



# IMAGIN Geospatial Education Workshops

## Mobile GIS Workshop

### February 10, 2012

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IMAGIN is pleased to announce that it will hold two GIS workshops on **Mobile GIS** in partnership with the Taubman College of Architecture and Urban Planning, University of Michigan, and the Clark Library for Maps, Government Information and Data Services, University of Michigan.

The seminars will be held at the East Room in the Pierpont Commons on the North Campus of the University of Michigan (see map), on February 10, 2012.

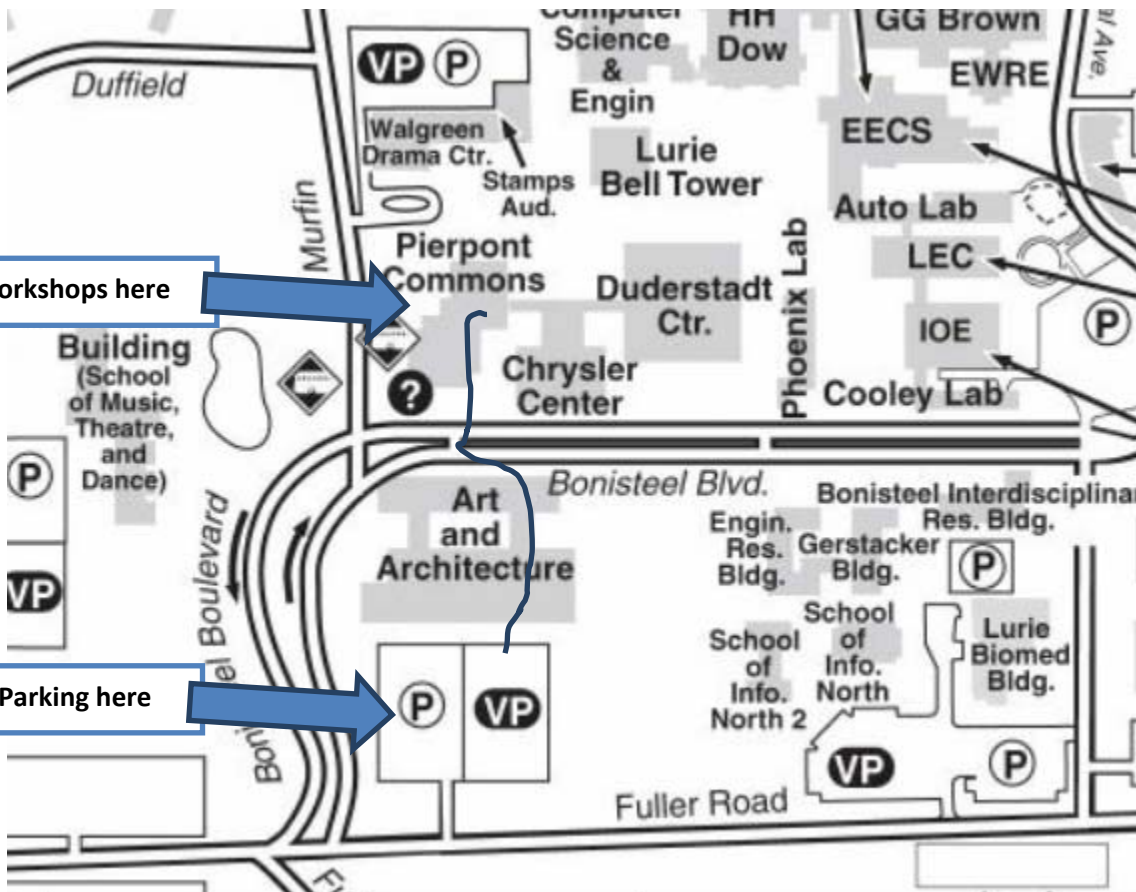
Additionally, remote viewing locations are going to be held at two (2) locations for your convenience.

A Traverse City viewing will be at the Land Information Access Association office, 324 Munson Ave, Traverse City, MI.

A Muskegon viewing will be at the Muskegon Area Transit System Conference Center,

The first workshop is an introductory workshop and will run from 9:30 – 11:30 am. The second workshop is at an intermediate level and will run from 1:30 – 3:30 pm. There is no charge for the workshop, however registration is requested please email [abrenner@photoscience.com](mailto:abrenner@photoscience.com) if you plan on attending. There will be a limited number of opportunities to view the presentations live through the web, for this registration is required and access will be provided on a first come first served basis.

Parking for the workshop is shown on the map and requires payment.



## About Rob Fisher, our presenter:

Rob Fisher is a graduate of the University of Pittsburgh. He has over seven years of experience in mobile application development with a specialization in mobile GIS development. He has created systems including customized in-vehicle navigation system specialized to emergency services to an optimized stop and fuel delivery management system to a mobile ticketing and enforcement application.

## Morning Session: 9:30 -11:30 am

### Introduction to Mobile GIS:

This session will answer the question, “What can mobile GIS do for you?” It will cover the important questions to ask when considering implementing a mobile GIS solution and give a strong overview of the plethora of answers based on specific needs via three distinct use cases designed to highlight the many scenarios in which mobile GIS can be beneficial.

1. A graduate student’s thesis project: Discover the advantage of mobile GIS for personal use or on a lower budget/scale. This example will highlight how to use mobile GIS on a personal smartphone with open source or free-to-use technologies such as Google/Bing Maps.
2. State government asset management system: Discover the advantage of mobile GIS in managing department assets in the field. This example will highlight advanced implementations with publishing of confidential data, custom software allowing for field addition, modification, and deletion of assets, and various synchronization techniques for keeping data concurrent across devices.
3. Delivery asset tracking: Discover the advantage of mobile GIS for a small business. This example will highlight the “Goldilocks” of mobile GIS leveraging different solutions for small to medium businesses without the resources for a total enterprise solution.

If you are curious about how mobile GIS can work for you this session will arm you with a strong overview of the technological options available, what questions and concerns to note when assessing your options, and resources for further research and investigation.

## **Afternoon Session: 1:30 – 3:30 pm**

### **A case study of mobile GIS via SWEEP**

A detailed presentation into the design, architecture, implementation, and success of the Streets & Walkways Education and Enforcement Program (SWEEP) electronic ticketing system. This session will go through the process of converting an existing manual, physical ticketing system to leverage mobile devices with custom ticketing software that has drastically increased the accuracy of data collected by enforcement officers that lead to a remarkable increase in revenue through increased violation collection.

Follow the decision making process regarding physical devices for daily use in harsh conditions, software designed for users of varying technological savvy, features designed to enhance ease of use and increased accuracy, the inclusion of wireless printing and RFID reading technologies, data synchronization and export to collections daily, and back office procedures for preparing and backing up for critical data. This session will also illustrate real world numbers for the return of investment as a strong example of how mobile GIS can provide consistent revenue increases with a minor investment. This session will demonstrate how with an initial investment mobile GIS can drastically increase revenue through automation and data collection accuracy while illustrating all the important concerns during the programs lifecycle.

If you are curious to see the process and advantage of a real world implementation of mobile GIS this session will cover every step from conception to implementation as well as results from a program that has been in use with over 50 officers for over two years with nearly a million tickets written.