

**Federal GIS Conference**

February 9–10, 2015 | Washington, DC



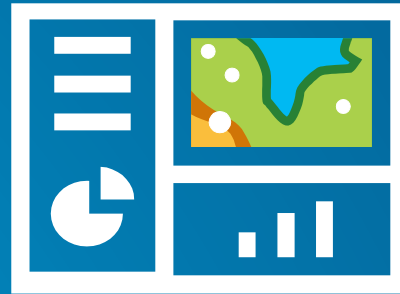
# **Esri Enterprise Advantage Program (EEAP): Defining and Driving Platform Vision**

Christie Pleiss & Mark Williams, Esri

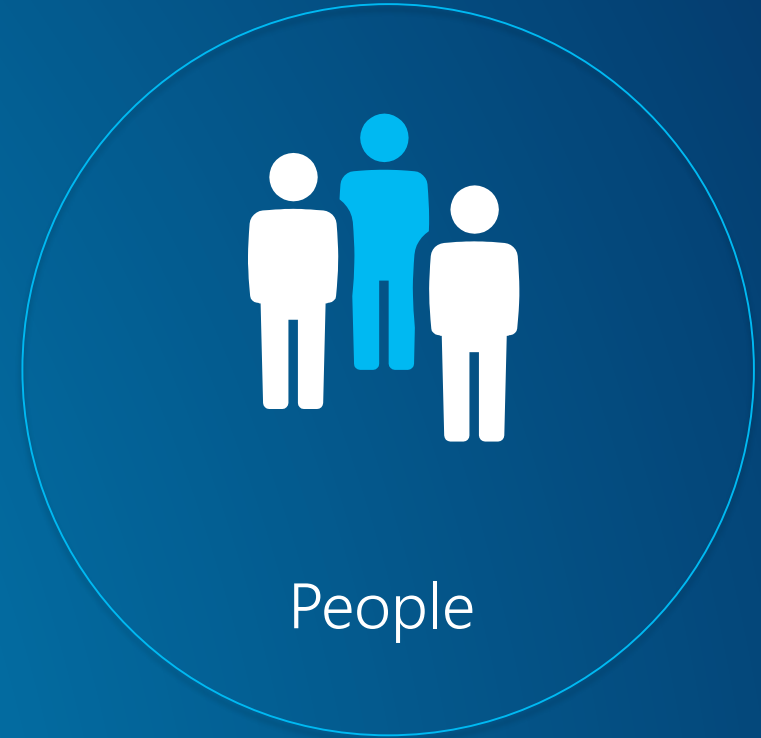
Dr. Duane Dippon, USDO I BLM



Software



Content



People

# Esri Services

Ready to help you successfully leverage the ArcGIS Platform for your organization

