2017 Award Nomination

*Please email completed form to nygis77@gmail.com

Date: 9/7/17	**Category:** ☐ Lifetime Achievement ☐ Individual Contribution to the Profession ☐ GIS Champion ☐ You Tube Sensation ☐ UAV Innovation **X** Geospatial Applications Program (*skip to entry form below*)

Nominee (please include name, address, phone, and email)

Submitted by (please include name, address, phone, and email)

Sector: ☐ Local Government ☐ State Government ☐ Tribal Government ☐ Private (For Profit) ☐ Private (non-Profit) ☐ Academic	**Functional Area:** ☐ Transportation ☐ Urban Planning ☐ Emergency Response ☐ Environmental ☐ Infrastructure ☐ Other (please note) _____

Narrative Description of Contribution. (Attach separate file or pages as necessary. Please refer to the Narrative Guidance for additional information on the narrative description.)

2017 NYS Geospatial Applications Awards Competition Entry Form

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Please use the below template to submit your entry for the **2017 NYS Geospatial Applications Awards Competition**. By entering the competition, you grant permission for the NYSGIS Association to publish and publicize your entry. Click here to view the 2016 submissions.

Required Information

Sponsoring Organization: New York Department of State

Stakeholder/Participant List (by Organization):

Stakeholders

Local Governments of New York (County Town Cities & Villages)
State Agencies
Citizens of New York

Participant List

NYS DEC	NYS OpenData
NYSERDA	NYS DPS
NYS DOH	NYS DHSES
NYS DOT	NYS OPRHP
Governor's Office of Storm Recovery	Bureau of Ocean Energy Management
NOAA CSC	NOAA OCM
NOAA NCCOS	NOAA OER
NOAA NMFS	MarineCadastre
Mid-Atlantic Ocean Data Portal	Northeast Ocean Data Portal
Erie County Planning Dept.	The Nature Conservancy
South Shore Estuary Reserve of Long Island	
Bi-State Coastal & Marine Spatial Planning Work Group	

Title: New York Office of Planning & Development Geographic Information Gateway (Gateway)

Abstract:

The Geographic Information Gateway (Gateway) is an open access website that allows the public to search, view, download, ingest and print out geographic information related to New York State and its regions. The Gateway supports planning and development activities of local governments and state agency partners. A suite of innovative tools allow a diverse audience including citizens, local governments, state and federal agencies, non-governmental organizations, and academia to explore geographic information. The site also includes interactive "stories" that users can follow to understand and explore how the Office uses geospatial information in its planning and development activities.

Statement of the Problem:
Meet and exceed the requirement of ECL Article14, The Ocean and Great Lakes Ecosystem Conservation Act, Section 14-0111, #4 "create an ocean and coastal resources atlas to make information available to the public and decision-makers;". Since this Act established the State's policy to incorporate Ecosystem-Based Management (EBM) into its decision-making process and EBM considers the human environment an integral part ecosystems, all geospatial information used in planning and development decisions was considered eligible for inclusion. So the problem distilled down to providing open and easy access to geospatial data, real-time information, interactive tools, and expert knowledge relevant to New York planning and development activities to empower the public and decision-makers.

Response to the Problem:
The NY DOS Office of Planning and Development Geographic Information Gateway (Gateway), was released to the public on September 29th, 2015. The Gateway is a user-friendly online web mapping application that not only provides access to over 600 datasets of geospatial information visually (mapper), physically (download functions) and virtually (map services) but also tells relevant, compelling stories that will help users understand how OPD uses geospatial information in its planning and development activities. The Gateway operates under the rules of adaptive management resulting in continual improvement and expansion: Links to documents related to geospatial data were incorporated into the mapviewer i.e. State Regional Economic Development Council (REDC) boundaries were added as a layer and users clicking on the regions could select form the initial REDC report and status reports to access the documents; new geocoding capabilities using the NYS GIS Program Office geocoder service were added; partnership with NYS DEC resulted in providing easy access to tidal wetland maps, this resulted in linkages to the New York State GIS Clearinghouse; new "Focus Areas" were added for Waterfront Revitalization, Great Lakes (with concurrent addition of Great Lakes resources to the Latest Conditions page), and the South Shore Estuary of Long Island; established a presence in social media; the homepage was updated November 2016, about a year after its initial launch, to a scrolling style making it more accessible through mobile devices, a "hamburger" menu was developed for this as well; a new "story" to map/map to "story' function was developed that allowed users reading a "story" to open the dataset in a new tab with the mapviewer and vice versa, a user viewing a layer in the mapviewer noticing a "book" icon in the legend could go to where that dataset was being used in a story; over 200 datasets have been added since it's public launch, and; a survey was conducted on how people who recreate in New York use social media for the purposes of developing a crowdsource application for collecting information recreation in New York (topic of an accepted abstract for a presentation @ GeoCon 17)

