

SB

431

SENATE COMMITTEE REPORT

FURTHER

3/22/88

DATE TURNED INTO OFFICE 3/30/88

Mr. President:

Finance Committee considered SB 431

establishing the Alaska Cartographic Center; efd

and recommended

[] replace with _____ CS _____) [] same title
[] or adopt _____ CS _____) [] new title

[] attached amendment(s) and

[] do pass

[] do not pass

[] no recommendation

[] individual recommendations

[] further referral to _____

[] letter of intent adopted Finance

Committee [] attached or [] adopted fiscal note(s)

[] new [] updated or [] previous
[] zero [] fiscal impact

MEMBERS SIGNING DO PASS

OTHER RECOMMENDATIONS

[Signature]

[Signature]

[Signature]

[Signature] No Rec
[Signature] No Rec

[Signature] do pass
Chairman signature and recommendation

[] Committee Backup attached

SENATE AMENDMENT

By SENATOR HALFORD
~~THE EXAMINING COMMITTEE~~

To: _____ SENATE BILL No. 431

To: _____ HOUSE BILL No. _____

PAGE: 2 LINE: 21

TECHNICAL AMENDMENT

DELETE: Arctic

INSERT: Alaska

*To be offered
on the floor of
the Senate
rather than as a
committee amend-
ment.*

FISCAL NOTE

REQUEST:

Revision Date: _____
Title: Establishing the Alaska
Cartographic Center; efd
Sponsor: Senators Faiks & Szymanski
Requestor: _____

Agency Affected: University of Alaska
BRU: Organized Research
Components: _____

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 88	FY 89	FY 90	FY 91	FY 92	FY 93
PERSONAL SERVICES		46.5	47.9	49.3	50.8	52.3
TRAVEL		3.5	3.8	4.0	4.1	4.2
CONTRACTUAL		28.0				
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING		78.0	51.7	53.3	54.9	56.5
CAPITAL						
REVENUE						

FUNDING: (Thousands of Dollars)

GENERAL FUND		78.0	51.7	53.3	54.9	56.5
FEDERAL FUNDS						
OTHER						
TOTAL		78.0	51.7	53.3	54.9	56.5

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

Prepared by: *Rich Halford*
Division: Senator Rick Halford, Co-chairman
Senate Finance Committee

Phone: 465-3753
Date: March 30, 1988

Approved by Commissioner: _____
Agency: _____

Date: _____

Distribution (by preparer):

Legislative Finance
Legislative Sponsor
Requestor
Office of Management and Budget
Impacted Agency(ies)



Official Business

Alaska State Legislature

Senate

Committee on Finance

Pouch V
State Capitol
Juneau, Alaska 99811

LETTER OF INTENT

FOR

SENATE BILL NO. 431

"An Act establishing the Alaska Cartographic Center; and providing for an effective date."

It is the intent of the Senate Finance Committee that the Alaska Cartographic Center coordinate and enhance private sector opportunities and not produce products in competition with Alaska-based private sector businesses.

A handwritten signature in cursive script, reading "Rick Malford".

Senator Rick Malford, Co-chairman
March 30, 1988

1 IN THE SENATE

BY FAIKS AND SZYMANSKI

2

SENATE BILL NO. 431

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FIFTEENTH LEGISLATURE - SECOND SESSION

5

A BILL

6 For an Act entitled: "An Act establishing the Alaska Cartographic Center;
7 and providing for an effective date."

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 * Section 1. LEGISLATIVE FINDINGS. The legislature finds that

10 (1) maps are a preferred means of communicating information on
11 land forms and features in the state, natural resources, environmental
12 science, land and water use, climatic weather and marine conditions, places
13 of tourist, historic, scenic and recreational interest and opportunity,
14 transportation routes, communication connections, and community and
15 regional characteristics;

16 (2) maps represent essential tools for the enhancement of re-
17 source and economic development in the state; the advancement of scientific
18 understanding; the promotion of tourist attractions; the establishment of
19 improved statewide, regional, and local transportation and communication
20 linkages; and the planning, design, and construction of ports, harbors,
21 communities, and facilities;

