

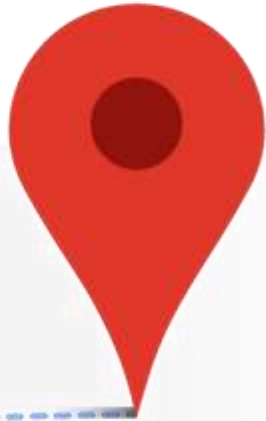


A Premium Geospatial Industry Conference

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2022



Enhance Interoperability
through
Public Private Partnerships

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Presentation Today:


- **Enhance Interoperability and Maps through Partnerships**
 - Focus on Sustainability with Maps
- **Geospatial Data Collaboration Opportunities**
 - Focus on **Geo Data Upload** for Authoritative Providers
 - Promotion of collaboration - Public Private Partnerships and FAIR
- **Google Team at GWF - Connect with Us**



Building Maps through Partnerships

- A key goal for Google is to provide users with **the best, most up-to-date map possible**, the world is always changing and it's essential to have multiple ways to accomplish (attempt!) this.
- Initially the map was primarily built with internal resources through ML and manual operator interpretation of SV+, but **GIS professionals - you and your teams - are creating more accurate and valuable geospatial data - critical to map quality.**
- Public and private entities alike emphasize how users/citizens are the same and work to align the benefits of data accuracy and showcasing authoritative data on Google Maps
 - Highlight an example of this partnering with cities in keeping with Sustainability Theme

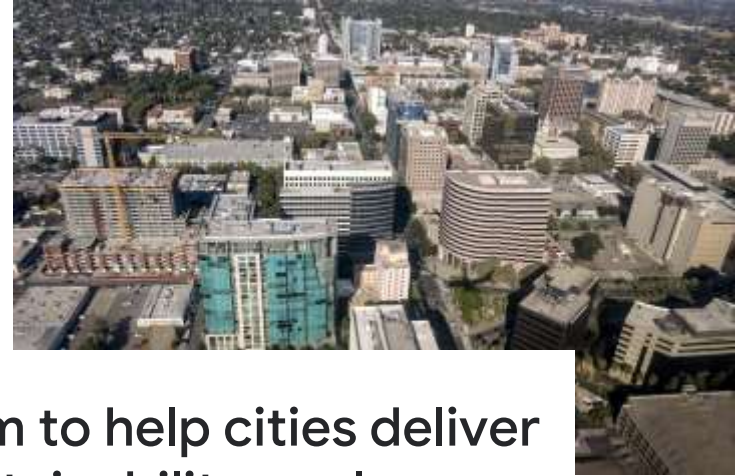


An aerial photograph of a coastline, likely in the Pacific Northwest, showing a large bay and several islands. The image is overlaid with a green and blue data visualization, possibly representing water temperature or ocean currents, with swirling patterns in shades of teal and light green. The text is overlaid on the top left portion of the image.

At Google, we aim to build technology that helps people do more for the planet

Our Commitment

We have committed to helping more than 500 cities and local governments reduce 1 gigaton of emissions per year by 2030 and beyond.



We aim to help cities deliver on sustainability goals

Climate + Health + Economy



Google

Environmental Insights



Core Insights



Building Emissions
Estimated emissions from buildings in the city boundary, based on Google Maps data.



Transportation Emissions
Estimated emissions of all trips that start or end within the city boundary based on aggregated, anonymized location history data.



Rooftop Solar Potential
Estimated solar production potential of all buildings, based on total sunshine exposure, weather patterns, roof size, and orientation.

