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