

## OUTREACH EVENT REPORT AND RECOMMENDATIONS

Event: 2000 GIS In the Rockies Conference  
Location: Denver Merchandise Mart, Denver CO  
Attendee's Name: Joseph Kerski Title: Cartographer, PM  
Other USGS Exhibitors: Sherry Durst, Ingrid Landgraf, Gary Kress (RMMC)  
Ron Beck, Jeff Danielson, Todd Taylor (EDC)  
Event Date(s): 25-27 September 2000  
Purpose of Event: Operate USGS exhibit, conduct presentation.

### **Summary:**

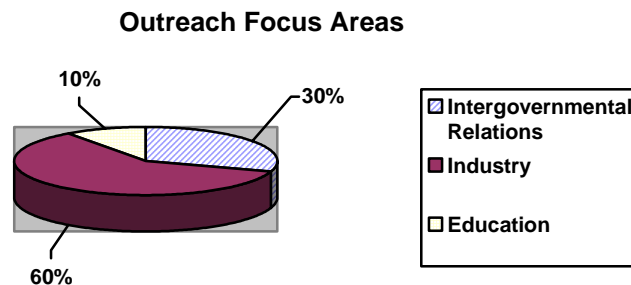
The USGS RMMC has participated in this event since its inception in 1988. GIS In the Rockies (GISITR) is a regional GIS conference, attracting participants primarily from Colorado and Wyoming, but also from Kansas and New Mexico. This year we were very pleased to have the participation of EDC in an exhibit side-by-side with RMMC.

### **Activities:**

Operate USGS exhibit.

Other exhibitors included: University of Denver, ESRI, Intergraph, Autodesk, Space Imaging, EI Technologies. Total: 54 exhibitors, up from 11 in 1999 and exceeding the 40 vendors in the mid-1990s.

### **Audience:**



Attendance approximately 400.

Core customers: planners, engineers, and scientists in wastewater treatment, environmental science, hydrology, GIS, satellite imaging, transportation, land use.

Non-core customers: Educators, businesspeople; marketers, private mapping, GIS, and remote sensing companies.

Personnel required: Experience working with the public, and knowledgeable about:

- (1) cooperative agreements,
- (2) digital data availability, types, and applications,
- (3) use of USGS digital data with GIS and remote sensing software,
- (4) USGS products and services with emphasis on satellite images, digital imagery, photography, digital data

By participating in this conference, we demonstrated the leadership that the USGS has in geospatial data that professionals can and have used in their work. In so doing, we made contacts that will help us meet our customer's needs as well as encouraged future cooperative agreements. Professionals who are trained in the types and applications of our data are a powerful lobby for the USGS. Students and researchers familiar with our data will form an expanded future USGS customer base.

The GIS in the Rockies program covers a variety of topics, and includes professionals from business, government and academia. Topics and track chairs were as follows:

- **Delivering GIS Services over the Web**, Mr. Rod Kuhns, Kuhns and Associates, Inc.
- **GIS Water Resources (Simulation & Modeling)**, Dr. Lynn E. Johnson, University of CO-Denver
- **GIS and Assessment**, Ms. Cindy Braddock, Boulder County Assessor's Office
- **Earth Resources/Environmental Decision Making**, Mr. Rick Spengler, USGS
- **Forestry / Agriculture**, Dr. Roger Hoffer, Colorado State University
- **Surveying and GIS**, Mr. Richard Cohen, NOAA
- **Remote Sensing Data & GIS Integration**, Mr. Scott Bennett, ImageLinks, Inc.
- **Law Enforcement**, Mr. Steve Hick, University of Denver
- **GIS for Broadband Wireless Applications**, Mr. Rob Ledner, Vexcel Corporation
- **GIS in Local Government**, Mr. Stuart Schwartz, Douglas County
- **Emerging Technologies**, Mr. Dave Murray, City of Aurora
- **Business Geographics / Infrastructure**, Mr. Tom Palizzi, Idea Integration.

GIS in the Rockies provides a forum for professionals to learn about and to share their experiences with Geographic Information Systems (GIS) technology. This year will be the 12th conference in the series. GIS in the Rockies is organized entirely by volunteers from the local GIS community representing five not-for-profit professional organizations:

American Congress of Surveying and Mapping  
American Society for Photogrammetry and Remote Sensing  
Geographic Information and Technology Association  
Professional Land Surveyors of Colorado  
Urban and Regional Information Systems Association

Proceeds from the conference are returned to the sponsoring societies. They use these funds to award scholarships and grants and to host technical sessions and seminars.

