

KAMP

Product Pricing Survey

2006



www.kampro.org

1. Acknowledgments

Thank you to all who took the time out of their busy schedules to take this survey, which has made this possible.

Thank you to those who were concerned enough about this project to attend the initial meeting.

Thank you to my wife Jen Snyder, for lending her professional market research experience to this project.

Respectfully submitted,

J. Kyle Snyder, GISP
Membership Committee

2. Introduction and Methodology

The Kentucky Association of Mapping Professionals (KAMP) conducted a survey and created this document to help GIS and Mapping professionals understand the prices and policies of GIS organizations that create and disseminate data in the commonwealth.

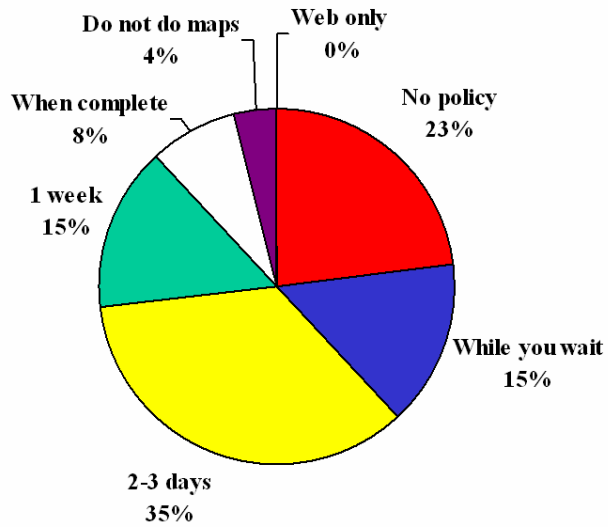
After an initial meeting of interested KAMP members, a survey was created and distributed. The survey began as a Microsoft Word document; however, after low response rates the survey was converted to an online format using the service “Survey Monkey” (the free version, limiting the number and type of questions). The response rate of the online survey was much higher, and resulted in 27 total respondents.

3. Analysis and Findings

3.1. What is your turn around time for custom work?

Most respondents (35%) are turning maps around in 2-3 days. A significant number (23%) have no policy.

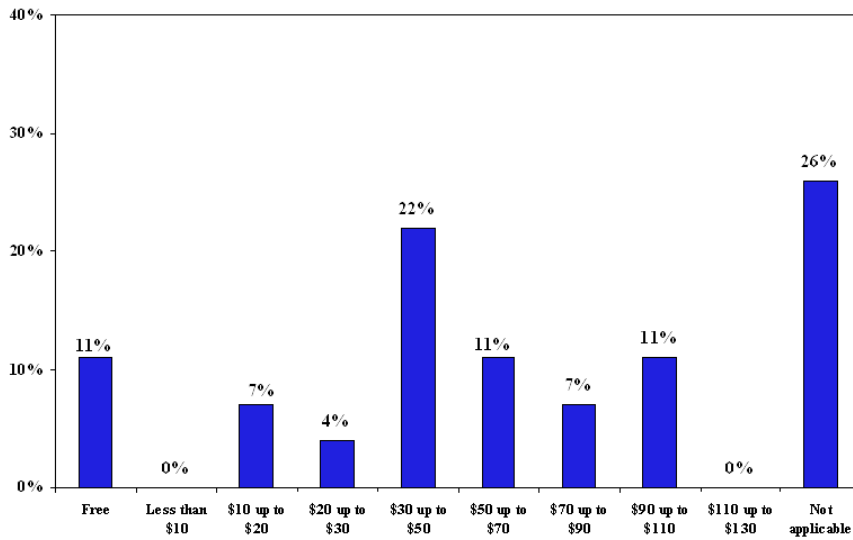
	No policy	While you wait	2 - 3 days	1 week	Whenever they are done	Don't do maps	Web only	Response Average
Policy	23% (6)	15% (4)	35% (9)	15% (4)	8% (2)	4% (1)	0% (0)	2.81



3.2. What is the price per hour that staff time is billed for custom work?

This question is looking at the billable time for GIS or mapping professionals. This question is not applicable for 26% of respondents. This group must include those who do not do custom maps or analysis and those who charge per the media. There is a strong spike in the data (22%) for the \$30- \$50 range. The 11% that do this work for free is worth noting, these may also include this service in the price of the media.

