

Media Contact:

Tripp Corbin, CFM, GISP
tcorbin@egisassociates.com
678-710-9710 ext 0021
egisassociates.com

FOR IMMEDIATE RELEASE

Bay County Florida GIS Division charts new road to success with Geospatial Road Map from eGIS Associates, Inc.

Panama City, FL, July 11, 2013—Bay County has been using GIS since the late 1990s. By 2012, it was well established within the County. Many County Departments and Cities within Bay County rely on the GIS Division to create maps, perform some analysis and generate reports. However the GIS Division knew it had the ability to provide even more products and services to its customers using existing and new technology. Like many established GIS groups, they were just unsure what they needed to do to move forward.

In 2012, the GIS Division reached out to eGIS Associates for help. The GIS Division had eGIS to perform a Geospatial Road Map analysis. The goals and objectives of this analysis stated by the Division were:

“To obtain clearly focused and obtainable objectives and strategies that will enable us to define and execute a business plan for GIS that will improve stakeholder buy-in, broaden our reach and increase confidence in GIS as a solution to improve processes and decision making throughout the county”

This analysis provides an impartial look at an organization’s GIS and how it aligns with stated goals, mandates and objectives. *“Bay County is like many other well established GIS groups. It had become stuck in a rut. While it does provide quality products and services to their customers, these were largely still just printed maps. They knew they could do more but were lost as to how to get others to realize it. They were also not sure what new technology could be implemented into their existing infrastructure fairly easily to add even more bag for the buck. Our Road Map analysis provided them with turn by turn directions to help them grow their service and product offerings.”* said Jason Kandrick, President of eGIS Associates, Inc.

The Geospatial Road Map analysis included a thorough inventory hardware, software and data available in the County’s GIS. eGIS conducted three days of onsite interviews with Bay County GIS staff, GIS managers and many of the GIS Division customers. Staff members were interviewed to determine skill level, workflows, overall knowledge and future career goals. The GIS Managers provided insight into long range goals and current product demand. Lastly the GIS Customers were interviewed to determine the level of satisfaction with current products being provided and to determine if there were other needs GIS could help meet that the GIS Division was not aware of.

“During the customer interviews we found the customers were very happy with the products they were receiving from the GIS Division. The GIS Division is very proud of the work they do and it shows through the quality of their products.” said Tripp Corbin, CEO of eGIS Associates. He also went on to say *“We also found there was a lot more the GIS Division could be providing to its customers. We find this to be a*

common issue. It happens most often because the customer doesn't really know what GIS is beyond making maps and the GIS staff doesn't know what all the various departments they serve do or need. We know GIS is complex add to that having to know what the duties and requirements of Public Works, E911, Emergency Management, Planning, and so on and it becomes almost impossible to anticipate everyone's needs."

eGIS compiled and analyzed all the gathered information to develop a road map of recommendations and priorities needed to get the County from where it was to where it wants to be, based on the goals and needs it expressed.

The final result of the analysis was a 3 year strategic plan for moving their GIS program forward. This plan was a report which provided turn by turn directions which the County could follow to achieve their goals. This report included:

- Assessment of current management practices and recommended improvements
- Assessment of current staff levels and recommendations for staff development and training
- Review of current technology including hardware, software, and data with recommendation for providing greater access to data to all consumers
- Marketing plan to help promote GIS Divisions goals and abilities to their customer base and key stake holders

"We consider our Road Map to be our business plan for success. It has provided us with highly focused and obtainable objectives and strategies. The eGIS staff members were a pleasure to work with and we were very pleased with their thoroughness and professionalism." said Jennifer Morgan, GISP, GIS Division Manager Bay County Florida

Six months after initial delivery, the County continues to rely on the Geospatial Road Map as a guide. It *"continues to be our working guide for GIS Development."* Jennifer says.

###

About eGIS Associates, Inc.:

eGIS Associates, Inc., an Esri Silver Partner, is focused on providing efficient and cost effective Geospatial Solutions that meet the growing needs of public and private sector enterprises. Our mission is to help our customers consume the Power of Place with current technology standards and Applied Spatial Intelligence ©. eGIS maintains credentialed staff in multiple Geospatial and IT disciplines to serve the range of needs of our clients. Our "tool kit" of resources includes mobile training labs and a host of state-of-the-art technology to aid in providing high quality and cost-effective results.

About Bay County GIS Division:

Formed in the late 1990s, Bay County GIS Division provides GIS support for multiple County and City Departments. Using Esri's ArcGIS Platform, Bay County's GIS staff creates maps, performs analysis and deploys GIS web and desktop applications in support of daily business operations as well as emergency and natural disaster response. They also maintain an active GIS web portal which allows Citizens and Elected Officials to access information and thus make more informed decisions. Bay County GIS has

developed a reputation for providing high quality GIS products and services that Bay County can be proud of.