Launching your General Plan Update Template

Requirements

In order to complete this lesson you need to have a Publisher Role with additional administrative privileges- Create groups with update capabilities and Assign members. If you do not have these, check with you ArcGIS Online Administrator. See who can create initiatives.*

Acknowledgements

Adobe Stock

Contents

Overview

Build a Homepage

In this section, you will learn how to launch a template and customize the theme to match your organizations branding needs.
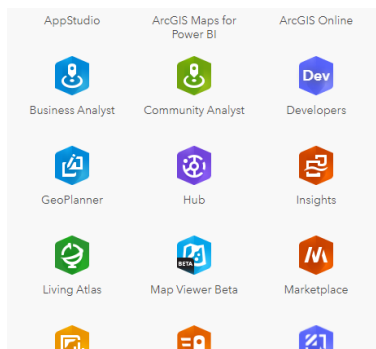
Activate a new initiative

First, you'll create the hub initiative to which you will start deep customization.

1. Sign in to your [https://www.arcgis.com/home/signin.html ArcGIS organizational account].

2. Click on the chicklet on the top right portion of the page


3. Now select "Hub"

4. Once in Hub, you will see three different boxes, **Initiatives**, **All Content** and **Community**. All content is where you can manager content within all your Hub initiatives. Community is where you can manager your community members. We are going to click **New** under the initiatives box. If you don't see these options, you have Hub Basic. If you're interested in Hub Premium, please contact your Account Manager or reach us at 1-800-447-9778.
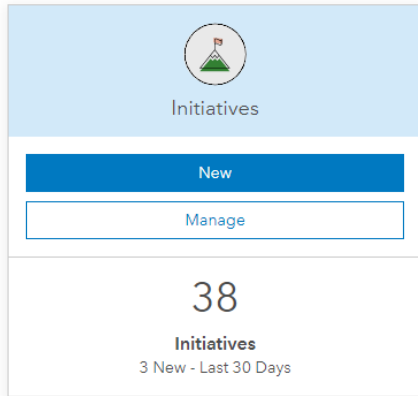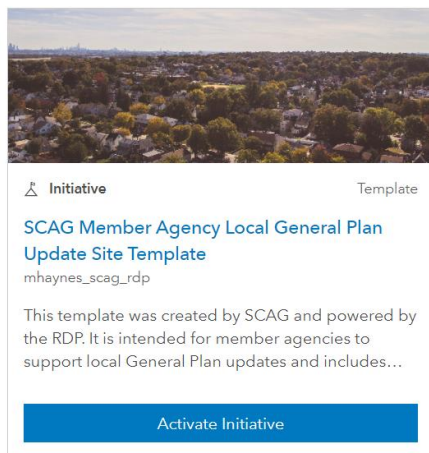
5. Next click, **Browse Templates**
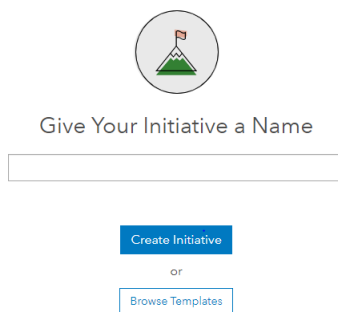
6. Once you click Browse Templates, you will see the many templates Esri has made. On the left under "Filter" choose "World".
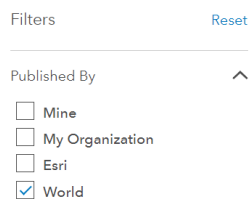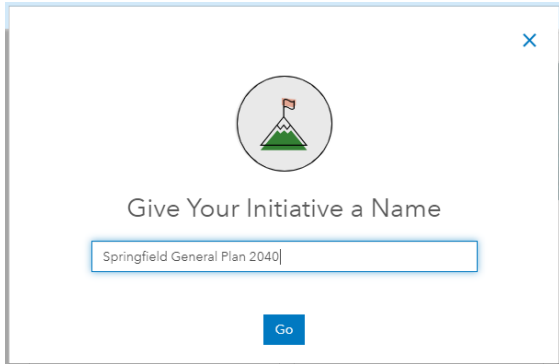

7. Search "SCAG Member Agency Local General Plan Update Site Template".

7. Click **Activate Initiative**. You can also preview a template by clicking on the title.

8. Give the initiative a name that is relevant to your city or county. The name can be edited later!

What's included in your Hub Site?
- One Initiative
- 11 Pages
- 1 Community Survey

Before diving into customizing your newly created Hub site, you should first understand what was created during this process. Templates, like what you just launched, make Hub customization easier by including the tools you need to achieve the goal(s) of the initiative. In the SCAG Template, 11 different pages have already been configured. These pages correlate to different aspect of the General Plan Update or relate to one elements (i.e. housing element, noise element, etc). Each of these pages can be edited similarly to how you will go through the rest of this lesson.

If you log onto your ArcGIS Online by going to arcgis.com, you will see that the Hub Site and related pages are organized into a folder with the name you gave your Site. This folder is where you can see the created pages, the site, along with feature layers that correspond with the community survey.

Some pages look similar to each other. For example, the individual element pages are copies of one another. The pages "General Plan Goals" and "About the General Plan" are different so further along this lesson, you will spend some time on editing those pages.

Customize the settings

In this section, you will learn how to edit the settings (i.e. font, color, header) of your initiative. All font and color choices can be matched to fit your city's branding needs.

1. First go into the **Settings** on the side panel to the left side of your screen
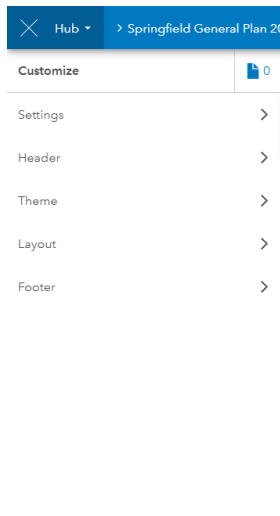
2. Change the **Name** of your site. This will end up changing the title of your site. Continue through the steps to see the change!
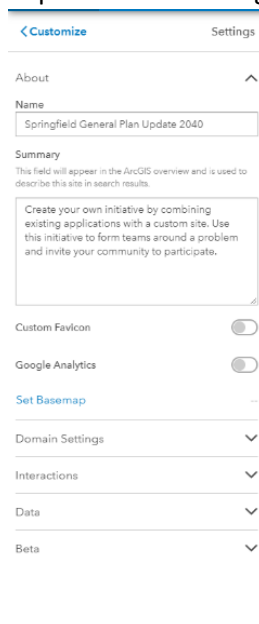
3. You will not notice a difference right away, so you need to **Save** your site. You will have a notification that you have unsaved changes. **Click the Save Button**. Once you have saved your site, click the **drop down arrow.** You will see a few options:

       - Publish Draft

       - View Published

       - Delete Draft

These are different saving options. "Preview Draft" allows you to preview your site while not publishing the changes. You can also "View Published" which will allow you to view what is currently published. **Choose Publish Draft** because you want to publish the changes.
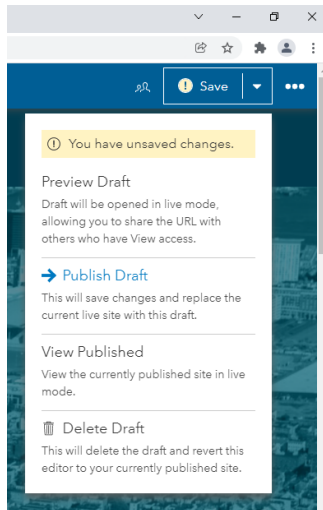
4. You will see that the title of your initiative has now updated from step 2. See more information on this change.

> Springfield General Plan Update 2040 ▾

5. Go back into **Settings** in the customization pane and choose **Domain Settings**
In this setting, you can change the URL of your site. For example, if you do not want "arcgis or open data" in your URL, you can set a custom domain.

6. Select **Modify Domain Settings** and change the **Site URL.**

7. Once you hit save, it will redirect you to the new URL.
8. Select **Settings** in the Customization side bar but this time, choose **Interactions.**
9. Toggle the **Global Navigation** feature. You will notice that part of the blue header at the top of the page disappears. Global navigation provides quick access to frequently used feature, shows notifications from the site, includes Sign In and mobile navigation. Toggle it back **on.** You are going to keep it on so your community has easy access to sign in. See more about global navigation.
10. There are other settings in Interactions that you can edit. You can make it so links on your Hub Site are not underlined (although we recommend keeping them underlined to meet WCAG accessibility

standards). You can also edit how applications open through the Hub Site. For example, if you add a PDF document to the Site, you can choose whether or not there is an information panel that opens with it.
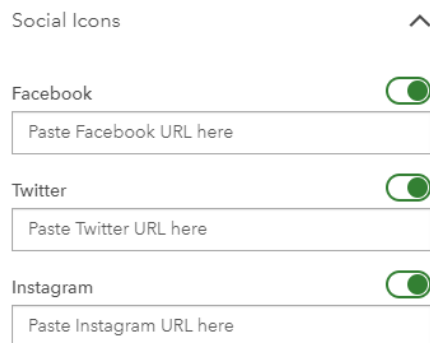
Changing overall theme of your template

In this section you will learn how to edit the overall theme of your Hub Site. It's important to match branding guidelines to align with existing authoritative websites.

1. Go back to the customize pane and **select Header.** Currently, standard header is checked on, click prominent to see what happens. The header on your siter gets a little larger. There is also an option to include a custom header—this is great for when you work with your web development team or communications team and want to have consistent branding from the government website to this Hub Site. As you look through the different settings, you'll see you can toggle the name of the site to be on or off along with the ability to change the name of the site. You can also add some branding here with a city logo. To add a logo, click "Upload" and choose your organization's logo from your desktop.

6. Now that your branding is done, **select Social Icons.** This is where you can add Facebook, Twitter and Instagram links to your city's social media. Social icons will point community members directly to the planning departments social accounts for easy access.

7. Toggle all three social media buttons to on and see them appear in your header. You will also notice where you can add in the social media URLs.

8. Go back to the customize panel and **select Theme.** This is where you are able to change the color palette of your site. Again, being able to customize the color theme allows you to match branding guidelines.

9. **Edit your colors** to match your organization's branding.

10. Next, you will change the font for the site. Under **Theme** you will see two option, **Base Font** and

Heading Font, click on the **gear icon** next to Base Font.

11. **Select** "browse their collection" to explore Google Fonts you have access to.