	Free	Less than \$10	\$10 up to \$20	\$20 up to \$30	\$30 up to \$50	\$50 up to \$70	\$70 up to \$90	\$90 up to \$110	\$110 up to \$130	More than \$130	N/A	Response Average
Price	11% (3)	0% (0)	7% (2)	4% (1)	22% (6)	11% (3)	7% (2)	11% (3)	0% (0)	0% (0)	26% (7)	4.95
Total Respondents												27

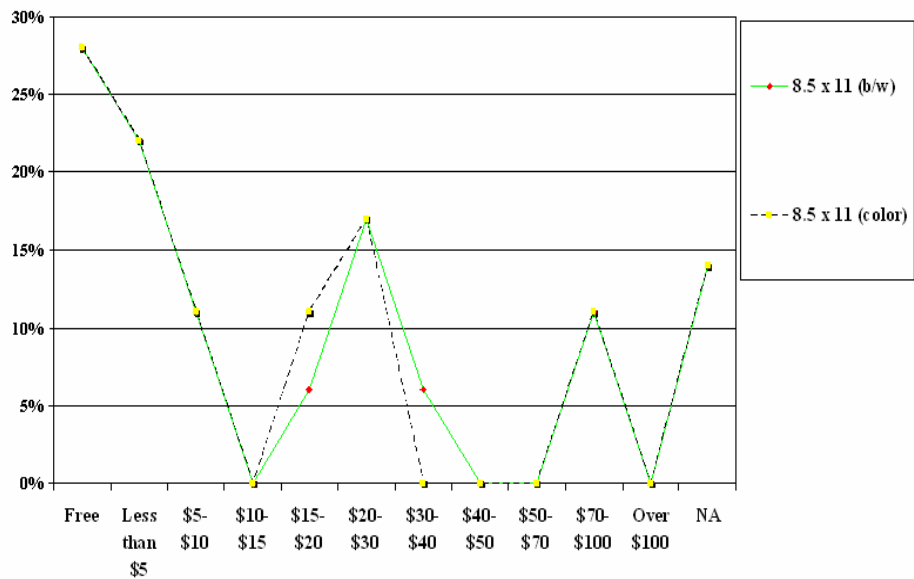


3.3. What is the cost of a custom map including parcels and ortho photography?

This question was asked as a matrix of radio buttons and may need a fair bit of hashing out. We will look at each size (both color and black and white) separately.

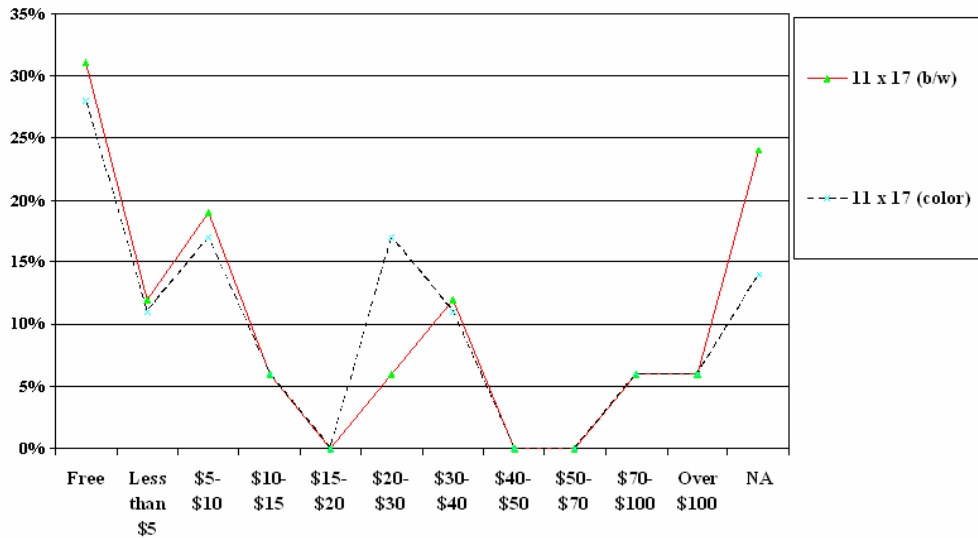
8 1/2x11: The price of color and B&W maps that are this size is consistent, probably from the same organizations. However, something that is free in one place may be over \$70 in another jurisdiction.

