Marathon County Mission Statement: Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)

Members: Gary Hetzer – Land Information Officer, Audrey Jensen, Michael Sydow, Linda Schroeder, Gerry Klein, Christopher Fieri, Jim Seefeldt, Jason Plaza, Scott Williams

Agenda Items:

1. Call to Order;

Policy Discussion and Possible Action:

2. Approve minutes of July 20, 2015 meeting
3. 2016-2019 Land Records Modernization Plan
4. 2016 Wisconsin Land Information Program (WLIP) Strategic Initiative Grant
5. Next meeting date: to be determined
6. Adjourn.

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk’s Office at 715-261-1500 or e-mail infomarathon@mail.co.marathon.wi.us one business day before the meeting.
Marathon County
Land Information Council
Minutes
Monday, July 20, 2015
Employee Resources Conference Room
Courthouse, Wausau, WI

Attendance: Present Not Present Attendance Present Not Present
Jim Seefeldt .................. X Michael Sydow .............. X
Audrey Jensen .............. X Jason Plaza .............. X
Linda Schroeder ............ X Gary Hetzer .............. X
Gerry Klein .................. X Chris Fieri .............. X

Others Present: Becky Frisch, Diane Hanson, Andrew Lynch – Conservation, Planning and Zoning (CPZ), Julie Henrichs – CCIT

1. Call to Order
Meeting was called to order by Hetzer at 1:00 pm.

2. Approve minutes of December 12, 2014 meeting
Action: MOTION / SECOND BY SEEFELDT / SCHROEDER TO APPROVE THE MINUTES OF THE DECEMBER 12, 2014 MEETING. MOTION CARRIED ON VOICE VOTE, NO DISSENT.

3. Discussion of membership/Realtor
Discussion: County board chair Gibbs has been contacted regarding the appointment of a realtor to the council. He has requested a list of on-line land records subscribers to review and from which to pick potential candidates to fill the vacancy. City/county IT has been requested to compile this list.
Action: NONE NEEDED AT THIS TIME.
Follow Through: Henrichs to compile the list of realtors using the on-line land records system.

4. Land Records System Replacement – Rebecca Frisch
a) Work Group Update
Discussion: A summary of the land records system’s background and proposed goal of issuing a Request for Proposals (RFP) and implementation of a replacement system by fall of 2016 was included in the meeting packet and briefly reviewed. The work group consists of Frisch, Henrichs, Plaza, Jensen, Hetzer, D. Hanson, and Sydow. Project costs will be compiled and a Capital Improvement Program (CIP) request has been submitted for 2016. Henrichs is working on the technical part of the project. The work group will be reporting its progress to Deputy Administrator Hager, standing committees and this council.
Action: NONE NEEDED AT THIS TIME.
Follow Through: The council will be updated as this project progresses.

b) Capital Improvement Program Requests (Land Records & Track Index) and proposed use of retained fees
Discussion: A CIP request will be presented to the CIP committee for the $1.2 million project on July 21st. A future request will be presented to the council to use retained fees for part of the project. It is expected that the council will continue to be updated on the project’s progress. It is also expected that some of the features of the current system may not be available on a new system, but the new system will provide new features not available with the current system.
Action: NONE NEEDED AT THIS TIME.
Follow Through: The council will be updated as this project progresses.

5. Update of the 2010-2014 Land Records Modernization Plan
a) Staff involvement (CPZ)
b) State Uniform Instructions
c) Timeline
Discussion: These topics were discussed jointly. Lynch introduced himself and it was noted that he would be involved in the writing of the new plan. Hetzer and Lynch would be the lead staff on this project and the state’s uniform instructions would be followed for the plan’s development. The review
process and timeline for the new plan were reviewed. It is anticipated that the plan would be completed
by December 2015, peer review January-March 2016, and final approval in March 2016.

**Action:** NONE NEEDED AT THIS TIME.

**Follow Through:** The council will be updated as this project progresses.

6. **Retained Fees Funding Requests**
   a) **ESRI parcel editing class for Real Property Lister**
      **Discussion:** This is an $800 request for training for the Real Property Lister area’s GIS technician
geared towards the new updated system to be paid for from the retained fees fund.
      **Action:** MOTION / SECOND BY PLAZA / SYDOW TO APPROVE THE REQUEST TO UTILIZE $800 FROM THE
      RETAINED FEES FUND TO PAY FOR AN ESRI PARCEL EDITING CLASS FOR THE REAL PROPERTY LISTER
      AREA’S GIS TECHNICIAN. MOTION CARRIED BY VOICE VOTE, NO DISSENT.
      **Follow Through:** $800 from the retained fees fund will be used to pay for this training.

   b) **Section corner Global Positioning System (GPS) project with County Surveyor**
      **Discussion:** C. Fieri was introduced as the new county surveyor. This is a request for $25,000 to
      contract for surveying services to complete the section corner work in the Town of Emmet. County
      surveyor staff will continue to work on the section corners in the Town of Cassel. Of the approximate
      9,500 section corners, 4,500 are documented. Maps are updated as the section corner work is
      completed. As of 7/15/15 the balance in the $2 account is $430,743. The balance of the $6 account is
      $224,697 which also funds the GIS coordinator’s position.
      **Action:** MOTION / SECOND BY SEEVELD / KLEIN TO APPROVE THE REQUEST TO USE $25,000 FROM THE $6
      RETAINED FEES ACCOUNT TO CONTRACT FOR SURVEYING SERVICES TO COMPLETE THE SECTION CORNER
      WORK IN THE TOWN OF EMMET. MOTION CARRIED BY VOICE VOTE, NO DISSENT.
      **Follow Through:** Staff will develop and issue a request for proposals/bid to complete this surveying
      work.