22 (3) maps are prepared and produced by many state agencies and
23 units of the University of Alaska with varying professional quality and
24 often unnecessary expense;

25 (4) there is a viable and necessary private sector role in the
26 gathering of cartographic data through photogrammetry, surveying, and in
27 the printing and marketing of map products;

28 (5) there is a significant need to coordinate certain carto-
29 graphic information, reference, and advisory services within state and

SB0431a

-1-

SB 431

Am p 2, line 21
DELETE: Arctic
INSERT: Alaska
Technical Am

1 university administrative units, and between them and private sector firms
2 to ensure that agency-determined needs are met in the most expeditious and
3 cost-efficient ways possible with high quality, professional map products;

4 (6) the graphics and cartographic unit of the University of
5 Alaska's Arctic Environmental Information and Data Center has existed for
6 16 years and produced numerous high quality map and atlas products for the
7 university, municipalities, state and federal agencies, and the private
8 sector on the natural resources, land forms, marine and atmospheric charac-
9 teristics and historic aspects of the state, including the preparation of
10 new map base projections for many specific needs, and the maintenance of a
11 cartographic information file of base maps projections and data that is the
12 most extensive and complete in the state; and

13 (7) the extent of the cartographic information and expertise
14 available at the Arctic Environmental Information and Data Center should be
15 recognized and more broadly made available to state agencies and the pri-
16 vate sector.

17 * Sec. 2. AS 14.40 is amended by adding a new section to read:

18 Sec. 14.40.495. ESTABLISHMENT OF THE ALASKA CARTOGRAPHIC CENTER.

19 (a) The Alaska Cartographic Center is established within the Arctic
20 Environmental Information and Data Center.

21 (b) The ^{Alaska} Arctic Cartographic Center shall

22 (1) maintain a professional staff of cartographers;

23 (2) establish the position of a state cartographic coordi-
24 nator;

25 (3) maintain a reference file of state cartographic prod-
26 ucts and information for use by government agencies, the private
27 sector, and general public to fulfill needs for referral and least
28 cost production of map products;

29 (4) offer professional cartographic advisory services to a

1 government agency, a member of the private sector, and the general
2 public;

3 (5) establish appropriate linkages with private sector
4 firms engaged in map product data gathering, printing, and marketing
5 in order to maximize efficiencies in these areas for governmental
6 benefit and private sector economic enhancement.

7 (c) The Alaska Cartographic Center may enter into

8 (1) agreements with governmental, university, or private
9 organizations to coordinate state cartographic information, reference,
10 advisory services, and product preparation, publication, and
11 distribution; and

12 (2) agreements and contracts necessary and desirable to
13 achieve purposes of cartographic services coordination, reference,
14 production, and distribution.

15 * Sec. 3. This Act takes effect immediately under AS 01.10.070(c).

SENATE COMMITTEE REPORT

FIRST COMMITTEE OF REFERRAL

Date of 3-10 5-DAY NOTICE
IN ACCORDANCE WITH UNIFORM RULE 23

FURTHER: *Rules*

**FISCAL NOTE(S) ATTACHED **
IN ACCORDANCE WITH AS 24.08.035
(see below)

2/16/88 DATE TURNED INTO OFFICE _____
Mr. President:

Resources _____ Committee considered SB 431

establishing the Alaska Cartographic Center; efd

and recommended:

replace with CS _____ same title

attached amendment(s) and new title

reports it back as follows
 do pass

do not pass

no recommendation

individual recommendations

FN

further referral to _____

letter of intent adopted and attached

** Committee attached or adopted fiscal note(s)
 zero fiscal impact

MEMBERS SIGNING DO PASS

OTHER RECOMMENDATIONS

Jim Duca
Julius Sturgis

Paul Fitch (No Rec)

Chairman Signature
_____ DO PASS

Committee Backup Attached

Chairman signature and recommendation

STATE OF ALASKA
1988 LEGISLATIVE SESSION

BILL VERSION: SB 431
PUBLISH DATE: Senate 3/14/88

FISCAL NOTE

REQUEST:

