

# GIS Data Sales @ City of Vancouver



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# Evolving Objectives



- Protect investment in data
- Recover some costs
- Make it easy for the City
- Make it easy for prospective purchasers

# Long Time Approach



- Sell electronic data by the facet (500 by 800 meter areas)
- Small areas inexpensive; entire City expensive
- GIS Manager handles paperwork (application and license agreement)
- Engineering does extraction

# An Alternative Approach Considered



- Issued RFI for a data marketing partner
- Outsource marketing and delivery in exchange for a proportion of the revenue
- City didn't pursue because of concerns about viability and resource commitments

# Another Possibility



- Self service on the web
  - choose an area
  - choose the data
  - choose desired format
  - enter credit card #
  
- Make money at it

# Where To From Here?



- As resources permit, continue to look at alternatives
  - self serve on the web
  - Kamloops approach--give it away
- Continue to add data to public VanMap so all can access, view, and copy/paste it