October 20, 2022

NOTICE OF MEETING

Please be advised that the Richland County Land & Zoning Standing Committee will convene at 11:00 AM on Monday, **October 24, 2022** in the Richland County Board Room 181 W. Seminary Street or join via WebEx found at

https://administrator.co.richland.wi.us/minutes/land-zoning/

*Meeting materials for items marked with an asterisk may be found the above site.

<u>Agenda:</u>
1. Call to order
2. Proof of notification
3. Agenda approval
4. GIS Contract Services Vendor Presentation/Interviews
    a. MSA
    b. SWWRPC
5. Resolution 22-95 budget cuts discussion and response
6. Future agenda items
7. Adjournment

A quorum may be present from other Committees, Boards, or Commissions. No committee, board or commission will exercise any responsibilities, authority or duties except for the Land and Zoning Committee.

CC: Committee Members, Richland Observer, WRCO, Courthouse Bulletin Board, County Clerk, County Administrator

Fw: Richland County GIS Duties

Melissa Luck

Wed 10/19/2022 2:16 PM

To: Melissa Luck <melissa.luck@co.richland.wi.us>;

GIS Technician Duties:

Create and/or maintain all GIS layers including parcels, addresses, centerlines, zoning, BOA, PLSS, CSM's, fire, ambulance, first responders, septic, and many, many others.

Create new layers of data when requested.

Edit and update GIS layers (mainly Zoning) from other municipalities: Town of Ithaca, Town of Rockbridge, City of Richland Center, all Villages, etc. This happens maybe once a year.

Update sanitary GIS layer with GPS collections of well, field, force main & building sewer, tank.

Web Data Update on Wednesday mornings.

Map Certified Survey Maps (map initial review for Mike, then map final recorded description)

Map New Addresses (we will issue address numbers)

Statewide Parcel Map Database Project. This project is normally due to the State by the end of March.

BAS and Ward updates to state twice a year.

Archive of any layers, mxd's, annually.

Fill requests for maps and other GIS data for property owners, municipalities, utility companies, etc.

Provide maps to Sheriff's Department and Emergency Management, when requested.

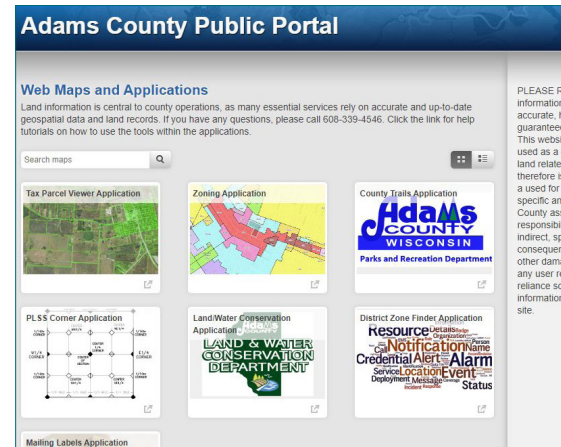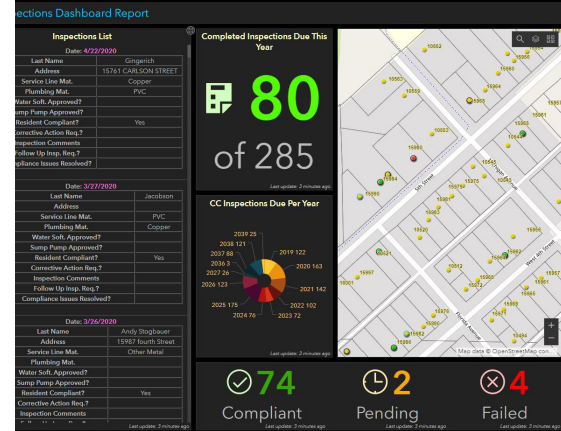I hope I have not forgotten anything.

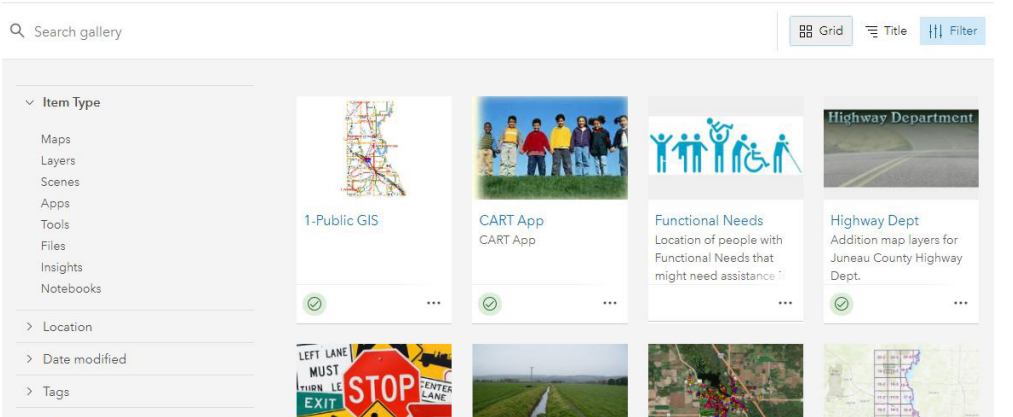Let me know if you have any questions.

Thank you, Scott!

Lynn Newkirk
GIS Technician/Asst. Zoning Admin.- Sanitarian
Richland County Zoning
181 W Seminary St
Richland Center, WI 53581
608/647-2447

Visit us on the web at http://co.richland.wi.us

PROPOSAL TO PROVIDE
GIS Duties

Prepared for:
Richland County
September 6, 2022
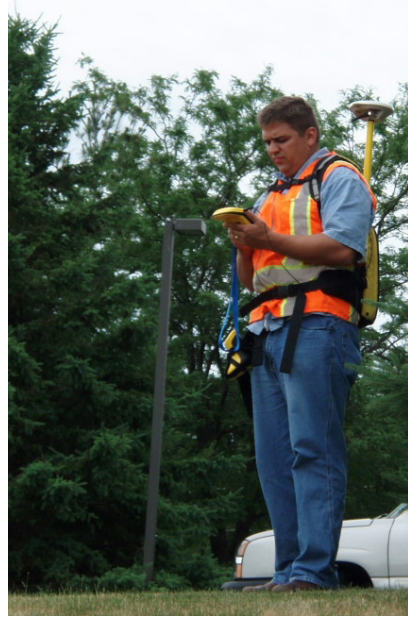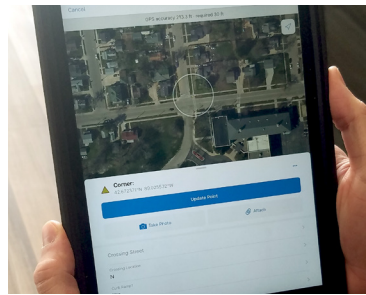
TABLE OF CONTENTS

September 6, 2022

Clint Langreck, Administrator
Richland County
221 West Seminary Street
Richland Center, WI 53581

Re: Qualifications to Assist County Zoning Office with GIS Duties

Dear Clint,

Thank you for considering MSA Professional Services, Inc. (MSA) to provide additional GIS services for Richland County. MSA has supported the County's GIS for the last 20 years. We have assisted County staff in using GIS in most every department for many different uses. From helping the Land Information Department in growing its use of GIS for parcel data management to assisting in address and street data used for E911, MSA has made sure the County's GIS does what is needed.

