



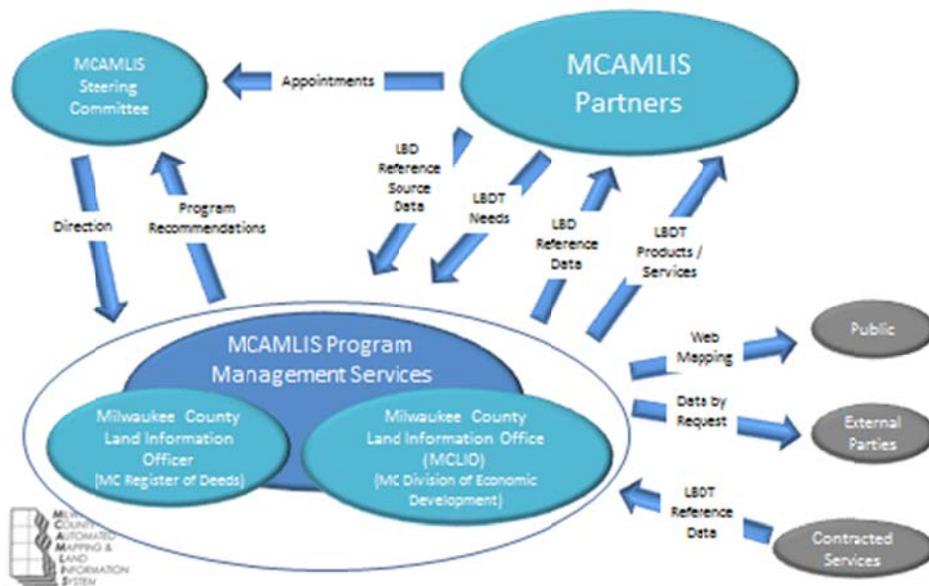
Who is MCAMLIS and What Do They Do?

MCAMLIS (Milwaukee County Automated Mapping and Land Information System) is a public-private consortium consisting of Milwaukee County, Milwaukee Metropolitan Sewerage District (MMSD), AT&T, and WE Energies. MCAMLIS develops, maintains, and distributes parcel-level mapping data. This location-based data serves as a basis for land information-related activities within Milwaukee County. Some examples of this data include countywide cadastral, topographic and planimetric data, orthophotography, pictometry, and other general reference data layers.

MCAMLIS is partnered with SEWRPC (Southeastern Wisconsin Regional Planning Committee) and local governments within Milwaukee County: the Cities of Milwaukee, Glendale, Wauwatosa, St. Francis, West Allis, Cudahy, South Milwaukee, Greenfield, Franklin, & Oak Creek, and the Villages of Bayside, River Hills, Brown Deer, Whitefish Bay, Fox Point, Shorewood, West Milwaukee, Hales Corners, & Greendale.

Partners have access to this data through their own 'location-based data and technologies' (LBDT) tools such as GIS, CAD, GPS, and mobile mapping devices. Many maps around partner organizations include MCAMLIS-provided information. MCAMLIS also provides access to this data via its Interactive Mapping application. This application displays the array of countywide data listed above and other general reference data layers, and is available to the public. Note that a secure version of the application can be accessed by MCAMLIS partners. Note that MCAMLIS provides planimetric geodatasets on request.

MCAMLIS Overview





What is the BNA Project?

The Milwaukee County Automated Mapping and Land Information System (MCAMLIS) Consortium is conducting a Business Needs Assessment (BNA). With the aid of GeoDecisions, who is serving as the consultant on the project, we will be conducting information gathering for the BNA in May and June of 2013. The purpose of the needs assessment is to help identify priorities for MCAMLIS and set the direction for services over the next five years.

The objectives of the BNA project include the following:

1. Communicate the value that MCAMLIS data and services provide to local communities;
2. Communicate new uses of and trends in location based data and technologies (LBDT);
3. Identify new or improved information and services that MCAMLIS could provide your organization to support your business areas across the organization;
4. Prioritize project initiatives and use of future MCAMLIS funding;
5. Develop and initiate a 5-Year Business Plan for MCAMLIS.

What is LBDT?

Location-Based Data and Technologies

Location Based Data includes any data that has (or could have) a spatial component and contains one or more descriptive attributes (including time) about a fixed asset in the field e.g., sidewalk, manhole cover, utility pole, property, meter etc.

Location based Data can also be referred to as any data that has both a spatial and time component as in a mobile asset e.g. a person, device, route or vehicle.

Location Based Technologies include any technology that can be used to collect, store, manage, display, analyze, distribute or otherwise administer and/or make use of Location Based Data e.g., GIS software/hardware, mobile data collection devices, smart devices, and location based services.



What are Location Based Data and Technologies?

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- A. **LOCATION BASED BUSINESS DATA:** Location Based Business Data is data created when performing your primary business functions. The majority of this data includes some form of location information. Location Based Business Data includes any data that:
 - a. Has (or could have) a spatial attribute such as x,y or latitude/longitude coordinates, an address, or an identifier to something that can be mapped (like a parcel or road).
 - b. Contains one or more descriptive attributes about either a fixed object (e.g., sidewalk, manhole cover, utility pole, property, fire hydrant) or an event (a crime incident, a storm path, mowing a park, or a person or vehicle moving down the road).
 - B. **LOCATION BASED REFERENCE DATA:** Location Based Reference Data is what is commonly referred to as “base map data”. Examples include aerial photography, road layers, parcel layers, contours, and political boundaries. This data provides a frame of reference to Location Based Business Data when it is put on map. For example, where a crime occurred relative to other crimes in the neighborhood by using a road or parcel or boundary frame of reference.
 - C. **LOCATION BASED TECHNOLOGIES:** Location Based Technologies include any technology that is used to collect, store, manage, display, analyze, distribute or make use of location Based Business or Reference data. This includes but is not limited to geographic information systems (GIS), computer aid design (engineering CAD), global positioning systems, and specialized technologies like computer aided dispatch (safety CAD) or an asset management system with mapping capabilities. Most location based technologies can be accessed in the office using a desktop or laptop, but many technologies – at work and in our personal lives - also have capabilities that allow access while being mobile using tablets, smart phones, and other handheld and mobile devices.

LB Data:

- In Short: any data that matters *where* it occurs
- Location-based data:
 - Objects: fixed or mobile assets
 - Events: crime, fire, flood, Brewer’s game, construction project, garbage pick-up, parades
 - People: demographics, traffic, ownership
 - Places:
 - Macro: CVT and county boundaries, voting precincts, police station, neighborhoods
 - Micro: the layout of an apartment complex, the rooms in a building, the booths at a festival
- Location: the where of objects, events, people, and places.
- Location attribute examples:



- Coordinates (spatial: points, lines, areas, surfaces, volumes),
- physical address (building, address range geocoding),
- distance along, e.g., a pipe (linear referencing),
- legal description (parcels),
- administrative (50% of this parcel is impervious surface)
- verbal description (mix: “across Main Street from Menard’s”)

LB Technology:

- In Short: any technology that collects, updates, applies and distributes the location attributes of data.
- More obscure: any technology that supports LB data through it’s life cycle: collection, distribution, maintenance, analysis and reporting, and distribution.
- Examples:
 - GIS,
 - Engineering CAD,
 - GPS,
 - Safety CAD/E911,
 - smart phones,
 - hand held devices,
 - LBS,
 - etc.