Stakeholder Engagement Subcommittee Update

Cy Smith
NGAC Meeting
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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
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

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

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