



Enterprise GIS Strategic Planning for Success

Adam Carnow

**GIS
INSPIRING
WHAT'S
NEXT**

This presentation is part of the GIS Manager Track

- All sessions are in SDCC Ballroom 20A
- Wednesday
 - 8:30-9:30 AM – Enterprise GIS Strategic Planning for Success
 - 10:00-11:00 AM – Architecting the ArcGIS Platform: Best Practices
 - 1:00-2:00 PM – Communicating the Value of GIS
 - 2:30-3:30 PM – Workforce Development Planning: A People Strategy for Organizations
- Thursday
 - 8:30-9:30 AM – Increase GIS Adoption by Integrating Change Management
 - 10:00-11:00 AM – Supporting Government Transformation & Innovation
 - 1:00-2:00 PM – Governance for GIS
 - 2:30-3:30 PM – Moving Beyond Anecdotal GIS Success – An ROI Conversation

Abstract

It takes more than technology for an enterprise GIS to be successful. It requires business and IT management skills. This session will review the seven elements of a successful enterprise GIS and provide strategies how GIS Managers can implement them. The seven elements are:

- Vision and Leadership
- Understand how GIS can contribute to your organization's success
- Develop and maintain a GIS Strategic Plan
- Implement effective governance
- Implement evolutionary approaches (change management)
- Deploy engaging apps
- Recruit, develop and maintain good staff

The Underutilization of GIS Technologies – 2011

...Generally, people outside of GIS think of GIS just as “maps” or a graphic product, or the younger brother of CAD...

- Promote the System
- Get a “GIS Health Check-Up”
- Use a Best of Breed approach
- Consider Software as a Service (SaaS) i.e., cloud
- Set GIS up as the Central Hub



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[Check out the March 03, 2016 Edition of GISuser Today!](#)


Mapping the Cause: Using GIS to Determine Potential Causes for Cancer

AUGUST 27, 2015 BY [TROY LAMBERT](#)

White Paper [White Paper Reveals 12 Hidden Gems in GeoExpress Software](#)

Much talk lately in the tech world is related to Big Data and how useful it really is. The debate centers not only around making relationships, but how to determine which relationships are significant. How do we make all the demographic data we've gathered meaningful?

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GEOGRAPHIC INFORMATION SYSTEMS

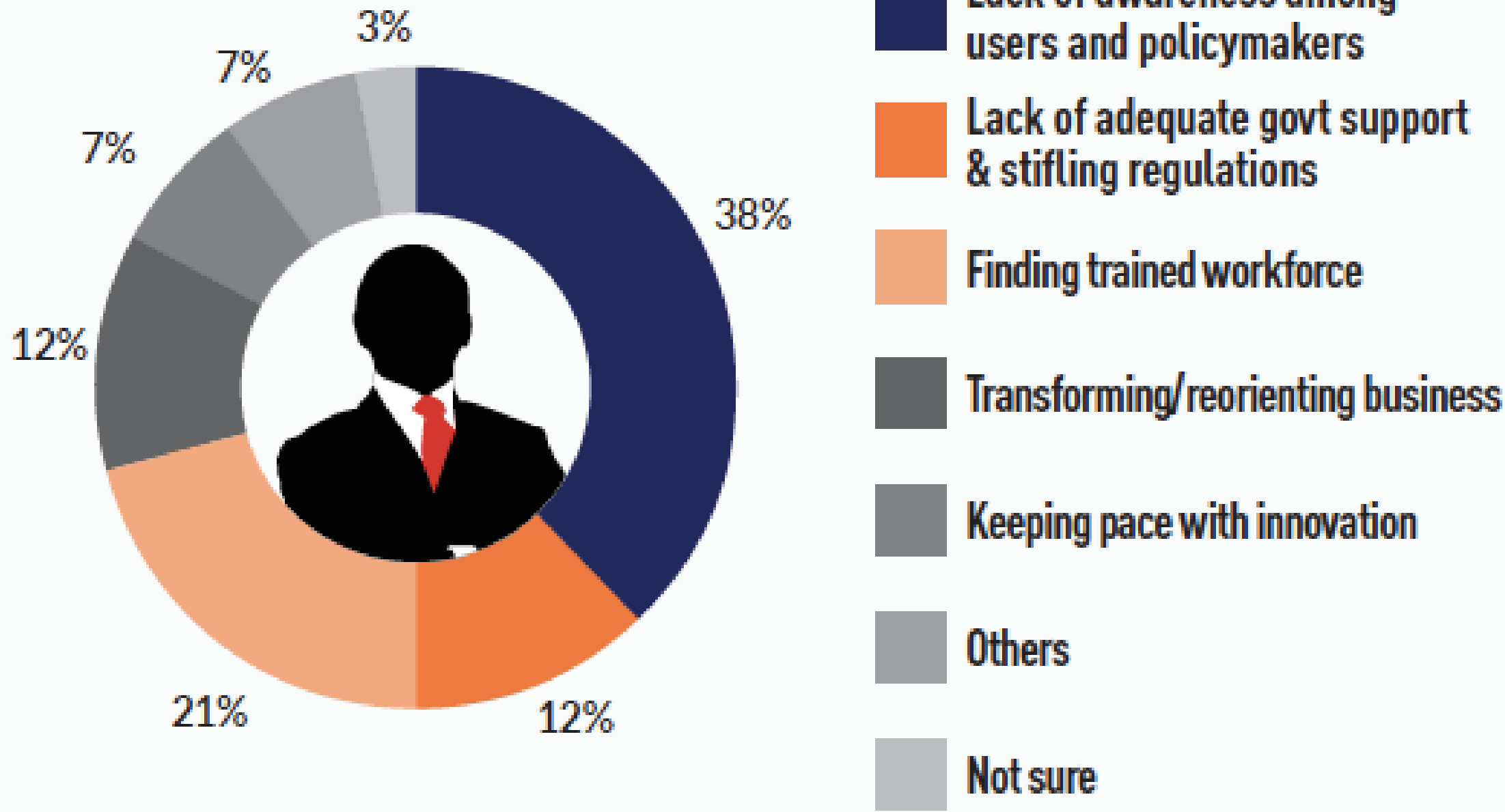
CUSTOMIZABLE REAL-WORLD GRADUATE DEGREES AND CERTIFICATES FOR BUSY ADULTS.



GIS is often seen as “maps” or a visual graphics product, and the more advanced capabilities are ignored because they remain unknown to key departments and decision makers.

Much talk lately in the tech world is related to Big Data and how useful it really is. The debate centers not only around making relationships, but how to determine which relationships are significant. How do we make all the demographic data we've gathered meaningful?

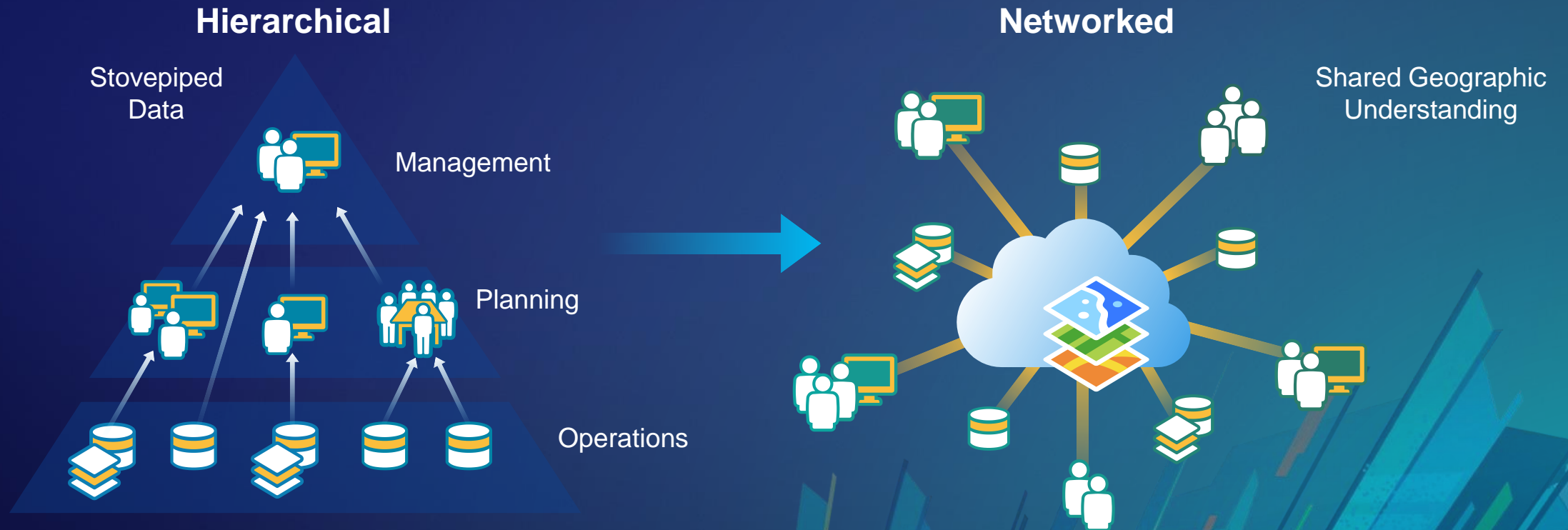




Graph 14: What is your biggest challenge?

ArcGIS Transforms Organizations

- ▶ Creating Shared Information & Facilitating Collaboration



Opening Access & Engaging Everyone

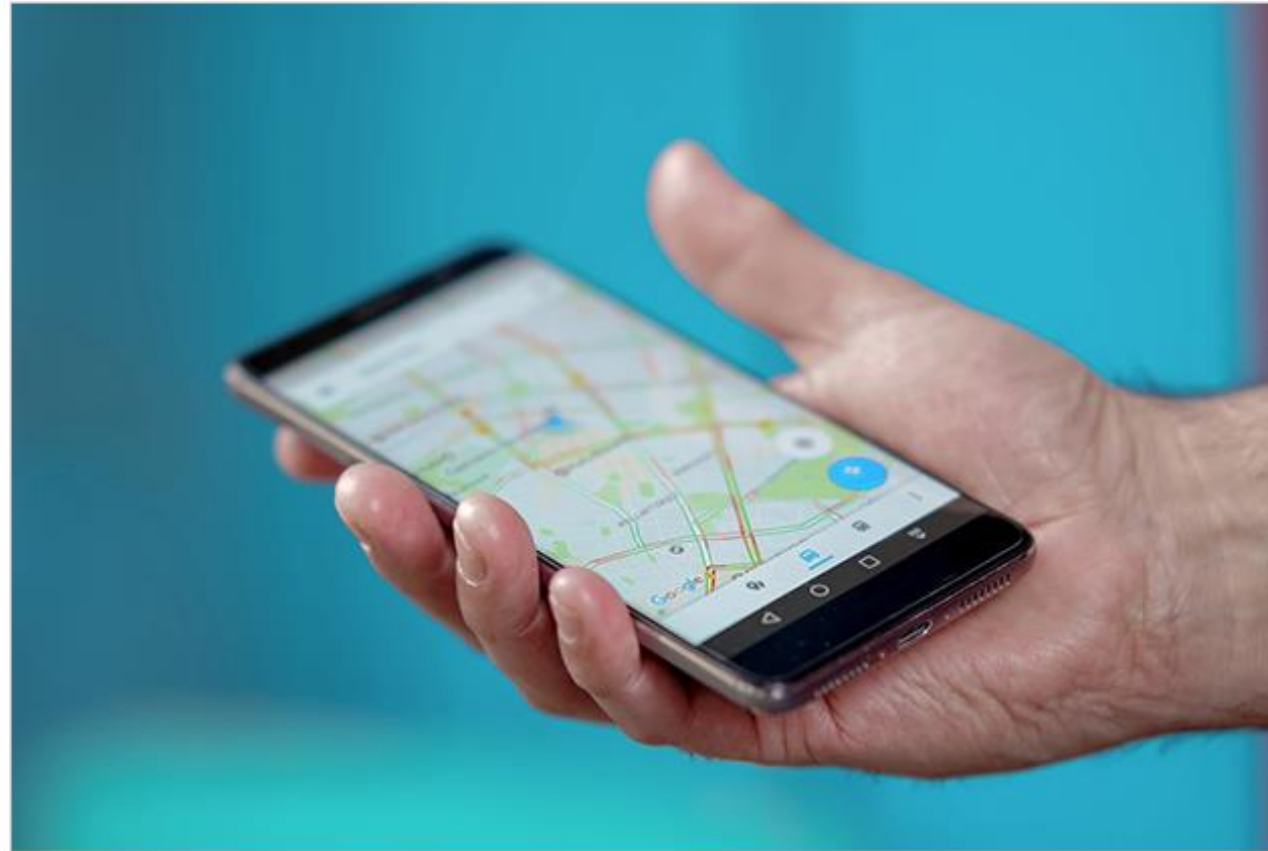
Geographic information systems show their true economic value

Bill Becken

Tuesday, January 30, 2018

5
COMMENTS

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Consumers and businesses have embraced geographic information systems (GIS) as a huge boon in their lives. The systems are accurate sources of information; they're time- and fuel-saving modalities; and, taken together, they're an omniscient, daily valet.

