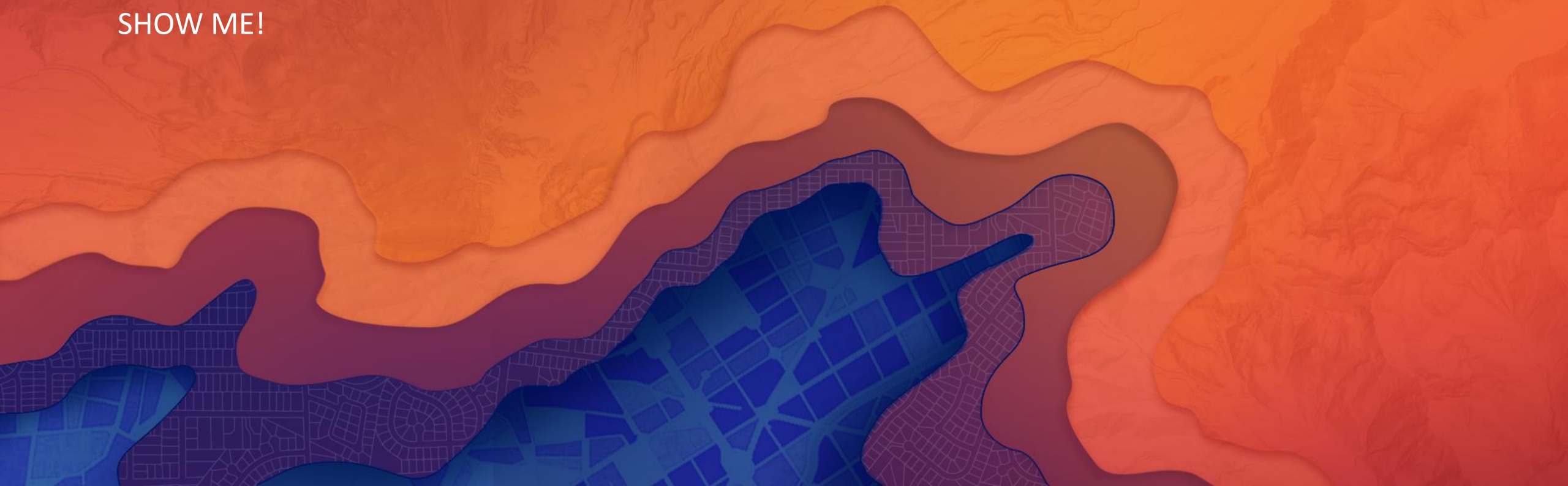
Sharing Public Information

- Most popular form of public engagement for government agencies
  - Static maps or interactive apps
- Typical patterns:
  - Show me maps and apps
  - Find a location and give me driving directions
  - Tell a story
- Examples:
  - Park Locator, Land Use Maps, Tax Parcel Viewer, Snow Routes, My Health Services, Capital Improvement Plan, Election Polling Places, etc.
- Are complemented more recently by Open Data



# Public Engagement Maps and Apps

SHOW ME!



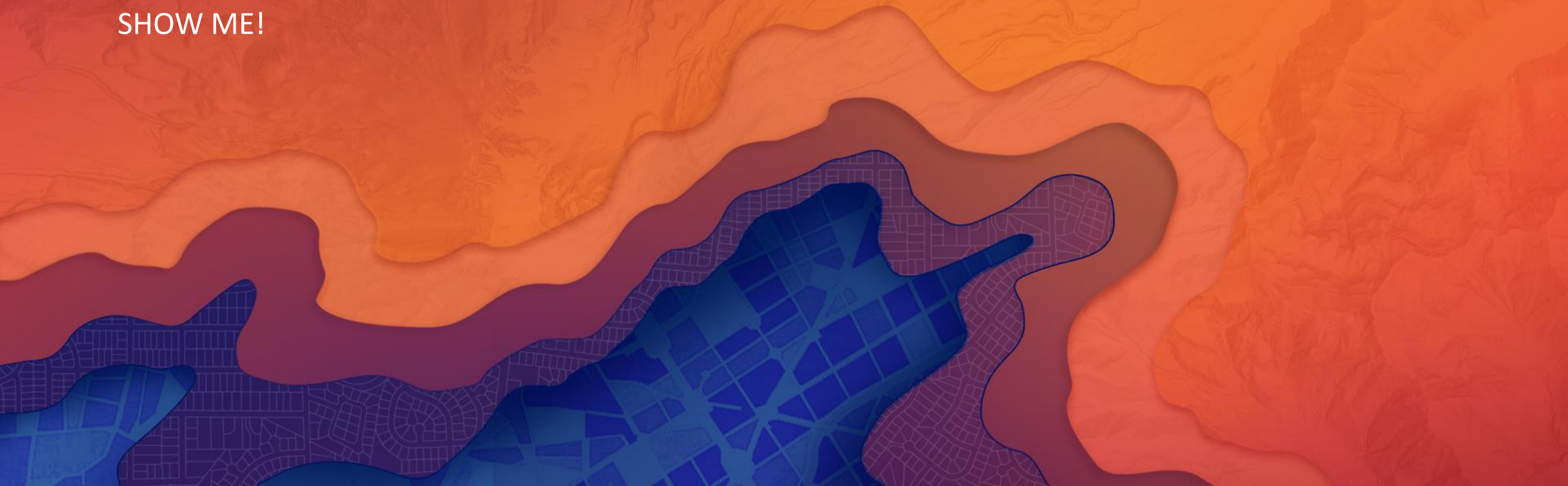
# Public Engagement Maps and Apps

Engaging General Public as a Sensor

- Emerging form of public engagement for government agencies
- Typical patterns:
  - Report a problem or observation
  - Gauge sentiment
  - Survey community
  - Engage public in maintenance operations
- Examples:
  - 311 / Problem Reporting, Wildlife Photo Survey, Adopt a Catch Basin, Land Use Public Comment, Vision Zero, etc.
- Responsive web apps or native mobile apps

# Public Engagement Maps and Apps

SHOW ME!





# Public Engagement Maps and Apps

[Solutions.arcgis.com](https://solutions.arcgis.com)

