



DEPARTMENT OF TRANSPORTATION & PUBLIC WORKS MILWAUKEE COUNTY LAND INFORMATION OFFICE

2711 West Wells Street, Rm 426, Milwaukee, WI 53208 (414) 278-2176

DATA REQUISITION AND DISTRIBUTION GUIDELINES

BACKGROUND

The Milwaukee County Automated Mapping and Land Information System (MCAMLIS) is a public-private consortium begun in 1990 by and between Milwaukee County, the Milwaukee Metropolitan Sewerage District, Wisconsin Bell, the Wisconsin Electric Power Company, and the Wisconsin Gas Company. A Steering Committee comprised of representatives from each of the above entities plus representatives from the City of Milwaukee and the Intergovernmental Cooperation Council of Milwaukee County oversees all activities of the consortium.

MCAMLIS was formed to develop and maintain the automated mapping base essential for the creation of a modernized land information system for Milwaukee County. In so doing, MCAMLIS oversees the implementation of the Milwaukee County land records modernization plan, originally set forth in the Southeastern Wisconsin Regional Planning Commission's (SEWRPC) Community Assistance Planning Report No. 177, Feasibility Study for a Milwaukee County Automated Mapping and Land Information System. Accordingly, the Milwaukee County Land Information Modernization Plan is required to be revised every 5 years. Subsequent revisions of this plan were developed over time with the most recent plan pending approval by the Wisconsin State Department of Administration in April 2011. The mapping effort detailed in the County plan builds upon historic, coordinated base mapping efforts carried out by Milwaukee County, the Utilities, the cities and villages in the County, and the SEWRPC.

In December 1993 (revised June 2009), the Steering Committee executed a formal License Agreement pertaining to matters of copyright ownership and use of MCAMLIS derived data. With respect to mapping products, the License Agreement distinguishes between hard copy as derived from the digital mapped materials and the actual digital mapped materials. Under the License Agreement, the Steering Committee has taken copyright title to both hard copy maps and digital materials included under implementation of the adopted County plan.

As included in an implementation study completed in 1991 and subsequently modified over time, the MCAMLIS work program consists of the following:

- The completion of the location and remonumentation of all U. S. Public Land Survey corners in the County, including the centers of the sections.
- The completion of high-order horizontal and vertical control surveys to establish the State Plane Coordinates and elevations of the U. S. Public Land Survey corners.
- The completion of large-scale topographic base maps in digital form at a scale of one-inch equals 100 feet with one-foot contour intervals.
- The completion of companion cadastral maps to the topographic maps in digital form at a scale of one inch equals 100 feet providing detailed information on the location and configuration of all real property boundaries, including the boundaries of all streets and public ways and other public land holdings; and assigning a parcel identification number

(tax key number) to each ownership parcel to enable the linking of geographic with non-geographic data files.

- Street address data for all parcels in Milwaukee County.

All MCAMLIS mapping products are based upon the Wisconsin State Plane Coordinate System, South Zone (North American Datum of 1927) and referenced to the National Geodetic Vertical Datum of 1929.

DATA SHARING POLICY GUIDELINES AND PROCEDURES

As noted above, Milwaukee County, the local units of government in Milwaukee County, and the private utilities created the Milwaukee County Automated Mapping and Land Information System (MCAMLIS) program in response to the need for the development of an automated mapping base. At the outset, it was recognized that an infusion of monetary resources from the private sector was necessary to create an automated mapping base for the County in a timely fashion. In response to this need, We Energies (formerly Wisconsin Gas Company and Wisconsin Electric Power Company), AT&T (formerly SBC AMERITECH, Wisconsin Bell) and The Milwaukee Metropolitan Sewerage District invested significant private capital in the MCAMLIS program.

In order to protect their investments, the private utility members of MCAMLIS were granted the MCAMLIS copyright to the mapping base in its digital form. The utility member copyright interest was dissolved in 2009 and the MCAMLIS Steering Committee now holds copyright to all MCAMLIS digital and hardcopy materials. Nevertheless, the overall goal of the MCAMLIS program has been, and continues to be, the construction of the automated mapping system that is consistent with the standards specified in the County plan, and to make the end products created as a result of the MCAMLIS program available to the widest possible range of users in a fair and efficient manner. Monies generated as a result of the sale of MCAMLIS derived data to commercial entities--other than those commercial entities requesting data for non-commercial, internal use--are to be returned to the MCAMLIS budget, and used in the continued development of the MCAMLIS automated mapping base. The MCAMLIS program is not, and was not intended to be, a 'for profit' venture. Accordingly, the Data Requisition and Distribution Guidelines presented herein are intended to embody a spirit of fair and reasonable access to the MCAMLIS digital materials.