JAN 31, 2018 @ 11:40 AM 1,622

Revelation: Many Are Simply Too Busy To Pursue Digital Transformation



Joe McKendrick, CONTRIBUTOR

I track how technology innovations move markets and careers [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

Digital transformation may be the promised land for many forward-looking enterprises, but few are actually ready for it. There are many organizational and cultural issues to address -- getting executive and employee buy-in, determining what processes need to be digitized, and getting people to rethink their roles. If that isn't enough, technical issues also appear to be getting in the way as well. Scalability issues, resource issues, and application backlogs are quickly getting in the way of making progress on the journey.

Why Most Orgs Have a Profound Challenge with Digital Transformation



With thanks to Maureen Blandford

v1.2

Stop Doing Low-Value Work

by Priscilla Claman

JUNE 01, 2016

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What makes an enterprise GIS successful?

Published on June 22, 2016

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Adam Carnow
Community Evangelist at Esri

[5 articles](#)



1,232



80



11



20

What makes an enterprise GIS successful?

- More than technology:
 - Motivated people committed to managing change
 - Effectively applying the technology in a sustainable manner
 - Following best practices

“...whether or not our GIS implementation is successful is not a technology problem, it's a people problem...”

- Assistant City Manager



Esri Case Study | Pinellas County, Florida

Elements of a Successful Enterprise GIS

- Vision and Leadership
- Understand how GIS can contribute to your organization's success
- Develop and maintain a GIS Strategic Plan
- Implement effective governance
- Implement evolutionary approaches (change management)
- Deploy engaging apps
- Recruit, develop and maintain good staff

Vision and Leadership

- There's a difference between being a manager and being a leader.
- Let everyone know the capabilities and benefits of GIS.
- They want your help. They need your help. They just don't know it.
- Document your vision, and create and maintain a plan to realize that vision.
- It's your job to extract as much value as possible from your GIS investment.
- It's your job to exceed the expectations of the people funding your operation.

Three Differences Between Managers and Leaders

by Vinod Nayar

Leader vs. Manager

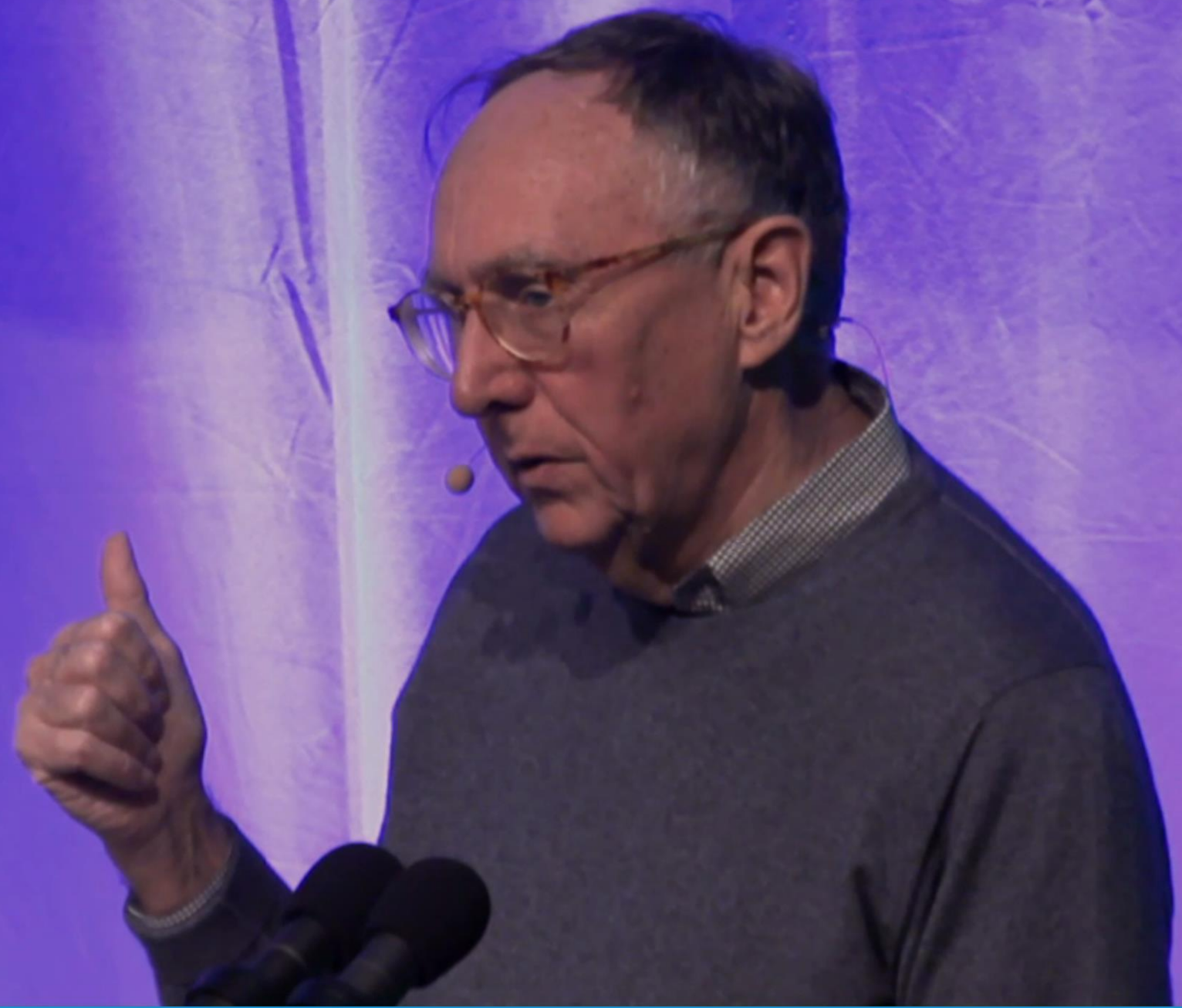
- **Creating Value vs. Counting Value**
- **Circles of Influence vs. Circles of Power**
- **Leading People vs. Managing Work**

emented several ideas, and
ing a manager to a leader?”

I didn't have a ready answer and it's a complicated issue, so we decided to talk the next day. I thought long and hard, and came up with three tests that will help you decide if you've made the shift from managing people to leading them.

Understand how GIS can contribute to your organization's success

- How does your organization define success?
 - Strategic Plan
 - Initiatives
 - Goals, Objectives, Policies
 - Performance Management (Key Performance Indicators)
 - Smart Community
- Talk to leaders
 - Vision
 - Pain
 - Learn their business and deploy solutions that further vision and reduce pain
- Make executives GIS users (think dashboards...)



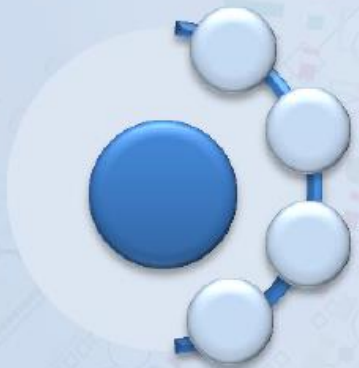
Develop and Maintain a GIS Strategic Plan

- Needs to align with organization's strategic plan
- Needs to align with organization's IT strategic plan
- Develop a GIS maturity assessment
 - URISA Capability Maturity Model
 - SlimGIM (www.slimgim.info)
 - GeoVision Assessment (www.g2gmarket.com)
- Identify where there is room for expansion of services
- Prioritize and execute in phases in a sustainable fashion

DCSI Geospatial Strategy

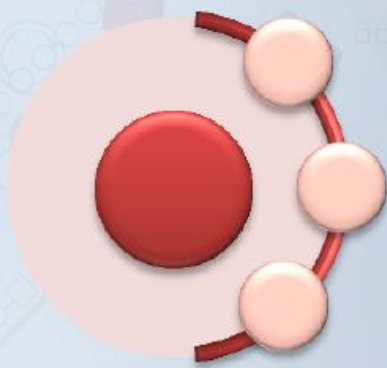
Coordinate

Facilitate collaboration



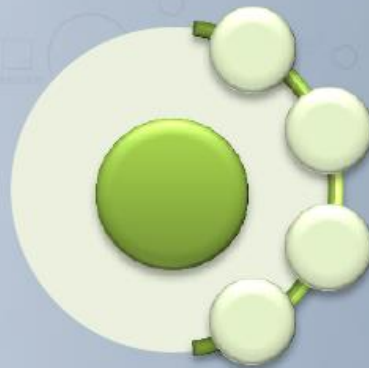
Simplify

Improve business practices



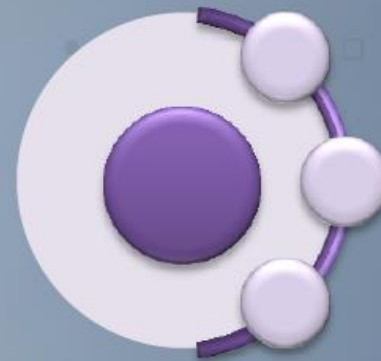
Innovate

Smarter service offerings



Enable

Informed decision makers



Build a Location Strategy

ArcGIS supports all nine common business patterns

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, make, and share geographic information

