Communicating Asset Management: Salem's Story

Presentation to the NH DES Asset Management Workshop

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GIS Manager
Town of Salem, NH

12/16/2021

- Early Adopter of VueWorks in 1990's
- Renewed efforts 2017-present,
- Re-implemented programs in:
  - Municipal Services
    - Water, Wastewater, Stormwater
    - Water Treatment Plant
    - Facilities
    - Fleet
  - Police Fleet/Armory (pending)
  - Fire Fleet (in discussion)

- *Communication Strategy:*
- **Communications have included live presentations to Selectmen, CIP, Road Committee, Senior Center, Historic society**
- **Video program via Salem Community Television (website and broadcast)**
- **Memos to boards/Committees as needed**
- **Individualized training to staff**
- **Town Website**

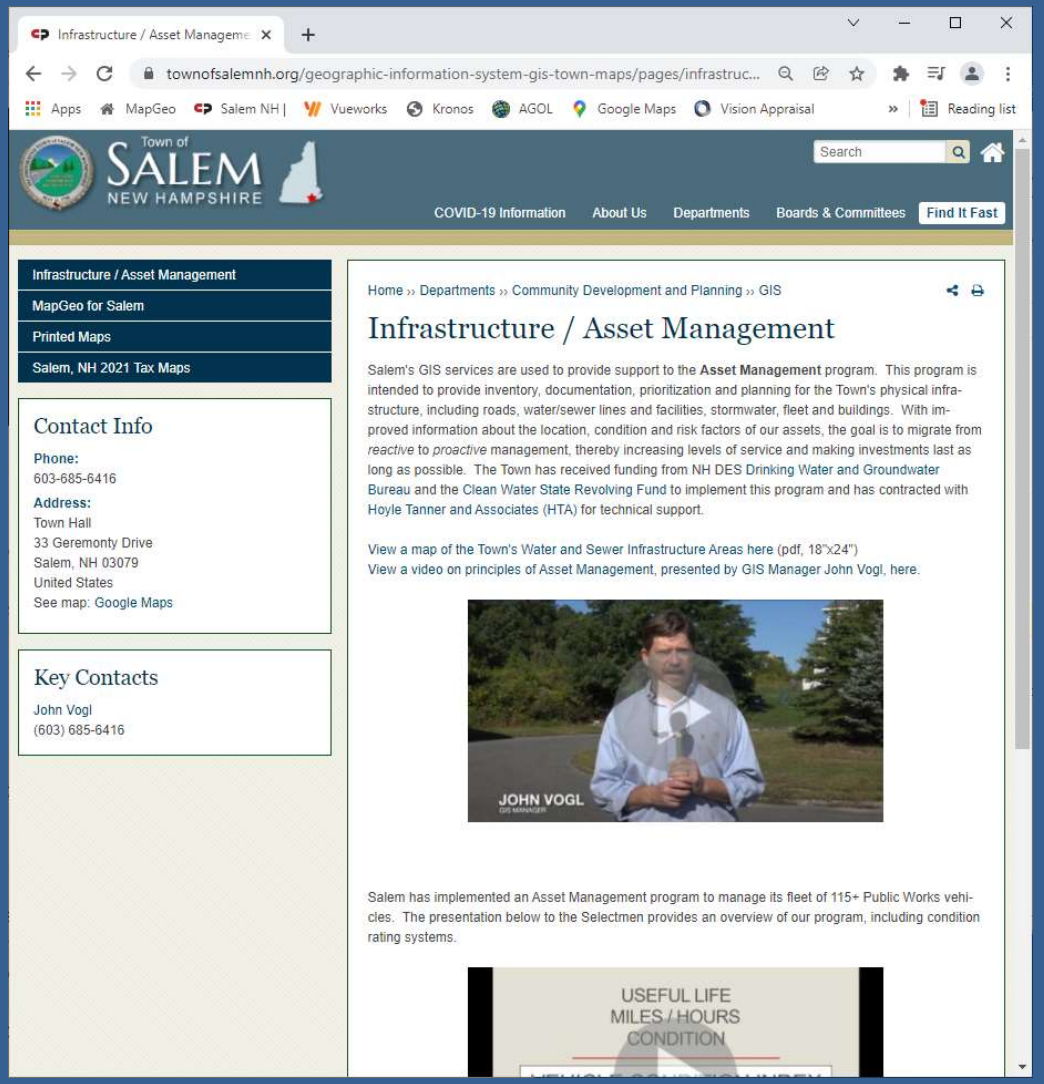
- *Communication Strategy:*
- **4 key Audiences:**
  - Decision-Makers (Selectmen, CIP, Budget)
  - Public at large
  - Internal Users
  - Regulatory Agencies

