

What is the purpose of the Land Information Office?

Many of Brown County's most basic services rely on accurate and up-to-date land information. Emergency response, resource conservation, infrastructure planning, facility maintenance, economic development, regulatory inspection and many other county functions involve the storage of, access to, and analysis of various land records. Efficient access to information about addresses, buildings, roads, utilities, elevation, floodplains, response districts, voting wards, zoning, land use, parcels, and other combinations of land information is critical for various functions of government. This information is very beneficial to private companies as well.

A Geographic Information System (GIS) has the unique ability to combine land information into a comprehensive system that can be shared throughout each County department. Businesses and private citizens who use land records and maps also benefit from these services. GIS has emerged as the best framework for storing, identifying, searching, and analyzing massive volumes of data, maps, documents, and other data. GIS has proven to be a very powerful way to combine text search and geographic search to allow analysts and decision makers to quickly find relevant information.

Mission

The mission of the Land Information Office (LIO) is to implement the Brown County Land Records Modernization Plan. This plan addresses the technological and organizational issues associated with storing, sharing, and depicting information and records related to land. The integration of mapping, geographic information systems (GIS), document imaging, databases, and computer networking are among the topics addressed in the plan. The overall goal of this plan is to ensure key program functions of the County are supported. The plan also provides county and municipal officials, private businesses, and other interested parties with basic knowledge of the County's effort in land information and GIS.

[The 2010-2015 Strategic Plan can be viewed by clicking this link.](#)

LIO Partnerships

The success of the efforts of the LIO hinge on the successful cooperation of a number of departments within Brown County as well as other local governments, state agencies, businesses, utilities, public stakeholders and the [Wisconsin Land Information Program](#). Through a web of formal and informal institutional arrangements and policies, we will develop a community-wide understanding of custodial responsibilities, implementation priorities, and standards to realize our vision of a countywide multi-participant geographic / land information system.

Next Page: How the LIO Benefits the County (includes examples)



How the LIO (Land Information Office) benefits the County

The Land Information Office (LIO) provides a number of services that have proven valuable to the citizens of Brown County. One major program area is the administration of the County's Geographic Information Systems (GIS). Through GIS, the LIO provides information and tools that greatly increases efficiency and improves public service. The LIO provides a groundswell of information to a host of users including Public Safety, Emergency Management, Planning and Land Services, Land Conservation, Register of Deeds, District Attorney, Highway, Airport, Clerk, Treasurer, Facilities & Parks, other units of government, many private businesses, and the public. See attachment for a detailed summary.

The fundamental purpose of the Land Information Program involves:

- **Increasing Efficiency:** Many common day-to-day tasks that previously consumed hours, days or even weeks of County staff time can now be done in minutes using GIS technology and methods.
- **Avoiding Cost:** Efficiency gains offered by GIS allow existing staff to administer programs at less cost to the tax levy.
- **Meeting new requirements and expectations:** Many modern-day functions can be carried out only with the aid of GIS. One example is locating 911 callers who use a cell phone: Public Safety's Computer Aided Dispatch software utilizes the County's GIS database because GIS is uniquely qualified to place coordinates of the caller in context with police, fire and EMS jurisdictions and to quickly enable response recommendations to be made. Emergency responders have increasingly relied on GIS to quickly find locations within the county and view nearby streets, addresses, hazardous substances, schools, population data, and more.
- **Eliminating duplication of effort:** Using GIS, the LIO combines land records and maps into a single, integrated, central database. Every day, hundreds of people connect to this central GIS database to gather land information. The GIS serves the needs of many people without making duplicate copies of maps and records across multiple departments. This is a vast improvement over the unwieldy, paper-copy intensive, departmentalized system of the past.
- **Helping to make better decisions:** More accurate information, faster and more flexible analysis capabilities helps improve the decision-making process and overall organizational effectiveness. Staff can rapidly integrate combinations of maps and data. GIS tools allow for massive amounts of data to be quickly turned into information that can be analyzed and effectively communicated to people in the form of easy-to-use maps, charts, reports and graphics.

