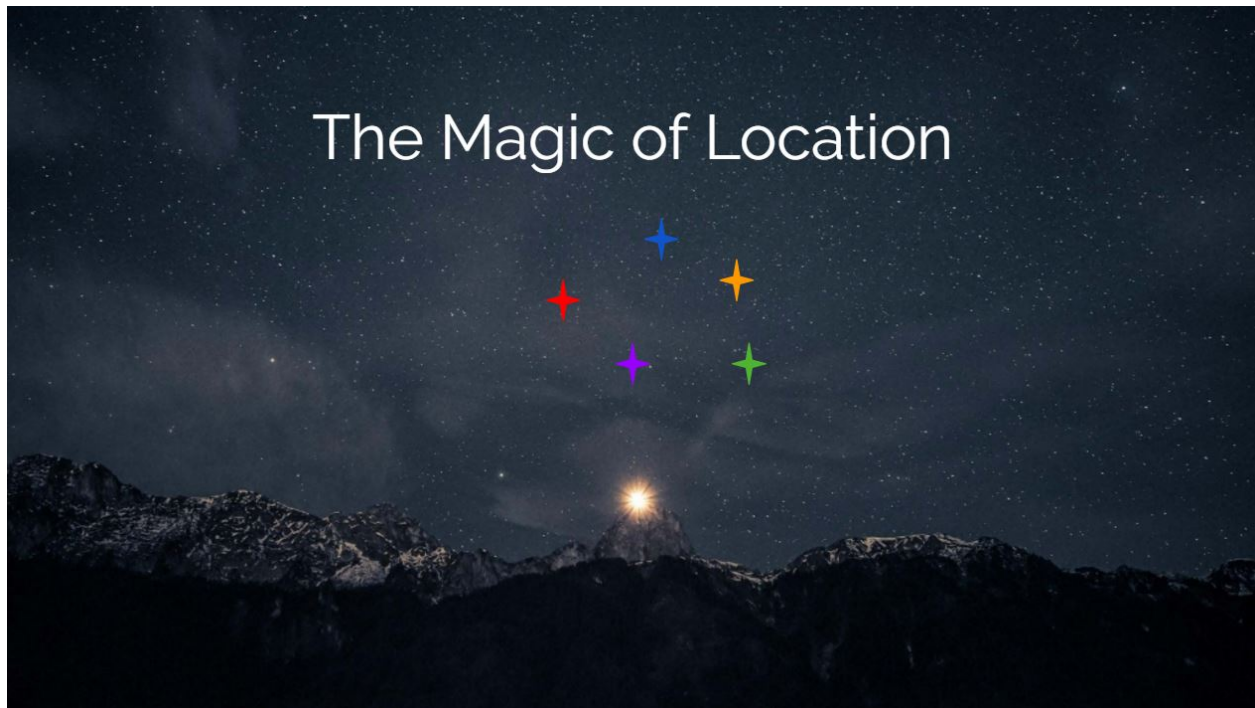


SERVICES DESCRIPTION FOR:



Spatial IQ
for  **MapGeo**

A Managed Services Approach to Enterprise GIS



This document includes methods and ideas that shall not be disclosed for any purpose other than to evaluate Spatial IQ™. Should a contract be awarded to Sanborn, the Government shall have the right to duplicate, use, or disclose this document to the extent provided in the resulting contract.

Spatial IQ® - A Managed Services Program

The Sanborn Map Company was founded on the belief that information combined with geography empowers government, citizens, and businesses to operate with greater efficiency, deliver improved services, and make better decisions. We believe the key to success in any organization is an enterprise GIS approach that builds geospatial IT organizational capacity, capabilities, tools, and resources. It's the foundation that delivers benefits no matter which department or use case: reduced counter time, data driven decisions, happy decision makers, faster response time, insightful ways of visualizing mundane business data, and more. We don't define a successful GIS program by the number of data sets, applications, staff, or software license agreements. We think in terms of Spatial IQ, or the organizational capacity to use geospatial data to create insights and benefits. Higher Spatial IQ is measured by the extent to which your digital (spatial) data is "useful, usable and used" across the enterprise.

The Spatial IQ Managed Services program is specifically designed to increase your organizational GIS capacity by focusing on the essential building blocks for a successful enterprise GIS:



The Spatial IQ for MapGeo Tier Packages below embody these building blocks, and helps you work towards your geospatial goals to create a dynamic and proactive approach to your GIS program that makes it “useful, usable and used”.

