City of Dunwoody Georgia

4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

To: Members
Dunwoody City Council

From: Ginger LePage
Technology Director

Re: GIS Services Agreement
Date: 3/23/2026

Action

Approve a GIS Services contract with Geographic Technologies Group, Inc. (GTG) in an amount not to exceed $108,000, funded from General Funds account 100-1535.521100.01, and authorize the Mayor, City Manager, or designee to execute the agreement and any related documents.

Summary

The City relies on GIS capabilities to support departmental operations, public safety, data quality, analysis, and publishing of GIS content, among other things. This agreement will supplement our in-house GIS Manager by providing professional GIS services aligned to the City's operational needs and future goals. GTG's is a company that includes subject matter experts in all categories of GIS.

Details

Scope highlights include:

Under this engagement, GTG will provide GIS services, including:
- Ongoing GIS Support Services (as needed)
- GIS data layer creation/maintenance, data QA/QC, and geoprocessing support
- Publishing GIS data/maps and providing GIS administration, editing, workflow support, and troubleshooting in desktop and web-based environments
- Escalation support for issue resolution
- GTG will complete a GIS assessment and strategic plan to help the City:
• Determine our current GIS position (people/process/technology/data/workflows)
• Establish a practical roadmap to reach future GIS goals (priorities, sequencing, and recommended next steps

Fiscal Impact:
• Contract Amount: Not to exceed $108,000
• Funding Source: Budgeted in General Funds account 100-1535.521100.01
• Budget Impact: Expenditures will not exceed the stated amount and will be charged to the listed account.

This agreement has gone through the Procurement Department. References were provided and verified.

This document was generated with assistance from GovAI and verified by a human.

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Recommendation

Staff recommends approval of the GIS Services contract with Geographic Technologies Group, Inc. in an amount not to exceed $108,000, funded from General Funds account 100-1535.521100.01, to establish supplemental GIS support services and to complete a GIS assessment and strategic plan that will clarify the City's current position and guide future GIS improvements.

GEOGRAPHIC TECHNOLOGIES GROUP®

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Proposal for

CITY OF DUNWOODY, GA

Five-Year GIS Strategic Plan

esri Partner Network Gold

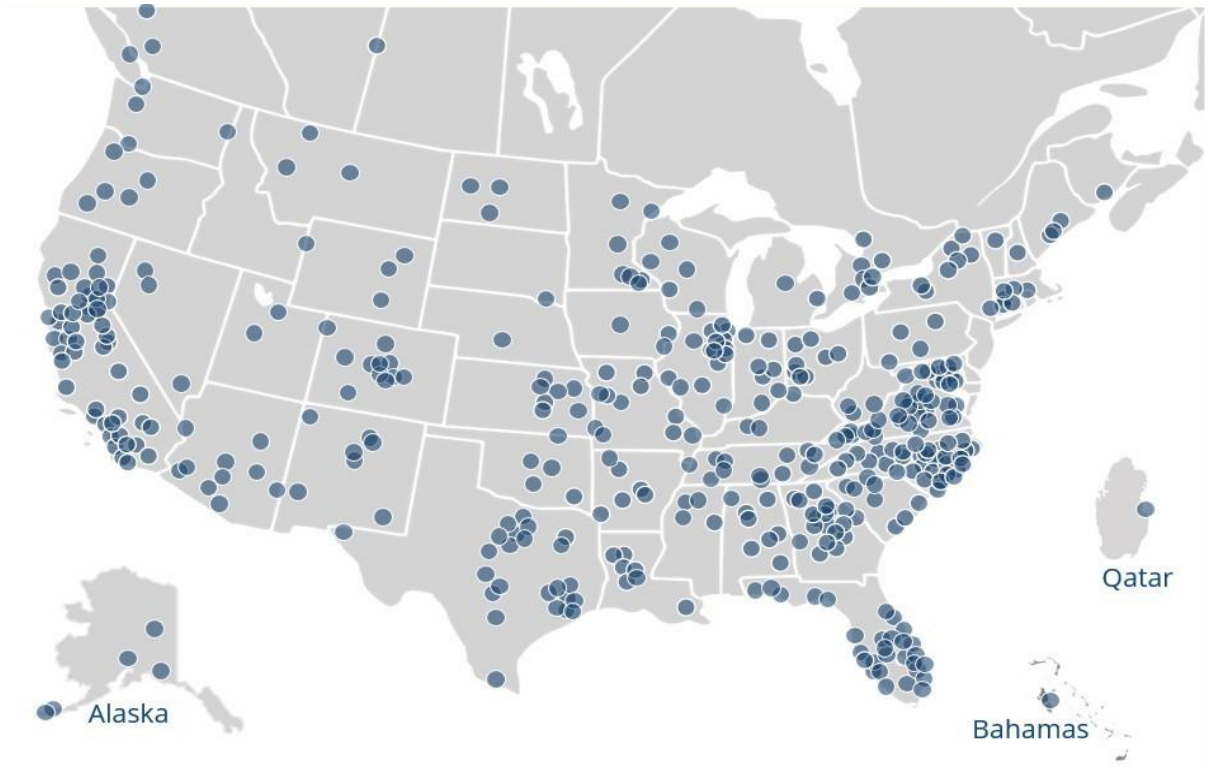
esri State and Local Government Specialty

CERTIFIED GISP

City of Dunwoody, GA

FIVE-YEAR GIS STRATEGIC PLAN

AWARD-WINNING
GTG STRATEGIC PLANNING CLIENTS



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PHONE: *(888) 757-4222*
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table of CONTENTS

SECTION A:
Introduction & Cover Letter

GSA CONTRACT #47QTCA23D009V

Geographic Technologies Group (GTG) is pleased to submit this proposal to develop a **Five-Year GIS Strategic Plan for the City of Dunwoody**. With more than 28 years of experience and hundreds of GIS strategic plans completed across North America, GTG is recognized nationally as the leader in long-term geospatial planning for local government.

At GTG, **GIS is not an add-on service, it is our primary focus**. Every member of our team is committed to helping local governments use geospatial technology as a driving force for operational excellence, resident engagement, and data-driven decision-making. Our approach for Dunwoody will follow GTG's award-winning model, customized to the City's scale, culture, and operational needs. Through interviews, benchmarking, current-state assessment, governance analysis, and departmental engagement, we will deliver:

- A clear GIS vision, mission, and strategic framework for the next five years
- A detailed implementation roadmap with budget guidance, timelines, and priorities
- A full review of governance, staffing, workflows, and procedures
- Technology recommendations for software and hardware
- Data improvement and system integration strategies
- Department-specific opportunities that show direct, practical enhancements

We view this project as more than a plan, but rather is the foundation for a mature, sustainable, and modern GIS program that supports Dunwoody's community for years to come. Our goal is not simply to document the City's GIS environment, but to deliver a strategic blueprint that elevates GIS as a critical enterprise system and positions Dunwoody as a model jurisdiction in Georgia. Thank you for the opportunity to submit our proposal. We would be honored to support the City of Dunwoody in shaping its geospatial future.

Respectfully submitted,

Curt Hinton, GISP, PMP, PBA
Managing Partner, Geographic Technologies Group (GTG)
1299 Parkway Drive, Suite B, Goldsboro, NC 27534
P: 919-344-2169 | E: chinton@geotg.com

SECTION B:

Scope of Services

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PROPOSED SCOPE OF SERVICES

Phase I

Current State Assessment & GIS Needs Assessment

PROPOSED SCOPE OF SERVICES

Phase I: Current State Assessment & GIS Needs Assessment

Phase I emphasizes comprehensive data gathering and active engagement with all stakeholders. Building consensus is paramount, as it lays the foundation for the project's success. This phase involves a thorough assessment and evaluation of the existing systems to identify and define the GIS objectives, organizational needs, and technical requirements.

TASK 1: Kick-Off Presentation, GIS Technology Seminar & Project Communication Plan

Project Initiation Meeting and Communication Plan

An initial meeting between the GTG team and the Dunwoody GIS staff as well as the project point of contact (POC) will allow us to establish a shared understanding of project goals, scope, timeline, roles, and expectations. This meeting lays the groundwork for successful collaboration and ensures all parties are aligned, timelines are finalized, required forms, project charters, or work plans are established, and introductions are made before discovery activities begin. A project schedule and project communication plan will be created.

Kickoff Presentation

GTG will leverage its extensive industry expertise to lead a Kick-Off Presentation for all stakeholders. This 90-minute session will:

- ✓ Introduce the project scope and overall approach.
- ✓ Define goals and objectives.
- ✓ Clarify stakeholder roles and responsibilities.
- ✓ Emphasize the importance of active participation.
- ✓ Present Best Business Practices (BBP) and Outcomes

The kickoff will also serve as an opportunity to establish early engagement between City staff and the GTG project team, ensuring alignment and shared understanding from the outset.

GIS Technology Seminar

The GIS Technology Seminar, typically held during the project kickoff presentation, will introduce stakeholders to **GIS trends, including Smart Cities, Digital Twins, 3D GIS, and best practices from comparable cities**. The seminar will feature real-world examples of award-winning and best-in-class GIS solutions. This session is designed to broaden organizational awareness of what is possible with modern GIS, generate enthusiasm for the strategic planning process ahead, and illustrate how emerging technologies can transform operations and service delivery.

DELIVERABLES

- ☑ Project schedule
- ☑ Communication plan
- ☑ Checklist of Documents,
- ☑ Files, and Diagrams:

TASK 2: Stakeholder Interviews

GTG will conduct in-depth, department-specific interviews and workshops with key stakeholders. These sessions are a cornerstone of the strategic planning process, designed not only to capture valuable input but also to build enthusiasm for GIS's role in enhancing daily operations and advancing long-term goals. Each stakeholder interview group will be engaged in a structured, personalized session that provides an opportunity to directly shape the organization's geospatial roadmap.

During these interactive sessions, GTG will:

Document	Explore	Identify
☑ Each department's business processes	☑ Governance roles	☑ Challenges
☑ Current GIS usage (if any)	☑ Data ownership responsibilities	☑ Gaps / Needs
☑ Integration points	☑ Existing GIS workflows	☑ Inefficiency
☑ Future requirements	☑ Current GIS training	☑ Opportunities

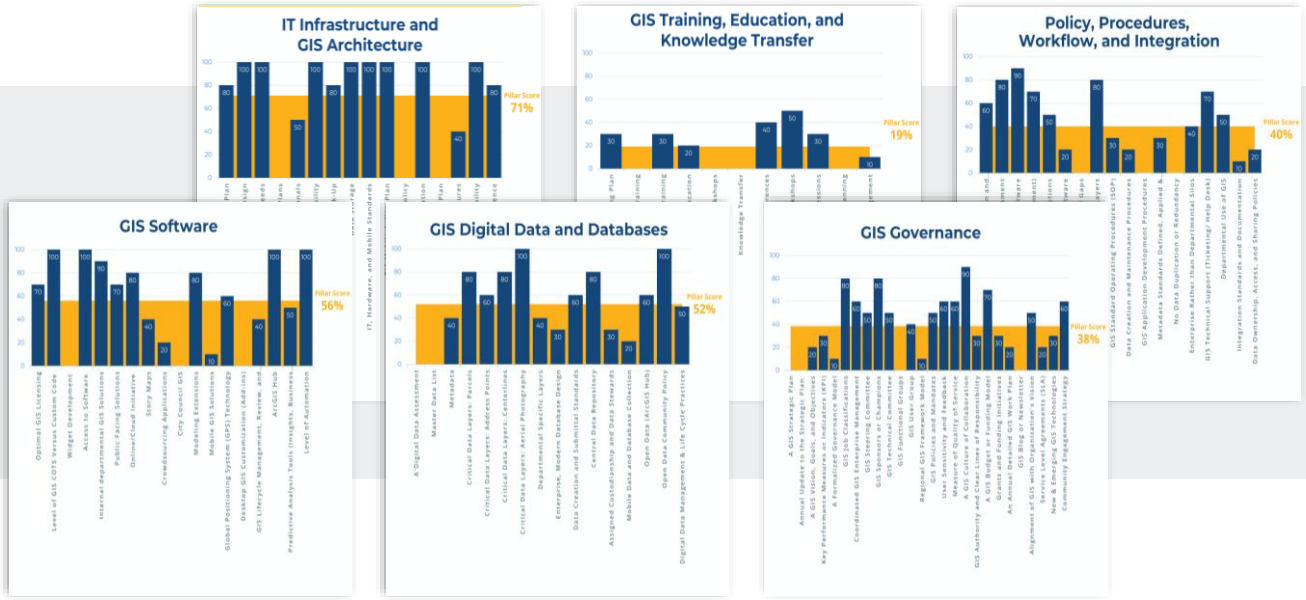
This comprehensive approach ensures that no critical need is overlooked and that opportunities for enterprise GIS alignment are fully captured.

TASK 3: Benchmarking, GAP, SWOT Analysis and Key Performance Indicators (KPI)

We will then conduct a comprehensive evaluation of the City's GIS maturity using GTG's benchmarking framework and best practices. This assessment will examine the effectiveness, efficiency, and long-term sustainability of GIS operations. The analysis is organized around GTG's Six Pillars of GIS Sustainability, ensuring a holistic and balanced review of GIS operations.

Benchmarking Analysis

GTG's GIS Benchmarking Analysis provides a structured, data-driven evaluation of the organization's current GIS health. Grounded in GTG's Six Pillars of GIS Sustainability and more than 100 performance metrics refined through decades of experience and industry best practices, the framework delivers a comprehensive understanding of Dunwoody's GIS program's technical, organizational, and operational dimensions. By identifying core competencies, gaps, and opportunities for growth, the benchmarking results establish a strong foundation for prioritizing investments and allocating resources. This process delivers actionable insights that highlight opportunities for improvement, setting the stage for targeted recommendations in Phase II to advance the organization's GIS maturity.



