

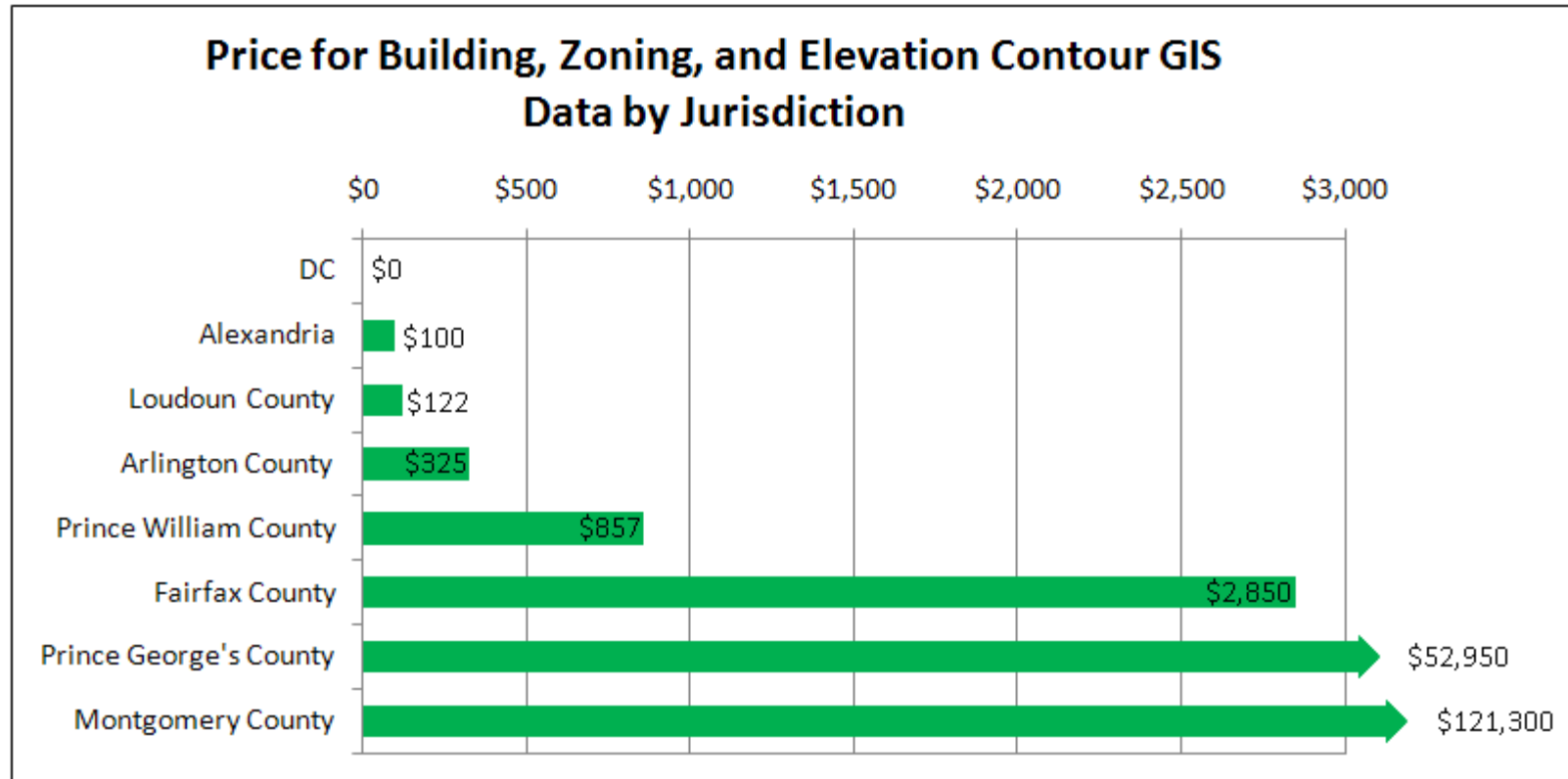
Three ways to make your data private



1. Get into the data retail business

