

# The Fast Track to Organization Wide GIS

The Small Municipal and County Government  
Enterprise License Agreement Program



# Small Jurisdictions Have Big Job

Say “government” and most people will think of local government, no matter where they live. Local governments supply everyday services such as picking up the trash, providing police protection, and maintaining the streets as well as managing the future of communities through intelligent and sustainable planning.

Citizens’ expectations of government services remain the same whether a government is that of a large city or a small community, despite the fact that small jurisdictions have far fewer resources. Small cities, villages, and counties must deliver the same services with fewer staff members and smaller budgets.

In a time of tighter budgets for governments of all sizes, maintaining service levels for customers both inside and outside the organization becomes ever more challenging for smaller jurisdictions. Increasingly, these governments are recognizing that using geographic information system (GIS) throughout their organizations can help more efficiently deliver services.



## Enterprise GIS Enhances Efficiency

More than 30 years ago, local governments of all sizes began using GIS. Initially, this use was confined to single projects. Often, GIS gave staff better tools for analyzing land use when preparing a general plan. As the benefits of GIS became more widely known, GIS expanded to other departments. In recent years, local governments have discovered that the geographic framework GIS supplies can benefit the whole organization.

Known as enterprise GIS, this architecture integrates geospatial data and services across the organization. It supplies an infrastructure that extends and enables existing enterprise systems using geospatial data and services.

With an enterprise GIS, city staff can access information from multiple departments quickly, providing better service to both internal and external customers. Online applications let citizens locate information, apply for permits, pay fees, and perform other transactions without visiting city offices. GIS also enhances critical services such as fire response.

### Benefits from an enterprise GIS include

- Considerably reduced data redundancy
- Improved accuracy and integrity of geographic information
- Efficient and timely data sharing
- Improved enterprise-wide knowledge management and decision support capabilities
- High levels of interoperability between GIS and non-GIS applications
- More effective use of departmental GIS skills and resources
- Reduced overall GIS maintenance and support costs

*“The Brookline GIS is a townwide integrated system and a program that serves the public and all departments internally. It is the hub for all GIS activities throughout the town.”*

Feng Yang, GIS Manager  
Town of Brookline, Massachusetts

# Getting to the Enterprise Level More Quickly

## *The Small Municipal and County Government Enterprise License Agreement (ELA) Program*

Better funding and more staffing enables large cities and counties to more quickly capitalize on the advantages of enterprise GIS. For cities and counties with populations of fewer than 100,000, implementing an enterprise GIS has been more challenging.

To extend the benefits of enterprise GIS to smaller jurisdictions, ESRI developed the Small Municipal and County Government Enterprise License Agreement (ELA) program, a program that lowers the cost barrier to implementing an enterprise GIS.

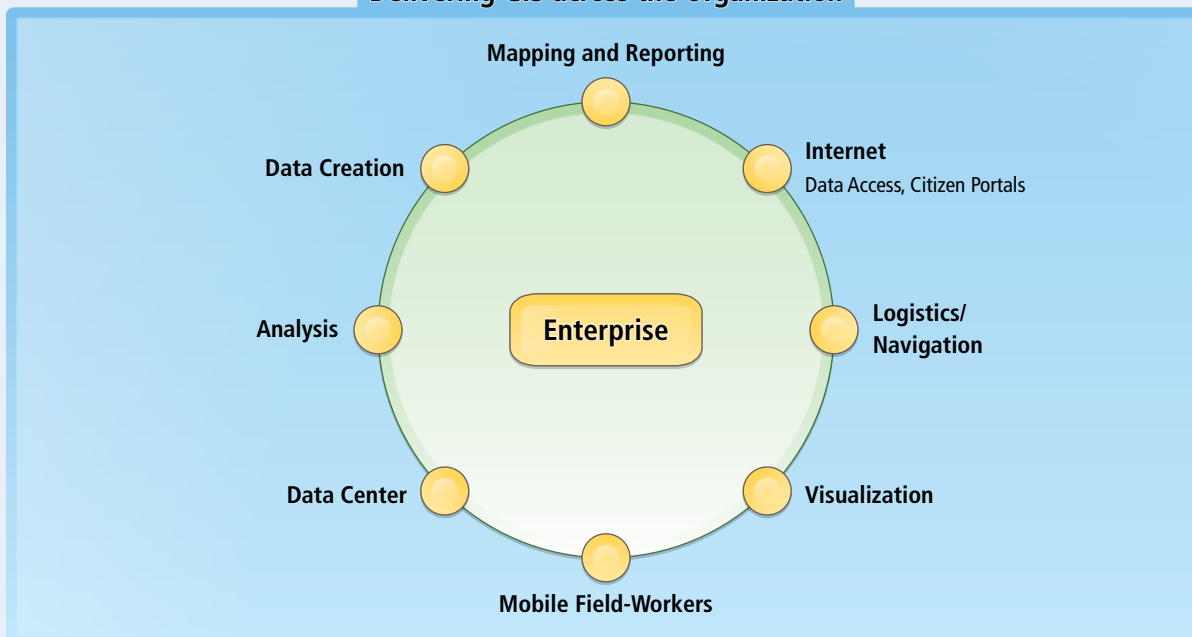
This new type of licensing agreement makes GIS widely available to local governments in the United States with populations of fewer than 100,000 at an affordable price. The ELA offers a three-tiered schedule based on population size.