Build a Location Strategy

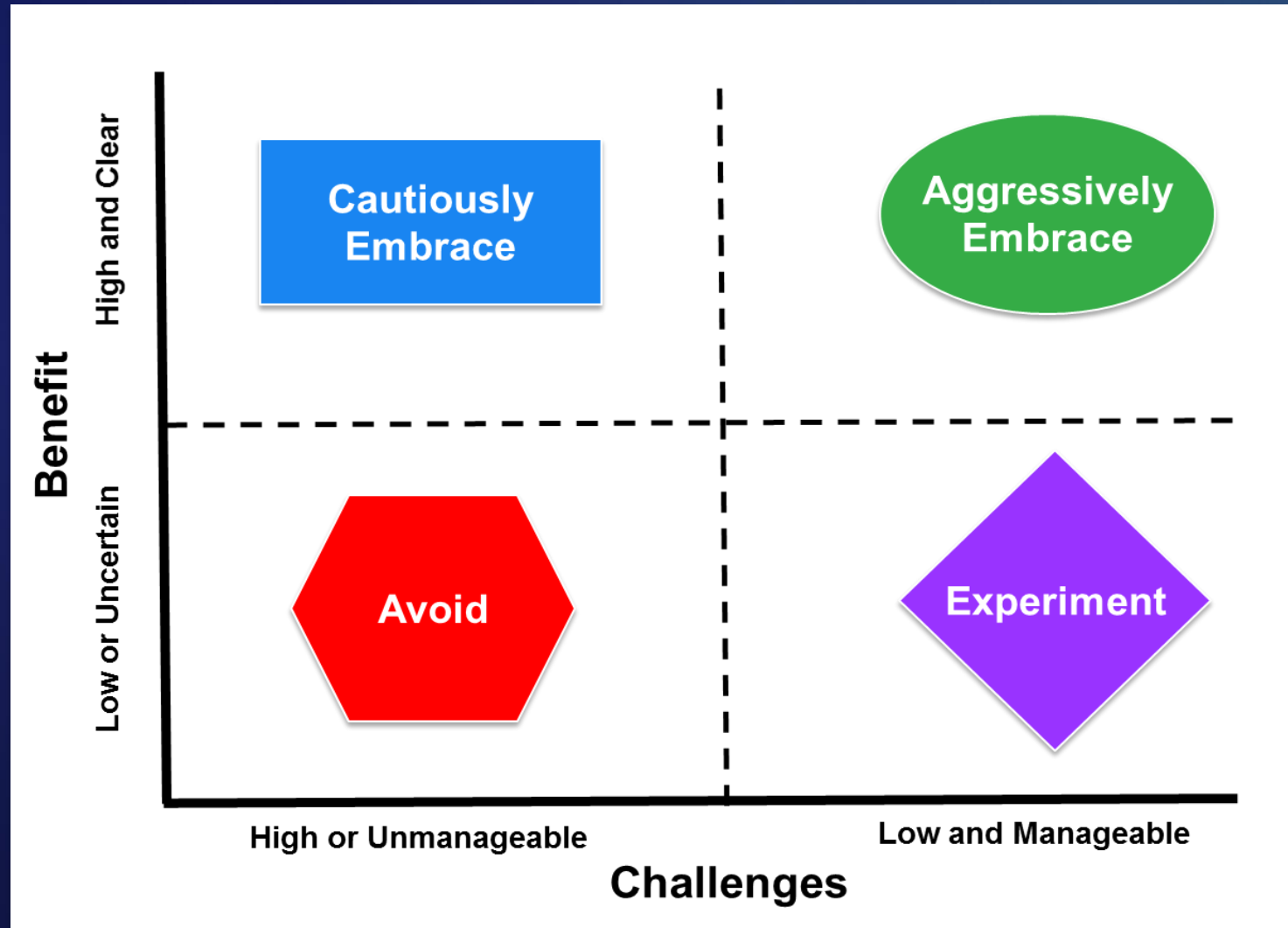
Define and Measure Success

	Mapping & Visualization	Data Management	Field Mobility	Monitoring	Analytics	Design & Planning	Decision Support	Constituent Engagement	Sharing & Collaboration
Elections	Green	Green	Red	Red	Red	Red	Red	Yellow	Red
Emergency Management	Green	Green	Green	Yellow	Yellow	Red	Yellow	Yellow	Red
Fire	Green	Green	Red	Yellow	Yellow	Yellow	Red	Yellow	Red
Health & Human Services	Yellow	Yellow	Red	Red	Red	Red	Red	Yellow	Red
Land Records	Green	Green	Yellow	Yellow	Green	Red	Green	Green	Yellow
Law Enforcement	Green	Green	Yellow	Yellow	Yellow	Yellow	Green	Yellow	Yellow
Parks & Recreation	Green	Green	Red	Red	Yellow	Red	Yellow	Yellow	Yellow
Planning & Development	Green	Green	Red	Yellow	Green	Yellow	Yellow	Green	Yellow
Public Works	Green	Green	Green	Yellow	Yellow	Red	Yellow	Yellow	Yellow
Transportation	Green	Green	Red	Yellow	Yellow	Red	Red	Yellow	Red
Utilities	Green	Green	Green	Yellow	Yellow	Red	Yellow	Yellow	Green

Green = Meeting Need, Yellow = Partially Meeting Need, Red = Not Meeting Need

Build a Location Strategy

Project Prioritization



Deliver Real Solutions

In a sustainable manner, enable others to use GIS...

Apps for Everyone

Main Field Office Community Build

Apps for Everyone

ArcGIS apps get the job done through their sheer focus, geographic awareness, and readiness to work. They are powered by the industry-leading ArcGIS mapping platform.

Try ArcGIS

<http://www.esri.com/software/apps>

See what ArcGIS Apps are available



Apps for the Field



Apps for the Office



Apps for the Community



App Builders

Deliver Real Solutions

Supported, Configurable, Included

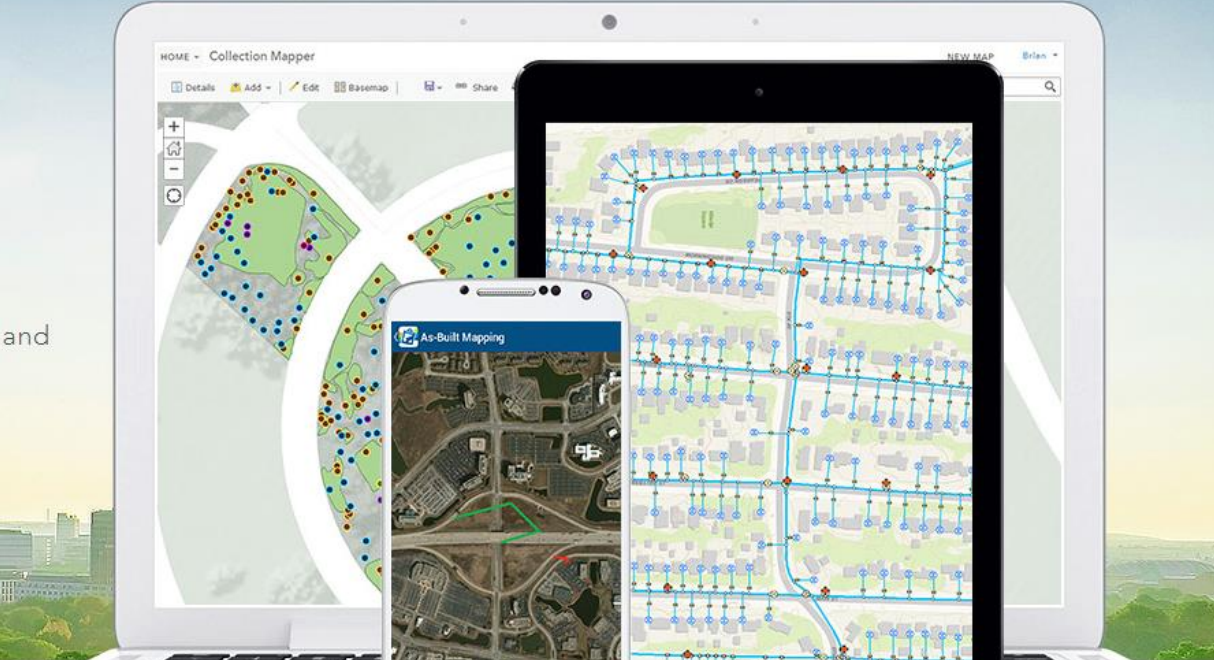
ArcGIS Solutions ▾ GALLERY COMMUNITY SEARCH 

<http://solutions.arcgis.com>

ArcGIS Industry Specific Maps and Apps

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The image shows three devices displaying GIS applications. The laptop in the background shows a 'Collection Mapper' interface with a map of a park area overlaid with numerous colored dots. The tablet in the foreground shows a map with a network of blue lines and red dots, likely representing utility infrastructure. The smartphone in the foreground shows a satellite view of a city street with a green line indicating a specific path or route.

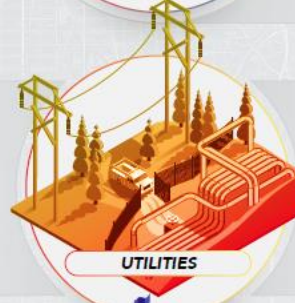
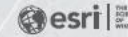
Leverage hundreds of ready-to-use maps, apps, and platform configurations to meet your needs, delivering innovation and best practices for your organization.

Deliver Real Solutions

Supported, Configurable, Included

APP CONFIGURATIONS FOR YOUR COMMUNITY

solutions.arcgis.com



STATE GOVERNMENT



APP CONFIGURATIONS FOR YOUR COMMUNITY

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PUBLIC SAFETY



STATE GOVERNMENT



UTILITIES



LOCAL GOVERNMENT



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Deliver Real Solutions

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Products

ArcGIS Open Data



Connecting Citizens and Businesses to Your Authoritative Data

Set up a public-facing website within minutes to share your open data. ArcGIS Open Data is an Esri hosted and managed solution that is included with ArcGIS Online.

Open Data Hub (Beta)

City of Lewisville



This is the community's public platform for exploring and downloading open data, discovering and building apps, and engaging to solve important local issues. You can analyze and combine Open Datasets using maps, as well as develop new web and mobile applications. Let's make our great community even better, together!

Explore Data Categories

Browse through the different types of information contained in the categories below. Data is continually updated from the systems that the City uses. Anyone can use open data from the City of Lewisville Open Data at no cost. Download raw data and share your insights with your community or build new applications that serve specific users.



Performance Dashboard

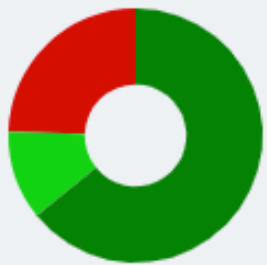
Departments ▾

City Priorities ▾

Big Moves ▾

Feedback

Updated: . Error retrieving data. Trying again in 30 seconds...



Average Response Time to

5.2

Average Response Time to

6.1

Days of General Fund Reserves

130.3

Percent of Public Services

99.9%



Average Days to Complete New

23

Sort by: NAME VALUE < 1-? > || 15s until next page

NAME	GOAL	DAY	WEEK	MONTH
IT Help Desk Open Work Orders at End of Day	< 40 Work Orders	106	99.1	89.7
Avg Daily Health Inspection Score	> 90 Points	93	95	96.8
Avg Days to Close Grass and Weeds	< 10 days	6	6.9	7.5

NAME	GOAL	DAY	WEEK	MONTH
Avg hrs spent mowing medians in last 30 days	2	1.1	1.2	1.3
Avg hrs spent mowing parks in last 30 days	4	4.1	4.1	4.1
Avg hrs spent mowing sports facilities in last 30 days	8	9.5	9.2	9

Johns Creek DataHub

Open Data, Dashboards, and Mapping Apps



The "DataHub" is the City of Johns Creek's central location for open data, dashboards, and interactive mapping applications.

Through this Hub, you can visualize city data in maps, charts, and dashboards. Developers can even tie their own data services and applications into City data.

Visualize Data in Dashboards

Dashboards provide an interactive way of visualizing information in the Johns Creek DataHub.



