

Public Information Office

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PUBLIC INFORMATION OFFICE

Budget Highlights	FY 2018 Actual	FY 2019 Budget	FY 2020 Requested	% Change From FY 2019 Budget
<u>Expenses</u>				
Employee Expense	307,724	432,567	508,437	17.5%
Supplies and Services	118,210	162,248	172,708	6.4%
Machinery and Equipment	831	28,440	2,696	-90.5%
Total	<u>426,765</u>	<u>623,255</u>	<u>683,841</u>	<u>9.7%</u>
<u>Resources</u>				
Administrative Overhead Recharges	50,792	80,820	104,444	29.2%
Misc. Reimbursements	52	47	70,365	149,612.8%
Stormwater Charges	—	86,661	70,313	-18.9%
Cable TV Charges	280,852	294,056	319,099	8.5%
Total	<u>331,696</u>	<u>461,584</u>	<u>564,221</u>	<u>22.2%</u>
Property Tax Support	95,069	161,671	119,620	-42,051
Percent Increase (Decrease)				-26.01%
Personnel - Authorized FTE	4.5	5.0	6.4	

Improvement Package Summary

Geographic Information Systems

1 of 2

This improvement level decision package request is for funding the GIS Applications Specialist's participation in the ESRI International User Conference. This conference takes place yearly in San Diego, CA, and is attended by the GIS Coordinator/Analyst. It is the premiere event for GIS applications, training, and technical support. The conference fee itself is included in the City's Enterprise Licensing Agreement (ELA), so this will cover the cost of airfare, hotel, per diem, and ground transportation. This improvement supports the City Council goal of a financially responsible, high-performance city government.

Related Cost:	\$ 1,500	Tax Funds	Recurring	Recommend - Yes
Related Revenue:	\$ 631	Administrative Overhead	Recurring	
Net Property Tax Cost:	<u>\$ 869</u>			
Property Tax Impact:	<u>\$ 0.0003</u>	—%		
Activity:	Public Information Office			

2 of 2

This improvement level decision package request is for the purchase of a tablet for the GIS Applications Specialist. This device will allow the GIS Applications Specialist to have access to work email, calendar, and contacts and internet access. The device will also serve as a tool to create and test mobile GIS, web maps, map applications, data management, and story map creation and modification. Having a tablet in addition to a desktop computer allows map and application developers an opportunity to see how developed applications work on different platforms. This improvement supports the City Council goal of a financially responsible, high-performance city government.

Related Cost:	\$ 950	Tax Funds	Non-Recurring	Recommend - Yes
Related Revenue:	\$ 400	Administrative Overhead	Non-Recurring	
Related Cost:	\$ 360	Tax Funds	Recurring	
Related Revenue:	\$ 152	Administrative Overhead	Recurring	
Net Property Tax Cost:	<u>\$ 758</u>			
Property Tax Impact:	<u>\$ 0.0003</u>	—%		
Activity: Public Information Office				

Public Information Office

1 of 5

This improvement level decision package request is to upgrade the part-time Communications Specialist position to a full-time position (+0.25 FTE or +520 hours annually). As more residents and stakeholders expect more information and increased transparency from the City through traditional channels and more social media channels, additional staff time is needed to meet the growing communication needs of the organization as a whole and to provide more assistance to additional City departments and divisions. Specifically, these additional hours would enable the Communications Specialist to assist more departments with digital content, graphics, and publications. Approval of this package would assist the Public Information Office in increasing and improving communications/outreach to inform and engage residents and stakeholders, which supports the City Council goals of a financially responsible, high-performance city government and a connected community. This position would be full-time effective January 1, 2020.

Related Cost:	<u>\$ 14,263</u>	Cable TV Funds	Recurring	Recommend - Yes
Activity: Public Information Office				January 1, 2020

2 of 5

This improvement level decision package request is to upgrade the part-time Communications Assistant position to a full-time position (+0.25 FTE or +520 hours annually) and move the position from the City Manager's Office to the Public Information Office. As more residents and stakeholders expect more information and increased transparency from the City through traditional channels and more social media channels, additional staff time is needed to meet the growing communication needs of the organization as a whole and to provide more assistance to additional City departments and divisions. Specifically, moving this position from the City Manager's Office to the Public Information Office and making it full-time would enable the Communications Assistant to better support additional Public Information Office efforts including website content management, social media channel management and analysis, and employee communications. Approval of this package would assist the Public Information Office in increasing and improving communications/outreach to inform and engage residents and stakeholders, which supports the City Council goals of a financially responsible, high-performance city government and a connected community.

Related Cost:	<u>\$ 12,599</u>	Property Tax Funds	Recurring	Recommend - No
Property Tax Impact:	<u>\$ 0.005</u>	0.05%		
Activity: Public Information Office				

3 of 5

This improvement level decision package request is for an additional \$7,000 for the department promotions budget, increasing the annual total from \$3,000 to \$10,000. The complete Public Information Office promotions budget of \$3,000 is used solely to advertise/promote City Expo. Additional funds would allow additional promotion of City Expo, promotion/advertising of other City-sponsored special events managed by the Public Information Office, targeted general promotion of the city, and the purchase of promotional items. An adequate promotions budget would assist the department in improving communications/outreach to inform and engage residents and stakeholders, which supports the City Council goals of a financially responsible, high-performance city government and a connected community.

Related Cost: \$ 7,000 Cable TV Funds Recurring **Recommend - Yes**
Activity: Public Information Office

4 of 5

This improvement level decision package request is for a new digital camera for the Public Information Office. The current camera used by the department was a "hand-me-down" from the Cable TV Division and is nearly 10 years old. A new camera with improved video capabilities, better downloading features, and expanded storage will enable Public Information Office staff to post more photos and videos to the City's social media channels and provide better still photos for publications. A new camera would assist the department in improving communications/outreach to inform and engage residents and stakeholders, which supports the City Council goals of a financially responsible, high-performance city government and a connected community.

Related Cost: \$ 800 Cable TV Funds Non-Recurring **Recommend - Yes**
Activity: Public Information Office

5 of 5

This improvement level decision package request is for two new brochure racks to replace the existing rack on first floor and table on second floor. The existing rack and table are very old and problematic for displaying the variety of print materials available to residents and stakeholders. New brochure racks would be designed for a variety of shapes and sizes of materials and would be angled to prevent single-page fliers from bending over when displayed. New brochure racks in City Hall would improve distribution of materials to City Hall visitors and assist the department in improving communications/outreach to inform and engage residents and stakeholders, which supports the City Council goals of a financially responsible, high-performance city government and a connected community.

Related Cost: \$ 600 Cable TV Funds Non-Recurring **Recommend - Yes**
Activity: Public Information Office

Significant Line Items

Employee Expense

1. FY 2020 employee expense reflects a 1.5% wage package increase.
2. The Iowa Public Employee Retirement System (IPERS) City contribution of 9.44% is unchanged from FY 2019 The employee contribution of 6.29% is unchanged from FY 2019.
3. The City portion of health insurance expense decreased from \$1,193 in FY 2019 to \$921 in FY 2020 per month per contract which results in annual cost savings of \$1,215 or 22.77%.

Supplies & Services

4. Printing and Binding is unchanged from \$55,915 in FY 2019 to \$55,915 in FY 2020. This line item represents the cost of printing six issues of City Newsletter (\$7,200); two issues of City Focus Magazine which includes mailing costs (\$36,000); various print projects (\$2,000); translating City brochures (\$1,000); and Bee Branch Watershed materials (\$9,715).
5. Software License Expense increased from \$48,492 in FY 2019 to \$56,456 in FY 2020. Civic Plus Website Hosting increased from \$17,930 in FY 2019 to \$19,660 in FY 2020 based on a 10% increase. WebQA Hosting increased from \$27,020 in FY 2019 to \$28,517 in FY 2020 based on a 6% increase.
6. Postage and Shipping decreased from \$13,650 in FY 2019 to \$13,642 in FY 2020. Public Information mailings represent \$142 and Bee Branch Watershed mailings represent \$13,500.

