



Wisconsin Land Information Association

Fall Regional Meeting Agenda

• October 16 & 17, 2008 • [Heidel House Resort](#), Green Lake, WI •



Building the Case for GIS and Return on Investment (ROI)

- ◆ An ROI represents the worth or benefit of GIS in financial and subjective terms that are meaningful to decision makers.
- ◆ Learn the context and reasoning behind the methodology of ROI's.
- ◆ Hear about local case studies and their relationship, politics and techniques on how to leverage support for GIS.
- ◆ Go through a hands-on exercise to start your organization on a ROI.

Agenda: Thursday October 16th, 2008

8:00 - 8:45 **Registration**

8:45 **Opening Remarks**

Presented by Larry Cutforth, USDA Farm Service Agency, GIS Coordinator & WLIA Board of Director

9:00 - 9:30 **GIS Benefits Accrued During a Flood Event**

Speaker: Andy Erdman, Jefferson County, Director of Land Information

The presentation will focus on the benefits of GIS during Jefferson County's response to the historic flood that hit southern Wisconsin in June of 2008.

Rainfalls throughout the Rock River watershed of 9 to 14 inches funnel into Jefferson County pushing rivers and streams well past 100 year levels. Andy will provide examples of GIS data and products used in the Emergency Operations Center (EOC) to keep the public informed, route traffic including response crews, expedite damage estimates and federal disaster declarations. The presentation will demonstrate how timely information benefited governmental, volunteer and individual stakeholders during this time of need. He will also discuss plans for future GIS datasets that could help property owners mitigate their losses in another flood event.

9:30 - 10:00 **The Role of GIS in the Calumet County Comprehensive Planning Process**

Speaker: Andy Hess, GIS Administrator, Calumet County

Calumet County started its countywide Comprehensive Planning process way back in 2002. In the ensuing 6 years both Planning and GIS personnel have had many issues to overcome. Whether it was technical issues, budgeting or working with a myriad of local officials, it always was a great learning experience. From data acquisition, to analysis, to outcomes and lessons learned, we will explore how the process has worked and how Calumet is moving forward. This presentation will walk you through Calumet County's comprehensive planning process from a GIS point of view.

10:00 - 10:15 **Break**

10:15 - 11:15 **The Value of GIS to Wisconsin Comprehensive Planning**

Speaker: [Kevin Pomeroy](#), AICP, Planning Director, [1000 Friends of Wisconsin](#)

Much has been said about the great potential of GIS to engage citizens in local planning and land use decision making. The enactment of the Wisconsin Comprehensive Planning Legislation in 1999 has introduced thousands of Wisconsin citizens to comprehensive planning and to the variety of ways that GIS is incorporated into the planning process. This session will explore how GIS is used to inform decision making and engage citizens in local comprehensive planning in Wisconsin communities of all sizes.

11:15 - 12:25 **Baltimore County's GIS Strategic Business Plan**

Speaker: Douglas M. Adams, GIS Program Manager, Office of Information Technology, Baltimore County, Maryland, dadams@baltimorecountymd.gov & Shane Engel, Project Manager of Dewberry

Baltimore County, Maryland's Office of Information Technology recently completed an Enterprise GIS Strategic Business Plan. The Office of Budget and Finance initiated this effort in conjunction with the Office of Information Technology to assess the status of GIS within the County and identify opportunities for expansion and improvement. The study included a cost/benefit analysis to determine the current return on investment (ROI); analysis of existing business processes impacted by GIS and assessment of potential future applications of GIS; and a comparison of the County's GIS operations to industry best practices. The success of such a large-scale undertaking was dependant on a unified team of consultants and stakeholders, effective logistical coordination, proper inventory and documentation processes, and standardization of information collection and analysis. The study provided a snapshot to County management illustrating the use of geospatial technology within the County.



12:30 **Lunch (included)**

1:30 – 3:30 **Return on Investment Methodology, History and Exercise**

Speaker: Douglas M. Adams, GIS Program Manager, Office of Information Technology, Baltimore County, Maryland, & Mike Koutnik, ESRI

Baltimore County, Maryland has been using cost/benefit analysis to justify their geographic information system (GIS) program since the early 2000's. A cost/benefit analysis was used to illustrate the savings realized by the County using GIS technology. The positive results of the study enabled GIS to secure funding for geodatabase maintenance and other related capital projects. The two most difficult items to quantify were the cost estimate of the work to be performed and the benefits to be realized by using GIS. The benefits were developed by reviewing the business processes of the agencies broken down into programs and activities. The agencies that participated in the study found the analysis difficult and tedious but nonetheless were able to produce defensible metrics. The techniques used for calculating cost/benefit were eventually developed into a tool used to analyze the viability of other information technology projects. The tool presented in this exercise looks at development and operational costs for personnel, hardware, software, maintenance, replacement and other expenses. The benefits focus on activities that are measurable or tangible; increased revenue, decreased costs (non-personnel) and personnel hours savings.

Baltimore County, Maryland. Geographic Information System Strategic Business Plan, 2007.

http://www.baltimorecountymd.gov/Agencies/infotech/geographic_information_systems/strabusinessplan.html

Baltimore County, Maryland. Cost Benefit Geographic Information System, 2001.