12. Click on the first font choice named, Roboto, and click **Select this style** under the first option
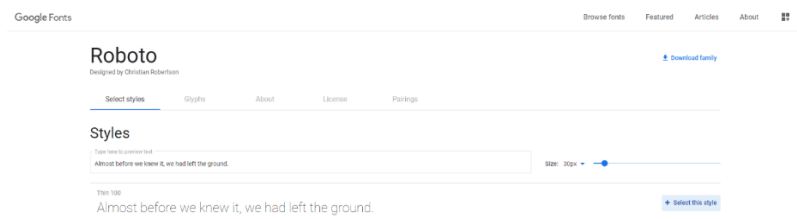
13. In the pop up on the right side, choose **Embed** and **@import.**

14. **Copy** the import URL: https://fonts.googleapis.com/css2?family=Roboto

15. Paste the URL into **URL for @Import** in your Hub site and type in the **Roboto** under **Name of the Font Family**

Customize Theme Fonts

Import up to two fonts to use as part of your Open Data theme. You can set a base font and a heading font, or both at the same time. You can also reset both to our default font, Avenir Next. You will need a **URL** and a **name** to import your font.

Recommended: Google Fonts is a catalog of fonts that you can use for free. Head over there to browse their collection.

Base Font | **Heading Font**

URL for @Import

https://fonts.googleapis.com/css2?family=Roboto

Example: https://fonts.googleapis.com/css?family=Open+Sans

Name of Font Family

Roboto

Example: Open Sans

Preview Your Font

Preview Text: Share Open Data with your Citizens

Cancel | Apply

16. Once finished, copy and paste the same import URL for Heading Font and give it the same name, and hit **Apply.**

Customize Theme Fonts

Import up to two fonts to use as part of your Open Data theme. You can set a base font and a heading font, or both at the same time. You can also reset both to our default font, Avenir Next. You will need a **URL** and a **name** to import your font.

Recommended: Google Fonts is a catalog of fonts that you can use for free. Head over there to browse their collection.

Base Font | Heading Font

☐ Use same font as base

URL for @Import

https://fonts.googleapis.com/css?family=Roboto

Example: https://fonts.googleapis.com/css?family=Open+Sans

Name of Font Family

Roboto

Example: Open Sans

Preview Your Font

Preview Text: Share Open Data with your Citizens

Cancel | **Apply**

You have now branded your site with a logo, included social media, customized the theme and added a new font.

Add your own banner

In this section you will learn how to edit the Hub banner. It's important to have a banner that grabs the attention of anyone who lands on the site. You want to be sure that when stakeholders come to the site, they know exactly what they will be learning about.

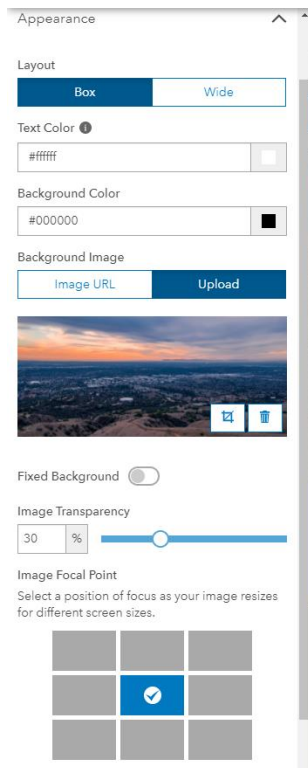1. Hover over the text in the banner. You will notice a setting option.

The **arrow** allows you to move the section to another area of your site. The pencil icon or **settings button,** allows you to edit the element. The **trash can** will delete the element. **Click the pencil icon.**

2. When the side panel opens, under **Background Image** you'll see that a pre-populated image is included, you can add your own by clicking the trash can icon. You will notice you can either use a URL or Upload from your computer.
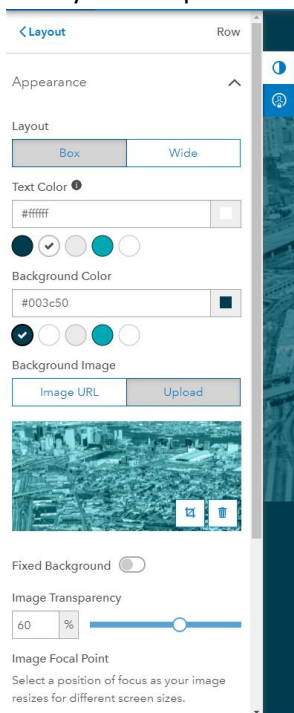

3. Now that your image is loaded in, **change the background color to black,** #00000, and **lower image transparency** to 30%.

Note: You want to add a black overlay to the picture so that the white font stands out from the picture. If you have a color picture, use a black or white overlay. If you have a gray-scale image, use a color overlay to add some color!

4. Next, you will change the title to more accurately represent your organization. Hover over the banner title. You will notice a pencil icon—**click the pencil icon.**
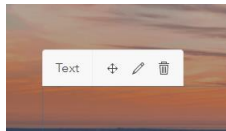
5. You will notice a settings bar. This settings bar is where you can change text size, text alignment, go into code view, and more.
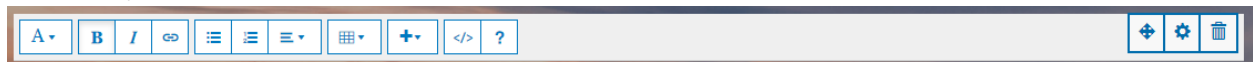

6. Click the end of the title to start typing. If you would like to change the font size of the Banner Title
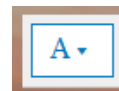
highlight the new title and change the font size using the **Font Style tool** in the settings bar

7. You can also the edit the sub header as well. You can change the text and increase or decrease the size of the font using the **Font Style tool**. There are more settings within the settings bar—like alignment, bold, italicized, adding buttons, and more!

8. If you hover your mouse above the Header, you'll notice a **Spacer Card.** If you click on the pencil icon of the Spacer Card, on the edit panel you can lower or raise the height or toggle **Hide On Mobile**
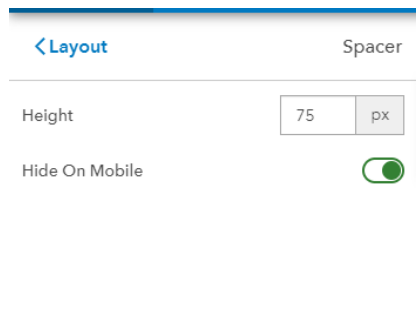
Choosing **Hide On Mobile** will make sure that when a person is scrolling through the site on a mobile device, they will not have to scroll through empty space. However, on a desktop it breaks up the page into sections which makes it easier to read.

9. **Save** and **Publish** your site.

Within this section you have learned how to launch an initiative and brand it based on your organization's brand or style guidelines.

Edit an existing section

In this section you will learn how to add in a paragraph, change the background, and add text.

1. Underneath your newly edited banner section, you will see a blue section "What is a General Plan?"
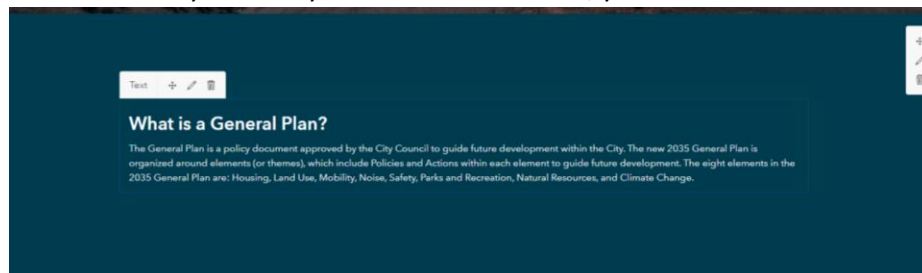
2. The pencil icon on the right side will allow you to edit the **row** which enables you to change the background color (or add a picture), text color and establish visibility.

3. The pencil icon for the **text card** will allow you to edit the text in the box, change the text size, alignmnet, etc. If you would like to add your own organizations explanation, go ahead and add it now.

4. **Save and publish** your draft.

You now have a fully customized header and customized overview paragraph so you are ready to head to the next section.

General Plan Elements

1. As you scroll down past your edited paragraph section, there is a section called "General Plan Elements". Like in the previous section, you can edit the text.
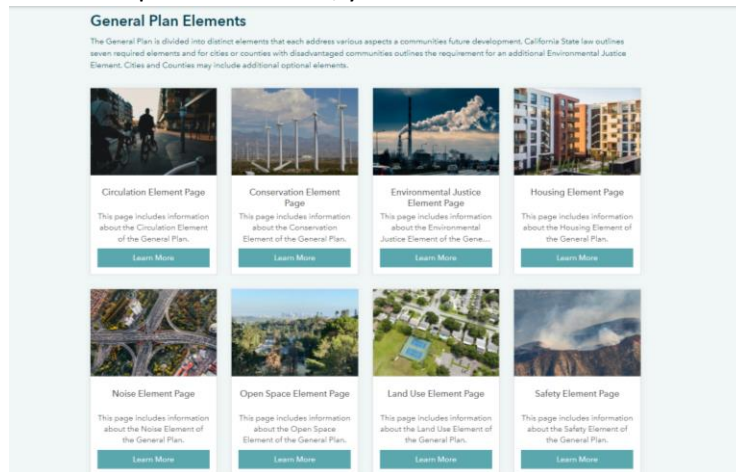
2. The squares you are seeing have been pre-populated because you launched a Template that was already configured. The squares you see are linked to the 8 element pages that were created when you launched the Template. This section is using a **Gallery Card.** You can edit what's included in the Gallery by clicking the **pencil icon** and selecting content.
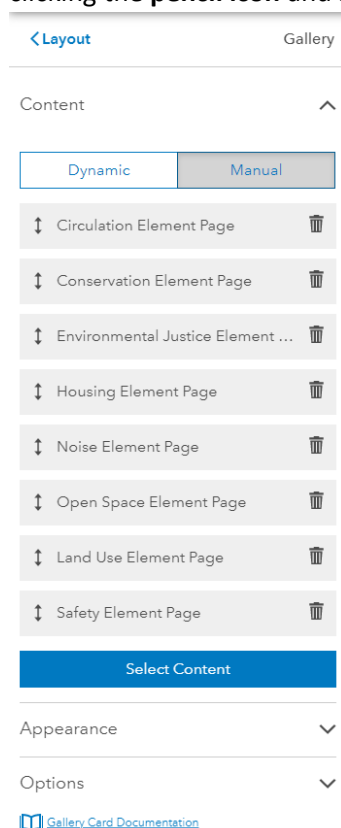
3. This Gallery can be populated with GIS Applications, maps, documents, and whatever else is in your ArcGIS Online.

4. In the editing panel of the Gallery Card, **click Appearance.** If you would like to change the look of the boxes, this is where you can do it. You can add a drop shadow, edit the button type and text, and even change the images.

5. There are two more sections on this page that use a **Gallery Card.** As in the first few steps, you can edit the content within the Gallery Card, you can edit the look of the boxes, and if you would like to change the background color of the entire row, you can follow the steps outlined in the previous section.

6. **Save** and **Publish** your draft

Enabling Community Feedback

In this section you will learn how to enable community feedback. Throughout the planning cycle, it's important to gather feedback from your residents. Whether you are collecting preliminary "wants" to gathering comments after a final proposal—stakeholder engagement is key to an effective general plan update.

