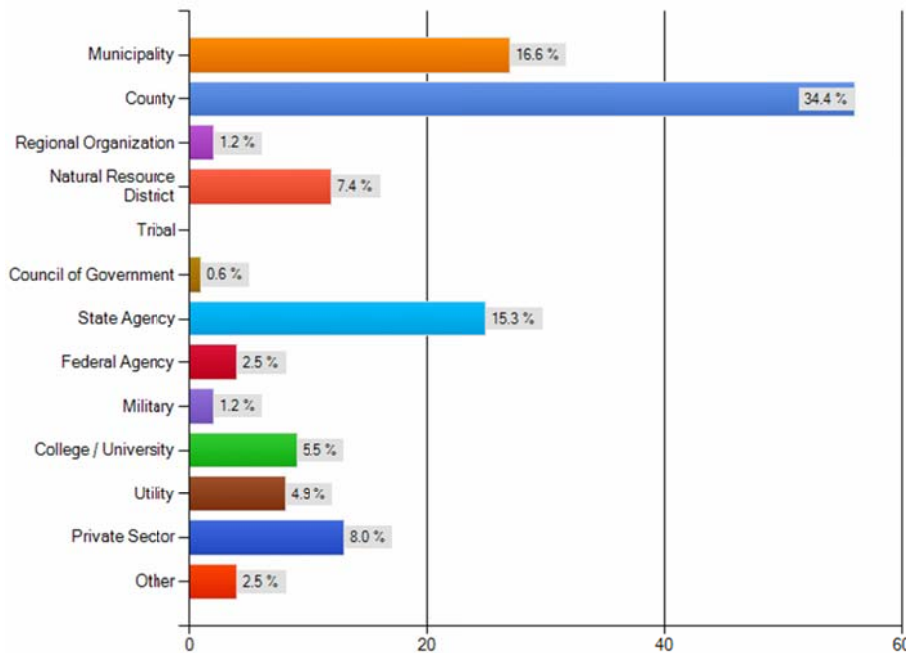


## Nebraska GIS/Geospatial Strategic Planning Update March 30, 2012

The GIS Council is half way through their comprehensive Strategic Planning process. A total of six workshops were completed across Nebraska with 149 interested participants.

**Workshop Attendees by Organization**



**448**  
Total Survey  
Respondents To Date

**Workshop  
Attendance**

Omaha	29
Lincoln	58
Grand Island	17
Norfolk	18
Gering	14
North Platte	13
<b>Total</b>	<b>= 149</b>

Additional workshop planned for Kearney late March or early April.

GIS Council and agency/association Director's Planning Retreat for mid-May.

### 2012 NE GIS/Geospatial Strategic Planning Effort

The **goal** of the Strategic Planning process is to better understand the GIS/Geospatial stakeholder community and to develop a Geospatial Strategic and Business Plan(s) for Nebraska that properly reflects stakeholder priorities. This strategic planning process is not like any other planning effort conducted to date. Resources to support the planning process was made possible through a cooperative grant effort called the Fifty States Initiative implemented between the Federal Geographic Data Committee (FGDC) and the National States Geographic Information Council (NSGIC).

Through this grant, Applied Geographics, Inc. has been awarded the contract to facilitate the strategic planning and reporting process. In order to help characterize the Nebraska geospatial landscape a survey was sent out to a full spectrum of stakeholders from decision makers with little to no GIS experience to technical GIS users. Information was gathered from over 448 respondents to the survey during January and February of 2012. This is the largest response any state has received involved in the Fifty State Initiative. A total of six stakeholder workshops were conducted in February to gather city, county, and regional input from the survey findings and other topics. The workshops involved 149 participants in Scottsbluff, North Platte, Grand Island, Norfolk, Lincoln, and Omaha. Attendees typically included assessors, natural resource district managers, city/county GIS coordinators, clerks, sheriffs, emergency management, industry representative, public health managers and surveyors.

The general findings showed that there is an interest and needs at various levels of city, county, and state government for enhancing our geospatial infrastructure. There was also an indication of the lack of awareness of the GIS Council and it's representatives, need for education for various geospatial technologies, and awareness of benefits of using geospatial technologies and data sharing in day-to-day business operations. A SWOT analysis has been recently completed and efforts are underway to complete a draft report.

