

Digital Transformation: Using ArcGIS Hub to Connect Citizens to Government Initiatives

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ArcGIS **Hub** is an easy-to-configure cloud platform that organizes people, data, and tools to accomplish the organization's key initiatives.



The background is a solid dark blue color. It features several abstract geometric elements: concentric circles of varying sizes and colors (lighter blue and white) scattered across the frame, and some thin white lines that suggest a network or circuitry. The overall aesthetic is modern and technological.

Government Initiatives

GSA BUYING & SELLING REAL ESTATE POLICY & REGULATION

Home > Governmentwide Initiatives

Governmentwide Initiatives

Acquisition Gateway
The Acquisition Gateway, built by GSA, helps federal government buyers to help make government acquisition great.

Billing and Accounts Receivable (BAAR) Project
GSA is modernizing its core financial management system through the BAAR Project is the three-phased release of the Vendor and Customer portals to provide GSA customers with online access to their accounts.



SOLAR FOR ALL

A PROGRAM OF DC'S DEPARTMENT OF ENERGY AND ENVIRONMENT

MARYLAND
CLEAN ENERGY
JOBS
INITIATIVE

**VISION
ZERO**

NO MORE TRAFFIC DEATHS



**GET READY,
FLORIDA!**



**CLEAN RIVERS
INITIATIVE**

Data-Driven Initiatives... Bridging the Gap

Government Site

Engagement Strategy

Data, Apps, Analyses

The screenshot shows the City of Raleigh website's main navigation and content area. The top navigation bar includes 'Departments', 'Arts & Parks', 'Services', 'Government', 'Business & Development', 'Community', 'Projects', 'Public Safety', and 'Sustainability'. The main content area is divided into several sections: 'Parks, Recreation and Cultural Resources' with search filters for 'Find a Park', 'Find a Trail', 'Find a Program or Class', and 'Register on RecLink'; 'Popular Pages' listing various park facilities and programs; 'Recreation' and 'Cultural Resources' sections; 'Convention & Performing Arts'; 'News' and 'Events' sections with a calendar view; and a footer with contact information and social media links. A yellow box highlights the 'Parks, Recreation and Cultural Resources' section.

This screenshot displays the 'Capital Area Greenway Trails' engagement page. It features a header with the title and a map of the Capital Area Greenway Trails. Below the map is a 'Responses' section with a bar chart showing the number of responses by type. The page includes a 'Help us learn more about Greenways' section with a survey form, a 'Share your voice' section with a feedback form, and a 'Join our Events' section with a sign-up form. A yellow box highlights the survey form.

The screenshot shows the 'City of Raleigh Gallery' page, which displays a grid of featured content. The content includes various maps and data visualizations, such as 'Parks', 'TAP 2017 Project Geometry Check', 'Map for Daily Route', 'Route Viewer', 'Council District Population Estimates', and 'Due Diligence Sessions Map'. A search bar and navigation options are visible at the top. A yellow box highlights the 'Parks' and 'Map for Daily Route' items.

