



REVISED July 31, 2006

Mr. Ray Weiser
GIS Coordinator
Scott County Administration Center
428 Western Avenue
Davenport, Iowa 52801

Re: Parcel Management Re-Engineering

Dear Ray,

As a follow up to our ongoing conversations, and in response to your request, GeoAnalytics is pleased to submit this letter of understanding and informal proposal to provide professional consulting services to assist Scott County with the redesign of business processes and workflows relative to parcel data maintenance and management. GeoAnalytics is a professional information systems (IS) consulting firm that provides enterprise systems planning, design, and implementation services for government agencies. Our firm specializes in information systems technology, integration and management, and has exceptional experience in the creation and advancement of geographic information systems (GIS), spatially-enabled business intelligence and analytics, and performance management.

GeoAnalytics offers the County a broad range and depth of experience and expertise in the planning and design of enterprise scale GIS systems. We have completed hundreds of GIS/IS related projects ranging from strategic implementation plans to end-user applications to comprehensive enterprise systems data management and integration solutions. Our approach to GIS implementation is unique in the sense that our methodologies embrace broader information system design principles, practices, and approaches. Our focused objective is to assist clients with the development of systems that meet their needs, resources, and priorities in the context of their business functions and processes. As such, we bring a strong management consulting dimension to our engagements, helping identify and resolve many of the organizational GIS/IS challenges that have a bearing on successful deployment of technical solutions.

Project Understanding

As articulated in the Scott County GIS Strategic Plan, process improvement was identified as one of the greatest benefits, if not the greatest economic benefit, to modernization, automation, and collaboration of land records management systems. While GIS is not yet an integral part of County business activities and work processes, many potential users could see how business process improvement could be part of GIS implementation. A significant process identified as lacking in coordination, was the area of parcel maintenance, currently undertaken by several different agencies including the County and cities of Davenport and Bettendorf (see Figure 1 at the end of this document for a schematic of these processes). The lack of automation of parcel maintenance drives much of this inefficiency. Individual agencies in both the County and municipalities separately maintain parcel information based on their own business needs. Through the process of automation and agency coordination, the County hopes to reduce if not eliminate parcel maintenance redundancy.

A closely related process identified as problematic, was parcel numbering. Currently, there are two separate parcel-numbering schemes, one for the County, and one for the City of Davenport. Developing consistent and interoperable parcel identification schemes will be essential to advance both the

automation and process improvement. Streamlining parcel identification will have many positive results for parcel management and related business applications that utilize parcel information.

Participants in the Strategic Planning project indicated a desire not only for digital parcel boundary data and associated information, but also timelier parcel data exchange between agencies. For one agency to manage parcel maintenance, there are several issues that will need to be resolved (custodianship, maintenance cycles, etc.) and agreed upon. A proposed and draft diagram to change the parcel maintenance and management process was presented as part of the Conceptual Design phase of the Strategic Plan (see Figure 2 at the end of this document).

Once parcels are converted into a GIS framework with spatial and non-spatial components, one agency will be able to maintain the core parcel information. Other information, specific to other offices or departments, can still be maintained in each specific office. A new process promotes minimization of duplicative efforts, increasing access to the most important GIS layer, and having more timely data updates. Accordingly, GeoAnalytics proposes to assist Scott County with the redesign of business processes and workflows relative to parcel data maintenance and management.

Parcel Management Redesign

In parallel with another current project to develop the digital parcel database for Scott County, some process improvements can be made. For example, it is practical at this time to begin assessing the issue of two different Parcel Identification Number (PIN) schemas being used in the County and City of Davenport. Adopting a single numbering standard may be difficult initially because of existing business processes and applications, however, a cross-walk between the PINs can be implemented to support the business and application needs of the City and the County during parcel conversion. The workflow redesign will also address key non-spatial data integration.

