



Discussion Paper –Stakeholder Engagement Process for the Geospatial Platform

ISSUE SUMMARY

The Geospatial Platform (Platform), a service oriented geospatial initiative described in the President’s FY 2011 Budget, must develop a stakeholder engagement process that communicates a clear vision and mission. A formal engagement process is critical for:

- Establishing and maintaining meaningful dialogue with stakeholders
- Soliciting ideas to improve the management and sharing of geospatial resources through the Platform
- Building awareness, understanding, and support for implementing the Platform
- Providing a mechanism for collecting and assessing feedback and comments
- Providing venues for updating stakeholders on progress

NGAC DISCUSSION TOPICS

- How do we collaborate to promote stakeholder interest and engagement in the Platform?
 - What tools can we use to foster a dialogue about the Platform?
 - In what ways might NGAC members serve as Platform “ambassadors” to help share information with their organizations and communities and serve as conduits for receiving and organizing feedback?
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BACKGROUND

I. The Geospatial Platform

The Platform, a Federal Geographic Data Committee (FGDC) initiative described in the President’s FY2011 budget, will provide a managed portfolio of common geospatial data, services and applications for use by Federal, State, local and Tribal governments. The Platform builds upon ongoing Federal geospatial efforts and technological advances, including the existing Geospatial Line of Business initiative. The Platform will utilize shared infrastructure and partnerships to make common data, services, and applications available through the GeoPlatform.gov website. The Geospatial Platform Modernization Roadmap (Roadmap) is a conceptual implementation plan for the Platform initiative. The Roadmap was developed by the FGDC partner agencies, with input from the NGAC. The Roadmap (Version 3) was distributed to agencies by OMB for formal review and comment in August. A broader review of the Roadmap by non-Federal stakeholders is planned over the next several months.

II. Stakeholder Engagement

The FGDC, in consultation with the NGAC Communications Subcommittee, has developed and Outreach and Communications Strategy for the Geospatial Platform. The stakeholder engagement process for the Platform, which is one of the components of the Outreach and Communications Strategy, will provide a basis for meaningful, two-way dialog between constituencies inside and outside of the Federal Government.

Benefits: Stakeholder input on the Platform offers numerous benefits that include, but are not limited to:

- Helping define a shared vision and scope for the Platform
- Identifying incentives for potential contributors and partners to participate



- Reviewing and providing comments on written documents (e.g., Roadmap) and Web content
- Providing feedback on services and progress of the Platform
- Sharing and distributing information about the Platform and its services

Objectives: The following objectives should be met in carrying out a stakeholder engagement strategy:

- Foster cooperation and manage the information communicated in order to ensure consistency amongst stakeholders
- Develop mechanisms to acknowledge, discuss, and respond to stakeholder concerns at all levels of government
- Share success stories to empower stakeholders and encourage further success
- Fully leverage existing communication tools, processes, and pathways within the interagency geospatial community

Proposed Approach: Engage stakeholders by working with NGAC and the FGDC to identify and develop Geospatial Platform “ambassadors.” Platform ambassadors should articulate the vision and strategy for implementing the Platform and obtain commitment to its success, explain the compelling rationale for the Platform while also addressing the stakeholder impact of the initiative, and ensure that communications about the Platform are clear, accurate, timely, and focused. Messaging for the Geospatial Platform should be tailored for each target audience and stakeholders should be informed of Platform activities on an ongoing basis.

Initial Timeframe: The first topic where the Geospatial Platform team would like input is on external stakeholder review and comment on the Roadmap v3. We plan to initiate a stakeholder engagement process to solicit review and comment on this document beginning in October 2010 for a period of 60 days. Subsequent to this engagement and comment period, the FGDC will incorporate Federal and non-Federal stakeholder comments into a revised version of the Geospatial Roadmap document (version 4), scheduled for completion within 45 days of the end of the broader comment period.

- 9/14 Distribute Roadmap v3 to FGDC Steering Committee/Coordination Group
- 9/16 Distribute Roadmap v3 to NGAC (limited release)
- 9/21 Discuss stakeholder engagement approach at FGDC Coordination Group meeting
- 9/22-23 Review stakeholder engagement approach with NGAC
- Oct/Nov Stakeholder engagement/dialogue and comments on Roadmap
- Dec/Jan Evaluate/adjudicate feedback & comment, finalize Roadmap v4

III. Next Steps

1. Develop a summary of the discussion on this topic at the September 23, 2010 NGAC meeting.
2. Update the Platform Outreach and Communication Strategy to reflect the approach for the stakeholder engagement process.
3. Identify a sub-set of NGAC representatives to work with FGDC to develop a stakeholder engagement strategy.
4. Identify stakeholders and any determine whether a tiered approach is appropriate for stakeholder outreach.