Launching the community survey

In this section you will learn how to enable community feedback using a pre-existing survey from the Template.

1. As mentioned previously, you have launched your Hub Site from a pre-existing Template. The template includes an ArcGIS Survey123 for community feedback. To access and edit the survey, go to your Hub Sites **name dropdown menu** and **click Feedback.**
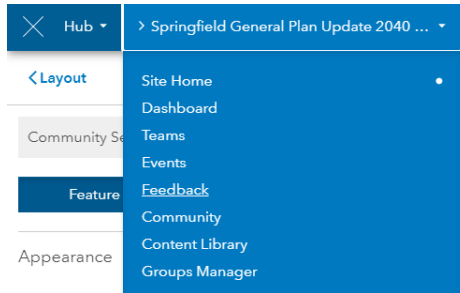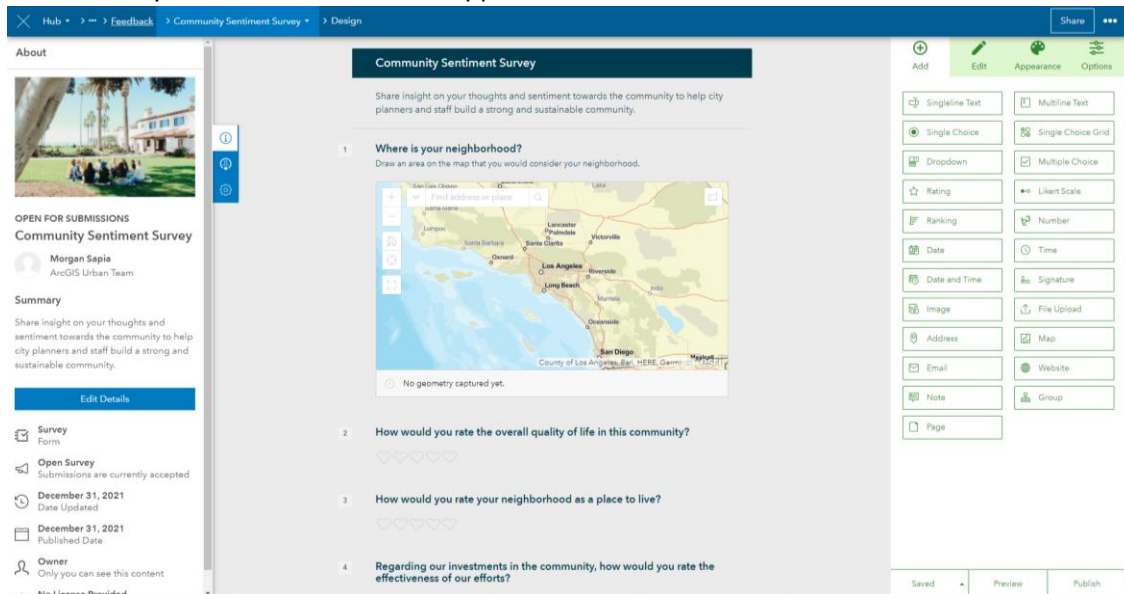

2. Under My Content, you should see a survey called "Community Sentiment Survey".
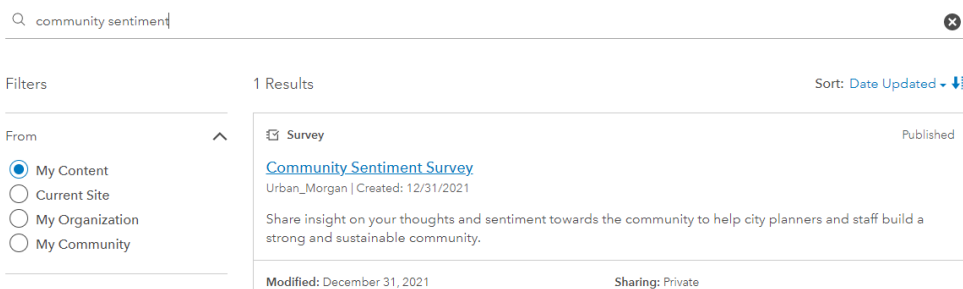
3. **Click** the survey name.

4. The survey editor interface should appear.

5. You can start editing the survey by clicking on the different sections. **Click** on the **header** "Community Sentiment Survey".

Survey Header

○ Text   ○ Image

Text

Community Sentiment Survey

Alignment: ▤ ▤ ▤

Tip: Header background and text color can be changed
in the Appearance -> Theme section.

6. The editing panel on the right side will appear. You can change your survey header text, alignment, or even add an image as the header.

7. Next, to change the description, **click** on the text below the survey header.

Share insight on your thoughts and sentiment towards the community to help city planners and staff build a strong and sustainable community.

8. The editing panel on the right side will appear. You can change the text in the description.

9. Once published, this survey will be a map-based survey—meaning a map will be the central focal point with the questions on the side. To make the map more accurately represent your community, **click** on the map question so the editing panel shows up on the right.

10. Under **Map and extent click** the **dropdown** to change the base map (the color of the map).

Map and extent

Streets

ArcGIS Urban - Default Basemap

Dark Gray Canvas

Imagery

Imagery Hybrid

Light Gray Canvas

County of Los Angeles,...

11. In the **Find address or place** box, **type** a central location in your city/county, and **hit enter** on your keyboard. The map extent zooms to that area.

Map and extent

Streets

redlands

**Redlands**, CA, USA

Redlands, CO, USA (Mesa)

Redlands, CO, USA (Mesa County)

Redlands Mobile Home Park, FL, USA

Redlands, Ugu District Municipality, KwaZulu-Natal,

Riverside

Bannir

s Angeles,...

☐ Use device location and ask for location when answering this question

12. The next question asks how to rate the overall quality of life. If you would like to change this question, you can **click** on it and edit the settings in the panel. You can continue editing the survey questions as you see fit.
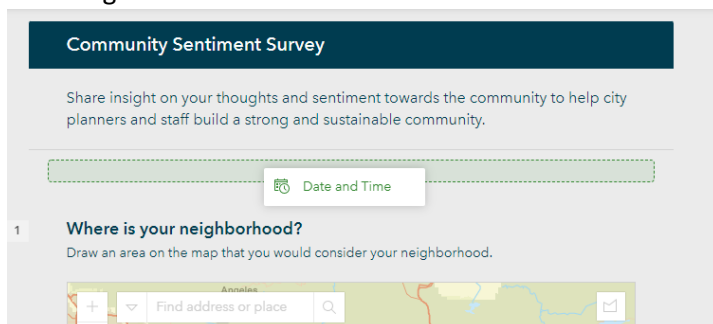
⊕
Add
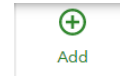
13. If you would like to add new questions, **click** on the **Add** button.

14. The different form questions will appear on the right side.
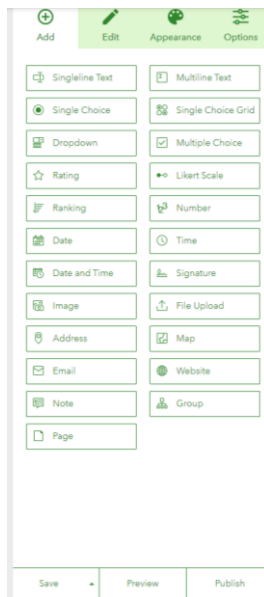

15. If you want to **add** a **Date and Time** fill, **click** and **drag** the **Date and Time** question into your survey and **drop** the question where you want it. Make sure to fill in the options when the editing panel opens to the right!

16. If you see a question you do not want to include, **click** on the question. On the **bottom right corner** of the question, a **X** should appear. **Click** the **X** to remove the question.

17. If you would like to change the **appearance** of your survey, **click Appearance** on the editing panel.
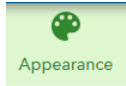
18. You can edit color for the header, background of survey, text, buttons, and more. Make sure it matches your city/county branding!

19. The last button on the editing panel is **Options.** Once you click **Options** you can change the text that will be shown to your constituent after they submit their answers.

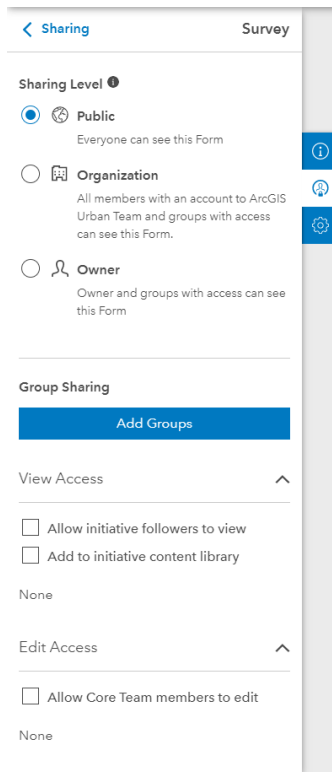20. Lastly, **save** then **publish** your survey.
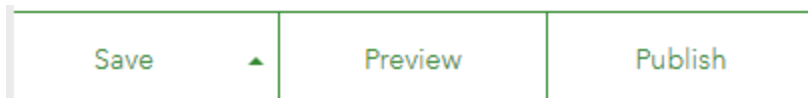
Publishing your survey

During this section you will learn how to publish your newly edited survey.

1. **Click** the **sharing icon** to the left of the survey in the managing panel.

2. Under **Survey** you can choose who can take the survey. For example, if you want it to be publicly available, **choose** public.

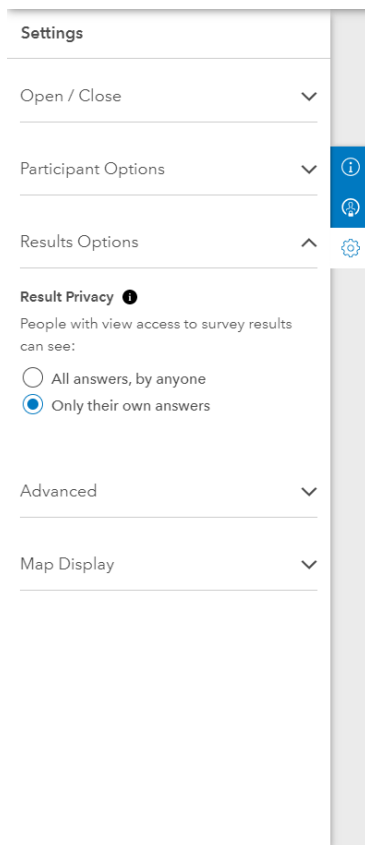3. Under the sharing icon, there is a **setting icon** represented by a gear.

4. **Click** the **settings icon.**

5. This is where you can edit participation time. The survey is automatically set to be open (i.e. people can take the survey once you make it public), this is also where you can close the survey (i.e. people will not be able to take the survey). Another benefit of Survey123 is the ability to set a schedule of when it opens and closes so you don't have to remember.

