

Proposal to  
**Promote Implementation of the Model Data Distribution Policy**  
NSDI Cooperative Agreement Program Grant Application  
Category 3

**PROPOSAL SUMMARY**

- a. Applicant Organization: California Geographic Information Association (CGIA)
- b. Collaborating Organizations: State of California Resources Agency  
GIS Consultants (contractor)
- c. Organization Internet Address: [www.cgia.org](http://www.cgia.org)
- e. Key Project Contact: Bruce Joffe, 510-238-9771, [GIS.Consultants@joffes.com](mailto:GIS.Consultants@joffes.com)
- f. Other Key Personnel: Joe Concannon, 916-340-6234, [jconcannon@sacog.org](mailto:jconcannon@sacog.org)  
John Ellison, 916-653-2238, [john.ellison@resources.ca.gov](mailto:john.ellison@resources.ca.gov)  
Craig Gooch, 909-787-8421, [cgooch@psomas.com](mailto:cgooch@psomas.com)
- g. Geographic Scope: Three urbanized regions in California:  
Los Angeles, San Diego, San Francisco

**Background**

Under a previous contract with the USGS, the GeoData Alliance engaged GIS Consultants to organize the Open Data Consortium project (ODC) for the purpose of formulating a standardized model data distribution policy, to be used as a guideline for local governments. The model policy was completed through a collaborative, consensus-building process that included participants from local government, state and Federal agencies, universities, professional associations, and private-sector data services companies. One hundred seventeen people participated in the ODC project, 67 actively contributed to 24 teleconference work group sessions. The policy is available at [www.OpenDataConsortium.org](http://www.OpenDataConsortium.org).

**Project Goals and Objectives**

In order to make local-government geodata more accessible to NSDI-based initiatives (such as The National Map and the Geospatial One Stop portal), the data distribution policy of many local agencies needs to be modified to conform more closely with the model data distribution policy guidelines. The goal of this project, therefore, is to promote and facilitate the understanding and implementation of the model data distribution policy for local government.

CGIA, the California Resources Agency, and GIS Consultants propose to work together to outreach and encourage local governments to examine their data policies in light of NSDI initiatives and homeland security demands for open and efficient data sharing. We will develop and conduct educational workshops designed to prepare local government data managers with the information necessary to formulate or modify their agency's data distribution policy. The workshop will give them the conceptual tools to address local data distribution issues, such as legal requirements, copyright, licensing, liability, security restrictions, privacy considerations, metadata maintenance, data recipients and distribution methods, as well as the controversial issue of data sales.

Our collaborative team is well-suited to capture the interest and engender the confidence of local government data policy decision makers. The CGIA has been a forum for multi-agency advocacy and coordination of geospatial information issues since its inception eleven years ago. The California Resources Agency is the state's largest creator and integrator of geospatial information; it enjoys high credibility with regional and local governments that use its data stores and its NSDI-compliant metadata catalog. GIS Consultants has been assisting local governments with geospatial development and policy for 27 years; its founder organized the Open Data Consortium project and was a co-founder and past Chair of the CGIA.

## **Project Tasks**

- Task 1 - Prepare workshop materials and workbooks.
- Task 2 - Organize workshops. Contact potential participants in each regional area. Secure meeting space and logistic support. Three workshops are budgeted for.
- Task 3 - Conduct workshops. Travel to each regional site to conduct a ½ day workshop with local government data managers. Workshops will be conducted by principals from each of the three collaborating organizations. We will spend the time necessary to answer participants' questions and encourage them to undertake review and modification of their respective agencies' data distribution policy.
- Task 4 - Prepare conference presentations. The substance and result of these workshops will be presented at GIS conferences to outreach to other interested local government data managers. Three likely professional conferences include ESRI User Conference (San Diego), California GIS Conference (Bakersfield), and URISA (Reno).
- Task 4 - Attend CCAP orientation. Per request of the FGDC proposal, we will send one representative to Denver for a CCAP orientation.
- Task 5 - Project Administration and Reporting. Four reports will be prepared, per proposal requirements: Interim Report, Final Report, SF-272 Quarterly Federal Cash Transactions Report, and SF-269 Financial Status Report. Materials developed for the workshops will be included in the reports. In addition, the Open Data Consortium website, previously developed in collaboration with the California Resources Agency Spatial Information Library (CaSIL) will be updated and made available to workshop participants and Final Report readers.

## **(1) Potential for Success**

This project builds on the successful achievement of the Open Data Consortium project, which developed a model data distribution policy through the consensus-based cooperation of 117 participants, that included members of the CGIA and California Resources Agency, as well as the USGS and many local and regional governments in California. Over the last decade, the CGIA has taken the initiative to coordinate, and advocate for coordination, of California's diverse geographic information creators, stewards, and users. In the last several years, the state's government has followed through with an official state coordinating council and regional coordinating councils. This effort has been lead by the California Resources Agency. Many regional

coordinating councils are currently looking into mutual data sharing agreements, and are ready to take advantage of the organizing stimulus that this project's workshops and presentations will provide.

