

Interim Project Report - NSDI CAP Grant Category 5
MetroGIS Quantify Public Value Study
Reporting Period: July 1 to September 30, 2011

Report Date: October 5, 2011

Agreement Number: G10AC00239

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

Organization: Metropolitan Council

390 Robert Street North

St. Paul, Mn 55101

<http://www.metrocouncil.org/about/index.htm>

Principal Investigators: Randall Johnson, 651-602-1638, randy.johnson@metc.state.mn.us
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Listing of Collaborating Organizations:

Envision Minnesota (*formerly known as 1000*

Friends of Minnesota)

c/o Sally Wakefield

651-312-1000, ext 207

www.1000fom.org/contact:

Hennepin County

c/o Gary Swenson

(612) 543-0797

www.co.hennepin.mn.us

MetroGIS

c/o Randall Johnson

651-602-1638

www.metrogis.org

Metropolitan Council

c/o Rick Gelbmann

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Executive Summary (*185 words. 2nd revision from the original submittal*)

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 study has been limited from the outset to parcel data (spatial and tabular), in particular, parcel data that adheres to standards that facilitate interoperability across multiple counties.

A rescoping of this study was required due mid-stream to complications beyond our control. The rescoped study proposes to document values and related information important to policy makers that, if met, would provide sufficient public value creation to justify placing parcel data into the public domain. The results of this study are intended to lay the ground work for subsequent work to develop a methodology capable of quantitatively measuring public value (QPV) created when organizations actively participate in a geospatial commons. The current study involves hosting focus groups comprised of policy makers and senior executives who represent local, regional and state government interests, and the non-profit, utility, first responder, community/economic development, and business communities serving the seven-county, Minneapolis-St. Paul metropolitan area - the MetroGIS community.

Project Narrative

Our focus during this reporting period has been on retaining a consultant capable of carrying out our rescoped study methodology and preparing for its launch. As reported in our fall 2010 and winter

2011 [project summary reports](#), our original project encountered significant, unforeseen issues beyond the control of the project team. As a result, a one-year time extension was granted through April 29, 2012 to enable pursuit of a rescoped project.

The rescoped Task 3 (final phase) is now comprised of two complementary components, each to be complete by year-end. The objective of the primary Task 3 component, entitled “Defining Values Component”, is to define values important to policy makers that, if met, would provide sufficient public value creation to justify placing parcel data into the public domain. This component involves a series of focus groups targeted to a variety of mutually exclusive organizational types – the same interests that were targeted in the original study methodology but via a different approach. The objective of the secondary Task 3 component, a complementary web-based survey, entitled “Defining Parcel Data Value”, is to improve understanding of the business needs that drive stakeholder use of this dataset and the value/benefit they attribute to using it. This component will be carried out via an online survey of individuals who represent of public sector organizations currently licensed to use the MetroGIS Regional Parcel Dataset to support business operations. The results of the Task 3 research are intended to be used by MetroGIS as “targets” to which to design actual cross-sector collaborative projects; projects perceived to have high potential to create public value if access were to be provided to organizations that cannot currently access the subject licensed parcel data. These projects would, in turn, serve as test beds from which to explore means to quantify public value creation potential.

Those involved believe that the rescoped study methodology is better suited to identifying information that our team believes is needed by policy makers to effectively assess public value that can be realized by placing parcel data into the public domain versus through revenue received via current access policies. Further, the study teams believe that involving numerous policy makers, who are associated with several organizational based-focus groups, which is the current plan, is a better fit to accomplish our original study objective #8 stating:

“The results generated by the desired QPV methodology must be structured in such a way that local government *policy makers* can readily compare and contrast them to the costs of supporting their operations with and without participating in a geospatial commons”.

No grant-eligible expenses were encumbered during this reporting period. The attached Form 425 for this quarter shows the same values as listed in previously submitted form: a total of 23,951.26 in grant-eligible funds spent to date or 47.9 percent of the \$50,000 grant awarded to the project and a total of \$54,808.74 or \$15,558.74 (139.6 percent) more than our \$39, 250 pledged in-kind obligation.

(Note: On March 24th, along with authorization of a project completion time extension to April 29, 2012, FGDC grant administrators authorized stopping our tracking of in-kind contributions, given that our pledged in-kind obligation had been exceeded in March. At that time of the time extension request, we had documented a total of \$54,808.74 or \$15,558.74 (139.6 percent) more than our \$39, 250 pledged in-kind obligation.)

Major outcomes accomplished during this reporting period included:

Administrative:

- a) Prepared and submitted our 2nd Quarter 2011 Project Status Report.

- b) Updated our public facing project [website](#).
- c) From June until mid September, with assistance from the Metropolitan Council's Contracts Unit, published a [Request for Proposals](#) to support the "Defining Values" (see Task 2 below) and selected Professor John Bryson, McKnight Presidential Professor of Planning and Public Affairs on faculty at the Hubert H. Humphrey School of Public Affairs at the University of Minnesota, to conduct this component of our study. The study team concurred that Professor Bryson's knowledge of the topic of public value creation, his expertise in facilitation techniques important to the success of study, and his knowledge of MetroGIS's culture and objectives highly qualify him to assist with this study. His fee is \$14,000, which will be paid from the grant funds awarded to this study. The RFP was shared with the federal grant administrators before it was published to ensure that described project was consistent with federal program requirements, which was declared to be the case.

Project - Task 1- Measure Benefit to Hennepin County of Geo-Enabling Parcel Data (Complete):

The results were not what we expected – the GITA ROI methodology required to be used as a condition of grant funding was found to be inappropriate for our study objectives. (See the July to September 2010 Quarterly Project [Report](#) for the issues encountered).