## Share public information:

- Election Results
- Transportation 511
- Public Road Closures Map

## Find things near me:

- Park Locator / Wildlife Locator
- School Locator
- My Government Services

## Tell stories:

- Opioid Awareness Story Map
- Capital Improvement Plan

## Provide data access

- Open Data

## Public as sensors:

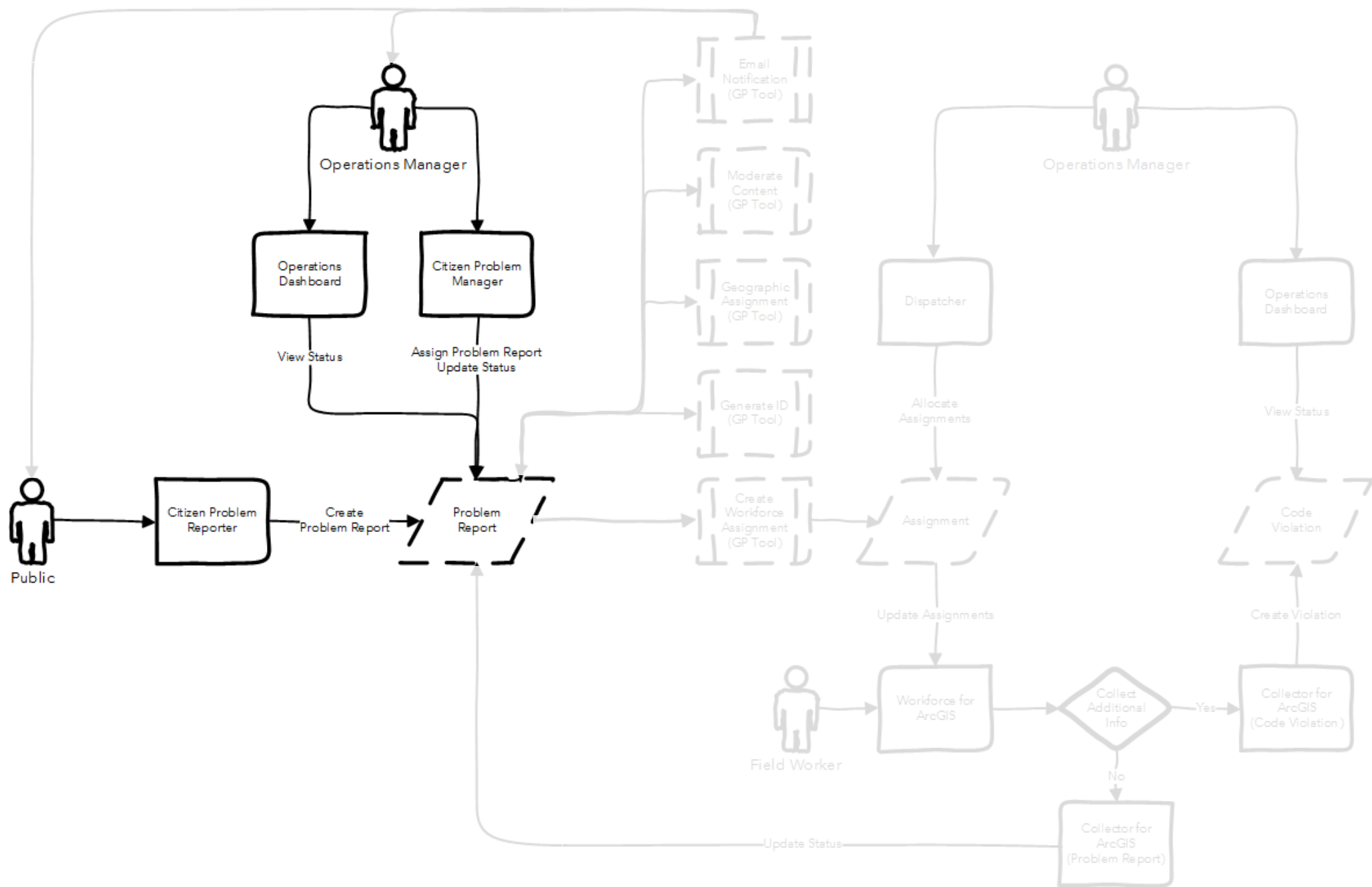
- Drug Activity Reporter
- Vision Zero
- Citizen Problem Reporter
- Public Comment
- Photo Survey
- Adopta

