



Fostering an engaged community

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An abstract 3D architectural graphic on the right side of the slide. It features various geometric shapes, including rectangular blocks and lines, in shades of blue, orange, and yellow. Some shapes have intricate patterns or textures, such as a grid or a complex network of lines. The overall style is modern and technical, suggesting a focus on design and technology.

**GIS
INSPIRING
WHAT'S
NEXT**

Agenda

- What is initiative thinking and how it helps you engage your community
- How to turn existing work into an initiative & today's Hub tools that help you do this
- Configuring demo – how Hub launches initiatives and how to do it yourself

What is initiative thinking

The background features a dark blue gradient with a faint, light-colored grid pattern. In the bottom corners, there are clusters of colorful, 3D-style geometric shapes in shades of red, orange, yellow, and blue, creating a dynamic and modern aesthetic.

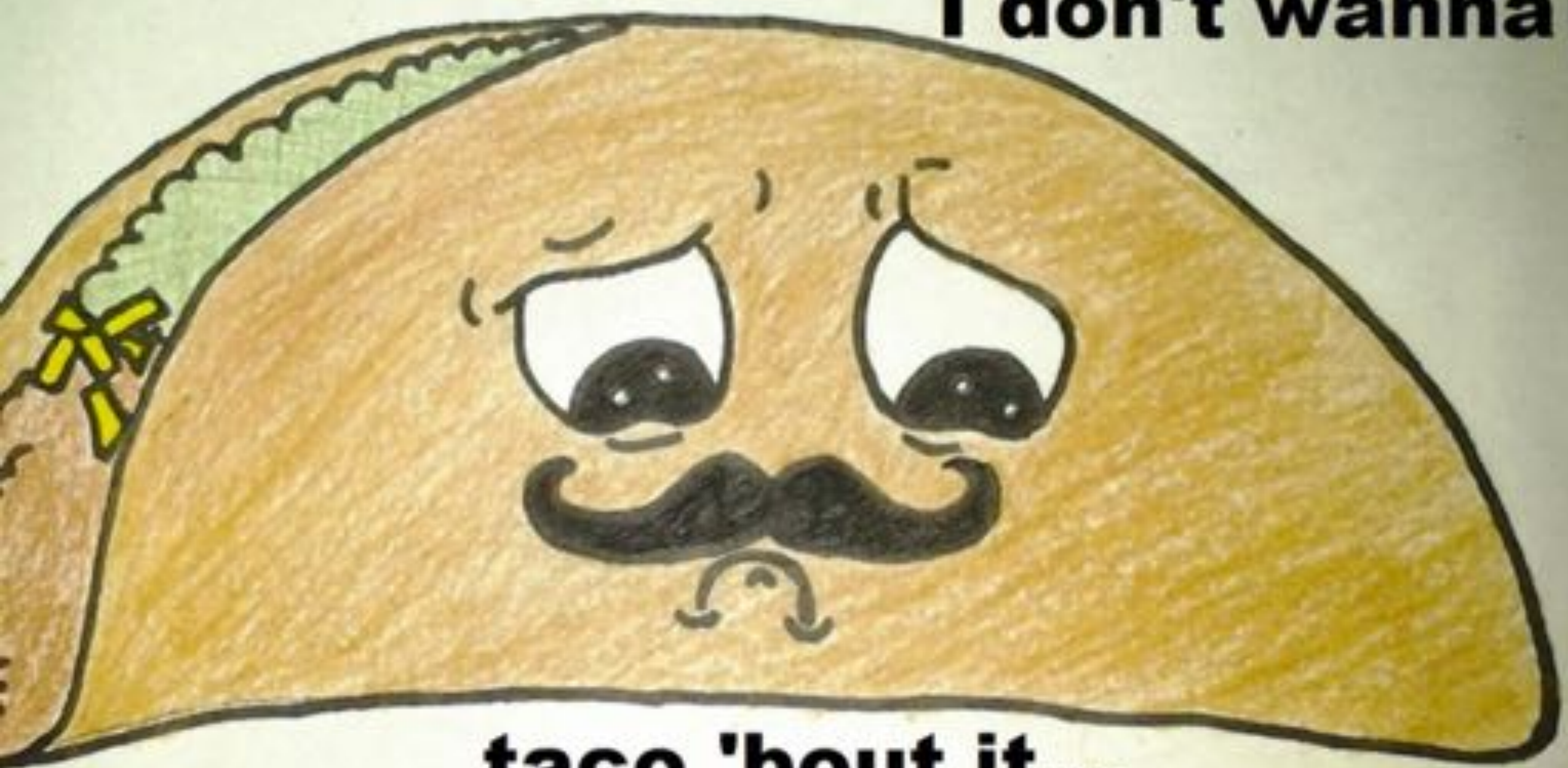
First, a story

“How was your day? What happened?”

How do you answer?



I don't wanna



taco 'bout it...

Two strategies to answer this question

Answer this question “naturally” like you answer a coworker

“Tom did our weekly release but had some issues with a failing e2e test because we had a developer commit something late on Monday which caused an hour of delay”



Two options to answer this question

Answer this question “naturally” like you answer a coworker

“Tom did our weekly release but had some issues with a failing e2e test because we had a developer commit something late on Monday so we had an hour of delay”

Answer this question like you answer your significant other

“We always try to release features once a week and we have robots that help tell us if what we’re shipping is broken and one of them failed today so we had an hour of delay”

Initiative thinking is

Answer this question “naturally” like you answer a coworker

“Tom did our weekly release but had some issues with a failing developer commit something late of delay”

Considering the audience with the least amount of context

Answer this question like you’d answer a significant other

Communicating the goal of your work up front

“We always try to release features once a week and we have robots that help tell us if what we’re shipping is broken and one of them failed today so we had an hour of delay”

Consider the audience with the least amount of context



Initiative thinking is **considering the most external consumer** of your work & clearly **communicating an engaging** goal**

***It's totally ok to start thinking about your data/app/problem with an "inward lens" and work your way "outward"*

...in fact, we did the same thing

Open Data Around the World

Government builds physical infrastructure such as roads, pipes and buildings so that residents can build communities and grow businesses.

Increasingly, open data has become a valuable digital infrastructure for government to support decision making, build trust, and encourage community collaboration.

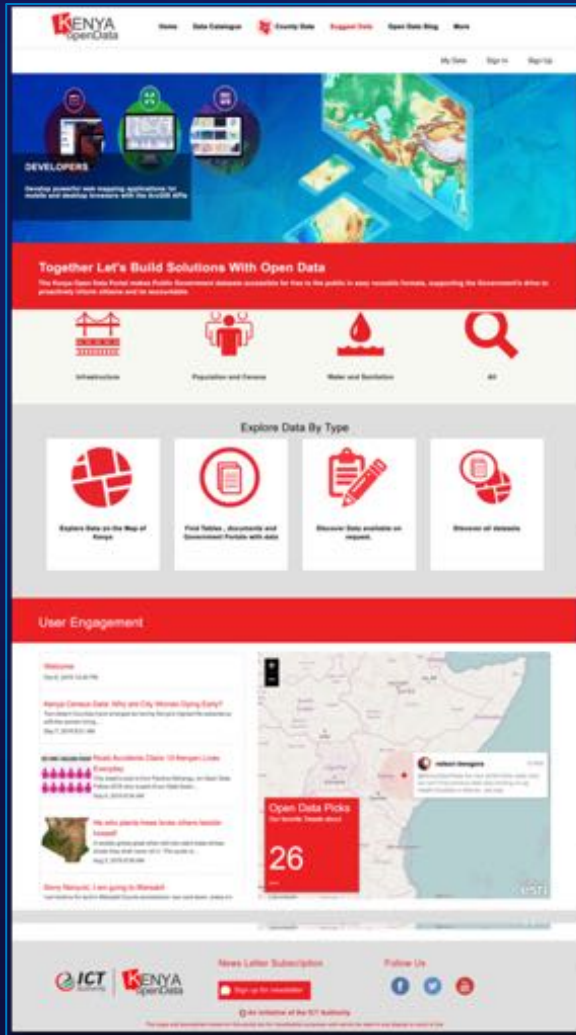
More than just sharing data, governments are exploring new ways to engage with the public on specific initiatives such as safe, affordable neighborhoods, efficient transportation and clean environments. Residents have an active role improving their communities. Now, through open access to data as well as tools for analysis and visualization, equitable access is dramatically improved, allowing for more diverse and insightful perspectives.

There have been over 10,000 sites published by governments all around the world using ArcGIS. The technology for creating and publishing open data has become easy and accessible. However, making open government a success requires the thoughtfulness, and diligence of a team of government staff who have a vision for making their communities smarter.



Example Hub Sites in ArcGIS Online

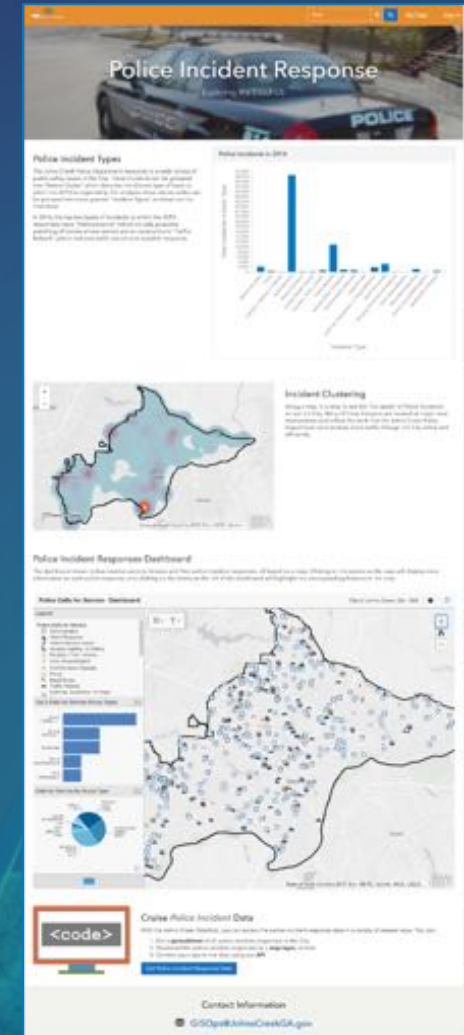
National



Local



Department



Engagement Maturity Path



We started to see people do MORE with Sites & Pages



County Initiatives

Vision of the Board of Supervisors - day, Loudoun County maintains the worlds, and creates a place where it



Enjoy Loudoun

Get out and explore!