The MCAMLIS Steering Committee has formulated the following policies attendant to the distribution and use of the copyrighted mapped data developed under the MCAMLIS program.

Accommodation of Requests

All requests for MCAMLIS digital materials shall be made through the MCAMLIS Project Manager.

MCAMLIS Project Manager
Milwaukee County Land Information Office
Department of Transportation and Public Works
2711 West Wells Street, Room 426
Milwaukee, Wisconsin 53208-3509
Telephone (414) 278-2176
Fax (414) 223-1982

Distribution and Use of Print Ready Electronically Formatted Materials

It is generally not the policy of the MCAMLIS Steering Committee to make available MCAMLIS products in hard copy form. All such products are now made available as print ready electronically formatted documents and can be obtained electronically through the use of readily available Internet browser technology. This includes topographic maps, cadastral maps, and records of control survey stations, control survey summary diagrams, plat of survey documents, condo/subdivision plats and certified survey maps. The cost schedule for hard copy products that are made available at the cost of reproduction and distribution is attached as Exhibit A. Digital copies of these same materials may be accessed directly through use of the Milwaukee County Land Information Office website located at maps.milwaukeecounty.org at no cost. In addition to those listed here, other types of documents may be made available over time.

Distribution and Use of Digital Materials

The Steering Committee has established a policy that distinguishes between the commercial and noncommercial use of the digital maps produced under the MCAMLIS program. Noncommercial use is defined to include the periodic internal use of selected digital mapping materials--not the entire digital mapping file--by private firms and individuals. For noncommercial purposes, it is the general policy of the MCAMLIS Steering Committee to make available duplicate copies of the copyrighted digital MCAMLIS products subject to reimbursement of the cost of reproduction, handling, and distribution. Local units of government within or outside of Milwaukee County; State and Federal agencies; private firms and individuals requesting digital data for internal, noncommercial use; and nonprofit organizations may request duplicate copies of the digital address, street centerline, topographic and cadastral map files. The MCAMLIS data are typically made available as specified within customized boundaries—area of interest (AOI). A boundary description of the AOI should accompany requests directed to the MCAMLIS Project Manager.

Current cost guidelines for obtaining such duplicate digital mapping files, intended to cover the costs of reproduction, handling, and distribution, are attached as Exhibit B. These guidelines reflect average costs associated with the reproduction, handling, and distribution of digital files as those files are presently stored. All monies received by the MCAMLIS Project Manager under this section will be retained by the MCAMLIS program as reimbursement for the actual expenses incurred.

Any party requesting duplicate digital files containing MCAMLIS copyrighted mapped data will be required to execute a license agreement in addition to paying for the costs of duplication set forth on Exhibit B. A copy of the license agreement is attached as Exhibit C. The license agreement provides the conditions under which the categories of noncommercial users described above may use the digital map data and prohibits the user from providing access to the data in digital form by a third party except in the case of 3rd parties working as agents of a Licensee or in cases where a Licensee's own internal policy requires a release of MCAMLIS data to comply with a record request. The MCAMLIS Project Manager is authorized by the MCAMLIS Steering Committee to act on the Steering Committee's behalf for action in a timely manner regarding requests for a license to obtain and use the digital MCAMLIS mapping files. The MCAMLIS Project Manager will review the request for consistencies with the policies set forth herein. The MCAMLIS Project Manager will not unreasonably refuse to provide access to the digital materials where the intended use is for a governmental, educational, non-profit, or internal private purpose. The MCAMLIS Project Manager will make findings and act to approve or disapprove the request. The MCAMLIS Project Manager will then formulate an appropriate

response with respect to each request and shall report all requests for licenses and specific determinations with respect thereto to the Steering Committee.