Machinery & Equipment

7. Equipment replacement items include (\$2,696):

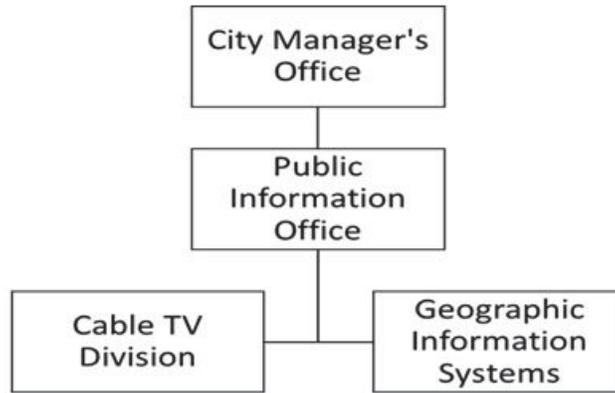
Smartphones (1)	350
Recommended Improvement Packages	2,346
Total Equipment	2,696

Revenue

8. Revenue received from Enterprise Funds for administrative overhead charges increased from \$80,820 in FY 2019 to \$104,444 in FY 2020 and represents recharges for Geographic Information Services (GIS).

PUBLIC INFORMATION OFFICE

The City of Dubuque Public Information Office (PIO) facilitates an accurate and consistent flow of public information to the City's various constituencies to increase public awareness about the activities, programs, and services provided by the City of Dubuque.



SUCCESS IS ABOUT PEOPLE, PLANNING AND PARTNERSHIPS LEADING TO OUTCOMES

PEOPLE

Public Information Office staff serve on Leadership Team, the Employee Recognition Committee, Travel Dubuque Advisory Board, Intercultural Communications Marketing Team, and the Local Emergency Preparedness Committee.

PLANNING

The Public Information Office supports all departments/divisions in planning activities to promote their programs and activities and assists with promoting engagement opportunities and tools to provide public input into those processes.



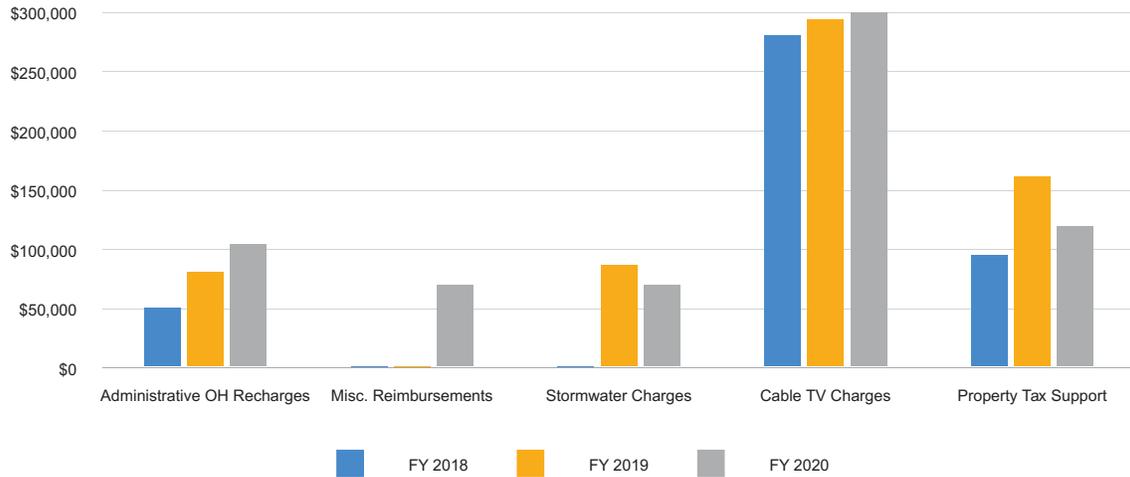
PARTNERSHIPS

The Public Information Office partners daily with other City departments and divisions and frequently collaborates with Greater Dubuque Development Corporation, the Community Foundation of Greater Dubuque, Travel Dubuque, Dubuque Area Chamber of Commerce, and other strategic partners.

PUBLIC INFORMATION OFFICE

	FY 2018	FY 2019	FY 2020
Full-Time Equivalent	2.75	2.75	3.63

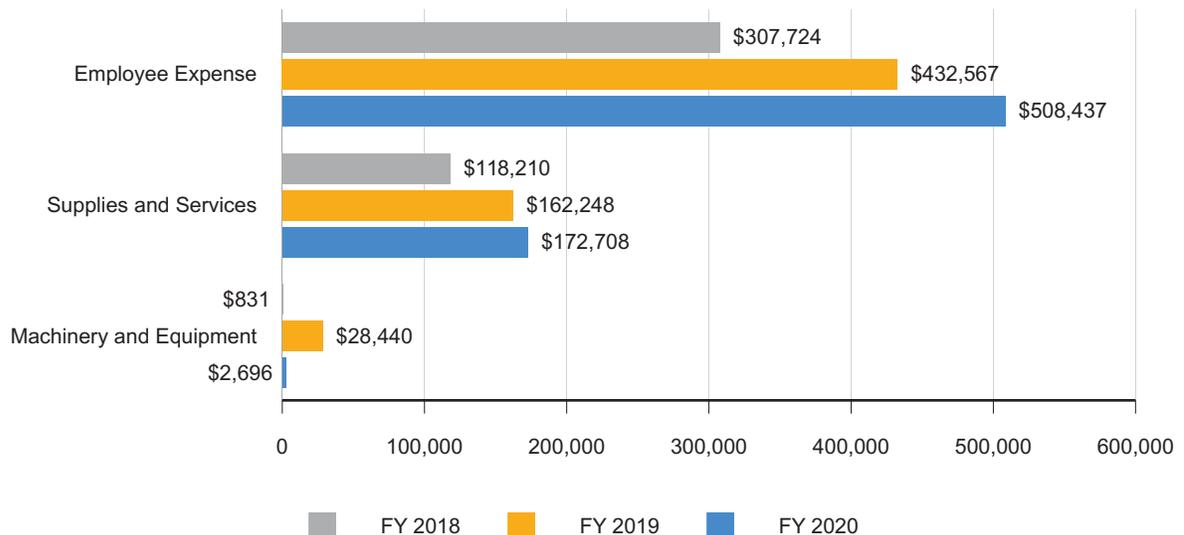
Resources and Property Tax Support



Includes Public Information Office and Geographic Information Systems.

The Public Information Office is supported by 6.38 full-time equivalent employees, which accounts for 74.35% of the department expense as seen below. Overall, the departments' expenses are expected to increase by 9.72% in FY 2020 compared to FY 2019.

Expenditures by Category by Fiscal Year



PUBLIC INFORMATION OFFICE

Overview

The Public Information Office communicates the goals and activities of city government to the city's many publics, both internal and external. The Public Information Office oversees the Cable TV Coordinator and Geographic Information System (GIS) Coordinator/Analyst. Services provided by the Public Information Office include:

Publications & Graphic Design

- The Public Information Office assists the City Manager, departments, and divisions with content development and graphic design assistance for print publications, event displays, signage, direct mail, and other media.

Online Presence Management

- The Public Information Office is responsible for the overall management of the City's website and citizen response management system (WebQA) and supports departments and divisions through training and direct assistance with their online content management.
- The Public Information Office also manages the City's main accounts on Facebook, Twitter, NextDoor, LinkedIn, YouTube, and Instagram.

Media Relations

- The Public Information Office issues news releases and announcements to area media outlets to publicize information related to City programs and services. The Public Information Office also serves as a liaison to media and coordinates responses to media inquiries and interview requests.

Bee Branch Watershed Flood Mitigation Project Communications

- The Bee Branch Watershed Communications Specialist is a member of the Public Information Office staff and coordinates all communications and outreach efforts related to the Bee Branch Watershed Flood Mitigation Project.

Position Summary	
	FY 2020
PUBLIC INFORMATION OFFICER	1.00
COMMUNICATIONS SPECIALIST	0.75
COMMUNICATIONS SPECIALIST	0.25
COMMUNICATIONS SPECIALIST	0.50
COMMUNICATIONS ASSISTANT	0.75
COMMUNICATIONS SPECIALIST	0.38
Total FT Equivalent Employees	3.63

Highlights of the Past Year

- City Expo 2018
- Jule Operations & Training Center Ribbon-Cutting Event
- Launch of WaterSmart Water Management Tool
- Skate Park Groundbreaking Ceremony

PUBLIC INFORMATION OFFICE

- 35% increase in City of Dubuque Government Twitter Followers
- 16% increase in City of Dubuque Government Facebook Page Likes
- 52% increase in Nextdoor.com Dubuque subscribers

Future Initiatives

- Five Flags Center Project Public Information Campaign
- Development of “Bee Keeper” Bee Branch Watershed stewardship program
- Increased utilization of video in social media posts
- Development of City of Dubuque Instagram account

Performance Measures

Activity Statement

Increase awareness and understanding of City services and programs and facilitate increased transparency of City government, to promote citizen trust and satisfaction in City government.