6. Under **Participant Options** you can decide if constituents can take the survey multiple times or edit their submissions.
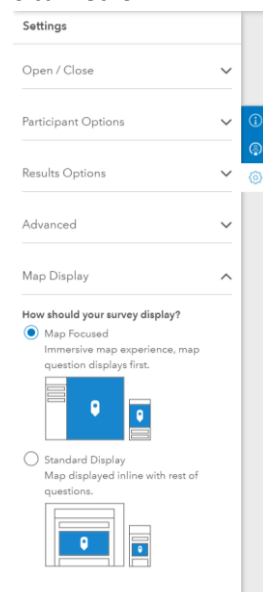
7. Under **Results Options** you can decide if your constituents can see other responses. To ensure privacy, consider choosing **Only their own answers.**

8. The last setting to make note of is the **Map Display** setting. As mentioned in the previous section, this survey was created to be map-focused (i.e. the map is the focal point of the survey). Ensure **Map Focused** is turned on.
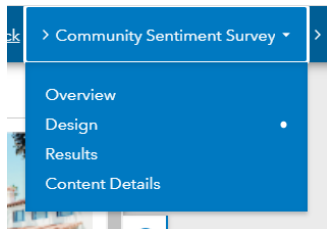

9. For extra safety, **save** and **publish** the survey one last time.

10. To change the name of the survey, **click** the **dropdown menu** of the survey and **choose Content Details**.

11. You can change the thumbnail image of the survey here along with its **Basic Info.** In the Basic Info you can change the title, add a summary, description, and categorize the survey for better content management.
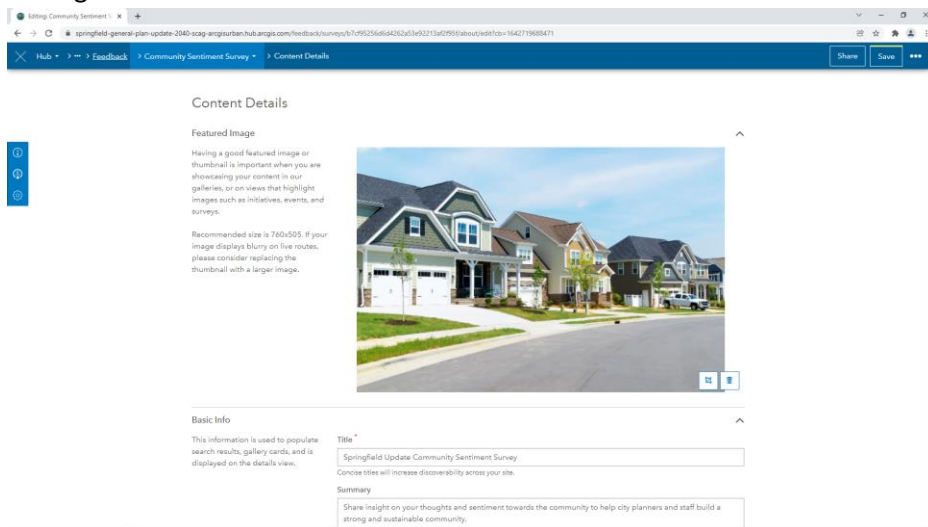
12. When you have completed filling out the survey details, **save** the edits.

13. Now you need to add the survey to the Hub Site. **Hover** over the **ellipses** within the header and **click** the Site Name.
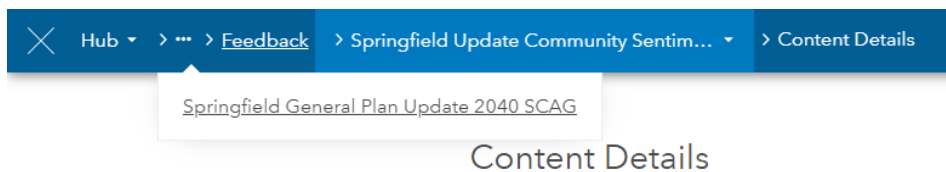
14. **Scroll** to the bottom of the page. If you edited the thumbnail, title, or description, those changes should now be referenced.

Get Involved

Use this section to link out to surveys, events, or other engagement opportunities.

Springfield Update Community Sentiment Survey

Share insight on your thoughts and sentiment towards the community to help city planners and staff build a strong and sustainable community.
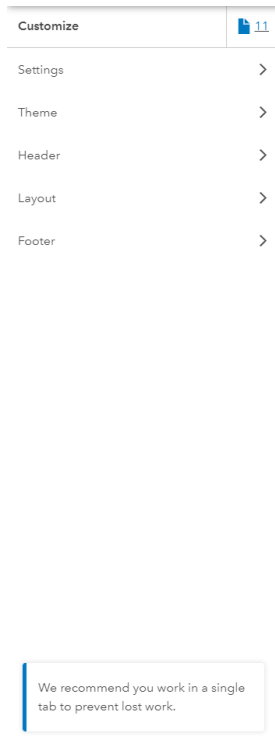
Take Survey

15. **Save** and **publish** your site

Editing the Supporting Pages

As mentioned previously, different pages were created when you launched the template. These pages are to support the General Plan Update and provide more information to residents who come to the Hub site.

Edit "About the General Plan"

In this section you will learn how to edit some of the remaining pages that were created. The editing is similar to the above sections.

1. To access the created **supporting pages**, navigate to the **Customize Panel.**

Customize	📄 11
Settings	>
Theme	>
Header	>
Layout	>
Footer	>

We recommend you work in a single tab to prevent lost work.

📄 11

2. **Click** on the **page icon**

3. **Click** on the first page titled "About the General Plan". The page should open up.

4. Similar to how you edited the landing page, you can go through this page and edit the title, images, text, etc.

5. In the General Plan Update Process section, you can quickly identify which stage you are in during the planning process by highlighting the step and **bolding** the text in the text editor.
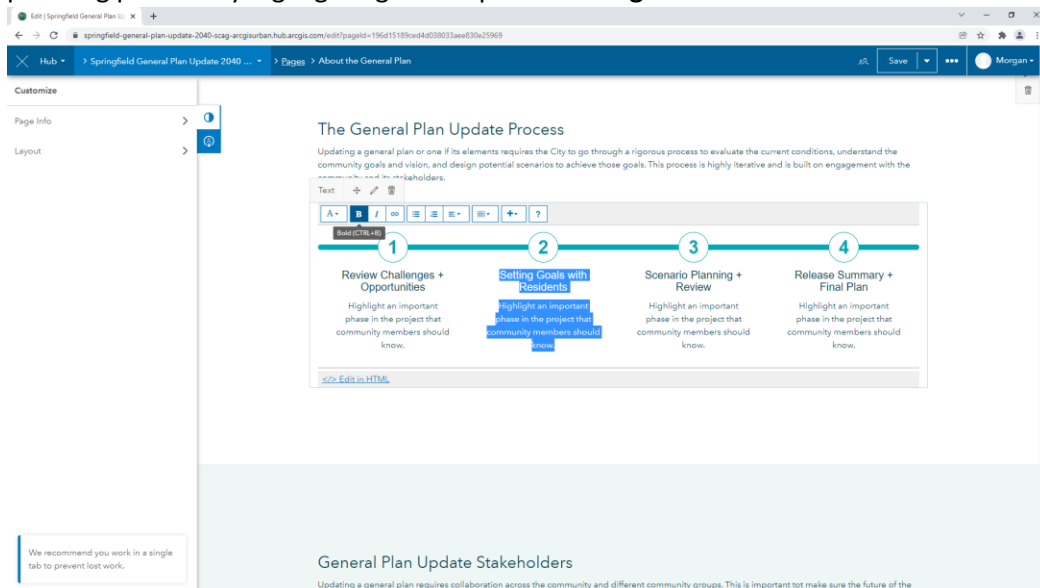

6. In the General Plan Timeline section, you can change the text within each box to align with your General Plan Update. For example, to change the Target End Date, **click** on the section, the text editor will come up, **click** on the Target End Date, **delete** June and add a more accurate month related to your project.
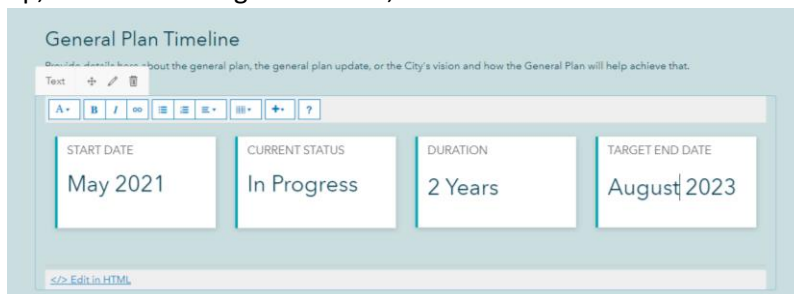
7. The Partner Section text can be edited in the same way. If you would like to **change the image** shown, **click </> Edit in HTML** on the bottom left side of the text box.
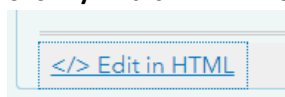
8. Don't get overwhelmed by what you see! There is a lot code, but changing the image is *super easy!* On lines 5, 22, and 40 (you can see the line number on the left side), you will see a URL. That URL is the only thing you have to change to add in a picture!
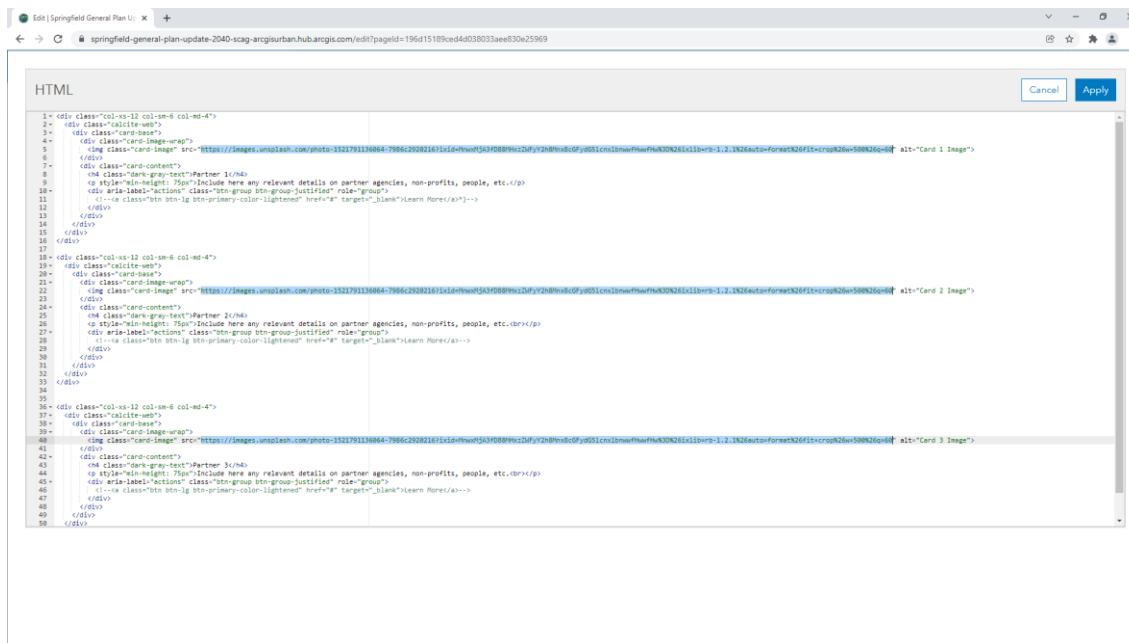
9. If you have an image URL that is being hosted by your government, you can go ahead and paste it in.
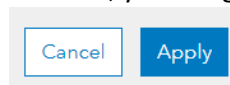
10. Once you've done so, **click Apply** in the top right corner

