Open Data Consortium project

Ten Ways to Support Your GIS

Without Selling Data

Bruce Joffe
ODC Organizer
GIS Consultants
GIS.Consultants@joffes.com
510-238-9771

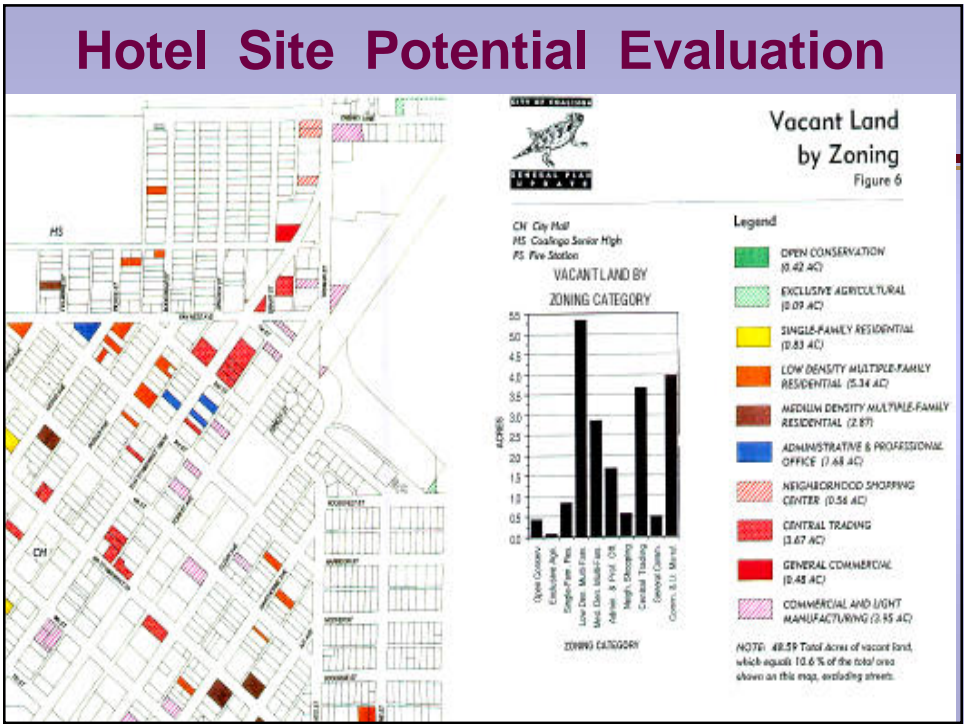Open Data Consortium project   GIS Consultants

Starting a New Project

- **New location**
- **New process**
- **New product**

  What do we need to know?

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Hotel Site Potential Evaluation

Example Analysis Problem

Evaluate a Potential Hotel Site

- **What Data Do I Need?**
- **Who Has the Data?**
- **What Does It Contain? How Good Is It?**
- **How to Extract, Format, and Analyze the Data?**
- **How Can I Acquire It?**
- **What is the Cost?**

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Issues Impeding Easy Access to Public Geographic Data

- Cost
- Copyright & Licensing
- Distribution Methods
- Liability
- Security
- Privacy

The Open Data Consortium project was initiated to formulate a model data distribution policy, derived from consensus-building collaboration engaging national, state, and local governments, as well as private enterprises, non-profits, and universities.

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Data Distribution Policy Core Issue

Public's Right to Public Data
access to public information
insures government accountability

" ... the Legislature, mindful of the right of individuals to privacy, finds and declares that access to information concerning the conduct of the people's business is a fundamental and necessary right of every person in this state.. " CPRA § 6250

Public Agency's Need to Fund Geodata Operations
Its ability to create, maintain, and disseminate data depends on funding through Taxes, Fees, Data Sales, or Capture of Added Value

" ... Yipes! Our department was cut "

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Why?

