

# Minutes

Enterprise GIS Steering Committee		
3.6.2014	1:30pm –3:20pm	Clerk's 4 <sup>th</sup> Floor Conf Room
Chair	Pam Dubov, Property Appraiser's Office (PAO)	
Vice Chair	Larry Arrington, Planning (not in attendance)	
Note taker	Becky Batten, BTS	
Attendees	<p><u>Voting Committee Members</u>            Pam Dubov, PAO            Marc Gillette, Supervisor of Elections (SOE)            Bruce Moeller, Safety and Emergency Services (SES)            Kristin Preston, Sheriff            David Scott, Environment and Infrastructure (DEI)            Alan Shellhorn, Planning</p> <p><u>Guests</u>            Sally Bishop, Emergency Management            Joe Borries, Emergency Management            Steve Clark, BTS            Mike Dawson, BTS            Kelly Dickie, eGIS Bureau            Charlie Dye, PAO            Tyson Evatz, DEI            Neal Fuhler, Clerk            Robin Giove, Real Estate Management            Nancy Halvorsen, eGIS Bureau            Jack Hampson, Atkins North America            Steve Harper, Parks and Conservation Resources            Christy Kretschmann, eGIS Bureau            Tom Lancto, Sheriff            Casey Morse, DEI            Larry Nerge, BTS            Curt Nielsen, PAO            Gregg Obarski, BTS            Marty Rose, BTS            Jim Russell, BTS            Toni Smith, eGIS Bureau            Larry Solien, DEI</p>	
Agenda	<ol style="list-style-type: none"> <li>1. Call to Order</li> <li>2. Approval of February meeting minutes</li> <li>3. COTS vs. Customization</li> <li>4. 2013 Q4 Business – Community Analyst/Business Analyst</li> <li>5. 2014 R1 Content update</li> <li>6. Proposed Workshops</li> <li>7. Damage Assessment update</li> <li>8. Storm Surge update</li> <li>9. eGIS Viewer update</li> <li>10. Open Discussion</li> <li>11. Adjournment</li> </ol>	

# Minutes

## Agenda Items

Approval of minutes from February meeting	
<b>Presenter</b>	Pam Dubov
<b>Discussion</b>	<p>No changes to the February minutes.</p> <p>Pam has a correction to the January 15<sup>th</sup> minutes. The minutes left up to interpretation whether or not iVSS will be the damage assessment tool used for 2014. Regardless of the status of Esri's damage assessment solution availability, iVSS will definitely be used in 2014 for damage assessment. For 2015, the goal will be to utilize Esri's damage assessment solution.</p>
<b>Conclusions</b>	Bruce made a motion to approve the February minutes. Marc seconded his motion, with all in favor.

COTS vs. Customization	
<b>Presenter</b>	Pam Dubov
<b>Discussion</b>	<p>During last month's meeting, Esri representatives used Know Your Zone as a configured application during their presentation. They have since provided clarification stating otherwise in a letter dated February 21, 2014. Know Your Zone is considered a Custom application. Due to the fact it is a Custom application, updates to Esri software may require further code changes to ensure Know Your Zone functions correctly.</p> <p>Applications should be configured unless configuring does not meet our needs, at which point customization will be discussed at this meeting for awareness of required resources and additional costs.</p> <p>Curt pointed out the fact Esri is not the only provider of Esri technology COTS solutions. If an alternate provider has a solution worth investigating, bring it to this meeting for discussion.</p> <p>Larry Solien expressed the importance of providing feedback to Esri on our map and application needs. Using our feedback, Esri may develop new applications or update current applications, at which point the applications would become COTS solutions. Pam suggested including, in the agenda, a few minutes for developers and users to update the committee on newly released Esri products.</p> <p>Pam emphasized the importance of speaking up during this meeting if there are any misunderstandings on items discussed. Please feel free to ask for clarification on anything discussed because this is a Sunshine Law meeting. Items discussed during this meeting cannot be discussed amongst the committee members outside this meeting.</p>

