

# The 2008 Georgia Fifty States Initiative Project: Statewide Geospatial Strategic Planning | FINAL REPORT

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**Project Title (FINAL REPORT):** STRATEGIC & BUSINESS PLANNING: GEORGIA GIS

## **Organization:**

Georgia Institute of Technology | College of Architecture | Center for GIS  
280 Ferst Drive NW | Atlanta, GA 30332-0695  
<http://ww.coa.gatech.edu>

## **Principal Investigator:**



## **Collaborating Organizations:**

Former Governor (WY) **Jim Geringer**, Environmental Systems Research Institute (ESRI); **David Tanner** and **Mark Williams**, Governor's Office of Planning & Budget (OPB); **Eric McRae**, University of Georgia's (UGA) Carl Vinson Institute of Government (CVIQG) Information Technology Outreach Services (ITOS); **Dr. Frank Howell**, University System of Georgia (USG) Board of Regents (BOR); **Cigdem Delano**, BIT-Synergies; **Anne Margalese**, Booz-Allen Hamilton (BAH); **Michael Dinan**, BAH; **Georgia's 2008 CIO Council**; **Georgia Association of Regional Development Centers (GARDC) Executive Directors**; Georgia RDC GIS Leads: **Chris Chalmers**, **Chris Strom**, **Brent Lanford**; **Sonny Beech** and **Natalie Culpepper**, ESRI; **Dr. Steve French**, Georgia Institute of Technology (Georgia Tech) College of Architecture (CoA) Center for GIS (CGIS); **Lisa Jackson** and **R. Sivakumar**, CGIS; **Serelia Woods**, Georgia Tech Office of Sponsored Projects (OSP); **Jon Gordon**, JLG Communications; **Praveen Hasti**, Georgia Tech; **Teri Nagel** and **Matt Nagel**, Georgia Tech; **Ted Ullrich**, Epidemik Coalition; **National States Geographic Information Council (NSGIC)** 2008 Board of Directors; **Georgia GIS Coordinating Committee (GISCC)** 2008 Membership, especially the Executive leaders **Elaine Hallisey** and **Teague Buchanan**; **Cy Smith**, Oregon Enterprise Information Strategy and Policy Division (EISPD); **Ed Arabas**, Oregon EISPD; **Stan Vangilder**, Southern Company; **Ed Hawkins**, Flint Energies; **Noel Perkins**, Savannah Metropolitan Planning Commission; **Roger Purcell**, Surveying and Mapping Society of Georgia (SAMSOG); **Tino Mantella**, Technology Association of Georgia (TAG); **Kaylyn**

**Seawell**, TAG; **Georgia URISA 2009 Board**; **John Palatiello**, Management Association of Private Photogrammetric Surveyors (MAPPS) and associated firms in Georgia; **Robin Hoban**, Fugro EarthData; **Martin Roache**, formerly with Fugro EarthData; **Lonnie Sears**, eGPS Solutions; **Mary Cook Hurley**, California geographic information association (CGIA); **Laura Ermine**, Middle Georgia RDC; **Debra Elovich**, Georgia State Properties Commission; **Keith McFadden**, USGS Georgia Geospatial Liaison; **Kathy Kinsella**, OPB; **John Ripma** and **Phil Parker**, Idea Integration; **Ryan Fernandes**, Fulton County; **Chris Semerjian**, Gainesville State College, Geospatial Technology Center; **Michael Turner**, Applied Geographics; **Bruce Oswald**, Sewell & Associates; **Gordon Freymann**, Georgia Department of Human Resources, Division of Public Health; **Marguerite Madden**, UGA Center for Remote Sensing and Mapping Science (CRMS); **Chris Ogier**, Woolpert; **Ross King**, Georgia Association of County Commissioners (ACCG), **Milo Robinson**, USGS; **Brigitta Urban-Mathieux**, USGS; Patrick Moore, Georgia Technology Authority (GTA); **Lauren Travis**, Office of Governor Sonny Perdue; **Governor Sonny Perdue** (GA)

### **Executive Summary:**

Geospatial approaches to business are not yet embraced at the enterprise level in Georgia. Further, on June 30, 2009 funding will be terminated by the Georgia Technology Authority for the Georgia GIS Clearinghouse, housed under our State's Spatial Data Infrastructure (SSDI): <http://data.geogiaspatial.org>.

