



GEORGIA

DEPARTMENT OF NATURAL RESOURCES

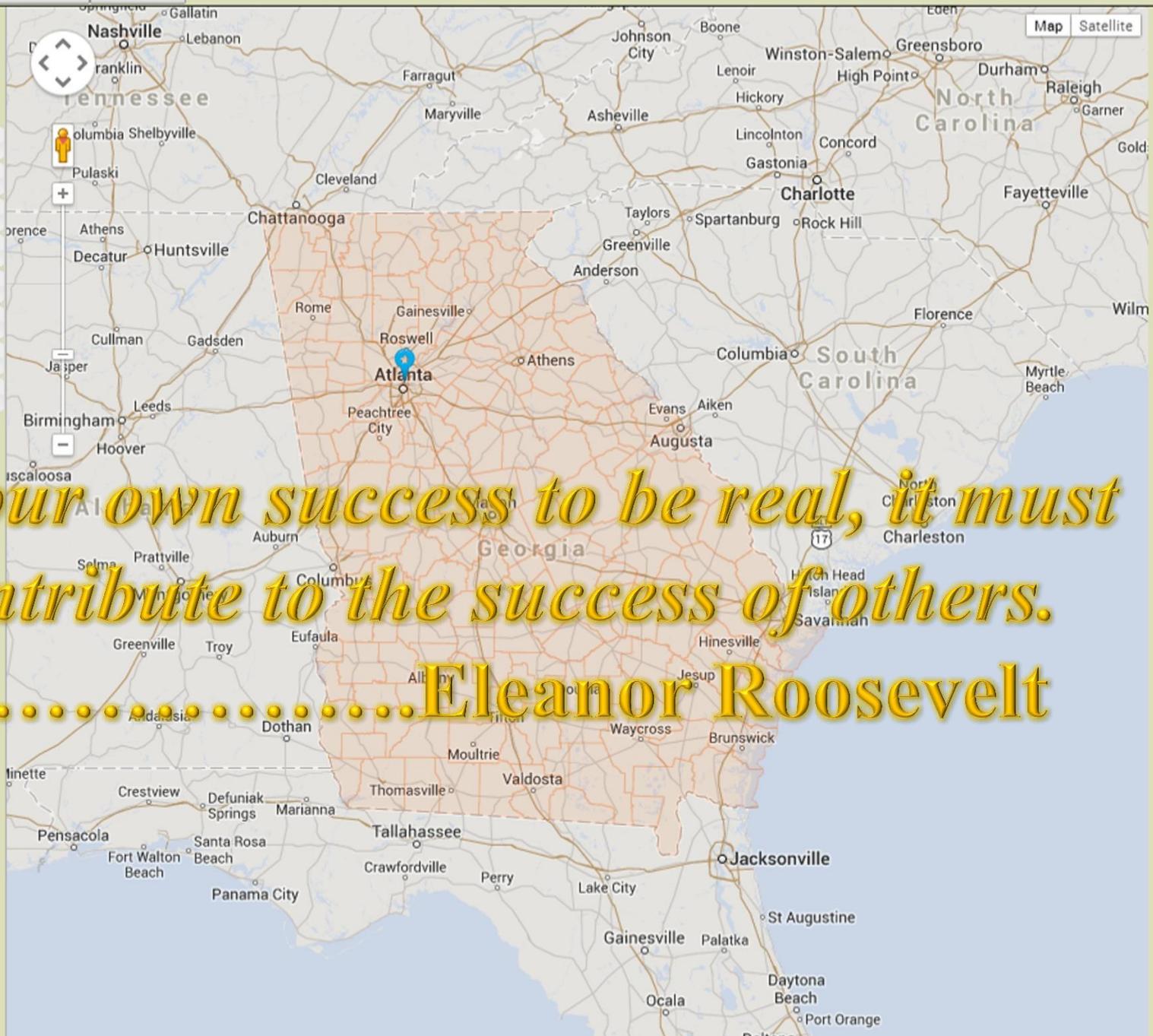
WWW.GEORGIAOUTDOORMAP.COM



*Aligning Business Needs
With IT Capabilities*

CAMP · HIKE · FISH · BOAT · HUNT · EXPLORE

- Hide Menu
- Center Map
- Clear Points
- Disclaimer

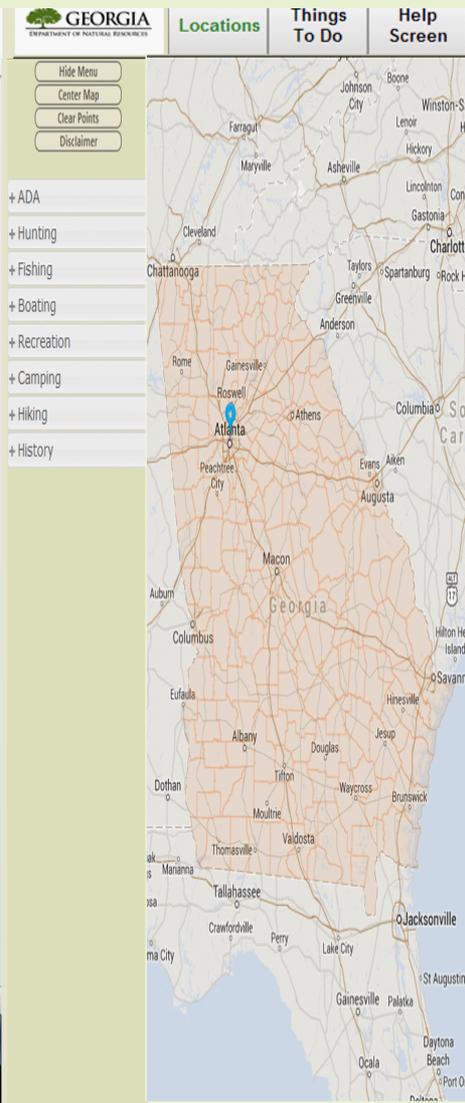


For our own success to be real, it must contribute to the success of others.