Project - Task 2 – Define “Outward Looking” QPV Methodology (Complete):

This component was effectively completed on April 25, 2011, when the concept for our rescoped project was agreed upon by the QPV Study Advisory Team. (See our 2nd Quarter Project Status Report for more information about the process.)

In short, the objective of our rescoped study design seeks to define values important to policy makers that, if met, would provide sufficient public value creation to justify placing parcel data into the public domain.

The primary component, entitled “Defining Values”, is organized around six focus groups each targeted to key and mutually exclusive organizational interests important to successfully accomplishing MetroGIS's mission. The final event for this “Defining Values” component is to be a workshop, in which the participants of all six preceding focus groups will participate. This component required supplemental support, for which an RFP was required.

In addition, Francis Harvey, QPV Study Research Coordinator, designed an on-line survey, entitled “Defining Parcel Data Value”. This survey is meant to complement John Bryson's research, with the aim to improve understanding of the business needs that drive stakeholder use of this dataset and the value/benefit they attribute to using it.

The idea for this supplemental survey arose during discussions QPV Study Advisory Team about problems that the QPV Support Team encountered while attempting to administer GITA's ROI methodology. A critical component was the Study Team's realization that existing government accounting and documentation systems are not designed to capture information needed to offer insights into value accrued from use of geographically-referenced parcel data.

Project-Task 3– Implement “Outward Looking” QPV Methodology (In Process):

As with our original study design, the rescoped study design also requires supplemental support resources to conduct this final phase. As described in the Administrative section above, much of this

reporting period was dedicated to developing a RFP to secure these needed supplemental support resources, publishing it, reviewing proposals, and attending to contract requirements with the best-fit proposer, Professor John Bryson with the University of Minnesota.

QPV Study leadership met with Professor Bryson, who was retained to provide lead support main component of our study entitled “Defining Values”, to refine the preliminary methodology explained in the RFP (Task 2) and ensure that expectations were clear among all parties. Work then began in earnest to prepare for the first of six focus groups. (See the Narrative Section for more information.) The first focus group is schedule to be held on October 14, 2011.

Francis Harvey, QPV Study Research Coordinator, also launched a web-based survey for the second component of Task 3, entitled “Defining Parcel Data Value”. Contacts for the nearly 150 public and academic organizations licensed to access the MetroGIS Regional Parcel Dataset were invited to participate.

Other information requested in / for the interim project report:

- 1. Draft ROI Case study and related documents - Premature***
- 2. Photographs, graphics, or illustrations) - Premature or not possible to provide at this time.***

ATTACHMENT A

Standard Federal Form 425
(Reporting Period: July 1 to September 30, 2011)

(See Next Page)

FEDERAL FINANCIAL REPORT

(Follow form instructions)

1. Federal Agency and Organizational Element to Which Report is Submitted United States Geology Survey		2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment) G10AC00239			Page 1	of 1	
3. Recipient Organization (Name and complete address including Zip code) Metropolitan Council 390 Robert Street North, St. Paul, MN 55101							
4a. DUNS Number '0300185760001	4b. EIN 416008898	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment) A3335P1		6. Report Type <input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input type="checkbox"/> Final	7. Basis of Accounting <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual		
8. Project/Grant Period From: (Month, Day, Year) 04/30/10			To: (Month, Day, Year) 04/29/12		9. Reporting Period End Date (Month, Day, Year) '9/30/2011		
10. Transactions					Cumulative		
<i>(Use lines a-c for single or multiple grant reporting)</i>							
Federal Cash (To report multiple grants, also use FFR Attachment):							
a. Cash Receipts				\$23,961.53 previously reported + \$0.00 disbursed this period		\$23,961.53	
b. Cash Disbursements -						\$23,961.53	
c. Cash on Hand (line a minus b)						\$0.00	
<i>(Use lines d-o for single grant reporting)</i>							
Federal Expenditures and Unobligated Balance:							
d. Total Federal funds authorized						\$50,000.00	
e. Federal share of expenditures						\$23,961.53	
f. Federal share of unliquidated obligations						\$0.00	
g. Total Federal share (sum of lines e and f)						\$23,961.46	
h. Unobligated balance of Federal funds (line d minus g)						\$26,038.54	
Recipient Share:							
i. Total recipient share required				In-Kind Contributions		\$39,250.00	
j. Recipient share of expenditures (As of March 24, 2011, no longer required to track because exceed obligation)						\$54,808.40	
k. Remaining recipient share to be provided (line i minus j)				Beyond Amount Pledged		(\$15,558.40)	
Program Income:							
l. Total Federal program income earned						\$0.00	
m. Program income expended in accordance with the deduction alternative						\$0.00	
n. Program income expended in accordance with the addition alternative						\$0.00	
o. Unexpended program income (line l minus line m or line n)						\$0.00	
11. Indirect Expense	a. Type	b. Rate	c. Period From	Period To	d. Base	e. Amount Charged	f. Federal Share
				g. Totals:			
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:							
13. Certification: By signing this report, I certify that it is true, complete, and accurate to the best of my knowledge. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)							
a. Typed or Printed Name and Title of Authorized Certifying Official Mercy Ndungu Financial Analyst - Treasury				c. Telephone (Area code, number and extension) 651-602-1629			
				d. Email address Mercy.Ndungu@metc.state.mn.us			
b. Signature of Authorized Certifying Official				e. Date Report Submitted (Month, Day, Year) Created 010/5/2011			
				14. Agency use only:			

Standard Form 425
OMB Approval Number: 0348-0061
Expiration Date: 10/31/2011

Paperwork Burden Statement
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