

OUTREACH EVENT REPORT AND RECOMMENDATIONS

Event: 1999 GIS In the Rockies Conference
Location: University of Denver, Denver CO
Attendee's Name: Joseph Kerski Title: Cartographer, PM
Other USGS Attendees: Bill Smith, several others.
Trip Date(s): 01 October 1999
Purpose of Event: Operate USGS exhibit.

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.

Activities:

Operate USGS exhibit. Exhibitors: Kerski, Smith.

Other exhibitors included: University of Denver, ESRI, Intergraph, Autodesk, Space Imaging, EI Technologies. Approximately 11 exhibitors.

Outreach focus areas covered by this event:

- (1) Intergovernmental Relations (60%)
- (2) Nongovernment/Industry Relations (30%)
- (3) Education (10%)

Audience:

Attendance approximately 300.

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.

We displayed the following digital demonstrations:

- 1) NHD Map Objects demo of SE Iowa.
- 2) complete digital datasets and applications (DOQ, DRG, DEM, and DLG layers) using ArcView GIS.
- 3) Digital data availability using MapInfo software.
- 4) slideshows illustrating the USGS digital data types and applications using PowerPoint 97 software.
- 5) Digital videos about mapping and remote sensing.

We displayed the following products and information:

On tabletop backdrop and attached to front of table:

- 1) Ad for NAPP photo quiz.
- 2) Front Range Infrastructure Resources Project (2 posters).
- 3) Landsat image comparison of Las Vegas NV.
- 4) Landsat 7 scene of Denver CO.

Materials distributed:

Fact sheets and information on WWW, aerial photographs, satellite imagery, 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.

I noted that Intergraph is giving away GeoMedia to schools; this is good to know about for our future educational outreach efforts. I obtained a copy.

Recommendations:

1) The GISITR conference is a worthwhile one for the USGS to participate in, particularly as we continue to seek cooperative agreements. I recommend we participate each year in this and other regional and state GIS conferences.

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

3) The NAPP Photo Quiz was a great way to bring customers into the exhibit booth.

This is a set of 12 NAPP photographs that I ordered - attendees must determine the location of these photographs. They include Craters of the Moon ID, Grand Canyon, Phoenix, Cape Canaveral, Butte MT, Eisenhower Tunnel CO, US-Mexico border at Tijuana, Pittsburgh, Crater Lake

OR, New York City, St Louis, and Dallas.

4) The GISITR conference could benefit from greater exposure and publicity.

5) We need a clip-on light for the tabletop display. I borrowed one from the university.

***end of report ***