Greater Greater Washington

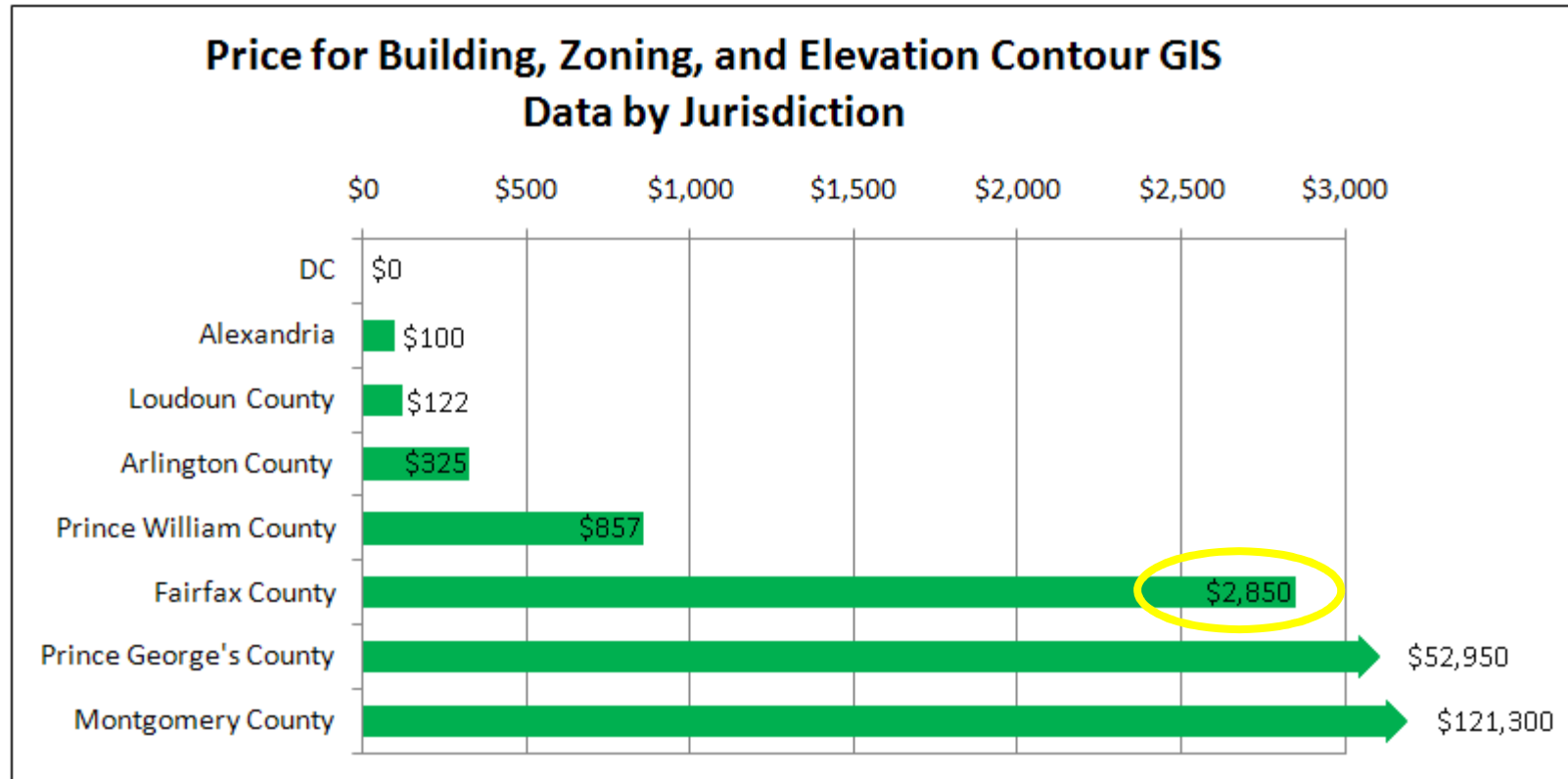
The Washington, DC area is great. But it could be **greater**.



