

TOWN OF WINDSOR, CA

Embraces Enterprise-wide GIS



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Geographic Technologies Group

Town of Windsor, California



GIS Strategic Business Plan

- Options for Implementation
- Future Development



Town of Windsor, California

- Located in Sonoma County
- Population of 27,144
- Performed a GIS Needs Assessment and Strategic Plan in 2011
- Presented 4 options to the Town for GIS implementation
 - ArcGIS Online was the clear choice for the Town



Implementation Options

ü - Category applies to Option

r - Category does not apply to Option

Town of Windsor GIS Options Matrix	Option 1 – Full Time GIS Coordinator with consultant augmentation for initial data conversion and creation	Option 2 – Utilization of a New Hire ½ Time and Slower Implementation	Option 3 – Utilization of an Existing Staff Person ½ Time and Slower Implementation	Option 4 – Complete Cloud Based Outsourcing GIS Option – Support from Existing Staff
GIS Coordinator	ü	ü	r	r
Utilization of Existing Staff Persons (Project Manager)	r	r	ü	ü

Implementation Options

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Servers	On-site	On-site	On-site	Hosted
Software	On-site	On-site	On-site	Hosted
Hosted Cloud Based	r	r	r	ü
Data Layer Creation	GIS Coordinator & Consultant	GIS Coordinator & Limited Consultant Involvement	GIS Coordinator & Limited Consultant Involvement	Consultant

Implementation Options

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Scalability – Ability to Rapidly Scale up or Down	r	r	r	ü
Full System Build - out	5 Years	7 Years	7 Years	5 Years

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Cost for First 5 Years	Y1: \$251,500 Y2: \$260,845 Y3: \$191,931 Y4: \$221,353 Y5: \$216,458 Total: \$1,142,087	Y1: \$232,000 Y2: \$175,000 Y3: \$163,118 Y4: \$155,304 Y5: \$156,259 Y6: \$157,259 Y7: \$158,259 Total: \$1,197,199	Y1: \$172,000 Y2: \$114,100 Y3: \$101,300 Y4: \$92,550 Y5: \$92,550 Y6: \$92,550 Y7: \$92,550 Total: \$757,600	Y1: \$183,500 Y2: \$126,000 Y3: \$133,500 Y4: \$133,500 Y5: \$133,500 Total: \$710,000

Benefits of ArcGIS Online

Benefits of ArcGIS Online	
1	Infrastructure Costs
2	Software as a Service (SaaS)
3	Ease-of-use
4	Implementation Costs
5	Accessibility & Availability to GIS data
6	Flexible and Scalable
7	Constantly Updated
8	Mobilize Quickly
9	Speed & Reliability
10	Low Maintenance Costs

Town of Windsor, California

- The Town began to roll out ArcGIS Online in November of 2012
 - Setup of ArcGIS for Local Government & ArcGIS Online
 - Identifying the number of users
 - Data development, gathering, and deployment
 - Application selection and customization
 - Training to users
 - Management of ArcGIS Online subscription



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The Town of Windsor identified the initial users for year one of the project

- Public Works (5)
- Town Manager's Office (1)
- Admin Services (1)
- Parks and Recreation (1)
- Planning (1)
- GTG Admin (1)

GIS Logins		GIS License Log		
License Number	Date	Name	Email Address	Department
1	Feb-2013	Debbie Shannon	dshannon@townofwindsor.com	Public Works
2	Feb-2013	Stuart Haynie	shaynie@townofwindsor.com	Public Works
3	Feb-2013	Rody Vogler	rvogler@Townofwindsor.com	Public Works
4	Feb-2013	Toni Bencicero	tbencicero@Townofwindsor.com	Public Works
5	Feb-2013	Richard Burt	rburt@Townofwindsor.com	Public Works
6	Feb-2013	David Keller	dkeller@townofwindsor.com	Town Manager's Office
7	Feb-2013	Jill Taylor	jtaylor@Townofwindsor.com	Admin Services
8	Feb-2013	Jim O'Brien	jobrien@Townofwindsor.com	Parks and Recreation
9	Feb-2013	Jim Bergman	jbergman@Townofwindsor.com	Planning
10	Feb-2013	GTG	woodruff@noble.com	Matthew McLean

Town of Windsor, California

- **Step 1 – Identify and Understand Opportunities**
 - Identify opportunities for ArcGIS Online for each department
 - Review of what data needs to be made available
 - What apps and maps are pertinent to each user/department
 - Other needs that can be served by ArcGIS Online
- **Step 2 – Creation of ArcGIS Online Groups (Departments)**
 - Configured groups that fit into the workflow established in step 1



Town of Windsor, California

- **Step 3 – Creation of Organization Base Maps**
 - Creation of a base map that will be shared across the departments
 - § Parcels
 - § Address Points
 - § Building Outlines
 - § Hydrography
 - § Aerial Photography

- **Step 4 – Creation of Users**
 - Identified in step 1 who will be utilizing ArcGIS Online within the Town
 - Created these users with the appropriate level of authentication
 - § User
 - § Publisher
 - § Administrator



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- **Step 5 – Creation of Departmental Portals**
 - Departmental portals were created for each group
 - These groups contain a map with the pertinent layers for that set of users
- **Step 6 – Application Deployment**
 - Throughout the process the appropriate application for each department/group was identified
 - The application was then configured and deployed with each groups map loaded
 - The application includes functionality such as
 - § Spatial Searches
 - § Attribute Searches
 - § Printing
 - § Identifying
 - § Markup Tools



Town of Windsor, California

Current Status

- The build out of the Town's GIS has continued
 - § Level 2 ArcGIS Online Subscription – 50 users
 - § Launching additional functionality for each department based on growing needs
- The Town will be rolling out GIS data on mobile devices and to the public later this year
 - § This will be available in a disconnected environment through the Collector App



ArcGIS Online Solutions