Most Common Data

Explore the most commonly-accessed data in the DataHub



CreekView

Interact with property information through a map



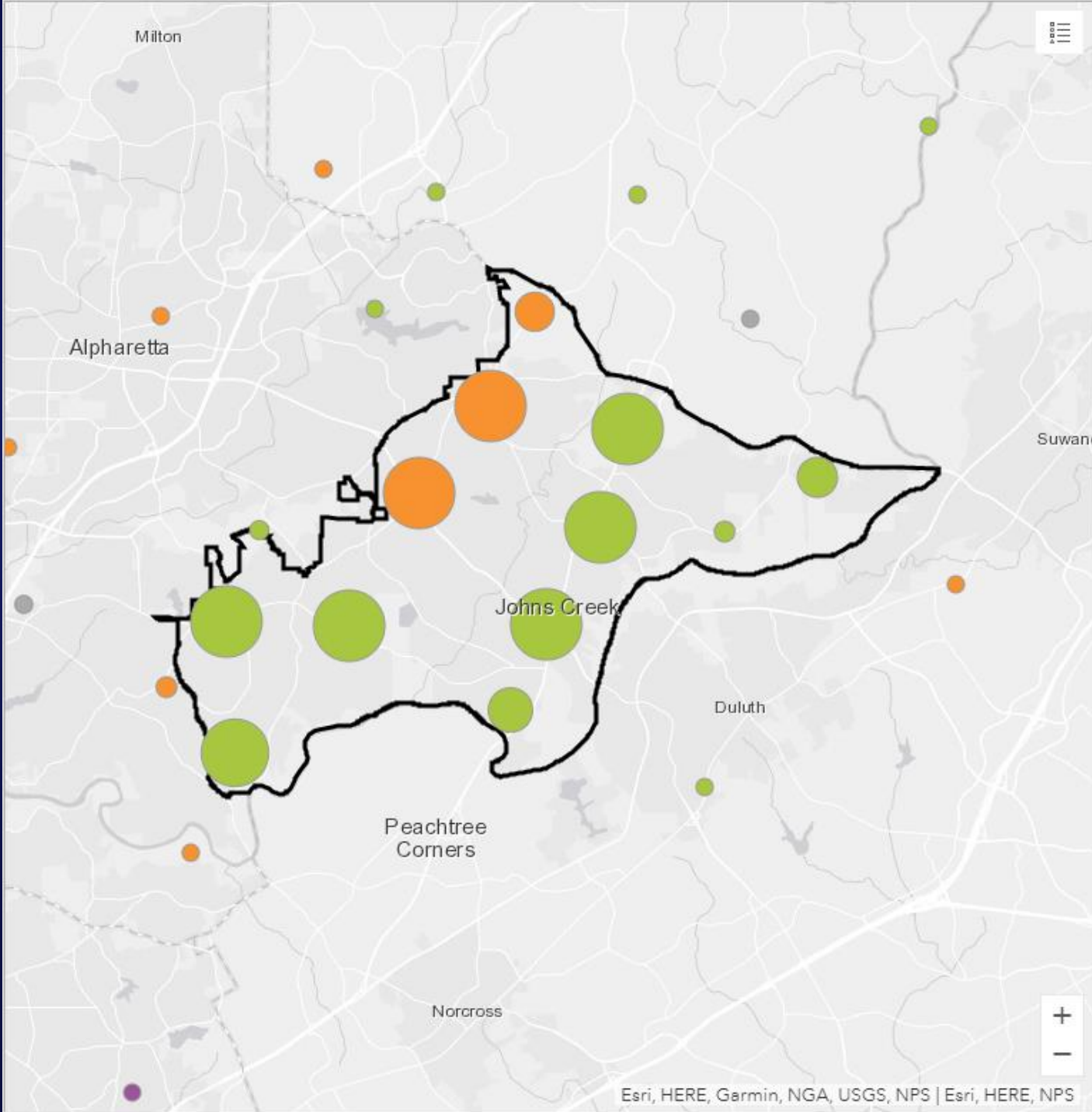
Business Locations

Find businesses and associated information



Building

Browse building permits and construction projects



Esri, HERE, Garmin, NGA, USGS, NPS | Esri, HERE, NPS

878

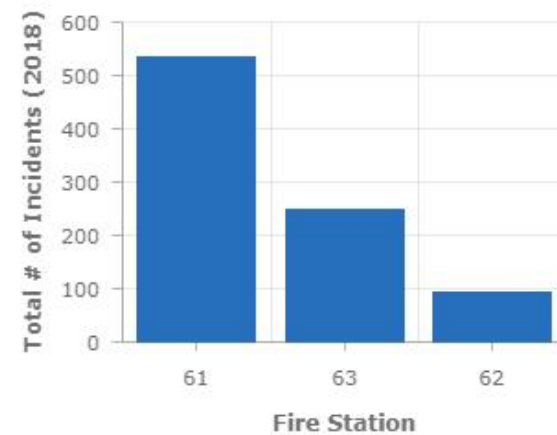
total fire incidents in 2018

Last update: a few seconds ago

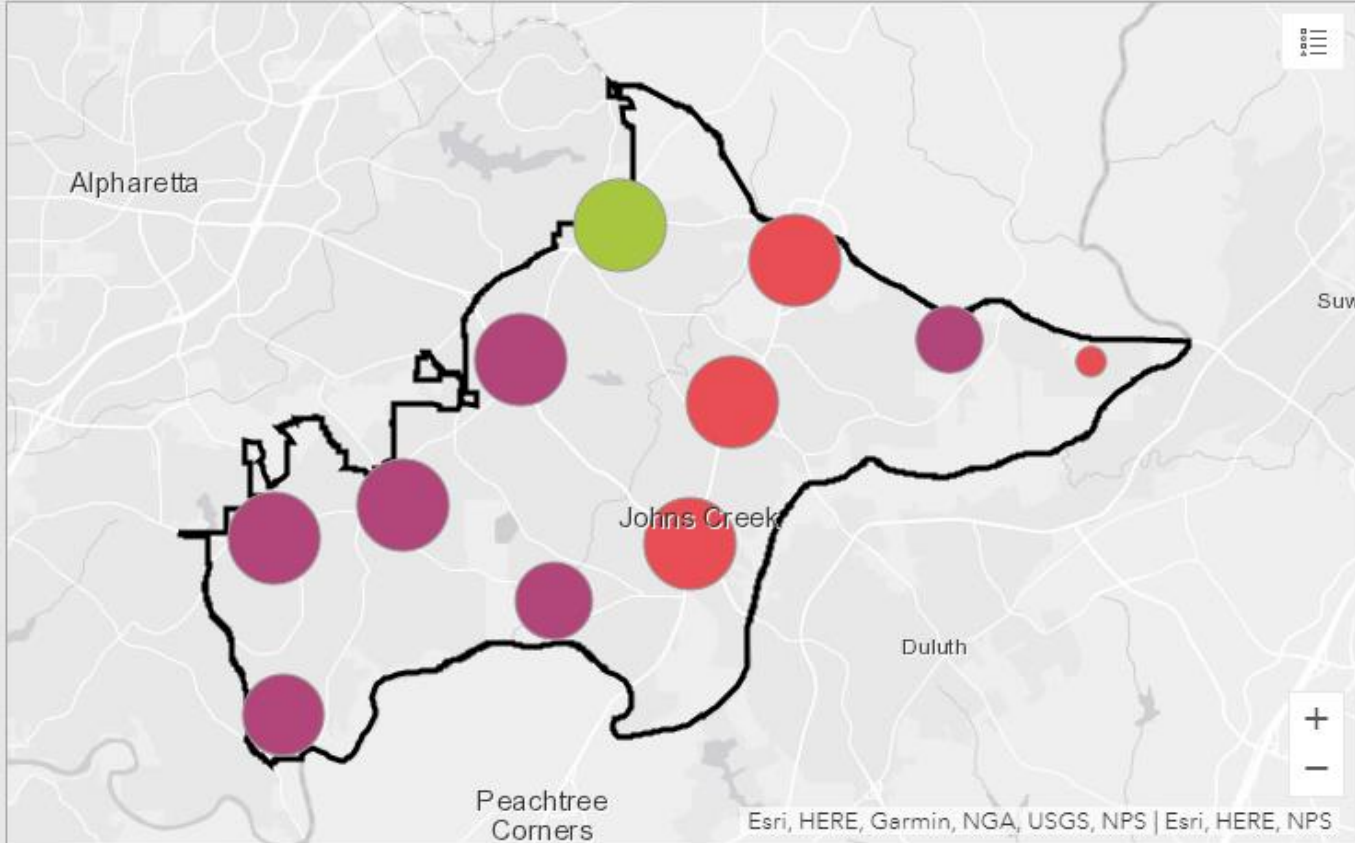


% of calls in 2018 where Fire Department has arrived within 10 minutes of call

Last update: a few seconds ago



