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SPRING INTO GEOMATICS 2008

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## 1.0 DISCUSSION AND VOTING RESULTS

Participants were asked to consider the following GeoNova vision statement:

GeoNova represents Nova Scotia's commitment to the promotion of geography and the advancement and success of the geographic sciences. Our focus is creating, maintaining, and distributing geographic information to help you answer important questions for work, school and the community.  
We foster the sharing of resources to support decision making and to reduce duplication.

Participants were then asked to brainstorm and record their responses to the following questions:

As stakeholders of GeoNova, what can you do to help realize this vision over the next 3 years? What can the Government do to help realize this vision?

### 1.1 Transcription of Table Discussions

The following results are a verbatim transcription of each table group's discussion. A (?) mark indicates words or phrases that were difficult to read.

#### Table #1

- Better education for general public about products
- Keep data delivery simple, we don't want to restrict data to one group of people
- Better accessibility to the data source/information

#### Table #2

- Expand the level of data available
- Expedite data sharing
- Creation of a new relevant data using latest technology (hardware and software)
- Clear rules on what data is freely distributed
- Central and secure data warehouse

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**Table #3**

- ❑ Coordination of efforts to reduce duplication
- ❑ GeoNova needs to be an independent agency to represent all stakeholders
- ❑ Better advertisement of GeoNova services
- ❑ More focus on downloading data
- ❑ Improved viewers
- ❑ Publish documents, maps and projects on net. Why do the same project two times?

**Table #4**

- ❑ More pilot projects for GIS Test Case Scenarios
- ❑ Money allocated for summer student/internship for new GIS ideas/apps
- ❑ Better communication between various levels of Government
- ❑ For future generations, educate on importance of GIS
- ❑ Coordinate presentations to High School and Colleges for pilot projects with GIS
- ❑ Prepare scenario building exercise. Ask GIS what you want
- ❑ Have an advisor forum for GIS entrepreneurs, new business ventures with GIS
- ❑ Have a meta data central registry so many data(?) for same data sources
- ❑ Create standard registry for hydro/roads
- ❑ Create a GIS Consortium
- ❑ Work on data connection(?) between Governments

**Table #5**

- ❑ More talking between government departments. Better delineation of techniques and approaches
- ❑ Equipment and services need to be better utilized across Government Departments
- ❑ Consistent boundaries across departments. Who has the official version?
- ❑ More promotion and teaching techniques. Tools are great but without training or awareness it is not much help
- ❑ Central GIS services group to help develop programs where a department may not have expertise

**Table #6**

- ❑ More activities such as today to promote GeoNova to potential partners and data holders
- ❑ Due to lack of funding by Departments and Partners, GeoNova needs to be something like GeoConnections
- ❑ Share their resources (time and resources) with community
- ❑ As a contributor to GeoNova, we must promote it to help increase support of the program
- ❑ Leveraging resources
- ❑ Need a Geomatics/GeoNova champion (visible) partner with Google

**Table #7**

- ❑ Downloaded data does not come with GPS grid (should be included with data)
- ❑ Make orthophotos available for free
- ❑ Increase funding for Spatial Development and sell to Municipalities

**Table #8**

- ❑ Break down walls of cost resources and faster information sharing
- ❑ Explain better up front/description of various similar layers (example: roads)
- ❑ Promoting – call on experts to get groups (example schools) to provide initial exposure and information
- ❑ Offer volunteer initial training to service groups
- ❑ Need to teach geography teachers so schools can make GIS part of curriculum (example, in-services)
- ❑ Common formats – consistent and standard for easier imports. Scales projections
- ❑ General public doesn't know about GeoNova – need more PR
- ❑ Web-based GIS is hampered by bandwidth limits. Ortho photos (rectified) should be free to all!

