

**DID YOU KNOW:**

- There are REALLY cool "Earth as Art" images available online, <http://eros.usgs.gov/imagegallery/>? Sass up your office with a few of these images!
- You can send a GeoGreeting by going to [www.geogreeting.com](http://www.geogreeting.com)?
- That soon an Esri Maps for Office will be released?

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# PAMAGIC MATTERS

JUNE 2012

## PA GIS Conference Huge Success

The Pennsylvania GIS Conference was held on May 22 and 23 at the Holiday Inn in Grantville, Pennsylvania. In addition to the conference, two pre-conference workshops were held: Esri's Implementing the ArcGIS Parcel Tools (held at the CCAP North Office) and Photoscience's Remote Sensing Workshop (held at HACC Midtown). In total, there were 252 attendees (up 20% from last year!) and 21 exhibitors. It looks like the PA GIS Conference is making a comeback in terms of numbers!

This year's conference, organized by the County Commissioners Association of PA (CCAP) and its

partners, featured keynote addresses from Esri's Christian Carlson on the State of GIS, the City of Philadelphia's Jim Querry who spoke on GeoDesign (see page 4 for more on GeoDesign), and an address from the state CIO, George White who spoke on the initiatives and projects happening on the state level.

In addition to the three keynotes, there were twenty Breakout sessions. New this year to the conference were the lightning talks and the Maps and Apps competition. The idea of the lightning talks was for participants to share what they are doing in GIS in a five minute talk.

Next year's GIS conference will be held on June 3, 4 and 5 at the Penn Stater Convention Center in State College.



Above; The 2012 PA GIS Conference was the premiere for "Mike and Mike," the new conference MCs. Mike Bialousz, left, Mike Shillen, right.

## DCED Announces Website Offering New Digital Flood Insurance Rate Maps

To help residents and businesses to be better prepared for the risk of flooding, the Department of Community and Economic Development (DCED) has launched a website containing the new Digital Flood Insurance Rate Maps established by the Federal Emergency Management Agency (FEMA).

"Having up-to-date, digital access to Flood Insurance Rate Maps is a critical tool for homeowners and businesses when preparing for flood-related emergencies," said Department of Community and Economic Development Secretary C. Alan Walker. "Residents and local businesses can use the maps to determine if they are located in a floodplain and community officials can access the information

to effectively create floodplain-management strategies to ensure public safety."

The new website, [www.pafloodmaps.com](http://www.pafloodmaps.com), contains a digital version of FEMA's floodplain maps which were established to designate specific areas that are special hazards or risk premium zones in order to determine whether flood insurance is required.

The site provides information to municipal officials, residents, and insurance agencies and brokers. It also alerts users to the potential risks and responsibilities associated with being located in a floodplain.

The website also features an

interactive risk-identification tool that allows users to enter an address and access information relating to that property. Users will also be able to determine if a property is in a floodplain, specific building code regulations that pertain to a property, and if there is a mandatory flood insurance requirement for that address.

The Governor's Center for Local Government Services (GCLGS), housed within DCED, provides technical resources and assistance for companies considering merger, consolidation and regional efforts. The center also serves as a resource for local government officials, developers, and citizens interested in planning to improve, grow and enhance communities.

# President's Corner



**PAMAGIC outgoing  
President Mike  
Bialousz**

Wow, what a year it's been! I would first like to thank everyone for giving me the opportunity to be President of PA MAGIC and the Board for all their support. It's been a very fulfilling experience to work on many critical issues related to GIS in the Commonwealth, and I look forward to continuing this as a Board member.

Given my position as a state employee, it has been very challenging having the President position. Given some of the issues and challenges PAMAGIC has taken on, namely the House Bill 1701 legislation and responding to the Marcellus Advisory Committee (MAC) recommendations, I have had to be very careful in how I approach things. However, a precedent of sorts has been set for state employees to be involved with groups like PA MAGIC, and I feel that is a very good thing. We need holistic representation on these kinds of issues, and not having state involvement would leave an obvious void. I hope my counterparts within the state will consider being involved with PA MAGIC and similar groups in the future.

