

Stakeholder Engagement Subcommittee Update



Cy Smith
NGAC Meeting
June 29, 2021

Stakeholder Engagement Subcommittee

Membership:

- Cy Smith (Chair), Doug Adams, Frank Avila, Sarah Battersby, Byron Bluehorse, Gar Clarke, Garet Couch, Jack Dangermond, Bill Haneberg, Bobbi Lenczowski, Amber Shultz

Task:

- The subcommittee will explore options and make recommendations on how the FGDC might significantly expand stakeholder engagement to further advance the NSDI, encompassing a greater representation of government at all levels, industry, academia, research and not for profits.

Stakeholder Engagement Approach

The Geospatial Data Act calls for partnerships between stakeholders in the public and private sectors, academia, and NGAs to build the NSDI.

NSDI is unfamiliar to most stakeholders

- Most stakeholders haven't been knowingly involved in development or use of the NSDI
- Potential value of the NSDI is unknown to most stakeholders
- Most stakeholders don't see themselves as having a stake in the NSDI

Stakeholder Engagement Approach

Subcommittee will seek to:

- Identify and examine instances of successful stakeholder partnerships in support of SDI approaches at the international, national, tribal, state/provincial, or local levels.
- Create a stakeholder registry and map showing where interests lie and when to engage certain stakeholder groups, including associations that can bridge to individual stakeholders.
- Develop talking points, presentation slides, and other communication tools (Storymaps) that articulate the NSDI value proposition for stakeholder groups.
- Design a stakeholder engagement model that can be used in developing/improving engagement and partnerships at all levels.

Create Stakeholder Registry Map

Identify stakeholders in all sectors and create a registry of contacts for various stakeholder groups:

- ❖ Professional Geospatial Organizations
- ❖ Constituent Groups (e.g., NACo, National Governor's Association)
- ❖ Government - Federal (CAs, LCAs), Tribal, State, Local
- ❖ Academia – (UCGIS, AAG, etc.)
- ❖ Private Entities and Associations
- ❖ NGOs

Develop a map showing where stakeholder interests lie related to data themes and other aspects of the NSDI, and when to engage certain stakeholders

SDI Article from New Zealand

Performed Literature Review on Topic...

August 2018 Article in
*International Journal of Spatial
Data Infrastructures Research*

Entitled: *A multi-level
perspective on a spatial
data ecosystem: needs and
challenges among urban
planning stakeholders in
New Zealand*

International Journal of Spatial Data Infrastructures Research, 2018, Vol.13, 223-252

**A multi-level perspective on a spatial data ecosystem:
needs and challenges among urban planning stakeholders
in New Zealand***