Last update: a few seconds ago



53

new businesses opened and licensed this year

Last update: a few seconds ago

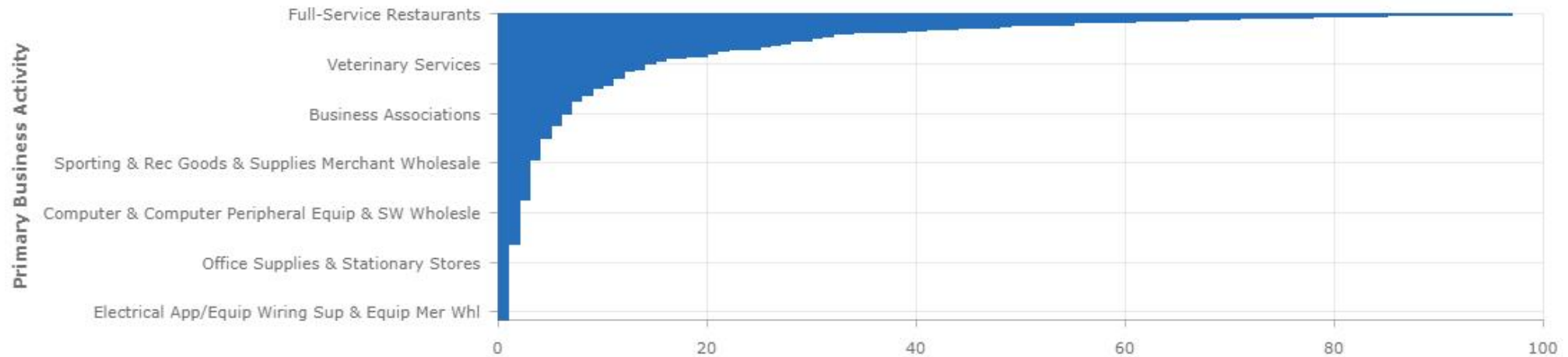


% of existing businesses have renewed their license from 2017

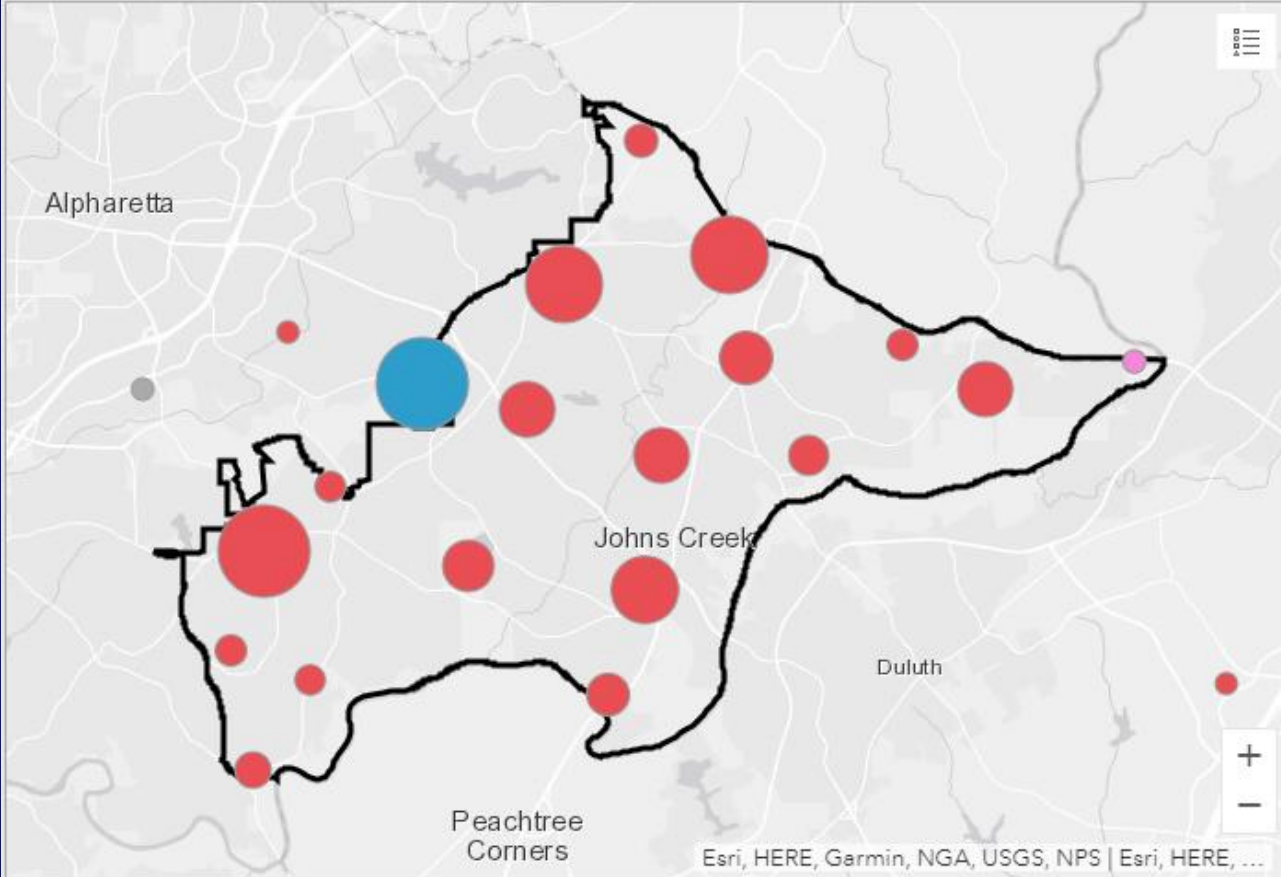
(Businesses have until March 31, 2018 to renew before incurring fines)

Last update: a few seconds ago

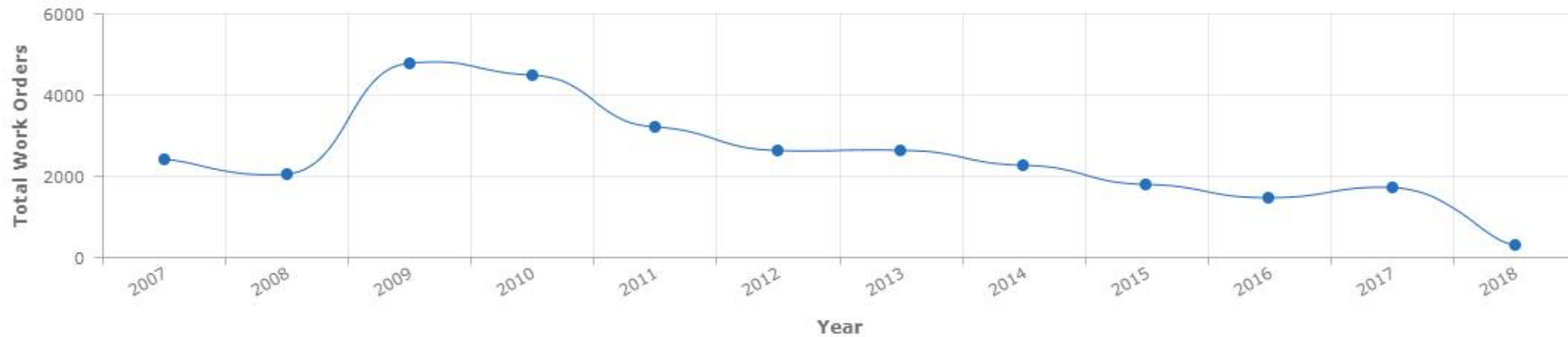
Businesses by Primary Activity

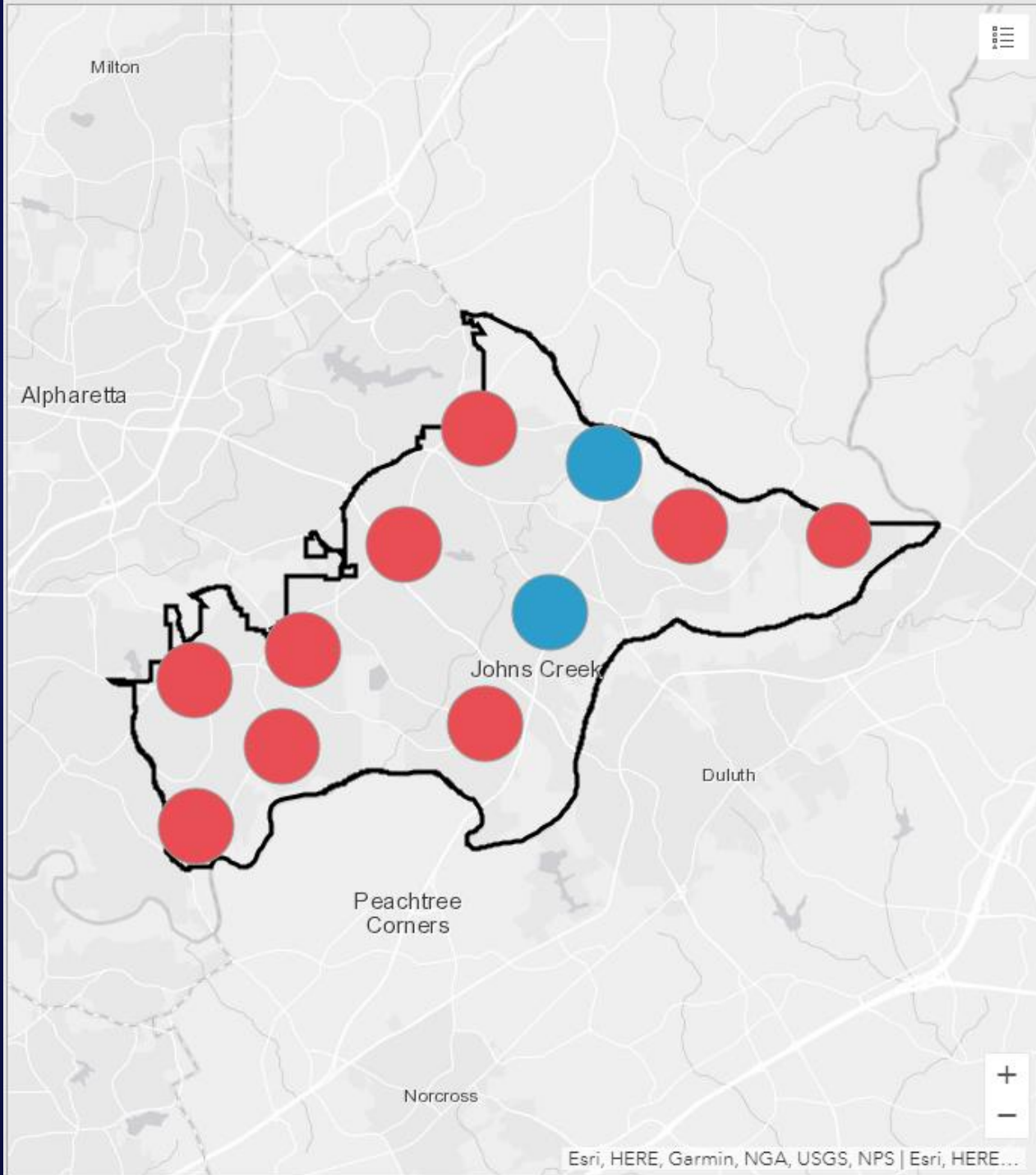


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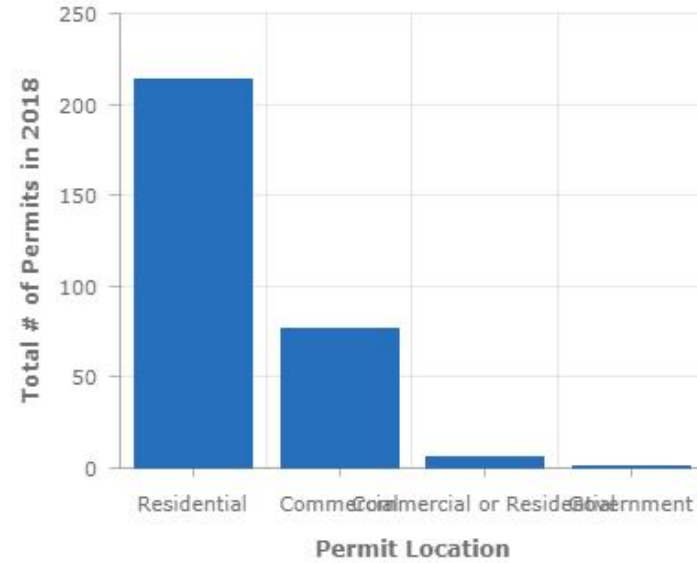
Work Orders by Year Completed



