Use of Geospatial Technology

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https://www.esri.com/en-us/industries/index

Transit Industry

- https://www.esri.com/en-us/industries/transit/overview
- https://manifesto.transitapp.com/vision

Conservation Industry

- https://www.esri.com/en-us/industries/conservation/overview
- https://www.geographyrealm.com/gis-used-conservation-biology/

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1. Which industry or industries have you selected?

I have selected the industries of transit and conservation. These encompass some of my passions and interests.

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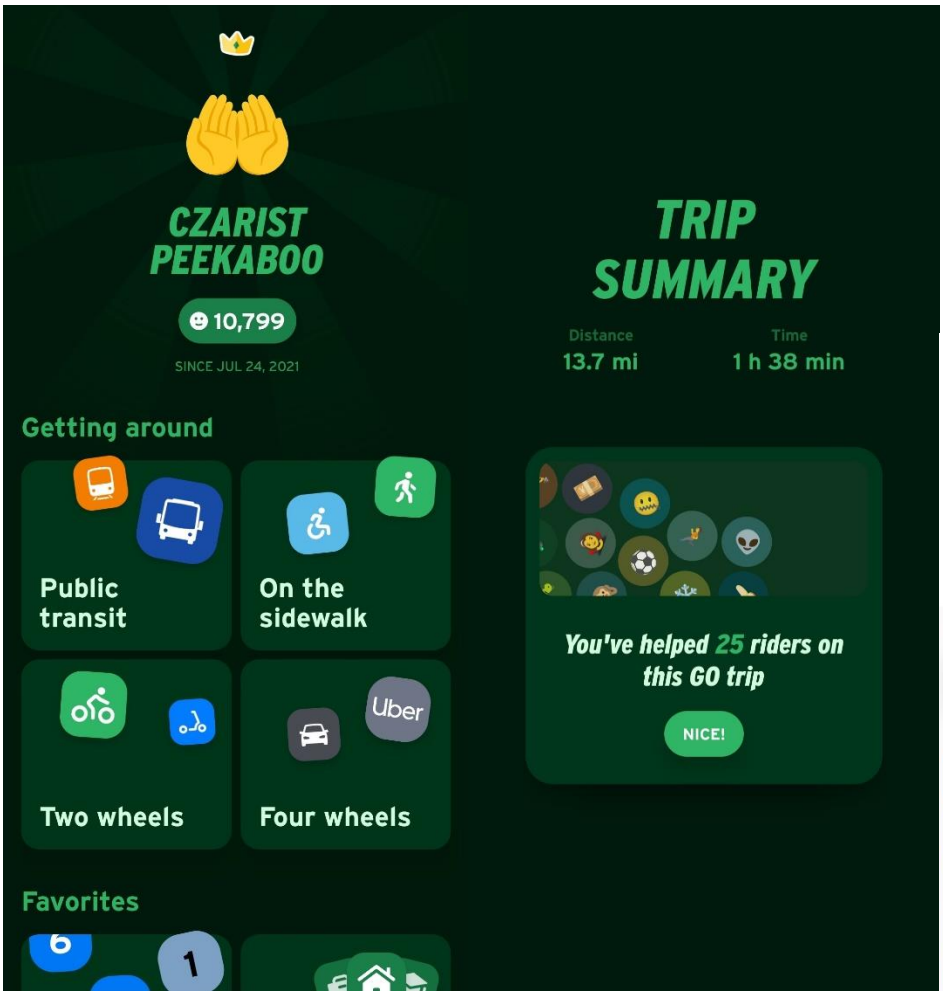
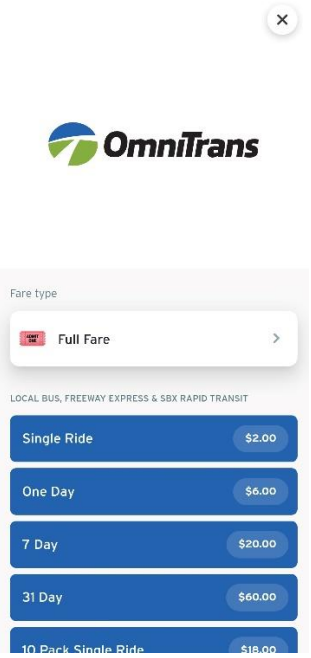
2. How is GIS used in the industry or industries that you selected?

A company based in Montreal called Transit has revolutionized how we use technology when paying for and using public transportation. The app leverages crowdsourcing by using real-time data and not just static information that a transit provider releases. This makes the app more reliable than alternatives due to it being more accurate than its competitors. A part of the experience is also increasing the amount of GO riders you have helped by using the app. This gives the user a tangible number of how useful the app is and incentivizes them to keep using it. It also gives the developer feedback on metrics such as where people are using public transportation and the average trip time for each user. You can also pay for your ticket inside the app which also provides convenience for an every day transit rider.

GIS is also heavily used in the conservation industry with strategies such as conservation land management, landscape conservation, and community-based conservation. GIS is being used in the discipline of conservation biology which encompasses genetics, population ecology, wildlife management, and the measurement and analysis of biodiversity and habitat. For example, by using GIS software we can generate a suitability map indicating the areas most likely to be selected by bears for crossing points. These maps can also be helpful to preserve biodiversity and offer insights into endangered species and how best to protect them.





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3. What did you find out about either **problems** that are being **solved** by using GIS software, or **solutions** that are being developed to

solve **problems** at some point in the future? In your discussion post, **share the links that showcase how GIS is being used** (or embed videos, if applicable).

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4. Do you imagine yourself being involved in one of these industries one day? How would you like to use GIS to solve problems? **OR (especially if you don't plan to work in the industry)** Which applications are most inspiring? Explain.

I think I could see myself in either industry in the future. I am very passionate about public transportation and have thought about becoming a bus driver/train conductor or possibly working for an agency such as Metrolink or LA Metro.

Working with a transit agency would allow me to use GIS to better connect the communities in California by bus and rail. There are currently transit projects such as the California High-Speed Rail (CAHSR), Brightline West, and the sbX Purple Line that represent an investment by local, state, and federal governments to promote public transportation.

I think working for the United States Forest Service (USFS) within the conservation industry would also be appealing to me. Working in a subfield such as hydrology and doing field work that is more hands on than the transportation industry would give me a better sense of accomplishment because it's more tangible.