

2009 MMA Technology Conference

Optimizing Technology for Cost-Effectiveness

March 27, 2009
Augusta Civic Center

Presented by:



Maine Municipal Association
and
Maine GIS User Group



Welcome to the 2009 MMA Technology Conference

Welcome to the 2009 MMA Technology Conference presented by Maine Municipal Association and cosponsored by the Maine GIS User Group.

We are extremely pleased to have you participate in this year's Technology Conference. We want to thank all the attendees and Conference Partners for supporting this important event.

This annual conference is intended to provide you with tips on using technology to make you more productive in your job, with updates on the latest technology products and services, and with some creative ideas that you can take back home. Sessions at this year's conference have been developed around the idea that the proper use of technology can make you and your organization more cost-effective.

Your name badge is your passport to all sessions and meal functions. Please wear it at all times.

A conference evaluation form is being given to you with this program booklet. Please fill it out at the end of the conference and return it to the Registration Desk.

If any questions arise during the conference, please look for an MMA staff person (they have white staff ribbons attached to their name badges).

Again, thanks for being here, and we hope you have a memorable time at the 2009 MMA Technology Conference.

Conference Partners

KeyBank (Aroostook Rm)

TD Banknorth (Lincoln Rm)

JobsInME.com (Androscoggin Rm)

MaineJobs.com/Monster (Oxford Rm)

Nationwide Payment Solutions (Franklin Rm)

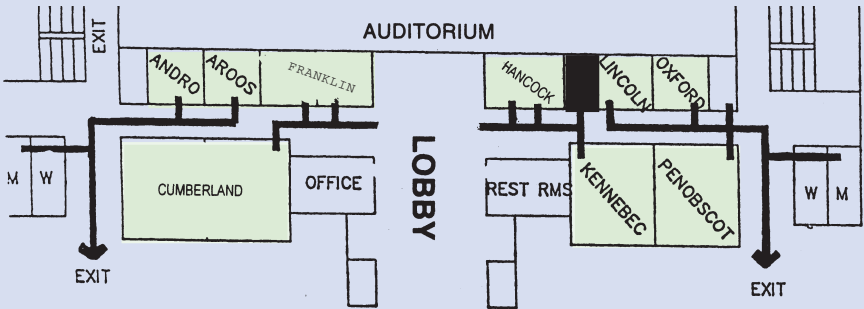
Gov Office (Hancock Rm)

IT Partners (Hancock Rm)

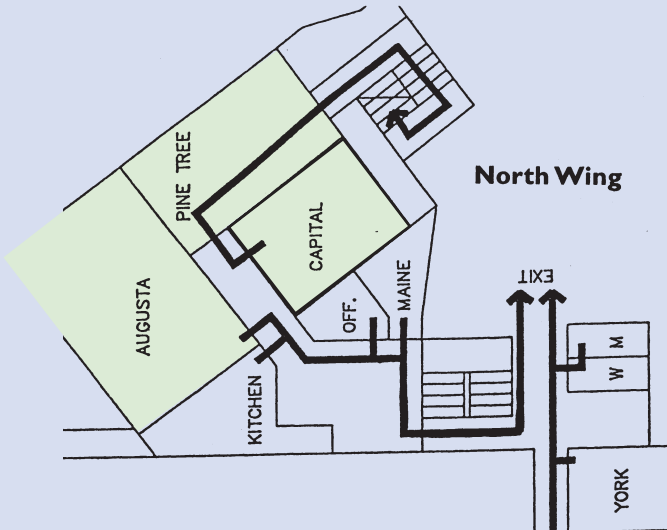
These companies will be demonstrating their products/services throughout the Technology Conference in the designated rooms. Refreshments will be available in all of the “demo” rooms.

Room Locations

Meeting Rooms & "Demo" Rooms 1st Level



Opening Session & Luncheon North Wing - 2nd Level



AGENDA

7:30-8:00 Registration

8:00-8:45 Opening Session: Cost Effectiveness Through IT Optimization (*North Wing-2nd Level*)

Richard McKinney, Government Relations Advisor, Microsoft Corp.

9:00-9:45

TRACK I – Best Practices for Technology Use (*Kennebec*)

Sorting out the most efficient and cost-effective products and services today requires a good understanding of “best practices” for technology use. This session will explore the governmental applicability of some of the more popular technology products being offered today.

Larry Cushing, IT Partners

TRACK II – Interactive Web Services (*Penobscot*)

Governmental websites do not have to be static. They can be used for e-commerce, to conduct public opinion surveys, to broadcast council meetings, or to do any of a number of other “interactive” things. This session explores the possibilities.

