



Shared Geospatial Needs Assessment

Workshop Findings: What we heard and what it means

March 24, 2011



APPLIED GEOGRAPHICS, INC.

Empowering People with Spatial Solutions

Overview

- **Project Process**
- **Workshop Participation**
- **MetroGIS Policy Framework**
- **Findings & Observations**
 - In relation to policy framework

Project Process

Identifying the priorities that MetroGIS should be focused on **for the next 3-5 years.**

Including, but is not limited to identifying:

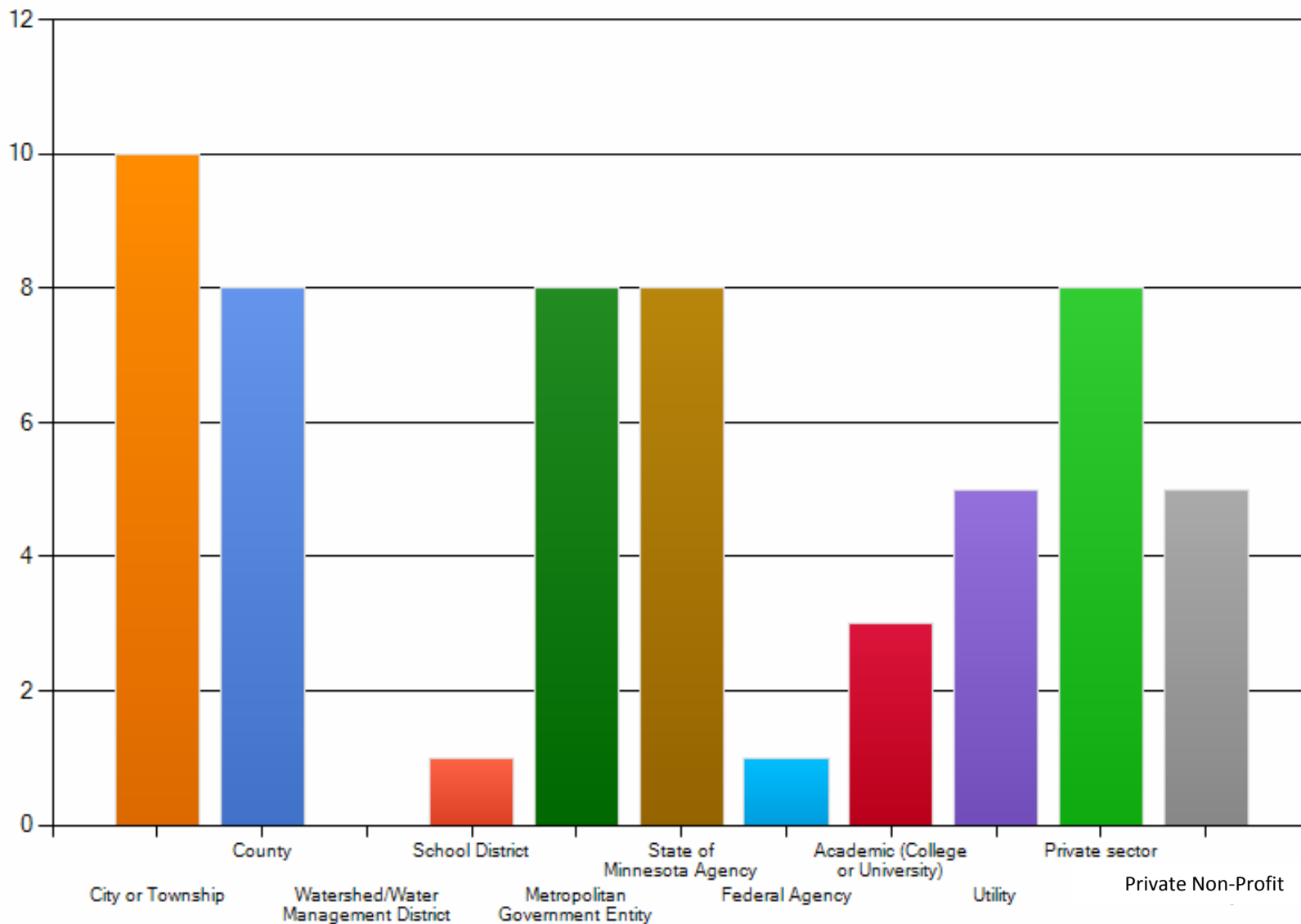
- Enhancements to existing regional solutions
- New regional solutions
- Additional, unmet “shared information needs”
- Role & mission of MetroGIS for the next decade
- Operational/organizational refinements to improvement effectiveness

