

GIS NEEDS ASSESSMENT AND PLANNING – FEBRUARY 5, 2014

- I. Kick off meeting.
 - a. Clarify why we are here.
 - b. Confirm objectives, set schedule and deliverables.
 - c. Key players.
- II. Discuss overall goals (City, County, MPU).
 - a. Shared services and enhanced coordination.
 - b. Current GIS operations and databases.
 - i. Who can we call for help?
 - c. What each entity is doing with GIS.
 - d. Hardware.
 - e. Software and software systems.
 - f. Data:
 - i. Needs (ie. brownfield data base layers).
 - ii. How current is our data?
 - iii. What processes are running and updating?
 - g. Licenses.
 - h. Existing electronic relationships (data organization, access, work flow, filing, storage etc.).
 - i. Specialty reports and mapping needs.
- III. Needs Assessment.
 - a. Budgets.
 - b. Training.
 - c. Existing GIS staff.
 - d. Redundancy and succession issues.
- IV. Outputs and types of products.
 - a. Exploring the County option.
 - i. Future projects.
 - ii. Timeliness for product delivery.
 - b. What County can do for us.
 - i. Funding source; who controls?
 - c. Immediate vs. long term strategy.
 - d. Cost vs. benefit.
 - e. City's roles and responsibilities if the County becomes the GIS center.
- V. Wrap Up.
 - a. Presentations.
 - b. Deliverables.
 - c. RFP to Manitowoc County:
 - i. Expectations and details.
 - ii. Costs.
 - iii. Step by step work plan to make transition.
- VI. Next Meeting.

Project Description: Explore the feasibility of establishing a formal partnership with Manitowoc County to take the leadership role in delivery of a maximum spectrum of GIS services to the City of Manitowoc, and ultimately other entities in Manitowoc County, through sharing, creating, use and maintenance of GIS datasets.

Can we realize the following benefits?

1. Centralize GIS management and database functions in Manitowoc County (ie. hardware, software and communication networks), and view the entire government structure (ie. City of Manitowoc, Two Rivers, and others) as a single entity.
2. Allow partners to utilize GIS with limited technical and financial resources.
3. Improve decision making, operational efficiencies, allowing partners to use GIS on outcomes.
4. Eliminate data redundancy and data consistency problems.
5. Train staff to use GIS, to eliminate problems with concentration of risk.
6. Deliver data and information on demand and in the needed format while migrating to a new County-wide system.
7. Deliver better citizen service.
8. Reduce operating costs /increase affordability at partner level.

Shared Services Wish List:

1. Internet mapping.
2. Geospatial data mapping and applications.
3. Training and education for partners/users.
4. Staff support for partners/users.
5. Project management and needs assessment.
6. Data sharing.

2009 R.A. Smith Report

1. 5 year plan
2. Enhanced coordination and efficiency.
3. Limited to City and MPU.

Barriers:

1. Coordination.
2. Multiple GIS systems:
 - a. Microstation (Public Infrastructure and MPU)
 - b. Arc (Planning)

Conclusions:

1. Develop applications around work flows, rather than individual departments.
2. Migrate to ESRI-based platform. More opportunities for data sharing with County.
3. Implement a centralized, weak GIS organizational structure led by GIS Coordinator in Planning.

The Implementation chapter prepares a plan for deploying the recommendations and projects. This chapter also includes a schedule of budgetary items through 2014.

Key Barriers and Recommendations

To implement an effective GIS program in Manitowoc, this report identified key barriers and produced strategic recommendations:

Key Barriers:

- Lack of coordination
- Multiple GIS software systems

Recommendations:

- The City and MPU should identify their core GIS datasets and who are the custodians of those datasets.¹
- GIS data should be stored within a production/publication/product tiered system.
- The City and MPU should identify and plan for several levels of GIS users: GIS Professionals, Editors, Analysts, Power Users, and Casual Users.²
- The City and MPU should develop several viewing applications which are organized around multi-departmental workflows that utilize data from multiple systems.³
- The City and MPU should migrate to an ESRI-based GIS platform.⁴
- A GIS Coordinator position should be created.⁵ The Plan recommends for this to be a new position; a secondary option would be to upgrade and change an existing job description/position.
- A centralized-weak GIS organizational structure should be implemented, where the GIS Coordinator is within the Planning Department who coordinates, but does not manage, the GIS activities of staff in other departments.
- A GIS steering committee should be formed to provide guidance in the further development of the City and MPU.⁶

Implementing these recommendations will lead to greater effectiveness in database management and improvement in the delivery of public services. Further, enhanced GIS services will translate into new products to enhance public services and information about the community. Other advantages include providing additional services that were not previously offered and the added insight GIS can provide. Together, these improvements will lead to better long term decisions for the City and MPU.

