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*"Each sunrise brings possibilities, but it is us who must make them reality." -KS Read*

**Editorial - What's Hot and What's Not!**

Happy New Year! New Year, new resolutions, new goals, and new you! For the [CFGIS](#) program it's no different. We have new and exciting plans for projects and areas of improvement that will be developed during 2011.

[CFGIS](#) is made of so many components, and not everyone knows about all of the pieces that make up what we call the [CFGIS](#) program.

[CFGIS](#) has a website that shares data, metadata, maps, links, and quick technical hints, just to name a few of the many things we have available. We all know that [CFGIS](#) facilitates trainings, delivers quarterly newsletters, celebrates GIS day, holds users groups, utilizes social media promoting professional growth and facilitating networking, and in 2007 - 08 initiated the regional GIS workshop in central Florida that today became the [CFGIS Workshop](#) organization that is run independently by some of our peers. It's also known by most of us that [CFGIS](#) develops specific regional GIS datasets that are widely utilized by other organizations and local governments. [CFGIS](#) also partners with other organizations such as [FDOT](#), [FDEM](#), counties and cities to develop specific studies where GIS is a decision making component to identify threats, gaps and areas of improvement.

What very few people know is that [CFGIS](#) also has a well-structured business aspect with a wide variety of products that can support and promote organizational capacity. [CFGIS](#) develops studies on its own and in some cases partners with the private sector to deliver innovative solutions and support business processes for government entities. Very few communities have taken advantage of this component of the [CFGIS](#) program and this is one of the areas that we will focus on in 2011.

The educational aspect of the [CFGIS](#) program will remain intact, but our focus in 2011 will definitely be in the business aspect. In the upcoming months [CFGIS](#) will re-start outreaching its business portfolio, showcasing a variety of tools and products that can support business processes, workflow and help increase productivity of organizations. Our community members will be approached and re-introduced to the [CFGIS](#) program. We hope that several of them will see the benefits of what we can offer.

Technology keeps changing its course very quickly. Such changes can impact positively and sometimes raise areas of concern that can enable active and dynamic interaction between industries. In this newsletter we are featuring two articles about the pros, cons and areas of concern involving the 4G technology and the GPS world. At the same time the GIS industry is discovering the power of the [Web 2.0](#) and [social media](#). Social media is another area that will be widely explored by [CFGIS](#). This newsletter shares some articles that outline the advantages and risks of utilizing such powerful tool in a corporate environment along with some best practices.

And because we would love to hear your opinion about what's hot and what's not, we have published [CFGIS](#) groups at the [LinkedIn](#) website as well as started [our own Blog](#) where you can express your opinions, likes and suggestions. We hope that you get involved and keep growing with us on this fascinating and yet innovative journey of professional (Career) improvement, and networking!

Let's have a spatially productive 2011, Central Florida!! We are hoping to hear from you soon in one of [our discussion forums](#).

By *Claudia Paskauskas, GIS Manager - [East Central Florida Regional Planning Council](#)*

## What's New?

By the ECFRPC GIS Team

"What's New" will connect you with the latest and greatest in GIS happenings all around the region. This quarterly publication announces very exciting news from all over the region.

- We are a nation of 308,745,538! The initial results of the 2010 Census results were released Tuesday, December 21st and included resident population information for the nation, individual states and congressional apportionments. The Census Bureau also launched an interactive map tool for viewing the population changes through the past century. An overwhelming 75% of participants came in via physical mail, resulting in a successful count that was on time and under budget.

Beginning in February and wrapping up by March 31, 2011, the Census Bureau will release demographic data to the states on a rolling basis so state governments can start the redistricting process.

Some highlights for Florida:

- Florida is ranked 10th in highest density among the states
- Florida's population grew by 17.6% since 2000
- Florida is the nation's 4th most populated state
- Florida gained 2 seats in Congress

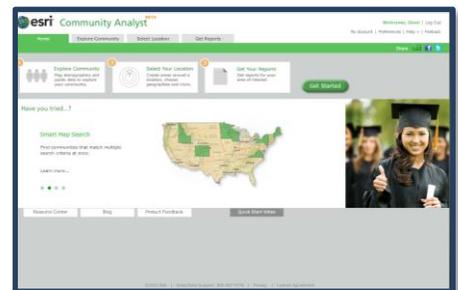


For more details: <http://2010.census.gov/2010census/>

- URISA announces its 2011 Student Competition. The 2011 Student Competition will consist of a two-tier approach that includes Papers and Posters. Submissions are due on or before June 6, 2011. Winners will be recognized during the awards ceremony at GIS-Pro 2011: URISA's 49th Annual Conference in Indianapolis, Indiana (the Awards Breakfast will take place on Thursday, November 3, 2011). For complete details: [http://www.urisa.org/student\\_paper\\_competition](http://www.urisa.org/student_paper_competition)

- URISA GIS Pro 2011 Call for Papers is open. For full details [click here](#).