Revision Date: March 14, 1988
Title: An Act establishing the Alaska
Cartographic Center, eff. date
Sponsor: Sen. Faika & Szytanski
Requestor: Senate Resources

Agency Affected: University of Alaska
BRU: UAA Organized Research
Components: _____

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 88	FY 89	FY 90	FY 91	FY 92	FY 93
PERSONAL SERVICES		46.5	47.0	48.3	52.8	52.3
TRAVEL		2.5	3.0	4.0	4.1	4.2
CONTRACTUAL		(24.0)	28.4	29.7		
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS		56.7				
TOTAL OPERATING		(78.0)	80.5	83.0	54.9	56.5
			28.8	29.7		
CAPITAL			51.7	53.3		
REVENUE						

FUNDING: (Thousands of Dollars)

GENERAL FUND		50.0	51.7	53.3		
FEDERAL FUNDS		(78.0)	80.5	83.0	54.9	56.5
OTHER						
TOTAL						

POSITIONS:

FULL-TIME		1	1	1		
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

Contractual Services in FV00 includes Juneau Coastal Map Pilot Project Preparation and Production; in FV01 and FV02 development of future products inflation at 3% annually. New position is cartographic facilitator.

SEE ATTACHED ANALYSIS

Prepared by: Willie Bensenbrink Phone: 279-4523
Division: Arctic Environmental Information & Data Center Date: 3/11/88

Approved by [Signature] Date: 3/14/88
Agency: VP Finance, University of Alaska

Distribution (by preparer):

- Legislative Finance
- Legislative Sponsor
- Requestor
- Office of Management and Budget
- Impacted Agency(ies)

Continuation of Fiscal Note Analysis

Senate Bill 431

AEIDC currently maintains--almost wholly supported by contractual income--a staff of five expert, professional cartographers and graphic artists. This staff is adequately supported with space and equipment facilities, as well as administrative oversight. The appropriation of funds for the functions of an Alaska Cartographic Facilitator to be fulfilled by an AEIDC senior cartographer would achieve the continuity and support necessary to maintain and increase efficiencies in Alaska map production in general and provide continuity in the development of new tourism map material.

Product funding for the first year would provide for the development and production of a Juneau community photo map promoting tourism. Future funding would provide base support for the tourism map products for the State of Alaska as well as specific regions and communities, to be agreed upon at the conclusion of the pilot project, and would provide program continuity.

It is assumed that full and actual production costs for future products will be borne by a combination of this program, communities and other benefitting entities.

No new positions will be created.

FISCAL NOTE

REQUEST:

Revision Date: _____ Agency Affected: University of Alaska
 Title: Act establishing the Alaska BRU: AEIDC
Cartographic Center
 Sponsor: Faiks and Szvmanski
 Requestor: Senate Finance Components: _____

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 88	FY 89	FY 90	FY 91	FY 92	FY 93
PERSONAL SERVICES		46.5				
TRAVEL		3.5				
CONTRACTUAL		28.0				
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING		78.0				

CAPITAL						
---------	--	--	--	--	--	--

REVENUE						
---------	--	--	--	--	--	--

FUNDING: (Thousands of Dollars)

GENERAL FUND		78.0				
FEDERAL FUNDS						
OTHER						
TOTAL		78.0				

POSITIONS:

FULL-TIME		1.0				
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

Will provide funding for the position of an Alaska Cartographic Coordinator (46.5 personal services, 3.5 travel) and 28.0 for the Juneau pilot project tourism map preparation and production.

Prepared by: Senator Rick Halford, Co-chairman
 Division: Senate Finance Committee

Phone: 465-4958
 Date: March 28, 1988

Approved by Commissioner: _____
 Agency: _____

Date: _____

Distribution (by preparer):

Legislative Finance
 Legislative Sponsor
 Requestor
 Office of Management and Budget
 Impacted Agency(ies)

FISCAL NOTE

Position of Alaska Cartographic Coordinator	
Salary	\$38,000
Staff Benefits	<u>8,500</u>
	46,500
Coordinator Travel	3,500
Juneau Pilot Project Tourism Map Preparation and Production	<u>28,000</u>
	\$78,000

NOTE

AEIDC currently maintains--almost wholly supported from contractual income--a staff of five expert, professional cartographers and graphic artists. This staff is adequately supported by space and equipment facilities and administrative oversight. The appropriation of funds for the position of an Alaska Cartographic Coordinator would achieve the continuity and support necessary to achieve direction and efficiencies in Alaska map product production.

