

Statewide Digital Mapping Initiative Planning & Project Management



HDR
Alaska



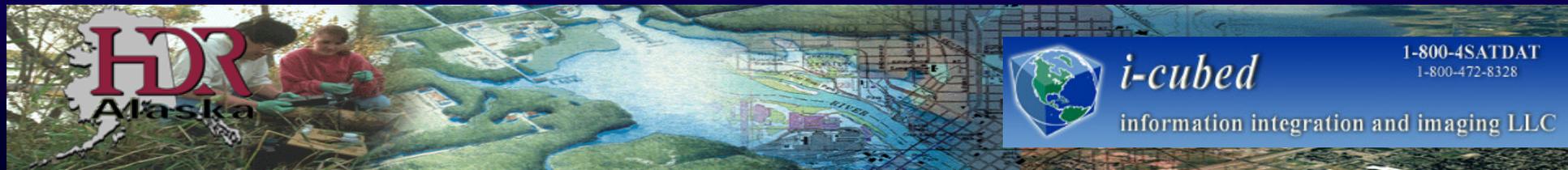
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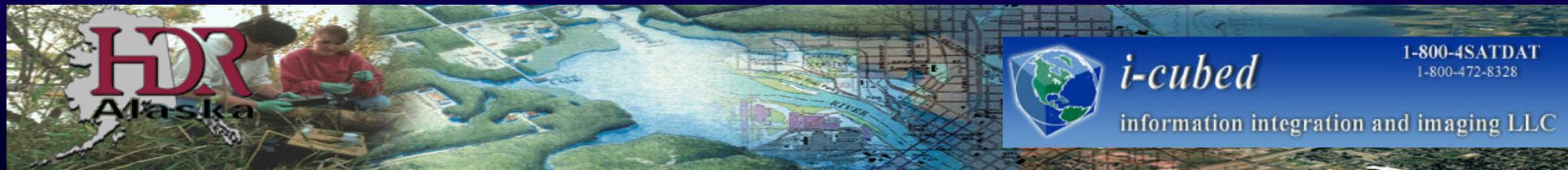
Overview

- Project to better understand uses and benefits (value) of mid-resolution imagery in Alaska
- ADNR-DMVA-UAF
 - LRIS
 - DMVA-Planning
 - UAF-Geographic Information Network of Alaska
- 2 year effort (2007-2009)



Study components

- Needs Assessment
 - User Survey
 - Benefit estimation
 - Case studies
- Control Analysis
- Data Acquisition & Load
- Governance and Plan



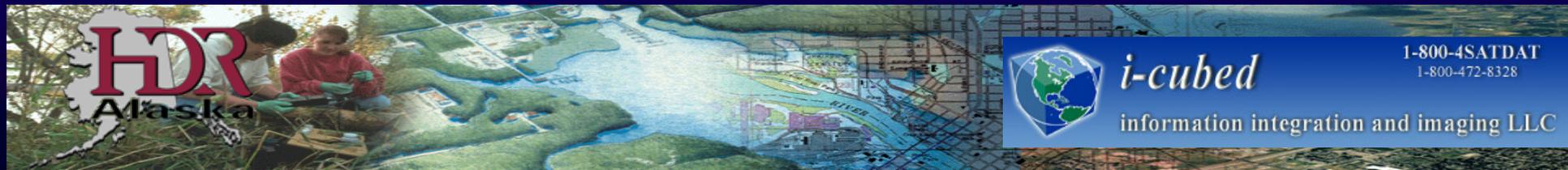
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User Survey

- Statewide
- Users: broad group of users (direct and end-users) to get a realistic picture of the Basemap user community (focus on decision-making applications – vs research uses)
- Applications – how is imagery and elevation data used in decision-making, what are the tangible benefits
- Quantification of Basemap benefits
- Focus on applications/users that have not been captured in previous surveys



