

OUTREACH EVENT REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski Title: Cartographer

Other USGS Attendees: Steve Vandas, Jean Parcher, Ellen Finelli, Lance Clampitt, Bill Smith

Trip Date(s): 3-6 May 1998

Purpose of Event: Operate USGS Exhibit at Watershed '98 Conference, Denver CO

Summary:

The USGS operated an exhibit at the Watershed '98 conference, a technical conference held every two years, sponsored by the Water Environment Federation. Their conferences attract between 500 and 600 people. By participating in this conference, we sought to demonstrate the leadership that the USGS has digital data that water resource planners, wastewater treatment managers, hydrologists, policymakers, GIS / modeling technicians, and others can and have used in their work.

Recommendations/Observations:

1) The staffing, digital demonstrations, backdrop posters, and handout materials with which we operated the USGS exhibit were excellent. The staffing was handled by a combination of NMD and WRD personnel. This conference again showed that our outreach efforts are enhanced by cross-divisional work.

2) Digital demonstrations included NHD, digital products, computer video of satellite imagery. Handouts included NAWQA reports, product ordering information, digital fact sheets, WWW fact sheets, and materials on NSDI and FGDC. See attachment for the exhibit plan that details all these items and their quantities.

** The main concern at present is that several key GIPs and fact sheets that are used in national mapping program outreach activities are out of stock. This includes Map Projections, GIS, and fact sheets on WWW, DOQs, DRGs, and DLGs. The fact sheets have been copied for each conference lately, which is quite time consuming. The GIPs are, of course, not suitable to be copied, so we have to do without. Perhaps better links between the outreach teams and the publications effort at the USGS would make this system work better in the future.

3) As we have done in conjunction with other conferences, we offered a field trip as part of the conference, for the attendees. Approximately 16 people came on the tour of the USGS Rocky Mountain Mapping Center. They were shown the Rio Puerco initiative, NHD, NHD visual pass, DOQ production, information services, and DEM production. Field trips are an excellent way to bring the most interested groups at conferences to our facility and encourage future partnerships.

4) The Watershed conference is not a huge conference, but as we seek specific markets for our data, this is an important one. Water quality and availability research and management are only going to increase in importance in the future, and working with this audience is an excellent fit for the USGS.

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