Ottawa County GIS
Existing Customer Survey (2015)
Summary of Survey Results

Ottawa County GIS Data

- 98% of respondents are *Very Satisfied* or *Satisfied* with GIS data

- Nearly 95% of respondents are *Very Satisfied* or *Satisfied* with the Cost of GIS Data

- Survey respondents provided several ideas for *New GIS Data Layers*:

  - Municipal water/sewer lines
  - Easements
  - Property sales data (e.g. sales of residential, commercial, agricultural property)
  - Mental health data layer

Specialized Mapping Applications

- Over 95% of respondents report the Specialized Mapping Applications (i.e. applications that require a username and password) to be *Very Important* or *Important* to accomplishing their daily work

- 100% of respondents are *Very Satisfied* or *Satisfied* with the Specialized Mapping Applications

- 100% of respondents are Very Satisfied or Satisfied with the Cost of Specialized Mapping Applications

- Survey respondents provided several ideas for *New Specialized Mapping Applications*:

  - Traffic Application (e.g. traffic stops and traffic crash data)
  - Public Assets Application (e.g. street lights, banner poles, water and sewer)

GIS Training

- 44% of respondents are *interested in learning more* about how to use GIS data and/or Mapping Applications, including the following:

  - What products are available or are in development
  - How to use the products that are available
  - How to use new products or enhancement to existing products

GIS Support Services

- 100% of respondents are *Very Satisfied* or *Satisfied* with GIS Support Services. Survey respondents provided the following positive feedback:

  - GIS Department staff helpful and professional
  - The GIS Department does a great job developing and updating products

**162 Survey Responses Obtained** (30.2% response rate)

Responses to the Existing Customer Survey were obtained through email requests sent to existing customers of Ottawa County GIS (i.e. county employees and employees of partner agencies and local units of government).

The survey responses are presented in aggregate, unless there is a significant difference between the responses provided by county employees and partner agency employees.
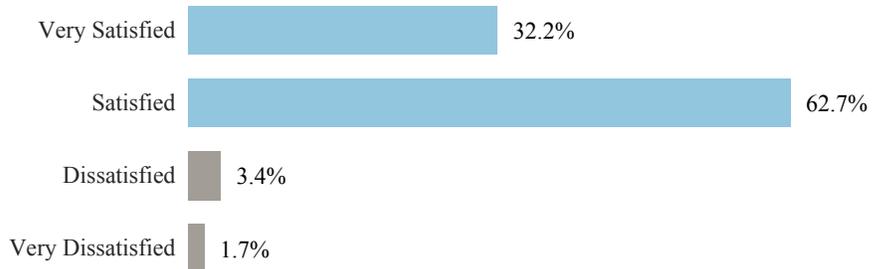
Satisfaction with GIS Data
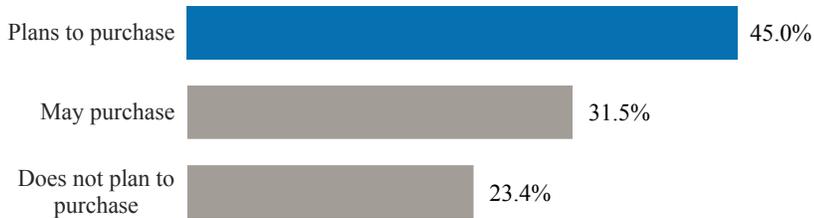
98% of respondents are Very Satisfied or Satisfied.

Very Satisfied	40.8%
Satisfied	57.3%
Dissatisfied	1.9%
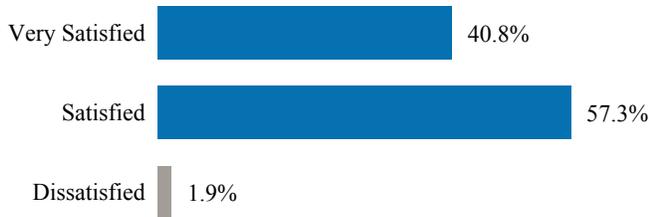
Satisfaction with Cost of GIS Data*

Nearly 95% of respondents are Very Satisfied or Satisfied.

Very Satisfied	32.2%
Satisfied	62.7%
Dissatisfied	3.4%
Very Dissatisfied	1.7%

Future Purchase of GIS Data*

45% of respondents plan to purchase GIS data.