What's the "market" price?!

Greater Greater Washington

The Washington, DC area is great. But it could be **greater**.



Fairfax County GIS Data

\$2,890 per copy

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\$24,613 total sales for FY2010

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\$2,890 per copy

\$24,613 total sales for FY2010

>\$1 million to produce/maintain

Fairfax County GIS Data

**This isn't working as a
business venture.**

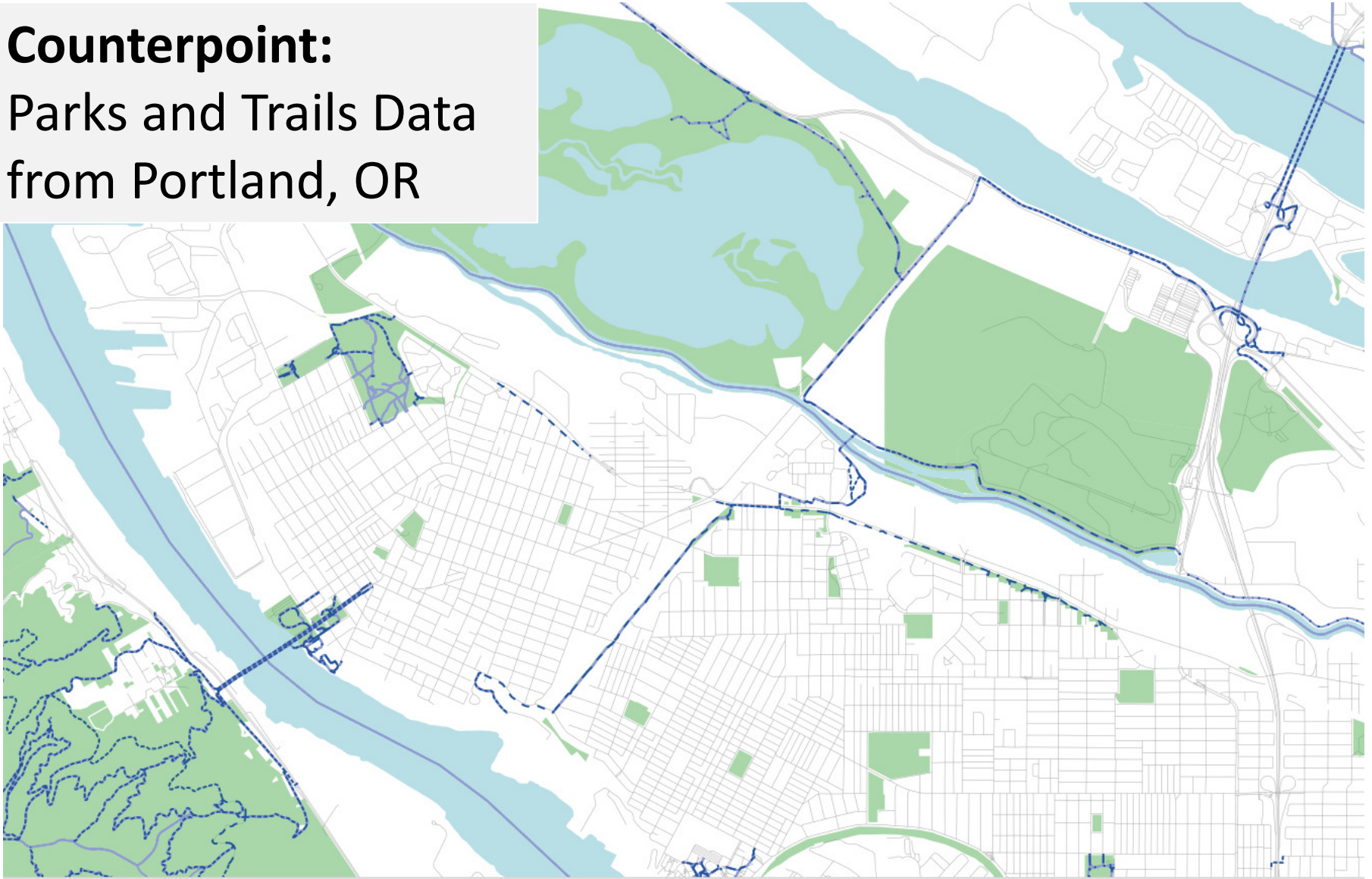
**It's not even materially
offsetting costs.**

