

Geospatial Visioning Session One April 1, 2003

The Geospatial Visioning Meeting was held on April 1, 2003 at the National Capital Planning Commission. The purpose of the meeting was to develop a high-level vision to describe how federal geospatial initiatives complement one another.

Participants included:

Anne Miglarese	NOAA
Rebecca Moser	EPA
Karen Siderelis	NSDI
Hank Garie	GOS
Bob LaMacchia	Census
Dennis Lytle	USDA
Barb Ryan	National Map
Ivan Deloatch	FGDC

Observers:

Milo Robinson	FGDC
Jason Freihage	OMB
Joan Sziede	USGS
Mark DeMolder	USGS
Bob Pierce	USGS
Rick Pearsall	USGS
Wendy Blake-Coleman	EPA
Rob Dollison	GOS
Fred Broome	Census
Leslie Wollack	GOS

Participants provided an brief vision of their particular area of interest. Themes were then identified by the participants with some involvement from the observers.

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Component 1

- Performance metrics
- Calculated risk
- Going beyond framework layers
- Leadership - individual can make a difference
- For us, life's work - now or never!
- Ball in our court
- Visibility
- Window of opportunity
- More discipline vs. ad hoc approach
- Mission critical
- High degree of vision alignment
- Can't afford to fail
- Need to find partnerships
- Justify expenditures
- Our life's work - now or never

Component 3

- Seize the moment!
- Business process re-engineering
- Data integration
- Customer focus
- Leveraging investments - political capital, business processes across federal entities
- Need to focus
- Accelerate the process
- Need to better inform - management;
- Educate political folks - have them want to own it
- Framework first, educate next

Component 2

- Data stewardship
- High level political support
- Accountability
- Partnerships
- Access to information
- Focus
- Increased value
- Increased visibility
- Broadening partnerships
- Collaborative governance
- Linkages
- Timing - key opportunity

Component 4

- Data marketplace
- Seamless exchange of data
- Articulate business needs
- Relationships
- Real time use of data
- Supporting decision-making
- Operational use
- Partnerships
- Priorities
- Embed geospatial data & tools into non-geospatial operating processes
- Leveraging investments
- Justify geospatial investment amongst competing needs

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Component 5

- Legislative authority
- Seamless
- Data access not data production
- Sustainable trust is critical
- Continuity
- E-gov
- Sharing responsibilities
- Technical advances
- Mobile technology
- On-line transactions
- Data warehouse
- Stewardship
- Non-duplication of effort / data
- Interdependence
- Supporting local, federal offices
- Reducing costs
- Applications built around someone else's data
- Implementation
- Federal GIS architecture
- E-architecture
- Information support services

Component 6

- Investment strategy
- Changing business needs
- Non-duplication of investments
- Architecture
- Leadership
- Partnering
- Accommodate changing business needs
- Evolving technologies
- Federal responsibilities
- Mainstreaming GOS into IT and business
- Human capability aspect
- Evolution
- Standards consistently applied

Component 7

- Standards
- Infrastructure
- Partnerships
- Benefits
- Umbrella - NSDI
- Interdependencies
- Collaboration
- Role for private sector
- Potential to sustain future activities
- Federal investment - public funding for public good

Component 8

- Interdependency
- Political expediency
- Congressional mandate
- Build on what's been done
- Mission critical
- Public visibility
- Partnerships
- Uncertain funding stream
- Deadlines
- Integrity
- Shared resources
- Infrastructure

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Vision Summaries: The 30-second elevator message.

- A current map, instantly available, suitable for all purposes, public and private.
- Government services are improved, you have better information to make decisions and your quality of life is improved.
- Appropriate spatial information is readily available to me to use in my daily decision making. I know where to find it, how to get it and when to use it for my benefit.
- GI helps you and your government make sound decisions in the context of your community (local, regional, national).
- GOS is the classified section of the newspaper – free kittens & house for sale.
- The ability to have seamless access to information about places to support decision-making.
- To provide access to place-based data and analysis for various purposes at the federal/ state/ local level, whenever and wherever needed.
- Access to trusted information to unleash the power of place
- By 2008, decision-making about the security, economy, and environment of the nation will be sustained by geographic data that is good, cheap and fast.