Inform, Monitor, Listen

ArcGIS Hub | Community Engagement and Collaboration

Organizing and Leveraging Stakeholder Interactions



Smart Communities

Stakeholders

- Government Leaders
- Community Leaders
- Universities
- NGOs
- Citizens

Initiatives

Open Data

Community Portal

Performance Reporting

Open Data

Urban Planning

Demographic Reporting

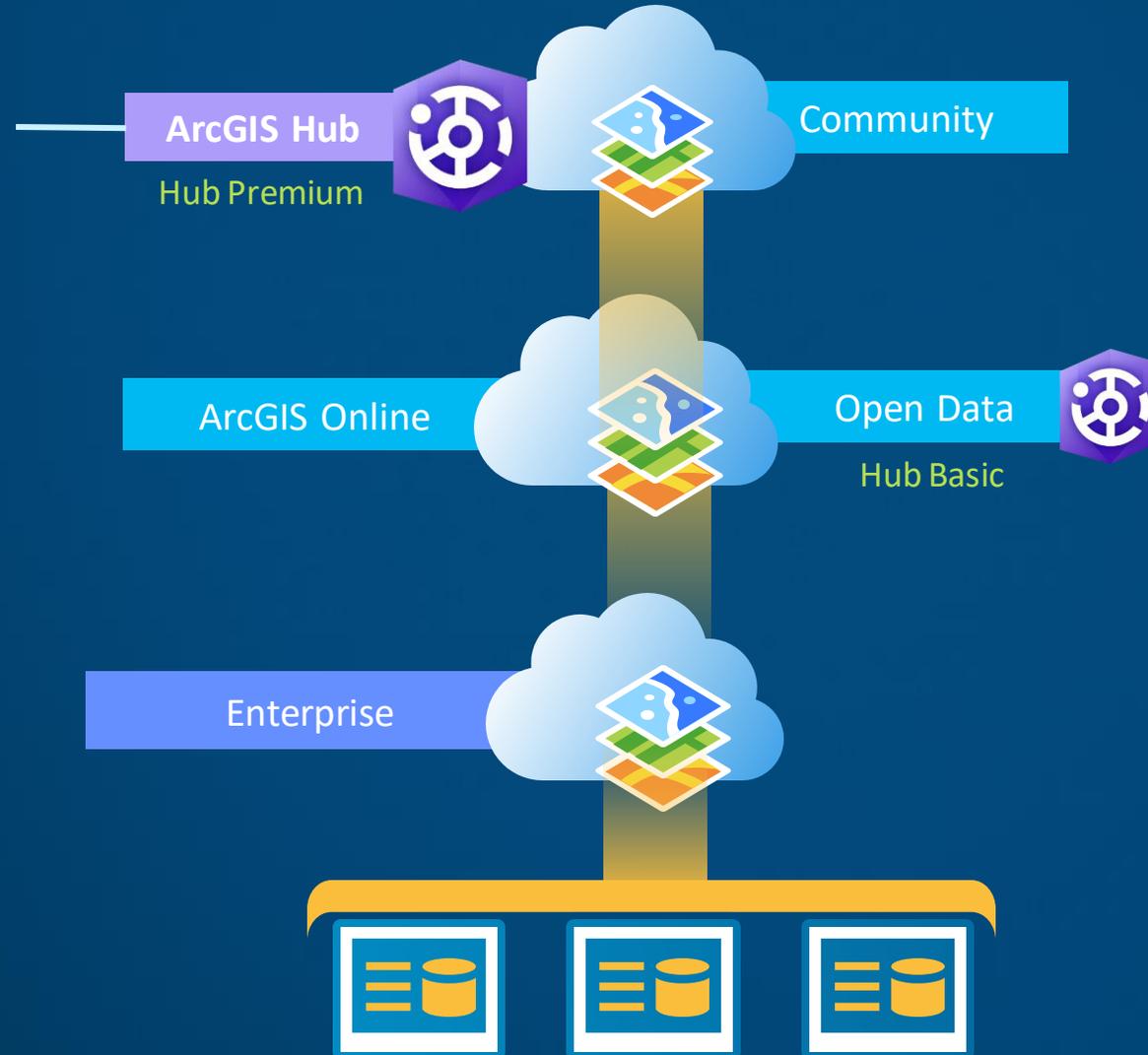
Enabling Civic Participation

With ArcGIS Hub, Governments will be better equipped to...



