



The Macon Insights Project

I. Brief Summary

In 2018, Macon-Bibb County Government’s Information Technology Department (MBIT) initiated an **open data project** designed to make key operational datasets available and shareable among data stewards, stakeholders and interested parties.

The project, **MaconInsights** (www.maconinsights.com), is a web-based fusion of several innovative GIS and performance analytics platforms such as the Los Angeles **Geo Hub**, Cincinnati’s **CincyInsights** Dashboard Portal and Bloomberg’s **What Works Cities** initiative.

The result is a ground-breaking, best of class approach to open and transparent government that presents information in visually **compelling**, **accessible**, and **user-friendly** tools designed to answer common questions and simplify the business of dealing with the government.

MaconInsights uses common keywords to align crucial functions, departments and tasks logically with priority goals and the vision of our elected officials.

Strategic Focus Area



Economic & Community Development



Safe Neighborhoods & Communities



Effective Government & Governance



Infrastructure Improvements



Quality Of Life

Strategic focus areas like **Safe Neighborhoods**, **Quality of Life** and **Economic Development** are underpinned by supporting data, apps, initiatives and processes such as **See Click Fix**, a web service that allows citizens of Macon-Bibb County to quickly and easily report problems and request services. **See Click Fix** is positioned to augment Loveland Technologies crowd-sourced **Blight Reporting** application. Data from these **citizen-driven** reporting tools are carried forward to Tyler’s **New World** community development software. This software automates tasks and streamlines licensing and permitting to empower citizens and developers to easily access government services.

MaconInsights is a data-driven approach to aligning and integrating these processes to show the **impact of strategic investments** by Macon-Bibb County Government to our citizens and community. It demonstrates the effect of innovative solutions for **fiscal sustainability**, **economic growth** and **quality of life** initiatives in Macon-Bibb County.

II. Stakeholders and Collaborators

MaconInsights offers all Macon-Bibb County Government departments a platform to share data and processes collaboratively. Our goal is to provide a **seamless, intuitive environment for data distribution, engagement** and **insight**.

These stakeholders and collaborators in the initiative include but are not limited to:



III. Detailed Description of Project

MaconInsights is the result of Macon-Bibb County Government’s adaptation of the concepts of **open-data**, **transparent government** and the growing interest and pervasive impact of the **Smart City** movement nation-wide.

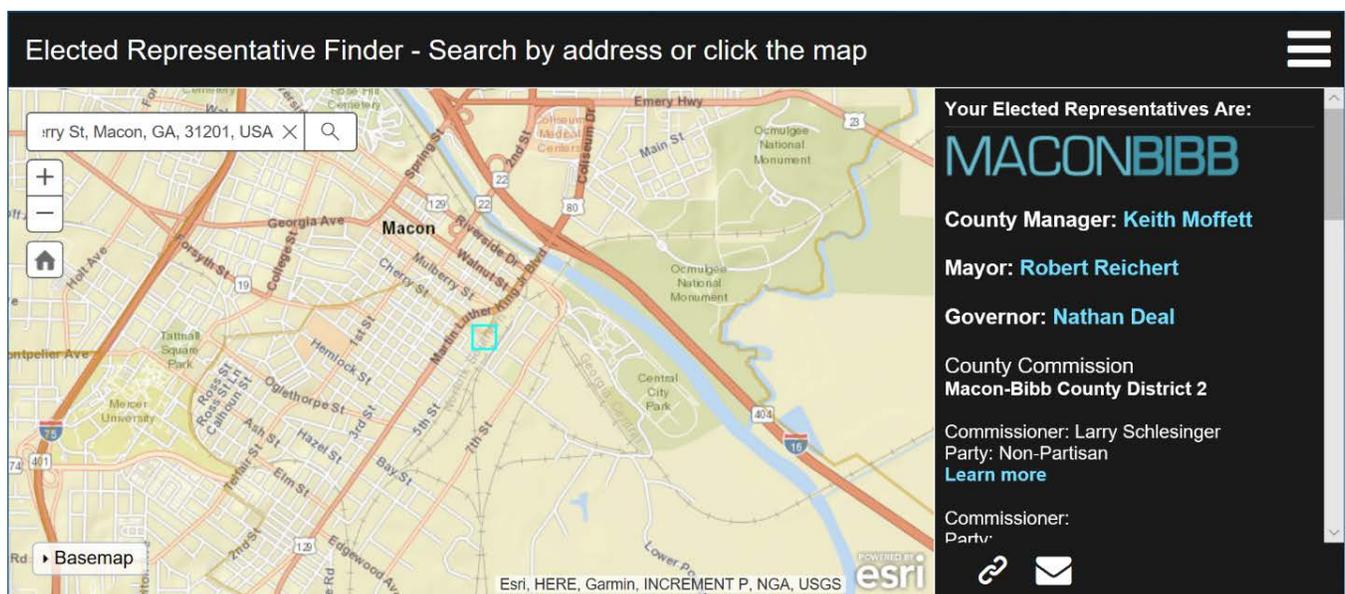
It’s vital to define what the term **Smart City** implies. It’s easy to say it’s all about the technology, but the best technology loses its impact without people and processes to make effective use of it. Nobody cares about **big data** unless there is **big analysis**, meaningful analysis that yields effective results.