**Table #9**

- ❑ What can we do: Communicate Geomatics needs and capabilities (create better pool to consult with)
- ❑ What can Government do: High level education program to general public as well as decision makers
- ❑ Acting as a hub/clearing house for gi
- ❑ Teasing people into participating
- ❑ 1 day events (like this versus 3 day bigger conference) to help engage the Geomatics community
- ❑ Market GeoNova as the 1 stop shop for geography information

**Table #10**

- ❑ Public awareness of application, linking with other organizations
- ❑ More interactivity with non GIS oriented groups like tourism and B & B, etc.
- ❑ More user-friendly interface and interactivity
- ❑ More advertising of GeoNova
- ❑ Organize web-site – technical section; public (fun and interactive)
- ❑ More Departments use same format
- ❑ More communication with each municipality or data formats (all data is same)

**Table #11**

- ❑ Government is more able to share information, information that private industry can share through the GeoNova portal
- ❑ Ensure that they are aware of new technologies available
- ❑ Ongoing communication of what the community wants to do/go

- Vendors can promote it and private industry encourages use of data that's more information (the better for all) that can be provided
- Government encourages metadata maintenance
- Government provides leadership to other Department Agendas that are not just fully versed in the ways that GIS might support their needs

**Table #12**

- Navigating the site – whenever visit GeoNova, Gratis, etc, overlap with data. One site maybe good enough, leads to constant hunt and has to be repeated every project; sometimes best is priced so have to go back to free sites
- Sometimes same data gets moved from one site to another; example: from Stats Can to DNR
- Duplication – different people want information, example: users versus providers. Different areas doing similar projects and reinventing the wheel. So many portals, everyone building their own and even if they get connected it becomes confusing
- Centralized office to get everything streamlined
- Communication between departments
- On the other hand, need to each do their own (not one department doing work for another)
- Projections are different – should be same (NAO83)
- Should be a national site with everything you need and you should be able to expect it to be there next time you need it
- Problems with maintaining projects (example, Federal Government shuts down problems, then 5 years later, starting from scratch)
- Problems with broken links from Federal Government
- Put everything in the Atlas

**Table #13**

- Central provincial level data library for all geospatial data
- Single purchase coordination for high resolution data
- Enhance data sharing capability and/or ensure licensing includes distribution rights for the province and share it!
- Governing body for the standardization of data formats
- Sharing of information

**Table #14**

- Promotion and more visibility
- Build more partnerships and cooperation
- Work closer with private sector to help promote Geomatics
- Share data – don't be ashamed of your data. Share everything
- Sell the idea that GeoNova will not be in control of the data – just distributing
- Sell the concept over and over
- More promotion of the information meetings to get the information out there
- Reduce duplication of effort – work with stakeholders
- More consultation on what is being done

- ❑ Dialogue with trust
- ❑ Make sure municipalities are involved with private sector
- ❑ Promote data to those who may want/need it but don't know about it
- ❑ Commitment to maintaining the data
- ❑ Explore the benefits of Geomatics – share the benefits

#### **Table #15**

- ❑ Closer communication with GeoNova
- ❑ Communication with users
- ❑ Better understanding of GeoNova products
- ❑ Investigate other technologies to share – geospatial data
- ❑ Email updates to users and stakeholders (newsletter)
- ❑ More one day conferences (outside the Halifax region)
- ❑ User forum on Web
- ❑ Publish GeoNova's roadmap (plans for upcoming years)
- ❑ Beta testers

#### **Table #16**

- ❑ Provide data to GeoNova
- ❑ Educate myself as to what Data GeoNova already has
- ❑ Help update the information they have
- ❑ Make licensing and pricing more available – private, municipal, federal and provincial
- ❑ Make data more open
- ❑ Training sessions on how to download/use data on GeoNova's site
- ❑ Promote Geomatics field – go into schools, private sector, etc.
- ❑ Project share – use GeoNova as a hub
- ❑ Do things on our own: volunteer in schools, community groups, etc. to promote/teach Geomatics
- ❑ We are not Google Earth
- ❑ Reporting errors we find in data provided on GeoNova

#### **Table #17**

- ❑ Share data
- ❑ Improve data quality and documentation of sources
- ❑ Collect with GIS in mind
- ❑ Make it very easy to find
- ❑ Promotion of GeoNova – be aware that data is out there and how to get it
- ❑ Foster good working relationships within different levels of government
- ❑ Gather information from engineering and survey companies

#### **Table #18**

- ❑ Systems stability needs to be handled better and performance on existing and new services
- ❑ Need more exposure as to what is out there
- ❑ Provide access to meta data and bibliography and other sources of data and web mapping services. Categorize by spatial content, etc. scale
- ❑ Qualify us to download availability. Ways to improve performance and efficiency for searching (See Geospatial 1 stop site)

- ❑ GeoNova needs to take more initiative within Government to bring divisions together
- ❑ There are too many distinct sites, need to bring together