- **Message**: *"We are using available technology to promote responsible & proactive management of town resources"*

- ***Message*** (Continued):
- *"GIS and Asset Management go together -technology fully supports our operations; demonstrating what's underground or under snow"*
- Presentations have utilized VueWorks (live demos), ArcGIS Online – Story Maps/Apps, MapGeo, standard powerpoint slides
- Delivered by Municipal Services Director Roy Sorenson, GIS Manager John Vogl

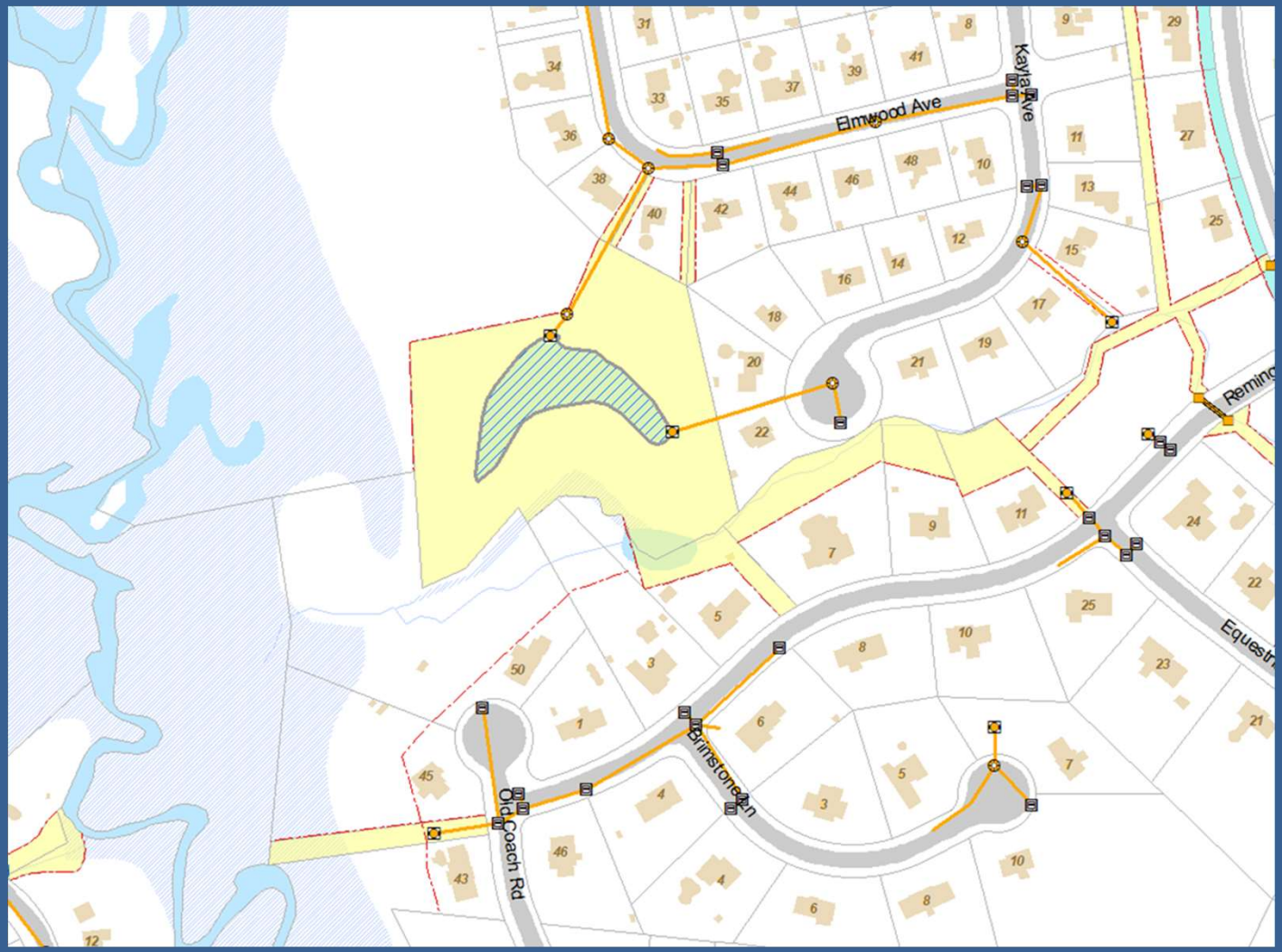
- Internal trainings are one-on-one, customized to end users