A **Smart City** is a city that collects various types of data that allows its officials and citizens to make improved or **Smart** decisions. In the end, it’s the data that is used to better prepare a city for responding to challenges. A **Smart City** is a **Data Driven Community** with the right **technology**, **people** and **processes** to be proactive and agile in its operations.

To achieve the desired **Smart City** outcome, **MaconInsights** starts at the analog or people level to understand the processes that yield data. These processes are always based in interaction and engagement with citizens, and almost without exception, the processes are location-based.

A broad-audience **GIS User Group** explores functions at the ground level closest to the people and data. The more challenging issues are brought before a small-group of technology and data management experts comprising the **GIS Technical Working Group**. GIS Manager Jeffery Griffin presents the findings of the working group to a steering committee made up of key decision makers for priority-based funding where required.

The **insights**, **data**, and **citizen engagement** applications are vetted and presented as **MaconInsights**, establishing an active connection between Macon-Bibb County Government and its citizens.



IV. Project Timeline

Macon Insights

Macon Insights 1.0

Version 1.0 was simply a page that brought together various applications and datasets that were developed through the years but were scattered over many different websites

Macon Insights 1.2

New applications and maps were added. This included an interactive map requested by the county commission that shows business licenses and highlights businesses considered predatory

What's next?

Continued development and enhancement to make better use of economic development and public safety data

JANUARY



FEBRUARY

Macon Insights 1.1

In this version we added the open data catalog. These were zipped shapefiles and file geodatabases of commonly requested authoritative data

MARCH

Macon Insights 2.0

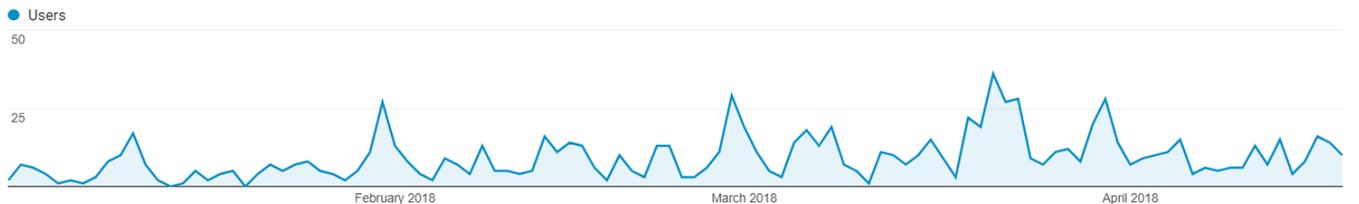
Completely overhauled using ESRI's Geohub server technology. Open data catalog includes all available datasets and options to download as KML, Spreadsheet or shapefile

APRIL

MAY

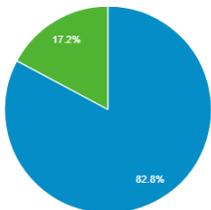


www.maconinsights.com



<p>Users</p> <p>699</p> 	<p>New Users</p> <p>674</p> 	<p>Sessions</p> <p>1,201</p> 	<p>Number of Sessions per User</p> <p>1.72</p> 
<p>Pageviews</p> <p>3,307</p> 	<p>Pages / Session</p> <p>2.75</p> 	<p>Avg. Session Duration</p> <p>00:03:09</p> 	<p>Bounce Rate</p> <p>61.53%</p> 

■ New Visitor ■ Returning Visitor



Item Views this Period	Avg Item Views Per Day	Logins this Period
5,216	173.87	5

Usage Time Series



V. Summary of Effort

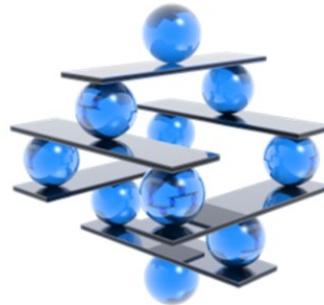
Work on the **MaconInsights** open data project began with a series of GIS user group meetings. These meetings were an attempt to create an inclusive list of Macon-Bibb departments and regional organization that **produce, consume** and **enhance data**, with an emphasis on geospatial data.

