

# PAMAGIC MATTERS

FEBRUARY 2013

## Bing Maps Use in ArcGIS Has Changed

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If you are using Bing Maps, please read the following changes that will affect your use of Bing Maps.

Complimentary use of Microsoft's Bing Maps with ArcGIS will begin to be phased out as of February 28, 2013, and will be phased out completely by September 30,

2013. ArcGIS will continue to be Bing Maps ready, but you will have to obtain your own Bing Maps key directly from Microsoft and input the key into your ArcGIS products. Once you input the new key, you will be able to use Bing Maps in your ArcGIS products.

### How This Will Affect Use of Bing Maps with ArcGIS

Once you obtain a key from Microsoft, you will be able to use Bing Maps in your web and mobile applications, including ArcGIS for Server, ArcGIS Web APIs, and all ArcGIS Mobile SDKs.

ArcGIS for Desktop will be affected in different ways depending on the version you have:

- **ArcGIS 10.1 for Desktop** users will have to install ArcGIS 10.1.2 before being able to input a Bing Maps key. ArcGIS 10.1.2 is currently scheduled to be available in late Q1 2013.
- **ArcGIS 10 for Desktop** users will have to install a patch to use their Bing Maps key. The patch will be available in late Q1 2013.
- **ArcGIS Desktop 9.3.1** will no longer support the use of Bing Maps.

ArcGIS Online will be Bing Maps ready at the next release, scheduled for the end of Q1 2013. At that time, customers who have an ArcGIS Online subscription will be able to input a Bing Maps key and continue to add Bing Maps to their web maps. However, customers who have an ArcGIS Online personal account will no longer be able to use Bing Maps after March 31, 2013. For both subscribers and personal account holders, web maps that already include Bing Maps will continue to function.

### Try the ArcGIS Online World Imagery Map Service

The [World Imagery Map](#) is updated frequently and provides 1 meter or better satellite imagery for many parts of the world. We

just added a substantial volume (50 terabytes) of more recent and more detailed aerial imagery from DigitalGlobe. The update includes 30 cm imagery for the continental United States down to 1:1,000 scale, and 60 cm imagery for large parts of western Europe down to 1:2,000 scale. Over the coming months, we will add more DigitalGlobe imagery to this service, giving you even more detailed coverage for Europe and many other parts of the world.

### Discover Other Basemaps

In addition to the World Imagery Map, ArcGIS Online gives you access to a number of different basemaps that you can use in your projects. The [World Street Map](#), [World Topographic Map](#), [Light Gray Canvas Map](#), and [National Geographic World Map](#) provide a range of cartographic options to meet your needs.

If you have any questions, please contact your local [Esri office](#). To talk directly to someone at Microsoft, send an email to [bing4esri@microsoft.com](mailto:bing4esri@microsoft.com).



In February and March of 2012, the Giant Travelling Map of North America was displayed in the State Museum of Pennsylvania. In 2013, The State Museum and the PA Alliance will sponsor the Giant Travelling Map of PA!

## Calendar of Events

**PA GIS Conference—**  
June 3-5—PennStater,  
State College

**2013 Central PA GIS**  
**Day—November 20** FREE  
registration, free exhibit  
space) HACC Midtown

If you have an event that  
you would like to share  
with the PA GIS communi-  
ty, email it to our [newslet-  
ter editor](#).

## Pennsylvania Alliance for Geographic Education Meets to Finalize Strategic Plan

On January 25 and 26, the Pennsylvania Alliance for Geographic Education met in State College to finalize its strategic plan. As part of the plan, the Alliance established five main goals:

- Increase awareness of geography and for the PA Alliance and advocate for geography across the state
- Establish an operating structure that will sustain the PA Alliance

- To diversify revenue streams and grow the annual budget
- To strengthen programs/ services developed and provided by the PA Alliance in three areas: clearing-house of geography education resources (K-12), professional development, and support of Upper Elementary (PA Geography and History), Middle School (World Geography- World Cultures), and High School-AP Human Geography.
- To increase and diversify the PA Alliance's membership

On March 1, the Alliance's website will go live. The next issue of PAMAGIC Matters will report on activities of the Alliance. For more information on the Alliance, contact [Jan Smith](#) from Shippensburg University.