Fairfax County GIS Data

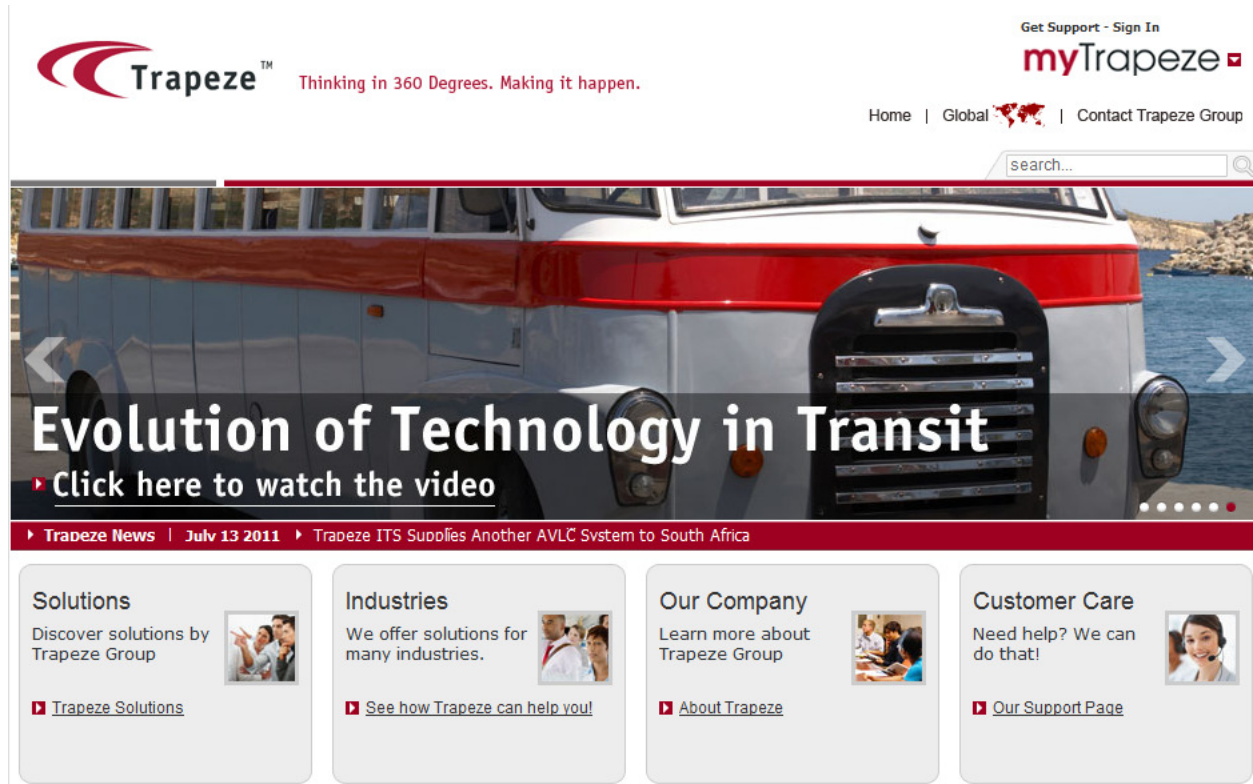
Where does the
>\$1 million come from to
maintain this data?