Previous Surveys

- Framework Project – respondents mostly membership



Survey Objectives

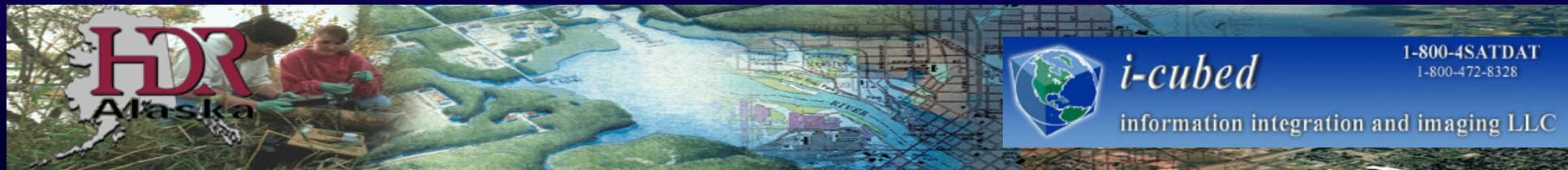
- Classification of users – better understanding of who is using it, where are they using it, how are they using it, for what purposes?
- How is Basemap used in decision-making (directly and indirectly)?
- Intensity of use (by group) – how often, how many scenes
- What sectors intensively use Basemap?
- New/emerging uses of imagery
- Purposes of Basemap (by group) – by category (decision-making, visualization); also survey specific uses.
- Perceived benefits of Basemap
- How important the imagery and elevation data to activities? Substitutes?
- Impediments to using Basemap and how can it be ‘made better’?
- How users foresee using mid-resolution Basemap in future
- What are the substitutes to Basemap data – how would users ‘get by’ without access to the Basemap data?
- What do they like, dislike about current Basemap data?
- What are their opinions about the availability of Basemap data and who supplies it?
- Willingness to pay for the Basemap – how responsive is use to different costs 6



Examples of Range of Users

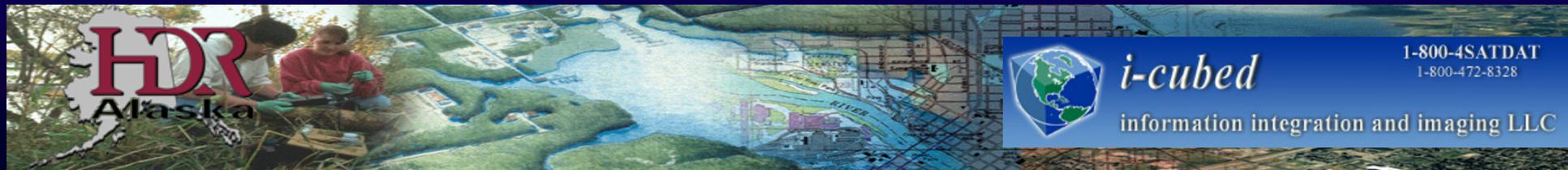
- Watershed groups (regional)
- State (DOT, DEC, Utilities)
- Mineral (oil/gas, hardrock) exploration
- Land-use development
- Environmental/natural resource management
- Planners (municipal, regional, private)
- Engineering
- Geospatial/remote sensing/GIS consultants
- Non-profits (examples: WWF, National Geographic, Gates Foundation, IDRC, TPL, Nature Conservancy)
- Forestry
- Planners (land use/urban)
- Commercial/industry (?)
- Other Unique Uses??

