

Earth Observation strategies that deliver tangible results

Insights from Auckland, New Zealand

Dr. Dragos Bratanu
Geospatial Data Lead
Auckland Council





The Strategy is *the How*

**Five key ideas to enable you
to deliver tangible results.**



HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS



1. It's not about you, it's about them.



2. Deliver the best solution within your means



3. Deliver the most user-friendly visual product





4. Management of delivery is critical, but strategy must be flexible

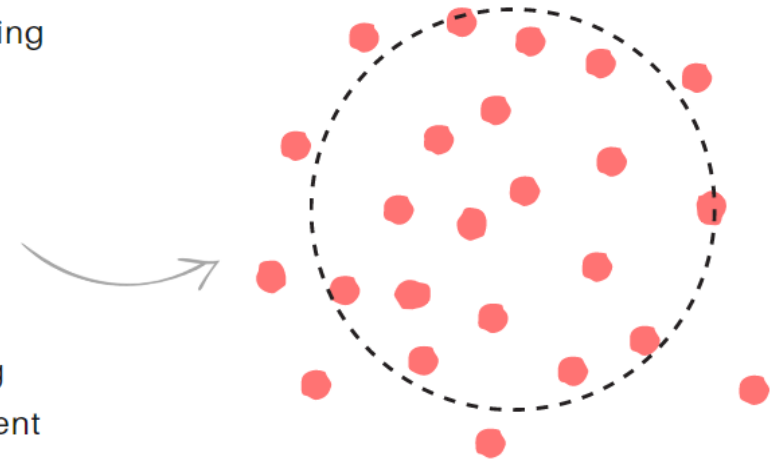
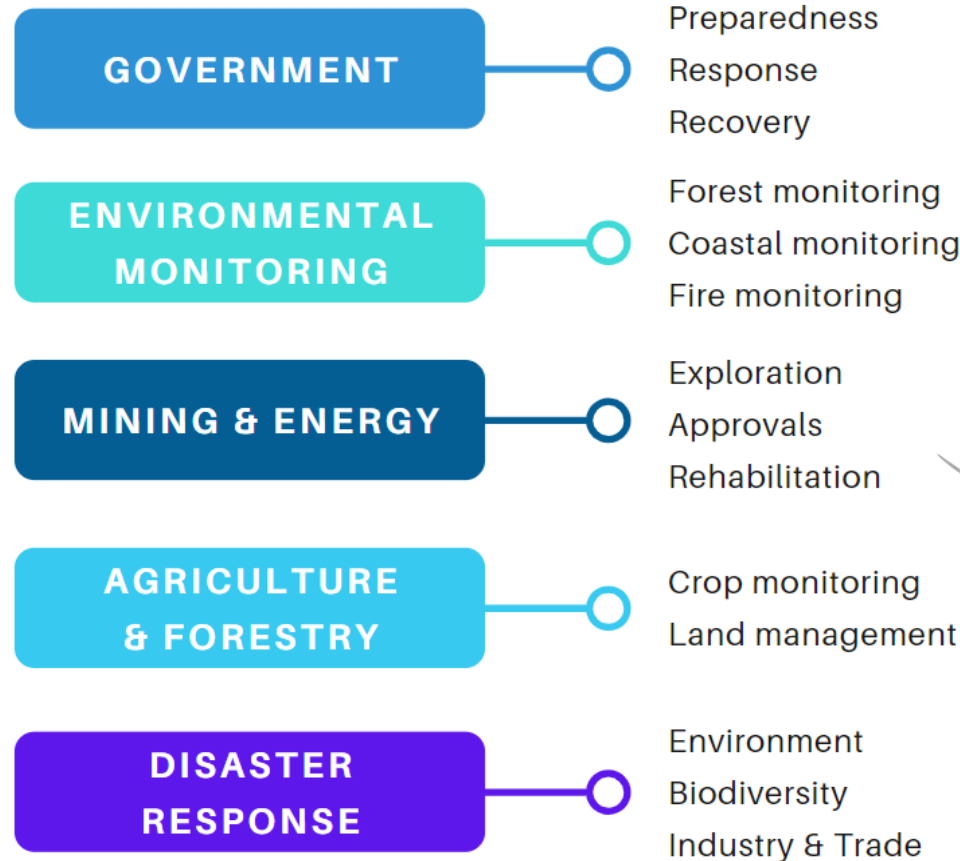


