



MD iMap Executive Committee Meeting

September 13, 2013

9:30a.m. – 11:30a.m.

MD Department of Transportation (Hanover, MD)

Opening & Introductions – *Isabel Fitzgerald (DoIT) & Barney Krucoff (DoIT)*

- DoIT has a new Secretary, Isabel Fitzgerald, who replaced Elliott Schlanger
- Round the room introductions, including name and what you are working on related to GIS
- Special guest: Matt Crossett, from D.C. government, who are one year ahead of Maryland in the Esri contract renegotiation process
- Esri ELA contract is the biggest collective GIS purchase within Maryland State Government

Points of Interest

- State Highway Administration (SHA) and centerlines is a big change and we will want to present to this group in the future
- DHMH, there is a person from GIO Office working at DHMH on premise, taking care of customers
- SMECO has a new system, we are a leading State concerning working with utilities, getting outage information from them directly and we will be looking to refine alerts in the near future
- Race to the Top is interesting because educators can use the available GIS tools, which can be complicated for the classroom
 - Administrators can also use the tools and can stitch data together at a statewide level
 - Currently putting together the school shed data with help from DHCD
- Homeland Security asked to have leadership of each department, Secretary and key people, get them an iPad
- Governor's staff wants Situational Awareness tools (OSPREY, MView) accessible to this suite of tools
- DoIT putting together plan to determine who has iPads, who sound be getting one and maintaining the list of inventory
 - Just got this assignment last week, think about who should be on the list, you will be contacted soon

District of Columbia's Experience Renegotiating Esri ELA – *Matthew Crossett (D.C. OCTO GIS)*

[\(Presentation Available Online\)](#)

- D.C. is in the third year of the contract, which expires September 30, 2013, which is D.C.'s fiscal year
- Have been good about utilizing the license manager and making good use of the software licenses, so we have good metrics and can limit future costs
- D.C.'s contract also includes the Enterprise Advantage Program (EAP) which includes training
 - In Maryland this is considered a services purchase and we are required to competitively bid this portion of the ELA, therefore we do not have this program included in our contract
- D.C. Office of the Chief Technology Officer (OCTO) was the funding source for this contract
- 5 – 8% of the overall fee was added after the initial contract was established, including ArcGIS Online (AGOL), City Engine, IBM Cognos, etc.
- Consolidation efforts work well with the use of the ELA and centralized license management
- Funding source is in a different economical state than when the initial contract was put in place

- Some metrics indicate that there are many users using ArcInfo who should probably be using ArcEditor, which is being managed through a Citrix environment to allow users access to the license levels
- Included the GIS Steering Committee, similar to the MD iMap Executive Committee, in the discussions for negotiations with Esri
- Want to understand the investment areas: mobile, Roads and Highways, Maps for Cognos, Business Intelligence (BI) solutions and City Engine 3D, which supported different agencies upcoming needs
- Considerations include that additional resources can be expensive, time-wise, to implement and need to take this into consideration when purchasing new resources from Esri
- System managed through one license manager and a handful of stand-alone licenses, using separately purchased software to monitor the utilization of licenses
- Pursuing a one year extension using existing Terms and Conditions with Esri
- Utilized GSA schedule to determine the costs of the utilization of the licenses for the organization
- Use OpenLM to monitor license usage for determining potential future costs
- Considerations to add new resources and additional software during the term of the contract need to be researched concerning short-term and long-term viability

Question: When an individual agency or group goes to Esri, does Esri close the deal or tell them to speak with ELA administrators?

- Both has occurred, have caught some of the purchases and received a credit and have also told users to go to ELA administrators
- For the most part, Esri has worked to credit some of the ill-advised purchases
- AGOL is a collaborative tool and Esri was suggesting that multiple accounts were needed, when D.C. only wanted one, central organization
- Roads and Highways and Maps for Cognos were outside of the initial ELA and implemented as an addition to the ELA, estimating costs to be rolled into ELA and determined that lesser licensing was needed than initial estimated
- There have been some challenges with the 3rd party software products, including Business Analyst and Community Analyst, because of concurrent licensing and agreements related to the 3rd party data
- Also have Google Maps API and Google Earth deployment, which can be used for leveraging Esri, showing that they are still invested and still using these additional resources
- Multi-year deals can be tricky because the trends of the industry are not clear and can make multi-year contracts more difficult to adjust based on new trends and new resources

Question: Has D.C. experienced a percentage increase?