Managed Services Tier Packages

Service Items	Building	Improving	Advancing
Annual Foundational Data Maintenance	√**	√**	√**
GIS Help Desk Support	√	√	√
Hosted Downloadable Data	√	√	√
Quarterly Educational and Informational Sessions	√	√	√
Pre-Budget Advocacy Support	√	√	√
Annual GIS Strategic Planning Meeting	Starter	Extended	Advanced
Annual MapGeo Overlay	√	√	√
Additional Dedicated GIS Support		8 hrs/qtr	24 hrs/qtr
Annual MapGeo Local Analytical Map			√
Special Services and Projects	Varies**	Varies**	Varies**

**The Basic and Maintaining Tiers are a special, temporary tier developed to assist clients with transitioning into the Spatial IQ program. It will be available only until the budget for the Building Tier can be allocated.*

***Please refer to the section below that describes this offering. This service is available to all clients to an extent determined by the client.*

The following sections describe the individual service items and benefits provided by the Spatial IQ for MapGeo program. Each description is annotated to identify which tiers include the benefit.

Annual Foundational Data Maintenance

Building	Improving	Advancing
✓**	✓**	✓**

Quality-based GIS data is the core of any Local Government Geospatial program, and the foundation for any successful Enterprise GIS. One of the most important aspects of a robust GIS is regularly updating and maintaining the local foundational datasets. Sanborn has developed specific processes and quality standards based on our extensive experience and discipline-wide best practices. Our goal is to provide you with not just updated data, but data that can grow to meet the needs of your municipality. We do this in the following ways:

- Utilize standardized databases that track feature-level attribution including sources and history and meet state-level parcel standards.
- Update parcel geometry using best practices, including coordinate geometry (COGO), georeferencing, and digitizing for more accurate parcel lines
- Maintain a quality control link between your parcel data and your Assessor's database
- Provide actionable information by spotting errors in the data, and identifying untaxed or undertaxed property.
- Keep coincident and related layers in sync by efficiently updating them at the same time

Sanborn will assist your municipality in updating your foundational data layers and Tax Assessor's Maps, so that you can be confident that your GIS data is ready to keep your staff and citizens informed, your business systems integrated, and your decisions sound.

The Annual Foundational Data Maintenance program will update your parcels and associated tax map information, as well as update several existing foundational map layers such as zoning, street centerlines, address points, and open space areas. The exact layers to be maintained will be determined and defined for your managed services program based on existing data and practices in place.

As an added step, we will perform multiple quality control checks, and provide you with Quality Assurance (QA) analyses reports to help improve your parcel data going forward. Your Project Manager will provide you with additional guidance on each step of the process prior to beginning the annual foundational data maintenance.

While the Annual Foundational Data Maintenance benefit is available to all Spatial IQ for MapGeo customers, clients may 'opt-out' of this service. This information will be identified in your Quote's Subscription Details.

GIS Help Desk Support

Building	Improving	Advancing
✓	✓	✓

We all need a little help sometimes, and through your Spatial IQ for MapGeo subscription, Sanborn is here to help.

Sanborn provides help desk support during regular business hours to answer your questions, resolve issues, and make the most of your local and online GIS resources as part of your Managed Services Package. Depending on your question, we may provide support through phone, email, or remotely. There are several ways to access this support:

- For technical GIS support and general questions, please email SpatialIQSupport@appgeo.com to initiate a support request. Alternatively, you may contact your project manager by email or phone.
- For MapGeo questions or issues, please continue to contact MapGeo Support at mapgeosupport@mapgeo.io.
- For Invoicing and Billing questions, please contact invoices@appgeo.com.

Many of our support questions involve requests for municipal data. Your Spatial IQ for MapGeo subscription can help with these, too. For data requests, please see our Hosted Downloadable Data section, which describes this Managed Services benefit.

Each program tier includes an increasing level of multiple kinds of support. If you find that you need additional support available beyond standard help desk support, and your chosen

package supports it, either your Additional Dedicated GIS Support or Special Services and Project hours may be used. If your chosen tier package does not include these designated services, please consider a higher tier or adding on the Special Services and Projects item for the following year.