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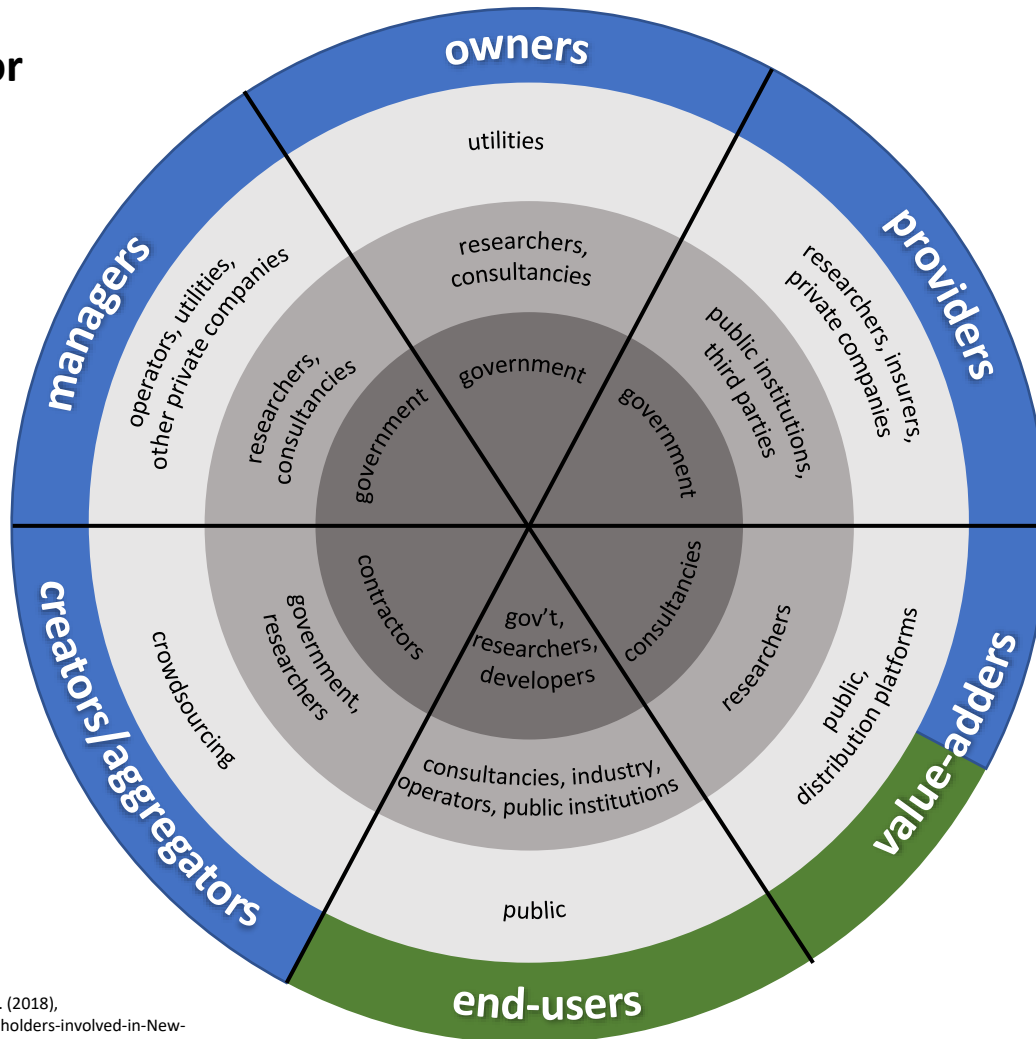
Abstract

Spatial data ecosystems are often complex, and stakeholders express difficulties in finding, accessing, using and sharing spatial information. Doing so can be essential for making good evidence-based decisions on urban development. New Zealand's urban planning spatial data ecosystem is no exception. This paper

“Above all our findings suggest a focus on cultural and governance issues rather than on the sole provision of technological solutions. Based on our analysis, we stress the importance of continuous engagement and interaction among stakeholders in order to create learning processes between the actors at the niche and regime level.”

Possible Model for Stakeholder Mapping

Adapted Graphic



- supply perspective
- user perspective
- secondary stakeholder
- primary stakeholder
- key stakeholder

REFERENCE: Adapted from graphic within Schindler et al. (2018), https://www.researchgate.net/figure/Mapping-of-stakeholders-involved-in-New-Zealands-spatial-data-ecosystem-inspired-by_fig1_326734824

Key Points within the Article

A stakeholder is anyone who has an interest in a problem

- In our case fit-for purpose spatial data for NGDA Theme by:
 - 1) mainly affecting it, or
 - 2) mainly being affected by it or
 - 3) both affecting it and being affected by it

While the life-cycle of various spatial data traverses similar steps (such as data creation/collection, management, ownership, provision, value-adding, end use) across disciplines and organizations, which stakeholders are involved at which step in the life-cycle is context-dependent.

Key Stakeholders who significantly influence the particular group within the spatial data ecosystem,