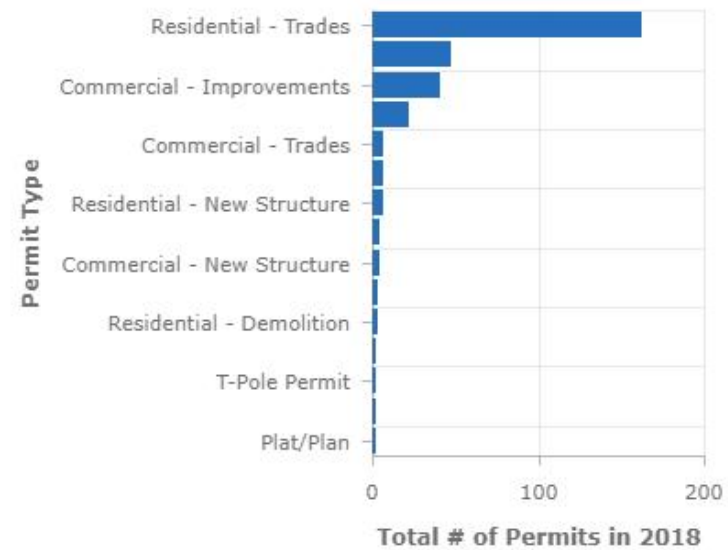


114
permits processed in the last 30 days

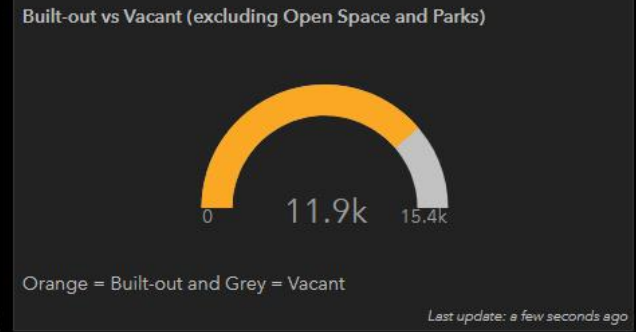
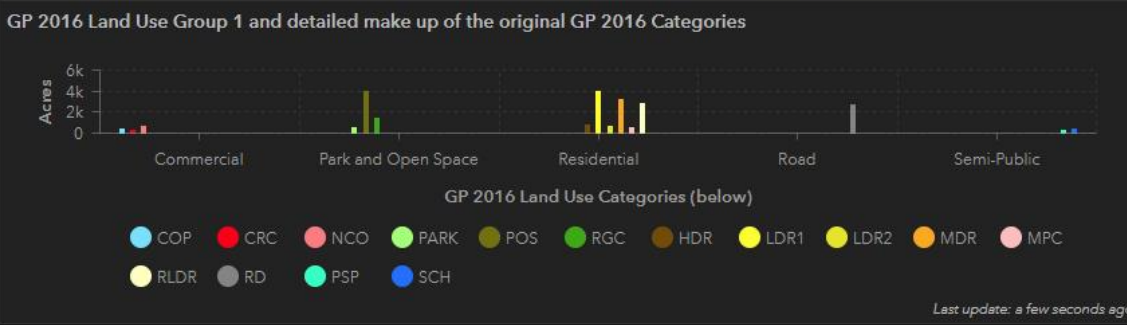
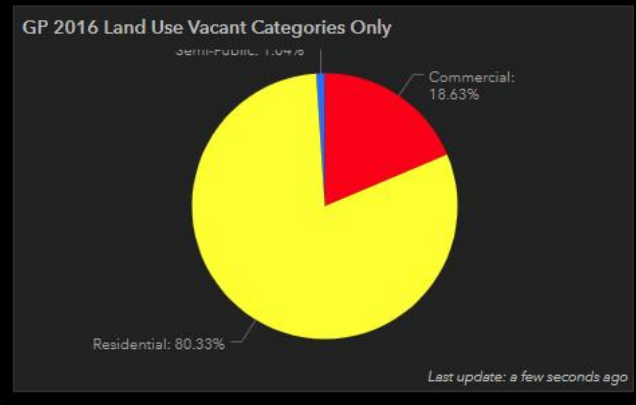
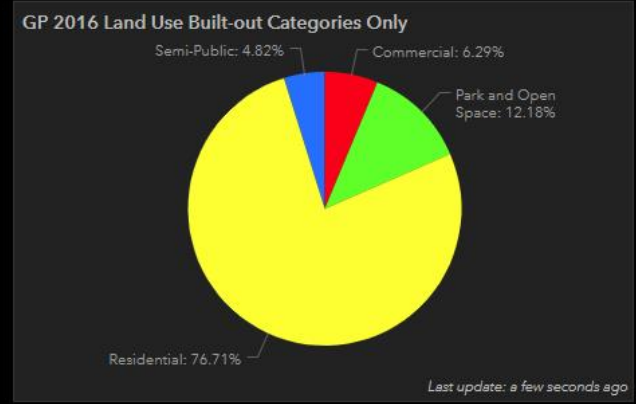
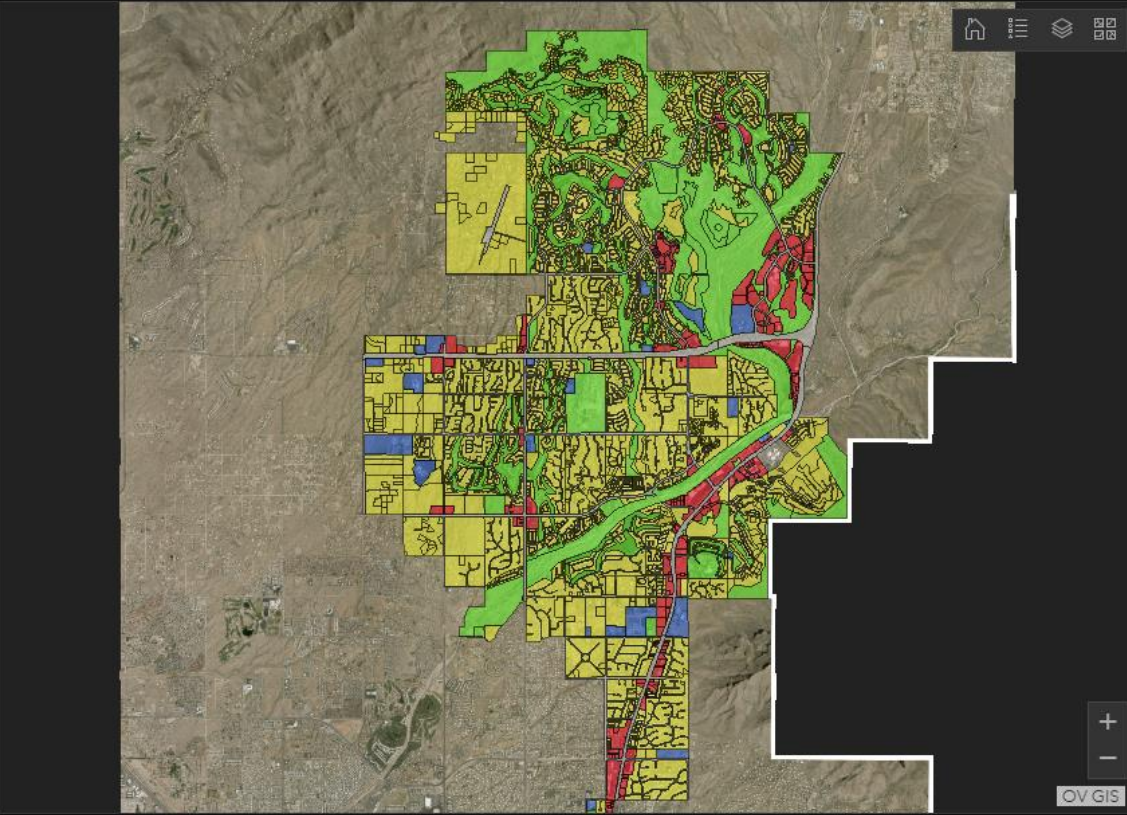
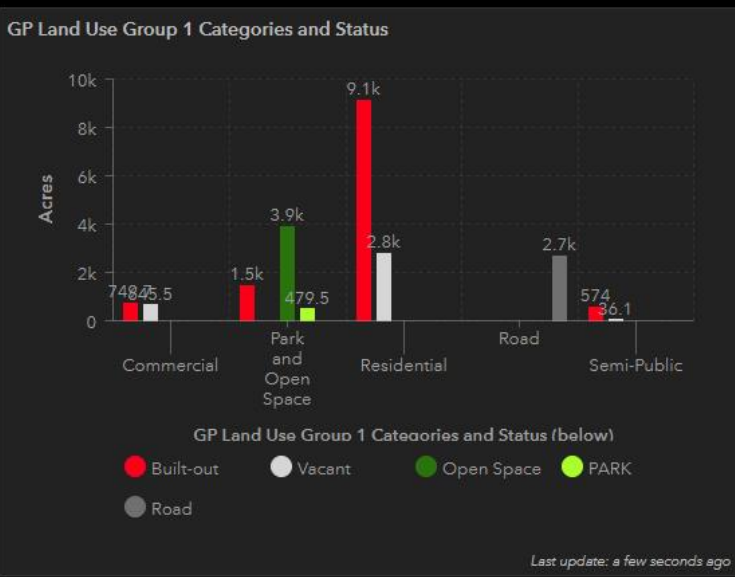
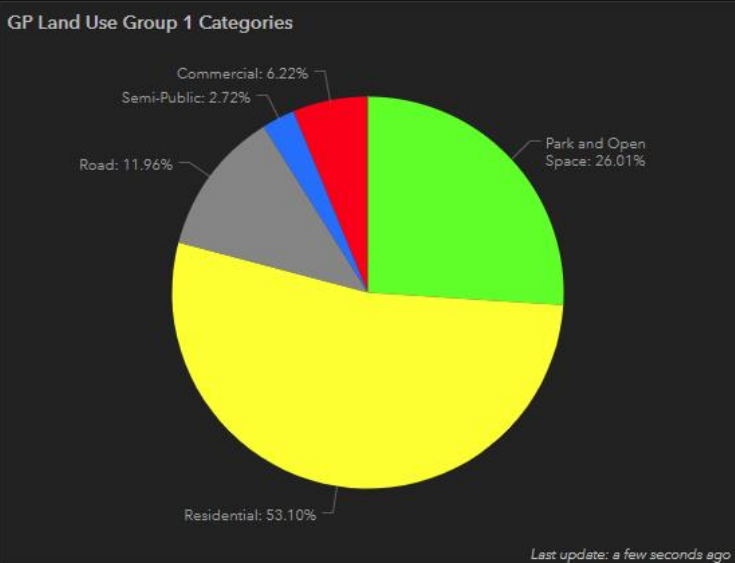
Last update: a few seconds ago



Last update: a few seconds ago



Last update: a few seconds ago



Reported Traffic Accidents

8

Decrease: -8

Filtered by map extent

Last update: a few seconds ago

Reported Traffic Jams

114

Decrease: -1

Filtered by map extent

Last update: a few seconds ago

Reported Road Closures

19

Decrease: -7

Filtered by map extent

Last update: a few seconds ago

Recent Alerts

- JAM** | Moores Mill Rd
4/26/2018, 2:01 PM
- ACCIDENT** | I-75 N
4/26/2018, 2:01 PM
- WEATHERHAZARD** | I-285 S
4/26/2018, 2:01 PM
- JAM** | Clairmont Rd
4/26/2018, 2:01 PM
- JAM** | I-75 N
4/26/2018, 2:01 PM
- JAM** | SR-13 S
4/26/2018, 2:01 PM
- JAM** | to I-85 S / I-75 S
4/26/2018, 2:01 PM
- JAM** | I-75 N
4/26/2018, 2:01 PM
- ACCIDENT** | Exit 51-B: I-285 N Chattanooga
4/26/2018, 2:01 PM
- ACCIDENT** | Exit 51 A-B: I-285
4/26/2018, 2:01 PM
- WEATHERHAZARD** | I-285 S / I-75 S
4/26/2018, 2:01 PM