GAP Analysis

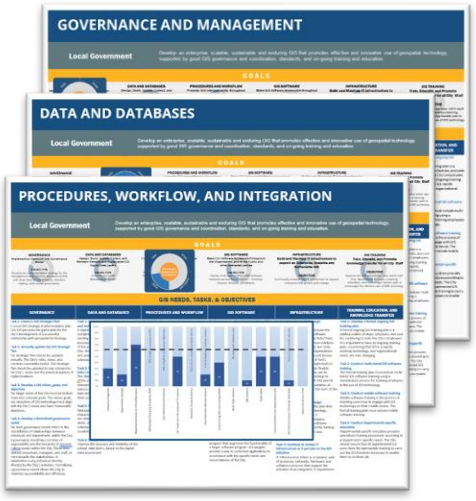
GTG performs a GAP Analysis based on benchmarking results to identify growth opportunities, inefficiencies, redundancies, and missing GIS functions. This analysis reveals discrepancies between the ideal enterprise GIS and the current state, highlighting unclear responsibilities and misaligned or absent functions. The findings directly inform the future system design recommendations to enhance efficiency and drive innovation.

SWOT Analysis

GTG will conduct a comprehensive GIS SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis to assess current capabilities and reveal the internal and external factors that impact the effectiveness and long-term sustainability of the GIS program.

- ✓ **Highlight Strengths** – Identifying what's working well.
- ✓ Expose Weaknesses – Uncover gaps and challenges.
- ✓ **Explore Opportunities** – Reveal areas for innovation and expansion.
- ✓ **Identify Threats** – Evaluate risks and obstacles.

Key Performance Indicators (KPIs)



GTG will establish measurable Key Performance Indicators (KPIs) to monitor progress and evaluate the success of the Geospatial Strategic Plan over time. These indicators will be aligned with Dunwoody's strategic priorities and long-term sustainability goals, focusing on system performance (uptime, responsiveness, and reliability), user engagement (active users, adoption rates, and satisfaction), data quality (accuracy and completeness of key datasets), operational efficiency (reduced turnaround times and improved workflows), and training impact (participation levels and demonstrated skill growth). Together, these KPIs will provide a clear, quantifiable framework for tracking results, ensuring accountability, and demonstrating meaningful return on investment to City leadership.

TASK 4: Current State & GIS Needs Assessment Report

GTG will evaluate and assess all the information gathered in the prior tasks. All interviews will be summarized and documented, as well as the results and summary findings from the benchmarking, GAP, and SWOT analysis. GTG will produce a "Current State & GIS Needs Assessment" report that will document and discuss the existing condition of the organization's GIS as well as the key departmental and enterprise-wide needs across the Six Pillars of GIS Sustainability.

TASK 5: Current State Assessment & GIS Needs Assessment Presentation

GTG will present findings with an opportunity for discussion and feedback. This briefing will include an executive-level summary of all findings gathered through stakeholder interviews, surveys, benchmarking, and operational analysis. This task ensures transparency, alignment, and shared understanding across departments, setting the stage for the development of targeted system design recommendations and an actionable GIS Strategic Plan.

Deliverable:

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PROPOSED SCOPE OF SERVICES

Phase II

Future State Definition & System Design

Phase II: Future State Definition & System Design

Following the completion of Phase I: Current State & GIS Needs Assessment, GTG will develop a comprehensive system design to serve as the foundation for the organization's enterprise GIS modernization and long-term sustainability. This phase translates identified needs and stakeholder input into actionable system recommendations that are both technically sound and operationally aligned.

TASK 6: Develop Geospatial Vision, Goals, and Objectives

GTG will review all feedback and work with stakeholders to articulate a unified GIS vision, long-term goals, and objectives that reflect organizational priorities. These goals will serve as guiding principles for strategy development and be aligned with Dunwoody's broader organizational objectives and service delivery aspirations. GTG will define:

- ✓ ***A clear enterprise GIS vision statement.***
- ✓ ***Long-term goals that outline the path from vision to reality.***
- ✓ ***Tactical objectives to guide departmental and cross-departmental initiatives.***

This shared vision will ensure the GIS program is aligned with strategic priorities across departments and emphasize the position of GIS as a mission-critical enterprise system.

TASK 7: Organizational Alignment Strategy

To ensure the GIS Strategic Plan aligns with Dunwoody's priorities, GTG will review the City's overarching strategic framework, including any enterprise or department-level strategic plans. This review will establish a clear understanding of the organization's direction and desired outcomes, forming the foundation for GIS recommendations that directly support agency-wide goals. To achieve this, GTG will outline how the recommended system design, tasks, activities, and initiatives advance the City's priorities and address identified gaps or needs. This connected approach ensures that GIS is recognized not merely as a technical function, but as a strategic asset that advances enterprise-wide goals while meeting individual departmental needs.

TASK 8: Future State & System Design Recommendations

Task 8 will result in a detailed, forward-looking system design. More than a technical blueprint, the System Design Report will present a move-forward strategy for each of GTG's Six Pillars of GIS Sustainability to advance the organization's overall GIS maturity.

In addition to addressing current gaps, GTG's recommendations will propose solutions that address immediate needs while positioning the agency for long-term success. The recommendations will be based on findings from earlier project phases and organized to show how proposed tasks and activities address identified gaps and needs, follow industry's best practices, and support organizational objectives.

The following sections provide an overview of the key areas typically addressed in system design, illustrating how GTG develops a future-ready GIS that is sustainable, enterprise-wide, and built to evolve. GTG has extensive experience not only developing GIS Strategic Plans but also partnering with clients to implement them – delivering applications, workflows, policies, training, and ongoing support that turn vision into reality. This dual perspective gives GTG a unique advantage: we understand not only what makes a strong system design on paper, but what makes it successful in practice.

Five-Year Future State and Enterprise System and Solutions Examples

Pillar 1: GIS Governance

Effective governance is the backbone of a sustainable enterprise GIS program. At GTG, we draw on a range of Best Business Practices to shape GIS governance recommendations beginning with insights gathered through stakeholder surveys and interviews, benchmarking analysis, and proven organizational frameworks such as the High-Performance Organization (HPO) model.

- *Development of an ideal GIS governance framework that supports interdepartmental collaboration and clear decision-making processes.*
- *Recommended support structures such as committees and user groups to facilitate communication and position GIS as a core service and critical system, not just a technical tool.*
- *Clear roles for GIS staff and departmental GIS champions and users, ensuring that responsibilities are transparent and support enterprise collaboration.*
- *Develop Dunwoody's GIS Program using GTG's modified High-Performance Geospatial Organization (HPGO) model characteristics.*

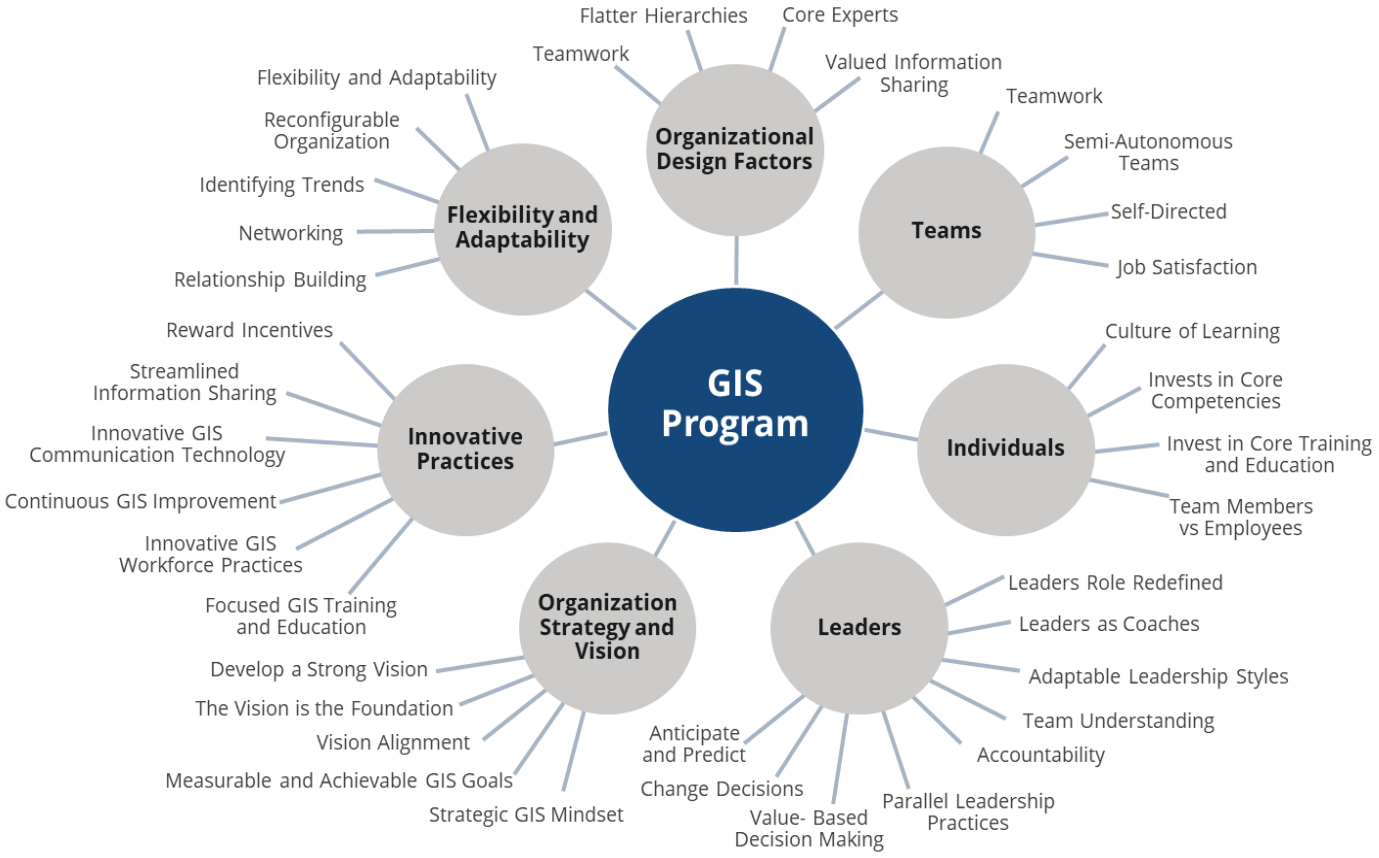
The HPO is a conceptually validated framework that fosters continuous improvement, adaptability, and leadership excellence. When adapted to geospatial governance, these principles form the High-Performance Geospatial Organization model, which strengthens GIS governance through seven core factors.

By embedding these HPGO principles into GIS governance, alongside stakeholder-driven insights and performance benchmarking, GTG delivers recommendations that are comprehensive, evidence-based, and strategically aligned.

HPGO CORE FACTORS

1. **Strong Organizational Design**
2. **Empowered Teams**
3. **Skilled Individuals**
4. **Visionary Leaders**
5. **Clear Organization Strategy and Vision**
6. **Innovative Practices**
7. **Flexibility and Adaptability**

Modern High-Performance Geospatial Organization (HPGO) Framework

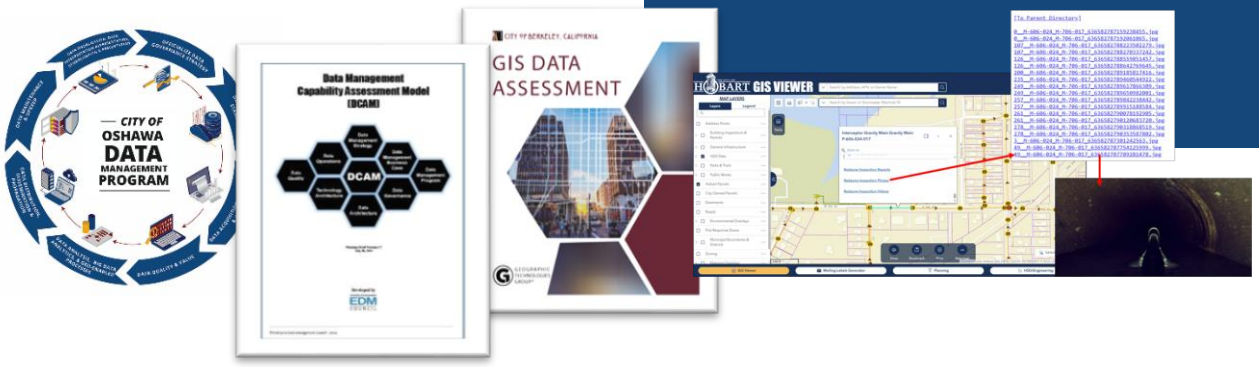


Pillar 2: Data and Databases

Data is the lifeblood of any GIS program. GTG's recommendations will focus on ensuring Dunwoody Counties geospatial data is accurate, authoritative, and well-structured to meet both operational and analytical needs.

GTG has assisted numerous municipalities in modernizing their data environments, often transforming fragmented datasets into cohesive, enterprise-class geodatabases that support critical operations and decision-making.

- ✓ *Identifying high-priority data sets for immediate improvement or new development to meet operational and decision-making needs.*
- ✓ *Assess the quality of existing datasets to ensure they meet operational, inspection, and regulatory requirements.*
- ✓ *Opportunities to improve current data governance policies and standards to align with industry best practices for increased compliance and security.*
- ✓ *Review of data editing QA/QC procedures and stewardship roles to guarantee long-term data integrity and accountability.*



Pillar 3: GIS Procedures, Workflow, and Integration

For GIS to deliver maximum value, it must be seamlessly woven into the City's daily operations. GTG will review and refine procedures, workflows, and system integrations to ensure GIS is a core enabler of efficiency, transparency, and service delivery.