**Tech Support Analyst**



**Software Maintenance**

Latest software and technical support



**Technical Advisor**

**Esri Enterprise Advantage Program**

Reach your GIS vision



**Project Manager**

**Projects**

Transforming business

**Premium Support**

Prioritized incident management



**Premium Support Analyst**



**Training Consultant**

**Training**

Enabling the workforce



**Technical Consultant**

**Jumpstarts** Rapid productivity





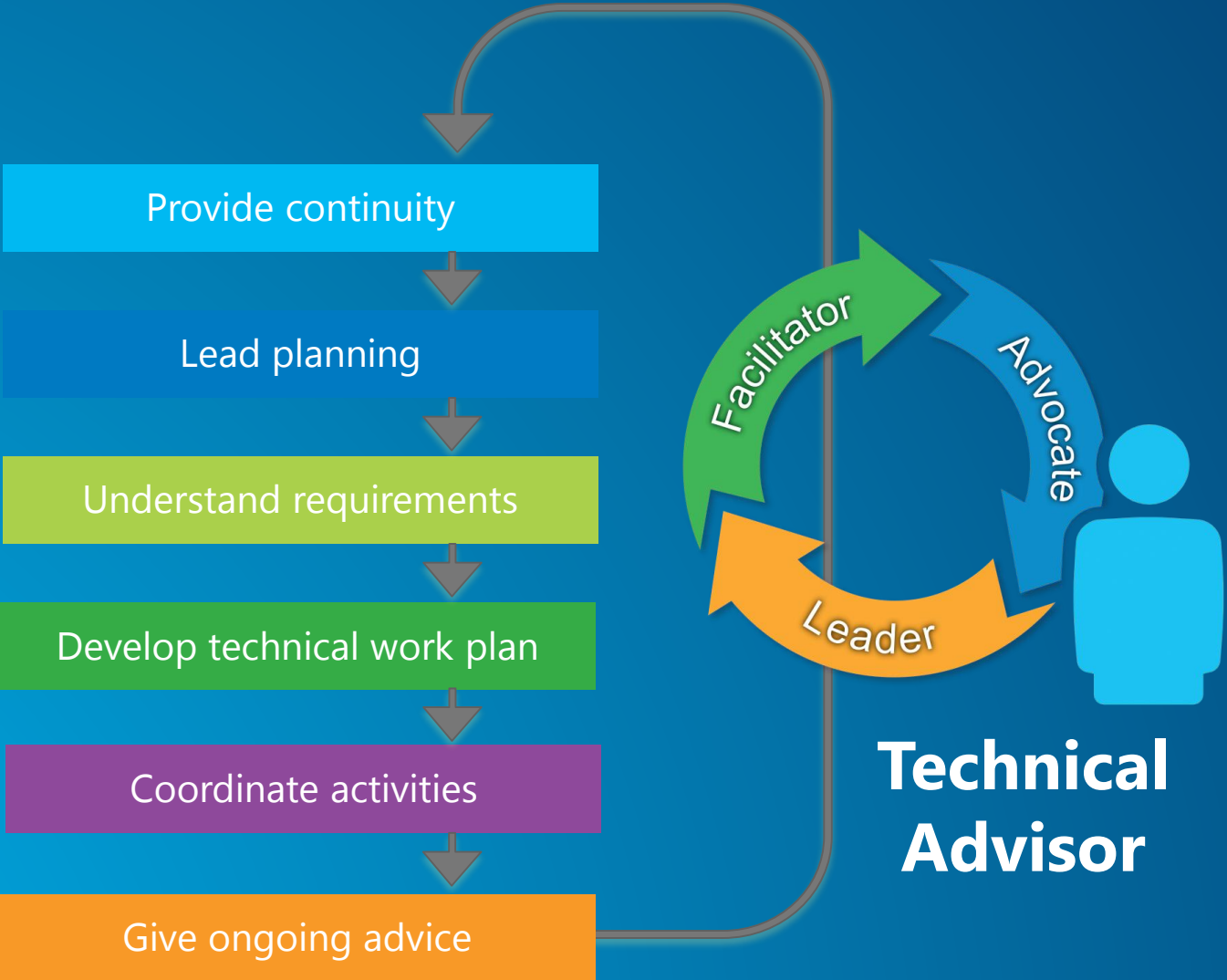
Planning

Work Plan

Focused Activities

Technology Webcasts

Technical Advisor



Provide continuity

Lead planning

Understand requirements

Develop technical work plan

Coordinate activities

Give ongoing advice

Facilitator

Advocate

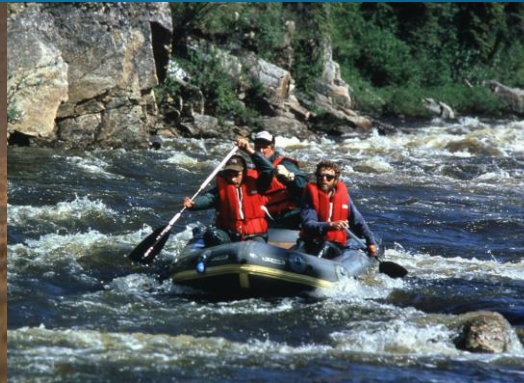
Leader

**Technical  
Advisor**



# Bureau of Land Management

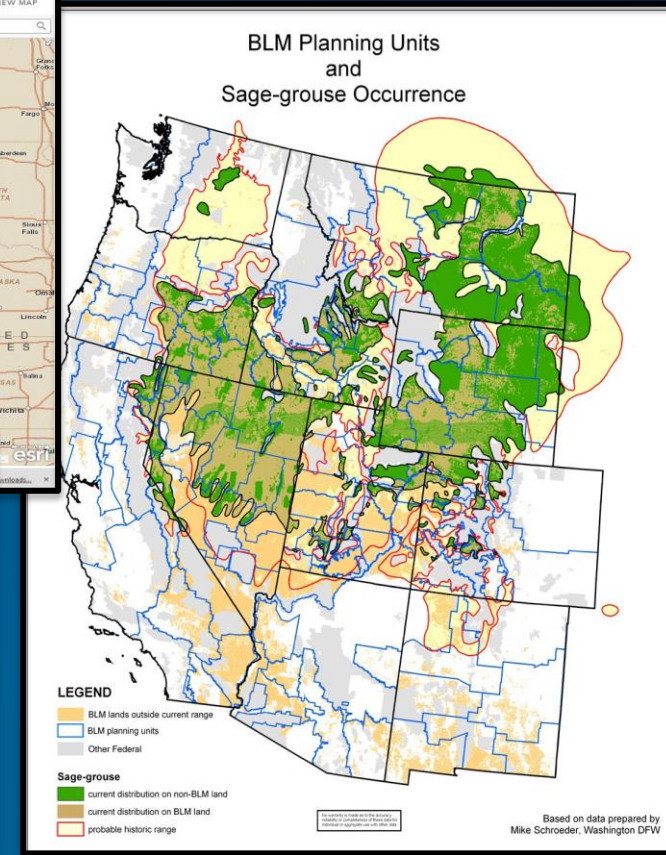
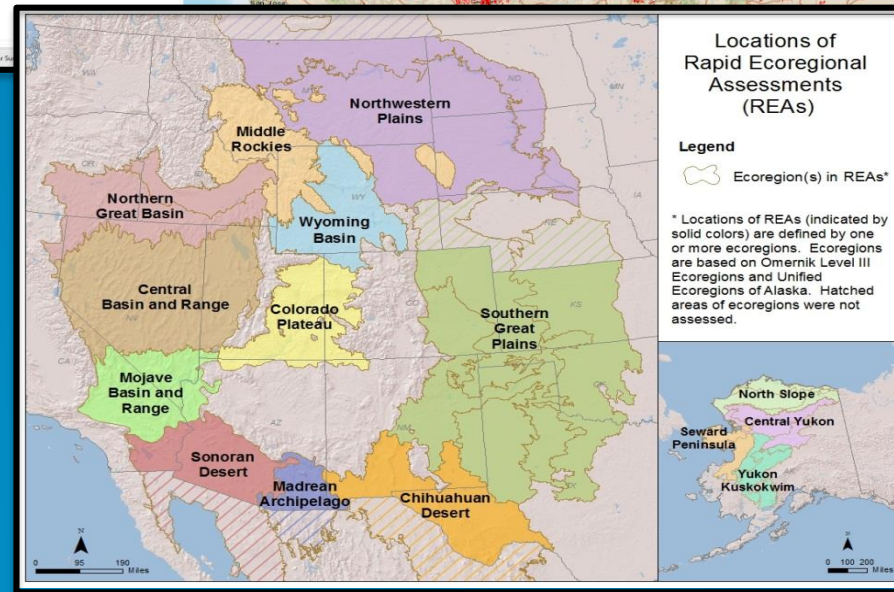
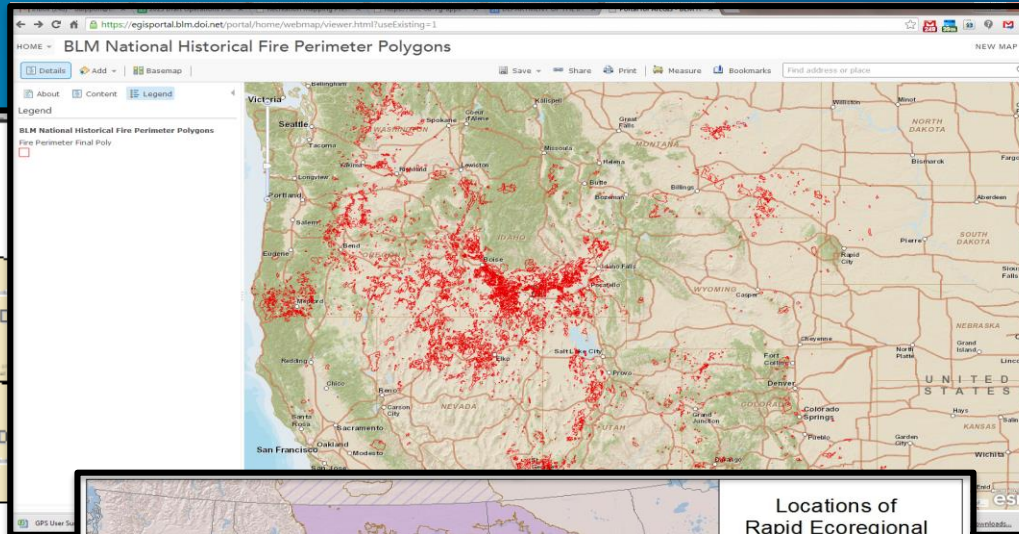
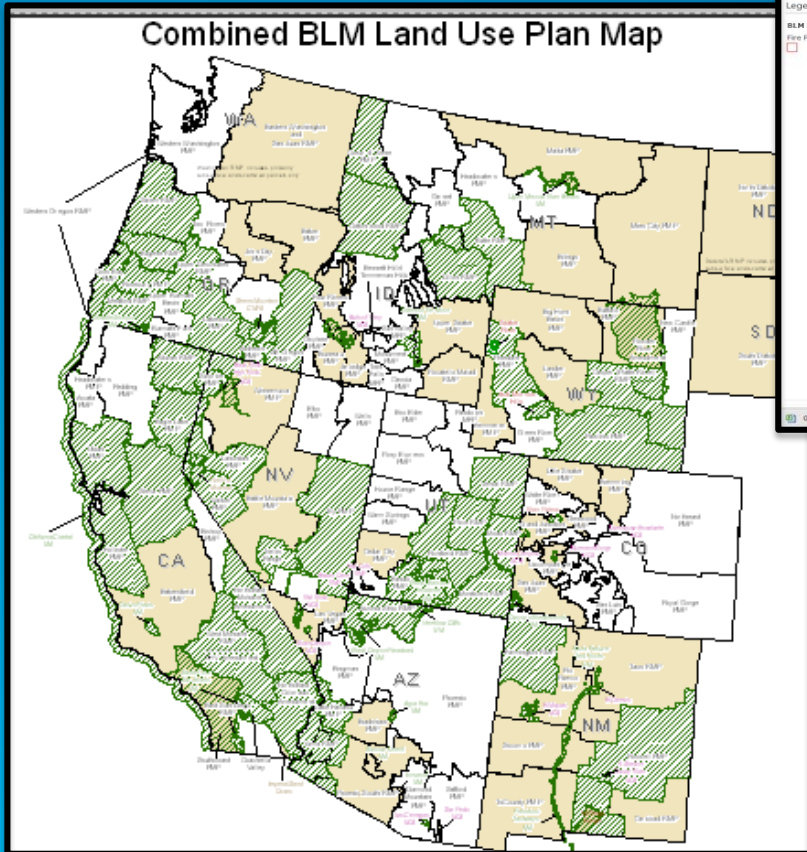
## Organization Background