Built On What OK Already Has

Framework for
Initiatives and
Engagement

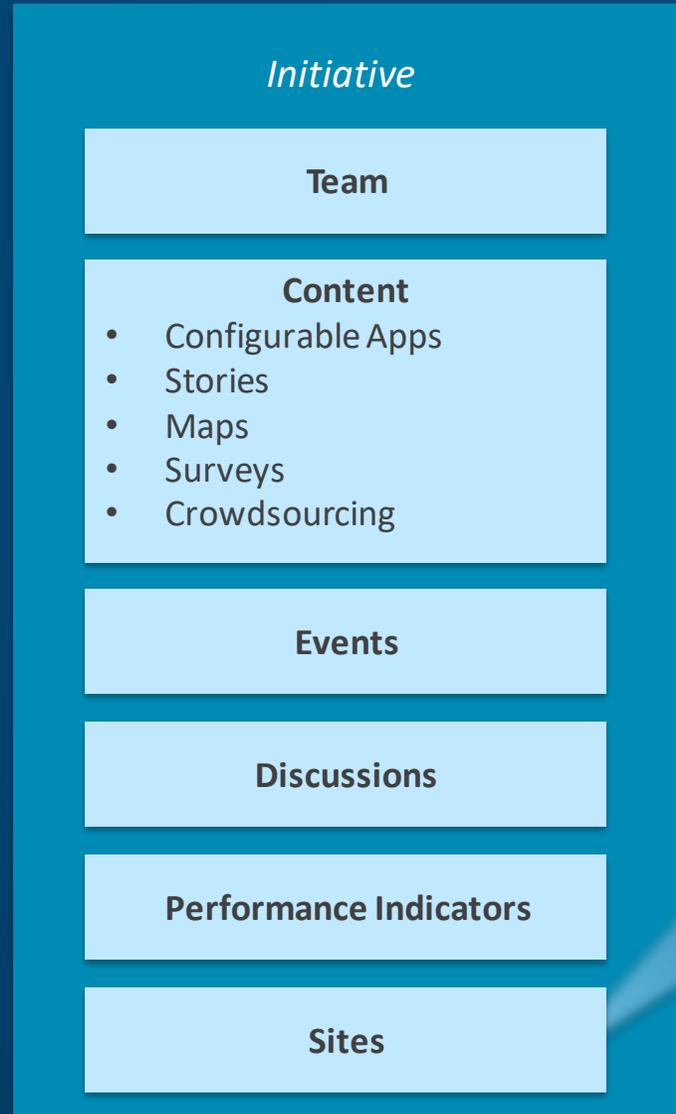


ArcGIS **Hub**: Key Features

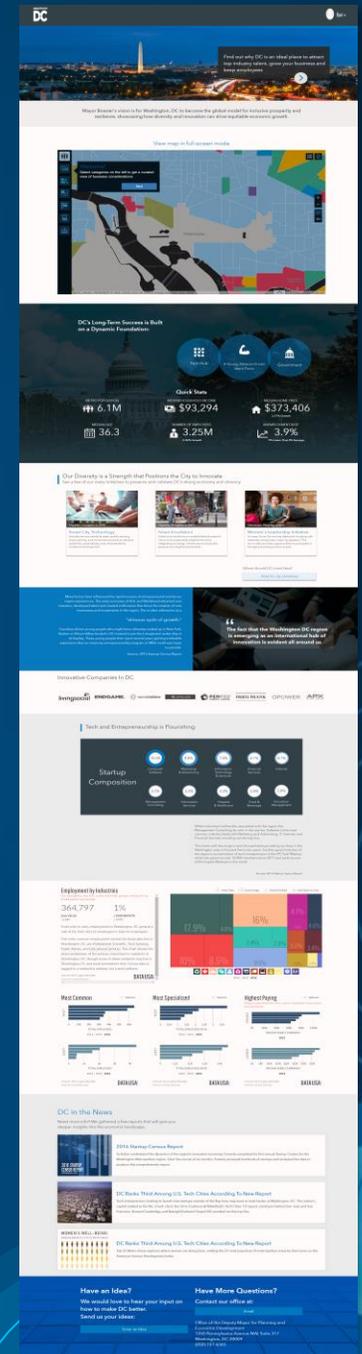
With an ArcGIS **Hub** Premium License you can....