	Free	Less than \$5	\$5 up to \$10	\$10 up to \$15	\$15 up to \$20	\$20 up to \$30	\$30 up to \$40	\$40 up to \$50	\$50 up to \$70	\$70 up to \$100	More than \$100	Response Total
8.5 X 11 b&w	28% (5)	22% (4)	11% (2)	0% (0)	6% (1)	17% (3)	6% (1)	0% (0)	0% (0)	11% (2)	0% (0)	18
8.5 X 11 color	28% (5)	22% (4)	11% (2)	0% (0)	11% (2)	17% (3)	0% (0)	0% (0)	0% (0)	11% (2)	0% (0)	18



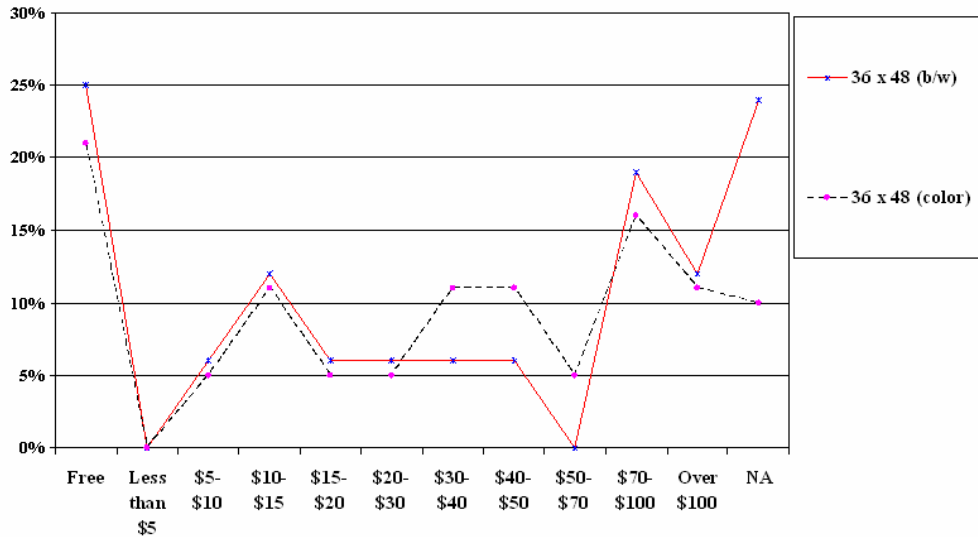
11x17: A similar relationship exists between color and B&W maps. The price does tend to go up with the increased size that is reflected in the resources to produce this size map. The numbers for free maps stay the same.

	Free	Less than \$5	\$5 up to \$10	\$10 up to \$15	\$15 up to \$20	\$20 up to \$30	\$30 up to \$40	\$40 up to \$50	\$50 up to \$70	\$70 up to \$100	More than \$100	Response Total
11 X 17 b&w	31% (5)	12% (2)	19% (3)	6% (1)	0% (0)	6% (1)	12% (2)	0% (0)	0% (0)	6% (1)	6% (1)	16
11 X 17 color	28% (5)	11% (2)	17% (3)	6% (1)	0% (0)	17% (3)	11% (2)	0% (0)	0% (0)	6% (1)	6% (1)	18



36x48: In general the price here is going up due to the increased cost of the larger format and the more expensive plotters required to produce these maps. There still tends to be a very broad range of prices free to over \$100.

