

# 2015 PPA Conference

## Beyond Maps: Solving Issues and Shaping Communities with GIS

**Legend**  
Regional Airport

**Kinzua Bridge State Park**

**Kinzua Bridge State Park**

When the Kinzua Viaduct was built in 1881, it was the world's highest and longest railroad bridge at 301 feet tall and 2,053 feet long. In 2003, a tornado knocked down much of the viaduct, but today visitors flock to the re-engineered "skywalk" in **Kinzua Bridge State Park** that reaches out over the valley, making it a top fall foliage destination. A glass bottom viewing area at the end of the viaduct provides a glimpse of the remnants of the toppled towers below.

\*\*\*To Get Driving Directions to the Parking Lot, Click on the Icon at the Top Left of the Image Above

12 Rothrock State Forest

13 Spruce Creek

14 Tuscarora State Forest

15 Kings Gap Environmental Education Center

16 Michaux State Forest

17 Pine Grove Furnace State Park

18 South Mountain

19 Mt. Davis

20 Forbes State Forest

21 Jones Mill Run

22 Kinzua Bridge State Park

23 Cornplanter State F

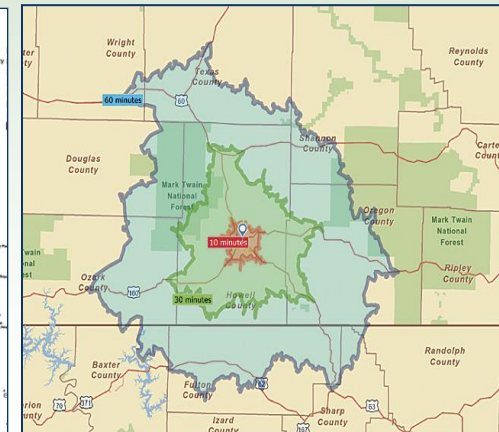
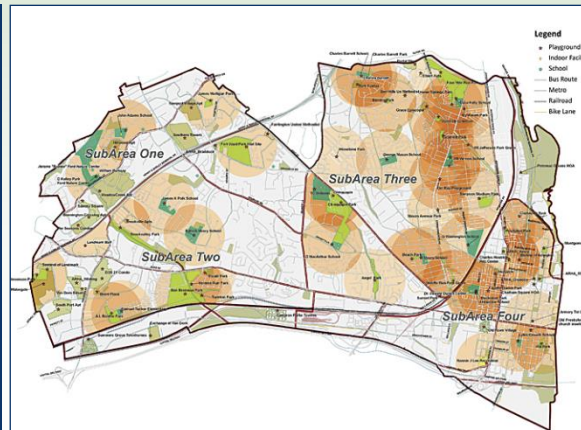
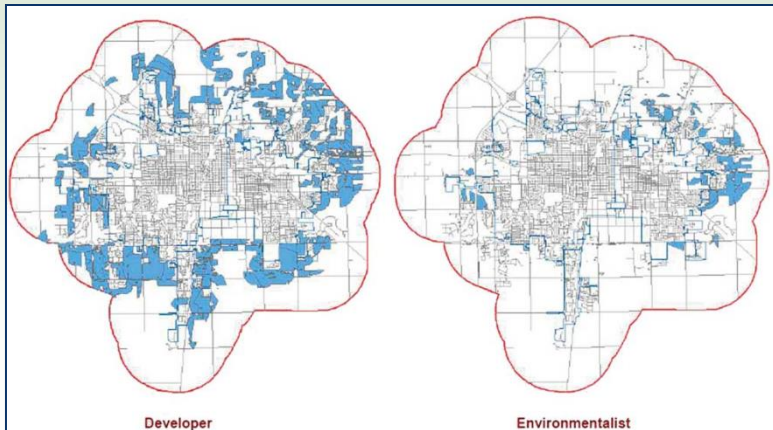
# EVOLVING ROLE OF GIS