However, given the timely FGDC 2008 CAP Grant funding for Statewide Strategic Planning last year, I was able to devote time to geospatial advocacy and strategic planning across Georgia with help from so many of my colleagues in the geospatial community. FGDC funds were used for the following activities:

- Revamped GaSDI architecture
- Hired consultant "in-the-know" (former Deputy Executive Director of GTA)
- Created statewide Geospatial Maturity Assessment
- Facilitated GIS Inventory training through Georgia Regional Development Centers
- Worked with private sector to offer Senior Administrator Technology Briefing, "Connecting People, Places and Policy" by former 2-term Governor of WY
- Debriefed Governor Perdue and Policy Staff, Agency Commissioners
- Brought senior level staff from the Governor's Office of Planning & Budget to NSGIC
- Brought Cy Smith, COGO Chair and former NSGIC Chair, to panel presentation for Georgia Digital Government Summit
- Present and gather input regarding Georgia's Geospatial Landscape (>700 people and 65-plus agency administrators):
  - Georgia Department of Natural Resources User's Group, 2008
  - Georgia Digital Government Summit, 2008
  - CIO Forum & Executive IT Summit, 2008
  - State CIO Council, 2008
  - Georgia URISA Biennial Conference, Keynote and 90-minute Input session, 2008
  - Online survey (293 responses), 2008 (see Appendix A, attached)
  - 3 Strategic Planning Input sessions around the state, 2008
  - Strategic Planning Input session with MAPPS, 2008
  - Georgia Surveying and Mapping Society of Georgia (SAMSOG), 2009
  - Gainesville State College Colloquium, 2009
  - Technology Association of Georgia (TAG) Breakfast Series, 2009

## **Project Narrative:**

9,363,941 people live and work on Georgia's 57,906 square miles of land, and all are affected by location and the location of features around them such as property, roads, hospitals, service areas, districts (schools/legislative/voting), boundaries (county/municipal), hazardous material sites, etc.

Successfully developing, managing and publicizing these location assets requires knowledge of geospatial technologies and a statewide framework, i.e. an enterprise Geospatial Program and all of its related components identified herein. Detailed data about government programs, and geospatial visualization of that data, can provide a clarifying vision for action where action is needed most.

Although there are valuable independent geospatial activities occurring throughout the state, Georgia is falling behind the nation in centrally harnessing geospatial capabilities for a Educated, Healthy, Safe, Growing and Best Managed state. Further, Georgia is risking existing investments, as the Georgia Technology Authority (GTA) has recently terminated funding for the State Spatial Data Infrastructure (SSDI) which houses over 30,000 geospatial assets pertinent to Georgia, utilized by 28,000 active subscribers and feeding the National Spatial Data Infrastructure (NSDI).

Although much is needed to transform Georgia's geospatial "put-put" golf cart into a racecar engine, consensus-based opinion reveals that with the following five strategic elements in place, many other essential components will follow:

1. Find a mechanism for collaboratively maintaining existing statewide investments/resources that support interagency data discovery and access (i.e., the Georgia GIS Clearinghouse) and to meet future interagency/stakeholder needs for geospatial resources. Aligns with state Best Managed goals: "Deliver state services, faster, friendlier and easier," "Strategically manage the state's infrastructure and be stewards of its assets," and "Improve decision makers access to quality enterprise data through integrated enterprise systems."
2. Establish clearly defined authority and responsibility for Geospatial coordination in Georgia, with a lead coordinator or GIO (Geospatial Information Officer), so that a Program exists to secure and equitably manage federal dollars across geography and geospatially-related projects, streamline multi-agency efforts/needs, and realize savings for Georgia government. Aligns with Safe, Growing and Best Managed state goals: "Increase quality jobs and promote innovation and investment in Georgia," "Promote homeland security and emergency preparedness for natural and man-made disasters or acts of terrorism," "Strategically manage the state's infrastructure and be stewards of its assets."
3. Develop a mechanism for assessing the Geospatial Health of Georgia, to outline statewide geospatial components, to evaluate each component's maturity, to establish a baseline of understanding, to track progress over time and to create a framework from which to build score cards and the current and future strategic/business plans for the GISCC and the state of Georgia. Aligns with Educated and Growing Georgia state goals: "Improve workforce readiness skills," "Increase quality jobs and promote innovation and investment in Georgia."

