

OUTREACH EVENT REPORT AND RECOMMENDATIONS

Event: 2001 Texas GIS Forum and Conference

Location: University of Texas Research Center, Austin, TX

Reporter's Name: Joseph Kerski

Other USGS Attendees: Jean Parcher - TX state mapping liaison
Dee Lurry - TX outreach coordinator
Jennifer Lanning-Rush, TX WRD geographer
Mark Eaton - RMMC
Max Ethridge - CR Geographer
Ken Osborn - RMMC
Dave Roach - New USGS-EPA Liaison, Texas

Trip Date(s): 16-19 January 2001

Purpose of Event: State GIS conference.

My Activities at Conference: (1) Conduct presentation on GIS in education.
(2) Conduct presentation on LIDAR and IFSAR research project investigating enhancements to DEM.
(3) Operate USGS exhibit.
(4) Attend ArcIMS training and view demo of ArcView 8.1.



Comments and Recommendations:

1) The importance of USGS activities and partnerships in Texas cannot be overstated. Over the years, we have been involved in the Texas Stratmap program, US-Mexico Transboundary program, and the Texas Orthophoto Program (TOP). StratMap was funded initially by the 75th Texas Legislature in 1997, and manages the production of 7 layers for all 4,376 7.5-minute quadrangles covering Texas. These include DOQs, DEMs, DLG hypsography, hydrography, soils, transportation, and boundaries.

During the conference, I attended a celebration acknowledging the completion of the TOP. Texas, through the Texas Natural Resources Information System (TNRIS), has a model of geospatial data serving and partnerships that I believe is the best in the USA. They serve all major base data sets online, including DOQs, as well as the Landsat images through the UT Center of Space Research, and the Texas State DOT maps. I only

wish that every state had such an organization that was so well supported by the state for geospatial

data and activities.

2) The Texas NED plot generated a great amount of interest. As others have done, I recommend that all state NED bases be sold as a standard USGS product.

3) At all GIS conferences, education is becoming more of a central issue. This conference included an educational track that included one of my presentations. GIS and remote sensing in education is one excellent avenue for the USGS to form partnerships with academia, industry, and government.



David Roach, Jean Parcher, Joseph Kerski at USGS exhibit.

4) The TX GIS conference could benefit from greater exposure and publicity. The organizers at the state could perhaps publicize this conference earlier and to a greater extent at local colleges (such as Austin Community College) and universities (University of Texas, Southwest Texas State University). The Austin Independent School District, for example, owns a district-wide license for ArcView, and many of the faculty could have benefited from attending this conference.

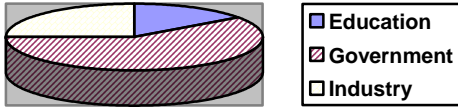
5) The outreach staff needs training in the various types of Internet connections that we may encounter in the field. At this conference, a T-1 line was available, but we do not have, in many cases, the proper Ethernet cards. We also need robust laptops to be able to demonstrate the types of presentations that our customers need. For example, I could not run 3D Analyst on my laptop, nor could I show the movie made from a television newscast on GeoMac, because my laptop does not have a sound card.

6) The demonstrations, display, and handouts were appropriate and of the correct volume. We moved the exhibit to the corner, which was a more visible location. The exhibit booth at a conference such as this, where most of the audience knows us well, serves as a reminder to our role in geospatial data production, research, and partnerships, and provides a good meeting place to network with the conference participants.

Acknowledgements

I would like to thank Jean Parcher not only for her help with the exhibit and with organizing the conference, but for her continued work of excellence in Texas. It is in large part because of her that the USGS has enjoyed a growing excellent relationship with governmental organizations, private industry, and academia in the state. I thank John Kosovich and Ken Osborn for their help with the LIDAR-IFSAR presentation. I also appreciated the experience, assistance, and publications from Texas WRD staff, Dee Lurry and Jennifer Lanning-Rush. Other WRD staff helped with staging the materials, shipping, and loaning us a new computer monitor. I also commend Mark Eaton for supporting my travel and both he and Max Ethridge for attending and supporting this event.