- **Cartographer as a collector / facilitator / storyteller**
- **Create, assemble and disseminate information**
- **User Generated Data**
- **Participatory GIS**



# EVOLVING ROLE OF GIS

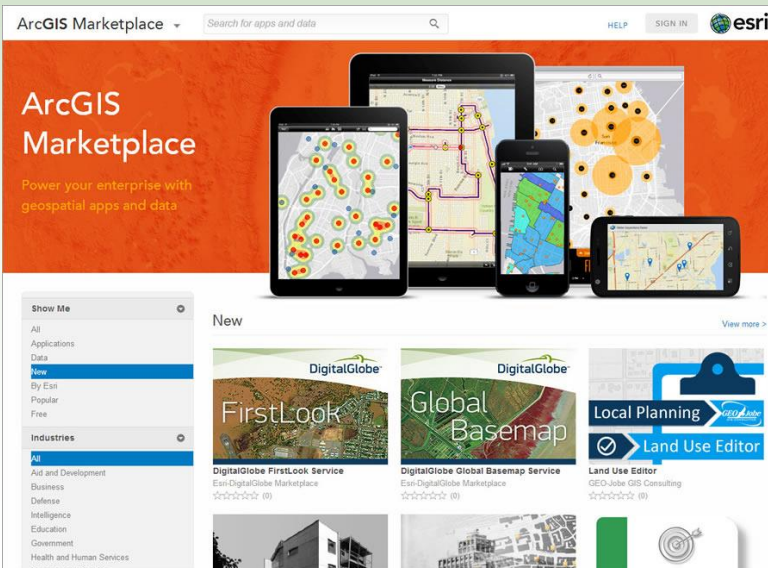
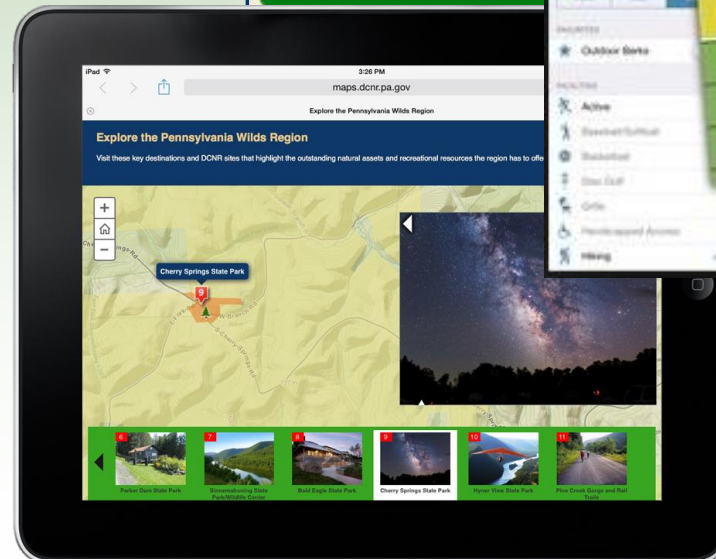
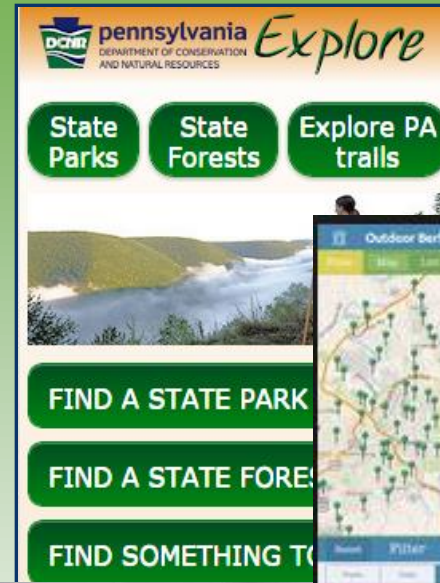
- Visualize impact of policies /decisions
- Target highest areas of need
- Determine market potential



