

**Framework Implementation Team Retreat
July 25, 2007
Pringle Hall, Salem, Oregon**

Attendees:

Darlene Gowen, ODOT
Cress Bates, Lane County
Diana Walker, ODA
Ed Arabas, DAS
Gail Ewart, GEO
Bob Harmon, OWRD
Jimmy Kagan, OSU

Sheri Schneider, USGS
Bill Clingman, Lane COG
Gillien Duvall, OEM
Cy Smith, GEO
Jon Bowers, ODFW
Chris Shirley, DLCD
Dennis Scofield, ODOT

**Facilitated Morning Session
Raw Notes**

Problem Statements

1. How will data be distributed in the future?
2. How will distribution mechanism be maintained in the future without funding?
3. Data sharing concerns/impediments:
 - a. Liability
 - b. Privacy
 - c. Cost recovery
4. How do we convince people to participate?
5. How do we develop users of Framework data?
6. Need to communicate at different levels for different participants.
7. Need to convey benefits of enterprise participation.
8. Need to generate public support for better data (public thinks its already done).
9. Need to generate executive sponsorship.
10. Need to define Framework data – who decides and how is it decided?
11. How can we solve collective problems and use public resources more wisely?
12. How are public priorities for problem-solving or resource expenditure decided?
13. Who sets the rules for Framework data and how are they set (cost implications).
14. How do we develop consistent funding?
15. How do we keep up with public expectations for more rapid communication and solutions (higher accuracy and quality of data, better integration of data).
16. How do we maintain a distributed data network?
17. How do we provide better citizen services?
18. How do we gain more participation?
19. How do we deal effectively with the fact that people will misuse data?

Data

1. What do we do with the Framework data?
2. Why are we doing the Framework project?
3. Understanding ‘why’ is a precondition for Framework success.
4. Data gets outdated.
5. Tight funding can motivate enterprise thinking.
6. Enterprise thinking is:
 - a. Thinking outside agency boxes
 - b. Thinking about your organization as part of a larger endeavor
 - c. Thinking of Framework as part of a local/state/national effort
 - i. Treating the Klamath Basin as a system in only one state lead to all sorts of water and species problems
 - ii. Emergencies and disasters often cross jurisdictional boundaries
7. Perhaps there’s a free market motivator that would result in Framework completion and maintenance.
8. The business case developed for navigatOR justifies the Framework initiative.
9. The status of Framework efforts needs to be tracked and reported regularly.

Solutions

1. Develop educational tools for a variety of purposes
 - a. Video
 - b. Diagrams
 - c. Framework database for status reporting
2. Develop consistent talking points for Legislators, Commissioners, others
 - a. Goals & objectives
 - b. Mission
 - c. Etc.
3. Develop consistent talking points for providers to encourage their participation
4. Develop examples of important uses of data
5. Organize the Framework effort – divide and conquer; prioritize – phases
6. Articulate hooks to encourage participation – ways to solve participants problems
7. Need combination of hooks and funding
8. Help participants see ways to work together to solve individual problems
 - a. Wiki to communicate about problems
 - b. Facilitate data cooperative opportunities
9. Establish Framework resources/staff in individual agencies/jurisdictions
 - a. Institutionalizing enterprise philosophy
10. Aim training at deepest levels of organizations to establish enterprise thinking
11. Identify services to be improved and quantify improvement from Framework use
12. Identify and develop ubiquitous services based on Framework – create addiction
13. Develop or promote education for students in K-12 and colleges
 - a. Encourage Dept of Education to incorporate GIS in school curricula
14. Follow the data development energy
15. Accelerate integration of data vertically where it exists

16. Formalize stewardship functionality
17. Establish agreed goals/standards to define 'completion' for each data set and geography
18. Engage users to ensure needs are met
19. Disallow lack of perfection as reason for not participating
20. Define vertical integration rules

Concerns

1. Lack of funding
2. Lack of quality assurance
3. Lack of resources
 - a. Staff
 - b. Equipment
 - c. Etc.
4. LOTS of work to do
 - a. Planning
 - b. Organizing
 - c. Governing
5. Some important participants don't see need to build statewide data sets
6. Most people are busy and don't have a strong motivation to participate
7. The public doesn't know where data comes from
8. There's an enormous variety of Framework data – difficult to get arms around
9. Consistent communication about Framework has been difficult to sustain
10. Big picture often gets lost in the details
11. Project-based approach can hinder enterprise thinking
12. Government executives don't believe Framework will save money
13. Some problems don't get solved by following the energy & money
 - a. Land use planning
 - b. Integration of data to find opportunities
14. What does 'done' mean in relation to Framework data sets?

Framework Focus for 07-09 biennium Notes of Afternoon Session

Question: What do we need to do on Framework during 07-09 biennium?

Context: navigatOR did not get funded this biennium. Soon the GIS community will begin a refresh of the GIS strategic plan. Framework is the largest component of the plan, so this discussion will feed into the update of our strategic plan. Our activities should position us to obtain funding for the next biennium.

Proof of Concept

Demonstrate key aspects of navigatOR in order to convince decision makers that it's valuable and necessary. The proof should include:

- Leveraging funds
- Solving real problems
- Quick assembly
- Access to data in a way not available now
- Value added data packages

Focus on meeting local needs

Provide tools to use data, especially Census data

Application focus:

Public safety/preparedness

- Upgrade address ranges to address points

Economic development

- Site suitability (may have pluses and minuses)

A major obstacle to the proof, and to Framework, is the inability to share some key data.

Goal: Solve data sharing issues. [FIT can help, but this issue will only be solved with many others involved.]

Communicating Result of Proof (Tracking/Showing Benefits)

Clearly articulate the capabilities and benefits (in dollars, if possible)

Demonstrate savings, service improvement, using existing personnel

Goal: Identify accounting mechanism

Stewardship

Think about vertical integration earlier in the data development process. If handled after two datasets are developed, e.g., roads and hydrography, there will need to be rules for how to resolve issues.

Goal: Complete guidance and test stewardship implementation on a few Framework elements. Candidates include hydrography, county boundaries, UGBs, state boundary.

Broaden Participation

Mostly the same people are contributing year after year. It takes time to build data and also do the organizational stuff, like this meeting.

Identify influential people and enlist their support:

Key constituencies

Business purposes

Governor's Core Teams

Association of City/County Managers

League of Oregon Cities

Association of Oregon Counties

Oregon Association of County Engineers & Surveyors

Special Districts Association

Chief Information Officer Council can provide pathways to business leaders in state government

Disseminate informative materials calibrated to the audience.

Goal: Significantly increase participation beyond state government.

Communications

How can we effectively keep people informed and gather input as participation increases?

These ideas might be included in the Communications Plan

- General audience newsletter
- Wallet card of talking points

The communications plan should include ways to build trust, define needs, and identify impediments.

Goal: Finalize Communications Plan and implement it.

Framework Development

Identify top 3 (or 5?) priorities

Update Framework database

Examine elements to make sure they belong in Framework

Goal: Show tangible progress & more focused effort

Miscellaneous notes: Training needs, staffing needs

Quote of the day: Share shareable data. (Ed Arabas)