- Base year price will go down, if negotiations go as expected, two new products have been procured outside of the ELA
- Enterprise Contract Group suggest 12 – 15% decrease, but might not reach this level of decrease
- Centralized infrastructure licensing has supported a decrease

Question: How has the product mix changed over the past three years?

- AGOL has impacted desktop usage
- New structure of how to deploy ArcGIS Server has hurt at some levels, needed to allow for unique licenses because not backward compatible, using web adaptors to connect to agencies databases

Question: Did the ELA include GIS maintenance?

- This is maintenance of previously deployed software, this is re-upping already purchased software

Question: Decouple ArcGIS Server and AGOL?

- Opening up visualization tools and database tools
- Costs of AGOL versus infrastructure licenses is significant, do not use a lot of credits in AGOL, more for visualization
- Might be a different scenario for Maryland

Question: Are there any licenses that are not being tracked?

- There are stand-alone license which have previously been purchased and did not get migrated into the ELA and are still out there
- Do not believe this to be a large number
- Request a reason for needing the stand-alone license and suggest they use the central license manager so these stand-alone licenses will go away

1 Year to Go in Esri ELA Base Period – Barney Krucoff (DoIT) & Julia Fischer (DoIT)

[\(Presentation Available Online\)](#)

- September 1 is our contract start date, going into our 3rd base year now
- Real end date is end of August 2016, options get more expensive over time, so we might want to renegotiate before 2016
- Once the ELA ends the software is kept and just require paying for maintenance in the future
- Can conduct an inventory, at the end, and turn in unused licenses and not pay for them in the future, a la carte purchasing does not allow for returning licenses
- DoIT has assumed all the escalation costs to date, GIO Office did not exist at the beginning of the ELA and growing into paying our fair share
- Current allocation was based on size and approximate usage and not science, so GIO Office has assumed the difference, cannot reallocate funding at this time, even if an agency returns licenses or cuts back on use
- Three main components make up the cost estimate: desktop, online and server
- Desktop licenses are managed using the centralized license manager, AGOL using one organization, added to ELA with no additional cost and have been provided 30,000+ credits
- Modifications have been outside of the ELA (City Engine and Roads and highways are the biggest ones)
- ArcGIS Server will probably be used to determine reallocation of costs
- Costs per person is high for stand-alone licenses and not easy to track
- A typical MD employee needs to get assistance from IT to make a license level change, because requires administrative privileges and there is no incentive to make the change back
 - Work with CIOs over the next year, to implement a solution and train people to use the proper license level and change without need of administrative access
 - Similarly, users will turn on extensions and not turn them off, which does not cost that much in the big picture, but want to find a solution to turning these off when not in use
 - Not as much of a concern for stand-alone licenses
- About \$1,000 per Desktop stand-alone license, much better cost ratio for concurrent Desktop licenses
- Costs of escalation will probably be reallocated to those with ArcGIS Server licenses

- AGOL driven more by number of users, rather than credits, which computation, use of space and do not current use a lot of credits
- May be cheaper to have EDN license and might currently be underused
- Believe the ELA is a little backwards, but the cloud was not available in the beginning
- AGOL is growing and we should talk about how efficient we want to be to maintain our numbers at a level that is as low as possible
- Leaning toward exercising the contract option because we came ahead based on the GSA cost estimates and have an advocate in the Governor and want to continue to keep him happy

Question: Has open source option of mapping resources been explored?

