

From: Boggs, Christina
To: [Luong, Danny](#); [Spanglet, Harry](#); [Ham, Jim R.](#); [Grauberger, Ruppert](#); [Smith, Amy](#); [Hayes, Scott](#); [Perez, Nickolas M.](#); [Sutherland, Janice](#)
Cc: [Smith, Greg](#); [Fernandez, Dana A](#)
Subject: FW: Google Maps Premier Licensing information
Date: Thursday, June 02, 2011 3:20:00 PM

Hey folks,

Just catching everyone up on the response I just received from Deborah Hafford about the API question Janice posed in April. The gist of the conversation was basically that this change will affect all of the free APIs that we currently have and there is no grandfathering policy.

The link goes to a comparison between the free and premier versions of Google Maps API and those price numbers are based on page view counts. The first step would be to check the traffic that existing free APIs get and go from there. Deborah told me that one license can be used for all of the sites that DWR has (sharing across the department).

I don't have a particular vested interest in this (read: I don't control any google maps APIs) but I can make contact with Deborah again if you have a question and would like me to ask it.

Additionally, it would probably be a good idea at this point to let people know that their maps are going to start pumping out ads...anyone know if that's okay?

Thanks ☺

Christina Boggs

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From: Deborah Hafford [mailto:dhafford@google.com]
Sent: Thursday, June 02, 2011 3:06 PM
To: Boggs, Christina
Cc: Sutherland, Janice
Subject: Google Maps Premier Licensing information

Hi Christina;

Thanks for taking time to talk today. Here's a comparison between Google Maps API [Premier and Free](#).

Pricing is based on external page views. For example, 1 million page views for external use is \$10,000 per year. The next step is 5 million page views at \$40,000 per year. Overage is \$100 per 1000 page views.

Please let me know if you have any additional questions.

Best regards;

Deborah Hafford
Google Enterprise
310-613-8953 (cell)

On Mon, Apr 11, 2011 at 4:19 PM, Boggs, Christina <cboggs@water.ca.gov> wrote:
Hi Jason and Deborah,

This question may apply more directly to Deborah or perhaps you may be able to point me in a better direction for a contact to ask but we're wondering when adoption of new API terms of service occurs for existing Maps API applications. Will adoption of a new API terms or service occur when one of our developers changes anything within the existing Map API Applications or is there some sort of grandfathering policy? Additional information on this would be helpful. Thanks!

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From: Sutherland, Janice
Sent: Monday, April 11, 2011 1:43 PM
To: Others
Subject: FW: Google Earth Licensing Feedback Request

If DWR does not have the premier license, does anyone know if this update to Terms of Service will impact projects at DWR ? We don't want to all of a sudden be pumping out advertising. Can the team verify this new service rule with Jason Cain and Deborah Hafford from Google?

Thanks
Janice

[Updates to the Google Maps API/Google Earth APIs Terms of Service](#)

Friday, April 08, 2011

As the [Google Maps APIs](#) continue to grow and evolve, we periodically review the [Google Maps/Google Earth APIs Terms of Service](#), which define the terms under which we offer these APIs to developers. Today we are posting an update to these terms which contains a

number of notable changes. These changes are intended to encourage use of the APIs in mobile applications, and secure the long term future of the APIs as location aware applications become ever more ubiquitous.

Developers are now permitted to use the [Static Maps API](#) outside of a web browser, for example to add thumbnail maps to mobile applications, providing the map image is linked to Google Maps. Developers of mobile apps that are sold for a fee through an online store such as the Android Market and Apple App Store no longer require a Google Maps API Premier license. This brings the Terms of the web based Maps APIs into line with the Terms of the [Android Maps API](#) and [iOS SDK](#).

There are also a number of changes that relate to advertising and usage limits. To ensure that we can continue to offer the Maps APIs to developers for free, we now require that any **new Maps API applications going forward display any advertising delivered in the maps imagery, unless the site concerned has a [Google Maps API Premier](#) license. The opt-out from displaying such advertising that was offered in earlier versions of the Terms will continue to apply to any existing Maps API applications. Information on exercising this right of opt-out will be provided on this blog at least 90 days prior to the launch of any such advertising.**

We are also introducing transaction limits on the number of maps that may be generated per day by commercial Maps API web sites or applications. These limits are [documented in the Maps API FAQ](#) and will take effect on October 1st 2011. Commercial sites that exceed these limits may be required to purchase additional transactions or a Maps API Premier license. Additional transactions will be offered online at an affordable rate which will be published on or before May 2nd 2011.

Commercial sites that consistently exceed these limits and do not purchase additional transactions online will be contacted by a Maps API Premier Sales Manager to discuss their licensing options. Not for profit applications and applications deemed in the public interest (as determined by Google at it's discretion) are not subject to these limits. In addition, Non-profits are also encouraged to check out their eligibility for the [Google Earth Outreach](#) program.

In addition to the most notable changes detailed above, there are many other minor changes and clarifications, and we therefore recommend that you read [the complete Terms](#) and the [Google Maps API FAQ](#). You can also discuss the Terms with other Maps API developers on the [Google Maps API forum](#). Please note that Google's Developer Relations team, who monitor the forums, are not able to offer legal advice. However any frequently asked questions or areas of confusion will be clarified in future FAQ and Terms updates.

Posted by Thor Mitchell, Product Manager, Google Maps API

From: dwr_gis_workgroup-bounces@water.ca.gov [mailto:dwr_gis_workgroup-bounces@water.ca.gov] **On Behalf Of** Boggs, Christina
Sent: Wednesday, February 23, 2011 9:17 AM
To: dwr_gis_workgroup@water.ca.gov

Subject: [DWR GIS] Google Earth Licensing Feedback Request

Hey folks,

At the last Enterprise GIS Meeting we had Jason Cain and Deborah Hafford from Google visit and they shared the different ways Google can share geospatial data with us. As a refresher, feel free to refer back to the minutes (http://aquanet.water.ca.gov/gis/docs/2011/02_09/2011%2002%2009%20%20Minutes.doc) under Item 4- Show and Tell: Google Earth Licensing. Upon completion of their presentation and discussion we decided to take survey/vote of committee members on a few items. Response to this email will determine if we are to continue pursuing a relationship with Google. I'm going to be compiling the responses.

Please respond to me with answers to the following:

1. Are you using these types of Google products currently?
2. How are they impacting your program? (we're looking for both cases and uses)

Additionally, if you have any further comments or preferences about pursuing a relationship with Google and Google Earth Enterprise, include them as well.

Otherwise if you're struggling to remember something from the meeting that Cain or Hafford said and you don't find it in the minutes, I might be able to recall it.

Thanks for your feedback in advance!

Christina Boggs

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