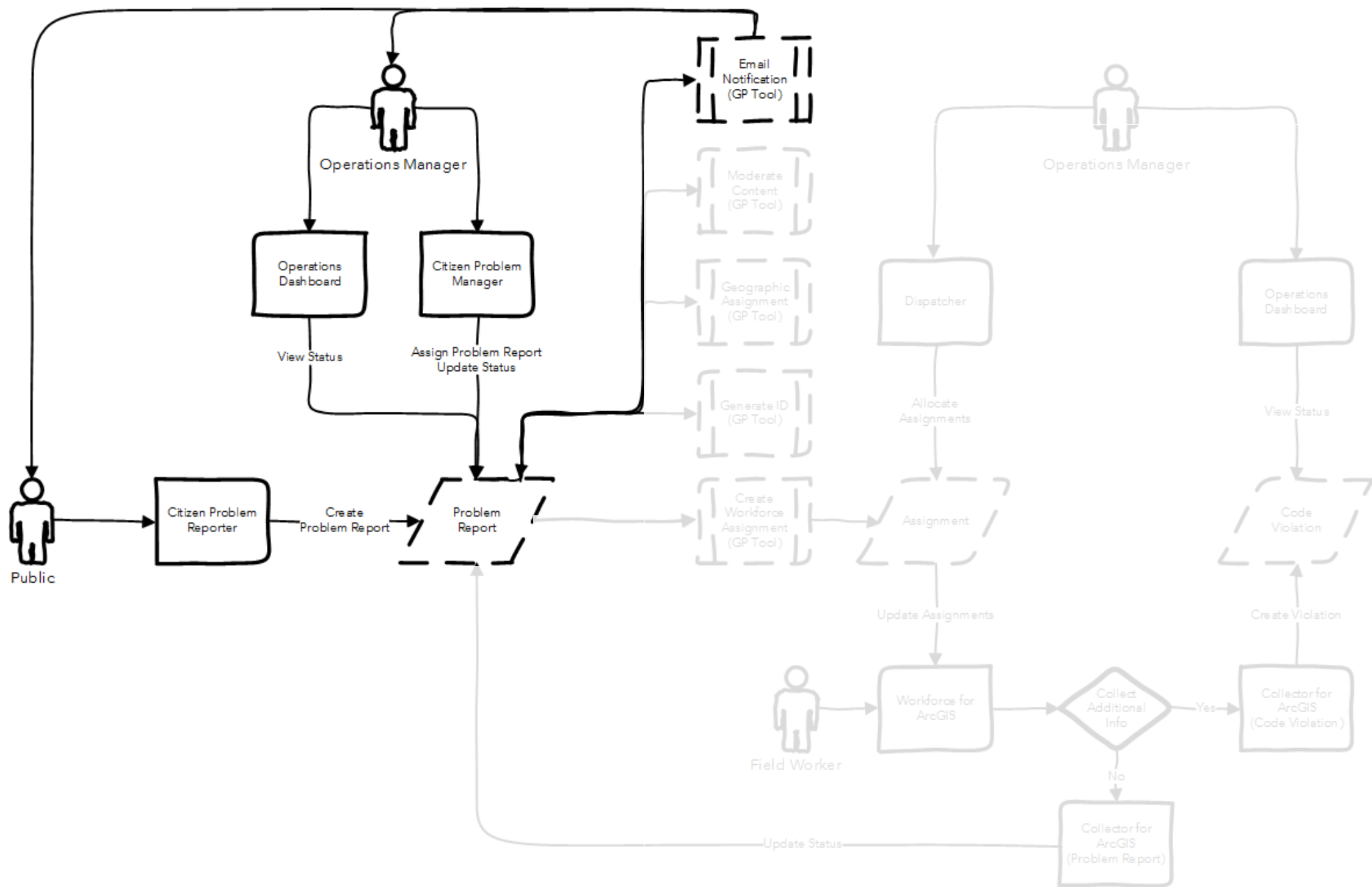


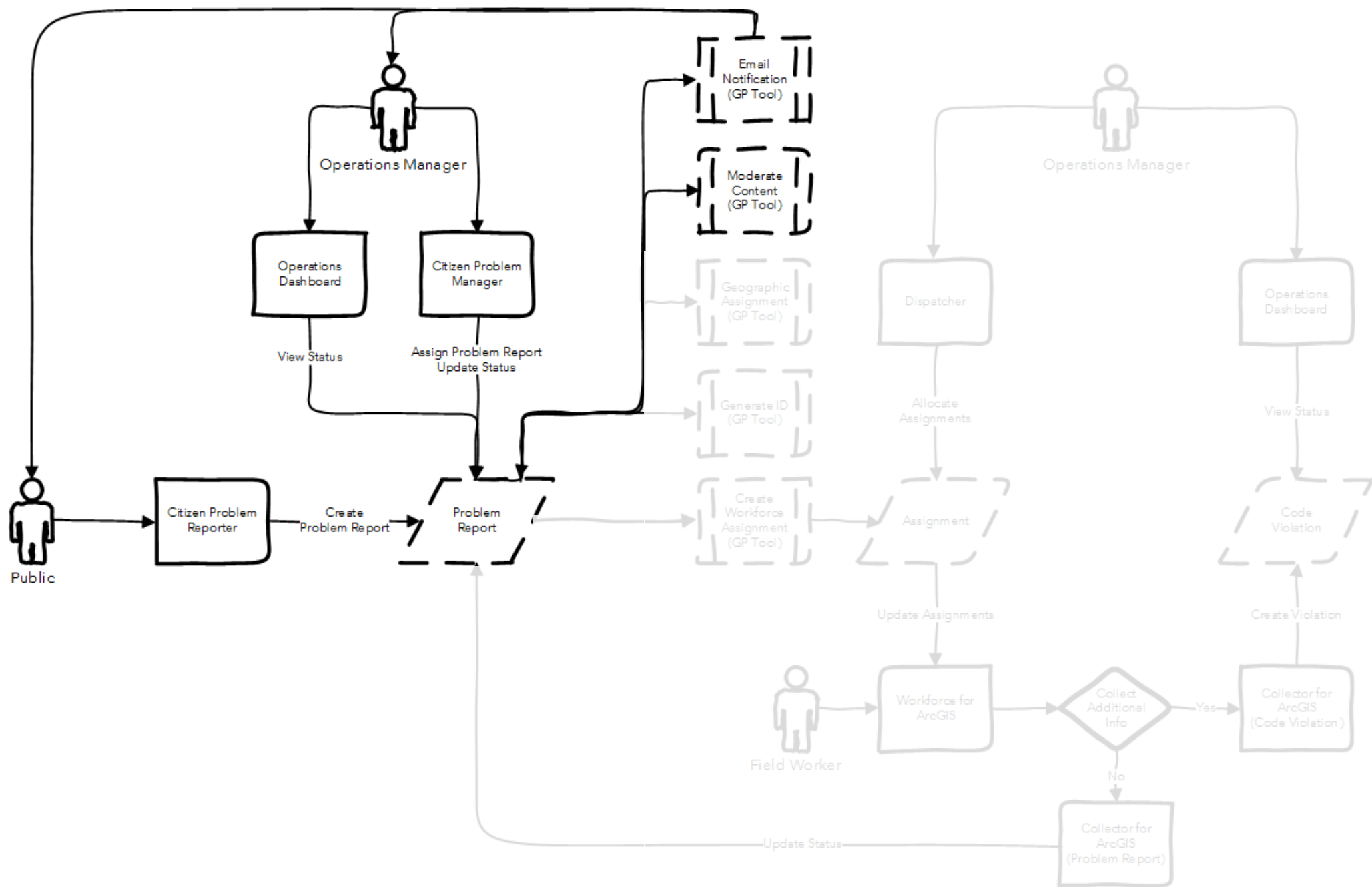
# Public Engagement Maps and Apps

## Taking Action

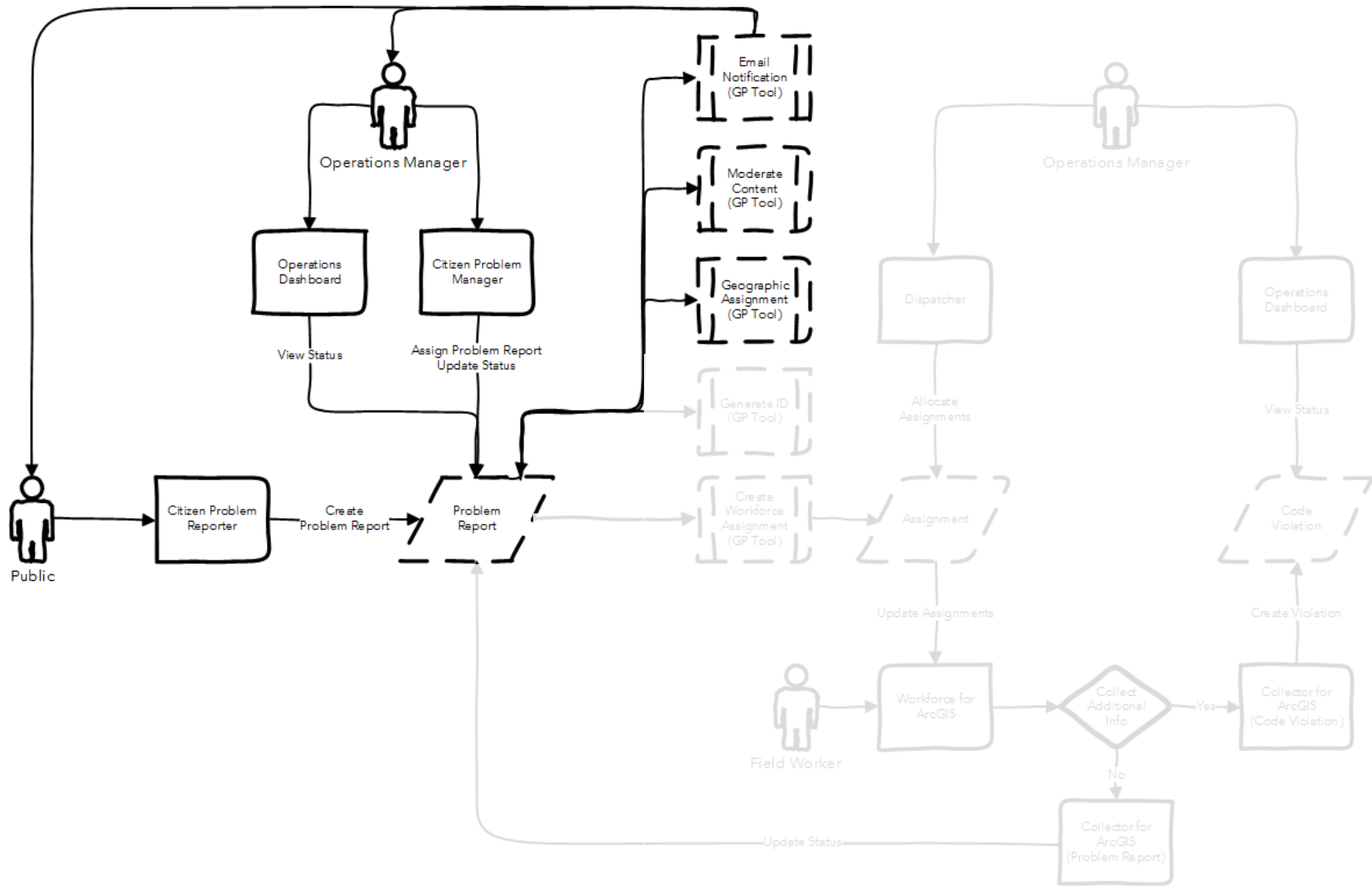
- Complement Citizen as a Sensor applications
  - Drive accountability and response actions
- Typical patterns:
  - Monitor problems or observations
  - Assign responsibility and communicate status
  - Monitor progress
- Examples:
  - Citizen Problem Manager, Mosquito Service Request Manager, Vision Zero Dashboard
- Can be extended to support more comprehensive workflows
  - Generate report IDs, moderate content, send email notifications, CMMS integration

