

Delaware Valley Regional Planning Commission

Information Resources Exchange Group

Wednesday, September 08, 2010
10:00 am

Commission Office
The ACP Building – 8th Floor
190 N. Independence Mall West
Philadelphia, PA 19106
For Directions Call (215)590-1800

AGENDA

1. Call to Order and Introductions

2. Minutes of the meeting of September 8, 2010

3. Presentations

- Paul Smith, HR Manager, DVRPC, “*Navigating the Social Media Universe and Developing Policy*”
- Matt Martini, ESRI, “*ArcGIS 10 and the benefits of upgrading to the latest version*”

4. DVRPC Work Program Update

3. Presentations

A. “*Navigating the Social Media Universe and Developing Policy*”

Paul Smith discussed Social Media (SM) as a viable option for professional use and provides some important information regarding the decision process as well as stressing the benefit of a separate SM policy, regardless of any apparent redundancy or similarity to other existing office policy. The very potential for SM is due to Web2.0, which are internet applications that facilitate the capability of sharing and collaborating. Out of nearly 100’s of potential social media outlets, Twitter presented itself as the most suitable option to meet the needs of DVRPC. However, there was much to consider when choosing an SM. The easiest portion of the process is informing people of the existence of the social media outlet. The more difficult portion of the process is convincing people of its utility as a professional resource and finding those people who comprehend it, which would typically be someone who is currently using some form of SM; but not guaranteed in this instance either. Some of the major policy guidelines include Security, Broadcast, and Legal issues. With regards to Security, you want to have someone who is authorized to control content, and you will need to determine whether that content will be interactive or non-interactive. Broadcasting issues primarily determine appropriate user etiquette. Legal issues can relate to privacy and/or being aware of open record(s) laws. Initially, it’s

important that key departments are involved at the onset of this process. In DVRPC's case, they included all staff from Human Resources, Public Relations and the I.T. department (even interns).

B. "ArcGIS 10 and the benefits of upgrading to the latest version"

Matt Martini provided an overview of many of the improved capabilities of ArcGIS 10. This most recent iteration of ArcGIS facilitates a complete integration between technological platforms [desktop/server/mobile/web], opening up a number of opportunities to easily access geographic information, including the consumption of data posted by others online. They definitely have a greater interest in facilitating a potential for improved cartographic production in general, acknowledging the inherent utility that maps possess. As a result, they have placed a lot of emphasis on providing the user with a variety of tools to guide them through the process of creating a quality map. With this version of ArcGIS the internet will become the fundamental infrastructure for delivery of map products, where they'll be mash-up friendly. This latest version will also make desktop GIS easier and more productive, offering over 130 new geoprocessing tools. Creating and maintaining data will now be easier, as will the creation of map products. Additionally, maps now have the capability of being time aware, making it easier to organize data to show changes over time.

4. DVRPC Work Program Updates

- A. Will Stevens reported on the 2010 Aerial Imagery. Four pilot areas, each with three distinct histograms, were received and reviewed by DVRPC and LVPC. It was determined that the unadjusted histogram provided the most flexibility for on-screen and printed analysis and will be used to process imagery for the DVRPC region. He also reported on the Region-wide Transportation GIS project. FY2011 contracts were sent out last month for signatures. Three GIS courses were held at ESRI in June and more will be scheduled for this year. Suggestions are welcome. Lastly, he discussed the GeoDecisions contract. For the Regional Data Model: GeoDecisions delivered the final regional dataset which is available to project participants from DVRPC's ftp site. The updated Dynamic Conflation Tool (DCT) is now available. Although work still remains in completing attribution, DVRPC will be working with each county to develop plans to complete this work. For the Traffic Count Request Application: DVRPC has received and installed the final application code and is awaiting technical documentation from GeoDecisions. DVRPC will be scheduling training session on the use of the app with appropriate DVRPC and County staff.

5. Member Roundtable

6. Information Items

- A. Next IREG meeting will be held on December 8, 2010.
- B. Government Web Professionals of NJ will have their next meeting on October 1, 2010.
- C. The MAC URISA Conference will be held in Atlantic City from October 2-6, 2010.
- D. The Southeastern PA Government Webmasters Group will be held on September 17, 2010

E. ESRI-MUG Conference will be held at the Union League from November 29 – December 1, 2010.