

Year End Report 2007-2008

The 2007-2008 year brought CGIA many new opportunities to support GIS professionals and advocate at the state level for the efficient use of geospatial technologies. These opportunities were, as in years past, tied to CGIA's ongoing initiatives, and also to new efforts in education, community outreach, and legislative service. It has been my pleasure to work with the board on these activities.

2007-2008 Board Members:

Officers:

- Chair:** Kris Lynn-Patterson, Academic Coordinator for GIS, UC Davis-Kearny AG Center
Vice Chair: Mary Hurley
Secretary: Ruth Anne Harbison, City of Merced
Treasurer: Martha Rodgers
Executive Director: George White – Policy Innovation Works

Directors Representing:

Cities

- Dan Hildebrand – GIS Manager for the City of Escondido (2nd year)
- Ruthanne Harbison, GIS Coordinator, City of Merced (1st year)

County Government

- Mark Clark, Tulare County (2nd year)
- Jeff Orton, Kern County (1st year)

Regional Government

- Paul Hardwick, San Diego Association of Governments (2nd year)
- John Hui, Deputy CIO, Contra Costa County, (1st year)

State Government

- John Ellison, Resources Agency (2nd year)
- Oscar Jarquin, GIS Manager, California Department of Transportation (1st year)

Federal Government

- Dave Hansen, US Bureau of Reclamation (2nd year)
- Larry Vredenburg, GIS Coordinator Bureau of Land Management, Bakersfield Field Office (1st year)

Public Utilities

- Vacant as of October 1, 2007**
- Tom Haslebacher, Geologist & Hydrogeologist, Kern County Water Agency, Bakersfield (1st year)

Education

- Chris Lewis, California State University, Chico
- William Budke, Faculty Member, Geosciences and Agricultural Sciences, Ventura College (1st year)

Private Business

- Dennis Wuthrich, Farallon Geographics (2nd year)
- Martha Rodgers, CEO, GeomorphIS (1st year)

Professional Societies and Not-for-Profits

- Malcolm Adkins, Michael Baker Inc., BAAMA URISA Chapter President (2nd year)
- Vacant**

Budget:

Starting 2007: \$20,690.46

Starting 2008: \$ 9,449.93

Committees, Initiatives, Grants, and Activities

1. Committees:

Elections – Elections were held in June, 2008 using a new online system, and nine new board members were chosen. As there were two seats that needed to be filled for Professional Societies and Not-for-Profit, one for the 1st year and one for the vacated 2nd year seat, it was voted unanimously to approve Malcolm Adkins to fill that seat on the board.

- Cities – James Coates
- County Government – Laurie Kurilla
- Regional Government – Paul Hardwick
- State Government – John Ellison
- Federal Government – Drew Decker
- Public Utilities – Sonja Thiede
- Education – Binita Sinha
- Private Business – Scott Christman
- Prof. Societies & Not-for Profits – Dawn Robbins

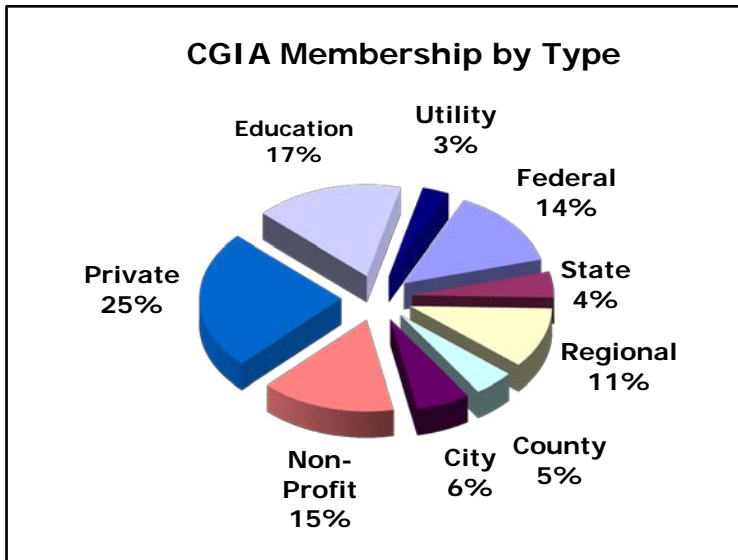
Awards – Awards were presented at CalGIS 2009 conference in Modesto, CA.

The winners were:

- Chairman’s Award – Carol Ostergren, USGA and Michael Byrne, Dept. Public Health
- Exemplary Systems Award – IT/GIS Team - California Department of Public Health
- Education Award – Maggi Kelly, U.C Berkeley
- Outstanding Internet Presentation – Mike Behen, City of Palmdale
- Advancement of Collaboration Award – Robert Yoha, Ca Department of Conservation

Congratulations to our winners!!

