DIGITAL MAPPING TECHNIQUES 2020

The following was presented at DMT’20
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The contents of this document are provisional

See Presentations and Proceedings from the DMT Meetings (1997-2020)

http://ngmdb.usgs.gov/info/dmt/
Geologic Information For All

Serving Geologic Data to a Broad User Base

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As state geological surveys we publish geologic information for the benefit of the citizens of our state.
We serve many different user groups

- Government cartographers and GIS specialists
- Geologic mappers
- Geotechnical and environmental consultants
- County and city planners
- Emergency managers
- University researchers and professors
- Students
- Policy makers
- K–12 Teachers
- Homeowners
We have had 133 respondents to our anonymous online survey since 2017.

- Researchers: ~25%
- Homeowners: ~40%
- Casual geology enthusiasts: ~40%
- Decision-makers: ~30%
- Other (mostly consultants): ~30%
Our users have many different reasons for browsing our data

- Looking for well logs and geophysical data for geotechnical assessments
- Looking for surface geologic mapping to support environmental assessments
- Making planning and zoning decisions based on geologic hazard mapping
- Buying a home and wanting to know whether the property could be at risk from geologic hazards
They have different needs and wants in terms of data access

- I know what I’m looking for and what format I need it in. I just want to download the data.
- I think I know what I’m looking for but I want to see it before I download, just to make sure.
- I know I want geologic data, but I don't know which dataset I need. I want to look at a variety of datasets to compare them before I download anything.
- I don't have any GIS skills. I just want to see whether I’m inside a tsunami inundation zone.
How can we best meet the needs of such a broad audience?

- Webpage with List or Catalog of Datasets
  - Download
- Themed Data Viewer
  - View
  - Download
- Comprehensive Data Exploration Tool
  - View
  - Query
  - Download

Resources: staff, equipment, knowledge, and time needed to build and maintain
How can we best meet the needs of such a broad audience?

Webpage with List or Catalog of Datasets
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Themed Data Viewer
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- Download

Comprehensive Data Exploration Tool

Resources: staff, equipment, knowledge, and time needed to build and maintain
How do we know if our tools are meeting the needs of our users?

- Can they quickly find the information they need?
- Can non-GIS users figure out the interface and know what they’re looking at?
- Is it clear how to download the data?
- Are the metadata adequate for the intended purpose?
Let’s try an experiment!

I want to use Mentimeter to run a quick real-time survey.
How do you provide your data to your users?

- Webpage with List or Catalog of Datasets: 54
- Themed Data Viewer: 26
- Comprehensive Data Exploration Tool: 20
- Other: 5
How do you get feedback from your users?

- Anonymous web survey: 4
- Targeted web survey: 3
- Targeted interviews by phone or email with individual people: 6
- Impromptu phone calls from users: 23
- Website usage statistics: 35
- We do not collect feedback: 18
Have you ever made changes to your data services in direct response to feedback from users?

- Yes: 44
- No: 5
I would love to talk with you about this and hear your success stories!

Tell me about a time you got feedback that helped you tailor your data services.

Please send me an e-mail and we can set up a time to chat.

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