Performance Pillar: Geospatial data, products, policies & services are adequately maintained & protected.

Performance Pillar: Geospatial data, products, policies & services meet the needs of decision-makers.

Performance Pillar: Geospatial data, products, policies & services are easily found, accessed and interpreted.

Performance Pillar: Geospatial data, products, policies & services can be used by many and for many purposes.

Vision
Empowering decision-making in British Columbia through geospatially-enabled products, policies, standards and services.

Mission
To provide accessible, timely, reliable, and sustainable geospatial information and related services to support sound decision-making.

Values
Courage    Teamwork    Passion    Service    Collaboration   Innovation    Creativity

Goals
Our geospatial products, services, policies and standards support a client-centric geospatial ecosystem.

Our geospatial products, services, policies and standards respond to current trends and emerging demands.

Our geospatial products, services, policies and standards are easy to access, use and integrate.

Our organization is resilient, responsive and sustainable.

Service Areas

PROVINCIAL COORDINATION
Analysis & Training
Land Research & Status / ILRR Training
Geospatial Coordination: Emergency Management
Strategic Data Acquisition
Business Improvement
Mapping Standards
UAS Strategy
Coordinated Imagery / Lidar Acquisition

DECISION SUPPORT
Emergency Response
All-Hazards Analysis
First Nations Reconciliation Support
Strategic & Operational Planning Support
Legal / Litigation Support
Land Status Research
Legislative Mapping
Cumulative Effects Management
Situational Analysis
Publication Cartography

BUSINESS SOLUTIONS
Integrated Land and Resource Registry (ILRR)
Base Mapping On-Line Store
Web Mapping
Mobile Mapping Solutions
Business Analytics
MASCOT / Survey Control Adjustments
Resource Reports Automation

FOUNDATIONAL DATA
Lidar / Imagery
Geographic Names
Topographic & Elevation Data
Fresh Water Atlas
Integrated Transportation Network / Addresses
Critical Infrastructure Cadastres
Administrative Boundaries
Positioning (Geodetic Control/BCACS)
Land Cover / Land Use

...Putting it all together...
We support a client-centric geospatial ecosystem.

**MISSION**

We provide accessible, timely, reliable, and sustainable geospatial information and related services to support sound decision-making.

**VISION**

Empowering decision-making in BC through geospatially-enabled products, policies, standards and services.

**VALUES**

Courage  Teamwork  Passion  Service  Collaboration  Innovation  Integrity
Our geospatial products, services, policies and standards respond to current trends and emerging demands.

Our geospatial products and services are easy to access, use and integrate.

**GOALS**
- Foster research and development activities and coherent planning for future observation and information systems.
- Continuously improve the selection of and maintenance and delivery of geospatial products and services.

**PRIORITIES**
- Establish strategic approaches to research and innovation that fosters cross-sector collaboration.
- Identify sector priorities for current and future information needs to support evidence-based decision-making.
- Identify business areas and processes that require improvements.
- Support the reconciliation of administrative boundary alignments.
- Support the creation of an authoritative provincial address registry.
- Enhance the suite of critical geospatial datasets to support emergency/natural resource hazard management.

**ACTIONS**
- Eliminate barriers to users to facilitate the uptake of our geospatial products and services.
- Eliminate confusion or ambiguity in regards to appropriate use of geospatial data or information.
- Ensure geospatial datasets, services and systems operated are the most appropriate for multiple purposes.
- Deliver recommendations on the appropriate use of key datasets.
- Leverage the work and progress of others to improve provincial operations.

**MEASURES**
- Establish the Innovation Lab.
- Confirm corporate approaches to a coordinated UAS program for FLNR and a corporate lidar strategy.
- Identify priority datasets and initiate development plans.
- Conduct research and develop options.
- Identify spatial alignment priorities and document business processes.
- Prepare business case to consider policy options for address registry.
- Complete work to resolve critical dataset gaps and/or deficiencies.

**VALUES**
- Courage
- Teamwork
- Passion
- Service
- Collaboration
- Innovation
- Integrity
We maintain a resilient, sustainable organization.

We provide accessible, timely, reliable, and sustainable geospatial information and related services to support sound decision-making.

**Values**

- Courage
- Teamwork
- Passion
- Service
- Collaboration
- Innovation
- Integrity

**MISSION**

We strive to ensure geospatial data, products, policies and services:

- can be used by many and for many purposes
- are easily found, accessed and interpreted
- meet the needs of decision makers
- are adequately maintained and protected

**VISION**

Empowering decision-making in BC through geospatially-enabled products, policies, standards and services.

**PERFORMANCE PILLARS**

- We provide accessible, timely, reliable, and sustainable geospatial information and related services to support sound decision-making.

**GOALS**

- We maintain a resilient, sustainable organization.

**PRIORITIES**

- Prioritize and plan for new approaches for people management with an emphasis on leadership development.
- Continuously improve the maintenance and delivery of GeoBC’s products and services.
- Support staff in developing the necessary skills to meet the evolving needs of the geospatial profession.

**ACTIONS**

- Develop leadership and supervisory capacity for the branch through temporary and stretch assignments, and permanent staffing opportunities.
- Ensure the ILRR, Land Research and Status training delivery methods are current, relevant, sustainable and appropriate.
- Model base information into sustainable operational databases that are adequately funded and supported.
- Support professional conference attendance with emphasis on shared learning.
- Encourage and support staff-driven internal learning, collaboration and training.
- Offer training on automation tools and new technologies.

**MEASURES**

- Provide temporary advancement opportunities.
- Provide project lead opportunities for junior staff.
- Map business processes and initiate training module.
- Base datasets are determined to be viable and supported.
- Professional conferences attended and result in well attended branch debriefs.
- Integrated approaches to corporate solutions.
- GeoBC staff is proficient in and knowledgeable of automation tools and technologies.

**PERFORMANCE PILLARS**

- Values
  - Courage
  - Teamwork
  - Passion
  - Service
  - Collaboration
  - Innovation
  - Integrity

**ACTION**

- Map business processes and initiate training module.