

Date: Monday, June 15, 2015

Subject: Special Grant Board of Directors Meeting

Board Members Present: Mickey Dietrich, Susan Nixon, Rich Quodomine, Julie Tolar, Pete Walsemann, Carol Zollweg

Committee Chairs and Officers Present: Michelle Debyah

Not Present: Julia O'Brien, Christa Hay

Minutes: The meeting began at 10:00 PM.

Susan called a special meeting of the Board of Directors to discuss the Fund for the City of NY (the Fund) grant. Alan began the meeting by explaining how the grant happened. Alan and two colleagues began an effort to improve infrastructure data for NYC. They met with Mary McCormick, President of the Fund, and formed the New York Geospatial Catalysts organization. While working with Mary, Alan supplied a list of potential projects, including increasing the use of GIS by municipalities throughout New York State. The Fund supported the project and offered a \$10,000.00 grant to fund it.

How will the grant help us promote GIS to municipalities? Alan believes it could help us sharpen some of the efforts we are already working on, such as regional group collaboration, educational seminars, and the website. It could support multimedia or advocacy. It could help us identify and develop strategies to lower barriers to GIS for municipalities.

Initial thoughts centered on a survey to identify which municipalities have GIS, which do not, and what barriers exist for those who do not. Pete had a discussion with a colleague from the Center for Community Studies at Jefferson Community College. The Center for Community Studies does meaningful research by combining students hired as paid professionals, telephone solicitations, statistical sampling, and sociology. They could do a statewide survey of all municipalities, but a very rough estimate puts the cost in the \$7,000.00 to \$9,000.00 range. If we know the contacts and how to direct it, we should consider statistical sampling using a web survey. Pete's contact is willing to review survey methodology, be it ours or an outside vendor.

Susan said we need to focus on three steps that can be worked on simultaneously:

- Contact list
- Interviews
- Training videos

We should plan to compile contact lists and conduct the survey ourselves so that the grant money can be spent on producing training videos. Even if we conduct the survey ourselves, we could still hire a survey firm to help us develop the questions.

Alan has already interviewed Regional Committee points of contact (POC). He will continue to interview POC's, as well as Association Board and Committee members.

The videos will be focused toward New York State municipalities. There will be a series of three, the first being an overview/"What is GIS". The remaining videos could show how GIS can save time and money, how it applies to specific jobs (emergency response, stake outs, snow plowing, etc.), where to find public data, or open source software.

The survey needs to help us identify who has and does not have GIS. If they already have GIS, how can the Association assist/support? If they don't already have GIS, why? Do they want it? Our intent is not to push municipalities who are not interested. We want to identify the early adopters, find those who want it, those who are ready to move forward. Once we identify the "Emerging GIS" municipalities, we want to help them overcome the barriers that have hindered implementation.

Survey target date: July 13, 2015.

Survey Brainstorming

Methodology

- Basic web survey
- In-depth telephone or personal interviews
- Combination of web survey and in-depth interviews

Contact Lists

- Member List
- Regional Coordinators
- New York State Clearinghouse – Cooperative Members & "Who's Who in GIS" Directory
- New York State/Bill Johnson
- Regional Planning Councils
- NYS Association of Towns booklet
- nytowns.org (The Association of Towns of the State of New York)
- nycom.org (New York State Conference of Mayors and Municipal Officials)
- nystownhwys.org (New York State Association of Town Superintendents of Highways, Inc.)
- countyhwys.org (New York State County Highway Superintendents Association, Inc.)
- Cornell Local Roads Program (Highway Department contacts)
- New York State Emergency Management Association

Departments

- Planning Board
- Zoning Board
- Highway/DPW
- Code Enforcement
- Assessor

Survey Questions

Start with a brief introduction of GIS and digital maps to help people broaden their thoughts beyond just GIS software. Include mention of GPS and online maps (Google Maps, Yahoo Maps, Bing Maps, MapQuest, etc.).

Do you or your organization utilize GIS or digital maps? YES NO

If YES:

What GIS or digital maps do you use?

How would you describe your level of use: EXTENSIVE MODERATE SLIGHT

What assistance or resources would help you further your use of GIS?

If NO:

What are the reasons you or your organization does not use GIS?

Does someone supply you or your organization with mapping support? YES NO

Do you or your organization use paper maps? YES NO

If you use paper maps, would you be interested in using them digitally? YES NO

Are you or your organization interested in using GIS? YES NO

How would you rate your level of interest in using GIS? HIGH MODERATE LOW

Who is the best person to contact for your organization to learn more about GIS?

If a paper survey is handed out at the conference and an incentive is offered for completion, a question could be asked to vendors of who they supply services for. Then they can be eligible for the incentive, and it would help us to determine which municipalities are being supported by someone else.

Grant Action Item List

1. Carol will set up a Google Docs repository for grant related documents.
2. Everyone should document their hours spent on the grant/Emerging GIS Project in Google Docs.
3. Michelle will put a draft of the survey in Google Docs for review.
4. Alan will put a copy of his interview survey and responses in Google Docs.
5. Alan will continue to interview regional POC's, Board and Committee members.
6. Susan will work with Razy and Tim to develop the survey.
7. Contact Lists:
 - a. ? – Member List
 - b. Alan – Regional Coordinators
 - c. Pete – NYS Clearinghouse – Cooperative Members & "Who's Who Directory
 - d. Sue – New York State/Bill Johnson
 - e. Razy? – Regional Planning Councils
 - f. Mickey – NYS Association of Towns booklet
 - g. Mickey – nytowns.org (The Association of Towns of the State of New York)
 - h. Mickey – nycom.org (NYS Conference of Mayors and Municipal Officials)
 - i. Mickey – nystownhwys.org (NYS Association of Town Superintendents of Highways, Inc.)
 - j. Sue – countyhwys.org (NYS County Highway Superintendents Association, Inc.)
 - k. Sue or Mickey – Cornell Local Roads Program (Highway Department contacts)
 - l. Alan – NYS Emergency Management Association
8. Video/Film Contacts:

- a. Carol – Jim Zollweg
 - b. Alan – Documentary film maker contact
 - c. Sue – File maker contact
 - d. Andy Mendola?
9. Alan will follow up with Open Street Map.
 10. Mickey will explore the use of Google Fusion for a possible crowd source map.
 11. Susan will contact Bruce regarding setting up room time for interviews during the conference.
 12. Susan and Alan will create a list of everything the Association does that applies to the grant.
 13. Alan will look for Application Award submissions of interest to Emerging GIS municipalities.