

Esri News

for Federal Government

Summer 2014

GIS—A Platform for Enhancing Policy and Civic Engagement

By Patrick Fiorenza, GovLoop with insights from Patricia Cummins, Esri

Elected officials face the constant challenge of describing complex and intricate policies to constituents. In turn, constituents want to know answers to important questions such as How is a policy going to affect our community? How is legislation helping to bring economic development to our district? Has funding been used wisely? For the myriad of policy decisions that legislators face on a daily basis, they rely on accurate and authoritative data to keep citizens informed.

In our quickly changing digital world, citizens are now demanding more from elected officials. They are conducting more business online with government, signing online petitions, e-mailing legislators, and leveraging social media as an advocacy tool. This digital ecosystem has created a new frontier of civic engagement. In an effort to remain relevant, Congress has quickly begun to adopt emerging technologies to meet its citizens in this digital space. Although many interactions take place online, a constant remains: nearly every government process is tied to location. This means that geographic information system (GIS) technology is uniquely positioned to transform the way Congress arrives at policy decisions and engages with citizens.

We've seen countless examples of how GIS has been leveraged by the executive branch. Now, it's our legislators' turn to capitalize on GIS technology.

To hear firsthand what is happening in Congress in regard to GIS three thought leaders have provided valuable insights on the power of GIS for Congress:

- Josh Johnson, Vice President, Washington Operations, Logistic Specialties, Inc.
- Tim Petty, Correspondence Director/Deputy Legislative Director for Senator James E. Risch
- Cathy Cahill, Legislative Fellow, Senate Committee on Energy and Natural Resources

Additionally, we highlight how Senator Risch (R-Idaho) has leveraged GIS to improve constituent services—but there are many more examples. Beyond Senator Risch's office, there are several areas of bright spots in which legislators have adopted GIS.

"Once we show Congress the power of GIS tools, they will immediately want to start leveraging GIS. This is one of those things that is on the cusp of taking off," said Cahill.

Additional examples include

- Senator Ron Wyden (D-Oregon): Showing the number of Medicare beneficiaries suffering from chronic disease as part of the Wyden-Isakson-Paulsen-Welch Better Care, Lower Cost Act of 2014.

Mapping for Congress

Members of the United States House of Representatives and Senate are using GIS to inform policy decisions that broadly impact Americans. They are taking data from many sources and using maps to understand complex issues, make their points to others, and make findings simple and engaging.

Visit esri.com/mappingforcongress to see more examples of how members of Congress are using GIS. You'll also find videos including Cathy Cahill, Legislative Fellow, Senate Committee for Energy and Natural Resources, discussing her experience with GIS on Capitol Hill.



↑ Cathy Cahill, Legislative Fellow, Senate Committee for Energy and Natural Resources, presenting at the Federal GIS Conference.

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Esri Pledges \$1 Billion in Cloud-Based STEM Software to White House ConnectED Initiative

With Support from Amazon Web Services, Esri Will Make Free ArcGIS Online Accounts Available to All Elementary and Secondary Schools in the United States

Responding to President Barack Obama's call to help strengthen science, technology, engineering, and mathematics (STEM) education through the ConnectED Initiative, Esri president Jack Dangermond recently announced that Esri will provide a grant to make its advanced mapping software, running on cloud infrastructure provided by Amazon Web Services (AWS), available for free to the more than 100,000 elementary, middle, and high schools in the United States.

ConnectED is a government education program developed to prepare K–12 students throughout the United States for digital learning opportunities and future employment. The initiative sets four goals to establish digital learning in all K–12 schools in the United States during the next few years. These goals are high-speed connectivity to the Internet; access to affordable mobile devices to facilitate digital learning anytime, anywhere; high-quality software that provides multiple learning opportunities for students; and relevant teacher training to support this effort.

Esri has offered a free ArcGIS Online account to all K–12 schools in the United States. AWS is upholding this initiative through a three-year commitment to provide cloud infrastructure to support Esri and every school using this product. Because each ArcGIS Online account is valued at more than \$10,000, the

potential value of the contribution to the president's ConnectED Initiative exceeds \$1 billion.

"We are proud to be part of the president's ConnectED Initiative," says Dangermond. "Geographic information system technology gives students powerful tools for understanding our planet and teaches them to become problem solvers. It is a perfect complement to STEM courses and many other classroom activities, while preparing students for further education and expanding career opportunities in fields that can help better manage our world, build better lives for more people, and design a better future."