New Insights BETA



Air Quality
Currently available in Copenhagen, Amsterdam, and London. Hyperlocal, street-by-street, air quality data from mapping street level air pollution with mobile air sensors.
[Explore air quality data](#)



Tree Canopy
Currently available in select US cities, mapping tree canopy to increase tree coverage and improve urban ecosystems.
[Explore tree canopy data](#)

<https://insights.sustainability.google/>



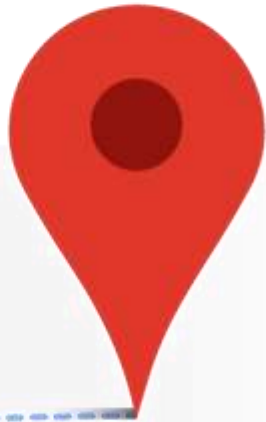
GHG emissions

Dublin, Ireland

Dublin's Smart City Programme targets to increase bike trips across the city up to 20% by 2025 and track the progress year-over-year to understand the effectiveness of their policy

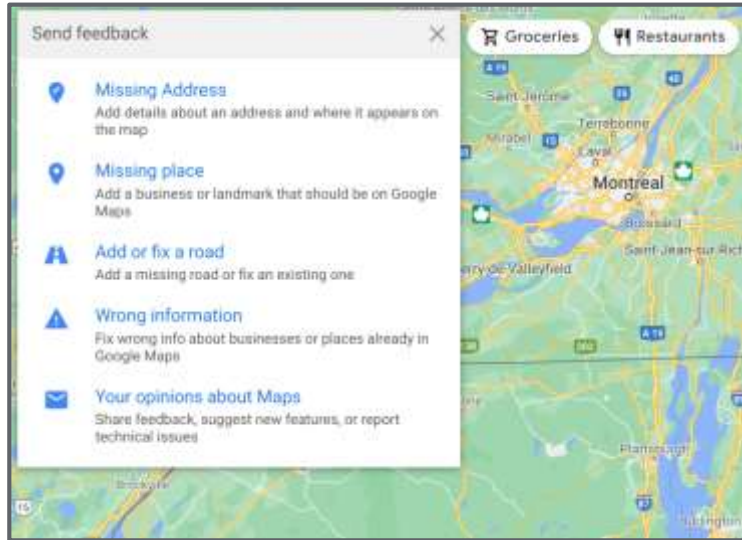


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Google Maps Data Partnerships

Have you ever noticed an error on Google Maps??



Report data or content errors

- This tool can be used by any Google Maps user
- Each of the features to the left are available
- Best for single or just a few edits not for bulk changes

Why Share Data with Google?



Inform citizens

Update citizens of road name changes and future citizens by adding new housing developments



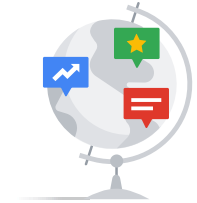
Avoid congestion

With new roads, bike paths and address points improving traffic in your city.



Location services

Provide the most accurate information to ensure addresses are available for delivery, road crews and emergency services

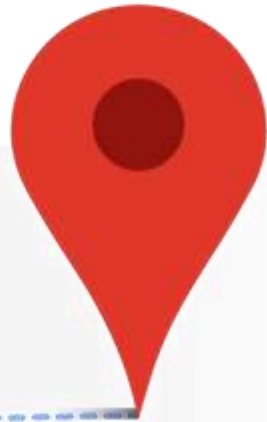


Guide tourists

Ensure tourists can find their ways, know major landmarks, natural features, find local businesses

Get Started with GDU

2022



Overview of Using
Geo Data Upload to Add Your
Authoritative Geospatial Data to
Google Maps

Get Your Authoritative Data On Google Maps

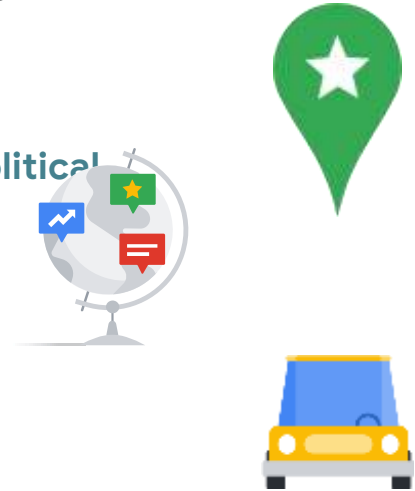
Geo Data Upload Program @ g.co/maps/geodataupload

Target Users: State, Local and Federal Governments, NGOs and Educational Facilities, Official Sources and Multilateral Institutions with geospatial data governance

Data Priorities: Geocoded Addresses, Road Geometry and Attributes, Political Boundaries and POIs

Easy Steps:

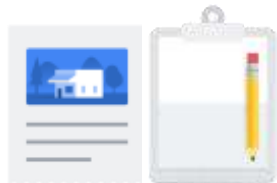
- Read the Content Requirements
- Prepare your Data
- Set Up an Account
- Upload your Data
- Track your Data
- Message Google about Data and Questions



What Data to Share?