## **(2) Skills and Capabilities**

Bruce Joffe, Principal of GIS Consultants, functioning as a contractor on this project, has studied and developed data distribution policies for many agencies over several years. He organized and managed the data policy consensus process of the Open Data Consortium, and brings this skill and experience to the proposed project.

John Ellison, Agency Information Officer of the California Resources Agency, has lead the development and use of GIS capabilities throughout California's environmental departments for two decades. He understands the technical as well as the policy issues within the state government, and through its outreach to regional and local agencies.

Joe Concannon, Chair of CGIA, is Senior Planner and GIS Analyst of the Sacramento Area Council of Governments. In both capacities, he actively works with local governments on GIS-related policy issues, including data sharing and distribution.

Craig Gooch, incoming Chair of CGIA (for a second, non-consecutive term), is Vice-President of Psomas & Associates. He actively assists local governments with GIS-related services. Previously, Craig was GIS manager for San Bernardino County during its initiation of GIS. Craig also managed the implementation of the California Metadata Catalog during his first term as CGIA Chair.

## **(3) Understanding the State of Regional Coordination**

The principals proposed for this project have been instrumental in organizing a state government coordinating council, as well as regional coordinating councils in their respective regions. They understand the essential nature of consensus building, which includes actively listening to all participants, acknowledging their viewpoints and issues, and finding the largest common agreement based on mutual satisfaction of interests. Data distribution policy is loaded with parochial interests, yet, the project principals have successfully forged regional data sharing agreements and local policies that support regional, statewide, and national objectives.

## **(4) Relevancy**

Adoption of a standardized Data Distribution Policy by local, public data producers will benefit the entire geospatial information community.

- The USGS "National Map" and the FGDC "GeoSpatial One-Stop" projects will more easily be able to acquire accurate, locally-produced geodata to build a nationwide databank portal, and to maintain it in a timely manner.
- NSDI metadata catalogs will be populated more thoroughly and regularly with locally-based information.
- Users of local government geodata will gain easier access to that data.

- Local governments will find more, and diversified, users for their geodata.
- Data maintenance, update, and metadata documentation will become accepted as part of normal data distribution business operations.
- State and National agencies engaged with Homeland Security and Emergency Response will be able to compile accurate, up-to-date geographic data before a disaster happens.
- Local governments will develop consistent policies regarding security concerns, based upon FGDC guidelines.

Implementation of the model data distribution policy, will support the public purpose of sharing geographic information as authorized by such Federal regulations as EO 12906, OMB Circular A-16, and the E-Government Act of 2002.

### **Project Schedule**

Based on the successful completion of the initial phase of the Open Data Consortium project, which produced a model data distribution policy document within an elapsed time of 10 months from Notice to Proceed, we are confident that this phase of the project will be completed within 12 months of a Notice to Proceed. Shorter timeframe may be possible, in order to meet the schedule for GIS conference presentations. Several of the project tasks will be conducted concurrently.

### **Deliverables**

- 3 half-day data distribution policy workshops for local government data managers, in three regions
- Workbook educational materials for workshop participants
- Presentations of project achievements at 3 professional conferences
- On-line educational materials at [www.OpenDataConsotrium.org](http://www.OpenDataConsotrium.org)
- Interim and Final Reports
- Required financial reports

| <b>Budget</b>   | <b>TOTAL</b>     | <b>CCAP Grant</b> | <b>State Contribution</b> |
|-----------------|------------------|-------------------|---------------------------|
| Labor:          | \$ 26,500        | \$ 11,500         | \$ 15,000                 |
| Direct Expenses | <u>\$ 3,500</u>  | <u>\$ 3,500</u>   |                           |
| <b>Total</b>    | <b>\$ 30,000</b> | <b>\$ 15,000</b>  | <b>\$ 15,000</b>          |

### **Project Organization**

CGIA, a 501c3 non-profit professional association, will manage the business aspects of the cooperative agreement, and participate in the technical effort. The California Resources Agency will provide 100% matching funds as equivalent labor. The

Resources Agency will assist with all aspects of the project, particularly with identifying government agencies that are ready for development of a standardized data distribution policy, preparing and conducting the data policy workshops. The Resources Agency will be most helpful in promoting acceptance of the model policy throughout California.

Technical effort will be conducted by Bruce Joffe, Principal of GIS Consultants and organizer of the Open Data Consortium project. Additional technical services will be provided by topic-specific CGIA experts.

### **Optional Services**

With additional funding, more workshops will be conducted. Additional funding would also support conducting follow-up sessions with specific local agency data managers to support their data policy initiatives. Further funding would support on-site assistance to selected local governments, to work with their administrators and political leaders to formulate a data distribution policy that meets their real needs as well as those of the NSDI. Currently, many local agency policies have evolved as a default from the technical management with no comprehensive policy overview. Additional funding of up to \$75,000 has been budgeted in an optional proposal. If funding becomes available for these optional services, we will promptly submit task descriptions and a proposed budget, upon request.