Project Overview

- ✓ Kickoff activities and workshop preparation
- ✓ **Workshop** conducted in St. Paul on 1/13/11
 - Workshop content informed by a **stakeholder survey** completed by 135 individuals
- Observations synthesized and presented for comment
 - First to Coordinating Committee (March)
 - Then to Policy Board (April)
- After corroborating and refining preliminary results, set action priorities
- With input and consensus from reviewers, final report will be drafted
- Follow-on organizational refinement activities, funding pending

Workshop Attendees

(based on registrations)



MetroGIS Current Policy Framework

Vision (emphasis added):

Organizations serving the Twin Cities Metropolitan Area are **successfully collaborating** to use geographic information technology to solve real world problems.

Is this still relevant?

MetroGIS Current Policy Framework

Mission (emphasis added):

MetroGIS exists to **enhance the capacities** of its **principal stakeholders** to carry out their responsibilities in the most effective and economical way possible to expand stakeholders' capacity to address shared geographic information technology needs and maximize investments in existing resources through **widespread collaboration of organizations** that serve the Twin Cities metropolitan area.

Is this still relevant?

MetroGIS Current Policy Framework

Three core services & desired outcomes:

(emphasis added)

1. Foster GIS **Coordination** Among Stakeholders
2. Oversee **Solutions** to Shared Information Needs
3. Support Internet-based mechanisms for discovery and ready **access to geospatial data, web services and applications**

Is this still relevant?

MetroGIS Current Policy Framework

- **Strategic Objectives:**

1. Have funding policies to get most efficient and effective use of taxpayer's money
2. Optimize MetroGIS organization
3. Provide forum for knowledge sharing
4. Expand endorsed regional solutions to include support and development of application services
5. Build advocacy and awareness
6. Expand MetroGIS stakeholders
7. Develop and maintain regional data solutions to identified shared information needs
8. Facilitate better data sharing

