

High Level Outreach Strategy for MetroGIS

Improving Understanding and Satisfaction

Current Practices or Funded and Under Development:

1. Expand upon the Annual Report format that has been used the past three years. (4-page brochure documenting accomplishments over the past year in a newsletter format, mailed to 1400 individuals – over half chief elected and chief administrative officials with local government serving the metro area.)

An annual report similar to that produced in the past would continue to be produced and mailed to the same audience as in the past. In addition, a promotional brochure is under development that would increase the shelf life of the material when presented in an annual report format.

2. Host a workshop in March for local government interests that did not elect to participate in the Regional Parcel Data Pilot Project but have similar business needs to interests that did participate (see scope for Work for RRA contract in agenda item 7e.)
3. Administer Participant Satisfaction Survey Fall 2001 or Winter 2002– use an opportunity to communicate past accomplishments as well as to receive feedback. (*Note: during preparation for Performance Measures Project, it was decided to synchronize this survey with the measurement and reporting plan. Fall 2002 is next likely survey. The frequency their after will be set forth in the Performance Measures Plan*)
4. During the 2001-2002 Business Plan Update process, identify any additional audiences that should be aware of/invited to participate in activities of MetroGIS.
5. Continue to improve the content and intuitive character of the MetroGIS Internet site.
6. Continue to submit articles for the quarterly GIS/LIS newsletter.
7. Continue to regularly attend county-based GIS user group meeting in all seven counties to observe and document interests that are common among the groups.
8. Continue to host workshops and educational sessions at the GIS/LIS conference.
9. Continue to accept requests to speak about MetroGIS to stakeholder communities and continue philosophy of encouraging Policy Board, Coordinating Committee and Team leadership to take the lead, supported by staff.
10. Continue to keep the leadership of GCGI and LMIC informed of MetroGIS' activities and continue to participate in activities of the GCGI and LMIC as invited.

Suggested new practices:

1. Initiate regular communication with the collar counties through their umbrella organization.
2. Place more responsibility on Board, Coordinating Committee, and Advisory Team members to proactively identify stakeholder workshop and conference opportunities, which would be appropriate/beneficial for MetroGIS to participate.
3. Establish a partnership with the Governor's Council on Geographic Information to collaborate on outreach activities of common interest, in particular, to improve understanding among individuals affiliated with government in the collar counties and Greater Minnesota of MetroGIS' data sharing philosophy, practices, and lessons learned.
4. Place more responsibility on Board and Coordinating Committee members to engage in one-on-one dialogue to advocate for MetroGIS principles with essential officials affiliated with each of MetroGIS' strategic partners.
5. Seek out opportunities to promote MetroGIS' philosophy, practices and projects via the news media and hands-on workshops.