Hosted Downloadable Data

Building	Improving	Advancing
✓	✓	✓

We are aware that you frequently get requests from outside companies, agencies, and citizens for copies of your GIS data that they can use in their own applications, maps, and analyses. The time you spend coordinating and responding to these requests adds up and can become burdensome and disruptive to your work day. As a benefit of your Spatial IQ for MapGeo subscription, Sanborn will help solve that problem by securely hosting your most commonly requested data online, making it available for download to those with the appropriate credentialed permission.

Standard data to be hosted and downloadable may include any layers that are currently available on your MapGeo website. Tax Assessor PDF maps may also be made available as hosted, downloadable files.

Quarterly Educational and Informational Sessions

Building	Improving	Advancing
✓	✓	✓

You have a job to do. And it probably does not afford you the time and, and let's face it - motivation - to make a concerted effort to keep up with what's new in the GIS world. Your Spatial IQ for MapGeo subscription has the answer. Four times a year, Sanborn will host educational and informational webinars, offer demonstrations, and provide tips and tricks on making the most of your municipal GIS investment. These sessions will cover relevant and

timely topics of interest among our customers (ex: ROI for Municipal GIS, GIS and MS4 Stormwater permitting), demonstrations (ex: how to use your CAMA data to create enlightening thematic maps and tell a new story about your community, or how other municipalities are integrating GIS with their business systems), tips and tricks (ex: labeling vs. annotation, connecting directly to hosted geospatial services, or using QGIS) and more!

These sessions will also keep you updated with the newest technology and methods in the business - providing you with the knowledge and options to make the best use of your investment in GIS.

You will receive notifications about these sessions in advance and can view and/or listen from the comfort of your office computer. Attending the live online session will allow you to interact with us, ask questions, and get real time answers. If your schedule does not allow you to attend the live session, recordings will also be available for viewing at your convenience from the Sanborn website.

Pre-Budget Advocacy Support

Building	Improving	Advancing
✓	✓	✓

YOU recognize the value of your geospatial program investments, but how do you explain that value to the people who allocate annual funding for GIS - and get them to buy-in? As part of your Spatial IQ for MapGeo subscription, Sanborn will be your advocate. If desired, we will meet with your decision makers - Selectmen, Mayor, Town Council or Finance Board - before or during your budgeting season to help you make the case for funding your GIS program. We'll do this by highlighting past accomplishments and goals set out in your annual Strategic Planning Meeting, and by providing examples of how those goals can inform decision-makers, support operations, better serve your public and provide a return on investment (ROI) for your municipality. We will be there to answer questions and help you advocate for advancing your municipal geospatial program and obtaining that higher Spatial IQ. Alternatively, we can put this effort towards Strategic Planning for the community.

Annual MapGeo Overlay

Building	Improving	Advancing
✓	✓	✓

There is a wealth of geographical and analytical data available today, from Federal, State, Regional, Private or Nonprofit entities. This benefit of your Spatial IQ for MapGeo subscription takes advantage of that wealth of information by providing you with an additional overlay each year for your MapGeo website. The overlay will be chosen by Sanborn professionals for its high value to our clients, and may help you look at your community's landscape in a way you may not have considered previously - utilizing census data to visualize the demographic makeup of your community, analyzing law enforcement or crime statistics, visualizing social media trends or schools by degree of enrollment in free lunch programs, highlighting environmental hazards, to name a few examples. We'll also be listening to all of our clients to continue learning more about what's of interest and compiling ideas to consider for future overlays. Each overlay will remain on your site through the year (unless you prefer to remove it) at no additional annual cost to you.

Annual GIS Strategic Planning Meeting

Building	Improving	Advancing
✓ Starter	✓ Extended	✓ Advanced

Sanborn realizes it is sometimes difficult to coordinate among all departments to prioritize goals and build consensus. Having a strategy with realistic short and long-term goals, will help you get the greatest return on your geospatial investments by avoiding duplication of effort, and making sure your program is useable, useful and used throughout all the departmental day-to-day tasks and decision-making. As part of the subscription, Sanborn will meet annually with GIS stakeholders and decision-makers to plan and prioritize goals based on YOUR municipal needs.

We will review our existing understanding of your situation, consider what our other similar clients are doing, and ask your stakeholders for input through an online survey. Depending on your current environment, we may consider existing GIS software, data, and business systems to explore how new integrations might work, what data you may want/need to develop in the coming year and try to identify and understand your organizational and technical priorities. All the information we compile will be presented to you in the form of SWOT Analysis that highlights our understanding of your Strengths, Weaknesses, Opportunities and Threats. We'll also present to you a set of recommendations designed to fill the largest gaps or take advantage of the biggest opportunities identified in our analysis. We'll work with you to confirm and refine the SWOT and prioritize the recommendations in order to build a simple roadmap for achieving these goals over the next one to three years.

