NGAC GeoPlatform Feedback Summary

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Overview

Action: The NGAC agreed on the following action at the April 2018 NGAC meeting:

- **ACTION:** FGDC will hold webinar(s) to demonstrate capabilities of the GeoPlatform and capture feedback from NGAC members. NGAC members are encouraged to register for accounts on the Geospatial Platform (www.geoplatform.gov) prior to webinar.

Webinars:

- The FGDC hosted two webinars for NGAC members, on May 24 and June 7, to demonstrate GeoPlatform capabilities and outline plans for future development. Presentation from webinars is posted at: https://www.fgdc.gov/ngac/meetings/june-2018/geoplatform-overview-ngac-brief-20180604.pptx/view

Summary: This presentation summarizes:

- Feedback on GeoPlatform components
- Strategic topics for NGAC discussion

GeoPlatform Overview

GeoPlatform Components

Catalogue

- Ratings are a good feature to help in data selection and to encourage feedback from users.

- What is the ability to browse?

- Is it possible to select all filters/parameters at once and then be provided with data sets that meet all criteria?

- How can search capabilities be refined to locate most relevant and useful data?

- How often is the catalog updated?

GeoPlatform Components

Marketplace

- This can provide value in statewide activities.

- Great collaboration tool. Can help states by providing info beyond state clearinghouse.

- If this facility is intended to help organizations coordinate acquisitions, then current data is needed, not last year's.

- Updates and maintenance need to remain current for this to fulfill its potential as a resource.

- Is it up to each agency to update Marketplace?

- What is the definition and criteria for "authoritative" data? Do we need to define/redefine this and/or have alternative terminology?

GeoPlatform Components

Map Viewer

- Remarkable development over the past couple of years.

- This is a good way to identify geospatial needs—when data layer is indicted as unreliable.

- Capability to feed dashboard.

- Periodic surveys from users could be useful in showing value.

- How to provide equal terms of service across agencies.

- Users do not have to be "spatially robust". To expand to novice user, ease of use is a priority.

- Performance is slow.

GeoPlatform Components

Map Manager

- Access to maps created in Map Viewer or those harvested from ArcGIS.
- Can be downloaded.

Map Gallery

- Mobilize resources.
- Can continue to update.
- Can create your own gallery—thematic or topical in nature.
- Gallery is good tool to demonstrate utility of Platform.
- Customizability is good.
- Can Gallery be better organized to highlight most popular or useful maps?

GeoPlatform Components

Communities

- Individual functionality/customizability—add in features you want. Very popular in other environments.

- Community map gallery—any way to search? (Looks like it's unstructured.)

- How to keep it organized—could get really crowded. How to help people navigate

- Could end up with thousands of communities. Need organization by keyword, communities, etc.

- How to manage, provide guidelines, expectations, etc.?
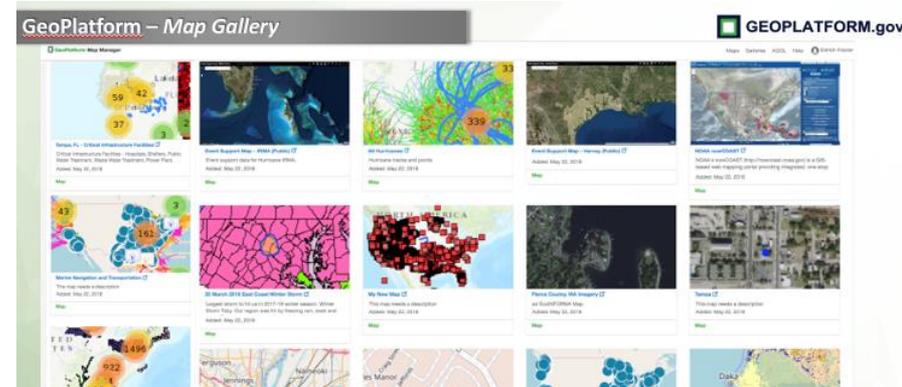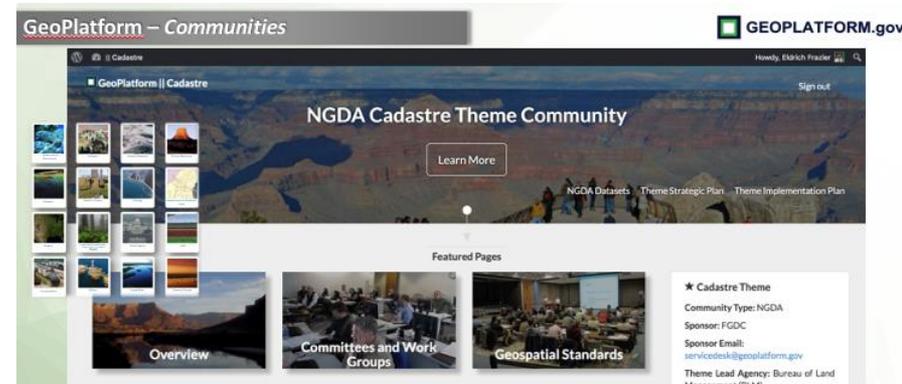
GeoPlatform Components

Performance Dashboard

- Layout is usable and easy to understand. Metadata getting better.