5. Doing comes before knowledge

HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS

1. It's not about you, it's about them.

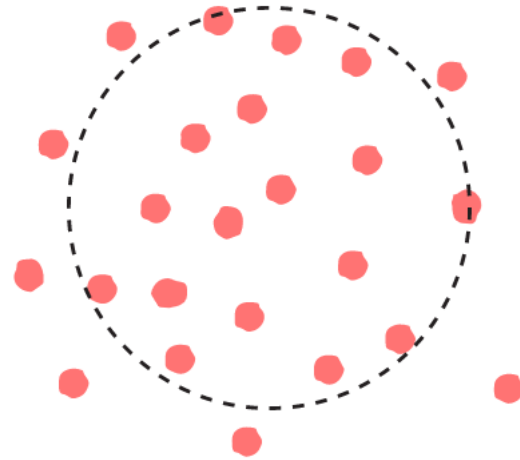


Map the EO **user needs & requirements**. Discover the main commonalities across all EO users.

HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS



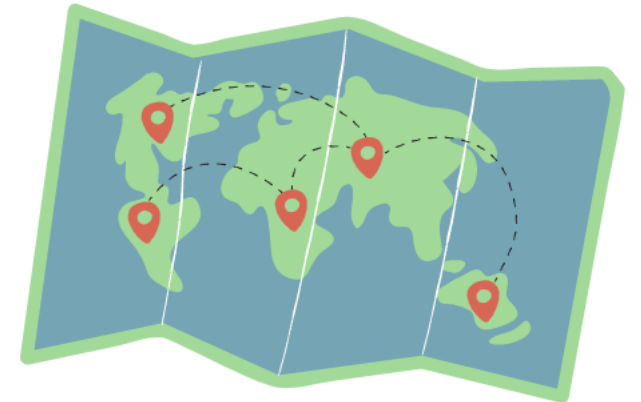
2. Deliver the best solution within your means