MSA's GIS team has worked closely with Lynn Newkirk for the entirety of our time assisting the County. As GIS technology has progressed, it's importance to County operations has grown. Lynn has progressed along with GIS changes and her skills using the technology have become essential to all County departments. Her years of institutional knowledge working for the County will be hard to replace. For these reasons, the void that Lynn's retirement will create will be difficult to fill.

MSA's GIS team understands your County processes and the technical requirements to continue Lynn's job functions. We're well suited to ensure GIS will continue with little disruption after Lynn's retirement. You can be confident important tasks will carry on. We'll also ensure the County's use of GIS will continue to evolve as the technology does. Often, when a person with Lynn's knowledge and experience retires, organizations have a difficult time adjusting. With MSA, the County's adjustment will be easier.

Overall, as an Esri Partner for over 20 years, MSA has the knowledge and resources to ensure that Richland County is fully utilizing its investment in ArcGIS to positively impact the entire County. To date, MSA has helped nearly 100 counties, municipalities and public utilities across the Midwest succeed with this model. Esri has awarded MSA with the Release Ready Specialty status in recognition of our adherence to the highest level of standards and best practices when implementing GIS – one of the few municipal engineering consultants to join the list globally.

If you have any questions about the ArcGIS platform, the workflow or the tasks and costs within this proposal, please feel free to contact me at (608) 242-6620 or skiley@msa-ps.com.

Sincerely,
MSA Professional Services, Inc.

Scott Kiley, GISP
Project Manager, Technical Administrator

OUR PURPOSE:
ENABLING PEOPLE TO POSITIVELY IMPACT THE LIVES OF OTHERS.

WHO WE ARE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

HISTORY

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of more than 380 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

MSA's GIS Team:

As an Esri Business Partner since **1999**, MSA's GIS team has endured the wave of technology changes and is here to extend the latest GIS solutions to you.

In short...

- We've served nearly 100 Midwest communities.
- We can create GIS solutions at any scale, from townships to counties, and from training and consulting for in-house GIS professionals to full-scale asset management implementations.
- We believe our **clients should own their data**.

OWNERSHIP

Our professionals think like owners because they are owners. Your team will be comprised of individuals who are invested in your success and committed to a high standard of performance. We're proud to be 100% employee owned.

TEAM

Our 380+ planners, landscape architects, engineers, architects, surveyors, funding specialists, and environmental professionals are dedicated to your success. While you know the faces behind your projects, we are a team that works as one to support our clients. When you work with MSA, you're not just working with individuals—you're working with all of us.

RECOGNITION

Since 2010, we've been recognized throughout the Midwest with more than 63 industry awards. And, we're just getting started. When you partner with MSA, you know you're in good hands.

POSITIVE IMPACT

Finding funding for projects is what we do. We know projects and plans are no good to you if they don't work toward implementation. We get creative. And, it's led to securing over $500 million in grants and low-interest loans to offset costs for our partner communities.

AREAS OF EXPERTISE
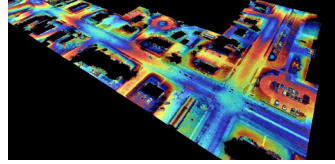
ENGINEERING

We know the key to strong communities is the happiness of their residents and the health of their economies. MSA focuses on working alongside public and private clients to achieve both these ends by designing and constructing projects that solve age-old problems and encourage new development.

- Street and Utility Design and Reconstruction
- Potable Water Supply, Treatment and Distribution
- Wastewater Collection and Treatment Systems
- Stormwater Management
- Park and Recreational Space Design
- Site and Land Development Civil Design
- Airport Planning and Design
- Agricultural Engineering
- Bridge Design and Construction
- Traffic Planning and Engineering
- Real Estate Acquisition

ARCHITECTURE

From intricate historical restorative projects to high-rise programming and design, our team of architects aspires to design buildings that enrich the lives of our clients and enhance their futures.

- Architectural Design
- Mechanical, Electrical and Plumbing Design
- Building Planning and Feasibility Studies
- Park, Recreation and Aquatic Facility Design
- Programming and Space Planning
- Site/Building Evaluation
- LEED® and Sustainable Design

SURVEYING

MSA's surveyors have the resources and expertise to efficiently and accurately complete fieldwork and to provide high-quality survey documents.

- Land Surveys (Boundary Location or Establishment)
- Subdivision Surveys
- Topographical Surveys for Development Projects
- Redevelopment/Streetscape Surveys
- Infrastructure/Facility Design Surveys
- Utility Surveys
- Flood Elevation Surveys
- Construction Staking
- Control Surveys for Environmental Assessments
- ALTA/NSPS Land Title Surveys
- Mobile and Web-Based GIS Development

FUNDING

Our funding experts excel at coordinating grant and loan applications, and fulfilling the requirements of various agencies to help our clients turn project ideas to reality.

- Tax Increment Financing (TIF)
- Grant Writing
- Grant Administration
- Project Financing
- Stormwater Utility Studies and Creation

PLANNING & LANDSCAPE ARCHITECTURE

MSA has specialists in all areas of community planning, urban design and economic development. Our award-winning planners work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles.

- Comprehensive Planning
- Neighborhood and Corridor Planning
- Park and Recreation Planning
- Downtown Revitalization
- Housing
- Economic Development
- Capital Improvement and Strategic Planning
- Public Administration
- Urban Design
- Transportation Planning

ENVIRONMENTAL SERVICES

MSA's environmental scientists and technicians help communities identify and clean up contamination. We understand regulatory requirements and have built critical relationships with regulatory agencies.

- Phase I and II Environmental Site Assessments
- Wetland Design, Delineation, Restoration and Permitting
- Brownfield Site Development
- Asbestos, Lead and Mold Inspection/Remediation
- Spill Investigation and Remediation
- Solid and Hazardous Waste Management
- Permitting and Planning
- NPDES Compliance, Adaptive Management Plans, and Nutrient Trading

SCOPE OF SERVICES

The following scope describes services to assist Richland County in continuing job duties performed by the previous full-time GIS professional, while the position is vacant:

- All itemized task costs are based on the general assumption that all tasks combined accounted for 60% of the previous GIS Professional's full 2,000 hours per year or **1,200 hours** were spent on all tasks below each week.