### Who Is Eligible for ELA?

- Counties
- Cities
- Villages
- Parishes
- Townships
- Boroughs

With populations of fewer than 100,000

### Delivering GIS across the Organization



# Small Municipal and County Government Enterprise License Agreement (ELA) Program

ESRI's ArcGIS® software is the core technology in the ELA program. ArcGIS, an open and interoperable technology platform, is a complete system to author, serve, and use geographic information and serves analysts, decision makers, field staff, and the public through mobile, Web, and desktop clients.

## ELA includes software for the desktop and server, training, application development, support, and software maintenance.

### Software

- ArcInfo®, ArcEditor™, and ArcView®
- ArcGIS desktop extensions (ArcPress™, Spatial Analyst, Network Analyst, 3D Analyst™, Geostatistical Analyst, ArcGIS Publisher, ArcScan™, Maplex® for ArcGIS, and Job Tracking for ArcGIS [JTX™])
- ArcGIS Server (Advanced, Standard, and Basic at the Workgroup and Enterprise levels)
- ArcGIS Server extensions (Network, 3D, Spatial, Geostatistical, Schematics, and Job Tracking for ArcGIS [JTX])
- ArcIMS®
- ArcGIS Engine Runtime deployments (3D, Spatial, Geodatabase Update, Network, Schematics, and Maplex)
- Maintenance on an unlimited number of licenses

Clients may continue to purchase any product, maintenance, or service not offered in the ELA through normal channels and procedures.

### Training

To effectively apply the technology supplied by the ELA program, participating communities will receive credit for all standard classes taught by ESRI's Virtual Campus and a 5 percent discount for ESRI's instructor-led training. In addition, communities will receive complimentary registrations to the ESRI International User Conference based on population size.

### Application Development

ESRI Developer Network (EDN™) offers a suite of component-based development frameworks for rapidly building industry-specific GIS applications in-house. These applications can be delivered on the desktop, client, Web, or server tier and embedded in both new and existing applications.

EDN includes

- ArcGIS Server—A comprehensive Web-based GIS
- ArcGIS Engine Developer Kit—Components for creating custom desktop GIS applications
- ArcGIS Image Server—Dynamic imagery distribution
- ArcIMS—Geopublishing on the Internet
- ArcReader™—Desktop map viewer

### Support

ELA includes specific levels of technical support based on population. This support covers calls that address problems, questions, or comments relating to

- Software installation and configuration
- Functional use of the software
- Interfacing the applications with hardware or peripheral devices
- Requesting product enhancements or reporting software defects

# Geoenabling Government through ELA




While San Juan County has a small population (16,000), that population is spread over 136 islands in the northwest portion of the state of Washington. San Juan's geography has made the job of supplying services to citizens especially challenging for county staff.

San Juan County was one of the first governments to take advantage of the ELA program. County GIS coordinator Melissa Crane is looking forward to improving operations and workflows in many departments using the GIS software and services purchased through this agreement. She plans to spatially enable tax assessments, road management, permitting systems, and other business applications. She also wants the county's field crews to access GIS so they can collect timely, accurate data and upload it into the county's database.