# Managing this Land Requires Maps

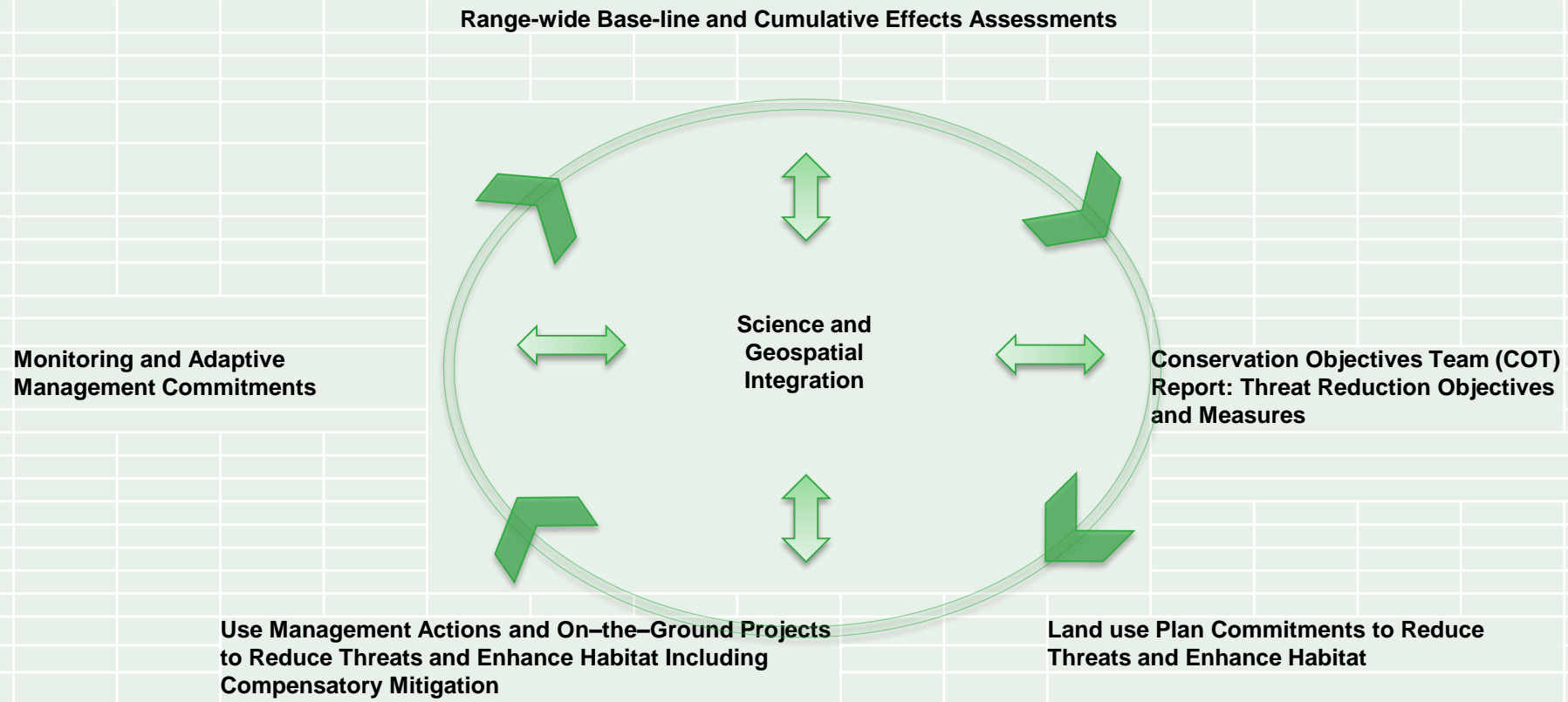
Landscape Management Requires New Tools and Approaches