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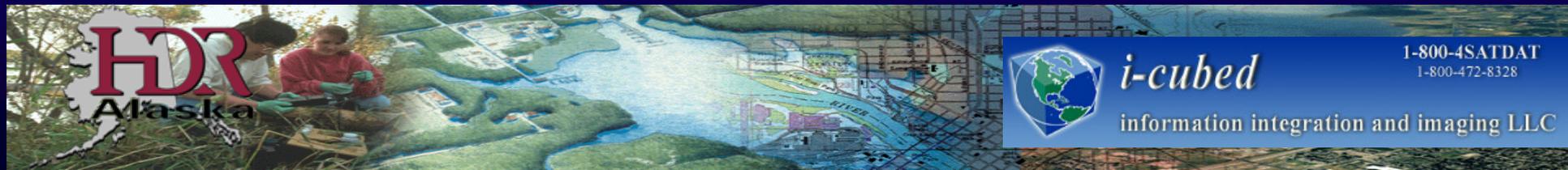
Focus Groups

- Post-survey, based on results
- Better understand certain segments of users
- Better quantification/documentation of uses

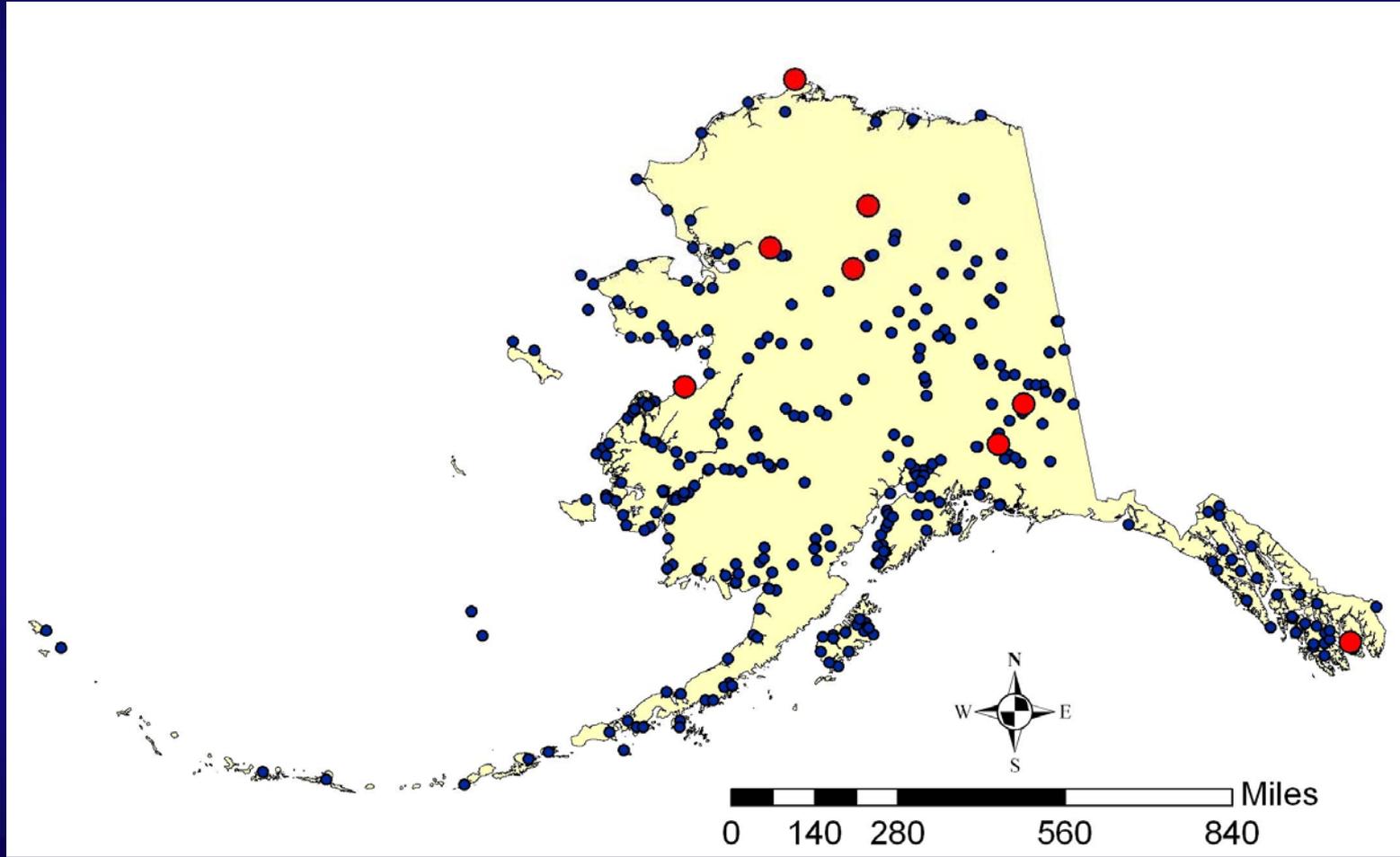


Case-studies

- In-depth case studies to demonstrate how mid-resolution Basemap data is being used or could be used in public and private applications – and the VALUE of Basemap data
 - The goal here is to move beyond coarse estimates of value-in-use and achieve a more rigorous sense of its worth.
 - Examples – transportation planning, resource exploration, forestry, land-use planning, commercial uses, municipal/regional uses



