



MetroGIS Performance Measurement Report

December 18, 2002

This Report was prepared by the MetroGIS Support Staff Team and approved by the MetroGIS Coordinating Committee on December 18, 2002 for presentation to the MetroGIS Policy Board on January 29, 2003.

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I. Introduction

In early 2002, MetroGIS developed a Performance Measurement Plan to more clearly state expected accomplishments, to demonstrate accountability for results, and to support continuous organizational improvement (www.metrogis.org/benefits/perf_measure/).

MetroGIS established a Mission Statement in 1996, which continues to provide overall direction for the organization, and which serves as the foundation of the measurement of performance:

MetroGIS's mission is to provide an ongoing, stakeholder-governed, metro-wide mechanism through which participants easily and equitably share geographically referenced graphic and associated attribute data that are accurate, current, secure, of common benefit and readily usable.

This is the first report on Performance Measurement Results. Results will be analyzed by staff on a regular basis to better understand trends that may be occurring and reported to the Policy Board at least annually for consideration and direction. The first report is largely descriptive and establishes a baseline against which future progress can be gauged.

One significant limitation regarding measurement data is noted: due to the nature of the Internet, it is not possible to determine precisely who is accessing data. In the future, there may be a need to further research some of the measurement results in order to better understand observed trends.

II. Summary of Results

In this first report, some key findings were identified:

- Use of DataFinder and DataFinder Café as tools that support ease of data discovery and access is increasing over time (www.datafinder.org). This is an indication of the effectiveness and usefulness of these tools, as well as an indicator of the value of the data being sought.
- There is room for improvement with regard to the currency of data on DataFinder, as only 4 of 6 regionally-endorsed datasets have been updated according to custodian responsibilities.
- More entities are choosing to publish metadata and datasets through DataFinder. Metadata publishers now include the Metropolitan Council, all seven counties, the City of St. Paul, and four State agencies, as well as the U.S. Census Bureau and the Lawrence Group. Eight entities distribute datasets through DataFinder.
- Testimonials information solicited from data users indicates a high level of satisfaction and significant perceived value associated with MetroGIS products and services.

III. Detailed Results by Measure

Measures are grouped into four categories:

- A. Outcomes for Data Users - Ease of discovery and access
 - Measures 1, 2, 4 (Measure 3 cannot be documented at this time)
- B. Outcomes related to Users - Data Currency
 - Measure 5
- C. Outcomes related to Producers - Internal efficiencies; level of cooperation
 - Measures 6, 7, 8, 9 (Measures 6 & 7 have been combined)
- D. Ultimate Outcomes – Improved decision-making and better service to the public
 - Measure 10