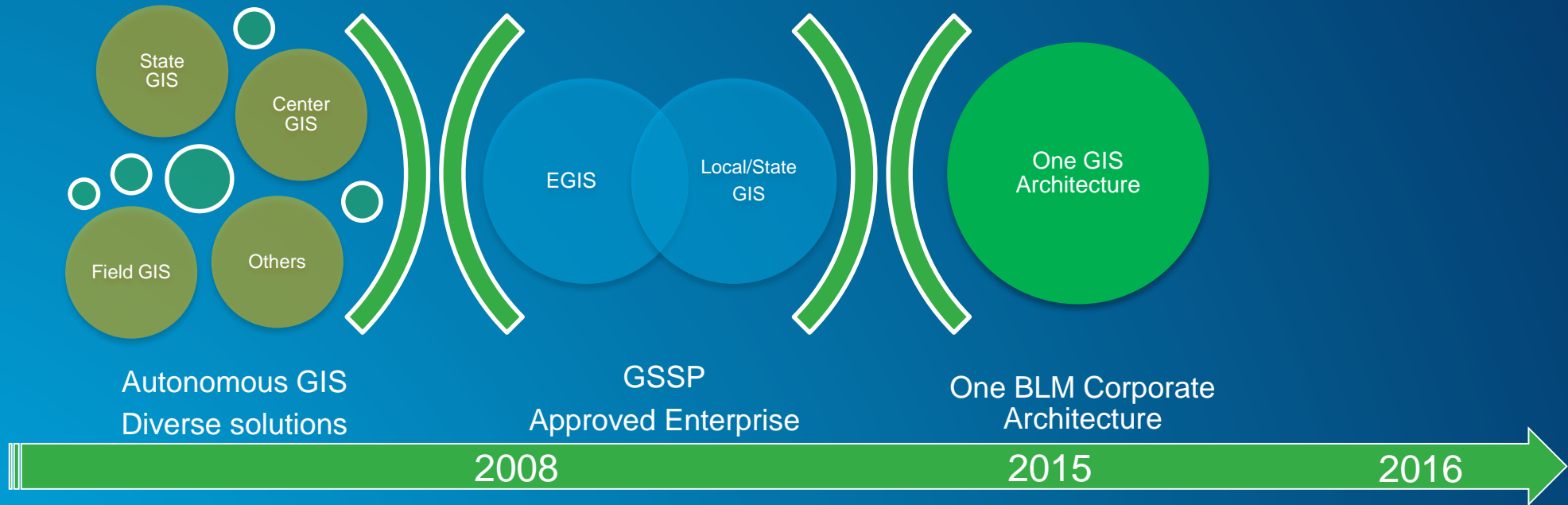


# Landscape Approach – Greater Sage Grouse

Sep-14



# The Changing State of GIS in the Bureau





# Challenges

How to Enable an Organization in a Strong Controlling Culture?

- **IT Culture of building & managing National Stovepipe Apps via Contracting**
- **Adapting to rapidly evolving technology**
- **Increasing field mobility & workflow requirements**
- **Increased need to improve geospatial data management & knowledge**

# Planning

## EEAP Alignment



ESRI ENTERPRISE ADVANTAGE PROGRAM (EEAP)  
TECHNICAL WORK PLAN  
BUREAU OF LAND MANAGEMENT



### Esri Enterprise Advantage Program (EEAP)

#### Technical Work Plan

Prepared by: Mark Williams  
Date Prepared: 04/16/2013  
Last Modified: 01/08/2015  
Customer Review Date: 12/17/2013

Item	Description
Customer	USDOI Bureau of Land Management (BLM)
Customer #	122980
Contract #	12EAP7098
Program #	C.15270
Prepaid Training #	40012520
Period of Performance	9/25/2012 – 9/24/2015
Esri Account Manager	Larry Batten, Broomfield, CO
Esri Technical Advisor(s)	Primary: Mark Williams, Olympia, WA Secondary: Paul Burgess, Redlands, CA
Customer Business Contact	Duane Dippon, Senior Geospatial Program Manager Phone: 202-912-7285 Email: <a href="mailto:ddippon@blm.gov">ddippon@blm.gov</a>
Customer Technical Contact	Kathie Jewell, IRM Advisor Phone: (202) 912-7418 Email: <a href="mailto:kjewell@blm.gov">kjewell@blm.gov</a>

#### Background:

The BLM is responsible for managing BLM Public lands located and managed by 12 States organizations of Field Offices and personnel. The BLM's multiple-use mission, set forth in the Federal Land Policy and Management Act of 1976, mandates that they manage public land resources for a variety of uses, such as energy development, livestock grazing, recreation, and timber harvesting, while protecting a wide array of natural, cultural, and historical resources, many of which are found in the BLM's National Landscape Conservation System.

Geospatial information is critical for management public lands, and is used by managers, resource specialists, analysts and policymakers for understanding natural resource relationships, environmental interactions, social and economic impacts, and environmental performance. The use of geospatial data and technologies has grown to include nearly half of the Bureau's employees using them in over 80% of their work flows.

In 2008, the BLM developed a Geospatial Services Strategic Plan (GSSP) which provided guidance on a spatially enabled Bureau supporting accurate and effective decisions. The GSSP 6 main goals:

- Governance
- Business Process
- Data Architecture
- Application Architecture
- Technology Architecture