Get Engaged

No matter how vigilant we are, community members of the Southeast Neighborhood will always know more than we do, before we do. To stay current, we created surveys so you, the community members, can help us update our data. We also have surveys regarding potential solutions you would like on vacant lots in the neighborhood and how helpful the signage is to you.

Let us know how we're doing!

Share your ideas!

Update our data!

SOCIAL CONFLICTS

BIODIVERSITY

HOMELESSNESS

DEMOGRAPHIC SHIFTS



JOB LOSS

ECONOMIC PRESSURES

TRANSPORTATION

EPIDEMICS



DISASTERS

CLIMATE CHANGE

DROUGHT

FLOODING



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

Redauce Traffic Congestion

Building Bridges to Information Infrastructure

Inform

Listen

Monitor

The screenshot shows the City of Raleigh website homepage. At the top, there are navigation tabs for 'Maps', 'Discovery', 'Calendar', and 'Subscriptions'. Below this is a search bar. The main content area is divided into several sections: 'Departments' (Arts & Services, Government, Business & Community, Projects, Public, Sustainability), 'Public' (with sub-sections for Parks, Development, Safety, and Salary), 'Popular Pages' (listing various services like Utility Bill, Parking Citations, etc.), 'News' (with a 'RaleighGov on Twitter' widget), and 'Events' (listing upcoming City Council meetings).

The screenshot shows the 'Strategic Plan' page. It features a large header image with the title 'Strategic Plan' and a sub-header 'The Raleigh City Council marked a milestone when it adopted the strategic plan in April 2013...'. Below this is a grid of icons representing key areas: Arts & Cultural Resources, Economic Development & Innovation, Growth & Natural Resources, Organizational Excellence, Safe, Vibrant & Healthy Community, and Transportation & Transit. A 'What's Next?' section at the bottom explains the plan's goals for 2017.

The screenshot shows the 'Capital Area Greenway Trails' page. It features a large header image with the title 'Capital Area Greenway Trails' and a sub-header 'Equitable, Cuydwa Transportation for Everyone'. Below this is a map of the Capital Area with various trails highlighted. A 'Help us learn more about Greenways' section includes a bar chart and a 'Share your walk' form. A 'Join our Events' section is also present.

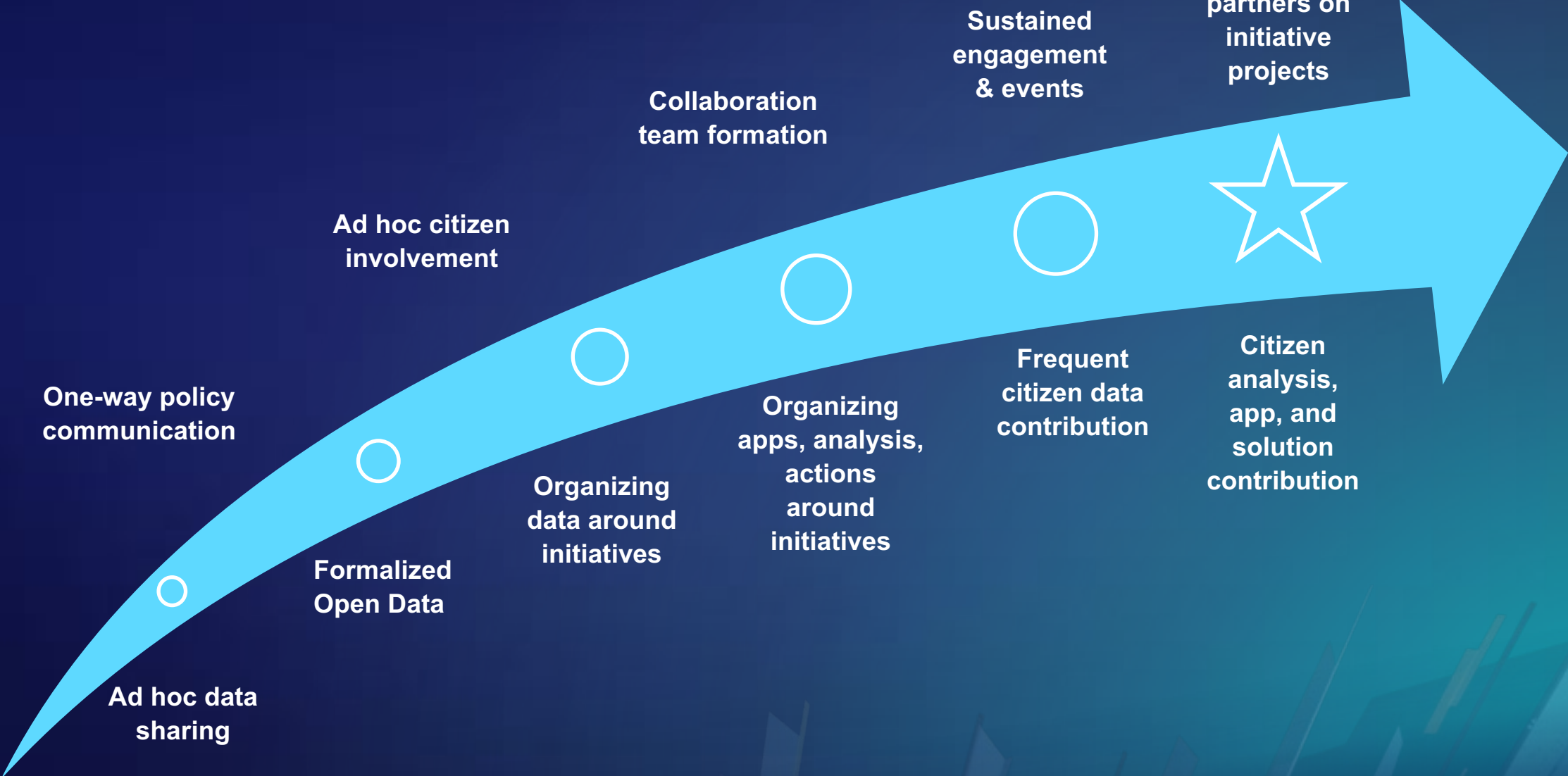
The screenshot shows the 'Transportation & Transit' page. It features a large header image with the title 'Transportation & Transit' and a sub-header 'Equitable, Cuydwa Transportation for Everyone'. Below this is a 'Develop an equitable, cuydwa transportation network for pedestrians, cycles, automobiles and transit that is linked to regional municipalities, rail and air hubs.' section. The page is divided into two main sections: 'Objective 1' (Improving number and quality of sidewalks) and 'Objective 2' (Better Streets). Each objective includes a bar chart and a 'Share your walk' form.

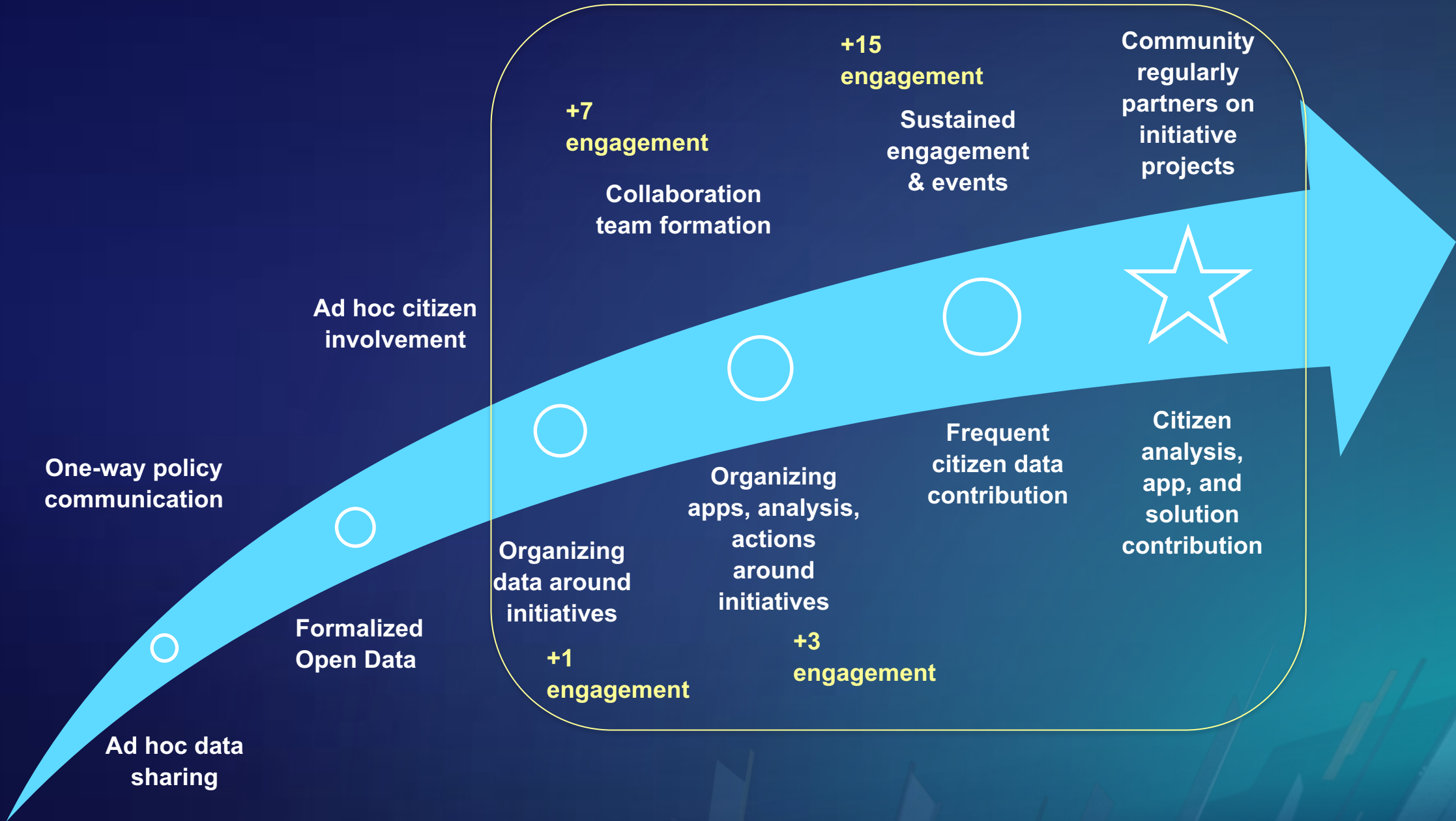
The screenshot shows the 'Gallery' page. It features a large header image with the title 'Gallery' and a sub-header 'City of Raleigh Featured Content'. Below this is a grid of featured content items, each with a thumbnail image and a title. The items include: Parks, TAP 2017 Project Geometry Check, TAP_2017_Projects_2_3_2017, Map for Daily Route, Route Viewer, Due Diligence - Transportation, Council District Population Estimates, Due Diligence Sessions Map - , Due Diligence Sessions Map, Due Diligence Sessions Map - , Due Diligence - Public Utilities, and Due Diligence - Urban Forestry. The page also includes a search bar and a 'Sign In' button.