4. Execute an Enterprise License Agreement (ELA) for geospatial software acquisition throughout Georgia state agencies (#37, Appendix A) to reduce replicate administrative procurement burden and to expand software access, currently limited by budget. Aligns with Best Managed state goal: "Employ an enterprise approach and best practices in Georgia's financial management."
5. Endorse the use of appropriate national geospatial standards. Aligns with Best Managed state goal: "Strategically manage the state's infrastructure and be stewards of its assets."

**Photographs, graphics or illustrations of the project in action:**

<http://www.youtube.com/user/GeorgiaGIS>

Additional materials can be found in the attached document.

**Next Steps:**

Representatives of the GISCC are currently implementing several of the strategic items revealed in the attachment, including the pursuit of an Enterprise Licensing Agreement (ELA) for ESRI software and sustainable funding for the Georgia GIS Clearinghouse through stimulus proposals.

This project will continue into the future and remain viable through the GISCC. Now there is a current, roadmap that future executive leaders can follow. An active member of the GISCC has proposed a stimulus proposal with a geospatial training emphasis in support of Economic Development. Funds for the Clearinghouse are prioritized in this proposal.

Where do you need assistance?

Georgia still needs assistance in finding an internal champion to promote enterprise adoption of geospatial coordination, although it's not clear yet what type of assistance will yield this result. We have been finding much more interest from the Association of County Commissioners (ACCG) than we have from the Executive Branch of Government; therefore, the GISCC will spend more time and energy cultivating that relationship.

And, Georgia needs financial sustainability for our SSDI.

**Attachments:**

See attached, completed Statewide Geospatial Strategic Plan for Georgia, 2008.

**Feedback on Cooperative Agreement Program:**

My assessment of CAP Program strengths and weaknesses:

The CAP Program is a fantastic resource. The website with deliverables from all previous CAP work is invaluable. Receiving funding gives state efforts more credibility. The funding also enables people the ability to dedicate time to the given task(s).

Our USGS Geospatial Liaison, Keith McFadden, has also been a tremendous resource for Georgia. Keith is very engaged in the geospatial community and travels the state to interface with state, regional and local administrators promoting capabilities and cooperative projects.

The weakness, and this was pointed out to me by our Governor's Chief Policy Advisor, is that the federal/state relationship is loosely coupled. There's no obligation for a state to be accountable to FGDC on any CAP Program (other than the diligence required of the PI) and

there are no state metrics identifying/targeting CAP activities and outcomes. An example of a more tightly coupled federal/state relationship where the state is accountable is the Federal DOT and state DOT relationship.

Where CAP makes a difference?

CAP makes a great difference by seeding and/or supplementing state level Igeospatially-related activities that might not otherwise get the attention they deserve.

The assistance I received on behalf of Georgia and the GIS Coordinating Committee was tremendous.

It was quite sufficient to accomplish the goal of statewide Strategic Planning, allowing me to dedicate my time to the effort, obtain needed resources (videographer, GRAs, consultant) and adequately cover the state with travel funds, etc.

I would recommend that FGDC do the following things differently:

Perhaps the FGDC Coordination Group, or other appropriate entity, could provide a Federal Portfolio of Projects per state so that those states without a centralized authority for receiving/tracking them could identify and quantify geospatial activities throughout the state and over time.

Perhaps the FGDC might enhance its lobbying position with the National Governor's Association (NGA) to question why states aren't being more aggressive in using geospatial approaches to efficiency.

No program management concerns need to be addressed, in my opinion.

I received timely prompts from FGDC and was always asked if I needed anything.

If I were to do this again, I would do the following differently:

- Collect quantifiable, impactful Case Studies before gathering input and pitching case to administrators
- Find "THE" story that will sell any decision-make on the need for geospatial coordination
- Having access to a professional Information Architect and Graphic Designer would make marked improvements
- I would have brought our OPB point-of-contact to the NSGIC 2008 mid-year Meeting (i.e., get him involved at the inception of the grant period) to get him engaged from the beginning. Although, it was still extremely prudent to bring him to NSGIC in 2009!