- **Why are local governments selling public geodata?**
  It is a "strategic asset"
  It is a commodity
  It is expensive to create and maintain

- **Why is government data sales a problem?**
  It is public record
  It is "the people's information"
  It enables us to keep our government accountable

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Other Reasons Some Local Governments Sell Data

- **Defense by cost-sharing consortia against "free riders"**
- **Feeling a proprietary value after the long development process**
- **Desire for "control" of "our" data**
- **Resistance to profiteer windfalls from public investment**

Taxpayer concerns:

- **"Taxpayers already paid for the GIS, they shouldn't have to buy it again"**
- **"Taxpayer investment should be reimbursed"**

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ODC
Open Data Consortium

A project to assist those who have dGI
to find those who want it;
and to help those who need dGI to acquire it
easily

- Organized through GeoData Alliance,
  a 501 (c) (3) non-profit professional association

- Initial seed-money grant from USGS
  and sponsorship donations

- Purpose to formulate a model data distribution policy

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Consensus-building
Collaborative Effort

- **67 active participants** from local, regional,
  state & Federal government
  + universities, consultants, and data resellers

- **117** reviewing participants

- **12** bi-weekly teleconference sessions

- **267** person-hours of deliberation

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Using Data Sales to Support GIS

- Most government agencies that sell public data have not realized significant revenues; in many cases, they have actually lost revenues.

  for example …

- There are better ways of raising funds to support GIS operations.

KPMG
Geospatial Data Policy Study
March, 2001

- US agencies reporting data income had revenues equal to 2% of their expenses.
- "Cost Recovery" was having the opposite effect on its stated goals:
  - The consequences for businesses are higher costs, lower research and development investments, and threatened marginal products.
  - The results for consumers are negative: higher prices and reduced products and services.
  - The overall economic consequences are 23,000 fewer jobs, reduced economic output (by almost $ 2.6 Billion) and a lower gross domestic product.

Free Data vs Fee Data?

**The resolution is in
Capturing the Value of the Geodata**

The value of geodata is realized when it is used

- **The more it is used, the more value is created by geodata**

- **Value accrues to geodata users by helping them to accomplish their objectives more effectively**

- **Value accrues to governmental stewards of geodata through tax revenues and fees from successful citizen enterprises**

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Capturing Geodata's Value
to Local Governments

- **Revenue Produced**

   from existing taxes

   from service fees

- **Cost Savings**

- **Support from Internal Budgeting**

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Revenue Produced
from existing taxes

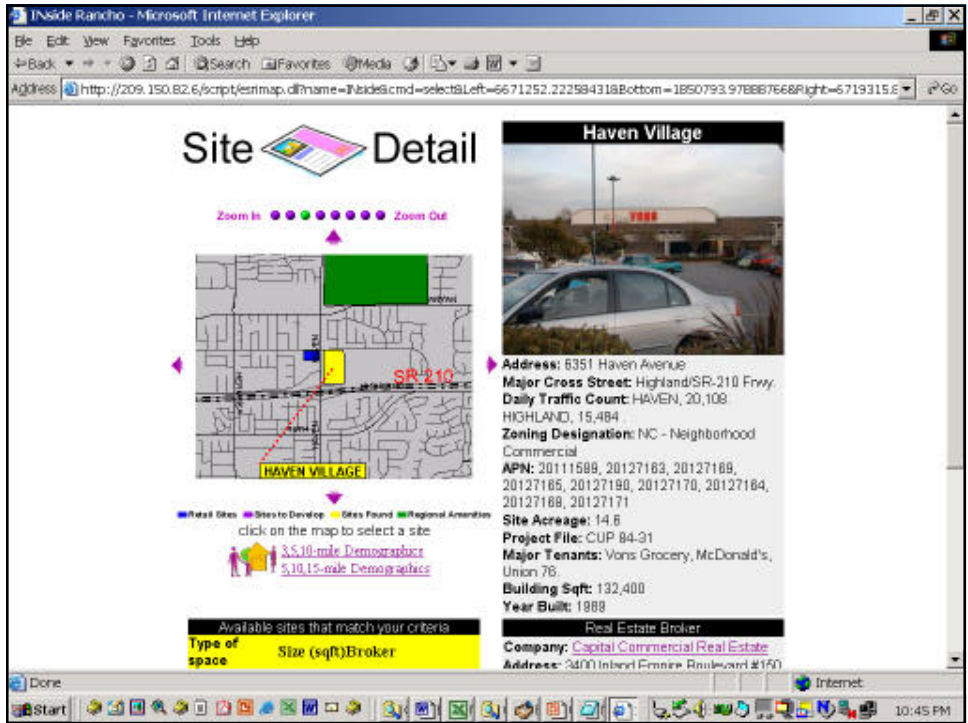- **Increased revenues that come from increased economic activity and new economic development**