Beginning with our Building tier, each subsequent tier provides more in-depth analysis and recommendations. Having a plan in place, and revisiting it each year, will set the stage for proactively making the most out of your GIS. This plan also directs you and Sanborn on how to make the best use of either your Additional Dedicated GIS Support or Special Projects hours.

Additional Dedicated GIS Support

Building	Improving	Advancing
	✓ 8 hrs/qtr	✓ 24 hrs/qtr

Wish you had a clone of yourself or a larger team of in-house GIS staff, but are not able to make that a reality? Because full-time, in-house GIS staff is sometimes not feasible for many municipalities, or if you're just looking to augment your existing GIS staff to proactively keep raising your Spatial IQ, this service assists you as an additional resource without the full costs, IT, HR, hardware, software and training that comes with adding new municipal staff.

Depending on the tier you choose, Sanborn professional staff will provide a set number of dedicated hours each quarter for achieving your GIS goals. The Improving tier offers 8 hours per quarter of support, and the Advancing tier provides 24 hours per quarter, annually. The Advancing tier takes advantage of a lower blended rate that is built into your package - more bang for your buck!

Some of the tasks we can work on include, but are not limited to:

- Software Updates (GIS Software)
- Custom Cartography
- MapGeo, Desktop GIS software and conceptual geospatial training
- Geospatial Data Development
- Geoanalytics and problem solving
- Scripting, tools, and web application development
- Business application and database integration
- GPS Fieldwork

We are available to work at our offices or onsite at your location, depending on how you wish to use our staff hours. We will provide the full software and hardware we need to accomplish any GIS tasks you would like - if onsite, all we need from you will be a table/desk and an internet connection. Onsite time should be scheduled as far ahead as possible in order to plan our resources appropriately. We can discuss anticipated onsite tasks and scheduling at the Annual Strategy Meeting.

Because the Additional Dedicated GIS Support hours are set quarterly, if you have a task or project you would like for us to work on and the effort involved exceeds the quarterly number of hours in your package, please talk to your Account Manager about setting up a Special Project.

Annual MapGeo Local Analytical Map

Building	Improving	Advancing
		✓

Local Government, by nature of what you do, collects, or has access to, a huge amount of digital intelligence. This information is often maintained in the form of databases and spreadsheets - from Assessor databases, to permitting and licensing databases, to catch basin cleaning inspection tables, to library cardholder inventories and commercial business listings. With the Spatial IQ for MapGeo subscription we will help you gain new awareness and visualize new patterns and trends from your local data.

Sanborn has been compiling a wealth of ideas for these types of analytical visualizations from our many years of experience working with local governments and our expertise with leading edge technologies in the Geospatial IT industry. We will work with you to identify potential sources of local information that can be extracted and visualized as a MapGeo analytical overlay map. We will perform the required analyses and format the outputs to load and style it as a compelling addition to your MapGeo site. Drill down into the data you already have and get more out of it!

Special Projects

Building	Improving	Advancing
Varies**	Varies**	Varies**

The goal of the Spatial IQ for MapGeo program is to enable your Spatial IQ to grow by *proactively* moving it forward throughout each year with known services that will help accomplish that mission. However, there are really no limits to how far you can take your geospatial program and we want to support you all along the way.

There are bound to be special geospatial tasks, services, and projects, that do not fit neatly into the managed services tier package items described above, or you may want more support than is “out of the box” with your chosen tier package. Sanborn is happy to provide any additional, special services or projects on a time and materials basis, within a budget that you define. These can further enhance any of the tier benefits, and/or provide unique support for specific projects. Some examples might include, but are not limited to:

- A fieldwork or in-office data development project, such as capturing all stormwater network features, or georeferencing all of your Right of Way scanned plans
- Custom cartography or calculations for a municipal meeting or report
- Custom database integrations between your GIS and permitting or other business systems
- Ad hoc assistance in GIS related network management issues
- Assistance in methodological development of data maintenance policies and procedures.