# Minutes

2013 Q4 Business – Community Analyst / Business Analyst	
<b>Presenter</b>	Nancy Halvorsen
<b>Discussion</b>	<p>Community Analyst is an application used to develop demographic reports. The Business Analyst application also develops demographic reports but more for small businesses.</p> <p>A team of staff from various agencies was created to evaluate these applications and determine if the County might benefit from acquiring either or both of them. Both were initially stand-alone applications when the evaluation process began. Recently, Esri has decided the stand-alone versions will be retired at the end of this month; instead, offering them as extensions to ArcGIS Online.</p> <p>The evaluation group decided Community Analyst would be beneficial to eGIS. With the ArcGIS Online account, 5 named user license subscriptions would be \$500 annually. Rick Cody (PSS), Corey Atha (Econ Dev), and Deborah Berry (JCS) are 3 of the 5 license subscriptions that would be used immediately. Planning may have a need for one of the other 2 license subscriptions.</p> <p>In addition, each report would require Report Service Credits purchased at \$0.10 per credit. Each report would cost \$1.00 (10 credits). Currently, there are 21,000 credits available. The eGIS Bureau will discuss current reporting needs with the above identified users in order to project future need.</p> <p>Overall credit usage also needs to be monitored to ensure the credits do not run out. Esri's website has details on which of their applications and services consume credits.</p>
<b>Conclusions</b>	<p>Pam would like to have BTS investigate the ELA to determine if these license subscriptions are included at no extra cost to us. If they are not included, Pam made a motion to approve the \$500 for the purchase of 5 user license subscriptions. Bruce approved contingent upon review of the ELA. David seconded with all in favor.</p>

2014 R1 Content update	
<b>Presenter</b>	Toni Smith
<b>Discussion</b>	<p>PCU Maps final demo is scheduled for March 7<sup>th</sup>. Testing will then begin.</p> <p>Security Assessment Workshop pending results from Esri.</p> <p>Disaster Recovery Site Test exercise planning is in process.</p> <p>GISi Post Production applications are being reviewed and enhanced, as needed.</p> <p>Pinellas County Basemaps and Database Restructure Planning items are up pending approval by the Working Group March 27<sup>th</sup>.</p> <p>If time allows, R1 Content may include: PAIRS Retirement, Campus Locator/Parks Finder, Polling Place Finder, Coyote Viewer, and any other "small" production support items. The "small" items that are deemed immediate needs would be moved up in priority. These include a few Planning applications and possibly a couple Sheriff applications.</p> <p>Pam would like to observe a Working Group meeting when another committee member is not planning to attend. Or, she can attend remotely and just listen in on the discussions.</p>

# Minutes

Proposed Workshops	
<b>Presenter</b>	Toni Smith
<b>Discussion</b>	<p>PCSO Roadmap Workshop will be scheduled for the near future. EEAP credits are available to cover expense of this workshop. The presentation slide states 'waiting on PCSO'; however, PCSO is ready to move forward. The eGIS team will send the Sheriff's Office a list of questions in order to get more information on what needs are to be met for the workshop.</p> <p>Investigation of Requirements for the Roads/Addresses Project, DEI Legacy Data Migration, and DEI Visioning Workshop is still pending funding approval. A total of \$75,000 is required to cover expenses. Since these are BCC projects, Bob LaSala and his Executive Leadership Team is where funding approval needs to come from. The stakeholders of these projects need to ensure Bob LaSala has the business case and related documentation in order to consider approval of this funding. David Scott and Bruce will move this forward within the next couple weeks.</p>

Damage Assessment update	
<b>Presenter</b>	Pam Dubov
<b>Discussion</b>	<p>As stated earlier in this meeting, iVSS will definitely be used for 2014 damage assessment. The goal will be to use the ESRI damage assessment application in 2015 and going forward.</p> <p>Steve Clark, using iVSS information provided by Curt, has been working with the Esri damage assessment application, which is a COTS solution. It will run in a connected format; however, hardware is required to run in a disconnected format. Once Esri releases the software for disconnected capability, the Esri solution will meet the requirements for 2014.</p> <p>Pam would like to ensure this application is tested outdoors (in vehicles and on foot) with mobile devices. The devices that would work best should be communicated to the end users.</p>

Storm Surge update	
<b>Presenter</b>	Joe Borries
<b>Discussion</b>	<p>Starting this year, the National Hurricane Center will be using a new 'experimental' Potential Storm Surge Flooding graphic. The graphic includes storm surge hazard ranging from Low to Extreme. Storm Surge level is Above Ground level. Our evacuation zones are derived from Storm Surge hazards.</p> <p>Esri did not have a Storm Surge application available; therefore, outside vendors were sought. Atkins was selected as the vendor and a contract agreement was reached in February 2014 using Emergency Management funding. The Atkins application will provide graphics (including residence and vehicle) of how a storm surge will affect the citizens depending on their location in the County. The graphics will not be real properties.</p> <p>BTS will manage the internal infrastructure, in addition to an application maintenance service agreement with Atkins.</p> <p>Larry Solien asked how the elevation for these graphics is determined. There are databases with digital elevations and evacuation level information. Pam would like to discuss this further with Joe after this meeting. Charlie pointed out that Pictometry used SWFWMD's digital elevation data.</p>