- Individual tasks will be based on the listed **% of the total 1,200 hours** for each.

- Each per task cost listed below is an estimate. The amount of time spent on each could vary depending on weekly workload.

- If the County decides not to have MSA perform all tasks listed that were covered by the previous full-time GIS professional, the County can choose which tasks it would like MSA to cover.

- The County will only be invoiced for tasks it requests to be completed by MSA's GIS team.

- The County will be invoiced based on a time and expense basis based on total hours each month.

- Task costs are based on the percent of time each member of the project team is expected to spend on the project. *The project team and their individual percent breakdown is described on page 8 of this proposal.*

- If the County's IT staff utilizes a support request tracking system, MSA will explore utilizing it for GIS requests.

- If IT cannot include GIS requests on their support request system, MSA will create a GIS service request Survey123 app on the County's ArcGIS Online site. The app will notify MSA's GIS team and the requester with an email after the request is submitted.
  - Requests will be categorized as follows:
    - Parcel split
    - CSM mapping
    - Plat mapping
    - Legal description preliminary mapping (for review)
    - Plat of survey location
    - Address addition
    - Centerline update
    - Zoning update
    - Other GIS requests
  - Legal descriptions will be mapped within 24 hours of submitting the ticket.
  - For all other requests, MSA will provide a time estimate for completion within 24 hours of submitting the ticket.

TASK 1: PARCEL DATA MAINTENANCE (PARCELS, CSMS, PLATS, ETC.)
300 hours per year (estimate based on 25% of 1,200 hours of yearly GIS time)

- Delineate all parcel splits using CSMs, plats and other recorded documents.

- Weekly web data update. (MSA can explore automating this completely and provide a cost).

- Mapping for CSM review.

- Includes annual preparation and delivery of data to statewide parcel project.

- *Task cost (per year): $30,150.00*

TASK 2: E911 DATA MANAGEMENT (CENTERLINES, DISPATCH ZONES, ETC.)
120 hours per year (estimate based on 10% of 1,200 hours of yearly GIS time)

- Map new addresses issued by County.

- Update centerlines and address ranges for dispatching as needed.

- Update other E911 supporting data as needed.

- *Task cost range: $12,060.00*

TASK 3: ZONING DATA MANAGEMENT
24 hours per year (estimate based on approximately 25 zoning changes each year)

- Update County zoning data (more frequently) and municipal zoning data (less frequently).

- *Task cost: $2,512.50*

TASK 4: OTHER DATA MAINTENANCE (INCLUDING NEW DATA CREATION)
As needed, roughly 10 hours per year (MSA will provide cost estimates if additional data is requested by the County)

- Includes annual BAS and Ward updates and submitting to the state.

- Create new data when requested by the County.

- Archive data and map files when requested by the County.

- Task cost: $1,005.00

Estimated Total Yearly Costs: $45,727.50

ADDITIONAL PROJECT COSTS (AS REQUESTED BY THE COUNTY)

TASK 5: COMPLETE SPATIAL ADJUSTMENT PROJECT

- Use GIS methods to effectively shift parcel polygons within sections to their new high accuracy PLSS corners.

- MSA previously assisted County GIS staff to create a process to achieve this spatial adjustment.

- MSA will follow this process as documented by County GIS staff.

- The following cost is based on the time required to spatially adjust approximately 225 remaining sections.

- Some additional cleanup of previously adjusted sections is also expected.

- *Task cost: $24,800.00*
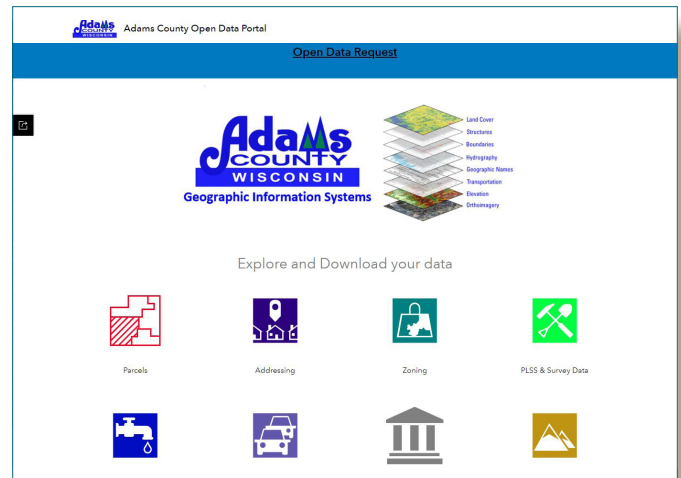
TASK 6: CONFIGURE OPEN DATA PORTAL

- MSA will create an Open Data Portal which will look and function similar to the one for Adams County, WI.

- MSA will configure the Open Data Portal to allow the public to download current parcels, centerlines, addresses and any other data the County wishes to make available for public download.

- MSA will set up the Open Data Portal so that it is has updated data and is easily managed.

- MSA will provide County staff training to update the Open Data Portal when necessary and add new data if needed.

- *Task cost: $2,420.00*

TASK 7: NG911 DATA PREPARATION

- MSA will clean up data so that it matches schema requirements and data accuracy standards as described in the report from GeoComm.

- MSA will provide on-going support of the data and updates for 18 months after the start of the project.

- MSA will provide training to support County staff that will be required to maintain NG911 data after project completion.

- *Task cost: $14,700.00*

MSA will create an Open Data Portal which will look and function similar to the one for Adams County, WI.

MSA'S GIS EXPERIENCE

Our GIS team has implemented ArcGIS Online solutions in nearly 100 client communities across the Midwest. Each one has been a unique experience. MSA has been involved from full administration and management to turn-key migrations, based on client preferences. While some clients have particularly excelled in specific areas, such as in ArcGIS Pro adoption, public engagement tools, or real-time reporting, nearly all clients are utilizing ArcGIS Online for various scales of public utility management. We have amassed experience providing migrations from any platform and understanding any type of community data.

MSA is happy to take on whatever role you believe will best leverage your staff availability and skill sets to maximize the benefit of your GIS system. Our GIS team is supported by a company of over 380 in-house engineers and specialty municipal disciplines – we understand the needs of your GIS, reporting requirements, and that people prefer to use and access technology differently.