- We are not using a lot of open source options, however Quantum GIS has been deployed by Maryland Department of Planning (MDP)
- Would take considerable time and effort to try and adjust workflows
- Talking about Socrata, which is a data repository product
- An agency can use an open source product at their choice and GIO Office would support this
- Maryland Environmental Service (MES) uses open source Quantum for data collection and basic analysis
- Quantum competes with the Desktop version of the Esri software and there is another open source resource that competes well with Server side
- ESRGC has setup some PostGres database resources for small towns and municipalities who do not have the money to pay for a server and other database software products
- There is a learning curve and there is not as much support, only an open source community, good about supporting these efforts, but do not always have the answers
- Overall, the application of open source resources has been stable and working well

Question: Should a newer adopter look at some of these open source resources?

- There are benefits to being on the same platform as majority of the user base and it is not likely that Maryland will walk away from Esri software in the future
- GIO Office would support an agency interested in investing in open source resources
- There are not a lot of editing on the web alternatives, however there are many display alternatives

Question: There are many users of the high-end software that do not need to be using this level. How should we go about changing this?

- Education campaign or find some tools to make the change easier or completed by administrators
- D.C. has used an education campaign, GIS stakeholders are reminded to remind their staff
- Install from a unique installer which is customize with a utility that pops up and requests the level
- Setup so that each time a user launches the software, they have to make the decision about what level to use
- Could look at users by agency and assess the peaks based on agency-specific users
- Can use OpenLM to identify some of the individual IP addresses to assess costs more accurately

Question: How do we alert agencies so they can plan for additional payment since FY15 budgets have already been assessed?

- DoIT to assume \$60,000 for the escalation and we could try to allocate more
- Give report to this group of 100 some cores of ArcGIS Server and who has these cores, so management is aware of what is out there and can inquire internally about these numbers (**Action Item**)

- Process of moving MDE and SHA onto the central license manager has been successfully and progress has been good
- Suggest that we are making progress about being smarter buyers, from ELA compared to what we were spending before consolidating into a centrally managed location

Property View Product & Budget – *Jim Cannistra (MDP)*

[Presentation Available Online](#)

- Biggest over the target request is for MDP to get Property View maps not sold to the public
- Few other initiatives from DoIT:
 - Critical Area mapping (\$75,000/year for about 6 years) and no county has made it to final and many have not started, asking for a few years of money to finish this project (from Bay to 1,000 feet inland)
 - Addressing position is currently grant funded, but want to make a regular position and justify to the Numbers Board that we will maintain and be consistent with address points statewide
- Change in business model for sale and distribution of property data
- Legislation went into effect in 1992 to allow for selling GIS data to recoup costs of creating and maintaining the data
- Since 1996 working with reimbursable, general and enterprise funding to fund the tax map maintenance and GIS parcel development within MDP
- Back in 1996, ArcView GIS was released and the atmosphere has changed since then, but still using the same funding model
- 15 agencies which contribute money through a reimbursable fund and these changes will take effect next year, there are still invoices going out this year
- State agencies, which are part of the ELA and are not subscribers of MDPV, have to request they become subscribers before the data can be released to them
- Change 1 would be to remove state agencies subscribers and make the data available to all agencies
- Change 2 would increase the availability, free of charge to other organizations, including universities and non-profits
- Change 3 would be to make available to everyone, which is the ultimate goal and matches industry trends
- How to incorporate a download site which allows for tracking of users, provide full geodata with raster datasets, points and labels and would allow for enterprise server connection through the network to connect to a central resource
- Two choices for funding:
 - MDP general fund, which takes out the part which is based on the enterprise money
 - Appropriation across all GIS user agencies, current and/or previous subscribers or appropriated to all ELA named agencies
- MDP budget request has it coming into the general fund and eliminates having to collect and sell data and having to deliver invoices and restrict distribution
- These are the requests, but not sure what portion will be support and what will not
- Policy benefits include: everyone having access to the data, promotes open data between state and counties, promoted by the State taking a leadership position
- Some considerations are that it would be a bad thing if Google is showing the parcel data