Membership and Outreach: 65 paid members



2. **Initiatives:** There were 7 initiatives this year. *I would recommend that this is probably too many to effectively make notable progress.* As the year went forward, the work done by committees did combine some initiatives...**

1. ***Regular Communication to Geospatial Community***

- CGIA NewsFlash is now reaching almost 700 people.
- The website content continues to be current and relevant to GIS issues around the state. Most importantly, the CGIA website is the source for information about two grants that were administered by CGIA this year. The important results of the work embodied in these grants can be located at: <http://www.cgia.org/strategic-gisplanning.htm> and <http://www.cgia.org/imagery-project.htm>
- CGIA participated as organizers, presenters, and a Bronze Sponsor at the CalGIS conference in Modesto, April, 2008. Each day, CGIA made a contribution, from the open board meeting on Tuesday before the conference, to moderating sessions during the conference, to presenting the 2008 CGIA Awards on the last day. These activities raised the visibility of CGIA to the greater community. A Social Hour was held during the event. It was co-hosted by BAAMA and was a great opportunity for GIS professionals to meet and mingle, for fun and for work. CGIA thanks BAAMA for coordinating with us on this event.

Recommendations: Though the CGIA website is a wealth of information, a strong recommendation is made, which reflects last year's recommendation from the Chair, to refurbish the site. It is always recommended to review content and refresh web pages, and this has not been done concertedly, and certainly not completely, for several years. It is recommended that a committee be formed to do this.

**Initiatives 2 and 3 were effectively combined this last year.

2. ***Partner with CERES and California GIS Council to develop a geospatial data plan for California***
3. ***Support California GIS Council with administration of strategic planning and imagery for the nation business planning***

The efforts of the board targeted coordination with the GIS Council to forward initiatives 2 and 3, both of which support collaboration and the development of a geospatial data plan for California. CGIA, as the administrator of the two grants, worked with the Council and the contracting agents, Michael Baker Jr., Inc. for Strategic Plan II, to continue the work of the Phase 1 Strategic Planning Project by identifying, summarizing, and integrating regional perspectives into a Phase 2 GIS Strategic Plan - and Geospatial Consulting Services for California Imagery Business Plan and Best Practices Project to show the current state of imagery acquisition within regional collaboratives in California and provide case studies of selected collaboratives that can be used across the state to illustrate best practices.

In both grants, regional meetings gave the GIS community the opportunity to be heard on the issues and to have input reflected in the final report. Members of CGIA's board regularly attended these meetings. George White, functioning as the administrator of the grants for CGIA, attended all meetings and worked with both Michael Baker, Inc. and Geospatial Consulting Services on the finished reports which are posted on CGIA's website.

4. ***Sponsor state legislation and advocate the creation and hiring of California State Geographic Information Office (GIO)***

At the start of the year, the Chair asked John Ellison to lead a group to produce a “White Paper” describing the economic case for a GIO in California. Those working with him were Mike Byrne, and Carol Ostergren. One of the goals was to work on a “Legislative Day” where CGIA could meet with government officials and advocate for the use of GIS and the importance of California having a GIO. Due progress was made on the paper, but those plans were set aside when John Ellison asked CGIA to participate in an Executive event that he had been asked to produce for state agencies.

This event became the focus of those working on this initiative, and the entire board, as the event continued to be developed. Eventually, the plans solidified to the “More Than a Map” Executive Event that was held at the Hyatt in Sacramento, CA on June 19th, 2009. This was a very successful event, and CGIA was prominent as being “In Alliance” with the state’s CIO to produce the event. More than 200 people attended, and there were 22 booths showcasing public sector solutions using GIS.

CGIA sent out 150 letters to state legislators, and facilitated bringing two keynote speakers to California to speak at the meeting.

Recommendation: Continue to produce an event like this each year to outreach to legislators to encourage their support of GIS and to educate them about GIS. One opportunity for this would be to have a one day meeting before CalGIS in 2009.

**Initiatives 5 and 6 were effectively combined this year:

5. ***Plan, develop, and implement an education campaign in partnership with California’s URISA chapter and others to promote financial alternatives and sustainability approaches for GIS programs and activities***
6. ***Education Initiative***

Impressive work was done on the Education Initiative that was added this year to the board’s yearly commitments. It was hoped that this initiative would find a permanent place on the list of work that the board does. Chris Lewis, Bill Budke and ad hoc committee member Binita Sinha, worked diligently to build the Education Track for CGIA at the CalGIS conference. There were student presentations from several community colleges, a session on the GISCI Certificate, sessions on status of community college GIS programs, grant preparation, and “Sustainability of GIS Education Programs” panel discussion.

