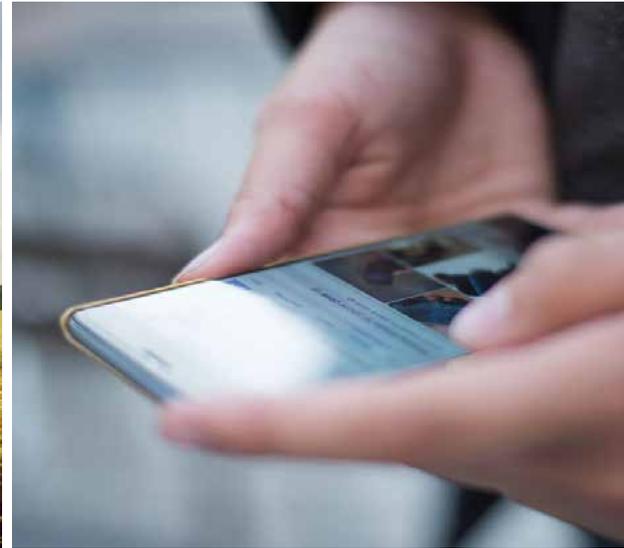# BELTRAMI COUNTY, MN BRINGS LAND SALES UP TO DATE WITH ARCGIS ONLINE

Beltrami County, MN replaced its arduous and outdated process for recording and sharing land sales information with a user-friendly, streamlined method using ArcGIS Online apps.

For every parcel of land sold by Beltrami County, its Natural Resource Management (NRM) Office enacted a process that consisted of numerous steps and individuals, manual tasks, and paper records. Several days could pass before the information available online to the public was updated, a delay that fell below the County's desired standard for citizen service and slowed the County's ability to make land sales. Too many individuals in different departments were relied upon to complete the process, and numerous phone calls from potential buyers consumed NRM staff members' time.

With the advances made in web GIS implementation by the County's GIS Department working alongside Pro-West, Beltrami recognized an opportunity to use ArcGIS Online tools to create a faster, more user-friendly land sales process that would better serve the public.

THE SOLUTION

Together, Beltrami and Pro-West forged a new land sales process consisting of a pair of complimentary ArcGIS Online apps: one that enables Land Sales staff to submit and edit land sale points and attributes, and another for sales that are viewable by the public (view here), as determined by NRM staff.

With the new apps, Beltrami's land sales staff can:

- Locate and highlight sale properties
- Submit new sales information
- View past sales information
- Instantly select sales to make visible to the public
- Provide information to the public via a mobile-friendly, self-service app
- Indicate the type of sale (public, private - adjacent land owners only) via color coded pins

Public viewers can:

- View sale propertie on their mobile devices
- Print maps
- Use the measure tool to calculate total area, e.g. if purchasing land adjacent to their own
- Access related documents such as tax information
- Instantly identify the property sale type
- View the assessed and appraised property values

Land sales are tracked by points on a parcel map, where these points represent land salesparcels and contain associated sale information. Editing staff can place a sale point on top of a property parcel and add to the record information including sale type, auction date and type, assessed value, sale status, sale price, as well as the ability to select whether or not the parcel will be available for viewing in the public app.

Different colored pins instantly distinguish different types of sales – whether public, over the counter, over the counter – adjacent land owners only, or private – adjacent land owners only.

The new solution allows Beltrami's Land Sales team to view information about sales that have been completed, meaning access to sale information is not lost once a property has been sold.

With the public viewer app, citizens can quickly find parcels that interest them with the ability to search by location or sale type, with all relevant information available instantly on their mobile devices, without the need to call the County.

ADDED VALUE

In fact, Beltrami County's Natural Resources Management Support Technician, Lori Culbertson-Clark, reports a reduction in incoming land sales enquiries of at least 75%. With a process reduced in time from up to two weeks to less than a day, the advantages for the County in terms of productivity and cost are clear:

"I now spend just an hour each week on managing the process of posting and updating land sales on our app. The public is able to easily find the information they need wherever they are using the new app, and I receive very few calls from individuals who need more information. The calls I do receive include enquiries from interested buyers who are actually at the location of the available land, with the app open on their phone, looking for very specific details. We have had zero enquiries for assistance using the app."
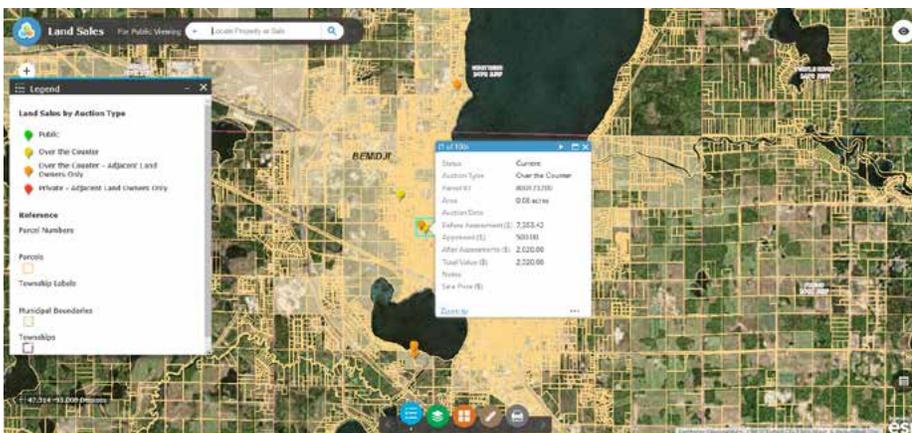
Value is also added to the process with the ability to integrate additional County layers, such as tax parcel layer data, providing easy access to related information such as documents and reports on sale properties.

"The new land sales tools have brought about a total transformation from the process we used to go through. I can manage land sales self-sufficiently now, without relying on other staff to fit it into their busy schedules, and am significantly more productive in both land sales and other aspects of my role.

With the help of Pro-West, we are also able to efficiently make small enhancements to continuously improve the service we provide to the public."

- Lori Culbertson-Clark, Natural Resource Management Support Technician, Beltrami County

KEY FACTS
- Reduced incoming calls by 75%
- Reduced process length from 2 weeks to 1 hour per week
- Over 5,500 views with 2,000 new views since posting notification of a land auction

KEY BENEFITS
- Complete control of land sales process for NRM Office
- Reduced incoming enquiries from the public
- Increased productivity
- Instant availability of information
- Ability to make efficient ongoing service improvements
- Integration with other business systems
- Available in any location on any device
- Easy to use without GIS or technical experience

Beltrami County Land Sales Public App

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