City of Ashland GIS Services- The Engineering Department's GIS Division is staffed with two full time specialized positions, Matt Eitrem the GIS Coordinator, and Aaron Menza the GIS Technician.

"A geographic information system (GIS) integrates hardware, software, and data for capturing, managing, analyzing, and displaying all forms of geographically referenced information." www.gis.com/whatisgis

This GIS service division offers a unique opportunity for city departments to take advantage of an in-house advanced information system and expert staff. We can help you reduce your costs by providing new tools that, will help you perform your job more efficiently by reducing or eliminating staff research time, increase levels of citizen service through improved asset management, or even identify lost revenues by helping you track violations or permit fees. Your Return On Investment (ROI) will quickly be realized, especially when you are able to make more informed decisions and streamline your management activities. Also since the information is in-house, it may be made available for other departments to reuse with their applications and analysis.

Please review the following bulleted list items, some may be just what you need and others may trigger new ideas for your department. This is certainly not an exhaustive list, but more like a quick list of activities we feel would achieve tangible results for this upcoming year. We would be happy to meet with you and build on these ideas and work together to find practical solutions.

Cartographic Services – A professional looking map says a lot about an organization or project. We can help you become more effective by providing an excellent looking map that really portrays the details of your business information and sends a focused message to whom it is intended for.

Analysis Services – A key concept of GIS is its ability to relate information in a spatial context by geo-enabling datasets. We can provide overlay or spatial analysis of information to determine answers to questions like how close objects or events are in proximity to each other, or summarizing demographics of service areas based on locations of customers or travel distances.

Data Management and Integration – We can provide basic data design, planning and management services which may include; auditing current data systems for suitability of integration with GIS, evaluating proposed software or database applications, assisting with designing or planning data collection efforts to assure compatibility with GIS, performing data extraction or translation from one system or format to another.

Applications & Training – We can enable your workers with easy to use applications and the most current information at their finger tips. Either in the office or in the field they can be provided one on one or group training specialized to fit their workflow and optimize their efficiencies.

Matt Eitrem, GIS Coordinator *Aaron Menza, GIS Technician* ***GIS Division***

Phone 715.682.7057, Mobile 715.209.7657
Email: meitrem@coawi.org

Phone 715.682.7967, Mobile 715.209.7967
Email: amenza@coawi.org

Fire Department

- Maps showing detailed Hydrant information; locations, number of hose/engine outlets, pressure, and flow measurements
- Maps of Administrative boundaries such as Mutual Aid Towns/Townships including roads, and important public facilities
- Maps of past incident responses for planning purposes
- Maps tracking past permitting and inspections as well as future inspection needs
- Maps showing fire pre-plans(site lay-outs) for public/commercial buildings
- Maps representing damage assessments
- Maps of combined (Ashland & Bayfield Counties) emergency response grid
- Maps showing locations/types of hazards, emergency shelters, evacuation routes, road closures, and snow plow routes, etc.

Police Department

- Maps showing past accidents/incidences at the street level
- Maps showing fire pre-plans(site lay-outs) for public/commercial buildings
- Maps showing locations/types of hazards, emergency shelters, evacuation routes, road closures, snow plow routes, etc.

Department of Planning and Development

- Regular updates to zoning/land-use layers
- Creation and maintenance of a layer to track building permits
- Regular maintenance of the Conditional Use Permit layer
- Creation and maintenance of a layer to track property maintenance violations
- Research and digitize historic inventory of structures/buildings
- Complete digitizing of citywide structures and classify for use types
- Scan and integrate in GIS all architectural and engineering drawings for developments

Department of Public Works

- Creation and maintenance of a layer to track ROW permits
- Creation and maintenance of a layer to track street surface repairs, catch basin repairs, areas in need of dust control, crack sealing, etc.
- Creation and maintenance of a layer to manage street lights and traffic lights
- Data development to inventory private utilities, such as telecommunication, gas, electric
- Continue with storm water mapping
- Research and digitize locations/attributes of private septic systems and wells for storm water illicit discharge detection
- Creation and maintenance of a layer to plan and track traffic count processes and results
- Assist with logistical planning for all chamber events and creating public information materials (parking, traffic detours, race route planning, etc.)

Utilities

- Locate and attribute sanitary service laterals
- Creation and maintenance of a layer to track all maintenance and work order activities
- Data integration of MUMNET service records and service record cards into GIS
- Regular distribution of updated utility inventory map books

Matt Eitrem, GIS Coordinator *Aaron Menza, GIS Technician* ***GIS Division***

Phone 715.682.7057, Mobile 715.209.7657 Phone 715.682.7967, Mobile 715.209.7967
Email: meitrem@coawi.org Email: amenza@coawi.org

- Integrate sanitary televising quality summaries into sanitary line inventories
- Assist in setting up and training in the use of field laptops and GPS units

Facilities Management
- Develop layers for building layouts for managing space usage and billing rates
- Incorporate digital document management to quickly access Architectural drawings
- Inventory electrical and gas meter connections servicing structures and integrate with billing data

Information Technology
- Creation and maintenance of data connection locations and general network topology to more easily locate IP addresses and planning IT improvements

Finance/Treasurer
- Implement linear referencing and dynamic segmentation for asset inventories to better meet the needs of GASB reporting
- Inventory water meter locations and relate them to water service locations for more efficient customer service response and consumption reporting

Parks & Recreation
- Create interpretive, informational and regulatory maps for managing public users
- Data development for inventory of water, sanitary, electrical, recreational, access locations and use areas (water spigots, electrical outlets, restrooms, playgrounds, beaches)
- Integrate maintenance and construction records for asset management

Engineering Division
- Establish a regulatory permit tracking process for documenting and locating project specific permits which have been applied for/granted over the course of each project
- Data development and maintenance of layers for wetland mitigation maintenance and monitoring
- Creation and maintenance of a layer representing historic and present storm water monitoring activities (i.e. bacteria counts)

City-Wide
- Maintain property rights management layers, including parcels, rights of ways, easements, vacations, and relevant city agreements or resolutions.
- Integrate digitally scanned documents with GIS data of historic, valuable and commonly-used documents (As-builts, plans, architectural, service cards, etc.)
- Create and maintain a layer showing the location and size of city-owned parking lots
- Locate and georeference historic aerial photographs
- Integrate with citizen complaint tracking system to track complaint locations
- Assist with Census enumeration efforts

Miscellaneous
- Demographic profiles and define service areas of Leisure Services and Library customers
- Provide public awareness content in the form of maps and figures for Marina and Airport

Matt Eitrem, GIS Coordinator *Aaron Menza, GIS Technician* ***GIS Division***

Phone 715.682.7057, Mobile 715.209.7657 Phone 715.682.7967, Mobile 715.209.7967
Email: meitrem@coawi.org Email: amenza@coawi.org