11. Don't forget to **Save and Publish** your draft now!

12. The last section of this page, Additional Resources, the text can be edited the same way as previous sections. There is a **View Document button,** if you would like to add a link to a specific document, **copy** the document URL, **click** on **View Document.** Once you click, a **small edit link** icon appears.
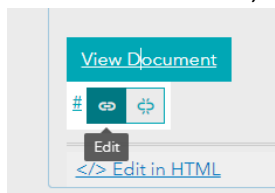
13. **Click** on the **Edit Link icon.**
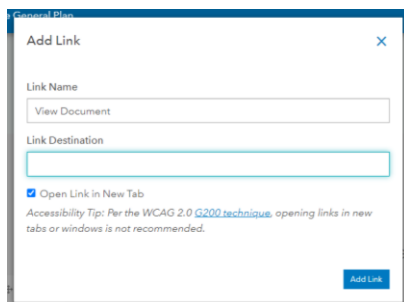
14. You can now **paste** in your copied URL from the document. **Click Add Link** to complete the process.

15. The last part you can edit is the open data. To add in open data, you can follow this [document page](https://doc.arcgis.com/en/hub/sites/display-apps-data-and-maps.htm#ESRI_SECTION1_D67304487BD84CADA041CBD657FC99FA) (https://doc.arcgis.com/en/hub/sites/display-apps-data-and-maps.htm#ESRI_SECTION1_D67304487BD84CADA041CBD657FC99FA)

16. **Save and Publish** your draft

How to make your pages public

In this section you will learn how to make your newly edited page public.

1. Now that your page is fully functional, it's ready to be shared to the public. There may be more things you plan to add to it, but right now it's ready to be shared.

2. On the ribbon, click the **Groups with access can see this Hub page** button.

The **Share** pane appears. Currently, only the owner (you) can see your initiative.

3. For **Sharing Level**, choose **Public**.
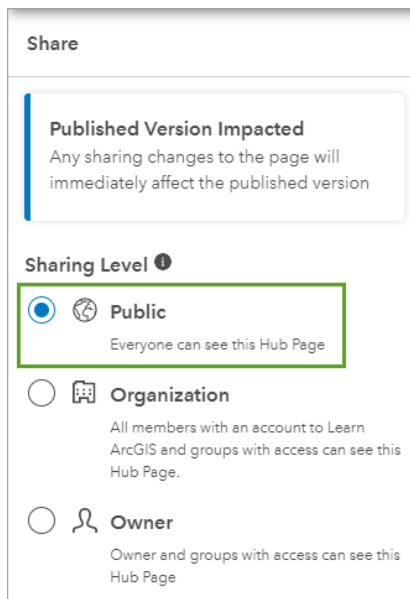
Now, anyone can see your page. This needs to be done for every page once you are ready to make your Site public.

Edit "General Plan Goals"

1. Now it's time to edit the General Plan Goals page

2. To navigate to the other pages, in the editing header of Hub, **click Pages** next to "About the General Plan".

3. **Click General Plan Goals**

General Plan Goals
/pages/goals

   *Note: if there is a page you wish to *not* include, you can click the trash can icon to delete the page

4. The General Plan Goals page is similar to first page, or the landing page, we edited. You can use the **text editor** to change the Banner and you can edit the **row** to add a background image.

5. If you would like to change the images, you can **click** on the image, and **upload** one you prefer. You can continue this process throughout the rest of the page.

6. **Save and Publish** your site.

7. Don't forget to share the page if you're ready! (See "How to make your pages public" section)

Edit one of the Element Pages

As mentioned previously, 8 element pages were created when you launched this Template. This section will go through how to edit one of the 8 element pages. Each of the pages have a similar layout.

1. Now it's time to edit one of the Element Pages.

2. To navigate to the other pages, in the editing header of Hub, **click Pages** next to "General Plan Goals".


Environmental Justice Element Page
/pages/environmental-justice-element

3. **Click Environmental Justice Element Page**

4. As in the other sections, if you would like to change the banner text, you can do so by **clicking** on the text box or **clicking** the **edit pencil.** You can change the background banner by **clicking** the **edit pencil** of the **row** on the right hand side and upload your own picture.

5. If you would like to change the Timeline, you can reference the above section on "Edit About the General Plan".

6. There are context indicators, or **statistics** in which you can bring in data from your ArcGIS Online. If you want to provide data on environmental impacts of the general plan, **click** the **Statistic** card, the editing panel will appear.
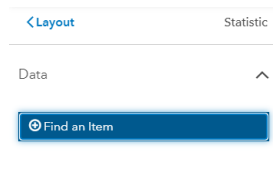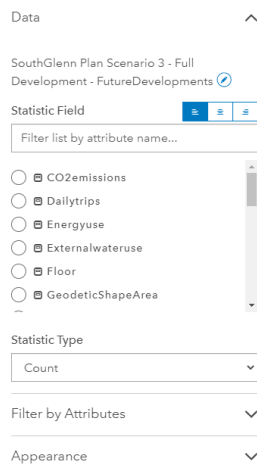

7. **Click Find an Item.**

8. You will now see a screen that is giving you access into your ArcGIS Online. If there is data within your organization that you would like to add, you can do so through this interface.
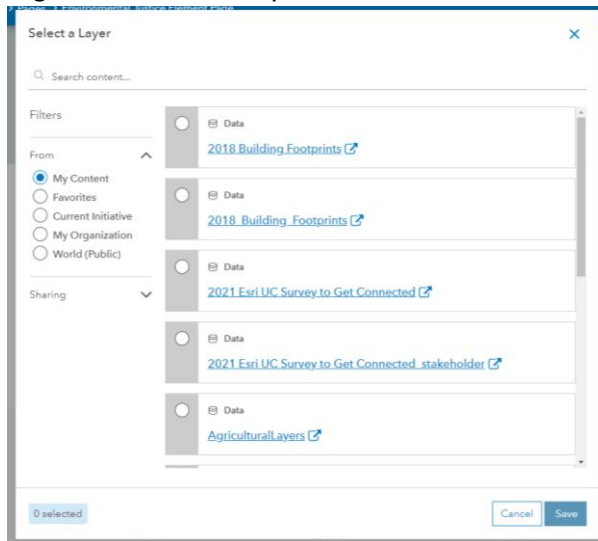
9. Once you select a data layer you would like to be populated into the Statistics Card, you can filter what data is being shown through the editing panel.

10. Once you have statistics you are happy with you can edit the appearance by **clicking Appearance**

11. In the editor, you can change the color of the text, title, and text, along with providing the data source link from ArcGIS Online.

12. To edit the timeline, reference the above sections.

13. **Save and Publish** your site.

14. You can create individual survey's for each of the element pages. If you would like to **create** a **new survey, click** the **survey icon** (or the editing pencil) then **choose Create Survey.**
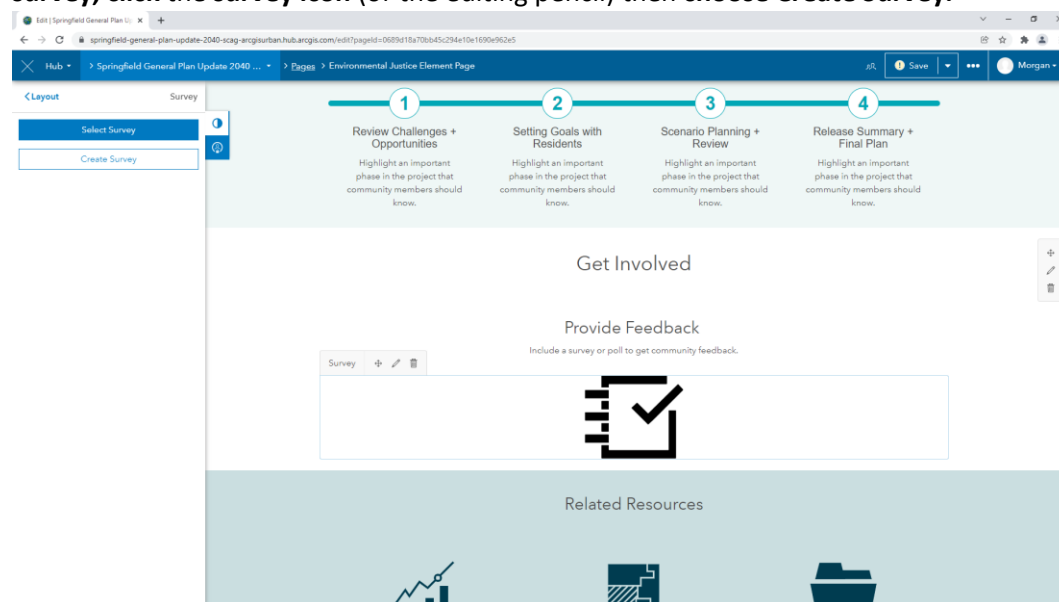

15. Once you choose create survey, you will be given the option to create any of the following survey types—Map Based Survey, Quick Poll, Questionnaire, or a Default/blank survey you can build from scratch. Once you choose your survey preference, it will take you to the survey editor. You can refer back to the "Enabling Community Feedback" section to learn about how to create a survey.
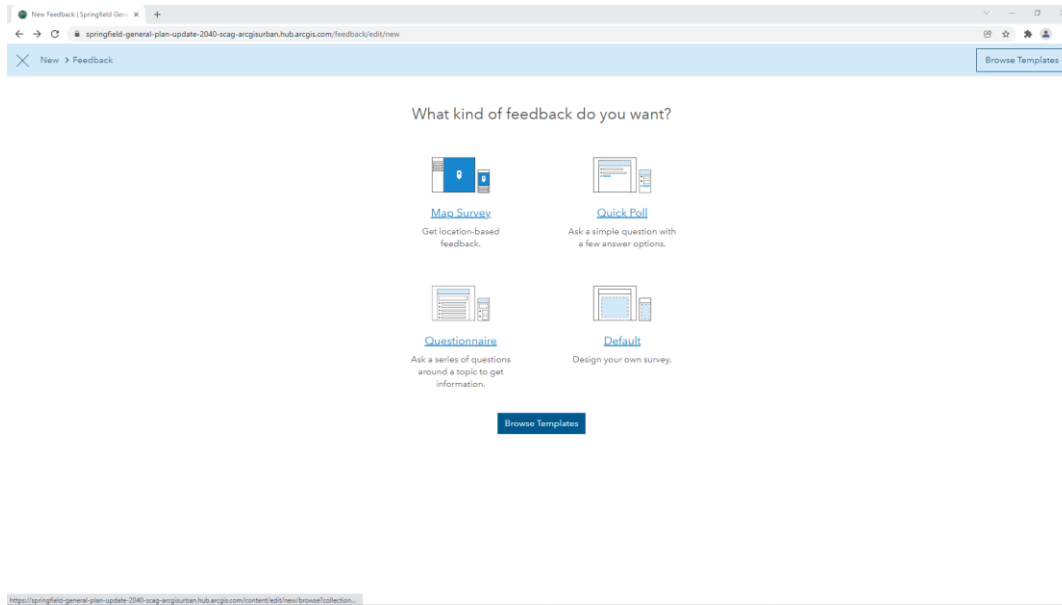
16. You can also **choose to Browse Templates.** If you browse templates, you will see some community sentiment surveys that have already been formatted for the General Plan Update!