*Attch to
FN*

- Fiscal Note -

DIVISION OF TOURISM
TOURIST MAPS AND COMMUNITY PHOTOMAPS

Estimate of Costs

TASK I--COMMUNITY PHOTOMAP OF JUNEAU

A. SALARIES AND STAFF BENEFITS

Design	40 hrs @ \$25.50	\$ 1,020
Text Research & Writing	40 hrs @ \$23.41	936
Editing	20 hrs @ \$26.71	534
Production	120 hrs @ \$24.14	2,897
Secretary	20 hrs @ \$20.29	406
Management/Meetings	20 hrs @ \$24.14	<u>483</u>

Total Salaries and Benefits

\$ 6,276

B. MATERIALS

Scribecoat, Cert & Strip, Mylar, CPFab, Proofing Material

250

C. SERVICES

Typesetting	16 hrs @ \$45.00	\$ 720
Negatives		200
Color Separation & Chromalins		2,500
Aerial Photo Transparencies*		300
* \$5,000 to \$6,000 if a new photo mission is required		
Four-color Printing and Folding for 20,000 copies		<u>9,500</u>

Total Services

13,220

D. TOTAL TASK I DIRECT COSTS

\$ 19,746

E. TOTAL TASK I INDIRECT COSTS @ 40%

7,898

F. TOTAL TASK I COSTS ESTIMATE

\$ 27,644**
=====

** Per Unit Average Cost for 20,000 is \$1.38

ALASKA DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT
DIVISION OF TOURISM
TOURIST MAPS AND COMMUNITY PHOTOMAPS

INTRODUCTION

The state of Alaska and the Division of Tourism are actively promoting tourism as one effort to stabilize our economy. There is currently a need for adequate cartographic products, such as tourist maps and community photomaps, that will promote tourism. This proposal suggests utilization of the University of Alaska's Arctic Environmental Information and Data Center's (AEIDC) cartographic/graphic artist staff (via direct RSA) to produce cartographic products designed specifically to promote Alaska's tourism industry by providing the tourist with a product that will enhance his visit upon arrival. AEIDC has had the opportunity to work previously with both state and federal agencies in providing top quality cartographic products (both published and for display) and feel we can make a valuable contribution to your endeavor.

The proposal is presented in the following manner:

1. Introduction
2. Background
3. Objective
4. Work Plan
5. Cost Estimate
6. Resumes

BACKGROUND

The state of Alaska is faced with the continuing challenge of developing its considerable resources and thereby establishing a healthy economy that will allow our state to grow. This challenge is quite similar to that faced by the State of Queensland, Australia. There, the Minister for Lands,

Forestry and Mapping, and Surveying, W. H. Glasson, has implemented a program based on a philosophy that

". . . surveying and mapping information is the foundation of all development within the state. It is the key to efficient planning."

The Queensland mapping program is multifaceted, covering many types of maps including one series that specifically meets the needs of the tourist industry. Their overall program is a cooperative effort between state government and local authorities (including the private sector) sharing the production costs. Through proper marketing, they recover funds needed to periodically revise and offset production costs. Their program has proven successful as is evidenced in their annual report describing their Sun Map Centers.

Today Alaska is without a program within its structure to provide continuity in the availability of the surveying and mapping information contained within the numerous federal, state, and local authorities (including the private sector). How are we to effectively manage the development of our state when we don't know who has the most current information, and how do we make that information available to those who have the need? There needs to be a program established to coordinate, centralize, collect, and if necessary, produce (or coordinate production) of mapping and surveying projects and products that are needed for state development. Alaska should carefully consider and, we suggest, adopt a program patterned after the Queensland's program. This is a very large task, and AEIDC will continue to explore opportunities for realizing this goal with the state. However, an important first step would be to address the applications specific to the tourism industry.

