

MEMORANDUM OF UNDERSTANDING

Between

STATE CARTOGRAPHER'S OFFICE, UNIVERSITY OF WISCONSIN-MADISON

And

THE DEPARTMENT OF ADMINISTRATION, DIVISION OF INTERGOVERNMENTAL RELATIONS

Regarding V2 Statewide Parcel Map Database Project

October 1, 2015 to December 31, 2016

1. Purpose

The purpose of this document is to define the scope of work for the State Cartographer's Office (SCO) role in the "Version 2 Statewide Parcel Map Database Project" (V2 Project). The V2 Project is a joint effort with the Wisconsin Department of Administration (DOA) Division of Intergovernmental Relations (DIR) to run between October 1, 2015 and December 31, 2016.

This scope of work refers only to the V2 Project, not to the larger Statewide Digital Parcel Map Initiative (Parcel Initiative) nor subsequent phases of the Parcel Initiative that may be covered by other scope of work documents.

2. Background

Wisconsin Act 20, the biennial state budget for 2013-2015, created statutory directives for state and local governments to coordinate on the development of a statewide digital parcel map. As required by statute 59.72(2)(a), counties are now required to post certain parcel information online in a searchable format by June 30, 2017. These statutory directives can be grouped together as the Statewide Digital Parcel Map Initiative.

The V2 Project follows successful collaboration between DOA and SCO on similar efforts. DOA and SCO have already partnered on a project to create statewide parcel and address point layers for the LinkWISCONSIN Address Point and Parcel Mapping Project, and the Version 1 (V1) Project. The primary objective of the V1 Project was to create a statewide parcel database and map layer based on an aggregation of existing local parcel datasets, as well as an interim project report and a final project report. That report is to include recommendations on benchmarks, or "metrics to assess completeness of digital parcel attributes needed to meet the s. 59.72(2)(a) requirement" as well as "metrics to assess quality and completeness of county parcel datasets *beyond* the s. 59.72(2)(a) requirement."

3. Project Goals and Deliverables

The goals of the V2 project encompass several themes: efficiency and sustainability of the statewide parcel layer; refining data submission requirements to enhance usability and reduce costs; incorporating feedback from the community to improve data submission, standardization, and usability; display of statewide zoning data; benchmarking and standardization efforts; and public access to the statewide parcel layer.

- **Efficiency and sustainability.** Develop and prototype a process to update the statewide parcel layer to facilitate asynchronous updates on a county-by-county basis, creating a dynamically updated "living" data layer. Demonstrate and document how this update mechanism can be achieved using stored procedures and methods. Identify components of the process that still require manual intervention, and make recommendations on how to automate them and improve their efficiency. Enhance field mappings, tools, and stored procedures to reduce the amount of labor required to update the parcel layer.
- **Refining data submissions.** Re-orient the call for data in coordination with the annual tax roll cycle. Refine verbiage and format of call for data to make requests less onerous, more explicit,

and ultimately achieve a better rate of return. Ensure that the request is routed correctly within the county.

- **Incorporation of feedback.** Work with counties and municipalities to determine optimal submission methods to ensure county and local timetables are considered, and identify low-cost, low-impact ways to standardize components of county data to facilitate more efficient update and integration. Work with data contributors and data users (e.g., state agencies, private sector) to meet the needs of users and to accommodate local policies (e.g., redaction of sensitive data).
- **Zoning data.** Based on feedback from counties and local governments, produce a prototype solution to display zoning data.
- **Benchmarking and standardization.** Evaluate counties against current benchmarks and provide additional options and recommendations on benchmarking for 2017 and beyond. Include data standards within these benchmarks for data contributors to improve data collection and make it more efficient.
- **Public access.** Build an online web app to provide public access to the parcel database, including basic viewing, query, search, and download capabilities.