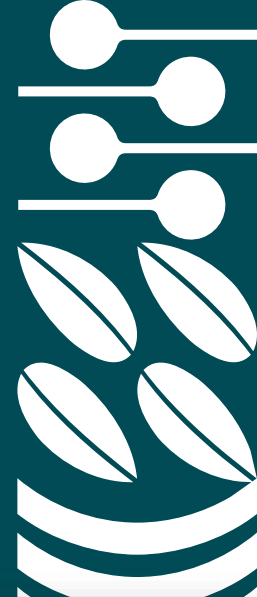
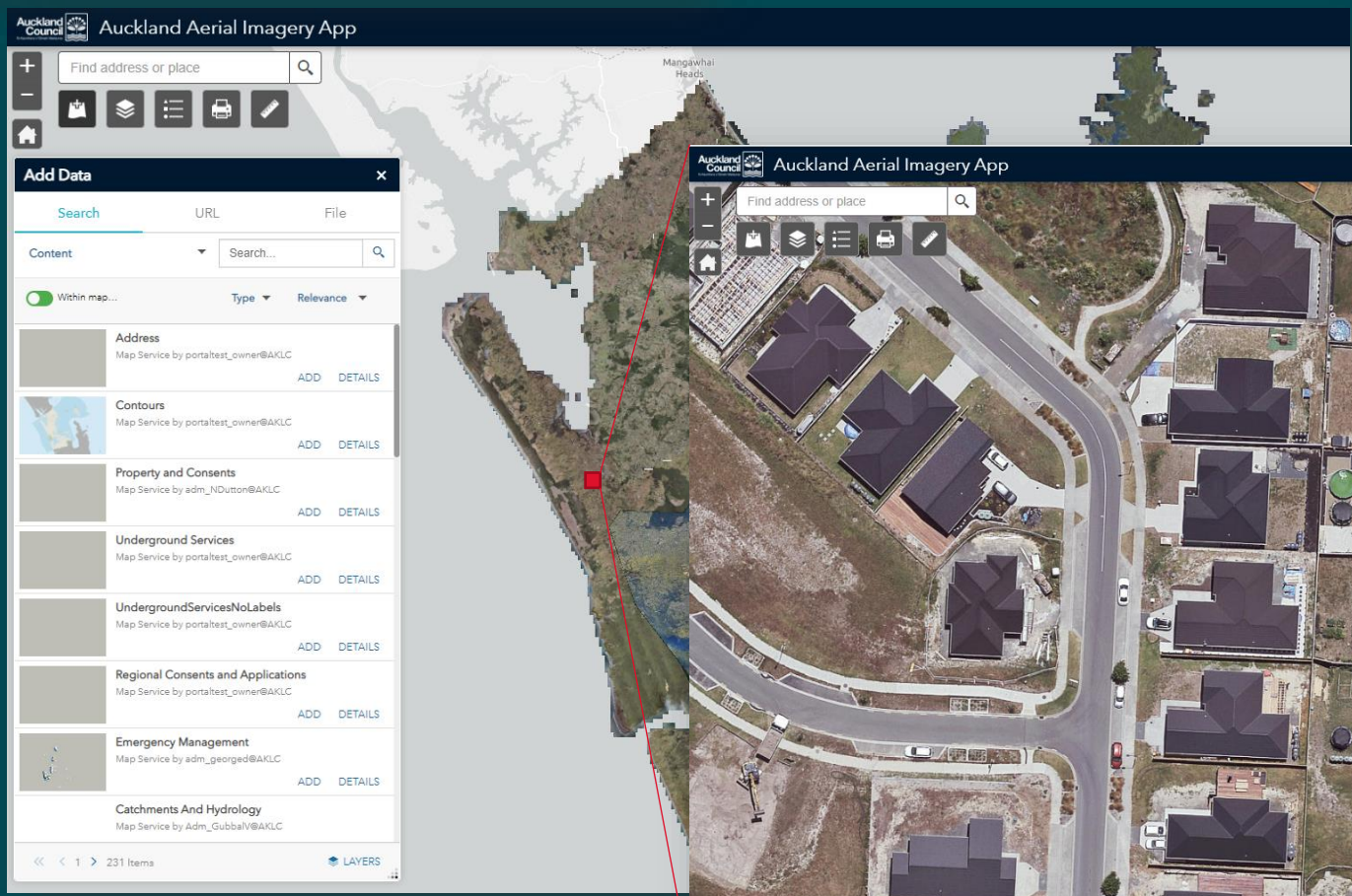
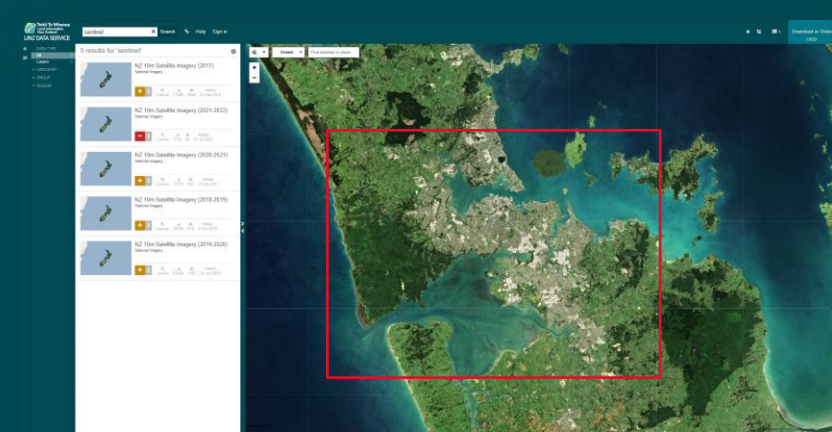


Map the EO **user needs & requirements**. Discover the main commonalities across all EO users.



Develop an EO-based solution that focuses on the largest pool of users. Build within your means.



