GIS and Executive Support Success at Cobb County

Jennifer Lana, GIS Manager
Sharon Stanley, IT Director CIO
~ Cobb County, GA ~
Cobb County Quick Facts

Average Age: 35
Population: 750,357
County Trails: 151 miles
County Parks: 1750 acres
Median Home Value: $230,034
Median Household Income: $67,542

Source: ESRI Community Analyst, US Census Bureau
“What is GIS”
What is GIS?

- GIS = Geographic Information System

- Output can be in form of maps, charts or reports.

- Introduced in the 1960s, the use of Geographic Information Systems (GIS) was limited to a small number of users mainly for research, government and specific applications.
Cartography, Map Making

Maps (Paper and Digital) are the most recognized product of GIS.

It is the graphical representation of GIS data.
Main Components of GIS

Maps & Reports

People
Network
Software
Analysis

Information & Databases
Data Layer

A layer is one type of data. More or less equivalent to a legend item on a map.

On a road map, for example, roads, national parks, political boundaries and rivers are each examples of different layers.
Data Sources & Development

- GPS used for field work
- Information from citizens
- Databases: internal & external
- Survey data
- Agency needs trigger specific data development
- Aerial Photographs
Cobb County GIS

- Started in 1999
- Centralized-Distributed Hybrid Organization
- Ups & Downs through the years
  - Budgets
  - Managers
  - Staff
Web Maps & Apps

- 27 Public Apps/Maps: ESRI Story Maps, Geocortex, Leaflet
- 14 Internal Apps/Maps: Geocortex

*Technology is Constantly Changing... “Just Keep Swimming”*
August 2012: First Mobile Map: Parcel Look-up
2013-2015 (for GIS)

- Expanding web-maps (internal & public)
- Upgrades to ESRI & LatGeo Software
- Enhance and Grow our GIS Intern Program
- New Imagery
- Cobb Commute App
- First ESRI story map: TRAILS in 2015

AND DON’T FORGET....
November 11, 2013

Braves moving

The Atlanta Braves have secured a 60-acre tract of land for their new home ball park in south Cobb County. The new stadium is set to open in 2017 and is roughly 15 miles north up I-75 from Turner Field.

Mixed-use development and parking
Proposed ball park
How can GIS add value to the process?

- Economic Powerhouse with unprecedented growth and development to be completed in 30 months
- Property taxes changes, Zoning Changes
- Increase in community services such as fire and police protection
- Utility demands and changes
- Permits GALORE!

*** GIS Data, Analytics & Web Maps ***
GIS even more essential: after stadium & Battery build-out:

Daily office work:
- Residential analysis
- Valuation & Comparable Mapping
- Land Use and Zoning
- Special Tax Areas

During every home game at the stadium:
- Traffic Ops
- Emergency Management Center
- In Local Police precinct (in stadium)
New Braves Development - Commercial FMV Impact (2014-Current) in Actual Value

Related Statistics (Commercial 2014-Current)
- 589 commercial parcels increased in value within the study area
  - The average change in FMV for those parcels: $1,432,485
  - The most increase in a single parcel’s FMV: $55,611,150
  - The commercial parcels equal a total area of 2049 acres
    (8,927,223 ft²)

Change in Commercial FMVs ($)
- Over $10,000,000
- 1,400,000 - 10,000,000
- 500,000 - 1,400,000
- 200,000 - 500,000
- 100 - 200,000

Legend:
- SunTrust Park
- Residential Parcels
- Overall Study Area
- CID
- Major Roads
- Chattahoochee River

Design and Draft: Georgia Zebra Concepts, Inc.
Revision: November 2015
For Questions, call 404-315-2133
Of Course....

We do more in GIS, than just support the area around the stadium!!
Properties & Pool Analysis

Using Imagery - delineated all pools in the county GIS Analysis to extract the Parcel numbers of those features Compared Parcel numbers against CAMA System

Results:
- 102 total pools NOT in CAMA
- Staff did Field Verification
- 30+ pools added to tax digest
- 8 pools removed from tax digest
Possibilities are endless...