Over the past year, many things have been accomplished and related awareness has, in my opinion, dramatically increased. The House Bill 1701 legislation is much further along the legislative process than previous attempts. No matter how that ends up, the awareness of the importance of GIS and the need for coordination has increased, especially at executive levels. PA MAGIC is now really starting to take advantage of social media outlets, namely Facebook and Twitter, which has helped carry these types of messages and content. We had another very successful PA GIS Conference where we again came together as a GIS community to make the event happen. In addition, a new State of GIS report was produced that contains GIS-related chronicles from a variety of organizations showing a reflection of the status of GIS from many perspectives. Finally, we responded to the MAC recommendations and provided a great deal of information to legislators and others related to GIS issues.

Internally, PA MAGIC has revamped our monthly

newsletter which provides content in a more user-friendly format. We have also transitioned our organization to a new administrator which has not only increased our efficiencies, but allowed us to be more flexible in what we offer, especially in terms of membership.

So overall, it has been a very busy, but successful, year. Again, I am very thankful to have had this opportunity. I know our new president, Ken Juengling, will continue us down a similar path and accomplish many great things. Given budget constraints and the economy being what it is, this is a critical time for GIS in the Commonwealth and we need to keep our momentum moving ahead.

—Mike Bialousz

## Administrative Changes at PAMAGIC

After over 15 years working together, PAMAGIC is transitioning away from SEDA-COG as the administrative arm of the group. Whereas the two organizations shared many common interests and members in 1996, the SEDA-COG GIS Task Force was very successful in creating "locally independent, regionally coor-

dinated" County GIS Departments in the area, thus reducing the need for their further intervention.

Lest we forget, here are the names of many of the people at SEDA-COG who helped PaMAGIC over the years: Tom Sweet, Kate Bailor, Dan Ake, Joe DeWalle, Betsy Bis-

choff, Jim Baker, Bill Flather, Tom Bresenhan, Kathy Hanaford, Kay Aikey, and Dennis Robinson. The size of the list bears witness to the fact that many people are needed to make positive change, and whether the contributions are long or short they all add up.



**PAMAGIC thanks the sponsors for the 2012 InfoSwap (you too JMT!)**

# PAMAGIC Elects New Board Members & Officers

Message from new PAMAGIC President, Ken Juengling:

Hello everyone!

It is with excitement and energy that I write this brief piece for the PAMAGIC newsletter. With all that has been accomplished with our group, I look forward to building on the successes of years past and lessons learned as well.

The upcoming board retreat will be a great opportunity to really coalesce the ideas that will be shared and I cannot think of a better team to be a part of than the current PAMAGIC board. Together, with the unfailing support of the PAMAGIC membership much can,

and will, be undertaken. Details will be rolling out soon (post board retreat).

A big thank you for all who support our leadership - your backing is much appreciated and the responsibilities of our roles are not taken lightly.

Kenneth Juengling, GISP



**PAMAGIC  
President Ken  
Juengling**



Eric Jespersen, Laura Simonetti, Nicole Ernst, Dave Gilbert, Glenn Mohler, Mike Bialousz, Peirce Eichelberger. Missing from photo: Ken Juengling and Tom Denton

# GIS County Pros President

The County GIS Professionals Association (County Pros) was established to provide for the collection, distribution, and exchange of information relating to GIS at the county level. In addition, the County Pros actively follow legislation that affects geospatial functions as well as provide guidance to government entities on policy matters.

This year's County Pro's president is Cherie Prentice-Brown from

Lebanon County. Cherie's term began in January. At the PA GIS Conference at the end of May, Cherie presented Todd Zimmerman (Lancaster Countywide Communications) the "Excellence in GIS" award from the County Pro's for commitment to GIS at the county level and the good of the geospatial practice in Pennsylvania.



**Cherie Prentice-Brown, (left) presents Todd Zimmerman (right) the Excellence in GIS award.**

# PA-MAPPS Elects New President

PA-MAPPS is the voice of the private geospatial profession within the Commonwealth of Pennsylvania. It is open to MAPPS member firms having an office or employees in Pennsylvania. The primary objective of PA-MAPPS is to develop strength and unity on matters affecting the interests of its member firms and provide a forum for networking, information, education,

and market growth in Pennsylvania. PA-MAPPS has 21 registered members.

PA-MAPPS consists of five board members that serve two year terms. Recently PA-MAPPS elected a new president, Rob Rowe from Rettew, Inc.. Mr. Rowe will serve a one year term.

