Final Report

Date:	April 21, 2011
Agreement Number:	G10AC00236
Project title:	Metadata for OGC-based Geospatial Services
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Executive Summary

During this project, NARC and ESRI planned, promoted and held one workshop at a national conference and a three-part webinar series with an additional follow up webinar session with great success. Over 25 people attended the *Metadata for GIS* workshop at NARC's 44th Annual Conference, including many local elected officials, regional planning organization directors, and local and regional planners. An average of 25 people attended each of the webinars in the three-part *GIS Metadata Training Webinar Series*, and 10 attending the follow up session. Webinar attendees included transportation planners, GIS coordinators, engineers, and other regional planning organization or related industry staff members. All sessions were well-received, particularly by those who rated their previous knowledge of the subject matter least expert.

Project Narrative

Task 1 – CAP Kick-off Workshop

NARC and ESRI project staff developed a short presentation for the CAP Kick-off Workshop, which was conducted virtually via conference call.

Task 2 – Develop Custom Training Materials

ESRI partners developed custom training materials for the two unique training opportunities, as well as a follow up question-and-answer session that the program team conducted.

For the workshop held at NARC's 44th Annual Conference and Exhibition in Cleveland, OH, ESRI and NARC worked together to develop a less technical training session, as many conference attendees are local elected officials, regional planning organization directors or program directors, rather than staff more entrenched in the technical issues related to GIS and metadata. ESRI created a 90-minute training session explaining the importance of, use for and opportunities to improve programs and services traditionally offered by regional planning organizations or local governments through properly recording and sharing GIS metadata. The session was designed with the purpose of educating non-technical experts and driving organizational leaders to support technical staff in pursuing further training on and expanded use of GIS metadata in their day to day work. The session included information on the webinar series, scheduled for later in the summer, in order to drive attendance.

ESRI staff then developed and customized a three-part, three-hour webinar series (a total of nine hours of training) for GIS users within regional planning organizations and local governments – GIS managers, planners, project coordinators and similar staff. Beyond the presentations for each webinar, ESRI also developed exercises for attendees to complete during the week in between each session, so that attendees could practice the techniques they learned and ask questions that come up in that effort.

Task 3– Conduct Custom Training Classes
With introductions and logistics handled by NARC staff, ESRI conducted both the workshop and webinar series presentations. The workshop was held on Wednesday, June 16, 2010 from 9:00-10:30am in Cleveland, OH, during NARC's 44th Annual Conference and Exhibition; the webinar series was held virtually on Tuesdays July 27, August 3 and 10, 2010 from 1:00-4:00pm EDT. A follow up webinar was held on Thursday, February 3, 2011 from 1:00-2:00pm ET.

The workshop and webinar series were both advertised through NARC's weekly electronic newsletter, *eRegions*, as well as through outreach to NARC's GIS User Group. The webinar series was also promoted with flyers distributed at NARC's 44th Annual Conference and at ESRI's User Conference. The follow up webinar was promoted only to those who participated in previous trainings or requested training materials, in order to ensure that any questions about implementing the metadata training at their organizations could be answered.

The presentation from the workshop was posted on the NARC website, along with all other conference presentations, and was also linked to from a newly updated GIS webpage on the NARC website. The presentations and exercises from the webinar series were also posted on the GIS webpage, and recordings of each session were made available upon request (due to the large file size). NARC staff also coordinated with FGDC staff to have links to the training materials made available through the FGDC website.

Task 4 – Training Class Support
Following the workshop and webinar series, NARC staff received multiple requests for recordings of the webinar sessions, as well as links to training materials. All requests were addressed and appropriate materials were distributed. ESRI staff provided contact information during the workshop and webinar, and can also be reached via NARC staff. To date additional requests for technical support have not been made, but NARC staff will continue to reach out to workshop and webinar attendees to offer their and ESRI's assistance in participants' efforts to

create, catalogue or use metadata. As a follow up, all webinar series participants and those who requested webinar recordings joined ESRI and NARC staff for an hour-long webinar with a brief presentation and the majority of the time reserved for questions and answers.

