



DC GIS Steering Committee Meeting



- The following topics were not discussed but are provided here. This meeting's primary focus was the Strategic and Business Plans Workshop
 - Quorum
 - DC GIS News
 - OCTO GIS Program News
 - Data Report
 - Training Report
 - Systems Report
 - Citywide Data Warehouse Report

- Strategic and Business Plan Workshop

Office of the Chief Technology Officer
200 I (Eye) Street SE
Washington, DC 20003

August 27, 2015
Conference Room 5009
10:00 am to 12:00 pm

Quorum Established

- Department of Transportation
- Chief Technology Office
- Department of Energy and Environment
- Office of Planning
- Homeland Security and Emergency Management
- Office of Zoning
- Office of Tax and Revenue
- Department of Health

DC GIS News

- 2015 Sensor Flight
 - LiDAR... October 2015
 - Aerial Photos... October 2015
 - Oblique Photos... November 2015
 - Planimetrics... January 2016
 - Sandy Lidar... Fall 2015

DC GIS News

- DC ArcGIS Online

- NEW Application template – click share and choose DC.Gov Search Map (Mobile-Friendly)

- NEW Gallery template – click share from group and choose DC Gallery (Mobile-Friendly)

<http://dcgis.maps.arcgis.com/home/item.html?id=45fded9d8ab84beba32085f46ea95fcc>

Configurable Apps

Web AppBuilder

Select a template to create a new app. You can also preview to get an idea of its capabilities or download it to your computer and customize it further.

Select a template to create a new app. You can also preview to get an idea of its capabilities or download it to your computer and customize it further.

The screenshot displays the ArcGIS Online app builder interface. At the top, there are two tabs: "Configurable Apps" (active) and "Web AppBuilder". Below the tabs, there are two rows of template cards. Each card includes a title, a preview image, and a "Create" button with a dropdown arrow. A hand cursor is shown clicking on the "Create" button of the "DC.Gov Search Map (Mobile-Friendly)" template in the second row.

Template Name	Preview Description	Action
DC Gallery (Mobile-friendly)	DC.gov logo with a magnifying glass icon	Create ▾
Map Carousel	World map with a carousel interface	Create ▾
Maps and Apps Gallery	Grid of various maps and data visualizations	Create ▾
Public Gallery	Grid of various maps and data visualizations	Create ▾
DC.Gov Search Map (Mobile-Friendly)	DC.gov logo with a magnifying glass icon	Create ▾
Simple Map Viewer	Map interface on a mobile device	Create ▾
Classic Viewer	Map interface on a desktop computer	Create ▾
Story Map Text and Legend (Retired)	Map interface with text and legend panels	Create ▾

OCTO GIS Data Report

Updated Sets

Business

Bus Pickup and Drop-off

Camera Enforcement

Capital Projects – 2014

Capital Projects All

Commission of Fine Arts – Awards

Commission of Fine Arts – Artists

Commission of Fine Arts – Arts Organizations

Cooling Center

DC Circulator Stop

DC Circulator Route

DC owned Floodplain Land

Great Street

Impervious Surface - 2013

Liquor License

Place of Worship

Public School – Summer School

Tap It Free Water Site

Triangle and Median

Truck Restriction

OCTO GIS Data Report

Upcoming Updates and Sets

Above Ground Storage Tank

Charter School

Clean Team Service Area

Defibulator Location

Gas Station

Grocery Store

Main Street

Marina

Museum

Memorial

Pharmacy

Public School

Public School - Closed

Shopping Center

Shuttle Bus Stop

Recreation Center

Underground Storage Tank

University

OCTO GIS Training Report

- June 2015:
 - 1 custom training for Dept. of Health (small group)
 - 1 training for the Summer Youth Employment Program (GIS, Web, HR)
 - 2 one-on-one workshops with Dept. of Health and DC Public Schools

- July 2015:
 - 1 training for DOH (small group) (continuation of June meeting)
 - 1 one-on-one workshop with Metropolitan Police Dept. analyst on geocoding

OCTO Citywide Data Warehouse Report

- Database migration:
 - 3 Citywide Data Warehouse databases migrated successfully over the weekend.
 - What are they?
- ATE Program: ATS (vendor) data transfer end to end testing complete.
- Child and Family Services (CFSA) BO Reports testing in progress for CFSA database migration scheduled for 09/05/15.