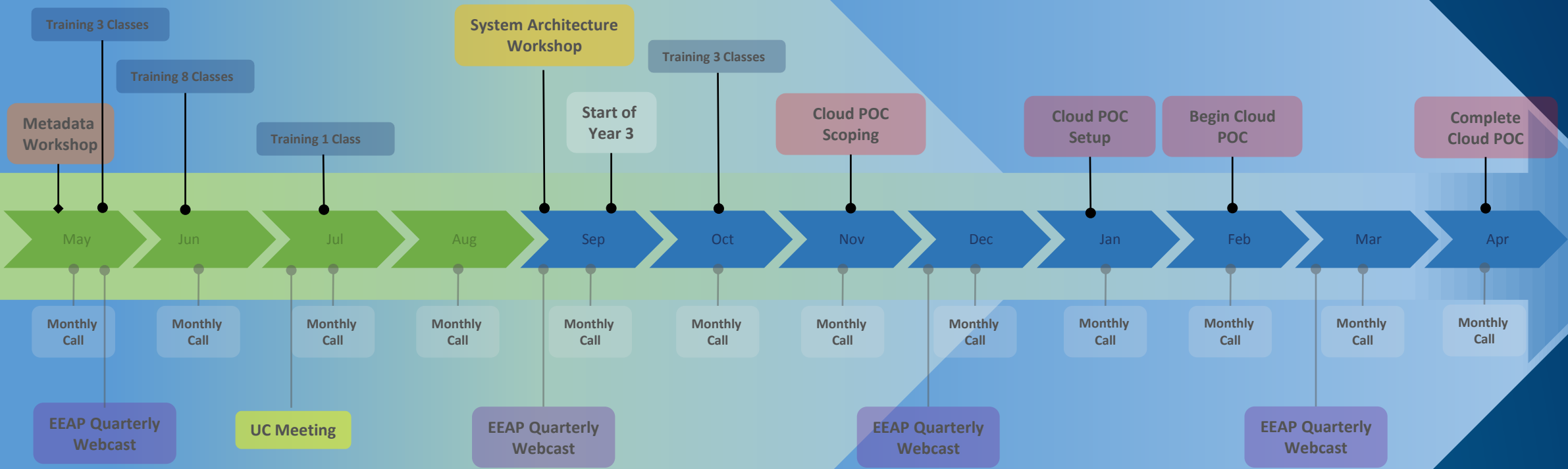




# EEAP Activity Timeline

## 2014

## 2015



# BLM Uses of EEAP

## Consulting Activities

- **Detailed Software Demonstrations**
  - Portal
  - Collector
  - Story Maps
  - GeoPortal
  - AGOL Landscape Decision
  - AGOL SocioEconomics
  - Web (ArcServer) Services
- **Technical Advisor Support**
  - Treatment Application
  - Attribute Updates via Web Services
  - Web Streaming Services

- **System Assessments**
  - Citrix Configurations
  - Database Configurations
  - Imagery Delivery Configurations





# BLM Uses of EEAP

## Training

### Instructor Lead

- Intro to GIS
- Essential Workflows
- Performing Analysis
- Sharing Content on the Web
- Building Geodatabases
- Designing Maps w/ArcGIS
- Distributing Data Using Geodatabase Replication
- Editing Data w/ArcGIS Desktop
- Implementing Versioned Workflows in a Multiuser Geodatabase
- Introduction to Geoprocessing Scripts Using Python
- Managing Imagery using ArcGIS
- ArcGIS for Server: Sharing GIS Content on the Web

### Virtual Campus

- 1000 classes/year

### Conferences

- International, Federal GIS, Developer Summit, Regional

**253 Class Seats**

**58 Days of Instruction**

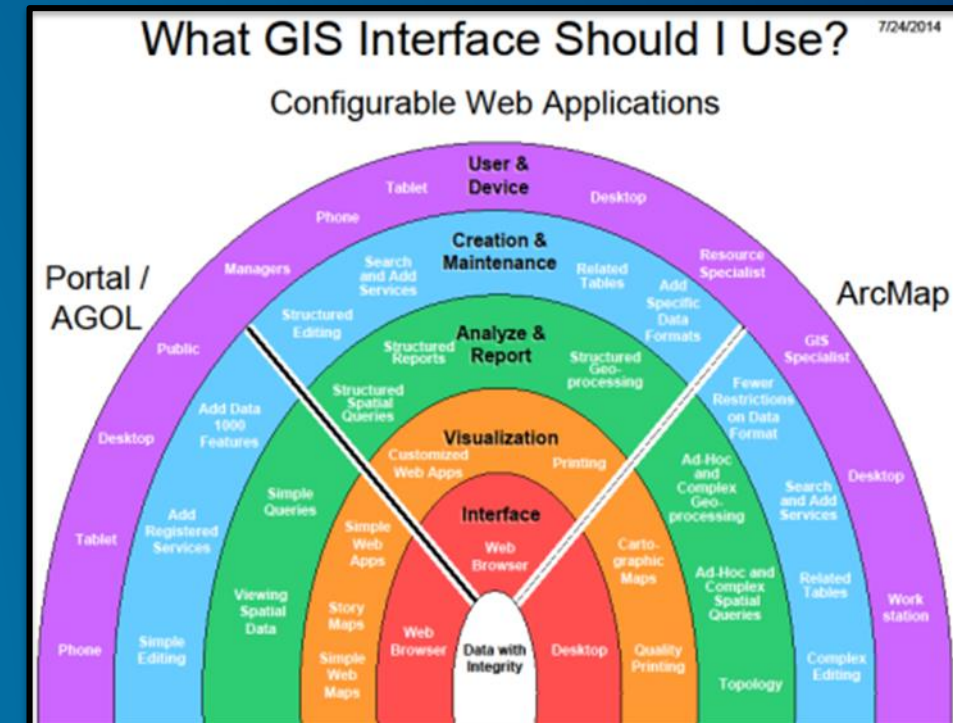
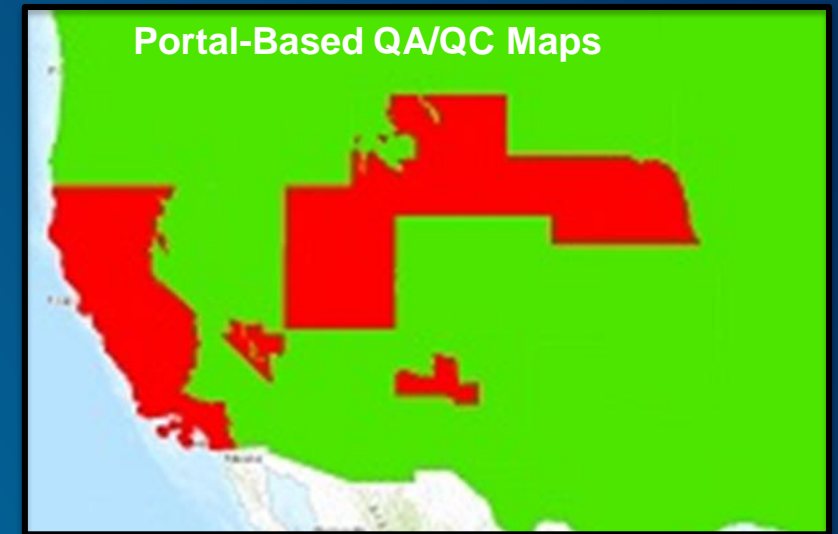
**4960 Classroom Hours**



# Successes

Through Effective Use of EEAP Resources

- Sponsored a DOI Portal Instructor-led Training Session
- In 2014 trained over 100 people in 12 different classes
- Implemented Portal for ArcGIS
- Improved data management at the NOC
- Improved infrastructure in Citrix Farms
- Story Maps (REAs, and NLCS)
- Utilizing the COTS software to be effective
- New GIS Users (1875 Portal Users)



# Portal for ArcGIS

## What?

- Internally-hosted software for creating & sharing web maps & apps
- DOI only



## Why?

- See data & maps!
  - BLM National, State, Project
- Create a map w/o ArcGIS
  - Upload data from national projects
- Share existing map services (BLM or external)
- Create a StoryMap
- Share with all DOI, all BLM, Group
  - Or keep private

## How?

- o Go to BLM EGIS Portal (no login)
- o User's Manual on Geospatial Gateway



# Opportunities – Web Enabled GIS

Where industry is going, is where we need to go!