Accordingly, GeoAnalytics' consulting services will include the following recommended activities as summarized in the Scott County Strategic Plan documents:

- ▼ Assist with establishing Parcel Maintenance Agreements – A policy tactic that is a necessary precondition to improving parcel processes involves the establishment of explicit institutional arrangements between the County and municipalities as to the management and maintenance of the digital parcel layer and related non-spatial data. These agreements should be set up in advance of the actual parcel conversion process.
Deliverables will include a draft of an agreement establishing provisions for the sharing and maintenance of GIS based parcel map data between the County and its primary municipal partner stakeholders. The County will approve a final draft of the agreement.
- ▼ Parcel Workflow Redesign – GeoAnalytics will assist Scott County with a formal process redesign effort. Although the Conceptual Design document provided a basic proposed workflow, a more detailed redesign will be undertaken. This redesign will take into account the varying business needs of the County and the cities of Davenport and Bettendorf. The work and data flow redesign(s) will address both spatial and non-spatial data across the County enterprise. GeoAnalytics will facilitate additional fact investigation, two onsite workshops with the GIS Technical Committee and Parcel Sub-Committee, and provide analysis to create the redesign.
In addition, the parcel workflow redesign will consider County GIS staffing recommendations to assist with the transition and maintenance of the new parcel database.
Deliverables will include a final report with specific recommendations and an updated workflow for the management and maintenance of parcel data in Scott County.
- ▼ Assist with Parcel Geodatabase Design Review – GeoAnalytics will provide review support to the County for parcel geodatabase design and development work to be completed by the vendor hired to perform parcel data conversion. Specific activities will include review and comment on

the vendor's parcel geodatabase model, and facilitation of discussions to determine explicit business needs that must be supported by parcels within the Enterprise GIS.

Deliverables will include documentation with specific comments or recommendations for improvement.

- ▼ **Assist with PIN Cross-Index or Standardization** – GeoAnalytics will provide consultation for the development of mechanisms to support integration between the County and the City of Davenport PIN schemes. While a single standard is being developed, there will need to be a cross-walk between the two parcel numbers. This will permit the creation of a seamless parcel layer with supporting attribution on a countywide basis. This index may also reference any and all documents associated with the parcel. This database design exercise should be accomplished prior to parcel boundary data development.

Deliverables include a report outlining a PIN standard and cross index details.

We anticipate that this project will progress over two to three months depending on schedules, availability of staff, and coordination for meetings, workshops, fact investigation, and documentation. GeoAnalytics will work with the County to create an appropriate level of effort and sequencing of tasks. We are confident that the project tasks can be accomplished within a reasonable timeframe and in parallel with the start of the parcel data conversion project.

For this project, our fees will not exceed \$32,000. All travel expenses will be invoiced at actual cost in addition to fees, per County approval, and GeoAnalytics will provide supporting documentation as needed. All fees and expenses will be billed on a monthly basis.

GeoAnalytics uses a team approach to projects that draws on the collective expertise of the firm and its client project participants. William Holland will serve as Account Manager and will assign an individual to serve as technical support and advisory staff, assisting with fact investigation, technical expertise, and facilitation. Work will be assigned in accordance with staff availability and expertise. Project staff will likely include one of the following (to be confirmed): Carol Roffer, Anita Temple, or Aaron Cohen. These individuals have well over 50 years of combined GIS management, design and implementation experience, both technical and organizational.

Staff labor for services rendered will be charged on a time and materials basis up to the limitation described above, based on the following hourly rates.

| Name | Position | Hourly Rate |
|-----------------------------|---|--------------------|
| William Holland | Account Manager and SME (Subject Matter Expert) | \$ 175 |
| Carol Roffer | Senior Systems/Planning Analyst | \$ 150 |
| Aaron Cohen or Anita Temple | Systems/Planning Analyst | \$ 150 |

Once again, we are pleased at the opportunity to continue assisting Scott County. If you have any questions or concerns, please do not hesitate to contact me.

Regards,

Tim Torres
 Business Development Manager
 GeoAnalytics, Inc.

