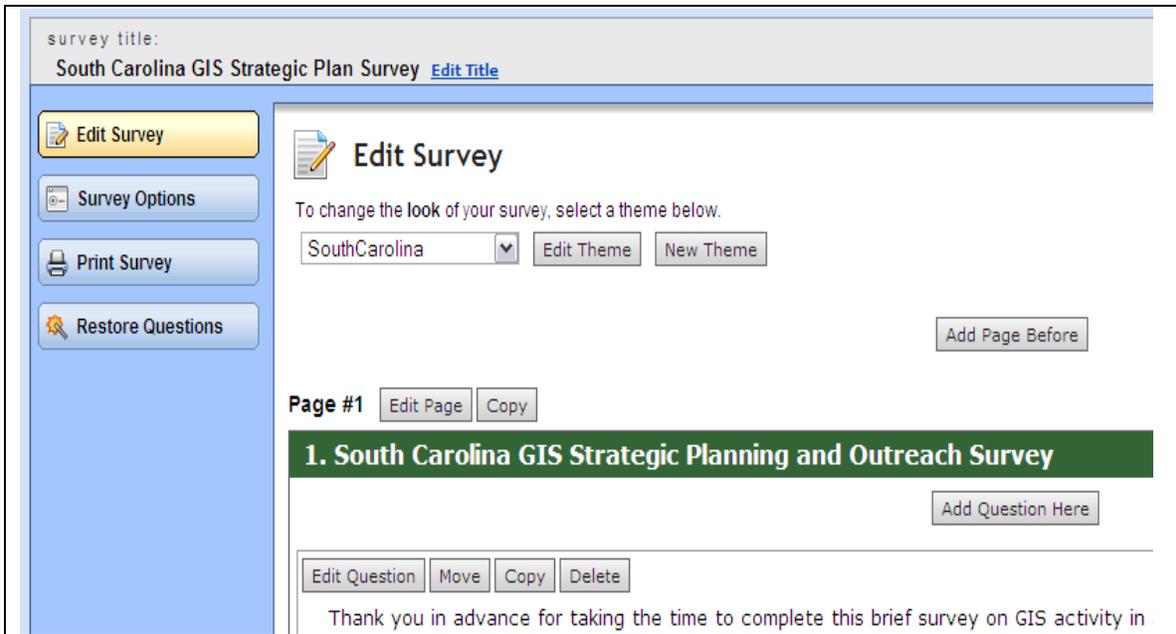




# State Outreach and Strategic Planning: **Online Survey Results and Analysis**



*Prepared By:*



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## Online Survey Results and Analysis

**This report documents a component of the SCGIS Outreach and Strategic Planning project undertaken by the South Carolina Geographic Information Council (SCGIC), with funding assistance from the Federal Geographic Data Committee (FGDC). This component will inform the Strategic Plan document, which is under development. The online survey was conducted during November-December 2008, comprising 27 questions posted on a website for this purpose. The full questionnaire is available from the State GIS Coordinator.**

**It took approximately 15 minutes to complete the questionnaire (plus or minus 5 minutes). The number of respondents (38) does not constitute a scientific sample of the entire stakeholder population, and therefore, there is no scientific basis to generalize beyond the respondents who completed the survey. The survey provided additional opportunity for statewide stakeholders to have input to the strategic planning process, as a complement the regional workshops and one-on-one interviews.**