	Free	Less than \$5	\$5 up to \$10	\$10 up to \$15	\$15 up to \$20	\$20 up to \$30	\$30 up to \$40	\$40 up to \$50	\$50 up to \$70	\$70 up to \$100	More than \$100	Response Total
36 X 48 b&w	25% (4)	0% (0)	6% (1)	12% (2)	6% (1)	6% (1)	6% (1)	6% (1)	0% (0)	19% (3)	12% (2)	16
36 X 48 color	21% (4)	0% (0)	5% (1)	11% (2)	5% (1)	5% (1)	11% (2)	11% (2)	5% (1)	16% (3)	11% (2)	19



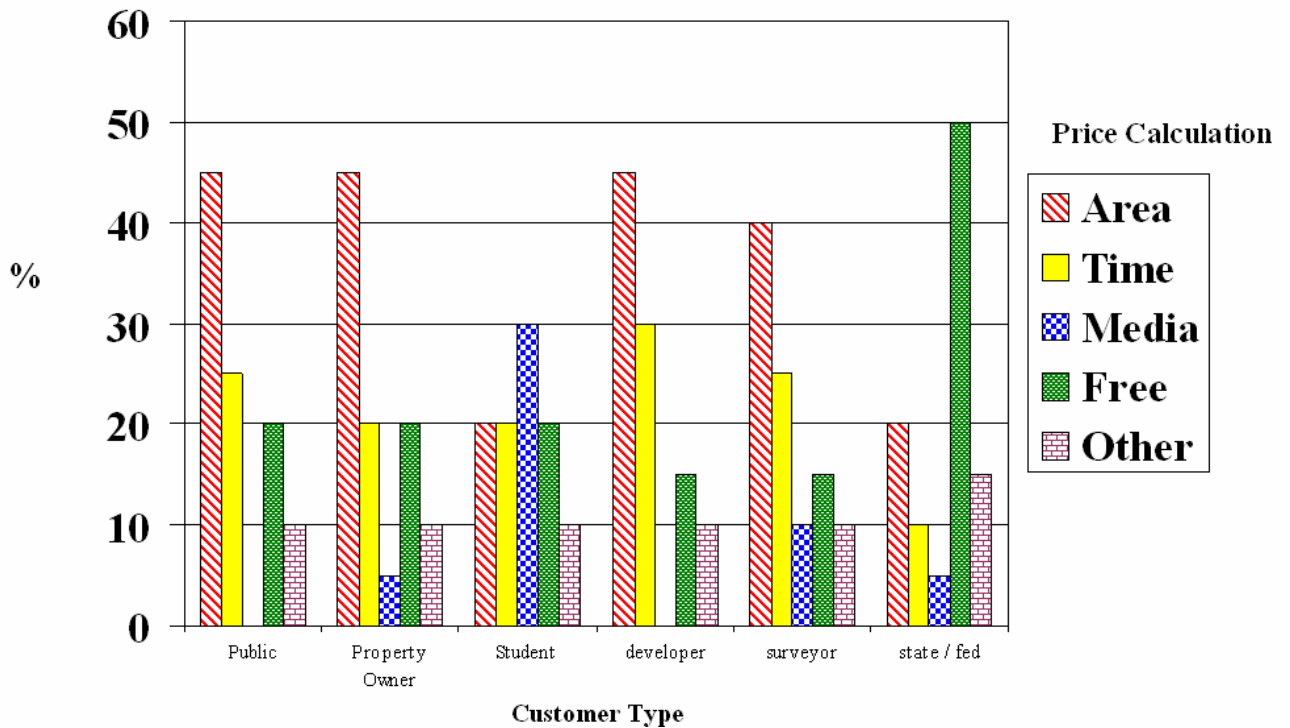
3.4. How do you typically determine a cost for digital data?

The trend here is somewhat strong. For the **general public** as well as for **property owners** and **commercial applications** (developers and surveyors) data cost is based primarily on the area that the data covers or the quantity of data. Nearly ½ or 45% of the other responses for these three groups are nearly identical. There appears to be little differentiation between these groups of customers.

Students: though more spread out, the majority of organizations supply data to students for the cost of the media.

The strongest response to this question is free data to **state and federal agencies**, at 50%.

