



## Delivering Actionable Information



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## End-users, Customers, Stakeholders, and Decision-Makers

- GIS is a fantastic decision-support tool
- Yet, the decision-makers are often **Drowning in Data...Thirsting for Information**

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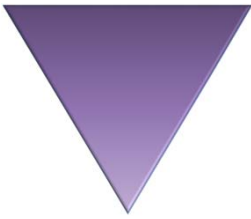
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## The Data to Wisdom Pathway

- Data
- Information
- Knowledge
- Wisdom



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### It's about Communication

- How do we communicate with geospatial data?
  - First, we need data
    - Ideally from reliable and/or *authoritative sources*
  - Use standardized or accepted symbology *What does this mean?*
    - Regardless of how you feel about it cartographically
  - Consider generalization or reclassification
    - High, medium, or low instead of 0-10000
    - Using meaningful values and words

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### It's about Communication (cont'd)

- Use meaningful units
  - Acres instead of the number of pixels
  - Miles instead of meters
  - "Sagebrush-steppe" instead of code 4622

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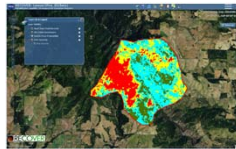
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### An Example

- Q: How much of the 2015 Widget fire was considered a high severity burn?
  - A: 1,968 pixels
  - A: 1,771,200 m<sup>2</sup> (1,968 30x30 m (900 m<sup>2</sup>) pixels)
  - A: 437.673052 acres (be cognizant of significant digits)
  - A: 437 acres



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### How can we fix it...

- Brainstorm

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### A Checklist

- When you have finished spatial analysis and are ready to deliver the results...
- Ask yourself:
  - How can I explain this, so the results can immediately support sound decisions
  - How can I best communicate these data
  - How can I help turn these data/results into *actionable information*



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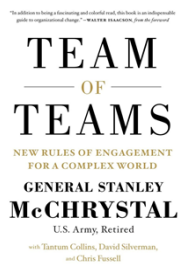
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### Become Part of the Team



- When possible, become part of the decision process...
- Part of the team

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## Questions



Get ready for your final, two-minute write!

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