

DATE ISSUED: September 18, 2002 REPORT NO. 02-210

ATTENTION: Public Safety and Neighborhood Services Committee
Agenda of

SUBJECT: City GIS/SanGIS Polices/Procedures and GIS Services to the
Community

SUMMARY

Issue – Should the Council direct staff to request of the San Diego Geographic Information Source (SanGIS) Board that all Community Planning Committees, Parking Meter Districts and Business Improvement Districts (BIDs) be given access to Geographic Information Systems (GIS) data at no cost.

Manager's Recommendation – Direct Information Technology & Communications (IT&C) GIS staff to seek SanGIS Board approval for a pilot project in FY 2003 which, if successful, could provide these groups access to SanGIS GIS data in Fiscal Year 2004. The pilot would consist of two Community Planning Committees, one Parking Meter District and one Business Improvement District. The results of the pilot project will be made available to the PS&NS Committee.

Other Recommendations – None.

Fiscal Impact – The proposed pilot project will cost \$4,800 for GIS software licenses that will be funded from the existing FY 2003 IT&C GIS budget. Additional costs for software training, computer equipment, and high speed Internet access may be necessary and would be born by the respective participating planning committees, parking meter districts, and BIDs.

BACKGROUND

Geographic Information Systems (GIS) is fast becoming a major tool for managing government information, analyzing data, improving departmental efficiency, increasing productivity, reducing costs and unifying our government with the citizens of San Diego.

Where once GIS was considered a map making tool, we now are realizing its true potential and enjoying the dividends and benefits from GIS in managing the business of government. This dramatic development and GIS' ease of use have made GIS applications extremely popular over the Internet/Intranet as well. In essence, GIS has become a technical tool that is expected to be used more by City departments not only for managing and analyzing departmental information but as a method to respond to requests from other departments, city management, citizens and agencies more effectively and efficiency.

SanGIS - San Diego Geographic Information Source is a Joint Powers Agency formed by the City Council and County Board of Supervisors in June, 1997. Its mission is to "maintain and promote the use of a regional geographic data warehouse for the San Diego area and to facilitate the development of shared geographic data and automated systems which use that data." SanGIS focuses on three main responsibilities; 1) ensuring basemap currency and accuracy, 2) maintaining and providing access to an extensive geographic data warehouse, and 3) marketing map products to offset the cost for the City and County of San Diego.

During the creation of a strategic plan that led to the formation of SanGIS, a Public Access Task Force was formed in 1996 to develop methods for citizens to gain access to the wealth of data that had been created. This task force found that public access to the geographic mapping data system was inconsistent, costly and confusing. One of the first accomplishments of SanGIS was to increase public access to the mapping system by: 1) centralizing map access for the public; 2) standardizing and lowering map costs; 3) implementing one of the very first interactive mapping applications offered through the Internet; and 4) providing a public access computer workstation (PC).

As advancements in technology have made GIS tools more affordable, more private businesses and some citizens' groups have become interested in obtaining digital data. The SanGIS Board of Directors adopted new digital data policies to respond to this increased demand. After researching the policies of other agencies and surveying the private sector, SanGIS implemented a new price structure for data and services. Before SanGIS, for example, the cost for the county-wide parcel layer was \$840,000. Currently, via SanGIS, the cost is \$13,500 annually which includes roads and other features for the northern, southern and eastern portions of the County. The northern and southern portions alone each costs \$6,000 and the eastern portion alone costs \$3,000. The fees include quarterly updates to the information.

SanGIS standardized its products to further help lower costs and provided the capability to download digital data over the Internet for those who wanted faster, self-service access. Due to these efforts, citizens can now view and print maps 7 days a week, 24 hours per day at little or no cost via Internet access from their home, business, public library or selected Community Service Center (CSC). Maps printed by SanGIS are available for \$10 to \$30. A comparison chart of public access costs of digital mapping system data before and since SanGIS was created and has been attached for reference (Attachment 1).

The City’s Geographic Information System program staff is well aware of the value of making GIS information readily available to the community and currently offers the following ways in which the City and SanGIS make GIS data available to community members at little or no cost:

Community Access to GIS Data		
Service	Accessibility	Cost
*SanGIS Internet (www.sangis.org)	7 Days/Week - 24 Hours A Day	No
SanGIS Public Access PC	8:00 a.m. - 5:00 p.m. Mon. - Fri.	No
City Internet (www.sandiego.gov)-Some GIS	7 Days/Week - 24 Hours A Day	No
**CSCs ArcIMS Application	CSCs Hours	No
CSCs ArcView SW – Pilot Scripps Only	CSC Hours	No
SanGIS Data on Demand (www.sangis.org)	7 Days/Week - 24 Hours A Day	Yes
SanGIS CD Products – Lic. Restrictions	8:00 a.m. - 5:00 p.m. Mon. - Fri.	Yes

Date: September 6, 2002

* Note: The SanGIS web site (www.sangis.org) and the City’s web site (www.sandiego.gov) offer a variety of GIS layers which are accessible at no cost for creating and printing several types of comprehensive GIS maps. SanGIS also has a regional Community Planning Group web page with community planning-related GIS data. For more sophisticated mapping needs, SanGIS continues to provide a public access workstation at their office located at 1010 Second Avenue, Suite 103A. SanGIS staff is available during normal business hours to assist the public with GIS needs.

** Note: GIS solutions have been developed to handle GIS requirements of community areas and to meet the specific needs of Community Service Centers. For less complex requirements, the City’s GIS Program has developed a GIS application using ArcIMS software that allows any user using a web browser at any Community Service Center to access and print GIS maps. All Community Service Centers will have this application by the end of this Fiscal Year. Currently, Scripps Ranch, North Park and Clairemont are the first three to have this application available.