“Transform how our customers engage and collaborate with the **community** by focusing on goal-driven **initiatives**.”

Hub Product Statement

Engagement Maturity Path





One-way policy communication

Ad hoc citizen involvement

Formalized Open Data

Ad hoc data sharing

Organizing data around initiatives

+1 engagement

Organizing apps, analysis, actions around initiatives

+3 engagement

Frequent citizen data contribution

+7 engagement

Collaboration team formation

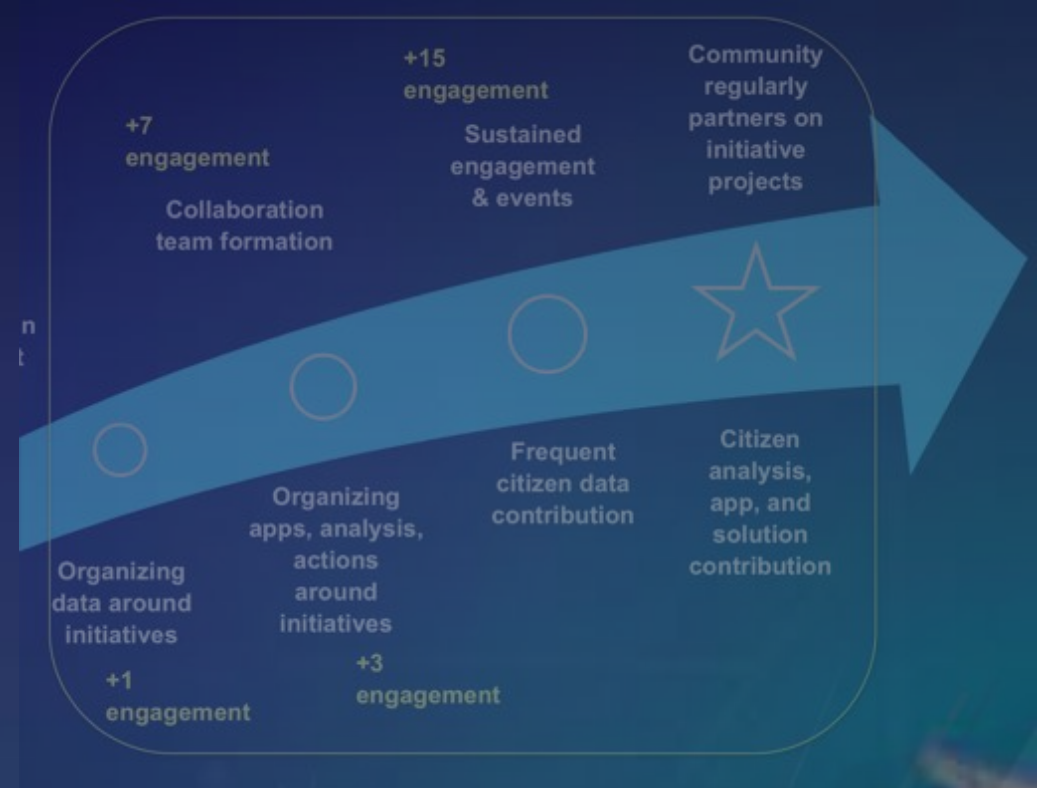
+15 engagement

Sustained engagement & events

Community regularly partners on initiative projects



Organizing data, apps, actions around initiatives



Who are you trying to engage?

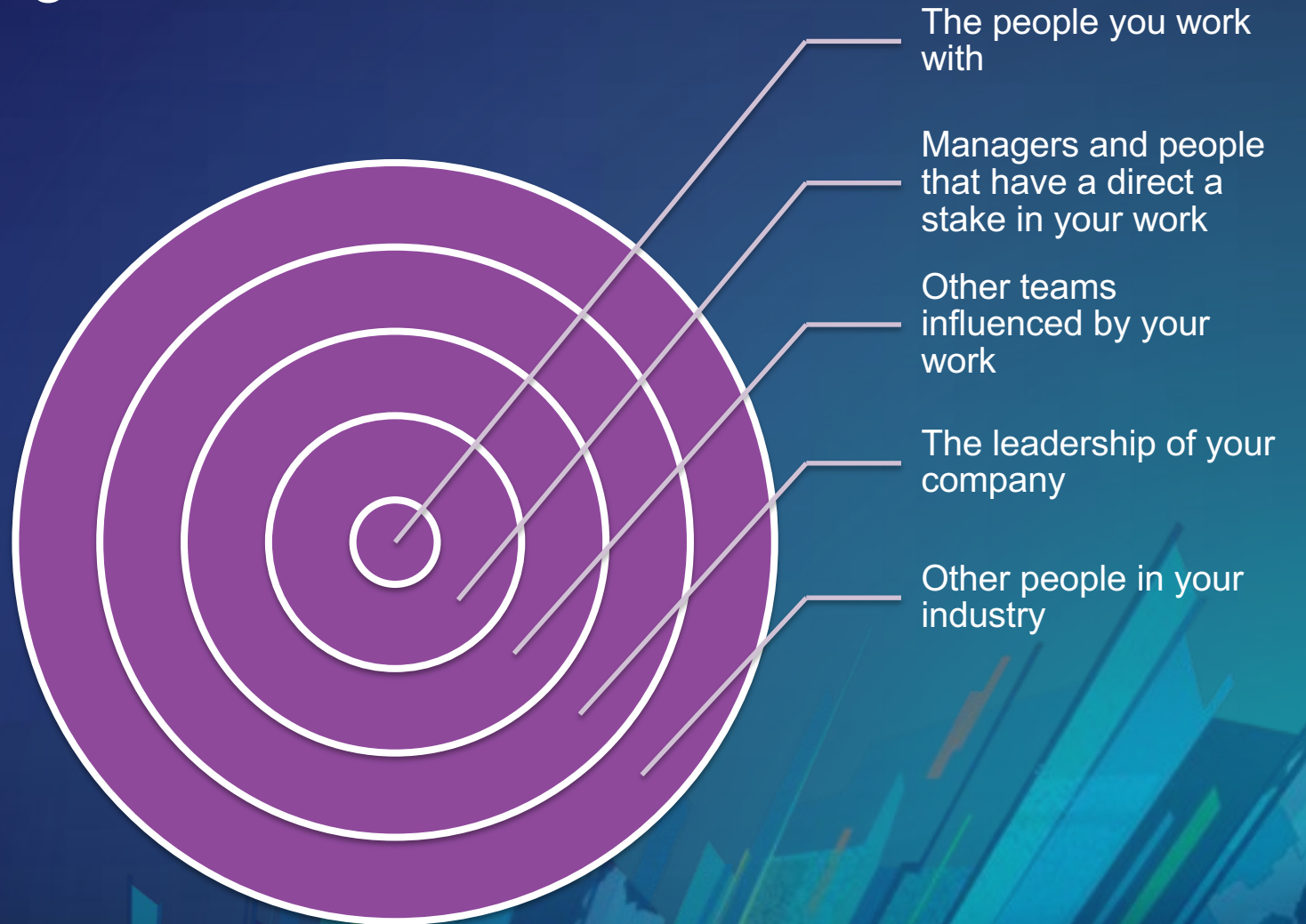
Possible answers:

Constituents

Business partners

Other governments

Your colleagues



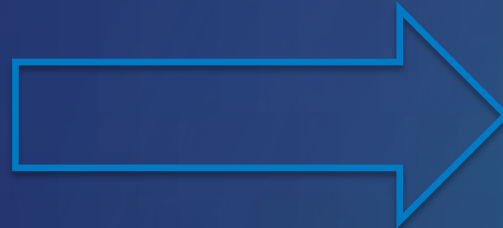
What is an Initiative?

An Initiative is a “package” of ArcGIS engaging web capabilities & data which are featured on a website.

Initiative websites offer a front door to initiative data & solutions and allow for community engagement.