From 2007-2011 Business Plan

What we heard

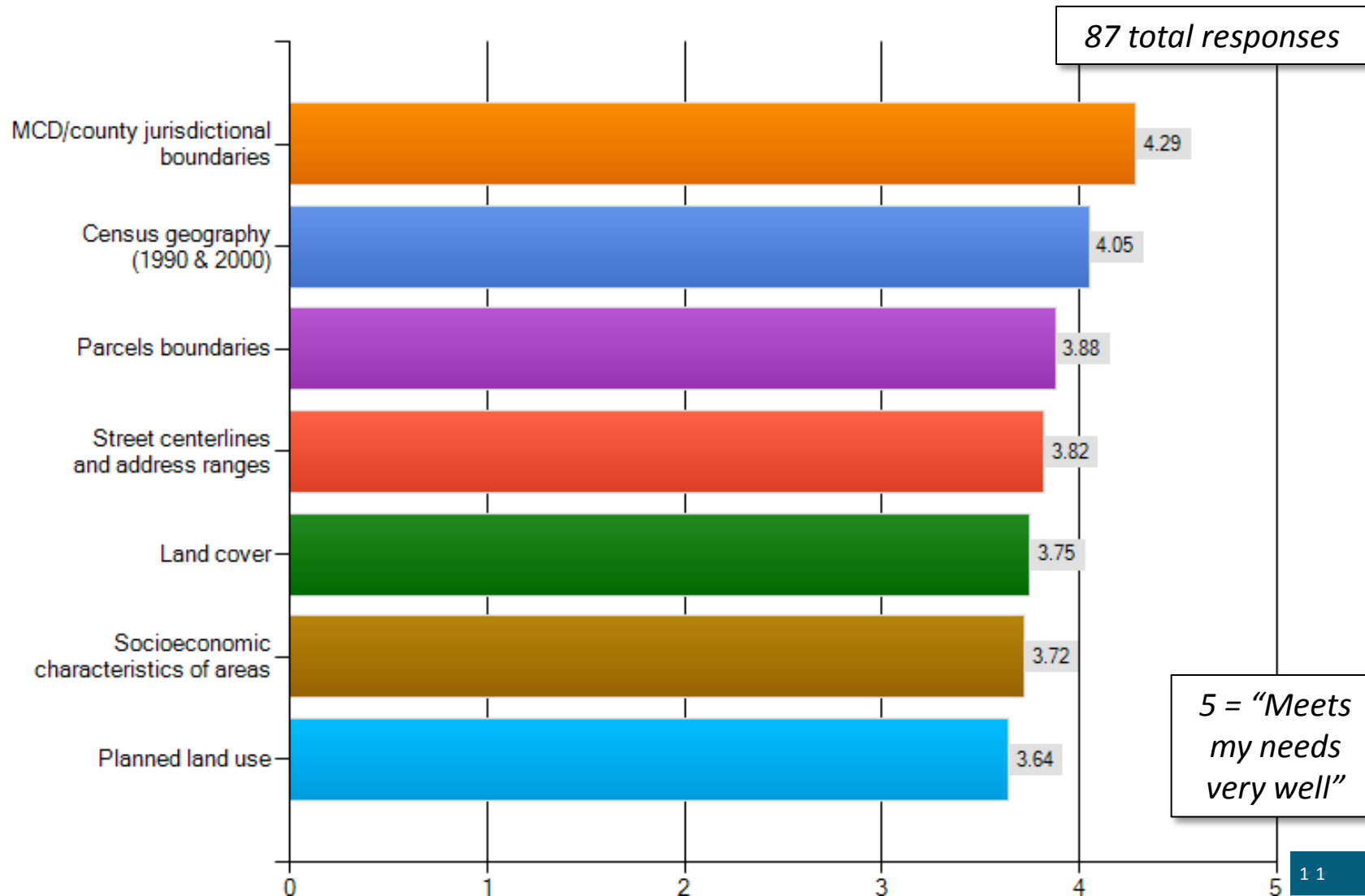
Communication & Collaboration

- MetroGIS web-site and messaging are “old fashioned”
- There is a need for geospatial “success stories” that can be transmitted to decision makers
- There is a need to help bridge the gap between local and statewide perspectives
- There is an opportunity to provide an active forum for GIS professionals

Do the Regional Data Solutions Meet Your Business Needs?

Yes, for the most part

Please rate, on a scale of 1 - 5, how well the following MetroGIS regional datasets meet your business needs.



What we heard

On data

- Less than we expected and too general to take action
- Examples of identified shortcomings in “regional data solutions”, including:
 - Quality and currency of data
 - Consistency and documentation of data
- Resources to fix/expand them is issue

What we heard

On data

- Can MetroGIS help create a common, regionwide base map/web service, including symbology?
- Can MetroGIS help facilitate development of new data sets **even if not** yet endorsed as regionally significant?
 - Facilitating group purchases/buy-ups of new data sets, such as:
 - Oblique imagery
 - Impervious surfaces
 - Support forum to define standards and methods for producing

What we heard

Organizationally

- Expand the MetroGIS community of stakeholders to include:
 - Private and non-profit sectors
 - “Collar counties”
- It may be time to re-examine the overall organizational structure of MetroGIS
 - Explore ways to be less cumbersome & process bound
 - Is there an opportunity to be more nimble?

Things that might be done

- In a nutshell:

Try some new things!

Approaches...methods...ideas...

There are some hints of stagnation out there

Things that might be done

Communication & collaboration

- **Re-vamp the web-site**
 - More current, relevant and engaging
 - Apply “web 2.0” principles for collaboration and interactivity
 - Experiment with social networking
 - Monitor what’s working by analyzing web statistics
- Concerted effort to **identify geospatial success** stories and return on investment **(ROI) information**
 - Actively mine the membership
 - Identify articulate and willing spokespeople
 - Finish and then leverage the quantified public value (QPV) study
 - **There is a hunger for ROI on “data sharing”**
- Take these activities seriously, even at the cost of some data initiatives

Things that might be done

On data

- Reinststate hosting of “**Peer Review Forums**” to identify desired improvements to existing regional solutions
- “Make data into **more useful end-user oriented products**”
 - “Help make it available on Google Earth”
- Demonstrate capabilities to **develop derivative products**
 - For example, impervious surface is a derivative of imagery and landcover:
 - Work to design product with end-users
 - Design and prototype a workflow for building the product from existing data
 - Undertake development on behalf of the region