- ESRI's Community Analyst - A public Beta of the new community Analyst tool is now available. Designed for government agencies, policy-makers and civic organizations this new tool allows the user to view thousands of demographic data for specific geographic boundaries, generating interactive maps and exporting tables or graphs. The user is also able to compare geographic areas and find locations that meet customizable criteria.



- January 28, 2011: The GIS Certification Institute (GISCI) today made public a proposal to update requirements for GIS Professional (GISP) certification. Key among the proposed updates is the addition of a required examination. The Working Group that prepared the proposal recommends that the exam be based on the U.S. Department of Labor's new Geospatial Technology Competency Model and related resources.

The "GISP Certification Update" proposal is available for public review at <http://www.gisci.org>, along with instructions on how individuals can share their views about proposed changes. As part of its deliberations the GISCI Board of Directors will consider comments received between February 1 and February 28, 2011. A Board decision about proposed changes is expected in April, 2011.

Save the date:

CFGIS Users Group Meeting February 25th, 2011. Join us for a fun day of GIS and much more!

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning."  
Ben Franklin

Visit our new  
BLOG!

<http://cfgis.blogspot.com/>

- [CFGIS Website](#) and Data Clearinghouse updating:

The CFGIS Team is hard at work developing the next CFGIS Interactive Tool - Be on the lookout for more news regarding the release of our new Online Atlas!

If you Want to Make a Difference or just be searchable, share your shapefiles, geodatabases or metadata XML files with CFGIS. Your contribution to the community is invaluable.

- [CFGIS has a new Blog!!!](#) Check it out!!!

## Social Media: The new GIS frontier

By Keith Smith

Remember when GIS was magic that someone did in the back room of the office, the one without windows and no one was ever quite sure how it worked or what exactly it did? Remember hearing the dreaded "I'm not sure what you do, but I think that I need it" from management or members of the community about GIS?



GIS began its emergence into the light a few years ago as technology advanced, it enabled GIS Users to not only perform complex analysis but to perform those tasks quickly. This led to the progression from shapefiles to geodatabases, geodatabases to SDE, then to SDE on the web, and now to the cloud. GIS rode at the front of the technology wave, continuing to expose more and more people to its powerful capabilities.

It was during this time that social media was also gaining momentum, it too has evolved from its early days of solely being a recreational website to emerging as an opportunity for professionals from around the world to come together to share experiences, solve problems, and collaborate.

Now because of social media people from all over the world can participate and thanks to projects utilizing crowd sourcing, GIS is being introduced to millions. This extra exposure presents a unique opportunity for GIS to take advantage of social media opportunities.

At CFGIS we created the [LinkedIn group](#) for professionals in the region to come together and discuss topics and exchange knowledge. We have also launched our newest social media tool in the form of the [CFGIS blog](#).

Why a blog? We want to create an environment which can expand beyond a newsletter. The new blog gives CFGIS an opportunity to bring forward articles, technical tips, and management opportunities to not only present these issues but more importantly to give the reader the power to communicate and participate.

Thanks to the presence of social media the days of only hearing or reading about a topic or issue arising in the GIS community are behind us. We are now able to come together with all of our peers to discuss a topic or project and no longer are restricted by geography or time constraints of a physical meeting, think of the opportunities available to assist one another and enhance the entire region and our individual programs.

GIS has entered a new frontier in social media and we are very proud to be leading it into Central Florida. If you have not already done so, join our [LinkedIn group](#) and help us make Central Florida a stronger GIS community. Together we CAN accomplish more.

*"The key to wisdom is knowing all the right questions."*  
John A. Simone, Sr.

*“There is an eternal landscape, a geography of the soul; we search for its outlines all our lives.*

*Josephine Hart*

*Get Involved!  
Volunteer with  
CFGIS, GIS Day is  
coming. Email  
Claudia@ecfrpc.org.  
for more  
information.*

## Location Data: More Valuable, Easier to Access

*By Jonathan Feldman  
Information Week*



You'd think there wouldn't be much new under the sun when it comes to maps and determining location. Hey, my car's already GPS nirvana, so why get greedy? Yet there's tremendous activity in this area--from Internet startups like Yelp to enterprise uses of location-based services. It feels like the latest techno-gold rush to those who've lived through other fads, yet there's real business value that IT can bring to the table.