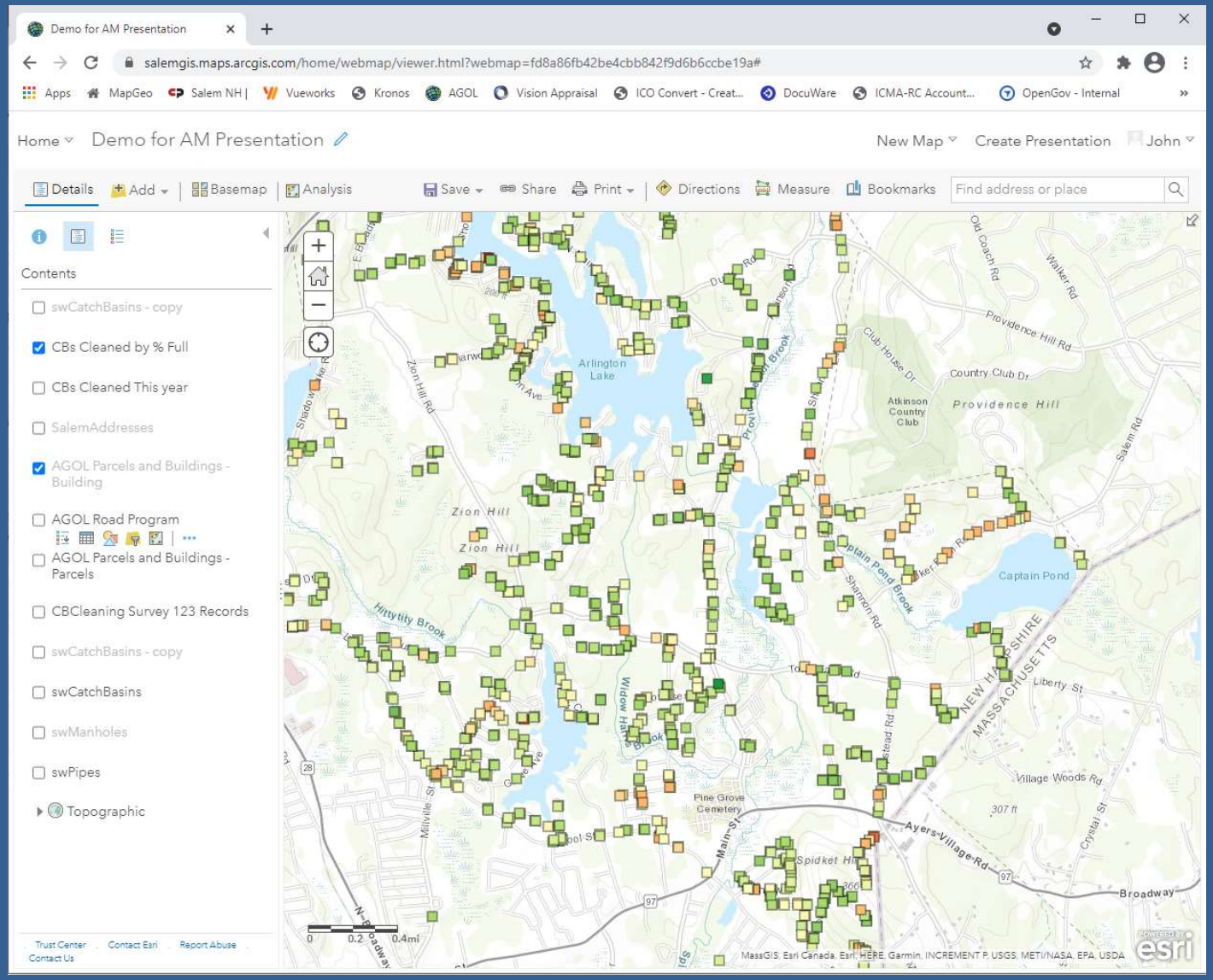
Web Site contains Links for information and access to the most notable videos