Figure 1: Existing Parcel Work and Data Flows

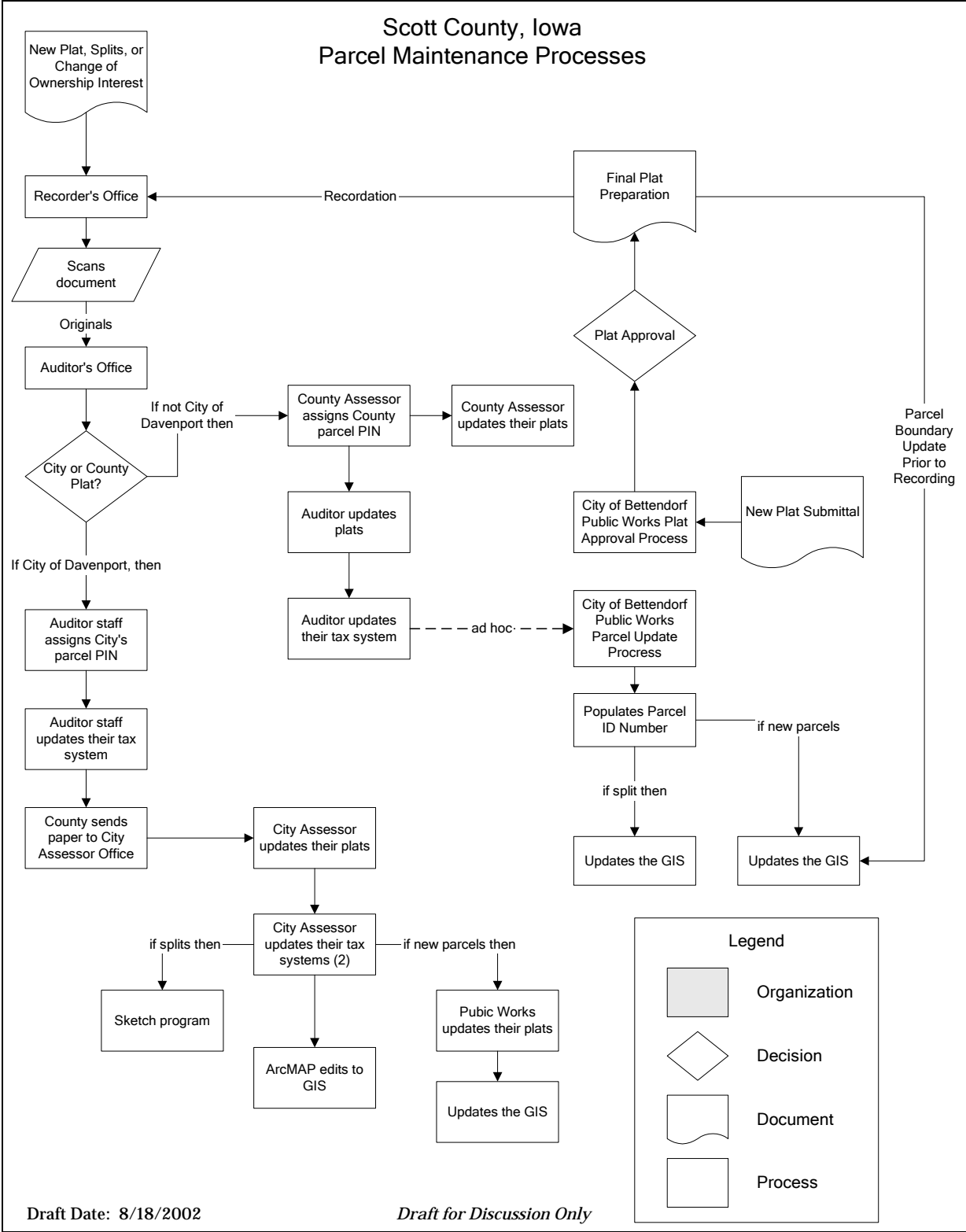


Figure 2: Proposed Parcel Process from Conceptual System Design phase of Strategic Plan