During several meetings an inventory of existing data sources and applications was developed and the framework for the **MaconInsights** system was established.

MaconInsights System Integration

Known GIS Centric Software, Systems or Apps in Production or Planned

1. New World ERP
2. Vantage Points – Building Inspections
3. WinGap - Tax Assessors
4. New World RMS – Sheriff
5. New World Aegis–E911
6. See Click Fix/ 311 solution
7. Crime Analysis Software?



VI. Costs & Savings

MaconInsights is currently funded solely by the budget allocation for the Macon-Bibb Information Technology GIS Division using existing staff, hardware and software.

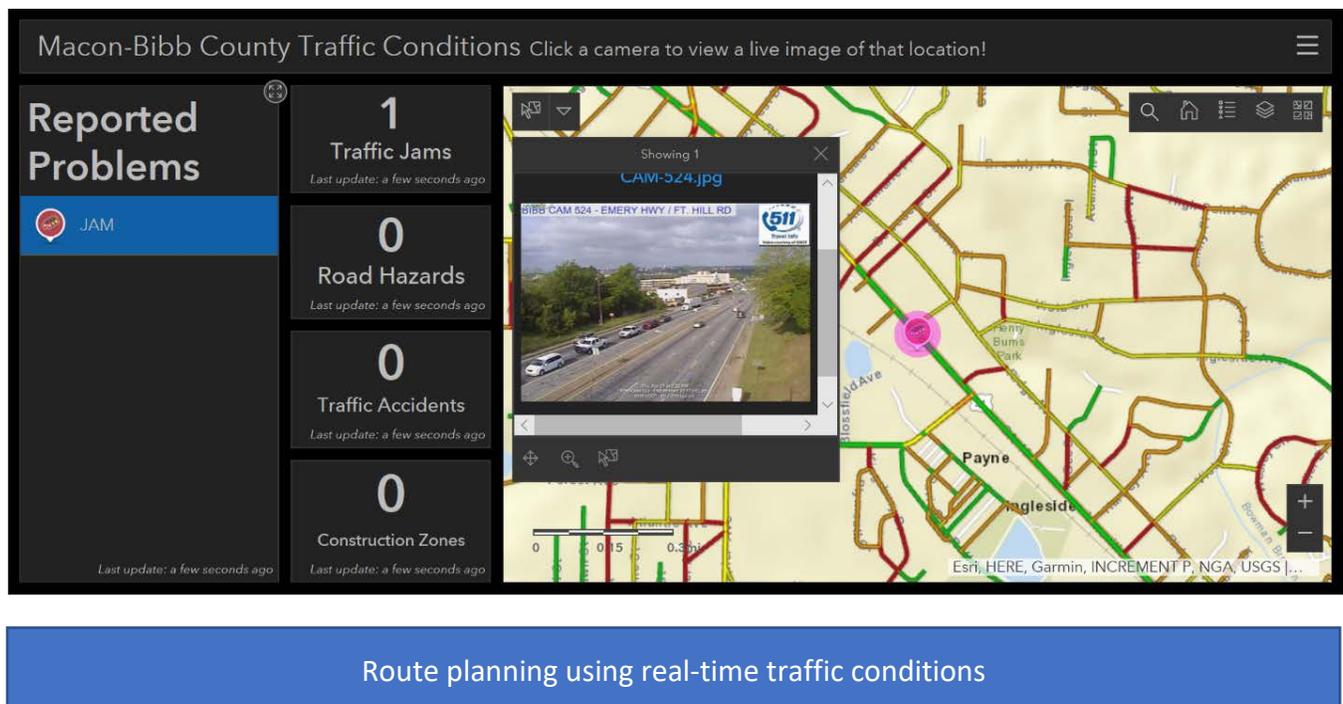
The **MaconInsights** open-data hub substantially reduces staffing hours previously devoted to data requests in several departments including **Engineering, Tax Assessors, Planning and Zoning** and **Information Technology**. Efficiency gains are being steadily realized by employing GIS solutions like **automated routing** and near **real-time data** updates between partner organizations. Additionally, self-service **web applications** allow citizens and stakeholders to conduct business with their local government on their schedule in the manner that suits them best.

VII. Tangible Results and Benefits

While Macon-Bibb County Government's **MaconInsights** open data project is still in its initial stages, we have already begun to realize very real benefits in three key areas.