Consider Chevron, the oil and gas giant. It hires boats from private operators to move goods among its oil platforms in the Gulf of Mexico. The boats have GPS tracking capability, but Chevron hadn't fully used that data until this past year, when it began collecting location information, feeding it into analytics software, and giving a Chevron team in a control room the authority to direct those boats. The result is "tens of millions" of dollars saved, says CIO Louis Ehrlich, thanks to more efficient routing that cuts the number of hours and miles the boats travel.

This past year, for example, Ford's IT team worked with a group of college students to develop in-car applications, using its new Fiesta compact as the development platform. Location data played a key part in several of the prototypes, including one that would let people share their locations with other vehicles traveling in a caravan somewhere. While that particular app may seem to be lightweight compared with saving tens of millions of dollars, the point is that IT organizations can influence whether companies embed location data in their products.

And then there's marketing. Location-based mobile phone ads not long ago were nothing but creepy. (How does that store know I'm on this street?) With location-based Web sites such as Foursquare and Gowalla, where people volunteer to check in at a location to tell their friends, restaurants and retailers reward people for visiting. Starbucks and McDonald's are among the companies that have tested giving coupons to people based on their check-ins. Foursquare says it has nearly 3 million members.

Search, too, promises to get more location-driven. Yelp, a booming site on which anyone can review a local business, lets users search for specific goods and services using a ZIP code--"sushi 10023"--or, from a mobile device, using their actual location. Given the growth of sites such as Yelp, and knowing that Google did \$1 billion in search ads over mobile devices last quarter, it's no surprise that Marissa Mayer, the Google VP formerly in charge of search, just took over Google's nascent location and local services business.

[http://www.informationweek.com/news/mobility/business/showArticle.jhtml?articleID=228000278&cid=RSSfeed\\_IWK\\_ALL](http://www.informationweek.com/news/mobility/business/showArticle.jhtml?articleID=228000278&cid=RSSfeed_IWK_ALL)

## LightSquared Clears FCC Hurdles

*By Dan Meyer  
RCR Wireless News*

LightSquared Subsidiary L.L.C. received good news from the Federal Communications Commission that will allow the satellite communications provider to soon add terrestrial services to its offering.

*Remember to send  
CFGIS your new  
and updated  
metadata files for  
addition in the  
Clearinghouse.  
For more  
information,  
E-mail:  
Claudia@ecfrpc.org*

*Are you a FLURISA  
member yet?*

The FCC noted in a report that while on a macro level LightSquared's plans to offer both terrestrial- and satellite-based wireless communications to wholesale partners failed to meet the intent of the original FCC order, the company's investment both in actions and finances in promoting the satellite-based aspects of its service was enough to garner the company a waiver from having to meet the original order. In addition, the FCC noted that the public interest would be served in that LightSquared's proposed service would provide mobile broadband access for underserved communities.

"We find the totality of the facts and circumstances surrounding LightSquared's proposal, including the specific commitments it makes in its filing and several unique circumstances of LightSquared's activities in the MSS L-band, to be consistent with the public interest and the purpose of the MSS/ATC gating criteria. ... We find good cause to grant LightSquared a conditional waiver of Section 25.149(b)(4) of the Commission's rules for services provided by LightSquared using its MSS L-band spectrum," the FCC noted in its report.

The FCC cited LightSquared's assertion that it will promote both its terrestrial and satellite services equally when offering wholesale services to partners, including pricing models that will not favor a terrestrial-only service. In addition, LightSquared has said it providing \$50 million to Qualcomm Inc. to help underwrite the development of chip technology that will provide products that can support both terrestrial and satellite services. The FCC noted that end-user prices of such products will need to be equal even if LightSquared is forced to provide additional subsidies.

In addition, LightSquared said it will utilize at least six megahertz of its approximately 20 megahertz of MSS spectrum for the satellite component of its network.

"LightSquared is pleased with the Federal Communication Commission's grant of its request to allow its wholesale customers to provide either dual-mode or terrestrial-only devices as part of an integrated satellite-terrestrial broadband service," the company noted in a statement. "The FCC's grant of this application is an essential building block for our network as we build out to meet the rigorous construction timetable that the commission has made a condition of our authorization and reaffirmed in today's grant of our request."