- ✓ Charts & Maps
- ✓ StoryMaps
- ✓ Analysis
- ✓ Authoritative Data
- ✓ Surveys and Polls
- ✓ Dashboards
- ✓ ArcGIS Hub Ready Apps
- ✓ ArcGIS Solutions
- ✓ Events

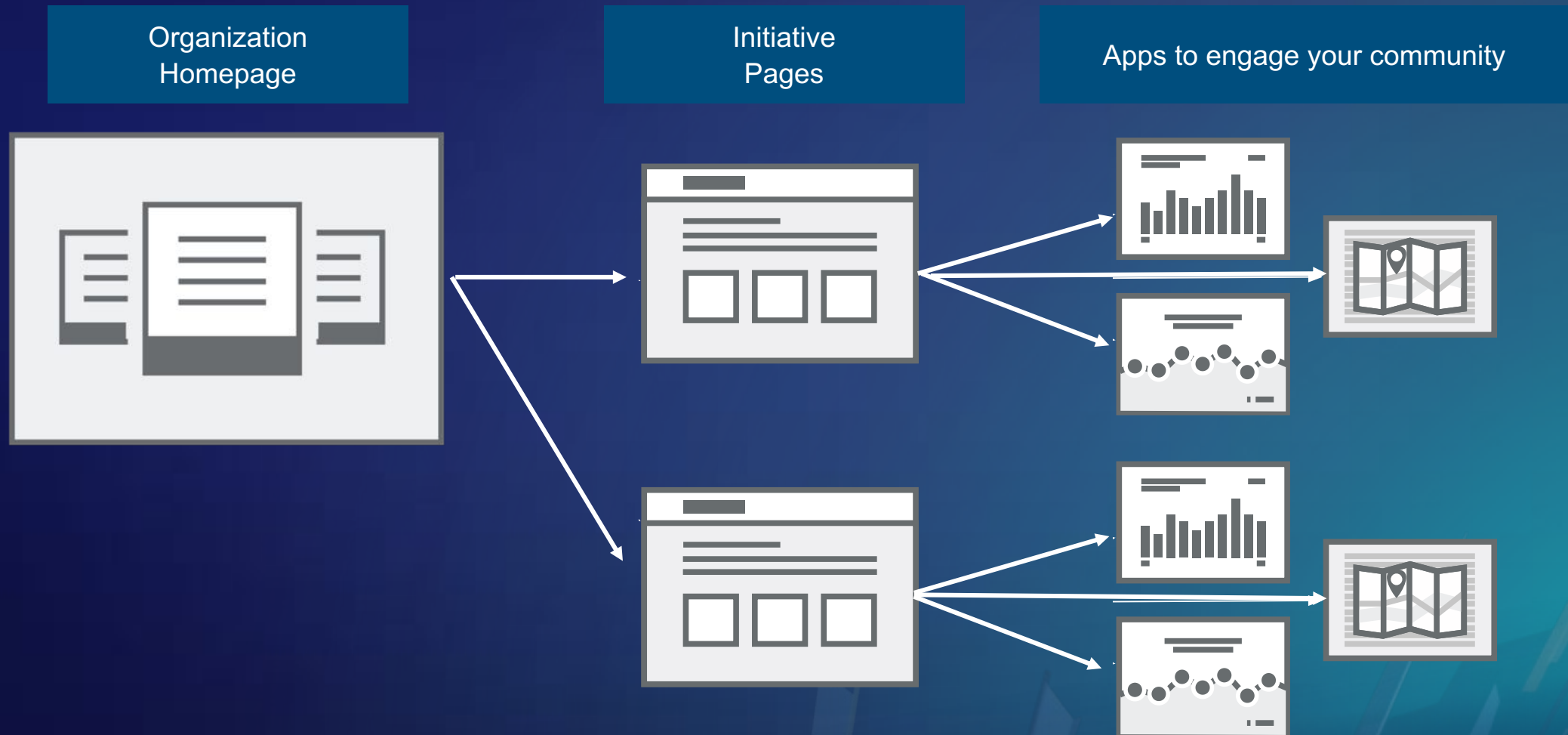
Bundle of items in ArcGIS Online



The screenshot shows a website layout for 'Vision Zero' with the following components labeled on the right:

- Banner:** A top navigation bar with the 'Vision Zero' logo.
- Narrative:** A section with a map background and introductory text.
- Performance:** A section containing two donut charts and a line graph.
- Apps:** A section titled 'Vision Zero Apps & Applications' featuring four app cards.
- Data Catalog:** A section titled 'Locations & Related Data' with three data cards.
- Maps:** A section titled 'Understanding Our City' with four map thumbnails.
- Ways to Engage:** A section titled 'Be a Part of the Vision Zero Solution' with text and logos.
- Participating Agencies:** A footer section with logos for 'VISION ZERO', 'LAFOLLET', and 'Public Works'.


How Hub Works – Driven by Initiatives



Some examples

hubdemo-cityx.opendata.arcgis.com

Example Custom Initiatives



Vacant Lots Opportunities

Opportunity

409

Vacant Lots Initiative

Initiative in use by South Bend, Indiana

Live



NORTH-WEST RESILIENCY

Northwest Resiliency Park

City of Hoboken's Resiliency Park

Live



citydashbo

Brampton Dashboard

City of Brampton's P Dashboard

Live



Strategic Plan

City of Raleigh Strategic Plan

A more engaging strategic plan



FansHagen

Crowdsource Air Quality & Climate Data

City of Zwolle's SensHagen sensor initiative



PUTTING YOUR TAX DOLLAR

Featured Initiative

Measure A

Putting Your Tax Dollars to Work

Long Beach's Me

What makes a good initiative?

The background is a dark blue gradient with a faint, light-colored grid pattern. In the bottom corners, there are abstract, colorful geometric shapes in shades of orange, red, and blue, resembling stylized buildings or data structures.

Designing initiatives - ideation

- **Don't reinvent the wheel - find examples of what other cities and groups have done**
- **Find existing work and package it externally**
- **Identify policy objectives from your mission / business / department**
- **Decide the goals that are engaging to outside parties (take them on a test drive with outside parties)**
- **Test the understandability of your initiative on your community (do the words make sense?)**

What's in a name goal?

- **Broad goals, while sometimes necessary, are hard to measure**
- **Engagement goals can help show interim progress**
- **Goals change**
- **Initiatives can end**
- **Think about defining an initiative goal like you'd define a goal for yourself**

- ✓ 1000 Houses in 1000 Days
 - ✓ Specific
 - ✓ Measurable
 - ✓ Attainable
 - ✓ Relevant
 - ✓ Time-oriented

Public Engagement Graham

Vacant Lots Opportunities

Your place to explore, engage, and collaborate on vacant lots in the Southeast Neighborhood of South Bend, IN

Opportunity

After Mayor Pete Buttigieg's 1000 Houses in 1000 Days initiative, over 1000 blighted properties across the City of South Bend became neutral. Once eyesores and negative influences on the community, these now-vacant lots are ready to be transformed into positive spaces for the neighborhood. Check out some positive reuse options below.

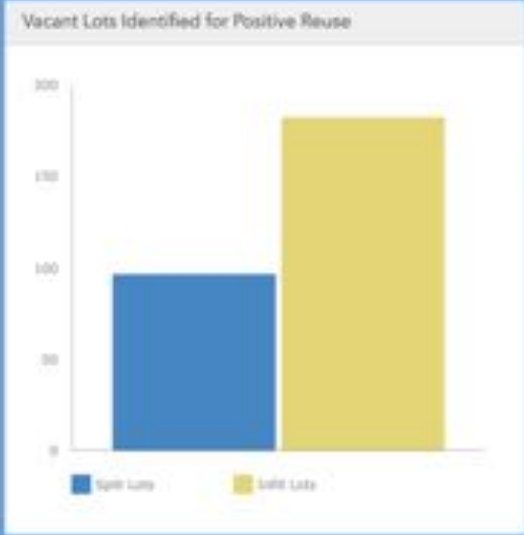
[Positive Reuse Options](#)

Number of Vacant Lots in the Southeast Neighborhood

409

Source: VacantLots Actual

Vacant Lots Identified for Positive Reuse



Category	Count
Open Lots	95
Sold Lots	175

Purchasing a Vacant Lot

Many of these vacant lots are adjacent to current community members. Acquiring a nearby vacant lot can allow for building improvements, such as gardens, as well as potentially extending your house. If you want to know how to purchase a vacant lot, check out our [Frequently Asked Questions](#) page or our [Legal Processing Storymap](#) for more specific details.

[Vacant Lot FAQ](#) [Vacant Lot Legal Process](#)

Initiative structure

Four steps – adapt them as necessary

Inform

Listen

Convene

Monitor



Inform

Concepts

- Communicate goal and measurement
- Educate
- Convey policies
- Share data and facts
- Encourage citizens to follow what matters to them
- Encourage best practices & behavioral changes

Esri solutions

- Initiative Website with data
- Maps!
- Story Maps
- Web App Builder
- Page Narratives – charts, maps, etc