*"GIS is somewhat contagious, so more people are getting interested in it and want to learn more about it. With the ELA, we can provide the software they want without any additional cost. It gives people the tools they need to do their jobs and makes it easier for them to get the information they need."*

*"The ELA will also make it easier to deliver information to the public. We are public servants and we need to serve our community; I think this will better enable us to do that."*

Melissa Crane, GIS Coordinator  
San Juan County, Washington

Training and Support Benefits by Population Tier	
Population	Benefits
 <p>&lt; 25,000</p>	<ul style="list-style-type: none"> <li>• Credit for ESRI Virtual Campus (applies to all standard classes)</li> <li>• Two named callers for technical support</li> <li>• Two complimentary ESRI International User Conference registrations</li> <li>• Discount for instructor-led training (5 percent)</li> </ul>
 <p>25,000 to 49,999</p>	<ul style="list-style-type: none"> <li>• Credit for ESRI Virtual Campus (applies to all standard classes)</li> <li>• Three named callers for technical support</li> <li>• Three complimentary ESRI International User Conference registrations</li> <li>• Discount for instructor-led training (5 percent)</li> </ul>
 <p>50,000 to 100,000</p>	<ul style="list-style-type: none"> <li>• Credit for ESRI Virtual Campus (applies to all standard classes)</li> <li>• Four named callers for technical support</li> <li>• Four complimentary ESRI International User Conference registrations</li> <li>• Discount for instructor-led training (5 percent)</li> </ul>



## Other Things to Consider

### ELA Benefits

Get flexible GIS deployments to desktops, servers, and mobile devices.

Consolidate GIS and IT initiatives and establish internal standards.

Incorporate GIS into mission-critical applications and workflows.

Achieve organization-wide GIS more quickly and less expensively.

*“Over the last several months, our user base has grown so rapidly that I had to start asking people who were not using ArcGIS for critical operational purposes to please close out and free up the license for someone else. When I saw this ELA, I knew it would be a really good time for us to get into it. The cost-benefit analysis made it a no-brainer.”*

Tony Foisy, GIS Manager  
City of Midland, Michigan

For small municipalities and counties, the road to an enterprise GIS begins with a needs assessment. This process identifies where GIS technology can be applied in an organization and explores strategies for sustaining GIS through grants and long-term funding.

During a needs assessment, the organization can determine how GIS technology fits into the complete workflow. The greatest benefits are realized when GIS supports the geographic needs of the entire organization.

In addition to ELA, the following optional products and services can help ensure continued success for an enterprise GIS.

### Data

ESRI provides a wide variety of ready-to-use geospatial data products delivered either as Web services or packaged media. ESRI's data products include

- ArcGIS Data Appliance
- ArcGIS™ Online
- Community™ Data
- ESRI Data & Maps
- StreetMap™ Premium

Web-based applications are often an optimal solution for reducing paperwork, automating tasks, and providing access to government databases. ArcGIS Online provides ready-to-use content and can serve as a primary source for round-the-clock data availability. Users can access two-dimensional maps, three-dimensional globes, and tasks via the Web to quickly start their GIS projects.

ArcGIS Online also provides developers with a comprehensive Web platform for integrating GIS content and capabilities into desktop, server, mobile, or Web applications. For more information, visit [www.esri.com/data](http://www.esri.com/data).

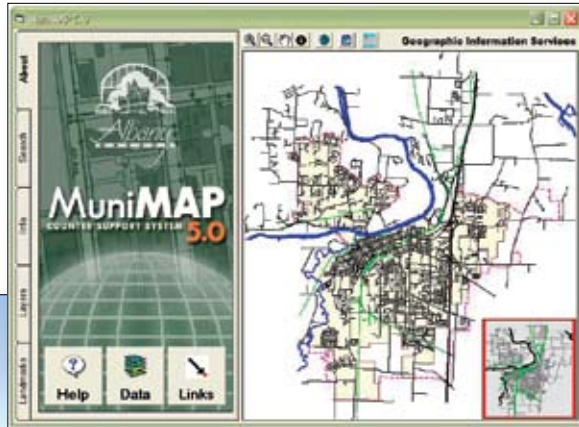
### Hardware

ESRI joins forces with its corporate hardware partners to provide special offers that can save users money when they configure or upgrade their GIS.

For more information about these offers, visit [www.esri.com/hardware](http://www.esri.com/hardware).