Goal: Experiences and Activities



Outcome #1: Actively promote the services, programs, projects, and initiatives of the City of Dubuque to residents and stakeholders through publications, correspondence, online content, social media, media outlets, public access television, and presentations.

As more and more people choose social media and other digital communications and their preferred way to receive information, the City must make these communication channels a high priority. The options listed above are a direct channel to residents and stakeholders; information is not filtered or modified and detailed information is made available.

To achieve this objective, the benefits of these information sources will be promoted to residents and stakeholders. Those benefits include:

- Free, timely, and accurate information delivered directly to you;
- Links to additional details and background; and
- Opportunities to provide feedback.

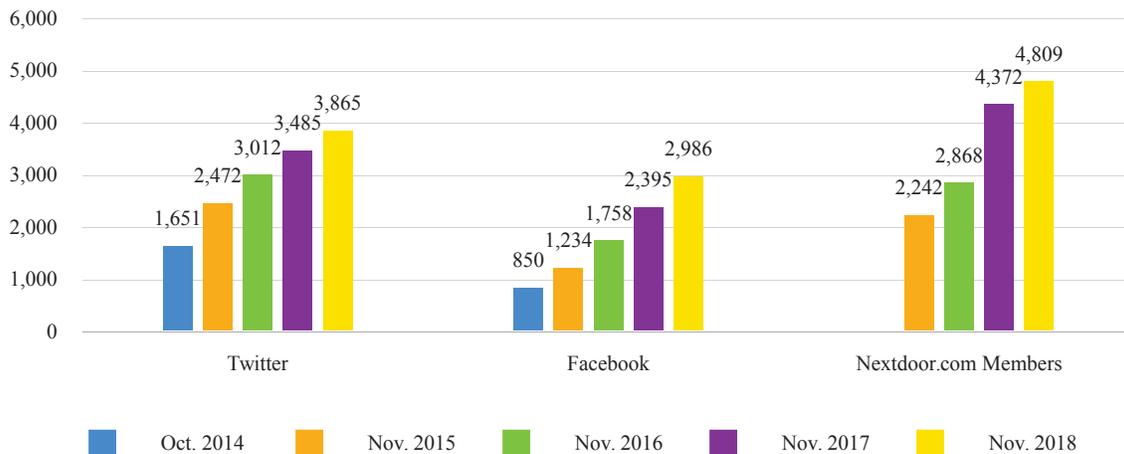
DID YOU KNOW?

As of Nov 2018, nearly 6,500 Tweets and Retweets have been shared with @CityofDubuque followers since the account was created.

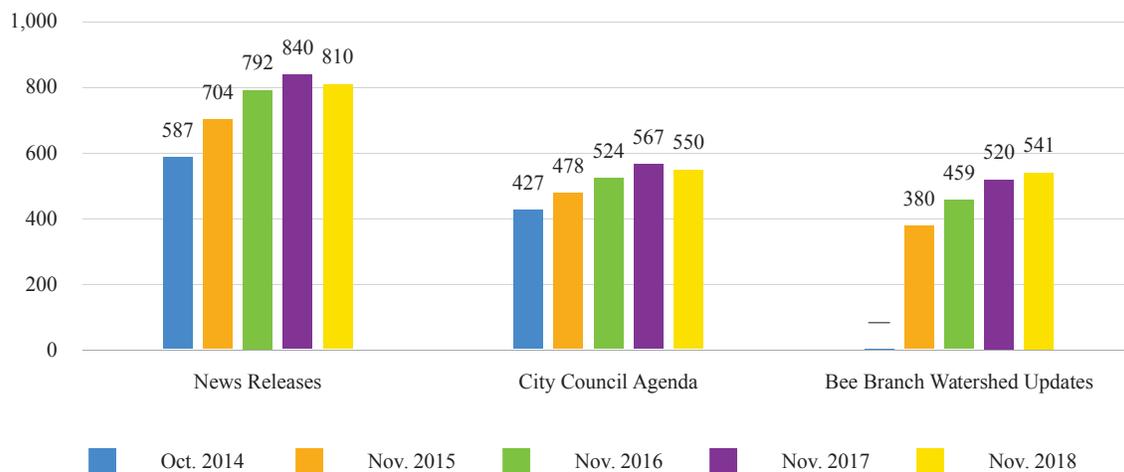
More than 120 news items were distributed as “News Release” Notify Me messages in FY 2018.

PUBLIC INFORMATION OFFICE

Subscriber Growth in City Communication Channels



Notify Me Subscribers



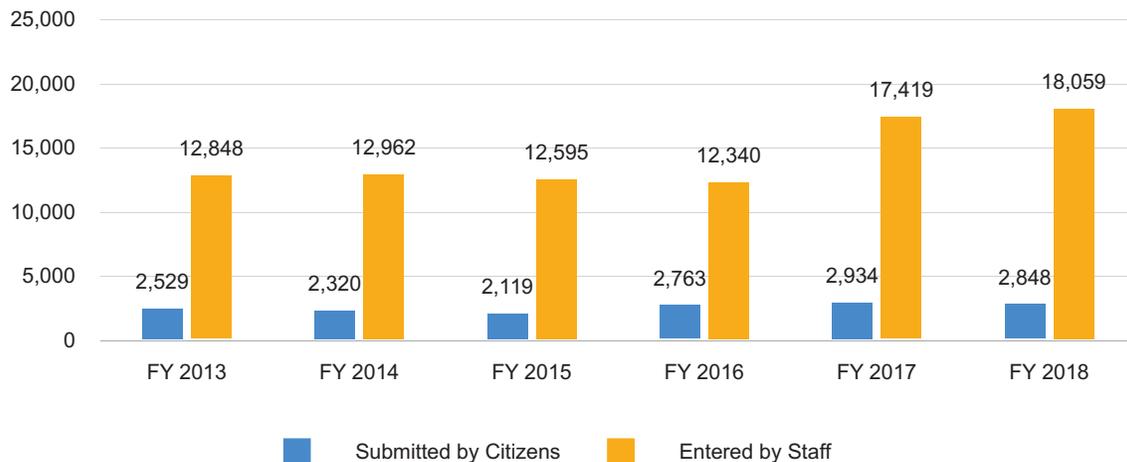
Goal: Financially Responsible, High Performance City Organization

Outcome #2: Maintain an up-to-date, comprehensive, and interactive City website for residents and stakeholders to access information and communicate with City staff and elected officials.

Most residents and stakeholders have access to the City's website which enables them to submit requests for service, questions, comments, complaints, and information requests at their convenience. This enables 24/7 access to local government – whenever is convenient for residents. By empowering residents and stakeholders to submit requests directly, they can monitor the progress on their request and receive responses directly from the appropriate department/division. Additionally, if more requests are submitted directly by residents, it will reduce the amount of time spent by staff taking calls and entering requests into the system.

PUBLIC INFORMATION OFFICE

Service Requests Processed Through Website

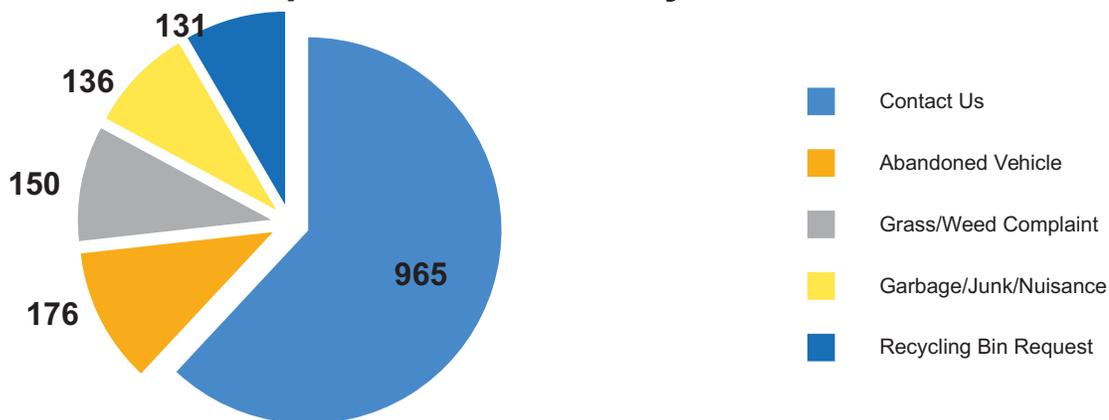


DID YOU KNOW?