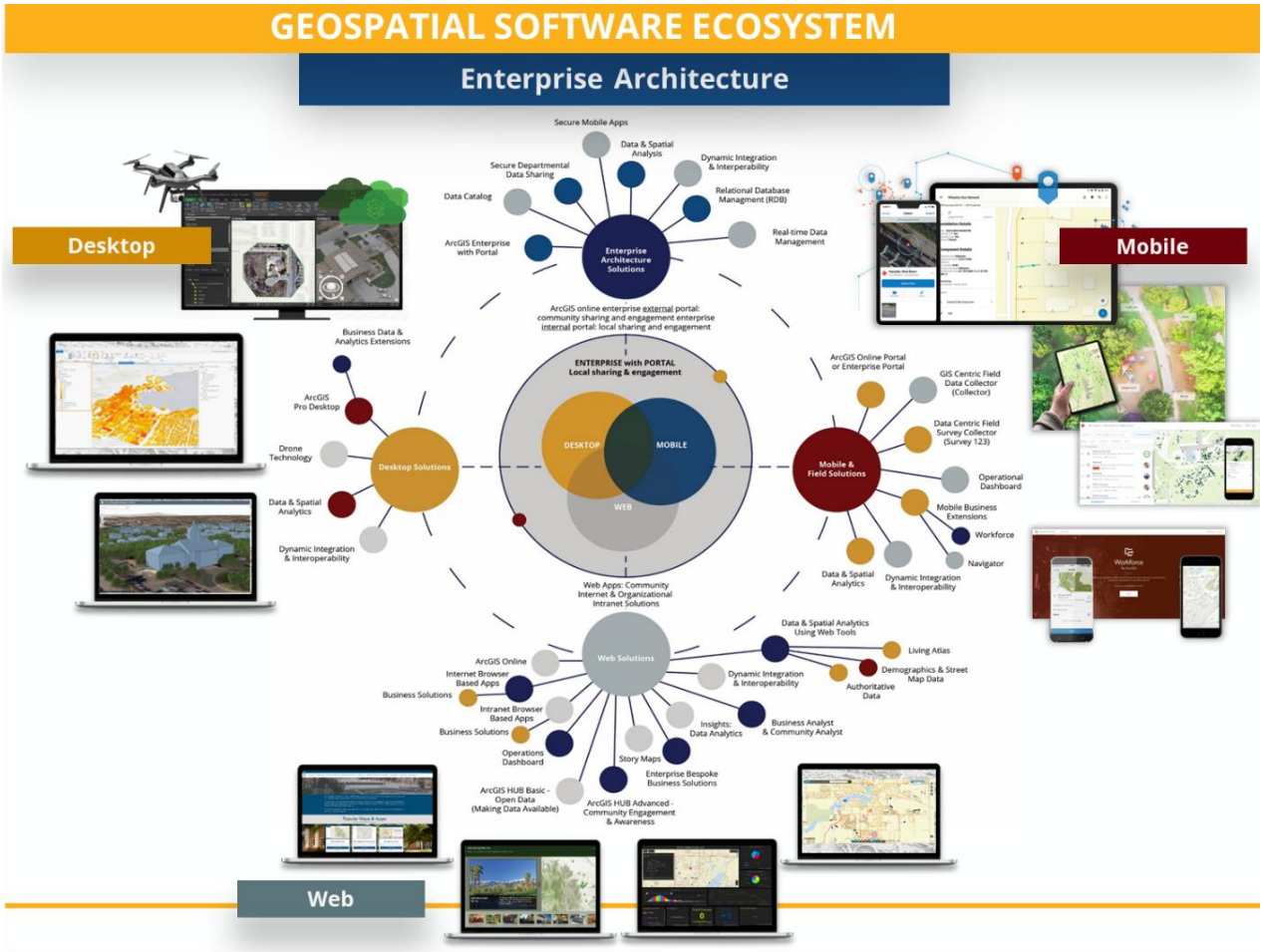
- ✓ *Recommend standard operating procedures (SOPs) for development or improvement to streamline GIS workflows.*
- ✓ *Assessment of GIS integrations with key business systems with recommendations for enhancements to optimize performance and reduce inefficiencies.*
- ✓ *Discussion of additional opportunities for spatial insights through integration or geocoding of existing data or business systems.*
- ✓ *Identify missing or outdated GIS governance and data management documentation (data creation, QA/QC, open data, and stewardship policies) and recommend the development of updated materials that strengthen data integrity and long-term program sustainability.*

GTG has a proven track record of helping local governments identify inefficiencies, streamline workflows, and strengthen system integrations. In addition to providing recommendations, GTG offers implementation and consulting services to review, document, and modernize GIS-related workflows. We have assisted clients in automating critical processes such as work order creation, permit tracking, and data synchronization efforts that have resulted in significant time savings, improved accuracy, and enhanced service delivery.

Pillar 4: GIS Software

Applications are where GIS becomes practical and visible for staff and the public. In this pillar GTG will recommend ways to strengthen the City's GIS software environment and identify high-value applications for development that are tailored to address departmental and community needs. These recommendations will outline priority tools, licensing, and opportunities to modernize or expand the City's current application portfolio. Potential recommendations may include:

- *Recommendations for the effective use and management of ArcGIS Pro, ArcGIS Online, ArcGIS Enterprise, and field applications (e.g., Survey123, Field Maps).*
- *Propose viewers, dashboards, and mobile tools tailored to departmental needs.*
- *Advising on Esri licensing to maximize investment and minimize redundancy.*
- *Recommendations as needed system upgrades.*
- *Propose public-facing GIS tools and apps that support transparency and engagement.*



Pillar 5: IT Infrastructure and GIS Architecture

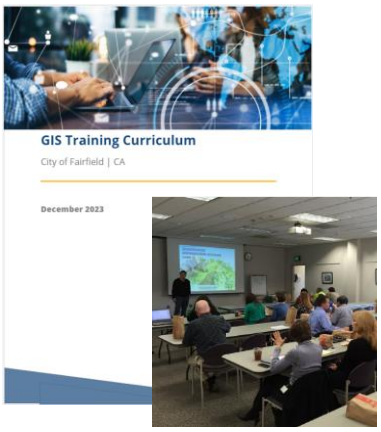
A resilient IT infrastructure is critical for GIS performance, security, and scalability. GTG will assess the Counties current environment and recommend improvements to ensure reliability, security, and future readiness.

- *Ensuring robust backup, disaster recovery, and access control policies to minimize risk.*
- *Evaluate current hosting and recommend cloud, hybrid, or on-premises strategies that best balance cost, control, and scalability.*
- *Strategies for hardware and software lifecycle planning, maintenance, and updating schedules.*

Pillar 6: GIS Training, Education, and Knowledge Transfer

Sustained success depends on empowering people, not just systems. GTG's recommendations will include a tiered training and knowledge transfer strategy that builds capacity across all levels of GIS users.

- *Promoting ongoing GIS awareness and literacy campaigns to foster a culture of geospatial thinking across the organization.*
- *Review of existing GIS educational materials, self-paced guides, department-specific training, and onboarding materials related to GIS with recommendations for development or improvement as needed.*
- *Identification of current skill gaps with optional services to develop and deliver tailored training plans following the project.*
- *Ensure staff training and succession plan documentation to sustain institutional knowledge and mitigate risks associated with turnover.*



GTG has delivered training programs that not only equip staff with technical skills but also inspire departments to see GIS as an indispensable tool for achieving their missions. GTG can lead targeted workshops based on the pre-established training plans to address specific GIS challenges, provide knowledge transfer, and develop actionable solutions in collaboration with City staff.

TASK 9: Future State Definition & System Design Report

Following the completion of the GIS System Design phase, GTG will deliver a compiled Phase II report. This will translate the technical recommendations into a clear, strategic vision for the client's GIS future.

Deliverable:

GEOGRAPHIC TECHNOLOGIESGROUP®
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PROPOSED SCOPE OF SERVICES

Phase III

Implementation & Action Plan

Phase III: Implementation & Action Plan

TASK 10: Develop Five-Year Geospatial Budget

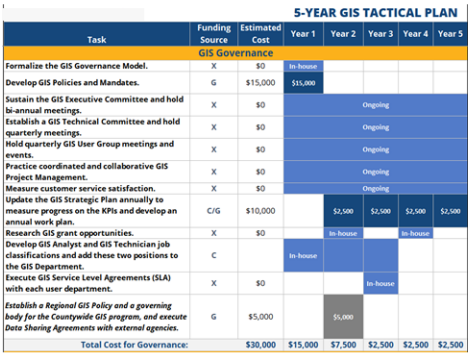
GTG will develop a detailed ten-year geospatial budget aligned with the strategic initiatives and implementation priorities identified in Phases I and II. The budget will be organized by year and by task category, providing a clear breakdown of anticipated costs for implementing the roadmap recommendations. This structured, transparent budget will enable Dunwoody City leadership to make informed capital and operational planning decisions. GTG will provide cost estimates for all recommended tasks and level of effort to accomplish each task. This flexibility ensures the plan reflects staff capacity, organizational priorities, and available resources while advancing the City's long-term GIS objectives.

Ten-Year Budget for all components of the plan, including:

- ✓ **Pillar 1:** GIS Governance Recommendations
- ✓ **Pillar 2:** Data and Databases Recommendations
- ✓ **Pillar 3:** GIS Procedures, Workflow, and Integration Recommendations
- ✓ **Pillar 4:** GIS Software Recommendations
- ✓ **Pillar 5:** IT Infrastructure and GIS Architecture Recommendations
- ✓ **Pillar 6:** GIS Training, Education, and Knowledge Transfer

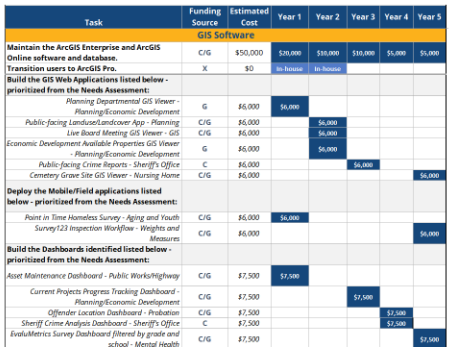
Multi- Year Budget Example:

5-YEAR GIS TACTICAL PLAN	Estimated Annual Costs					
	Total Estimated Cost	Year 1	Year 2	Year 3	Year 4	Year 5
5-YEAR GIS STRATEGIC PLAN IMPLEMENTATION COST:	$604,000	$240,000	$125,000	$90,000	$76,500	$72,500

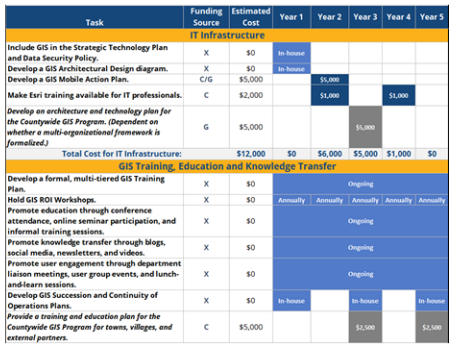


5-YEAR GIS TACTICAL PLAN

Task	Funding Source	Estimated Cost	Year 1	Year 2	Year 3	Year 4	Year 5
GIS Governance							
Formalize the GIS Governance Model.	X	$0	In-house				
Develop GIS Policies and Mandates.	G	$15,000	$15,000				
Sustain the GIS Executive Committee and hold bi-annual meetings.	X	$0	Ongoing				
Establish a GIS Technical Committee and hold quarterly meetings.	X	$0	Ongoing				
Hold quarterly GIS User Group meetings and events.	X	$0	Ongoing				
Practice coordinated and collaborative GIS Project Management.	X	$0	Ongoing				
Measure customer service satisfaction.	X	$0	Ongoing				
Update the GIS Strategic Plan annually to measure progress on the KPIs and develop an annual work plan.	C/G	$10,000		$2,500	$2,500	$2,500	$2,500
Research GIS grant opportunities.	X	$0		In-house		In-house	
Develop GIS Analyst and GIS Technician job classifications and add these two positions to the GIS Department.	C		In-house				
Execute GIS Service Level Agreements (SLA) with each user department.	X	$0			In-house		
Establish a Regional GIS Policy and a governing body for the Countywide GIS program, and execute Data Sharing Agreements with external agencies.	G	$5,000		$5,000			
Total Cost for Governance:		$30,000	$15,000	$7,500	$2,500	$2,500	$2,500



Task	Funding Source	Estimated Cost	Year 1	Year 2	Year 3	Year 4	Year 5
GIS Software							
Maintain the ArcGIS Enterprise and ArcGIS Online software and database.	C/G	$50,000	$20,000	$10,000	$10,000	$5,000	$5,000
Transition users to ArcGIS Pro.	X	$0	In-house	In-house			
Build the GIS Web Applications listed below - prioritized from the Needs Assessment:							
Planning Departmental GIS Viewer - Planning/Economic Development	G	$6,000	$6,000				
Public-facing LanduseLandcover App - Planning	C/G	$6,000		$6,000			
Live Board Meeting GIS Viewer - GIS	C/G	$6,000		$6,000			
Economic Development Available Properties GIS Viewer - Planning/Economic Development	G	$6,000		$6,000			
Public-facing Crime Reports - Sheriff's Office	C	$6,000			$6,000		
Cemetery Grave Site GIS Viewer - Nursing Home	C/G	$6,000					$6,000
Deploy the Mobile/Field applications listed below - prioritized from the Needs Assessment:							
Point in Time Homeless Survey - Aging and Youth	C/G	$6,000	$6,000				
Survey123 Inspection Workflow - Weights and Measures	C/G	$6,000					$6,000
Build the Dashboards identified listed below - prioritized from the Needs Assessment:							
Asset Maintenance Dashboard - Public Works/Highway	C/G	$7,500	$7,500				
Current Projects Progress Tracking Dashboard - Planning/Economic Development	C/G	$7,500			$7,500		
Offender Location Dashboard - Probation	C/G	$7,500				$7,500	
Sheriff Crime Analysis Dashboard - Sheriff's Office	C	$7,500				$7,500	
EvaluMetrics Survey Dashboard filtered by grade and school - Mental Health	C/G	$7,500					$7,500



Task	Funding Source	Estimated Cost	Year 1	Year 2	Year 3	Year 4	Year 5
IT Infrastructure							
Include GIS in the Strategic Technology Plan and Data Security Policy.	X	$0	In-house				
Develop a GIS Architectural Design diagram.	X	$0	In-house				
Develop a GIS Mobile Action Plan.	C/G	$5,000		$5,000			
Make Esri training available for IT professionals.	C	$2,000		$1,000		$1,000	
Develop an architecture and technology plan for the Countywide GIS Program. (Dependent on whether a multi-organizational framework is formalized.)	G	$5,000			$5,000		
Total Cost for IT Infrastructure:		$12,000	$0	$6,000	$5,000	$1,000	$0
GIS Training, Education and Knowledge Transfer							
Develop a formal, multi-tiered GIS Training Plan.	X	$0	Ongoing				
Hold GIS ROI Workshops.	X	$0	Annually	Annually	Annually	Annually	Annually
Promote education through conference attendance, online seminar participation, and informal training sessions.	X	$0	Ongoing				
Promote knowledge transfer through blogs, social media, newsletters, and videos.	X	$0	Ongoing				
Promote user engagement through department liaison meetings, user group events, and lunch-and-learn sessions.	X	$0	Ongoing				
Develop GIS Succession and Continuity of Operations Plans.	X	$0	In-house		In-house		In-house
Provide a training and education plan for the Countywide GIS Program for towns, villages, and external partners.	C	$5,000			$2,500		$2,500

TASK 11: Detailed Implementation Schedule

GTG will compile tasks and recommendations developed during the system design phase and organize them into a strategic, phased implementation schedule. This schedule will be carefully structured to prioritize initiatives based on urgency, potential impact, and organizational readiness for change. It will provide a clear timeline for each phase, detailing the sequence of actions, responsible parties, and key milestones.