You have 5 seconds to capture someone's attention

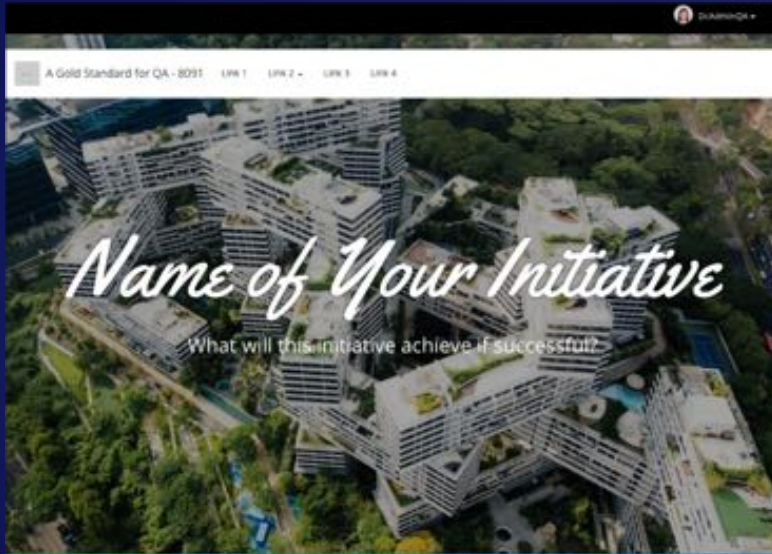
Make it personal

Let photos speak for you

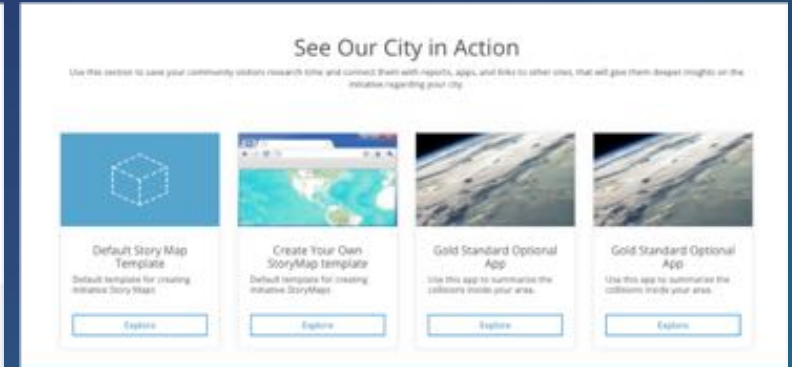
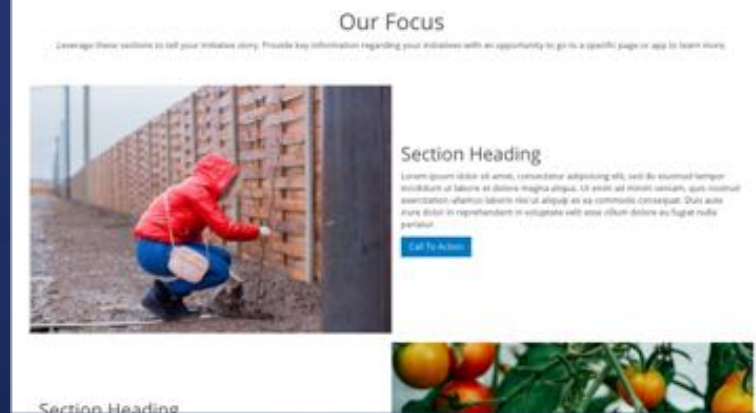
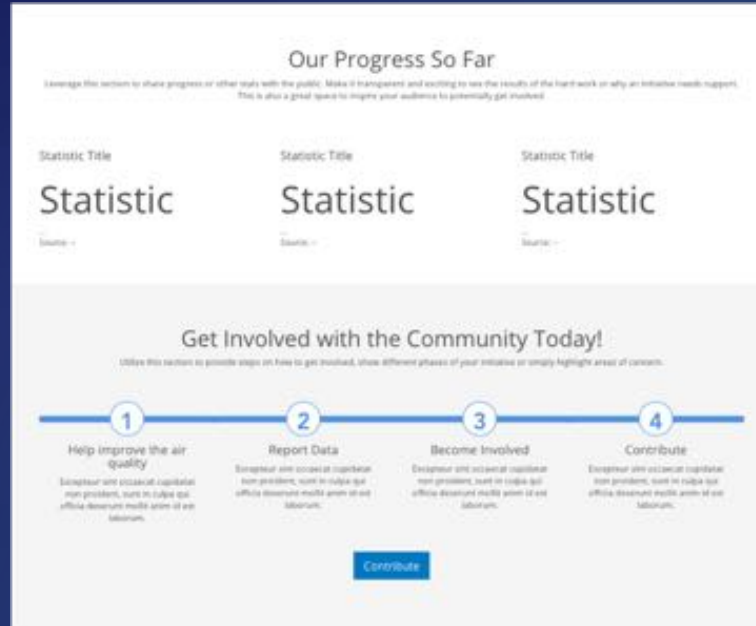
Encourage participation

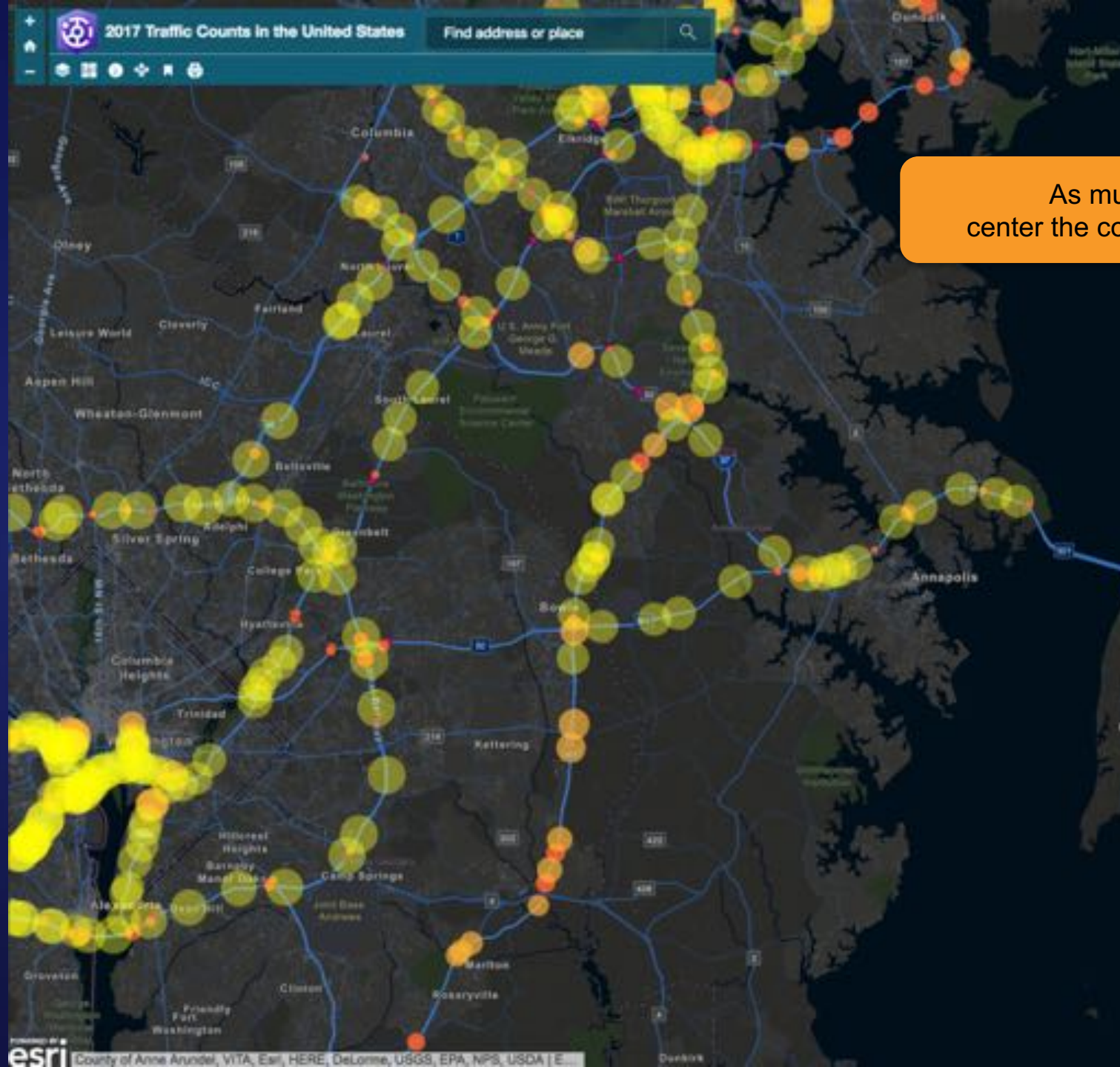
Keep it simple

Initiative Web Pages



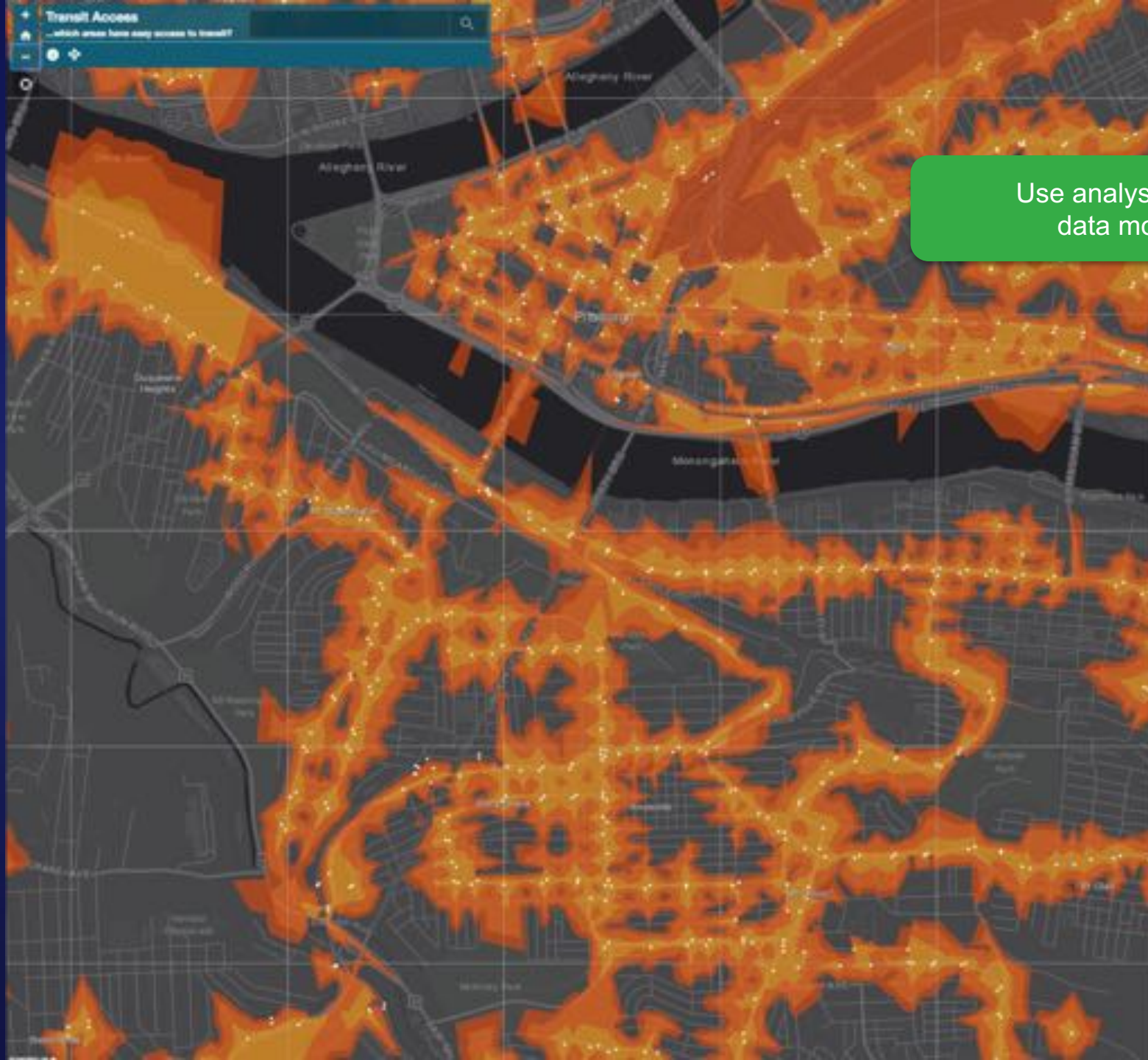
Write a 2-3 sentence overview of your initiative. Why should people care or want to get involved? Keep it short in length like an elevator pitch. You should include the timeline to achieve your initiative in your 2-3 sentences.





