



## **Information Resource Exchange Group Highlights**

*Wednesday, March 9, 2016*

The 98<sup>th</sup> meeting of the Information Resource Exchange Group (IREG) was called to order at the Delaware Valley Regional Planning Commission's office by Jesse Strangfeld, Web Architect/Developer, DVRPC, and IREG Co-Coordinator. Thirty-seven people were in attendance. Highlights from the December 10<sup>th</sup> meeting were available as a handout and on the internet.

### **Key Points**

- The City of Philadelphia provides highly customized Google Analytics reports to all departments to track user needs and satisfaction. Similar configuration is available as a download.
- Parametric modeling is the next advancement of computer assisted design. Optimal designs can be produced quickly and tailored to the job site to increase efficiency for planning, construction, and cost management of commercial and municipal developments.

### **Presentations**

Lauren Ancona, City of Philadelphia, is responsible for Google Analytics tracking and reporting for all of the City of Philadelphia departments. Using customized reporting components, the City is able to create measured indicators of success for analysis and insight. Some custom tools include tracking file downloads, broken links, error pages, user frustration points, and feedback submissions. Expert tools such as Google Tag Manager allow advanced configuration of website user tracking without requiring changes to the code on individual pages. The City of Philadelphia is also providing a free download for other organizations to implement the same tracking and configuration for Google Analytics.

Jim Querry, Philadelphia University, demonstrated new tools for geodesign using a technique called parametric modeling. By providing detailed inputs, engineers and planners can produce calculations for optimal site development at a rapid pace. Previous CAD efforts were difficult to integrate all aspects of engineering and design; however, new software better analyzes existing site topography, aerial imagery, and natural resources to minimize costs and maximize utility of new construction. Plans are able to be adjusted dynamically to meet local design requirements and do not necessitate going back to the drawing board. This time saving and comprehensive approach saves time, money, and resources in every phase of development from site planning to final construction. In addition, 3D models can be produced that exactly mirror actual

conditions to ensure that stakeholders are fully informed and can get the best possible representation of the site and project even before construction begins.

### **Information Items**

- Chester County is beginning development of a county comprehensive plan. Information will be posted on their website.
- DVRPC 2015 Aerial Imagery are being reprocessed in color IR and posted to PASDA
- LiDAR will be available soon and an information session on how to use it will be available through DVRPC.
- DVRPC is also adding data to an organizational open data portal provided by ESRI.
- In conjunction with developing DVRPC's Long Range Plan, public visioning meetings will be held this spring.
- Gloucester County is seeking summer GIS interns.
- The next MACURISA meeting is May 25<sup>th</sup>.
- The MACURISA Annual Conference is being held in Atlantic City in October.
- Code For Philly is hosting a coding event called Democracy Happens.

**The next scheduled IREG meeting is Wednesday, June 8<sup>th</sup>, 2016.**

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