



Interim Project Report - NSDI CAP Grant Category 5
MetroGIS Quantify Public Value Study
Reporting Period: April 1 to June 30, 2010

Report Date: July 15, 2010

Agreement Number: G10AC00239

Project Title: Measuring Public Value of Geospatial Commons: A MetroGIS Case Study

Organization: Metropolitan Council

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Executive Summary (250 words)

This study proposes development of a methodology capable of quantitatively measuring public value (QPV) created when organizations actively participate in a geospatial commons. The territorial focus is Hennepin County, Minnesota; the 32nd largest county in the United States by population, and the local government jurisdictions within it. The study involves interviewing representatives of all forms of government, non-profit, utility, industry, and academic interests serving the seven-county, Minneapolis-St. Paul metropolitan area - the MetroGIS community.

Understanding public value created, when public producers of geospatial data openly share their data, is a key issue in discussions surrounding spatial data infrastructure (SDI) development and continued support. The scope of this prototyping effort has been limited to parcel data (spatial and tabular), in particular, that which adheres to standards that support interoperability. The proposed QPV methodology builds upon a Return on Investment (ROI) methodology developed by the Geospatial Information & Technology Association (GITA). The proposed modified method will not only account for direct benefit to the producer, Hennepin County but also public benefit created through reuse and chaining of data by others who use these data.

The major tasks/milestones are as follows:

- 1) Jun to Aug. 2010: Conduct ROI Analysis for Hennepin County Internal Operations
- 2) Sept. to Dec.: Define Extended ROI Methodology [aka - Quantify Public Value (QPV) Methodology 1]. Purpose: Document Enhancements Needed for SDI Environment
- 3) Jan. to Mar. 2011: Apply QPV 1 Methodology to Hennepin County
- 4) Apr.: Refine QPV Methodology
- 5) May-Jun.: Draft Final Project Report, Documenting Findings

Project Narrative

All tasks that the study team expected to complete during the study's first quarter (April to June 2010) were successfully accomplished. There are also no outstanding issues or concerns that would affect the timing or substance of any subsequent tasks. Through active cost management for travel associated with required training, approximately \$1,800 was captured for use on other project expenses. A total of \$5,125.74 of the \$50,000 grant was spent this quarter and \$16,117.44 of our \$39,250 In-Kind contribution obligation, or 40.1 percent, was met this quarter.

Major outcomes accomplished during this reporting period include:

Administrative:

- Executed the federal cooperative funding agreement.
- Secured a consultant team ([W4Sight, LLC](#)) via a RFP process to support Tasks 1 and 3. The principals, Danielle Scarfe and Molly Managan have extensive geospatial related ROI expertise.
- Established a public facing project [website](#).
- Implemented required federal financial draw and reporting protocols, including an in-kind contribution tracking schema, and successfully accomplished a fund draw to cover expenses incurred for the below-mentioned required training.
- All four members of the project team completed training on GITA's ROI methodology - May 5-6 in Raleigh, North Carolina.
- Established interest among several individuals from Minnesota and across the nation to serve on the project advisory team.
- Clarified expectations with the consultant team, set up a SharePoint project web site, and established expectations for ongoing communication.

Project:

- Assembled and shared background information with the consultant team important to understanding the culture of Hennepin County regarding producing, documenting, maintaining and distributing parcel data (spatial and tabular) and use of these data across the county enterprise to support the county's business responsibilities.
- Designed and implemented a pre-interview survey of Hennepin personnel from which to refine questions for a series of face-to-face interviews scheduled for July 19-21. By the end of this reporting period, nine of ten individuals invited to participate in a pre-interview survey had submitted their responses.
- Formatted GITA's ROI worksheets for application to Hennepin County and populated them to the extent possible with information gathered via the above mentioned pre-interview survey and sharing of background information.
- Identified and established contact with the scientific advisory team. We have also received confirmation of intent to participate from six of ten SDI experts invited to participate in subsequent study tasks. These individuals are experts from across the globe (academic community and managers of successful initiatives) on Spatial Data Infrastructures (SDI). After a review of the GITA ROI methodology and results from phase 1, they will be asked to describe elements that need to be addressed in the QPV model to document public value created beyond that directly impacts Hennepin County operations, that is, benefits attributable to SDI/geospatial commons. Their feedback will, in turn, be used to catalyze discussion on principals, objectives, and methodologies needed to accomplish the desired extended ROI methodology – "Quantify Public Value (QPV) model".
- Arranged for a series of face-to-face interviews to be held July 19-21 with Hennepin County officials who produce, manage and use geospatially-enabled parcel data. (*The information obtained via these interviews and subsequent completion of the ROI worksheets for Hennepin County comprise the Task 1 deliverable.*)

Other information requested in for the interim project report that is premature:

- **Draft ROI Case study and related documents**
- **Photographs, graphics, or illustrations.**