In FY 2018, 20,907 service requests were processed through WebQA, the City’s citizen response management system. Of that total, 13.6% (2,848) were submitted directly through the Citizen Support Center on the website by residents. The remainder was entered into the system by City staff in response to phone calls and staff observations.

To submit a service request, visit www.cityofdubuque.org/citizensupport

Top 5 Service Requests Submitted by Residents: FY 2018



PUBLIC INFORMATION OFFICE

Top Ten Page Visits (with exception of homepage):

Nov. 1, 2017 – Nov. 1, 2018

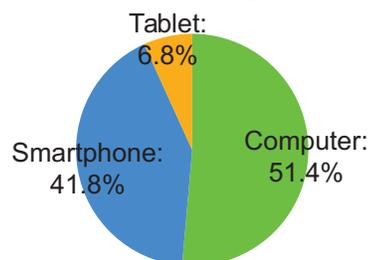
1. Job Opportunities (38,974)
2. Leisure Services (36,115)
3. Pay a Bill or Fine (30,239)
4. Utility Billing (27,276)
5. Police (22,175)
6. The Jule (21,105)
7. Dubuque Employment Opportunities (19,978)
8. Miller Riverview Park (18,336)
9. Eagle Point Park (16,485)
10. Flora Park Swimming Pool (16,091)

Top 10 Most-Frequently Used Search Terms

on Website: Nov. 1, 2017 – Nov. 1, 2018

1. Eagle Point Park (192)
2. Housing (129)
3. Shot Tower (119)
4. Parking (116)
5. Swim Lessons (116)
6. Jobs (115)
7. Flora Pool (95)
8. Bids (84)
9. Applicant Partner Portal (78)
10. Police (77)

Website Visits by Device



DID YOU KNOW? In 2018, 49% of the devices used to visit the City website were mobile (smartphone or tablet). **Of the mobile devices, 86% were smartphones.**

Outcome #3: Provide timely and accurate information related to the Bee Branch Creek Watershed Flood Mitigation Project to residents and businesses directly impacted by the project and other stakeholders.

The scope, duration, and location of this project significantly impact many residents and stakeholders. By providing frequent updates on the project timeline, progress, and impacts to properties, vehicular and pedestrian traffic, schools, and businesses, those residents and businesses most impacted can prepare and project-related inconveniences can be minimized. Stakeholders, in the broader sense, include all Dubuque residents and stormwater utility customers.

PUBLIC INFORMATION OFFICE

- All project-related information is available at www.cityofdubuque.org/beebranch. All project-related construction updates, detour notifications, public meeting notices, and other news are posted to the project's Notify Me (541 subscribers as of 11/19/2018, a 4% increase since November 2017), Facebook page (758 follows as of 11/19/2018, a 21% increase since November 2017), Twitter account (305 followers as of 11/19/2018, a 11% increase since November 2017), and residents on Nextdoor.com. Many are also shared on the City's social media channels.
- A City Journal program updating viewers on the completed Upper Bee Branch Creek Restoration Project and remaining phases of the overall flood mitigation project was produced and aired in February 2018.
- Created the completed projects map for the Bee Branch Healthy Homes Resiliency Program using ArcGIS Online. The map features before and after photos of each property along with a summary of the repairs and renovations made to the site. The map is updated every two to three months as more housing units are completed. The map can be viewed at www.cityofdubuque.org/bbhh or the direct link is <http://arcg.is/1mqrzC>.
- Created detailed webpages for the 22nd St./Kaufmann Ave. and 17th St./W. Locust St. storm sewer improvement construction projects including custom project maps, estimated construction schedules, road closure and detour maps, and potential impacts to residents. As the 2018 construction season comes to an end, the webpages will be updated to reflect the next phases of the projects which will start in spring 2019. View those webpages at www.cityofdubuque.org/22ndkaufmann and www.cityofdubuque.org/17thwlocust.
- Sent a series of letters to property owners, tenants, and businesses impacted by the two Bee Branch Project-related storm sewer improvement projects. Letters included:
 - 1.) a pre-construction letter with a summary of the project and potential impacts to residents,
 - 2.) a notice that construction was scheduled to begin, and
 - 3.) a notice that the project was progressing, and additional sections of the street would be closing for construction.

The initial pre-construction letter also included an invitation for residents to call the City to schedule a time to meet and discuss the project. In addition, open house public information meetings were held for the two projects. Property owners and current residents were informed of the open house public meetings via direct-mail postcard.

- Designed a two-page Bee Branch Creek Restoration handout detailing the upper and lower portions of the completed Bee Branch Creek as well as the Railroad Culverts phase and project funding.
- A four-page Bee Branch Watershed Flood Mitigation Project newsletter was mailed to all properties in the Bee Branch Watershed in June 2018. This is approximately 13,000 addresses. The next is scheduled to be mailed by in early-January 2019.

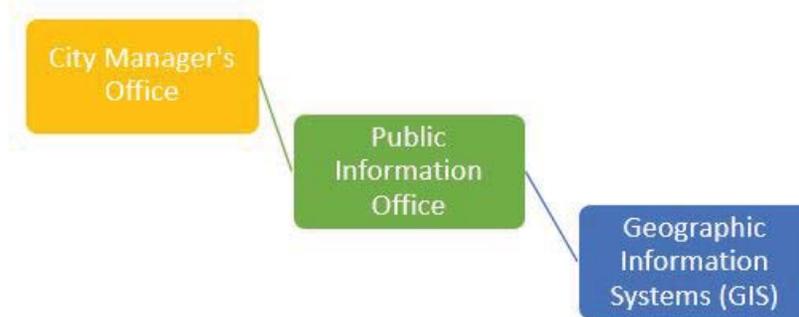
PUBLIC INFORMATION OFFICE

- Designed all materials for the America's River III campaign including the campaign website (www.cityofdubuque.org/ar3), case statement booklet, tri-fold brochure, donation forms, and online naming opportunities map (<http://arcg.is/1PKTTP>). Serve as a point person for all questions and donations. Provided training to the leisure services department on how to recognize donors and change the status of amenities on the naming opportunities map.
- Wrote and submitted several nominations to regional and national award competitions for the Upper Bee Branch Creek Restoration and Bee Branch Watershed Flood Mitigation Project. The project received the following awards:
2018 Eddy Award for Design, River Action - April 2018
2018 James Lee Witt Award for Excellence in Floodplain Management, Association of State Floodplain Managers - June 2018
2018 Environmental Planning, Iowa Chapter of the American Planning Association - October 2018
2018 Project of the Year Award, Iowa Chapter of the American Public Works Assoc. - October 2018
- Updated and redesigned the 8-page Road Construction Tool Kit for businesses. The guide is to be provided to all businesses impacted by City projects before construction begins. It outlines resources the City provides before and during construction projects, things businesses can do to proactively prepare for a construction project, and other helpful information including City noise ordinance for construction, dust control measures, and parking and transportation alternatives. During the redesign process, the Public Information Office worked with the Engineering Department to establish standard temporary directional signs for businesses during road construction projects.
- Provided educational tours of the completed Bee Branch Creek Greenway to several groups including Mazzucchelli Middle School, University of Dubuque, Wahlert High School, Marshall Elementary School, the Dubuque Police Chief's Forum, the University of Iowa Office of Strategic Communication, and the Growing Sustainable Communities mobile tour.
- Partnered with Laura Klavitter and Heidi Zull, representatives from the Washington Neighborhood, and Green Iowa AmeriCorps to do community engagement about the redevelopment of the Blum site. Residents were asked to submit art to be displayed on temporary vinyl banners that will be attached to the fence surrounding the property. After the artwork was gathered, it was scanned, converted it into digital art, and laid it out as a collage. The result is colorful banners of artwork created by community members that is both a celebration and reflection of the Washington Neighborhood and North End residents, especially its youth. The banners are expected to be installed in December 2018.

