



Statewide Lands Inventory Needs Assessment and Integration:

Task 4 Communication Plan Outline



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TASK 4 Communication Plan Outline

During a recent meeting with DAS Facilities staff, we discussed the merits of various work tasks originally planned for the “Data Verification and Update” phase (Task 4) of the Statewide Lands Inventory database project. The salient point of this discussion regarded the relative value of efforts toward preparing for and updating the current lands inventory database in addition to designing and planning a more comprehensive and compliant statewide lands inventory database that is spatially-enabled. Over the course of this discussion, project management staff at DAS determined that the most beneficial use of remaining time that was budgeted for Task 4 would be the development of a “Communication Plan Outline” concerning the new Statewide Lands Inventory database. A key driver in this decision was DAS-Facilities’ desire to avoid burdening agency partners with completing a short-term data updating task for a deficient and soon-to-be-replaced system in favor of engaging their support for the development of a much improved land inventory database system.

Accordingly, the following Outline has been designed with these specific goals:

- To support accurate and effective communication and outreach to representatives from landholding agencies about the goals and anticipated benefits of the Statewide Land Inventory project, and thus to further engage their cooperation and support for upcoming project phases. This communication will be directed to all State agencies that have statutory authority to own land (the 19 state agencies that were identified at the project Kick-Off Meeting).
- To present the SLI project within the context of larger DAS objectives to achieve economic efficiencies, to identify and optimally leverage State resources, and to find technological collaboration opportunities that help fulfill DAS’ high level strategic goals.
- To lead to a broadly supported, inclusive, and actionable plan for developing a well-integrated, functionally rich, State Land Inventory database that meets identified user needs and complies with all statutory requirements.



The SLI Communication Plan that DAS Facilities Division creates and then implements for the Statewide Lands Inventory Database Enhancement effort should include the following major sections:

A. General Information about the Statewide Lands Inventory Project

1. Indicate that it is driven by ORS and OAR
 - i. DAS mandates and existing rules (ORS 270/276 and OAR 125-045)
 - ii. Other agency mandates, rules, and processes (see Task 3 Report)
2. Note that it has been undertaken in response to, and in anticipation of, ongoing legislative need for current and accurate land ownership information related to the ownership and disposition of the State's real property assets. Note the potential to realize intra-agency time saving and political benefits by allowing legislature to self-serve information about land ownership through an enhanced, web-based land inventory data system.
3. Candidly discuss the depth and breadth of the changes that will need to be made to the current [ad hoc] land management systems spread throughout State agencies that are authorized to own and manage real property assets on behalf of the State of Oregon. Highlight the relevant aspects of findings from the Stakeholder Meetings.
4. Acknowledge that agencies are starting from different points in their database implementations, have differing frequencies related to the timing of real property transactions, and face dissimilar challenges related to the management of real property assets.

B. Information about Omissions in the Current Clearinghouse Database. Note that current statute establishes requirements that are not fulfilled by the present inventory system (for instance, the requirements to indicate real property "VALUE", "CURRENT USE", and "UGB"). Note as well that there are different levels of compliance that individual agencies are currently able to attain relative to the current statutes. Also emphasize the kind of documentation needed to demonstrate compliance (both the reporting agencies' compliance and DAS' compliance). In general, though, we suggest the following:

1. Provide explanations and guidance tailored to each landowning agency relating the steps that they will need to take in order to bring the current database into compliance with statute.
2. Offer suggestions and solicit feedback for a single schema or algorithm that might be used to calculate VALUE, or a list of options for how VALUE might



be determined. These may be based on the current methods applied by one or more of the following agencies:

- i. Dept. of State Lands (DSL)
 - ii. Dept. of Revenue DOR)
 - iii. Oregon Dept. of Forestry (ODF)
 - iv. Other? Perhaps Secretary of State or DAS' Office of Economic Analysis?
3. Offer forms or templates that will assist agencies in providing straightforward documentation of their methods for determining VALUE, CURRENT USE, and UGB STATUS for all real property that they manage.

C. Formal Definition of Data Fields and Values Indicate the importance of developing and sharing formal definitions of database fields and terms contained in statute and administrative rule, so that their meanings may be commonly understood and consistently applied among all landholding agencies. Acknowledge the challenges of devising common definitions among agencies with very different missions, business practices, and perspectives on real property.

1. The Public Lands Advisory Commission (PLAC) might be engaged to help create and/or refine these definitions,
2. Propose reconstituting a Land Managers' Council to develop policy and solve technical issues surrounding the new SLI data systems. Consider having this group serve as a steering committee for the SLI initiative.

D. Project Contact Provide a single point-of-contact at DAS-Facilities for questions and correspondence related to the Statewide Lands Inventory database enhancement project. This single point-of-contact must be closely involved with the improvements envisioned and how they will be implemented.

E. Calendar and Chronology Provide a calendar for the conversion project and its phases and a biennial chronology for agency data submissions.

1. Indicate that stakeholder involvement will remain a priority, and that all feedback to date has been supportive of the need for this effort
2. Indicate anticipated major project milestones and decision points.
3. Consider pilot implementations beginning with agencies believed to be best suited to initial participation in the SLI project – based on the status of their current land management systems and practices, as well as the scope and



nature of their land holdings (ODFW or OPRD, for instance). Discuss potential pilot involvement with selected agencies.