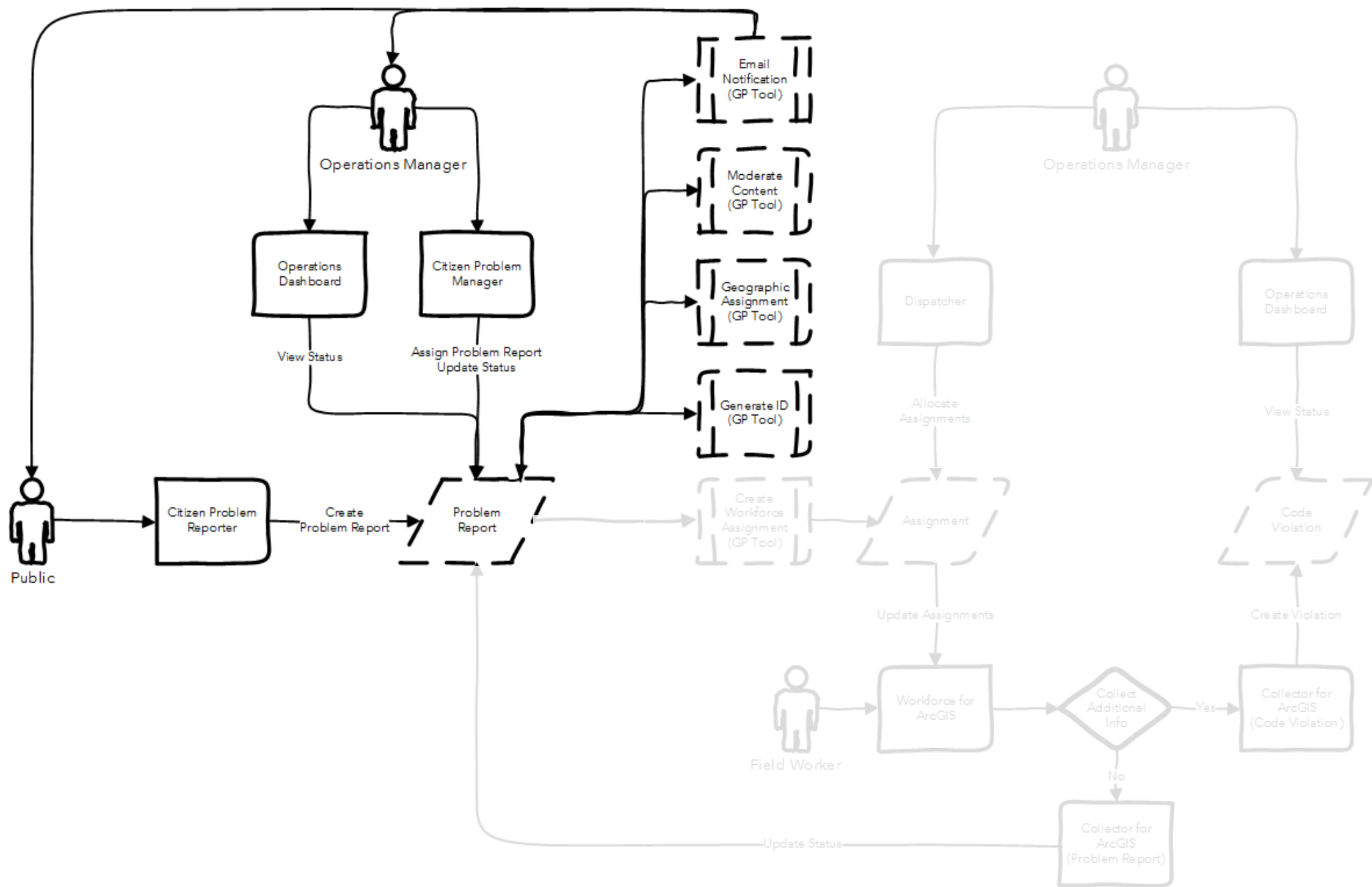


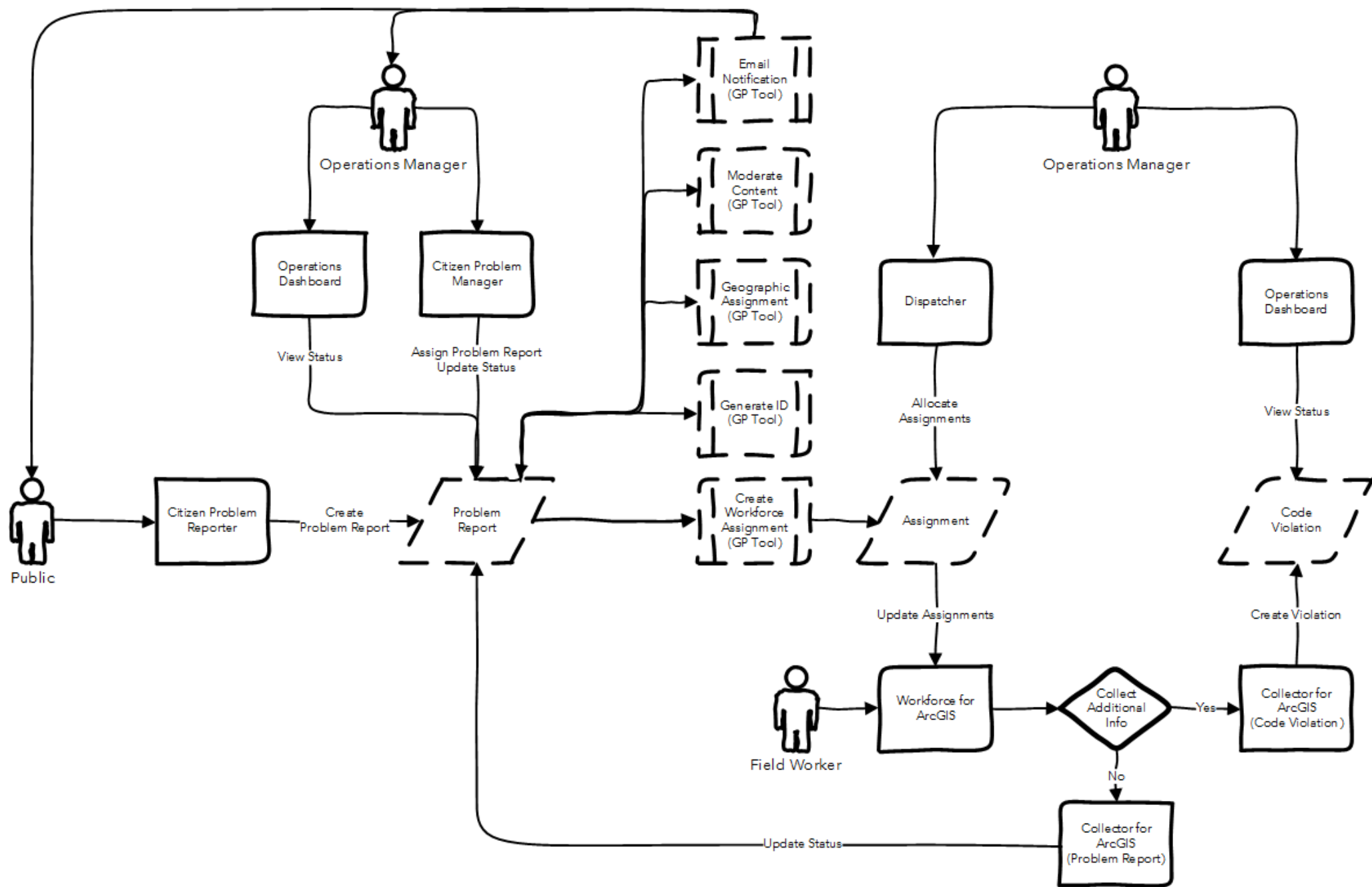






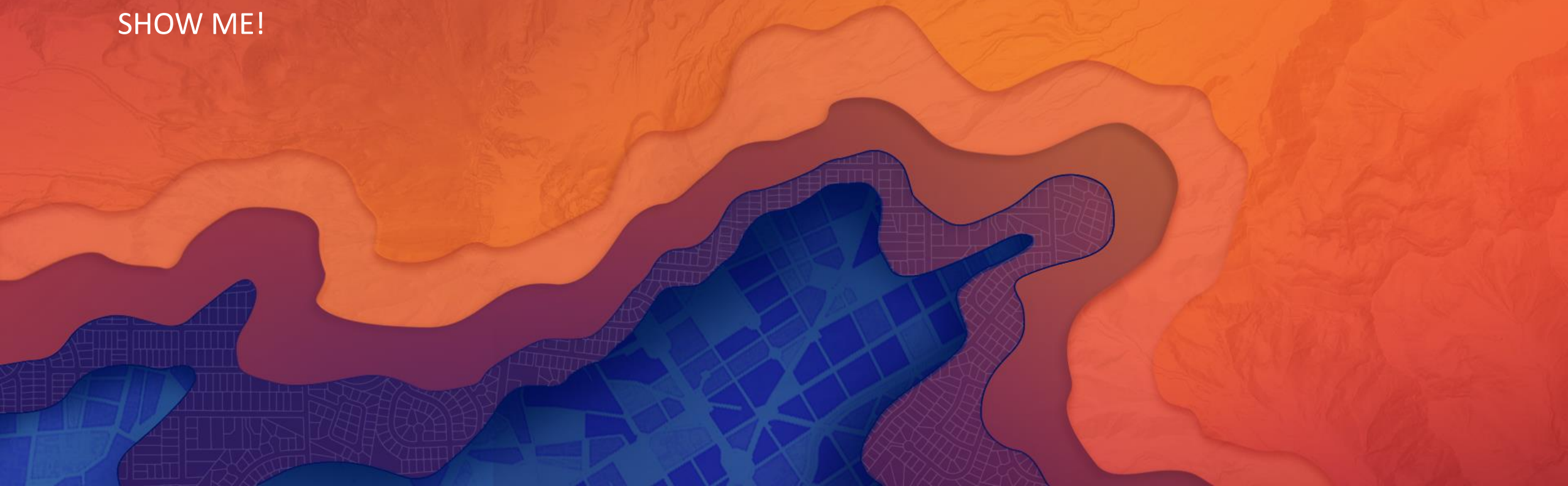




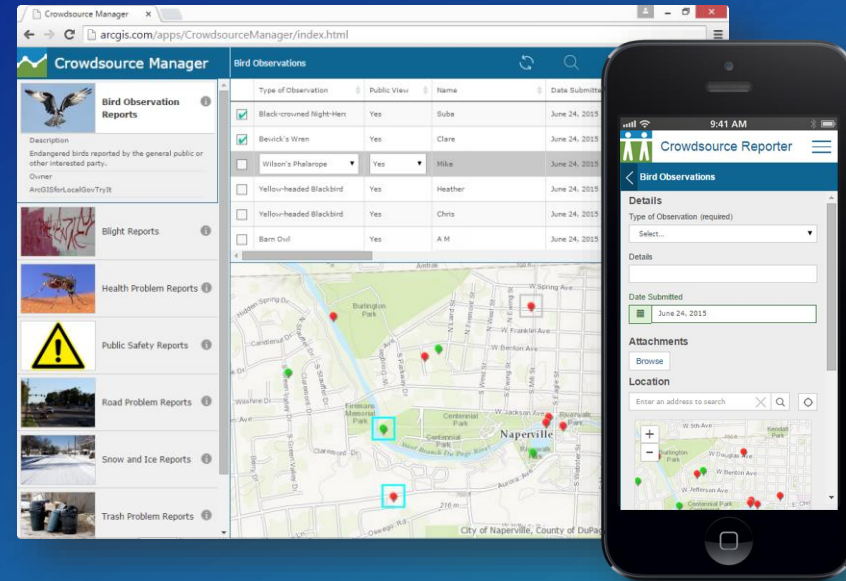


# Public Engagement Maps and Apps

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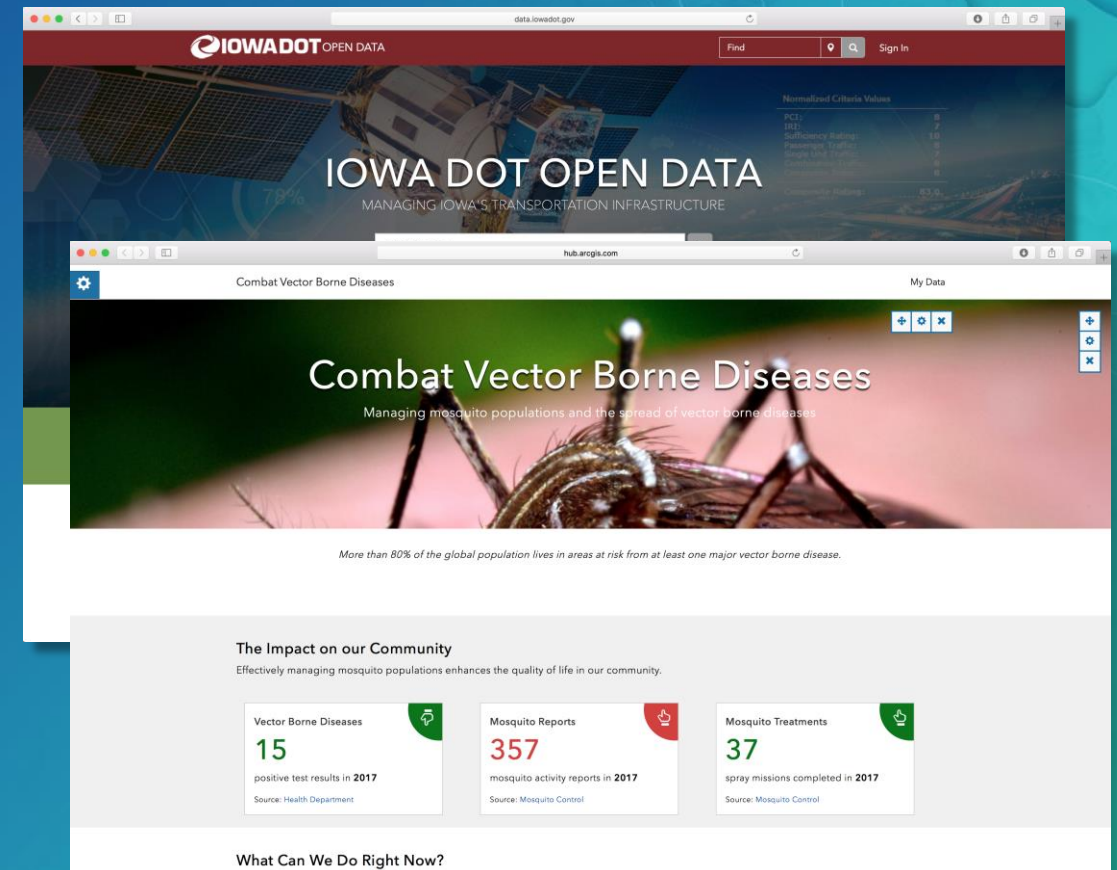