# Minutes

eGIS Viewer update	
<b>Presenter</b>	Mike Dawson / Tyson Evatz / Larry Solien
<b>Discussion</b>	<p>The original requirements provided to GISi for eGIS Viewer were not all inclusive. It has since been determined a 'one size fits all' ArcGIS solution does not meet all the diverse needs of the stakeholders.</p> <p>A working group was developed to review the GISi-developed application and assess where the application does not meet the needs of stakeholders (functionality of MapGuide not included in the new developed application). A gap analysis will be completed, business requirements and themes will be addressed, and business driven applications will be developed using the flexibility of Esri products available. The goal is to leverage multiple Esri platforms, utilizing Esri COTS solutions, and continue to grow and align with the Esri Development Roadmap. Esri will be provided the findings in order to build out their current application or develop new applications that could be utilized by other Esri customers.</p> <p>Pam pointed out the fact the ELA does not include 3<sup>rd</sup> party available applications.</p> <p>Marty asked if the development of numerous single user-defined applications will require additional oversight and resources to keep up-to-date. Impact to resources will be minimal.</p>
New Business / Open Discussion	
<b>Aerial Imagery – Charlie Dye</b>	The ortho and oblique images should be available for review and quality control by the end of March. Once through quality control, the images will be available for public view.



## **EGIS Steering Committee Update**

March 6, 2014

3/6/2014

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## **Approval of Minutes:**

February 6, 2014 Meetings

3/6/2014

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## **COTS vs Customization Clarification**

3/6/2014

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## **Clarification**

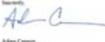


February 23, 2014  
Pinellas County, ES, Enterprise GIS and GIS Steering Committee  
Pete DeLeon, Larry Anderson, Mike Collins, David Hunt, Tom Malpass, and Bruce Schiller  
400 N. St. Petersburg Ave  
St. Petersburg, FL 33714

Dear all: I am writing to you regarding the discussion we had on February 6, 2014. My definition of Custom would be as stated during the meeting. If any code was written as part of the application development process, I would consider it a custom application. The point of COTS is to configure an application and not write code, thereby drastically reducing the total cost of ownership.

The discussion around the Know Your Zone app that you deployed should have correctly identified that application as a Custom app. There was a significant effort of code development that went into that application. It should not be considered a COTS app at all. It is true that the development time was reduced by starting with our My Government Services template application, but that app was customized, not configured.

If you have any questions, please contact me by phone at (727) 862-3333 ext. 3037 or by email at [alcan@pinellas.gov](mailto:alcan@pinellas.gov).

Sincerely,  
  
Alan Canino  
Account Executive  
Esri

3/6/2014

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## **Q4 – 2013 Old Business**

### **ESRI Community Analyst/Business Analyst Extension Evaluation**

- Community Analyst beneficial addition to eGIS
- ESRI retiring stand alone application in March 2014
- ESRI moving application to ArcGIS Online with subscriptions
  - With ArcGIS Online account:
    - 5 user license subscription would be \$500 annually (3 of the 5 licenses would be used immediately)
    - Report Service Credits would be purchased by the individual departments but maintained by the enterprise (each report consumes 10 credits – each credits costs \$0.10, therefore each report cost is \$1.00 in credits, 1000 credits for \$100.00)

**Action Item:**  
Approval for \$500 from the eGIS fund to pay for this extension

3/6/2014

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## **2014 R1 Content**

**PCU Maps**  
March 7<sup>th</sup> – Final Demo  
UAT will then begin shortly after

**Security Assessment Workshop Results**  
Waiting on results from ESRI

**Disaster Recovery Site Test Exercise**  
Planning is in process

**GISi Post Production – Applications**

Pinellas County Basemaps } Working Group  
Data Base Restructure Planning } 3/27/2014

3/6/2014

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## 2014 R1 Content

*PAIRS Retirement Application*

*Campus Locator/Parks Finder Application  
– Data Project*

*Polling Place Finder Application*

*Coyote Viewer Application*

*Other "small (production support) items"*

3/6/20147



## Workshops . . .

**PCSO Roadmap Workshop**  
*Credits are available for use*  
*Waiting on PCSO*

**Investigation of Requirements: \$75,000**  
**Quote from ESRI - \$70,500 (150 Credits)**  
*Waiting on Funding*

- Roads/Addresses Project
- 4-5 Day ESRI Workshop – about 55 EEAP credits
- DEI Legacy Data Migration
- 4-5 Day ESRI Workshop – about 55 EEAP credits
- DEI Visioning Workshop
- 2-3 Day ESRI Workshop – about 35 EEAP credits