Realigning DC GIS' Strategic and Business Plans

A Facilitated Workshop & Discussion

August 27, 2015



Introductions



Julie Kanzler, OCTO



Matt Crossett, OCTO

Alex Santos, OCTO



Charlie Richman, Office of Planning

José Colón, Department of Transportation



Rich Grady

Kate Hickey

Agenda

- Introductions (10 min)
- Overview of the current project (5 min)
- Background (15 min)
 - *Current status of NSDI*
 - *Overview of previous Strategic and Business Plans*
- Planning Context (10 min)
 - *Other cities/states*
- Preliminary survey results & discussion (35 min)
- More facilitated discussion (35 min)
 - *SWOT*
- Wrap-up & Key Takeaways (10 min)

Overview of the Current Project

Current Project Purpose

Purpose: Update the 2009 Strategic Plan and the 2011 Business Plan.

Deliverables:

- **Strategic Plan:** Provide direction for the next five years, building on successes and strengths of the current programs.
- **Business Plans for GIS and Data Sharing**
 - Goals, justification, technology trends, platforms, implementation plan, portfolio management, budget planning

Project Goals

Align the DC GIS program with current and evolving geospatial platforms and technologies.

Consider trends such as big data storage and visualization, public demand for data access, performance-based measurement of government effectiveness, and platform/device evolution.

Prioritize meaningful agency engagement with DC GIS.

Background

National Spatial Data Infrastructure (NSDI) Strategic Plan for 2014-16

Goal 1 – Develop Capabilities for National Shared Services

- Interoperability
- Data, services, and applications
- Cloud computing
- Multiagency acquisition vehicles for purchases

Goal 2 – Ensure Accountability & Effective Development/Management of Federal Geospatial Resources

- Portfolio management
- Opportunities for collaborative investments

Goal 3 – Convene Leadership of Nat’l Geospatial Community

- Standards
- Shared approaches
- Raise awareness of NSDI and its impact on critical national issues

Strategic & Business Planning 101

- **Strategic Planning**
 - What and Why
 - Vision & Goals
 - The “big picture” and overall context
- **Business Planning**
 - How, When, and How Much
 - Aimed at those that approve and fund
 - Details of initiative(s) emerge
 - Presented as a business case
- **One Strategic Plan** may lead to multiple **Business Plans**

The 2009 Strategic Plan

- Formed a Strategic Planning Working Group
- Prior to the GISSC Executive Committee
- Developed new mission statement
- 6 five-year goals and lots of 2-year actions



The 2009 Strategic Plan: Mission Statement

The Mission of DC Geographic Information System (DC GIS) is to **improve the quality and lower the cost of services provided by the DC Government**, through the District's collective investment and effective application of geospatial data and systems. Furthermore, DC GIS will reach beyond the DC Government by continuing to **make DC GIS data freely and publicly available** to the fullest extent possible in consideration of privacy and security.

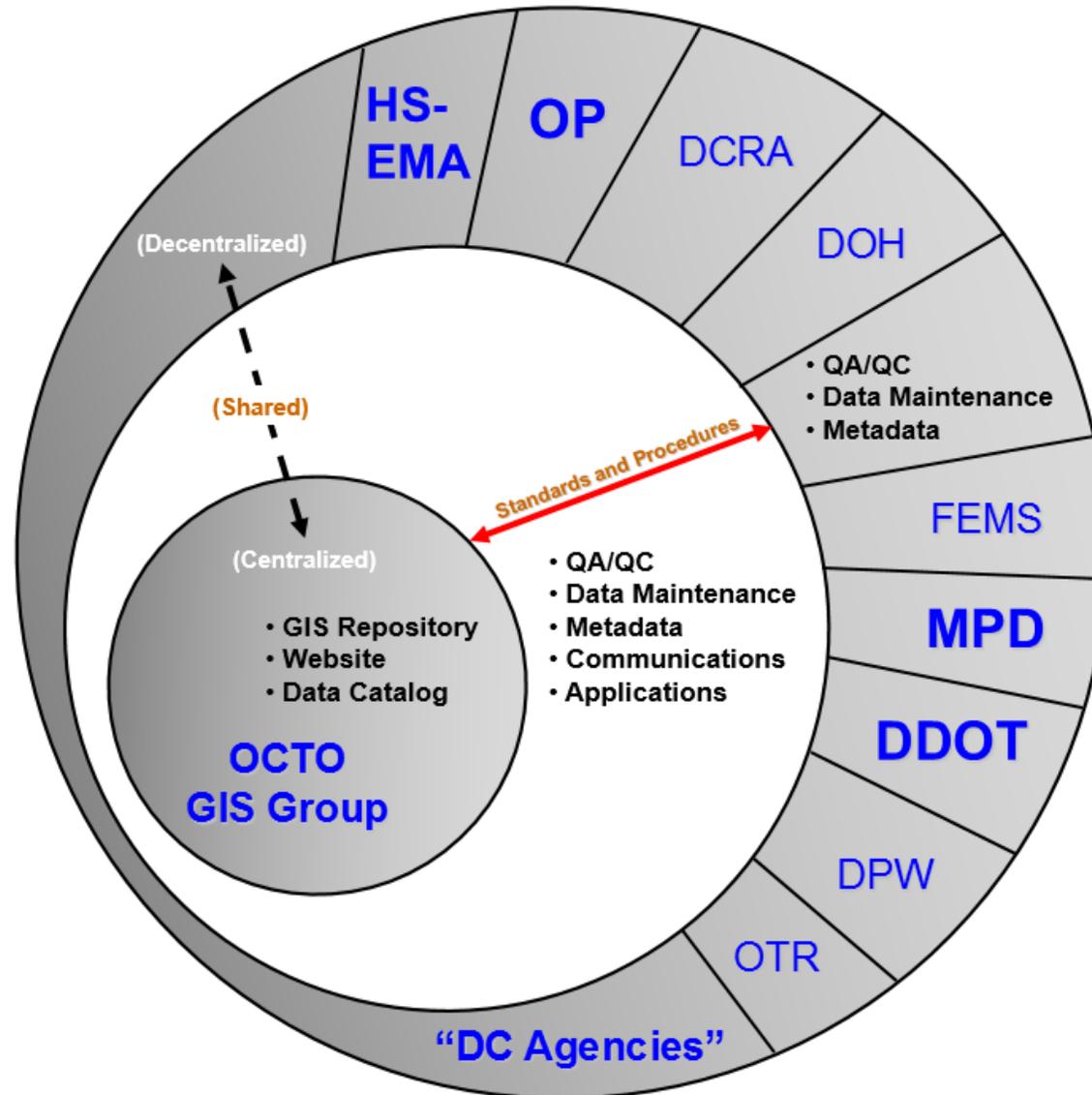
The 2009 Strategic Plan: **Five-Year Goals**