Some case examples



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Example: statewide roads mapping for ADOT



Barrow

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Example: statewide roads mapping for ADOT



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Example: statewide roads mapping for ADOT



Alatna

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Example: statewide roads mapping for ADOT



Alatna
With
Profile

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Example: statewide roads mapping for ADOT



Mentasta

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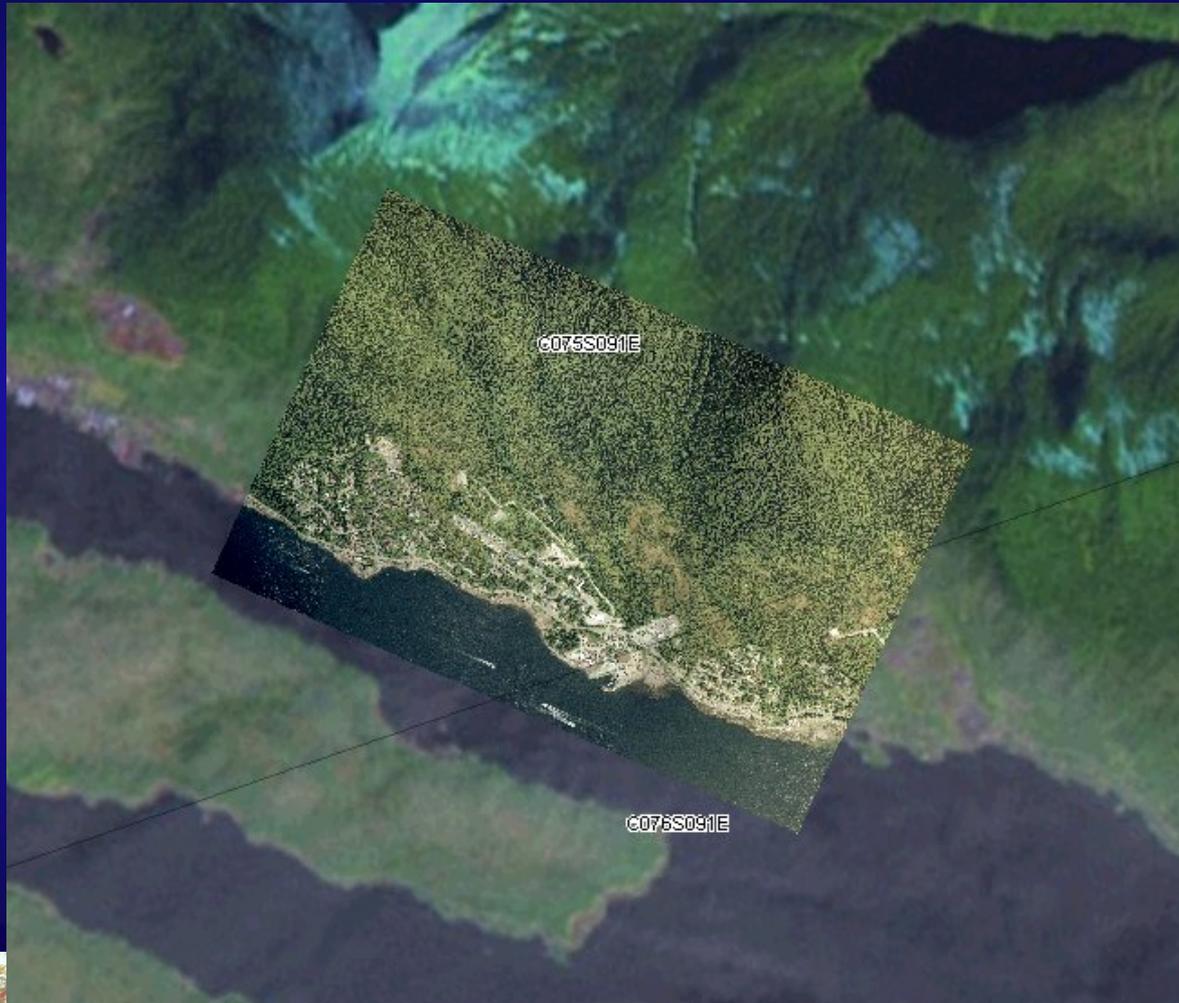
Example: statewide roads mapping for ADOT