The Land Information Program was created in 1989 to transform land information from a 150-year-old, non-integrated, paper-based institution into a digital world reflective of and in step with the Information Age. Under state statute, every County in Wisconsin has established a Land Information Office to carry out these efficiency goals.

The Wisconsin Land Information Program is funded through document recording fees collected in the Register of Deeds office. This fee has been supported by many private sector groups such as the Realtors Association and to enable County LIOs to provide more land information on the Internet. Brown County has utilized these revenues to create the online Property Search and internet mapping web sites which are the County's most heavily-used internet sites with over 500 visitors per day.

The role and expectations of the LIO has increased considerably in recent years as more and more people understand the power of GIS and the value of our program. Citizens expect the county's land information to be available to them online 24/7. Many businesses have incorporated the access of our information into their business models and work flows. Internally, County staff is able to work more effectively thanks to more efficient access to information about almost all aspects of the County.

If you have any questions please feel free to give me a call or stop in my office. I will gladly show you some of the exciting benefits offer to the public and explain our program in more detail.

Jeff DuMez
Brown County LIO/GIS Coordinator
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Attachments

Attachment 1a:

Land Information services provided to **internal** departments

<p>Land Information Office / GIS</p>	<p>Public Safety & Communications</p>	<p>Provide E-911 Computer Aided Dispatch Support: The LIO maintains addresses, streets, response agency GIS data layers and sends these to 911 monthly ("Geo" refreshes). Also support Advanced Tactical Mapping and incident "pin" mapping.</p>
	<p>Sheriff</p>	<p>Provide street, address, beat, map coordinates and other data for the Records Management System. GIS data is fed through Public Safety & Communications to help with the "lay of the land" during emergency calls and tactical situations.</p>
	<p>Emergency Management</p>	<p>Provide GIS tools, support, and data layers for emergency operations and analysis hazardous storage sites, critical infrastructure, emergency shelters, evacuation routes, Emergency Operation Center support, vulnerability zones, Grid map books.</p>
	<p>Highway</p>	<p>Provide support for road projects. GIS layers like elevation mapping and aerial photography helps with planning, preliminary road engineering, cut & fill analysis, stormwater management, permit location, and many other aspects of highway maintenance</p>
	<p>Planning</p>	<p>Provide GIS tools to reduce staff time in research, communicate effectively, perform "what ifs". Planning staff utilizes GIS frequently throughout the day to look up information on properties such as land ownership, land use, environmental data, transportation information</p>
	<p>Property Listing</p>	<p>The Property Listing office provides the foundational base for the GIS and the LIO works very closely with them. The LIO provides GIS training, tools and database administration for parcel mapping and integrates assessment, land ownership, and tax data with the mapping.</p>
	<p>Zoning</p>	<p>Provide GIS data layers to support statutory program administration Sanitary, Nonmetallic Mining, Floodplain Ordinance Administration necessitates constant use of GIS to gather information on any particular property. GIS helps save a lot of staff</p>
	<p>Register of Deeds</p>	<p>Provide GIS training and tools including several GIS terminals in the Register of Deeds office to help staff with tract indexing, property lookup, customer assistance and other ROD functions.</p>
	<p>District Attorney</p>	<p>Provide maps for court displays. The LIO routinely produces large custom maps for the district attorney and other lawyers to help analyze crime scenes and assist juries with visualizing them.</p>
	<p>Land Conservation</p>	<p>Provide GIS tools and maintain data layers. The LIO assists with Agricultural field "Best Management Practices" permits,, manure storage and spreading maps, water flow modeling, invasive species mapping, and geologic mapping</p>
	<p>Clerk</p>	<p>Provided Polling Place - Address lookup site, and also maintains maps for Supervisory Districts and Voting Wards. Provide Reapportionment services and ad hoc requests.</p>
	<p>Treasurer</p>	<p>Provide GIS terminals and tools for Treasurer staff. Facilitate the Property Search web site. Produce the County Plat Book. Link tax records to parcel mapping. Assist with district mapping</p>
	<p>Health Dept</p>	<p>Provide GIS web site to enable efficient lookup of addresses & businesses in conjunction with inspection zones.</p>
	<p>Facilities & Parks</p>	<p>Create and maintain park maps, trail maps. Assist with park plans and facility inventory.</p>
	<p>Airport</p>	<p>Create & maintain airport zoning GIS layer. Assist with locating and reporting map coordinates and elevations for the FAA.</p>
	<p>Port</p>	<p>Create and maintain port facility maps. Assist with bathymetric (water depth) maps, dredge estimation for the Fox River and Bay of Green Bay shipping channel.</p>
<p>Administration</p>	<p>The LIO provides ad hoc maps and analysis to support various tasks and projects as requested by the county's Executive, Administration, Information Services, and other administrators.</p>	