1. Ensure that state and local needs are met by focusing resources on geospatial data, systems, and program activities that are in alignment with District priorities
2. Develop and operate enterprise mapping data, geospatial applications, and Web services that enhance the utility, reduce the cost, and expand the interoperability of citywide and agency IT systems
3. Provide outstanding customer service and training that enable DC GIS users and stakeholders to leverage the full power of GIS technology

The 2009 Strategic Plan: **Five-Year Goals**

4. Sustain and improve GIS coordination and partnerships in the District of Columbia, the region, and the nation.
5. Be innovative and adapt to the changing market for geospatial technology.
6. Apply GIS in ways that more fairly enforce the tax code and reduce costs for the District

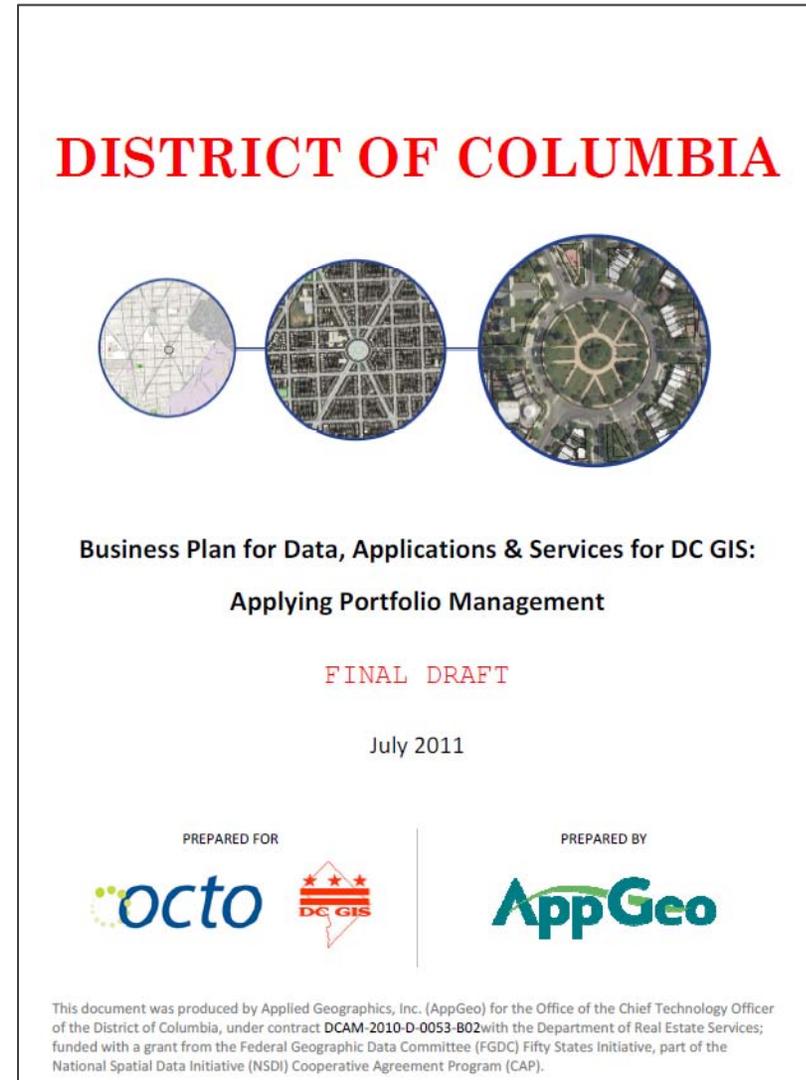
The 2009 Strategic Plan: The Federated Data Model