7. **Next meeting date:** Tentatively October 2015
   **Discussion:** It is anticipated that a meeting will be scheduled in October to review the draft plan and
   update the council on the progress of the work group. This meeting will be scheduled in the future.

8. **Adjourn.**
   There being no further business to discuss, **MOTION / SECOND BY KLEIN / FIERI TO ADJOURN THE
   MEETING AT 1:25 P.M. MOTION CARRIED BY VOICE VOTE, NO DISSENT.**

Submitted by:
Gary Hetzer
GIS Coordinator
July 30, 2015
GH/ljs
CONTENTS

CONTENTS .........................................................................................................................1

EXECUTIVE SUMMARY ....................................................................................................2

1 INTRODUCTION .............................................................................................................3

2 FOUNDATIONAL ELEMENTS ..........................................................................................6
   PLSS ...................................................................................................................................6
   Parcel Mapping ..............................................................................................................7
   LiDAR and Other Elevation Data ...................................................................................9
   Orthoimagery ................................................................................................................10
   Address Points and Street Centerlines ........................................................................10
   Land Use .....................................................................................................................11
   Zoning ........................................................................................................................12
   Administrative Boundaries .........................................................................................12
   Other Layers ................................................................................................................14

3 LAND INFORMATION SYSTEM ......................................................................................16

4 CURRENT & FUTURE PROJECTS ....................................................................................21
   Project Plan for Land Records System Replacement ...............................................21
   Project Plan for PLSS (Benchmark 4) ..........................................................................22
   Project Plan to Achieve Searchable Format (Benchmarks 1 & 2) ...............................23
EXECUTIVE SUMMARY

Executive Summary

About this Document. This document is a land information plan for Marathon County prepared by the Land Information Officer (LIO) and the Land Information Council. By Wisconsin statute, “a countywide plan for land records modernization” is required for participation in the Wisconsin Land Information Program (WLIP). The purpose of this document is twofold: 1) to meet WLIP funding eligibility requirements necessary for receiving grants and retaining fees for land information, and 2) to plan for county land records modernization in order to improve the efficiency of government and provide improved government services to businesses and county residents. This plan is considered a living document and the county may amend the plan with updates or revisions as appropriate and approved by the Land Information Council.

WLIP Background. The WLIP, administered by the Wisconsin Department of Administration, is funded by document recording fees collected by Register of Deeds at the county-level. A portion of these fees are retained by the County to be used for local Land Records Modernization tasks. A portion of these fees are also sent to the State Department of Administration to be used to provide grants to assist with other Land Records modernization efforts. Beginning in 2016, WLIP Strategic Initiative grants are projected to increase the county land information budget by $50k per year.

This plan lays out how funds from grants and retained fees will be prioritized. However, as county budgets are determined on an annual basis with county board approval, this plan provides estimated figures that are subject to change and are designed to serve planning purposes only.

Land Information in Marathon County. Land information is central to county operations and the 62 municipalities in Marathon County, as many essential services rely on accurate and up-to-date geospatial data and land records. A countywide land information system supports economic development, emergency planning and response, and a host of other citizen services. The Marathon County land information system integrates and enables efficient access to information that describes the physical characteristics of land, as well as the property boundaries and rights attributable to landowners.

Mission of the Land Information Office. In the next three years, Marathon County’s Land Information Office strives to be recognized for its exceptional web mapping site, gains in governmental efficiencies by broadening the utilization of a Geographic Information System (GIS), improvements in parcel mapping accuracy using survey accurate GPS Coordiniates, assist with E911 to provide accurate response to emergencies, and provide responsiveness to meeting the land records needs of residents, businesses, and government agencies.

Land Information Office Projects. To realize this mission, in the next three years, the county land information office will focus on the following projects:

1.  Assist with the development of a new/modern Land Records System including Document Tract Indexing

2.  Strive to obtain 100% PLSS corner remonumentation with survey grade GPS coordinates (Benchmark 4) for the Statewide Parcel Map Database

3.  Achieve Searchable Format (Benchmarks 1 & 2) for the Statewide Parcel Map Database
The remainder of this document provides more details on Marathon County and the WLIP, summarizes current and future land information projects, and reviews the county’s status in completion and maintenance of the WLIP map data layers known as Foundational Elements.

1 INTRODUCTION

In 1989, a public funding mechanism was created whereby a portion of county register of deeds document recording fees collected from real estate transactions would be devoted to land information through a new program called the Wisconsin Land Information Program (WLIP). The purpose of the land information plan is to meet WLIP requirements and aid in county planning for land records modernization.

The WLIP and the Land Information Plan Requirement
In order to participate in the WLIP, counties must meet certain requirements:

- Update the county’s land information plan at least every three years
- Meet with the county land information council to review expenditures, policies, and priorities of the land information office at least once per year
- Report on expenditure activities each year
- Submit detailed applications for WLIP grants
- Complete the annual WLIP survey
- Subscribe to DOA’s land information listserv
- Meet a June 30, 2017 deadline to post certain types of parcel information online

Any grants received and fees retained for land information through the WLIP must be spent consistent with the county land information plan. The Uniform Instructions for Preparing County Land Information Plans are designed as a template, but leave flexibility as to how counties may choose to address the minimum plan components. The county is able to include as much detail as necessary to make the planning process useful at the local level.

Act 20 and the Statewide Parcel Map Initiative
A major development for the WLIP occurred in 2013 through the state budget bill, known as Act 20. It directed the Department of Administration (DOA) to create a statewide digital parcel map in coordination with counties.