Please take a moment to further explore our firm's experience, our personalized approach to GIS and software, and some live demos of GIS applications in this brief self-guided presentation. You can also click directly on the image to view. *(Note: For best performance, we recommend utilizing Google Chrome to run this presentation).*
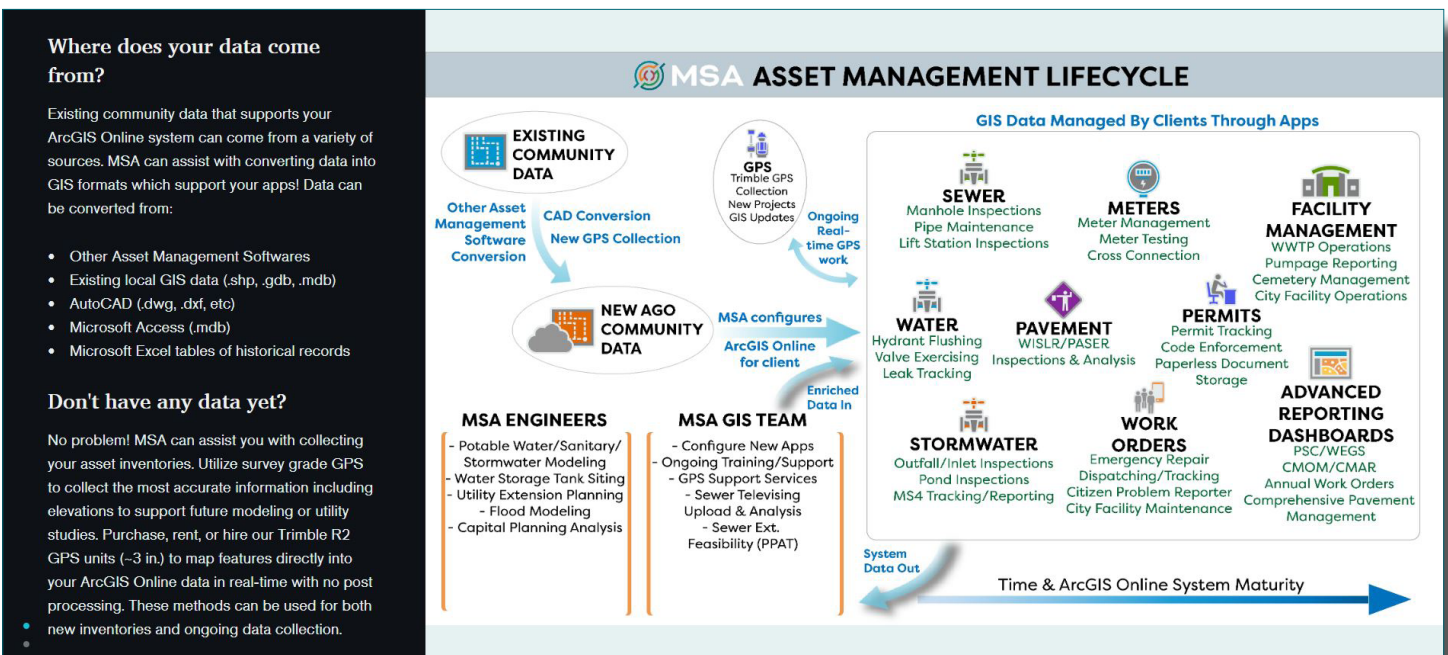
RELATIONSHIP WITH ESRI AND ESRI PARTNER STATUS/CERTIFICATION

At MSA, GIS has been a stand-alone service for over 25 years. As an Esri Business Partner since 1999, MSA has always closely aligned with the latest technology available in the GIS industry. As cloud architecture emerged, MSA was one the first partners in Wisconsin to begin implementing ArcGIS Online shortly after the technology appeared. With many high-quality implementations of the platform, MSA earned Esri's Systems Ready Specialty badge. Esri awards badges like this through solicited review of current work in the platform, adherence to best practices, and demonstrated experience. As a current Silver Level Business Partner with Esri, MSA has continued to pursue specialties, such as our services listing on the ArcGIS Marketplace – where MSA represents one of the few full-service AEC consulting firms globally to be listed.

Through consistent communication with our Esri Partner representative, MSA strives to undertake training and recommendations on emerging tools available to our clients such as Utility Network Analyst, deployable ArcGIS Online solutions, and customer licensing packages.

ORGANIZATIONAL CHART

Our team is staffed to handle the needs of your projects. We are a group of experienced GIS professional backed by more than 380 other technical specialists who are accustomed to working together on similar projects. Our familiarity with each other will enable us to meet your workload and timeline requirements. **We have chosen a team that reflects the needs for this project, including familiarity with similar-sized projects, and the expertise to explore all viable alternatives.**

Todd Halvorson, GISP
Client Liaison

Scott Kiley, GISP
Project Manager
Technical Administrator

Calvin Wong
Project Technical Specialist

Briar Peterson
Project Technical Specialist

ESTIMATED COSTS AND LABOR RATES

KEY PERSONNEL	% TIME EXPECTED ON THE PROJECT	**RATE ($/HR)
Scott Kiley, GISP Project Manager/Technical Administrator	15%	$140
Todd Halvorson, GISP Client Liaison	5%	$150
***Calvin Wong** Project Technical Specialist	40%	$90
***Briar Peterson** Project Technical Specialist	40%	$90

Actual hour breakdown between Briar and Calvin will vary, depending upon schedules and task delegation as decided by the project manager.

**Blended Rate: $100.50/hr (based on percentages each member of the project team is expected to spend on the project).*

Scott Kiley, GISP

PROJECT MANAGER / TECHNICAL ADMINISTRATOR

Scott will be responsible for directly coordinating with County staff to manage the migration and implement GIS solutions for this project. He will lead all trainings and be your primary contact and resource for on-call services and GIS questions, and will provide additional assistance and advisement to the project and project team as needed.

Scott is a certified GIS professional who is interested in all types of data and ways to create, disseminate and analyze it. Scott loves to see data used to help make informed decisions, especially when it involves spatial aspects. Location-aware data commonly shows another side that can inform decisions in different ways. He has created, converted and managed data in most formats including GIS, CAD, SQL Server, Access and Excel. Scott enjoys developing ways to utilize data more effectively, from web and mobile mapping applications to scripts and automation.

SELECTED PROJECT EXPERTISE

ArcGIS Pro and Enterprise Implementation and GIS Support Services, South Milwaukee, WI
Implemented ArcGIS Pro and ArcGIS Enterprise for asset management for 10+ users across engineering, streets, sewer and water departments. Migrated an outdated ArcGIS Server system delivering Flex-based applications to end users to a version 10.8.1 ArcGIS Enterprise system. GIS resources are delivered to staff in the field using Collector on iPads, while GIS staff use ArcGIS Pro to manage data and other high-level needs and office staff view data with easy-to-use Web AppBuilder apps. The entire system ensures everyone's needs are met without having to become GIS experts to do so.