Mentasta
With
Profile

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Example: statewide roads mapping for ADOT



Saxman
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Profile

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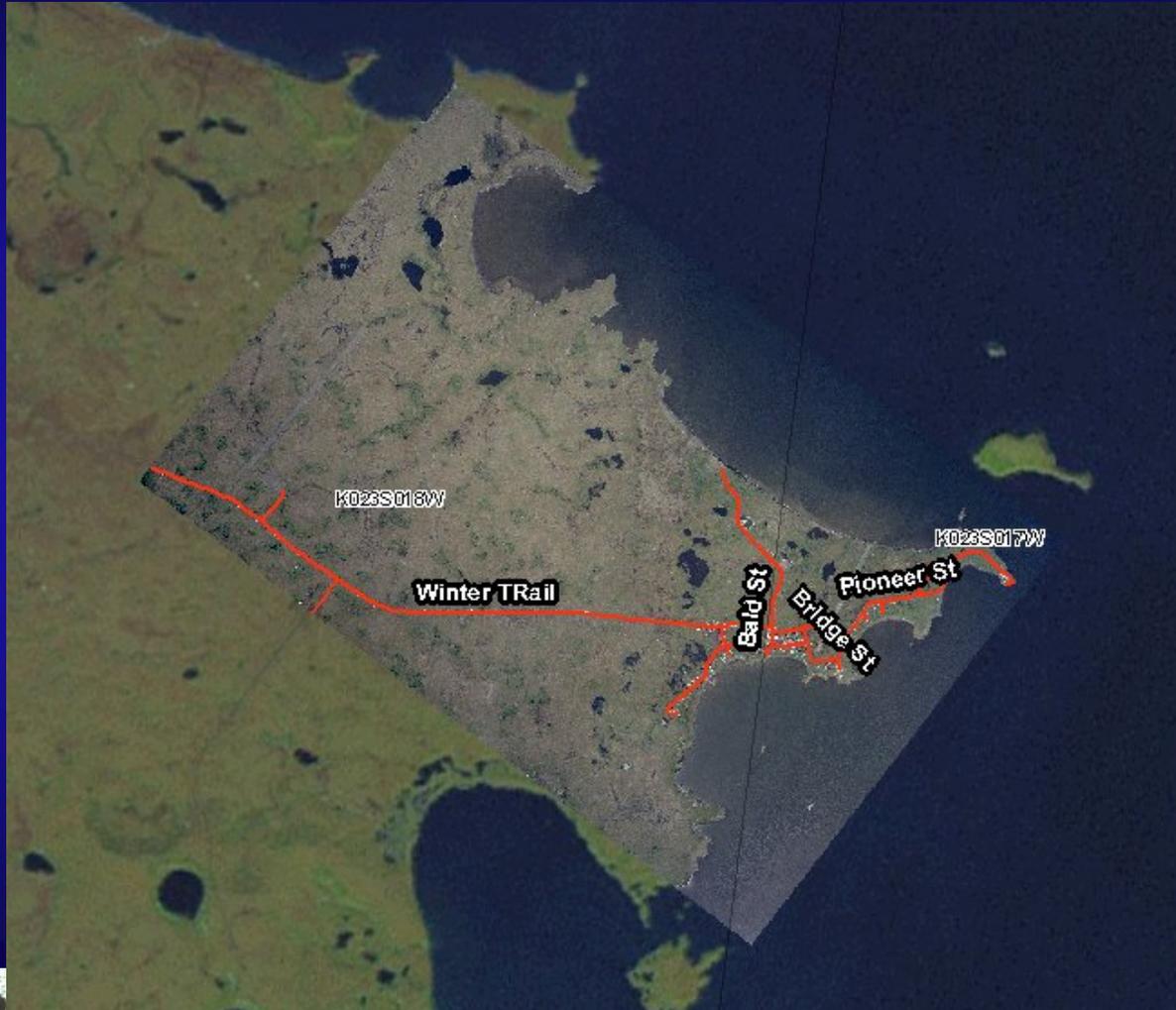