**Table #19**

- ❑ Government should focus on outcomes, not outputs
- ❑ Provincial Government needs to raise the profile of Geomatics and find someone to champion the efforts of the silos of GIS
- ❑ Government needs to take a more customer centric focus: who are they and what do they want

**Table #20**

- ❑ Promote closer communication between industry and educational institutions, so grads from school have the necessary skills to work in industry
- ❑ Sharing property data between municipality and province. Maybe do through GeoNova, based on license agreements between municipalities and province. Use GeoNova as a portal/filter for agreements
- ❑ Private company – provide sample data to GeoNova from project work. Could be used as a promotional tool; example, company has detailed geospatial data for 10 gold courses, give data from 1 golf course to GeoNova

**Table #21**

- ❑ Put data into useable format
- ❑ Develop electronic databases with GIS and GeoNova in mind and improve
- ❑ Encourage all data holders to make data available
- ❑ If Government knew how everyone was using data it would improve things (regulators of information and collectors of data need to interact more)
- ❑ Have designated authority for data (example, ditches vs watercourses)
- ❑ Identify applications of data (what is it being used for)
- ❑ Make sure resources are available to work with data
- ❑ Establish baseline for GIS capabilities within government departments and make sure everyone is at that level
- ❑ Ensure published data is dated – current
- ❑ Prevent duplication of web servers – one portal

**Table #22**

- ❑ Data sharing – easy exchange of information, government and private industry
- ❑ More resources in government to acquire the data – many areas of government don't have much data, capture resources
- ❑ Better communication between departments and agencies
- ❑ Not just at conferences, but open opportunities to visit other offices to see what they are working on and the data they have or want
- ❑ GIS steering committee for DNR. Meet quarterly to see what each division/project is doing
- ❑ More communication between similar sectors (industry, etc) that are trying to work towards similar goals

**Table #23**

- ❑ Foster/improve collaboration between departments
- ❑ Managed access. Not a free-for-all internal users
- ❑ One stop shopping
- ❑ Making data available... after searching for it
- ❑ Decision support tools (build them)
- ❑ CITO – open vault. More access to outside
- ❑ Improved geographic infrastructure (network)
- ❑ Awareness at secondary school level. Put data out there

## 1.2 Transcription of Large Group Discussion and Voting Session

The following table captures results of the ideas offered by each table group to the large group. The **Votes** column represents the number of votes each idea received from members of the large group.

Responses	Votes
Add Pilot Projects GIS Test Case	2
More talk between Government Departments and better delineation of Programmes and techniques	4
Lobby for increased funding for Spatial Development	17
Make licensing and pricing of corporate provincial data more available to outside agencies	24
Government should focus on outcomes, not outputs	2
Better access to data (searching for efficient means of accessing data)	5
Promote closer communication between school and industry	2
Promotion of GeoNova – be aware that the data is there and promote how to get it	42
Make hi-speed access available to all (or at least have hi-speed kiosks in communities)	7
Increase sharing of data	23
Leverage more resources (for example, GenConnections)	5
Keep data delivery simple	4
Make GeoNova an independent agency	6
Create a central and secure data warehouse	4
Break down the walls of cost recovery and facilitate faster information sharing	7
Government is more able to share information, information that private industry can share through GeoNova portal	1
Keep data in same spot so it is there to find	2
Publish GeoNova Roadmap so all are aware of what is next	8
Ensure more resources in Government to acquire data – there is not enough data in some Departments	2
Establish a base-line for GIS capabilities in Government Departments and keep it at the same level	10
Enhance data sharing and licensing	2
Create a standard decision making tool for queries	0
Foster public awareness (like Google) so all will know GeoNova	7
Engage Geomatics community in 1-day versus 3-day events	21
Create a land survey data repository for all data	10
Have a standardized projection	1

Ensure consistent boundaries across Departments (Municipal versus community boundaries)	13
Get this information out to schools (education, engagement with experts in the curriculum and school programming)	28
Create better links and access to data source	3
Create a GIS advisory board	8
Raise the profile of GeoMatics (Bring the silos back together)	6
Create a website for more tourism promotion	1
GeoNova to encourage others to provide maintenance around metadata information	12
Give communities the idea of ongoing projects through mapping and GeoNova can act as a Host (examples of such projects are Tick mapping or Mercury mapping)	12