A. Outcomes for Data Users - Ease of discovery and access

MetroGIS Performance Measure 1: Use of DataFinder

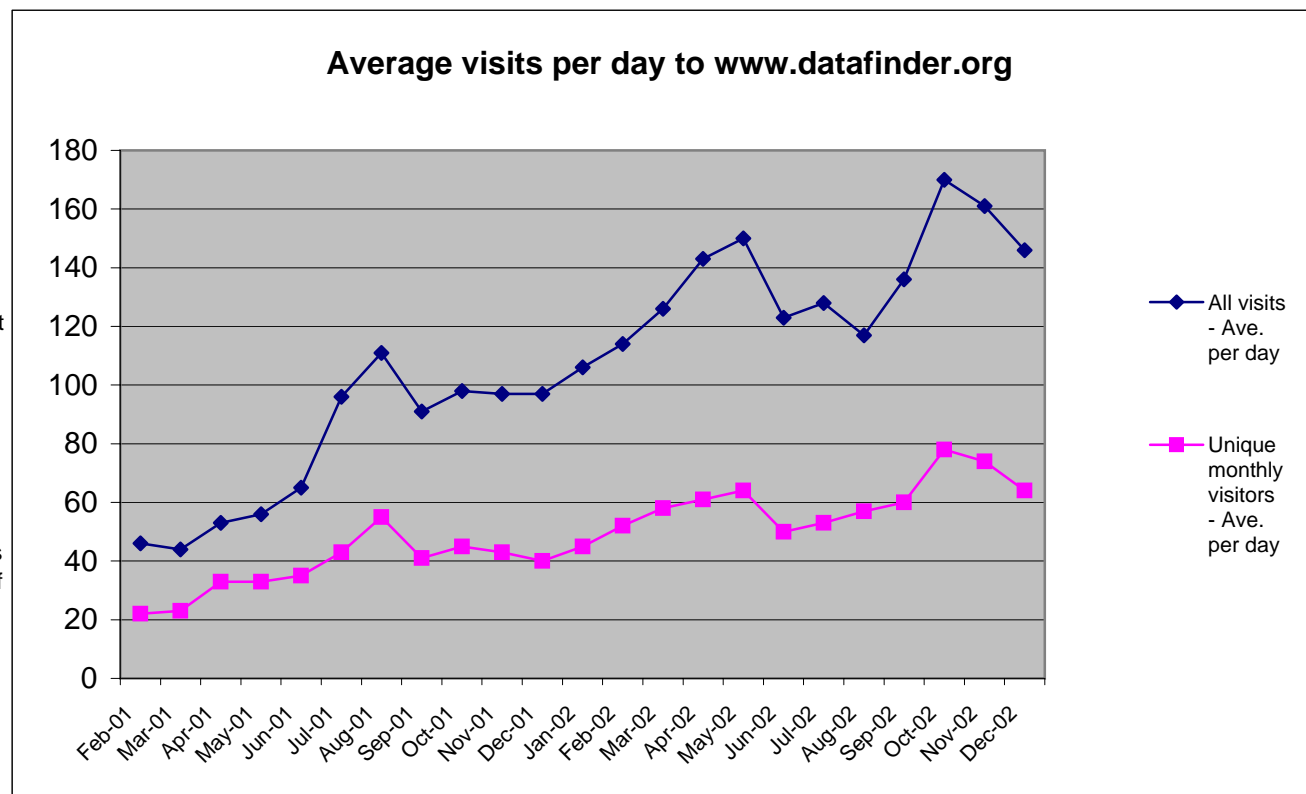
Month	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01	Oct-01	Nov-01	Dec-01	Jan-02	Feb-02
Average page views per day	141	115	144	136	203	370	350	324	361	347	345	365	383
All visits - Ave. per day	46	44	53	56	65	96	111	91	98	97	97	106	114
All visits - Total for the month	1,308	1,375	1,608	1,778	1,999	3,005	3,444	2,737	3,051	2,931	3,008	3,287	3,196
Unique monthly visitors - Ave. per day	22	23	33	33	35	43	55	41	45	43	40	45	52
Unique monthly visitors - Total for the month	627	716	978	1,022	1,058	1,330	1,697	1,230	1,407	1,291	1,229	1,389	1,450

Month	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02	Sep-02	Oct-02	Nov-02	Dec-02
Average page views per day	1,145	1,496	1,382	1,058	814	795	925	972	931	839
All visits - Ave. per day	126	143	150	123	128	117	136	170	161	146
All visits - Total for the month	3,932	4,306	4,074	3,712	3,988	3,649	4,084	5,286	4,842	4,545
Unique monthly visitors - Ave. per day	58	61	64	50	53	57	60	78	74	64
Unique monthly visitors - Total for the month	1,811	1,839	1,978	1,490	1,633	1,776	1,804	2,404	2,225	1,999

What does the data say?

All visits, average per day, indicates the level of traffic to the DataFinder site. The overall trend is upward, with occasional peaks. While the cause of the peaks is not known with certainty, it is thought to be related to promotion of the site at conferences and in GIS publications. The dip in usage from June through August is at least partially due to the site being down occasionally during installation and testing of DataFinder Cafe.