Does GIS Dept. or **its
ten customers** have the
political clout needed
to make improvements?

Counterpoint: Parks and Trails Data from Portland, OR



Getting people to care about your data
helps you make it better!



2. Give the rights to your vendor

Three easy steps:

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- 1)** Buy a multimillion-dollar software license

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- 2)** Discover it has no “export” feature (buy more software)

Three easy steps:

- 1)** Buy a multimillion-dollar software license
- 2)** Discover it has no “export” feature (buy more software)
- 3)** Discover “exported” data is proprietary and can’t be shared

Success!

“Your data” is no longer yours.

This is the situation faced by
many transit agencies,
including WMATA in DC.

Thanks



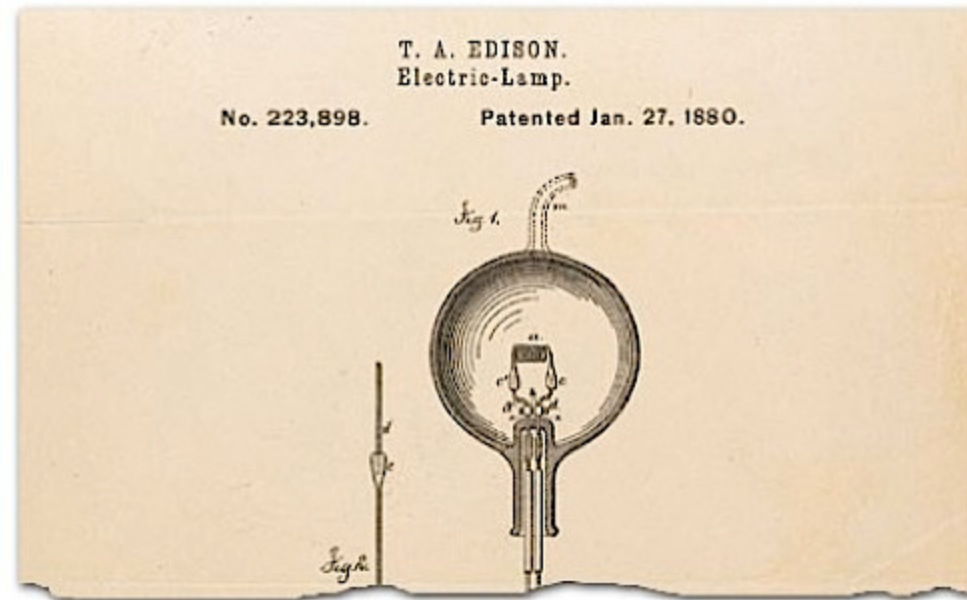
Alternative 1:

Use **open software** platforms
and **open data** standards to
avoid vendor lock-in altogether.

Alternative 2:

Get rid of vendors that don't care about your goals.

You are the customer!



3. Let someone else make it public



“Congress shall have power . . .
To promote the progress of science
and useful arts, by securing for
limited times to authors and
inventors the exclusive right to their
respective writings and discoveries.”

*Article I, section 8,
U.S. Constitution*

Things haven't quite
gone according to plan...



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This is an attractive model,
however...

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however...

By definition
this isn't public data.

This isn't a sustainable model
for dissemination of public
data.

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data.

What happens when
has a bad quarter?



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for dissemination of public
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What happens when
has a bad quarter?



Or has competing business
interests?

**Public data is a public
responsibility.**

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Deferring that responsibility is
an **abdication of public trust.**

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Deferring that responsibility is an **abdication of public trust.**

It's also a bad idea.

**Ways to make your data better
while avoiding privatization:**

1) Let go of the *dream* of
self-funded data operations.

Instead, grow your base.

2) Control your data
and your vendors by using
open source/data.

3) Remember *who really pays* for the data and make sure they have access.

Thanks!