Act 20 also provided more revenue for WLIP grants, specifically for the improvement of local parcel datasets. The WLIP is dedicated to helping counties meet the goals of Act 20 and has proposed that funding be made available to counties in the form of Strategic Initiative grants to be prioritized for the purposes of parcel dataset improvement. For Strategic Initiative grant eligibility, counties will be required to apply WLIP funding toward achieving certain statewide objectives, specified in the form of “benchmarks.” Benchmarks for parcel data—standards or achievement levels on data quality or completeness—are determined through a participatory planning process and will be detailed in future WLIP grant applications.

County land information plans were initially updated every five years. However, as a result of Act 20, counties must update and submit their plans to DOA for approval every three years. Thus, the minimum planning
horizon for these documents is three years. The plan may incorporate a planning horizon that is longer if the needs and priorities of the participants warrant.

The first post-Act 20 required update deadline for draft county land information plans is December 29, 2015. Final plans are due March 31, 2016.

**County Land Information System History and Context**

Marathon County has been involved in Wisconsin Land Record Modernization for over twenty years and has made great strides with modernization efforts. This includes GIS digital data development for layers such as Parcels, Street Centerlines, Address Locations, E911 Response Areas, Voting Districts, School Districts, Agricultural Enterprise Areas, Zoning, Aerial Photography, and Elevation Data developed from LiDAR. This modernization effort has allowed gains in efficiency by providing access to this kind of information at the fingertips for both internal county users as well as external users via web mapping applications. This data is available to the public, government agencies, and businesses to be used in their computer systems.

**Plan Participants and Contact Information**

Another requirement for participation in the WLIP is the county land information council, established by legislation in 2010. The council is tasked with reviewing the priorities, needs, policies, and expenditures of a land information office and advising the county on matters affecting that office.

According to s. 59.72(3m), Wis. Stats., the county land information council is to include:
- Register of Deeds – Mike Sydow
- Treasurer – Audrey Jenson
- Real Property Lister or designee – Linda Schroeder
- Member of the county board – James Seefeldt
- Representative of the land information office – Gary Hetzer LIO
- A realtor or member of the Realtors Association employed within the county – Scott Williams
- Public safety – Jason Plaza
- County Surveyor – Chris Fieri
- CCIT Director – Gerard Klein

The Land Information Council must have a role in the development of the County Land Information Plan, and the DOA requires County Land Information Councils to approve final plans. A record documenting county Land Information Council approval should be included in the final submission of the plan to DOA. County board approval of plans is encouraged but not required.

A county may amend a plan with updates or revisions as appropriate. If amended, a digital copy of the amended plan and record of Land Information Council approval should be sent to the WLIP.

This plan was prepared by the County LIO, the Land Information Council, and others as listed below.

<table>
<thead>
<tr>
<th>County Land Information Council and Plan Workgroup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td><em>Gary Hetzer</em></td>
</tr>
<tr>
<td><em>Audrey Jensen</em></td>
</tr>
<tr>
<td><em>Linda Schroeder</em></td>
</tr>
<tr>
<td><em>James Seefeldt</em></td>
</tr>
<tr>
<td><em>Mike Sydow</em></td>
</tr>
<tr>
<td><em>Scott Williams</em></td>
</tr>
<tr>
<td>Name</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>Jason Plaza</td>
</tr>
<tr>
<td>Chris Fieri</td>
</tr>
<tr>
<td>Gerard Klein</td>
</tr>
</tbody>
</table>

* Land Information Council Members designated by asterisk
2 FOUNDATIONAL ELEMENTS

Counties must have a land information plan that addresses development of specific datasets or map layer groupings historically referred to as the WLIP Foundational Elements. Foundational Elements incorporate nationally-recognized “Framework Data” elements, the major map data themes that serve as the backbone required by users to conduct most mapping and geospatial analysis.

In the past, Foundational Elements were selected by the former Wisconsin Land Information Board under the guiding idea that program success is dependent upon a focus for program activities. Thus, the Uniform Instructions place priority on certain elements, which must be addressed in order for a county land information plan to be approved. Beyond the county’s use for planning purposes, Foundational Element information is of value to state agencies and the WLIP to understand progress in completion and maintenance of these key map data layers.

The list of WLIP’s Foundational Elements has evolved with each update of the county land information plan instructions. They are a guideline of what counties need to address in their plans at a minimum. As the list of layers in this document is not exhaustive, counties are welcome to insert additional layers for geospatial data categories stewarded by the county or municipalities that are of importance to local business needs.

Foundational Element Subheadings
For each layer listed under a Foundational Element, the plan should address: 1) Layer Status, 2) Custodian, 3) Maintenance, and 4) Standards.

PLSS
Public Land Survey System Monuments

Layer Status
- For the PLSS Foundational Element, the table below documents Layer Status

<table>
<thead>
<tr>
<th>PLSS Layer Status</th>
<th>Status/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Status/Comments</td>
</tr>
<tr>
<td>Total number of PLSS corners (section, ½, meander) set in original government survey</td>
<td>4890</td>
</tr>
<tr>
<td>Number and percent of PLSS corners that have been remounted</td>
<td>4792 = 98%</td>
</tr>
<tr>
<td>Number and percent of remounted PLSS corners with survey grade coordinates (see below for definition)</td>
<td>2983 = 61%</td>
</tr>
<tr>
<td>Number and percentage of survey grade PLSS corners integrated into county digital parcel layer</td>
<td>2561 = 52%</td>
</tr>
<tr>
<td>Number and percentage of non-survey grade PLSS corners integrated into county digital parcel layer</td>
<td>2329 = 48%</td>
</tr>
<tr>
<td>Percentage of PLSS corners that have digital tie sheets (whether or not they have corresponding coordinate values)</td>
<td>4764 = 97%</td>
</tr>
<tr>
<td>Digital tie sheets available online? Yes or No</td>
<td>Yes – access via the County Surveyor Web Page</td>
</tr>
</tbody>
</table>
### Custodian
- Marathon County Surveyor in the Conservation, Planning, and Zoning Department