Continued on the next page: LIO services provided to external customers
(business, citizens and other units of government)

Attachment 1b:

Land Information Office services provided to external customers

Land Information Office / GIS	Citizens	The LIO serves many requests for land information maps and analysis. Most people (about 500 per day) help themselves to land information using the County's internet sites but many special requests for maps and services also come in via phone calls, emails and walk-ins
	Engineers	The LIO regularly provides engineers with GIS datasets for use in their own CAD and GIS systems to perform preliminary engineering, stormwater management planning, infrastructure planning & design. Elevation data, air photos, and flood hazard areas, wetlands, soils and other datasets are sold frequently
	Surveyors	The LIO frequently provides Surveyors with data including parcel map datasets, elevation / topography data, floodplain information, ESAs and Transportation.
	Realtors	Realtors regularly use the LIO web site to search property information online, print parcel maps showing lot dimensions and linked to tax assessment, ownership, school district, aerial photos and more.
	Home Builders	The LIO provides online access to property information, which home builders utilize for site design and to market properties
	Architects	The LIO provides data which architects use to plan and model buildings. Aerial photo maps and property information is frequently used for site considerations and design.
	Banks	Banks rely on the County's Land Information for assessment data, tax information, ownership information, lot dimensions and more. Banks frequently access land information online, while many also purchase our land records databases for advanced analysis
	Appraisers	Appraisers use the GIS data produced by the LIO to help with property research. They often cross reference real estate information housed in the Register of Deeds with GIS mapping for their analysis
	GIS providers	Google, Microsoft, TeleAtlas, American Core Logic, WireData and many others link to and/or purchase the County's GIS datasets as a commodity and/or to supplement or verify their own mapping & navigation products.
	Energy Companies	Wind energy and transmission line companies utilize the GIS data, maps and analytical tools for prospecting to find the most suitable sites to locate their infrastructure and transmit power.
	Utilities	In addition to electric and gas utilities, water and sewer utilities utilize the Land Information Office to gather land use and elevation data to help with flow modeling, preliminary engineering, and inventories.
	Municipalities	Cities, Towns and Villages are frequent customers. The LIO shares datasets and in some cases provides live connections into the County's GIS database, which gives municipalities access to our data so they can gain the same efficiencies outlined in earlier pages of this document. Assessors, economic development coordinators, zoning administrators, and others frequently utilize services provided by the LIO.
	State	Wisconsin DOT, DNR, DATCP, and other state agencies are in close contact with the LIO. GIS datasets and land-related services are frequently shared. State universities are also regular customers and collaborators with the LIO.
	Federal	The LIO provides and collaborates with the U.S. Census bureau, EPA, USGS, Homeland Security, FEMA, USDA, Post Office and other federal agencies on a variety of projects including boundaries and districts, addressing, land ownership and more.

How do external customers access and acquire Land Information?

- Over 500 people per day visit the Property Search and Internet Mapping Web Sites to search and view various types of land records and maps
- The LIO also offers an internet download subscription service, where the more technical customers can download GIS datasets for use in their own GIS/CAD systems for advanced design and analysis
- Some external customers such as the larger municipalities directly access the County's GIS database via computer networking facilitated by the Information Services department.
- Visitors to our office can use GIS terminals and many do purchase printed copies or CDs