

Public/Private Partnerships

UP GIS User Meeting
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Amalgam

Background

- CMU undergraduate
- Ohio University graduate school
- Worked for local and state government for six years
- Managed Center for GIS at CMU 2002-2005
- 9 plus years in public sector prior to co-founding Amalgam

Background

- Co-founded Amalgam in 2005 with two partners
 - David Nichol
 - JJ Schlafley
- Purpose
 - Provide GIS services to public and private sector with focus on building sustainable GIS in rural communities
 - Follow business philosophy based on public sector experiences and a long-term view of GIS

Business Perspective

- Evaluate projects from both the project view and long-term perspective
- Identify strategies that leverage GIS support and awareness from community
- Build short-term successes that lead to sustainable GIS in long-term
- Establish partnerships and networks that result in collaboration and creative solutions

Partnerships

- Types of partnerships
- Key ingredients
- Regional network
- Shared vision
- Examples

Types of Partnerships

- Traditional partnerships
 - Partnerships between two organizations (Amalgam and Midland Co.)
- Regional Network
 - Group of organizations working towards a shared vision
 - Many traditional partnerships within the network

Key Ingredients

- Initial Stages
 - Establish trust
 - Effective communications
 - Evaluate potential risks and benefits
 - Time and more time

Key Ingredients

- Active Stages
 - Free exchange of information and ideas
 - Develop shared vision – how to get there
 - Mitigate risks and maximize benefits
 - Collaborate on innovative solutions
 - Integrate solutions that align with vision

Regional Network

- Loosely defined by
 - A collection of traditional partnerships pursuing a shared vision
 - Diverse backgrounds, perspectives and organization characteristics
 - Desire to work collaboratively to develop solutions that align with shared vision

Regional Network

- Benefits
 - Multiple perspectives shape common vision
 - Broad knowledge base
 - Improved transfer of information/expertise
 - Enhances existing individual partnerships

Regional Network

- Results
 - Actively collaborating
 - Collaboration leads to innovative solutions
 - Risk managed effectively
 - Solutions impact a broader audience
 - Network pursuing shared vision through think tank approach

Regional Network

- Results
 - Collaborative successes build confidence in process
 - Confidence leads to further innovation and successes
 - Knowledge base continues to grow
 - Process becomes better as we learn

Shared Vision

- What?
 - Build GIS from a community perspective
- How?
 - Apply technology and strategies that leverage support and awareness from community
 - Consider short and long-term
- Why?
 - Make GIS an asset to the community

Examples

- Where partnerships have been successful
 - Midland County
 - Isabella County
 - Gladwin County

Examples

- Midland County
 - Full time GIS Coordinator plus interns
 - Seed funding to start GIS
- Solutions resulting from partnership
 - Fetch GIS
 - Fetch GIS services for community
 - Fetch Mobile

Examples

- Isabella County
 - Quarter time GIS staff
 - Community Development
 - Tribal funding to start parcel mapping/GIS
- Solutions resulting from partnership
 - Expanded traditional GIS service model to place additional emphasis on community
 - Fetch GIS services for community

Examples

- Gladwin County
 - No GIS Staff
 - Gypsy Moth Program
 - No initial funding, but interest
- Solutions resulting from partnership
 - Funding strategies developed through collaboration
 - Developed Fetch GIS Fee Access model

Summary

- Partnerships and network have resulted in benefits for all organizations
 - Expedite GIS development
 - Community services
 - Education and knowledge
 - Active R&D environment
- We continue to learn and refine the process

Where we are headed

- Evaluating
 - Regional service models
 - Web GIS services
 - Mobile services
 - Software/hardware cost sharing
 - Local training courses
 - Marketing to expand stakeholders

Opportunities

- Increased dialog between regional networks?
 - Identify vision at broad scale
 - Align strategies and technology to solve common barriers – macro (funding, tech infrastructure, expertise, knowledge, etc.)
 - Develop marketing plan to improve awareness and expand stakeholders
 - MiCamp umbrella to facilitate

Thank you for your time

- Questions