### Maintenance
- The Marathon County Surveyor Office maintains PLSS records as time and funding allow.

### Standards
- **Statutory Standards for PLSS Corner Remonumentation**
  - s. 59.74, Wis. Stats. Perpetuation of section corners, landmarks.
  - s. 60.84, Wis. Stats. Monuments.
  - s. 236.15, Wis. Stats. Surveying requirements.
- **Wisconsin County Surveyor’s Association survey grade standard:**
  Coordinates collected under the direction of a Professional Land Surveyor, in a coordinate system allowed by s. 236.18(2), and obtained by means, methods and equipment capable of repeatable 2 centimeter or better precision.

### Parcel Mapping

#### Parcel Geometries

**Layer Status**
- 100% county-wide completion at the Parcel Index level. There are approximately 81,000 parcels
- The completion of the Index Parcel dataset meets the Statewide Parcel Map Database Project for Benchmark 3.
- Parcel geometries are a mix of GPS accurate section corner control and estimated section corner control. See Project Plan for PLSS (Benchmark 4) for future activities.
- Parcel data is available in a commonly-used GIS format such as ESRI Shapefiles
- The data is maintained in the Marathon County Coordinate System projection
- Parcel polygons can be directly integrated with tax/assessment data via the PIN field
- The future plan is to implement the ESRI Parcel Fabric Data Model

**Custodian**
- GIS Technician at the County Treasurer Office with support from County GIS Coordinator/LIO

**Maintenance**
- Parcel Geometries are maintained/updated daily as land record documents are recorded

**Standards and Documentation**
- Parcel Geometries carry a fourteen digit Parcel Identification Number (PIN) that can be joined/linked to the County assessment/tax roll data.

| Approximate number of PLSS corners believed to physically exist based on filed tie-sheets or surveys, but do not have coordinate values | 1800 |
| Approximate number of PLSS corners believed to be lost or obliterated | Unknown |
| Total number of PLSS corners along each bordering county | 336 |
| Number and percent of PLSS corners remonumented along each county boundary | 330 |
| Number and percent of remonumented PLSS corners along each county boundary with survey grade coordinates | 129 |
| Does your county collaborate with or plan to collaborate with neighboring counties for PLSS updates on shared county borders? | Tie Sheets are currently exchanged between bordering counties. |
Assessment/Tax Roll Data

Layer Status
- The assessment/Tax Roll Data currently resides on an IBM iSeries AS400 in a custom application developed in house by the City-County Information Technology Commission (CCITC). Ownership, addresses, property descriptions and various other data are maintained in house. Tax assessment data is provided by local assessors and imported into the system.

Custodian
- County Treasurer Office and local assessors

Maintenance
- Maintenance is performed daily with historical records kept on the system.

Standards
- s. 73.03(2a), Wis. Stats. Department of Revenue (DOR) – Powers and duties defined.
- Department of Revenue Property Assessment Manual – Chapter 5 and DOR format standard requested by DOR for assessment/tax roll data
- s. 59.72(2)(a), Wis. Stats. Presence of all nine “Act 20” attributes

<table>
<thead>
<tr>
<th>Act 20 Attributes Required by s. 59.72(2)(a)</th>
<th>Field Name(s) in County Land Info System</th>
<th>Notes on Data or Exceptions to DOR Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessed value of land</td>
<td>Land Value</td>
<td></td>
</tr>
<tr>
<td>Assessed value of improvements</td>
<td>Imprv Value</td>
<td></td>
</tr>
<tr>
<td>Total assessed value</td>
<td>Total Value</td>
<td></td>
</tr>
<tr>
<td>Class of property, as specified in s. 70.32 (2)(a)</td>
<td>Class/Use</td>
<td></td>
</tr>
<tr>
<td>Estimated fair market value</td>
<td>EFMV</td>
<td>EFMV information is not required in DOR schema</td>
</tr>
<tr>
<td>Total property tax</td>
<td>TAX TOTALS</td>
<td></td>
</tr>
<tr>
<td>Any zoning information maintained by the county for county zoned towns</td>
<td>Zon1, Zone2</td>
<td>Zoning information is not required in DOR schema</td>
</tr>
<tr>
<td>Any property address information maintained by the county</td>
<td>Adr</td>
<td></td>
</tr>
<tr>
<td>Any acreage information maintained by the county</td>
<td>Acres</td>
<td></td>
</tr>
</tbody>
</table>

Non-Assessment/Tax Information Tied to Parcels

Layer Status
- Zoning Permits, Sanitary permits and Non-Metallic Mining permits are included as part of the current County Land Record System.

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- As time allows

Standards
- County Standards per ordinances and state requirements

ROD Real Estate Document Indexing and Imaging

Status
- Grantor/Grantee Index & Tract Index
- Marathon County’s system is Deketo software on an IBM iSeries AS400 system that allows searches by Name (buyer-seller), PIN, Legal Description, Subdivision/Condominium, Recording Date or Instrument Type. The Tract Index currently has 139 Instrument Types.
• **Document Imaging**
  Marathon County’s documents image system is Laserfiche. All deed documents have been scanned into the system and can be viewed on computers at the Register of Deeds office as well as other internal PCs with access to Laserfiche.