Plans to purchase	45.0%
May purchase	31.5%
Does not plan to purchase	23.4%

Frequency of GIS Data Usage
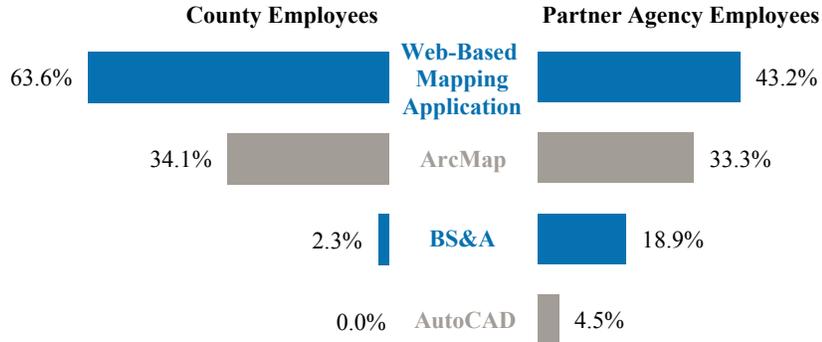
County employees use GIS data more frequently than Partner Agency employees, with over 57% of County employees using GIS data daily.

	Daily	Weekly	Monthly	A few times per year
County Employees	57.8%	15.6%	13.3%	13.3%
Partner Agency Employees	32.1%	26.8%	14.3%	26.8%
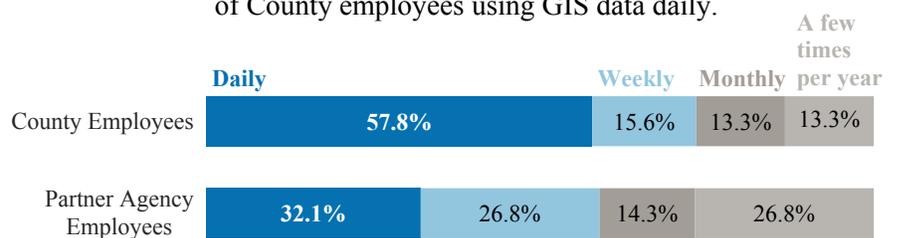
* Since County employees do not pay for GIS data, these questions were only asked of Partner Local Unit and Agency employees.

Software Used to Access GIS Data

County employees and Partner Agency employees differ
with respect to the type of software used to access GIS data.

County Employees   **Partner Agency Employees**

63.6%	**Web-Based Mapping Application**	43.2%
34.1%	**ArcMap**	33.3%
2.3%	**BS&A**	18.9%
0.0%	**AutoCAD**	4.5%

Specialized Mapping Applications

Use of Specialized Mapping Applications

Approximately 15% of respondents use
a Specialized Mapping Application.

Uses Application (14.9%)

Does Not Use Application (85.1%)
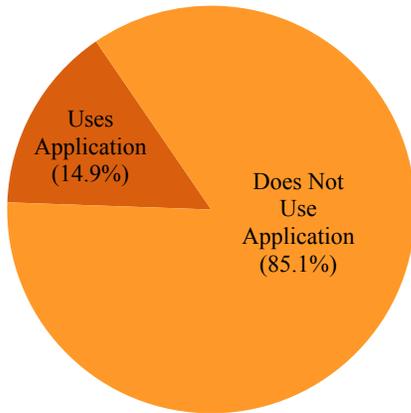
Satisfaction with Specialized Mapping Applications

100% are Very Satisfied or Satisfied.

Very satisfied (45.8%)

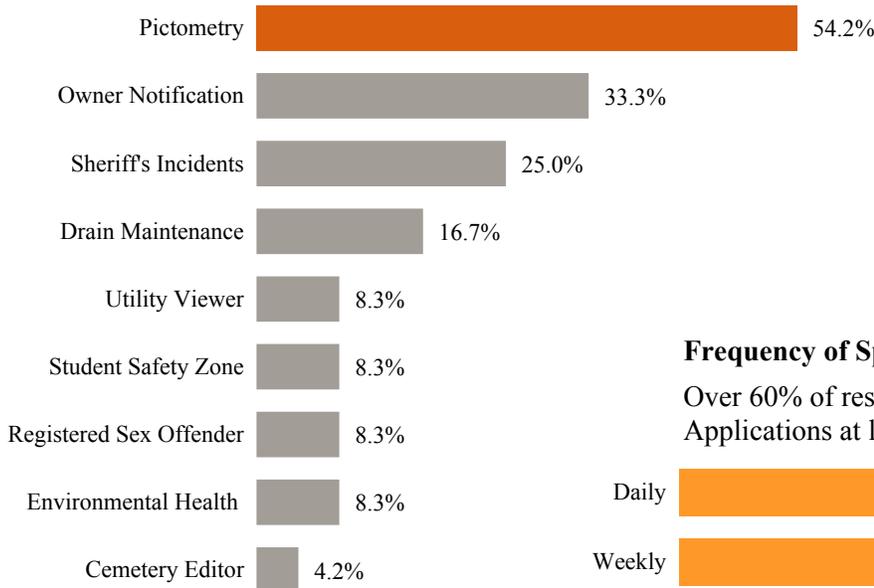Satisfied (54.2%)
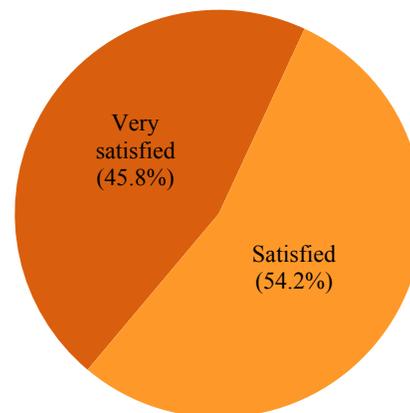
Importance of Specialized Mapping Applications