- However, they are already going out and trying to acquire this data
- It would be better if there are using the accurate data, from the source
- Sharing will assist with the number of requests for plots and field visits to the assessment offices, hard copy map review on premise would be minimized
- Seeking support from the MD iMap Executive Committee and channel and funnel to the decision makers throughout the budget, planning and legislative processes
 - Seeking similar support from StateStat Director, MSGIC Executive Committee and State Chief Innovation Officer
- Have tried and failed in the past to implement these budget changes because the change is asking MDP to walk away from revenue
 - It is a tough sell, because MDP is currently collecting hundreds of thousands
 - However, this is our year to sell the idea of change and the need to update a failing business model
- There are a few states, especially in the east, which have statewide parcel boundaries and we have a treasured resource, which would be hard to reassemble if not kept together through the long-term
- Revenues and subscribers have declined over the past few years, the delta between what you need and what you get is changing
- Governor's Chief of Staff has been briefed on this issue and would be useful to have MDP Secretary alert him and make him aware
 - He cannot promise action, but supports the points be brought up, an asset to use in our favor
- Trying to figure out how best to marshal something through like this, believe a letter from this group would contribute to the success of this effort
- Objections to Barney Krucoff drafting a letter endorsing this proposal, with permission to speak on behalf of the committee, stating that the group met on this date, reviewed MDP's request and think it is good for the listed reasons: better data distribution and to sustainability of this valuable resource
- Problems which could be solved with this dataset are impacted by the lack of availability
- Solutions that can be provided would be significant, once the data is more accessible and available
- Would need to get buy-in from Department of Budget and Management (DBM) before this letter can be endorsed by the entire MD iMap Executive Committee

Question: Does the data include data shared from the counties?

- All tax map information produced and distributed by MDP would be available
- Working with every county to fully integrate MDP and counties data
- MDP has data sharing agreements with all counties in place, some counties data would be more limited based on existing data sharing agreements

Question: How much of the revenue stream is coming from other state agencies opposed to the private sector?

- About half
 - \$250,000 comes from State agencies
 - \$200,000 - \$250,000 comes from the private sector
 - \$75,000 comes from licensees
- Should not be considered as lost revenue when coming from other State agencies
- Although some of the funding could come through grants from the State agencies, most of the agencies funds are through the reimbursable funds and some agencies have to scramble to support each year's bill

Question: How does license work with CoreLogic?

- They would be able to get the maps and use them for their products
- Had restriction that they could not put our data on the internet, which could be downloaded
- Just changed:
 - Any data MDP produces can be on the website and can be accessible through applications, but the GIS files cannot be made available for download
- Still an active revenue stream, but small in the grand scheme
- CoreLogic has some data available and will have more shortly
- There are real estate websites which have been found to have data for counties available on their site, not sure how they got this data, but they are making it available
- Many of the products we buy, our data gets baked into the prices and we have been buying our own data, which is embedded into a solution
- Please make us aware if known State data is baked into a resource you are purchasing

MD iMap Application Template Update – *Jessie Cahoon (MES, DoIT Contractor)*

- Smart, Green and Growing application is being build
 - There are many environmentally based applications already out there
 - This effort is trying to pull together mixing and matching data across platforms
 - Entire application will be designed to be passed in one URL, with the ability to preset specific layers turned on and off for distribution based on specific interests and topics
- Additional feature includes the creation of your own URL button, which honors the layers which have been turned on and off and a selected zoom level
- Re-categorizing the data to make the groups more descriptive and grouped based on some known end users
- URL for review of the Smart, Green and Growing Atlas: <http://204.145.182.26/aggatlas/index.html>

MD iMap Data Management Plan – *Lisa Lowe (DoIT)*

- Already been through GIO Office and MD iMap Technical Committee
- Have made some changes to the security section based on comments and feedback
- Question about the categories, suggested that abbreviation PUBL indicates Public and not Public Safety, which is the full name of the category
 - Abbreviation is only part of the service name, perhaps SAFE would be a better option
- Guidelines for managing data in the new environment
- Security section currently indicates no security which is true for the current environment, but for the new environment, there is proposal of four levels of security, including: Public, Any level of government, Only Maryland State agencies and Only particular agencies
- These layers would need to fall under the categories of State of Maryland Security Policy, but are subsets
- Would add subsets and sub-groups within State agencies

Question: Could the wording “agencies” be changed to include private companies?