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Example: statewide roads mapping for ADOT



St.
Michael
With
Profile

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Example: statewide roads mapping for ADOT



Tazlina
With Profile

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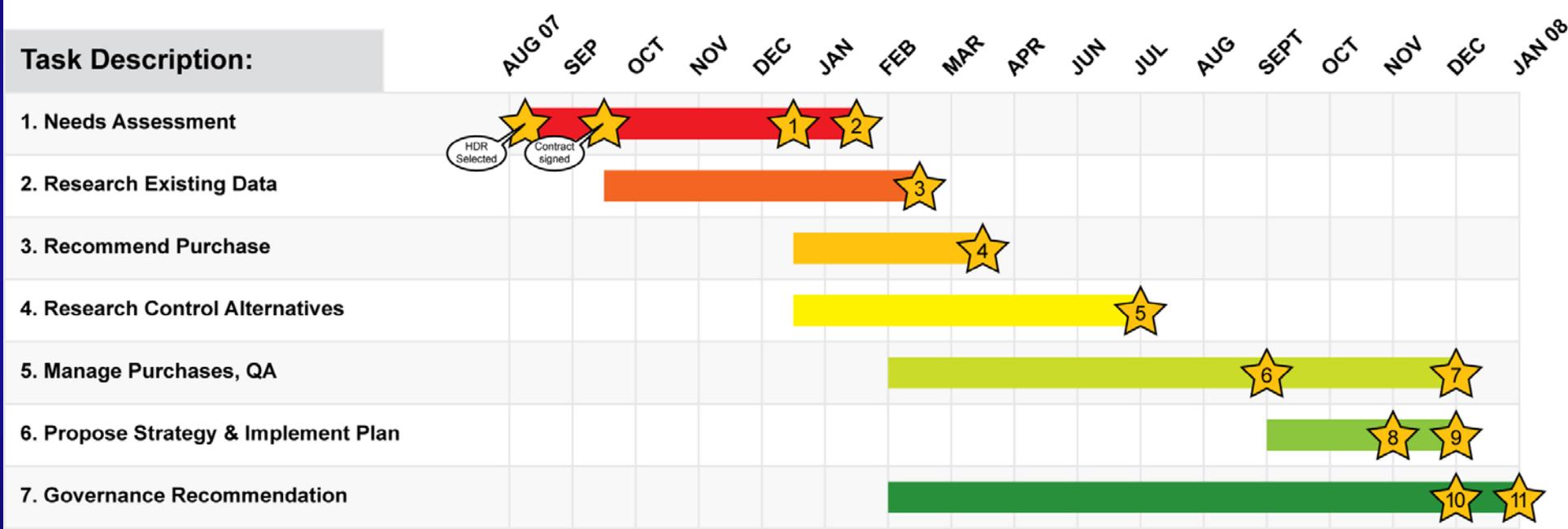
Challenges:

- **Tasks 1 & 2**
 - Identifying users – cast broad net, are we getting representation of all uses
 - Who is not using Basemap data and why not?
 - Teasing apart benefits of mid-resolution imagery from benefit of GIS software
 - User expertise – how do you quantify benefit to end user who is indirectly using Basemap data to make decisions
 - Survey design (language, knowledge of respondents – several versions?)
 - Capture users perceptions of future uses of mid-resolution imagery
 - Quantifying benefits/value
 - Capture what users would do without a basemap
- **Tasks 3 & 4**
 - Capture emerging uses of mid-resolution data (second generation) and control issues
- **Task 5:**
 - Data Load—developing a standard process usable statewide
 - A working Prototype meeting a broad spectrum of users
- **Task 6 & 7**
 - Planning
 - Marketing: reaching a broad spectrum (legislature, etc.)
 - Governance aspects



Timeline

Statewide Digital Mapping Initiative Plan Project Summary



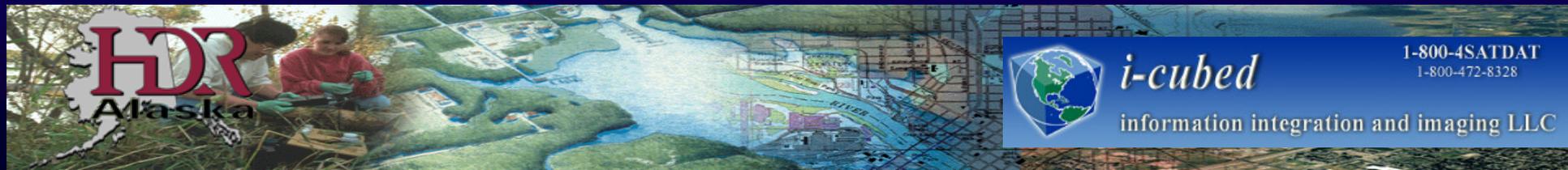
★ Key Deliverables See tasks 1-7



Project Status – October 2007

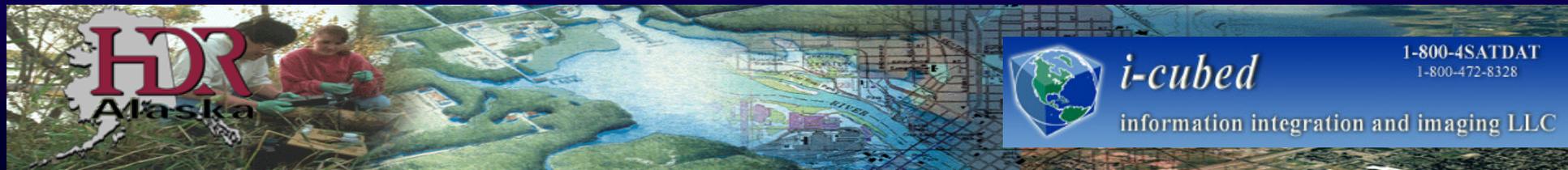
- Project Planning
- Report of past surveys
- Report on existing & emerging uses of Basemap data
- 1st phase of user identification in completion (early November 2007) – statewide
- User pool identified – November 2007
- Survey development will begin in November 2007
Review/testing December 2007
- Stakeholder meetings—January 2008
- Survey administration – Spring 2008

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Survey Data

- Realistic value of Basemap as public good
Who is using it, where, for what? By region, by user group, by use.
- What are future potential uses? Emerging uses



From USGS/AmericaView

- Provide contacts for development of user database
 - Clients
 - Extension/outreach
 - Partners
 - Examples of benefits
- Survey input / review / testing