Teresa Carlson, vice president, Worldwide Public Sector, Amazon Web

Services Inc., says, "The connection between STEM education and a twenty-first-century career path is undeniable, and early experience with technical skill development will help prepare our K–12 students for high-paying, rewarding careers later in life. Geographic information is part of how we view our world today—not just how to get from here to there but also in learning to perform analysis, communications, and planning functions. We are excited to support the president's ConnectED initiative and Esri's effort to bring information and technology into the lives of students by providing free cloud-based infrastructure to K–12 schools across the country to support the ArcGIS initiative."

Additional information regarding Esri's participation in the ConnectED Initiative is available at connected.esri.com.

To learn more about AWS participation in the ConnectED Initiative, visit <http://aws.amazon.com/connected>.



“Policy makers can connect and visualize quite quickly with just a few clicks of a button and can see impacts of their policy.”

Josh Johnson, Vice President,
Washington Operations, Logistic
Specialties, Inc.

- Congressman Mark Takano (D-CA-41): A comparison of Title I funding for schools with a high number of children from low-income households and the schools’ academic performance index scores in California’s 41st district.
- Senator Sherrod Brown (D-Ohio): Showing places where Ohioans can safely dispose of unwanted prescription drugs supports the senator’s efforts to combat prescription drug abuse.

These legislators are leading the way for GIS adoption in Congress and understand the role it can play to make sense of a deeply complex world. For legislators, GIS offers an opportunity to provide clarity from complexity and help government craft smarter policies.

GIS as an Integrative Platform

GIS adoption by Congress is still in its nascent stage, but the foundation for exponential growth has been set. For legislators, GIS comes at a time when society is creating more data than ever before. For many across government, GIS has become an integrative technology, providing the ability to leverage different data sources and technologies (cloud, big data, mobile) and provide increased awareness to events in real time. As Cahill observed, “GIS gives us an opportunity to visualize problems and potential solutions.”

In the past few years, the technology has quickly evolved and extended across

↓ The maps on Senator James E. Risch’s website provide critical information to citizens and inform policy decisions.

federal agencies. Today, GIS tools exist to quickly and easily create basic maps. Additionally, GIS users no longer have to be trained GIS professionals. Although trained professionals continue to play an important role, cloud computing and the development of easy-to-use web services have extended the base of GIS users.

“The simplicity of platforms has grown easier over the last few years, especially for nontechnicians to utilize,” said Johnson. “Policy makers can connect and visualize quite quickly with just a few clicks of a button and can see impacts of their policy.”

Ultimately, GIS provides the opportunity for better policy and drives improved outcomes for citizens. As Johnson noted, “Policy is more than just the end hard product—it’s how that end product was developed and how that end product can be continually updated.”

IDAHO MAP GALLERY



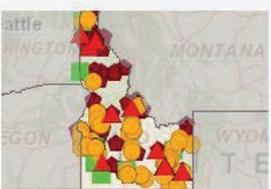
Idaho Brownfields Success ...



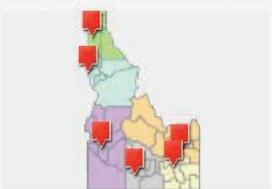
Idaho Active Wildfires



EPA Regions and Offices in I...



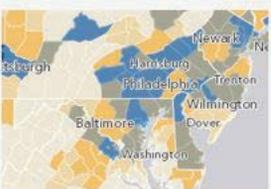
EPA Cleanup Sites - Idaho



Idaho DEQ Office Locations



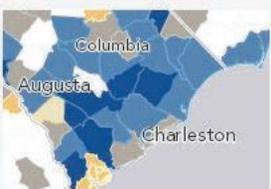
Senator Risch Office Locatio...



Air Pollution



Crime Index



Diabetes



Leadership Spotlight: Senator James Risch and the Public Map Gallery

One of the GIS leaders in Congress is Senator Risch (R-Idaho). Idaho, like many Western states, faces unique issues in regard to land management. Nearly 60 percent of the land in Idaho is federal land, providing a need for collaboration between state and federal authorities for land management strategies and the sharing of data.

