

State of Michigan / Microsoft Bing Maps for Enterprise with imagery licensing and agreement FAQs

Question – 1: Why no public domain and why partner with a private company?

Answer – 1: This stipulation is not unlike the previous imagery partnership program administered by the State and partially funded by USGS whereby the best resolution imagery can only be used by SOM agencies for internal projects and can only be viewable in SOM internet applications. This protects the right of the data owning county to sell the imagery if they so desire. So there is precedence for no public domain.

Key points to keep in mind:

- This agreement gives Michigan the opportunity to acquire consistent high quality imagery for the entire state in a cyclical manner, something we have been striving to do for years. We can “fill in the white spaces on the map” that were not acquired through the previous partnership program
- The state and counties drive the schedule and the areas to be flown
- The state and counties keep a copy of the imagery
- The state and counties are licensed to use Bing Maps (this means we get Microsoft technical support)
- We are moving IT (and imagery) into the realm of a commodity that local governments can purchase through a state license like they do with many other commodities (road salt, desktop computers, ArcGIS licenses)
- The private sector will only provide a service or commodity when they can make a profit. That is what they are supposed to do. Government provides services and commodities to serve citizens. That is what we are supposed to do. If imagery is used by government to help meet the need to serve citizens, then it is a commodity worth pursuing in an enterprise fashion through a partnership opportunity

Question – 2: What are the use restrictions for the imagery under this agreement?

Answer – 2: Imagery may not be sold or given to an entity that will redistribute it, sell it, make it available on a web service, or make it available on an externally facing application.

Question – 3: My county displays current imagery via ArcIMS. Can this imagery go into that application?

Answer – 3: Yes, as a partnering unit of government in Michigan, you can do the same things with this imagery that you do with your current imagery as long as you abide by Answer #2 above.

Question – 4: Will you consider flying parts of a county (cities, villages, around lakes, interstate corridors, etc.) at 6” while flying the balance of the county at 12”? What is the smallest area that could be flown at 6”?

Answer – 4: From the Product Options document:

7.1 High Resolution Areas

If this option is chosen for an AOI the area will be imaged at 6 inch resolution, rather than 12 inch resolution. The minimum size of a High Resolution Area (HRA) is 10 square miles.

Data Collection in the HRAs shall occur at 15 cm GSD \pm 10%.

Processed images for the HRAs shall be sampled at a GSD, which is TBD between 15 cm or 6 inches. The customer may specify whichever value is preferred at the time of ordering.

HRAs in high density urban areas shall be collected with 80% in-track overlap and 60% sidelap. This results in reduced building lean in these areas.

Partner to provide map or shapefile defining HRA areas.

Question – 5: The current BME license ends May 2012. Does the application we've built stop functioning? And as a follow up question, do we have to stop using any acquired imagery?

Answer – 5: Bing Maps is a subscription, not a perpetual license. Through this agreement, the State will have subscribed to Bing Maps through the duration of the Enterprise Agreement, which expires in May 2012. The State will have the option to renew its subscription at that time.

In regards to the imagery, the State and partners do have a perpetual license to use the offline copy for their own purposes.

Question – 6: My administration is apprehensive about entering into partnerships with private companies.

Answer – 6: You are not, the State of Michigan has entered into the partnership and you are receiving access from the State. Think of it as buying road salt, toilet paper, software licenses or personal computers through the State contract. It's an opportunity to get access to a commodity at a reduced cost.

Question – 7: If a flight takes place and is later determined to be leaf-on rather than leaf-off does the state have the option to push the flight to the next flying season?

Answer – 7: Yes, this can be done.

Question – 8: Regarding the Bing API what are the advantages to a county over what is offered by ArcGIS – Microsoft Bing services (i.e Bing Maps, Imagery, Geocoding Tasks)?