The 2011 Business Plan - Summary

The Business Plan focused on 2 of the five-year goals from the Strategic Plan:

1. Mapping Data, Geospatial Apps, Web Services
2. Customer Services



2011 Business Plan - Summary

- **Portfolio Management:** A set of geospatial assets for managing investments based on strategic objectives
- A **Platform** is a base technology on which other technologies/services/processes are built. It may be construed as a whole “economic unit” in terms of aggregating budget costs to support it.
- As platforms evolve, investments become more or less relevant
- Managing investments involves balancing OCTO’s priorities and responsibilities with the diverse and dynamic needs of agencies and citizens.

2011 Business Plan – Asset Classes

“A lens through which to look at and characterize the DC GIS portfolio of investments.”

ASSET CLASS	STRATEGIC OBJECTIVE	CLASSIFICATION CRITERIA
Innovation	Achieve progress and modernization by leveraging the full power of GIS	<ul style="list-style-type: none"> ▪ Long lead time ▪ Will achieve modernization and higher productivity ▪ Considered essential to the vitality of the enterprise
Information Utility	Provide better information	<ul style="list-style-type: none"> ▪ Better information delivery <ul style="list-style-type: none"> – Improved quality – Better integration ▪ High business value (responsive to departmental and citizen needs)
Economy	Reduce cost of business	<ul style="list-style-type: none"> ▪ Reduces cost of doing business ▪ Increases throughput (faster results)
Infrastructure	Provide shared base capability and expand interoperability	<ul style="list-style-type: none"> ▪ Provides shared base capability ▪ Enables faster deployment of applications ▪ Easier integration with business processes ▪ Supports standardization and interoperability

2011 Business Plan – Investment Strategies

“As a step toward a more business-like approach, a DC GIS Budget Meeting was instituted to review investment decisions and priorities.”

INVESTMENT STRATEGY	DESCRIPTION
Invest	Build or enhance; develop new capabilities
Maintain	Provide basic support; hold steady and keep the status quo; version upgrades only; no active development of new capabilities
Migrate	Move or ‘reinvent’ onto a new or different platform
Sunset	Set expectations for shutting-off spending at some point, completely; the path to retirement
Divest	Shut-off spending and “kill;” discontinue all spending and support

Planning Context: What are other cities/states doing?

New York City (NYC.gov)



- “IT Services for GIS” under (DoITT)
- Mayor’s Executive Order (EO 140) to centralize IT planning & policy
- Citywide GIS guidelines (in-house standards & best practices)
- Multiple product platforms (e.g. Esri, Google, CartoDB) and “best of breed” outlook (no Citywide ELA)
- Moving some applications off City infrastructure into the Cloud
 - Can scale up when there’s increased demand
- Open Data Law and Release Plan
 - Some available only through web services or APIs (e.g. addresses)

Utah

- AGRC manages enterprise database; Provides services to agencies
 - Some agencies have staff, others pay “fee for service”
 - 15-17 full-time AGRC GIS staff
- Stable recurring \$\$ for enterprise
- Central geo-data clearinghouse
 - data & services for agencies, partners, others
- Funding for data acquisition can be challenging (passed hat for imagery)
- Multi-platform outlook, but mostly Esri
- Google “Imagery as a Service” as cost-saving measure
- Delivering innovative web services and APIs



Review & Discussion of Preliminary Survey Results

Preliminary Survey Results

Please share your ideas for improving the DC GIS Steering Committee meetings and/or notifications.

“Blast each agency's IT head to have them trickle down the message. I don't think very many people know that the meetings exist or what the point of them are.”

“Designees to the meetings need to bring info back and also ask us what they should bring to the meeting to share with the committee.”

“Resurrect a level of interest among the agencies that faded after OCTO got the mechanics of most things in hand.”

“There should be more opportunities for civic engagement and crowdsourcing - to clean data, to garner new data priorities, to develop applications of the data to private industry or entrepreneurial ventures.”