ArcGIS Online Implementations, Various Wisconsin Communities: Clintonville, Cottage Grove, Eagle River, Elroy, Hillsboro, Kendall, Monroe, New Lisbon, Palymra, Pardeeville, Savanna, Sauk City, Shorewood, Sparta, Spooner, Stoughton, Wautoma and Wisconsin Dells
Implemented the complete ArcGIS Online platform creating a centralized geospatial foundation for each municipality's residents and staff. Delivered focused maps and apps for municipal staff using Esri's solutions for Local Government, Water and Public Works. Trained municipal staff of all disciplines in the use of ArcGIS Online tools, including Collector and other ArcGIS mobile apps on both Apple and Android devices. Set up and administered the ArcGIS Online site to align with the municipality's existing web presence and allow users to discover their most important maps and apps easily.

ArcGIS Desktop and Enterprise Support and Staff Training, Various Wisconsin Counties and Communities: Adams, Columbia, Green, Juneau and Richland Counties, The Cities of Middleton, Monroe, River Falls, Shorewood, Stoughton, and South Milwaukee
Implemented ArcGIS for professional-level GIS users in both County and City agencies. Train and support staff in using ArcGIS Desktop to manage GIS data for Land Records, Public Works, Public Safety, Planning, Zoning and other government purposes. Installed and configured ArcGIS Enterprise systems to serve GIS resources internally to departmental users and externally for the public. Worked closely with staff IT personnel and users to ensure systems met security and network protocols while serving the needs of the end user.

EDUCATION

B.S., Natural Resources
University of Wisconsin-Madison

CERTIFICATIONS

Certified GIS Professional (GISP)

AFFILIATIONS

Congress of New Urbanism – Accredited American Planning Association

AREAS OF EXPERTISE

- ArcGIS Desktop Products (ArcMap, ArcGIS Pro)
- ArcGIS Online, ArcGIS Server and ArcSDE Implementation and Administration
- Implement the entire ArcGIS platform for communities to manage their assets and infrastructure utilizing Local Government solutions
- Trimble GPS Equipment (GeoXH, Geo7, R1, R2, TSC3)
- Systems Integration and Database Design
- SQL, Python and Arcade Scripting and Tasks

Todd Halvorson, GISP
CLIENT LIAISON

Todd has been involved in GIS for more than 25 years. He began his career developing land records systems for county governments, coordinating GPS, aerial photography and data development projects. His GIS project management experience includes field collection and conversion processes, GIS, design, ArcGIS Online web application development, system implementation, training and technical support for GIS systems at state, county and municipal levels.

Education
B.A., Geography
University of Wisconsin-Whitewater

Registration
Certified GIS Professional (GISP)

Expertise
- GIS Project Planning and Implementation
- Process Workflow Management
- ArcGIS Online Application Development & Training
- Data Conversion for using ArcGIS, AutoCad and Microstation

ArcGIS Online System Implementations
- Baraboo, WI
- Cottage Grove, WI
- Lake Delton, WI
- Wisconsin Dells, WI
- Oak Grove, MN
- Newport, MN
- Lindstrom, MN
- Elroy, WI
- Farley, IA
- Hillsboro, WI
- La Porte City, IA
- Monroe, WI
- Nekoosa, WI
- New Lisbon, WI
- Rothschild, WI
- Sauk City, WI
- St. Croix Falls, WI
- Port Byron, IL
- Mt. Zion, IL
- Sparta, WI
- Spooner, WI
- Cumberland, WI
- Shell Lake, WI
- Luck, WI
- Somerset, WI
- Wautoma, WI
- Wisconsin DOT
- Arena, WI
- Adams, WI
- Belleville, WI
- Brodhead, WI
- Biron, WI
- Eagle River, WI
- Green Lake, WI
- Johnson Creek, WI
- Lexington, MN
- Lodi, WI
- Carlton, MN
- O'Dells Sanitary District
- Oakfield, WI
- Palmyra, WI
- Princeton, WI
- Randolph, WI
- Siren, WI
- Tomahawk, WI
- Thomson, MN
- West Salem, WI
- Adams County, WI
- Rice Lake Utilities
- Ladysmith, WI
- Hayward, WI
- Monona, WI
- Durant, IA
- Asbury, IA
- Savanna, IL

Briar Peterson
PROJECT TECHNICAL SPECIALIST

Briar's GIS experience includes research with the geography and anthropology department at the University of Wisconsin – Eau Claire to quantify agricultural contributions to surface water quality impairments in the lower Wisconsin River watershed; data collection for the U.S. Department of Agriculture Trade and Consumer Protection for the Gypsy Moth Slow the Spread program; and various projects with MSA when she interned on the Teresa Anderson team in Rice Lake over the summer of 2020.

Education
B.S., Geology, Environmental Science Emphasis
University of Wisconsin-Eau Claire

A.A.S., Arts and Science
University of Wisconsin-Barron County

Expertise
- GIS
- GPS Data Entry
- Geological Mapping

Selected Project Experience
- Parcel Assessment Map Update, Rock Island County, IL
  Used GIS scripts to automatically convert parcel number annotation from an old numbering system to their new system on 66,000 parcels. Ensured new parcel number annotation was adjusted to fit in the county's parcel assessment mapping standards. Converted hard copy assessment maps to GIS for simplified updating and recreation.
- Sewer and Water GIS Mapping and Data Population, Ripon, WI
- Sewer and Water GIS Mapping and Data Population, Cleveland,WI
- GIS System Tech Support, Spooner, WI
- TID Mapping Support, Multiple Wisconsin Municipalities

Calvin Wong
PROJECT TECHNICAL SPECIALIST

Calvin has more than 5 years of GIS experience using ESRI software and applications to serve academic institutions, county governments, and state governments. He has a background in analytical modeling, utility asset data management, and satellite imaging technology. His GIS technician experience includes utility data conversion, ArcGIS Online web application design, comprehensive plan mapping, and transportation planning.

Education
M.A., Environmental Science
Iowa State University

B.A., Environmental Science
Iowa State University

Expertise
- ESRI software including ArcGIS Pro, ArcGIS Online, WebApp Builder, and Experience Builder
- Arcpy/Python Automation
- Mobile mapping using ArcGIS Collector and Field Maps
- Cartographic Design
- Spatial Data Conversion from AutoCad or Physical Media

Selected Project Experience
- GIS Support, Richland County, WI
- ArcGIS Online System Implementation, Independence, IA
- ArcGIS Online System Implementation, Valley Center, KS
- GIS Services Comp Plan, Corridor Plan, and Zoning Updates, Webster County, IA
- GIS Services, Shorewood, WI
- ArcGIS Online System Implementation, Ripon, WI
- ArcGIS Online System Implementation, Springville, IA

ARCGIS ENTERPRISE, ARCGIS ONLINE & ARCGIS DESKTOP
Juneau County, WI

In 2012, Juneau County had an interactive web mapping application that was no longer supported by its developers. They wanted to upgrade to an application that used a current framework. MSA installed ArcGIS Server, Workgroup SDE and configured a GIS application for the public to interact with County parcel and other land information.