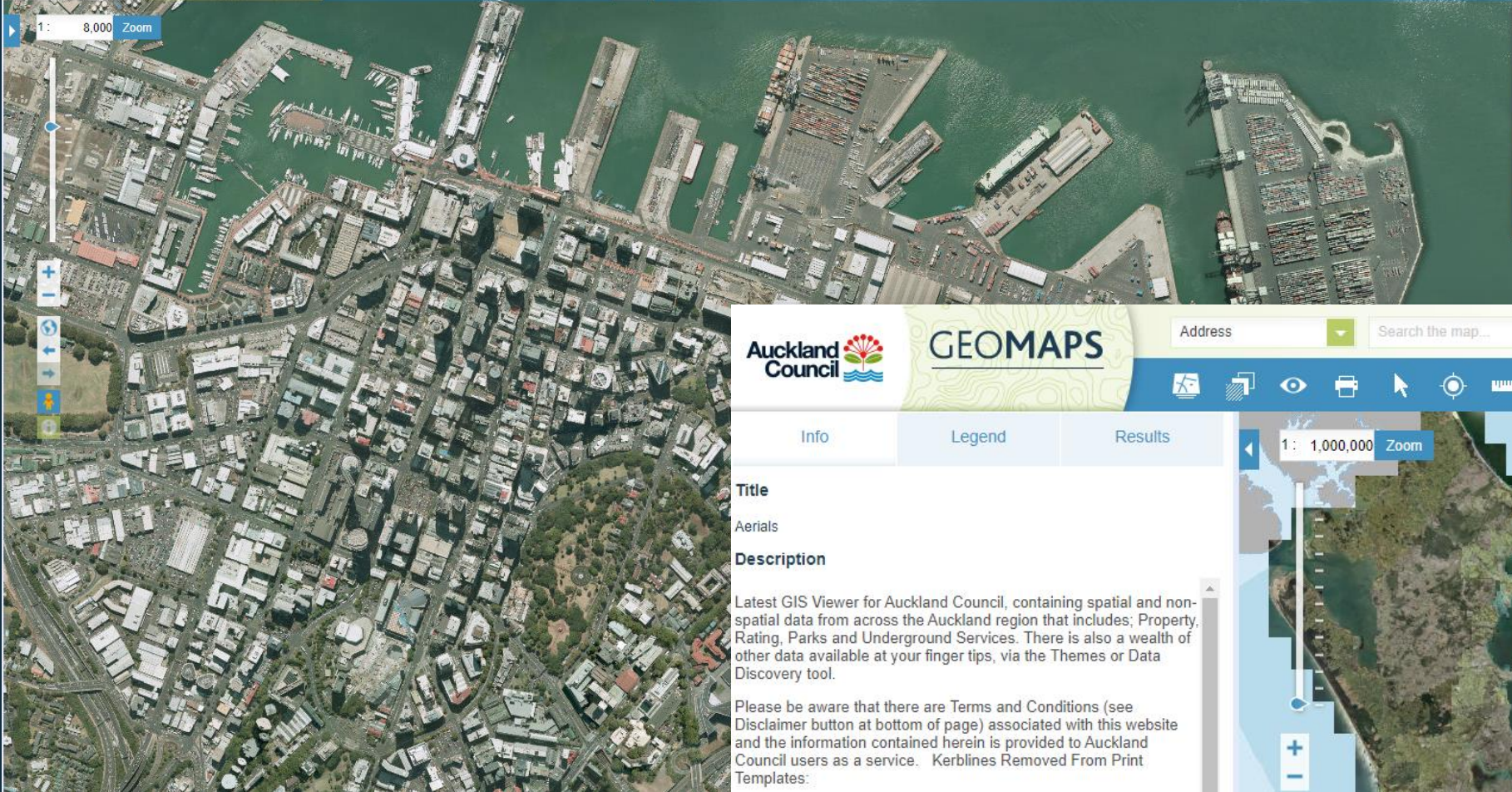


HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS



3. Deliver the most user-friendly visual product





Draw and Measure

T • / S O △ □ ▽

☆ ↑

Snap enabled Snapping options

Undo Copy Paste Clear Clear all

Import Save



Info Legend Results

Title

Aerials

Description

Latest GIS Viewer for Auckland Council, containing spatial and non-spatial data from across the Auckland region that includes; Property, Rating, Parks and Underground Services. There is also a wealth of other data available at your finger tips, via the Themes or Data Discovery tool.

Please be aware that there are Terms and Conditions (see Disclaimer button at bottom of page) associated with this website and the information contained herein is provided to Auckland Council users as a service. Kerblines Removed From Print Templates:

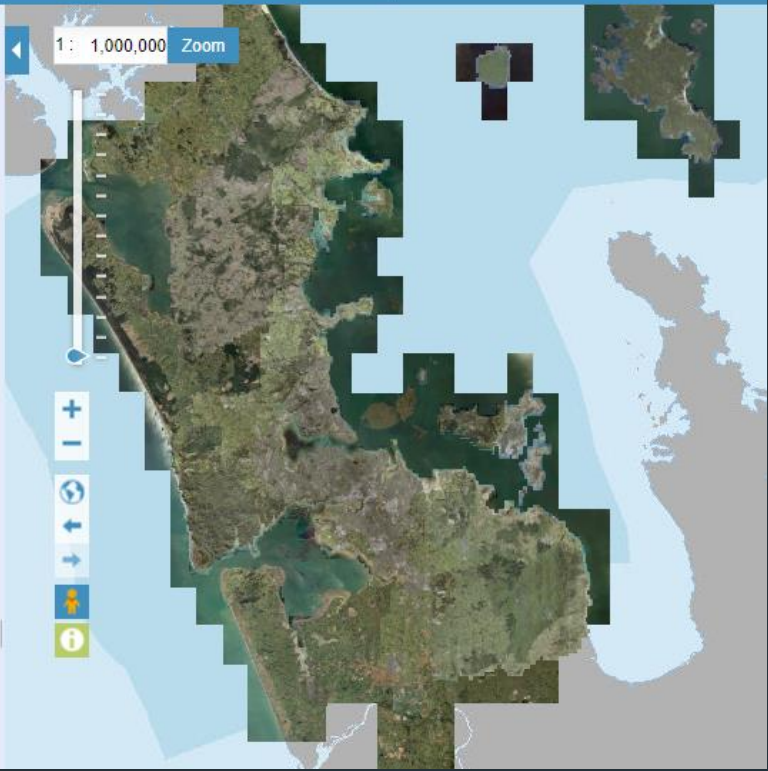
Announcements

2020-2022 Rural Aerial Imagery Available


The new 2020-2022 Rural 0.075m aerial imagery has been added to the Aerials theme and is available for extract via the Clip Zip and Ship Tool (data extract tool)..


Alcohol License Layer Added to Bylaws Service


Please be aware that the alcohol licensing layers have been added to the Bylaws service





5 results for 'sentinel'

 NZ 10m Satellite Imagery (2020-2021)
National Imagery

 NZ 10m Satellite Imagery (2021-2022)
National Imagery

 NZ 10m Satellite Imagery (2017)
National Imagery

 NZ 10m Satellite Imagery (2019-2020)
National Imagery

 NZ 10m Satellite Imagery (2018-2019)
National Imagery







```
<linearGradient x1="100%" y1="0%" x2="85%" y2="100%" fill="url(#media-control)"/>
  <stop stop-color="#06101F" offset="85%"/>
  <stop stop-color="#1D304B" offset="100%"/>
</linearGradient>
</defs>
<rect width="800" height="450" rx="8" fill="url(#media-control) fill-rule="evenodd"/>
</svg>
<div class="media-control">
  <svg width="96" height="96" viewBox="0 0 96 96" xmlns="http://www.w3.org/2000/svg">
    <defs>
      <linearGradient x1="87.565%" y1="15.875%" x2="57.885%" y2="85.125%" fill="url(#media-control)"/>
      <stop stop-color="#FFF" stop-opacity="0.5" offset="0%"/>
      <stop stop-color="#FFF" offset="100%"/>
    </linearGradient>
    <filter x="-500%" y="-500%" width="1000%" height="1000%" filterUnits="userSpaceOnUse">
      <feOffset dy="16" in="SourceAlpha" result="shadowOffsetOuter1"/>
      <feGaussianBlur stdDeviation="24" in="shadowOffsetOuter1" result="shadowBlurOuter1"/>
      <feColorMatrix values="0 0 0 0 0,0 0 0 0,0 0 0 0,0 0 0 0,0 0 0 0,0 0 0 0" type="matrix"/>
    </filter>
  </svg>
</div>
```