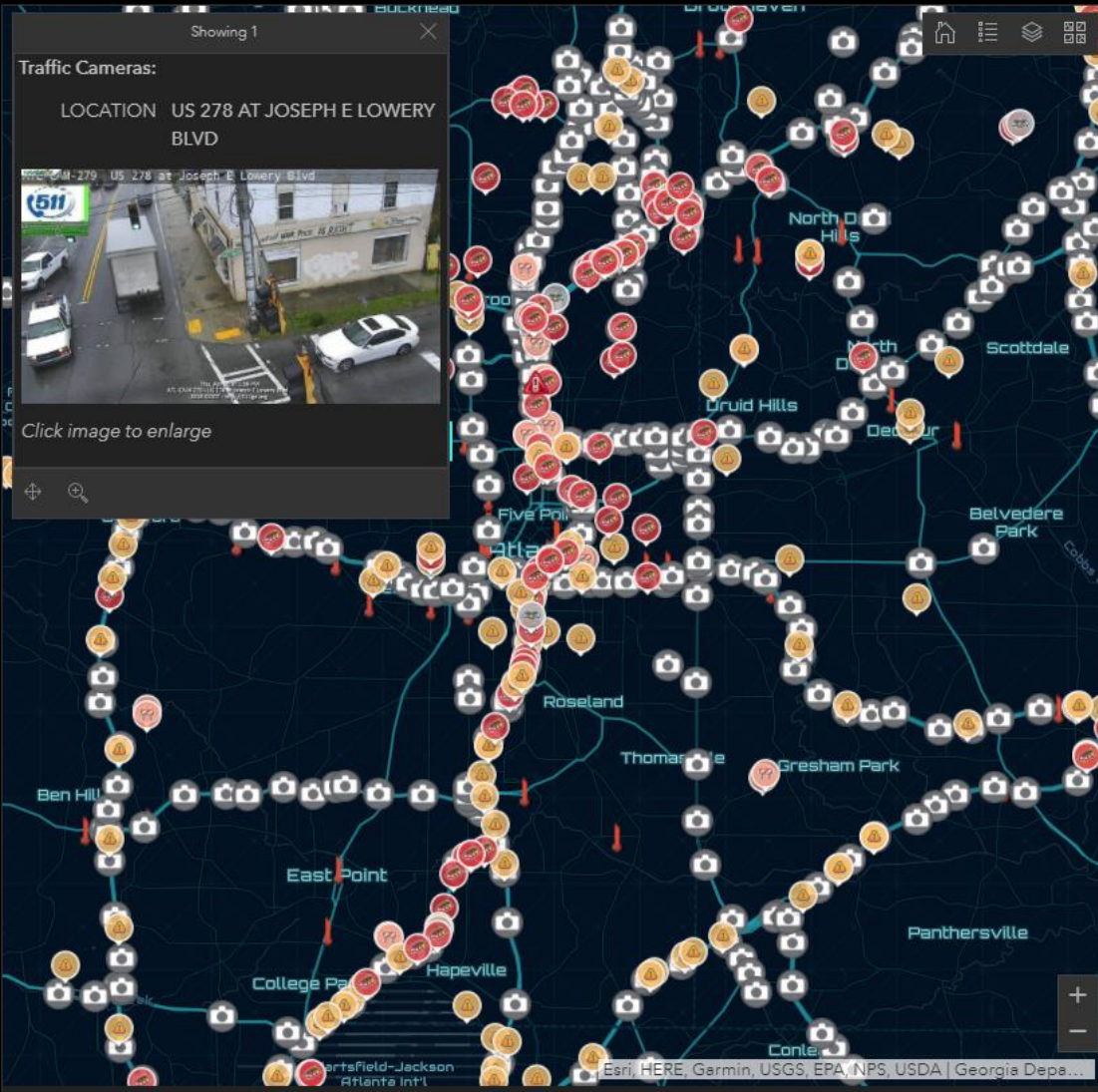
FAA Flight Delays for Georgia



Updated every 15 minutes

Last update: a few seconds ago

[Pie Chart](#) [List](#)



Turn the Traffic Layer on to see current traffic. Zoom to a metropolitan area to make Waze Alerts, and GDOT layers visible.

[Map](#) [Radar](#)

High Impact GDOT Incidents

0

Decrease: -1

Filtered by map extent

Last update: a minute ago

[Indicator](#) [List](#)

No Data

Filtered by map extent



[Indicator](#) [List](#)

GDOT Planned Traffic Interruptions



120

Filtered by map extent

Last update: a few seconds ago

[Indicator](#) [List](#)

ArcGIS Hub

provides a two-way engagement platform to connect government and citizens

ArcGIS Hub

Community Initiatives Open Data

My Data Sign In

ArcGIS Hub

Transform how you engage and collaborate with your community.

Encourage people to take action and bring positive change in their own neighborhoods.

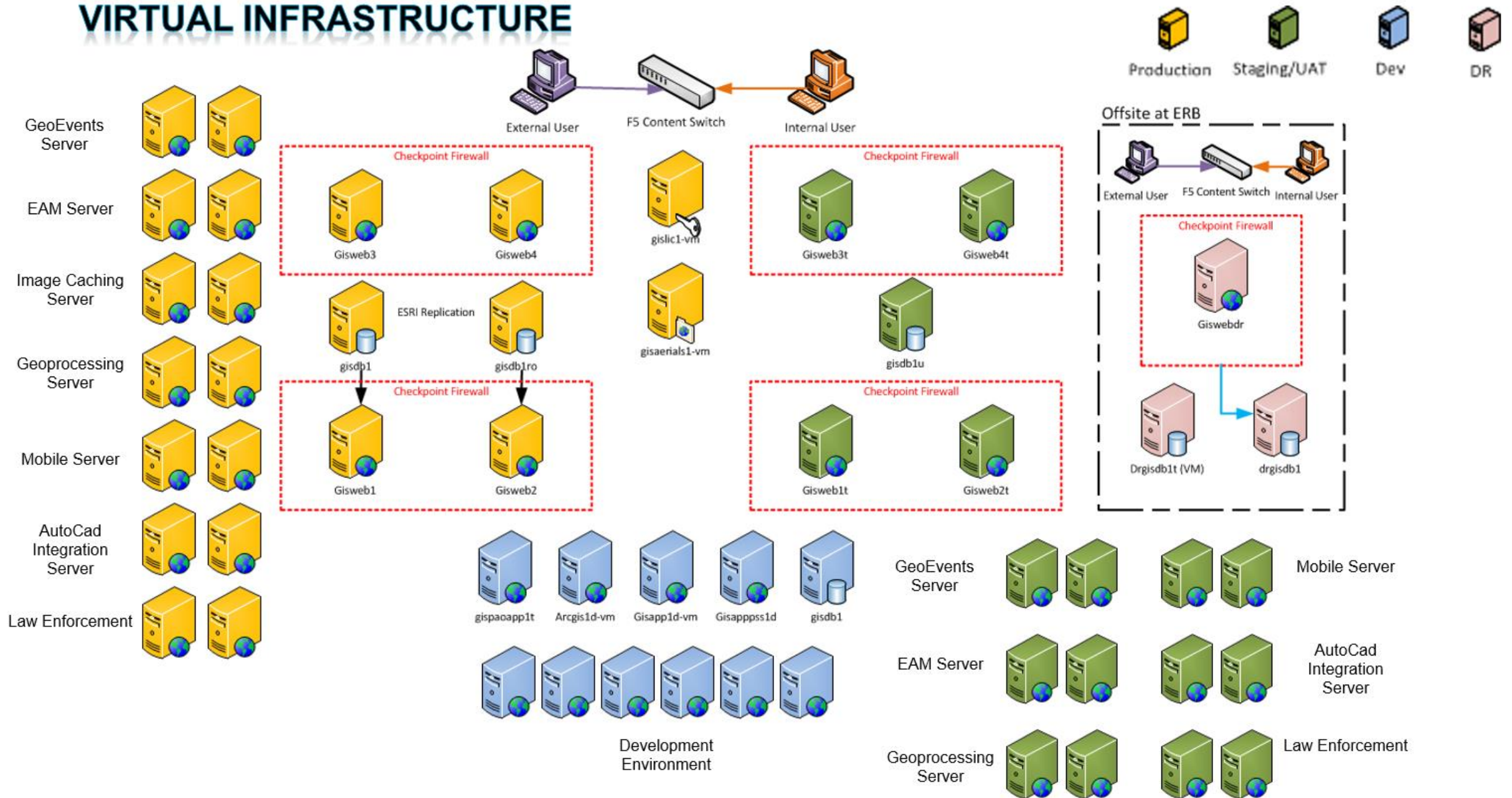
ArcGIS Hub provides a two-way engagement platform to connect government and citizens.

You get an interactive platform to organize people, processes, and technology. ArcGIS Hub comes with built-in event creation and sharing directly to Hub websites and your Hub mobile app. It also allows you to gather feedback from inside and outside your organization to find or create new solutions to existing problems.

Learn More

<https://hub.arcgis.com/>


VIRTUAL INFRASTRUCTURE



If you're going to raise your game, you need to upgrade your infrastructure...

Implement effective governance

- Do not want process to get in the way of progress
- Must obtain and cultivate executive sponsorship
- GIS Steering Committee
- Management review of COTS vs. Custom decisions
- Project prioritization



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Pinellas County FLORIDA
Your County Connection

Official Government Website

Contact Us | Calendar | How Do I? | News | Media | SHARE | November 30, 2017

All County Residents
Unincorporated Residents
Community Outreach
Meetings & Agendas
Multimedia
Quick Find
Special Interest

County Information Desk:
(727) 464-3000
Contact Us

Pinellas County Enterprise GIS (EGIS) Steering Committee

The primary mission of this committee is to process and assess information, develop a plan to provide GIS services at an enterprise level, and make recommendations to appropriate entities – constitutional officers, appointing authorities, and the Board of County Commissioners. These committee meetings fall within Sunshine Law because this committee functions as a policy-making committee to rank, screen, and eliminate different policy considerations.

[Resolution - Operating Guidelines - eGIS Policies & Standards](#)

Meeting schedule for 2017:

Date	Time	Location
February 23	2:30 PM	Planning Large Conference Room
May 17	1:30 PM	Clerk's 4th Floor Conference Room
August 2	1:30 PM	Planning Large Conference Room
December 13	1:30 PM	Planning Large Conference Room

Planning Large Conference Room - [Location Map](#)
Clerk's 4th Floor Conference Room - [Location Map](#)

Meeting Materials:

2017

- 12/13/17 - Agenda - Minutes

Implement evolutionary approaches (change management)

- Embrace change, make it part of your routine
- Participate in ArcGIS Early Adopter Community
- Participate in ArcGIS Developer Program
- Make Research and Development part of everyone's work
- Investigate the latest improvements and make plans to use them

The screenshot shows the Esri Early Adopter Community website. The header includes the Esri logo and navigation links for ArcGIS, Industries, About, and Support. A search icon and a 'Sign In' link are also present. Below the header, the main heading reads 'Early Adopter Community' with the subtext 'Try the Latest Esri Technology before its Public Release'. The background features a city skyline with several white speech bubble icons. At the bottom, a dark blue banner contains the text 'Sign up and help shape the course of Esri product development' and a 'Sign Up!' button.

The screenshot shows the ArcGIS for Developers website. The header includes the text 'ArcGIS for Developers' and navigation links for Get Started, Documentation, Features, Pricing, and Support. A search icon and a 'Sign In' link are also present. Below the header, the main heading reads 'ArcGIS for Developers' with the subtext 'ArcGIS is a complete geospatial platform for developers. Build mapping, visualization, and analysis apps for any industry and any device regardless of your experience.' Two buttons are visible: 'Sign Up for Free' and 'Start Developing Your App'. Below this, a navigation bar lists 'APIs & SDKs', 'ArcGIS DevLabs', 'Example Apps', 'Success Stories', and 'Documentation'. The main content area features three circular icons representing different developer capabilities: 'Build Apps' (with a code icon), 'Extend the Platform' (with a refresh icon), and 'Access Data & Services' (with a data icon). Each icon is accompanied by a brief description of the capability.