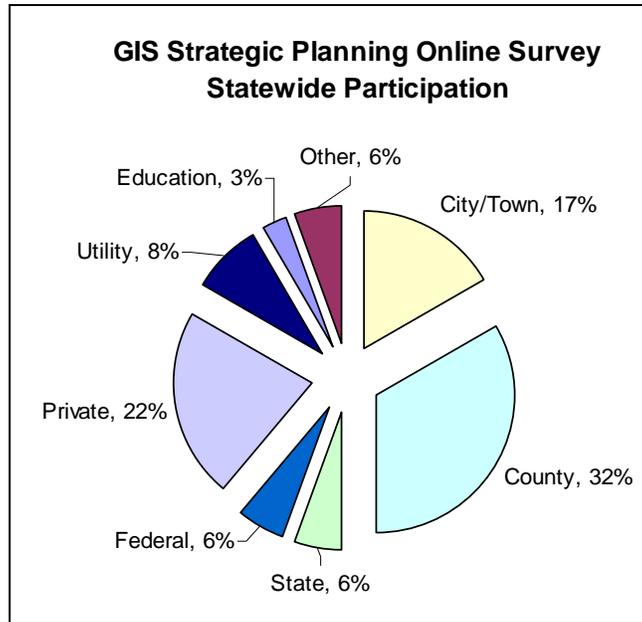
### 1 Demographics

The online South Carolina GIS Strategic Planning Survey was completed by thirty-eight (38) respondents, while ninety-six (96) individuals attended the regional workshops. Twenty-five (25) of the survey respondents also attended one of the regional workshops. For this analysis, if someone attended more than one workshop (and there were at least a couple of cases) they were only counted once in the demographics. There were no cases of someone taking the survey more than once; but for a number of counties, more than one person responded to the survey, and more than one person attended a workshop.

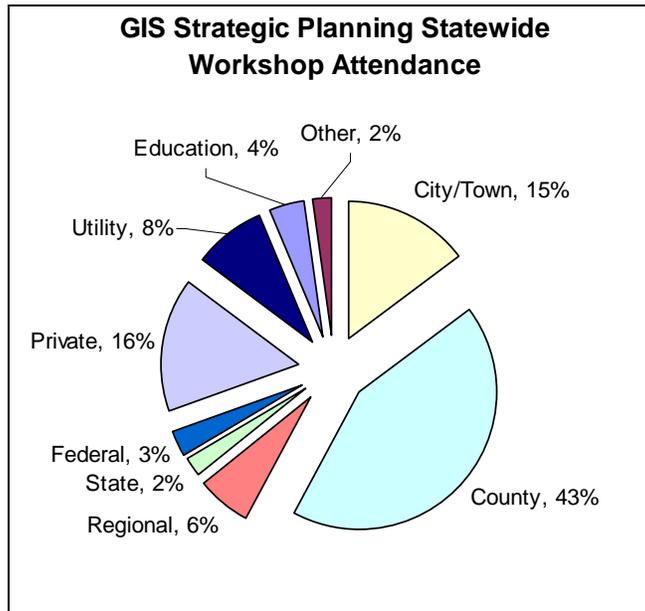
Most of the survey respondents (61%) and most of the workshop attendees (69%) were from the government sector, with the majority of these representing county governments (32% and 43%, respectively). Since outreach to local government is an important objective of the strategic planning process, these results match expectations. State and federal participation was not targeted for these activities.

The following charts show the demographic breakdown for both the survey respondents and the workshop attendees, for the sake of comparison.

***Survey Respondent Breakdown***



***Workshop Attendee Breakdown***



Twenty-eight (28) counties (out of 46 in the state) participated in either the survey or the workshop (or both, in the case of ten counties). As subtotals, eleven (11) participated in the online survey and twenty-seven (27) attended the regional workshops. The list of participants represents 61% of the number of counties in the state, 69% of the land area, and 76% of the state’s population (see list, below).