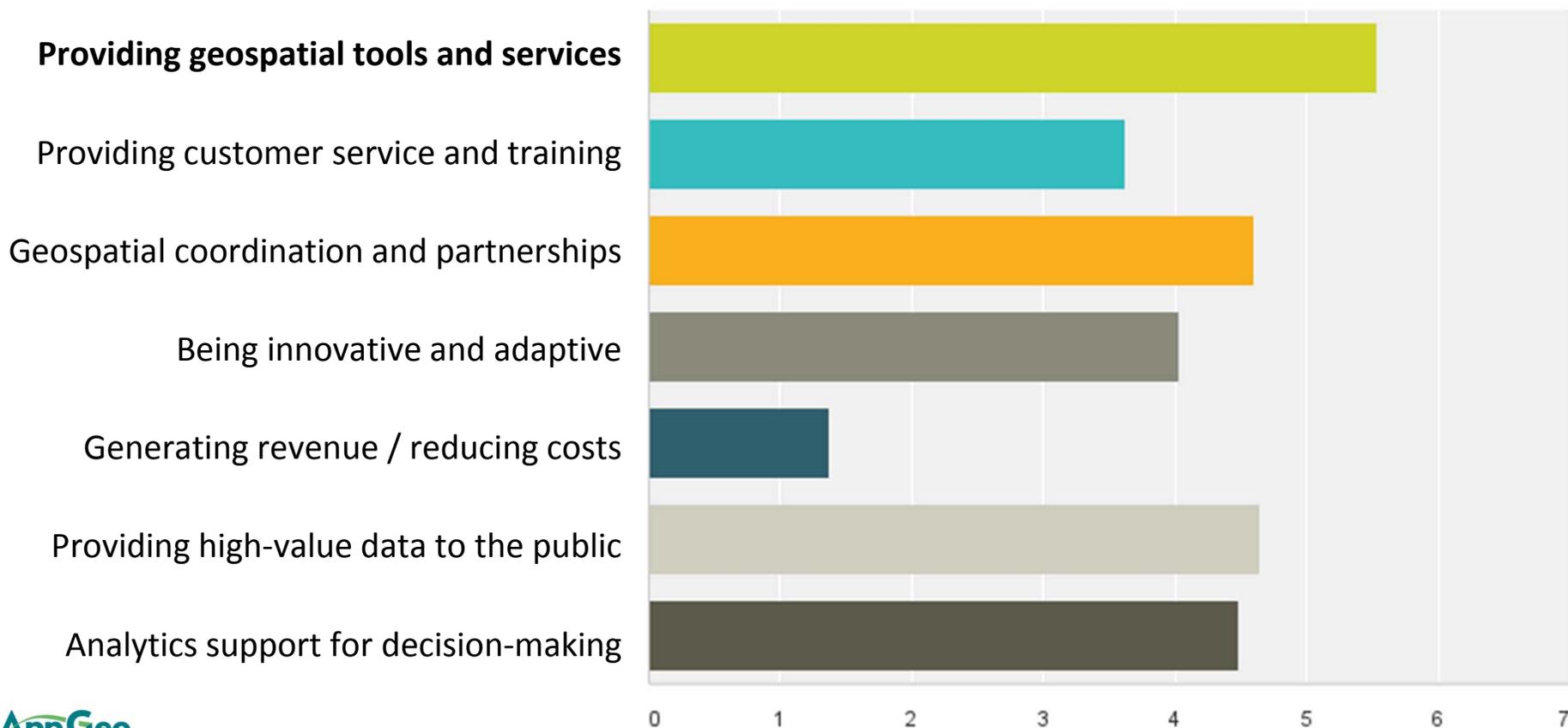
Discussion Questions

- Has interest faded? What are examples?
 - Why has interest faded?
- How are departmental IT heads involved or not involved in DC GIS?
 - Should they be?
- How important is GIS to departmental IT heads?
- How many department IT heads here today?

Preliminary Survey Results

Q33 In your opinion, what should DC GIS's overarching strategic priorities be? Please rank the following list with "1" being most important and "7" being least important.