Live Weather Feeds

Data updated real-time in the field

Live Traffic Cameras
Then and Now (15 years ago)

Map Atlas Books
Data Silos
Single Servers
Flip Phones

Web-Maps & Apps
Open Data
Enterprise Applications
Smart Phones & Tablets
Time to get GIS ‘out of the corner’ and earn Executive Support
My Personal Journey

- Cobb 6 ½ years
- Hillsborough County FL, 9 years
- Private Contractor for US DOE, Washington State. 5 years
- State of Mississippi, 2 years
- MS in Geology from Mississippi State Univ
- BS in Environmental Planning from Salisbury University (Maryland)
GIS
Struggles
Countywide

- My First 3 years
  - I moved faster and expected more than previous
  - New ideas from an ‘outside’ manager
    - Mobile Technology initiatives
    - Who is this person
    - Enterprise Application Integrations
  - Had 3 IT Directors in first 3 years!
  - Threw some older technology “out the window”
    - AKA: pissing people off
Braves moving

The Atlanta Braves have secured a 60-acre tract of land for their new home ball park in south Cobb County. The new stadium is set to open in 2017 and is roughly 15 miles north up I-75 from Turner Field.
How do you change mindset from...
“Nice thing to Have”
to ...
“Can’t Live Without”

HINT: It does NOT happen overnight.
It can be overwhelming for non-technical staff
YOU HAVE THESE “TOOLS” NOW... start using them!

Stakeholders
Vendors
PROMOTE
Planning
Listen with Compassion
VENDOR Partners

~

Let them work their ‘magic’!

- DEMO’s, DEMO’s, DEMO’s
  - Let them lead the discussions about future technology
  - GIS is integrated in MANY business applications
- Online Chat Groups & Training
- Let them show the VALUE from their perspective (even when you already know it!)
You must ASK people...

“Will you attend, this with me?”

- Get your IT & GIS staff involved with you...
  - Meetings
  - Planning sessions
  - Events
PLANNING

- TALK TO PEOPLE (get out of your comfort zone/office)
- Common Patterns/Requests
- Think about future of Field Reporting
- Live-Data Monitoring
- Data Management
This is all cool and stuff... but does it work?
“LISTEN WITH COMPASSION”

- You have the wisdom
- You have the understanding
- Make the world/city/county/office a better place
- Let maps help ‘guide’ your groups to streamlined processes

“Most people do not listen with the intent to understand; they listen with the intent to reply.”—Stephen R. Covey,
KEEP IT SIMPLE

GIS can help provide value through SOLUTIONS...

How do we get from A to B?
GIS Creates “Positive Press”

MOVING BEYOND DATA-DRIVEN TO ANALYTICS-DRIVEN

Adam Carnow
August 14, 2018

Governments are at an exciting point in their data journey. For the past several years, we have found ourselves focusing on making our communities smarter through the use of data to drive decisions. But the reality is that data doesn’t drive anything. As Richard Saul Wurman, the creator of the TED Conference once said, “Nobody cares about big data, they care about big analysts.” And he’s right. Data by itself doesn’t solve problems or bring value to an organization. We need to move beyond the data, and work on harnessing its value to the organization.
Esri maps now feature direct integration of Waze live-alert data

Local traffic and transportation infrastructure information can now be plugged directly into maps and apps created using Esri's online software.

By Colin Wood

Cobb County and Platinum Geomatics Combine to Create Digital Twin of SunTrust Park

In a recent post, the GIO praised Cobb County Government for showcasing the success of its enterprise GIS at Esri's International User Conference. The feature image of that post (below) shows Cobb County GIS Manager, Jennifer Lava, exhibiting a Digital Twin of SunTrust Park, home of the Atlanta Braves, and the surrounding area. The image above is a colorized version of the Digital Twin that Cobb County presented at the User Conference.
Plenary Presenters
18,000 attendees at ESRI UC
Police Chief
Public Safety Director
County Commissioner
& 5 other directors!
GO OUT AND... Get Inspired

- Partner with Cities, Universities (Get Interns) and Community Groups
- Connect People, Processes and Things using Maps & Apps
- Encourage Staff & Citizen engagement