## The Rest of the Story—In Car Navigation Systems

I was chatting with some of my former staff (DBA, GIS Analysts) at Orange County (FL) a few weeks back and realized that they did not know the genesis of in-car vehicle navigation systems I had to remind them about our early work with GM and Hertz that played a major role in the first commercial vehicle navigation systems that are now so ubiquitous everywhere we turn. The Orlando/Orange County GIS program was a benchmark project for many reasons. One of the most time consuming tasks was to build a robust street centerline application/database along with a complete address repository. City and County staff worked with exacting procedures using different source materials. The centerline database was so critical we referred to it as the Geographic Index (GIX), the address repository we called the Land/Structure/Occupancy Database/System or L/S/O for short.

Both were implemented in a large-scale ORACLE rDBMS environment. Our initial thinking was that architecturally the databases would allow for easier connectivity to all other non-GIS automation that could benefit from the address standards, domain table utilization (street names spelled once and shared with everything/everyone. At one point the ORACLE environment had 1,300+ named tables with over 18,000+ data elements allowing for complete Foreign Key navigation outside the GIS

functionality.

The GIX was implemented with everything we learned from the Census DIME files, all those URISA conferences and key centerline proponents like Stephen Kinzy, Don Cooke, Robert Hurst and others. We included both actual and potential address ranges on all the segments and had key functionality dealing with synonyms, private streets, non-street features, action codes with dates and initials of all the staffers that touched the records. We implemented computer generated "post-it note" fields allowing staff to document any research for themselves or others on virtually any record. A cool idea I have implemented many times since with other projects. Thanks to Ed Crane for the early idea about these "free-field" comment ideas. An idea worth its weight in gold!

The L/S/O database was a logical set of data tables that allowed for the capture of any type of situs (location) addresses in a larger geographic framework. Innovations here included such things as:

- Landmark names with just about every type of address
- Cross-reference addresses (around the corner), multiple entrances, etc.
- Integration with all subdivision and zoning code systems
- An occupancy focus using detailed land and space use coding schemes, and
- An early 3-D focus on the built

environment.

Staff spent close to four years building the GIX, the L/S/O and other map features. In the early 1990's we were approached by some tech folks out of the blue (they knew us from a conference), could we share our GIX with Hertz and GM as they were building a new technology to keep the tourists to Orlando and Disney World from getting lost in their rental cars? The powers to be (the GIS Policy Committee) said OK with the proper caveats. For about two years or so we did not hear anything, we thought that the idea just died. Suddenly one day we had a visitor and they wanted to show us something at the curb. WOW, there it was, our GIX database in the first release of a vehicle navigation system. The first interface was a bit clutzy, you certainly did not want to take your eyes off the road that long to use the system. I would like to think that some of our local government GIS thinking, and hard work, has led to a great advance that now we take for granted!

Congrats to the City and County staff for their work in building one of the most robust, useful and long lived center-line databases for a local government.

Centerline databases in GIS still as important as ever!

By F. Peirce Eichelberger  
PAMAGIC Board Member

# The Value of Membership

When I join or pay a membership fee. I ask myself, what is the value of membership and what am I going to do to make this a beneficial union. I suspect that as you are reviewing and finalizing your membership application and preparing your membership fee you may be asking yourself the same question. In response to such a question, I want you to remember a few things about PAMAGIC. First a portion of your fees provides the supplies for shipping and handling of this mailing and the PO Box fees. This mailing is an important part of keeping members up to date on the issues that the Board Members are working on.

Portion of the fees go to help PAMAGIC host an evening meet and greet at the PAGIS conference. The organization has been hosting this meet and greet for as many years

as I can remember. It is a nice way to unwind and chat with people at the end of a day at the conference. At the PAGIS conference PAMAGIC awards an honor to a member of the GIS community. The award recipient is awarded a plaque and is honored in company of fellow GIS professionals. The plaque is paid for by a portion of the membership fee.

Ok besides the monetary out-comes from the membership fee. There are a bunch of things that are happening behind the scenes that keep the organization going. The Board Members host webex conferences calls every two weeks. They have sub-committees and ad hoc calls and groups to address other items. The Board members are always meeting or having a phone call with stakeholders in the GIS community.

