Engaging your Community with Open Data in the ArcGIS Hub

Esri Canada User Conferences
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Every city has aspirations for what they want to become:

- A Livable and Sustainable City
- A Safe City with a Focus on Public Safety
- A Well Run City through Government Efficiency
- A Prosperous City with Economic Development
- A Tech Community and Developer Resources
Those aspirations get translated into actionable, real-world initiatives:

- Implement Performance Management
- Reduce Traffic Congestion
- Create More Affordable Housing
- Reduce Homelessness
- Increase Recreation Opportunities
- Ensure Clean Drinking Water
- Make Parking Easier
- Create Job Availability
- Improve Emergency Response Times
- Use Less Energy
- Encourage Startups
- Improve Earthquake Preparedness
ArcGIS Open Data

Create your public access website

Connect with your citizens

Leverage your investment

Simple, integrated, open
ArcGIS Open Data

- Data-centric view
- Open formats
- Hosted and configurable
- Included with ArcGIS subscriptions
ArcGIS Open Data

- Key Principles

Accessible

Discoverable

Explorable

Collaborative
Demonstration #1

- ArcGIS Open Data
  - Building the data catalogue
  - Organizing your open data
  - Configuring your initial site
  - Customizing beyond the box
THE HUB

INNOVATION AND ENGAGEMENT
Creating an Innovation Hub
Product Statement

• ArcGIS Hub (the Hub) allows you to **organize and engage communities** of interest around policy initiatives.

• The Hub is based on and **extends your Enterprise GIS**.

• It uses data, visualization, analytics, and collaboration technology to **support productive, data-driven work** on policy initiatives and **measures the impacts**.
ArcGIS Hub - What is Included

**Administration Environment**
Access to ArcGIS Hub web site for administration and management of initiatives, initiative teams, and the community

**ArcGIS Online Community Organization**
- Named Users for community participants
- Low maintenance

**Initiatives**

**Initiative Gallery**
Selection of Initiative templates that address popular policy issues…
- Vision Zero
- Zika Prevention
- Attracting Businesses
- Fighting Opioids
- …
- “Create Your Own”

**Initiative Templates**
“Recipes” that bring together ingredients to engage the community, including apps, Policy Maps, data, and performance dashboards

**Initiative Apps & Content**
- Popular ArcGIS apps, like surveys, configured for specific policy initiatives
- New apps for economic development, Vision Zero, Mobile, and more
- Infographic Reports
- Policy Map Galleries

**Initiative Web Pages**
- Attractive web pages to engage the community
- Citizens can sign up to follow initiatives, take surveys, and attend events

**Community Engagement**

**Community Engagement Dashboard**
- Track the number of Citizens in the Hub
- Track initiative participation
- Contact citizens

**Events**
- Create events to bring the community together
- Track participants
ArcGIS Hub - Workflow

1. City’s ArcGIS Online Organization gets Hub-enabled

2. Initiative Manager logs into hub.arcgis.com

3. Picks an Initiative Template from the Initiative Gallery

4. Connects City data to the apps and configures them, which lights up an Initiative web page

5. Citizens can explore the page anonymously OR they can become Named Users in the Hub to follow an initiative, take surveys, generate infographic reports.

6. City staff can monitor the number of citizens engaging with the initiatives. City Hub administrators can email citizens who are Hub members.

ArcGIS Hub customers get a dedicated ArcGIS Online Community Org that is registered with the City’s exiting ArcGIS Online Org. The two Orgs get connected at the time of purchase.

City Hub Administrator completes set-up of the Community Org. This person has credentials for the Community Org for admin purposes.

Citizens can become members of the Community org using Social Media accounts. They do not need to be invited or administered. A default credit budget is assigned to each community user.
Demonstration #2

- ArcGIS Hub
  - Walking through the Initiatives Gallery
  - Understanding the Community Organization
Resources

• ArcGIS Hub / ArcGIS Open Data:
  - hub.arcgis.com
  - Help / Documentation
  - Product page

• More Open Data Links:
  - Open Data: Deep Customization
  - Esri Canada Apps Gallery
  - Open Data Sites Gallery