**Total Documents Recorded 1853-2015**

<table>
<thead>
<tr>
<th>Media Types</th>
<th>Documents Recorded</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deed Books</td>
<td>648,784</td>
<td>1853 – 1966</td>
</tr>
<tr>
<td>Record Books</td>
<td>74,116</td>
<td>1966 – 1973</td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total of digital Real Estate Records</td>
<td>1,801,872</td>
<td>(all SS#'s redacted 1935 - present)</td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporations</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Lis Pendens</td>
<td>90%</td>
<td></td>
</tr>
</tbody>
</table>

**Custodian**
• County Register of Deeds

**Maintenance**
• Maintained/updated daily as land record documents are recorded

**Standards**
• s. 59.43, Wis. Stats. Register of deeds; duties, fees, deputies.
• ch. 706, Wis. Stats. Conveyances of real property; Recording; Titles.
• s. 236, Wis. Stats. Platting Lands and Recording

**LiDAR and Other Elevation Data**

**LiDAR**

**Layer Status**
• 2012 spring leaf off data was captured to develop contours at two foot intervals.

**Custodian**
• Conservation, Planning, and Zoning Department

**Maintenance**
• No scheduled maintenance/updates

**Standards**
• Data has been captured to meet FEMA floodplain mapping standards for 2’ contours

**LiDAR Derivatives**

**Layer Status**
• 2012 LiDAR datasets include DTM, DEM, DSM, Intensity Images, and LAS files along with 2’ contours have been captured

**Custodian**
• Conservation, Planning, and Zoning Department

**Maintenance**
• No maintenance required

**Standards**
• Data was captured to meet FEMA floodplain mapping standards for 2’ contours
Other Types of Elevation Data

Layer Status
- 247 Benchmark elevations at bridges and other locations around the County from 2000 and 2004 projects have been captured using GPS are available to the public

Custodian
- Marathon County Surveyor in the Conservation, Planning, and Zoning Department

Maintenance
- No maintenance being performed on these datasets

Standards
- FGCS 3rd order vertical accuracy

Orthoimagery

Layer Status
- Marathon County participated in the WROC 2010 and 2015 projects
- All imagery is currently in house
- Imagery was captured at one foot pixel resolution for all years
- Marathon County has Orthophoto imagery for 2000, 2005, 2010, and 2015 and intends to continue updates every five years

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- No maintenance is required once product has been received.

Standards
- National Mapping standards for 200’ scale mapping.

Address Points and Street Centerlines

Address Point Data
Layer Status
- County-wide address point data is complete

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- The GIS Specialist maintains/updates address points as needed. New address added, old deleted

Standards
- Address added per county address grids and address location requests utilizing the most current Orthoimagery or Parcel locations.

Building Footprints

Layer Status
- Building footprint polygons are completed from Orthophotography capture

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- Building footprints are only captured after a Orthophoto flight

Standards
- National Mapping standards for 200’ scale mapping
Other Types of Address Information

Layer Status
- Address ranges are maintained on both the 911 centerlines for use in the 911 system as well as regular centerlines for other analysis.
- Driveway access point locations with site address information

Custodian
- Conservation, Planning, and Zoning Department and the Sheriff Department

Maintenance
- Updated as needed.

Standards
- Both Postal and 911 phone system standards are used. Mapped to meet 200’ scale mapping standards

Street Centerlines

Layer Status
- Complete County-wide including address range information.

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- Updated as needed.

Standards
- National Mapping standards for 200’ scale mapping for positions

Rights of Way

Layer Status
- Complete County-wide as a part of the Index Parcel database

Custodian
- County Treasurer Office

Maintenance
- Updated as needed.

Standards
- Mapped using the Index Parcel

Trails

Layer Status
- Forest Trails, Snowmobile Trails, Mountain Bay Trail

Custodian
- County Parks, Recreation, and Forestry Department

Maintenance
- Updated as needed. Data capture using GPS and Orthophotography

Standards
- Sub-meter GPS data collection as well as 200 scale Ortho Imagery data capture

Land Use

Current Land Use

Layer Status
- County-wide Current Land Use layers have been captured from Orthophotography for the years 1990, 2000, 2008, and 2010

Custodian
- Conservation, Planning, and Zoning department
Maintenance
- Maintenance/updates occur with Orthophotography flights as time allows.

Standards
- Generalize land use classifications were developed in house

Future Land Use
Layer Status
- Future Land Use data county wide per Comprehensive Planning developed in 2006

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- No maintenance at this time

Standards
- s. 66.1001, Wis. Stats. Comprehensive planning. Future land use maps are typically created through a community’s comprehensive planning process. Future land use mapping for a county may be a patchwork of maps from comprehensive plans adopted by municipalities and the county.

Zoning
County General Zoning
Layer Status
- There are currently 19 Towns with County Zoning, 15 Towns with Independent Zoning and 7 Towns with no Zoning

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- As needed when property zoning changes. The County GIS maintains zoning layer data for both County Zoned and Independently Zoned Towns

Standards
- Mapped using the Index Parcel

County Special Purpose Zoning
Layer Status
- Farmland Preservation Areas
- Floodplain Areas
- Airport Protection Area
- Shoreland Zoning Areas
- WIDNR Wetland Areas

Custodian
- Conservation, Planning, and Zoning Department
- DATCP
- WIDNR

Maintenance
- As needed

Standards
- State Standards and local Zoning Standards.

Administrative Boundaries
Civil Division Boundaries
Layer Status
- All County Municipal Boundary polygons are mapped
Custodian
  • Conservation, Planning, and Zoning Department

Maintenance
  • Maintained per parcel data and annexations

Standards
  • Mapped using the Index Parcel Layer

School Districts
  Layer Status
  • County-wide polygon School Districts are complete. School Location Sites are complete

Custodian
  • Conservation, Planning, and Zoning Department with the County Treasurer Office

Maintenance
  • Very little maintenance is required. Updated as needed for School Locations.

