

2007 CAP Category 3: Fifty States Initiative IndianaMap Business Plan Return on Investment Study

- Final Report -

Report Date: September 17, 2008

Agreement Number: 07HQAG0042

Project Title: IndianaMap Business Plan Return on Investment Study

Organization: Indiana Geographic Information Council, Inc.

Collaborating Organizations: IGIC has 27 elected members that participate on an active Board of Directors that represents 13 public and private sectors (see Table 1).

Organization Address: 140 North Senate Avenue, Indianapolis, IN 46204

Organization Internet Address: www.igic.org

Principle Investigator: Jill Saligoe-Simmel, Ph.D., IGIC Executive Director (past), 317-234-2924, (Philip Worrall current IGIC Executive Director and new POC pworrall@igic.org)

Executive Summary

The Indiana Geographic Information Council (IGIC) has successfully completed a return on investment (ROI) study to support the business case for funding of Indiana's spatial data infrastructure, the IndianaMap. With FGDC CAP funding, IGIC and its partners developed for its business plan an ROI analysis that identifies current GIS spending, duplication of effort, needs, benefits, financial and non-financial return. The objective of the project was to substantiate adequate funding (or establish cost sharing mechanisms) to support and enable the operation. The results of the ROI clearly demonstrate that over \$1.7 billion in Indiana projects and programs are supported by the IndianaMap, with 90% of respondents indicating that the IndianaMap was essential to their project. A 34:1 ROI in less than three years was documented. The entire study was supplemented by additional qualitative use-benefits, testimonials, and case studies. The report was presented in an unconventional "newspaper" format directed at the target audience – primarily legislators and other elected officials.

Summary of Project Activities

IGIC focused its efforts for the first half of 2007 on institutionalizing, through legislation, the IndianaMap as the formal statewide map for all levels of government. This activity has been pivotal to substantiate adequate funding (or establish cost sharing mechanisms) to support and enable our statewide spatial data infrastructure.

The passage of legislation (effective July 1, 2007) establishes the formal appointment of a Geographic Information Officer by the Governor (position filled October 2007) and duties congruent with the objectives of the ROI study. It formally defines framework data and establishes a non-reverting fund for GIS data development and maintenance.

While no funding was provided for these activities beyond the hire of a GIO, it puts in place the necessary mechanisms for subsequent funding.

Key accomplishments

Objective Described In Project Plan	Accomplishments
IGIC will seek state leadership and funding for Indiana’s spatial data infrastructure... our part of the National Spatial Data Infrastructure.	IC 4.23.7.3 “Indiana GIS Standards” was passed and went into effect on July 1, 2007 establishing the position of Geographic Information Officer, defining framework data, data exchange agreements, and a non-reverting fund for GIS data development and maintenance
Assessment of the business needs of all stakeholder communities	Documentation of state agencies business cases and return on investment on the 2005 orthophotography project; questions regarding return on investment implemented in the Indiana Ramona GIS Inventory; Local Government GIS Coordinators Forum gathered local input on business needs (which was so well received we’ve made it an annual event); Orthophotography Workgroup defining standards and plan
Identification of funding resources and mechanisms required for geospatial data coordination, collection, and maintenance activities	Investigation of other state’s business models for funding relevant to Indiana’s model
Incorporation of measures for evaluating return on investments and developing cost benefit analyses	Study complete with results showing \$1.7 billion in project and programs supported by the IndianaMap; 34:1 ROI on IndianaMap orthophotography
Development of metrics that can be used to document success and needed improvements as the program develops	Survey methodology used in ROI study is duplicable and can be used as metrics in future years

Without funding from the FGDC, IGIC would not have been able to undertake such a comprehensive study on the economic benefits of the IndianaMap. Based on prior experience, such quantitative evidence is necessary to back up any funding request for the IndianaMap. We believe the ROI study will significantly elevate our likelihood of success.

The final ROI report is attached.

Next Steps

IGIC has printed and is broadly distributing the ROI report, presenting the ROI results at several conferences this fall, and is building a coalition of stakeholders to help us request

an investment in the IndianaMap as a sustained program. We have received positive feedback on the ROI to date and believe it is an essential and important effort for successfully obtaining a funding base. IGIC is in a vulnerable position this year as we seek sustained funding (a process that may take more than one session in the general assembly to pass) while remaining dependent exclusively on grant funding for our current activities. Our greatest need is to sustain current grant funding levels in a slow economic cycle while we work through the process of developing sustained funding.

Indiana Code 4.23.7.3 <http://www.in.gov/legislative/ic/code/title4/ar23/ch7.3.html>

Table 1. 2007 IGIC Board of Directors (a current directory of IGIC Board of Directors can be found at www.igic.org)

State Government	<ul style="list-style-type: none"> • Office of the Governor • Office of the Lieutenant Governor • Indiana Office of Technology
County Government	<ul style="list-style-type: none"> • Association of Indiana Counties • Allen County, Indiana • Noble County, Indiana
Municipal Government	<ul style="list-style-type: none"> • Indiana Association of Cities and Towns • City of Richmond/Wayne County Government • Scottsburg Municipal Electric Utility
Federal Government	<ul style="list-style-type: none"> • U.S. Geological Survey • U.S. Department of Agriculture - NRCS
Education	<ul style="list-style-type: none"> • Indiana University • Indiana University Purdue University Indianapolis University Library
Regional GIS Consortia	<ul style="list-style-type: none"> • Northwest Indiana GIS Forum • Indianapolis Mapping and Geographic Infrastructure System
Regional Planning Commissions	<ul style="list-style-type: none"> • Indiana 15 Regional Planning Commission
GIS Service Providers	<ul style="list-style-type: none"> • The Schneider Corporation • EarthData International, LLC
Private Industry	<ul style="list-style-type: none"> • Zickler Associates, LLC • Schrader Real Estate & Auction Co
Not-For-Profit	<ul style="list-style-type: none"> • Indiana Farm Bureau • Hoosier Heartland/Indiana Association of Soil and Water Conservation Districts, Inc.
Utilities	<ul style="list-style-type: none"> • Veolia Water • Indiana Underground Plant Protection Service
Critical Infrastructure	<ul style="list-style-type: none"> • Verizon • Cinergy
Surveyors	<ul style="list-style-type: none"> • Indiana County Surveyors' Association • Indiana Society of Professional Land Surveyors
Members At Large	<ul style="list-style-type: none"> • Indiana Department of Environmental Management • Hamilton County