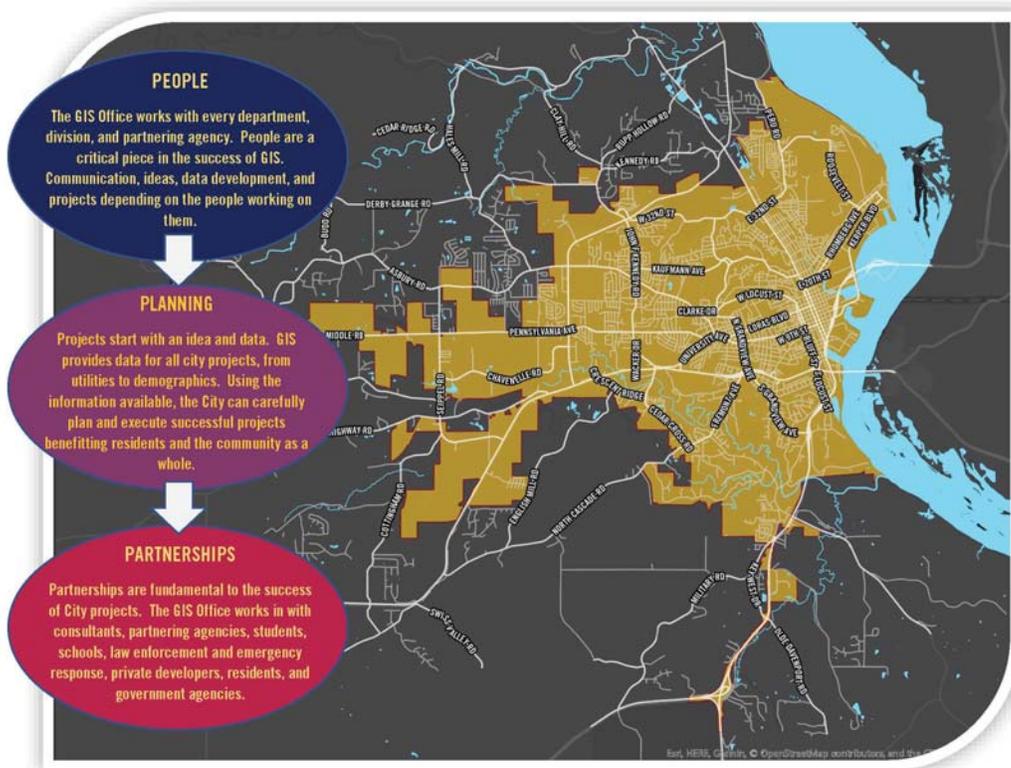
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GEOGRAPHIC INFORMATION SYSTEMS (GIS) (Maps & Data)

The Geographic Information Systems (GIS) Office is responsible for the supervision, development, use, and maintenance of the City's Geographic Information System, and coordinates these duties with other City departments, partners to City projects, other government groups and private sector businesses.



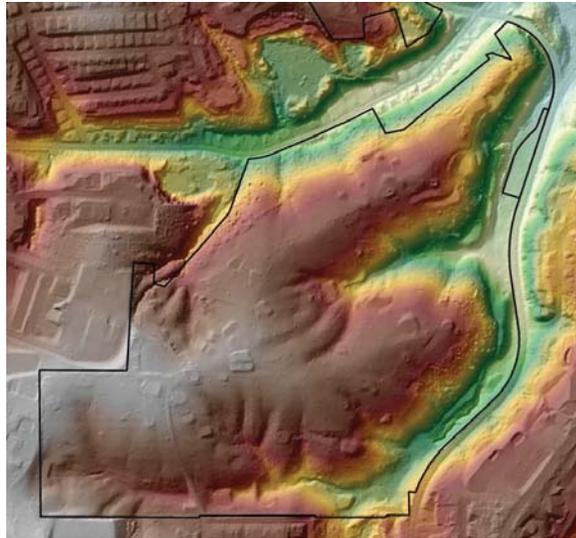
SUCCESS IS ABOUT PEOPLE, PARTNERSHIPS, AND PLANNING LEADING TO OUTCOMES



GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Overview

GIS stands for **G**eographic **I**nformation **S**ystem: a combination of hardware, software, people, data, and analysis used to perform data capture, analysis, cool map displays, production, and asset management. The City of Dubuque uses GIS in all city departments and divisions, both in the office and in the field.



Bunker Hill Golf Course - Hillshade

What is GIS? Most people are familiar with mapping applications like Google Maps, Apple Maps, and Waze. Some might still be using the hard copy road atlas to find their way around. GIS is several steps beyond these tools, but also incorporates the information they provide to make smarter maps and smarter decisions. The maps and information created in GIS not only serve as wayfinding applications and atlases, but can also be an important component of successful project management.



DID YOU KNOW? *Data in GIS maps and apps are not limited to just map layers and may include data from spreadsheets, scanned documents, and web services. Information is often aggregated from other databases the City uses to map out different information, from licensed pets to building permits. As long as the information has a location tied to it (address, coordinates, name), it can be put on a map.*

GIS has evolved significantly since its beginning in the City Organization in 1996. What began as a mapping tool has evolved into a massive data store of geographic information and a library of Dubuque- and geographic-specific data. This data is used for everything from the creation of a simple road map of the City, to a highly complex and complete asset management system, with links to videos and pictures of maintenance activities, records, and all the information about each feature which must be tracked.

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Position Summary	
	FY 2020
GIS APPLICATIONS SPECIALIST	1.00
GIS COORDINATOR	1.00
ARCHITECTURAL INTERN	0.50
GIS INTERN - SEASONAL	0.25
Total FT Equivalent Employees	2.75

In the winter of 2019, the GIS Office became an office of 2 full-time and 2 intern employees. The GIS Coordinator/Analyst position has been a part of the City since 2006. The GIS Applications Specialist was added in 2019. The seasonal GIS technician joins the office for about 1/4 of the year - typically in the summer as most of these individuals are college students completing their degrees. An architectural intern is funded for 1/2 the year and assists in the implementation of the ADA Transition Plan and asset management system in GIS. This position is funded through a GIS Office CIP, but is managed through the Engineering Department.

GIS is Asset Management An important focus of GIS development is organizing and documenting City assets - hydrants, manholes, pipes, inspections, and any other information which can be gathered and identified on a map. Each feature in the map exists in the real world, in the map as a symbol, and in a database with all the important information.

Below is a visual example of what asset management in GIS looks like - assets in the field, mapped, and data about that asset contained in the database attached to the point in the map.



Here's a storm inlet just outside City Hall on the corner of W 13th St and Iowa St.



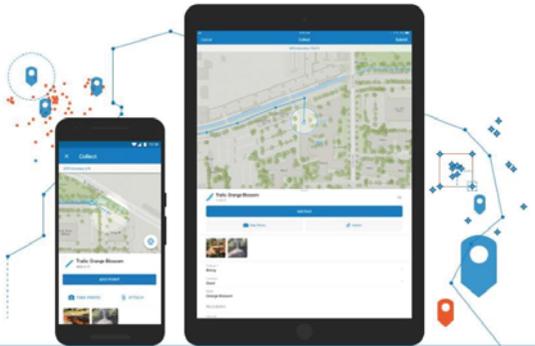
Here's that same inlet in GIS. We see it from above, and can see how it fits into the storm sewer network.



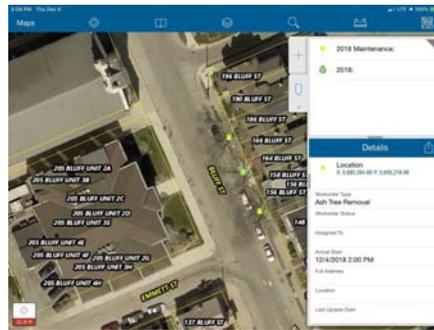
Here is the information for that inlet. Not only is there specific information about the size/year it was installed, but we also track inspections, maintenance, and repair.

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

GIS is on the Move For a long time, GIS use was confined to a desk and it was difficult to learn to use, build maps, and determine ways to make different types of data work together. However, GIS has become easier to use than ever before. GIS applications may now be accessed from a smart phone, so maps can be viewed the same whether in the office or on-the-go. The data does not need to be downloaded to a device and is accurate and up-to-date when the user needs it. If an event occurs outside the workday, employees can log in to a website or check their mobile device instead of returning to the office to consult a paper map.



GIS on mobile devices



A sample of city tree work using mobile maps.



DID YOU KNOW? *The majority of data edits are done on mobile devices. Departments including Public Works, Engineering, and Fire and Rescue capture information about their activities in the field on mobile devices connected to GIS. This information is immediately available to anyone else using that same dataset. Some of the most active GIS-users in the City have never edited a single feature in desktop GIS software!*

The GIS Office is Busy There's never a dull day in the GIS Office. Below are some examples of activities keeping GIS staff active.



GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Highlights of the Past Year

Esri Significant Achievement in GIS (SAG) Award



Special Achievement in GIS 2018 Award Winner

The City of Dubuque was recognized for its use of GIS by Esri, the international leader in mapping and spatial data analytics technology. The award was presented to GIS Coordinator/Analyst Nikki Rosemeyer at the annual Esri International Users Conference in San Diego, CA.

The City of Dubuque was selected from over 300,000 eligible candidates and received its award for innovative application of mapping, data analytics, and leadership in government. The SAG Awards are meant to show appreciation for organizations that are using GIS to solve some of the world's toughest challenges. According to Esri, "through *The Science of Where* - the technology of GIS combined with the science of geography - the users honored with these awards are demonstrating the most groundbreaking and transformative possibilities of GIS software."

Dubuque was one of over 180 organizations in areas such as commercial industry, defense, transportation, non-profit work, telecommunications, and government to receive a SAG Award. Esri staff annually nominate hundreds of candidates from around the world for consideration, and Jack Dangermond, president and founder of Esri, personally selects recipients and presides over the ceremony.

Why is this important? Generally, GIS is a fairly obscure application and many are unfamiliar with the GIS or Esri software functionalities. Many users of these softwares still treat it as a simple mapping tool. Since the inception of GIS in the City of Dubuque in 1996, the City has teetered on cutting edge applications and deployment of GIS. City leaders identified early the importance of the application and have supported its expansion from less than 10 shared desktop licenses to an enterprise-wide solution with over 350 unique users. The City of Dubuque has tied GIS into almost every applicable project or activity. Dubuque frequently implements innovative applications, uses, and methods at a faster and more aggressive and successful rate than many larger cities. Receiving the SAG award testifies to that.

GIS and Legacy/Enterprise Database Integration

A legacy or enterprise system is a database and/or application that houses a large amount of data and is used by multiple departments within an organization, making its existence and use

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

very important in day-to-day tasks. The City has several legacy/enterprise applications, including but not limited to:

- **GIS**;
- **Accela**, which is used to issue building, construction, rental, demolition permits, and to manage and monitor rental licenses and rental properties;
- **WebQA**, an application that collects non-emergency calls for service, including weed complaints, icy streets and sidewalks, overgrown trees, etc.;
- **Community/Finance Plus**, the City's utility billing and finance and budgeting software;
- **Superion**, the City and County's emergency computer aided dispatch software.

This year, the GIS Office was able to further integrate GIS with these applications. The most important part of this integration is addressing. Other features GIS was able to provide include maps of the city, parcel information, district boundaries, and ownership.

Why is this important? Address consistency across the organization is crucial. Since the City first began using the systems listed above, the system permitted any format for address entry. Since each system is used by multiple departments, there were multiple entries for the same address. Additionally, it is time-consuming and difficult to attempt to match up addresses (100 Main, 100 Main St, 100 Main Street, 100 Main St #1) when comparing information across different systems.

In emergency response situations, addresses, street names and address ranges are incredibly important. The dispatch operator and the software they use must be able to quickly identify a correct address or intersection and effectively route the emergency vehicles and responders to that location. Consistent addressing and road centerline address ranges allow this to happen. The City GIS Office and the County GIS Office work with Emergency Communications to keep this data accurate and consistent throughout the City and County. Every minute counts in an emergency situation.

The address database in GIS also includes other information such as wards, neighborhoods, zoning, subdivisions, refuse collection days, historic districts, and address types. With this information readily available in GIS, it is easily transferred to another application if necessary. Additionally, with GIS serving as a one-stop-shop for important and organized data, it mitigates unnecessary work to gather data which has already been compiled.

Did you Know...?

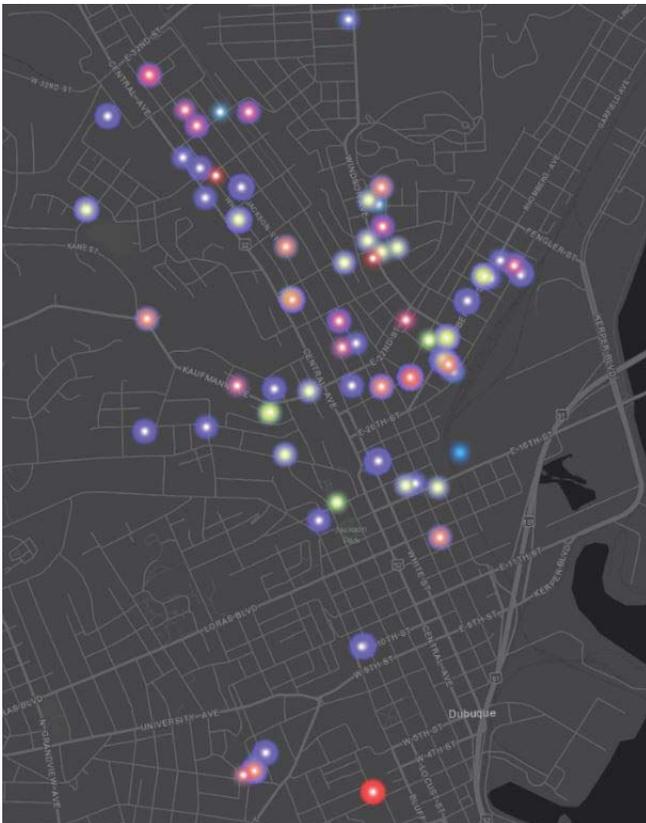
- The most common zip code in the city is "52001" -- 21,643 addresses have this zip code!
- There were 650 new or modified addresses in the city in FY2018.
- Nearly 40% of the city's addresses are located in areas eligible for Community Development Block Grant funding for new projects and neighborhood improvements!

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Bee Branch/Healthy Homes HUD Resiliency Project

GIS continues to be an integral part of data collection and management for the Bee Branch/Healthy Homes HUD Resiliency project. There are essentially three components to the Healthy Homes portion of the project: Home Advocate work administered by the Visiting Nurse Association (VNA), inspections completed by East Central Intergovernmental Association (ECIA), and applications and project administration performed in-house by City administrative and project management staff. Each home has an address and a project ID in GIS which these three groups use to track their work.

Using the GIS platform, the GIS Office developed surveys based on the information each group was collecting. This information, based on address, has been mapped out using GIS and all the related data from each survey has been connected using the Project ID. This model allows all the stakeholders to view information from other parts of the project and doesn't require transporting paper documents from place to place. This information is also web-enabled, so the data may be accessed anywhere. This interactive type GIS model is shown below:

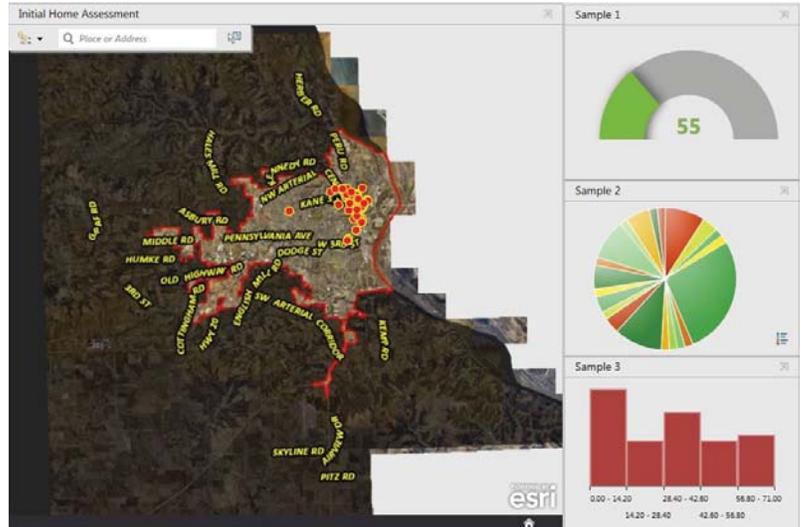


GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Future Initiatives

Continue Work with the Bee Branch Healthy Homes - HUD Resiliency Project

The GIS Office plans to continue to build upon the momentum of data gathering and organization occurring internally and involve stakeholders outside the organization as well. Specific goals include sharing the mapping applications and data with the Iowa Economic Development Authority and the US Department of Housing and Urban Development. In addition to ensuring detailed data may be extracted from the web mapping application, the GIS Office also plans to create dashboards related to specific points of data being collected in the project.



Story Map Generation

Story maps are a way to share stories and background about City projects and engage the public with narrative, pictures, maps, and data. The City is currently uses story maps for several projects, including Green Alley development and various Bee Branch related activities. The GIS Coordinator/Analyst hopes to expand these story maps into more comprehensive information in each department with the addition of the GIS Applications Specialist. These story maps, coupled with the City's Open Data Initiative, will give the public more insight to the daily operations and background of City functions.



