• 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.
• **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
<table>
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<tr>
<th>ID</th>
<th>D-19</th>
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<tbody>
<tr>
<td><strong>General Description</strong></td>
<td>Large 6 Wheel Dump</td>
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<td><strong>Manufacturer</strong></td>
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<td><strong>Model</strong></td>
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<td><strong>Fuel Type</strong></td>
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<td><strong>Date of Purchase</strong></td>
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<td><strong>VCI</strong></td>
<td>16 [REPLACE]</td>
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**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 recommendation would be new cab and chassis, as well as new stainless steel body with slide in saltier, front plow and wing assemblies.
• 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 implement!
  - 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?