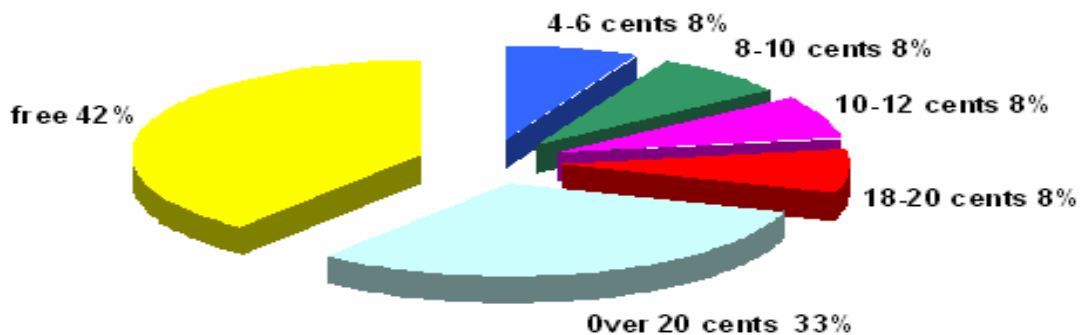
	Set amount for a given area	Cost based on time to process	Cost of media	No cost for digital data	Other	Response Total
For the public	45% (9)	25% (5)	0% (0)	20% (4)	10% (2)	20
For a property owner	45% (9)	20% (4)	5% (1)	20% (4)	10% (2)	20
For a student	20% (4)	20% (4)	30% (6)	20% (4)	10% (2)	20
For a developer	45% (9)	30% (6)	0% (0)	15% (3)	10% (2)	20
For a surveyor	40% (8)	25% (5)	10% (2)	15% (3)	10% (2)	20
For an agency (state/fed.)	20% (4)	10% (2)	5% (1)	50% (10)	15% (3)	20



3.5. What is your price per parcel for cadastral data?

The answers to this question are quite interesting. The KRS documentation indicates this is up to each PVA to set “Fee to be determined by the PVA office with assistance from the Department of Property Taxation of Kentucky Revenue Cabinet” (KRS 133.047 (4)) There is not a clear trend here as responses are heaviest at the ends with 41% supplying data for free and 33% selling data for more than \$.20 per parcel.

	\$ /parcel	Response Total
Free	41% (5)	5
Less than 2 cents	0% (0)	0
2 cents up to 4 cents	0% (0)	0
4 cents up to 6 cents	8% (1)	1
6 cents up to 8 cents	0% (0)	0
8 cents up to 10 cents	8% (1)	1
10 cents up to 12 cents	8% (1)	1
12 cents up to 14 cents	0% (0)	0
14 cents up to 16 cents	0% (0)	0
16 cents up to 18 cents	0% (0)	0
18 cents up to 20 cents	8% (1)	1
More than 20 cents	33% (4)	4
Total Respondents		12
(skipped this question)		15



3.6. How would you handle a request for all data in your agency's GIS jurisdiction?

There are a wide number of answers to this question. In some cases the data is charged for as if it were a small request. This would be cost prohibitive and it is suggested that the requester become a partner or a subscriber. Who is asking for the data and what their purpose is seems to be of concern.

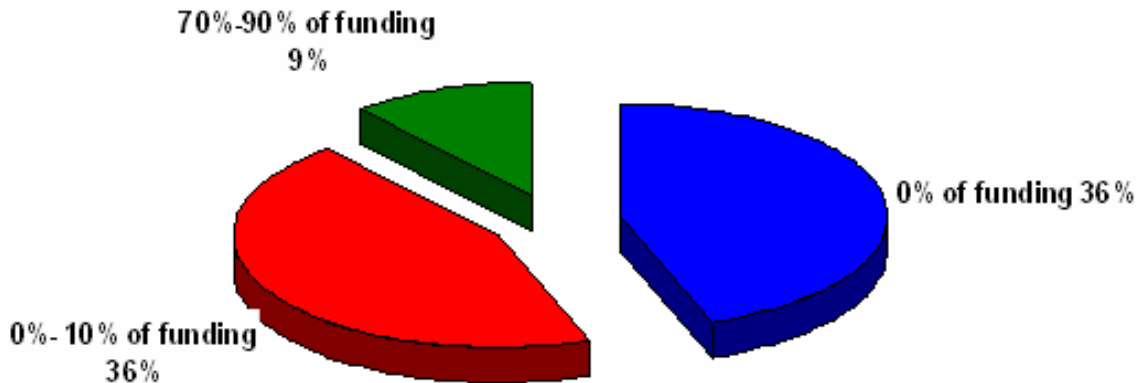
There are as many ways to do this as there are systems but everyone would get it done.

