

Clause 7 in Report No. 3 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on February 16, 2017.

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## Google Maps Contract Renewal

Committee of the Whole recommends adoption of the following recommendations contained in the report dated January 12, 2017 from the Commissioner of Corporate Services:

1. The agreement between the Region and Google Inc. for Google Maps be amended to increase the contract price from US\$10,000 per year to an upset limit of US\$100,000 over three (3) years as a result of increased use of Region mobile applications and websites.
2. The Commissioner of Corporate Services be authorized to exercise the option to renew the agreement for a further term of three (3) consecutive years on the same terms provided that Google Inc. delivers the services to the satisfaction of the Commissioner and the total cost is within the approved budget for the program.

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Report dated January 12, 2017 from the Commissioner of Corporate Services now follows:

### 1. Recommendations

It is recommended that:

1. The agreement between the Region and Google Inc. for Google Maps be amended to increase the contract price from US\$10,000 per year to an upset limit of US\$100,000 over three (3) years as a result of increased use of Region mobile applications and websites.
2. The Commissioner of Corporate Services be authorized to exercise the option to renew the agreement for a further term of three (3) consecutive years on the same terms provided that Google Inc. delivers the services to the satisfaction of the Commissioner and the total cost is within the approved budget for the program.

## 2. Purpose

The report seeks Council approval to renew the annual contract with Google Inc. to enable York Region's expanded use of the licenced version of Google Maps.

The Purchasing Bylaw requires Council authorization to award direct purchases where compatibility of the purchase with existing equipment, facilities or services is the paramount consideration and the total costs exceed \$100,000, and to renew or extend contracts having a total term in excess of five years.

This report seeks Council approval since additional business requirements exceed the current contract renewal authorization for Google Maps.

## 3. Background and Previous Council Direction

In [June 2015](#), Council authorized the renewal of identified licences, software maintenance, and professional service contracts where total costs could exceed \$100,000, or be required over a period longer than five years.

This authorization enabled the Commissioner of Corporate Service or authorized delegate to renew Google Maps at US\$10,000 per year until 2020.

York Region actively monitors the use of Google Maps. From 2009 to 2016, the authorized scope was sufficient.

Growth in use of York Region websites and a new mobile application requires an increase in contract scope for the supply of Google Maps over the next 3 years.

## 4. Analysis and Implications

Google Maps helps residents and businesses access regional services

Maps help people understand where things are and how to get to them. Google Maps is well known for the ability to provide very useful trip planning information within and beyond York Region's boundaries. Capabilities include:

- travel directions and times using either transit, car or bicycle
- real-time 'where is my bus' information
- Street view pictures along major roads

- 360 virtual tours of interior public spaces

York Region websites such as York.ca and YorkMaps.ca incorporate functionality or content from Google Maps to provide users with street view and trip-planning capability.

The licenced version of Google Maps is required for business use

Google provides two versions of its map product, one that is free for consumer use with no license needed, and a licensed version required for business use.

York Region requires the use of a licenced version of Google Maps to ensure:

- an ad-free experience for users that supports the Region's brand
- a reliable and consistent experience for users - not affected by a daily use quota
- use by internal business applications
- 24 hour technical support

The licenced version ensures Google Maps always works for internal applications used by staff public facing websites and mobile applications.

Use of Google Maps is growing

Over the past few years the use of Google Maps in York.ca and YorkMaps has grown by 2% each year. In late September 2016, York Region Transit launched a mobile application that incorporated Google Maps to provide real-time transit information for users. The existing licence of Google Maps was used.

Table 1 presents a forecast use of Google Maps based on 2016 actual use. The forecast is based on a 2% growth in use of York.ca and Yrt.ca websites; and a stronger growth in the use (5%) of YorkMaps.ca and the Transit mobile application.

**Table 1**  
**Forecast Annual Use of Google Maps and Costs (US\$)**

Use	2017-2018	2018-2019	2019-2020
york.ca	244,800	249,700	254,700
yorkmaps.ca	825,300	866,500	909,800
yrt.ca	408,000	416,200	424,500
Transit mobile app	1,095,000	1,149,800	1,207,300

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Use	2017-2018	2018-2019	2019-2020
<b>Total Map Requests</b>	<b>2,573,100</b>	<b>2,682,200</b>	<b>2,796,300</b>
<b>Total Contract Scope Required</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>
Authorized Scope	\$10,000	\$10,000	\$10,000
Additional Scope Required	\$20,000	\$20,000	\$20,000
Contingency Scope			\$10,000

Forecasting requirements of Google Maps to 2020 is reasonable. Beyond 2020 there is a potential for other solutions to be introduced or changes to how residents access information.

### 5. Financial Considerations

The total cost to use the licenced version of Google Maps for the 3 annual periods shown in Table 1 is US\$90,000. The recommendation to not exceed US\$100,000 accommodates a buffer should demand exceed the forecast capacity requirements.

The cost for Google Maps is funded from the multi-year budget of the Data, Analytics and Visualization Services Branch who manage the Google Maps contract on behalf of the Region.

### 6. Local Municipal Impact

YorkMaps incorporates Google Maps and is a tool used by local municipal staff. Residents from across the Region use Google Maps in York Region websites and mobile applications.

The Region's licence of Google Maps can be used by all Region agencies. Use by the local municipalities can be explored.

### 7. Conclusion

Google Maps supports the Region's goal of being an open and responsive government by improving the way the Region's programs and services are accessed.

## Google Maps Contract Renewal

The Region has been using Google Maps functionality and content since 2009. Google Maps use by staff and the public will increase in existing as well as newly released websites and mobile applications. This increased usage requires Council authorization.

The Purchasing Bylaw requires Council authorization to award direct purchases where compatibility of the purchase with existing equipment, facilities or services is the paramount consideration and the total costs exceed \$100,000, and to renew or extend contracts having a total term in excess of five years.

For more information on this report, please contact John Houweling, Director, Data, Analytics and Visualization Services Branch at 1-877-464-9675 ext. 71529.

The Senior Management Group has reviewed this report.

January 12, 2017

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