Answered: 28 Skipped: 17



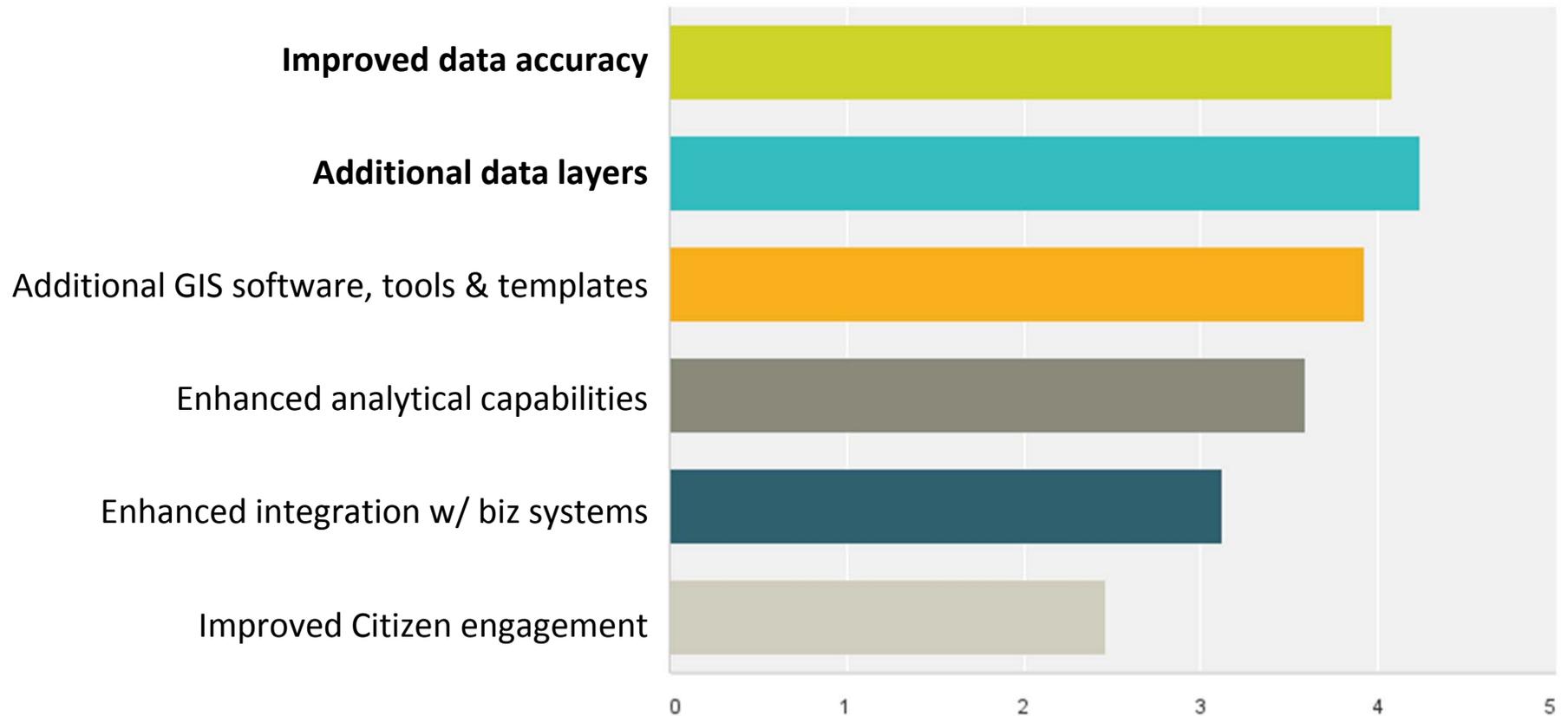
Discussion Questions

- What tools are needed? Which are most important?
- What services are needed? Which are most important?
- What additional software, tools and templates are needed?
- What high-value data is needed that's not provided now?
- What partnerships are needed? Who should be part of DC GIS that isn't?

Preliminary Survey Results

Q34 The strategic plan will articulate and prioritize GIS implementation goals. Please rank the following.

