

NSDI Leaders Forum Context Map

BUSINESS & INDUSTRY TRENDS

- Are technical needs being met?
- Remote sensing (industry working on this)
- 3D technology
- Rise of open source technology
- Analytical tools being used to interpret & use data
- Location-based – broad impacts (planning, infrastructure, etc.)
- Not just geospatial community using the data – everyone uses
- Data is a national (not federal) resource
- Expectation that data will be free, though not free to collect or maintain
- Private sector is driving a lot of the innovation; how do we engage them & others in partnerships?

SOCIO-ECONOMIC FACTORS

- Increasing reliance on crowd input into federal data (crowd sourcing)
- Uncertainty toward the outcome of federal cuts
- Increasing awareness of geospatial by the public
- Collaboration to improve the efficiencies of geospatial operations
- Changes in budget & budget planning in state & corporate budgets
- Interdisciplinary nature of geospatial will continue to increase
- Increased reliance on standards so that collaboration can occur
- Where will geospatial reside within the federal government?
- Impractical for the nation to provide data for the entire nation
- Availability of data drives the development side
- Proving our worth – need to do socioeconomic value study – ROI
- Changing expectations – have it all now, at minimal cost

BUSINESS & INDUSTRY TRENDS

- Availability of data often drives innovation
- Roles are different (producer & user communities)
- Is private or government bigger in geospatial? (We don't know.) Who is driving/following? Who is supply/demand?
- Private industry stepping in to provide services (government as consumer)
- Are operational needs being met?
- Public data supports private sector data
- The more government can do to organize geospatial data, the more we enable the private sector to succeed
- Technology being used to break down barriers to use/access data

TECHNOLOGY/SOCIAL MEDIA FACTORS

- Democratizing
- Technology as a driver of geospatial data
- Data discoverability
- Cloud and crowd storage innovation
- Trusted sources; cyber security
- Is government a supplier/aggregator or customer of data in the future?
- Legacy (technology/applications; skill sets)
- Creation of mass market/mass producer
- Backlash – concerns about aerial photography/UAVs (domestic)
- Lack of awareness of government role (standards, data, policies/procedures)
- Definitions: “authoritative data,” “precise geo-location data”
- Privacy vs. geospatial demands
- Lack of consumer education
- Big data & analytics
- Are we regulating who can collect what?
- Ubiquity vs. licensing & certification

STAKEHOLDER/CUSTOMER NEEDS

- Current & timely data that is useable real time
- Education for the next generation workforce
- Innovation in industry and technology
- Access to data and discoverability
- Science as a driver
- Role of standards in real-time data
- Policies that impact vibrant economy; strong, sustainable for geospatial
- Multi-sectional applications
- Ongoing obstacles that geospatial allows us to overcome
- Political acknowledgment of value of the industry
- Build communities
- Public/private partnerships
- Understanding the investment & value added to many industries & disciplines
- Understanding the federal government's role
- State stakeholders have changed
- Sustainability has bred efficiency

UNCERTAINTIES

- Undefined roles and responsibilities
- “Trusted” data – how to get there?
- Unclear vision – what is NSDI supposed to do?
- Role of value-added data to NSDI
- Funding commitment
- Ability to implement plan
- Coordination of sectors; capacity of each sector
- Sustaining relationships among data partners
- Sustain relationships without face-to-face meetings
- Agility – fast data; fast technology adaption
- Too much focus on technology and not enough on relationships
- Should we keep focus on geospatial or focus on information in general?