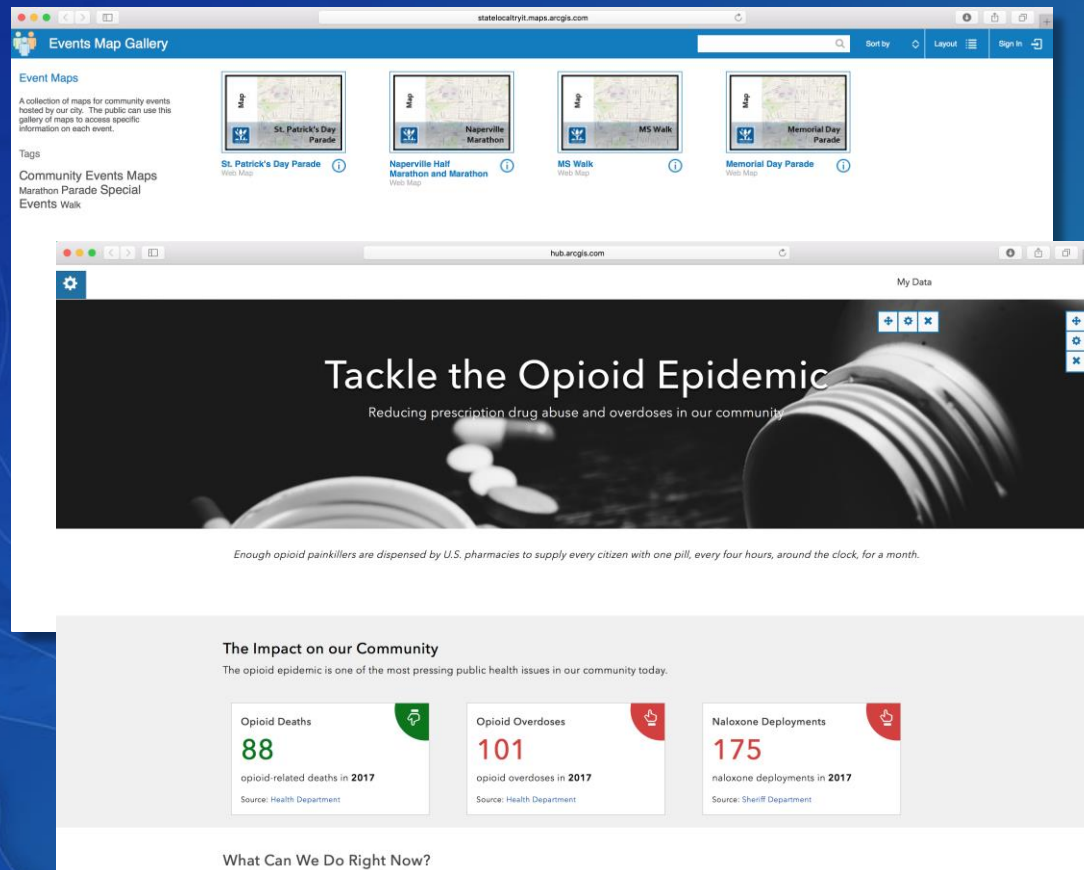




# Public Engagement Maps and Apps

Creating Destinations

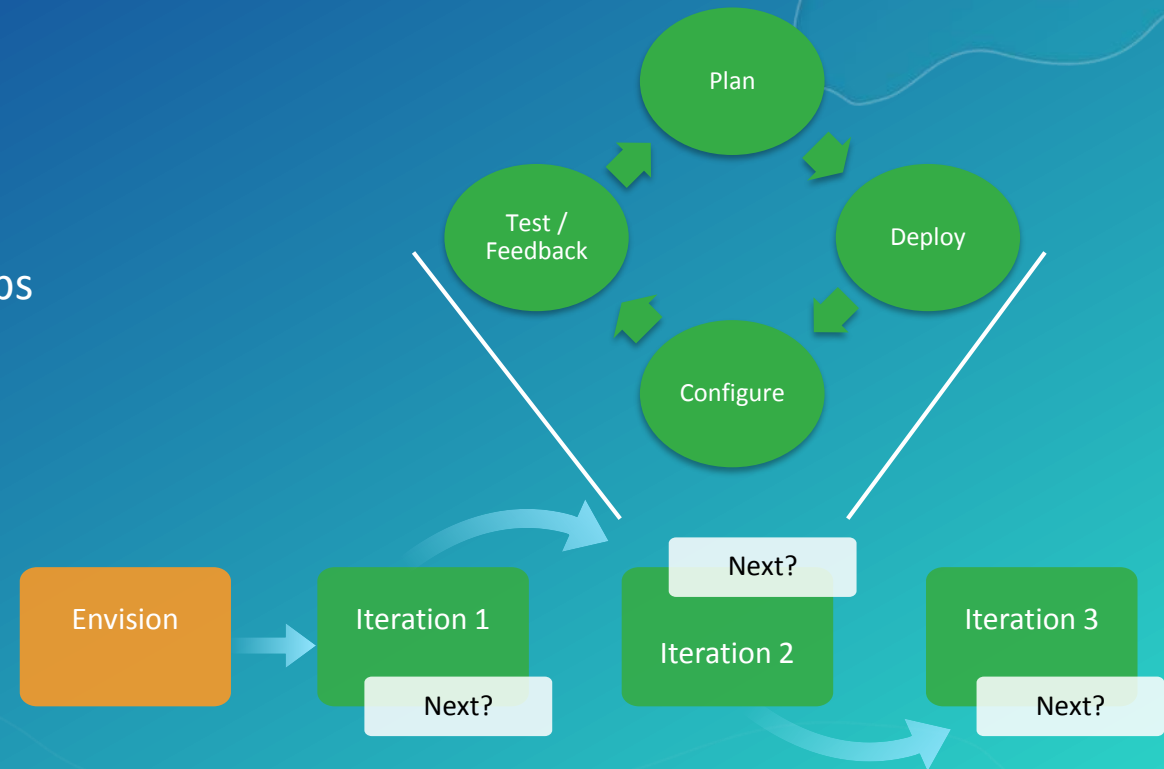
- Intuitive ways to share apps and data, measure progress and demonstrate accountability



# How do I get started?

Leverage solution offerings to maximize technical expertise and minimize deployment time

- Deploy quick wins
  - Configure your mapping platform
  - Align with strategic business needs
  - Organize your open data
  - Implement one or more focused maps and apps
  - Iterate....