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Revenue Produced
from existing taxes

- **Increased revenues that come from increased economic activity and new economic development**
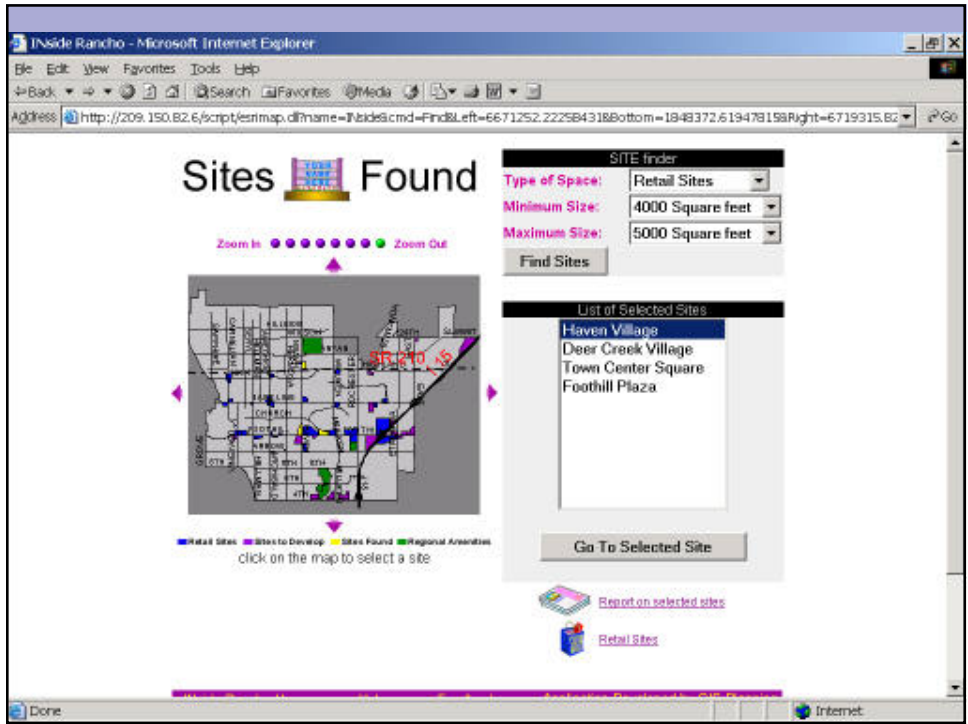
- **Increased revenues from more accurate determination of facility locations for taxation purposes**

- **Revenues from specific taxes and fees**

- **Funding for specific programs**

  Allocate a portion of these revenues to support ongoing geodata maintenance and GIS operation