Our Priority is on Core Feature Types

These are to focus on the User Experience for Search and Directions. We accept >15 features types.



Geocoded
addresses



Road geometry
and attributes



Political
boundaries
(province, state,
municipal, locality)







Points of Interest

Learn about the data formats we accept in [Google's Complete Map Content Specifications](#).

Google Business Profile (formerly GMB)

To advertise a business, please visit [Google Business Profile](#) to manage your presence across Google for free.

			
<p>I run a local business</p> <p>A physical store, cafe, dentist, plumber, etc.</p>	<p>I run a local business and have a website</p> <p>A physical store, cafe, plumber, etc. with a website.</p>	<p>I have an online-only business</p> <p>An ecommerce retailer, virtual consultant, etc.</p>	<p>I'm starting a new business</p> <p>A new business ready to get started online.</p>

Address Maker for Plus Code Creation

www.g.co/maps/addressmaker

Address Maker

Create addresses for your region using Plus Codes

Address Maker is a free Android app that lets governments and NGOs easily create addresses using [Plus Codes](#). Previously, creating addresses for a town, village or country could take years - but with Address Maker, organizations can address an entire area in as little as a few weeks or months. Google originally developed Address Maker working together with an NGO (Addressing the Unaddressed) to bring addresses to underserved communities in Kolkata, India. Since then the tool has been used by communities across the globe such as in The Gambia, South Africa, Kenya and the Navajo nation in the United States. Address Maker enables under-addressed communities to quickly and efficiently implement scaled addressing projects enabling better social and economic inclusion and opportunities for all.

With Address Maker it's easy to:

- Create work areas to be addressed
- Assign work areas to your field team on the ground
- Add roads, streets, alleys and paths
- Generate & validate Plus Code addresses for properties
- Ensure these addresses work well on Google Maps



Address Maker

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What is the name of your organization? *

What are the areas to be addressed? *

How many properties (residences + businesses) do you hope to address? *

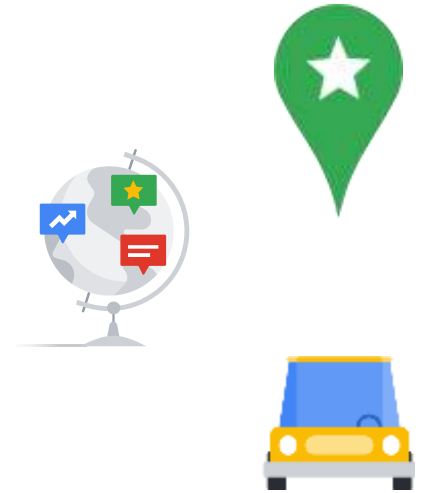
10k-50k 50k-100k 100k-250k 500k-1M >1M

At what stage is your project? *

Exploratory Plan in place but not resourced Plan in place and resourced

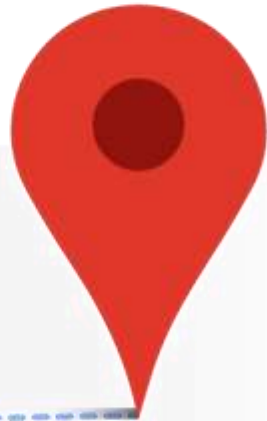
Public Private Partnerships - P3

- **Networking and communication are key drivers for all of this work**
- **What does partnership look like to your agency? What would authoritative providers be interested in having our teams collaborate on?**
- **Data Trends in your region - What is important on Google Maps in one country is not equally important in others. One country may be interested and prioritize bike lanes where others may be interested in POIs public facilities. These data 'trends' discussions I'd love to discuss...**
- **FAIR with a primary focus on interoperability**



Google Maps +

2022



Connect with us - Google Team at GWF

Rebeca Joaquin - Global Partnerships

Mirjam Hellstern - Global Partnerships

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