### **Presentations:**

We made a flyer illustrating the many USGS presentations at the conference:

**C2 – Ron Beck**

• **US Government and Low Cost Data – Landsat 7**

**A2 – Richard Spengler**

- Integration of Imagery to Characterize Slope Instability on Green Mountain

**B1 – Joe Sadlik**

- Mineralogical and Geological Mapping in Jefferson County

**C3 – Joseph Kerski**

- GIS Education for Mapping Professionals

**C2 – Carol Mladinich and Richard Zirbes**

- Characterizing the Denver Region Urban Landscape

**B2 – Zachary Bowen and Robert Waltermire**

- Modeling to Describe Endangered Fish Habitat

My presentation on GIS Education for Mapping Professionals is something that Alan Ward, our training and education coordinator, and myself have been working on. We published an article in Geomatics International Magazine this summer about this topic. It concerns how a large organization keeps its employees current in the geographic information sciences.

**Exhibit:**

Our exhibit was prominently located in the exhibit hall. We took down the partition between EDC and RMMC, used two popup backdrops, and covered the center seam with a DOQ plot for a true “seamless” USGS exhibit.



The photograph below illustrates this exhibit style, which worked very well throughout the conference. Pictured: Sherry Durst.



We highlighted the following:

- 1) GeoMac and the USGS fire applications research and data provision.
- 2) Complete digital datasets and applications (NED, DOQ, DRG, DEM, and DLG layers) using ArcView GIS.
- 3) Earth Explorer.
- 4) Landsat 7, Modis, Aster, and other imagery.
- 5) Slideshows illustrating the USGS digital data types and applications using PowerPoint software.

We displayed the following products and information on the backdrop: NED plot, GeoMac posters, USGS imagery posters, and a DOQ mosaic of the Front Range of Colorado.

The picture below shows Joseph Kerski and a customer along with several of the GeoMac and NED posters we displayed.



#### **Materials distributed:**

Fact sheets and information on the USGS web, GeoMac flyers, imagery flyers, satellite imagery, the land cover characterization program, DOQ, abandoned Mine lands program, DEM, DLG, DRG, NHD, Colorado USGS activities, Front Range Infrastructure Resources program, finding geospatial data on the Internet, GIS, ordering USGS products, Gore Creek watershed study, how to use DLGs in ArcView and DOQs in ArcInfo, Colorado digital data availability, Colorado index to topographic maps, Central Region USGS information.

#### **Keynote Speaker**

Colorado Secretary of Technology Marc L. Holtzman gave the keynote address at GIS in the Rockies. In addition to serving in the Cabinet of Governor Bill Owens as Colorado's first Secretary of Technology, Secretary Holtzman is Chairman of the Governor's Information Management Commission and Co-Chair of the Governor's Commission on Science & Technology. Since his appointment in January 1999, Mr. Holtzman has guided the Owens Administration's technology-related economic development activities, spearheaded the initiative to build the Colorado Institute of Technology and coordinated the Governor's technology legislative agenda. Secretary Holtzman has also led the Governor's New Century Colorado efforts to make Colorado a world leader in e-government. This person **would be an excellent choice to invite on a tour of USGS.**

***Recommendations:***

1) While the GISITR conference is a worthwhile one for the USGS to participate in, I recommend that we **participate in the 2001 conference with a presentations only, rather than with an exhibit.** The conference suffers, in my opinion, from a lack of publicity to the non-vendor community. There is no reason, with the amount of GIS activity in the Colorado Front Range, why the conference should not attract 1,000 attendees. The exhibit is too expensive for the amount of traffic we receive in this conference. One way to change this would be to have a USGS staffperson participate on next year's GISITR board.

2) The demonstrations, display, and handouts were suitable and of the correct volume and themes.

3) I recommend to those developing Earth Explorer to develop a simple, text-based browsing tool similar to the list of files at the EDC FTP site and via WebGLIS. I realize that EE is still in development. While its Java-based map query capability is impressive, it is slow. If a customer knows what they want, they will be disappointed to find that they must begin their query with a world map and zoom all the way to, say, Casper Wyoming, waiting for the screen to refresh each time. In my work with customers in the outreach program, I firmly believe this would be good customer service to provide a text-based browser in addition to what is already being developed.



Sherry Durst and Ron Beck at the USGS exhibit.

**Acknowledgements:**

I thank my colleagues Sherry Durst, John Guthrie, Bruce Boman, Gary Kress, and all others who provided exhibit, plots, flyers, and materials assistance. I also thank Ron Beck, Todd Taylor, and Jeff Danielson of EDC for their expertise. It was enjoyable to work with them at this conference and it added a great deal to the entire USGS presence.

\*\*\*end of report \*\*\*