TASK 12: Benefit Realization, ROI, and Value Proposition

GTG will conduct a high-level Benefit Realization or Value proposition analysis to explain the value of the recommended GIS initiatives. This analysis will demonstrate how implementing geospatial strategic recommendations will enhance Dunwoody's operations and organization, deliver technical and tactical advantages, and provide meaningful community and environmental benefits. The benefit realization, ROI, and Value Proposition will be tailored to Dunwoody's specific operations and goals, ensuring decision-makers can clearly communicate the importance of GIS investment to stakeholders and constituents.

TASK 13: Comprehensive Ten-Year Geospatial Strategic Plan

GTG will consolidate all findings, recommendations, and implementation strategies from previous phases into a comprehensive GIS Strategic Plan. This plan will serve as a guiding document for advancing its GIS program over the next years, ensuring alignment with organizational priorities and long-term sustainability. The final plan will include a Digital Executive Summary, Digital Final Document Outline, and hardcopy documents.

TASK 14: Comprehensive Ten-Year Geospatial Strategic Plan Presentation

GTG will also prepare a Final GIS Strategic Plan Presentation to communicate key findings, recommendations, and the roadmap to stakeholders. This presentation will be designed for clarity and impact, supporting informed decision-making and future funding justification.

Deliverable:

PROPOSED BUDGET

Project Tasks	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	COST
PHASE I: GIS Needs Assessment													**$16,431.06**
TASK 1: Kick-Off Presentation and GIS Technology Seminar													$794.07
TASK 2: Stakeholder Interviews (Internal & External)													$855.15
TASK 3: Benchmarking, GAP, and SWOT Analysis													$5,497.38
TASK 4: Current State & GIS Needs Assessment Report													$3,054.10
TASK 5: GIS Needs Assessment Presentation													$6,230.37
PHASE II: System Design													**$11,361.26**
TASK 6: Develop Geospatial Vision, Goals, and Objectives													$2,015.71
TASK 7: Detail Organizational Alignment Strategy													$855.15
TASK 8: Future State & System Design Recommendations													$3,054.10
TASK 9: Future State & System Design Presentation													$5,436.30
PHASE III: Implementation & Action Plan													**$7,207.68**
TASK 10: Develop Five-Year GIS Budget													$1,160.56
TASK 11: Detailed Implementation Schedule													$1,710.30
TASK 12: Benefit Realization, ROI, Value Proposition													$1,710.30
TASK 13: Comprehensive Five-Year Geospatial Strategic Plan													$1,465.97
TASK 14: Five-Year Geospatial Strategic Plan Presentation													$2,321.12
												TOTAL	**$35,000.00**

SECTION C:
Experience

SIMILAR PROJECTS

GTG has successfully delivered hundreds of GIS Strategic Plans across the United States helping cities modernize their geospatial programs, strengthen data governance, and improve operational performance. Each project reflects GTG's proven methodology, combining stakeholder engagement, technical assessment, system design, and long-term implementation planning to create award-winning, sustainable GIS programs.

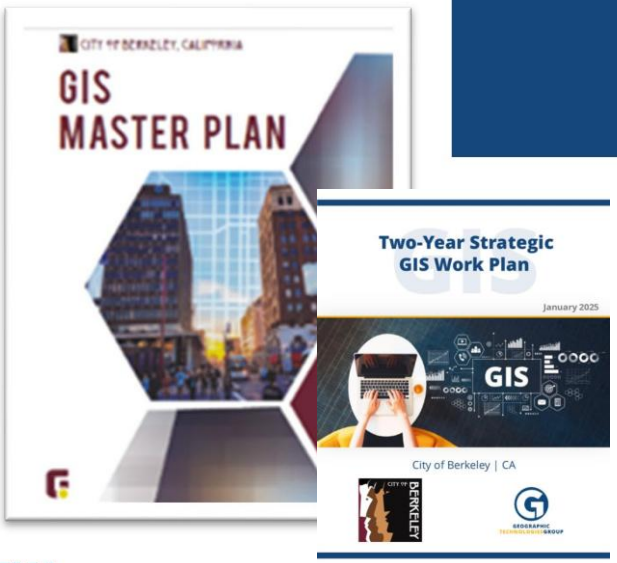
GIS Strategic Plans – City and Regional Organizations

CLIENT	SUMMARY
1 **City of Berkeley, CA** *2016-Present*	Citywide GIS Strategic Plan emphasizing governance, staffing, transparency, and public-facing mapping tools.
2 **City of Haines, FL** *2024-Present*	Municipal GIS roadmap aligning technology investments with community development goals.
3 **City of Roswell, GA** *2015-Present*	GIS modernization initiative to enhance public engagement and cross-departmental data sharing.
4 **City of Lawrenceville, GA** *2018-Present*	Enterprise GIS strategic plan improving asset management and citizen services.
5 **City of Santa Barbara, CA** *2022-Present*	GIS Strategic Plan emphasizing digital transformation, and Smart City frameworks.
6 **City of Fremont, CA** *2020–Present*	Comprehensive GIS modernization plan including emerging technologies, modernization, and governance.
7 **City of Vacaville, CA** *2025 – Present*	GIS Strategic Plan for Long-term GIS governance and technology roadmap supporting growth and public transparency.

2016 – PRESENT | Population: ~118,962

CITY OF BERKELEY, CA

GIS Master Plan, Training, and Education Planning for Municipality



KEY SERVICES PROVIDED

- Strategic GIS planning
- CAD/RMS data integration
- Interactive dashboard development
- Public transparency Hub site
- Mobile data collection workflow enhancements
- Comprehensive data assessment of 300+ GIS layers

PROJECT DETAILS

BUDGET:
$847,760

CLIENT CONTACT

Barry Jennings, Information Systems Manager
P: 510-981-6532
E: bjennings@berkeleyca.gov

2180 Milvia Street, 4th Floor
Berkeley, CA 94704

Website: www.berkeleyca.gov

OVERVIEW

GTG planned, designed, and implemented a GIS Master Plan to align with the long-term vision and goals of the City of Berkeley, CA. Working closely with the city's GIS staff, GTG delivered a multi-phased plan that combined benchmarking analysis, governance recommendations, and a five-year action plan to guide GIS advancement.

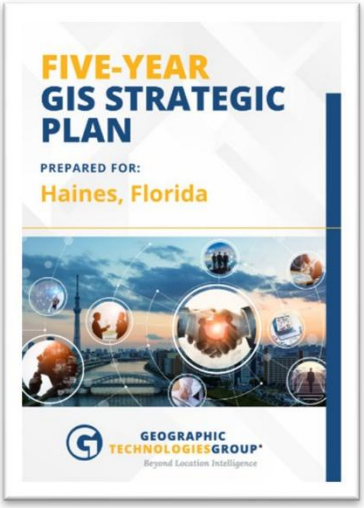
As part of this effort, GTG conducted a detailed assessment of the city's 300+ GIS data layers, reviewing ownership, responsibilities, limitations, and maintenance practices. The assessment drew on existing metadata, GIS Master Plan findings, and city input to populate data review tables and provide targeted recommendations for improvement. GTG also developed a comprehensive task list and schedule to help ensure a thriving GIS environment across all departments.

In parallel, GTG provided technical assistance to accelerate GIS modernization, including ArcGIS Online optimization, dashboard configuration, and advanced staff training. GTG supported mobile data collection enhancements, creation of public-facing StoryMaps, and the establishment of documentation and QA/QC protocols to strengthen long-term data quality, metadata integrity, and consistency. GTG remains a trusted partner to Berkeley, providing on-call GIS services that continue to drive innovation and deliver lasting value citywide.

2024-Present

CITY OF HAINES, FL

Five-Year GIS Strategic Plan



KEY SERVICES PROVIDED

- A sustainable **GIS governance framework** ensuring accountability and transparency.
- A robust **data management system** for reliable and accessible spatial data.
- **Integrated enterprise systems** enabling efficient service delivery.
- A culture of **GIS education and collaboration** among staff.
- Enhanced **public engagement** through interactive web applications and StoryMaps.

CLIENT CONTACT

Jeremiah Anhalt
Technology Management Coordinator

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E: jeremiah.anhalt@hainescity.com

620 East Main Street
Haines City, Florida 33844

Website:
www.hainescity.com

OVERVIEW

The City of Haines City engaged Geographic Technologies Group (GTG) to develop a **comprehensive Five-Year GIS Strategic Plan** that modernizes the City's geospatial infrastructure, promotes data-driven decision-making, and supports long-term sustainability through improved governance, integration, and education.

Haines City recognized the growing importance of Geographic Information Systems (GIS) in supporting operational efficiency, public transparency, and interdepartmental collaboration. Despite existing GIS initiatives, the City faced several challenges:

- Siloed and incomplete datasets
- Manual and inconsistent workflows
- Limited GIS coordination or governance
- Minimal staff training and documentation
- Lack of integration between GIS and other enterprise systems

To address these gaps, GTG conducted a citywide assessment and created a roadmap designed to strengthen the GIS foundation, foster organizational buy-in, and expand GIS use across all departments.

*Through this initiative, GTG delivered a strategic and technically sound roadmap tailored to Haines City's organizational structure, IT capacity, and community needs. The Five-Year GIS Strategic Plan not only strengthens the City's data governance and efficiency but also paves the way for **smart city transformation** and long-term GIS sustainability.*

2015 - PRESENT

CITY OF ROSWELL, GA

GIS Strategic Plan and Data Visualization for Municipality

KEY SERVICES PROVIDED

- GIS Strategic Plan Development
- Digital Data Assessment
- System Upgrade & Migration
- Public GIS Viewer Deployment

PROJECT DETAILS

BUDGET: $699,000

SCHEDULE:

GIS Strategic Plan – **5 Months**

GreenCityGIS Implementation – **4 Months**

COVID Relief Work – **5 Months**

CLIENT CONTACT

Patrick Baber, Chief Data Officer
P: (770) 641-3727
E: pbaber@roswellgov.com

38 Hill Street
Roswell, GA 30075

Website:
gisweb.ci.roswell.ga.us/GISViewer

OVERVIEW

GTG developed a comprehensive GIS Strategic Plan for the City of Roswell, GA, resulting in major improvements to the quality, accessibility, and efficiency of the city's GIS data and services. As part of the project, GTG conducted a detailed digital data assessment—evaluating spatial, tabular, and geometric data—and migrated the city to Esri's Local Government Information Model (LGIM) to support data standardization and long-term scalability.

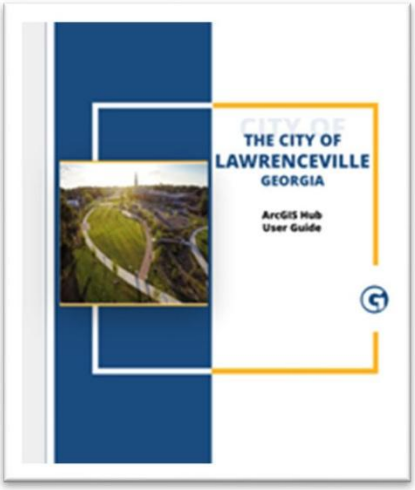
GTG also worked with the city to upgrade GIS-related hardware and software and reconfigured the server environment for improved performance and reliability. These enhancements strengthened Roswell's GIS infrastructure and positioned the city for future growth.

To improve citizen engagement, GTG implemented the Public GIS Viewer, giving residents an intuitive way to access and explore city data. GreenCityGIS was also deployed for the Parks and Recreation Department to streamline asset management. In response to the COVID-19 pandemic, GTG introduced Esri solutions including ArcGIS Dashboards, StoryMaps, and Community Analyst to support communication and data-driven response efforts.