Led by Petty, Senator Risch's office has shown the power of GIS to transform how the senator communicates with his citizens and makes improved policy decisions. Some of the maps his office has created include

1. Idaho Brownfields Success Stories: This map explores information on brownfield sites that are in the process of redevelopment or have been redeveloped.
2. Crime Index: This map allows you to compare the level of total crime in different areas of the United States.
3. Senator Risch Office Locations: This map details locations and contact information for Senator Risch's offices in Idaho and Washington, DC.
4. High School Graduation Rates: This map shows the four-year high school graduation rate in 2005–06 compared to the target rate.
5. NTIA in the Broadband Dark: This map represents the wireless broadband data availability of the National Telecommunications Information Administration (NTIA) State Broadband Data Development Program.
6. Population Density: This web map combines the population density in the United States in 2010 with a reference overlay.
7. Wildland Fire Potential: This map was developed to delineate and prioritize the wildland fire potential for the United States. The data is based on three primary subproducts: fuel potential, fire weather potential, and fire occurrence potential.

These maps are great examples of the power of GIS to inform and educate citizens and also show the senator's commitment to serving citizens in modern ways. "We are constituent driven, and what the constituents are wanting is what we respond to," said Petty.

Yet bringing GIS to the senator's office did not come without challenges. Petty noted the need for more personnel trained professionally in GIS who can champion GIS across the senate. Overall, however, Petty remains optimistic about the opportunity. "GIS is getting easier to use, and the technology keeps getting better and better," said Petty. "Resources will become better with improved collaboration."

Supporting a Digital Future

Like many different kinds of IT deployment, showing the business case and asserting the underlying value are essential to continued growth. To help bring GIS into legislative offices, staffers and professionals must continue to show the value of GIS.

"It's one of those cases that people want to make informed decisions, and if they have the appropriate information at their fingertips, they are going to use it. If they don't know it exists, then that decision could be made without that visible information," said Cahill.

Beyond showing the tools, legislators must feel comfortable about the technology. Ultimately, legislators should be able to use the tools to justify policy decisions and provide clarity to constituents. That's the power of GIS.

Cahill is optimistic that once legislators start to see the value of GIS, they will begin implementing it.

"I think they are going to adopt it as soon as they see its power. The real challenge is going to be the availability of the data, the web products, and the maps. Because they are not trained to do the sophisticated analysis a GIS professional would do, being able to pull in data very quickly and easily and knowing where the data is and what kind of data you can expect to find is the difficult part," said Cahill.

If you are looking to connect with your peers in Congress about GIS, Petty leads a working group that meets regularly for congressional staffers. "We have a GIS working group, which is getting people to understand and be interested in the technology. There is still a huge unknown factor—a lot of people don't understand GIS—and we need them to have an epiphany on how they can use the technology," said Petty. "As with anything, it's education and getting them to understand the resources available to them." This working group is one that GovLoop highly recommends you connect with to share best practices and lessons learned around GIS.

GIS is changing the game for our legislators. Now is the time to adopt the technology; it's moving fast, and today's world requires new tools to solve complex problems. —Adapted from GovLoop's Industry Perspective with written permission from GovLoop.

CREATING A STRONGER DEMOCRACY

CREATING NEW OUTREACH OPPORTUNITIES SENATOR BLUMENTHAL (D-CT)

Senator Blumenthal has been hard at work using GIS to improve outreach efforts. The Senator has used GIS to promote health initiatives, track where he has visited in the state and runs various campaigns to engage in new ways with citizens. Below are three examples of how he has used GIS:

- Connecticut Lyme Disease time-enabled map
- Blumenthal Connecticut State visits
- Connecticut Redsox/Yankees fan map



TRANSFORMING CITIZEN ENGAGEMENT SENATOR RISCH (R-ID)

Senator James Risch is using GIS to transform how he communicates with constituents. Senator Risch has created a map gallery to help visualize many important initiatives and programs in Idaho. He has also used these maps as a way to collaborate with state, local and federal agencies. Through his collaboration efforts, Senator Risch has been able to create compelling maps for his constituents on a variety of topics. These include:

- Constituent mail time map
- Active Idaho wildfire map
- Senator Risch office locations



HEALTH CARE BENEFIT TRACKING SENATOR WYDEN (D-OR)

Senator Ron Wyden developed a map to show the number of Medicare beneficiaries suffering from chronic disease as part of the Wyden-Isakson-Paulsen-Welch Better Care, Lower Cost Act of 2014. Wyden has used the map to promote his bill, which seeks to provide critical support for providers, focus on the unique needs of Medicare enrollees, end geographic disparities in integrated care, and pay for a Medicare program taxpayers and beneficiaries need.