As we all are pushed to admit, time is money. The very time that you are spending to read this can be accounted for in one way or another. Well the Board Members are all volunteering their time to preserve and ensure the sustainability of their efforts. If we were to calculate the Board Members time spent in volunteering, I am sure the number would be astonishing to all of us.

PAMAGIC communicates their efforts via the newsletter, facebook, linkedin and twitter. Oh yea, the newsletter editing and preparation is all done on volunteer time. These social media outlets are maintained and monitored by volunteers. These tools are great vehicles to educate members of the GIS community. These tools of communication are streams of knowledge where you as a GIS professional could contribute. Perhaps you have an issue that you

would like to bring to the table. Feel free to get in contact with the organization and let us know your thoughts.

- Tom Denton, Board Member

# U.S. Census Update

## Summary Population and Housing Characteristics Reports (CPH-1)

This report series contains tables on age, sex, race, Hispanic or Latino origin, households, families, housing tenure and occupancy, population density and area measurements. The lowest level of geography is the place level. There is a report produced for each state, the District of Columbia, Puerto Rico and the United States. The reports are being released on a state-by-state basis.

## 2012 Economic Census

The Census Bureau is mailing forms to nearly 4 million businesses, as the official twice-a-decade measure of American business and the economy continues rolling out. The majority of the forms are scheduled to be mailed the week of Dec. 17

## Census Bureau to Release New Web Tool – “Easy Stats”

Tomorrow, just in time for the release of the American Communi-

ty Survey five-year estimates, the U.S. Census Bureau will release “Easy Stats,” an online tool developed to make statistics quicker and easier to access. The interactive tool provides selected demographic and economic statistics from the American Community Survey. “Easy Stats” allows searching by geography down to the local level, including incorporated places like cities and towns and census designated places. View detailed race, age and gender breakdowns, and compare communities.

[www.census.gov/easystats/](http://www.census.gov/easystats/).

## American Housing Survey Released on American Fact Finder

The 2011 American Housing Survey (AHS) has just been released on American Fact Finder (AFF). This national-level data are released every other year jointly by the Census Bureau and the Department of Housing and Urban Development. The AHS is the definitive source of information on the quali-

ty of housing in the United States. A wide range of specific topics is covered in the survey, including plumbing and source of water and sewage disposal; housing problems; householder’s satisfaction with home and neighborhood; value, purchase price and type of mortgage; recent home improvement activity and costs; safety features and potential health hazards; features in home providing accessibility to people with disabilities; and socio-economic characteristics of the householder. Again, statistics are national-level only and are provided for apartments, single-family homes, manufactured housing, new construction and vacant housing units.

Topics new to the survey this year include safety features, potential health hazards and features providing accessibility to people with disabilities.

By Noemi Mendez Eliason  
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# Meeting Announcement: PA Geospatial Coordinating Coalition

The **Pennsylvania Geospatial Coordinating Coalition\*** (GCC) will gather on Wednesday, February 13, 2013 at Harrisburg Area Community College – Midtown (1500 N. 3rd Street, Harrisburg, PA 17102) in the second floor meeting space in room 206. The session will start at 1:00 PM and run until 4:00 PM.

### Agenda:

- 1:00 Report of Planning Permanency Task Force  
Status and Plans for 2013-14 Legislative Session  
Status of Past Strategic Plans
- 1:30 Breakout Sessions
- PA Mapping Priorities
  - Streamlined Data Development and Sharing
    - Avoiding duplication
    - Defining stewardship
  - Increasing Awareness and Education
    - Citizens
    - Policymakers
    - Professionals

**Note:** Participants are encouraged to bring/share either current or past documents that inform the breakout topics; this reflects the fact that we have already documented many of the facts and ideas most pertinent to these discussions.

- 3:00 Breakout Reports
- 3:30 Planning for the Future
- Legislative Activities
  - GIS Conference Sessions
  - Public Awareness

\*Primary coalition members include: PaMAGIC, PA-MAPPS, PA County GIS Professionals, PMAA, PA-SSHE GIS, PSLs, APA-PA, PA One Call and PaBAR, though all are welcome to attend this meeting.