# EVOLVING ROLE OF GIS

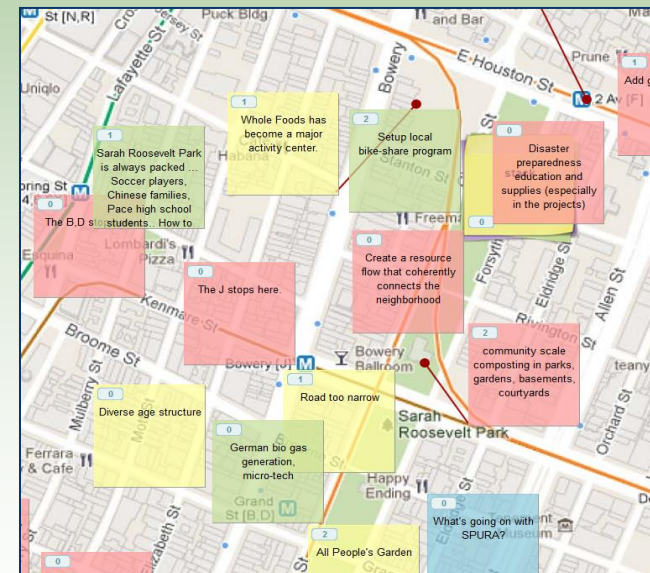
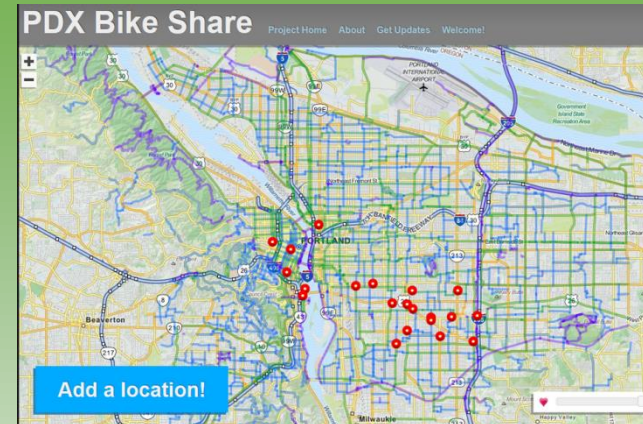
## New Formats

- Mobile Websites
- Story Maps
- Interactive Map Templates
- Mobile Apps
- Interactive Charrettes



# INPUT

- ArcGIS online
- Collector apps
- Crowdmap via Ushahidi.com
- Interactive Maps
- Idea maps
- Social Mapping
- Online workshops