## Web Enabled GIS

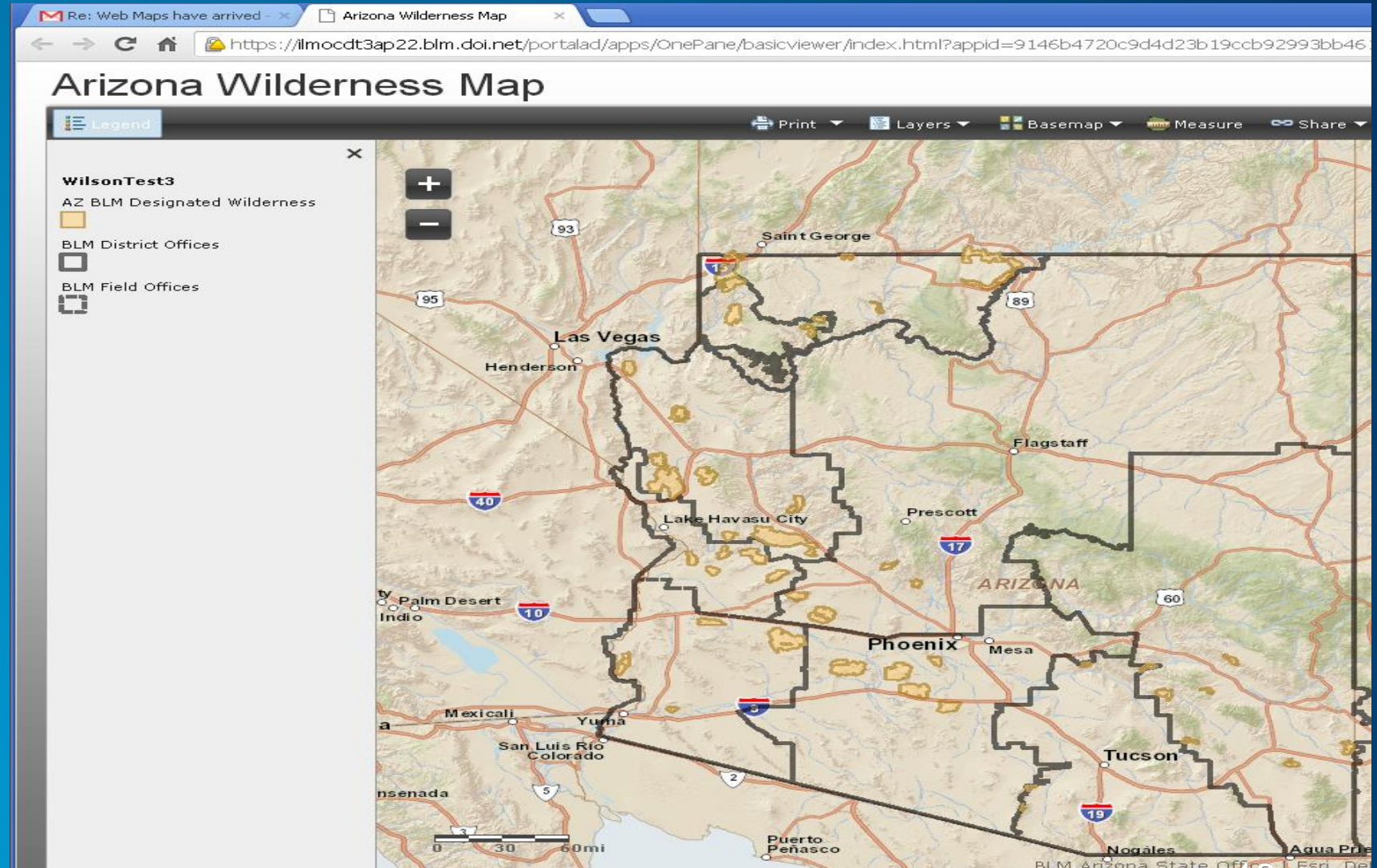
*-Enable more people to easily build maps that work seamlessly across different devices*

*-Reduce the need to create custom applications with included ready-to-use applications and application templates*

*-Integrate GIS more easily with other business systems Access vast collections of ready-to-use maps (base maps), demographic, terrain, etc.)*

*Several States working on pilots for internal use.*

**Portal for ArcGIS Server**





# Access and Use External, Streamed Content

Portal for ArcGIS - BLM N... 2015 Draft Operations Plan Recreation Mapping Pres... https://doc-00-7g-apps-v... DEPARTMENT OF THE IN... Google Slides My Drive - Google Drive

https://egisportal.blm.doi.net/portal/home/webmap/viewer.html?webmap=fa1eb81a7f0c4371b923aa893821f738

HOME BLM National Current Drought Monitor NEW MAP

Details Add Basemap Save Share Print Measure Bookmarks Find address or place

About Content Legend

Contents

- BLM National Wild Horse and Burro Herd Management Areas
- BLM National Wild Horse and Burro Herd Areas
- BLM National Grazing Allotment Polygons
- BLM National Land Use Planning Boundary
- BLM National Administrative Units
- Drought Mointor 06/03/2014
- ESRI Imagery World 2D

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GPS User Survey.xlsx Recreation Mapping ....pdf Recreation Mapping ....pdf BLMEGISPortalCollo...pdf Show all downloads...

# Concept Behind Service First (1994):

## Access to multiple agency data behind Federal Firewall



*Technology now supports the opportunity for a Collaborative Landscape, multi-Agency Approach by providing Data Sharing, Discovery, Access and Use, behind the DOI firewall, accessible to all agencies in the Department.*



# DOI-wide Visible Web GIS Service

**Formerly Used Defense Sites Data Viewer**

Getting Around | Maps & Data Sources | Tasks | Analysis

Pan | Zoom In | Zoom Out | Initial Extent | Full Extent | Previous Extent | Next Extent | Point Identity | Scale: 1: 4,622,334 | Help | What's This?