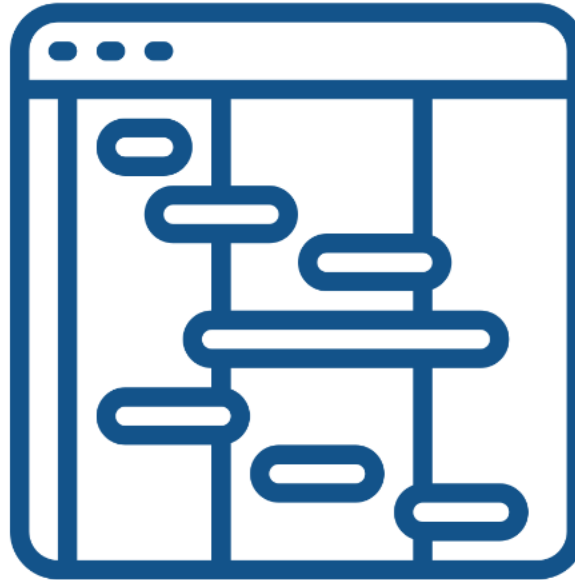


HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS

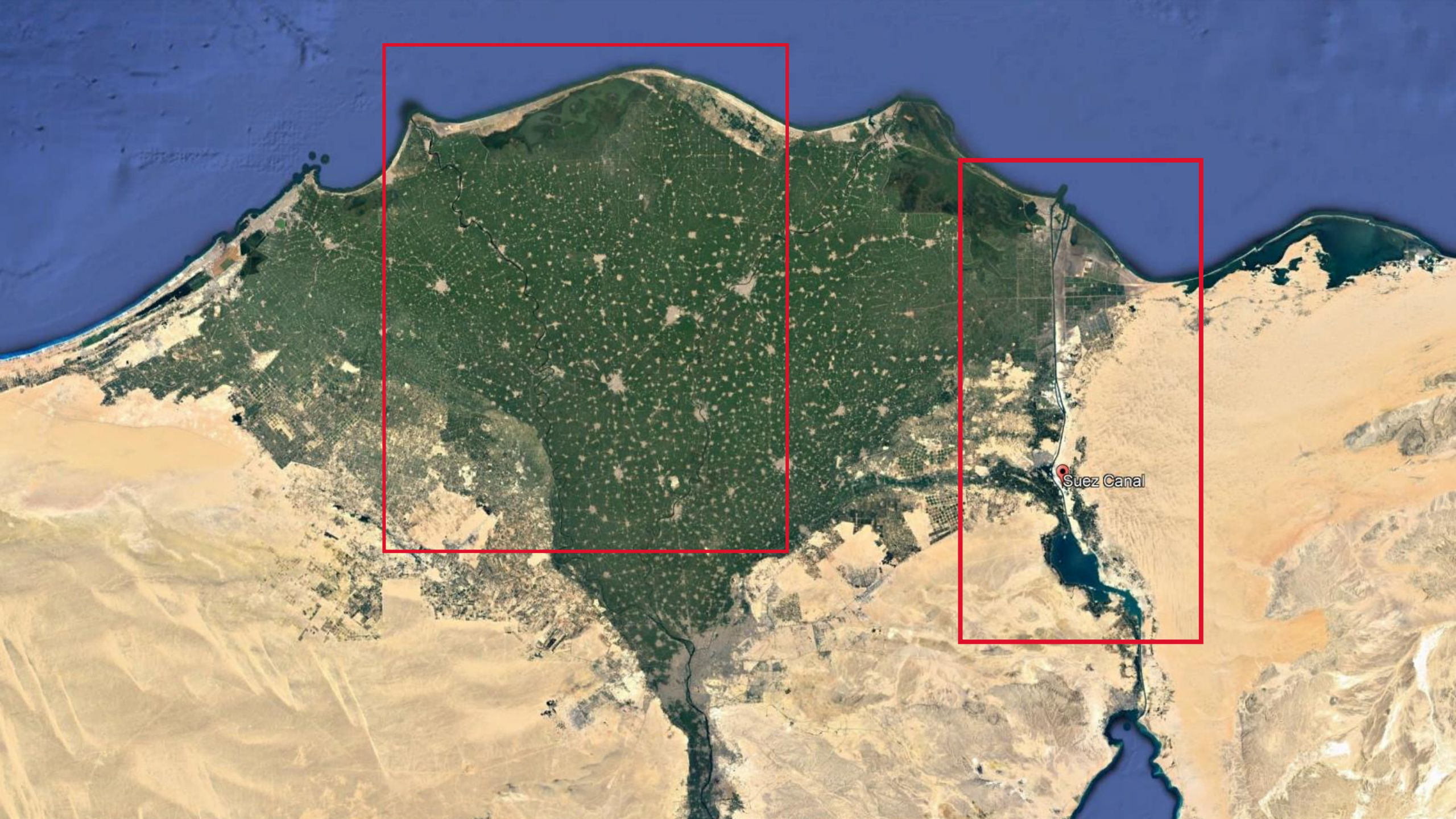
4. Management of delivery is critical, but the strategy must breathe