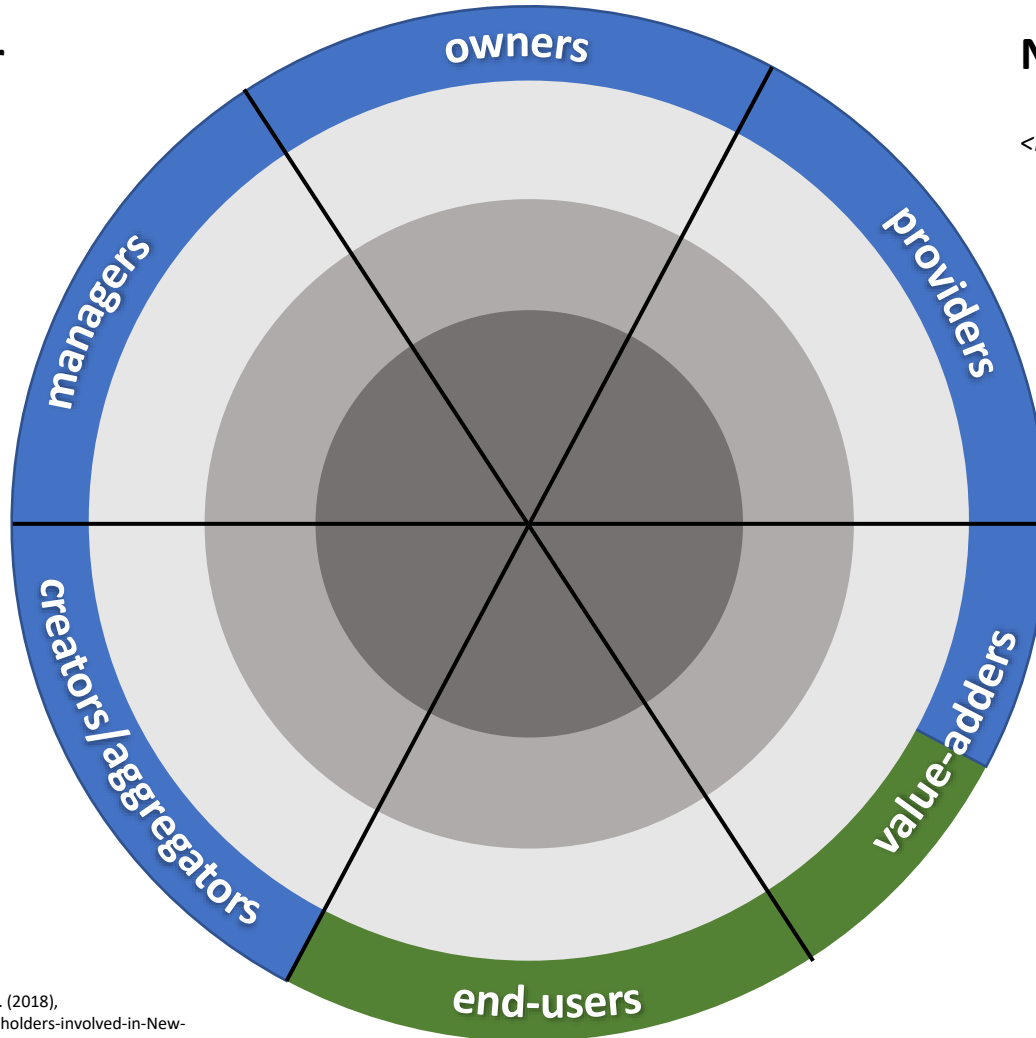
Primary Stakeholders who are directly affected and can to some extent influence the spatial data ecosystem, and

Secondary Stakeholders who play a role but do not directly influence the system.

Many key stakeholders are found in more than one stakeholder group at different stages during the data life-cycle; that is, they are often both data providers and end-users.

Data providers are often not owners of the data, as data are created by a third party and other stakeholders function as intermediate value-adders.

Possible Model for Stakeholder Mapping



NGDA Theme

<Insert Example NGDA Theme Title>

-  supply perspective
-  user perspective
-  secondary stakeholder
-  primary stakeholder
-  key stakeholder

REFERENCE: Adapted from graphic within Schindler et al. (2018), https://www.researchgate.net/figure/Mapping-of-stakeholders-involved-in-New-Zealands-spatial-data-ecosystem-inspired-by_fig1_326734824

Stakeholder Engagement Model

What are the characteristics of a stakeholder engagement model that develops and improves engagement and partnerships at all levels?

The task of this subcommittee is to significantly expand stakeholder engagement to further advance the NSDI, encompassing a greater representation of government at all levels, industry, academia, research and not for profits.

Discussion/Next Steps