For commercial purposes, that is, where private firms or individuals seek to acquire all or substantially all of the digital files for internal or external use, it is the general policy of the MCAMLIS Steering Committee to make available duplicate copies of the digital copyrighted MCAMLIS mapping files in the native format within which the data is maintained. The Steering Committee will consider requests for duplicate digital copyrighted files for commercial purposes on a case-by-case basis. Requests should be directed to the MCAMLIS Project Manager at the address noted above. The Project Manager will report all such requests to the Steering Committee for their consideration and determination. The Steering Committee will make findings and act to approve or disapprove the request. If the Steering Committee disapproves the request, it shall be denied. All actions to approve a request shall include the terms of a license agreement. The MCAMLIS Project Manager will then carry out the Steering Committee's direction with respect to each request.

As a matter of general policy, it is the intent of the MCAMLIS Steering Committee to usually require any commercial entity requesting a duplicate copyrighted digital file of the MCAMLIS mapping database to acquire that database at a cost of \$7,647 per feature class e.g., tax parcel. This amount is derived from \$520,000 --representing a full cost equivalent of each utility member's investment whereby the complete database herein restricted by copyright, if acquired would total this sum. The total amount will be paid directly to the MCAMLIS Steering Committee and will be used by that Committee in furtherance of the objectives of the MCAMLIS program. All commercial entities intending to acquire a duplicate digital file of the copyrighted MCAMLIS mapping database for commercial purposes as defined above will be required to enter into a license agreement for the use of that database. That license agreement--which will be generally based upon the standard license agreement set forth in Exhibit C, but which will be adapted on a case-by-case basis as directed by the Steering Committee--will govern how, if at all, the commercial entity may provide access to the data in digital form by a third party and will provide for appropriate payment or payments.

MCAMLIS DATA AVAILABILITY

The following represents the availability of MCAMLIS print formatted electronic copy and digital data as of March 15, 2011:

- Records of control survey stations have been completed and are available for all U. S. Public Land Survey section and quarter section corners in the County.
- Control survey summary diagrams prepared for six-square-mile areas are available for the entire County.
- Digital files of large-scale topographic base maps are available from MCAMLIS for all of Milwaukee County.
- Digital files of continuously maintained cadastral maps are available from MCAMLIS for all of Milwaukee County.
- Street centerline, parcel address and building address data are available for all of Milwaukee County.

The status of available digital map products under the MCAMLIS program is continually changing. Interested parties should contact the MCAMLIS Project Manager to inquire about the availability of additional products.

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Exhibit A

MCAMLIS HARDCOPY MATERIALS DISTRIBUTION COST SCHEDULE FOR ALL USERS

Item	Geographic Unit of Coverage	Scale	Sheet Size	First Page Unit Price	Second Page(s) Unit Price
Record of Control Survey Station	One U.S. Public Land Survey Section or Quarter-Section Corner	Not Applicable	8.5" x 11'	\$ 1.00*	N/A
Control Survey Summary Diagram	Six Square-Miles	Not Applicable	17" x 11"	\$ 5.00*	N/A
Plat of Survey	Selected Parcel(s)	Not Applicable	Various	\$2.00*	\$1.00
Condo/Subdivision Plat	Selected Parcel(s)	Not Applicable	Various	\$5.00*	\$2.00
Certified Survey Map	Selected Parcel(s)	Not Applicable	Various	\$2.00*	\$1.00

Plus shipping costs and sales taxes where applicable.

* Available for free download at maps.milwaukeecounty.org

Source: MCAMLIS Project Manager; March 17, 2011

EXHIBIT B

MCAMLIS DIGITAL MATERIAL DISTRIBUTION COST SCHEDULE FOR NON-COMMERCIAL USERS*

Digital Format**	Digital Base Materials Area of Interest (AOI)	
	Minimum Request including 1 st .5 hour of labor*	Each Additional Hour of Labor***
ArcGIS (specify format)	\$ 65.00	\$ 75.00
AutoCAD DWG/DXF	\$ 65.00	\$ 75.00

Plus shipping costs and sales taxes where applicable.

* Most fees are waived for government agencies; MCAMLIS partner organizations; non-profit; and for academic purposes that do not incur custom labor commitments beyond a minimum request.

** The two digital formats included in the table are the most frequently requested. Delivery in other formats may not be feasible. Any party desiring to explore delivery in other formats will be expected to pay the costs entailed in determining the feasibility of such delivery.