Answer – 8: Bing Maps is easy to work with, quick to develop and deploy in standard web browsers and includes all maintenance, hardware, and support. For customers working with <ESRI 9.3.1 versions (or who do not have an investment in traditional "heavy" GIS systems), Bing Maps provides a data visualization platform that is easy to program against...designed for the "knowledgeable developer" and not necessarily the GIS specialist. Bing Maps offers geocoding, imagery, and appealing map styles in 2D and 3D views. Bing Maps also offers traffic, yellow pages, routing/directions, multi

language support, and proximity search data. It's easy to develop with Bing Maps with any number of our APIs. Further, customers can take advantage of the rich Microsoft partner ecosystem with one in particular (in Lansing, for instance) who offers lower cost options to traditional heavy GIS systems via fusion servers that essentially connect multiple data sets and quickly and layer them onto Bing maps. For customers working with >ESRI 9.3 ArcGIS Server & Desktop directly integrate with the Bing Maps API so users can integrate their ESRI data sets on top of Bing Maps natively. To conclude, Bing Maps is an easy to work with tool that extends customer's existing investments into ESRI systems, while also providing an alternative mapping and data visualization platform.

Question – 9: Can regional agencies be a partner? How can a regional agency participate to help offset county costs?

Answer – 9: Regional agencies can participate as well as counties, cities, villages, and townships as well as any department within those government units.

Question – 10: Will a digital camera be used? Model of camera?

Answer – 10: Leica ADS40 (or ADS80, which is the newest version) and the Microsoft Vexcel UtraCam

Question – 11: Who will the contractor be? Where are they located?

Answer – 11: There are 2 Microsoft/Vexcel pre-approved large photogrammetric companies to do the flights. MS isn't at liberty to release the names as they are still in negotiations. The identity of the selected vendor will be known at the appropriate time. Vexcel is handling the product description and technical aspects of the photo acquisition and processing. Vexcel is a leader in digital sensor technology. <http://www.vexcel.com/>

Question – 12: What would be the order of flight progression for those that get on board with this project?

Answer – 12: First to sign up get first priority to fly.

Question – 13: Will this project allow a private business to participate?

Answer – 13: Yes, provided they are in agreement with the use restrictions outlined in Question #2. A county is the ideal unit of government to act as partner and the flight area of interest (AOI) will be organized by county. Acquiring funding sources is at the discretion of the county as long as those funds do not stipulate that data acquired through the use of the funds must go in too the public domain.

Question – 14: Is there then limits on funding sources even within the county? IE Homeland Security Funding, Federal Highway Planning funds, etc?

Answer – 14: NO, as long as the funds don't explicitly say that data acquired by these funds must go in to the public domain.

Question – 15: Do the counties usage rights flow down to Townships/Cities use? We had intended to have the township association participate in funding our 2010 flight so we could provide this photography to the cities & townships, as we do not have an

official authority. Even if they did not participate we were intending to find a way to provide the photography to the cities and townships without additional costs to them.

Answer – 15: Yes, provided they abide by the use restrictions.

Question – 16: What other deliverables are we able to obtain. For instance, without spending huge amounts of money, we are unable to use the county mosaic ECW file in ArcIMS. Are we able to obtain Mr. Sid or other compressed file type that we can use with ArcIMS without spending additional money?

Answer – 16: For partnering counties, in addition to the product options described in the product options document, SOM will create ECW, SID, and JP2 format full county mosaics plus mosaics for all cities and townships.

Question – 17: How was the cost split determined?

Answer – 17: As this is a software licensing agreement, the payment for each of the 3 years is set in the contract. The SOM has a set amount budgeted for the project, the 30/70 split makes maximum use of the available SOM funds. The previous partnership program that ran from 2005-2009 paid 15% of the cost of the imagery.

Question – 18: Why no access for Federal/Education/University users?

Answer – 18: This is a software licensing agreement. Microsoft has separate licensing agreements with Federal/Education/University users. They will be able to use the imagery in Bing Maps and partners will be able to redistribute images as long as the recipient abides by the use restrictions.

Question – 19: Will Bird's Eye imagery be available via the BME?

Answer – 19: Pictometry International restricts Microsoft from allowing Birds eye imagery to be available through this license arrangement.

Question – 20: If we buy up to 6" is the 30/70 funding still apply or will the state only contribute \$12/sq mile for either option.

Answer – 20: The SOM contribution will be \$12/sq. mile for either product. There are no additional SOM funds available to contribute to the 6" buy up.