Over 95% of respondents report the Specialized
Mapping Applications to be *Very Important*
or *Important* to accomplishing their daily work.

Very important	54.2%
Important	41.7%
Somewhat important	4.2%

Specialized Mapping Applications

Specialized Mapping Applications Used*

Pictometry is the most popular.

| Application	Percentage
Pictometry	54.2%
Owner Notification	33.3%
Sheriff's Incidents	25.0%
Drain Maintenance	16.7%
Utility Viewer	8.3%
Student Safety Zone	8.3%
Registered Sex Offender	8.3%
Environmental Health	8.3%
Cemetery Editor	4.2%

Frequency of Specialized Mapping Application Usage

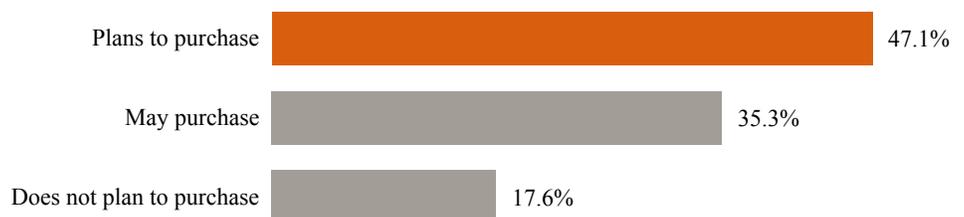Over 60% of respondents use the Specialized Mapping Applications at least once a week, with 20% using them daily.

Frequency	Percentage
Daily	20.8%
Weekly	41.7%
Monthly	29.2%
1-3 times per year	8.3%
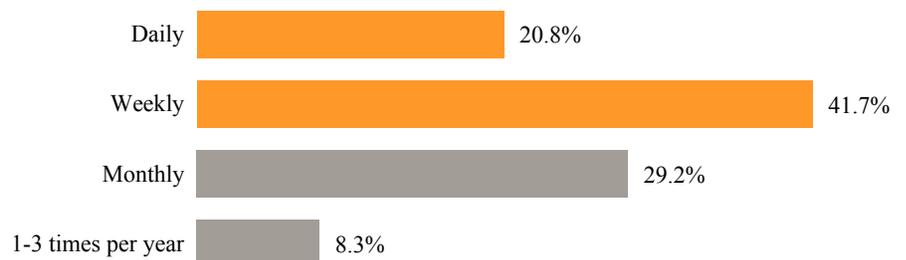
Satisfaction with Cost of Specialized Mapping Applications**

100% are Very Satisfied or Satisfied.

- Very satisfied (29.4%)
- Satisfied (70.6%)
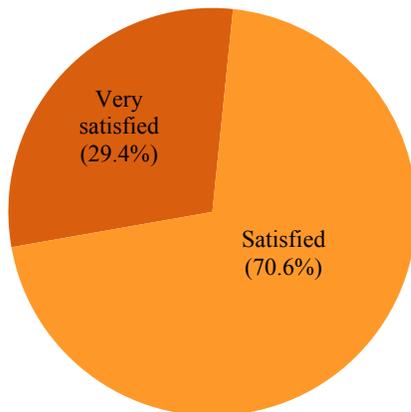
Future Purchase of Specialized Mapping Applications**

47% of respondents plan to purchase Specialized Mapping Applications in the future.

	Percentage
Plans to purchase	47.1%
May purchase	35.3%
Does not plan to purchase	17.6%

* Survey respondents were asked to select all of the applications that they use.

** Since County employees do not pay to access the Specialized Mapping Applications, these questions were only asked of Partner Local Unit and Agency employees.

GIS Training

County employees received GIS training at a higher rate than Partner Agency employees.