INFORMING EDUCATIONAL POLICY CONGRESSMAN TAKANO (D-CA-41)

Congressman Takano created a map to take a look at how Title I (legislation designed to improve the academic achievement of the disadvantaged) funding levels relate to API (Academic Performance Index) scores among disadvantaged students in the 41st Congressional District of California. An additional map explores Access to Public Transit in the 41st District.



IMPROVING POLITICAL DISCOURSE SENATOR BROWN (D-OH)

Last year, the Ohio Medicaid program spent over \$918 million on prescription drug medications. To help promote a strategy to reduce waste, fraud and abuse, Senator Brown created a map of available sites where Ohioans can safely dispose unused and unwanted prescription drugs.



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GIS on Capitol Hill

Geographic Information Systems (GIS) has transformed the way government operates and engages with citizens. In this infographic, GovLoop has highlighted 10 GIS innovators from Capitol Hill, showing the power of GIS technology to transform and strengthen our democracy. GIS has the power to tell compelling stories and improve policy decisions. GIS also has radically changed the way legislators engage with citizens. Below we've highlighted 10 ways GIS is being leveraged on Capitol Hill.



ECONOMIC DEVELOPMENT SENATE WESTERN CAUCUS

The mission of the Western Caucus is to enhance, sustain, and preserve the West's dynamic and unique culture, and to find innovative solutions that address the distinctive concerns facing western and rural communities. The Caucus has developed various maps to support their mission including:

- Areas receiving Brownfields aid
- Public Map Gallery

IMPROVED FACILITIES MANAGEMENT ARCHITECT OF THE CAPITOL

The Architect of the Capitol (AOC) works to support the needs of nearly 30,000 occupants and millions of tourists who visit the campus annually; ensure the buildings and grounds meet modern standards for sustainability and accessibility; and preserve the historical legacy of the landmarks entrusted to the AOC's care. The AOC has used a facilities management GIS solution to meet their mission needs.

US SENATE SERGEANT AT ARMS TERRANCE W. GAINER

The Sergeant at Arms is responsible for the technology support of the US Senate. As the largest staff and budget of the Senate, they also work closely with Capitol Facilities, Operations Division, Customer Relations, Financial Operations, Human Resources, and Information Security. They are currently using GIS for Emergency Preparedness and Emergency Response by running an application using ArcGIS Server.

TELLING STORIES VISUALLY GEOGRAPHY AND MAP DIVISION

The Geography and Map Division (G&M) has custody of the largest and most comprehensive cartographic collection in the world with collections numbering over 5.5 million maps, 80,000 atlases, 6,000 reference works, over 500 globes and globe gores, 3,000 raised relief models, and a large number of cartographic materials in other formats, including over 38,000 CDs/DVDs.

CONGRESSIONAL RESEARCH SERVICE

The Congressional Research Service employs a team of GIS professionals who work to provide mapping services and geospatial analysis across many disciplines. Topics include, domestic, foreign, energy, natural resources, education, climate change, trade and defense. GIS was additionally used to provide a visual element to identify new insights from congressional reports and briefings.



Innovative Projects Featured at DC Meet Ups

Every few months, Esri hosts a Meet Up in Washington, DC, for people interested in mapping and GIS. It's a great way to learn about the latest technology trends and network with people in the area. The last event showcased how Fire Department City of New York (FDNY) used GIS to protect public safety during Super Bowl XLVIII.

To find out which trends we'll be talking about next, visit meetup.com/Esri-DC-Meet-Ups/.

Esri Health GIS Conference Comes to Colorado

Sweeping changes are at hand on the federal level with health and human services. Attend the 2014 Esri Health GIS Conference, to be held in Colorado Springs November 3–5, 2014, to get a comprehensive overview of big changes that are coming.

You'll learn about the latest trends related to the Affordable Care Act and location analytics, as well as best practices for opening health and human services data to the public. You will also see state-of-the-art GIS tools, network with peers across the health continuum, and gain perspective from industry leaders.



Visit esri.com/healthgis to learn more about the conference and register.