Tight management 



Flexible delivery 









Key Strategic Goals	2022			2023	2024	2025
#1. Open Data Governance	Open Data ICT executive presentation	Obtain ICT leadership support	Dedicate resources for Open Data	Develop Business Case for ICT funding	ICT Lifecycle Funding	ICT Lifecycle Funding
	Set up Open Geodata Project Team	Establish Governance Roles & Accountabilities		Establish Open Data Virtual Team	Measuring impact of the strategy on community	Strategy review
	DevOps and Agile plan for Open Data 22-25		Develop Open Data Knowledge Hub	Open Data Training Programs		Develop new strategy & plan moving forward
#2. Open Data Infrastructure	Geospatial Data Stats Review	Publish first Open Data assets	Set in place mechanism for publishing new data	Continue data migration to Open Data platform	Continue data migration to Open Data platform	
	Open Data platform upgrade	Establish data and metadata standards	Implement an evaluation system	Continue growing the Open Data catalogue	Continue growing the Open Data catalogue	
	Develop prototype for fully automated data provision	Make fully-automated data provision methods operational				
#3. Open Data Ecosystem	Initial prototype reviews with data owners	Kick-off data owners engagement plan	Council-wide data owner engagement	Continue data migration to Open Data platform	Continue data migration to Open Data platform	
	Legal, privacy, licensing guidelines and policies for publishing data	Establish collaborations with AC data owners	Write & publish AC Open Data Policy	Develop customer feedback solution		
			AC comms on Open Data		Develop customer support solution	
	Open Data Maturity Model Review 2022			Open Data Maturity Model Review 2023	Open Data Maturity Model Review 2024	Open Data Maturity Model Review 2025



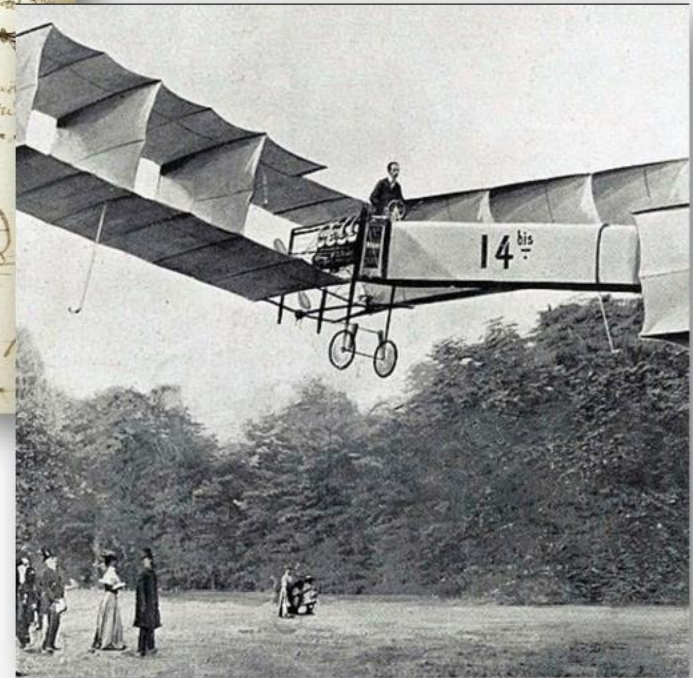
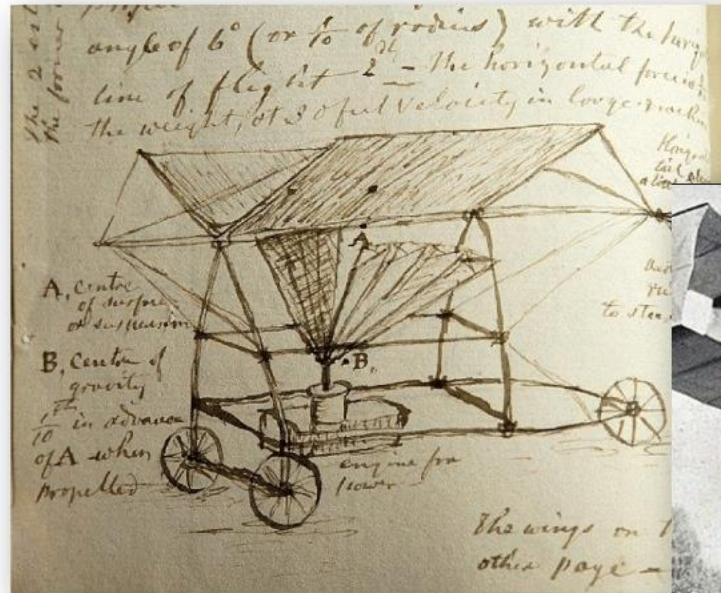
The screenshot shows the Auckland Council Open Data portal. At the top, there is a navigation bar with the Auckland Council logo, 'Home', 'GeoMaps', and 'Help'. A search bar is present with the text 'Search for data...'. The main heading is 'Open Data' in large white font. Below it, a sub-heading reads 'Discover, explore, access and download council owned geospatial datasets'. A paragraph of text explains that the portal is a platform for sharing geospatial open data, listing examples like LINZ, Auckland Transport, and Watercare. A 'Browse All Data' button is visible. Below this, there are three data category cards: 'Aerial, satellite, lidar, 3D models' with a cityscape image, 'Parks and Open Space' with a picnic table image, and a third card partially visible with a bird image. A map interface is also shown on the right side of the screenshot.