- Launch and Manage Initiatives
 - Create a template initiative curated from Esri
 - Create your own initiative
- Launch and Manage a Community
 - Sign up community members
 - Track the community using a dashboard
 - Host and manage events
 - Manage community comments

Initiatives

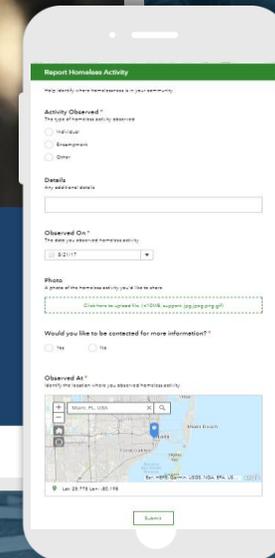
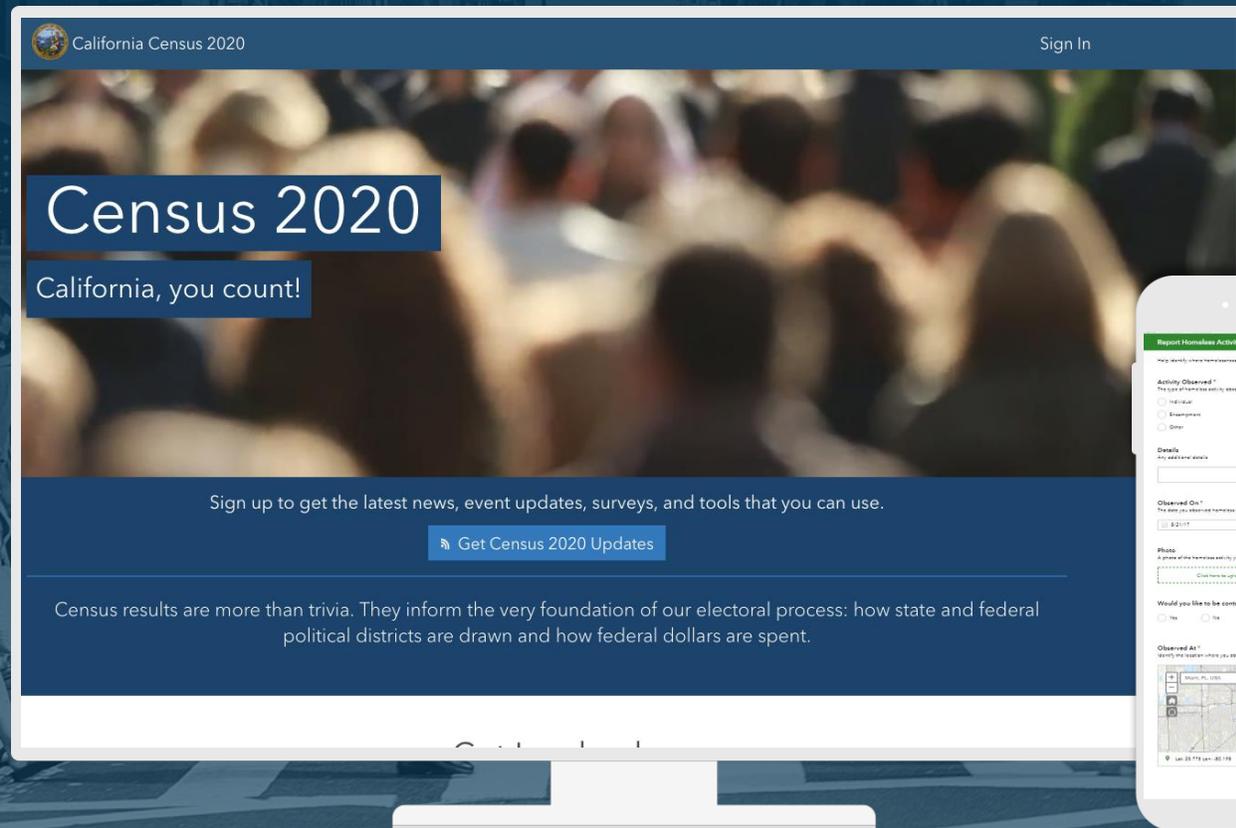


