Purpose

Set the direction for the GIS Section through the development and implementation of 5-year strategic goals.

“You’ve got to think about big things while you’re doing small things, so that all the small things go in the right direction.” —Alvin Toffler
Why?

• Massive changes in GIS technology over the past decade
• Increasing focus on data awareness, literacy & breaking down data silos
• Shifting paradigm to online GIS and self-service mapping
• Increasing GIS app utilization across the organization
Process Steps

• Analyze connections to other business units and partner agencies
• Conduct an internal strengths, weaknesses, opportunities, and threats (SWOT) analysis
• Conduct a feedback survey
• Develop Mission & Vision statements
• Define goals
• Document GIS change metrics
• Implement, operationalize → a plan to make it happen!
Timeline

July
Initiate Process
Kick off meetings, connections, SWOT analysis, feedback survey

August
Virtual Workshop
Mission & vision, goal setting, organization

September
Implementation
Develop implementation plans

October-December
Finalize
Review cycle, finalize plan, communicate
MISSION

In collaboration with our customers we collect, manage, integrate and disseminate geospatial data as the foundation for all location-based operations and decision-making. We transform geospatial data into information through innovative visualization and analytics to help CDOT provide the best multi-modal transportation system for Colorado.

VISION

We strive to integrate geospatial intelligence into all aspects of the organization to position CDOT as an innovative leader in location-aware transportation management.
GIS Section Goals

- They help us communicate with our internal customers, CDOT leadership and external partners about who we are and where we’re going
- Each unit should be able to see themselves and their role in every goal
- These goals will create a framework for individual unit goals and annual work planning
- They help us align along a common strategic direction and focus our work
GOAL 1: Develop geospatial data governance to ensure CDOT’s geospatial data is accurate, accessible and secure, and viewed and used appropriately.

GOAL 2: Formalize governance for online GIS systems and applications and develop a framework for governance in other GIS programmatic areas.

GOAL 3: Invest in our staff as our most valuable asset.

GOAL 4: Take effective steps to optimize our architecture and database designs.
**GOAL 5:** Focus on innovation and advancement in GIS through software diversification, data integration, analytics, and cutting edge technologies.

**GOAL 6:** Develop communication and educational protocols with our customers and partners and integrate effective communication strategies across all aspects of our products and services.

**GOAL 7:** Expand technical support and engage staff across the organization to better integrate GIS into their operations and decision-making workflows.
## Analysis of Common Use Patterns

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<thead>
<tr>
<th>Mapping &amp; Visualization</th>
<th>Data Collection &amp; Management</th>
<th>Field Mobility</th>
<th>Analytics</th>
<th>Constituent Engagement</th>
<th>Sharing &amp; Collaboration</th>
<th>Training &amp; Technical Support</th>
<th>Research &amp; Development</th>
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<tbody>
<tr>
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<td>![Database Icon]</td>
<td>![Phone Icon]</td>
<td>![Analytics Icon]</td>
<td>![People Icon]</td>
<td>![Share Icon]</td>
<td>![Teacher Icon]</td>
<td>![Gear Icon]</td>
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How do we achieve this?

• Annual objective prioritization
• Bi-annual progress review
• Integration with staff performance goals
• Integration into individual unit strategic and/or work planning
**CDOT Geospatial Strategy:** develop a geospatial strategy to define CDOT’s direction for GIS integration and support at the department level.

**CDOT Data Governance:** integration with the CDO and Enterprise Data Management Advisory Committee (EDMAC)
Acknowledgments

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Gary Aucott
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