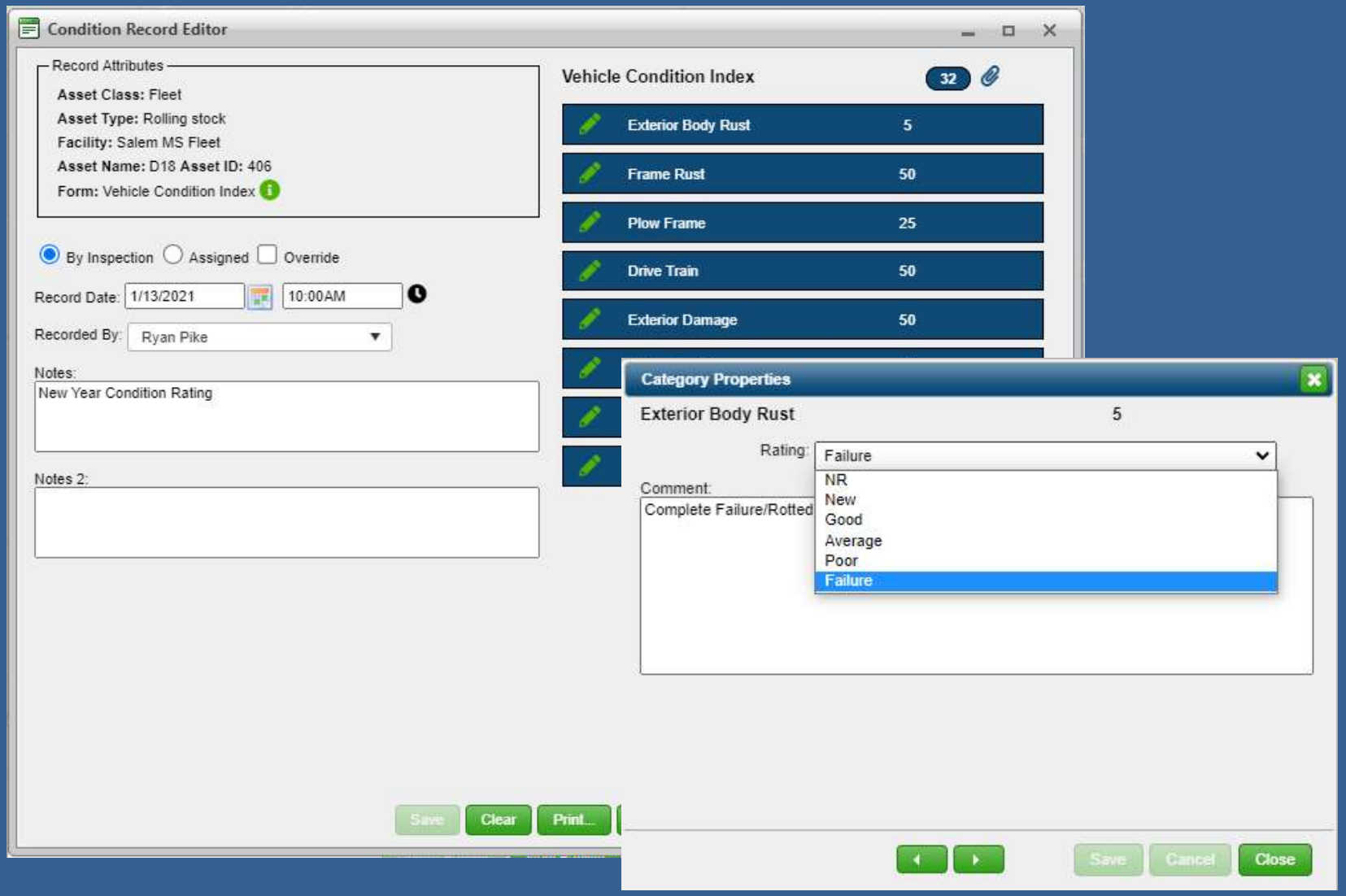
- **Case Study: MS4 Program**
- Program in place in Salem; GIS mapping 2017-present; Outfall sampling 2020
- Sampling forms implemented in ArcGIS Online using Survey 123; work order form in VueWorks
- EPA Audit in 2020

- Program allowed for full transparency of town activities during EPA audit. Allowed for easy demonstration of accessibility and status of mapping/inventory of catchbasins, outfalls, receiving waters, watersheds, etc.
- System helped meet IDDE program requirements and allowed for upstream testing and identification of likely contaminant sources.