Ottawa, OH - A Mitigation Success Story
By Ohio Emergency Management Agency



2016 BIKE PHL FACTS
By Bicycle Coalition of Greater Philadelphia



CDBG and HOME: Essential Grants for Mid-Size
By National League of Cities



15 Years On Station
By Dave MacLean, COGU/NGCC



Eri Chief Scientist 2016-17 Map Tour
By Dawn Wright, Eri



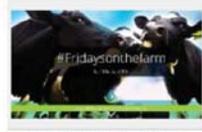
Maryland Historical Trust: Maryland Women's
By Maryland Historical Trust, Dept of Planning



Our Favorite Community Story Maps of 2017
By various authors



Our Favorite Team Story Maps of 2017
By Eri Story Maps team



#FridaysontheFarm: 2017 Top Ten Stories
By USDA Natural Resources Conservation Serv



Smoke on the Water
By GRID-Arendal



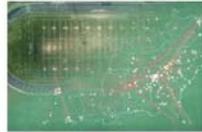
GridArendal



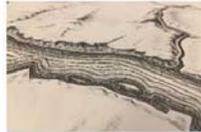
Pennsylvania's Local Technical Assistance Prog



Where Harvey Hit Hardest



College Football Playoff



Hillshade by Hand

Recommended Operating Revenue Budget - Department Total

69 - PUBLIC INFORMATION OFFICE

Fund	Account	Account Title	FY17 Actual Revenue	FY18 Actual Revenue	FY19 Adopted Budget	FY20 Recomm'd Budget
800	53530	SPECIALIZED SERVICES	0	0	86,661	70,313
100	53620	REIMBURSEMENTS-GENERAL	95	30	0	30
290	53620	REIMBURSEMENTS-GENERAL	47	22	47	22
53	MISCELLANEOUS		142	52	86,708	70,365
100	59610	FR WPC OPERATING	15,608	22,847	34,360	41,355
100	59620	FR STORMWATER OPERATING	4,972	5,264	8,047	11,435
100	59630	FR PARKING OPERATING	2,565	2,629	3,934	5,370
100	59640	FR WATER UTILITY	0	1,397	6,184	8,961
100	59670	FR REFUSE COLLECTION	19,323	18,655	28,295	37,323
100	59940	FR DMASWA	7,938	0	0	0
59	TRANSFER IN AND INTERNAL		50,406	50,792	80,820	104,444
PUBLIC INFORMATION OFFICE TOTAL			50,548	50,844	167,528	174,809

Recommended Operating Expenditure Budget - Department Total

69 - PUBLIC INFORMATION OFFICE

Fund	Account	Account Title	FY17 Actual Expense	FY18 Actual Expense	FY19 Adopted Budget	FY 20 Recomm'd Budget
100	61010	FULL-TIME EMPLOYEES	66,450	72,690	113,373	143,205
290	61010	FULL-TIME EMPLOYEES	91,045	95,599	91,971	123,822
620	61010	FULL-TIME EMPLOYEES	0	9,392	0	0
800	61010	FULL-TIME EMPLOYEES	(28,606)	0	42,440	30,727
100	61020	PART-TIME EMPLOYEES	0	0	0	36,376
290	61020	PART-TIME EMPLOYEES	42,555	42,704	43,976	22,659
100	61030	SEASONAL EMPLOYEES	10,864	8,977	33,805	34,573
100	61050	OVERTIME PAY	41	167	0	0
100	61310	IPERS	5,970	6,981	13,894	20,216
290	61310	IPERS	11,930	12,378	12,833	13,828
620	61310	IPERS	0	839	0	0
800	61310	IPERS	48	0	4,006	2,928
100	61320	SOCIAL SECURITY	5,579	5,656	11,259	16,384
290	61320	SOCIAL SECURITY	10,021	10,275	10,400	11,206
620	61320	SOCIAL SECURITY	0	532	0	0
800	61320	SOCIAL SECURITY	34	0	3,246	2,351
100	61410	HEALTH INSURANCE	14,175	15,900	25,043	24,381
290	61410	HEALTH INSURANCE	15,771	15,900	14,310	16,362
620	61410	HEALTH INSURANCE	0	8,425	0	0
800	61410	HEALTH INSURANCE	6,837	0	10,732	8,127
100	61415	WORKMENS' COMPENSATION	342	354	301	395
290	61415	WORKMENS' COMPENSATION	487	504	433	365
620	61415	WORKMENS' COMPENSATION	0	180	0	0
800	61415	WORKMENS' COMPENSATION	174	0	171	114
100	61416	LIFE INSURANCE	50	55	108	152
290	61416	LIFE INSURANCE	73	73	75	101
620	61416	LIFE INSURANCE	0	14	0	0
800	61416	LIFE INSURANCE	0	0	41	41
100	61660	EMPLOYEE PHYSICALS	126	128	150	124
61 - WAGES AND BENEFITS			253,967	307,724	432,567	508,437
100	62010	OFFICE SUPPLIES	462	396	462	396
290	62010	OFFICE SUPPLIES	108	25	400	400
800	62010	OFFICE SUPPLIES	0	0	105	105
290	62030	POSTAGE AND SHIPPING	17	138	150	142
800	62030	POSTAGE AND SHIPPING	0	0	13,500	13,500
100	62050	OFFICE EQUIPMENT MAINT	0	0	800	0
290	62050	OFFICE EQUIPMENT MAINT	225	0	225	0
100	62061	DP EQUIP. MAINT CONTRACTS	2,215	2,515	2,572	2,212
290	62061	DP EQUIP. MAINT CONTRACTS	3,212	3,562	3,208	3,367
290	62090	PRINTING & BINDING	16,475	32,611	46,200	46,200
800	62090	PRINTING & BINDING	0	0	9,715	9,715
100	62110	COPYING/REPRODUCTION	23	34	23	36
290	62110	COPYING/REPRODUCTION	534	829	1,179	887
800	62110	COPYING/REPRODUCTION	0	0	175	175
290	62140	PROMOTION	21	3,000	3,000	10,000

Recommended Operating Expenditure Budget - Department Total

69 - PUBLIC INFORMATION OFFICE

Fund	Account	Account Title	FY17 Actual Expense	FY18 Actual Expense	FY19 Adopted Budget	FY 20 Recomm'd Budget
800	62140	PROMOTION	0	0	700	700
290	62190	DUES & MEMBERSHIPS	450	400	390	390
800	62190	DUES & MEMBERSHIPS	0	0	50	50
290	62208	GENERAL LIABILITY INSURAN	1,443	1,193	1,352	1,346
100	62310	TRAVEL-CONFERENCES	515	2,763	3,500	5,000
290	62310	TRAVEL-CONFERENCES	0	605	2,600	2,600
100	62320	TRAVEL-CITY BUSINESS	572	0	572	572
290	62320	TRAVEL-CITY BUSINESS	0	0	290	780
800	62320	TRAVEL-CITY BUSINESS	0	0	330	330
100	62340	MILEAGE/LOCAL TRANSP	0	21	0	22
290	62340	MILEAGE/LOCAL TRANSP	0	46	0	50
800	62340	MILEAGE/LOCAL TRANSP	0	0	30	30
100	62360	EDUCATION & TRAINING	225	1,270	2,500	2,500
290	62360	EDUCATION & TRAINING	730	280	730	730
800	62360	EDUCATION & TRAINING	0	0	60	60
100	62421	TELEPHONE	666	624	666	624
290	62421	TELEPHONE	714	980	714	714
800	62421	TELEPHONE	0	0	55	55
290	62424	RADIO/PAGER FEE	293	301	310	313
100	62436	RENTAL OF SPACE	504	504	504	504
290	62436	RENTAL OF SPACE	504	504	504	504
100	62627	CAMERA MAINTENANCE	0	0	0	360
290	62645	SPECIAL EVENTS	0	3,638	3,200	3,500
800	62645	SPECIAL EVENTS	0	0	500	500
100	62663	SOFTWARE LICENSE EXP	51	4,560	51	4,788
290	62663	SOFTWARE LICENSE EXP	45,269	49,521	47,886	51,113
800	62663	SOFTWARE LICENSE EXP	0	0	555	555
100	62667	DATA SERVICES	480	313	480	313
290	62667	DATA SERVICES	120	120	120	120
290	62671	MISC. OPERATING SUPPLIES	0	20	0	0
100	62716	CONSULTANT SERVICES	0	2,322	0	0
290	62716	CONSULTANT SERVICES	0	115	2,000	2,000
100	62732	TEMP HELPCONTRACT SERV.	4,035	0	4,035	0
290	62736	CATERING SERVICES	0	5,000	5,600	4,000
800	62736	CATERING SERVICES	0	0	250	250
290	62785	GIFT CARDS	0	0	0	200
62 - SUPPLIES AND SERVICES			79,864	118,210	162,248	172,708
100	71120	PERIPHERALS, COMPUTER	0	0	0	950
290	71120	PERIPHERALS, COMPUTER	220	0	0	0
100	71124	COMPUTER	0	0	3,440	0
290	71550	MISCELLANEOUS EQUIPMENT	0	240	0	600
290	72410	PAGER/RADIO EQUIPMENT	2,571	0	0	0
290	72417	CAMERA RELATED EQUIPMENT	0	0	0	800
100	72418	TELEPHONE RELATED	0	300	0	346

