Formulating a Location Strategy

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Let’s get started with a common understanding…

**Place** = a particular position or point in space

**Location** = the place where something is or where something is occurring

**Geography** = the study of the physical features of the earth and its atmosphere, and of human activity as it affects and is affected by these, including the distribution of populations, and resources, land use, and industries.
**SDGs**

**Building a Sustainable, Resilient Society**

<table>
<thead>
<tr>
<th>Goal 1: Poverty Eradication</th>
<th>Goal 10: Equality Among Countries</th>
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</thead>
<tbody>
<tr>
<td>Goal 2: Food Security and Nutrition</td>
<td>Goal 11: Sustainable Cities and Settlements</td>
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<td>Goal 3: Health and Well-being</td>
<td>Goal 12: Sustainable Consumption and Production</td>
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<td>Goal 4: Education</td>
<td>Goal 13: Climate Change</td>
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<td>Goal 5: Gender Equality and Women’s Empowerment</td>
<td>Goal 14: Marine Resources, Oceans, and Seas</td>
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<td>Goal 6: Water and Sanitation</td>
<td>Goal 15: Ecosystems and Biodiversity</td>
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<td>Goal 7: Modern Energy</td>
<td>Goal 16: Peaceful and Inclusive Societies and Capable Institutions</td>
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<td>Goal 8: Employment and Economic Growth</td>
<td>Goal 17: Means of Implementation</td>
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<tr>
<td>Goal 9: Industrialisation and Infrastructure</td>
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</tbody>
</table>
1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace and Justice, Strong Institutions
17. Partnerships for the Goals
GOAL 4

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL
ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL
### Essential Patterns of GIS Use

<table>
<thead>
<tr>
<th><strong>Mapping &amp; Visualization</strong></th>
<th><strong>Data Management</strong></th>
<th><strong>Field Mobility</strong></th>
<th><strong>Monitoring</strong></th>
<th><strong>Analytics</strong></th>
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<tbody>
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<td>Understand locations and relationships with maps and visual representations</td>
<td>Collect, organize, and maintain accurate locations and details about assets and resources</td>
<td>Manage and enable a mobile workforce to collect and access information in the field</td>
<td>Track, manage, and monitor assets and resources in real-time</td>
<td>Discover, quantify, and predict trends and patterns to improve outcomes</td>
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<th><strong>Design &amp; Planning</strong></th>
<th><strong>Decision Support</strong></th>
<th><strong>Constituent Engagement</strong></th>
<th><strong>Sharing &amp; Collaboration</strong></th>
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<td>Evaluate alternative solutions and create optimal designs</td>
<td>Gain situational awareness, and enable information-driven decision making</td>
<td>Communicate and collaborate with citizens and external communities of interest</td>
<td>Empower everyone to easily discover, use, make, and share geographic information</td>
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Understanding Sustainable Development Patterns

- Access to Healthcare
- Field Data Collection
- Forest Management
- Renewable Energy
- Demographics
- Access to Education
- Urban Design | Smart Communities
- Water Management

Forest Management

Renewable Energy

Demographics

Access to Education

Urban Design | Smart Communities

Water Management
Location Strategy

It’s Important!
Location Strategy
Assess and Plan
Operate and Measure
Build Capability
Components of a successful implementation

- Business
- Technical
- Organizational
Location Strategy
Location + Strategy = Location Strategy

**Location** = the place where something is or where something is occurring

**Strategy** = a high-level plan

**Location strategy** = a high-level plan to use location information and spatial analysis
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

1. Vision & Leadership
2. How GIS Contributes
3. Planning & Governance
4. Change Management
5. Apps That Are Engaging
6. Good People
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Starbucks’ Mission Statement

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.
Mission Statement

• When did you last read your organization’s Mission Statement? Charter? Constitution?

• It is simple. This is where you start.

• The location strategy must contribute to the purpose of your organization.
Beating the Odds: A Year in the Life of a Piping Plover

Piping Plovers flock to the same shores that attract people. These birds are on the brink, with only 6,000 adults left. From Canada to the Caribbean, Audubon is working to safeguard sandy reaches critical to the birds’ survival, and encouraging people to share the beach.

Summer: Risky Business

When it comes to selecting a nesting site, Piping Plovers along the Atlantic Coast must navigate their property. In the reaches above the tide line, and near bunches of grass, males dig potential nest sites, or scrapes, in the sand or gravel.

