Keeping Your GIS Fresh

ideas to keep your GIS effective

Mary Lynne Lackner, GISP
GIS Manager
City of Aspen & Pitkin County
Don’t Let it Spoil

Winter (reflect)
- Analyze customers and numbers

Spring (clean)
- Talk to your customers

Summer (grow)
- Five Suggestions for Easy Public Relations
- Additional Thoughts to Keep GIS Fresh

Fall (harvest)
- Creativity Day
Pitkin County

- 990 square miles – 15% private, 85% public land
- 3 municipalities in the County - Aspen, Basalt, Snowmass Village
- 4 ski areas – Aspen Mountain, Aspen Highlands, Buttermilk, Snowmass
- 2000 Population - 14,782 (5,914 in Aspen)
GIS Department Overview

• 3 FTE’s and half-time intern
• All resources shared between City and County
• Support all City and County customers
• Public customer service program
• Database maintenance, development, system support, analysis, projects, production, training.
• Track lots of information (staff time, internal and external customers, sales, web use)
Software

ESRI Enterprise License Agreement – Feb 2008

- ArcGIS 9.2 - 4 ArcInfo level licenses
- ArcGIS 9.2 - 40 ArcView licenses
- ArcSDE 9.2 / SQL Server 2005
- ArcIMS 9.2
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2008 Operating Budget $302,900

14%
travel, training, supplies, maintenance, repair, support, PC replacement, furniture, etc.

86%
Payroll & Benefits
Sales Revenue

![Bar chart showing sales revenue from 2002 to 2007. The chart displays the revenue breakdown for each year, with a distinction between external and internal sources.](image-url)
Total revenues average 23% of our total budget

- Public sales average 17%
- Internal sales average 6%

In 2007 it took 19% of staff time to collect 20% of our budget
Popular Products

1. Data Export
2. Custom Map
3. Subscription Service
4. Mailing Labels
Average Product Cost

# of Map Orders and Average Cost Per Order
Public Customers

2007 Customer Type

- Architect, Engineer, Surveyor, Planner: 40%
- Appraiser, Attorney, Realtor, Title Co.: 22%
- Utility: 4%
- Environmental/Conservation: 1%
- Government: 17%
- Walk-in/Other/Unknown: 10%

Percent Revenue by Public Custo
Average Sale by Customer Type

Number of Orders by Customer Type
City & County Customers

Aspen
- Clerk - web
- Community Development
- Engineering
- Information Systems – web
- Parks
- Streets
- Transportation
- Water

Pitkin
- Assessor
- Attorney
- Board of County Commissioners
- Clerk & Recorder - web
- Communications (911)
- Community Development
- Environmental Health
- Land Management
- Open Space
- Road and Bridge
What does this mean?

How do you spend your time?
What are your resources?
Who are your customers?
How much do you sell?
What do they purchase?
How long do they visit your site?

The GIS program is growing!
Don’t Let it Spoil

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When Did You Last Talk to Your Customers?

Basic GIS lifecycle

- system design (1990)
- project implementation (1991)
- daily operation (1991- current)
Customer Interviews

Why Take the Time?

- staff changes
- technology improves
- new data available
- dept operations mature
- communication
- policy changes
- find out what’s happening in the field
- promote your services
Interview Outline

GIS Overview
Is GIS Meeting your Needs
Data Development/Maintenance
GISMO/Web improvements
GIS Services
“Quick” List
Comments/Suggestions
Interview Follow Up

- Deliver the “Quick List” items to the customer
- Populate Customer Suggestion Matrix

When first phase of interviews are complete:
- Send a copy of the matrix to interviewees for review and changes.
<table>
<thead>
<tr>
<th>2006 GIS House Call Project Suggestions</th>
<th>City Assessor</th>
<th>City Chair</th>
<th>City Clerk</th>
<th>City ComDev</th>
<th>City Env.HEE</th>
<th>City &amp; County Housing</th>
<th>City Parks</th>
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<th>County Clerk &amp; Recorder</th>
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- Top twenty projects, public info, contacts
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- Improve GISMO print capability
- Training for employees - how to use
- Standard for GISMO users

**GIS Services**
- Aerial photography update 3 year school
- ArcGIS Tutorials, Tips and Training
- Data backup of department GIS data
- GIS should administer all ArcGIS licenses
- Internal change in limitation to use
- Scan the Assessor's map book

**OST**
- Test updated 4/1/2002
Prioritize Project Matrix

- Prioritize Projects
  matrix is quantified, illustrative, categorized

- Time & Cost Estimates

- Identify available funding
  requesting departments have resources

- GIS selected five projects from matrix
  customer involvement, buy-in, participating in decisions
Projects Selected

Data Development/Maintenance

- Conditions of Approval Tracking
- Link Parcels to Approved Plats
- Horizontal Accuracy issues of database

GISMO/Web Improvements

- Improve interface, flashier, intuitive, data downloads, etc.

GIS Services

- Aerial photography updates more frequently
- ArcGIS Tutorials, Tips and Training for users
Customer Interview Summary

- Take initiative to talk to your customers
- Complete a "quick" project for each customer
- Document their needs
- Prioritize all needs and distribute (many are shared)
- Have customers participate in the selected project
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- Creativity Day
Five Suggestions for Easy Public Relations

1. GIS Day Participation
2. Employee & public newsletters “GIS Corner”
3. GIS website “Map of the Month”
4. Map displays in public buildings
5. Lunch Bytes – monthly technology training

Get GIS Before a Larger Audience
Additional Thoughts To Keep GIS Fresh

- Get Inspired
  
  reading, photographs, nature, get lost, explore…

- Develop a new look and feel to products
  
  only use default fonts and colors and print on cheap bond?

- Map Book, Map Gallery, Historic Maps, Online Maps

  David Rumsey, Library of Congress, University of Texas

- Post maps throughout organization

  what do you get feedback on?

- How can I communicate my message differently?

   charts, 3D, projection, colors, scale, multiple extents, animations
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Creativity Day

- Consultant and staff
- Look at GIS program elements
  administration, customer service, database, procedures, etc.
- What should we Keep, Stop and Change?
- What’s happening in the industry we need to address?

*Fresh outside perspective on your operations*
- Prioritized into Action Plan
- Credibility for manager support
- Staff concerns addressed
What Does this Accomplish?

Better understanding of your business
Improved customer service
Collaboration with customers on projects
Identify and prioritize projects, funding and resources
Respond to changing environment
Addresses staff issues and concerns
Keeps GIS in a respectable light in organization
Makes the business enjoyable...
Thank You for Your Time

Questions?

mary.lackner@ci.aspen.co.us