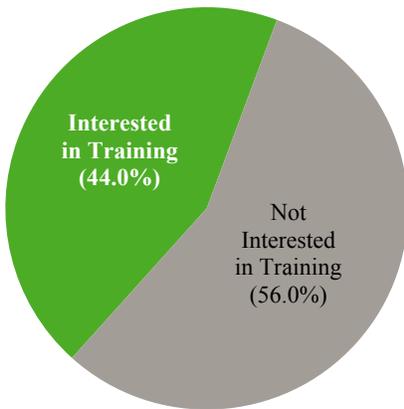**Received training**   Did not receive training

County Employees	**41.3%** / 58.7%
Partner Agency Employees	**21.1%** / 78.9%

Satisfaction with GIS Training

95% of respondents are Very Satisfied or Satisfied with the GIS training they received.

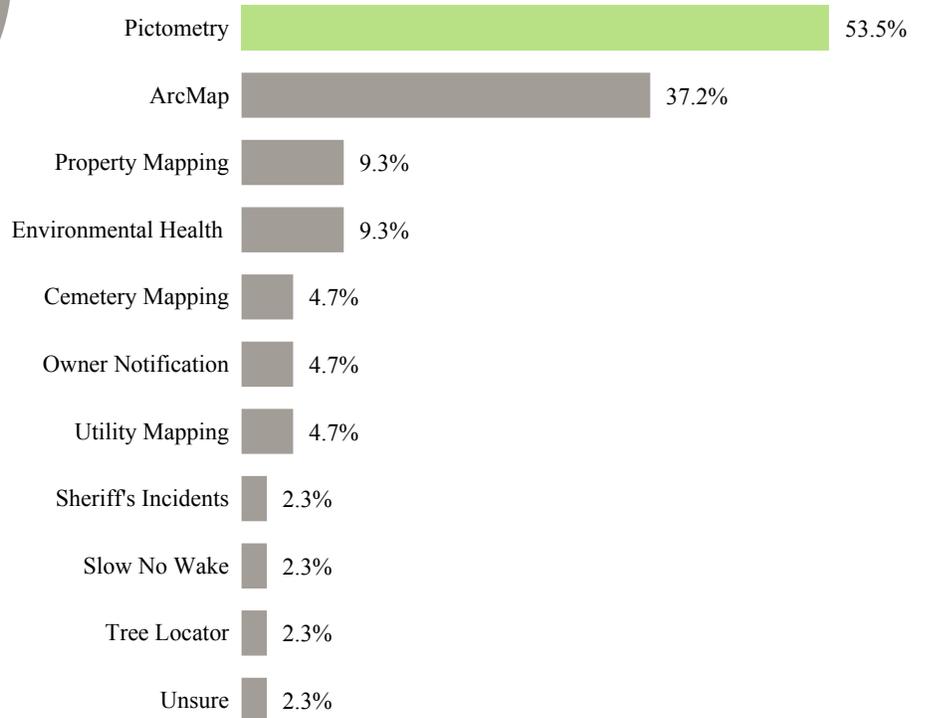|	
Very Satisfied	48.8%
Satisfied	46.5%
Dissatisfied	4.7%

Future GIS Training

44% of respondents are interested in learning more about how to use GIS data and/or Mapping Applications.

Interested in Training (44.0%)

Not Interested in Training (56.0%)

Type of GIS Training Received

Over 50% of respondents received training for Pictometry.

Pictometry	53.5%
ArcMap	37.2%
Property Mapping	9.3%
Environmental Health	9.3%
Cemetery Mapping	4.7%
Owner Notification	4.7%
Utility Mapping	4.7%
Sheriff's Incidents	2.3%
Slow No Wake	2.3%
Tree Locator	2.3%
Unsure	2.3%

Satisfaction with GIS Support Services

100% of respondents are Very Satisfied or Satisfied. A higher percent of County employees are Very Satisfied compared to Partner Agency employees.

	Very Satisfied	Satisfied
County Employees	58.7%	41.3%
Partner Agency Employees	40.4%	59.6%
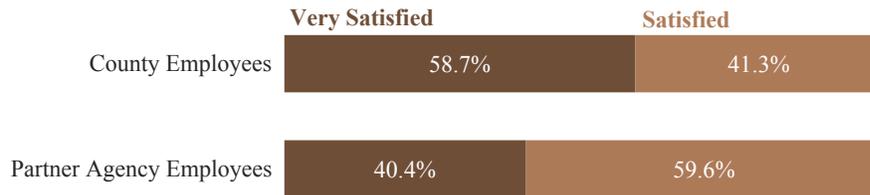
Survey Respondents

Survey Respondents

Local Units of Government	45.1%
Ottawa County Employees	28.4%
Engineering/Surveying Firms	11.1%
Public Works/Road Commission	6.2%
State/Other County Employees	4.3%
Realtors	2.5%
Educational Organizations	1.2%
Other	1.2%