16. To create a survey from one of the template surveys, just **click Activate!**
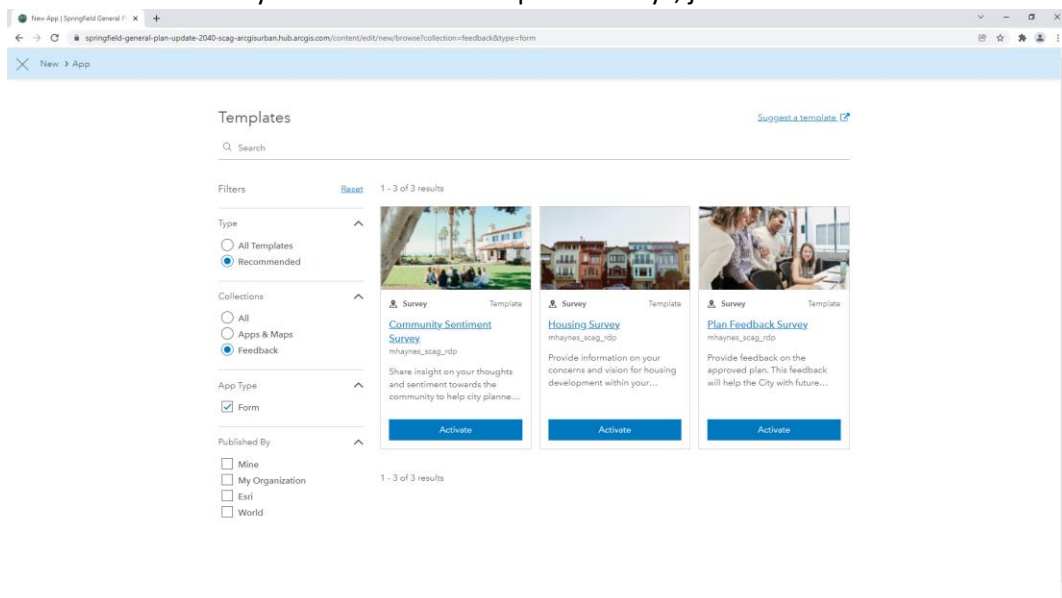
17. To learn how to edit this templatized survey, refer to the previous section on "Enabling Community Feedback".

18. If you would like to add some data and resources under the "Related Resources" section, please reference our open data documentation (https://doc.arcgis.com/en/hub/sites/display-apps-data-and-maps.htm#ESRI_SECTION1_D67304487BD84CADA041CBD657FC99FA).
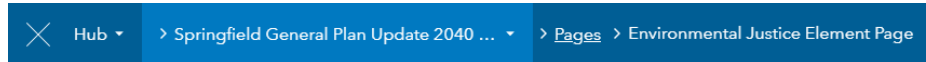
19. **Save and Publish** your site.

20. Don't forget to share the page if you're ready! (See "How to make your pages public" section)

Edit "Share a Plan"

Now it's time to edit the Share a Plan page.

1. To navigate to the other pages, in the editing header of Hub, **click Pages** next to "General Plan Goals".

└ **Share a Plan**   🗑
/pages/share-a-plan

2. **Click Share a Plan**

3. As in the other sections, if you would like to change the banner text, you can do so by **clicking** on the text box or **clicking** the **edit pencil.** You can change the background banner by **clicking** the **edit pencil** of the **row** on the right hand side and upload your own picture.
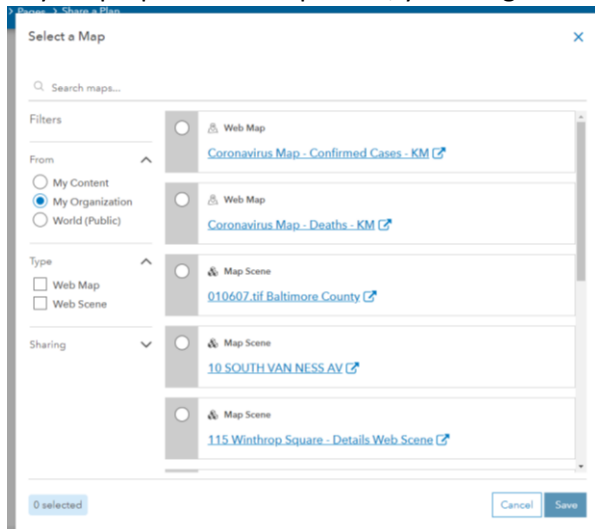
4. If you would like to add statistics, you can refer to the previous section (Edit on of the element pages).

5. There is a **Map Card** embedded onto this page. If you would like to add a map from your ArcGIS Online, **click** the **edit pencil** or **click** the **map icon.**

6. In the **editing panel click Select Map.**

< Layout   Map

    Default   Mobile

        Select Map
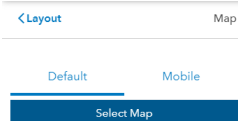
7. You will now see a screen that is giving you access into your ArcGIS Online. If there is a map within your organization that you would like to add, you can do so through this interface. If you have a 3D web scene of your proposed developments, you can go ahead and add it here!

> Pages > Share a Plan

Select a Map   ✕

🔍 Search maps....

Filters   ○   👥 Web Map
                         Coronavirus Map - Confirmed Cases - KM ⬈
From   ∧
○ My Content   ○   👥 Web Map
● My Organization   Coronavirus Map - Deaths - KM ⬈
○ World (Public)
                     ○   🗺 Map Scene
Type   ∧   010607.tif Baltimore County ⬈
☐ Web Map
☐ Web Scene   ○   🗺 Map Scene
                         10 SOUTH VAN NESS AV ⬈
Sharing   ∨
                     ○   🗺 Map Scene
                         115 Winthrop Square - Details Web Scene ⬈

0 selected   Cancel   Save

8. Once you add in your map, you can **edit** the appearance (title, legend, height of the map) using the editing panel.
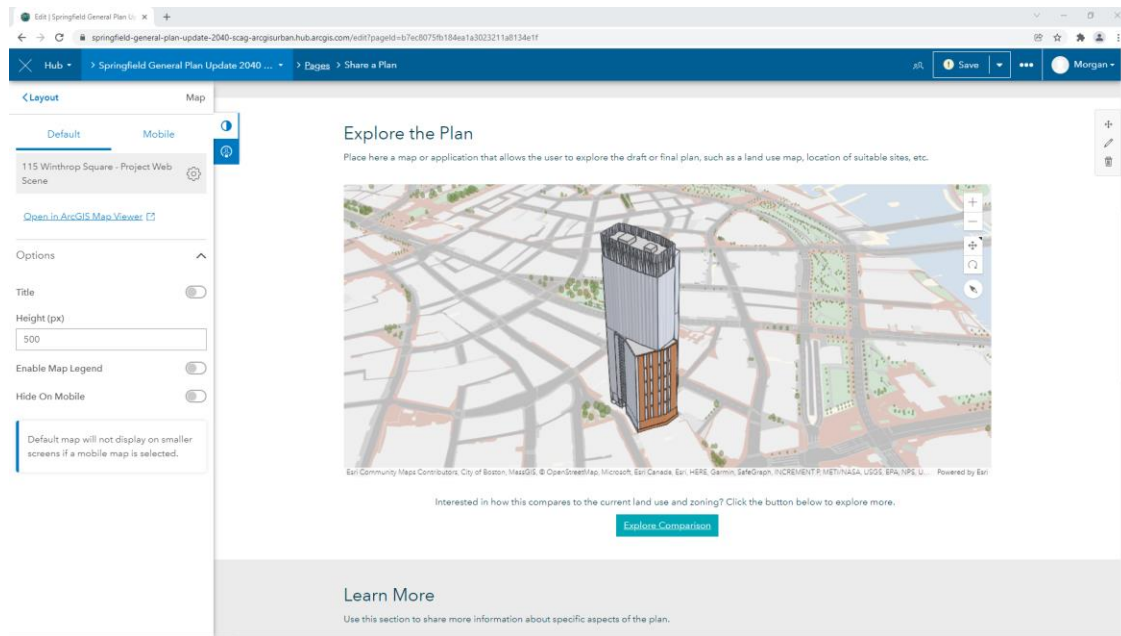
9. The last section of this page, "Learn More" can be edited in the same ways you've been editing the other pages.