**Rob Rowe, Rettew, (bottom) is the new incoming PA-MAPPS president. Steve Ellis (Aerometric) is the outgoing president (above).**





The 2013 GeoDesign Summit will be held January 24-25 at Esri Headquarters in Redlands, CA

## Calendar of Events

**Esri User Conference**—July 23-27, San Diego

**Central PA GIS Day**—November 14 (FREE registration, free exhibit space) HACC Midtown

**Esri MUG 2012 Annual Conference**—December 11-12

If you have an event that you would like to share with the PA GIS community, email it to our [newsletter editor](#).

# Editor's Spotlight

I'm jumping on the bandwagon—everyone is talking about GeoDesign and so am I. At the Towson University GIS Conference in March, Jack Dangermond addressed the conference via Skype and his remarks focused on GeoDesign. At the PA GIS Conference, Jim Query from the City of Philadelphia also spoke on GeoDesign. Even at Harrisburg Area Community College, where I teach, faculty have been talking about the concept of GeoDesign to non-GIS majors, such as bud-

ding architects, civil technology students, and engineering students, to name a few. In addition, the college is supporting its first student conference where the theme will be around the concept of GeoDesign, "Visioning for the Future of Central Pennsylvania."

GeoDesign provides a framework to combine geography with design by providing designers with robust tools that allowing them to visualize the

impacts of decisions and choices made. GeoDesign is not a new concept, but one that has become increasingly more pervasive due to the amount of tools and data available.

A free e-book on GeoDesign is available, "[Changing Geography by Design](#)." To read more about the concepts of GeoDesign, visit, <http://www.esri.com/technology/topics/geodesign/index.html>.

## Campus Addresses/Signage—No Passing Grades!

Over the last few months I have been on several college/university campuses. Would you know it I pretty much got lost each time. Why? Campus addressing and signage is often lacking or just plain awful. No street signs, sure the buildings are mostly named but finding your way around can be a bear. Most streets do not go through campus any more. Keeps traffic down; I guess but having no addresses or signs are decidedly visitor unfriendly. Most campuses are probably big enough to have their own addressing grid or system, which means that most street names are unique to campus and just another reason why signage should be present. Good addressing systems and sign/number posting encourage efficient navigation. Very important, especially if the "visitors" are unfamiliar fire/police or EMS personnel responding from further away than usual to the campus. Just think about other campus style properties too—hospital/

medical sites, military bases, office complexes, prisons and larger industrial facilities. Don't they have the same problems with posting?

On one of the campus visits I was attending a GIS conference and was delivering the URISA Addressing workshop. The campus was a perfect example of the need to better address campus style facilities. All three visits to campus led to missed turns and "unfound" visitor parking spaces. There were two professors and some students in the workshop with other County and energy professionals in attendance. One of the professors contacted me later and said he was appointed to lead an "addressing" project for his campus. Nice!

In the Delaware Valley, in eastern Pennsylvania there are 95+ degree-granting institutions, my guess is that probably ¾ of them are poorly addressed/signed.

We've got some Past URISA Presidents on campus with many students and visitors.

What are your experiences? Is your campus properly addressed with street signs and building address/numbers. Are the occupancies (lecture halls, laboratories, classrooms) properly identified? Is student housing well marked too? How about all the athletic facilities? Send me an email; we will start an informal survey. With the Virginia Tech tragedy still fresh in our minds and better use of "reverse 911" capabilities addressing is more important than ever. Just this last week in Colorado a major wildfire pointed up problems with their reverse 911 system, many were not notified of the emergency evacuation!

—Article submitted by Peirce Eichelberger, [peircceichelberger1@mac.com](mailto:peircceichelberger1@mac.com)

## Google's Address Capture Project, Part I (1/17/12)

Google is now admitting publicly (in print for the first time I think?) that there is geography associated with your IP address. This geography is used to prioritize your search returns so closer items appear first in your queries. I have been noticing this for at least the last year or so.

I needed a tile person and sure enough the browser narrowed down the search to the area where I live. Interesting, I thought, near Collegeville where we live. The telephone yellow pages are near death anyway.

A few months ago in Europe, Google admitted that when its vans were taking street level imagery

they were also sniffing for IP addresses.

Is this just for Wi-Fi or are all IP addresses some how now geo-referenced?

Will Google let others have access to this geography? If so? When? In the ads they say, "...which acts like a zip code to tell them the rough area your computer is in." A little scary I think, because Zip Codes are not the best for mapping or for socio-economic data summaries.

