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Benefits of GIS

Local Governments Receiving Benefits from GIS

A growing number of local governments in Wisconsin are using GIS. As a result, more is being learned regarding the practical uses and benefits.

Benefits of GIS include improved service, greater operational efficiency and improved local decision making.

According to the National Center for Geographic Information and Analysis, "The largest savings from using GIS in local government comes from greater efficiency in answering citizen inquiries. Depending on community size, the querying ability of a well-designed GIS can save an equivalent of two to ten years in staff time."

A recent survey of 22 local governments in southeastern United States showed that "users of GIS see improvements in their own operational efficiency and in policy decision making." According to these respondents, GIS particularly improves "accessibility of data" and "communication of information."

GIS Benefits in Wisconsin

Local governments in Wisconsin are benefiting from GIS. Based upon a survey conducted by Vierbicher Associates, the biggest benefits reported by Wisconsin communities are:

- ü Improved service
- ü Increased operational efficiency
- ü Improved quality of information
- ü Improved decision making

The benefits of GIS tend to increase the longer GIS is in place. As more data is integrated into GIS and more users learn its capabilities, the uses grow as well as the benefits.

Increased Operational Efficiency

With GIS, information is more accessible. According to Dave Waffle, Administrator, City of Reedsburg, "With our GIS, we provide more information in less time, which results in better service and a substantial reduction in staff time."

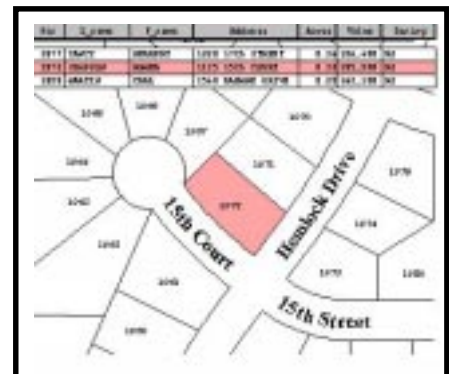
Following are a few examples of common uses of GIS and the related efficiencies.

ACTIVITY	STAFF TIME
• Parcel information requests	Reduced by 80%
• Infrastructure maps & information requests	Reduced by 80%
• Generate mailing labels for Public Notices	Reduced by 85%

These operational efficiencies allow local governments to perform more work with their existing staff.

Common Uses of GIS

- Public Information Services
- Land Use & Growth Planning
- Infrastructure Management
- Infrastructure Planning
- Legislative Redistricting
- Crime Tracking & Law Enforcement Planning
- School Districting & School Bus Routing
- Community Development Planning
- Housing Program Planning
- Public Health Risk Analysis
- Emergency Management



Use GIS to respond to citizen inquiries.



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Improved Quality of Information

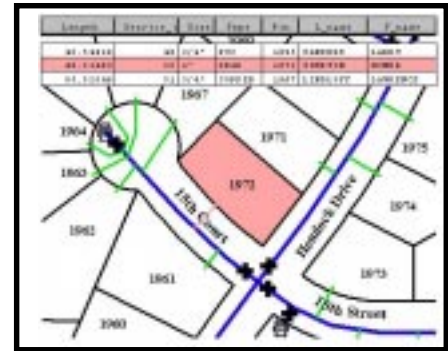
A common benefit of GIS is an improvement to the availability and accuracy of maps and information. Communities commonly generate the following types of maps with GIS: parcel, zoning, flood plain, wetlands, soils and utilities. GIS attaches information to these maps, some of which may not have been available prior to GIS. Generally, local governments who have established GIS report that the quantity and quality of information has increased.

Improved Decision Making

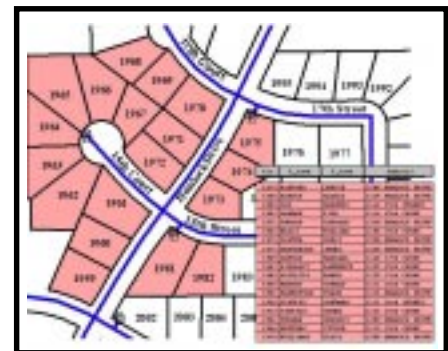
Local governments using GIS are better able to provide information to their decision makers. This information is from the vast inventory of data in the system, the capability to visually display the information, and the ability of GIS to perform analysis. Local committees, boards and councils can make better decisions by utilizing GIS.

Keys to Success

Training staff on the use of GIS and having a technical resource available to provide ongoing support is a key to success.



Use GIS to manage utilities.



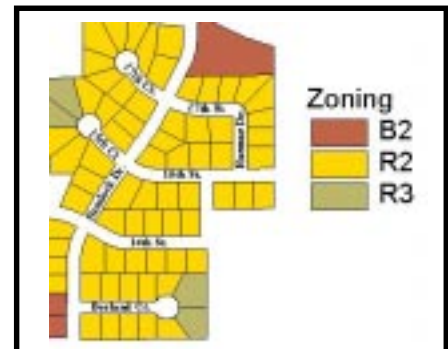
Use GIS for Public Notices.

Vierbicher Can Help!

Vierbicher Associates, Inc. provides complete GIS services to local governments. Join the growing list of clients who rely on Vierbicher Associates for their GIS needs.

- Needs Assessment
- Funding Strategies
- Global Position System (GPS) Surveying
- Data Conversion
- Parcel Mapping
- Utility & Digital Mapping
- Database Design & Integration
- ESRI Licensed Software Reseller
- ESRI Authorized Consultant
- "Rent A Tech"
- Software Training
- Technical Support

For more information on GIS, contact John L. Brey, RLS at (608) 524-6468 or jbrey@vierbicher.com



Use GIS for community planning.



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