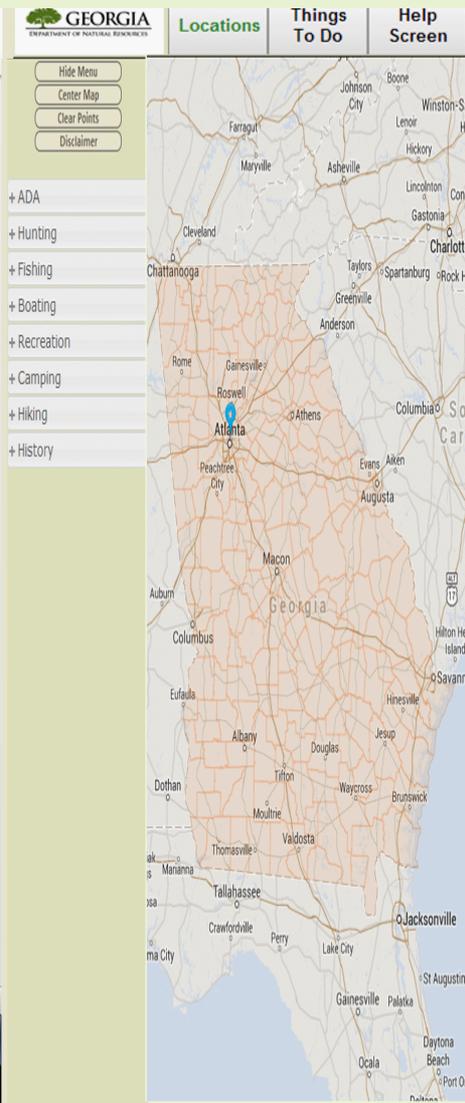
.....Eleanor Roosevelt

Agenda

- Who is DNR?
- What were our “Customers” asking for?
- What was the Problem / Solution / Challenges?
- Merging Business Goals & IT Plans?
- How did we align IT with the Business?
- How did we do?
- Conclusions
- Demo



Who is DNR?