Specific V2 Project deliverables are:

- **A statewide parcel database and map layer** aggregated from existing county and municipal parcel datasets using a documented update process that at a minimum includes the following parcel attributes required by s. 59.72(2)(a), in a standardized, searchable format:
 1. Property tax assessment data, including assessed value of land, assessed value of improvements, total assessed value, class of property as specified in s. 70.32(2)(a), estimated fair market value, and total property tax
 2. Property address information maintained by the county
 3. Acreage information maintained by the countyAlso includes the following parcel attributes of value, such as:
 1. Owner name (if provided by local governments)
 2. Owner address (if provided by local governments)
 3. School district code
 4. Municipal code
 5. Tax roll year
 6. Parcel geometry revise/update date
- **Display of V1 and V2 layers online.** Develop an online app to display the statewide parcel database and map layer. Include capabilities for:
 1. Search/filter
 2. Basemap layer options
 3. Map preview/services
 4. Multi-scale viewing
 5. Download/export of data
 6. Analytics and reports on usage
 7. Public usability
 8. Display of disclaimer, addressing of liability, warranties, and accuracy of data on the site
- **Prototype solution for collection and display of zoning information maintained by the county.** The ideal scenario is to have county zoning information integrated into the statewide parcel layer, but complexities in local zoning ordinances may inhibit this possibility in the given time frame. County zoning information should, at a minimum, be collected, inventoried, analyzed, organized, and included in the V2 parcel layer if it is possible to do so accurately, or

otherwise be presented in the form of a prototype solution and recommendations for future efforts by local governments to map zoning data.

- **Benchmarking data.** Provide data evaluating counties against current benchmarks and providing additional options and recommendations for benchmarking for 2017 and beyond, to be tied to grant funding.
- **A report to the state legislature/final project report,** written in collaboration with DOA, that meets the requirement of Wis. Stat. s. 16.967 (6)(b): “No later than January 1, 2017, the department shall submit to the members of the joint committee on finance a report on the progress in developing a statewide digital parcel map.” At a minimum, the report shall address:
 1. Background on V1 and V2 Projects
 2. An evaluation of whether the desired results are being achieved and whether objectives established by the legislature are being met
 3. Local government parcel mapping practices that may save public funds or provide more effective delivery of government services
 4. A process to facilitate update of the statewide layer on a county-by-county basis
 5. Efficiency enhancements such as crosswalk improvements
 6. Enhancements to the data request, including timeline, verbiage, and format
 7. Conclusions from community outreach regarding submission methods and timetable, standardization, and data needs
 8. A recommended export standard counties can easily implement when contributing data
 9. Recommendations on achievement benchmarks for parcel map development to be tied to grant funding
 10. Recommendations related to zoning data and metadata
 11. Recommendations for further development of the statewide parcel layer, including sustainability recommendations, data submittal recommendations, and any other recommendations from V2 lessons learned
 12. Recommendations for additional layers and/or system components beyond parcels

4. Responsibilities and Logistics

Responsibilities of the SCO and DIR will be essentially the same as with the LinkWISCONSIN and V1 Projects. SCO will be responsible for the following logistics:

- **Data development.** The SCO will perform all data development for the V2 Project including database design, interpretation, ingest, ETL, editing, attribute mapping, spatial manipulation, data assembly, and integration, and QA/QC.
- **Project management.** Project management and administration will reside primarily in the SCO for the V2 Project. This includes hiring and managing GIS staff and students.
- **Public access to data.** SCO will be responsible for working to locate and configure an appropriate solution and technology for visualization of the final parcel map database, as well as access to the statewide parcel map database. Features such as data hosting, tiered governmental and public access, and other features beyond simple display, search and query functions are beyond the scope of the SCO’s responsibilities.
- **Zoning.** Prototype solution for collection and display of zoning information.
- **Standards.** Identification of specific standards to improve the efficiency of data integration.
- **Benchmarking.** SCO to generate benchmark data by county, based on benchmarks developed in consultation with DOA.
- **Final deliverable.** The SCO will deliver the final V2 database and map layer by August 31, 2016; and the final project report by December 31, 2016.