3/6/20148



## 2014

### *Damage Assessment*

#### *ESRI Damage Assessment Solution*

## 2015

3/6/20149



## Storm Surge

3/6/201410



Why is the Storm Surge application important for us?  
Starting this year the National Hurricane Center will be using a new, "experimental"

### Potential Storm Surge Flooding graphic



3/6/201411



## Storm Surge Depiction Application

- August 2013 – EM and BTS agreed to move forward with a contracted application solution
- September 2013 - eGIS Steering Committee approval to move Storm Surge application to the 'Required List' of projects and pursue an *Invitation to Quote*
- BTS assisted EM and Purchasing with the application business requirements and *Invitation to Quote* language
- December 2013 - vendor solicitation was sent out to State contract certified GIS associated vendors
- January 2014 - BTS and EM met with Atkins the leading vendor to discuss design & support concerns and options

3/6/201412



## Storm Surge Depiction Application

- February 13, 2014 - Contract Purchase Agreement reached with Atkins
- Funding is from EM funds
- The application will be an external facing web application
- Atkins will adhere to BTS best practices and periodic design reviews will be held
- Web data services from eGIS will be consumed to provide such items as: the base map, address search, storm surge levels, building type and evacuation zone data
- A 3D-*graphic* of basic residential and commercial building types with the storm surge depth superimposed as a transparency will be used to convey Storm Surge hazard over affected buildings

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## Storm Surge Depiction Examples



SF – 1 Story – 2' Storm Surge



SF – 1 Story – 4' Storm Surge

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## Storm Surge Depiction Application Moving Forward

- EM will develop a maintenance service agreement with Atkins for any application issues
- BTS will, as current protocol, will manage the internal infrastructure
- Next generation development will be based on future grant funding and would look toward an ESRI centric application; foresee enhancements of the initial solution with a vision to incorporate new data or services such as actual buildings in 3D, building footprints, etc.

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## eGIS Viewer Update

*Conclusion:*

*A one size fits all ArcGIS for FLEX viewer does **NOT** best address the diverse business needs of the enterprise*

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## eGIS Viewer Update

- *There is a culture change in the organization that needs to be addressed as we move from Mapguide to ESRI*
- *Create a gap analysis on the "As-Is" to develop the "To-Be" future state*
- *We need to address the business requirements and themes for the web viewers "Countywide"*
- *Develop more focused business driven applications to address Web and Mobile customers*
- *We need to utilize the flexibility of the different ESRI products*

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## eGIS Viewer Update

- *Ability to leverage multiple ESRI platforms to deliver point solutions beyond ArcGIS for Flex*
- *Flexibility to expand beyond the legacy Mapguide and to develop the "To-Be" GIS Web Viewer state*
- *Continue to grow and align our deliverable with ESRI Development Roadmap*
- *Continue to leverage and utilize ESRI COTS solutions*
- *Provide ESRI with feedback from our future requirements and business driven development processes*

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*Open Discussion*

*Adjournment*



February 21, 2014

Pinellas County, FL Enterprise GIS (eGIS) Steering Committee  
Pam Dubov, Larry Arrington, Marc Gillette, David Scott, Jason Malpass and Bruce Moeller  
400 S. Ft. Harrison Ave.  
2nd Floor  
Clearwater, FL 33756

Dear eGIS Committee Members:

My colleagues, David Crosby, Scott Oppmann, and I, sincerely appreciate the opportunity to present to you on February 6, 2014. Our presentations covered A COTS-Based Approach to Implementing Enterprise GIS, our ArcGIS for Local Government program, and our Esri Enterprise Advantage Program. We believe the presentations were well received and we value the discussions that took place.

After the meeting we discussed something that we believe should be clarified. The discussion around what defines Commercial Off The Shelf (COTS) and Custom should be made clear. My definition of Custom would be as stated during the meeting: If any code was written as part of the application development process, I would consider it a custom application. The point of COTS is to configure an application and not write code, thereby drastically reducing the total cost of ownership.

The discussion around the Know Your Zone app that you deployed should have correctly identified that application as a Custom app. There was a significant effort of code development that went into that application. It should not be considered a COTS app at all. It is true that the development time was reduced by starting with our My Government Services template application, but that app was customized, not configured.

Thanks again for your continued partnership in implementing ArcGIS as a location platform using best practices to support business. I am confident that this effort will continue to bring great benefits to your organization and we appreciate your efforts in continuing to "Stay with the Grain" by focusing on COTS solutions. We will continue to support you any way we can.

If you have any questions, please contact me by phone at 704-541-9810 ext. 8679 or by email at: [acarnow@esri.com](mailto:acarnow@esri.com).

Sincerely,

Adam Carnow  
Account Executive  
Esri