

CASE STUDY

Cumberland County

“USING PITNEY BOWES BUSINESS INSIGHT SOLUTIONS ACROSS DEPARTMENTS ENABLES STAFF REGARDLESS OF SKILL SET TO MORE EFFECTIVELY CONDUCT DAILY TASKS.”

Mike Osbourn, Planning Coordinator, Cumberland County E911 Joint Planning Department

TO STREAMLINE OPERATIONS AND IMPROVE THE COMMUNICATION OF CRITICAL AND BASIC CIVIL INFORMATION, CUMBERLAND COUNTY DEVELOPED A COMMUNITY WEB SITE THAT CONNECTS USERS TO LOCATION-BASED INFORMATION THROUGH MAP-ENABLED PORTALS.



Challenge

Cumberland County required a centralized data warehouse to integrate its location and civil information into one easy-to-use application, enabling users to more quickly obtain detailed information on everything from business development to emergency response planning.

Solution

Supported by location intelligence technology from Pitney Bowes Business Insight, municipalities throughout Cumberland County can now share data from multiple sources across all departments quickly and efficiently via a centralized Web site.

SUMMARY

With a population reaching more than 308,000, Cumberland County has progressed from its beginnings as a riverfront distribution center to a highly commercialized area. To better serve its citizens and the Fort Bragg and Pope air force base community with accurate and dependable information, the Cumberland County Joint Planning Department developed a community Web site to connect users to location-based information through map-enabled pages. The site was developed under the leadership of Mike Osbourn, planning coordinator for the Cumberland County E911 Joint Planning Department, and in collaboration with Pitney Bowes Business Insight's partner, JCH GeoInfo Solutions of Durham, N.C.

The Web site converts data including real estate, transportation projects and emergency preparedness information into a digital map format that is assessable online to all users.

Prior to developing data sets and the Web site, Osbourn noted the county did not have user friendly maps or a centralized network to house critical emergency information. Often emergency crews relied on inaccurate and incomplete municipal records for mapping and determining an exact location during an emergency. The housing and zoning data for business development projects was located in various databases and collecting the information required significant time and extra steps. There was no easy method for retrieving

information about land parcels, and citizens took the risk of unknowingly purchasing a piece of land that could be impacted by future transportation projects.

To solve these problems, Cumberland County required an application that would quickly make sense of complex data from multiple sources, and deliver this information through an easy to use web site. The county turned to Pitney Bowes Business Insight.

“Our local governments spent a lot of time fulfilling over-the-counter and telephone requests from Cumberland citizens for information,” says Osbourn. “Oftentimes, this information was stored in different databases and the citizens were left waiting for answers.”

With the help from location intelligence applications, Cumberland County began gathering the missing data and cataloging critical infrastructure including landmarks and addresses. Pitney Bowes Business Insight solutions also enabled the planning department to more easily merge and streamline the data. “With updated information, the new site provides staff and citizens with a centralized spot to more quickly get answers,” says Osbourn. “Our operations across Cumberland County are much more streamlined, significantly improving how information is communicated to our citizens.”

“PITNEY BOWES BUSINESS INSIGHTS HELPS US TO QUICKLY ANALYZE COMPLEX INFORMATION, IMPROVING DECISION MAKING ACROSS OUR COUNTY.”

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When merging complex data and location information, the goal is to efficiently analyze the content for quick and strategic results. By integrating many local data sets into the Pitney Bowes Business Insight solution, realtors based in Cumberland County can select a parcel of land by address, parcel number or by simply clicking on a map to see all of the proposed transportation projects within 1,000 feet or a half mile of the selected property. Access to this information is helpful as Cumberland County's housing market is on the upswing. The web site enables local developers to view lot and plan details, zoning requirements, tax information, public school attendance areas and transportation issues without visiting multiple sites.

Prior to implementing the online mapping solution, Cumberland County Location Services staff received an average of 1,500 monthly phone inquires. Since launching the site powered by Pitney Bowes Business Insight, phone calls from the general public about street addresses have been reduced by approximately 70 percent.

By integrating multiple data sets, Cumberland County is also able to enhance its E911 services. “This results in quicker and more accurate responses to citizens and plays a crucial role in disaster and emergency management,” says Osbourn. The new and previously unmapped locations can be reviewed and geographically located in the system arming staff responsible for 911 database maintenance with a tool to ensure citizen safety. Osbourn adds, “Now all of the information is contained on our Web site and communicated via an email notification system, which saves time across various Cumberland County departments.”

Cumberland County has opened up a central line of communication that makes it easy for its community members to access vital details on county planning information. The Web site connects the community with many sources of data, enabling them to discover and analyze the full extent of the information. For example, citizens can see first hand how a highway project could affect their property in the next ten years. The solution is an invaluable tool for Cumberland County and enables users to access information quickly for everything from community planning to emergency services.

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Location-based technology from Pitney Bowes Business Insight is the cornerstone to Cumberland County's sophisticated Web site, ensuring that civil and critical data quickly and efficiently gets shared across all departments. By providing a centralized repository of online maps, users are more easily able to make sense of complex information.

