



Products

Solutions

Support & Services

News

About



Sign In

Newsroom

Overview

WhereNext Magazine

Podcasts

Publications ▾

Blog

News ▾

Media Relations

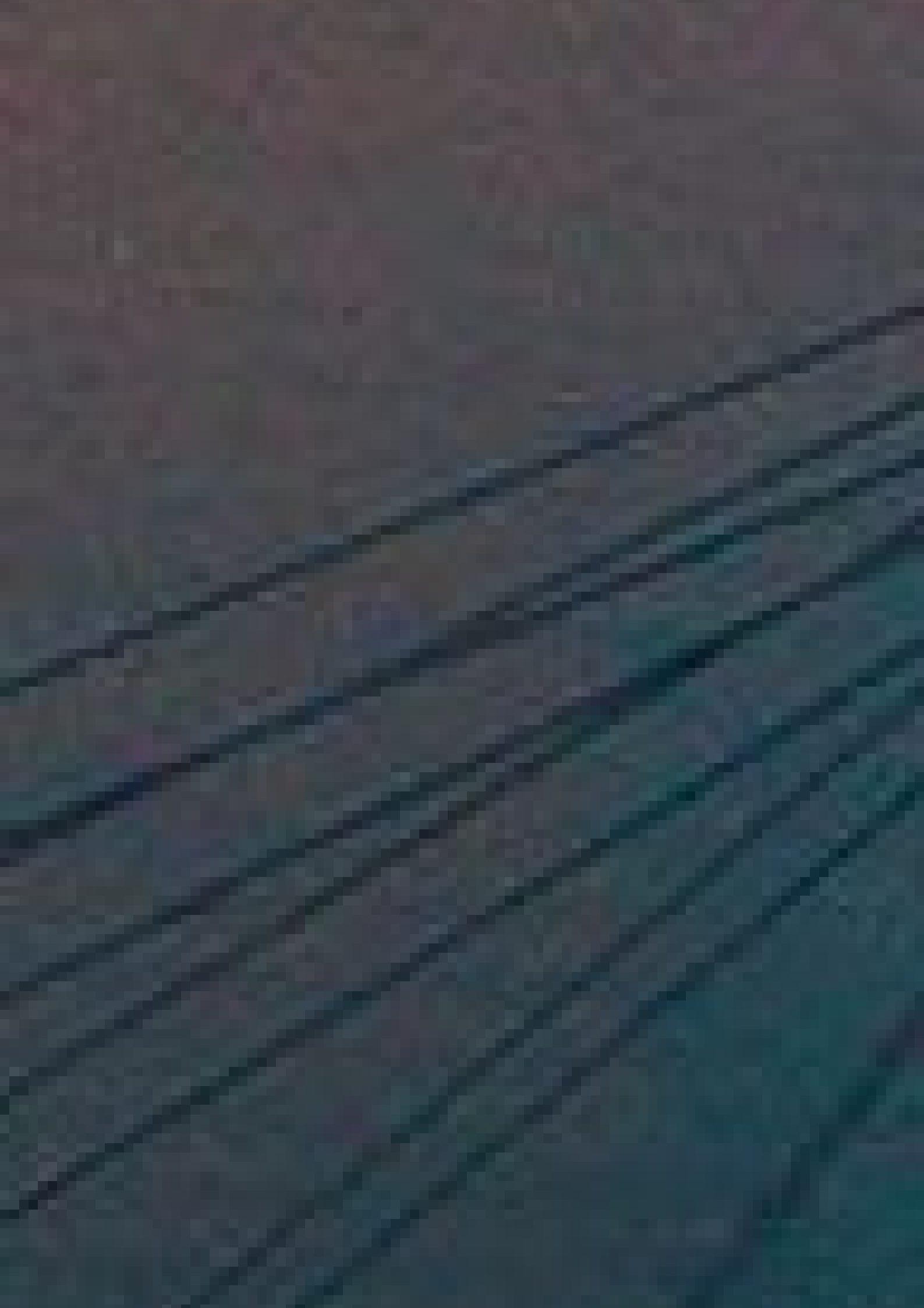












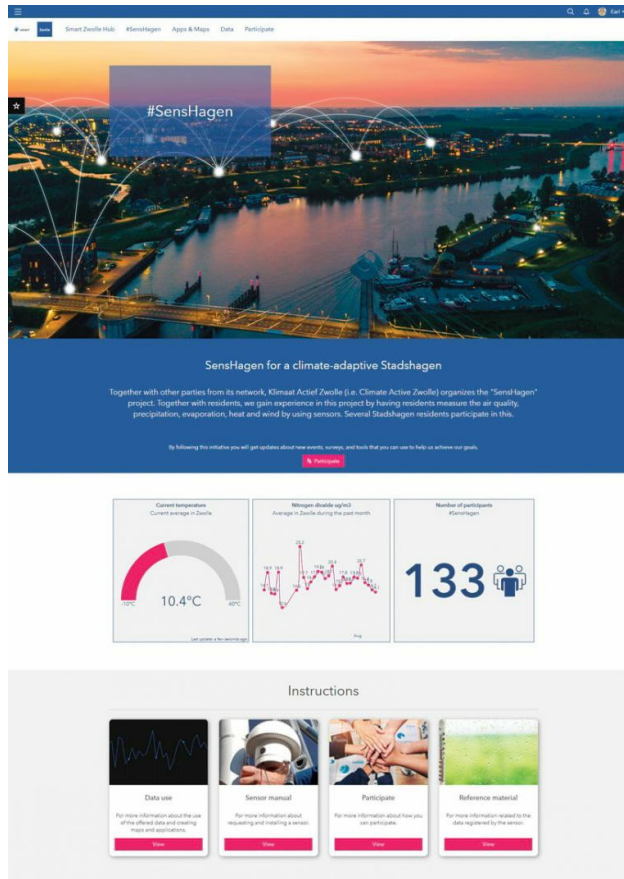




ARCNEWS

## Using ArcGIS Hub, Local Government Works with Residents to Study Climate Change

The Dutch municipality of Zwolle, in northeastern Netherlands, sits amid three rivers. Zwolle is known as one of the country's greenest cities, most notably because of its 33 scenic parks and the municipality's efforts to maintain them sustainably.



Part of what makes SensHagen successful is that citizens can go to the hub website to view and explore their own data.

With a growing population of more than 125,000 residents, the City of Zwolle is tasked with helping the town remain healthy and thriving. To preserve its citizens' quality of life, the city is proactively researching climate change and its impact on Zwolle –and it is enlisting residents to help.

Using high-tech sensors, residents are now playing an important role in this research by gathering crucial climate-related data from across Zwolle. In addition, the city has created an online platform to engage residents and increase transparency by sharing city initiatives that are aimed at keeping the community a wonderful place to live.

"We believe technology can help us face the challenges we have as a city and achieve our goals, especially when we get citizens engaged," said Maarten Veeger, director of strategy for the City of Zwolle. "We truly believe in the participation of our citizens. When you engage people, they can contribute and be a part of the solution."

## Residents Add Value to Data

The City of Zwolle wanted a platform to improve collaboration and promote public engagement. So in 2018, a cross-departmental group at the city developed Smart Zwolle Hub using ArcGIS Hub, a unique community engagement platform. Smart Zwolle allows the city to communicate information about current projects and let citizens know how they can get involved. This is why Marcel Broekhaar, the city's smart society program manager in the department of information provision, says it