2018 – PRESENT | Population: 31,299

CITY OF LAWRENCEVILLE, GA

GIS Strategic Plan, Implementation, and Maintenance for Municipality



KEY SERVICES PROVIDED

- GIS Strategic Planning and Needs Assessment
- Enterprise GIS Deployment and Data Migration
- Web and Mobile GIS Applications
- Staff Training and Ongoing GIS Support
- Integration with Enterprise Systems
- Database Administration SOPs and Data Cleanup
- Python Workflow Development

CLIENT CONTACT

Kyle Parker, IT Director
P: (678) 407-6406
E: kyle.parker@LawrencevilleGa.org

70 S. Clayton Street |
Lawrenceville, GA 30046

Website:
www.lawrencevillega.org

OVERVIEW

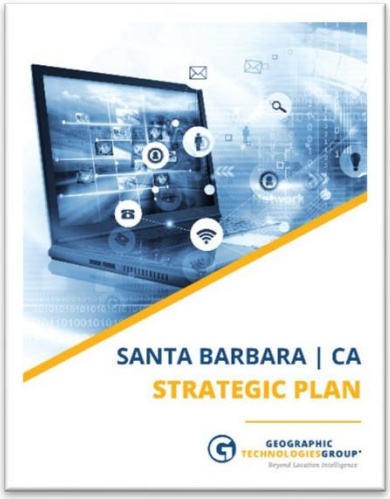
GTG began working with the City of Lawrenceville in 2018, initially conducting a comprehensive needs assessment across key departments. This led to the development of a multi-phase GIS Strategic Plan to guide the City's enterprise GIS implementation. GTG transitioned the City's GIS from file geodatabases to an Enterprise geodatabase aligned with Esri's Local Government Information Model (LGIM). The team also provided database recommendations, created SOPs for database maintenance, and developed both internal and public-facing web GIS applications.

GTG deployed mobile GIS solutions and established both Production and Development GIS environments to support long-term growth and operational efficiency. GTG also supports enterprise system integrations and continues to deliver staff training, ongoing support, Python process development, and system enhancements as the project enters Year 3 of a 5-Year implementation roadmap.

2022 - Present

CITY OF SANTA BARBARA, CA

GIS Strategic Plan and Implementation Services



KEY SERVICES PROVIDED

- Five-Year Strategic Plan
- Needs Assessment
- Data Review
- Data Integration
- Gap Analysis
- Implementation Plan
- Return-on-Investment Analysis

CLIENT CONTACT

Eric Just, GIS Coordinator
P: (805) 897-2548
E: ejust@santabarbaraca.gov

735 Anacapa Street, Santa Barbara, CA 93101

Website:
santabarbaraca.gov

OVERVIEW

Geographic Technologies Group (GTG) is partnering with the City of Santa Barbara, California, to develop a five-year GIS Strategic Plan focused on sustainability, scalability, and actionable outcomes. The plan is designed to guide the city's enterprise GIS program through technical and tactical improvements that support more effective, data-driven decision-making. GTG began the project with a citywide GIS Needs Assessment, engaging all major departments to evaluate current capabilities, identify challenges, and uncover opportunities.

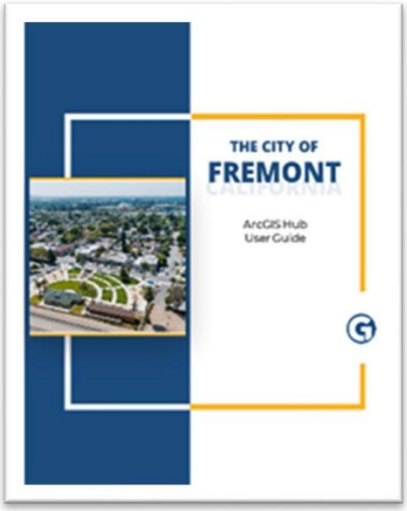
Building on the assessment, GTG reviewed the city's GIS data, systems, and workflows to inform a targeted Gap Analysis and Implementation Plan. These deliverables outline practical steps, resource needs, and timelines for executing the strategic vision. GTG is also conducting a Return-on-Investment (ROI) Analysis to evaluate the long-term value of proposed improvements and help the city prioritize efforts that will deliver measurable impact.

To ensure lasting success, GTG is supporting data integration efforts and providing ongoing training to city staff. These services will enhance internal GIS capacity, promote user adoption, and position Santa Barbara for continued advancement of its geospatial capabilities well beyond the project's completion.

2020 – PRESENT | Population: ~226,208

CITY OF FREMONT, CA

GIS Strategic Plan and Professional Services Support for Municipality



KEY SERVICES PROVIDED

- GIS Strategic Planning
- Addressing and geocoding study
- Open data hub launch
- Esri StoryMaps creation
- Geospatial training and analysis

PROJECT DETAILS

BUDGET:
$261,410

Needs Assessment – **2 Weeks**
Alternative Systems Design – **2 Weeks**
Strategic Plan – **4 Weeks**

CLIENT CONTACT

John Leon, GIS Manager
P: (510) 494-4831
E: jleon@fremont.gov

3300 Capitol Ave
Fremont, CA 94538

Website:
https://www.fremont.gov/

OVERVIEW

The City of Fremont, CA, hired GTG to develop a GIS Strategic Plan and provide ad hoc GIS professional services support. The city sought to deploy ArcGIS Hub as a platform, update their ArcGIS Online home page, troubleshoot spatial database engine issues, and train staff for the ArcGIS Pro transition.

GTG provided all of these services and also created a specialized ArcGIS Hub user guide and standard operating procedures for city staff. GTG created three new StoryMaps for the city, including a city council district StoryMap, a historical parks StoryMap, and a parks and recreation StoryMap. GTG also assisted in the creation of city mockups and the deployment of its Community Engagement and Patrol and Small Cell License web apps.

In addition, GTG partnered with City staff to advance the integration of GIS into operational workflows, with a focus on cross-departmental collaboration and data-driven decision-making. GTG conducted a comprehensive review of existing datasets, performed data cleanup and schema optimization, and helped modernize data maintenance practices to improve accuracy and consistency. The team also configured mobile data collection solutions using Field Maps and Survey123 to support field operations, and provided targeted training to ensure successful adoption. Through this work, GTG helped Fremont strengthen its GIS foundation, expand public transparency through modern web-based tools, and foster a more sustainable GIS program aligned with long-term City priorities.

2025-Present

CITY OF VACAVILLE, CA

Five-Year GIS Strategic Plan

KEY SERVICES PROVIDED

- Existing conditions assessment
- Stakeholder engagement interviews
- SWOT and gap analysis
- Governance model development
- Enterprise data standards design
- Workflow modernization planning
- System architecture recommendations
- KPI and vision alignment
- Five-year implementation roadmap
- Budget and ROI analysis

CLIENT CONTACT

Savita Chaudhary
Director, Information Technology

P: (707) 449-5100
E: savita.chaudhary@cityofvacaville.com

650 Merchant Street
Vacaville, CA 95688

Website: cityofvacaville.gov

OVERVIEW

The City of Vacaville partnered with GTG to develop a Five-Year GIS Strategic Plan aimed at transforming its geospatial capabilities into a modern, enterprise-level program. For years, Vacaville's GIS environment evolved organically, creating isolated areas of innovation but lacking centralized coordination. This strategic initiative was designed to unify governance, improve data quality, and expand GIS use across all city departments, ensuring that technology supports decision-making, transparency, and operational efficiency.

Vacaville faced significant challenges stemming from inconsistent data standards, outdated infrastructure layers, and manual workflows. Departments such as Public Works, Utilities, Community Development, and Public Safety relied on GIS but often described it as "reference-only," limiting its potential for analysis and integration. Critical systems—including permitting, billing, asset management, and CAD as-builts—operated in silos, while gaps in training and staffing further hindered progress. Without a cohesive strategy, the city struggled to maintain authoritative datasets or prepare for emerging technologies like AI, 3D modeling, and utility network migration.

GTG addressed these issues through a structured, three-phase approach: assessing existing conditions, designing a future-ready system, and creating a phased implementation roadmap. The plan introduced governance models, measurable KPIs, and modernization strategies, emphasizing authoritative data, automated workflows, and mobile-first solutions. With a detailed five-year schedule and budget, Vacaville now has a clear blueprint for improving service delivery, enhancing transparency, and adopting next-generation GIS technologies to meet the needs of residents and internal stakeholders.

ABOUT GTG

Founded on July 7, 1997, Geographic Technologies Group (GTG) has evolved from a small GIS consulting firm into a recognized global leader in geospatial strategy, technology integration, and smart government innovation. With headquarters in North Carolina, GTG has steadily expanded its reach and expertise with new offices and built a team of 45 highly skilled remote professionals committed to helping governments harness the power of GIS.

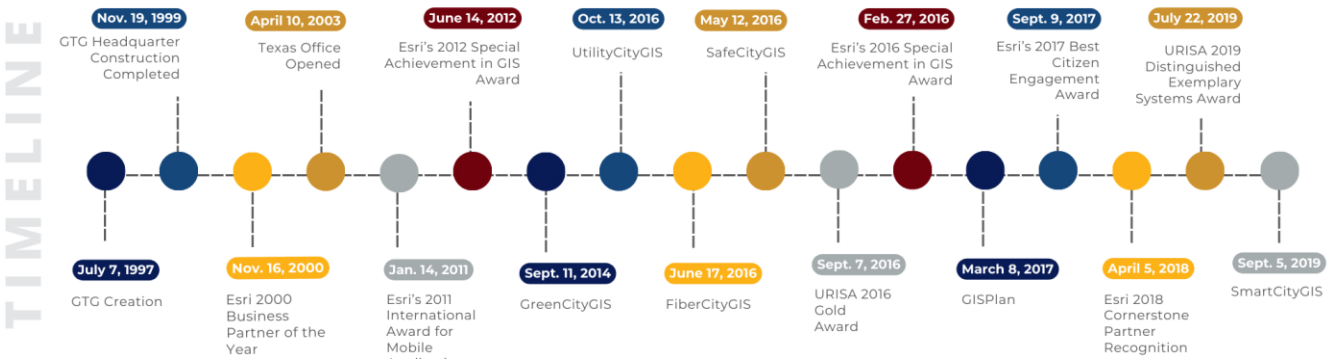
Early in its history, GTG established itself as an innovator, completing its corporate headquarters in 1999 and earning Esri's 2000 Business Partner of the Year award shortly thereafter. Continued growth led to the opening of GTG's Texas office in 2003, expanding its national footprint. Over the years, GTG has received numerous accolades, including:

- **Esri International Award for Mobile Applications (2011)**
- **Esri Special Achievement in GIS Awards (2012 & 2016)**
- **URISA Gold Award (2016)**
- **Esri Best Citizen Engagement Award (2017)**
- **Esri Cornerstone Partner Recognition (2018)**
- **URISA Distinguished Exemplary Systems Award (2019)**
- **Local Government Awards for Exemplary Use of GIS (2011 -2025)**

These awards celebrate the measurable success of GTG's clients, many of whom have achieved industry distinction as a direct result of implementing our strategic recommendations. From smart city initiatives and utility modernization projects to enterprise governance and public safety applications, GTG consistently delivers solutions that redefine how organizations leverage location intelligence.

GTG's legacy of innovation extends beyond consulting. The firm has developed a family of specialized GIS solutions designed to address key public sector challenges and promote smart, data-driven governance.

GTG HISTORY



Today, **GTG is recognized worldwide for its award-winning GIS Strategic Planning services and industry leadership in geospatial transformation.** With a staff of more than 45 professionals, including certified GISPs, Esri-certified developers, planners, data scientists, and IT architects, GTG has completed over 1,000 successful projects across North America and abroad.

At the core of GTG's methodology lies its **Six Pillars of GIS Sustainability** - Governance, Data, Policy and Integration, Software, Infrastructure, and Education. This framework ensures that every project is **strategic, sustainable, and measurable**, helping clients strengthen governance, optimize operations, and prepare for future growth.

"For over 28 years, GTG's mission has remained the same: to maximize the power of place..."

As an **Esri Gold Partner** and long-standing **Cornerstone Partner**, GTG remains at the forefront of technological innovation, identifying practical, scalable solutions. GTG's team is dedicated to empowering local and regional governments to make smarter, data-informed decisions and create connected, resilient communities.

For over 28 years, GTG's mission has remained the same: to maximize the power of place—**transforming data into insight, insight into action, and action into results.** Through strategic vision, technical excellence, and unwavering commitment to quality, GTG continues to shape the future of GIS on a global stage.

Firms Reputation, Capabilities & Quality

GTG has established itself as a **world-class leader in GIS strategic planning**, renowned for its consistent delivery of high-quality, actionable plans that align technology, data, and organizational needs. This reputation is built upon more than 28 years of experience working with local governments, regional agencies, and utilities, delivering tailored, stakeholder-driven strategic plans—not one-size-fits-all templates.

Esri Business Partner

esri Partner Network Gold

GTG has been an Esri Business Partner since 1998 and is proud to be recognized as an Esri Partner Network Gold Member. This distinction reflects GTG's long-standing commitment to advancing Esri technology and delivering innovative, practical solutions for government agencies across North America. As a Gold Partner, GTG is uniquely positioned to help clients plan, design, implement, and maintain enterprise GIS programs that align with best practices in the Esri ecosystem.

GTG's culture is built on professionalism, transparency, collaboration, and innovation, and our team of GIS architects, analysts, and developers bring decades of hands-on experience across the Esri ecosystem. We actively collaborate with Esri to stay at the forefront of new technologies, including ArcGIS Pro, ArcGIS Enterprise, ArcGIS Online, and the ArcGIS Utility Network. This partnership ensures that GTG's clients benefit from solutions that are both cutting-edge and sustainable.

OUR KEY CAPABILITIES

GTG's capabilities span the full lifecycle of GIS strategic planning through implementation, with a strong emphasis on quality and sustainability.

- ✓ **Tailored Strategic Planning Methodology:** GTG's GIS Plan framework provides a step-by-step roadmap to build an enterprise GIS that's resilient, future-ready and transformational.
- ✓ **Full-Service Expertise**: From governance, data management, technology architecture, workflow integration to training and education, GTG supports every facet of GIS program development.
- ✓ **Enterprise & Local Government Focus**: GTG is a GIS company providing full-service, enterprise GIS solutions exclusively for local government.
- ✓ **Proven Tools and Frameworks:** Our product offerings through the include implementation plans, self-assessment tools, architectural designs, and more — enabling clients to adopt both strategic clarity and practical action.

