

## Case Study: Efficiency and community engagement drive online mapping for Burwood Council

### Conveying information with online services

Today, government bodies around the world are reliant upon interactive technology to operate efficiently, to improve the services they provide, and to meet the growing expectations of their residents. Burwood Council, like all local councils, oversees the many facets of local government for approximately 38,000 mobile residents who require easy-to-use online services to gather a wide range of information. A longstanding client, the council turned to Precisely to help build public maps and a self-service website – and ultimately, generate more engagement among the community.

### Business challenge

With a desire to increase community engagement, the council was looking to utilise public mapping to better convey who it was and display general information – such as locations for bicycle paths, parks with dog off-leash areas, and parking stations. The council's goals were to make information easily accessible, provide superior service to its residents, and reduce the amount of calls to the call centre. The council required an efficient solution that would be securely hosted online and managed by an outside vendor.

"We have about 11,000 rateable properties in our area, so a lot of time is spent dealing with the people who live in the area", says the Burwood Council GIS Coordinator. "From our parking and enforcement people who manage their areas to our engineers who focus on foot paths and road upgrades, there are many departments that rely on our corporate GIS. The council needed the geographic information to support the various departments, projects and activities that it handles on a daily basis".

### Client profile

#### Burwood Council

[burwood.nsw.gov.au](http://burwood.nsw.gov.au)

- A local government area in the inner-west of Sydney, in the state of New South Wales, Australia
- Responsible for the provision of all local government services and public works for its residents
- Committed to maximising the area's growth and to ensuring that Burwood remains a vibrant place to live, work, and visit

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– GIS Coordinator

## Solution

A Precisely customer for more than 10 years, the council chose to enter into Precisely Local Government Enterprise Program (LGEP). The program provides local governments with access to its suite of geospatial tools for an affordable annual fee. LGEP offers more products and solutions and includes a technology platform that is used worldwide. The integrated solution packages together MapInfo Pro and Spectrum Spatial software. Because the annual fee is based upon the number of rateable parcels within a local government authority, both small councils and larger ones can gain access to the same enterprise solution.

The council worked alongside Precisely to add interactive mapping as a new feature of their existing council website. With Spectrum Spatial, a software as a service based web-mapping application, the council developed easy-to-use interactive maps in a short amount of time. Spectrum Spatial software allows the council's internal users to share its wealth of MapInfo Pro data internally or externally via an intuitive web interface. By providing this information online, the council was able to improve its efficiency and responsiveness to constituents.

Precisely also hosts the application, eliminating the council's concerns with managing it. This means that software updates, security and backup all occur automatically – saving the council a great deal of money and time, allowing them to focus on more strategic activities.

## Benefits

"MapInfo Pro is such a powerful tool, but it's also quite easy to use, especially with the configuration flexibility. The same is true with Spectrum Spatial", explains the GIS Coordinator. "The main benefit is access to information in a quick and easy manner. We can integrate the GIS with other internal systems, eliminating the need to look up information in different systems. This is essential to local governments in general".

The new Interactive Online Mapping System allows users to view different map layers and features, zoom and pan around the map and search for addresses. The solution also enables users to locate services and facilities – cycle routes, schools, recreational playgrounds, libraries, emergency services – that are near an exact address. Even on the go, the Find My Nearest allows users to see all council services within a specific range, providing the community with a 24 hour self-service portal.

## Technology used

- MapInfo Pro
- Spectrum Spatial

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**– GIS Coordinator**

Since employing MapInfo Pro, Burwood Council also has been able to focus its attention on publishing map data rather than managing the IT systems required. Providing information to the community on a self-service website also greatly reduces the number of calls in the call centre as well as front office customer service requests – specifically, people coming to ask about maps and general information. Council staff demonstrate and promote the system at the front counter so the next time visitors can self-service at home instead of coming into the centre.

"Our customer services manager was very happy when Spectrum Spatial was introduced", says the GIS Coordinator. "The real benefit of Spectrum Spatial is providing the community with a self-service website. Now, information is readily available to the public, so they can find what they need without coming in or calling".

"We have a lot of datasets we need to manage. We also have a lot of projects, especially strategic planning ones, to oversee. We required a solution that would enable us to plan for the future and to adapt to how the council will change over time. It's a necessity for any council to know where all the assets and facilities are and to easily and effectively organise staff and projects. Precisely really listens to customers and creates these new tools and processes to make it easier for what we do day-to-day", states the GIS Coordinator.