<u>1.</u>	Data that is owned solely by our agency would be provided unless deemed sensitive to public security. Data that our agency charges fees for is jointly owned by a consortium of agencies. If someone requested all the consortium data they would be required to become a funding partner in the consortium, paying a full and even share of the original cost divided equally by the total number of partners including the new partner. As this amount would be less than what the original partners paid, the new partner's payment would be divided equally among the original partners. All partners sign a memorandum of understanding (MOU), the terms of which specify a single partner as the sole distribution source of the data. All costs recovered are distributed equally among the consortium members.
<u>2.</u>	Cost and availability of data is dependent on the data owner (in Marshall County's case the consortium member) and depending on who is asking for the data there may be a processing fee and or a media fee.
<u>3.</u>	Recommend purchasing a GIS Subscription which entitles the client to receive automatic updates on a quarterly basis.
<u>4.</u>	From who?
<u>5.</u>	We are not an agency, we are private sector. Our data is not for sale. Only for use in house.
<u>6.</u>	Currently, there is no discount prices for larger amounts of data for commercial use, up to the extents of the entire GIS database. They would have to pay the price per unit on a small scale multiplied by the full extents, either by grid or acreage. If the data is used for a certain governmental contract, the data is free but secured by a signed licence document.
<u>7.</u>	Make them a partner and do a buyin for the data. Example would be that if there were 6 agencies that purchased the original data then the person or agency requesting all the data would have to pay 1/7 the price so as to become an equal partner.
<u>8.</u>	Does not apply.
<u>9.</u>	pass it on to my boss
<u>10.</u>	Send them to the KYGEONET.
<u>11.</u>	We have a policy set by the E-911 Board for maps and distribution of data. They must make a written request stating what data they want and the purpose that they need the data. They must also certify that they are using it only for the the stated purpose and not reselling it to a third party.
<u>12.</u>	A request for all data is brought before the board of directors. This request is considered based on current policies, including restrictions to data use. If the request is "internal" (from a funding agency), then the agency account is charged according to price policy of CCGIS. If the request is "external" (not from a funding agency) then the requestor is required to sign a digital data license agreement, and required to pay the amount determined by the CCGIS Board of Directors.
<u>13.</u>	Whoever gets the request (routed to his email, usually; maybe phone call) and its free.
<u>14.</u>	Most layers are free; the cost for the entire imagery is prohibitive. If all data asked for is free we charge for the media.
<u>15.</u>	We have a GIS Data Subscription in the works for county wide requests.

3.7. What percentage of your funding for your GIS is derived from the sale of maps, data, or other products derived from your GIS data?

This question could have been asked much more simply. The total numbers are all that should have been asked. An equal percentage (36%) for each stated that 0% or less than 10% of their funding comes from the resale of GIS products. And 18% reported between 10% and 20% of their budget from data sales. Only one respondent was higher than this (they were in the 70%-90% category).