Ross Heupel, GovOffice

TRACK III – GIS Across Government Levels (*Cumberland*)

• **GeoLibrary reports on Strategic Plan and ILRIS**

At last year’s Technology Conference, the GeoLibrary spoke about a project it was beginning to undertake to refresh its Strategic Plan and to develop a framework for an Integrated Land Record Information System. This session will provide an update on where the project is and what is coming out of the work performed by Sewall Company under contract with the GeoLibrary Board. This will be an overview of the contents of the Plan and some detail around a still forming Land Records specification.

Nancy Armentrout, Maine GeoLibrary Board Member and Agency Information Technology Director, Maine Dept of Transportation

• **Expanding GIS Capacity Across Governments with Map Services: The New Data Sharing Paradigm**

The expansion and growth of web map services provides a new and exciting means for government and industry to share and publish large amounts of geospatial data which may have in previous years been very difficult or resource intensive to make available to end users. Current technology offers users a wide range of options to “consume” data rich map services (commonly offering dozens of data layers) in formats such as WMS (Web Map Services) and ArcIMS Image Service. These same map services contribute to federal mapping programs such as the TNM (www.nationalmap.gov) and GOS (www.geodata.gov). Examples of several U.S. metropolitan area web mapping services, as well as selected statewide programs, will be highlighted and discussed.

Sam Wear, Assistant Chief Information Officer (GIS), Westchester County, NY

9:45-10:00 BREAK (Refreshments in DEMO ROOMS - 1st Level)

10:00-10:45

TRACK I – Computer, Network and Data Security (Kennebec)

When the integrity of a computer system is compromised, terrible consequences often follow. The security of your computer, your network and data is critical in today's technology environment of viruses, spam, credit card breaches, identity theft, and more.

Ryan Breault, IT Partners

TRACK II – How Online Services Save Time & Money (Penobscot)

One challenge that towns face during this economic crisis is how to better serve citizens without incurring any additional cost. This session will demonstrate how the use of convenient online applications can be a beneficial tool to disseminate information and provide a positive time saving use to citizens, while conserving resources to be used for other meaningful town projects.

Britton Child, Director of Marketing & Operations, InforME

Dan Boutillier, Director of Information Systems, City of Portland

Deidre Berglund, City Clerk, City of Gardiner

TRACK III – Transportation Datasets (Cumberland)

• Maine DOT and Linear Referencing

This discussion will be a brief introduction to linear referencing and how it is utilized and managed at the Maine Department of Transportation.

Tom Marcotte, Maine DOT

• One Road to Better Location Referencing: The Case for a Single Roads Basemap in Maine State Government

For nearly fourteen years, Maine residents have paid for the creation and maintenance of two separate geographic representations of Maine roadways. The MaineDOT developed a GIS roads basemap for mapping and analysis of the public roads inventory and Emergency Services Communication Bureau (part of the Public Utilities Commission) paid the Maine Office of GIS to create a GIS roads basemap as they helped towns identify all official street names and address ranges for both public and private roads. Both basemaps require continual maintenance and improvement. Today we are going to explain the similarities as well as the differences in those products and explain how we are working toward a solution where we can ultimately have one basemap that serves all of Maine's needs.

Bob White, MEGIS E-9-1-1

10:45-11:00 BREAK (Refreshments in DEMO ROOMS - 1st Level)

11:00-11:45

TRACK I – The Power of Electronic Communication (Kennebec)

This session will explore some of the ways that Maine municipalities are or should be

communicating electronically. Some tips will be provided on email etiquette and protocols, publishing electronic newsletters, effective use of your website, and instant messaging – to use it or not.

Steve Bedell, Director of Information Technology, City of Saco

TRACK II – Electronic Payment and Processing (*Penobscot*)

Financial institutions offer a variety of technology-based options for cash management. Electronic payment and processing systems not only provide a more efficient way of handling cash management responsibilities, but also provide safeguards for financial recordkeeping.

Laurie Werts, KeyBank

TRACK III – Managing Assets and the Important Role of GIS and GPS (*Cumberland*)

GIS has the powerful potential to serve as a warehouse of details both in spatial and tabular formats. Associated with the points, lines and polygons can be a wealth of information. Attribute mapping is the end result of the sweat and tears of building a relational GIS database. Tax assessors, planning boards, public works and utilities form the base-line data sets. Planned growth and managing the roads, power grids, water and wastewater services create quality of life for a community.

Important goals of asset management are: (1) Receiving the most value from your assets, (2) Timing and cost estimates for asset replacement, (3) Reducing costs and increasing system efficiencies and (4) Providing quick recovery from unexpected failures. These asset management goals relate to capital improvement planning, emergency response planning, GASB 34 accounting and vulnerability assessment.