DIR will be responsible for the following logistics:

- **Data acquisition.** The DIR will be responsible for making formal data requests to county and/or municipal GIS offices, including follow-up steps such as open records requests.
- **Data sharing.** The DIR will review and implement licensing agreements as needed and document data sharing issues.
- **Software.** Provide access to commercially-licensed desktop GIS software. DOA will provide access to three basic desktop ArcGIS licenses for the SCO use on the project as well all necessary credits for ArcGIS online.
- **Funding and purchase orders for hosting/display.** DIR will be responsible for providing access to ArcGIS Online, if utilized, and ArcGIS Online credits.

Both the SCO and DIR will participate in community outreach efforts. In consultation with the DIR, the SCO will conduct outreach and publicize project goals and status. Both the SCO and DIR will provide project liaisons to facilitate collaboration.

5. Project Timeline

Date	Milestone
June 30, 2015	V1 final database release; V1 interim project report
July 31, 2015	V1 parcel layer hosted and displayed online
October 1, 2015	V2 project start
November 30, 2015	Draft V1 final project report completed for review
December 31, 2015	Amended V1 final project report due date
June 30, 2016	Interim V2 parcel database due
August 31, 2016	Final V2 parcel database due
September 30, 2016	V2 parcel layer hosted and displayed online
November 30, 2016	Draft V2 final project report completed for review
December 31, 2016	Report to Legislature/Final V2 project report due

6. Payments to SCO

SCO shall receive, during the term of this scope of work, reimbursement of expenses up to the amount of \$136,951 for staff time, materials and incidental expenses in executing the V2 Project. SCO shall submit invoices to the DOA on a quarterly basis. Such invoices will include major budget category detail, i.e., salary, fringe, supplies, travel, etc. The final invoice shall be submitted to the DOA within 60 days of contract end date.

7. Project Budget

Item	Description	Amount
Staff salary and fringe	Primarily Codie See (50%) and David Vogel (100%)	\$108,118
Student hourly	750 hours	\$8,970
Travel	Conferences, outreach	\$2,000
Indirect	15%	\$17,863
TOTAL		\$136,951

8. Out of Project Scope

While the V2 Project will inform and influence other aspects of the Parcel Initiative, it is only one limited project within the Parcel Initiative. Goals and objectives outside of the scope of work of this limited project include:

- **Updates to V2 statewide parcel database.** The data deliverable of the V2 Project is a one-time delivery. No updates are planned under this scope of work.
- **A public, participatory planning process with stakeholders for the larger Parcel Initiative.** A facilitation of a public planning process, including workshops, interviews, and interactive planning sessions to gather information for the possible prioritization of investment in local parcel datasets is beyond the scope of the V2 Project. An inventory of local government, state, and private business uses for specific improvements to local parcel datasets is also beyond the scope of the V2 Project. However, the project will incorporate feedback from the community to improve data submission, standardization, and usability.
- **Allocation of future increase in Land Information Fund revenue.** The V2 Project report may provide specific recommendations on county benchmarks, but SCO will not be responsible for making funding allocation decisions.
- **Filling gaps in data.** The V2 Project will identify gaps in parcel coverage but will not attempt to fill in these gaps if shareable digital data does not already exist. Tasks such as digitizing paper maps or air photos, field collection of data, or converting data from non-digital text sources are beyond the scope of the project.

9. Primary Project Contacts

State Cartographer's Office:
Howard Veregin
608-262-6852
veregin@wisc.edu

Department of Administration:
Mike Friis, Program Manager
Peter Herreid, Project Liaison
608-267-3369
peter.herreid@wisconsin.gov

For the University of Wisconsin-Madison



Robert Gratzl
Managing Officer, Research and Sponsored
Programs, UW-Madison

2/23/2015

Date

For the Department of Administration,
Division of Intergovernmental Relations



Ed Eberle, Administrator
Division of Intergovernmental Relations

2-12-15

Date