

Public Publishing Guidelines for AGO Items

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Overview

ArcGIS Online provides users with the ability to create their own maps and applications, some of which may be for internal use, and some of which users might want to share outside of the County's organization. Some external-facing examples include:

- A story map used to present the results of a study to the public
- An application to show the public where facilities are located
- A place for people to submit location-based feedback about an upcoming proposed project

To make your public facing application as successful as possible, here are some suggested guidelines.

Creating an App

Any AGO application template can be used to create an application. No matter which template is used, here are some items to consider:

1. By default, most new applications created from ArcGIS Online application templates will have Oakland County's official tree logo. If you need a different logo, you can update your selected application template with an appropriate image.
2. Any images used in a web map or application (like pictures in a story map, or map symbols) should be in a **stable web location**. For example, linking to images from someone's personal Flickr account could cause issues down the road if that person leaves your organization.
3. The graphic design of your map and app is important. If your users are overwhelmed by too much information, or can't figure out what your map is showing, they will close it and never come back. If you aren't sure how to improve the look of your app, check out the [Help](#) section below.

Updating the Metadata (Item Details)

Populate the Item Details in both the **app** and any **data**. This helps the users who will be viewing your work, and it helps you and your co-workers remember how, when and why the app was created. Though it takes a little time up front to populate this information, it can **save hours of time** down the road.

1. **Overview:** high level summary of the app or data.
2. **Description:** more detailed information.
 - a. For **Data** items, answer the following questions:
 - i. Who was the original source of the data?
 - ii. What format was it provided in?



- iii. When was the source provided (approximately, if you aren't sure)?
- iv. Was any data processing/analysis performed?
- v. Are there odd attributes that need to be explained?

For example: *In March of 2017, Oakland County Department XYZ geocoded the locations of Farmers Markets based on a spreadsheet provided by Great Consultants Inc. A heat map was made of the resulting points, and some of the fields were renamed. This data is used as a source for the Farmers Market app <insert link> and will be updated on an annual basis.*

- b. For an **App** item, include information about:
 - i. The purpose of the application
 - ii. When it was created
 - iii. The intended audience
3. **Tags:** Add appropriate tags for the department or community, and any other descriptive tags. Remember, tags are any easy way to find items later. For example, tag any data, maps, and app for a project with the same intuitive tag (e.g., "MasterPlan2017").
4. **Access and Use Constraints:** for County departments, Corporation Counsel has requested that we include very specific information. The verbiage can be copied and pasted from any existing Open Data item (for example, see: <https://oakgov.maps.arcgis.com/home/item.html?id=8d7b5decdbf946ee9edd444d3a7817fd>). For CVTs, it is up to the community's discretion.
5. **Credits (Attribution):** for County departments: "<Department Name>, Oakland County, Michigan"; for CVTs/RCOC: "<Community/Org Name>, Oakland County, Michigan"
6. **Thumbnails**
 - a. It's a good idea to keep thumbnails simple and consistent throughout your department or community. For tips on how to make a good thumbnail, visit <https://blogs.esri.com/esri/arcgis/2017/07/26/put-your-best-thumbnail-forward/> or ask for [Help](#) using one of the methods below.
7. **Delete Protection** should be enabled on all data, the web map, and the app.

Prepping for Publication

Once you are ready for the app to be live, do the following:

1. Consider who owns the item, and any of the supporting items (e.g., web map, data). This is the name that will be seen by the public. Do you want that to be an individual person's name? If not, contact IT to discuss creating a more general admin account for your CVT or Department.
2. Make sure Delete Protection is enabled on all of the items (supporting data, map(s), app).
3. For non-crowdsourced apps, make sure Editing is not accidentally enabled on any layer being made public. If it is, the general public will be able to make updates to your data.



4. Should the data that supports the web map/app be available in Oakland County's Access Oakland Open Data Portal (<http://accessoakland.oakgov.com>)? If so, work with IT to share it with the appropriate groups and get it fully prepped for publication.
5. Consider signing up for GIS Office Hours (<https://www.oakgov.com/it/gis/Pages/support.aspx>) to go over your map/app. We can help you do a check of your map/app, make suggestions, and help you with any other details.

Requesting Your Item be Made Public

Some data cannot be shared publicly due to sensitivity or other use restrictions. For this reason, only a limited number of users are allowed to share items with "Everyone", or publicly. To request that your item be made public:

CVT or RCOC Users

1. Submit an incident with your request to the Oakland County Service Center at 248-858-8812, servicecenter@oakgov.com, <https://sc.oakgov.com> under the **Application.ArcGIS Online.Other** incident area. Be sure to provide the Item Details URL of your application.

Oakland County Staff Users

1. Submit a Change Order with your request to the Oakland County Service Center at 248-858-8812, servicecenter@oakgov.com, <https://sc.oakgov.com> the **Internet Services.ArcGIS Online Request** area. Be sure to provide the Item Details URL of your application.

Help!

Aren't sure what to do? We are here to help! For simple questions, use the Oakland County Service Center at 248-858-8812, servicecenter@oakgov.com, or <https://sc.oakgov.com> under the Application.ArcGIS Online.Other incident area.

Another option is to sign up for GIS Office Hours (<https://www.oakgov.com/it/gis/Pages/support.aspx>). We can spend a morning or afternoon with you in our computer lab to answer your questions and/or help you polish your item before making it public.

Finally, there are dozens of free, self-paced training classes available on Esri's web site at <https://www.esri.com/training/>.