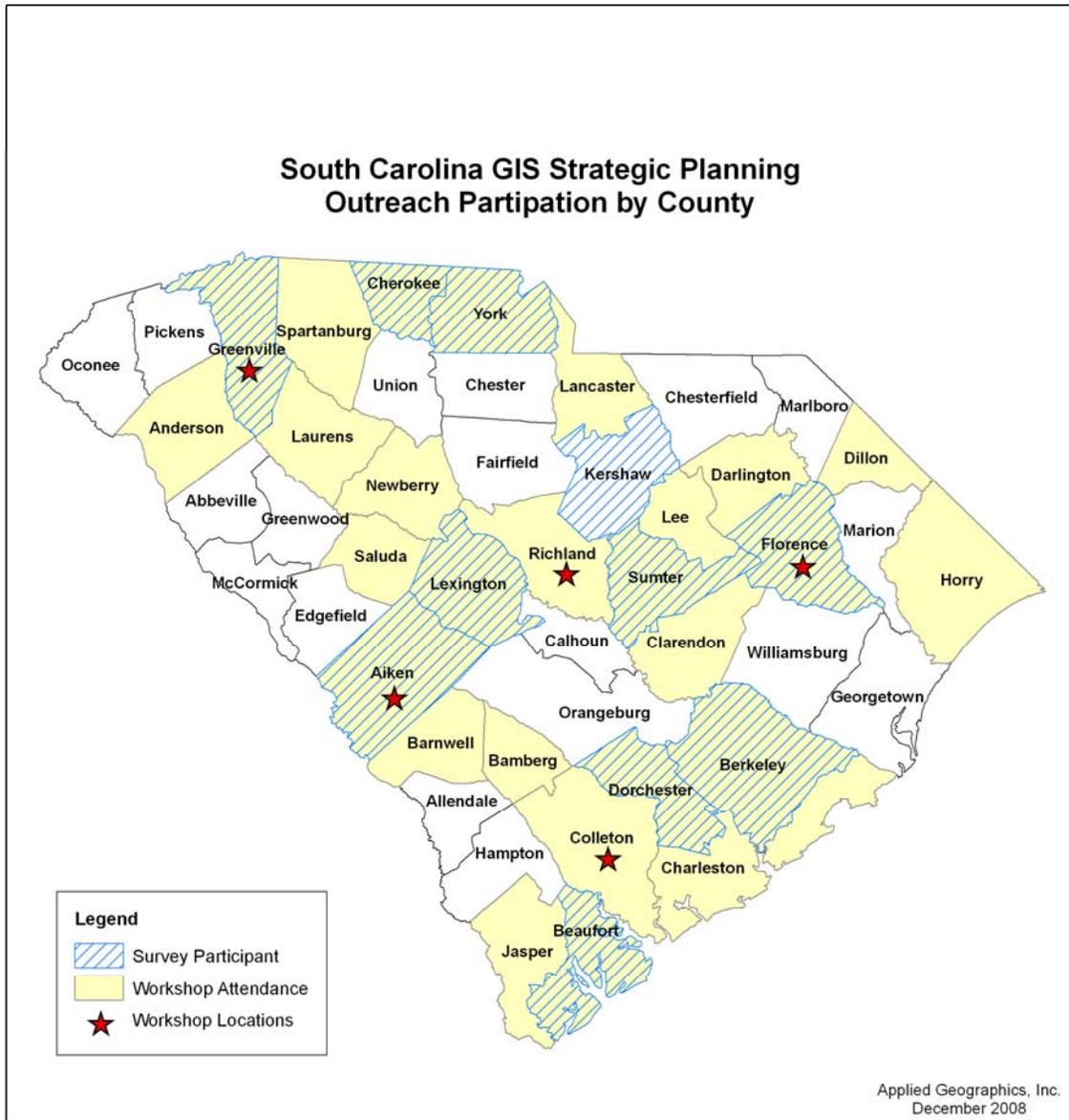
*List of Counties Participating in Survey and/or Workshop*

