

Land Sale Web Enhancement**FY2011 Request: \$68,000****Reference No: 49195****AP/AL:** Appropriation**Project Type:** Information Technology / Systems / Communication**Category:** Natural Resources**Location:** Statewide**Contact:** Leta Simons**House District:** Statewide (HD 1-40)**Contact Phone:** (907)465-3379**Estimated Project Dates:** 07/01/2010 - 06/30/2011**Brief Summary and Statement of Need:**

This project will improve the public interface to the Land Sales website with a more interactive site, similar to many real estate sales websites, with the expectation of increasing sales of the more than 1,500 parcels available. This upgrade of the Division of Mining, Land and Water's (DMLW) external internet application will allow the public to identify land sales projects in development, use geographic information system (GIS) tools to find land available for sale, search for parcels using a range of criteria (acreage, access, proximity, price) and retrieve entire parcel descriptions links to survey, appraisal, and field inspection data and photos.

| Funding: | <u>FY2011</u> | <u>FY2012</u> | <u>FY2013</u> | <u>FY2014</u> | <u>FY2015</u> | <u>FY2016</u> | <u>Total</u> |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| State Land | \$68,000 | | | | | | \$68,000 |
| Total: | \$68,000 | \$0 | \$0 | \$0 | \$0 | \$0 | \$68,000 |

| | | | | |
|---|--|---------------------------------------|---|-----------------------------------|
| <input type="checkbox"/> State Match Required | <input checked="" type="checkbox"/> One-Time Project | <input type="checkbox"/> Phased - new | <input type="checkbox"/> Phased - underway | <input type="checkbox"/> On-Going |
| 0% = Minimum State Match % Required | | <input type="checkbox"/> Amendment | <input type="checkbox"/> Mental Health Bill | |

Operating & Maintenance Costs:

| | <u>Amount</u> | <u>Staff</u> |
|--------------------------|---------------|--------------|
| Project Development: | 0 | 0 |
| Ongoing Operating: | 0 | 0 |
| <u>One-Time Startup:</u> | <u>0</u> | <u>0</u> |
| Totals: | 0 | 0 |

Additional Information / Prior Funding History:

New Project – No Prior Funding History

Project Description/Justification:

The Division of Mining, Land and Water (DMLW) has an existing land sale web site where the public can find a listing of existing state land parcels for sale. The site also provides the option to purchase the parcel through an online application. Although there is a wealth of information on the site about the various parcels, the reference maps are static and are not immediately changed when parcels are sold. This makes it somewhat confusing for possible purchasers who see that a parcel is listed for sale on the location map or survey, but when they investigate further, find it is already sold.

This project will enhance the land sale web site to provide a more interactive spatial query system that will help people navigate to parcels that most closely meet their desires. The plan is to build in a mapping database that is linked to the parcel database, providing a live feed of spatial information to the website. People will be able to search for parcels with refining parameters of size, proximity to roads or water bodies, sun exposure, forest cover or other type of spatial data that exists in the DNR spatial databases. It will also provide an automatic update of reference maps that show parcel availability. People will see only those parcels that are available for sale. Eventually, additional

information about the parcels will be linked to each other by the survey, appraisal, field inspection data and photos.

The existing site designed in ColdFusion will be integrated with ArcServer to provide these new services. Much of the data is stored in the DNR Oracle database. Part of the work will be done with DMLW staff and part by contractor.

Selling state land has been part of the DMLW mission for years. There is continuous interest from the public and the legislature in having more state land for sale. This land sale program has been profitable for many years and this improvement will be used to increase both the number of parcels sold and the revenue earned from land sales. This effort will benefit both the DMLW land sales and the Division of Agriculture agricultural land sales.

Why is this Project Needed Now?

With over 1,500 parcels to choose from in our Over the Counter (OTC) land sale inventory, there is an increased need to help the public find the parcels that best suit them in order to increase the number of parcels sold, revenue and quality of customer service. As it is more difficult to bring new parcels to sale, the division depends on the sales of OTC parcels to meet its targeted performance measures.

Failure to improve the web site would conceivably result in lost sales and associated state revenue. If the state can improve the chance of a prospective buyer finding the right parcel and provide readily available information for parcel evaluation, it is expected that sales will increase.

Specific Spending Detail:

| LINE ITEM | DOLLAR AMOUNT | DESCRIPTION (text) |
|-----------|---------------|-----------------------------------|
| Services | \$68,000 | Contract services for development |

Project Support:

Land purchasers.

Project Opposition:

None