Defining and Driving Location Strategy

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Real or Fake?

• Ensuring liquor stores are more than 1000 feet away from any church

• Confirming a road or bridge exists prior allocating resources for repair

• Avoiding training parolees on underwater welding who will be released in the desert

• Locating $100,000 trash dumpsters lost in the snow

• Decreasing teen pregnancy by encouraging local discussions to prevent underage drinking
THE

SCIENCE

OF

WHERE
Location Strategy

Do you have one?
Objectives

Communicate the importance of a location strategy

Understand the components of a location strategy

Champion a location strategy in your organization

Identify resources to enable your location platform
System of Engagement

System of Record

System of Insight

ArcGIS
Location Strategy
Assess and Plan
Build Capability
Operate and Measure
A location strategy connects the business goals and objectives of an organization with geographic based information products and GIS capabilities that support that mission.

A location strategy articulates how GIS will be managed and maintained, how GIS needs will be prioritized, and the roles staff will take on to support the overall priorities of the organization.
Location Strategy

More than just Data & Technology

- Vision & Leadership
- How GIS Contributes
- Planning & Governance
- Change Management
- Apps That Are Engaging
- Good People
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Oakland County, Michigan
Strong Executive Leadership
Location Strategy

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ArcGIS is Our Location Platform

Location Enablement
Empower all users to discover, use, make and share more maps

Constituent Engagement
Get feedback and communicate with external constituents

Decision Support
Support organization decision making activities

Field Mobility
Get information into and out of the field

Analytics
Describe, predict, and improve business performance

Location Data Management
Collect, organize and exchange data about all assets and resources
Salt Lake County

GIS Contributes to Public Return On Investment

• Increases access to parks and public amenities
• Increases access to social services for at-risk populations
• Increases efficiency and effectiveness of government spending
Welcome to Salt Lake County Interactive Maps

Salt Lake County is using Geographic Information Systems (GIS) to maintain a large amount of geographic information and much of this data is available to the public through a variety of GIS mapping resources we maintain.

On this site you will find online maps, applications, and data available for your use, such as mapping of address locations, property lines, zoning or municipal boundaries, recreation facilities, water features and much more.

This interactive maps website (portal) was designed through a collaboration effort between various offices to bring these resources together in one central location; with you, the public in mind.
Parleys Trail Bike Map
Elevation profile of Parleys Trail

County Facilities
- FACILITIES MANAGEMENT
- LIBRARY
- PARK
- RECREATION CENTER
- SENIOR CENTER

Parleys Trail Bike Route
- Parleys Trail
- Proposed Trail

Map credits:
County of Salt Lake, Bureau of Land Management, Utah AGRC, Esri, HERE, Garmin.
Ghosts of West Temple
An online exhibit presented by Salt Lake County Archives

John H. Smith (1848-1911), son of George A. Smith and Sarah Libby, lived with his first wife Sarah Farr Smith at 23 North West Temple. In 1880 Smith was ordained an apostle, and in 1910 he was called to serve in the first presidency after the death of John R. Winder. Sarah Farr Smith (1849 - 1921) was the daughter of Lorin Farr, first Mayor of Ogden, Utah. She often fed the needy who would knock on the back door of her home on West Temple. The house was torn down or moved by the 1930s.
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- Good People
The Power of Governance

Center of excellence

Sets policies

Shares best practices

GIS groups

Use technology

Deliver information
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Change Management

How?
- Share results
- Excite people
- Increase capability

Why?
- Increase executive support
- Reach additional teams / people
- Deepen technical capacity
Location Strategy

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• Apps That Are Engaging
• Good People
Engaging Applications

Location Enablement

Constituent Engagement

Decision Support

Field Mobility

Analytics

Location Data Management
The Language of Spatial Analysis

- **Understanding**
  - WHERE
  - measuring
    - SIZE, SHAPE, AND DISTRIBUTION

- **Determining**
  - HOW PLACES ARE RELATED
  - finding
    - THE BEST LOCATIONS AND PATHS

- **Detecting & Quantifying**
  - PATTERNS
  - making
    - PREDICTIONS

Provides the capability to unlock data’s full potential
“If there is one thing that I want you to take away from today, it’s that phrase that when you’re planning a system, it all depends on knowing what you want to get out of it”
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A Champion is someone who can spearhead the launch or evolution of your location platform.
Characteristics of a Champion

Essential qualities to be effective:
- Credibility
- Executive sponsorship
- Influence
- Determination
- Enthusiasm
- Energy
- Bandwidth
- Patience
- Belief in the vision

Characteristics of a Champion
Responsibilities of a Champion

- Promotes the Location Strategy
- Organizes the team
- Maintains momentum
- Realizes the vision for a successful location platform
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Resources
Launching Your Location Platform

The Esri Guide
Architecting the ArcGIS Platform: Best Practices
Esri’s MOOC Program

Online Courses on How to Apply Geography for a Better World

Esri MOOCs

These free online classes offer a convenient, effective, and fun way to keep up with the fast-paced developments in the ArcGIS platform. Classes are open day and night and require only a couple of hours of study per week. A certificate is available upon completion.

- **Going Places with Spatial Analysis**
  Gain a deeper understanding of spatial data analysis.
  Learn More →

- **The Location Advantage**
  Explore how location analytics can be used in business.
  Learn More →

- **Do-It-Yourself Geo Apps**
  Learn how to develop your own geospatial tools.
  Learn More →

- **Earth Imagery at Work**
  See why imagery is information.
  Learn More →

- **Cartography**
  Become a smarter mapmaker.
  Coming soon
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Proactive
Planning & Advice

Training
Consulting
Premium Technical Support
Esri Managed Cloud Services

Technical Advisor
Becoming a Smart Community

Building a Location Strategy

Data Integration and Management
Visualization and Mapping
Analysis and Modeling
Planning and Design

Action
Decision-Making
Collaborating

Science
Understanding

Transforming How We Think and Act . . .
. . . Creating a More Sustainable Future
Objectives

Communicate the importance of a location strategy
Understand the components of a location strategy
Champion a location strategy in your organization
Identify resources to enable your location platform
Questions?
Please take our Survey
Your feedback allows us to help maintain high standards and to help presenters

Find your event in the Esri Events App

Find the session you want to review

Scroll down to the bottom of the session

Answer survey questions and submit