The results of the sustainability discussion were captured in Chris Lewis’ report that can be found on the CGIA website.

7. ***Develop and implement a marketing, business, development, and advocacy campaign to promote the benefits of CGIA membership and initiatives.***

This initiative is perhaps the most important one that the board works on each year. To continue the important work that CGIA does for California, membership dues must come in each year to fund outreach and activities. The topic of increasing membership is always on the agenda for each board meeting.

In November, at the 2007 NSGIC yearly conference, George White, Mary Hurley, Malcolm Adkins and Kris Lynn-Patterson met to discuss this initiative. ***This resulted in several action items: prepare better marketing materials and “take-aways” that can be distributed at meetings, and develop a clear***

mission statement. Kris Lynn-Patterson proposed a Board Retreat to focus on Marketing and Outreach to enhance membership, sustaining as well as individual, and this became an action item as well. The first annual Board Retreat was held in Sacramento in January 2007.

The meeting began with a “Situation Analysis” highlighting CGIA’s strengths, weaknesses, opportunities, and constraints. A list of these was made at the meeting to focus of these four important elements.

Strengths ranged from dedicated volunteers, continuity of the board, and its representation for state, local and federal applications, to CGIA’s strong, independent, non-profit status which allows the organization to administer grants.

Weaknesses ranged from confusion about the roles of the CA GIS Council and CGIA to size of the state to the low exposure that CGIA actually has to an unclear mission statement.

Opportunities ranged from the opportunity to champion GIS to the Executive and Legislative branches of the state and local government to obtaining grants to promoting GIS as a very strong collaborative tool particularly valuable in difficult economic times.

Constraints ranged from, again an unclear mission statement, to the need for more members to accomplish the outreach that of which CGIA is capable.

As a result of the internal assessment of CGIA by the Marketing Committee and the work done at the Board Retreat, a marketing flier and poster were designed for use at any and all functions that CGIA board members attend as a representative of CGIA, and a Vision Message:

“Join CGIA, the statewide association that engages regional and local groups, as the vital network of California’s leaders including executives, managers and geospatial groups who work together to influence government and industry policy initiatives for best practice use of GIS technology”.

These documents are available on Collaborative Tools for CGIA beginning in September, 2008. These marketing tools were used at the CalGIS booth and at the “More Than a Map” Executive Event in Sacramento, June 2008.

Recommendations: Continue to develop the marketing documents and the support of CalGIS. These documents can be revised and updated each year by the Marketing and Outreach Committee. Also, I recommend re-working the “Vision Statement” into more of a “Membership Drive Sound-Bite”, which is more compact.

3. Grants:

California GIS Strategic Plan Phase 2:

This CAP Grant was administered by CGIA during the 2007-08 year, its purpose to build upon the Phase 1 Plan that was conducted in 2006. Michael Baker Jr., Inc. was the consulting company that performed the work. George White, then Executive Manager of CGIA, worked very closely with Baker to conduct the work and provide the report which is on CGIA’s website. The scope of the work encompassed regional workshops, workshop reports, post-Workshop web forum activities to identify the current situation, requirements, organizational needs, and implementation of a California Spatial Data Infrastructure. Regional and local requirements were identified in workshops, organizational needs assessed and

implementation categories identified upon which recommendations were made. These Implementation Categories are: Governance, Data, Finance, and Marketing. The recommendations can be found in the report on CGIA's website.

California Imagery Business Plan and Best Practices: A Review of Regional Multi-Jurisdictional Collaborations:

This grant was administered by CGIA. George White worked closely with GeoSpatial Consulting Services and Westlake GIS, the two agencies who were awarded funding to acquire case studies from five collaboratives and present a series of recommendations on business planning and best practices. These recommendations will be useful for acquiring imagery for projects throughout the state. The findings of the report were a combination of online survey information and follow-up interviews with some fifteen agencies who have recently made purchases, or otherwise acquired imagery.

Key findings and conclusions can be found on the CGIA website.

Recommendation: All current board members should read these report as they have been forwarded to the California's CIO office for review. It is anticipated that further work will be done, and CGIA may once again be administrator of grant funds for this continuing effort.

4. Activities Mentioned in the Above Report:

Board Retreat

CalGIS

NSGIC

"More Than a Map" Executive Event

Recommendations: Each of these events promoted the work of CGIA and it is recommended that they remain as yearly activities. This will rely on MEMBERSHIP - so it is recommended that each board member participate on the Membership and Outreach Committee in that each member attend two local events and leave CGIA materials each year. As well, each member should try to bring one new member to CGIA.

Kris Lynn-Patterson
2007-08 Chair