MSA worked with County IT staff to configure a GIS server inside the County network and make GIS resources on it accessible to the public internet on a web server in a DMZ. MSA also scripted data exports from the County's tax system and automated joins to the property information it uses in its GIS.

MSA continues to assist Juneau County with GIS services and has upgraded the County's ArcGIS server to new server machines on two different occasions. We provide technical capabilities to the County, while giving staff the knowledge and freedom to function on their own.


Gallery for Juneau County, Wisconsin
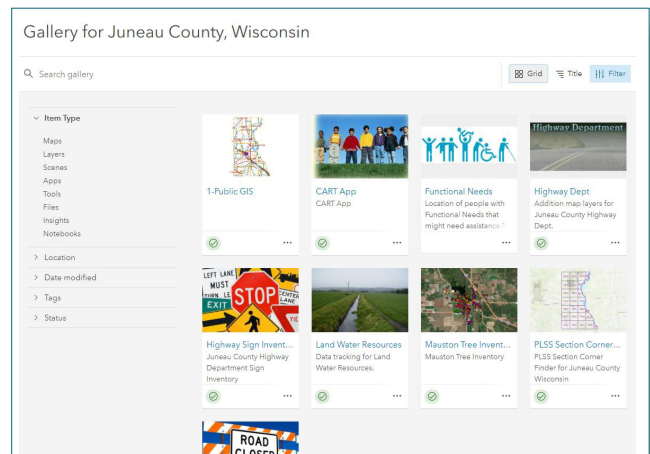
ARCGIS ENTERPRISE, ARCGIS ONLINE & ARCGIS DESKTOP
Adams County, WI

MSA has assisted Adams County with using GIS to manage its parcels for over 20 years. We provided the County's initial parcel conversion. The project included establishing a PLSS base map and converting tax parcels from hard copy to a digital format using COGO routines in AutoCAD. When the County decided to fully utilize GIS, MSA migrated all the lines and annotation from CAD into an Esri Geodatabase.

MSA also provided the County with an interactive mapping application for the public view parcels and other land information. The application was hosted on MSA's GIS server infrastructure until Adams County was ready to move the application to ArcGIS Online. MSA assisted the County with making that transition and training County staff to manage its ArcGIS Online site and publish weekly data updates to their web GIS application.

MSA recently installed ArcGIS Enterprise for the County's Sheriff's department to use with its new E911 call management and dispatch system.

Adams County Public Portal
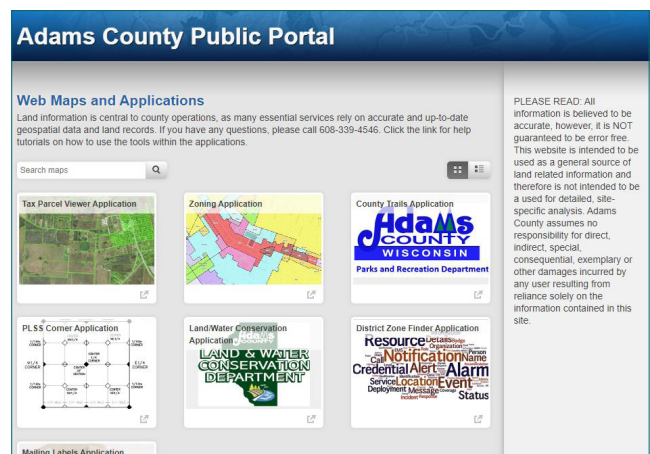
ASSESSMENT MAP UPDATE, DATA MODERNIZATION & ARCGIS PLATFORM IMPLEMENTATION

Rock Island, IL

In 2018, MSA began working with Rock Island County. Due to technology and staff changes inside the County's IT Department, the county's GIS Department could no longer host its interactive parcel app in house. The County exhausted all resources in trying to restore their parcel map app on their own within the changed IT infrastructure.

MSA proposed the County migrate it's GIS web presence to ArcGIS Online. This simple, yet effective solution enabled the County to have a more modern interactive mapping application for public use. The move to ArcGIS Online relieved the County of the burden of maintaining hardware and network infrastructure required to host their web GIS. MSA completed the migration quickly and cost effectively.

In the past year, MSA has assisted Rock Island County with many more projects to modernize their GIS and land information practices. This has included: updating multiple data sources from outdated personal geodatabases to a single source file geodatabase; cleaning up and standardizing annotation and converting it to current standards; and other practices to update how they manage data and produce maps.

MSA worked closely with the County's IT staff to properly implement ArcGIS Enterprise. This allowed the County to leverage their Esri investment using a hybrid approach. They now use ArcGIS Online to manage their web apps configuration and use ArcGIS Enterprise's Data Store as their enterprise GIS data source. MSA is working with the County to fully modernize their GIS use and has set them up to migrate all their desktop GIS to ArcGIS Pro.
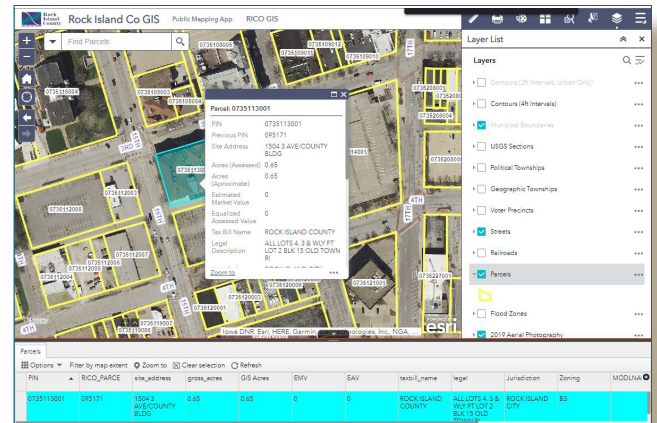
WHAT OUR CLIENTS ARE SAYING

ARCGIS ONLINE
Village of Pardeeville, WI

"Scott is brilliant with GIS! He has brought a lot of advancement to Pardeeville, educated the staff and taught me a lot as well!! It's been a pleasure working with Scott, and I look forward to our next phases!"

- Erin Salmon, Director of Public Works

ARCGIS ONLINE SYSTEM
City of South Milwaukee, WI

"Our team is using the system out in the field daily. They are excited about data collecting, and they can see how it will only benefit the department in the future."