Standards
  • Mapped using the Index Parcel Layer and assessment taxing districts for school boundaries

Election Boundaries
  Layer Status
  • County Supervisor District Areas, Voting Wards, Voting Places are mapped County-wide

Custodian
  • Conservation, Planning, and Zoning Department with the County Clerk

Maintenance
  • Updated as needed when annexations occur

Standards
  • Mapped using the Index Parcel Layer

Utility Districts
  Layer Status
  • Sanitary Districts and Metropolitan Sewer Service Areas are mapped

Custodian
  • Conservation, Planning, and Zoning Department with County Treasurer

Maintenance
  • As needed

Standards
  • Sanitary Districts are mapped using the Index Parcel Layer for Sanitary taxing districts. Sewer Service Areas are mapped per the 2025 Plan Area specifications

Public Safety
  Layer Status
  • Police, Fire, EMS, and First Responder Areas are complete
  • 911 Response Grids are complete
  • Hospitals, Clinics, Churches, Libraries, Town Halls, Police and Fire Departments, and Ambulance locations are mapped

Custodian
  • Conservation, Planning, and Zoning Department with the Sheriff Department

Maintenance
  • Conservation, Planning, and Zoning Department with the Sheriff Department as needed

Standards
  • Mixed standards per originating data
Tax Districts
Layer Status
- Taxing Lake Districts are mapped
- Tax Incremental Finance Districts (TIF) are mapped
Custodian
- Conservation, Planning, and Zoning Department with the County Treasurer
Maintenance
- As needed
Standards
- Mapped using the Index Parcel data for Lake Districts & TIFs via Land Records Information

Other Administrative Districts
Layer Status
- County Forest Lands, County Parks, State Parks and Wildlife Areas, and Municipal Parks are mapped county wide
Custodian
- Conservation, Planning, and Zoning Department with the County Parks, Rec and Forestry Department
Maintenance
- As needed per parcel changes
Standards
- Mapped using the Index Parcel

Other Layers
Hydrography Maintained by County or Value-Added
Layer Status
- Hydrography mapped per Orthophotography per product year
- The County also has a copy WIDNR Hydro dataset
Custodian
- Conservation, Planning, and Zoning Department
Maintenance
- Per five year flight cycle
Standards
- National Mapping standards for 200’ scale mapping

Cell Phone Towers
Layer Status
- Cell Tower locations have been mapped from FCC data and local address requests
Custodian
- Conservation, Planning, and Zoning department
Maintenance
- As needed
Standards
- Mapped using address locations as well as Orthophotography

Bridges and Culverts
Layer Status
- County Bridges and Culverts have been mapped
Custodian
- Conservation, Planning, and Zoning Department with the County Highway Department
Maintenance
- As needed

Standards
- 200’ mapping scale Orthophotography data collection intermixed with 1 meter gps collection

Agricultural Layers
Layer Status
- Agricultural Enterprise Areas
- Manure Storage Facilities
- Farmland Preservation Areas
- County-wide Watershed (HUC) areas
- Crop Irrigation System Locations
- NRCS Soils Layer

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- As needed

Standards
- Mapped using the Index Parcels, GPS data collection, and 200’ scale Ortho Imagery data capture

Miscellaneous Layers
Layer Status
- Active and Abandoned Railroads are mapped
- Permitted Non-Metallic Mining areas are mapped
- Public Access to Water Resources
- Church Locations
- Cemeteries
- Libraries

Custodian
- Conservation, Planning, and Zoning Department

Maintenance
- As needed

Standards
- Sub-meter GPS data collection, 200’ scale Ortho Imagery data capture, Addresses
3 LAND INFORMATION SYSTEM

The WLIP seeks to enable land information systems that are both modernized and integrated. Integration entails the coordination of land records to ensure that land information can be shared, distributed, and used within and between government at all levels, the private sector, and citizens.

One integration requirement is listed under s. 16.967(7)(a)(1), Wis. Stats., which states that counties may apply for grants for:

The design, development, and implementation of a land information system that contains and integrates, at a minimum, property and ownership records with boundary information, including a parcel identifier referenced to the U.S. public land survey; tax and assessment information; soil surveys, if available; wetlands identified by the Department of Natural Resources; a modern geodetic reference system; current zoning restrictions; and restrictive covenants.

This chapter describes the design of the county land information system, with focus on how data related to land features and data describing land rights are integrated and made publicly available.

Current Land Information System

This section features a diagram that documents Marathon County’s land information system and/or the various inter-organizational workflows it encompasses.

A diagram (figure 1) of the county land information system includes the following offices involved with the creation and maintenance of land information:

- Land Information Officer/GIS
- Register of Deeds
- Treasurer
- Real Property Lister
- GIS Technician
- County Clerk
- Sheriff/911
- County surveyor
- Conservation Planning & Zoning
- Parks Recreation & Forestry
- Health Department
- County Highway
- County-City Information Technology Commission

County Parcel Data Workflow Diagram

This section features a diagram (figure 2) that documents Marathon County’s parcel mapping and tax roll process. The purpose of the parcel workflow is for WLIP staff and other readers to better understand the various aspects of parcel data creation and maintenance, which greatly vary from county to county.