Unique monthly visitors, average per day, is another measure of traffic to DataFinder, and indicates the extent to which visitors are new to the site versus repeat users. As with visits to the site, the trend in number of visitors is upward.



MetroGIS Performance Measure 2: Datasets Downloaded

(*=dataset not available; n/a=data not available for particular month)

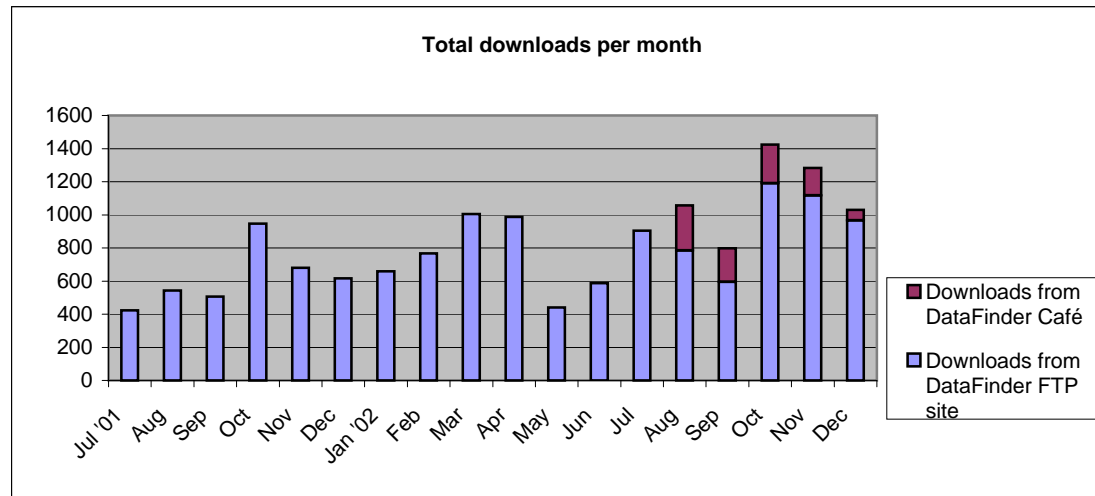
	2001					2002												
	Jul '01	Aug	Sep	Oct	Nov	Dec	Jan '02	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Downloads from DataFinder FTP site	424	543	507	946	680	616	658	768	1004	988	441	588	904	785	596	1190	1117	966
Downloads from DataFinder Café	*	*	*	*	*	*	*	*	*	*	*	*	*	272	202	235	166	63

Downloads of Endorsed Datasets

	2001						2002												
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
County & Municipal Boundaries	12	31	34	71	37	46	38	75	72	73	62	53	82	46	49	73	67	60	
Census 1990	n/a	n/a	16	22	24	15	n/a	13	n/a	18	9	12	15	21	n/a	28	23	n/a	
Census 2000	*	*	*	*	*	*	*	*	*	*	*	*	*	23	14	44	38	28	
Centerlines	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Planned Land Use	*	*	*	*	*	*	*	*	*	*	*	23	24	16	13	56	25	28	
Regional Parcel Dataset (Café only)	*	*	*	*	*	*	*	*	*	*	*	*	*	41	51	38	12	1	
<i>Anoka</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	9	27	1	0	0	
<i>Carver</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	0	5	3	0	0	
<i>Dakota</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	6	3	5	0	0	
<i>Hennepin</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	11	0	12	11	1	
<i>Ramsey</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	6	13	9	1	0	
<i>Scott</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	5	0	1	0	0	
<i>Washington</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	4	3	7	0	0	
Endorsed datasets as a percentage of all downloads:	3%	6%	10%	10%	9%	10%	6%	11%	7%	9%	16%	15%	13%	14%	16%	17%	13%	11%	

What does the data say?

Overall, interest in downloading data is growing, both from the FTP site and from downloads through the Café. October 2002 was the busiest month for downloads to date.