10. You can **add a map** by doing steps 6-9 in this section. You can **add a chart** in the same way you add data to a statistics card. **Click** the **editing pencil** of the **Chart Card** or **click** the **chart card icon.**
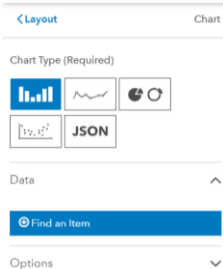
11. Similar to the previous section on how to add data for a statistics card, **click Find an Item.** This will pull up the ArcGIS Online picker.
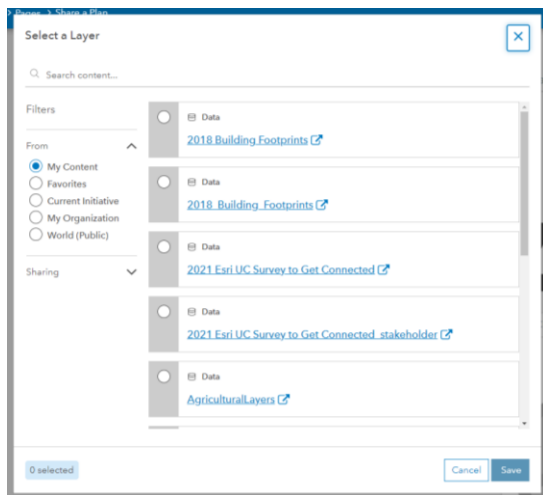
12. You can **choose** a **Chart Type** and filter the data you chose to create a graph on your Hub page.
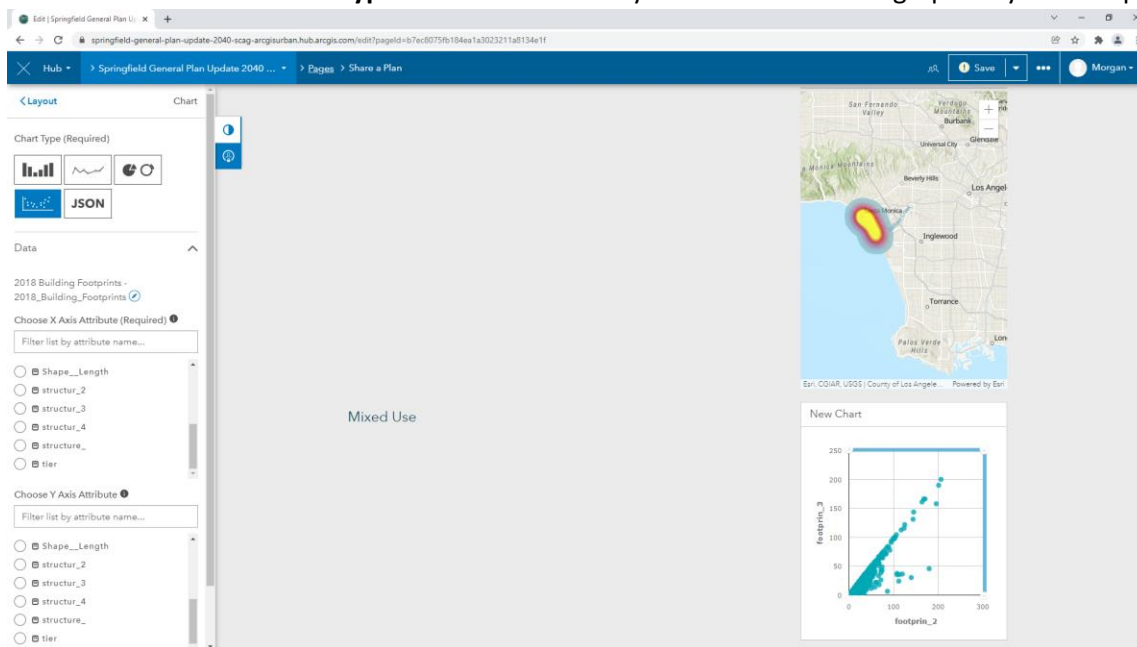
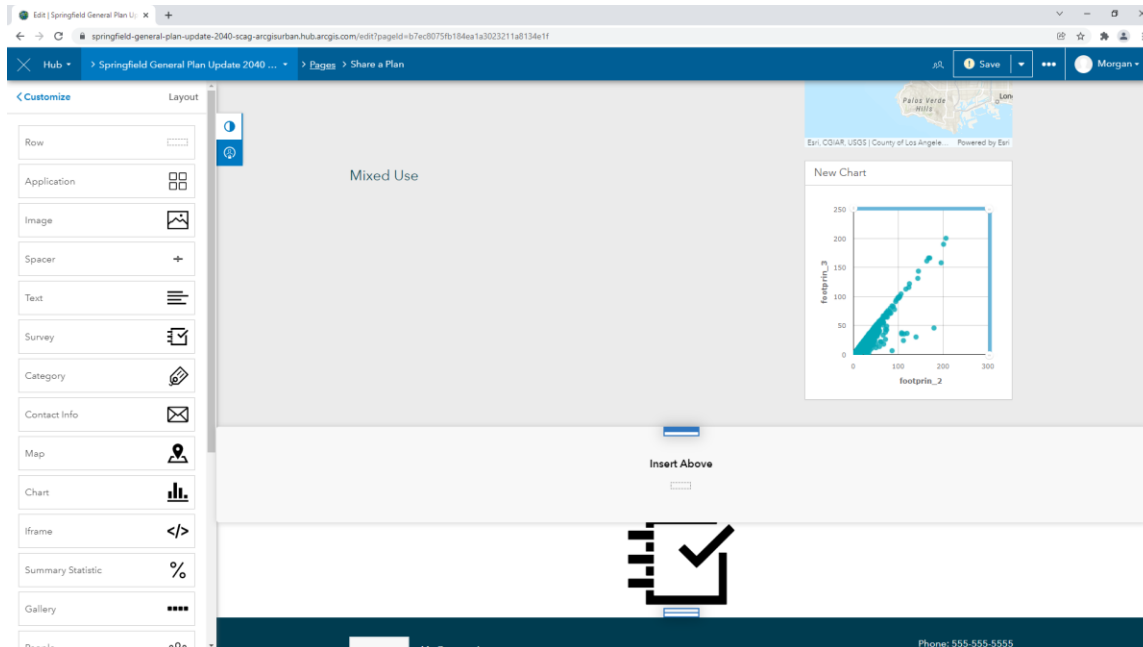13. You can now edit the text next to the graph and map.
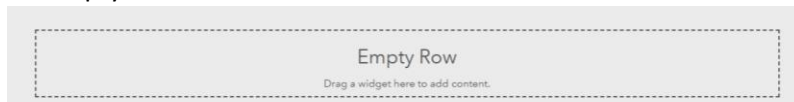14. **Save and Publish** your site.

Add a row

So far, you've edited rows that came with the template you chose. Next, you'll create a simple row that includes a picture and a paragraph.

1. In the **Customize** pane, click **Layout**.

2. Drag the **Row** card under the **Chart** row and drop it in the **Insert Above** drop zone.

An empty row is added to the initiative.

[row-empty] [Alt: Empty row added to initiative]

The **Row** pane appears. It has basic settings for the row. First, you'll add a background image.

3. In the **Row** pane, for **Background Image**, paste the following URL and press *Enter*:

https://downloads.esri.com/LearnArcGIS/develop-your-own-arcgis-hub-template/header-image-palms-bw.jpg

Note: The image may not appear in the row immediately if you don't press *Enter* after pasting the URL.

Next, you'll adjust the background color and image transparency. This image is black and white, so you'll add a color overlay to add depth to the image.

4. For **Background Color**, type #003c50. For **Image Transparency**, type 95 percent.

Because this row has a dark background color, you'll change the text color to white.

5. For **Text Color**, type #ffffff.
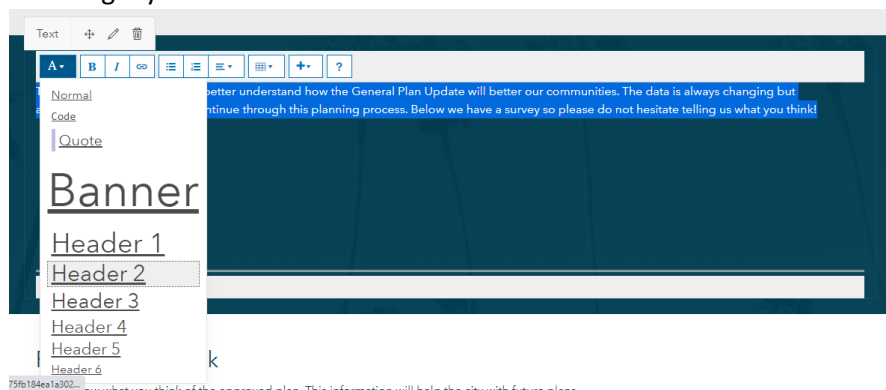
Next, you'll add text.

6. In the **Row** pane, click **Layout** to return to the list of cards. Drag the **Text** card to the empty row.
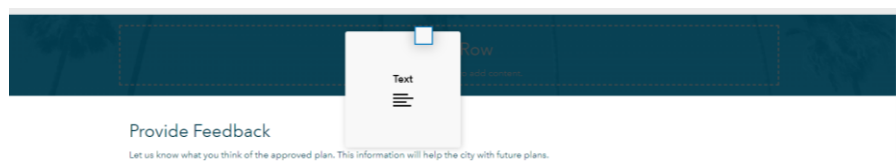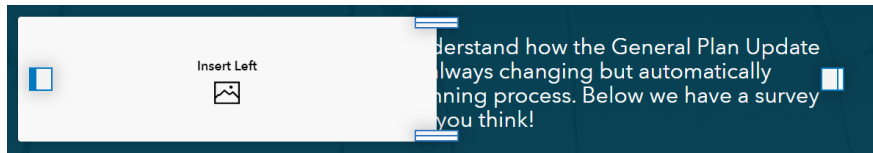

7. For the new text card, type a few sentences about what the data shows and what your organization is doing to achieve the goal of the General Plan Update. Make the font size larger by highlighting the text, choosing Style and Header 2.

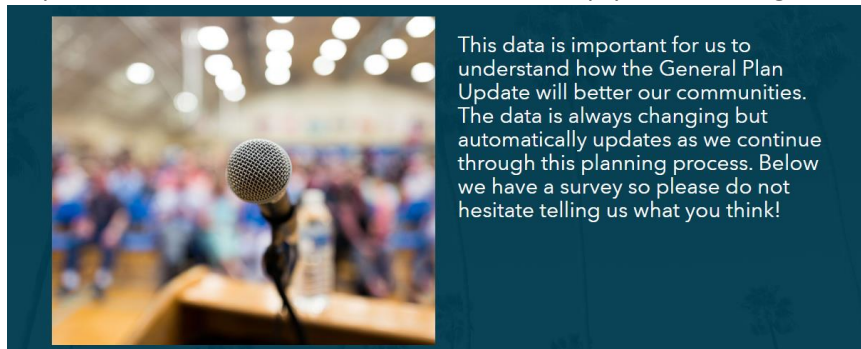Next, you'll add an image to go beside the text.

8. Drag the **Image** card to the left of the text and drop it in the **Insert Left** drop zone.

A placeholder image is added next to the text and the **Image** pane appears with more options. You'll upload a different image.

9. In the **Image** pane, for **Image URL**, paste the following URL and press *Enter*:

https://downloads.esri.com/LearnArcGIS/develop-your-own-arcgis-hub-template/mic-meeting.jpg

Next, you'll adjust the size of the image. Currently, the image is a little larger than the text. It would look better if it were smaller.

10. Point to the right edge of the microphone image and click the arrow button.

The image size is reduced. It's now better aligned with the text.

11. You can now move on to create a survey by following steps 14-17 in the "Edit one of the Element Pages" section.
12. **Save** and **publish** the Site.
13. Don't forget to share the page if you're ready! (See "How to make your pages public" section)

Add the Element Pages to the Header

During this section you will do a final touch to your Hub Site to make sure navigation is easy for your constituents.