*** Ordered simultaneously with additional labor beyond the 1st .5 hour required to complete request selection.

Source: MCAMLIS Project Manager; March 15, 2011

EXHIBIT C

MILWAUKEE COUNTY AUTOMATED MAPPING AND LAND INFORMATION SYSTEM

LICENSE AGREEMENT PERTAINING TO THE NON-COMMERCIAL USE OF COPYRIGHTED DIGITAL BASE MAPPING MATERIALS

WHEREAS, the Milwaukee County Automated Mapping and Land Information System Steering Committee (the "Steering Committee"), a committee whose members currently are the Southeastern Wisconsin Regional Planning Commission, Milwaukee County, Wisconsin Bell Telephone now dba/"AT&T", Wisconsin Electric Power Company and Wisconsin Gas now dba/"We Energies", The City of Milwaukee, the Milwaukee Metropolitan Sewerage District, and the Intergovernmental Cooperation Council of Milwaukee County, is the copyright owner of certain digital base mapping materials developed under the Milwaukee County Automated Mapping and Land Information System (hereinafter referred to as "MCAMLIS"); and

WHEREAS, the MCAMLIS program is presently being administered by the Milwaukee County Land Information Office within the Milwaukee County Department of Transportation and Public Works through an employee designated as the MCAMLIS "Project Manager"; and

WHEREAS, _____ a unit or agency of government, a not-for-profit organization, an educational institution, or a private firm or individual seeking MCAMLIS digital data for internal, non-commercial use, (hereinafter referred to as the "Requestor"), has filed a request with the MCAMLIS Project Manager to obtain duplicate files of the digital MCAMLIS base mapping materials (hereinafter referred to as the "digital base maps"); and

WHEREAS, the Steering Committee is willing to permit the Requestor to obtain the digital base maps subject to the following conditions and understandings:

1. Within ten days after the later of the execution of this License Agreement or the Project Manager's receipt of the Paragraph 6 payment, the Steering Committee will provide Requestor with one digital copy of the requested MCAMLIS data in a mutually agreed format. Subject to the limitations set forth below, the Steering Committee agrees not to object to the Requestor using, reproducing, modifying, and/or displaying the digital base maps; preparing or distributing in non-digital form reports incorporating the base maps derived from the digital files; and distributing the base maps and reports in non-digital form to all parties concerned.
2. The Steering Committee agrees not to object to the Requestor making duplicate copies of the digital base map files for its own internal use. Such files, however, are intended only for the use of the employees and agents of the Requestor; and the Requestor and its employees and agents are expressly prohibited from providing copies of the digital base map files to any other party.
3. The Requestor agrees to use the digital base maps only for noncommercial purposes; that is, for governmental and educational purposes and for private purposes when a private firm or individual periodically uses selected digital materials -- not the entire MCAMLIS digital files -- for internal use.

4. The Requestor agrees to hold the digital base map files in confidence and prevent any third party from having access to those files or to any materials in digital form derived there from except as otherwise authorized by the Steering Committee by special agreement with the Requestor.
5. The distribution or use of the digital base maps in violation of the foregoing provisions shall be deemed a copyright violation and shall automatically terminate all rights of the Requestor relative to the digital base maps or any materials derived there from.
6. The Requestor agrees to reimburse the Steering Committee (via payment to the Project Manager), if requested, in the amount set forth in the attached cost schedule in connection with obtaining a copy or copies of the digital base maps.
7. The Requestor understands that the digital base maps and materials are being provided AS IS, WITHOUT ANY WARRANTY BY THE STEERING COMMITTEE OR ITS MEMBERS OR THE PROJECT MANAGER OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE, AND WITHOUT ANY WARRANTY OF ACCURACY. The Requestor hereby agrees to indemnify, defend, and hold harmless the Steering Committee, its members, and the Project Manager, and their subcontractors, from any claims arising out of the Requestor's use of the digital base maps or any information or materials derived there from.
8. The Requestor understands that none of the Steering Committee, or its members, or the Project Manager, or their subcontractors, has any obligation to supplement or update any of the digital base maps provided. Should, however, the Steering Committee or its members provide any updated digital base maps to the Requestor; such updated maps shall automatically be covered hereunder.
9. In the event that MCAMLIS derived hardcopy maps depicting the MCAMLIS copyright have been modified by Requestor, the Requestor shall describe such modification and depict the modification as clearly distinguishable from the original MCAMLIS base maps. The Requestor agrees not to misrepresent modified maps as being the original MCAMLIS base maps, nor to state or imply that modifications made by Requestor were reviewed or approved by MCAMLIS.

AGREED TO:

Requestor: _____

By: _____

Date: _____

Title: _____

Steering Committee

By: _____

Date: _____

Title: Project Manager

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