The workflow diagram for parcel data depicts:

- Major components of parcel data, especially those referenced by s. 59.72(2)(a), including:
  1) parcel polygons, 2) tax roll data, and 3) zoning information
- Departments/offices/staff involved with the creation and maintenance of parcel data
Figure 1 Marathon County Land Information System
County Parcel Data Workflow Diagram

Surveyor
- PLSS and other geodetic control
- Plats of Survey
- Land Division Review

Zoning Administrator
- County General Zoning
- County Shore Land Zoning
- Land Division Review

GIS Tech
- Maintains parcel geometries
- Includes PIN field for Land Records connector using ESRI Mapping Software

Land Information Officer
- Submits parcel polygons + tax roll data + zoning information to DOA

Register of Deeds
- Records real estate docs
- Mandated fees sent to the State
- Codes documents into Laserfiche Document Imaging
- Creates grantor/grantee and tract indices in AS400 Deketo Software

Municipalities/Local Assessors
- Update property values

Real Property Lister
- Creates new/updates parcels in tax database in AS400 Land Records System
- Assigns unique parcel ID
- Finalizes Tax Roll

State
- DOR – Equalized assessment values, Property tax credits
- DNR – Managed Forest Lands Values

DOA
- Assembles Statewide Parcel Layer from Data

Municipalities Mail Tax Bills

Treasurer
- Tax deeds
- Prints property owner tax bills from custom in house IBM AS400 software application. Provide to municipalities
- Assessment Data

Figure 2 Marathon County Parcel + Tax Roll + Zoning Workflow
Technology Architecture and Database Design
This section refers to the hardware, software, and systems that the county uses to develop and operate computer systems and communication networks for the transmission of land information data.

Marathon County utilizes Environmental Systems Research Institute’s (ESRI) software products on Windows Desktop PCs and Windows Servers. There is also some data located on an IBM rs6000 server to be migrated to the Windows Server platform. Land Records tabular data resides on IBM iSeries Servers utilizing an in house custom developed interface. Hardware, software and all networking are managed by the City-County IT Commission (CCITC). Online applications served to the public such as; the County Web Site, Online access to Land Records, and Online Mapping are managed by the CCITC. The Online Land Records application was developed in house by CCITC. The Online Land Records application has both a public access point and a subscription access point depending on the type of data needed. The Online mapping application currently used is Latitude Geographics GeoCortex technology utilizing ESRI ArcGis Server technology on Windows Servers.

Metadata and Data Dictionary Practices
Metadata creation and maintenance is done using ESRI ArcCatalog and adheres to the FGDC Content Standard for Digital Geospatial Metadata. Metadata does not exist for all datasets and is being dealt with on a case by case basis as time allows.

Municipal Data Integration Process
Marathon County does incorporate GIS information from local communities on a case by case basis. Example: gathering Fire Hydrant locations from municipalities that can be used in the 911 dispatch mapping system. Typically, the municipalities are acquiring County data to utilize in their systems.

Public Access and Website Information
Marathon County has a website that serves as a portal to get Land Records information including mapping. There are links on the County website front page to On-line Maps and On-line Land Records. The URL is: http://www.co.marathon.wi.us/

Zoning information for those towns that have County Zoning can be accessed using the On-line Maps application or the Land Records application. PDF maps, including the towns that have Town Zoning, can be accessed via the County Zoning Maps page. The URL for PDF maps is: http://www.co.marathon.wi.us/Departments/ConservationPlanningZoning/ZoningandRegulatoryServices/ZoningMaps.aspx

P.L.S.S. Tie Sheets, Section Summaries, Plats of Survey and County Benchmarks can be accessed using the County Surveyor web page. The URL for Surveyor information is: http://www.co.marathon.wi.us/Departments/ConservationPlanningZoning/GEOServices/SurveyorOffice.aspx

Data Sharing
Data Availability to Public
All current GIS Data is available to the public via requests to the LIO. There are some costs associated with some data distribution. Some datasets can be downloaded free from the County GIS data page.

Data Sharing Restrictions
A number of GIS datasets are posted on the County GIS data page that are free to download with no restrictions. A number of other datasets have redistribution restrictions requiring permissions to redistribute.
Searches by owner names are restricted on the public online Maps and the public online Land Records sites unless one is a subscriber to these services.

**Government-to-Government Data Sharing**
Marathon County has informal understandings to share/exchange land information with communities within the county, adjacent counties and with state agencies. The County also has data exchange/cost agreements with private firms, utilities, and state agencies.

**Training and Education**
Employees that use GIS or CAD software get training in new software advancements. Key employees attend conferences and working groups to supplement training courses that include web classes and seminars. The WLIP annual Training Grant is used by County staff to attend land information related conferences and training sessions.
4 CURRENT & FUTURE PROJECTS

This chapter lists the current and future land information projects the county is currently undertaking or intends to pursue over its planning horizon. A project is defined as a temporary effort that is carefully planned to achieve a particular aim. Projects can be thought of as the means to achieving the county’s mission for its land information system.

Project Plan for Land Records System Replacement

Project Description/Goal
Replacement of the current 20+ year old in-house custom developed Land Records Unix based IBM iSeries system, used by a multitude of departments/entities, to a modern Windows Server SQL Land Records database system including Tract Indexing System.