Outreach Focus Area



Audience



Sponsors: TNRIS, USGS

Core customers: GIS data users from industry, nonprofits, federal, state agencies.

Non-Core customers: university professors, university researchers.

Conference web page:

<http://www.tnris.state.tx.us/experimental/gisforum/index.htm>

Conference Theme: GIS Café. This theme emphasized the serving up of geospatial data by TNRIS over the past 10 years.

The USGS RMMC has participated in this event many times since the inception of the conference in 1990.

Other exhibitors included: The Texas Bureau of Economic Geology, VarGIS, Applied Field Data Systems, ESRI, Intergraph, Trimble, Space Imaging, and GIS Services. There were approximately 17 exhibitors.

We displayed a Texas NED scene and a GeoMac fire poster on the backdrop. We displayed NED, NHD, GeoMac, LIDAR-IFSAR, and GIS Education on the computer in the exhibit. The publications rack once again proved a valuable asset.

Personnel required:

Experience working with the public, and knowledgeable about:

- (1) Applications of GIS using USGS products.
- (2) USGS research in Texas and as applied to spatial data.
- (3) USGS products and services with emphasis on GIS, geologic data, hydrologic

- (4) data, satellite images, digital imagery and cartographic data. Cooperative agreements between the USGS and state, private, and federal partners.
- (5) Texas Stratmap program, TOP program, and other projects involving the state and the USGS.

USGS Presentations at Conference

Wed 8:30 Dave Roberts, Jean Parcher
Texas DOQQ Celebration

Thursday 8:30 Joseph Kerski
Applications of IFSAR and LIDAR to Digital Elevation Models

Thursday 1:00 Max Ethridge(mod.)
Plenary – Map Machine and Super Quad

Thursday 3:00 Joseph Kerski
The Implementation and Effectiveness of GIS in Education

Exhibit Schedule

Time	Tue 16 Jan 2001	Wed 17 Jan 2001	Thu 18 Jan 2001	Fri 19 Jan 2001
Morning		exhibit Jean & Dave: DOQQ	Joseph-LIDAR paper Exhibit	exhibit
Afternoon	set up exhibit	exhibit Ethridge - Map Machine	Joseph - GIS education paper Exhibit	Tear down exhibit

Displays Featured:

Laptop computer with Internet connection

For Backdrop:

- NED - TX
- LULC
- NHD
- MRLC
- GeoMac
- IFSAR-LIDAR

NHD, LULC, High Res LULC, NLCD, NED, LIDAR-IFSAR.

Emphases of USGS at the conference:

NED
LULC
NHD
MRLC
GeoMac
IFSAR-LIDAR

Distribution Materials at Conference:

AGI - Earth Science Educational Materials
Aerial Photographs- Satellite Images
Coastal GIS information
Educational Materials from the USGS
Estimated Use of Water in USA circular
GeoMac - Wildfire fact sheet
GIS Touches our Everyday Lives article
Ground Water and Surface Water circular
High Resolution Land Cover fact sheet
Historical Landsat Image Book
How to Get Info from USGS info sheets
IFSAR-LIDAR research and information sheets
Joseph Kerski - Implementation and Effectiveness of GIS in Education
Map Projections poster
National Land Cover Dataset
National Map fact sheet
National Atlas fact sheet
National Elevation Dataset fact sheet
National Hydrologic Dataset fact sheet
Rains in S Texas fact sheet
Texas WRD USGS publication
Texas State Fact Sheet
USGS GeoData
USGS Making a Difference Book
US-Mexico transboundary project information sheets
Water Quality circular
Web fact sheet

Shipping Address for materials:

USGS Attn: Jean Parcher
--

**USGS Texas State Liaison
8027 Exchange Dr
Austin, TX 78754**



My Other Computer is a Cray! Cray supercomputer in building where conference was held, University of Texas.

***end of report ***