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Bouncing Back Faster with GIS

Esri Supports White House Climate Data Initiative

Earlier this year, the White House launched the Climate Data Initiative. Its goal is to encourage private and philanthropic organizations to use open government data to improve planning and create tools that help communities become resilient in the face of climate change. It's an effort to help communities get the information and tools they need to mitigate the impacts of climate change including sea level rise, droughts, and wildfires.

In support of the president's initiative, Esri has launched a comprehensive plan to help communities work smarter and more efficiently, thereby becoming more livable and resilient.

GIS Resources for the Greater Good

Esri is focusing its initial efforts on 12 large and small communities, including New Orleans, Louisiana; Wake County, North Carolina; and Tamarac, Florida, to develop practical methods and approaches based on GIS technology that address the most pressing needs of the communities. Esri will then publish a series of maps and apps developed in conjunction with these communities that will be shared openly. Communities around the world can use the solutions to make progress toward becoming more resilient.

Esri has also launched a climate-focused geocollaboration portal at resilience.maps.arcgis.com. It is a place where citizens and professionals can go online to discover, contribute, and share resources critical to confronting the impacts of climate change. This website will offer a starting point for open data and ideas. It will evolve over time and grow as more scientists, government entities, and the public use it.

"We felt it was important to establish this collaborative network of individuals and organizations who use GIS to come together to combat the impacts of climate change," said Esri president Jack

Dangermond. "As governments, businesses, innovators, and citizens work toward this common goal, both a knowledge base and real-world tools will be created that people around the globe can use to build more resilient communities."



↑ During the launch of the White House Climate Data Initiative, Esri president Jack Dangermond explained how Esri will support the effort. See the video at esri.com/climatesupport.

App Challenge

Both the local government focus group project and geocollaboration portal complement the Esri Climate Resilience App Challenge, which ended in July. The app challenge supported the White House Climate Data Initiative, as it inspired developers to focus their creative attention on making maps and analytical tools that help communities see, understand, and prepare for climate risks. It was open to everyone—independent developers and those in start-ups, governments, academia, and nongovernmental organizations (NGOs). The resultant apps are available at Esri's Resilient Communities website.

Beyond Climate Change

It's clear that governments need to enact plans to proactively tackle the impacts of climate change, but that is not the only source of disaster. Cities and counties need to be resilient in the face of failing infrastructure, threats to public safety,

Esri Partners in Building Resilient Communities

- The International City/County Management Association (ICMA)
- National Association of Counties (NACO)
- National League of Cities (NLC)
- Tumml
- American Public Works Association (APWA)
- American Planning Association (APA)
- Association of State Floodplain Managers (ASFPM)
- American Water Resources Association (AWRA)
- International Association of Fire Chiefs (IAFC)
- Local Government Commission (LGC)
- National Association of Development Organizations (NADO)
- National Alliance for Public Safety GIS Foundation (NAPSG Foundation)
- National Information Sharing Consortium (NISC)
- National Oceanic and Atmospheric Administration (NOAA)
- National Association of County and City Health Officials (NACCHO)
- Trust for Public Land (TPL)
- Public Technology Institute (PTI)

and economic hardships. Agencies like the National Oceanic and Atmospheric Administration (NOAA), the National Weather Service, and the Federal Emergency Management Agency (FEMA) are key partners in this effort. To further support government resilience, Esri has created dedicated resources including maps and apps.

For details, visit esri.com/resilientcommunities.

Esri Launches ArcGIS Open Data

Agencies Can Create Custom Websites to Easily Share Data

To support President Obama's vision of opening government data to the public, Esri has announced enhancements to ArcGIS Online that allow organizations to create custom, open data websites in minutes. These enhancements simplify making geospatial data accessible to the public.

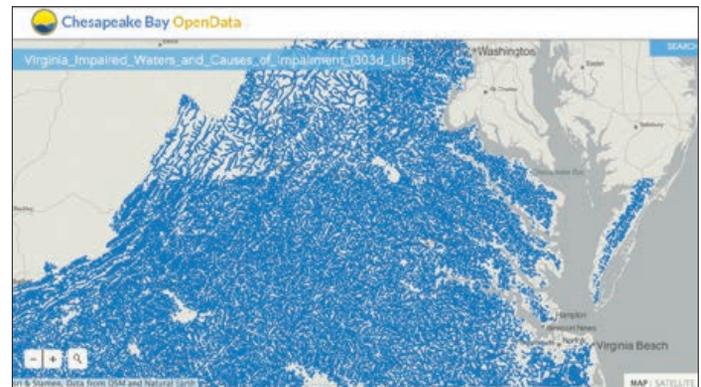
Agencies can serve their data through customized websites without disrupting current workflows. Data is maintained in ArcGIS and then published in ArcGIS Online as public items. Making geospatial data open to the public supports private sector innovation and helps citizens gather information to make better decisions.