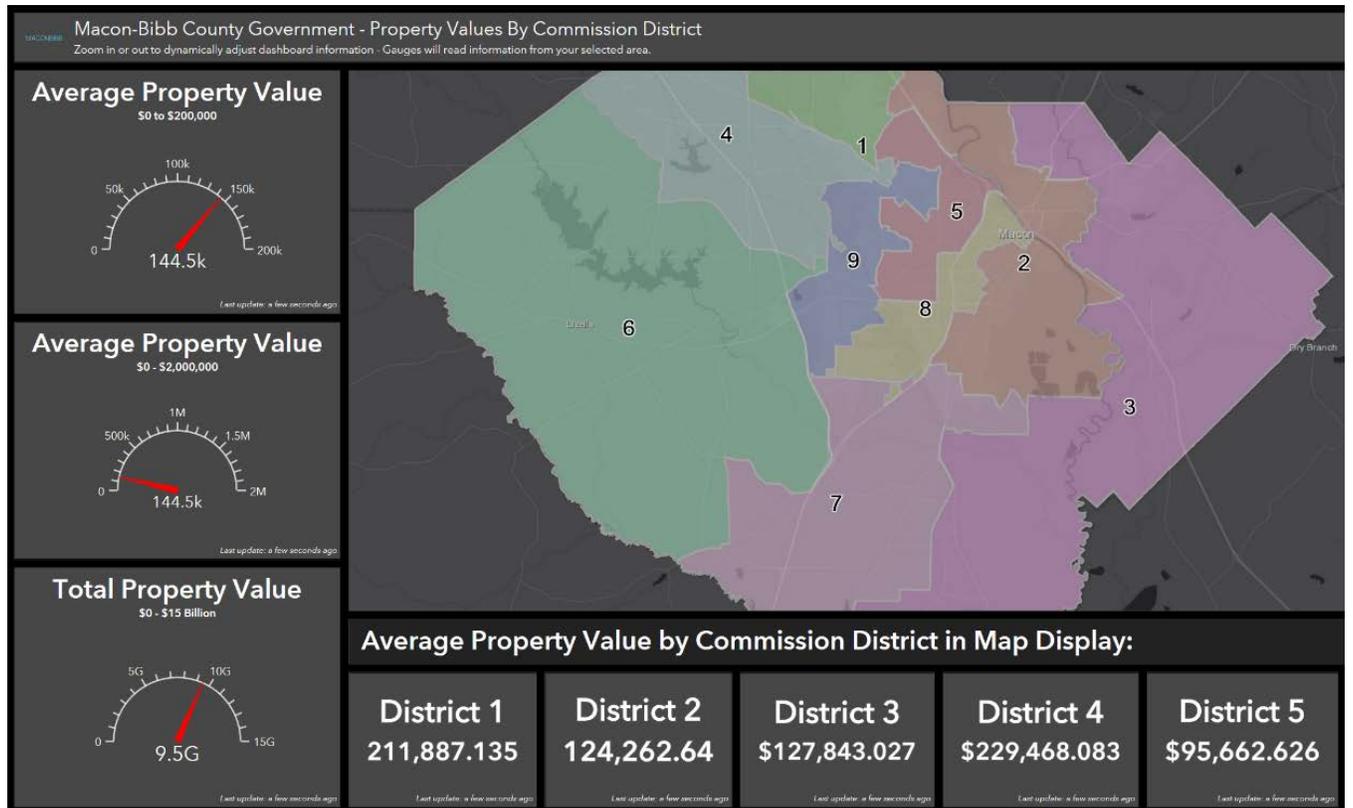
- First, the project has opened lines of **communication** between departments and torn down data silos by concentrating on the over-arching goal of partnership. Since all departments are focused on making data and more importantly, analysis of data available to the public, the by-product is that the data naturally permeates traditional organizational boundaries.
- Another benefit already realized is **knowledge transfer**. As we meet in groups and subcommittees to discuss how best to deliver insights to our customers, group members of various skill levels interact. Technically proficient group members lend skills to novices and some of those novices turn out to be the subject matter experts on the data being utilized and shared.
- The third and most important benefit of this project is the **data-driven environment** we're creating. Never has Macon-Bibb County Government experienced such a convergence of data, technology and a medium to present results before.

Data visualization proves the idiom that a picture is worth a thousand words.