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Vision Themes:

- Access to information
- Common infrastructure/architecture
- Standards
- Mission Critical
- Multiple purposes
- Accountability
- Long-term sustainability
- Sense of urgency
- Collaborative approach/effort
- Partnerships
- Education and Outreach
- Non-duplication

Description of the Future State:

Under the guidance of the NSDI and the FGDC, the federal geospatial community worked in partnership to develop a shared infrastructure /architecture for all federal agencies. The partnership is highly successful and producing extraordinary results because we had a shared vision, knew our roles even beyond the federal community, we calculated the costs and investments that were needed to implement our plan, and all the partners contributed. We have leveraged our resources, infrastructure and capital investments over the last five years to build the geospatial data system providing instant access to information for decision-making. We built a system where universal access to data is inexpensive, fast, seamless and reliable. We are confident that the right kind of data is there and transparent to the user. The NSDI support of our missions, a marketing plan and a crisp message to our customers contributed to our success. We seized the moment for the public good.

Challenges:

- Dependency
- Trust everyone will contribute and do their jobs
- How do we get our agencies to buy into the interdependent collective vision?
- Crafting a clear, crisp message to stakeholder groups

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Success Factors:

What contributed to the success of the geospatial initiative?

- Shared vision / clarity of purpose
- High level political support
- Private sector support
- Strong leadership
- Recognition by political leaders that geospatial data is important
- It took money. Really had to identify costs.
- Partnered over the 5 years
- Made key stakeholders dependent on us
- Commitment from the partnering agencies
- Built a continuous revenue stream - what's our gas tax?
- Identified what we already contributed
- Articulated the benefits of what we're doing
- Linkages to defense and security
- Private sector really built it based on what we articulated
- A concerted effort to develop and implement a marketing plan
- Everyone is benefiting from NSDI
- Real-time uses / operability
- We knew the advantages and how to sell them
- Roles were clear
- Programs were aligned and linked
- Data was/is freely available
- Public good was/is visible

Questions & Concerns

- Exhibit 300 - Need a blueprint then the rest of the architecture
- Commitment to figure this out
- Put together spatial data architecture
- Identify organizational roles and responsibilities
 - OMB's role
 - Level of commitment from agencies
 - How to cross agency lines
- Marketplace needs to evolve and get real

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- Identify best practices of other models/systems (utilities, national highway system)
 - Build the structure that things run on (power lines)
 - GOS cannot just be generating the power
 - Electricity (power) is produced by programs and projects
 - How can we start to link what we have?
 - Can we develop service level agreements between and among agencies?
 - Use what we have right now to develop service level agreements
 - Identify critical data (essential data banks) to determine the capacity of the line.
 - A collective vision forces agencies to grapple with these issues
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- FEMA and NIMA need to be at this table
 - What is the coordinating function of the FGDC?
 - How do we leverage the political visibility of GOS?
 - Can we develop a common message to move out beyond this group?
 - Right now we don't have a blueprint. Need to develop one then identify the roles and commitments for each agency. Need to have trust.

Selling Points:

- Building a bigger, common vision
- Identifying common goals and values
- Demonstrating how we're working together now
- Demonstrating how we are leveraging opportunities right now
- Building the "how to" model for a coordinated multi-agency approach

Possible Action Items:

1. Develop a marketing plan targeting our various audiences
2. Craft a crisp message that all of us can use
3. Invite FEMA and NIMA to participate in the visioning session
4. Identify and link what we have and need right now
5. Identify our roles, calculate the costs of investments needed, determine possible contributions of each agency, identify priorities for investment
6. Identify Exhibit 300 Team. (Names to Hank by Monday, 4/7/03 COB)