- Could be a very useful tool especially for tracking progress on geospatial framework data over time.

- Liked this feature as long as info is current.

- Some agencies monitor dashboard daily, others do not monitor.

- Accountability for NGDA themes / Portfolio Management?

- Currently only making people aware of issues.

- Should be helpful for compiling a holistic picture of NGDA data nationwide.
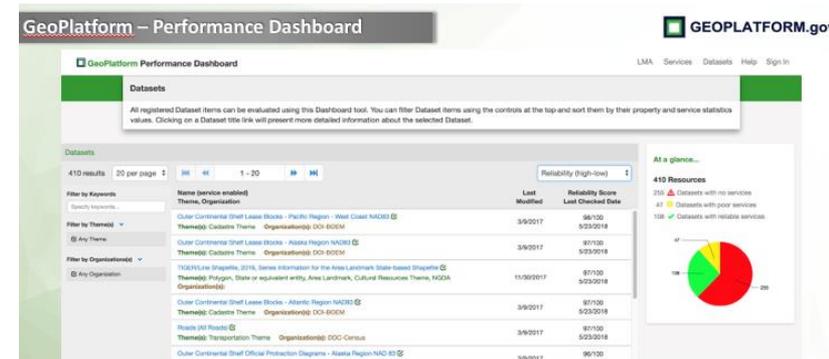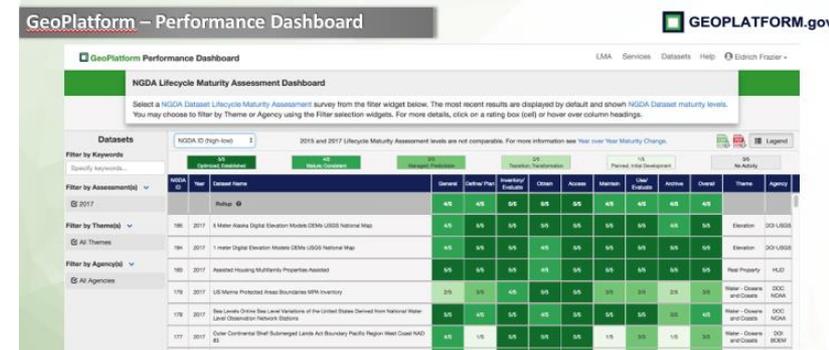
GeoPlatform Components

Service Status Checker

- Indicates if service is reliable. Shows reliability of finished layers

- Broad visibility may prompt organizations to improve data reliability

- Best practices for optimization may be available from other organizations

- How does info go back to those who own it? SS Checker will send automated message, however, not "policing" those entities. There is no workflow to support this.

- Many services are often not available.
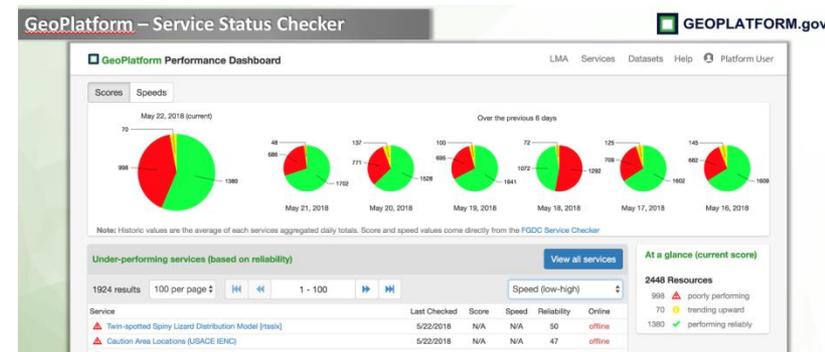
Additional Platform Components

- **Object Editor**
  - Find assets and enrich.
  - Make data more usable and reliable.
- **Knowledge Graph**
  - Is there a fair amount of uptake?—Not pushed heavily.
- **Cloud Services**
  - Help agencies make data more available and cost efficient.
  - Mostly federal customers right now. Later considering state, local, tribal
  - Related to Infrastructure as a Service, SW as a Service, Platform as a Service, etc.
- **GeoPlatform API**
- **Github**
- **ArcGIS Online**
- **Registry+**

General Comments

- Agency collaboration enabled by the Platform.
- NGDAs—carried to user Dashboard.
- Some agencies' data are accurate and looked at on a daily basis—others are not.
- FGDC—how to find ways to hold each other accountable.
- What performance variables should be measured and how to look at it.
- How to develop ability to look at key data sets nationwide.
- How to best leverage commercial imagery.

General Comments

- Usability.
- Key components need to be very clear and accessible on landing page.
- If the GeoPlatform is intended to be used by non-GIS people, then indictors of data quality, authoritativeness, reliability and limitations on use should be simple and clear.
- What communities are using this now?
- What kind of support would be needed for communities to set up and make useful? Development session available as part of the Core Community Bundle. YouTube channel.
- Improve education and outreach.

Strategic Topics for NGAC Discussion

- **Organization of Platform Website**
  - Breadth and depth of capabilities and data: How different audiences can navigate.
  - How to make things easy to find, access, and use.