### 1.3 Rank-Order Results of Brainstormed Ideas

1. Promotion of GeoNova – be aware that the data is there and be aware of how to get it.
2. Getting education message out
3. Make licensing and pricing of corporate, provincial data more available to outside agencies
4. Increase sharing of data
5. **ENGAGE GEOMATICS COMMUNITY WITH 1-DAY VERSUS 3-DAY EVENTS**

## 2.0 ANALYSIS OF TOP FIVE IDEAS

### Idea #1: Promotion of GeoNova – be aware that the data is there and be aware of how to get it

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Email government employees – cost efficient, time efficient</li> <li>❑ Create new applications</li> <li>❑ New users</li> <li>❑ Workgroup with information sessions</li> <li>❑ More links from internal department sites</li> <li>❑ Link to education resources sites</li> </ul>	<ul style="list-style-type: none"> <li>❑ Might make some people angry</li> <li>❑ Might prevent people from creating new data sets</li> <li>❑ Could make data transfer slow</li> <li>❑ Make government more liable for data it publishes and maintains thus reducing commitment to GeoNova idea</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Search engine for data set and organization</li> <li>❑ Users are still unaware of all data produced by the different government departments. Would be good to compile list</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Generate more users</li> <li>❑ More buy-in</li> <li>❑ Cost and time efficiency</li> <li>❑ Helps prevent duplication</li> <li>❑ Encourages more data availability</li> </ul>	<ul style="list-style-type: none"> <li>❑ Expensive advertising</li> <li>❑ GeoNova gets credit for data provided by others</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Targeted advertising: email, letter mail, trade shows, conferences</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Everyone knows Google</li> </ul>	<ul style="list-style-type: none"> <li>❑</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Someone at cabinet level should champion the promotion of GeoNova and the collaboration of departments. There is one tax payer</li> <li>❑ Able to piggyback on Google popularity</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Everybody knows where the data is. Can do their job better and more efficiently</li> <li>❑ Better access to different data sets</li> </ul>	<ul style="list-style-type: none"> <li>❑ More effort on staff side to put this together</li> <li>❑ Complexity of design</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Need more resources at the Secretariat</li> <li>❑ Need more promotional information within government and access departments</li> <li>❑ Easier interface/channeling to data</li> <li>❑ Need more than just talking, need to show applications to give ideas to others</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Foster industry growth through data use – value-added product development</li> <li>❑ Encourage development of metadata</li> </ul>	<ul style="list-style-type: none"> <li>❑ If cannot for free, might undercut private industry who are charging for data</li> <li>❑ People might think they get what they pay for and question the quality</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Look at other constituencies – is there a model that could be used? Don't reinvent the wheel</li> <li>❑ Change attitude towards data – make it more accessible – add links from other government departments</li> <li>❑ Make sure the quality of the data does not suffer – use standardized formats</li> <li>❑ Hire someone to review the website format for usability – an HCI expert – to make sure the data is easy to access and doesn't require crib notes or intimate knowledge to work with the data</li> <li>❑ Include a data viewer for people to preview the data (Google?)</li> </ul>