Answered: 27 Skipped: 19



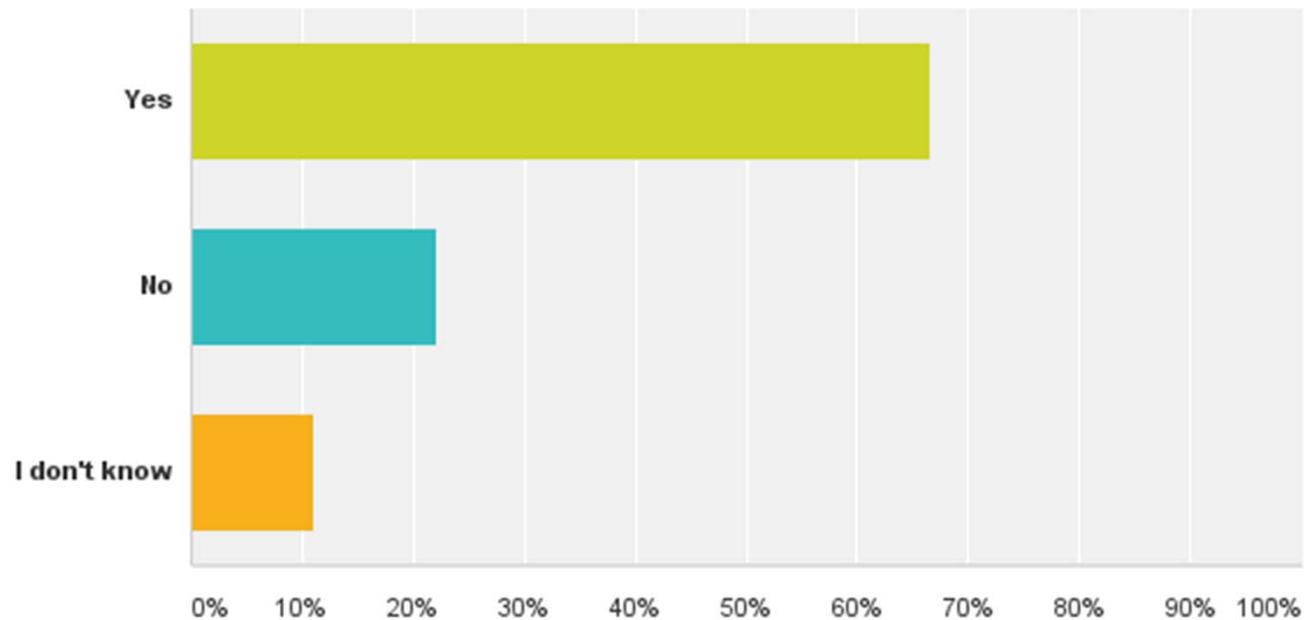
Discussion Questions

- Which data needs to be more accurate?
- What additional data layers are needed?
- Is there valuable department data that's not being shared?

Preliminary Survey Results

Q10 Does your organization/agency use GIS data and tools on mobile devices?

Answered: 36 Skipped: 12



Discussion Questions

- What are some examples of mobile apps in use by agencies?
- Are any accessible to the public?

Preliminary Survey Results

**Q12 What are the major challenges to increasing use of GIS in your organization?
(Check all that apply)**

Answered: 33 Skipped: 15

Top 4:

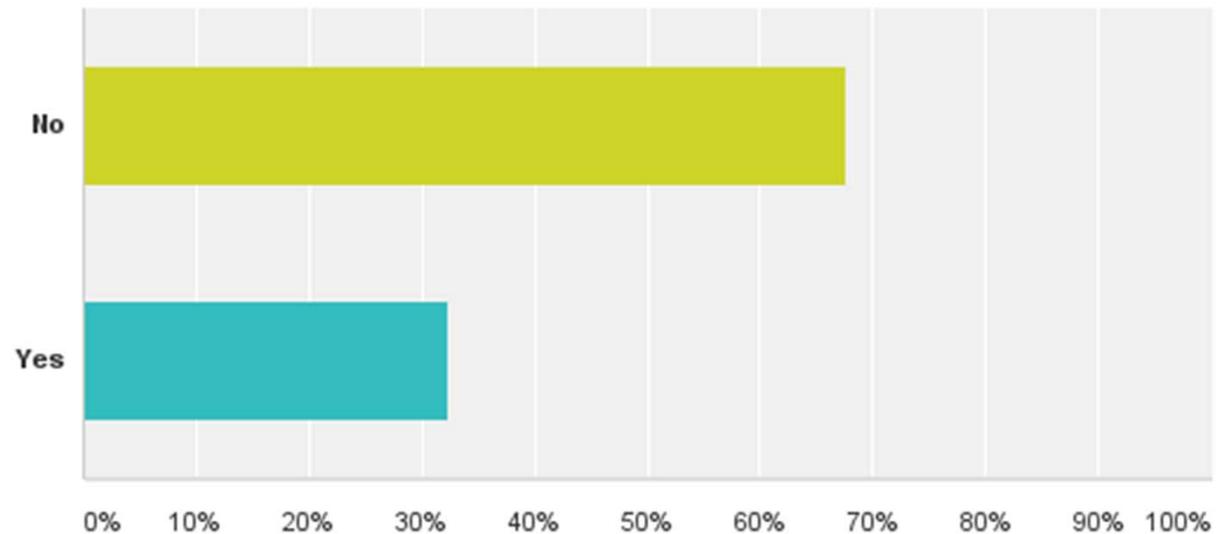
1. Data availability
2. Data sharing issues
3. Need for more GIS training
4. Integration with non-GIS business systems

Discussion: Can you describe specific challenges?

Preliminary Survey Results

Q19 Have you ever built an application that uses DC GIS's web services?

Answered: 31 Skipped: 17



Discussion Questions

- Why are services not being used more broadly?
 - Or is this just result of who answered survey?
- Any examples of how services are being used?
What are you building?

Preliminary Survey Results

What are the top 3 things you'd like to see advance with DC's GIS in the next 5 years?

1. Mobile applications (support, deployment, templates, etc.)
2. Commitment to open data and data sharing
3. Building agency-level GIS capabilities
4. Improved data accuracy and currency
5. Use of GIS to support data-driven Government decision making

Which is most important? What's missing?

Preliminary Survey Results

Other comments?