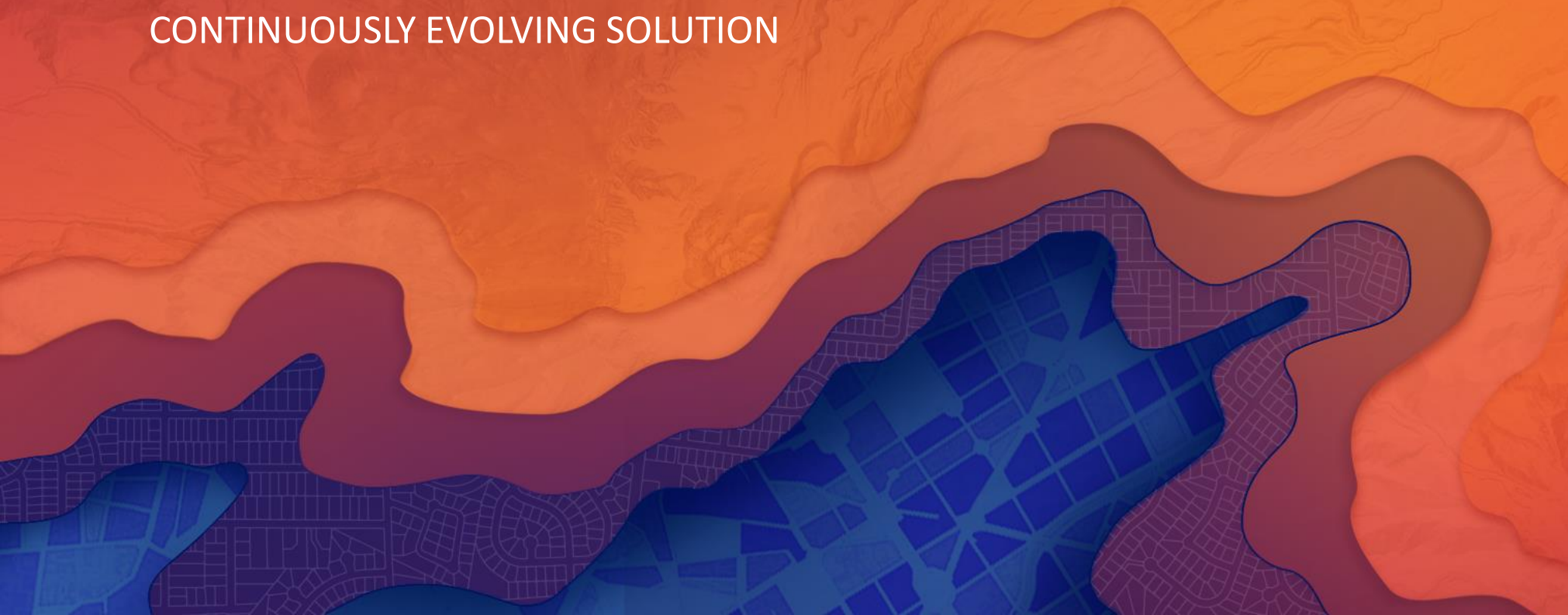


...embrace an agile implementation approach



# It's a Process

CONTINUOUSLY EVOLVING SOLUTION





# What's New

- Crowdsourcing application enhancements
  - Theming and branding, comments, geographic report restrictions, etc.
- New ArcGIS for State and Local Government solutions
  - Participatory Budgeting, Adopta, Homeless Activity Reporter, Drug Activity Reporter, Environmental Impact Public Comment, etc.
- Crowdsourcing scripts that extend workflows
  - Generate report IDs, moderate content, email notifications
- Simplified deployment approach
  - ArcGIS Solutions Deployment Tool

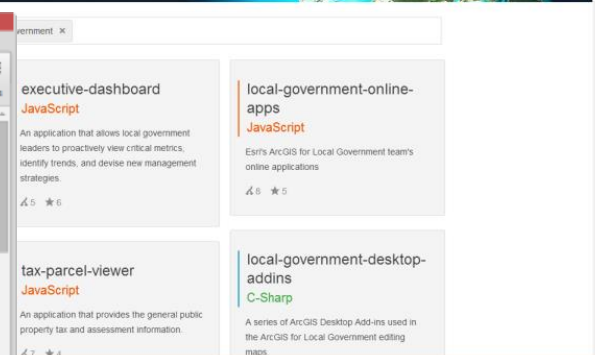
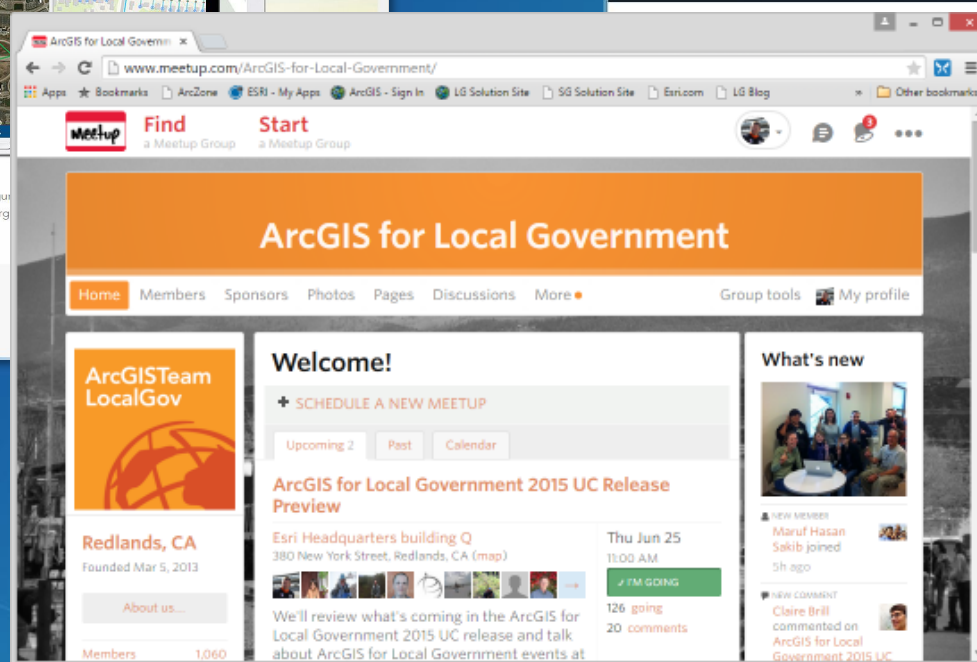
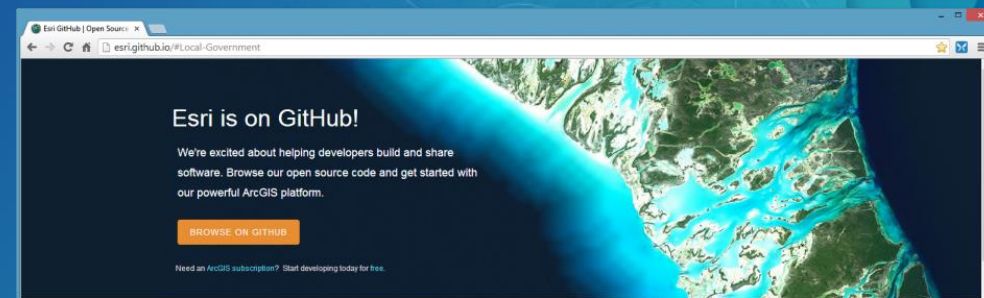
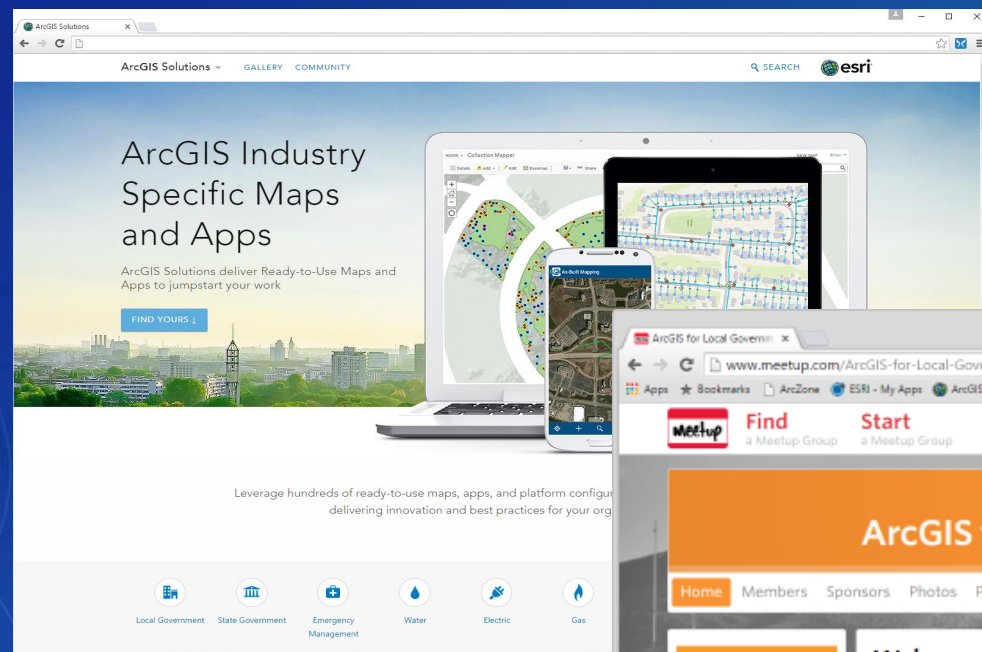
# Coming Soon