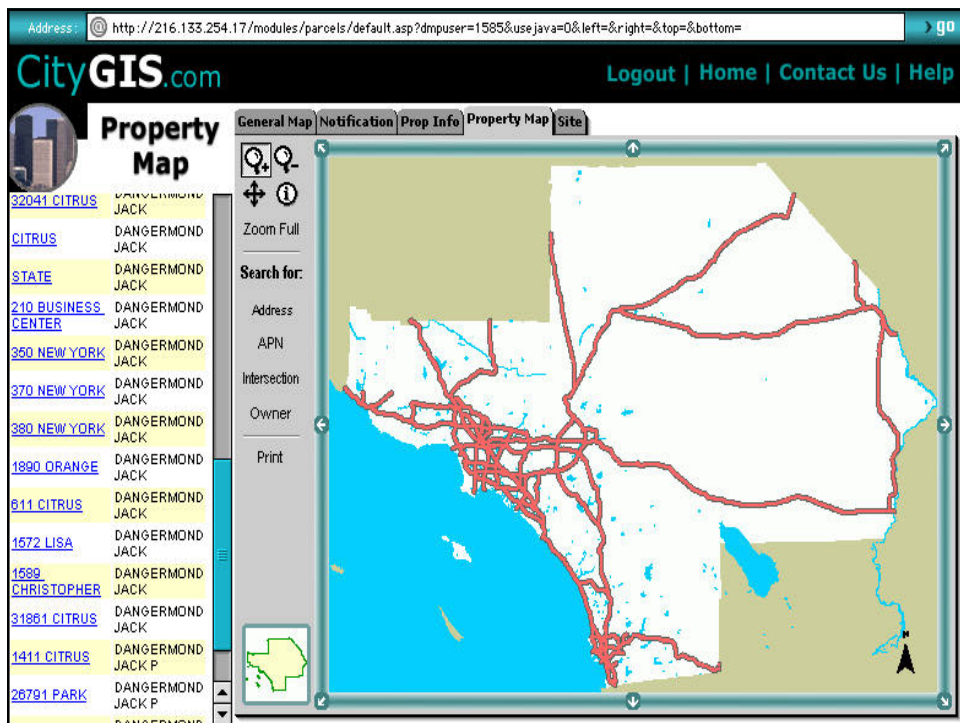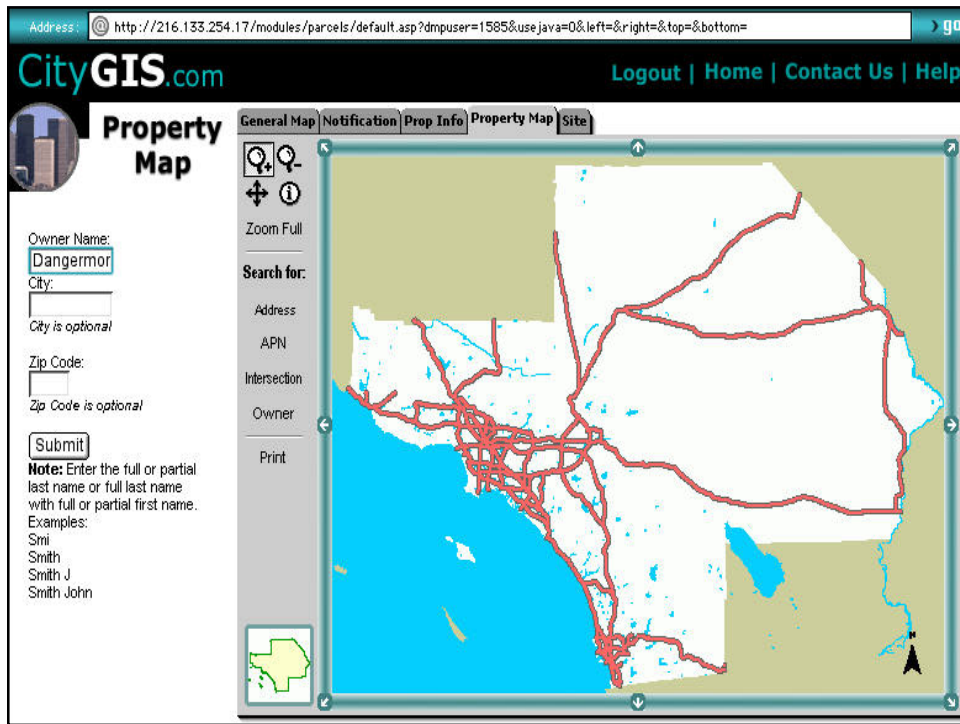Open Data Consortium project   GIS Consultants