When citizens select the data they want to see, they immediately get a live map preview on the same page and the authoritative source of the data and the date it was created. If they'd like, they can then download the data after filtering it to meet their needs. People can also subscribe to the datasets so they are notified when the data is updated.

"The new ArcGIS open data capabilities make it much easier for organizations to provide open data access to the public," said Andrew Turner, chief technology officer, Esri R&D Center, Washington, DC. "We are particularly excited about how this new technology supports the federal government's open data

initiatives. Open data published using ArcGIS is also a fantastic resource for entrepreneurs who need authoritative and reusable data to build innovative mobile and web applications."

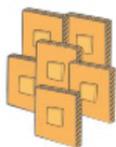
To learn more, visit opendata.arcgis.com.



↑ ArcGIS open data allows organizations to create customized sites to share their authoritative data with the public.

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750 hours/month*



Storage

Amazon S3
5 GB*



Database

DynamoDB
100 MB of
SSD-backed storage*



Learn more at <http://aws.amazon.com>

NOAA and Esri Agreement to Broaden Understanding of Environmental Change

NOAA's GIS Platform Will Increase Availability of Ocean and Weather Data and Apps

The National Oceanic and Atmospheric Administration (NOAA) recently signed an enterprise license agreement with Esri.

The agreement enables NOAA to continue building its GIS platform while maintaining data quality in bathymetry, climate and weather data, navigational charting, fisheries protection, natural resource management, marine planning, and other areas of its mission.

"NOAA now has the ability to increase access to Esri software and services that provide additional options for making NOAA data and applications available to all our constituencies and partners," says Tony LaVoi, NOAA geospatial information officer. "We're looking forward to the opportunities this presents to continue to grow our geospatial programs in NOAA."

All NOAA employees now gain unlimited access to select Esri desktop and server products, including the powerful ArcGIS for Desktop, ArcGIS Spatial Analyst and 3D Analyst extensions, and ArcGIS for Maritime. In addition, NOAA staff members gain unlimited access to Esri's Virtual Campus for online training, discounts on Esri technical support and classroom training, and

complimentary passes to the annual Esri User Conference and developer summits.

Another benefit of the agreement is a subscription to Esri's ArcGIS Online. This benefit allows NOAA to quickly create interactive maps and applications and share these with the rest of the organization and the public.

"The agreement provides a foundation for the development of an enterprise geospatial program for NOAA, which will likely result in increased efficiencies across the organization, enhanced access to NOAA data and services, and a streamlined acquisition process," states Joe Klimavicz, NOAA's chief information officer (CIO).

NOAA's mission is to understand and predict changes in the earth's environment, from the depths of the ocean to the surface of the sun, and to conserve and manage our coastal and marine resources.

For more information about enterprise license agreements, visit esri.com/ela.

We Value Our Partners

We would like to thank these partners for supporting important government initiatives this year including the 2014 Esri Federal GIS Conference and Esri User Conference:

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Six Start-Ups Every Agency Should Know

Esri is partnering with start-ups using GIS to create innovative applications that drive government forward. The companies include

- **Valarm**—Creating sensor solutions for rapid deployment of real-time, mobile sensor networks.
- **SmarterBetterCities**—Smart and easy 3D software—built on ArcGIS—to create and manage 3D cities and buildings.
- **StreetCred Software**—Helping police agencies find fugitives, get them out of the community, and bring their officers home safely every day.
- **FireWhat**—Mapping emergency incidents and creating technologies to track responders and assets in and out of the field.
- **Citizeninvestor**—A crowdfunding and civic engagement platform for local government projects.
- **Recovers**—Providing an easy-to-use website that reduces the workload of government agencies by empowering organizations and residents to prepare together, work efficiently, and recover faster.

Videos about the interesting work these companies are doing are available at esri.com/FederalInnovation.





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