#	County	Population	Area (sq. miles)	Survey	Workshop
1	Aiken	150,181	1,080	X	X
2	Anderson	175,514	757		X
3	Bamberg	15,880	395		X
4	Barnwell	23,345	557		X
5	Beaufort	142,045	923	X	X
6	Berkeley	151,673	1,228	X	X
7	Charleston	330,368	1,358		X
8	Cherokee	58,844	397	X	X
9	Clarendon	33,363	696		X
10	Colleton	39,605	1,133		X
11	Darlington	67,346	567		X
12	Dillon	30,974	407		X
13	Dorchester	123,505	575	X	X
14	Florence	131,886	800	X	X
15	Greenville	428,243	790	X	X
16	Horry	226,992	1,255		X
17	Jasper	21,398	700		X
18	Kershaw	58,168	726	X	
18	Lancaster	75,000	555		X
20	Laurens	70,293	724		X
21	Lee	20,638	411		X
22	Lexington	243,270	699	X	X
23	Newberry	37,250	647		X
24	Richland	357,734	772		X
25	Spartanburg	275,534	811		X
26	Saluda	18,895	462		X
27	Sumter	103,943	665	X	X
28	York	208,827	682	X	X
<b>28</b>	<b>SUBTOTAL</b>	<b>3,084,389</b>	<b>19,277</b>	<b>11</b>	<b>27</b>
<b>46</b>	<b>South Carolina</b>	<b>4,479,800</b>	<b>30,020</b>		
<b>61%</b>	<b>% of State</b>	<b>76%</b>	<b>69%</b>		

**Note:** Population and Land Area from Wikipedia.

In all cases except for one (Kershaw), the counties who took the survey also were represented at the workshops. The counties that participated in the survey and regional workshops are also shown on the map below, along with workshop locations:

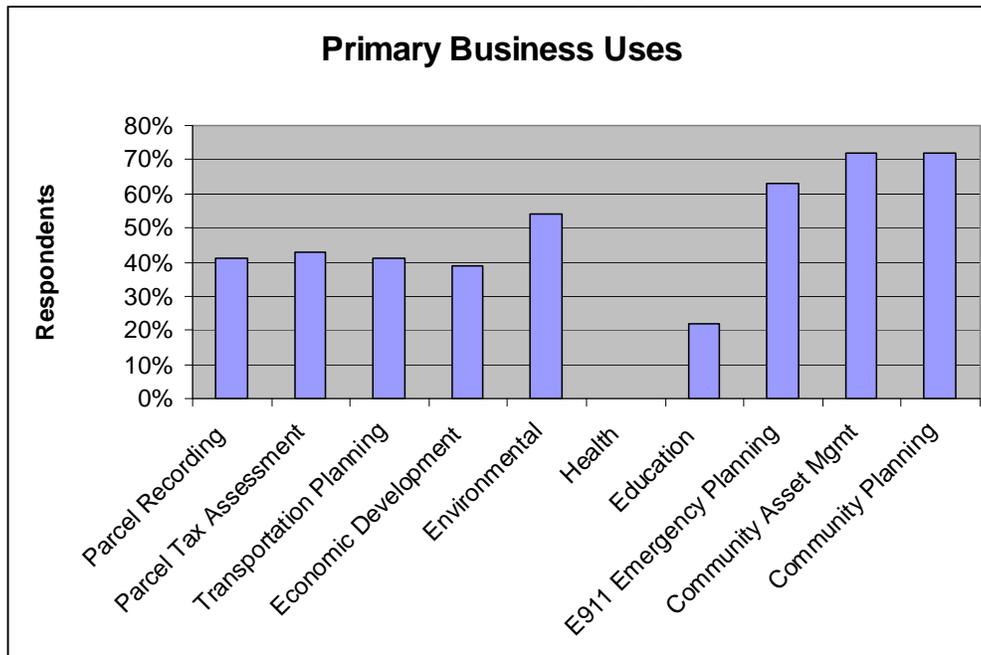
*Map of Counties Participating in Survey and/or Workshop*



## 2 Current Business Uses of GIS

Infrastructure Mapping/Asset Management, Community Planning and E911 Emergency Planning were the most commonly cited *'primary business uses for geospatial data'* among survey respondents. These uses are characteristic of what is perhaps most important to local government in South Carolina. Parcel Recording and Tax Assessment, which are also typically of interest to local government, did not get picked as often as the top three mentioned above. Respondents could pick as many uses as suited them.