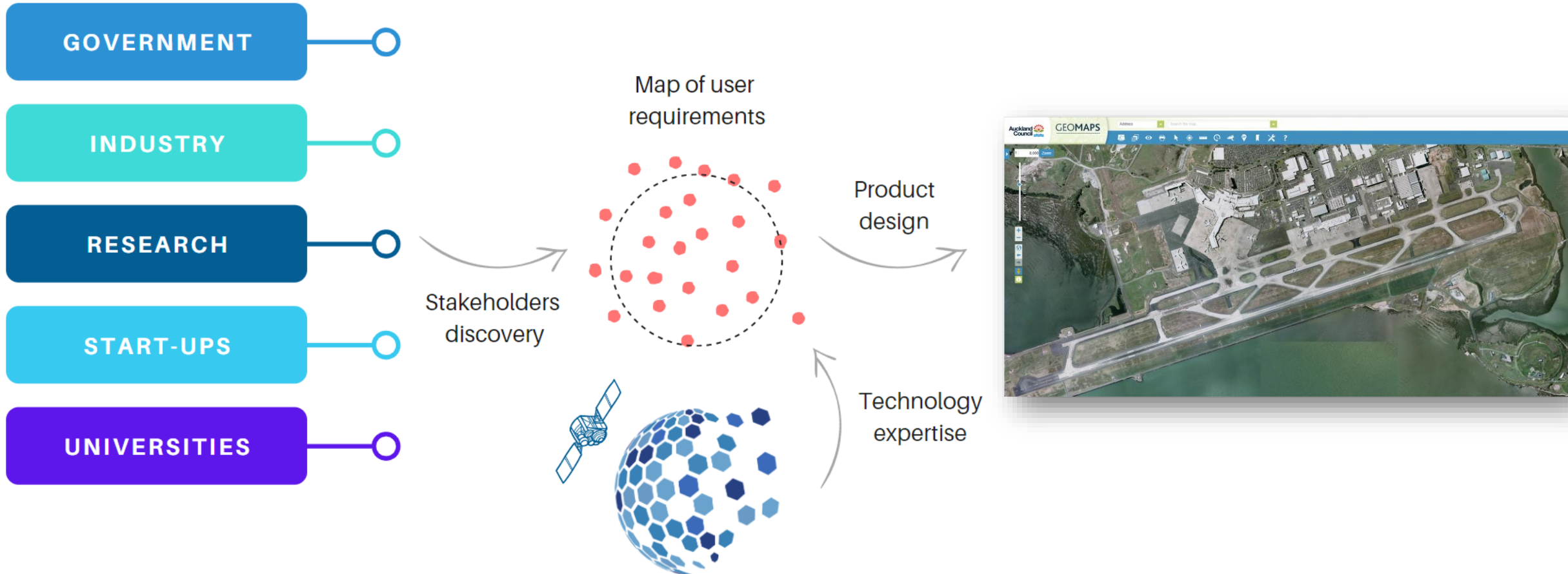
HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS



5. Doing comes before knowledge



HOW TO DEVELOP AN EO STRATEGY THAT DELIVERS TANGIBLE RESULTS



Dragos.Bratasanu@aucklandcouncil.govt.nz