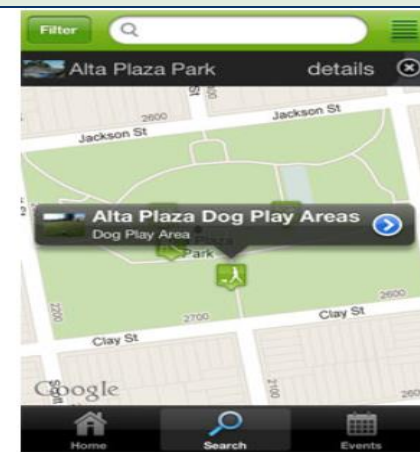
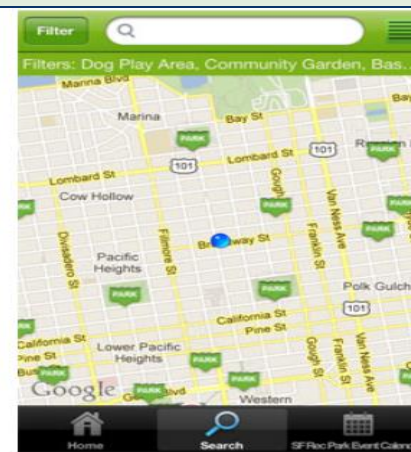
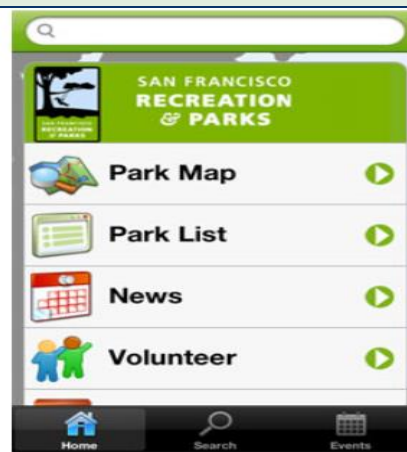
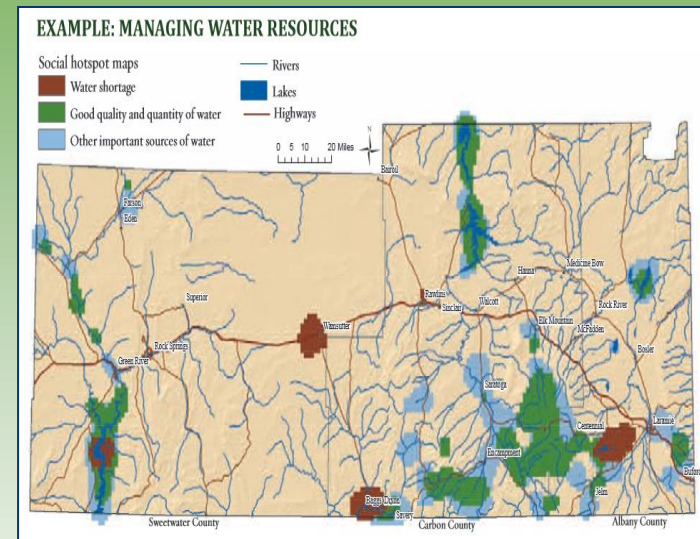


Graphics: Portland Bikeshare  
Crowdbrite, Lower East Side

# USING GIS to GAIN PUBLIC INPUT

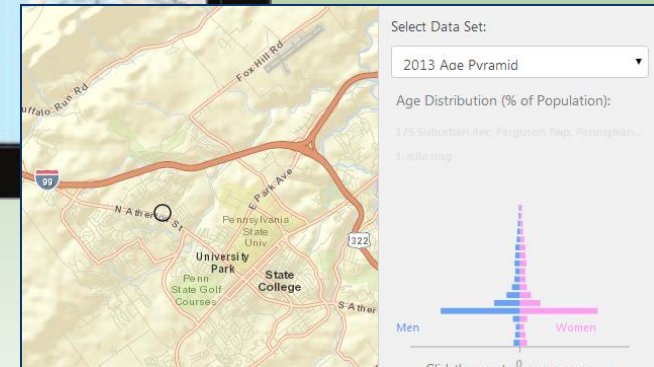
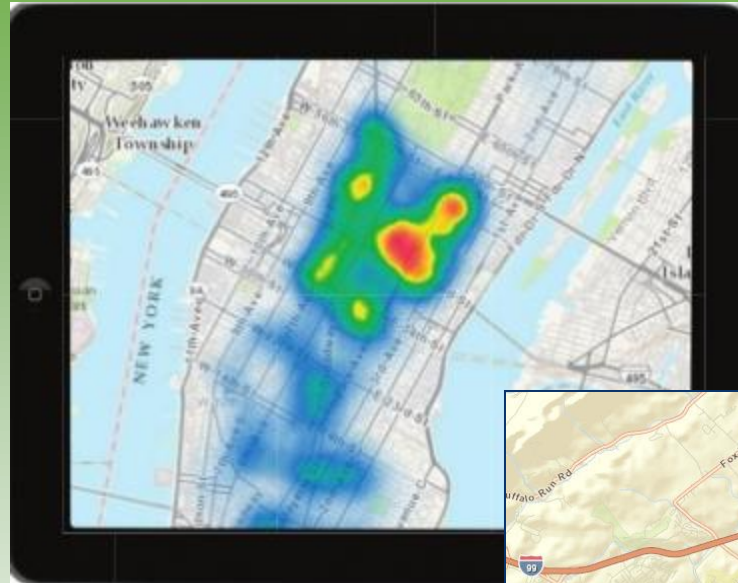
- San Francisco Park and Recreation Mobile app
- Wyoming Social Mapping
- Interactive webinars