*“DC needs a strategy to **partner with local entrepreneurs** and businesses. I'd like to see dollars set aside to try to **incubate ideas built on open data** that demonstrate its value to **inform policies and improve communities**. While other cities such as Boston, New York, and Philly have organized organizations to **strategically plan for civic engagement and innovation**, DC has no such organization, does not partner with organizations seeking to establish this for the district, and lacks a vision and articulation of this as a priority.”*

Discussion Questions

- What are your ideas for civic engagement and innovation for GIS?
- How do you suggest DC GIS approach this?

**Discussion:
Strengths, Weaknesses,
Opportunities & Threats (SWOT)**

Facilitated Discussion: SWOT

Governance (e.g. DC GIS Steering Committee, Executive support)

Strengths:

- Communication from OCTO on shared resources
- Partnership among some agencies
- Decent data platform

Weaknesses:

- Steering Committee (SC) needs more clout to align agencies
- Need more CIO participation in Steering Committee
- Lack of communication plan

Facilitated Discussion: SWOT

Governance (continued)

Opportunities:

- Create subcommittees to address specific topic areas
- “We’re in a good spot to do something great”
- Pitch vision & articulate benefits (e.g. cost savings) to new administration
- MWCOG integration
- Develop communication plan with administration – pursue mayoral memo

Threats/Challenges:

- DC GIS program budget is mostly within OCTO’s budget but the interest is District-wide
- Potential fee-for-service goes against original sharing intent of DC GIS
- Getting a bit “stale” on trends for how people are using data

Facilitated Discussion: SWOT

Data

Strengths:

- Creative commons level 0 on open data is leading the way

Weaknesses:

- Lack of 2-way integration/communication with public/businesses needs

Opportunities:

- Integration with private industry and entrepreneurs
- 3D, time-enabled, historic, real-time data
- Look to other governments for best practices on dealing with similar challenges
- Sharing operational data (e.g., permits)
- Support Traci Hughes (Office of Open Government) in her efforts

Threats/Challenges:

- Lack of integration with federal agencies on federal land
- Address data issues
- Limited access to utility data is a threat to resiliency and informed decision-making

Facilitated Discussion: SWOT

Applications (e.g. Collector, ArcGIS Online templates, Vector Property Map Guide)

Strengths:

- Availability of ArcGIS Collector to improve field data collection

Weaknesses:

- Not everyone has a smartphone

Opportunities:

- Make everything mobile-friendly (services and applications)
- Cooperate with universities and other learning facilities (GW data science masters) including primary and secondary schools
- Geo-mentoring
- 3D (/immersive) planning tools
- Tell stories on efficiencies and cost savings

Threats/Challenges:

- Lack of awareness of successful applications
- “All of our eggs in Esri’s basket”

Facilitated Discussion: SWOT

Web Services & Systems (e.g. Master Address Repository)

Strengths:

- Authoritative
- Not Socrata

Weaknesses:

- Current infrastructure issues, not promoted

Opportunities:

- Publish the usage statistics as open data
- Register users for outreach on changes (perhaps a key)
- Create working group to analyze and understand usage and target areas for promotion and usability

Threats/Challenges:

- Non-uniform adoption

Facilitated Discussion: SWOT

Customer Service (e.g. support, training, response to agencies)

Strengths:

- Community educational outreach (e.g., General Assembly presentations)
- Helping to tackle complex “big data”
- Email communications are helpful

Opportunities:

- Do more community education outreach
- Video tutorials and “self customer service”
- Point-of-contact for each data set (in agencies)
- More agency mid-level capacity building to help with customer service/stewardship
- Automated alerts that agency POCs can subscribe to, or as push notification to mobile; Also publish to main page

Threats/Challenges:

- OCTO currently unclear about service level commitments

Key Workshop Take-Aways

Slide 1 of 2

- “We are our own worst critics and not the best promoters”
- Need for civic engagement
- Direct feedback on data, open queue
- Security issues vs. open data
- Clear data stewardship is needed
- Data subcommittee (allowed under charter)
- A number of different subcommittees (e.g., usage)
- DC GIS is a catalyst in the community
- Interest has shifted – participation in SC and executive interest waning may actually indicate it’s now operational/mainstream
- Getting the word out on what’s coming

Key Workshop Take-Aways

Slide 2 of 2

- Workgroups for data vision
- Non-technical / governance and business processes need management to understand “ripple effects” of data changes
- Bring higher-ups and decision-makers to the table – essential to attract executive participation
- Technical solutions - communicate what’s coming (e.g., RESTful web services)
- Capture a knowledgebase to improve awareness
- Web Crosslinks – better integration with dc.gov for better awareness
- Mid-level agency capacity needs a boost
- Communication – e.g. automated alerts during outages

**Thank you for your
participation and input!**

Please complete the DC GIS Strategic
and Business Plan Survey:

www.surveymonkey.com/r/DCGIS_StrategicPlanQuestionnaire

