

Interim Report - Maine Category 4 CAP Grant

Date: November 5, 2012

Agreement #: G12AC20133

Project Title: Implementation of a Statewide Orthoimagery Business Plan for Maine

Organization: Maine Office of GIS, SHS 145, Augusta, ME, 04333-0145. megis.maine.gov

Principal Investigator: Michael Smith, (207) 215-5530, michael.smith@maine.gov

Collaborating Organizations: N/A

Executive Summary:

Maine's strategic plan, funded through previous CAP grants, included as a finding the need for high-resolution aerial orthoimagery. With this in mind, the Maine Library of Geographic Information (GeoLibrary) developed a 5-year, renewable orthoimagery program for Maine, and began to seek funding for it. One chief issue was the need for high-quality promotional material and venues at which to market the program. We proposed funding to develop such materials and to host such forums and workshops to promote the program.

Project Narrative:

The project is well underway and on schedule. We have developed promotional materials which we submitted to FGDC, these include a 2-page folding brochure, a one-page cost sheet insert, a one-page ROI insert (funded from a 2011 Category 5 CAP grant), and summary postcards for mailing to municipal and county contacts. We purchased a municipal and county contact list from the Maine Municipal Association, and hired a vendor (Woolpert) to help get the word out. So far we have had several workshops where Maine staff have presented the project to towns and counties in anticipation of upcoming collection years.

Feedback:

To date the project is going well and we have seen gains in participation as a result. Most importantly, the 'buzz' about the project is reaching many levels of town and county government, hopefully ensuring the highest level of participation possible.