

Session Abstracts

From Data to Dollars: Accessing and Applying the Nation's First Public Trail Economic Impact Model

Presented Steve Bert, Institute for Transportation Research and Education (ITRE)

Description: As investment in connected trail networks grows across North Carolina and the U.S., GIS professionals are increasingly asked to quantify economic impacts and demonstrate measurable return on public investment. Yet many agencies, particularly in smaller communities, lack resources for comprehensive economic studies.

This session introduces the Trail Benefits Tool, a free GIS-enabled platform that integrates spatial analysis, mobility data, and economic modeling to estimate the impact of shared-use paths and trail networks.

Built using anonymized Placer.ai mobility data from 110+ North Carolina trail corridors and 17,000 storefronts, the tool links trail buffers to observed visitation and business activity to generate defensible impact and benefit–cost metrics.

Participants will learn to integrate the tool into GIS workflows, interpret results, and communicate findings to support funding applications, stakeholder engagement, and equitable, data-driven decisions and planning.

Keywords: *GIS impact tool, economic impact, trails, bike/ped, greenways, shared use paths, modeling, model, location-based services, cell phone data*

NOAA's New High-Resolution Coastal Land Cover

Presented by Lara O'Brien, NOAA Office for Coastal Management

Description: For more than two decades, NOAA's Office for Coastal Management has been producing consistent, accurate land cover and change information through its Coastal Change Analysis Program (C-CAP). C-CAP's land cover data have proven essential for comprehensive management, assessment, and planning on a regional scale. In recent years, NOAA has been moving toward higher resolution (1-meter) products that bring the national C-CAP framework to the local level. By providing more detail (900 times that of the 30-meter regional data), these new products will help support more site-specific applications, including water quality assessment, flood inundation modeling, stormwater management, urban forestry, and more. This presentation will highlight current work in Wisconsin, including an upcoming data release, as well as NOAA's longer-term vision and opportunities for the Great Lakes region as a whole.

Keywords: *Land cover, C-CAP, high-resolution data, 1-meter products, coastal management, wetlands, monitoring*

Leveraging ArcGIS Hub Sites for Collaborative Conservation Work on National Forests

Presented by Christina Sabochick, National Forest Foundation

Description: At the National Forest Foundation (NFF), the GIS Team is using ArcGIS Hub Sites to facilitate collaborative planning on, storytelling about, and engagement with National Forests and Grasslands. Hear from NFF staff about two key examples of this work: first, the Isabella Section House Reimagined Project on the Superior National Forest, and second, the cross-regional Wood For Life Partnership. These Hub Sites include a variety of geospatial tools to explore the impact of each project, including Experience Builders, ArcGIS Dashboards, Instant Apps, StoryMaps, and Survey123s. The presenter will provide an overview of the final products and how we used HTML, ArcGIS Online groups, and ArcGIS Hub Premium features to customize site appearance and access. We hope you take away inspiration and new ways to use ArcGIS Hub that can apply directly to your work.

Keywords: *Conservation, National Forests, ArcGIS Hub*

Wisconsin in High Definition: A Visual Tour Through the New WROC Statewide Orthoimagery Dataset

Presented by Zach Nienow, Ayres Associates

Description: Join us for a virtual tour across Wisconsin as we explore the newly produced WROC 12-inch statewide orthoimagery dataset. This dataset represents the culmination of three spring flying seasons (2023–2025) and thousands of hours of ortho production. Source imagery includes 3-, 6-, and 12-inch pixel resolution data collected for county members and partner organizations across the Consortium. We will provide a high-level overview of the statewide production process and then pan across the state, zooming into intriguing landscapes and features that define the geography of Wisconsin.

Keywords: *Orthophotography, Aerials, Partnership, Imagery, Statewide*