# Small Jurisdictions Embrace ELA Program

ESRI's Small Municipal and County Government ELA program provides access to ESRI® GIS technology with a straightforward, tiered pricing schedule. ESRI's ArcGIS software is an open and interoperable technology platform that provides advanced visualization and cartographic capabilities, spatial analysis, geographic data management, and more. ArcGIS software is a complete system to author, serve, and use geographic information. The technology gets geographic information to those who need it including analysts, decision makers, field staff, and the public.



*The City of Albany, Oregon, is using the ELA to allow more city departments to benefit from GIS.*

## City of Albany, Oregon

According to Pete Brandstetter, data systems manager for the City of Albany, Oregon, removing GIS software administration from department workflows is one of the benefits of ELA.

This will help expand the use of GIS across departments in this city of 47,000.

*"Whatever we decide we want to pursue, we are able to do that now," Brandstetter said. "I think this will be really conducive to allowing new people to come to the table and take off on application development and data creation without any kind of roadblocks in their way."*

## City of Auburn, Alabama

The City of Auburn, a college town with approximately 48,000 full-time residents, saw the ELA as a way to save money, eliminate software license management, and improve the current organization-wide GIS.

*"Having the ELA is going to give us a lot of freedom to develop our GIS in ways that better serve the city's staff and citizens. We can utilize Web-based ArcGIS products, ArcGIS Desktop, ArcGIS Engine, and ArcGIS extensions," says Christopher Graff, GIS coordinator, City of Auburn. "It's pretty amazing to not be constrained by cost considerations. Really the only thing that could slow us down now is our imagination."*

## City of Frankfort, Kentucky

The City of Frankfort, Kentucky, with a population of 28,000, recognized the benefits of an ELA. This agreement allows all staff in the capital city's government to access GIS software that will improve productivity and enhance service to citizens.

*"Now the new GIS office in the IT department can deploy desktop, server, and mobile GIS software quickly and uniformly throughout the enterprise without worrying about software license procurement," says Julsun Pacheco, IT manager, City of Frankfort. "Without this program, we would be unable to deploy GIS to all our departments and develop the GIS-based applications we need."*



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*For more than 35 years, ESRI has been helping people make better decisions through management and analysis of geographic information. A full-service GIS company, ESRI offers a framework for implementing GIS technology and business logic in any organization from personal GIS on the desktop to enterprise-wide GIS servers (including the Web) and mobile devices. ESRI GIS solutions are flexible and can be customized to meet the needs of our users.*

## For More Information

**1-800-GIS-XPRT** (1-800-447-9778)

[www.esri.com](http://www.esri.com)

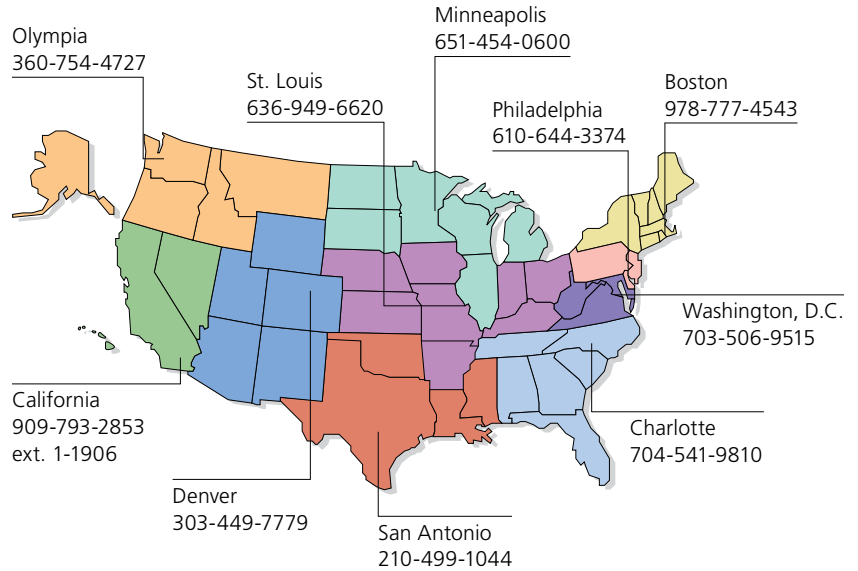
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## ESRI Regional Offices



## ESRI International Offices

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Belgium/Luxembourg <a href="http://www.esribelux.com">www.esribelux.com</a>	India <a href="http://www.esriindia.com">www.esriindia.com</a>	Portugal <a href="http://www.esri-portugal.pt">www.esri-portugal.pt</a>
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