As much as you can center the content around the user





Use analysis to make static data more interesting



Storymaps help with the why

Vision Zero

Saving lives with safe, healthy, and equitable mobility for all

Vision Zero is a citywide initiative that makes safety the



Listen

Concepts

- Solicit data with follow-through
- Survey for opinions and ideas
- Create two-way communication
- Direct to workflows that may exist already

Esri solutions

- Survey123
- Story Map Crowdsourc
- Dataset comments

Listen for data...

Wateroverlast in de Gemeente Zwolle

Als gevolg van klimaatverandering krijgen we vaker te maken met stevige piensbuien zoals afgelopen woensdag 28 juni. De gemeente Zwolle en het waterschap Drents Overijsselse Delta zijn op zoek naar locaties waar water langdurig op straat heeft gestaan of in woningen / bedrijfspanden is gestroomd. De gegevens worden gebruikt om een beter beeld te krijgen van de plekken in de stad die gevoelig zijn voor piensbuien. De gemeente en het waterschap hopen met de door u beschikbaar gestelde informatie het waterbeheer in de stad nog beter in de vingers te krijgen.

1. Enter Information

Omschrijving (required)

Datum van situatie (required)

 Voeg hier een bijlage toe aan uw melding

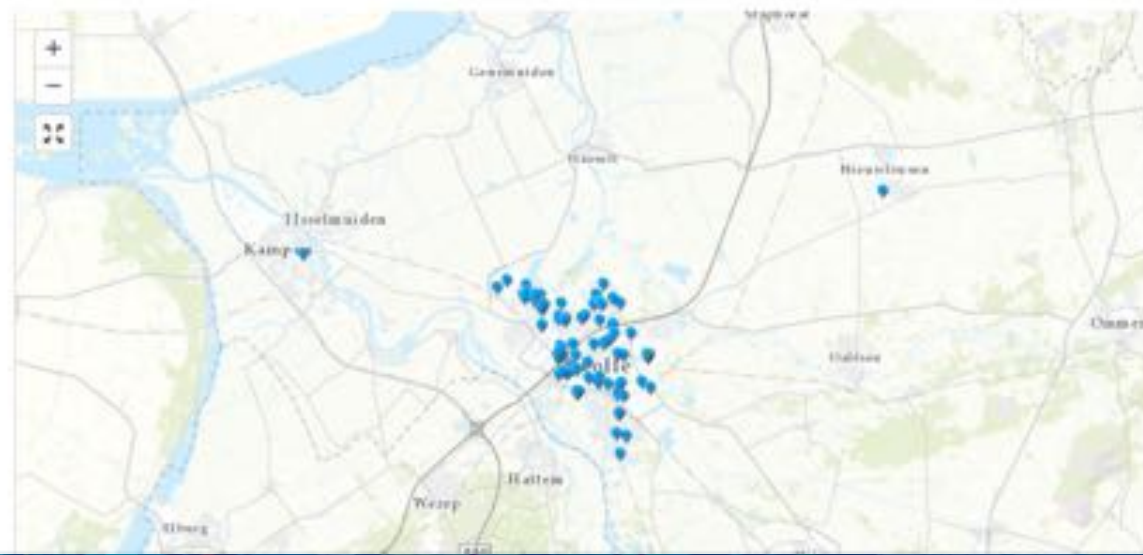
Select File

Gebruik hiervoor een foto of filmpje zodat wij een beter inzicht kunnen krijgen van de situatie

2. Select Location

Specify the location for this entry by clicking/tapping the map or by using one of the following options.

Search

Listen for opinions...

Vision Zero Safety Satisfaction Survey

How safe do you feel while moving around our community?

How safe do you feel walking?



How safe do you feel riding a bicycle?



How safe do you feel driving?



How safe do you feel using public transportation?



Is there a place where you feel very unsafe?

Locate that place on the map.

Set Location

What is your primary mode of transportation?

Personal vehicle

Surveys to help scheduling...

Fireworks registration

Please let us know if you will be attending and how many people will come along with you.

Your Name*

Number of People Attending*
including yourself

Please input a number greater than 1

Are you bringing any snacks or drinks?
Optional - but feel free to bring food or drinks for sharing with others.



Convene

Concepts

- Create events where the community can meet
- Form initiative teams
- Create solutions together

Esri solutions

- Hub events



A good event...

- Great notice (invites and save the dates)
- Good logistics (stay here; shuttle available)
- Starts on time
- Some ceremony but not TOO much
- A place to interact
- Time for networking/reception

Example: <http://code-a-thon.mapleridge.ca/pages/open-government-online-code-a-thon>



Monitor

Concepts

- Measure KPIs over time
- Share outcomes
- Learn what actions & policies make an impact

Esri solutions

- Operations Dashboard
- Web App Builder
- Page narratives – stats, charts
- Google Analytics

citydashboard v1.0



Finance & Assets



Customer Service



Community Well-Being



Livability



Economy



Urban Form

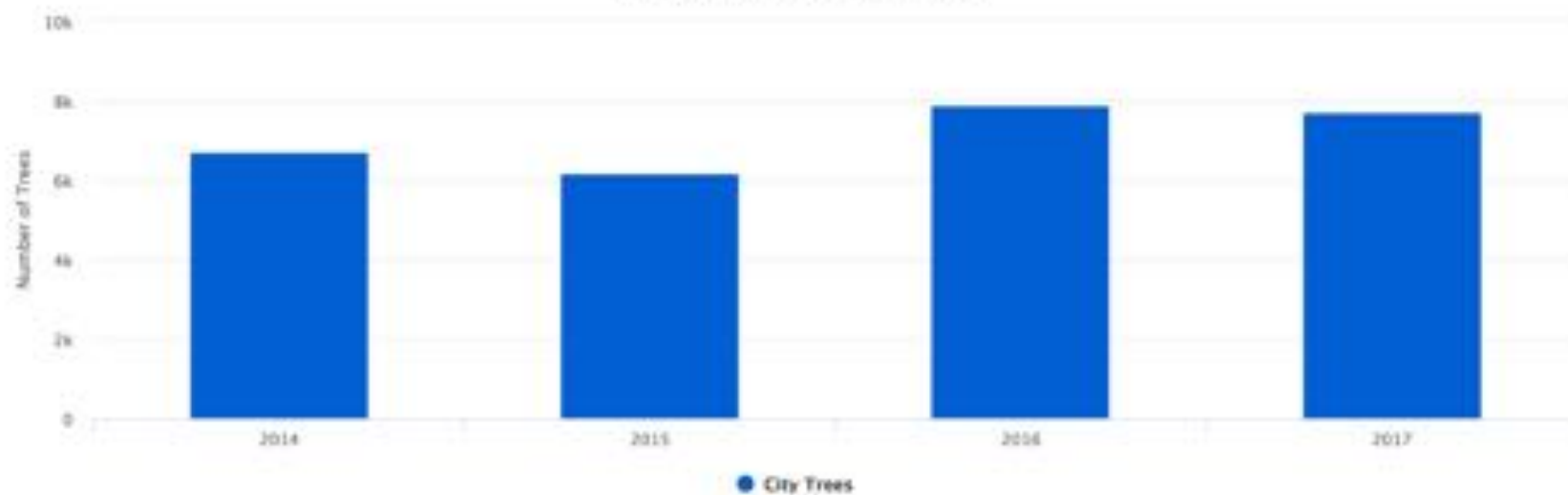
Tree Canopy



We are monitoring this measure

Target: We are monitoring this measure.