As ground-nesting birds, Piping Plovers are easy targets for raccoons, foxes, skunks, and other predators. Beachfront development has decimated their habitat, and unwise beachgoers, unrestricted off-road vehicles, and unleashed pets can destroy nests and trap young. These threats exist throughout the summer nesting range of the two eastern populations: along the Atlantic coast from eastern Canada to North Carolina, and on the shores of the Great Lakes.

To protect adult Piping Plovers and their young at this vulnerable stage, Audubon and partners are working to ensure that critical breeding grounds are fenced off and warning signs are posted to alert beachgoers to the presence of these nearly invisible birds.
Establishing an Enterprise GIS Platform at WHO

Supporting WHO to build a better, healthier future for people all over the world

A Technical Vision from Esri

January 2017
Location Strategy

More than just Data & Technology

1. Vision & Leadership
2. How GIS Contributes
3. Planning & Governance
4. Change Management
5. Apps That Are Engaging
6. Good People
How GIS contributes: GICHD

- For the Information Management System for Mine Action (IMSMA) it is clear that GIS is vital to:
  - map out mines
  - support decision making
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The Power of Governance

Center of excellence
- Sets policies
- Shares best practices

GIS groups
- Use technology
- Deliver information
World Food Programme

- Central support of their operations from WFP Headquarters by GIS team:
  - Logistics maps: continuously updated so that they are readily available when a disaster hits a certain country
  - Analysis: perform Vulnerability and Analysis Mapping (VAM) of target populations
“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”
Good Information Products

- Provide Timely Information
- Disseminate Knowledge
- Communicate Importance
- Support Decision Making
- Illustrate Change
- Show Status and Performance
- Show The Future
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Change Management

How?
- Create awareness
- Excite people
- Share results
- Increase capability

Why?
- Increase executive support
- Reach additional teams / people
- Deepen technical capacity
Change Management

“Organizational change management is a leadership-induced process that involves transformational organizational change that leadership controls and sustains. It requires leadership dedication, involvement of employees at all levels, and constant communication. Transformational change is strategy-driven and stems from the top of the organization.”

- Harry Hertz, Baldrige Performance Excellence Program, NIST
Source: Prosci®, ADKAR® Model Overview, 2017
The Human Factors that Determine the ROI

Speed of Adoption
How **quickly** are people up and running on the ArcGIS Platform?

Ultimate Utilization
How **many** employees (of the total population) are demonstrating “buy-in” and are using the GIS?

Proficiency
How **well** are individuals performing compared to the level expected in the design of the change?

*Source: Prosci, Inc. 2017 www.Prosci.com*
The Walgreens Flu Index is a weekly report designed to provide state- and market-specific information regarding flu activity, and ranking of those experiencing the highest incidences of influenza across the country. With the ability to generate hyper-local data that is as specific as a single zip code, the Index aims to drive consumer awareness and prevention within communities, while also serving as a valuable resource for health departments, media and others at the local level.

**TOP TEN STATES WITH FLU ACTIVITY**

1. Oklahoma
2. Arkansas
3. Mississippi
4. Texas
5. Tennessee
6. Louisiana
7. Alabama
8. Kentucky
9. Nebraska
10. South Carolina

**TOP TEN DMAS WITH FLU ACTIVITY**

1. Oklahoma City, Okla.
3. Dallas-Fort Worth, Texas
4. Jackson, Miss.
5. Fort Smith-Fayetteville, Ark.
7. Austin, Texas
9. Chattanooga, Tenn.
10. Tulsa, Okla.
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The Language of Spatial Analysis

- understanding WHERE
- determining HOW PLACES ARE RELATED
- measuring SIZE, SHAPE, AND DISTRIBUTION
- finding THE BEST LOCATIONS AND PATHS
- detecting & quantifying PATTERNS
- making PREDICTIONS

Provides the capability to unlock data’s full potential
What is the most appropriate App?

- Apps for the Field
  - Take GIS to the Field and Back

- Apps for the Office
  - Make Better Decisions with Geographic

- Apps for the Community
  - Engage Your Audience

- App Builders
  - Build Your Own Apps, No Coding
Apps that are engaging: UNHCR

• UNHCR developed eSite, a portal that contains apps needed for Refugee Camp Mapping.

