

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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The Data to Wisdom Pathway

- Data
- Information
- Knowledge
- Wisdom



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What is?

- Data

171412	10060007	Brush Lake Closed Basin
45219	10110203	Middle Little Missoun
117254	10120108	Hat
22445	10180013	Pumpkin
100637	10190017	Sidney Draw
66448	10190018	Lower South Platte
241536	10250008	Sinking Water
348270	10150002	Niobrara Headwaters
940319	10180009	Middle North Platte-Scotts Bluff
1104145	11080001	Canadian Headwaters
671680	11080002	Cimarron



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What is?

- Information
 - Context
 - Meaningful

ACRES	HUC_#	WBD_Name
171412	10060007	Brush Lake Closed Basin
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117254	10120108	Hat
22445	10180013	Pumpkin
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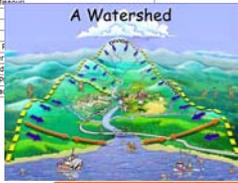


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What is?

- Knowledge
 - Context
 - Meaningful
 - Speaks to you
 - Part of *your* paradigm

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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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An Example

- Q: How much of the 2015 Widget fire was considered a high severity burn?
 - A: 1,968 pixels
 - A: 1,771,200 m² (1,968 30x30 m (900 m²) 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

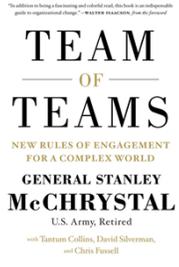
- When you have finished spatial analysis and are ready to deliver the results...
- Ask yourself:
 - How can I explain this, so the results can immediately support sound decisions
 - How can I best communicate these data
 - How can I help turn these data/results into *actionable information*



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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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