Graphics: [www.Nature.org](http://www.Nature.org);  
[www.sfrecpark.org](http://www.sfrecpark.org)



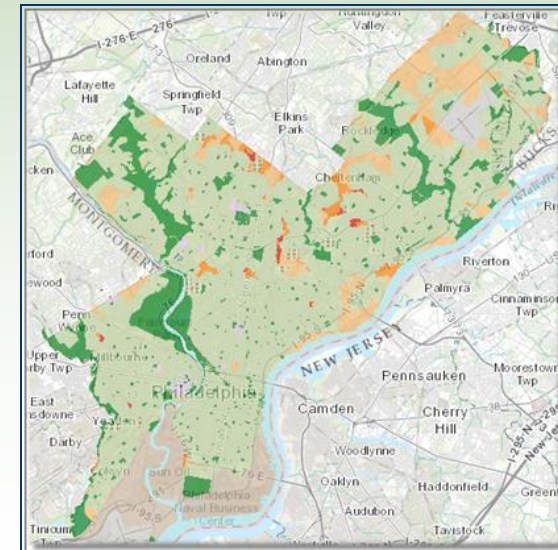
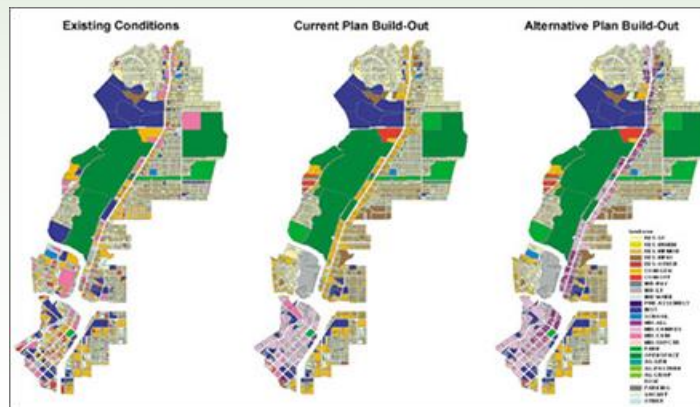
# ANALYSIS

- GIS and CRM
- Heat Maps
- Clustering
- Business Intelligence Tools
- Mapping growth principles/policies
- Huff gravity model – [link](#)



# USING GIS TO SOLVE A PROBLEM

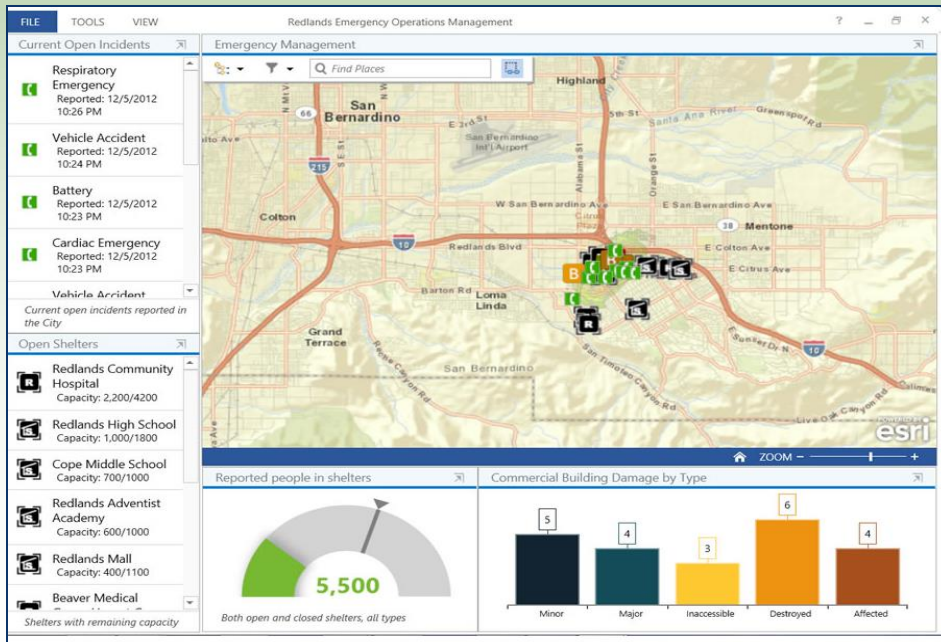
- Master Plan for Victoria Park
- ParkScore
- Work Zone Traffic Analysis
- Several examples on ESRI
  - Urban and regional planning
  - Planning support systems