Continuously Evolving Solution Offering

- Crowdsourcing application enhancements
  - Accessibility, etc.
- New ArcGIS for State and Local Government solutions
  - Public Crime Maps, Warming & Cooling Centers, Permit Status, Public Notification 2.0, ROW Permitting
- ArcGIS Hub initiatives
  - Homelessness, Opioid Epidemic, Vector-Borne Diseases
- Crowdsourcing scripts that extend workflows
  - Geographic assignment, Workforce for ArcGIS and CMMS integration

# Join the Community

It's not just about the technology



# Closing

- Deliver a state and local government GIS that enables success
  - Easier to deploy and sustain
- Evolve and grow the collection of apps
- Develop a community of users
- Provide a platform for partners to deploy their solutions



# UC Events

- ArcGIS for State and Local Government Sessions
  - Fourteen tech workshops
  - Seventeen demo theatre sessions
- Special Interest Group
  - Wednesday lunch for LG
- State and Local Government Social
- Solution Island
  - Focused conversations / support



Search for: “ArcGIS for Local Government” or “ArcGIS for State Government”

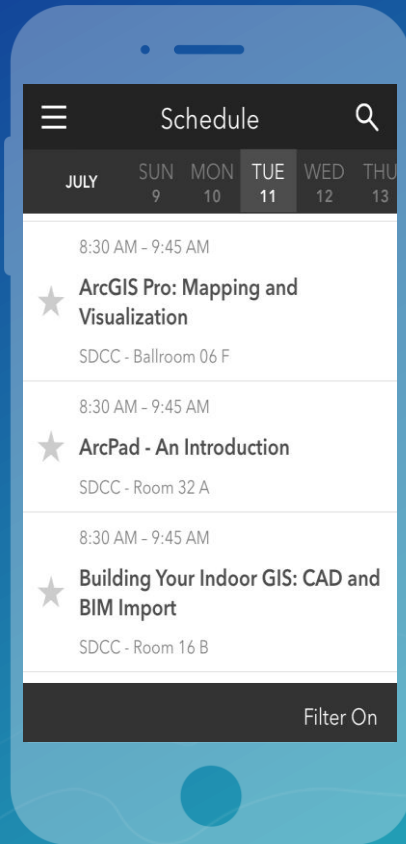
<http://www.esri.com/events/user-conference/agenda>

# Please Take Our Survey on the Esri Events App!

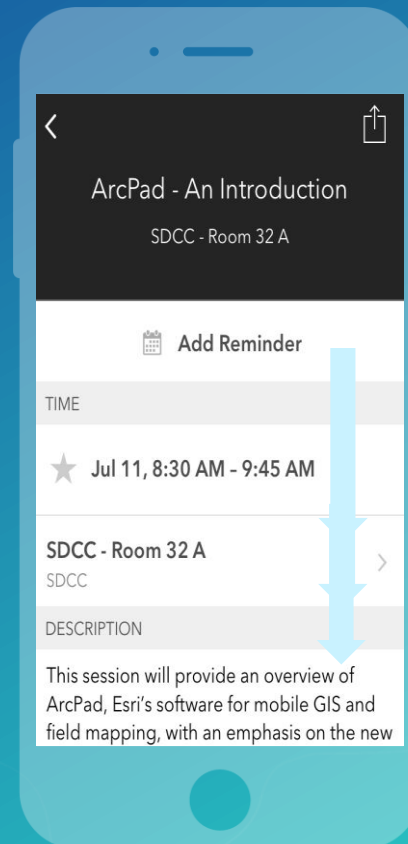
Download the Esri Events app and find your event



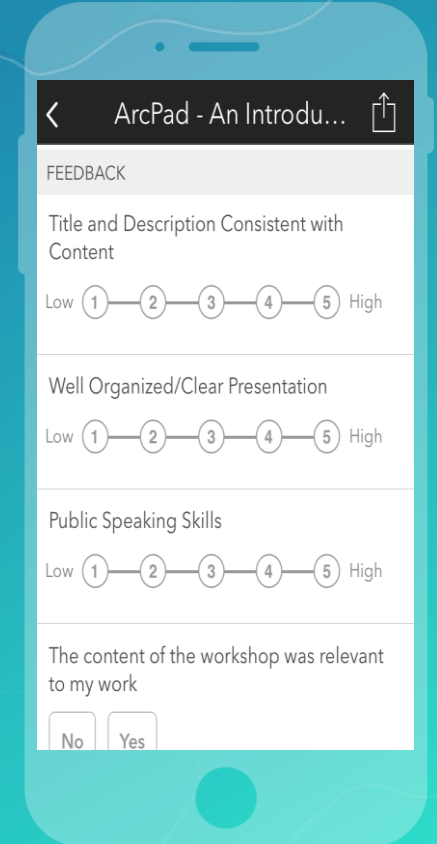
Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"



# Thank you

Be innovative, aware, and know you are not alone

 <http://solutions.arcgis.com>

 <http://meetup.com/ArcGIS-for-Local-Government/>  
<http://meetup.com/ArcGIS-for-State-Government/>

 @ArcGISLocalGov  
@ArcGISStateGov

 <http://esri.github.com>





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