*Primary Business Uses for Geospatial Data*

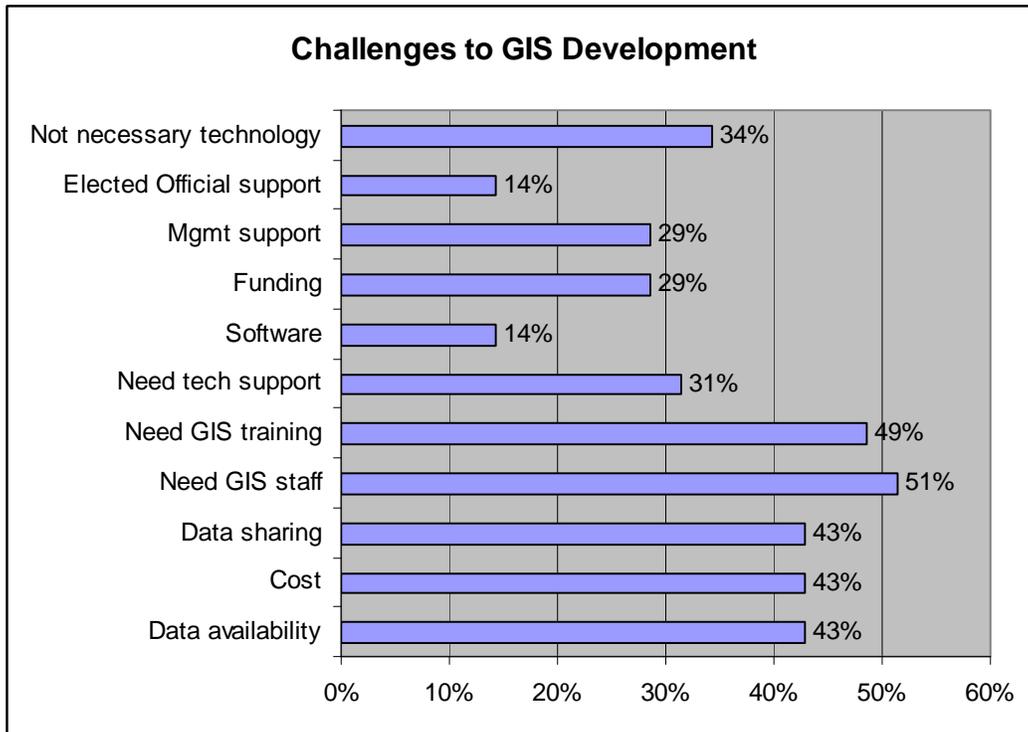


## 3 Challenges to GIS Development

Among respondents, the biggest challenges to growing and developing GIS within their organization are lack of GIS staff and lack of sufficient technical training; 60% of county respondents and 80% of municipal respondents cited “Need more GIS staff” as a major barrier to GIS growth; 33% of county respondents and 60% of municipal respondents cited the “Need for more GIS training” as a deterrent to progress. The cost of data development and lack of access to required data were also identified as major barriers.

The following chart shows how respondents rated each of the barriers to GIS development within their organization. Similar to primary business uses (above), respondents could pick as many challenges as they felt fit their situation.

*Organizational Challenges for GIS Development*



#### 4 Preferred Data Sources

In reviewing commonly used data sets, it appears that respondents rely on local data for most of their data requirements. The table below displays the preference for “data source” among respondents. It is notable that 100% of county respondents prefer local street centerline data, as well as 80% of municipal respondents. And, not a single respondent cited “commercial” data as the preferred source for any of the data sets listed.