• Site Executive Dashboard

• Rohingya Story Map: Rohingya Refugee Emergency at a glance
Establish an ecosystem to integrate with existing business systems and support collaboration between UNHCR and its constituents.
ArcGIS COMMON PATTERNS OF USE

Mapping & Visualization
Understand locations and relationships with maps and visual representations

Data Management
Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility
Manage and enable a mobile workforce to collect and access information in the field

Monitoring
Track, manage, and monitor assets and resources in real time

Analytics
Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning
Evaluate alternative solutions and create optimal designs

Decision Support
Gain situational awareness and enable information-driven decision making

Constituent Engagement
Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration
Empower everyone to easily discover, use, and share geographic information
Architecting the ArcGIS Platform: Best Practices

www.esri.com

➔ Search:

“Architecting the ArcGIS Platform”
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Great People in our Community!
A Champion is someone who can spearhead the launch of your location platform.
Characteristics of a Champion

Essential qualities to be effective

- Credibility
- Influence
- Executive sponsorship
- Enthusiasm
- Determination
- Energy
- Bandwidth
- Belief in the vision
- Patience
Responsibilities of a Champion

- Promotes and leads the launch
- Organizes the team
- Maintains momentum
- Realizes the vision for a successful location platform
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Assistance from Esri Professional Services

- Change Management Consultation
- Location Value Assessment
- Esri Enterprise Advantage Program
Change Management Consultation

Day 1
- Strategic Alignment
- Stakeholder Analysis

Day 2
- Sponsor Plan and Roadmap
- Communications Planning

Day 3
- Resistance Management
- Coaching and Workforce Development
Outcomes of Change Management Consultation

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement

- Communication Plan
- Sponsor Roadmap
- Coaching Plan
- Training Plan
- Resistance Management Plan

Launching a location platform in five steps

1. Location Value Assessment
2. Pilot Project
3. Production Rollout
4. Operations and Support
5. What’s Next
Esri Enterprise Advantage Program (EEAP)

- Proactive Planning and Advice
- Training
- Consulting
- Premium Technical Support
- Esri Managed Cloud Services with a dedicated Technical Advisor

Collaborate with Your Trusted Advisor
Determine Your Initiative Priorities
Match Services to Your Goals
Reap the Rewards
More resources…

to establish your location strategy
Launching Your Location Platform

www.esri.com/launchguide
Framework to help you move forward…

Launching Your Location Platform
The Esri Guide

Location Strategy
Assess and Plan
Operate and Measure
Build Capability
Resources for promoting and administering

www.esri.com/changekit
www.esri.com/adminresources
Training: MOOCs

www.esri.com/mooc
Training:
Instructor-led Courses, Web Courses, Training Seminars

www.esri.com/training
Support:
Technical Support and Premium Support Services

[Image of Esri Support website]

support.esri.com
Engage in the GeoNet Community
Questions?
Resources

• Training:
  - Exploring Enterprise GIS: a Workshop for Leaders -
    www.esri.com/training/catalog/57630437851d31e02a43f258/exploring-enterprise-gis:-a-
    workshop-for-leaders/

• Documents:
  - Architecting the ArcGIS Platform: Best Practices -
    www.esri.com/training/catalog/58e58acdca13000639959c61/architecting-the-arcgis-
    platform:-best-practices/
  - Launch your Location Platform - www.esri.com/~/media/Files/Pdfs/library/pdfs/location-
    guide
  - Promoting Your Location Platform - www.esri.com/~/media/files/pdfs/library/pdfs/launch-
    guide/Change-Management-Kit
  - Administering Your Location Platform -
    www.esri.com/~/media/files/pdfs/library/pdfs/launch-guide/Administering-Your-Location-
    Platform
Resources (cont.)

• Professional Services:
  - Location Value Assessment (LVA)
  - Change Management
  - EEAP - www.esri.com/arcgis/services/eeap

• Training:
  - Exploring Enterprise GIS: A Workshop for Leaders:
    www.esri.com/training/catalog/57630437851d31e02a43f258/exploring-enterprise-gis:-a-
    workshop-for-leaders/ (just 4 hours!)

• Book:
  - Thinking About GIS: Geographic Information System Planning for Managers:
    www.esri.com/training/catalog/5766072762eaeae3092e314f/thinking-about-gis:-geographic-
    information-system-planning-for-managers/
Resources (cont.)

• Videos:
  - From Wow to How: Five Steps to Launch Your Web GIS -
    www.esri.com/training/catalog/57eb1e6aee85c0f5204bb5d7/from-wow-to-how:-five-steps-to-launch-your-web-gis/
  - ArcGIS Online Steps For Success: A Best Practices Approach -
    www.esri.com/training/catalog/5765f65194ad79e609cf478d/arcgis-online-steps-for-success:-a-best-practices-approach/

• More technical resources:
  - wiki.gis.com - system design strategies
  - Training - System Architecture Design Strategies -
    www.esri.com/training/catalog/57630434851d31e02a43ef7c/system-architecture-design-strategies/