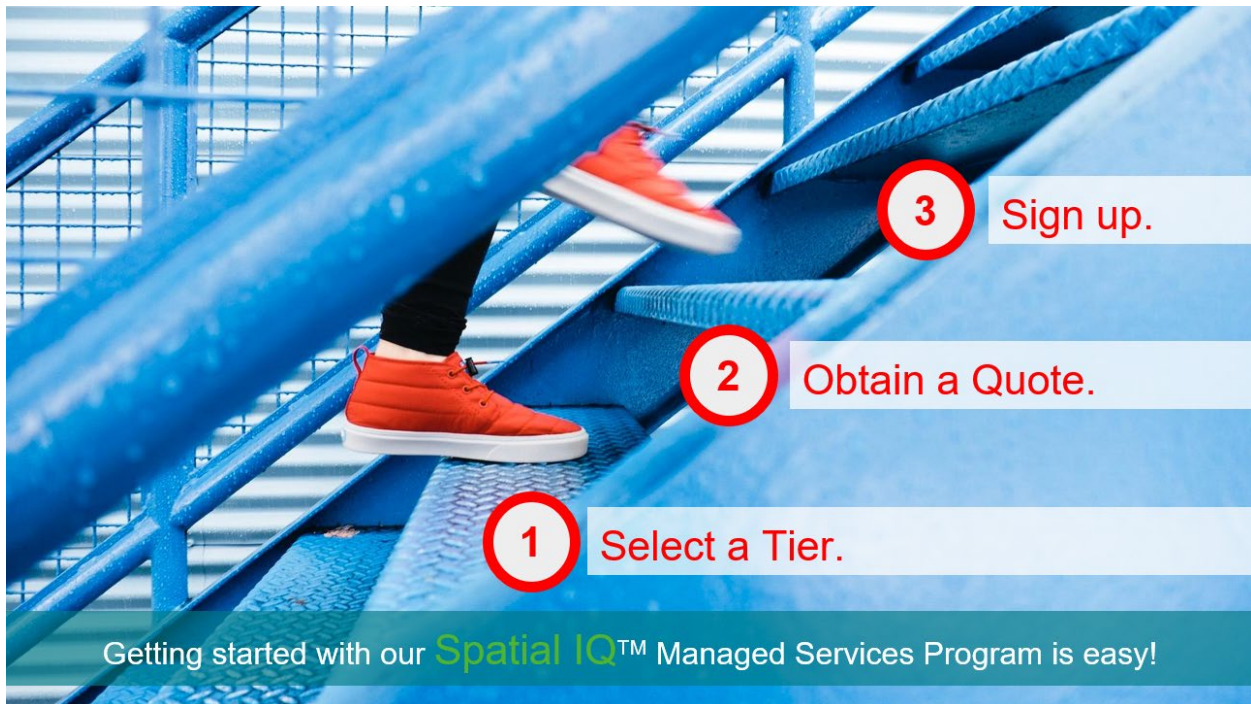
- Assistance in specifying GIS staff roles and responsibilities and in recruiting and/or interviewing GIS staff
- Facilitation of workshops, planning, whiteboard exercises
- Performing an audit of existing GIS assets, programs, and data
- Attendance/client representation at GIS planning/coordination meetings
- Assistance in specifying and developing applications and system customization, including evaluations of commercially available GIS application software (e.g. infrastructure management, crime analysis, etc.)
- Formal use case development, data modeling, software/application requirements assessment, system architecting, and documentation
- GIS/IT equipment purchase specification, procurement assistance and installation
- Additional geospatial data maintenance or ad-hoc support tasks beyond what is included in your Managed Services package

The special projects tasks may be engaged on an ad-hoc basis, or they may be defined and prioritized during your Annual Strategic Planning Meeting. If they're identified on that prioritized roadmap, it will help define how Sanborn tackles each of them throughout the year. Talk to your Project Manager to coordinate these special projects. All Special Projects will be invoiced monthly, on a Time and Materials basis, per our standard schedule of rates.

I'm interested in getting Spatial IQ for MapGeo for my community. What should I do next?

We would love to have you as part of the Spatial IQ Community.

Here are some general steps to take to get started:



1. **Select a tier:** Contact SpatialIQSupport@appgeo.com or talk to your Project Manager about which services package fits you best, whether or not you would like your package to include Special Projects, and what you have for budget to allocate to this for the upcoming FY. We would be happy to answer any questions you have!
2. **Obtain a Quote** from your Project Manager for the package you are interested in.
3. **Sign up!** Sign and return your quote to SpatialIQSupport@appgeo.com to get started with your Spatial IQ for MapGeo Managed Services!