Things that might be done

On data

- Identify key data initiatives to prototype
 - For example, development of a **regional base map tile service**
 - Perhaps by coordinating participation in Esri’s “community base map”
- Pursue leadership of a **group purchase** for a new data set
 - For example, **oblique imagery**
 - Understand regional needs, enlist interested participants with funding
 - Develop a specification and do “market research” on suppliers
 - Facilitate a “group solicitation” and vendor selection

Things that might be done

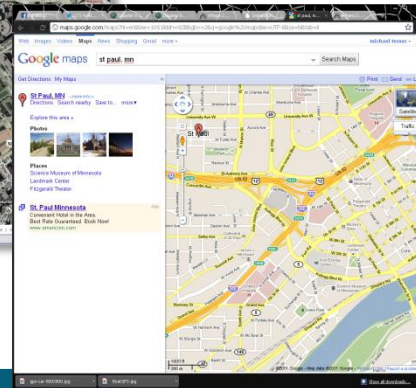
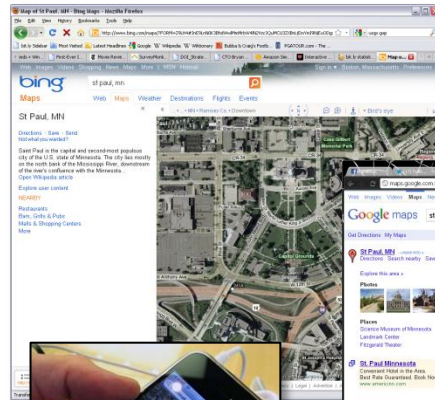
Organizationally

- Consider **expanding participation/involvement**
 - In an effort to become a lively and relevant nexus for *all types* of regional GIS activity
 - **Vertically**: to other stakeholder groups like the private sector & non-profits
 - Expanded role for private/non-profits, for example:
 - Improved access to data (e.g. parcels)?
 - Representation on Policy Board?
 - Actively pursue a public-private partnership
 - For example, CB Richard Ellis' overtures
 - **Horizontally**: to “collar counties”
 - Potentially in collaboration with statewide efforts via MnGeo

Things that might be done

Organizationally

- **The 21st century geospatial landscape has changed**
 - Significantly since MetroGIS's current policy foundation was established in 2007
 - Volume of citizens using GPS, mobile mapping and commercial search engine mapping (e.g. Google)



Things that might be done

Organizationally

- Consider **options for organizational evolution**
 - What might make us more **effective, responsive** and **nimble**?
 - Should a “**regionally significant**” finding continue to be required to pursue a solution to a shared need?
 - Should the **three current core MetroGIS services** and related desired outcomes from those services be modified?
 - Should **multiple funding sources** continue to be sought to support MetroGIS’s “foster collaboration” function?
 - Should an organizational structure be pursued that supports **blending of funds from multiple sources**?

Consistency with Existing Objectives

2011 ideas map into strategic objectives from Business Plan

2007 Strategic Objective	2011 "Finding"
1. Have funding policies to get most efficient and effective use of taxpayer's money	Support group purchase (e.g. oblique imagery)
2. Optimize MetroGIS organization	Consider re-org
3. Provide forum for knowledge sharing	Revamp web-site Build ROI/success stories
4. Expand endorsed regional solutions to include support and development of application services	Shared regional base map
5. Build advocacy and awareness	Revamp web-site Build ROI/success stories
6. Expand MetroGIS stakeholders	Expanding membership
7. Develop and maintain regional data solutions to identified shared information needs	Impervious surface
8. Facilitate better data sharing	Explain ROI of data sharing

Recognition of Ongoing Work

Projects in process are an open question

How should *incomplete* projects, not included in the survey, be considered for priority setting?

Examples:

- **Performance metrics** – postponed for QPV Study
- Prototype **Proximity Finder Service** – move to production
- Prototype **Address Point Editing Application** - move to production
- **Succession plan** for leadership and key support

Discussion Starters

- Are we on track?
- How do we make recommendations actionable?
- Are you willing to participate in a follow-up exercise to more clearly define needs and opportunities and to help prioritize them?