#### **GPS concerns to be addressed**

LightSquared also received relief from the FCC in regards to concerns over whether the use of the 2 GHz MSS spectrum could impact ground-based GPS and navigation services. The FCC said LightSquared's recent comments that it would work closely with the GPS community to ensure interoperability was a start and that LightSquared would be required to provide regular updates on that work prior to its ability to launch commercial services.

Earlier this month the National Telecommunications and Information Administration said it was concerned that LightSquared's plans to sell wholesale terrestrial-only services could cause interference to navigation and E-911 systems. The agency said the situation must be assessed before any other action is taken.

LightSquared noted earlier this week that would cooperate with both government agencies and the GPS community to ensure interoperability.

LightSquared has said it plans to begin rolling out access to its satellite/LTE-based terrestrial

*Need GISP Points?  
There are plenty  
of opportunities to  
volunteer with  
CFGIS!*

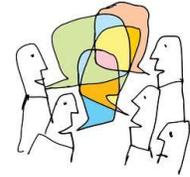
network later this year. The company is planning on having wireless modems compatible with the network ready by the third quarter of this year and smart phones by the second quarter of 2012. Those devices will include embedded abilities to access both the terrestrial and satellite networks, though it will be up to the wholesale partner as to whether they will provide the access to consumers.

For the full article:

<http://www.rcrwireless.com/article/20110126/FACILITATORS/110129961/lightsquared-clears-fcc-hurdles>

## Social Media: Organizational Policy of Use

*By Claudia Paskauskas & Keith Smith*



The social age has arrived. Even if you try to stay away from social media, it's unavoidable that others will do the same. Phrases like "friend me" for Facebook, or "follow me" for personal, industry and corporate blogs have become commonplace. "Liking" or rating your level of satisfaction or agreement with an article, a service, or a product became common practices embedded as part of our daily routine. The latest we have heard about both private sector and government utilizing social media is Law Enforcement's utilization of Facebook to deliver Amber Alerts and President Obama's use of lingo from several social media sites during the latest State of Union address. Social media is unavoidable. Sooner or later we all will be there directly or indirectly.

Social media is emerging as a whole new frontier for the GIS community and the possibilities for outreach and community involvement are expanding rapidly. Through technological advances organizations and companies are able to reach a larger and more diverse population, enabling new marketing strategies and creating new opportunities to involve their target audience and gain feedback. Technology is evolving quickly and the entire industry is seeing the benefits. The channels to enable an easy and effective way to share ideas, communicate, and discuss trends changed forever the speed and the ways things are done.

Many of us have started conversations about social media and are arriving at the critical juncture that occurs with emerging technologies, "How do we use social media?" "What are the impacts of using social media (personal, professional, organizational, policy)?" While on the surface this may seem like a very straightforward question when you consider how social media sites work it can quickly become a more complicated discussion.

It becomes a discussion of not only how to use social media but in what ways as an organization, or a professional or even the average person should use it. Social media in its very nature has a way of obscuring the fine line between a professional and private persona. It is in the organizations best interest to clarify this line if possible to ensure that everyone understands clearly when using social media as part of an organization outreach if the response is of the individual or if it is part of that person's professional responsibility.

This discussion is already being considered by many social media sites. In January of 2011, the social media site Facebook altered its terms of use to become friendlier to governments in the hope to increase use by those public entities. As social media sites continue to be used to reach out and communicate, organizational policies will become increasingly important.

Bottom line it is that it's recommended that organizations and companies have specific policies about the use of social media in an attempt to draw a more defined line between the persona and the professional that shares a comment, like or participate in social media forums. When is the individual no longer the professional and vice versa? Answering "the professional is the 8 to 5 individual" lately is not always considered to be accurate. The recommendation is that any policy of social media usage is better than no policy.

What is your organizations policy in regard to social media? Has one been discussed, if so do you know what it is?

Let us know by sharing your comments on our BLOG or LinkedIn groups.

*"The  
recommendation is  
that any policy of  
social media usage  
is better than no  
policy."*

*"We can't solve problems by using the same kind of thinking we used when we created them." - Albert Einstein*

*"The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one." - Mark Twain*

## Earn the New ESRI Technical Certification

*By Kris Assel and Carla Wheeler  
Esri Writers*

GIS professionals will soon be able to earn technical certifications that demonstrate their proficiency using Esri software. Examinations have begun for the new Esri Technical Certification Program, which will recognize expertise in desktop, developer, and enterprise use of Esri technology.

Earning a certification means an individual possesses a high level of technical expertise using Esri software.