Recommended Operating Expenditure Budget - Department Total

69 - PUBLIC INFORMATION OFFICE

Fund	Account	Account Title	FY17 Actual Expense	FY18 Actual Expense	FY19 Adopted Budget	FY 20 Recomm'd Budget
290	72418	TELEPHONE RELATED	0	291	0	0
71 - EQUIPMENT			2,791	831	3,440	2,696
100	73210	CONST CONTRACT-BLDG	0	0	25,000	0
73 - CIP EXPENDITURES			0	0	25,000	0
69 - PUBLIC INFORMATION OFFICE TOTAL			336,622	426,764	623,255	683,841

Recommended Expenditure Budget Report by Activity & Funding Source

69 - PUBLIC INFORMATION OFFICE

PUBLIC INFORMATION/GIS - 72300

FUNDING SOURCE: CABLE TV

Account	FY18 Actual Expense	FY19 Adopted Budget	FY20 Recomm'd Budget
CIP EXPENDITURES	—	25,000	—
EQUIPMENT	831	3,440	2,696
SUPPLIES AND SERVICES	118,210	136,223	146,683
WAGES AND BENEFITS	307,724	371,931	464,149
PUBLIC INFORMATION/GIS	426,764	536,594	613,528
BEE BRANCH COMM SPEC - 72620			

FUNDING SOURCE: ENGINEERING SERVICE

Account	FY18 Actual Expense	FY19 Adopted Budget	FY20 Recomm'd Budget
SUPPLIES AND SERVICES	—	26,025	26,025
WAGES AND BENEFITS	—	60,636	44,288
BEE BRANCH COMM SPEC	—	86,661	70,313
PUBLIC INFORMATION OFFICE TOTAL \$	426,764.27 \$	623,255.00 \$	683,841.00

CITY OF DUBUQUE, IOWA
DEPARTMENT DETAIL - PERSONNEL COMPLEMENT

69 PUBLIC INFORMATION OFFICE DEPT.

FD	JC	WP-GR	JOB CLASS	FY 2018		FY 2019		FY 2020	
				FTE	BUDGET	FTE	BUDGET	FTE	BUDGET
61010 Full Time Employee Expense									
290	8400	GE-35	PUBLIC INFORMATION OFFICER	1.00	90,608	1.00	91,971	1.00	94,068
800	1950	GE-35	COMMUNICATIONS SPECIALIST	1.00	52,890	0.75	42,440	0.75	30,727
100	1950	GE-35	COMMUNICATIONS SPECIALIST	0.00	0	0.25	14,147	0.25	14,992
100		GE-30	GIS APPLICATIONS SPECIALIST	0.00	0	0.50	24,991	1.00	52,295
100	8400	GE-33	GIS COORDINATOR	1.00	72,679	1.00	74,235	1.00	75,918
TOTAL FULL TIME EMPLOYEES				3.00	216,177	3.50	247,784	4.50	297,754
61020 Part Time Employee Expense									
100		GE-25	COMMUNICATIONS ASSISTANT	0.00	0	0.00	0	0.75	36,376
290	1950	GE-29	COMMUNICATIONS SPECIALIST	0.75	43,328	0.75	43,976	0.38	22,659
TOTAL PART TIME EMPLOYEES				0.75	43,328	0.75	43,976	1.13	59,035
61030 Seasonal Employee Expense									
100		NA-34	ARCHITECTURAL INTERN	0.50	26,005	0.50	26,395	0.50	26,996
100	2850	NA-37	GIS INTERN - SEASONAL	0.25	7,447	0.25	7,410	0.25	7,577
TOTAL SEASONAL EMPLOYEES				0.75	33,452	0.75	33,805	0.75	34,573
TOTAL PUBLIC INFORMATION OFFICE DEPT				4.50	292,957	5.00	325,565	6.38	391,362

CITY OF DUBUQUE, IOWA
ACTIVITY PERSONNEL COMPLEMENT SUMMARY

ACCT	FD	JC	WP-GR	POSITION CLASS	FY 2018		FY 2019		FY 2020		
					FTE	BUDGET	FTE	BUDGET	FTE	BUDGET	
Public Information - FT Cable TV Fund											
29072300	61010	290	8400	GE-35	PUBLIC INFORMATION OFFICER	1.00	\$ 90,608	1.00	\$ 91,971	1.00	\$ 94,068
29072300	61010	100	1950	GE-29	COMMUNICATIONS SPECIALIST	0.00	\$ —	0.00	\$ —	0.50	\$ 29,754
Total						1.00	\$ 90,608	1.00	\$ 91,971	1.50	\$ 123,822
Public Information - FT General Fund											
10072300	61010	100	8400	GE-35	GIS COORDINATOR	1.00	\$ 72,679	1.00	\$ 74,235	1.00	\$ 75,918
10072300	61010	100	1950	GE-35	COMMUNICATIONS SPECIALIST	0.00	\$ —	0.25	\$ 14,147	0.25	\$ 14,992
10072300	61010	100		GE-30	GIS APPLICATIONS SPECIALIST	0.00	\$ —	0.50	\$ 24,991	1.00	\$ 52,295
Total						1.00	\$ 72,679	1.75	\$ 113,373	2.25	\$ 143,205
Public Information - FT Stormwater Fund											
80072620	61010	620	1950	GE-29	COMMUNICATIONS SPECIALIST	1.00	\$ 52,890	0.75	\$ 42,440	0.75	\$ 30,727
Total						1.00	\$ 52,890	0.75	\$ 42,440	0.75	\$ 30,727
Public Information - PT General Fund											
10072300	61020	100		GE-25	COMMUNICATIONS ASSISTANT	0.00	\$ —	0.00	\$ —	0.75	\$ 36,376
Total						0.00	\$ —	0.00	\$ —	0.75	\$ 36,376
Public Information - PT Cable TV Fund											
29072300	61020	100	1950	GE-29	COMMUNICATIONS SPECIALIST	0.75	\$ 43,328	0.75	\$ 43,976	0.38	\$ 22,659
Total						0.75	\$ 43,328	0.75	\$ 43,976	0.38	\$ 22,659
Public Information - Seasonal General Fund											
10072300	61030	100		NA-34	ARCHITECTURAL INTERN	0.50	\$ 26,005	0.50	\$ 26,395	0.50	\$ 26,996
10072300	61030	100	2850	NA-37	GIS INTERN-SEASONAL	0.25	\$ 7,447	0.25	\$ 7,410	0.25	\$ 7,577
Total						0.75	\$ 33,452	0.75	\$ 33,805	0.75	\$ 34,573
TOTAL PUBLIC INFORMATION OFFICE DEPT.						4.50	\$ 292,957	5.00	\$ 325,565	6.38	\$ 391,362

Capital Improvement Projects by Department/Division

PUBLIC INFORMATION OFFICE

CIP Number	Capital Improvement Project Title	FY 17 Actual Expense	FY 18 Actual Expense	FY 19 Adopted Budget	FY 20 Recomm'd Budget
1021070	GIS SYSTEM IMPLEMENTATION	0	0	160,500	0
3501070	GIS SYSTEM IMPLEMENTATION	0	0	0	0
3502564	ADA COMPLIANCE SOFTWARE	59,100	0	0	0
3502624	AUGMENTED DATE SUPPORT SV	0	20,476	0	0
3502625	GEOEVENT PROCESSOR EXT	3,575	0	0	0
PUBLIC INFORMATION OFFICE TOTAL		62,675	20,476	160,500	0