

Proposal to
Implement the Model Data Distribution Policy

Background:

Under contract with the USGS, the GeoData Alliance engaged the Open Data Consortium project (ODC) to formulate a model data distribution policy, to be used as a guideline for local governments. The model policy was developed 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 the 24 teleconference work group sessions.

The model policy addresses the major legal and commercial issues concerning public data distribution, such as, copyright, licensing, liability, security restrictions, privacy considerations, metadata maintenance, data recipients and distribution methods, as well as the controversial issue of data sales. A key factor in reaching agreement was the anecdotal research that indicates local governments benefit far more from the widespread distribution of their geodata than from its sales. Adoption of the recommended changes in internal accounting practices would enable local governments to identify and allocate those benefits to their GIS operations, **thereby removing the largest impediment to distribution of public-record geodata: their current data sales policy.** Reduction of the current, strong proprietary interest that many local governments have for their geodata would enable NSDI efforts such as the National Map and the Geospatial One-Stop to access, use, and redistribute these valuable local data resources.

Project Goals and Objectives

In order to make local-government geodata more accessible to NSDI-based initiatives, the data distribution policy of many local agencies should be derived or modified to conform more closely with the model policy guidelines. The **goal** of this project, therefore, is **to promote and facilitate the implementation of the model data distribution policy in local government.**

Four project **objectives** are necessary to achieve the project goals.

- 1) **Publicize and Promote the model policy** – Local government geodata managers need to know that the model policy exists and that it represents a de facto standard.
- 2) **Review and Upgrade the policy as necessary** – Throughout the promotion process comments and suggestions will be received and analyzed for possible incorporation into the model policy through a collaborative process. The open, participatory process is critical for building consensus and widespread acceptance.
- 3) **Develop Accounting Procedure Recommendations** – The crucial link between realizing the value of geodata usage and capturing that value for ongoing geodata operations and maintenance is based on establishing internal accounting procedures to identify and allocate those geodata benefits. Such procedures do not currently exist in most local governments.

- 4) **Assist the Adoption of the model policy in local government Case Leaders** – While the model policy represents a broad spectrum of local government participants, the actual adoption of the policy by specific jurisdictions will build credibility and a "snowball effect" for widespread implementation.

Benefits to Federal Policies, Local Governments, and the General Public

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.
- 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.
- Data distributors and resellers will have easier, more direct access to the "raw material."
- 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.

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 Tasks

- 1) Publicize and Promote the model policy, revised model policy, and accounting procedure recommendations.
 - 1.1 Write articles (3)
 - 1.2 Prepare presentations and workshops (6)
 - 1.3 Attend conferences to make presentations and give workshops (up to 12 are assumed for cost-estimate purposes)
- 2) Review and Upgrade the model data distribution policy.
 - 2.1 Collect and analyze comments on the model policy
 - 2.2 Prepare model policy revision materials
 - 2.3 Re-convene model policy teleconference workshops to consider revisions; prepare minutes of teleconferences (up to 8 are assumed for cost-estimate purposes)
 - 2.4 Prepare revised model policy
 - 2.5 Conduct internal review of revised model policy

- 3) Develop Accounting Procedure Recommendations.
 - 3.1 Organize a group of experts
 - 3.2 Collect and research background information
 - 3.3 Prepare background materials for analysis
 - 3.4 Conduct teleconferences; prepare teleconference minutes (up to 12 are assumed for cost-estimate purposes)
 - 3.5 Prepare draft Accounting Procedure Recommendations
 - 3.6 Circulate draft recommendations for review and revision
 - 3.7 Prepare final Accounting Procedure Recommendations

- 4) Assist the Adoption of the model policy by local government Case Leaders. (up to 5 are assumed for cost-estimate purposes)
 - 4.1 Identify and contact suitable local government agencies
 - 4.2 Negotiate a data distribution policy assessment project with selected agencies
 - 4.3 Perform on-site data policy analysis at selected local government agencies
 - 4.4 Analyze and formulate draft data policy for selected agencies
 - 4.5 Present draft policy to selected agencies, receive comments for revision
 - 4.6 Prepare final policy document for selected agencies
 - 4.7 Present final policy document to selected agencies

- 5) Project Organization and Management.
 - 5.1 Prepare and organize the project
 - 5.2 Solicit project participants
 - 5.3 Solicit project sponsors
 - 5.4 Maintain the participant's database
 - 5.5 Maintain the project website
 - 5.6 Track project progress and make project progress reports
 - 5.7 Manage the Project through the GeoData Alliance

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, depending on the number of teleconferences necessary for consensus. Several of the project tasks will be conducted concurrently.

Deliverables

- 3 articles describing the model policy, the revised model policy, the accounting procedure recommendations, and the process by which they were derived
- 6 presentations or workshops covering the same topics

- a revised model data distribution policy responding to such modifications as may be agreed upon by the ODC project participants
- a document describing they type of local government accounting procedures necessary to identify the benefits of geodata usage, in order to allocate some of those benefits to maintaining geodata operations
- up to 5 specific data policy documents and correlated data licensing agreements, following the model policy, configured for specific local government agencies
- monthly project progress reports

Budget

Labor:	\$ 175,000
Direct Expenses	<u>\$ 40,000</u>
Total	\$ 215,000

See attached spreadsheet for cost and hours allocation by task.

Project Organization

The GeoData Alliance, a 501c3 non-profit professional association, will manage the business aspects of the cooperative agreement, and participate in the technical effort. The GeoData Alliance assumes financial responsibility and accountability both for the awarded funds and for the performance of the activity. Dr. Todd S. Bacastow will provide the overall technical direction and coordination of the project.

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 engaged by topic-specific experts as they are needed.

Proposal submitted by:

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