- Ivan Zaremba, Wastewater Assistant Superintendent

ADAMS COUNTY, WI
SAM BORTZ | GIS SPECIALIST / LAND INFORMATION
P: (608) 339-4546
E: sbortz@co.adams.wi.us

JUNEAU COUNTY, WI
BRET DAVIES | LAND INFORMATION OFFICER
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ROCK ISLAND COUNTY, IL
JOSH BOUDI | DIRECTOR
P: (309) 558-3760
E: jboudi@rockislandcountyil.gov

September 30, 2022

Michael Bindl, Zoning Administrator
Richland County, Wisconsin
181 W. Seminary Street, Room 309
Richland Center, WI 53581

Dear Mr. Bindl,

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) is pleased to submit our proposal to provide GIS services to Richland County. For 52 years, SWWRPC has been assisting communities develop tools to meet the needs of their citizens, and we are proud to continue serving Richland County in this new capacity.

Scope of Work

This proposal is in response to your email dated September 22nd, which identified the following tasks required by the consultant:

- Create and/or maintain all GIS layers including parcels, addresses, centerlines, zoning, BOA, PLSS, CSM's, fire, ambulance, first responders, septic, and many, many others.
- Create new layers of data when requested.
- Edit and update GIS layers (mainly Zoning) from other municipalities: Town of Ithaca, Town of Rockbridge, City of Richland Center, all Villages, etc. This happens maybe once a year.
- Update sanitary GIS layer with GPS collections of well, field, force main & building sewer, tank.
- Web Data Update on Wednesday mornings.
- Map Certified Survey Maps (map initial review for Mike, then map final recorded description)
- Map New Addresses (we will issue address numbers)
- Statewide Parcel Map Database Project. This project is normally due to the State by the end of March.
- BAS and Ward updates to state twice a year.
- Archive of any layers, mxd's, annually.
- Fill requests for maps and other GIS data for property owners, municipalities, utility companies, etc.
- Provide maps to Sheriff's Department and Emergency Management, when requested.

While not included in this list, we have also included time to provide mapping support for the County's NR-135 Non-metallic Mining program. We have *excluded* any work related to the Next-gen 911 project since it is not included in the items above, and we are uncertain as to the current state of this project.

Staff and Qualifications

- <u>Jaclyn Essandoh, GIS Coordinator:</u> Jaclyn will serve as the overall project manager and lead point of contact for the project, and liaise with the County regularly and provide all reporting documentation for the project. She will also provide quality control and supervision of other SWWRPC staff, and has led or implemented hundreds of mapping projects with SWWRPC, including the on-line mapping efforts mentioned elsewhere in this proposal. Before joining SWWRPC, Jaclyn worked in the Planning and Zoning Department of Blue Earth County, Minnesota and as a paraprofessional for the Minnesota Department of Agriculture. She has a Master's in Urban Planning and GIS Certificate from Minnesota State University, a Master's in Development Management from the Ghana Institute of Management and Public Administration, and a Bachelor of Science in Human Settlement Planning from Kwame Nkrumah University of Science and Technology.

- <u>Niki Anderson, Environmental Planner / GIS Technician:</u> Niki will provide mapping support to the project on a day-to-day basis, including mapping of parcels and CSMs. While at SWWRPC, Niki has completed over 50 mapping projects for inclusion into the Iowa and Lafayette County Hazard Mitigation plans, as well as updates required for the NR-135 non-metallic mining programs for the Grant, Lafayette, and Green County zoning departments. Before working with SWWRPC, she was a Mapper for Michels Utility Services. She has a Bachelor's in Geography from St. Cloud State University and a Master's in Disaster Management and Sustainable Development from Northumbria University.

- <u>Griffin Koziol, Assistant Planner / Research Analyst:</u> Griffin will support this project on an as-needed basis, initially taking the lead on map requests from townships and counties. Griffin has recently supported SWWRPC projects in other communities through mapping efforts that include redevelopment analyses and mapping of field-collected data. Prior to working at SWWRPC, Griffin served in various IT and research positions, including Associate Software Engineer and Associate Report Analyst for various software and IT companies.

- <u>Troy Maggied, Executive Director</u>: Troy will provide oversight and guidance during the project, and brings planning, project management, and development experience from both the private and public sector, in both domestic and international settings. As Executive Director, he is accountable for the SWWRPC budget, revenue generation, financial reporting, staff recruitment and retention, and developing the overall vision and direction of the organization. He has been the primary contact and project manager for over $4 million in projects at SWWRPC for the past 10 years. Troy has previously served as an assistant project manager on a $60 million school construction program, a Community Planner for the U.S. Army Corps of Engineers, Planning and Zoning Administrator for Lafayette County, and spent three years as a U.S. Peace Corps Volunteer in the Kingdom of Tonga. He has a Bachelor's in Construction Systems Management from The Ohio State University and a Master's in Urban and Regional Planning from the University of Wisconsin – Madison. Troy is also a Certified Public Manager.

Assumptions

All costs below were developed with the following assumptions:

- The County will provide remote access to Richland County's on-line GIS map to facilitate regular updates.
- County staff shall remain as Land Information Officer. However, SWWRPC will provide assistance with development of any products or documents required for submission to the Department of Administration.
- SWWRPC will be available to attend County Land and Zoning Committee meetings as needed, and may attend monthly meetings during the early stages of the contract to ensure effective transition and communication.
- Unless otherwise requested, field-collected GIS data (septic and well locations, etc.) will be collected by County staff and provided to SWWRPC for inclusion in the GIS system.

Additional Value-added elements to the project

As a regional partner and a member of SWWRPC, Richland County and its municipalities currently have access to a variety of additional services we offer. This work involves projects that build local capacity and capability through regionalization of services and networking, and increase responsiveness to the county's needs through our unique governance model. Work provided below is available to the County as a paying member of SWWRPC, and will not be charged to this contract.

- Inclusion of Richland County and Township data into our on-line regional zoning map, currently being built to provide stability and clarity to developers seeking to build in the region, and also to reduce the time spent by our smallest municipalities in managing zoning updates and mapping efforts. This map can currently be accessed here: https://swwrpc.maps.arcgis.com/apps/webappviewer/index.html?id=ee54d17779d54f7d8de117a1e200ef36
- Participation at regional GIS roundtables designed to share practices and increase the value of regional coordination. A primary goal of this roundtable is to ensure that the region's GIS providers have coordinated efforts and practices to enable developers, surveyors, realtors, and other customers quick and consistent access to local land records. A secondary goal is to ensure that the region's GIS professionals have a local community of practice to ensure stability during periods of turnover and on-boarding of new staff. SWWRPC held these meetings quarterly from 2015-2017 and is reconvening them beginning in October, 2022.
- On-going collaboration with other regional GIS projects that support county departments, including sharing of best practices, data sources and layers, and innovative project ideas. A few regional projects we are currently working on include:
  - Watershed mapping to assess agricultural and conservation practices in Lowery Creek (Town of Wyoming, Iowa County and the Sinsinawa River, Grant County) using field-collected data and Erosion Vulnerability Assessment for Agricultural Lands (EVAAL) modeling.
  - Sharing of practices and uses currently applied in the "Platteville Places" map, and City of Platteville's GIS system which will be managed by SWWRPC beginning this year.