Revenue Produced
from service fees

- **Fees for customer-specific on-line applications**
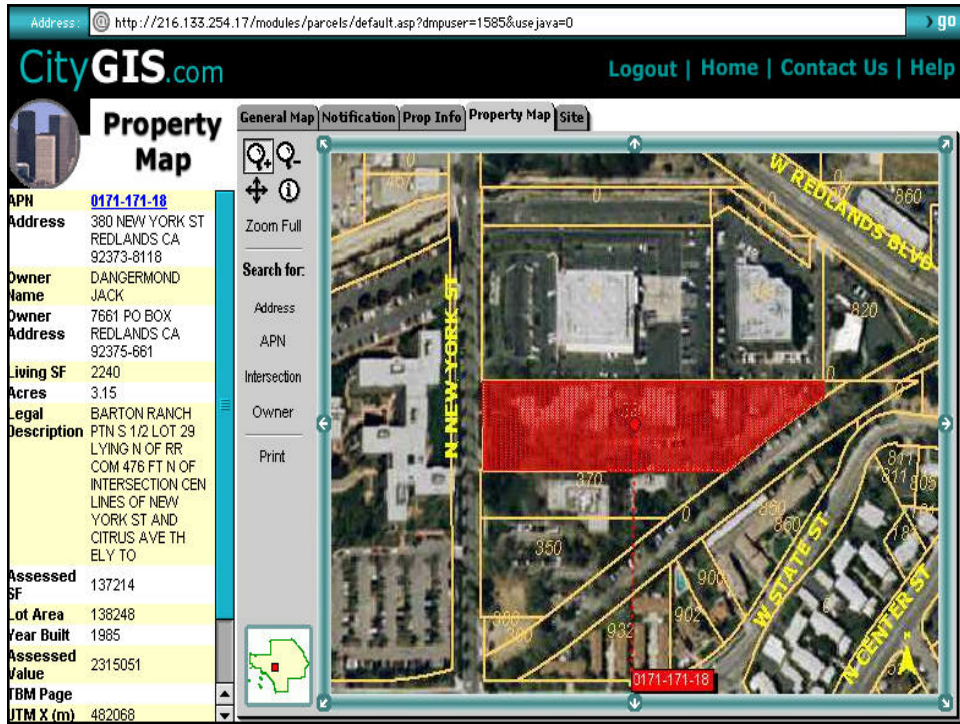
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Revenue Produced
from service fees

- **Fees for customer-specific on-line applications**
- **Fees for geoprocessing management services to other agencies**

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Cost Savings

- **Increased savings from geospatial analysis of public service programs**

- **Increased savings from coordinated management of public works infrastructure**

  Calculate and allocate a portion of these savings back to the GIS department for ongoing operations and geodata maintenance

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Budgeting for Internal Support

- **Allocate a portion of each department's operating budget to support GIS services**

- **Allocate a portion of the Agency's general fund to enterprise-wide GIS operations**

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Supporting GIS
What Is Needed?

- Recognize that the value of geodata is realized through its usage;
  the more it is distributed, the more it is used;
  the more usage, the more value

- Change governmental accounting practices to identify and measure the revenues that come from GIS-based information and analysis

- Change governmental accounting practices to identify and measure the savings that result from NOT spending money, due to geospatial analysis

- Allocate a portion of these benefits back to support the GIS operations that made them possible

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Model Data Distribution Policy
a guide for local government

Business Terms and Conditions for data distribution
- o data ownership, copyright, data licensing
- o data content & services, costs, distribution methods
- o data update schedules, metadata maintenance
- o liability, security, and privacy protections

- Acceptable standard developed by representative peers

- Predictable data costs; guaranteed data update cycles

- Increase the number of data resellers and value-added service providers in the data marketplace

- Wider distribution of public geodata at competitive market-driven prices

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Model Policy developed from Consensus among Data Creators, Data Resellers, and Interested Public

✓Formed a group of committed participants
✓Conducted a series of resolution workshops
✓Created a draft Model Policy
• Distribute the draft Policy for comment
• Organize a conference for Policy endorsement
• Promote adoption of the Model Policy
• Conduct educational workshops to assist local data policy formulation

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ODC Open Data Consortium
Next Steps YOU Can Do

• Inform people & organizations about the ODC model data distribution policy

• Offer comments and suggestions

• Suggest sources of $ponsorship $upport

• Volunteer to Help the ODC project

Bruce Joffe
  510-508-0213 cell
  510-238-9771 office
  Bruce@OpenDataConsortium.org
    www.OpenDataConsortium.org

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ODC Open Data Consortium Sponsors

- **USGS**
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- **URISA**
- **Malcolm Adkins, Kylami**

Additional Sponsors are Welcome

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Why?

"Why should a national map company have free access to our data when they sell digital tourist maps for profit"
                    - K.M., Nashville Metro Commission

"And when those tourists use our maps to guide their vacation, where do they go to spend their money?"
                    - N.W., TeleAtlas North America

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