WOW—on one level the era of a virtual electronic address has arrived. So if you are "on the road" your address is constantly being

updated. Remember if you are carrying a cell phone a virtual address is already traveling with you.

WOW—on another level this virtual address may be poorly cross-referenced with your other addresses or not at all? I hope NG-911 is ready for people to make 911 calls from Wi-Fi hotspots?

One thing for sure, any discussion about addresses has just gotten a whole lot more complicated....the concept of an address may have just tipped from the responsibility of the public sector to commercial (Google) interests!

WOW—we need a session at URISA's 50<sup>th</sup> in Portland to fully comprehend what has just happened. .



Google articles submitted by Peirce Eichelberger, peirceeichelberger1@mac.com

## Google's Address Capture Project, Part 2 (5/5/12)

More information is coming out on Google's address capture project in conjunction with "Street View" image capture. While Google has blamed the capture on a "rogue engineer" the story is now coming out. As early as 2007 Google was collecting (sniffing) an address (coordinates, Lat/Long?) as the Street View cars/trucks were taking their curbside pictures.

This is according to an FCC/Google report released on Saturday. Google referred to the code as "gstumbler." The news story described the engineer mentality of grabbing the data and filtering it (asking for permission) later.

I will try to track down the FCC/Google report and share later.

Probably any Wi-Fi hot spot or home/business wireless router? now has a physical address attached to it. The era of a physical address being attached to your virtual or nonvirtual/IP address is now possible. The bigger question becomes

who has access to these addresses and how can they be used? What is government's role/use in these addresses?

A long time ago with GPS enabled cell phones I thought—"Hey it is noon and I want to eat Chinese." Go two blocks and turn left, go two blocks and look for Chang's Asian Bistro on the left. You have seen the Apple Siri ads on TV lately? Even my simple iPad does a pretty good job of figuring out where it is (and where I am too)? UPS and FEDEX have developed detailed customer address databases years ago.

A Geolocation API is now recognized by most current browsers including iOS, Android, IE9, Firefox and Opera. The API includes a "getCurrentPosition" for a one shot location grab and "watchPosition" which checks for updates on location.

Governments and URISA have spent much time in educating any-

one who would listen about the differences in situs (location) addresses versus mailing addresses and most recently pushing for subparcel and occupancy level addresses for suites, apartments and condominiums.

Now we must think about the inclusion of this virtual/electronic/IP address as well? Should this be a legitimate part of contact information that we (government) collects all the time? Recently I spoke to a group of Clerks and Recorders that deal with land records. One Recorder said, "Peirce you just gave me an idea—wouldn't it be neat if I could send an email (push) to a property owner telling them that an instrument was just filed that affects their property?" Government's role in identifying and preventing property fraud is just now being fully realized!

Just think you have set an "out of office" indicator for email and someone might expect....well she is not home now and I know where she lives.

**What do you think? Write a letter to the editor or an article to for our next newsletter!**

## **PAMAGIC BOARD**

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## **New & Updated from PASDA's Data Partners**

### **Department of Health**

New Data Layers: Polygons that represent 15, 30, 45, 60 minute drive-times to Pennsylvania's trauma hospitals (accredited by the PA Trauma Systems Foundation).

### **DEP**

New Data Layer: Stormwater 167 (stormwater management watersheds) and Updates: Oil & Gas Locations, Underground Mining Permit

### **Allegheny County**

Allegheny County update: Parcels May 2012, County Council Districts

### **Digital Flood Insurance Rate Map Database, Pennsylvania**

2012 update - The Digital Flood Insurance Rate Map (DFIRM) Database depicts flood risk information and supporting data used to develop the risk data.

### **DCNR Explore PA Trails**

These feature classes contains lines and points for trails in the state of Pennsylvania, as prepared by the PA DCNR, Rails-to-Trails Conservancy, PA Fish and Boat Commission, and Keystone Trails Association.

### **Lancaster County**

Lancaster County 2012 Spring update: municipal boundaries, road centerlines and types, urban and village growth boundary polygons

### **Pennsylvania Municipality Boundaries**

PennDOT - Pennsylvania Municipality boundaries 2012-- Layer has been updated with 2010 census data.

### **DEP**

Update: Streams Chapter 93 Existing Use

### **Philadelphia 2010 Aerial Photography**

The dataset consists of tiled orthogonal imagery produced from nadir images captured by Pictometry International during the period of March 17th, 2010 to May 5th, 2010 in Philadelphia, PA.