Top Downloaded Datasets Monthly via FTP site

2001

Jan

Feb

Mar

Apr

May

Jun

Jul County & Municipal Boundaries (52)
N/A
Hennepin Co. Soils (23)

Aug County & Municipal Boundaries (31)
Zip Codes (24)
School Districts (21)

Sep Census 2000 Geography (36)
County & Municipal Boundaries (34)
Generalized Land Use 1997 (32)

Oct County & Municipal Boundaries (71)
Census 2000 Population Tables (63)
Census 2000 Geography (50)

Nov Census 2000 Population Tables (113)
Census 2000 Geography (39)
County & Municipal Boundaries (37)

Dec County & Municipal Boundaries (45)
Generalized Land Use 1997 (35)
Census 2000 Population Tables (33)

2002

Jan County & Municipal Boundaries (38)
Bus Routes (33)
Census 2000 Population Tables (32)

Feb County & Municipal Boundaries (75)
Generalized Land Use 1997 (43)
Ramsey County Soils (36)

Mar County & Municipal Boundaries (72)
Generalized Land Use 1997 (57)
Bus Routes (55)

Apr County & Municipal Boundaries (74)
Ramsey County Soils (66)
Census 2000 Population Tables (47)

May County & Municipal Boundaries (62)
Census 2000 Population Tables (30)
N/A

Jun County & Municipal Boundaries (53)
Census 2000 Population Tables (48)
DNR Regionally Significant Nat. Res. Areas (29)

Jul County & Municipal Boundaries (82)
Functional Class Roads (35)
Planned Land Use (24)

Aug County & Municipal Boundaries (46)
Functional Class Roads (29)
Zip Codes (27)

Sep Generalized Land Use 2000 (57)
County & Municipal Boundaries (49)
Generalized Land Use Historical (31)

Oct County & Municipal Boundaries (73)
DNR Regionally Significant Nat. Res. Areas (61)
Generalized Land Use 2000 (56)

Nov Generalized Land Use 2000 (90)
County & Municipal Boundaries (67)
County & Municipal Boundaries - 2000 (static) (58)

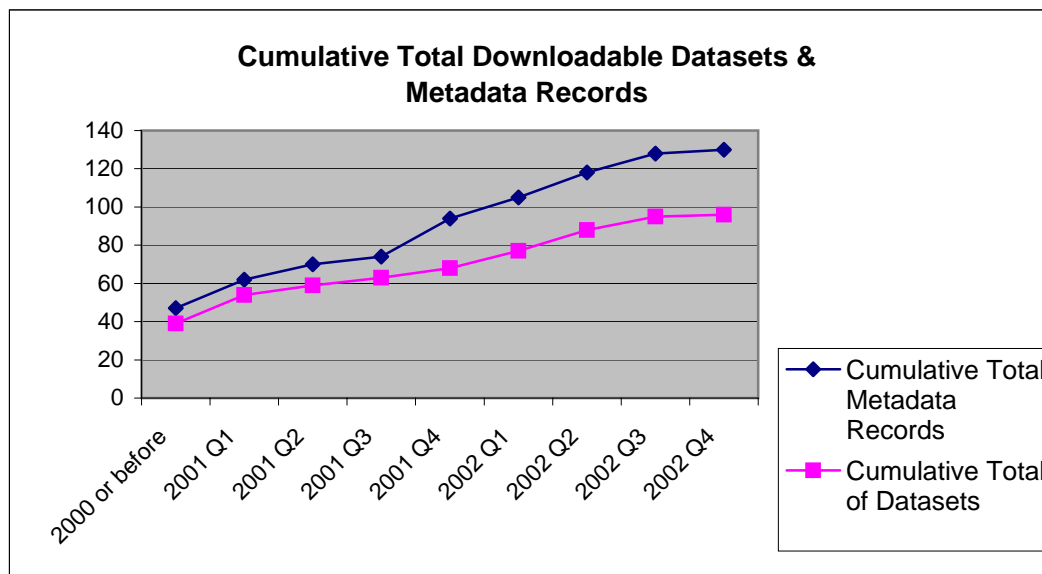
Dec Digital Soil Survey - Carver County (120)
County & Municipal Boundaries (60)
County & Municipal Boundaries - 2000 (static) (44)