- Banner
- Mission
- Apps
- Analysis
- Performance
- Related Initiatives
- Sub-sites
- Success Stories
- Maps & Data
- Infographics
- Surveys
- Ways to Engage
- Participating Agencies



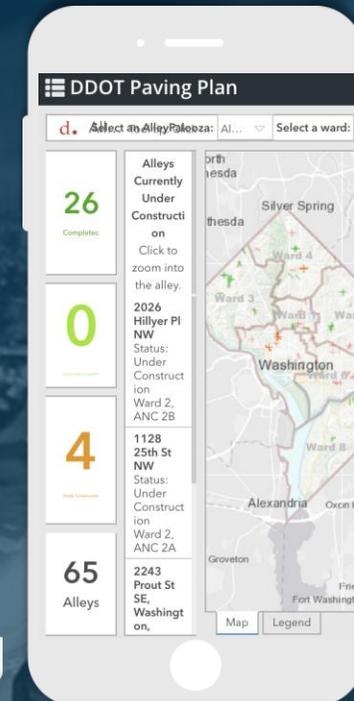
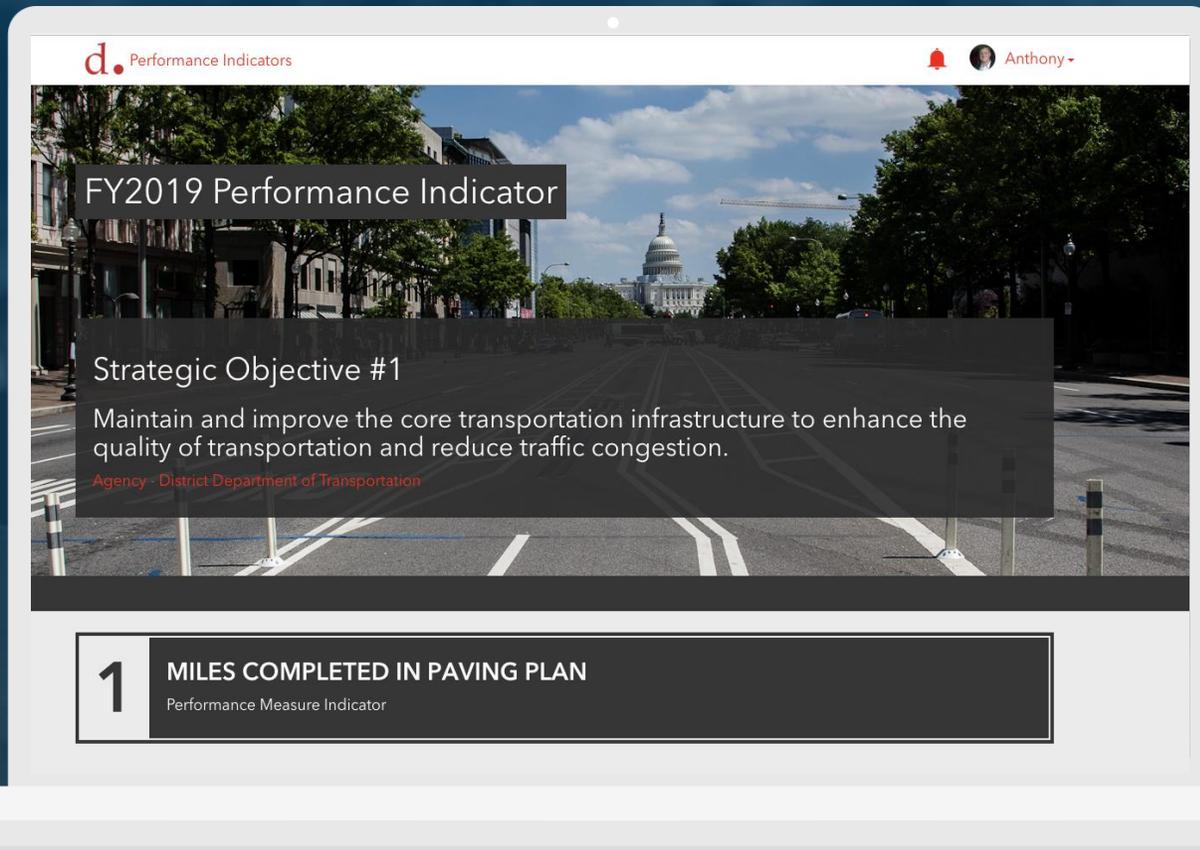
State of CA – Census 2020 Outreach Initiative