Millions of dollars are being appropriately dedicated to attract tourism, but nothing is being spent to develop the maps that the tourist expects to

find once he gets here. Though the "Rand McNally Map" that the Tourism Division sends in response to inquiries may fill the basic need, we suggest that it is an embarrassment that the state has not utilized its collective talents to produce maps that specifically "promote" Alaska. Needed for this purpose is a complete series of map products having both regional and local focus. Marketed properly, it would recover funds needed to periodically revise and offset production costs such as the "Sun Map Centers of Queensland" have done.

Of note, the basic artwork used to develop the subject tourism maps can, with minor alterations, be reformatted for a large variety of other informational mapping products, without the cost of originally developing the base map artwork. Further, it may well prove possible to use federal mapping artwork as a base for future mapping projects having the tourist in mind.

This proposal does not suggest reinventing the wheel--but rather establishing a program to better manage the considerable mapping and surveying information already at our disposal and mold that into a tool that will meet our future needs, both private and public, and at the same time eliminate duplicating efforts.

OBJECTIVES

The principal objective of the proposal is to assist the promotion of the tourism industry within Alaska by producing cartographic products designed to enhance the visit of the tourist. The objective would be accomplished through design and production of the following cartographic products from initial mockups through final printing stage:

1. Community photomaps that concentrate on locations of high tourist interest and economic hubs.

2. A statewide tourist map that will enhance overall trip planning and emphasize locations targeted for tourist development.
3. Regional tourist maps that promote regional areas and provide very specific information to enhance the tourist's visit there.

These products would be designed to guide the visitor to places we want them "not to miss" once they have arrived in Alaska.

WORK PLAN

COMMUNITY PHOTOMAPS

Community photomaps are identified as the first task because it is the quickest product to prepare to take advantage of the 1988 tourist season. AEIDC proposes to prepare these maps for the three economic hubs of Alaska--Juneau, Fairbanks, and Anchorage, using Juneau as the pilot product. An 18" x 24" format is assumed and would resemble the "Sun Map Photomap" produced by the State of Queensland, Australia.

- A. A preliminary mockup would be prepared incorporating design elements (including: format allowing printing in Alaska; paper; fold design; text criteria; photos; etc.) for review and approval prior to development of final artwork. A team of cartographers and graphic designers would work together under direction of a principal investigator with a cartographic background.
- B. State review/approval of preliminary mockup showing basic format.
- C. Research of suitable aerial photos to be used for the photomap would result in photo recommendations. Should suitable aerial photography not be available, arrangements for an aerial photo mission would need to be made.

- D. Promotional text and photos would be researched and written considering what would be most valuable and interesting in improving the tourist's visit. Space allocations for text would be established previously by the approved mockup. Writers and editors experienced in publications for public use are added to the team for this stage.
- E. State review/approval of text materials.
- F. Final design mockup prepared using approved materials. Typesetting takes place at this stage.
- G. State review/approval of final design mockup.
- H. Final artwork on map and text materials would be prepared in accordance with the approved mockup including: pasteup of written information, enlargement and color separation of photography, and preparation of any additional pre-separated art that is required to provide camera-ready materials.
- I. A state review/approval of artwork would be conducted prior to preparation of composite negatives and chromalin proofs.
- J. Approved chromalin proofs and final negatives would be delivered to the printer. AEIDC could coordinate and supervise the printing of the final product. For economic purposes, the initial printing quantity is recommended at 20,000 copies minimum. (Printing cost per unit decreases as quantity increases.)

A similar work plan would be developed for Fairbanks, Anchorage, and any other priority community selected. Specific costs would vary; e.g., Anchorage, where a mosaic might be required from several vertical aerial photos to provide complete coverage.

ADDITIONAL PRODUCTS

Pending concept approval, detailed work plans and cost estimates would be developed and presented for a statewide tourism map and regional tourism maps. AEIDC would be pleased to work together in developing these or any other map formats needed by the state.