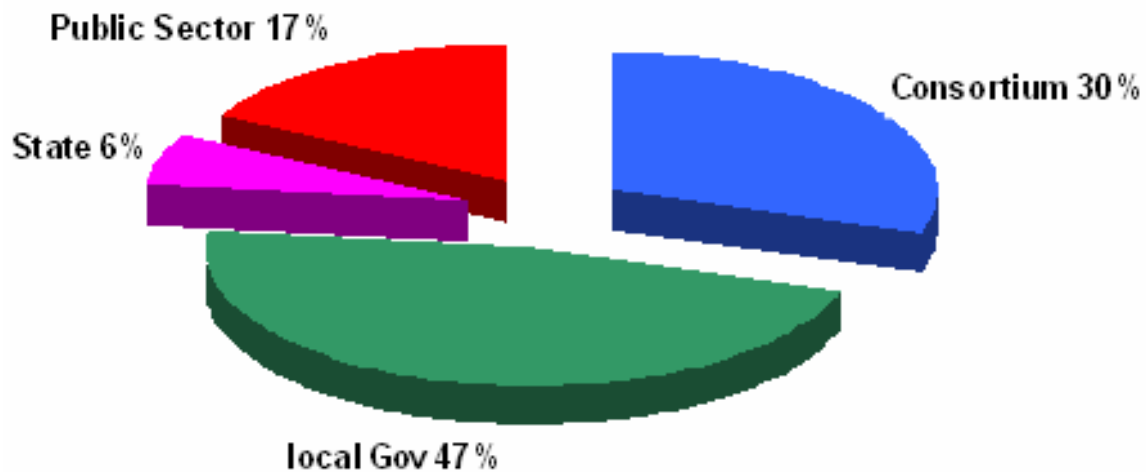
	0%	0 up to 10%	10 up to 20%	20 up to 30%	30 up to 40%	40 up to 50%	50 up to 70%	70 up to 90%	90 up to 100%	More than 100%	Response Total
Paper Maps	33% (5)	53% (8)	7% (1)	0% (0)	0% (0)	0% (0)	0% (0)	7% (1)	0% (0)	0% (0)	15
Digital Data	47% (7)	47% (7)	7% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	15
Other Contributions	40% (6)	27% (4)	7% (1)	0% (0)	0% (0)	7% (1)	0% (0)	0% (0)	20% (3)	0% (0)	15
Total	36% (4)	36% (4)	18% (2)	0% (0)	0% (0)	0% (0)	0% (0)	9% (1)	0% (0)	0% (0)	11
Total Respondents											15



3.8. What is your main source of funding for your GIS?

This was asked as an open-ended question, in the hopes of getting the broadest possible answers. This was accomplished, and the responses are condensed into 4 categories: GIS Consortium, one local government agency, state agency, or private sector. There is much variability in how any one agency in any one group is funded. As expected the majority of respondents are local government (47%) and Consortiums (30%). Also responding were Public sector (17%) and state.

Sector	Percentage of Respondents	Response Total
Local Gov.	47%	8
Consortium	30%	5
Private Sector	17%	3
State Gov.	6%	1



3.9. Please provide a link to your data policies. Please give us your contact information.

See the Appendix

4. Conclusions

There is much variation in how different organizations handle data pricing. Due to this variation, there are large discrepancies in price for similar products in different organizations of the same type.

In implementing a new policy or revising an existing one, it is recommended that the organization look at trends from this study as well as examples cited in the Appendix.

5. Improvement Opportunity - Observations

Much has been learned in this initial look at state wide prices and data dissemination practices. Any future endeavors will no doubt provide an even more insightful look at what is going on. All in all this survey proved to be enlightening and meaningful. There are some areas that could be improved:

Cross tabbing: It would be very valuable to compare how various groups' responses differed. As the survey was done with the free version of Survey Monkey this was not possible. If we could analyze the responses of pricing and dissemination by sector (i.e., Local, State, Federal, Private) the differences could be important.

There is **inherent complication** of the process, in that everyone's process is very different and sometimes confusing the first time it is looked at. In compiling the survey, several programs' documents were reviewed and the survey was written to address issues in these documents. If a certain organization's approach is very different than the way the survey was written, the results may not be as telling for that organization.

A closer look should be taken at **Consortiums, Partnerships** and **Subscriptions**. There are many ways to go about this and some fact finding there may lend more clarity to this project.

A non-survey approach may be another way to go about this having a group collect as much policy documentation as possible and then answer set questions about the documentation. Another approach may be to provide unbiased individuals with a set of questions and have them call and actually request data.

Appendix

Table of Contents

OPEN RECORDS KRS 61.870 – 61.884

<http://www.lrc.state.ky.us/KRS/061-00/CHAPTER.htm>

PVA FEE SCHEDULE KRS 133.047 (4)

Boone County GIS boonecountygis.com

Custom Map Request Form

Digital Data Request Form

Utility Data Request Form

Bowling Green bgky.org/publicworks/planningdesign/gis.php

Data Acquisition

Public Records

Clark County ccgisonline.com

Policy and Procedures

LINK-GIS linkgis.org

Standard Fee Schedule

Public Records

LOJIC lojic.org

Fee Schedule

License Agreement

Public Records Request