Services and Solutions

GTG is a true full-service GIS firm, offering comprehensive expertise across the entire geospatial lifecycle. With decades of experience supporting utilities in modernizing their geospatial infrastructure, we specialize in helping sewer organizations **complete readiness assessments for Esri's ArcGIS Utility Network**, improve data quality, and establish sustainable, scalable platforms that streamline operations and support regulatory compliance. Our end-to-end expertise ensures that Dunwoody can rely on a partner who can **assess needs**, **design systems**, **implement tools**, and **provide ongoing support**.

Our Service Offerings

Strategic Planning and Governance	Developing GIS needs assessments, technology roadmaps, and governance models that align with organizational goals.
Database and Data Services	Designing and maintaining enterprise geodatabases, converting legacy datasets, and establishing data standards.
Application Development and Integration	Building custom applications, dashboards, and workflow automation tools using ArcGIS Enterprise, ArcGIS Online, Python, and FME.
Data Analysis and Modeling	Leveraging spatial analysis, modeling, and tracing tools to transform data into actionable insights, all designed to improve performance and guide proactive maintenance.
Support and Training	Providing long-term support, technical training, and clear documentation to build lasting in-house expertise.

QUALIFICATIONS OF KEY PERSONNEL

The following organizational chart and team structure illustrate the **depth, specialization, and leadership** that GTG brings to the Dunwoody GIS Strategic Plan. Each team member plays a critical role in ensuring the success of this project, contributing decades of experience in GIS strategic planning, governance, data management, IT architecture, and emerging technologies. Together, this group represents one of the most qualified and balanced GIS planning teams in the nation.

This organizational structure ensures strong project management oversight, technical precision, and broad domain expertise. GTG's team brings together strategic planners, certified GIS professionals, and technical specialists with decades of combined experience. Each team member plays a vital role in aligning the Dunwoody GIS Strategic Plan with industry best practices, Esri technologies, and the City's long-term operational goals.

Curt Hinton is one of North America's leading GIS consulting authorities for local and state government agencies. He is an award-winning local government GIS Manager and geospatial thought leader on the innovative and effective use of GIS for government agencies. Mr. Hinton is a geospatial innovator with a focus on servant leadership, and he is a GIS governance thought leader who focuses on combining experiential and project management best practices. His work has been internationally recognized as a GIS Strategic Planner, and he has authored over 300 GIS Strategic, Hazard Mitigation, Public Safety, Data, and Technology Plans domestically and internationally. Mr. Hinton has conducted hundreds of presentations worldwide on GIS best practices, uses, and implementation strategies, and he has mentored over 400 geospatial professionals assisting with program development, career development, and advisory roles.

CURT HINTON

Strategic Planner | 33 Years of Experience

(919) 344-2169 chinton@geotg.com

Education

Master of Arts | Geography/GIS

University of North Carolina, Chapel Hill

Bachelor of Arts | Geography

University of North Carolina, Chapel Hill

Bachelor of Arts | Psychology

University of North Carolina, Chapel Hill

Certifications

- Geographic Information Systems Professional **(GISP)**
- Project Management Professional **(PMP)** - *Project Management Institute*
- Federal Procurement Readiness Certification

Associations

- Professional in Business Analysis (PMI-PBA)
- National Small Business Association Board of Advisors
- NC TECH Board of Advisors
- Voting Member of the National Emergency Numbering Association (NENA) Next Generation 911 GIS Data Model Work Group
- Current Board Member of the Carolina Urban and Regional Information Systems Association (CURISA)
- Former President of the North Carolina Esri User's Group

Mr. Hinton has developed innovative uses of GIS as a practitioner and consultant for public safety (police and fire), emergency operations, planning, economic development, public works, electric/gas/fiber utilities, ports, GIS departments, social services, and public outreach. He is an integration expert advising and implementing GIS integration with IT software systems, smart devices, and the Internet of Things (IoT). Mr. Hinton is an authority on selling GIS value to an organization through lessons learned as a GIS practitioner and return-on-investment strategies. He has worked with organizations in all 50 states, most provinces in Canada, the Bahamas, St. Vincent and the Grenadines, Qatar, United Arab Emirates, Ghana, Liberia, South Africa, and Poland.

Key Experience

- Co-Founder/Owner/Principal of GTG
- Award-Winning City GIS Manager
- Worked on the Digital Modernization Team at the United States Geological Survey
- Has managed the deployment of Esri Solutions for Hundreds of Clients
- Presented GIS Success Strategies to over 500 organizations

Similar Projects

- **Wake County, NC and Richland County, SC –** Created GIS Strategic Plan for two of the leading county GIS programs in the country.
- **California Department of Pesticide Regulation** – Created Strategic Plan for an environmentally-focused state agency.
- **Port of Houston, TX and Port of Tacoma, WA** – Led strategic planning and implementation for two major ports.
- **City of Saint Paul, MN Police Department** – Led a multi-discipline team to modernize the St. Paul Police GIS...

Trey Hinton is a GIS Program Manager at GTG with three years of experience and a master's degree in Geospatial Information Science and Technology from North Carolina State University. He is skilled in Esri's suite of Desktop and Enterprise software, including ArcGIS Desktop, ArcGIS Pro, ArcGIS Online, and ArcGIS Enterprise. Mr. Hinton applies the Agile method of project management to efficiently deliver GIS solutions aligned with client goals.

His technical abilities include geographic analysis, map creation, georeferencing, and ArcGIS Pro data generation. At GTG, he has performed a variety of GIS data services such as map creation, data development, data maintenance, and ArcGIS Online application deployment.

TREY HINTON

Strategic Planner | 6 Years of Experience

(919) 648-3351 thinton@geotg.com

Education

Master of Science | Geospatial Information Science and Technology

North Carolina State University

Bachelor of Science | Business Administration: International Business & Economics

Liberty University

Technical Skills

ArcGIS Online
ArcGIS Pro
ArcGIS Dashboards
ArcCatalog
ArcGIS Desktop
ArcGIS Experience Builder
ArcGIS Field Maps

Mr. Hinton has conducted digital data checks to ensure the accuracy and completeness of geospatial datasets and has extensive experience in geodatabase design and maintenance. He has configured GIS data within enterprise systems to enhance accessibility for government stakeholders and ensures data integrity through rigorous QA/QC processes. His work emphasizes the delivery of accurate, reliable GIS solutions tailored to each client's operational and strategic needs.

Key Experience

- Geodatabase Creation
- Data Creation
- Map Creation
- GIS Consulting
- Data Maintenance
- Data Integrity
- QA/QC
- Data Configuration

Similar Projects

- **California High-Speed Rail –** Performed GIS consulting, technical support, and administrative support services.
- **Port of Tacoma, WA –** Performed GIS consulting, GIS support, and project management services.
- **CAL FIRE -** Performed GIS technical, data assessment, data cleanup, and data creation services.
- **Port of Houston, TX –** Performed GIS consulting, technical implementation, strategic planning, needs assessment, public-facing app creation services.
- **City of Lawrenceville, GA –** Performed GIS consulting, implementation, and data editing services.

Kathryn Clifton is a top-tier Senior GIS Analyst at GTG who has also served as Land Management Director for the Town of Spencer, NC. She is a career GIS professional who holds a master's degree in city and regional planning and certifications as a geographic information systems professional and professional land surveyor. Ms. Clifton is experienced in working with municipal and county government, and she is skilled in geography, cartography, public speaking, public safety technology, and technical presentations. Ms. Clifton possesses pronounced expertise in project management, GIS automation, and cartography, which allows her to effectively lead projects that integrate advanced GIS technologies.

KATHRYN CLIFTON

Strategic Planner | 25 Years of Experience

(704) 400-5905 kclifton@geotg.com

Education

Master of City & Regional Planning (MCRP)

Clemson University

Bachelor of Arts | Environmental Science and Management Information Systems

Catawba College

Certifications

- Geographic Information Systems Professional **(GISP)**
- Professional Land Surveyor **(PLS):** *NC Board of Engineers & Land Surveyors*
- ESRI ArcGIS Desktop Associate (10.1)
- ESRI Certified Instructor
- Certified Technical Trainer - CompTia

Technical Skills

Esri ArcGIS Suite	Web AppBuilder
Modelbuilder	Python
Survey123	Trimble
FieldMaps	QuickCapture

Her skills in database design enhance data organization and accessibility, while her proficiency in GIS automation streamlines workflows, improving efficiency and precision in geospatial analysis. Ms. Clifton is an expert in meeting the GIS needs of governmental organizations at all levels, and she is also adept at GIS implementation, web design, and database maintenance tasks for the public sector.

Key Experience

- Project Management
- ArcGIS Enterprise
- GIS for Public Safety
- GIS for Government
- GIS Automation
- Cartography
- Database Design
- GIS Automation

Similar Projects

- **Davidson County, NC** –Develop and maintain online mapping solutions using ArcGIS Server, ArcGIS Online, and Survey123.
- **City of Salisbury, NC** – Planned, implemented, and managed enterprise geodatabase.
- **City of Healdsburg, CA** - Aided in comprehensive database rebuild, data migration, and web application update.
- **Town of Spencer, NC** – Performed land management and strategic planning services.

With over 11 years at Geographic Technologies Group (GTG), Jonathan Welker brings end-to-end expertise in designing, configuring, and deploying GIS solutions within the Esri ecosystem. He holds a master's degree in Geography with a concentration in GIS from Appalachian State University and has led numerous enterprise and departmental projects across North America.

Mr. Welker specializes in aligning organizational objectives with geospatial strategy, developing and implementing sustainable solutions within ArcGIS Online (AGOL) and ArcGIS Enterprise (AGE), including ArcGIS Experience Builder, ArcGIS Dashboards, ArcGIS Hub, ArcGIS Field Maps and related technologies. His experience spans data modeling, workflow optimization, and the development of interactive web applications that enhance efficiency, transparency, and collaboration.

JONATHAN WELKER

Strategic Planner | 14 Years of Experience

(910) 818-7956 jwelker@geotg.com

Mr. Welker is highly experienced in supporting municipal and public-sector GIS environments, conducting comprehensive needs assessments, and translating technical requirements into actionable solutions. His expertise in enterprise database design, system configuration, and workflow optimization enables government organizations to improve data integrity, operational efficiency, and decision-making across departments.

Education

Master of Arts | Geography (GIS)

Appalachian State University

Bachelor of Science | Geography and Community and Regional Planning

Appalachian State University

Certifications

Esri Suite of Software

Technical Skills

- ArcGIS Pro
- ArcGIS Online
- ArcGIS Enterprise
- ArcGIS Field Maps
- ArcGIS Business Analyst
- ArcGIS Experience Builder
- ArcGIS Dashboards
- ArcGIS Hub
- ArcGIS StoryMaps

Key Experience

- GIS Project Management
- Solutioning through Requirements
- Database Design
- GIS for Local Government
- Data Creation/Collection
- AGOL/AGE Administration
- Application Development

Similar Projects

- **City of Hobart, IN** – Performed GIS needs assessment, GIS data layer creation, Esri application configuration and deployment, and ArcGIS Enterprise administration and support services.
- **City of Roswell, GA** – Performed GIS needs assessment and developed strategies for system design, strategic planning, GIS data layer creation, Esri application configuration and deployment, and ArcGIS Online administration and support services.
- **Colorado Department of Natural Resources** – Performed requirements gathering methodologies, developed requirements-driven solutions, and configured and deployed Esri applications to meet departmental needs.

Appendices

GEOGRAPHIC TECHNOLOGIESGROUP®

Beyond Location Intelligence

Shaping the Future of Government

GIS STRATEGIC PLANNING

GIS Consulting Services

esri Partner Network Gold

ABOUT US

OUR TEAM OF GIS STRATEGIC PLANNERS

Our team is working with many organizations, including towns, cities, counties, and Native American and Alaskan tribes to design smart GIS strategic plans that focus on geo-smart government, geo-empowered citizens, geo-spatial data infrastructure, and a geo-smart economy. Our future includes a very different relationship with geospatial technology. Our team understands that government organizations need a step by step roadmap that will systematically build an enterprise, sustainable, scalable, and enduring GIS solution.

OUR COMPANY

Geographic Technologies Group (GTG) is one of the world's leading GIS strategic planning companies. Headquartered in North Carolina, with regional offices throughout North America, GTG has secured state, national, and international awards for geospatial planning and enterprise planned solutions. Founded in 1997, our company celebrates more than two decades of growth and success. Built on its tradition of deploying the very best GIS solutions for government, GTG now has over 700 clients nationwide. A corporate culture of quality, understanding government operations, and commitment to our clients allow GTG to continue to build an outstanding GIS portfolio.

Beyond Location Intelligence

Geographic Technologies Group (GTG) is committed to advancing the science of location intelligence and geospatial technology. We want to inspire, we want to push the envelope, break through boundaries, solve problems, and introduce a new kind of decision support. We want to go beyond location intelligence. To plan, design, build, implement, transform, and maintain. We want to use spatial information to empower understanding, influence the decision-making process, offer new insights, reveal new data relationships, predict events, engage and educate the community, and solve problems of the future. The ultimate outcome is a smarter, more resilient, and sustainable government.

We create location intelligent organizations!

WHO WE SERVE

Towns | Cities | Counties
Multi-Regional Agencies |
Public Works and Public Utilities and Water Districts |
Native American and Alaskan Indigenous People

Geographic Technologies Group serves government agencies of various sizes and characteristics. Our team has extensive and successful experience working with small villages and towns like Dutch Harbor, Alaska, Town of Windsor, California, and the Village of Snowmass, Colorado. We have also provided plans for small and medium-size cities to include the City of Roswell, Georgia, City of Hobart, Indiana, City of Rio Rancho, New Mexico, City of Guelph, Ontario, Canada, City of Pearland, Texas, City of Titusville, Florida, City of Edina, Minnesota, City of Berkeley, California, and City of Vancouver, Washington. Our experience with large organizations includes the City of Mississauga, Ontario, Canada, City of Pasadena, California, the Public Works Agency of the Country of Qatar (Ashghal), and Orange County, CA. Our strategic planning clients also include counties of all sizes including Campbell County, Wyoming, Macon-Bibb County, Georgia, Forsyth County, and Rockingham County North Carolina, Yuma County Arizona, as well as multi-agency initiatives like the Lane County, Oregon GIS Consortium.