Business Drivers
- System uses outdated data entry practices
- Programmers for the vintage system are not easily replaced
- Increase efficiency of Land Records and Assessment information data entry
- Increase efficiency of Zoning Department with permits and zoning
- Increase ease of data export and reporting
- Increase ease of connection to GIS parcel datasets

Objectives/Measure of Success
- New system should perform at least 90% of current functions
- 100% data conversion from old to new
- 100% of Departments Buy-in to new system

Project Timeframes

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests for Proposals</td>
<td>2016</td>
<td></td>
</tr>
<tr>
<td>Vendor Selection</td>
<td>January 2017</td>
<td></td>
</tr>
<tr>
<td>Completion</td>
<td>December 31, 2017</td>
<td></td>
</tr>
</tbody>
</table>

Responsible Parties
City County IT Commission staff, Conservation Planning and Zoning staff, County Treasurer staff, Register of Deeds staff, Vendors/Consultants, County Administration

Estimated Budget Information
$1,000,000 depending on RFP responses
**Project Plan for PLSS (Benchmark 4)**

**Project Description/Goal**

**Planned approach**
- Acquire *survey-grade* coordinates for PLSS corners to integrate corners into the parcel fabric. Due to the time and costs to capture survey-grade coordinates, a substantial number of lower-quality coordinates are being used to build the current Index Parcel mapping. The Marathon County Surveyor staff will be capturing corners as time allows. Request for Proposals (RFP) will be issued beginning the first part of 2016 for this project, with yearly RFPs to follow to aid in project completion. This project is extremely dependent on the WLIP Strategic Initiative Grant funding to complete.

**Current status**
- Current status of PLSS data in the county is:
  - 4890 total number of section corners and quarter corners.
  - The remonumentation status is 97% completed.
  - 2983 (61%) corners have survey grade coordinates.
  - 2329 (48%) corners have been integrated into the current parcel data.
  - *Survey-grade* – Coordinates collected under the direction of a professional land surveyor, in a coordinate system allowed by s. 236.18(2), and obtained by means, methods and equipment capable of repeatable 2 centimeter or better precision
  - Currently the Surveying community can get to digital tie sheets, section summaries, plats of survey, and benchmarks via the Marathon County Surveyor webpage.

**Goals**
- This will be a project extended over a number of years as funding becomes available. The intent is to have project completion by the end of 2019.
- Capture the remaining corners (1900+) with survey-grade coordinates including remonumenting and/or rediscoversing those corners that may be missing.
- These survey-grade corners will be used to adjust the current Index Parcel data as these corners are captured.

**Missing corner notes**
- Documentation for any missing corner data will be created. In some cases these will be justifiable exclusions, such as meander corners, corners pertaining to large tracts of public lands where not abutting private lands, corners in rivers or lakes, etc.

**County boundary collaboration**
- Efforts will be made to collaborate with neighboring counties for coordinate and tie sheet exchange at county borders.

**Business Drivers**
The *Project Plan for PLSS* is a requirement for Strategic Initiative grant eligibility.

**Others**
- County Surveyor
- Public Land Surveying Community
- Property Owners
- Real Property Lister
- Assessors

**Objectives/Measure of Success**
The objective is to meet Benchmark 4 (Completion and Integration of PLSS) of the Statewide Parcel Map Database Project by December 2019.
When a township of GPS section corners is complete that township of section corners will be provided for the Parcel Mapping Adjustment process.
**Project Timeframes**
Start date: January 1, 2016
Completion date: December 31, 2019
Project completion date is dependent on funding

**Responsible Parties**
- County Surveyor
- LIO/GIS Coordinator
- GIS Technician
- Consultants/Vendors

**Estimated Budget Information**
$500,000 depending on RFP responses and internal County Surveyor work.

**Project Plan to Achieve Searchable Format (Benchmarks 1 & 2)**

**Project Description/Goal**
How searchable format will be met
- The searchable data format will be achieved by developing tools to use as crosswalk fields between the Marathon County Land Record System fields to the required State Database fields.
- Currently all required State Database fields exist in the Marathon County Land Records System.
- Currently Marathon County can provide the 2016 DOR XML file format that includes Estimated Fair Market Value.
- Note: LIO certification required upon data submission. Land information officers will be required to certify that data meets the standards for Benchmark 1 and 2 upon submission of data for V2. Counties will certify their own level of attribute completeness relative to an element occurrence standard. This means that if an element (such as a property address, a total assessed value, total property tax value, etc.) actually occurs for a given parcel, then this element should be included in the submitted dataset. This also means that there may be justifiable omissions from the submitted dataset. Examples might be missing tax data for tax exempt properties, no address when no structure is present on a property, etc.

**Business Drivers**
The Project Plan to Achieve Searchable Format for Benchmarks 1 & 2 is a requirement for Strategic Initiative grant eligibility.

**Objectives/Measure of Success**
The objective is to meet the searchable format for Benchmarks 1 & 2 (Parcel and Zoning Data Submission, Extended Parcel Attribute Set Submission) by March 31, 2018.

**Project Timeframes**
Start date: January 1, 2016
End date: March 31, 2018

**Responsible Parties**
The responsible parties to complete the project are the LIO/GIS Coordinator and City-County IT Commission staff.

**Estimated Budget Information**
Budget costs are presently being managed internally for time/materials.
Other Projects Section

Other Possible Projects
- Assist with the development of a new Marathon County Addressing System
- Adjustment of current Index Parcel layer using new GPS Survey Grade Section Corners
- Expansion of the use of mobile GPS/GIS technology
- Improve website development for access to Land Records and Mapping, including mobile access

Ongoing Costs Not Associated with a Specific Project
Current ongoing costs include:
- Funding the LIO/GIS Coordinator position.
- Funding to capture additional PLSS Survey grade Section Corners.

Completed Projects since the last Plan Update
- Orthophotography Projects have been completed county-wide for spring 2010 and spring 2015
- LiDAR elevation data capture was completed in the spring of 2012 with 2’ Contours, DTM, DEMs and LAS data being received.
- A new web mapping interface has been created using Latitude Geographics GeoCortex technology
- 2010 Redistricting project was completed using Census 2010 data.
- Agricultural Enterprise Areas (AEA) have been completed for Antigo Flats and Heart of America’s Dairyland
- Social Security Number Redaction in the Register of Deeds is complete.