works so well.

“With ArcGIS Hub, you can change the citizens’ perspective by showing them what they can do and why we’re working on certain issues,” he said. “We believe in transparency and letting residents know what we’re working on and why.”

In the past, according to Broekhaar, residents were dependent on receiving information from the local government.

“But now they can see for themselves what’s going on,” he added. “It’s not just our information anymore. Residents can now explore data and add value to it.”



Marcel Broekhaar and his team held neighborhood meetings to tell people about the project and recruit participants.

The City of Zwolle was already using the ArcGIS platform and Operations Dashboard for ArcGIS, so implementation of the smart hub was simple. The team was also able to use its current content and apps, so Broekhaar said it was easy to create Smart Zwolle Hub.

Likening the city to an intelligent nervous system, Broekhaar said he hopes that the smart hub will connect all the dots.

“We work often on issues like mobility, health, and other things that impact our city,” he said. “I hope that, as we continue to use the hub for relevant issues, we can connect those matters and get a better view of how the city works.”

The smart hub gives the City of Zwolle the information it needs to make data-driven decisions—an area where Broekhaar wants the organization to grow in the next five years. It has also enabled the city to partner with local groups for the Smart Zwolle Alliance, a coalition of strategic partners that collaborate and learn from one another.

“The organizations in the Smart Zwolle Alliance have their own data and people with expertise, and we are bringing it all together under one umbrella, using the hub to facilitate it.”