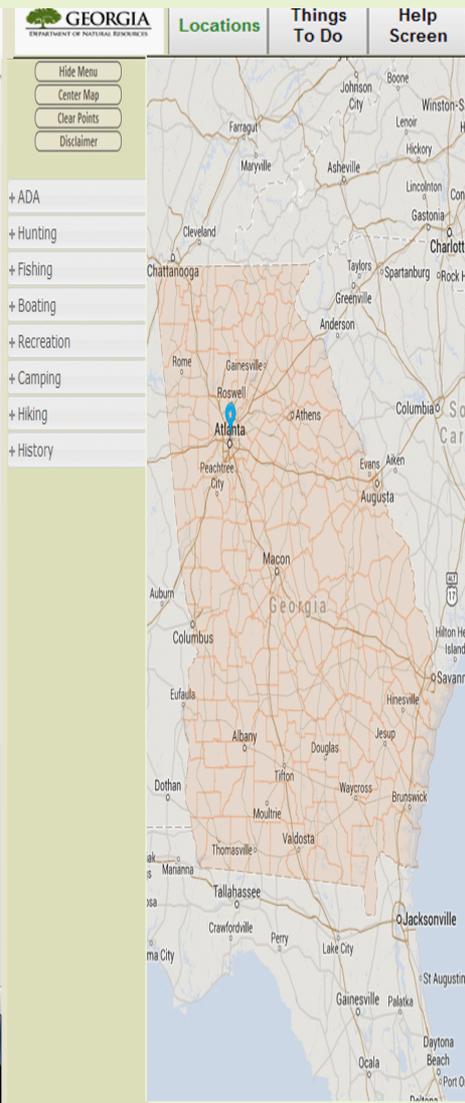


DNR is a Microcosm of the state!

- Public Safety / Law Enforcement
- Public Health (EPD - Water/Air/Land)
- Managed Lands and Buildings (over 1 million acres)
- Hospitality (Lodges/Camping/Golf)
- Scientific Research (Environmental & Species)
- Educational Out Reach
- Citizen Administrative Services (Licensing, Permits)
- Recreation – Boating, Hunting, Fishing, Hiking
- Natural and Historic Resource Preservation
- Retail Sales (Lodges, Golf, Camping)

Our Charter transverses almost every population segment of the state!

What were our External Customers asking for?



GEORGIA DEPARTMENT OF NATURAL RESOURCES

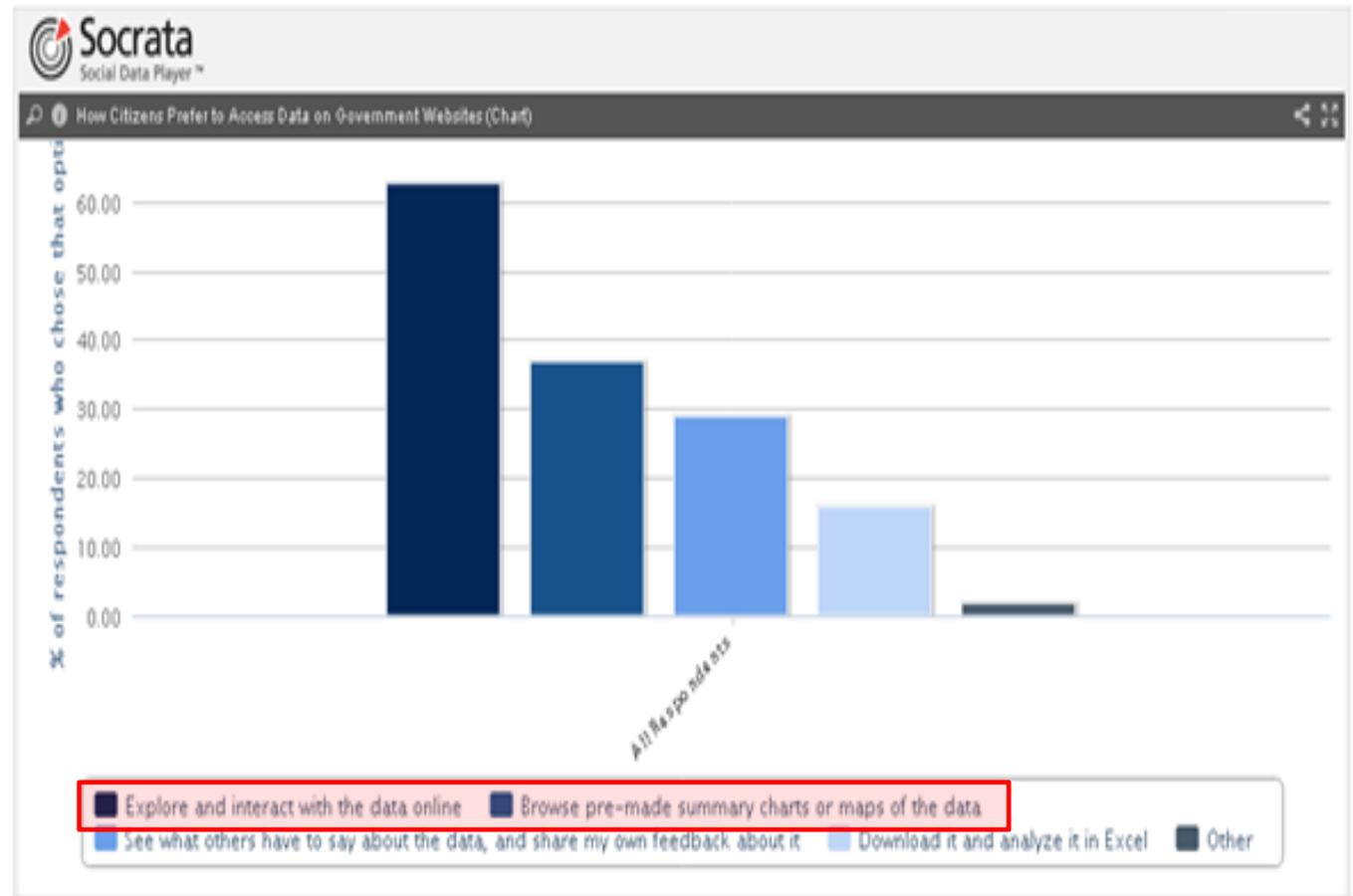
Locations Things To Do Help Screen

Hide Menu Center Map Clear Points Disclaimer

+ ADA
+ Hunting
+ Fishing
+ Boating
+ Recreation
+ Camping
+ Hiking
+ History

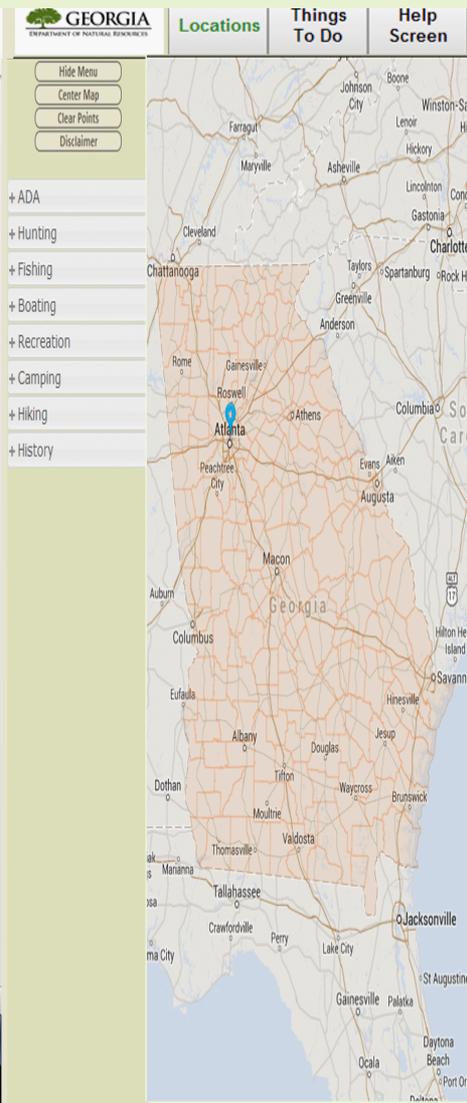
Map of Georgia showing major cities and counties.

How Citizens Prefer to Access Data on a Government Websites



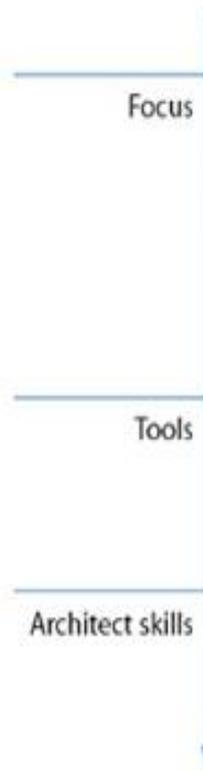
Source – 2010 Open Government Data Benchmark Study

What were our Internal Customers asking for?

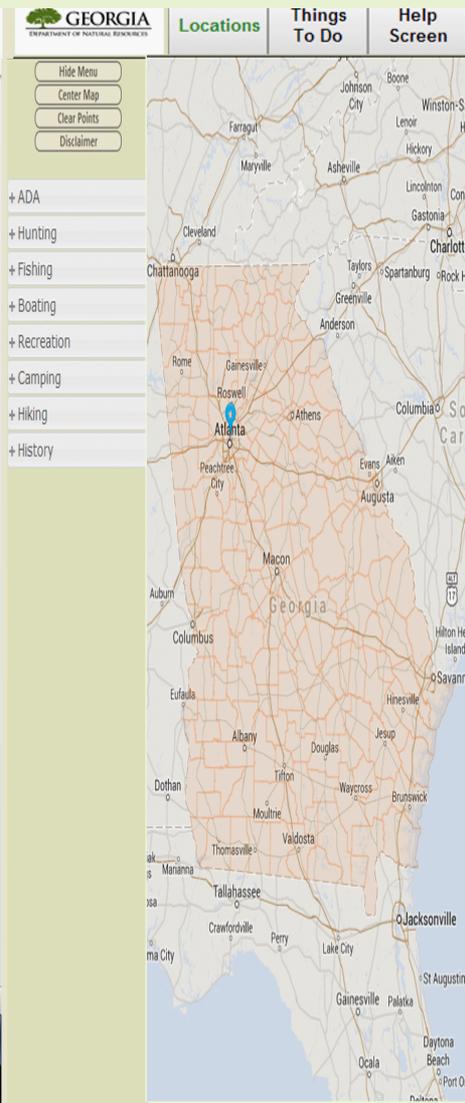


Where IT Usually Lives

Where the Business Wants Us



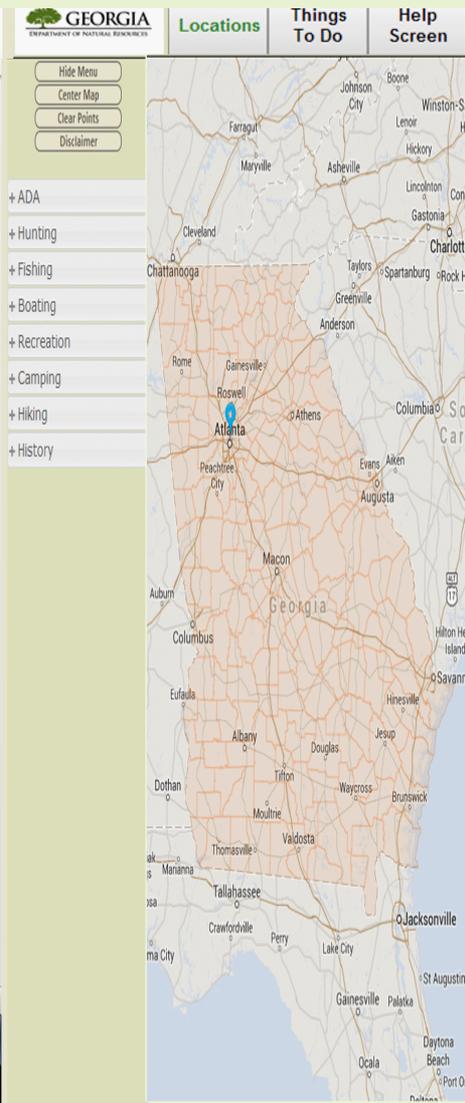
What was our Problem?



Citizens wanted easy access to data!

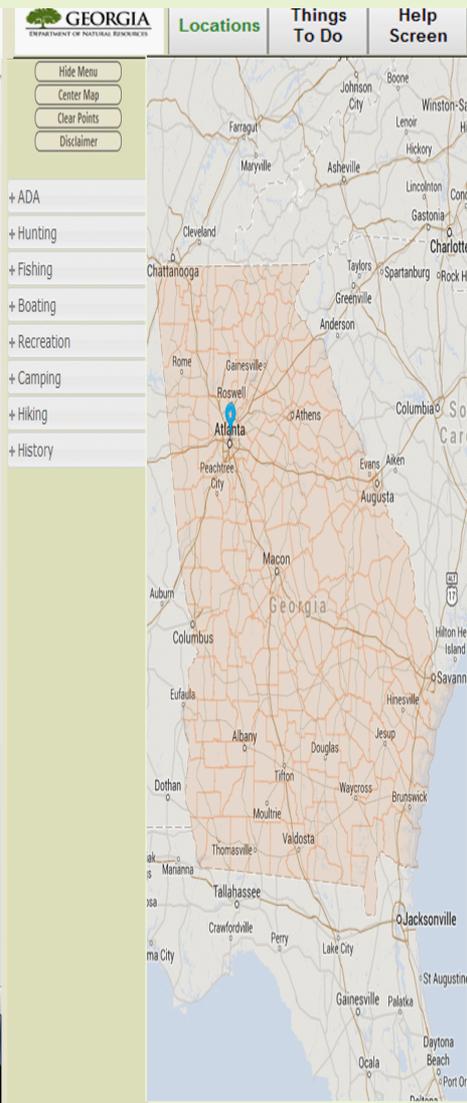
- Needed to provide a reliable, convenient, easy-to-use, way to access consolidated information about what services DNR provides in the state.
- Better, Faster, Cheaper, *Customer Centric* method was needed.
- Each division was currently doing it independently

What was our Solution?



After reviewing all of the available options, we decided to develop a **public (DNR), private (Google), and academic partnership (Georgia State University)**, using new Google Maps Engine as the technology.

What were the Challenges?



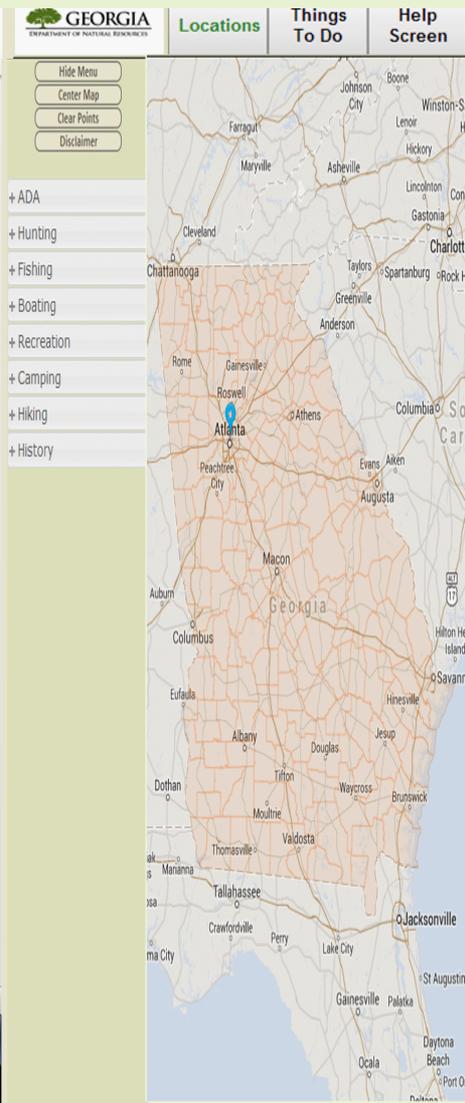
- Many disparate data sources and formats were distributed across many screens, that were not only difficult to find, but impossible to correlate.
- The data was housed independently in each of DNR's 6 divisions.
- Divisions wanted to “protect” their data!
- The information that was currently available on our websites was not “Mobile Enabled.”

What were the Business Goals?

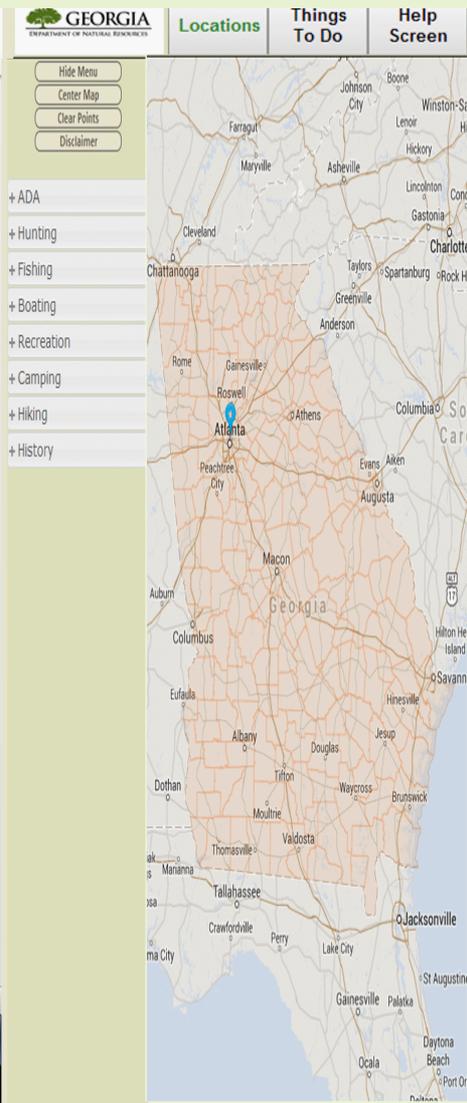
A Solution that would:

- Reduce need for informational calls to DNR HQ and each of the 5 divisions, thereby *reducing costs**.
- Serve as an ongoing platform for information-sharing across divisions, *reducing costs**.
- Provide information in customer-friendly format to increase usage, thereby *raising revenue**.
- Provide a place where citizens can go with all of their outdoor and recreational needs and find locations that are customized to their wants and needs, *better customer service**.
- Collect and present the data in a format that was already familiar to most citizens, *better customer service**.
- Be mobile device agnostic, meaning it will work with any mobile device, *better customer service**.

** Business Strategy Alignment*

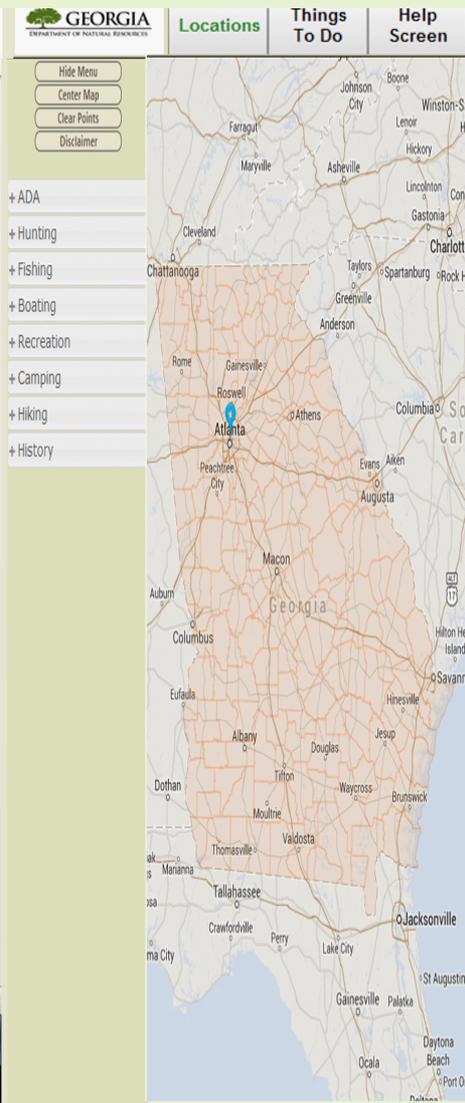


What was the IT Plan?



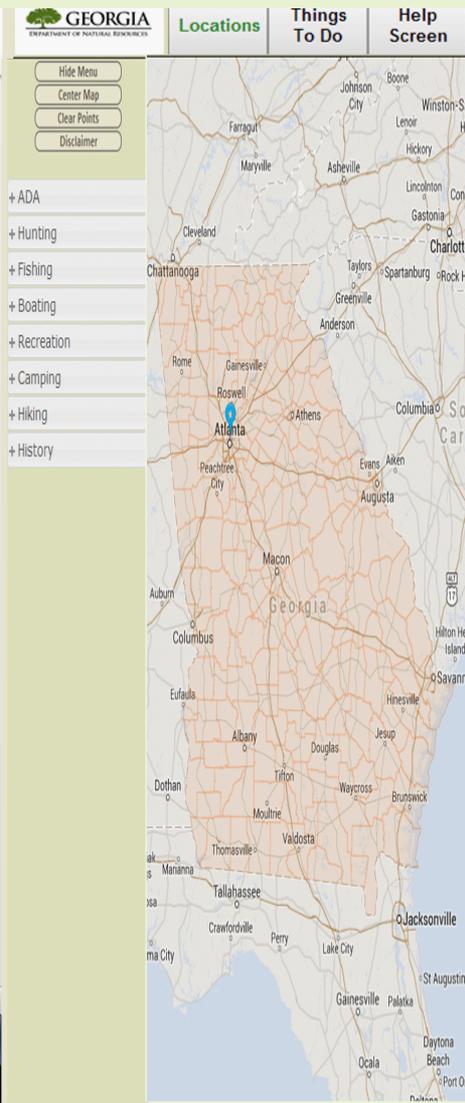
- Due to extremely limited funding, work with local Universities to find talented, inexpensive resources. Selected Georgia State’s Geography Department .
- Used intern to build out the front-end (Presentation layer)
- Partnered with Google to build out the backend at “No Cost”.
- Continued to keep the business units aware of progress and the value-add.

How did we align IT with the Business?



- Built Solution around Business Goals not IT needs
- Aligned Solution with Business Strategies
 - **Increase Revenue**
 - **Improve Customer Service**
- Socialized solution & value with division heads
- Started with a “Customer Centric” focus (Remove Div. Bias*)
- Established a business contact from each division
- After prototype was built, re-gathered business heads for review
 - Re-iterated potential to each division
 - **IT “stepped back”**, took direction from business
 - Only constraints to changes were technology limits
- Built a “Roll Out Team” with divisional personnel only!

How did we do?

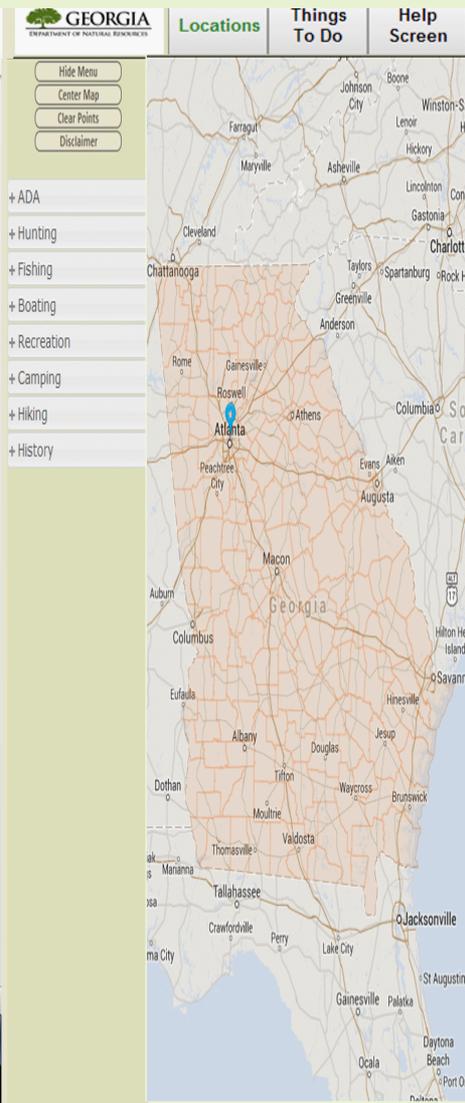


- **Formally launched Coast Fest, 10/6/2013 to rave reviews.**
 - Customer survey info given to “Roll-out Team”.
 - Modest visitation after rollout (<100 visits per day)
- **AJC article formally introduced it to the public on March 14th, 2014 ... per “Roll-out Plan” (marketing).**
 - Since then, the site has received over 80,000 visits.
 - The site now receives around 250-500 visits per day.
- **Visitors linked to DNR web pages 15,000 times.**
- **Business Goals Met:**
 - Reduced Costs – calls reduced at HQ and Divisional Offices
 - Increased Revenue – additional booking at our lodges and campgrounds
 - Better Customer Service – Extremely Positive feedback from Citizens

Conclusion

Private Sector lessons used in Public Sector

- **Continually Work to improve alignment of IT with business needs** to expand business agility by more *quickly responding to technology changes with informed, measured decisions*
- **Protect brand and increase revenue** by helping to identify potential business impacts or *benefits to an organization's strategy, while maintaining focus on new technologies*
- **Improve IT service levels** to achieve strategic business initiatives by helping to manage IT with *more accurate and appropriate information*
- **Increase their competitive advantage** by helping them to make **calculated responses to new technologies that they may lack the insight** to make





GEORGIA

DEPARTMENT OF NATURAL RESOURCES

[WWW.GEORGIAOUTDOORMAP.COM](http://www.georgiaoutdoormap.com)

<http://www.georgiaoutdoormap.com/>



CAMP · HIKE · FISH · BOAT · HUNT · EXPLORE