1. Navigate to the Site Home. **Click** the Site name in the header.

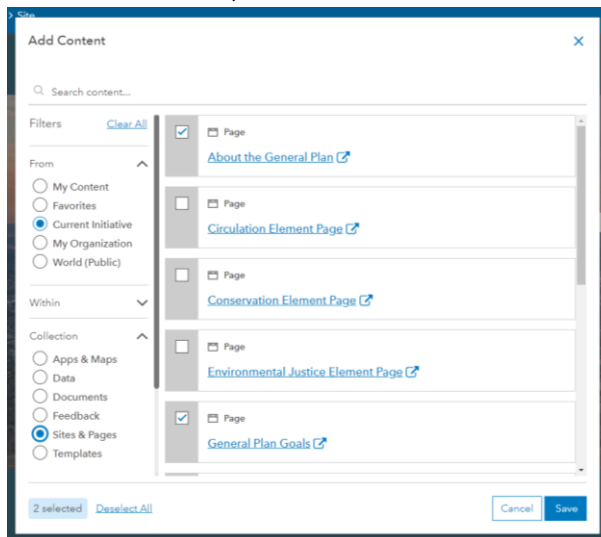2. **Click Header** on the Customize panel.

3. **Scroll down** and **click Menu**

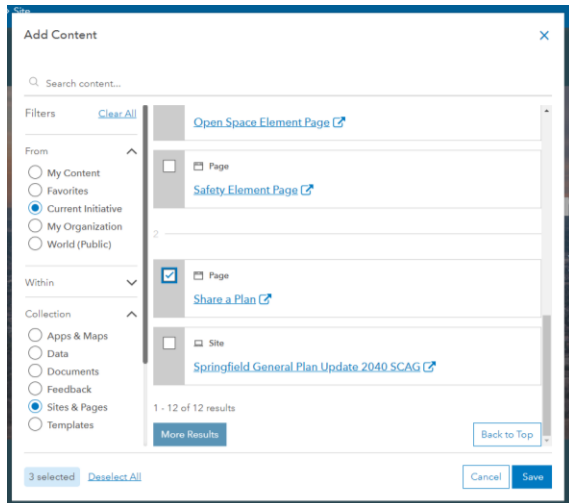4. **Choose Add Link** then **click To existing content**

5. Under the filters, **choose "Current initiative"** and under collection **choose Sites & Pages**

6. Find the **Share a Plan Page.**
   *Note: you may need to select "More Results"
7. Check the box next to Share a Plan and **click Save**

8. You will notice that the new page is included in the header.

9. **Save and Publish** your site.

10. Make sure the main page is shared publicly because in the next section you are going to test it.

You have now successfully launched a template, edited the main page along with 3 supporting pages, and shared them. You have also created surveys and shared the surveys. The Hub Site can always be edited. It should now be considered a living document that can be changed as you go through the General Plan Update Process. You can add new surveys, include survey responses and data through statistics cards or other Esri Applications, and enable deeper community collaboration through ArcGIS Hub Premium. If you are interested in ArcGIS Hub Premium, please reach out.
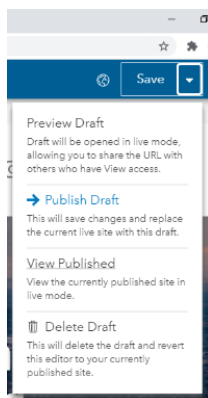
Check the Initiative

In this final section, you will learn how to check if your site works from an "anonymous" view.
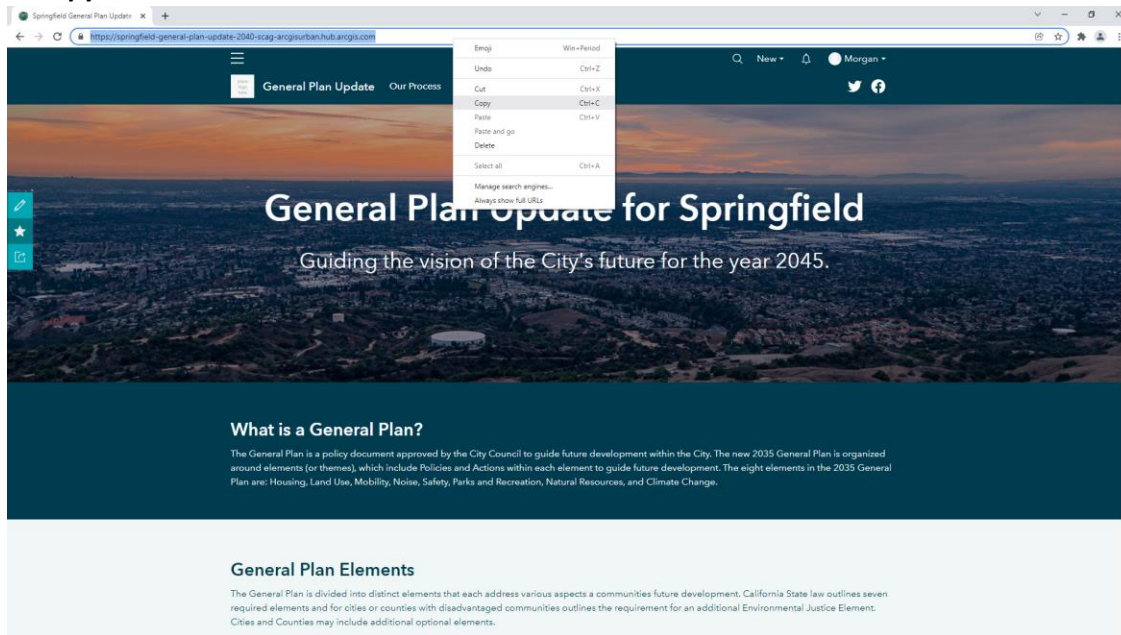
Anonymous test

You will learn how to open your site in an incognito tab and see what your site looks like from an anonymous point of view.
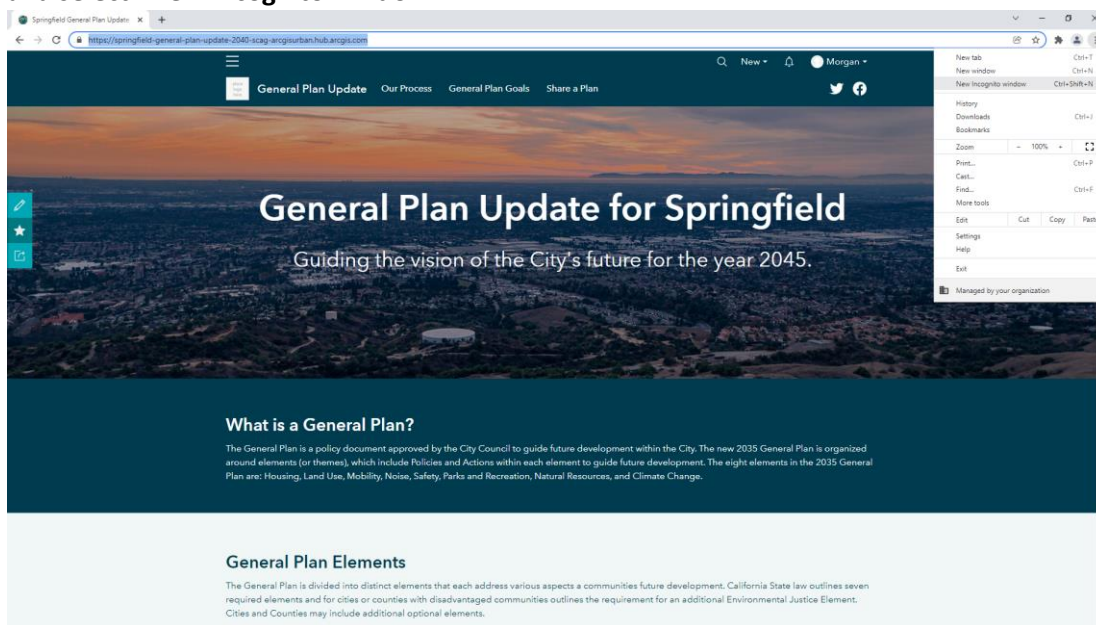
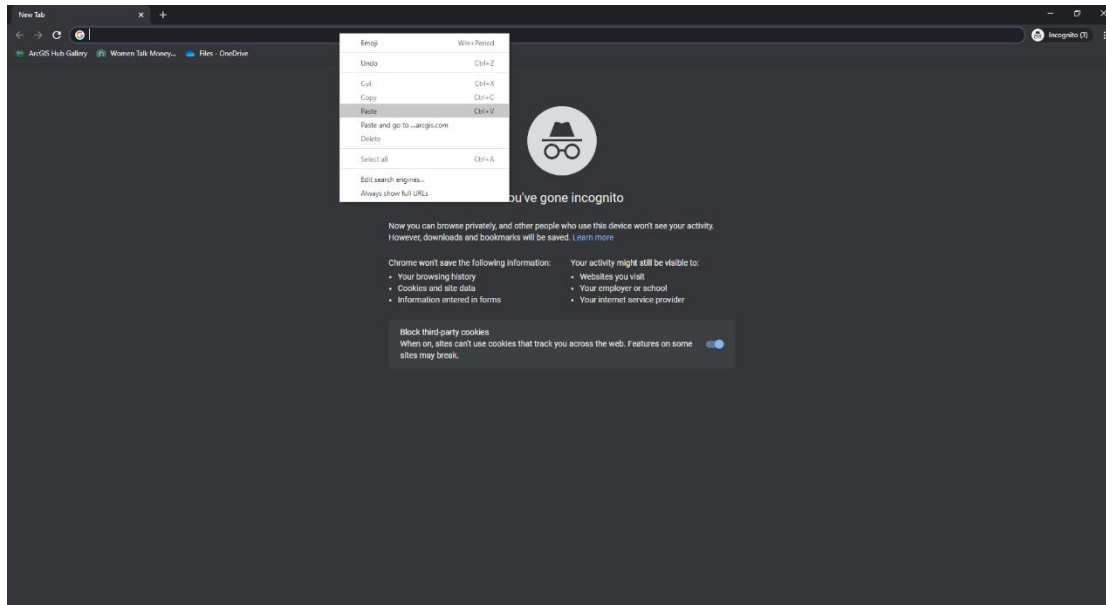1. **Choose** the **Save dropdown,** and **select "View Published"**

3. **Copy** the URL.

4. **Open** an **incognito tab.** In the top right corner of your browser, you should see three dots, click the dots and **select "New incognito window"**

5. In that incognito window, **paste** the URL

6. You can now explore the site as any community member would.

7. Click the "Our Process" button, where does it go?

Congrats! Now you've successfully created an ArcGIS Hub Site for your organization's General Plan Update! You are now ready to start engaging your community and receive stakeholder feedback. As you continue through the planning process, come back to the Hub Site and update the information.