MetroGIS Performance Measure 4: Datasets and Metadata on DataFinder

Quarter	Metadata Records Added	Cumulative Total Metadata Records	Quarter	Datasets Added	Cumulative Total of Datasets
2000 or before	47	47	2000 or before	39	39
2001 Q1	15	62	2001 Q1	15	54
2001 Q2	8	70	2001 Q2	5	59
2001 Q3	4	74	2001 Q3	4	63
2001 Q4	20	94	2001 Q4	5	68
2002 Q1	11	105	2002 Q1	9	77
2002 Q2	13	118	2002 Q2	11	88
2002 Q3	10	128	2002 Q3	7	95
2002 Q4	2	130	2002 Q4	1	96
Total	130	130	Total	96	96

What does the data say?

Information about datasets, or metadata, available through DataFinder continues to increase, and has more than doubled since 2000. The variety of datasets available for downloading also continues to grow at a somewhat slower pace. Adding more metadata and datasets to DataFinder means that this "one-stop shop" will continue to become more valuable to a greater number of data users.



MetroGIS Performance Measure 5: Data Currency - % of Datasets Updated

Percent of regionally-endorsed datasets updated pursuant to negotiated custodian responsibilities

Regionally-Endorsed Dataset	Custodian Update Responsibilities	Updated pursuant to custodian responsibilities?	Comments
County and MCD Boundaries	"When significant changes are made" (at least annually)	NO	Existing dataset is 2000. A 2002 version is expected in December.
Parcels	Quarterly	YES	
Planned Land Use	Quarterly	YES	
Street Centerlines	Quarterly	YES	
Census (1990 and 2000)	Every 10 years	YES	
Land Cover	Must exist on DataFinder, but no updates required	NO	An internal policy issue needs to be resolved within DNR to post this dataset on DNR's data server for external access. An option to temporarily host on DataFinder has been offered by MetroGIS. DNR officials expect to resolve at least with temporary fix Winter 2003.

As of 11/01/02: 4 of 6 = 67%

MetroGIS Performance Measure 8: Listing of Metadata on DataFinder

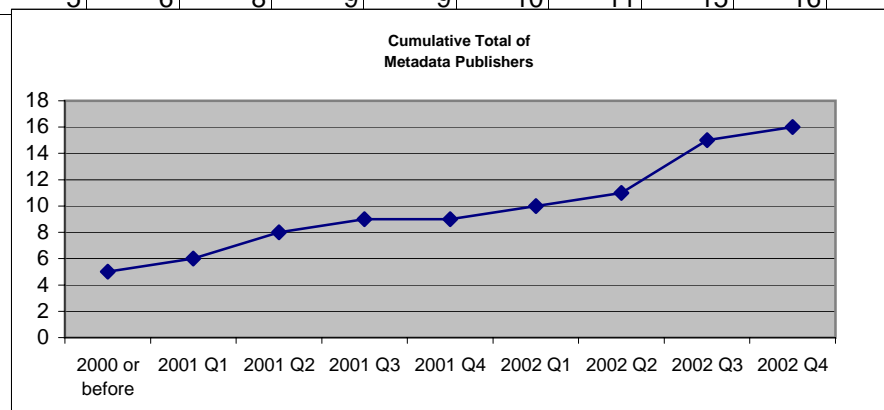
Entities using DataFinder to list metadata records.