World Renowned Experts in GIS Strategic Implementation Planning

The adoption of geospatial technology within government organizations has increased the demand for sophisticated planning tools and techniques to assist in the complex implementation process. Our team's wealth of experience demonstrated in our advanced GIS strategic planning publications, key-note speeches, GIS strategic planning books, extensive presentations, and very happy clients throughout North America and the world allow our team to be pioneers in Strategic GIS planning and implementation.

SERVICES

OUR GIS STRATEGIC PLANNING METHODOLOGY

Our unique insight and twenty-five years of local government GIS strategic implementation planning allow our team to offer the most innovative and far-reaching solutions.

We excite, we inspire, and we create! Our team offers strong ideas and bold new solutions. We are the people that plan the right strategies, develop actionable insights from stakeholder feedback, and deploy smart and innovative tools and applications.

We empower government organizations, providing exceptional products and services

Geographic Technologies Group is famous for many strategic approaches...

- Striving for the Absolute Best
- Pushing the Envelope
- Innovation
- Better Predictions
- Encouraging Healthier Lives
- Strengthening Cultures
- Developing Bold New Solutions
- Shared Intelligence
- Creating Geo-powered Organizations
- Smart Communities
- High Performance
- Enthusiastic Staff
- Fueling Creativity
- Sustainability
- Resilience
- Science of Creativity
- Creativity in Action
- Every Realm of Experience
- Sparking Brilliant Solutions
- Setting up for Success
- Harnessing the Science of Data
- Imagining the Possibilities
- Inspiration
- Creative Minds
- Strong Ideas
- Thinking Visually
- Productive People
- Shape Good Habits
- Business Realization

WE PLAN STRATEGIC, ENTERPRISE, SUSTAINABLE, SCALABLE AND ENDURING GOVERNMENT GIS SOLUTIONS

STRATEGIC

Our strategic GIS planning philosophy includes a methodology that is deliberate, considered, intentional, and tactical, supported by well-calculated planning and decision-making.

ENTERPRISE

Our team plans, designs, and implements GIS solutions throughout entire organizations. We pride ourselves in our innovative, creative, and original uses of GIS across all departments.

SUSTAINABLE

Our team understands GIS sustainability as a solution that supports the weight of something, providing for its needs, and maintaining and prolonging it—to keep something viable.

SCALABLE

A scalable GIS means being flexible: to be able to be used in many different ways, including intranet, internet, desktop, and mobile GIS.

ENDURING

Our strategic plans embrace every aspect of GIS management and technology – making our roadmaps enduring, stable, and lasting.

Phase I: Conducting a GIS Needs Assessment

What Are Your Organizational Needs?

Questions

- How do I conduct a GIS Needs Assessment?
- How do I identify the specific GIS needs of my organization?
- How should we use education and training workshops?
- How can I encourage participation?
- How do I build consensus?
- How should I conduct Blue Sky Session?
- How do I get buy-in from my decision makers and elected officials?
- Who are my GIS Stakeholders?
- How do I engage the public and cultivate citizen engagement?
- How do I educate my decision makers and elected officials?
- How does benchmarking our organization help us grow?
- How can I identify Key Performance Indicators (KPI) that track my success?
- How do I align our GIS with the vision of the Organization?
- How do I align our GIS with the vision of the Organization?

Solutions

- On-line GIS Questionnaires
- GIS Training, Education and Knowledge Transfer Workshops
- Blue Sky Sessions
- Departmental Interviews
- Consensus Building
- Stakeholders Buy-In
- Citizen Engagement
- GIS Benchmarking
- Developing KPI's

Phase II: GIS: Developing System Design Alternatives

What Are Your GIS Design Alternatives?

Questions

- What alternatives do I have to grow our enterprise GIS?
- What should our Optimum GIS Governance and staffing model look like?
- How can we evaluate and improve the accuracy and reliability of our digital data and databases?
- How do we diagrammatically illustrate workflows and how will that help our organization?
- What are the benefits of GIS Policy, Data Standards, and Standard Operating Procedures (SOP)?
- How important is enterprise-wide GIS integration throughout my organization?
- What does a true training, education, and knowledge transfer program look like?
- How do we deploy scalable GIS software throughout our organization?
- What GIS software should we be using?
- How important is an Architectural and Infrastructure Assessment?
- How can we use Best Business Practices (BBP) to help our organization?

Solutions

- Develop Alternative GIS Solutions
- Develop an Enterprise Governance Model
- Evaluate and Improve Data and Databases
- Create Workflows Procedures
- Develop Standard Operating Procedures (SOP)
- Design Interoperable and Integrated Solutions
- Develop Training, Education And Knowledge Transfer Program
- Use Best Business Practices for the Optimum use of GIS Software, Hardware and IT Architecture

Phase III: Creating Your GIS Strategic Implementation Plan

What Should A Phased GIS Strategic Implementation Plan Do For Your Organization?

Questions

- What does a true GIS Strategic Plan look like, and how will it help our organization?
- How do we best use a Return on Investment (ROI) Analysis, Cost-Benefits Analysis, or Value Proposition?
- What is the benefit of a multi-year GIS strategic roadmap?
- What is GIS Benchmarking?
- How do we create Key Performance Indicator's (KPI's) and measure GIS outcomes and actionable items?
- What are our priorities as an organization?
- How do we measure success? The most important and critical metrics?
- How should we align GIS with our organization's vision, mission and goals, and objectives?
- How do we introduce meaningful productive change?
- How do we initiative a smooth acquisition of skills throughout the organization?
- How sustainable will this GIS initiative be?

Solutions

- Develop a GIS Strategic Implementation Plan
- Conduct an ROI Analysis
- Conduct a Benchmarking Analysis – Compare yourself to 10 other Organizations
- Develop Key Performance Indicators (KPI)
- Develop Actionable Items
- Set GIS Priorities
- Measure Success
- Alignment with your Organizations Vision
- Cause Meaningful Productive Change
- Develop tools to help with the Smooth Acquisition Of geospatial Skills
- Make your GIS Sustainable

PRODUCTS

The GISPlan is absolutely critical to the success of any GIS initiative. A structured, understandable, and step by step plan of action will save time, money and resources. Our team offers government organizations the full flagship GIS Strategic Implementation Plan, a shorter GIS Strategic Assessment and a rapid GIS Checkup. Our team also offers a comprehensive GIS Architectural System Design, and an Enterprise GIS Data Management Plan. Geographic Technologies Group (GTG) offers all government agencies a free online GIS Self-Assessment questionnaire that will help organizations understand their existing GIS conditions. Our products include the following:

GIS Implementation Plan
A comprehensive and multi-year GIS Implementation Plan takes approximately two to six months and includes Geographic Technologies Group's three-phase, seven-step strategic planning methodology. It involves a GIS Needs Assessment, Alternative System Design, and a Phased GIS Implementation Plan. The purpose of this plan is to provide your organization with a comprehensive roadmap to GIS success. It uses the Six Pillars of GIS Sustainability to guide the roadmap.

Schedule: Three to Six Months

GIS Strategic Assessment
The GIS Strategic Assessment is a two to three-week review and evaluation of your organization's GIS. The objective of the Assessment is to evaluate the current and future state of your GIS. The GIS Assessment creates a step-by-step plan of action. It also includes a presentation to decision-makers on Existing GIS Conditions and Future Requirements.

Schedule: Two to Three Weeks

GIS Checkup
The GIS Checkup is a five-day award-winning methodology that includes a GIS Questionnaire, a rapid GIS Needs Assessment through a GIS Workshop, and Departmental Interviews. The GIS Checkup enables you to create a clear and concise strategy for improving your organization's GIS solution.

Schedule: Five Days

CONTACT US

Raleigh Office
Address: 3717 National Drive, Ste 206
Raleigh, NC 27612

Office: 919.222.1421

"Excellent team providing excellent service and final products."

Engineering Support Supervisor, Contra Costa Water District

888.757.4222 www.gisplan.com moreinfo@geotg.com

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Building Smarter Government

"A motivated and collaborative team"
- City of Pickering

"An outstanding company"
- Wake County

"A professional and experienced team"
- California High-Speed Rail

"Driven by teamwork, knowledge, and creativity"
- Town of Ajax

"Innovative, original, and pioneering"
- California Dept. of Pesticide Regulation

"Advanced, technical, and motivated"
- Ouachita Parish

"Technical experts in geospatial technology"
- Town of Windsor

"Professional, dedicated experts"
- Village of Wellington

"Collaborative group of geospatial specialists"
- Solano County

"Performance driven and results orientated"
- City of Bloomington

888.757.4222 www.geotg.com moreinfo@geotg.com

ABOUT GTG

Geographic Technologies Group, Inc. (GTG) is one of the country's leading full-service local government GIS consulting companies. GTG's corporate headquarters is located in Goldsboro, North Carolina, with regional offices across the United States. GTG has secured state, national, and international awards for software solutions and consulting services. Founded in 1997, GTG celebrates more than two decades of growth and success. Built on its tradition of deploying the very best GIS solutions for local government, GTG now has over 1,000 clients nationwide. A corporate culture of quality, understanding government operations, and commitment to our clients allow GTG to continue to build an outstanding GIS portfolio.

- Planning
- Designing
- Implementing
- Analyzing
- Maintaining
- Supporting
- Updating

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www.geotg.com

919.759.9214

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GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
MULTIPLE AWARD SCHEDULE

Authorized Federal Supply Schedule FSS Price List

Online access to contract ordering information, terms and conditions, pricing, and the option to create an electronic delivery order are available through GSA Advantage!®. The website for GSA Advantage!® is: https://www.GSAAdvantage.gov.

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER:
47QTCA23D009V

PERIOD COVERED BY CONTRACT:
6/15/2023 – 6/14/2028

Geographic Technologies Group, Inc

1299 B PKWY DR STE B
Goldsboro, NC 27534-3491
Phone: 919-344-2169
Internet Address: http://www.geotg.com
Contract Administration: Curtis Hinton
E-Mail: chinton@geotg.com

BUSINESS SIZE: Small Business
Pricelist current as of Modification PS-004 effective 9/15/2025

For more information on ordering, go to the following website: https://www.gsa.gov/schedules

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ORDERING INFORMATION

1a. Awarded Special Item Number(s):

54151S	Information Technology Professional Services
511210	Software Licenses
541370GEO	Earth Observation Solutions
541370GIS	Geographic Information Systems (GIS) Services
OLM	Order Level Materials

1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract:
See attached pricelist

1c. A description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees who will perform services is provided below.

2. Maximum Order:

541370GEO, 541370GIS:	$1,000,000
54151S, 511210:	$500,000
OLM:	$250,000

3. Minimum Order:
$100

4. Geographic Coverage (delivery Area):
Domestic - 50 states, Puerto Rico, Washington, DC, and U.S. Territories.

5. Point of production (city, county, and state or foreign country):
Same as company address

6. Discount from list prices or statement of net price:
Government net prices (discounts already deducted). See pricing below.

7. Quantity discounts: Additional 2% for orders over $300K per task order

8. Prompt payment terms: Net 30 - Information for the ordering offices: Prompt payment terms cannot be negotiated out of contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin):
None

10a. Time of Delivery (Contractor insert number of days):
As Negotiated at the task order level

10b. Expedited Delivery.
Consult with contractor

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10c. Overnight and 2-day delivery.
Consult with contractor

10d. Urgent Requirements.
Consult with contractor

11. F.O.B Points:
Destination

12a. Ordering Address:
Same as company address

12b. Ordering procedures: Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address: Same as company address

14. Warranty provision: None

15. Export Packing Charges (if applicable): Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable): Not Applicable

17. Terms and conditions of installation (if applicable): Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not Applicable

18b. Terms and conditions for any other services (if applicable): Not Applicable

19. List of service and distribution points (if applicable): Not Applicable

20. List of participating dealers (if applicable): Not Applicable

21. Preventive maintenance (if applicable): Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): Not Applicable

22b. If applicable, indicate that Section 508 compliance information is available for the information and communications technology (ICT) products and services and show where full details can be found (e.g. contractor's website or other location.) ICT accessibility standards can be found at: https://www.Section508.gov/.