## Idea #2: Getting education message out

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Great geo-knowledge base in province</li> </ul>	<ul style="list-style-type: none"> <li>❑ Exporting personnel at later years</li> <li>❑ Frustration working with school boards</li> <li>❑ New programs = cut programs</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Forums like this pass knowledge to curriculum planning</li> <li>❑ GIS day</li> <li>❑ ESRI practice</li> <li>❑ Surveying/drafting/experience with practical uses</li> <li>❑ Cooperation department of education and other industries</li> <li>❑ Share data</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Start of Junior level so they have this knowledge to choose a career when they begin high school (because of the new high school system)</li> <li>❑ Promote geomatics with more scholarships in this area of study</li> <li>❑ Give kids a head-start on career choices in this field</li> </ul>	<ul style="list-style-type: none"> <li>❑ No support from cabinet (in DNR, for example, they used to go into schools and this was scrapped)</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Take the kids on a class trip to a Centre or Planning Office</li> <li>❑ Bring teachers in for Geomatic sessions for them to bring the information to the kids</li> <li>❑ Create a Geomatics roadshow to the schools</li> <li>❑ Tell the kids what types of jobs are out there with Geomatics (Carto (?), Planning, program development, RS, GIS, etc, survey)</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ More students wanting to go into geomatics</li> <li>❑ Evolution of industry</li> <li>❑ Basic citizen knowledge</li> <li>❑ New clients, products, delivery systems</li> <li>❑ Geomatics encompasses history, math, science, English, etc</li> <li>❑ More people to be trained to fill upcoming positions</li> <li>❑ Service oriented workforce to negate effects of industrial sector job losses</li> </ul>	<ul style="list-style-type: none"> <li>❑ Time taken away from current job to promote</li> <li>❑ Be aware of possible market flooding. New primarily COGS training... could be many schools in the future if over promoted</li> <li>❑ Education department may not see importance</li> <li>❑ Inconsistencies amongst guest speakers</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Promote GIS day</li> <li>❑ Inservices to geography teachers</li> <li>❑ Volunteer on your own time</li> <li>❑ Geomatics in a crate – promotion package for people to follow when they go into schools</li> <li>❑ GANS initiative to create geomatics in a crate “promotion” package</li> <li>❑ Find out what your employer’s commitment is to community development</li> <li>❑ Invite classes/students into workplace for tours, job shadowing, etc.</li> <li>❑ Participate in texploration and other programs that already exist</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Increased awareness of GIS</li> <li>❑ More trained professionals</li> <li>❑ Educate parents</li> <li>❑ Useful tool for projects</li> <li>❑ Encourage teachers to use GeoNova</li> </ul>	<ul style="list-style-type: none"> <li>❑ Lower cost recovery for programming</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Contracting of data needs to be very specific in order for mass use (copyright issues)</li> </ul>

<b>Advantages</b>	<b>Barriers of this Idea</b>
<ul style="list-style-type: none"> <li>❑ Geomatics – literate – makes students aware of surroundings/world</li> <li>❑ Awareness of industry grows the industry</li> <li>❑ Provides better-educated employees for industry</li> <li>❑ Influences curriculum</li> </ul>	<ul style="list-style-type: none"> <li>❑ Finding the right people to do the promotion</li> <li>❑ Money to promote</li> <li>❑ Make sure broadscope promotion – not just single company promotion</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ GeoNova coordinate efforts with Department of Education</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Provides a grounding for future education opportunities</li> <li>❑ Opens a different perspective to geography but to a computer savvy generation</li> <li>❑ Informed decisions</li> </ul>	<ul style="list-style-type: none"> <li>❑ None</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Facilitate government/academic/private teams to target schools, school boards, teacher’s groups (geography, sciences (neutral/social) on a regular basis at the junior and high school level</li> <li>❑ Demos to PTA’s and parent groups. In-service training sessions</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ increase curriculum in school</li> <li>❑ employment opportunity for GIS professionals</li> <li>❑ increase knowledge of geography for students</li> </ul>	<ul style="list-style-type: none"> <li>❑</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ GeoNova and Department of Education are both government organizations</li> <li>❑ Schools have GIS programs and have been given software</li> <li>❑ Informs of good jobs available in field</li> </ul>	<ul style="list-style-type: none"> <li>❑ Curriculum tends to be fixed in pre-university credits</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Need to get into Junior High level</li> <li>❑ Posters - GeoNova</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Future users</li> <li>❑ Spatially aware of their environment when they step out of school into adulthood</li> <li>❑ Promote a central repository idea</li> </ul>	<ul style="list-style-type: none"> <li>❑ \$ of implementation and support</li> <li>❑ \$ for infrastructure (computers and software)</li> <li>❑ Lack of training in technology</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑</li> </ul>

### Idea #3: Make licensing and pricing of corporate, provincial data more available to outside agencies

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Promotes various uses of data</li> <li>❑ Competitive pricing</li> </ul>	<ul style="list-style-type: none"> <li>❑ Lower cost recovery for programming</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Contracting of data needs to be very specific in order for mass use (copyright issues)</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Avoid duplication</li> <li>❑ Data can be used by all</li> <li>❑ Error checking will increase</li> <li>❑ Licensing = disclaimer</li> <li>❑ Value added to the economy</li> <li>❑ Licensing = some control</li> <li>❑ Better decisions come from better data</li> <li>❑ Web availability</li> </ul>	<ul style="list-style-type: none"> <li>❑ Some may not want to pay, duplicate instead</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Free is better way to achieve benefits</li> <li>❑ Create a standardized license template for private corporations to download and use</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Allows easy and widespread use of data</li> <li>❑ Ensure that all data for a particular project is available regardless of what agency it's from</li> <li>❑ Allows users to get data anonymously</li> <li>❑ Allows for comparison of data, i.e. from StatsCan and boundaries</li> <li>❑ Great education</li> <li>❑ Private sector companies can then build data</li> </ul>	<ul style="list-style-type: none"> <li>❑ Government doesn't make any money</li> <li>❑ Reduces amount of money available to acquire/create new data sets (in some instances)</li> <li>❑ Will no revenue lead to stagnation – of data generation?</li> <li>❑ Not everyone can be/should be grouped into same pot – each case should be dealt with on an individual base</li> </ul>

<b>Tips</b>	
<ul style="list-style-type: none"> <li>❑ DNR: already makes data freely available and licensing allows disseminating the data</li> <li>❑ Province should allocate more money to hire contractors from the private sector to do new data (to promote a healthy private sector)</li> <li>❑ If fees are charged, should go into a fund designed to circulate back to development of GIS data</li> <li>❑ Moderate fees for some data may be in order</li> <li>❑ Applications to have free data for certain groups/private companies acting on behalf of certain groups where there is public interest involved</li> </ul>	

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Save money for the administrator of the data by making the licensing process more simple</li> <li>❑ If “corporate” datasets were available in one location (i.e. GeoNova) for download; both provincial and NGO’s could easily access</li> </ul>	<ul style="list-style-type: none"> <li>❑ Would increase costs/resources for the data administrator to provide updates, answer questions to users</li> <li>❑ This could be minimized by things like an FAQ webpage</li> </ul>

<b>Tips</b>	
<ul style="list-style-type: none"> <li>❑ Make available transparent online, easy and simple to download data and agree to a license agreement online</li> </ul>	

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Fosters better use and more of it</li> <li>❑ Aggregation of certain types of data before distribution</li> <li>❑ More data and value products will come out of more use</li> </ul>	<ul style="list-style-type: none"> <li>❑ Revenue loss for maintenance</li> <li>❑ Balance with privacy rights</li> <li>❑ If you don’t, you are stunting growth and “value-added” aspect... against GeoNova concept</li> </ul>

<b>Tips</b>	
<ul style="list-style-type: none"> <li>❑</li> </ul>	

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## Idea #4: Increase sharing of data

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Cost saving</li> </ul>	<ul style="list-style-type: none"> <li>❑ Privacy</li> <li>❑ Competition small versus big</li> <li>❑ Dangerous in wrong hands</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Grading information to be accessible</li> <li>❑ Control access by purpose or interest</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Centralize hub of information</li> <li>❑ One version that is continually updated and is the official dataset which other agencies can use</li> </ul>	<ul style="list-style-type: none"> <li>❑ Not going to get corporate data</li> <li>❑ Don't see Aliant, Canada Post, NSP data</li> <li>❑ Many different projections used for data</li> <li>❑ Knowing what standards the data has been gathered, quality of data. Need to have metadata</li> <li>❑ FOIPOP issues</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ If there is one centralized location for data, there should be standards which everyone should abide by</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ More data to work with</li> <li>❑ Level playing field, consistent</li> <li>❑ Quality control and reliability standards</li> <li>❑ Lends to standard licensing across datasets (broad)</li> </ul>	<ul style="list-style-type: none"> <li>❑ Inconsistent versions now exist</li> <li>❑ Too many sources</li> <li>❑ There is no consistent QC and reliability standards</li> <li>❑ FOIPOP gets in the way</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Need a central data warehouse and data registry – one window data access</li> <li>❑ Develop government wide quality control advisory and auditing group (legislation may be required)</li> <li>❑ Define FOIPOP application in such a way as to only pay for that information that may be sensitive. Different levels paid service</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Improves public accountability</li> <li>❑ Improved accessibility</li> <li>❑ “Opens the playing field”</li> <li>❑ Good to know other projects that are ongoing</li> </ul>	<ul style="list-style-type: none"> <li>❑ No incentive to share data</li> <li>❑ Fear of misinterpretation of data</li> <li>❑ Can lead to changes in priorities <ul style="list-style-type: none"> <li>– “hijacked” by sharing data</li> </ul> </li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Separation of data from metadata</li> <li>❑ Improved viewers; better organization</li> <li>❑ Province-wide mapping inventory. “Spatial library” with search engines, author, title, year, location</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Reduce duplication</li> <li>❑ Cost savings to both government and private industry</li> <li>❑ Consistency of analysis</li> <li>❑ Not as many disparate data sources</li> <li>❑ Better standards</li> <li>❑ Increased usage</li> <li>❑ Increased accuracy</li> <li>❑ Increased capabilities</li> </ul>	<ul style="list-style-type: none"> <li>❑ Potential inaccuracies</li> <li>❑ Potential for improper use</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Proper metadata standards</li> <li>❑ Convince stakeholders and data custodians to see the benefits and set up data sharing agreements</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ More people have more data</li> <li>❑ The more “eyes” see the data the better it will get</li> <li>❑ A chance to view other examples and data models: how did they make their decisions, improve processes</li> <li>❑ Frees up tax dollars on time not spent on data licensing</li> <li>❑ Frees up personnel time</li> <li>❑ Improved service delivery</li> </ul>	<ul style="list-style-type: none"> <li>❑ No chance of cost recovery</li> <li>❑ Potential loss of income for those charging for data</li> <li>❑ Companies may fear that other people will make money off their data</li> </ul>