<http://resources.baltimorecountymd.gov/Documents/infotech/gis/GISCostBenefit.pdf>

3:30 – 3:45 **Break**

3:45 – 4:30 ***There's more to selling GIS technology than feature-benefit selling.***

Speaker: Chris Vanderheyden, Double Digit Sales Growth LLC

Chris will be discussing the similarities and differences between selling GIS externally from the vendor-to-end user scenario and ideas on selling internally from GIS Coordinator/LIO to stakeholders, Board members, etc. He will cover the challenges of the Complex Sale (multiple decision-makers) and tactics of uncovering purchasing patterns and decision-making process of the individual stakeholders in the process. The ultimate goal is to align the value proposition of GIS technology with the demands of the end-users and needs of the elected officials investing their constituent's tax dollars.

4:30 **LION Meeting**



Agenda: Friday October 17th, 2008

7:00 – 8:00 **Open Time slot for task force or committees to meet**

7:45 – 8:30 **Registration**

8:30 – 9:00 **The Vision of the [Larsen Report](#): Achieving the benefits of Land Records Modernization**

Speaker: Al Miller

The lessons of the Larsen Report, a seminal document in the formation of the Wisconsin Land Information Program, are as applicable today as when they were first written. One of the most powerful messages of the Larsen Report is the vision it offers for land records in Wisconsin. But we haven't achieved the entire vision the report provides. This session builds on Thursday's sessions where we learned techniques for developing our own ROI cases, and using them to gain support for a vision for GIS. This session will review the vision of the Larsen Report and the benefits that vision can yield. We will then discuss progress made so far on the vision, what remains to be achieved, and the incremental benefits that will result from completing the vision.

9:00 – 9:15 **Break**

9:15 – 11:00 **Panel Discussion: A shared vision for GIS and land records in Wisconsin**

Panel Members: Ted Koch, Doug Adams, Curt Pulford

Facilitator: Jason Kauffeld, CRD Educator, Green Lake County UW-Extension

Wisconsin has long been a leader in the modernization of land information. To move on to another stage of progress, the Wisconsin GIS community has been working for the last several years on defining and establishing an organization to work toward a truly statewide vision for GIS – WIGICC. This panel is intended to foster a conversation about what we want to accomplish under the statewide GIS vision. What should our priorities be? What are other states doing in this regard? How can we use what we've learned in this conference to work toward the vision? After the panel discussion and questions, a professional facilitator will help us break into small groups so you can express your ideas. We will close by reporting and recording all ideas, which will be offered for consideration by WIGICC.

11:00 – 11:15 **Break**

11:15 – 11:45 **WIGICC Council Introductions**

Presenter: Ted Koch, State Cartographers Office

12:00 – 1:45 **Lunch (included) & Town Meeting / Committee Updates / Closing Remarks**

2:00 **WLIA Board of Directors Meeting**



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Registration Sheet

To Register: Please email Ann Barrett at: abarrett@uniontel.net or fax: 715-366-4501 or call: 800-344-0421 to register for the Regional Meeting October 16th & 17th in Green Lake, WI. Please indicate which days you plan to attend on registration sheet*.

Lodging Reservations: WLIA has a block of rooms on Wednesday and Thursday, October 15th & 16th for \$70 single and \$92 double for all attendees. To make your hotel room reservations, please call the hotel directly at: 920-294-3344 or 800-444-2812 and mention you are with the WLIA group. Their web site is: <http://www.heidelhouse.com/>

Golfing: [Lawsonia Golf Course](#) in Green Lake is offering a \$10 discount to WLIA members who tee off on Friday. 18 holes with a GPS equipped golf cart is \$35. Please contact [Lawsonia Golf Course](#) for tee times.

Directions to Heidel House:

643 Illinois Avenue, Green Lake, WI 54941 <http://www.heidelhouse.com/>
Toll Free: 800-444-2812, Phone: 920-294-3344, Fax: 920-294-6128 or email - info@heidelhouse.com,

Cost: Make check payable to WLIA and mail to: WLIA, P.O. Box 389, Wild Rose, WI 54984. Check must arrive prior to October 13th or you may pay by MasterCard or Visa below.

Cancellations: You may cancel by Monday noon, October 13th for a full refund. After October 13th there are no refunds.

REGISTRATION FORM:

Name _____

Title _____

Organization _____

Address _____

City, State Zip _____

Email _____

Phone _____ Fax _____

CHECK ATTENDANCE*:

October 16 th , Thursday Meeting	<input type="checkbox"/> \$60.00 member	<input type="checkbox"/> \$70.00 non-member	<input type="checkbox"/> \$10.00 student
October 17 th , Friday Meeting	<input type="checkbox"/> \$40.00 member	<input type="checkbox"/> \$50.00 non-member	<input type="checkbox"/> \$10.00 student

PAYMENT:

Please make check payable to WLIA
OR

MasterCard or Visa



Card Number _____ Exp. Date _____ Signature _____

Total Amount \$ _____