Commission District	Number of Properties	Average Valuation	Total Valuation	Average Area (Square Feet)
1	5829	\$326,304.14	\$1,893,542,902	63,175.34228
2	9575	\$124,262.64	\$1,179,998,032	56,538.04105
3	8336	\$139,829.40	\$1,160,304,357	37,9176.8708
4	6880	\$236,915.71	\$1,627,373,979	86,782.22144
5	8758	\$95,662.63	\$835,517,372	19,604.43723
6	7978	\$168,041.15	\$1,329,205,535	233,494.2105
7	7677	\$136,735.20	\$1,046,434,505	95,428.0709
8	6724	\$154,043.62	\$1,034,556,949	24,603.95499
9	7158	\$112,136.83	\$802,226,891	30,543.84094

Complex tabular data is made searchable, visual and easy to understand



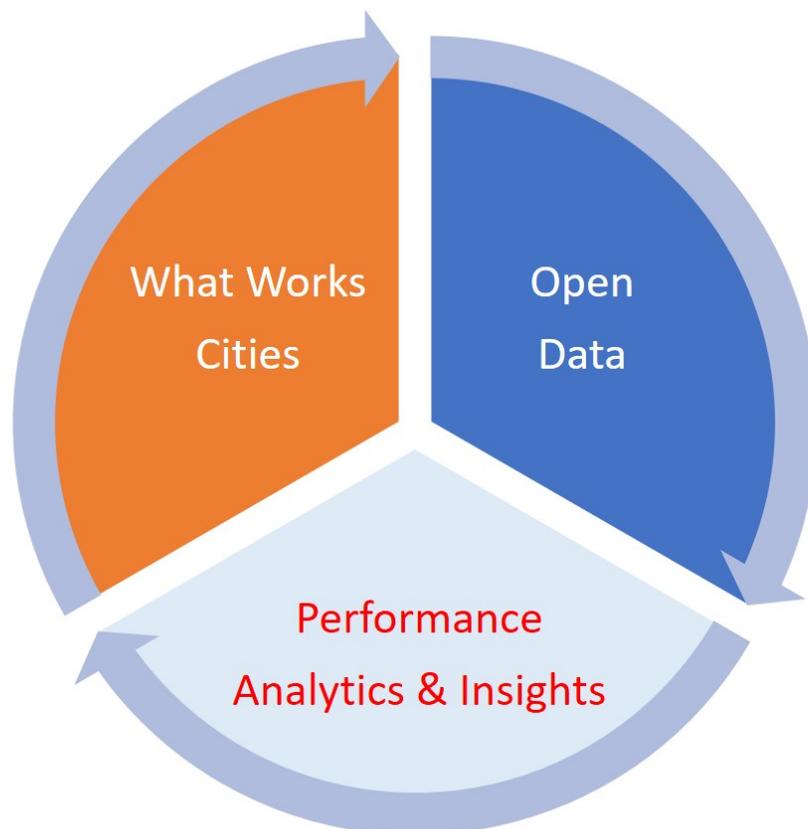
For example, a dynamic property value analysis by commissioner district.

VIII. Project Innovation

Not every project is unique or innovative, not every successful important project has to be.

- **MaconInsights** is **innovative**.
- **MaconInsights** represents a completely new operating model that takes data out of silos and puts it in the hands of anyone who needs it using an **open data portal**.
- Additionally, the use of this newly available data requires new skill sets. Training our staff to use emerging technologies and to re-think how they utilize data results in more **innovation**.

Being identified as **innovative**, the **MaconInsights** project falls outside the boundaries of silos and regular operations and into the realm of the **process improvement** and **innovation** team.





Building social muscle, MBIT GIS Analyst Joe Nabhan leads a "What Works Cities" presentation during a GIS User Group meeting at Middle Georgia Regional Commission.



MBIT GIS Manager Jeff Griffin leading a multi-department training seminar on automated routing in the MBIT Eric T. Dye Technology Innovation Center.

A huge emphasis on knowledge transfer teaches staff to think of data in new ways

MaconInsights requires a new way of thinking at every level of operation so a formal, **sustainable training plan** is key to its success. Engaging department level staff and showing the benefits of this approach and why adding this key ability to their skillset is important. MBIT has accomplished this by offering:

- **Brown Bag Lunches**
- **On-line Seminars and Workshops**
- **Conferences**
- **Departmental Specific Training**
- **Data Academy**

Being proficient with emerging technologies is a clear challenge some departments face. Having a strong outreach program that educates and provides access to **digital government** is crucial for success.

IX. Where are we headed?

MaconInsights goal is measured success. We must **move the needle** on **performance indicators** and show **return-on-investment*** to gain buy-in from more departments, officials and leadership.

The next level moves **MaconInsights** from **project to program**. Whereas projects are short-term, programs are long-term, sustainable and incorporated into budgets.

**Return-On-Investment (ROI) for analytics and business intelligence solutions is increasing and currently delivering on average \$13.01 for every dollar spent, according to a new analysis by Nucleus Research*