Elmwood Ave
Kayla Ave
Old Coach Rd
Brimstone Ln


Demo for AM Presentation
salemgis.maps.arcgis.com/home/webmap/viewer.html?webmap=fd8a86fb42be4cbb842f9d6b6ccbe19a#
Apps
MapGeo
Salem NH |
Vueworks
Kronos
AGOL
Vision Appraisal
ICO Convert - Creat...
DocuWare
ICMA-RC Account...
OpenGov - Internal
Home
Demo for AM Presentation
New Map
Create Presentation
John
Details
Add
Basemap
Analysis
Save
Share
Print
Directions
Measure
Bookmarks
Find address or place
Contents
swCatchBasins - copy
CBs Cleaned by % Full
CBs Cleaned This year
SalemAddresses
AGOL Parcels and Buildings - Building
AGOL Road Program
AGOL Parcels and Buildings - Parcels
CBCleaning Survey 123 Records
swCatchBasins - copy
swCatchBasins
swManholes
swPipes
Topographic
Trust Center
Contact Esri
Report Abuse
Contact Us
Arlington Lake
Zion Hill
Providence Hill
Atkinson Country Club
Captain Pond
Pine Grove Cemetery
Spidket Hill
Hittytity Brook
Ayers Village Rd
Broadway
Village Woods Rd
Liberty St
Country Club Dr
Providence Hill Rd
Salem Rd
Main St
Millville St
Zion Hill Rd
Club House Dr
Old Coach Rd
Walker Rd
Shannon Rd
Crystal St
NEW HAMPSHIRE
MASSACHUSETTS
0
0.2
0.4mi
MassGIS, Esri Canada, Esri, HERE, Garmin, INCREMENT P, USGS, METI/NASA, EPA, USDA
esri

- **Case Study: Municipal Services Fleet**
- Assembled program during 2020/21
- Presented to Selectmen in Summer 2021. Provided full overview of program, goals, applications and capabilities. Demo'ed work order and condition assessment tools
- Presented Condition Assessment findings to CIP in Fall 2021 as part of Division requests. Presentation included summary Condition worksheets


Condition Record Editor
Record Attributes
Asset Class: Fleet
Asset Type: Rolling stock
Facility: Salem MS Fleet
Asset Name: D18 Asset ID: 406
Form: Vehicle Condition Index
By Inspection
Assigned
Override
Record Date: 1/13/2021
10:00AM
Recorded By: Ryan Pike
Notes:
New Year Condition Rating
Notes 2:
Vehicle Condition Index
32
Exterior Body Rust 5
Frame Rust 50
Plow Frame 25
Drive Train 50
Exterior Damage 50
Save
Clear
Print...
Category Properties
Exterior Body Rust 5
Rating: Failure
NR
New
Good
Average
Poor
Failure
Comment:
Complete Failure/Rotted
Save
Cancel
Close

SALEM MUNICIPAL SERVICES

ENGINEERING ◊ PUBLIC WORKS ◊ UTILITIES

FY2021

CAPITAL IMPROVEMENTS

DIVISION	PUBLIC WORKS
ID	D-19
General Description	Large 6 Wheel Dump
Manufacturer	International
Model	7300 Workstar
Fuel Type	Diesel
Date of Purchase	5/1/2009
Useful Life	10 years
Mileage	27,861
Hours	3,641
VCI	16 (REPLACE)

REPLACEMENT COST | **$229,000.00**

VEHICLE USE

This vehicle is a front line plow and salting truck vital to town wide safety in our Winter Emergency Operation Plan. It is also utilized for hauling all construction materials such as gravel, stone, hot top, and soil for the completion of work projects.

RECOMMENDATION

To be replaced and upgraded to a large 10-wheel dump truck for the purpose of improving service quality along the rt.28 corridor during salting and plowing operations. This vehicle would also be vital during summer/construction season for its extended hauling capabilities. The total project recomendation would be new cab and chassis, as well as new stainless steel body with slide in salter, front plow and wing assemblies.

VCI	NEW	GOOD	AVERAGE	POOR	REPLACE

- **CIP responded favorably to Condition-based vehicle replacement schedule; supported requests and advised other Departments to follow same practices**

- **Lessons learned:**
- Understand and focus on your message
- Keep the big picture in mind – Asset Management programs take a long time to impement!
- Mix up the media/styles to make the content interesting and flashy; StoryMaps make excellent presentations
- Cable Access Center is a great partner for this

Questions?