Local	State	Federal	Commercial
Administrative boundaries	Geodetic Control	Demographic Data	
District boundaries	Hydrography	Hazardous Areas	
Elevation			
Land use (e.g. zoning)			
Street centerlines			
Address points			
Utilities			
Parcels and Land ownership			
Critical facilities and infrastructure			
Geographic names			

## 5 Additional Data Sets

Survey respondents identified additional data sets that they would like to see made available by the state, including:

- High resolution digital elevation models (DEMs)
- LiDAR for improved elevation data and contouring
- Building footprints
- Up-to-date day care locations
- Cultural points of interest
- Land use and species GAP analysis information
- Statewide orthophoto imagery
- Parcel data for all counties
- Traffic counts and accident data
- Watersheds at higher resolution
- Utility easements

Given that some of these data are currently available through the SCGIS data clearinghouse links, potential SCGIS users may not be aware of all of the existing data and resources available to them. Promoting the availability of such data more widely and aggressively could increase utilization and enhance the perception of value from state sources.

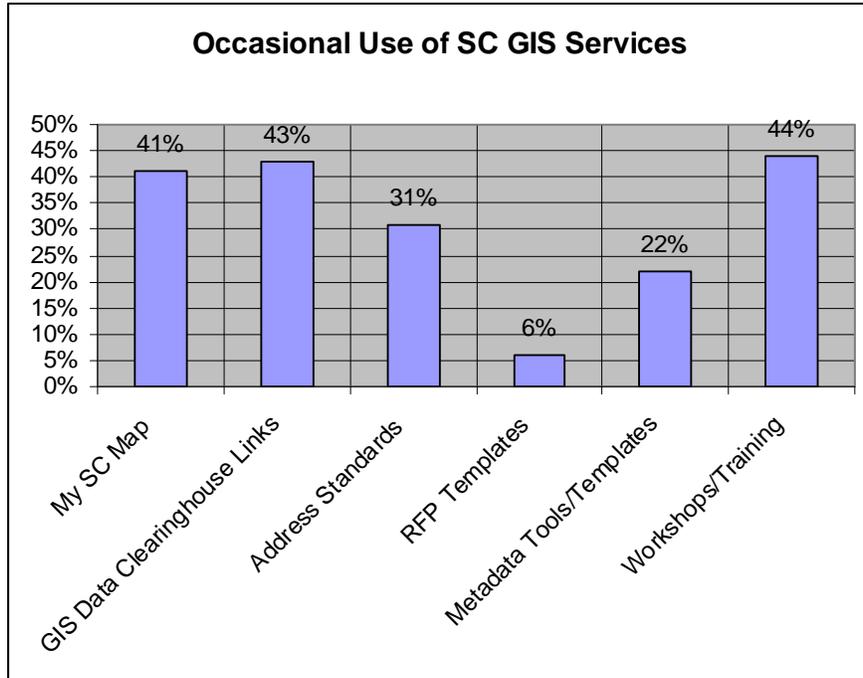
## 6 South Carolina GIS Services

Respondents were asked to identify which SCGIS services they used “occasionally” and which they used “often”. The two charts below demonstrate that the existing GIS services provided by the state are either not what people need or they are simply not well publicized.

