



CITY OF ENCINITAS

News Release

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-FOR IMMEDIATE RELEASE-

City of Encinitas Hosts GIS Day Event to Showcase Geospatial Technology Used for Government Efficiencies and Community Information Access

ENCINITAS, Calif.; Nov. 8, 2016 – The City of Encinitas invites you to a GIS Day open house where community members can interact with Geographic Information Systems (GIS) technologies and learn how the City uses GIS to support transparency and citizen engagement. GIS Day is an international event that happens once a year where GIS experts hold gatherings for people to explore the power of GIS technologies and discover the benefits it delivers to our everyday lives.

Date: Wednesday, November 16, 2016
Time: Noon – 5 PM
Location: Encinitas' City Hall in the Poinsettia Room (505 S Vulcan Ave)

A geographic information system is a system designed to capture, store, analyze, manage, and present spatial or geographical data. GIS technology helps people and organizations solve big problems and make better decisions by understanding geographical data and planning accordingly. With GIS, users can view relationships, processes, patterns, and trends in the form of maps, graphs, and reports. From mapping wildfires to finding the best location for a local coffee shop, GIS helps people understand the world around them and intelligently engage with it.

In Encinitas, GIS technology is a core component of many of the City's major business systems and applications. It's estimated that approximately 80% of the information a local government decision maker needs is geographic in nature.

Encinitas' GIS Day event will feature maps, posters, do-it-yourself GIS applications, giveaways and more. Community members are invited to see how GIS is used to help with daily operations at the City and to assist with complex decision making. GIS is crucial for government transparency and citizen engagement initiatives and is at the center of the City's recently published Work Program Story Map, an interactive application that maps the City's current work projects.

GIS Day is a day within Geography Awareness Week that provides an international forum for users of GIS technology to demonstrate real-world maps and applications that are making a difference in our society.

Currently, there are over 800 GIS Day events around the world that are scheduled to take place on November 16, 2016.

About City of Encinitas

Located along six miles of Pacific coastline in northern San Diego County, Encinitas has an approximate population of 60,000 and is characterized by coastal beaches, cliffs, flat-topped coastal areas, steep mesa bluffs and rolling hills. Our city was incorporated in 1986, drawing together the communities of New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain and Leucadia.

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