Date	2000 or before	2001 Q1	2001 Q2	2001 Q3	2001 Q4	2002 Q1	2002 Q2	2002 Q3	2002 Q4	Total Metadata Records
Anoka County							1			1
Carver County							1			1
Dakota County	1						1			2
Hennepin County							1			1
Ramsey County		1			15					16
Scott County			3							3
Washington County	2						5			7
MetroGIS - for all Counties	3					1				4
Metropolitan Council	35	14	4	2	5	9	3	3	2	77
MN Department of Economic Security			1							1
MN Department of Natural Resources							1			1
MN Department of Transportation						1				1
MN Legislative Coordinating Commission	1									1
St. Paul, City of								3		3
The Lawrence Group	5									5
US Census Bureau				2				4		6
Total	47	15	8	4	20	11	13	10	2	130

Date	2000 or before	2001 Q1	2001 Q2	2001 Q3	2001 Q4	2002 Q1	2002 Q2	2002 Q3	2002 Q4
Total Metadata Publishers	5	6	8	9	9	10	11	15	16

What does the data say?

Not only is the amount of metadata available through DataFinder increasing, but the number of metadata publishers is also increasing, tripling since 2000. In 2002, there were 5 new publishers: Anoka and Hennepin Counties, Mn/DOT, the City of St. Paul, and MetroGIS on behalf of the counties (regional parcel data).



MetroGIS Performance Measure 9: Use of DataFinder to Distribute Data

Entities distributing data through DataFinder:

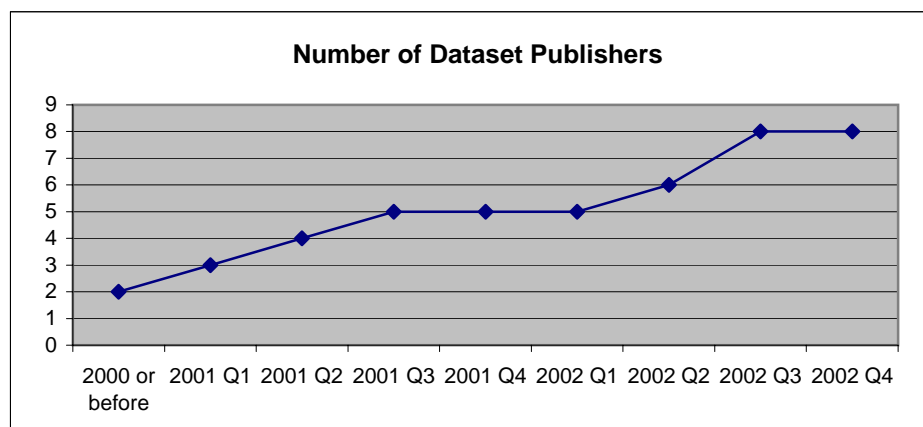
Publisher	2000 or before	2001 Q1	2001 Q2	2001 Q3	2001 Q4	2002 Q1	2002 Q2	2002 Q3	2002 Q4	Total for Organization
Washington County							6			6
MetroGIS - for all counties	3						1	1		5
Metropolitan Council	32	14	4	2	5	9	3	2	3	74
MN Department of Economic Security			1							1
MN Department of Natural Resources							1			1
MN Department of Transportation		1								1
US Census Bureau				2				4		6
The Lawrence Group	5									5
Totals Datasets by Quarter	40	15	5	4	5	9	11	7	3	99

Number of Organizations using DataFinder as a Distribution Mechanism

Date	2000 or before	2001 Q1	2001 Q2	2001 Q3	2001 Q4	2002 Q1	2002 Q2	2002 Q3	2002 Q4
Number of Publishers	2	3	4	5	5	5	6	8	8

What does the data say?

There are 8 entities distributing data through DataFinder, and the Metropolitan Council is by far the largest data distributor. Three entities began distributing data in 2002: Washington County, the Mn DNR, and MetroGIS on behalf of counties (parcel data).



MetroGIS Performance Measure 10: Testimonials on How MetroGIS Supports Decision-Making

Metropolitan Airports Commission

Metropolitan Council

Metropolitan Mosquito Control District

Riley-Purgatory-Bluff Creek Watershed District

TIES

Each of these Testimonials is posted at <http://www.metrogis.org/benefits/testimonials/index.shtml>