"Esri set the industry benchmark for GIS technology. Now we're setting a standard for users, establishing a community of individuals who've demonstrated their proficiency in using Esri software," said Nick Frunzi, director of Educational Services at Esri. "This raises the bar for ArcGIS skills."

The first certifications include ArcGIS Desktop Associate, ArcGIS Desktop Professional, Web Application Developer Associate, Enterprise Geodatabase Management Associate, and Enterprise Administration Associate. Eight more certifications will be added to the program later in 2011. To learn more or register for a certification exam, visit [esri.com/certification](http://esri.com/certification).

The examinations, which will take about two hours to complete and include 90-95 multiple choice questions, will be available at 5,000 locations in 165 countries. The exams will be offered in English only.

<http://www.esri.com/news/arcwatch/1210/technical-certification.html>

Desktop	ArcGIS Desktop	<a href="#">Associate</a>   <a href="#">Professional</a>
	ArcGIS Desktop Developer	<a href="#">Associate*</a>   <a href="#">Professional*</a>
Developer	Web Application Developer	<a href="#">Associate</a>   <a href="#">Professional*</a>
	Mobile Developer	<a href="#">Associate*</a>   <a href="#">Professional*</a>
	Enterprise Geodatabase Management	<a href="#">Associate</a>   <a href="#">Professional*</a>
Enterprise	Enterprise System Design	<a href="#">Associate*</a>   <a href="#">Professional*</a>
	Enterprise Administration	<a href="#">Associate</a>

\* Certification is in development.

## U.S. EPA Releases Annual Enforcement Results and Mapping Tool

WASHINGTON - The U.S. Environmental Protection Agency (EPA) has released enforcement results for fiscal year 2009, and has developed a new Web-based tool and interactive map that allows the public to get detailed information by location about the enforcement actions taken at approximately 4,600 facilities.

In FY2009, EPA concluded enforcement actions requiring polluters to invest more than \$5 billion on pollution controls, cleanup, and environmental projects. Civil and criminal defendants committed to install controls and take other measures to reduce pollution by approximately 580 million pounds annually once all required controls are fully implemented.



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The new mapping tool allows the public to view the locations of facilities that were the subject of those enforcement actions on interactive maps of the U.S. and territories. The maps show facilities where civil enforcement actions were taken for environmental laws for air, water, and land pollution, and a separate map shows criminal enforcement actions.

Viewers can click on specific facilities to find historical information about specific enforcement actions, such as violations and monetary penalties. In addition, viewers can use the zoom function to find out which facilities are located near water bodies that are listed as "impaired" because they do not meet federal water quality standards.

EPA mapped the locations of more than 90 percent of the facilities that were the subject of enforcement actions last year. EPA did not map the locations of drinking water treatment plants due to potential security concerns.

For the past 10 years, EPA has described annual enforcement results by focusing primarily on two measures, the estimated pounds of pollutants reduced and estimated cost of commitments made by defendants to control or reduce pollution. These measures vary significantly from year to year and are dependent upon the number of large cases that settle in a given year.

While these large cases are a vital part of our work to protect public health and improve compliance, they do not reflect the totality of the annual environmental enforcement activities, and do not capture the number and variety of enforcement actions taken to help clean up local communities. The new mapping tool will help increase transparency, improve access to data, and provide the public with the bigger picture of enforcement activity occurring in communities around the country.

For more information:

<http://www.epa.gov/compliance/resources/reports/endofyear/eoy2009/index.html>

Mapping Tool:

<http://www.epa.gov/compliance/resources/reports/endofyear/eoy2009/2009civilenfairhighlights.html>

## Upcoming Events

- January 28 - Volusia County Users Group - Daytona Beach, FL
- February 17 - Seminole County Users Group - Sanford, FL
- February 24 - Volusia County Users Group - Daytona Beach, FL
- February 25 - CFGIS Users Group - FDOT D5 Urban Offices - Orlando, FL
- April 5-7 - Reading and Understanding Property Description DOR - Maitland, FL
- May 2 - 4 - SERUG - Jacksonville, FL
- June 13 - 17 - URISA Leadership Academy - St. Louis, MO
- June 29 - CFGIS Users Group - FDOT D5 Urban Offices - Orlando, FL
- August 15 - 18 - URISA/NENA Addressing Conference - New Orleans, LA
- November 1 - 4 - GIS-Pro 2011 - Indianapolis, IN

**Check the CFGIS website ([www.cfgis.org](http://www.cfgis.org)) for more events!**

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