Number of City Trees Planted





De actuele waarneming

Temperatuur
19.5 °C

Fijnstof pm10
11.9

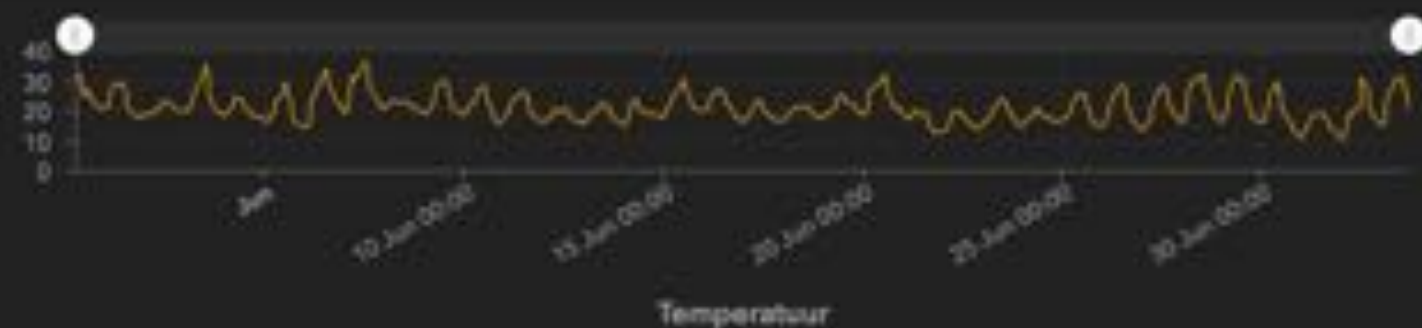
Rel vochtigheid
59

Stikstof NO2
20.9



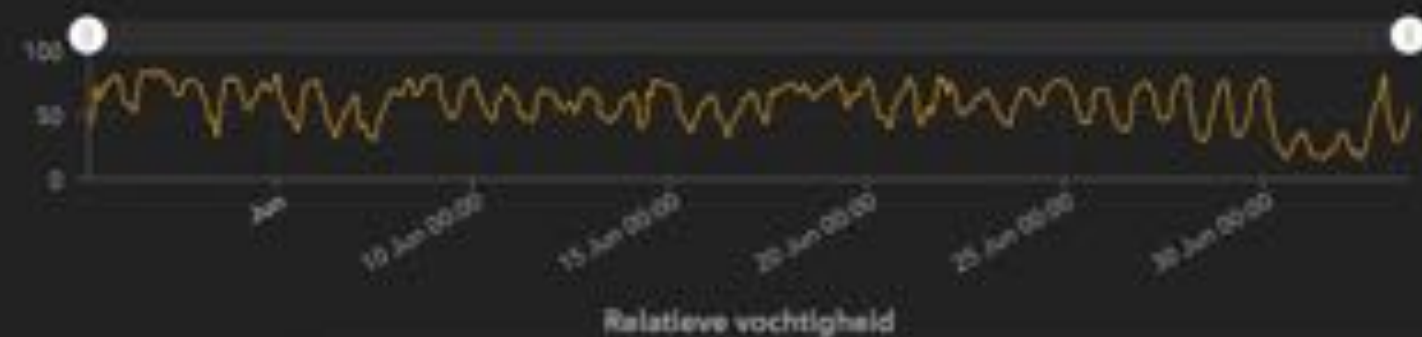
PM10 - Fijnstof

NO2 - Stikstof



Temperatuur per uur

Temperatuur per sensor



Relatieve vochtigheid

Luchtdruk

Your Snapshot for June

June performance for your website vs. previous month

Users

24.4K ↓ 21.58%

Sessions

32.0K ↓ 19.59%

Bounce Rate

48.46% ↓ 0.54%

Average Session Duration

00:03:20 ↑ 1.85%

How did you acquire your users this month?

Percent of Sessions by Channel

Organic Search

53.2%

Direct



Bringing it all together

- **Organize all your applications into specific sections**
 - Inform, Listen, Convene, Monitor
- **Make sure your goal & initiative language is geared towards the external audience**
 - Eliminate jargon and technical definitions
- **Stuck? Think about your WOESS:**
 - Website
 - Ops Dashboard
 - Events
 - Survey
 - Story Map
- **Build a content outline of existing ArcGIS content and outline new areas**

Initiative Sections

1. Engage the Public

- **Step description:** Share your data with the public so people can easily find, download and data in different formats.
- Sites & Pages [Adam]
 - Main Site Page
 - Title
 - No Poverty WebSite
 - Description
 - Use this Site to summarize how you plan on addressing the issues of Poverty at level ways of being measured.
 - <http://nopoverity-sdgs.opendata.arcgis.com/>
 - Sample 1.2 Target Page
 - <http://nopoverity-sdgs.opendata.arcgis.com/pages/onedottwo>
 - made some layout/widget changes and added new images
 - Title
 - Target 1.2 Page
 - Description
 - This Page to show progress and list Indicators related to SDG Target 1.2.
 - Sample 1.2.2 Indicator Page
 - <http://nopoverity-sdgs.opendata.arcgis.com/pages/onedottwodottwo>
 - layout and a Survey123
 - Title
 - Indicator 1.2.2 Page
 - Description
 - This Page to show progress and list Indicators related to SDG Target 1.2.
 - Story Map [Adam]

2. Listen to the Community

- **Step Description:** Create ways to gather citizen feedback to help inform your city officials:
 - Survey123 Web Form [Adam]
 - <https://survey123.arcgis.com/share/86c3ece99c9e487fb3cdf53755336d5d>
 - changed background appearance color
 - Title
 - Survey on Poverty
 - Description
 - Have citizens in your community provide you with valuable feedback to gain a local perspective
 - different questions/sources here
 - NPR Poverty Poll for reference questions
 - <https://www.npr.org/programs/specials/poll/poverty/poll.html>
 - Living Standards and Measurement Survey (LSMS)
 - <http://econ.worldbank.org/WBSITE/EXTERNAL/EXTDEC/EXTRESEARCH/EXTLSMS/0,,contentMDK:23506715~pagePK:64168445~piPK:64168309~theSitePK:3358997,00.html>
 - Could start with tier 3 (no methodology) Indicator 12.8.1: Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; teacher education; and (d) student assessment.
 - Use WLL Questions in their lesson plan survey -(could do same for goal 5, Indicator 5.c.1: Proportion of countries with systems to track and make public allocations for gender equality and women's empowerment.)
3. Monitor Progress
 - **Step Description:** Establish performance measures that incorporate the publics perspective.
 - Web App Builder App [Adam]
 - <http://sdgs.maps.arcgis.com/apps/webappviewer/index.html?id=e3ef21979f644283a1aefb6c8152b66f>
 - Title
 - Exploring Poverty
 - Description
 - Let users interact with datasets related to Poverty at multiple levels of geography
 - Operations Dashboard (guesdo-supported as Hub-ready app) for monitoring Poverty [Adam]
 - <http://sdgs.maps.arcgis.com/apps/opsdashboard/index.html#/aa75036fa0224d689f1ed0d422ac3250>
 - **Dashboard Description:**
 - Operations Dashboard (guesdo-supported as Hub-ready app) for monitoring a Survey123 form [Adam]
 - in-process

A gallery of content outlines to choose from

Shared Goals & Commons Solution Patterns

Growing Network

Explore Initiatives

Create New Initiative

All Themes

Search



Custom Initiative

Custom

Details

Preview



End Extreme Poverty

Prosperous, SDG

Details

Preview



End Hunger

Healthy, SDG

Details

Preview



Let's Beat Diabetes!