Navigation Tools | Location Info | Information & Actions | Help

**Map Layers**

- Operational Layers**
  - DOI\_Natl\_FUDS\_SVC**
    - fuds\_public\_gis\_2012arc\_not\_assoc\_with\_mra\_mrs
    - FUDS\_Property\_MRA\_MRS
    - FUDS\_Property\_MRA\_MRS\_on\_BLM
    - FUDS\_Public\_Prop\_Bdy\_201402
  - DOI\_CO\_FUDS\_National\_Guard**
    - Craig\_Artillery\_Range\_data
    - DeltaGIS\_data
    - Craig\_SAR\_data
    - Craig\_Shapefile\_data
- Base Maps**
  - Street Map
  - BLM National Base Map**
  - Imagery
  - Topo Map

Show Legend | Filter...

Home | Map Layers

100mi | X: | Y: | Department of Interior | Colorado National Guard | Bureau of Land Management

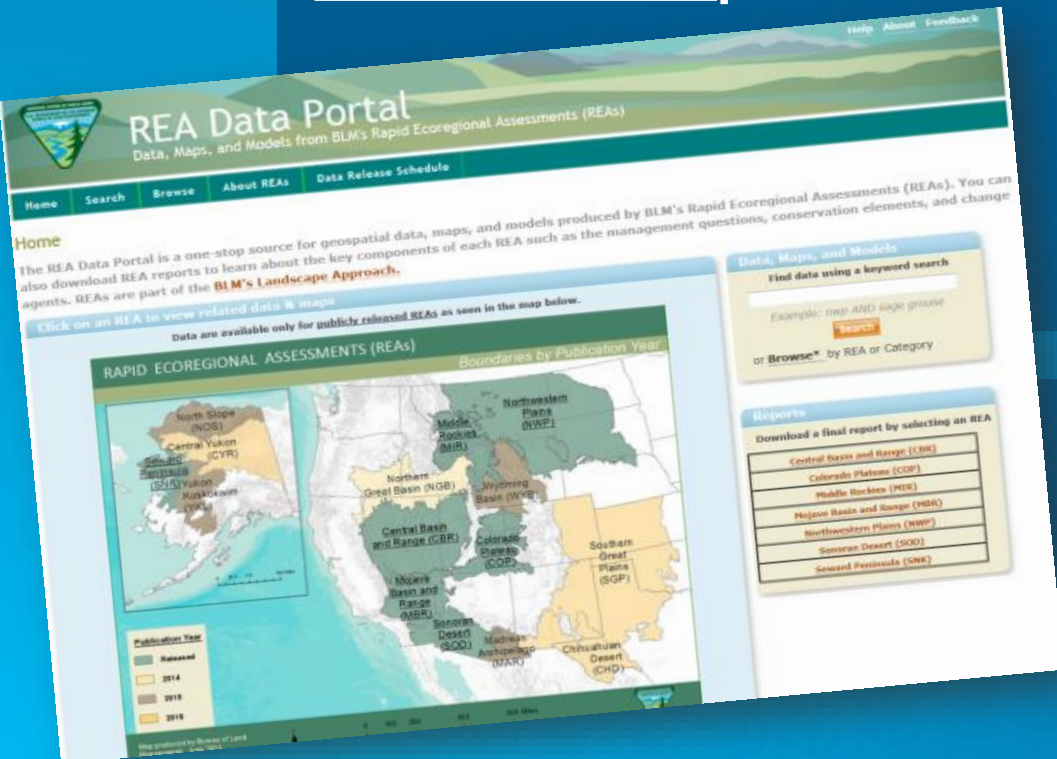
# Geoportal Server

## What?

- Public web-based catalog
  - Data, maps, models, reports, etc.
- BLM & external products

## Why?

- Search for geospatial products across programs & agencies
  - BLM (REAs)
  - USGS, USFWS, LCC's
  - ArcGIS.com
  - *BLM (AIM, GRSG, REA Step-Down ...coming in late 2015/early 2016)*



## How?

- o Go to Geoportal Server (no login)
- o Contact Megan Walz (mwalz@blm.gov)

# ArcGIS Online for Organizations

## What?

- Same as Portal except:
  - Cloud-hosted
  - Can share w/ PUBLIC!
  - Restricted BLM access only

## Why?

- See data & maps!
  - BLM National, State, Project
- Create a map w/o ArcGIS
  - Upload data from your computer/network
- Share existing map services (BLM or external)
- Create a StoryMap
- Share with , all BLM, Group
  - Or keep private

## How?

- o Go to AGOL for BLM
- o Request login from Patrick Mahoney (pmmahone@blm.gov)





# Story Maps

## What?

- Web map application
  - Interactive map
  - Audio, images, text, video, links, etc.
- Publish through:
  - AGOL for BLM (public!)
  - BLM EGIS Portal (internal)

## How?

- AGOL for BLM or EGIS Portal
- To create a Story Map, contact Duane Dippon (ddippon@blm.gov)

## Why?

- Tell a story in a geographic context
- Allow users to interact, read, listen, watch...