¹ Section 10 – Dataset Recommendations

² Section 24 – Knowledge and training

³ Section 18.5 – Web Mapping

⁴ Section 18.3 – Desktop Software

⁵ Section 23 – Staffing

⁶ Section 22.1 – GIS Organizational Structure

SIGN IN SHEET
 CITY OF MANITOWOC - MANITOWOC COUNTY - MPU
 GIS NEEDS ASSESSMENT AND PLANNING MEETING
 FEBRUARY 5, 2014

| NAME | ADDRESS | TELEPHONE |
|--------------------|------------------------|-----------|
| 1. Dave Less | 900 Quay | 686-6931 |
| 2. Bradley Olson | 1303 S. 8th | 686-4370 |
| 3. Scott Karbon | 1303 S. 8th St | 686-4393 |
| 4. Daryl Kliment | 1303 S. 8th St | 686-4390 |
| 5. PAUL BRAUN | 900 Quay | 686-6932 |
| 6. Cathy Delain | 1024 S. 9th St. | 683-2781 |
| 7. MATT Smits | 900 QUAY | 686-6910 |
| 8. Jill Erickson | 900 Quay - Engineering | 686-6908 |
| 9. Dan Koski | 900 Quay | 686-6911 |
| 10. Steve Corbille | '' | 686-6961 |
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funding to date, has been applied toward the preparation of environmental studies on several brownfields in the City, as well as towards area-wide planning related to the blighted Lakeview Centre mall north of downtown. In 2013, Phase I environmental assessment were completed for three (3) properties, and Phase II environmental assessments for four (4) properties in the City. In 2013, the Department completed the integration of brownfield data layers into the City's Geographic Information System ("GIS").

The Department continued to administer the City's farmers' market, which registered nearly 80 vendors for the 2013 season.

Geographic Information Systems

The City's overall Geographic Information System ("GIS") is maintained by the Department. The Department maps daily, using information from all assets of the City.

The Department updates the City's zoning, Official Map, aldermanic districts, and annexation maps as changes occur.

GIS layers that are linked to the Assessor's CLT database are now regularly being used by several departments. These layers are used continuously to query fields in the database, and to create mailing lists for the Department, as well as the Public Infrastructure, Parks & Recreation, Assessors, Building Inspection, Public Works, Police and Fire Departments, and the Manitowoc Public Utilities ("MPU"). The City also queries, on a quarterly basis, for Mainly Manitowoc, Inc.; operator of the Main Street Program in historic downtown.

All GIS software and maintenance agreements were upgraded by the Department. One (1) Department staff, two (2) Public Infrastructure staff, and one (1) Assessor employee used GIS on a daily basis in 2013; down from a total of 7 (seven) users in 2011. The Department sent the Associate Planner to the Wisconsin Land Information Associate Annual Conference, ESRI Wisconsin User Group meetings and ESRI ArcGIS Desktop III, ArcGIS for Server and ESRI Designing Maps with ArcGIS Online class in 2013.

The Department completed several mapping and graphic arts projects for use by the Department and the City's Plan Commission, as well as the City Council, Mayor, Public Infrastructure, Assessor, Cemetery, Parks, Police, Fire, Building Inspection, Clerk, Rahr-West, Maritime Metro, and Finance Departments. Some examples of these projects are the mapping of a fire response district map, future park land use/planning maps, and a map of commercial real estate sales in the southwest portion of the City. Additionally, the Department has utilized GIS to assist the Police Department in its annual reporting of crimes and sex offender release maps. The Police Department has continued the use of a twice a week report of mapping crimes from the AeGIS reporting system using the City GIS. Other interesting projects that the Department assisted using GIS with were: Clerks' SVRS district boundary changes for registered voters and addressing; polling place maps for each district; Farmers' Market vendor mapping; assisted with

Municipal Code. As part of the Department's mapping, it annually reviews and updates Chapter One (1) of the Municipal Code entitled "Boundaries", and update the legal description of the City limits based on annexations.

Marketing

On a daily basis, the Department updates and maintains the two (2) electronic message signs which are located in the I-43 Industrial Park a/k/a I-43 Technology and Enterprise Campus.

ASSESSOR

Currently, the office is staffed with only a full-time Assessor. The 2014 budget includes funding for contracting appraisal services. The Assessor is a member of the Wisconsin Association of Assessing Officers.

The Assessor's Office is responsible for the valuation of all real and personal property located within the City for tax purposes. The Assessor's office also provides the Property Listing duties for the City. Establishing ownership and identifying land divisions is the essence of the taxation process. It is our responsibility to provide accurate ownership and to ensure fair and equitable assessments throughout the City.

Our valuation process operates independently of the budget and tax process. The assessment procedure is governed by Chapter 70 of the Wisconsin State Statutes, and the Wisconsin Property Assessment Manual. The laws are very specific as to how the work is carried out. The Assessor's Office must be within 10% of market value, as defined by Statute, at least once in every five (5) years. Failure to comply with this requirement would result in a State ordered reassessment paid for by the local government. As defined by Wisconsin State Statutes, sales are the basis of an assessment system. The buyers and sellers in the market tell Assessors the important factors and trends taking place. Our office interprets what is happening in the marketplace, it does not set market value. We employ statistical analysis as a tool for measuring and improving real estate assessment performance.

The Assessor's office undertook a "full revaluation" of all property in 2007. The successful completion of the City-wide revaluation was partnered with Tyler Technologies/CLT. A revaluation is the process for revaluing all taxable property for the purpose of creating fair and equitable assessments at market value. A revaluations is conducted to not only to comply with State Statute, but also to restore uniformity and equity to the City's tax base.

In 2013, Manitowoc had 11,856 residential parcels, 1,095 commercial parcels, 106 manufacturing parcels, 115 agriculture/other classes, and 1,223 personal property accounts. The total assessed value of all taxable property in Manitowoc in 2013 was just over \$1.9 billion, and the overall assessment ratio was 106.67%.