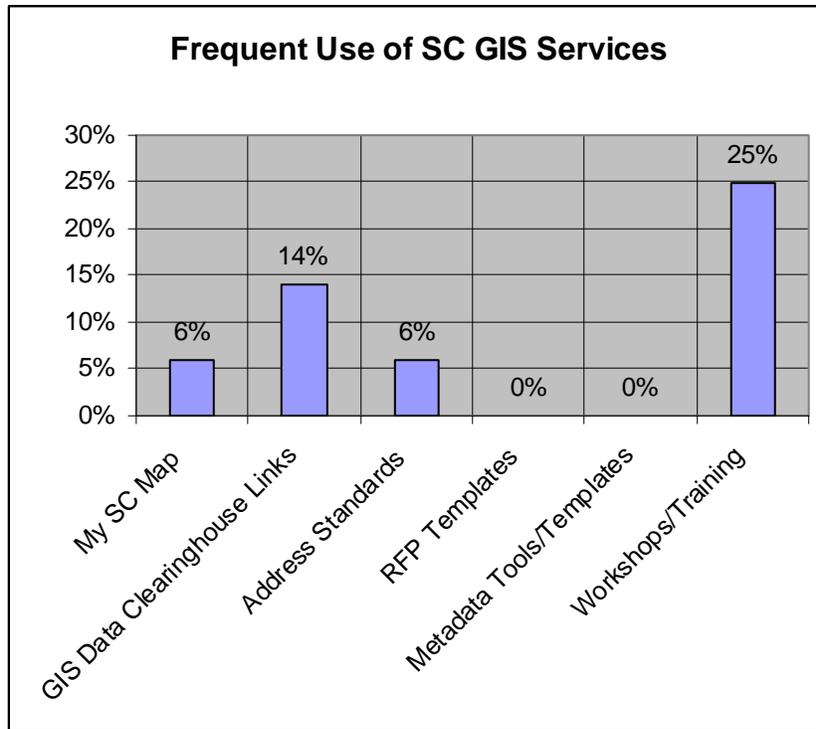
For example, while SCGIS users cite the need for more workshops and training, they do not appear to be taking full advantage of those currently offered (only 27% of county respondents and 40% of municipal respondents use the workshop/training resources on a frequent basis).

The following charts show which SCGIS services are used “occasionally,” and which ones are used “often” (or frequently).

*Frequency of Use of SCGIS Services: “Occasionally”*



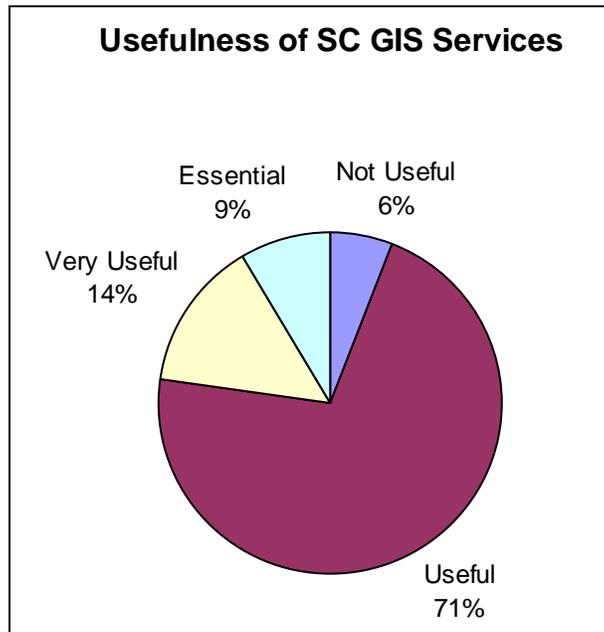
*Frequency of Use of SCGIS Services: “Often”*



While the SCGIS services do not appear to be frequently used, respondents rated the services to be generally “useful”. This can be interpreted as mild support and appreciation for the efforts that have been made so far; or, more importantly, as a strong request for more operationally essential services. Very few local respondents consider any of the current SCGIS services to be essential.

Based on answers to the survey’s open-ended questions, respondents appear to want more training/workshops, more technical support, web services (specifically geocoding), better coordination, better access to data, and strong leadership for local GIS efforts.

*How useful are current SCGIS services?*



In considering future improvements to the state’s service offerings, respondents identified the following as the “top priorities” for SCGIS:

1. Funding and grants to support GIS (64.7%)
2. Data for download (62.9%)
3. Statewide GIS policy development (58.8%)
4. Training (54.3%)
5. Statewide GIS strategic planning (52.9%)

## 7 Additional Feedback

When asked for additional feedback on the survey and the strategic planning process, the respondents mentioned the need for:

- Data standardization across county and municipal boundaries
- Improved access to high quality data
- Technical support and assistance to those municipalities and counties with very limited resources

In closing, as one respondent said in response to an open-ended question:

***“We need to all work together towards a common goal we can all afford and benefit from equally. Be careful not to demand change, but to encourage change.”***