- o Access and inclusion to SWWRPC's online GIS tools that support community and economic development initiatives such as land suitability analyses and grant eligibility. These maps can currently be access here:
    - Regional Constructability Analysis: https://swwrpc.maps.arcgis.com/apps/webappviewer/index.html?id=5e4bdea98dcb41b4a9be29838150603a
    - Grant Eligibility Asset Map: https://swwrpc.maps.arcgis.com/apps/webappviewer/index.html?id=2958d63aff1a429f8078105d20e715d8
    - Regional Broadband Asset Map: https://www.arcgis.com/home/webmap/viewer.html?webmap=0fd3443f6c5e4981b9a96538bcf9f93a&extent=-91.4684,42.4724,-88.2329,43.7635
  - o Support for updating the 3-year County Land Information Plan in 2024 and future cycles.
  - o Access upon request to SWWRPC GIS data at no cost to the county.
- Inclusion of Richland County's GIS department into SWWRPC's future projects, including long-term planning for renewable energy on public buildings to reduce energy costs, planning to site and develop electric vehicle charging stations, and climate vulnerability assessments of critical infrastructure.
- A governance model led by a Commission consisting of three representatives from each member county. This governance and funding model enables us to retain highly qualified staff with competitive billable rates due to a lean operating structure and low overhead. This membership, and our local oversight and accountability, make us transparent and responsive to local needs.

Establishing a Cost of Services

Projects such as this can result in a varying reimbursement rate due to the varying workload and demand each quarter. To provide you with a budget, and to ensure we allocate workload sufficient to meet your needs, we've generated the estimate below based on our understanding of the scope of work and our experience on similar projects. The largest variables for this appear to be the number of CSMs or parcels created annually, currently estimated at 100 per year, and the subsequent Statewide Parcel Map Database Project due every march. Other variables, such as map requests from counties, zoning updates, and address point creation all have relatively less labor associated with them and variation of workload among these tasks is not expected to significantly impact the project cost.

Based on the duties outlined in your email dated September 22nd, we estimate the cost of this contract will not exceed $20,995 annually. This estimate is based on a blended rate for the staff listed above, however SWWRPC will bill to the project at actual costs for staff time.

SWWRPC will provide quarterly reports and invoices reflecting hours used and total cost. In addition to providing us with data useful for allocating our staff hours across the year and across various projects, we recommend this process to clients as a way to track productivity and costs across time, thereby enabling more accurate budget estimates each year. See Attachment A for a template of our quarterly report.

Estimated start date

We are prepared to begin this work as early as October 10th, or as your schedule permits.

References:

We invite you to contact the following partners and clients as references for our work.

- Larry Bierke, Iowa County Administrator
  - Larry.bierke@iowacounty.org
  - 608-935-0318
  - Representative projects: Broadband asset mapping
- Todd Novak, City of Dodgeville Mayor
  - toddnovak@ci.dodgeville.wi.us
  - 608-930-5091
  - Representative projects: City of Dodgeville cemetery mapping
- Abby Haas, Lafayette County Economic Development Director
  - abby.haas@lafayettecountywi.org
  - 608-776-4860
  - Representative projects: Broadband asset mapping, Regional Constructability mapping, local workforce commuter mapping projects

Thank you for the opportunity to submit this proposal, and for thinking of SWWRPC for your GIS needs. I'm happy to meet at your convenience to explain in detail any aspect of this proposal.

Please feel free to contact me at any time. I look forward to speaking with you soon.

Sincerely,

Troy Maggied
Executive Director
Southwestern Wisconsin Regional Planning Commission

Cc: Clinton Langreck, Richland County Administrator

BE IT FURTHER RESOLVED, that the Land and Zoning Standing Committee is specifically tasked with the following:

Regarding Services Provided through Land Conservation, Zoning and Register of Deeds

1. Service Consideration Matrix — Evaluate services under the guidance of the Service Consideration Matrix (of the Richland County Strategic Plan), finalize responses by a majority vote of the committee and submit the responses to the County Administrator to present to the Rules and Strategic Planning Standing Committee, Finance and Personnel Standing Committee and the Richland County Board.

2. Levy Expenditure Reduction— Develop a course of action, if possible, where departments and budgets under supervision have a total projected, levy operational expense reduction of $50,000 entering into 2024 and the same sustained reduction beyond. These adjustments in expenditure must account for projected increases in COLA and Compensation Policy and other employee benefits included with the financial plan.

This committee has been asked to reduce the combined budgets of Zoning Department, Land Conservation Department and the Register of Deeds office by $50,000. In 2024

One of the ways is to have a secretarial position in the Land Conservation Department. This is not ideal.   In 2021, this position was paid $55403.23. Tammy Cannoy-Bender, the current secretary, has many duties. She of course answers the phone and greets customers. She also keeps tract of the budget spending, manages the tree sale program, Updates the NR 151 maps on the web; updates the Land Conservation and Parks websites; creates new Certificates of Compliance for Farmland Preservation; updates the Certificates of Compliance; emails Certificate of Compliance reports to the state; creates, mails and keeps track of self-compliance forms; updates the nutrient management report and submits to state; types up the monthly bills for both Land Conservation and Parks; and types up minutes of Land & Zoning and Fair Recycling & Parks standing committees.   If this position is eliminated, all of these duties will need to be assigned to others. The service that may be reduced is the office may be closed at times. The other staff in both Land Conservation and Zoning have duties that require them to be out of the office at times. Between meetings and field work, that could mean the rest of the staff would be gone at the same time.

A second way is to raise fees up in the zoning department. To come up with the $50,000 and to be sure of future revenue the fees would change: Maintenance fees would go from $25 to $50, with late fees from $50 to $100. This would be around an extra $45,000. Raise Hearing fees from $500 to $600. Figure 20 hearings would be another $2,000. Raise septic fees from $550 to $600. Take 65 septic would be about $3,250 extra. Add another $25 to permit cost at 100 permits would be about another $2,500. We could start charging review fees for review of conventional septic systems and possible fee change for holding tanks from $60 to $100. Last two may not generate a lot of revenue but would add some. Reminder that last time I tried to raise a fee it was turned down and when trying to raise several fees because of budget, it was an issue at county board.

A third way is out sourcing our GIS work since cannot find anyone to do the current GIS/ Assistant Zoning Position. Starting to get quotes in. Other part of this is now we need to look at Sanitation and the POWTS that Lynn did also. Would need to hire a position for that or upgrade existing.