# OUTPUT

- Dashboards
- Interactive Maps
- Story Maps



pennsylvania  
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

### A Gallery of DCNR Story Maps

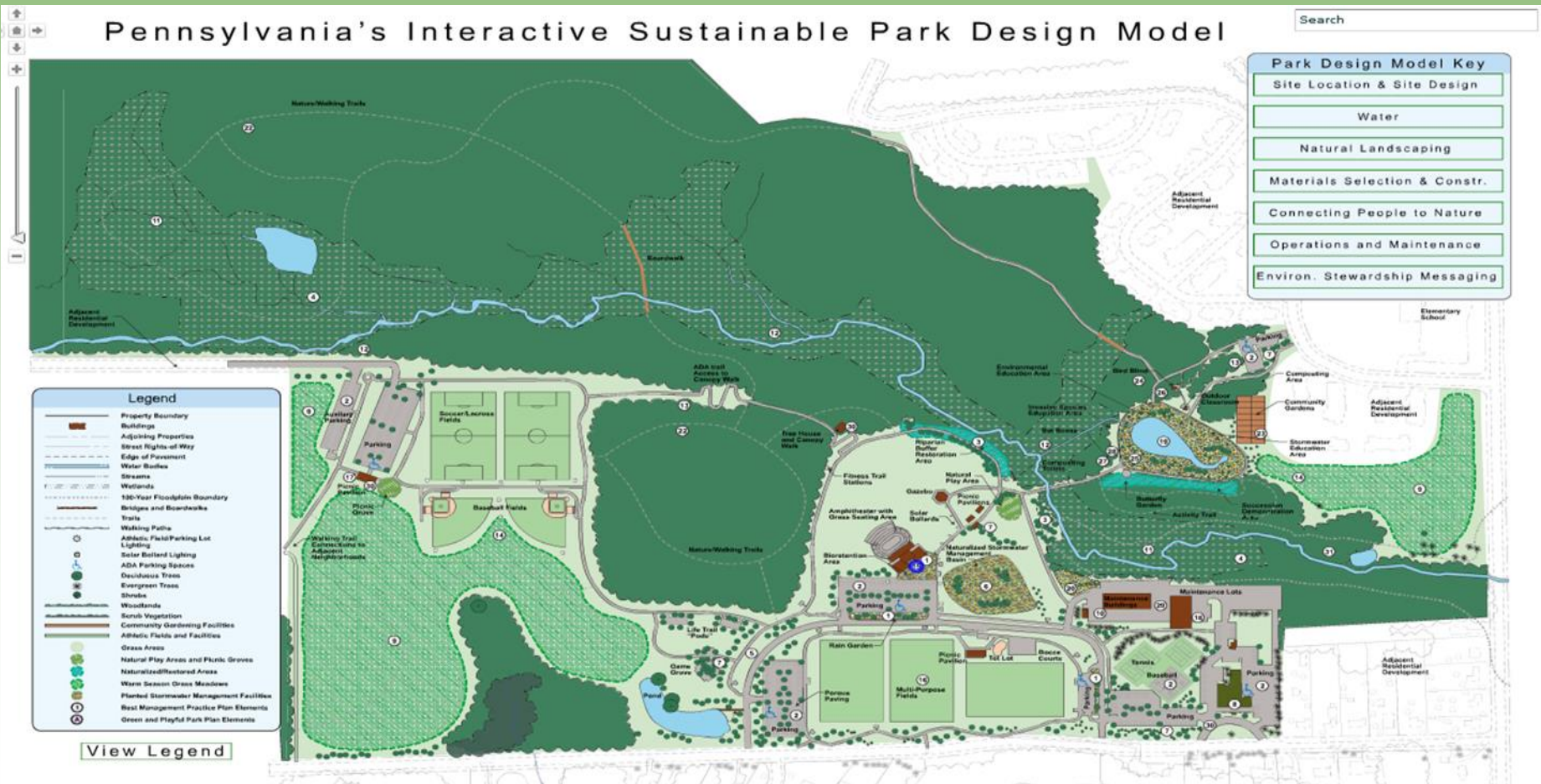
Story Maps serve as virtual visits to the wide variety of Pennsylvania natural wonders, recreational amenities, and conservation-focused points of interest. By combining intelligent web maps that incorporate text, photos, and interactive map-related functions, story maps will take you to places you may never get to see, or inspire you to visit in the near future. Take a journey around Pennsylvania with the story maps listed below.