Healthy, Alpha

Details

Preview



National Address Database Initiative

Alpha

Details

Preview



Prevent Child Deaths

Healthy, SDG

Details

Preview



Prevent Vector-Borne Disease

Healthy



Provide Affordable Housing

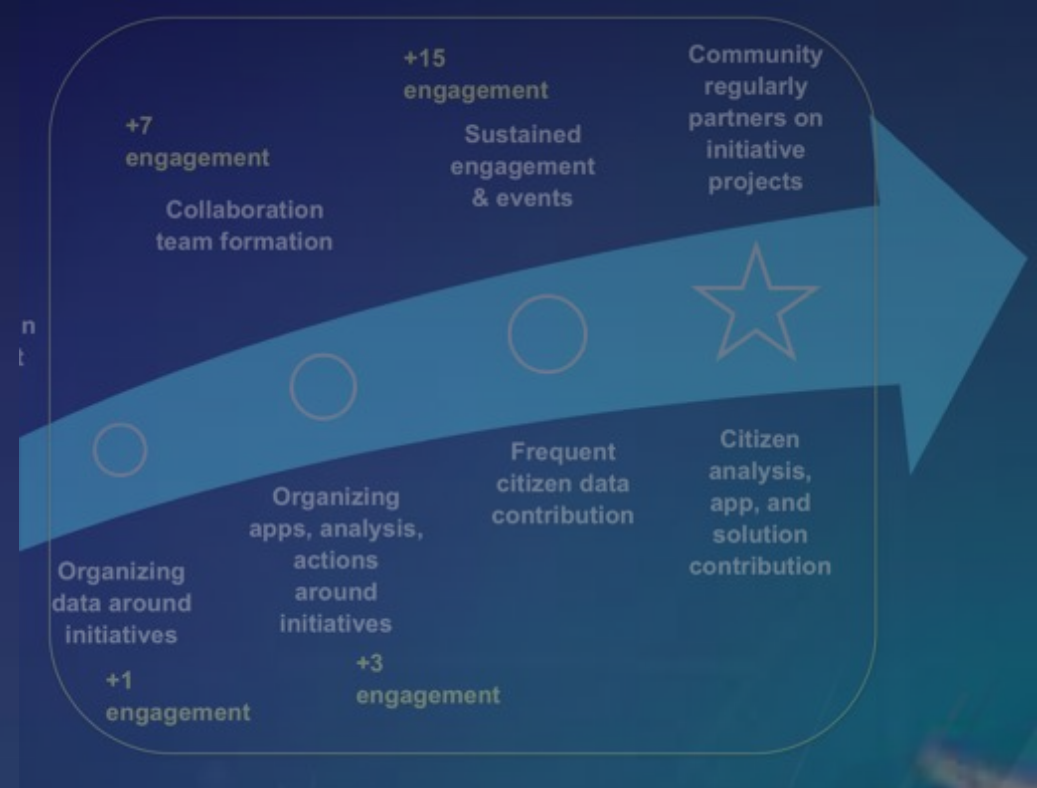
Livable



Reduce Blight

Sustainable, Prosperous, Alpha

Forming a collaboration with your community



Get a digital identity for the people you are engaging with

Mike Wheeler



Hub provides this service

 Follow

Register

Sign In



Use events to gain trust

Build membership lists with trusted identities

Enroll community collaborators to help

Initiative Teams



Initiative Manager



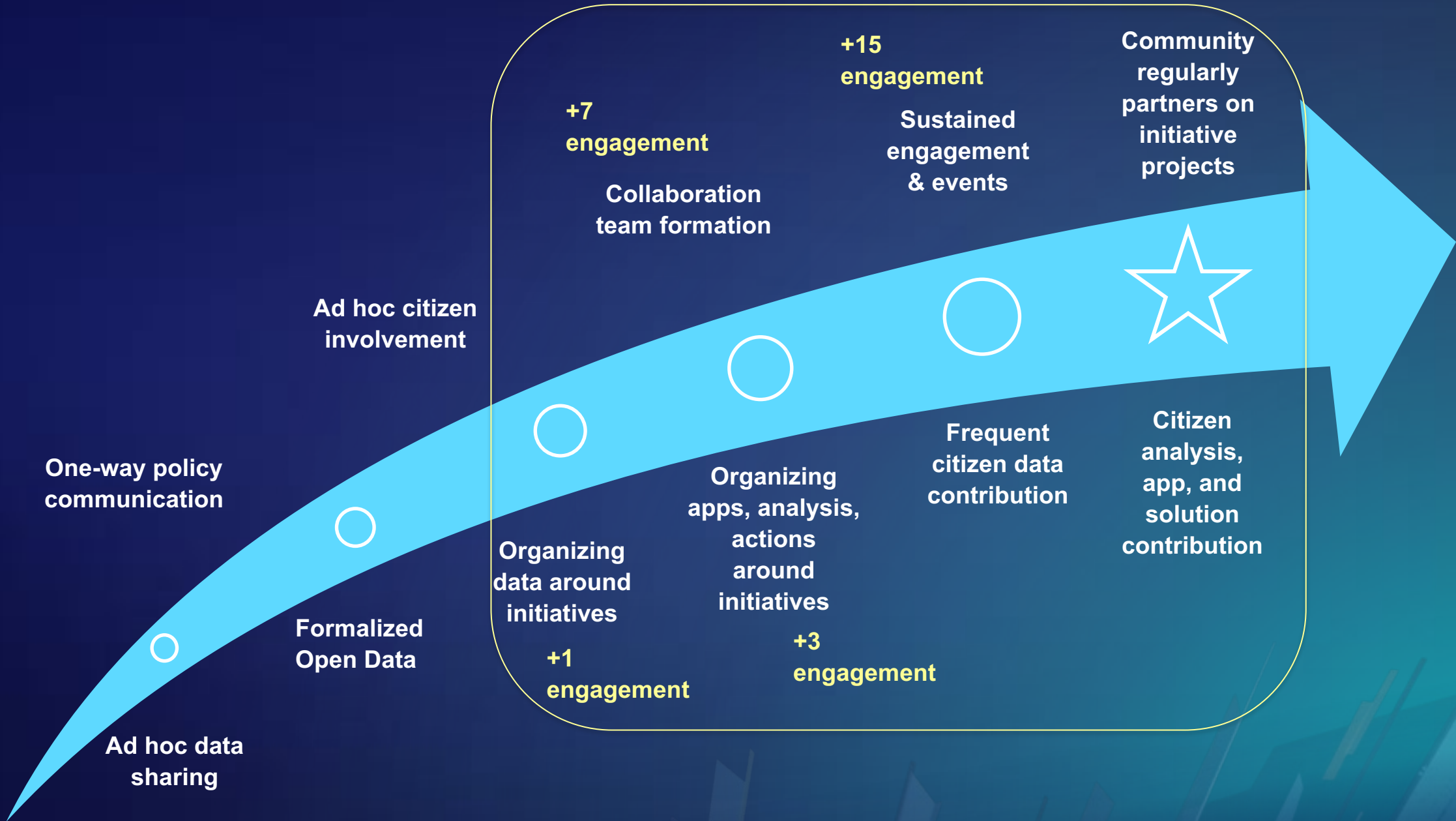
GIS Manager



Staff Contributors



Trusted Collaborator
From the Community



One-way policy communication

Ad hoc citizen involvement

Ad hoc data sharing

Formalized Open Data

Organizing data around initiatives

Organizing apps, analysis, actions around initiatives

+7 engagement

Collaboration team formation

+15 engagement

Sustained engagement & events

Community regularly partners on initiative projects

Frequent citizen data contribution

Citizen analysis, app, and solution contribution

+1 engagement

+3 engagement

One last important note - don't forget the marketing

- **Your initiative, its events, and its apps should be shared on Facebook and Twitter**
- **Work in collaboration with communications teams**

Demonstration

The background features a dark blue gradient with a faint, light-colored grid pattern. In the bottom corners, there are clusters of colorful, 3D-style geometric shapes in shades of red, orange, yellow, and blue, creating a dynamic and modern aesthetic.

Recap

- Initiative thinking
 - consider the most external consumer of your work
 - clearly communicate an engaging goal
- Initiatives in ArcGIS Hub
 - Organize your existing data & content into initiatives
 - Add the engaging bits that may not be there (listening)
 - Convene with events
- Form teams of collaborators
 - Reflect and reassess

See Us Here

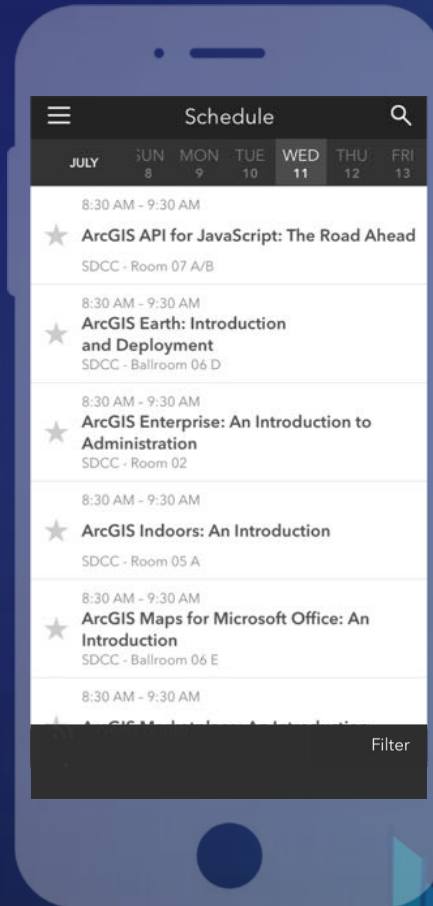
WORKSHOP	LOCATION	TIME FRAME
<ul style="list-style-type: none"><li data-bbox="191 392 751 478">• ArcGIS Hub: Getting started with open data	<ul style="list-style-type: none"><li data-bbox="930 392 1337 428">• SDCC – Room 31 A	<ul style="list-style-type: none"><li data-bbox="1668 392 2127 428">• THURSDAY 1pm-2pm

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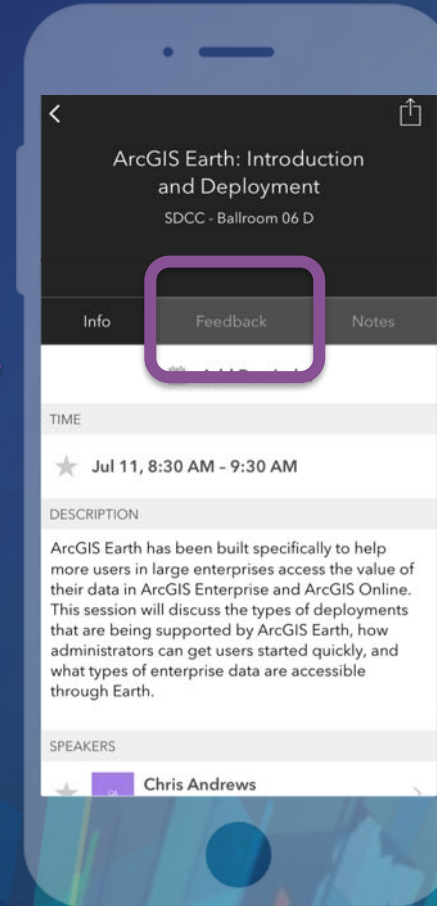
Download the Esri Events app and find your event



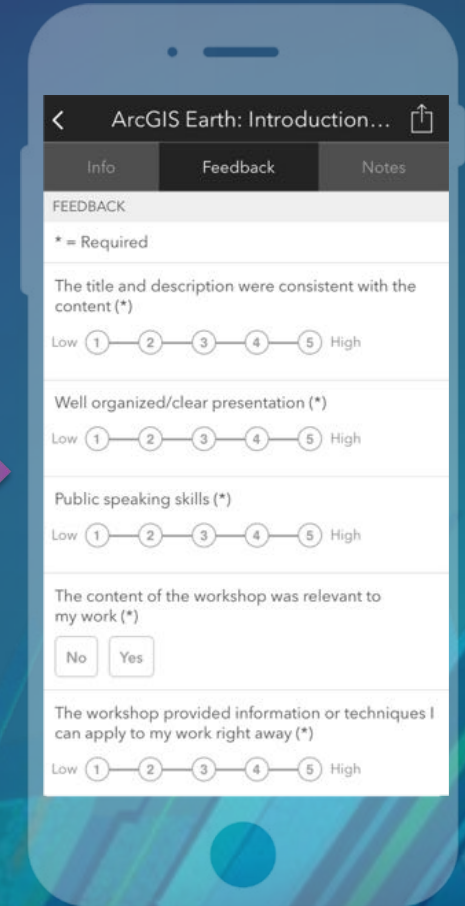
Select the session you attended



Scroll down to find the feedback section



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Thank **you** for making your data accessible to
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