<b>Tips</b>
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| <ul style="list-style-type: none"><li>❑ Convince organizations that have data to share it!</li></ul> |
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## Idea #5: Engage Geomatics community with 1-day versus 3-day events

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ GIS for dummies (Joe Public)</li> <li>❑ Increase business potential for local businesses – BAA</li> <li>❑ Another GIS education resource</li> <li>❑ Better understanding of what people need in area</li> <li>❑ Could enhance importance of GIS</li> </ul>	<ul style="list-style-type: none"> <li>❑ Could confuse importance of GIS</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Decrease costs of travel</li> <li>❑ May get better turn-outs</li> </ul>	<ul style="list-style-type: none"> <li>❑ Information overload</li> <li>❑ Networking not as practical</li> <li>❑ Can't cover as many topics</li> </ul>

Tips
<ul style="list-style-type: none"> <li>❑ Try scheduling!</li> </ul>

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>❑ Less time away from work</li> <li>❑ Able to have more than one per year</li> <li>❑ Could be held in smaller venues as less overnight accommodations needed</li> <li>❑ Get different slants on information based on host location</li> <li>❑ Able to catch up if miss one of the events</li> </ul>	<ul style="list-style-type: none"> <li>❑ Makes a long day</li> <li>❑ No time to see displays</li> <li>❑ May be a lot of travel for a one-day event</li> </ul>

Tips

- ❑ Shorter days, less events scheduled
- ❑ Social time, mix up seating as per today
- ❑ Better notification (Fed's not aware)
- ❑ Poll corporate sponsors for funding of event in their area
- ❑ Offer breakout sessions to drill down on topics of interest. Especially hands-on as that makes more impact

Suggestion: custom query tool to allow different columns from various tables for a custom-data download

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ Less demands on budget and time away from office</li> <li>❑ Could be combined with other events</li> <li>❑ Could occur more often</li> <li>❑ More networking possibilities</li> <li>❑ Increase collaboration opportunities</li> <li>❑ Increase local participation</li> </ul>	<ul style="list-style-type: none"> <li>❑ May lack depth of 3-day conference</li> <li>❑ More expensive for some participants</li> <li>❑ Fewer regional participants</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Have several events per year in different locations around the Province</li> <li>❑ Better coordination between similar type events</li> <li>❑ Negotiate with local sponsors (e.g. NSGC) to help with logistics</li> <li>❑ Engage people to participate in a way that makes sense, no matter how small</li> <li>❑ Charge a small fee (\$50)</li> </ul>

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>❑ More focused</li> <li>❑ More economical for participants (easier to get time off, don't need to pay for accommodations)</li> <li>❑ Diversification of presenters</li> </ul>	<ul style="list-style-type: none"> <li>❑ Harder to charge same for registration for 1-day versus 3-day</li> </ul>

<b>Tips</b>
<ul style="list-style-type: none"> <li>❑ Central locations or stagger locations</li> <li>❑ Themed conferences</li> <li>❑ Shorter conferences, more often</li> </ul>

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