Results:
The Gateway has been a growing success. To the date of this submission, there have been nearly 24,000 unique visitors, over half of those have been from New York State, with a heavy preponderance of those visits coming from local governments around the State. It is currently averaging over 33 visitors a day and over 1000 visits a month. Monthly use has been trending steadily upward since October of last year with visitorship exceeding 1000 (with a high of 1529 last month) every month of 2017. Average actions /month have gone from 10.3 in April 2016 to nearly 13 for every month since April of this year, with over 300,000 actions carried out since its launch. Users are spending an average of over 5 minutes /visit up over a minute since April of 2016, and bounce rate has steadily decreased from a high of 25% in May 2016 to its current long-term monthly average level of 15% (the bounce rate for the past year has been hovering between 5% - 12% each month). The Gateway has been visited by 89 countries outside the US, representing <u>45%</u> of the countries in the world today, at least one country from each continent (except Antarctica), we've had a visit from all 50 states and two US territories, Guam & Puerto Rico. We have evidence of the large foreign energy sector companies using the Gateway to help them decide whether to bid in offshore leases for offshore wind development.

Return on Investment/Cost-Benefit Analysis. Do your best to use the ROI benefit and cost formulas found at **GISCalc**. Your project can then be used to strengthen GISCalc metrics:

I took a look at the GISCalc application, but I couldn't figure out how to apply it to this application. I do however keep what I believe are a measures of Return on Investment (ROI) for the people of New York since the Gateway is funded by Environmental Protection Fund (EPF).

To date NYS DOS Office of Planning and Development has spent just under $600K on development operation and maintenance of the Gateway, including development, maintenance, and hosting of the Gateway on the Amazon Cloud. Estimates below are how much it costs New York to provide access to users of the Gateway. These figures go down every day (even after we get a new invoice for development it only takes about a week of use to return on the cost reduction trend).

Return on Investment:
Cost/user - $25.06
There are a number of ways to assess this metric, below are three different ways to get at effectiveness of tax dollars spent on the Gateway. Cost of site has gone down, effectiveness/efficiency continues to go up with usership, as more clicks or actions have been made over time.

> Method 1 – Page views - this is total number of page views that users have made since the Gateway was made public. Metric is cost of Gateway development divided by total number of page views, resulting dollar value is cost to us per page view by users.
>> - Total page views – 121957
>> - Cost of $4.88/pageview.

> Method 2 - Cost/user minute – this is average visit time a user spends on the site, calculated from when the Gateway was made public. Metric is cost of Gateway development divided by (average visit time x total visits)
>> - Total minutes of use – 123609 minutes
>> - Total hours spent using the Gateway - 2060 hours
>> - Cost of $4.82/minute

> Method 3 – Cost per action – this uses average actions made per site visit since the Gateway was made public. Actions include page views, downloads, outlinks and internal site searches. Metric is cost of Gateway development divided by (average actions per visit x total visits).
>> - Total actions – 301892
>> - Cost of $1.97/action

~~Key Participants~~ Gateway Team: (Name, Organization, Title)
Jeff Herter DOS OPD, Deputy Director, Division of Community Resilience and Regional Programs
Alex Kuttesch NOAA Office of Coastal Management, Coastal Management Fellow
Liz Podowski DOS OPD, Policy Analyst Ocean & Great Lakes Program
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URL (if applicable): http://opdgig.dos.ny.gov/#/home

Contact Information:

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Deadline & Submission Information

The deadline for entries is Friday, September 8th, 2017. Please email this completed template to the NYSGISA Awards Committee at nygis77@gmail.com, with **"GIS Applications: [Name of Submitting Organization]"** in the message Subject line.

Thank you for your submission and Good Luck!