DISCUSSION

Council District 3 requested staff to explore additional options for providing no cost access to GIS data for use by Community Planning Committees, Business Improvement Districts and Parking Meter Districts.

In addition to the extensive existing alternatives for no cost access to SanGIS GIS data, staff has developed an option which, if acceptable to SanGIS, could provide planning groups the full analytical capabilities and access to data sufficient to develop “what if”

scenarios without compromising the market value of the GIS data. This alternative would be piloted to develop a detailed plan to increase community access to GIS data and to provide the user with standard, enterprise-wide software to better access and organize the data.

As part of the Pilot Project, the City will provide two (2) Community Planning Committees, one (1) Parking Meter District and one (1) Business Improvement District with an Internet site via SanGIS so that certain GIS data layers can be accessed via this new SanGIS service. The actual layers to be provided will be determined during the Pilot Project and would most likely include roads, parcels, parks, etc. In addition, the City will provide each group with ESRI's ArcView 8.X software that is required to efficiently access the data, run "what if" scenarios and create personalized layers of GIS data. Each representative participating in the Pilot would be required to sign a Non-Disclosure Confidentiality Agreement on behalf of each group. Pursuant to established SanGIS policies, existing data would only be provided on a "read only" basis and could not be edited or modified.

Each participating group would appoint a representative ideally proficient with GIS and ESRI's ArcView 8.X software. Each representative would be responsible for running the software, providing their group with GIS data and handling all related GIS matters for their respective group. The FY 2003 budget does not provide funding for software training but staff will provide each representative with a general training course to inform them of the SanGIS/City's Policies and Procedures regarding the terms and conditions for using SanGIS data. We recommend that the data be accessed via cable modem, DSL, or other high speed Internet connection. Telephone modems are not recommended since they cannot handle the amount of data at a reasonable speed.

The cost for each ArcView 8.X license is approximately \$1,200 resulting in a total cost of \$4,800 (4 X \$1,200) for the Pilot Project that will be funded from the existing FY 2003 IT&C GIS budget. Additional costs for software training, computer equipment, and high speed Internet access may be necessary and would be born by the respective participating Planning Committees, Parking Meter Districts, and Business Improvement Districts.

Community Access to GIS Data in Fiscal Year 2004 – Assuming that the Pilot Project is successful, depending upon funding availability, it could be used as a model to offer access to GIS data along with the standard GIS software to all Community Planning Committees, Parking Meter Districts and Business Improvement Districts commencing in FY04 on a similar basis. As with the Pilot Project, each group would appoint a representative to serve for a selected period of time who would be responsible for providing their group with GIS data and handling all related GIS matters for their respective group. At the end of each term, the GIS software would be returned to the City. The new representative would then be provided with the software and any updates directly from IT&C. A new Non-Disclosure Confidentiality Agreement will again be signed to cover the term of the next representative.

Estimated costs for providing ArcView 8.X licenses for Community Planning Committees, Parking Meter Districts and Business Improvement Districts after

completion of the Pilot Project is initially estimated at approximately \$1,200 for each group requesting access to GIS data up to a maximum of \$85,000 if all 71 community groups elected to participate. In addition, there will be a maintenance cost after the first year for software licensing of \$500 per license, per year. Funding for both costs will be explored for the proposed FY 04 budget. As with the Pilot Project, additional costs for software training, computer equipment, and high speed Internet access may be necessary and would be born by the respective participating Planning Committees, Parking Meter Districts, and Business Improvement Districts. The Pilot Project will yield detailed information with respect to these costs, the results of which will be presented to the PS&NS Committee.

CONCLUSION

The City of San Diego's GIS program has a long, successful history resulting in several awards and international acclaim. The City's GIS Program staff and SanGIS are proud of their efforts to offer high quality, low or no cost geographic information to the public and currently provide various options to public groups for accessing GIS data.

If approved by the SanGIS Board, the proposed Pilot Project will further the City's efforts of providing yet another means to Community Planning Committees, Parking Meter Districts and Business Improvement Districts of accessing accurate GIS data at a low cost basis in FY04.

ALTERNATIVE

Do not request staff to pursue the proposed Pilot Project and, instead, continue to rely on existing alternatives for no cost access to GIS data.

Respectfully submitted,

Richard E. Wilken
Information Technology & Communications
Director

Approved: Rey Arellano
Deputy City Manager & CIO

WILKEN/GC

Attachment 1



**Comparison of Public Services
Before & Since Creation of SanGIS**

Access	Before SanGIS	Since SanGIS
Digital Roads	\$124,600 for full map layer \$0.89 per road	\$4,000 annual fee, standard CD Includes quarterly updates Small extracts @ \$1 per road
Digital Parcels	\$840,000 for full map layer \$1 per parcel	\$13,500 annual fee, standard CDs (Includes roads & other features) Includes quarterly updates \$6,000 North County only \$6,000 South County only \$3,000 East County only Small extracts @ \$1 per parcel
Full Digital Basemap	\$1,000,000 for full county	\$13,500 annual fee, standard CDs Includes quarterly updates \$6,000 North County only \$6,000 South County only \$3,000 East County only
Other Digital Maps	Most \$100 to \$2,000 each	Most \$10 to \$100 Offered through online store
Hardcopy Maps	\$100 to \$500 each Most produced by vendor	\$10 to \$30 Produced by SanGIS staff
Dept Map Reprints	\$0 to \$500 each Produced by dept or vendor	\$15 standard fee Produced by SanGIS staff
Internet	none	Free online interactive maps Over 2000 maps displayed per day
Public PC	none	Free online access at SanGIS office Monday - Friday during office hours