3 Scope of Services and Approach

In this section we present ideas and recommendations for the scope of services that we can provide the Town. Associated with those types of services we present cost estimates.

3.1 Types of Services

The Town's objective of sustaining its GIS operations can be met through a variety of types of service delivery that will provide value to Town departments and the general public and business community: (1) Direct, onsite hourly support; (2) task-based support; and (3) purchased solutions. **In all likelihood, a combination of these types of service and solutions will prove the most advantageous.** Our job is to identify the appropriate mix of services and applications that will reduce costs, improve efficiency and increase benefits. We describe each of these options in this section and then present pricing scenarios in Section 3.3.

3.1.1 Direct GIS Consulting Support (Hourly Rates)

Direct GIS consulting support could be established as a regularly scheduled onsite presence of a qualified GIS analyst, e.g., one day a week, two days per month, and so forth. This is a typical model for onsite GIS analyst support on an as needed basis. And it could include offsite GIS analyst support. Any of a number of types of services can be provided through this model: training and trouble-shooting, map making, maintenance of existing data layers, updates to applications, software maintenance, and other tasks. This form of support would be charged at hourly rates based on the staff performer required.

3.1.2 Task-based Support (Firm Fixed Pricing)

This form of support is based on specific discrete projects, such as new data development or conversion, geographic analysis, application definitiona dn development, needs assessments and implementation plans, formal training, and more. The advantage to both parties is that these activities can be defined and scoped in advance of performance. In our experience, larger and more complex GIS tasks should be scoped in advance and firm fixed prices established. This can save the Town money because the scope and deliverables are well understood by both parties in advance of commencing

work, staff assignments are planned in advance, and costs can be monitored against the task budget.

3.1.3 Purchased or Licensed Solutions (Commercial Pricing)

AppGeo offers a variety of GIS solutions that may be suitable for the Town. There is also a variety of purchased, licensed or subscription products available that may benefit the Town. MapGeo is an example (see below, Section 4). Configurable or custom solutions can be a partial substitute for onsite GIS consulting support. This occurs when the solution allows Town Managers, departmental staff or residents or businesses to access GIS data and produce analysis and outputs using simple tools or automated processes.

3.2 Annual Cost of Service, Pricing Scenarios

Without knowing the full extent of the services currently provided, we are not in a position to judge the appropriate replacement cost of those services. Another factor would be the potential to replace or automate some of the current services by replacing/supplementing the Google Earth mapping approach with a Town GIS Website. In that regard we can offer a couple of different engagement and cost scenarios for the Town to consider individually or in combination. If in combination, then we would negotiate the cost with the Town to reflect the desired mix of onsite/offsite consulting, project or task support, and applications.

Scenario 1: Regular Schedule of Onsite GIS Consulting Support

AppGeo understands that the Town currently pays on the order of $29,000 annually for GIS consulting services that are provided for the most part onsite. If this is correct, AppGeo can certainly provide an equivalent value of onsite services, including the advantage that it can do so with a range of rates and a range of expertise suited to the types of tasks that need to be performed. This could also include a mix of onsite and offsite services.

Based on certain assumptions about the nature of the work required, the annual cost for support that would be the equivalent of 24 hours of onsite GIS consulting per month would be: $25,000 to $30,000. Office hours would be established with the Town, and could involve one day per week in combination with oncall telephone and email support.

Our experienced staff would perform the services at hourly rates that range from $75 to $125 per hour. As a management and reporting mechanism, a cap on annual expenditures could be set that AppGeo would monitor and report on monthly. This approach works best when authorized parties are identified for the Town (and AppGeo) who can assign jobs or ask for AppGeo assistance under this scenario. This is a typical implementation support scenario that we support. If this is combined with other scenarios, the cost profile would change accordingly.

Scenario 2: Purchase Discrete Project Support (may include applications and onsite activities)

The second scenario involves discrete projects that are defined and priced in advance of performance, for example, data layer development, custom application development, custom map development, needs assessment or requirements analysis, etc.

The price for discrete projects would be determined based on the agreed upon scope. AppGeo would prepare a Statement of Work (SOW) and firm fixed price for approval of the Town in advance of all work. The SOW would detail the approaches and deliverables from the task or project.

Scenario 3: Deploy MapGeo Self-service Web Application backed up by GIS Consulting

A web application such as MapGeo (Section 4) would provide mapped information, self-service map outputs, map mark up, abutters lists, property record cards, and many other services for the Town. Because these are delivered directly to each staff through their browser there is no overhead associated with access. Further, MapGeo is intuitive to everyone that has used an online map environment (MapQuest, GoogleMaps, Bing, etc.), so there is little to no training required to master the interface. Our goal in suggesting MapGeo is the expectation that it will free up resources (expenditure for GIS consulting and map making) that the Town can spend on other aspects of its GIS program, such as data development, GIS analysis, or special projects. Given the low purchase price and flat annual fee combined with its many capabilities, MapGeo gives the Town a huge advantage to make maps and geographic data available to staff and residents who need it.

MapGeo purchase and set up is $1,500, and the annual subscription fee for hosting and updates and data refresh is the flat fee of $3,000.

3.3 Management and Communication

Regardless of the type and mix of services, there is a need for relationship and project management. AppGeo will assign a Project Manager and a backup or Assistant PM who will serve as the liaisons between you and the AppGeo technical staff, ensuring that you receive the services you need. The PM and Assistant PM are themselves qualified GIS professionals who will in many cases provide the services you need. They also are qualified to define projects, prepare Statements of Work for Town approval, manage invoices, and manage and monitor staff effort.

For each project, in addition, AppGeo assigns a principal-in-charge, a company Principal or Director who has the power to negotiate contracts, authorize work and staff assignments, oversee work, define scope of work, and provide overall quality assurance and control.

To perform management and communication tasks efficiently and effectively, the AppGeo Team utilizes the following combination of systems, tools and methods:

- Designation of a Point of Contact and back-up point of contact (Project Manager and Assistant Project manager, respectively)
- Designation of a Point of Contact for the Town who has the authority to authorize AppGeo work
- Create and manage a schedule for activities and discrete projects
- Utilize our Deltek Vision accounting system and project management software for managing multi-phase project plans, tracking level of effort (hours and costs) by staff, task and phase, for reporting on project activity, and for invoicing
- Track Project and Staff resources using a tool developed by AppGeo to monitor staff work loads and ensure staff availability for key assignments and ongoing projects
- Utilize a variety of project collaboration tools to facilitate communication, including event scheduling, data collection (surveys), document sharing and comment, document version control, and general information sharing and online meetings, including: GoTo Meeting; Survey Monkey; and SharePoint