Collaboration – Partner with local NGO and Volunteer groups to educate underreported areas on the importance of sharing data with the Census



Washington, DC – Various Initiatives

Multi-Department Approach Performance Management, Capital Projects,
Public Awareness and Crowdsourcing



Washington, DC | Cross-departmental initiatives

Dept of Environment



Green DC



Clean Rivers

Solar for All

Solar DC



Stories

Surveys

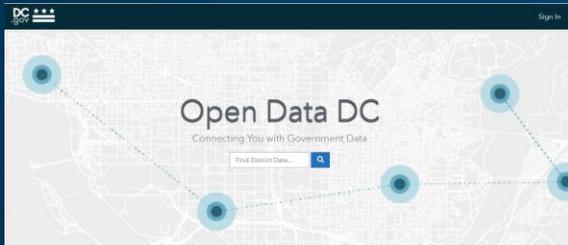
Events

Discussions

River Keepers



Solar Grantees



Open Data DC
Connecting You with Government Data

Find District Data

On this site, the District of Columbia government shares hundreds of datasets. DC realizes that data's greatest value comes from having it freely shared among agencies, federal and regional governments and with the public to the extent possible when considering safety, privacy and security. The District invites you to browse the data, download it as a file, analyze it with your tools, or build apps using our APIs.

Dept of Transportation + Police



Vision Zero

Road Improvement

Tree Canopy

Performance Management



Bike Assoc.



Residents



IT / GIS



Emergency Mgmt



Reduce Vector Borne Disease



School PTO



Business Owners



Resilient DC

Demo

The screenshot shows a web application interface for analyzing projects by district. The main area displays a map of Oklahoma with numerous blue dots representing projects. A pop-up window titled '(1 of 2)' provides details for 'DISTRICT 2'.

DISTRICT 2	
DIVISION	2
DIVISION OFFICE	Antlers
LOCATION	
DIVISION TELEPHONE NUMBER	580-298-3371
ROADWAY	SH-63
COUNTY	LeFlore
DESCRIPTION	Bridge & approaches over Sycamore Creek 12 miles west of US-259 near Lenox. Spring '20. L & N Bridge. \$2 million.
DETOUR	Traffic shifted to a one-lane with traffic signals.
ESTIMATED	2.00

At the bottom of the interface, there is a navigation bar with the text 'Analyze Projects by District Application' and a set of icons for map navigation and layer management.

Why Hub experiences matter

- **One integrated system for sites, apps, surveys, dashboards**
 - Not stove-piped solutions
 - Managed by a framework, extensible
- **Easily configured – not hardcoded**
- **Optimized for modern devices (mobile and desktop)**
- **Aligned with modern web architectures**
- **Department Staff can manage events, community, initiatives**
 - Not just GIS experts creating maps and layers
 - Not just GIS data – spreadsheets, docs, images, etc.

Operating and Growing your Hub

- **Make sure you are planning for continued usage of Hub sites**
 - Updates to data/content
 - New features for ArcGIS Hub & new Esri apps
 - Inserting new pages/sections/apps into existing pages
 - Overhaul page/archiving page/sunsetting page
- **Plan regular reviews & assessments of sites**
- **Track usage and metrics**
- **Templatize for scaling**
- **Grow internal knowledge of Web GIS tools/ArcGIS Hub**
- **Keep track of new Esri products, other Hub sites for inspiration**
- **Develop geospatial strategy and governance within organization**

Thank you!