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Not Applicable

23. SAM Unique Entity Identifier (UEI) Number: ZCLNCHTHE8J4

24. Notification regarding registration in System for Award Management (SAM.gov) database: Registered Cage Code 1T4B2

GSA Pricelist
SIN 511210 Software Maintenance as a Product

PRODUCT NAME	PRODUCT DESCRIPTION	GSA PRICE
GeoAdaptor-Maintenance	Annual support and maintenance for GeoAdaptor - Begins after Year 1ends. May increase up to 4% per annual renewal.	21% of GSA Discounted Price
Incident Analysis Crime Extension Maintenance	Annual support and maintenance for Incident Analysis Crime Extension --Begins after Year 1 end. May increase up to 4% per annual renewal.	21% of GSA Discounted Price

Labor Category Descriptions

Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
GIS Senior Consultant	Perform as an individual contributor on client engagement teams, to develop work product, lead specific project initiatives, and act as a subject matter expert on consulting projects. Client engagement activities include but are not limited to framing issues, problem-structuring, optimizing client processes, developing go-to-market strategies, and change management. Manage work efforts to contract specifications. Develop quality work product(s) and documentation. Support delivery assurance practices by participating in periodic project reviews and audits and maintaining accurate and timely project reporting. Anticipate and communicate project risks. Interface with client leads and become a trusted advisor or confidant to the client. Perform costing and pricing financial analyses. Identify, document, and build up costs in an as-is environment. Forecast and predict cost break-downs in proposals or future-stated environments. •Serve as a subject matter expert. Lead sub-project teams as required. Cultivate successful client relationships.	Bachelors	4

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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Senior Project Manager	Serves as the project manager for a large, complex task order (or a group of task orders affecting the same common/standard/migration system) and assists the Program Manager in working with the Government management personnel, and customer agency representatives. Under the guidance of the Program Manager, responsible for the overall management of the specific task order(s) and ensuring that the technical solutions and schedules in the task order are implemented in a timely manner.	Bachelors	8
Project Manager	Plans and directs highly technical projects, involving all aspects of information resources management with emphasis on software development. Directs completion of tasks within estimated timeframes and budget constraints. Schedules and assigns duties to subordinates. Reports in writing and orally to Contractor management and Government representatives. Must be capable of negotiating and making binding decisions for the company.	Bachelors	4
Senior Software Developer	Collaborating with management, departments, and customers to identify end-user requirements and specifications. Designing algorithms and flowcharts to create new software programs and systems. Producing efficient and elegant code based on requirements. Testing and deploying programs and applications. Troubleshooting, debugging, maintaining, and improving existing software. Compiling and assessing user feedback to improve software performance. Observing user feedback to recommend improvements to existing software products. Developing technical documentation to guide future software development projects.	Bachelors	8
Software Developer/Engineer	Researching, designing, implementing, and managing software programs. Testing and evaluating new programs. Identifying areas for modification in existing programs and subsequently developing these modifications. Writing and implementing efficient code. Determining operational practicality. Developing quality assurance procedures. Deploying software tools, processes, and metrics. Maintaining and upgrading existing systems. Working closely with other developers, designers, business, and systems analysts. STRONG ability to design, code, and debug applications in various software languages. Some experience with performance tuning, improvement, balancing, and usability. Assist in the support and maintenance of software functionality. Identify and evaluate new technologies. Experience developing within Esri's SDK and/or API ecosystem(s). Experience administering Windows and/or Linux systems. Experience with Amazon Web Services (AWS), Azure, Digital Ocean or another established cloud provider.	Bachelors	4

GEOGRAPHIC TECHNOLOGIESGROUP®
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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Senior Technical Analyst	Design, create, maintain and update GIS data layers to represent current conditions. Collect and analyze data to prepare maps and graphics. Perform graphic and non-graphic data entry and geoprocessing of various data sets. Evaluates data sources for conversions and performs conversions. Research, interpret, and prepare geographically reference source data for digital input. Assist in establishing standard map formats, queries, and reports. Check and evaluate assignments for quality control and accuracy in terms of positional tolerance, completeness, and conformance with design criteria. Create internal and external checks for data consistency and completeness. Provide technical GIS assistance to team members on assigned projects. Document work completed in conformance with established procedures (data dictionary). Work directly with clients to complete assigned project tasks and technical work; follow up with clients to ensure quality of work and client satisfaction.	Bachelors	6
Technical Lead	Communicate thoughts, ideas, and information of a technical nature in a logical and coherent manner. Demonstrate a solid understanding of GIS concepts with the ability to present analytical alternatives and develop geospatial solutions. Utilize Esri software, specifically the ArcGIS suite (ArcCatalog, ArcMap, ArcToolbox, ArcGIS Server, ArcSDE, and SQL Server). Develop GIS maps for various projects. Digitize aerial photos, database management, and conversion from CAD to GIS. Provide supplemental operating policies and procedures unique to the project to ensure that the work is accomplished with high quality and in an orderly and efficient manner.	Bachelors	4
Enterprise Architect	Broad skillset in designing, building, and maintaining server infrastructure within cloud technologies (Microsoft Azure preferred), and demonstrate proficiencies within server administration, storage and compute technologies, and virtualization. Experience in GIS, versioned geodatabase administration experience in a multi-user environment. Experience with both Windows and Linux machines. Perform enterprise GIS software installation and performance tuning services. Design, installation, and configuration of ArcGIS Enterprise instances on multiple hardware servers. Create mapping, imagery, and data services. Create products and models using Python scripting and/or process automation. Produce/write GIS system technical recommendations and assessments, standard operating procedures, administrative and help documents for clients and technical teams. Assess customer's existing GIS environments and recommend areas for improvements in application technology, system performance, and software migration plans. Communicate with architects and developers to successfully deploy custom web GIS solutions. Troubleshoot GIS and IT solution errors and support end users. Present system design information to technical and non-technical audiences. Train user of all skill levels on the use and adoption of GIS technologies.	Bachelors	6

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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Technical Architect	Understand company needs to define system specifications. Plan and design the structure of a technology solution. Communicate system requirements to software development teams. Evaluate and select appropriate software or hardware and suggest integration methods. Oversee assigned programs (e.g. conduct code review) and provide guidance to team members. Assist with solving technical problems when they arise. Ensure the implementation of agreed architecture and infrastructure. Address technical concerns, ideas and suggestions. Monitor systems to ensure they meet both user needs and business goals.	Bachelors	6
Senior Data Analyst	Managing master data, including creation, updates, and deletion. Managing users and user roles. Provide quality assurance of imported data, working with quality assurance analysts if necessary. Commissioning and decommissioning of data sets. Processing confidential data and information according to guidelines. Helping develop reports and analysis. Managing and designing the reporting environment, including data sources, security, and metadata. Supporting the data warehouse in identifying and revising reporting requirements. Supporting initiatives for data integrity and normalization. Assessing tests and implementing new or upgraded software and assisting with strategic decisions on new systems. Generating reports from single or multiple systems. Troubleshooting the reporting database environment and reports. Evaluating changes and updates to source production systems. Training end-users on new reports and dashboards. Providing technical expertise in data storage structures, data mining, and data cleansing.	Bachelors	6
Data Analyst	Work with executives and other business leaders to identify opportunities for improvement. Create reports for internal teams and/or external clients. Collaborate with team members to collect and analyze data. Use graphs, infographics and other methods to visualize data. Establish KPIs to measure the effectiveness of business decisions. Structure large data sets to find usable information. Work with a team of analysts and other associates to process information. Create presentations and reports based on recommendations and findings.	Bachelors	4
Business Analyst	Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions. Leading ongoing reviews of business processes and developing optimization strategies. Staying up to date on the latest process and IT advancements to automate and modernize systems. Performing requirements analysis. Gathering critical information from meetings with various stakeholders and producing useful reports. Working closely with clients, technicians, and managerial staff. Providing leadership, training, coaching, and guidance to junior staff. Allocating resources and maintaining cost efficiency. Ensuring solutions meet business needs and requirements. Performing user acceptance testing. Updating, implementing, and maintaining procedures. Prioritizing initiatives based on business needs and requirements. Managing competing resources and priorities. Monitoring deliverables and ensuring timely completion of projects.	Bachelors	4

GEOGRAPHIC TECHNOLOGIESGROUP®
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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Senior Technical Writer	Observes production, developmental, and experimental activities to determine IT Systems operating procedure and detail; interviews production and engineering personnel and reads journals, reports, and other material to become familiar with product technologies. Studies blueprints, sketches, drawings, parts lists, specifications, mock-ups, and product samples to integrate IT technology, operating procedure, production sequence. Maintains records and files of work with revisions; selects graphics; assists in laying out for publication; and arranges for distributions.	Bachelors	4
Technical Writer	Writes and edits technical documents including reference manuals and product manuals. Writes and edits procedural documentation such as user guides and manuals. Determines the type of publication that will best serve the project requirements. Meets with engineers, programmers, and project managers to learn about specific products or processes. Research product samples to fully understand product. Assesses the audience needs for whom the technical and procedural documentation is intended; adjusts tone and technical terms used to meet those needs and to ensure understanding. Plans writing processes and sets timelines and deadlines. Creates or works with graphic designers to create diagrams, charts, and other visual aids to assist readers in understanding a product or process. Gathers feedback from customers, designers, and manufacturers to improve technical documents.	Bachelors	2
Data Engineer	Analyze and organize raw data. Build data systems and pipelines. Evaluate business needs and objectives. Interpret trends and patterns. Conduct complex data analysis and report on results. Prepare data for prescriptive and predictive modeling. Build algorithms and prototypes. Combine raw information from different sources. Explore ways to enhance data quality and reliability. Identify opportunities for data acquisition. Develop analytical tools and programs. Collaborate with data scientists and architects on projects.	Bachelors	4
Data Modeler	Implement business and IT data requirements through new data strategies and designs across all data platforms (relational, dimensional, and NoSQL) and data tools (reporting, visualization, analytics, and machine learning). Work with business and application/solution teams to implement data strategies, build data flows, and develop conceptual/logical/physical data models. Define and govern data modeling and design standards, tools, best practices, and related development for enterprise data models. Identify the architecture, infrastructure, and interfaces to data sources, tools supporting automated data loads, security concerns, analytic models, and data visualization. Hands-on modeling, design, configuration, installation, and performance tuning. Work proactively and independently to address project requirements and articulate issues/challenges to reduce project delivery risks.	Bachelors	4

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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Information Technology Analyst	Communicate with stakeholders to understand their requirements. Develop and analyze functional specifications. Design efficient IT systems to meet business and technology needs. Coordinate developers to build and implement technology solutions. Integrate multiple systems and reconcile needs of different teams. Gather feedback from end users about system performance. Plan and oversee projects (e.g. upgrades, hardware/software installations). Provide advice and technical training. Keep abreast of technology trends and developments.	Bachelors	4
GIS Technician	Familiarity working with GIS Data within government. Experience in working with parcel maps, orthophotos, historic data, transportation data or health data, etc. The GIS Technician will assist a GIS Project Manager with consulting project tasks including but not limited to: GIS data organization and management, GIS data creation, editing, and updating within spatial databases; producing documentation on procedures and workflows, validating GIS data for accuracy and completeness, populating, and maintaining metadata and producing maps and other GIS products using best practices. Provide training, troubleshooting and database management for clients. Evaluate tabular and spatial data to determine data quality. Perform data migration and conversion tasks. Perform GPS field data collection as needed. Perform GIS spatial analysis and data manipulation. Develop GIS products and maps, digitize paper maps and spatial data. Prepare metadata for maps, data sets, and geodatabases, manipulate, analyze, and interpret data from many sources and in many formats	Associates	1
GIS Strategic Planner	Coordinating GIS data in supporting planning-related projects. Developing standards and implementing procedures for GIS creation and maintenance of maps. Researching data sources, digitizing data and collecting geospatial information. Consulting with other officials and planners to determine geospatial data needs. Developing graphic representations of geospatial data. Developing written reports of geospatial data. Assist in preparing and implementing community plans and development projects.	Bachelors	4
Graphic and Visual Designer	Create and design various materials for digital and print. Select colors, fonts, images, and layouts. Ensure projects are completed in a timely manner with a quality product. Advise best practices and optimizations throughout design projects. Collaborate with fellow designers to develop new approaches for creating more-expressive graphics for the company. Work with a wide range of media and graphic design software. Establish creative direction for the company/project within brand guidelines. Manage multiple projects within design specifications and budget restrictions. Determine voice and messaging for graphic design pieces. QA design for errors. Implement feedback and changes whenever possible. Create visualizations that convey accurate messaging for the project.	Bachelors	4

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Labor Category Title	Labor Category Description	Minimum Education	Minimum Years of Experience
Geospatial Analyst	Collect data from various sources to populate geographical databases. Sources include GPS systems and raw data from satellites. Performing data analysis. Presenting data through electronic and 3D imaging methods. Reading satellite images and incorporating the information they show into databases. Geocoding – entering precise locations into a single database to create maps. Designing, programming or modelling GIS procedures. Testing GIS models. Meeting with clients to determine technical specifications. Conducting feasibility and cost assessments for projects.	Bachelors	4
Application Developer	Analyzes and studies complex system requirements. Designs software tools and subsystems to support software reuse and domain analyses and manages their implementation. Manages software development and support using formal specifications, data flow diagrams, other accepted design techniques, and Computer Aided Software Engineering (CASE) tools. Estimates software development costs and schedule. Reviews existing programs and assists in making refinements, reducing operating time, and improving current techniques. Supervises software configuration management.	Bachelors	8
GIS Analyst	Publish GIS data, maps, analysis, reports, charts, and graphs in the form of static and online content. Provide GIS system administration, GIS database editing, geocoding, geoprocessing, data conversion, workflow management, spatial analysis, and quality control processes in desktop and web-based environments. Develop and maintain GIS files and associated spatial and tabular databases. Experience interfacing with clients. Support system & online content sharing by integrating GIS and related data. Research, create, and produce spatial layers, analysis, maps, reports, charts, and cartographic displays. Assist with research and implement new GIS spatial files. Assist with the creation of documents and presentations to convey planning recommendations. Must have knowledge of cartography standards, drafting principals, and computer design and graphics software. Must have the technical expertise to troubleshoot and resolve complex mapping/GIS issues.	Bachelors	4
GIS Specialist	Supporting the development and management of web GIS applications that are based on client project business requirements. Developing and managing quality control and quality acceptance standards for project data for client deliverables. Performing data capture and analysis for GIS project deliverables. Adhere to data flow, management, and distribution process aimed at supporting the GIS Consulting team. Supporting and participating in design and development of geospatial databases. Developing and maintaining up-to-date and accurate project based geospatial documentation and procedures for client deliverables. Staying up to date or abreast with the latest developments in the GIS field. Supporting the development of consulting project work plans. Build configurable web GIS solutions in ArcGIS Online and/or ArcGIS Enterprise. Desired experience includes working knowledge of some combination of ArcGIS Solutions, ArcGIS Web AppBuilder, ArcGIS FieldMaps, ArcGIS StoryMaps, ArcGIS Dashboards, ArcGIS Hub and ArcGIS Experience Builder.	Bachelors	2

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Service Contract Labor Standards (SCLS) Statement

Geographic Technologies Group, Inc. confirms the Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), apply to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories/services have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract