pitney bowes

Cumberland County puts location intelligence on the map.

Client profile

- Joint Planning Department responsible for a broad range of citizen services, including emergency response
- Serves Fort Bragg and Cumberland County, NC
- Population 308,000

Overview

Government employees in Cumberland County, NC spent a lot of time answering questions. Whether in person or on the phone, citizens wanted to know:

- What's the zoning?
- Where are the property borders?
- What are the plans for local development?
- Will the new road cut across my property?

They turned to Pitney Bowes for a quicker, easier way to get location information into the hands of their citizens.

Now, through Cumberland County's community website, citizens get answers fast. Data is integrated across departments. Complex information is presented in easy-to-understand map format and call volumes are down 70 percent.

Business challenge

Cumberland County was growing and changing. Its Location Services department struggled with:

- 1,500 monthly phone inquiries
- Incomplete municipal records
- Fragmented housing and zoning data

It was hard to answer citizens' questions, and harder to answer them fast. Government resources, citizens' patience and the county's ability to launch an effective emergency response were overtaxed by current processes.

"Our operations across Cumberland County are much more streamlined, significantly improving how information is communicated to our citizens."

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

Technology

- MapInfo Professional®
- MapInfo® ProViewer
- MapInfo® MapBasic®
- MapInfo® Discover™

"Using Pitney Bowes 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

Solution

Municipalities throughout Cumberland County can now share data from multiple sources quickly and efficiently via a centralized website. The website converts data including real estate, transportation projects and emergency preparedness information into a digital map format that is assessable online to all users.

- Enables quick, efficient data sharing across departments and databases
- Provides a centralized repository of online maps
- Catalogs critical infrastructure, including landmarks and addresses
- Delivers easy-to-understand location-based information via interactive online maps

For example: By integrating local data sets into the Pitney Bowes solution, real estate agents can select a parcel of land by address, parcel number or by simply clicking on a map. They can see all of the proposed transportation projects within 1,000 feet or a half mile of the selected property. Plus, local developers can view lot and plan details, zoning requirements, tax information, public school attendance areas and transportation issues without visiting multiple sites.

Benefits

Location data is easy to access and easy to share

- Emergency crews can pinpoint exact locations for faster, better response
- Housing and zoning data for business development is accessible through a single central repository
- Interactive online maps make it easier for citizens to find answers to their questions
- Staff and citizens can quickly analyze complex location information for better decision making county-wide

All of this adds up to improved satisfaction and performance:

- Streamlined operations
- Faster answers
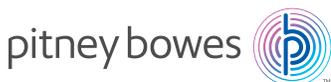- Reduction in citizen location-based call volume by 70 percent

For more information, visit us online: pitneybowes.com

pitney bowes

RECYCLE PLEASE >
recycleplease.org

15DCS00327_US