- Some data would be classified in a way which would not be truly publicly available, but could be distributed to counties, as appropriate

- Licensed data or data from the Federal government, want to share with local governments, but cannot because of copyright reasons

Question: Where would participating non-government agencies fit in, such as utility companies?

- Would need to change the last level to be “a need to know” level and remove agency from the name, changing instead to organization, for example
- Similar to allowances from the National Capital Region Geospatial Data Exchange (NCRGDX), which is already in place and would fall into the fourth category

Question: When is the move to this new policy?

- Building a new MD iMap system and want to decommission the existing system by June 30, 2014
- All data we have now is in the first category
- New system will be within the DoIT data center at College Park and will accommodate secure data
- Ideally by the end of the year, these levels will be implemented
- Will keep the group posted concerning the progress and availability
- First steps will be to migrate existing data, once the hardware is in place

Gauging Interest in Oblique Imagery – Owen Charles (SDAT)

- State Department of Assessments and Taxation currently manages the 2.3 million properties in the datasets
- A third of these are assessed each year
- Assessment is done to provide local jurisdictions with updated information to levy taxes at the county level
- Assessment process includes on-site inspections of properties, about 700,000 are required each year
- Looking for tools to replace the physical inspections, looking at oblique imagery as a resource
- Out-of-cycle assessment processes are done quarterly, picking up new properties or properties where more than \$100,000 in value has been added based on improvements to the property
- Oblique imagery would:
 - Allow for looking at the properties vertically and obliquely
 - Look at parcel head on and replace a physical inspection
 - Allow for zooming and rotating around the full extent of property and measure the property
- Monitoring is the issue and acquiring the imagery software is expensive, is there any other agency who uses oblique imagery that SDAT can buy into or is there interest to purchase a common license for this imagery
- Some processes include the rain water tax requirements, including identifying impervious surface
- Salisbury and Wicomico County partnered to purchase oblique imagery for most of the county and there are many jurisdictions that purchase data individually and could partner to get this information for SDAT
- Disaster recovery value of damage assessment is immeasurable to have the before and after storm assessment, so there is extreme value there which might not come to fruition until after an event, but can be used to make the case

Question: Are we currently working with Pictometry?

- Have approached Pictometry

Question: Would this be a statewide collection?

- Yes, there are some jurisdictions which have acquired and hoping to piggy back on an existing contract

- Pictometry submitted a contract to MSGIC to make imagery, already collected for Maryland, available through a low cost web viewer
- Gets a view of the data, but to replace a visit would require an exceptionally current cut of the data

Question: How often would the data need to be collected and how, pinpointed areas or quarterly?

- Annual basis would allow for SDAT to complete the processes they need, at this time
- DNR could benefit from this resource for easement collection and have looked into doing some sporadic collections
- SHA is not yet sure, might be valuable for asset data collection, Visidata is a video log which is taken driving down the road, might be some value to oblique over the Visidata product already being used
- Would have to open procurement contract to any company, cannot be limited to Pictometry only
- Would need to understand SDAT's requirements for resolution (3" and 9" would be recommendations, but this makes a big difference) and additional requirements need to be understood
- MDOT modules might have some use for this imagery, but would need to understand the requirements to determine if they can be matched between the groups versus the costs
- Could minimize cost by collecting higher populated areas only, which would allow for coverage of most of the physical inspections, which could minimize the costs significantly
- Numbers Board funded a pilot for Pictometry for Howard County some years ago to determine if this data would help to identify the 911 caller
 - The results are that it did not assist with clarifying where the call comes from
 - Therefore, Numbers Board will not be an option for funding
- Get onto MDTA committee meeting agenda, follow up with DNR, asked to look into making this work
- Finishing up current contract with Axis GeoSpatial for imagery, results already coming in for Howard County and the other counties of the Eastern Shore, expected to all be delivered by the end of the year
- New contract will have option in it for procuring oblique imagery

Open Discussion – Isabel Fitzgerald (DoIT) & Barney Krucoff (DoIT)

Next Meeting: Early 2014