Training and Outreach Assistance

Workshop: Wednesday, June 16, 2010
9:00-10:30am (1.5 hours)
Cleveland, OH (NARC's 44th Annual Conference and Exhibition)
Lecture / presentation only

Over 25 attendees represented the following organizations: Western Piedmont Council of Governments (Regional), Tampa Bay Regional Planning Council (Regional), Alamo Area Council of Governments (Regional), CT Consultants (Industry), Capital Area Council of Governments (Regional), East Texas Council of Governments (Regional), Northern Ohio Areawide Coordinating Agency (Regional), Toledo Metropolitan Area Council of Governments (Regional), Southwestern Pennsylvania Commission (Regional), San Joaquin Council of Governments (Regional), Burgess and Niple (Industry), Central Texas Council of Governments (Regional), Cuyahoga County Planning Commission (Local Government), INCOG (Regional), Green River Area Development District (Regional), Mid-Ohio Regional Planning Commission (Regional), Regional Planning Commission – Greater New Orleans (Regional), U.S. Department of Agriculture Food and Nutrition Services (Federal Government), and KYOVA Interstate Planning Commission (Regional).

Customer Satisfaction Rating: 3.7*
Based on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) for the question "The overall experience of the outreach materials is positive." Surveys completed by 14 attendees.

Webinar Series: Tuesdays July 27, August 3 and 10, 2010
1:00-4:00pm EDT (9 hours total)
Virtual Event (conducted via webinar)
Lecture and exercises

Between 21 and 29 attendees joined each live webinar in the three-part series, representing the following organizations: Virginia Information Technology Agency (State), Munoz Engineering, P.C. (Industry), San Joaquin Council of Governments (Regional), U.S. Geological Survey (Federal), Central New York Regional Planning and Development Board (Regional), Dutchess County OCIS-GIS Group (Local Government), INCOG (Regional), Eastgate Regional Council of Governments (Regional), Northern Ohio Areawide Coordinating Agency (Regional), Clermont County GIS (Local Government), Toledo Metropolitan Area Council of Governments (Regional), Champaign County Regional Planning Commission (Local Government), West Florida Regional Planning Council (Regional), Tampa Bay Regional Planning Council (Regional), Hampton Roads Planning District Commission (Regional), North Carolina Geological Survey (State), Wake County GIS (Local Government), New York State Dept. of Transportation (State), Cumberland Valley Area Development District (Regional), Texoma Council of Governments (Regional), Massachusetts Institute of Technology (University), Springfield Sangamon County

Regional Planning Commission (Regional), Cleveland Public Library (Local), Indiana University Northwest (University), Conabio (Industry), University of Virginia (University).

Customer Satisfaction Rating: 3.3*
Based on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) for the question "The overall experience of the outreach materials is positive." Surveys completed by 13 attendees.

Status of Metadata Service
Participants were encouraged to use real metadata for the exercises. While some people were comfortable with this approach most seemed to use the metadata creation tools to create 'sample' metadata. Participants were also encouraged to share their existing 'real' metadata through Geospatial One-Stop (GOS). To date approximately 29 metadata records have been made available through GOS or another accessible repository.

Next Steps
All activities have been completed and reported to FGDC via this final report.

Feedback on Cooperative Agreements Program
The CAP has been a great opportunity for NARC to better engage GIS practitioners within its membership. These regional planners and GIS technicians have a critical need for metadata in order to better share and exchange data with their member local governments and other partners, so the training opportunities that we provided were well-received and appropriate. The flexibility to hold an in-person training, as well as a webinar-based training was helpful again in reaching an audience that might not have otherwise participated.

FGDC staff was supportive and accessible throughout the project period. Participation on the FGDC Metadata Working Group was challenging, because as NARC staff we are not GIS technicians or implementers; however, listening to the calls provided some useful information to communicate with our membership and stakeholders.

We did not have any project management concerns, and there are no major activities that we would change in a future project.