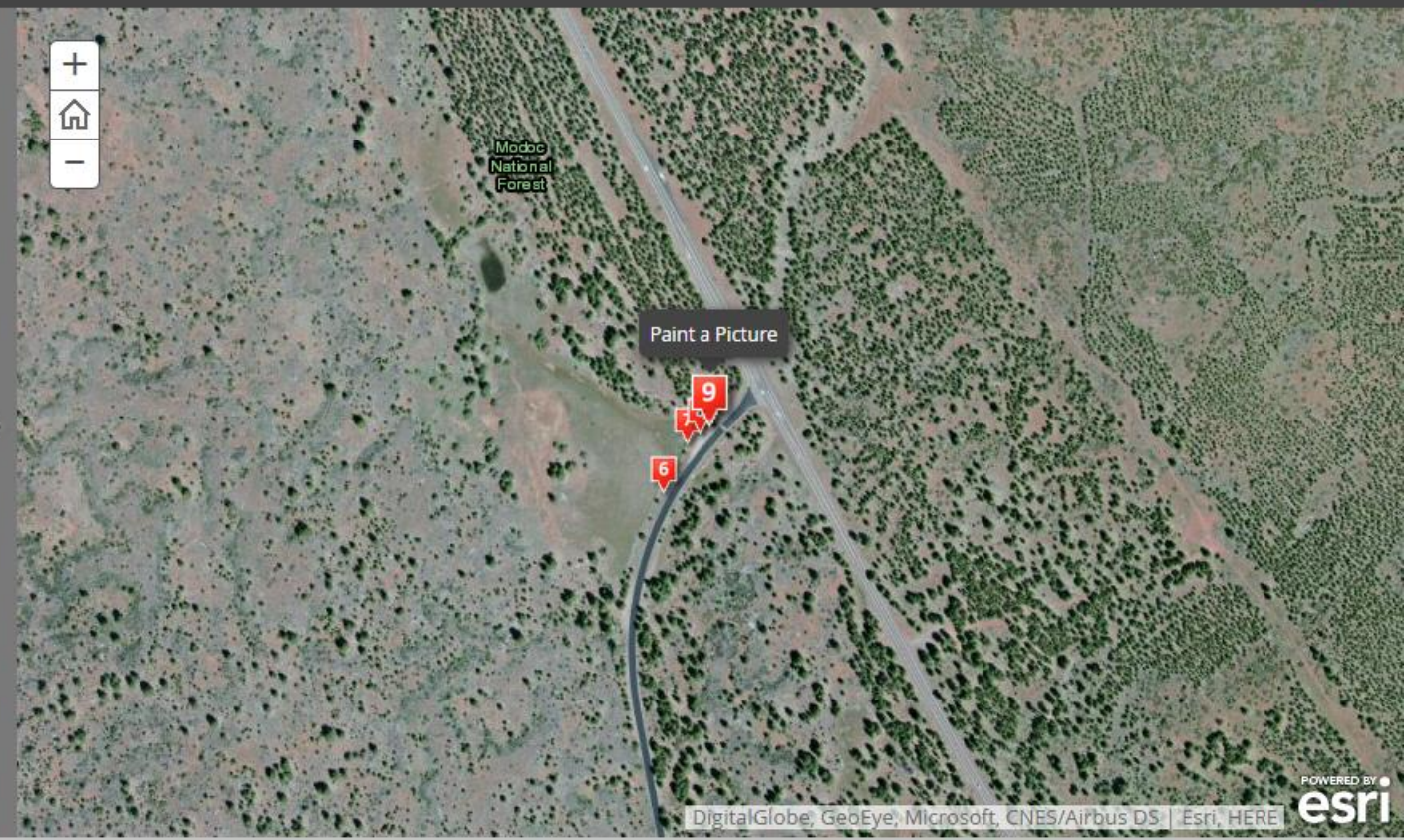
# Reporting Illegal Dump Sites on Public Lands

Reporting on illegal dump site incidents showcase real issues encountered by land management agencies, and how GIS data assists in the decision-making process. Events such as these create work and consume resources across departments and jurisdictional partnerships such as the Department of Sustainability, Hazmat, partnering with Law Enforcement and Public Affairs.



Paint a Picture

A point is plotted on a map. Then a picture is taken and attached to the record.



-   
Range
-   
Ownership
-   
National Level Interest
-   
Kiger Gorge
-   
Activities
-   
Dump Sites
-   
Pin-point
-   
Paint a Picture
-   
More Sites...
-   
Costly Damage



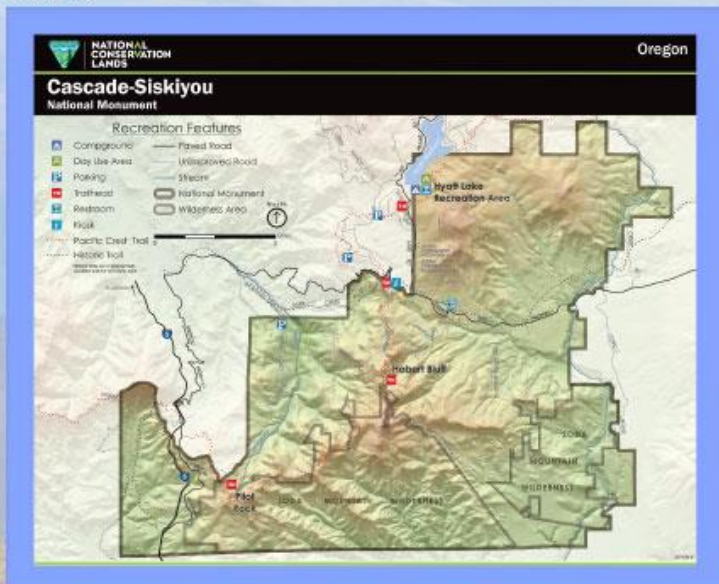


# Cascade-Siskiyou

National Monument



## MAPS



[Printable Map](#)

[Interactive Map](#)

The convergence of the Cascade, Klamath, and Siskiyou mountain ranges resulted in an area with remarkable biological diversity and a tremendously varied landscape. Many archaeological and historical sites are also found throughout the monument providing clues to Native American use of the area and tracing portions of the historic Oregon/California Trail. One of the easiest ways to experience this unique landscape include hiking the Pacific Crest National Scenic Trail which meanders 19 miles through the monument or reserving a campsite at Hyatt Lake.

[Link to Hyatt Lake Recreation Area](#)



## CONTACT INFORMATION

BLM Medford District Office  
3040 Biddle Road  
Medford, OR 97504

Phone: 541-618-2200  
Email: [BLM\\_OR\\_MD\\_Mail@blm.gov](mailto:BLM_OR_MD_Mail@blm.gov)

[Website Link](#)



# What's Next

## 2015 Activities

- **Just starting 4 cloud based proof of concepts utilizing Esri Managed Services**
  - Redefining how data is stored, accessed, and managed
  - Learning how to operate in a cloud environment to enable development of requirements
- **Imagery management workshop for National Operations Center**
- **Mobile data collection (Collector, AppStudio)**
- **Defining roles, and training plan for the future “One GIS”**
- **Lots more training...**
- **Lots more enabling...**



## Maximize your investment with Esri

- Reach your enterprise GIS **vision**
- **Collaborate** with Esri experts
- Proactive **advice** and advocacy
- **Enable** your organization

**Federal GIS Conference**

February 9–10, 2015 | Washington, DC



**Don't forget to complete  
a session evaluation form!**



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# **Print your customized Certificate of Attendance!**

Printing stations located on L St. Bridge, next to registration

## Federal GIS Conference

February 9–10, 2015 | Washington, DC



# GIS Solutions EXPO, Hall D

Monday, 12:30pm – 6:30pm

Tuesday, 10:45 AM–4:00 PM

- Exhibitors
- Hands-On Learning Lab
- Technical & Extended Support
- Demo Theater
- Esri Showcase

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## **Networking Reception:**

# ***National Museum of American History***

Tuesday, 6:30 PM–9:30 PM  
Bus Pickup located on L Street



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Add a day to your Fed GIS experience and register to attend the Esri DevSummit Washington DC. Stop by the registration counter to sign up.



Understanding our world.