- Pennsylvania Fall Foliage Viewing Locations
- 20 Must-See Pennsylvania State Parks
- Explore the Pennsylvania Wilds Region
- A Tour of Old Growth Forests
- Notable Design and Architecture
- PA Green Community Parks
- 30 Outstanding Geologic Features in Pennsylvania
- Growing Greener and Keystone Grants
- Pennsylvania Waterfalls
- DCNR State Parks First-Time Camper Program
- Winter Activities in Pennsylvania's State Parks and Forests

Graphics: [www.esri.com](http://www.esri.com); [www.dcnr.pa.gov](http://www.dcnr.pa.gov)

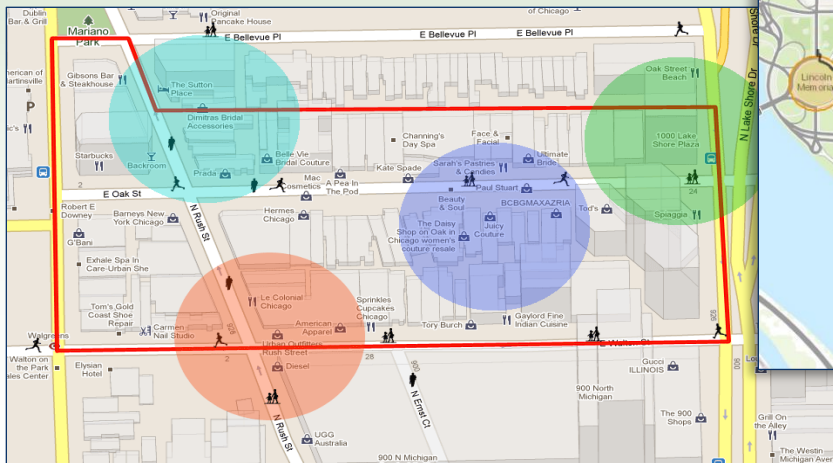
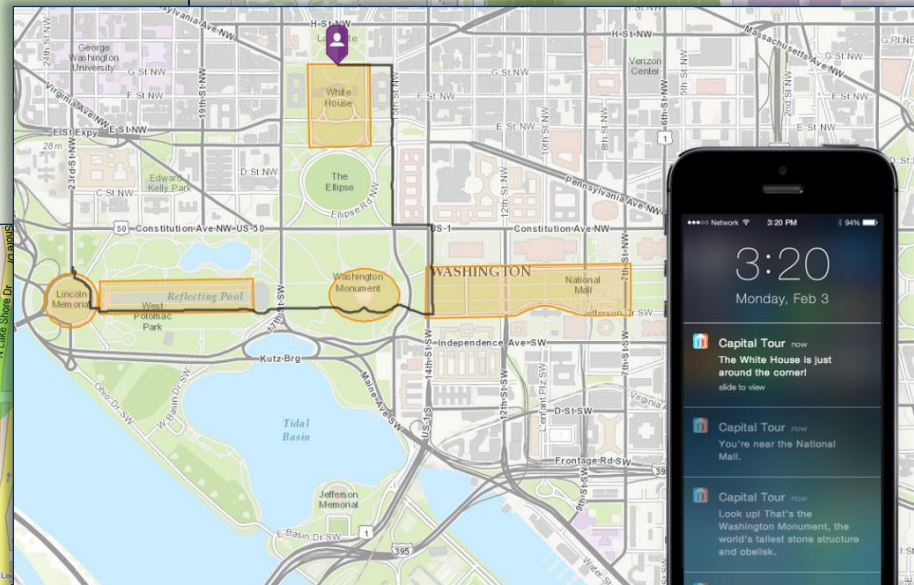
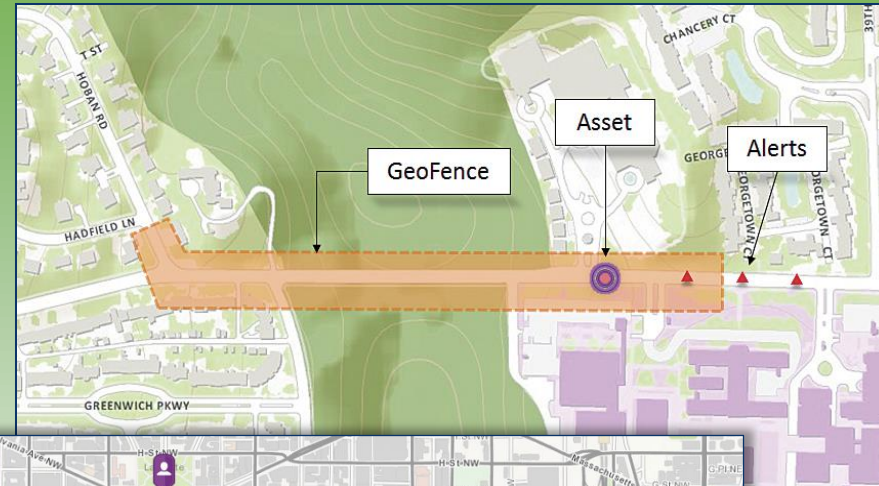
# USING GIS TO INFORM

## • DCNR Interactive Greening map



# USING GIS to MARKET

- Geotriggers
- Business Analyst
- Community Analyst
- ESRIs Tapestry
- Blogging
- Web Maps



# ADVANTAGES of USING GIS

- **Centralizes a wealth of information**
- **Handles spatial complexity**
- **Flexible**
- **Interactive**
- **Makes public data accessible**
- **Visualization is compelling**
- **Deployment much simpler now**

# LIMITATIONS of USING GIS

- **Data availability**
- **Data reliability** (too much of a good thing)
- **Data management**
- **Cost**
- **Marginalization of some citizens**
- **Lack of general understanding**

# TECHNOLOGY ASSESSMENT

- 1. Define Purpose**
- 2. Define Customer Needs**
- 3. Understand capacity of audience**
- 4. Assess broad array of technology**
- 5. Be flexible**
- 6. Consider available support**

# 2015 PPA Conference

## Beyond Maps: Solving Issues and Shaping Communities with GIS

A map of Philadelphia city center showing streets like Walnut St, Locust St, and Spruce St. Landmarks like Independence National Historical Park and the University of Pennsylvania are visible.

**Kelly Rossiter, AICP**  
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A map of Philadelphia city center showing streets like Cypress St, Delancey St, and Pine St. Landmarks like Philadelphia Veterans Affairs Medical Center and Starr Garden Park are visible.

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