Art Astarita, Water Resource Specialist, RCAP Solutions

12:00-1:00 LUNCHEON: How Technology Changes What We Do (*North Wing-2nd Level*)

Richard Thompson, Chief Information Officer, State of Maine

John Christie, Publisher, Kennebec Journal/Morning Sentinel

1:15-2:00

TRACK I – Email Archiving for Local Government in Maine: One Size Does Not Fit All (*Kennebec*)

"Archiving" a local government's email isn't as simple as buying the latest pre-packaged solution. What must your municipality retain, and for how long? How should your "archive" be organized, and what tools will you need? This presentation will offer some best practices for local government email archiving, discuss options, and list factors to consider as you plan just the right solution for your municipality.

Nina Osier, Maine State Archives

TRACK II – Community-wide Internet System (*Penobscot*)

The Town of Hermon has been providing Community Wide Internet Access since 1995. How has it grown? What have been the successes and the learning experiences? This

session will answer these questions and others about this novel approach to providing Internet access and how it has become part of the culture of Hermon School and Municipal Government.

Clint Deschene, Town Manager, Hermon

Jim McKenna, President, Red Zone Wireless

TRACK III – Open Source GIS (Free GIS Software Tools) *(Cumberland)*

- **Taking Advantage of Open-Source GIS Software**

One big deterrent for many small organizations to using GIS is software cost. However, for simple GIS tasks there are several open-source GIS applications that can be useful, including desktop GIS packages. This presentation will provide an overview of open-source GIS software with the focus on showcasing useful tools for municipalities.

Mike Smith, State GIS Manager, Maine Office of GIS

- **Interfacing GIS and GPS to Mooring Management Software for Harbormasters**

For several years, Dirigo Spatial Systems and Newburgh Associates have provided a comprehensive mooring management system to harbormasters throughout Maine. This system utilized ArcGIS to provide a mapping interface for the user. The complexity and price of ArcGIS was not well suited for the small to medium sized harbormasters operations, so we developed a simple mapping interface using the open-source system MapWindow. Simultaneously, we utilized another open-source product to add an interface to GPS. This presentation will discuss how these products were incorporated, and the advantages of using open-source GIS products.

Mike White, President, Dirigo Spatial Systems

2:00-2:15 BREAK (Refreshments in DEMO ROOMS - 1st Level)

2:15-3:00

TRACK I – Visually Communicating Financial Information *(Kennebec)*

In today's economic climate, it is more important than ever before that government officials be transparent with budgetary and other financial information – from appointed to elected officials and to the public. This session will explore ways that technology can be used to enhance the communication of financial information.

Laurie Smith, Asst. City Manager, Auburn

TRACK II – Last Chance to Visit “Demo Rooms”

TRACK III – Network Analysis and Hydrography Dataset *(Cumberland)*

- **Service Area Analysis of Portland's METRO Bus System**

Increased awareness of carbon emissions and rising fuel prices have encouraged many to consider alternatives to the single-occupancy vehicle, including public transportation.

In this study, I conduct a network analysis in order to calculate the one-quarter mile service area of Portland's METRO bus system, for the benefit of city planners. This method more accurately reflects pedestrian travel patterns than does a straight-line, "as the crow flies" buffering technique. The service area is then used in combination with city data to determine the geographic area, parcels, and individual buildings contained within one-quarter mile – roughly five-minutes' walk – of the METRO system. Census data and city zoning data are used to analyze areas outside the service area in order to identify potential new areas for service.

Andy Smith-Petersen, University of Southern Maine

- ***The National Hydrography Dataset (NHD) – A Basic Overview***

A very basic introductory presentation will be provided to inform the municipal attendees of this very important digital spatial data.

Anji Redmond, Maine National Hydrography Dataset Steward, Maine Office of GIS
Vicki Schmidt, GIS Environmental Specialist, Maine DEP

3:15-3:35

Track III – Hazards and Environment (Cumberland)

- ***Maine DEP Environmental Data Available to the Public via Google Earth***

With the growing popularity of web mapping applications, the Maine Department of Environmental Protection's GIS Unit started investigating tools that would be able to serve its scientific data to users outside the building walls. After a number of iterations with more expensive and labor intensive technologies it became clear that a simple visual presentation application was required. Google Earth met this requirement. It is now serving millions of records worth of spatial and environmental sampling data, including groundwater surface water, biologic and physical data, to environmental consultants, the regulated community, the research community and the general public.

Chris Halsted, GIS Senior Programmer/Analyst, Maine Dept of Environmental Protection

3:45-4:15

Track III – MEGUG Business Meeting (Cumberland)

Bylaws changes to consider for upcoming vote: Service to the Group and Committee Membership.