Deploy engaging apps

- People want to use apps like those on their smart phones and tablets
- Apps need to be focused and intuitive
- Apps need to work on any device, anywhere, anytime
- Focus on business drivers, not technology
- The goal is:
 - to give everyone alternatives (responsive)
 - but keep them in a known, controlled and secure environment (identity)
 - while using the latest and most authoritative data and processes (web services)

Understand the Need for a Mobile Workforce



Recruit, develop and maintain good staff

- Create and Maintain a Workforce Development Plan (Esri can help...)
- GIS Managers need IT management and business skills
 - Business Skills
 - Market and sell your team's capabilities to the leaders
 - Develop and maintain a business plan and change management plan
 - IT Management Skills
 - System Architecture Design
 - Service Level Agreements
 - Enterprise System Integration
 - Security
 - Project Management, etc.
- Get help (Esri and our Partners)

Develop Strong Partnerships

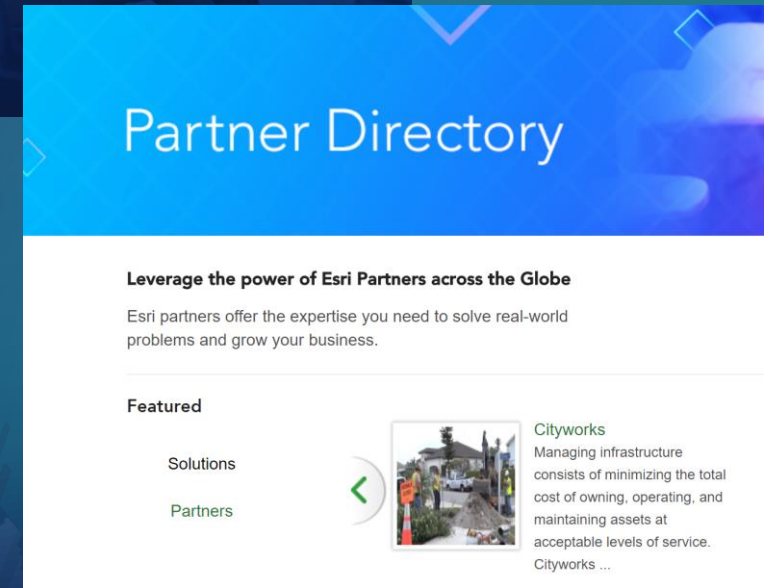
Esri Team and Esri Partners

- Esri Team

- Account Team (Manager and Solution Engineer)
- Subject Matter Experts
- Training Consultant
 - Workforce Development Plan
- Technical Support
 - Premium Support
- Professional Services
 - Packages, Rent-a-Tech, Projects
- Esri Enterprise Advantage Program (EEAP)

- Esri Partners

- Specialties (ArcGIS Online, ArcGIS for Local Government)
- ArcGIS Marketplace



Develop Strong Partnerships

Develop and Grow Your Internal Team

- Executive Champion(s)
- IT Leadership
- Enable collaboration and empower others
- Mindset of a GIS Consulting Firm
- Market Spatial Analysis
- Measure, document, and publicize the impact (ROI)

GIS Project ROI and Benefits Report		
Project Name:		
Department or Division:		
Project Manager/Sponsor:		
Project Completion Date:		
Executive Summary: (Concisely state the problem and its impact on the organization then describe the solution.)		
Describe current workflow or limitation: (Be as detailed as needed)		
Describe proposed enhancement: (Be as detailed as needed)		
Current Workflow Costs: (Enter values in left column (see wage notes below). Values in right column are current values.)		
Hours to complete current workflow	6.0	Current
Hourly wage rate*	25.00	Current
Annual occurrence of workflow	75	
Other workflow costs (consumables/travel exp., etc.)	\$50.00	
Enhanced Workflow Costs		
Hours to complete workflow after enhancement	2.0	Enhanced
Hourly wage rate*	25.00	Enhanced

THE LANGUAGE OF SPATIAL ANALYTICS

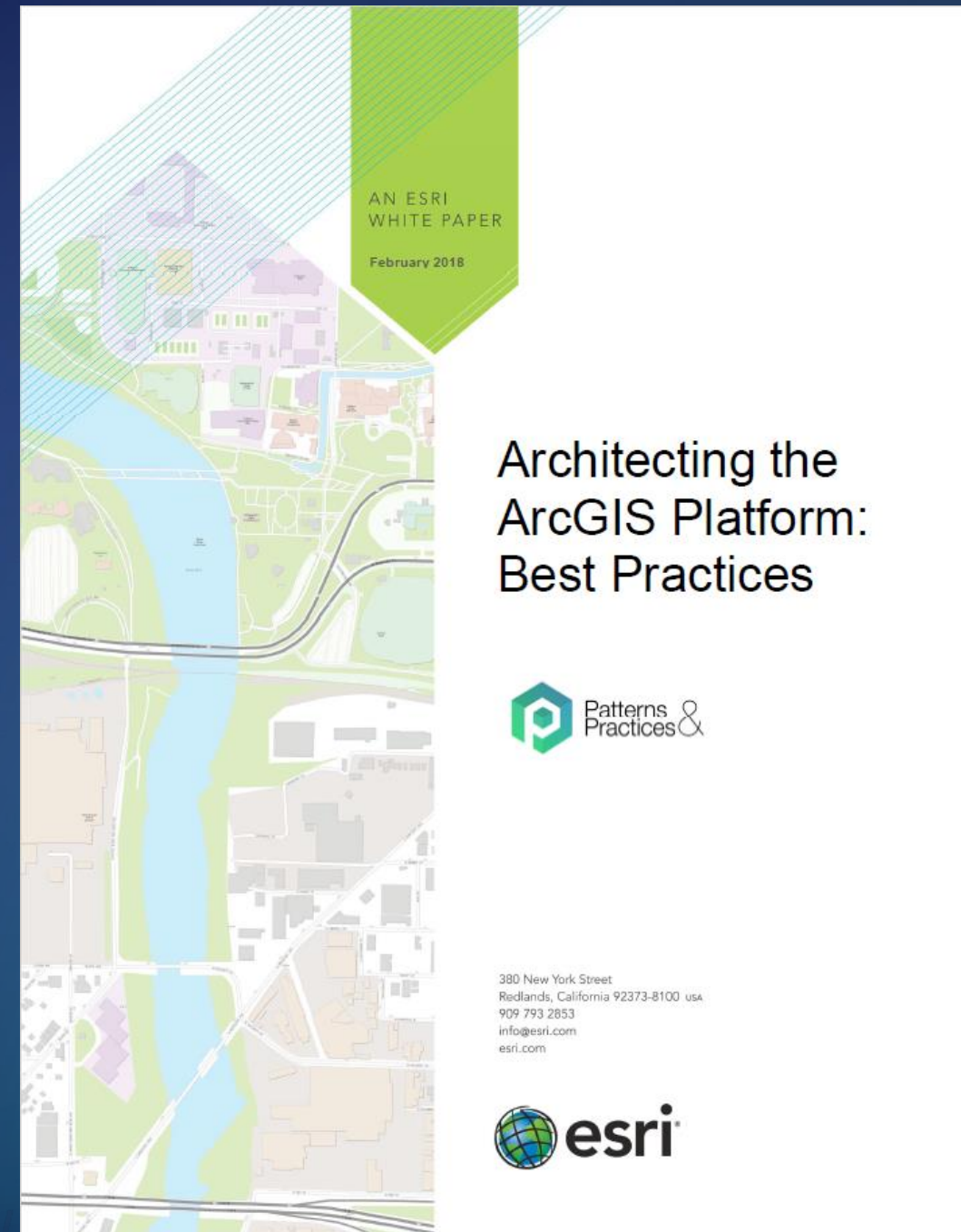
Using *The Science of Where* to understand our world—mapping where things are, how they relate, what it all means, and what actions to take.

- Understanding where**
 - 1 Understanding where things are (location maps).
 - 2 Understanding where the variations and patterns in values are (comparative maps).
 - 3 Understanding where and when locations and values change.
- Measuring size, shape, and distribution**
 - 4 Calculating individual feature geometries.
 - 5 Calculating geometries and distributions of feature collections.
- Determining how places are related**
 - 6 Determining what is nearby or coincident.
 - 7 Determining and summarizing what is within an area(s).
 - 8 Determining what is closest.
 - 9 Determining what is visible from a given location(s).
 - 10 Determining overlapping relationships in space and time.
- Finding the best locations and paths**
 - 11 Finding the best locations that satisfy a set of criteria.
 - 12 Finding the best allocation of resources to geographic areas.
 - 13 Finding the best route, path, or flow along a network.
 - 14 Finding the best route, path, or corridor across open terrain.
 - 15 Finding the best supply locations given known demand and a travel network.
- Detecting and quantifying patterns**
 - 16 Where are the significant hot spots, anomalies, and outliers?
 - 17 What are the local, regional, and global spatial trends?
 - 18 Which features/pixels are similar, and how can they be clustered, classified, and identified?
 - 19 Are spatial patterns changing over time?
- Making predictions**
 - 20 Given a success case, identifying, ranking, and predicting similar locations.
 - 21 Finding the factors that explain observed spatial patterns and making predictions.
 - 22 Interpolating a continuous surface and trends from discrete sample observations.
 - 23 Predicting how and where objects spatially interact (attraction and decay).
 - 24 Predicting how and where objects affect wave propagation.
 - 25 Predicting where phenomena will move, flow, or spread.
 - 26 Predicting what-if.

esri THE SCIENCE OF WHERE
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Esri Resources

- Architecting the ArcGIS Platform: Best Practices
- Implementing ArcGIS on GeoNet
- Managers in GIS LinkedIn group
- Events
 - GIS Managers' Open Summit at Esri International User Conference
 - Meetups
 - GIS Manager Workshops
- Esri Account Team





esri

THE
SCIENCE
OF
WHERE

Adam Carnow

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GeoNet

The Esri Community



@SpatialAce

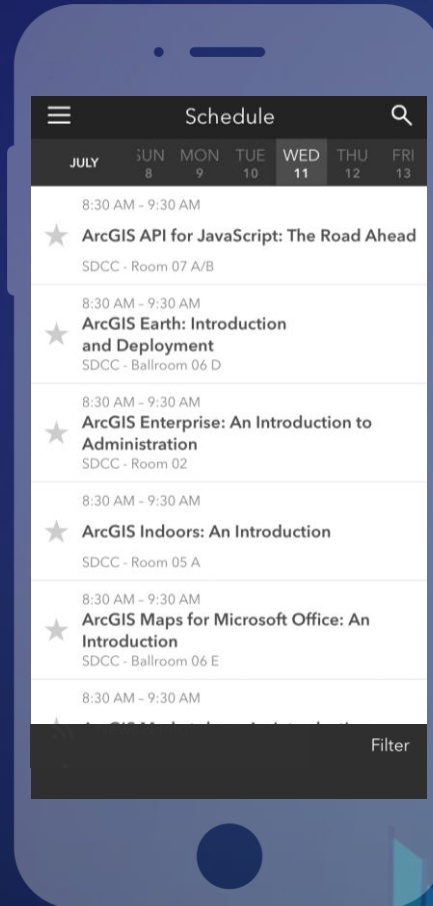
LinkedIn

Please Take Our Survey on the App

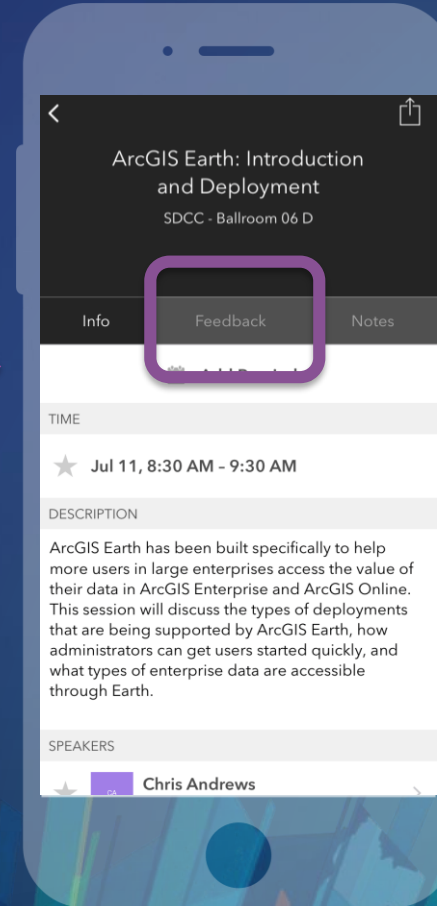
Download the Esri Events app and find your event



Select the session you attended



Scroll down to find the feedback section



Complete answers and select "Submit"