## SWOT – Strengths, Weaknesses, Opportunities, and Threats

<p><b><u>Strengths – Play to them</u></b></p> <ul style="list-style-type: none"> <li>Existing State GIS Coordinator position             <ul style="list-style-type: none"> <li>- Proximity to CIO</li> </ul> </li> <li>Existing governance structure             <ul style="list-style-type: none"> <li>- Current Council and GIS/LIS Association</li> </ul> </li> <li>NE in good position to learn from other states             <ul style="list-style-type: none"> <li>- Many have grappled with similar issues</li> </ul> </li> <li>Several strong state agency GIS programs</li> <li>Many strong local government GIS programs             <ul style="list-style-type: none"> <li>- Through direct county efforts</li> <li>- Through relationships with private sector</li> </ul> </li> <li>Existing use cases demonstrate benefits of data sharing</li> </ul>	<p><b><u>Weaknesses – Deal with them</u></b></p> <ul style="list-style-type: none"> <li>Lack of a cohesive GIS community             <ul style="list-style-type: none"> <li>- Lack of overall communication between/amongst stakeholders</li> </ul> </li> <li>History of poor communication between State and Locals</li> <li>No “one-stop-shop” for GIS data             <ul style="list-style-type: none"> <li>- Nebraska Map does not have relevant or complete holdings</li> </ul> </li> <li>Lack of awareness of GIS Council</li> <li>No Legislative Champion</li> <li>County GIS often remains within a single department</li> <li>Lack of GIS Education at various levels</li> <li>Locals need better GIS resources from state             <ul style="list-style-type: none"> <li>- Training/education, contact info for “peers”, tools, “best practices”, data standards, grant/funding opportunities</li> </ul> </li> </ul>
<p><b><u>Opportunities – Seize them</u></b></p> <ul style="list-style-type: none"> <li>Lots of GIS activity in Nebraska!</li> <li>New face in the GIS Coordinator role</li> <li>To improve representation on GIS Council</li> <li>To engage Assessors as key leaders at local level</li> <li>To engage NRDs, Public Health, EMAs as a unique, GIS-savvy level of government             <ul style="list-style-type: none"> <li>- With a regional outlook</li> </ul> </li> <li>For creative partnerships             <ul style="list-style-type: none"> <li>- Public Utilities, Environmental Trust, DOR</li> <li>- Sharing of data and resources</li> </ul> </li> <li>Potential to increase private sector business activity</li> </ul>	<p><b><u>Threats – Avoid them</u></b></p> <ul style="list-style-type: none"> <li>Suspicion of State persists             <ul style="list-style-type: none"> <li>- Viewed as “Disconnected” &amp; “Irrelevant”</li> <li>- Perception that State will “pull plug” on support</li> </ul> </li> <li>Perception that revenue will be “lost” at local level with data sharing</li> <li>The privacy issue</li> <li>Local’s view of GIS as overwhelming, costly</li> <li>Failure to engage western 1/3 of state             <ul style="list-style-type: none"> <li>- “Too many people think the state stops at Grand Island”</li> </ul> </li> <li>GIS Coordinator does not get organizational &amp; funding support to make improvements</li> <li>Failure to engage decision-makers</li> </ul>

### Next Steps

**Strategic Planning Report** – Applied Geographics, Inc. is currently working on developing the final report. The Strategic Planning committee has created draft vision and strategic goals. They will be providing this forward to the GIS Council meeting in April for review.

**Additional Agency Meetings** – Nathan Watermeier is meeting with various state agencies as a follow-up for additional information towards the strategic plan. Another informal workshop will be conducted in Kearney in April. A plan update will also be provided at the GIS/LIS Association Annual Meeting May 22 in Norfolk.

**Strategic Planning Retreat** – Plans are to provide a strategic planning retreat for the GIS Council members and designees, other key association directors and agency GIS staff. This will provide an opportunity for final input before the strategic planning report is completed. The retreat will consist of one-day agenda targeted Mid-May with lunch catered. State agency and association directors are invited for an informal presentation and discussion prior and during lunch.