- **Value and Functionality**
  - How to measure and communicate value.
  - What is the most important functionality?—Biggest bang for the buck ☺
  - Is the GeoPlatform appropriately resourced?

- **Currency and Maintenance**
  - Related to many components.
  - Stale links, content, etc. may result in loss of user confidence.
  - Quality of service: e.g.; what to do about data with low quality or reliability?
  - Are there simple mechanisms for minimizing the impact?
  - How does governance process hold agencies responsible?

- **Indicators of data quality/authoritativeness/reliability and limitations**
  - Target audience, liability, fit for purpose issues.

- **Volunteered input**
  - How to integrate.

Part 2: Summary of Comments at June 2018 NGAC meeting

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Concerns

- Variability, consistency, and currency.
- Organization and search.
- Governance and accountability.
- More than just the technology.

Organization

- Difficult to find the data to solve specific problems.
- Organized by thematic categories but used to solve a problem. Search by the type of problem – e.g. wildfires, monitor demonstrations, etc.
- Search & discovery – more than tech partnerships (e.g., disaster response has multiple stakeholders focused on the community at large as well as their mission priorities).
- How to cultivate data located in other databases?
- Think about ontologies for geospatial problems and link to relevant datasets, which may help users find data faster.
- How to build communities to develop ontologies.
- Focus groups—how do users search?
- How to curate for use.
- Link to data, not websites.
- Design a learning algorithm. Partnerships with universities may provide a good opportunity.
- Object Editor and Knowledge Graph are also good tools.

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Value and Functionality

- Performance metrics are needed to identify the Return on Investment (ROI). From a data provider perspective, it is really important to know metrics.

- What could be the components of a ROI? Components could include: Usability, Cloud environment, Performance use metrics, Use cases, Outreach to smaller agencies, Highlight value to Federal agencies, Marketing

- Value relies on source.

- From a Federal perspective, the market for GeoPlatform is primarily the Federal agencies.

- Data Providers – need to understand the value that we're getting before providing the data. Would like to understand how the data is being used.

- Data Consumers – value may be the cloud (DOI, FEMA, DoC, NOAA, etc.)

- Market to 2nd and 3rd level mapping agencies (DoEd; HHS, HUD). We need outreach to the smaller agencies.

- GeoPlatform should aspire to give data providers added value.

- GeoPlatform will be leveraged to support the OGC disaster development concept study.

- Although the focus should be on data, the challenges are not just on technology but also on governance. It's a Federal policy issue.

- Need – 1. Good data; 2. Good metadata; 3. good data-as-a-service (foundational building blocks).

- Has anyone engaged with FCC regarding broadband and resources?

- Currency is a concern – when is data updated? Is there a schedule? What about longitudinal data? Can it show history, availability, tracking, and access?

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Value and Functionality, cont'd

- Mission – is ambitious; broad in scope. Consider focus on Critical User Journeys ("CUJs" – as used by Google). Help to solve a problem that can't be solved any other way. (Response: Yes, starting but we have multiple stakeholders).

- Fundamental challenge – "federated issue"
    - Partnership among the agencies
    - Align incentives so everyone can work toward the same thing
    - CUJ – Critical User Journey

- Market the value of the Platform to the Federal agencies both as providers and/or consumers – empowered by the GeoPlatform. "What's in it for me?" + "What and how do I contribute?"

- Performance Use Metrics – new tool; services using this; products; metrics.

- Barriers to get the data include: motivation, resource constraints, policy questions, not a tech issue; Federal-wide policy challenges.

- Value to integrate our data with others but we need motivation and funding.

- What can we (NGAC) do? NAD – needs to be a program with sustainable funds.

- How to monitor use, who's using it for what? Need feedback to the Tier 1. agencies to understand the value.

- NOAA's dream…Data is more valuable when you upload…to mash up…integrate…access value-added information.

- Every data provider gets value-added services.

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Value and Functionality, cont'd

- Enhanced data example – Marine Coastal Project (Ocean & Coastal Community). Is this a potential Use Case?
- Huge potential to integrate and mine data in one location.
- Workflow for end user and quantifying value should come together.
- Look into principles around AI (Google).
- Are there some things that can be done automatically so that the GeoPlatform produces the product?
- Answer questions through analytics.

Governance

- Is there a governance structure for the GeoPlatform made up of providers and consumers?
- Current governance structure may not be the right fit for GeoPlatform. Think about collaborative governance. GeoPlatform should have its own collaborative governance.
- A collaborative governance structure may help solve the identified problems.
- Data governance is important to the administration – not just for geospatial data.
- What are the workflows for specific end users?

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Key Take-aways

- Compliments from NGAC on the GeoPlatform's progress. Thanks to Tod, Rich, others for openness, answering questions, and acceptance of feedback.

- Will the report or document provide input and recommendations?

- Provide a seat at the table for key constituent groups. Consider looking at the 2005 Report on Governance.

- Connect/align to President's Management Agenda (3 key elements of PMA).

- Determine how to develop ontology for geospatial problems; consider "Critical User Journey" (CUJ) approach.

- Demonstrate value through ROI.