Defining & Executing a Geospatial Strategy

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What is a Strategy? Why is it important?
A Strategy is an essential method applied by leaders that guides change in organizational behavior and function to realize intended outcomes.
Today’s challenges for Federal Agency Executives

- Shrinking budgets
- Workforce modernization
- Loss of institutional knowledge
- Lack of situational awareness
- Unfunded Federal mandates
- Customer experience
- Accountability
- Fraud, waste, and abuse

- Transparency
- IT Modernization
- Standards compliance
- Decision authority
- Agency reorganization
- FedRAMP and FISMA compliance
- Compliance with Geospatial Data Act
- Operational Security
- Data center consolidation
What is a Geospatial Strategy?
A geospatial strategy is a plan to help you achieve your business goals and outcomes through the application of GIS, mapping, and location intelligence.
A Geospatial Strategy is Essential
Ensures you can deliver on the vision
Build your Understanding

Understand

Mission / Purpose
- Mission / purpose or reason for existing
- How the business fits together
- Key players and where they are

| Goals & Objectives | Success Criteria | Challenges |
Key Players

- Champion
- Executive Sponsor
- Technical Leadership

Understand

Mission / Purpose
Goals and Objectives

Understand

Mission / Purpose

Goals & Objectives

- Strategic high level goals of the organization
- Tactical objectives to achieve strategic goals

Success Criteria

Challenges
Success Criteria

Understand

Mission / Purpose  Goals & Objectives  Challenges

Success Criteria

• Measurable indicators of progress toward intended goals and objectives
Challenges

Understand

Mission / Purpose | Goals & Objectives | Success Criteria

Challenges

• Identify problems in the way of meeting goals & objectives
• What’s the business impact?
data

attribute

Spatio-temporal

change management
boundaries

portal

Excel

knowledge

optimize routing

usability

analysis

continuous improvement
digital representations

predictive
Today’s challenges for Federal Agency Executives

- FISMA
- IT Modernization
- Geospatial Data Act
- Transparency
- Data center consolidation
- Operational Security
- Customer experience
- Unfunded
- Federal mandates
- Workforce modernization
- Fraud waste and abuse
- Loss of institutional knowledge
- Fiscal Responsibility
- Agency reorganization
- Standards Shrinking budgets
**Example: One Federal Decision Executive Order**

### Mission / Purpose

Streamline Process for Environmental Review and Permitting for Major Infrastructure Projects
- 18 Federal agencies, 35 bureaus, State and Local gov'ts, etc
- Multi-party stakeholders coordinating reviews, sharing data and analysis

### Goals & Objectives

- Reduce time to decision <2 years
- Standardize interagency coordination
- One Federal "Record of Decision"
- Bolster Lead Agency Authority

### Success Criteria

- Cost avoidance and reduction
- Reduced burden and time
- Streamlined and simplified permitting process
- Defensible and repeatable processes

### Challenges

- Duplication of Efforts
- Inefficient decision processes
- Accountability
- Lack of transparency
- Variance in review timelines
- Lack of reliable data
Building the Plan: Esri Method - Connecting Business to Technology

Plan

Business Processes

• Identify future state geospatial capabilities that satisfy business challenges
• Identify software, data, and workflows required by future state capabilities
Building the Plan: Workforce development and training

**Plan**

- Business Processes
- Information & Technology
- Workforce Capabilities
- Roadmap

**Workforce Capabilities**

- Define necessary skills aligned to technology & workflows
Building the Plan: Crafting the Roadmap

Plan

- Business Processes
- Information & Technology
- Workforce Capabilities

Roadmap
- Create a prioritized gameplan to solve the challenge
A Roadmap is comprised of sequenced, prioritized activities.
Buy-in on the Plan: Key Players

- Champion
- Executive Sponsor
- Technical Leadership
Animal Disease Outbreak Response and Management

BioSecurity – Protecting Agriculture from Invasive Plant Pests and Diseases

Agriculture Policy & Legislative Affairs

Mitigate Wildlife Damage

Protect the Flying Public from Bird Strikes
Executing an Activity

- Prepare
- Implement
- Operate
- Review

Act
Executing APHIS’ Facilities and Personnel Operations Dashboard
Executing an Activity

Act

Prepare

Review

Implement

Operate
Executing an Activity

- Define your scope
- Design enabling technologies
- Communicate resource needs
- Manage change

Prepare
Implement
Review
Operate
Executing an Activity

- Define your scope
- Design enabling technologies
- Communicate resource needs
- Manage change

Prepare

- Build and deliver solutions
- Configure first (COTS)
- Handover to operations
- Begin delivering business value
- Share results, success

Implement

Review

Operate
Executing an Activity

**Prepare**
- Define your scope
- Design enabling technologies
- Communicate resource needs
- Manage change

**Implement**
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**Operate**
- Monitor performance metrics
- Measure scope of use, adoption
- Support the solution portfolio

**Review**
Executing an Activity

Prepare
- Define your scope
- Design enabling technologies
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Review
- Intended outcomes realized?
- What’s changed?
- Evaluate Utilization, adoption
- Revisit workforce development plan

Share results, success

Evaluate Utilization, adoption
Revisit workforce development plan
Intended outcomes realized?
What’s changed?
Common IT issues that a Geospatial Strategy helps to address

• Employing interoperable, scalable practices
• Supporting open standards and open data
• Reducing technical debt, Buy vs. Build
• Complying with Federal security mandates
• Including sustained support and maintenance
• Scaling to meet increasing internal demands
• Enabling internal and external data coordination
• Preparing your workforce to adopt technology innovations
Architecting ArcGIS: Best Practices

https://go.esri.com/bp
A Geospatial Strategy is Essential
Ensures you can deliver on the vision

Understand
Act
Plan

Achieving Maximum Impact
Defining and Executing your Geospatial Strategy

1. To change the function and behavior of your organization, you need a strategy
2. Understand your organization’s mission, goals, objectives, and challenges
3. Develop a plan of activities prioritized aligned with your understanding
4. Act to design, build, and deliver solutions per your plan
5. Review and share your accomplishments
6. Revisit and adjust your geospatial strategy
Questions?

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Print Stations Located at L Street Bridge

**Tuesday**
12:30 pm – 6:30 pm  
**GIS Solutions Expo**  
Hall D

5:15 pm – 6:30 pm  
**GIS Solutions Expo Social**  
Hall D

**Wednesday**
10:45 am – 5:15 pm  
**GIS Solutions Expo**  
Hall D

6:30 pm – 9:00 pm  
**Networking Reception**  
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