

DARA E. SEIDL

Owner & Principal Consultant
Globechalk Geographics, LLC

<https://globechalk.com>
San Diego, CA USA

EDUCATION

- Ph.D. Geography, San Diego State University and UC Santa Barbara** 2018
Committee: Piotr Jankowski (chair), Atsushi Nara, Keith Clarke (UCSB),
Krzysztof Janowicz (UCSB)
Dissertation Title: Geoprivacy: Masking Strategies and Personal
Identification Risk
- M.S. Geographic Information Science, San Diego State University** 2014
Thesis Title: Striking the Balance: Privacy and Spatial Pattern Preservation
in Masked GPS Data
- B.A. Geography and French, Colgate University, Hamilton, NY** 2010
Thesis Title: The Dirt on Worms: Knowledge, Attitudes and Behaviors
Concerning Invasive Earthworms in the Town of Webb, NY
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PROFESSIONAL EXPERIENCE

- Principal Consultant, Globechalk Geographics, LLC, San Diego, CA** 2025-Present
- Developing remote sensing-based North American alpine delineation for international rare plant conservation plan
 - Designing communicative hosted interactive geospatial dashboards for clients, fed securely by real-time data feeds
- Associate Professor of GIS, Colorado Mountain College, Leadville, CO** 2020-2024
- GIS program lead, 2024 Collegewide Professor of the Year
 - Instructor for *Introduction to GIS, Intermediate GIS, Remote Sensing, Cartography, Guided GIS Field Study, GPS for GIS, Physical Geography, GIS Programming*
 - Supported development and growth of two GIS certificate programs and bachelor's degree in ecosystem science and stewardship
- Independent GIS Consultant, San Luis Obispo, CA** 2018-2020
- American Geographical Society EthicalGEO Fellow, developed a toolbox of short films to teach geoprivacy concepts
 - Provided spatial data science and mapping services for over 25 clients in law, environmental science, public health, real estate, and planning
- Teaching Associate, Geography, San Diego State University** 2012-2018
INSTRUCTOR OF RECORD
Geographic Information Science and Spatial Reasoning
TEACHING ASSOCIATE

Statistical GIS Analyst, Abt SRBI, New York, NY

2010-2017

- Developed web map applications in ArcGIS Server, ArcGIS Online, and Leaflet to support research plans and project reports
 - Designed and programmed a Python-based algorithm to analyze GPS trajectory data, applied in five regional U.S. travel behavior surveys
 - Conducted geostatistical analysis of national housing data for HUD foreclosure study
 - Designed and automated production of 500+ block-level maps for NOAA ground surveys
 - Performed geocoding, GPS device deployment and data management for regional household travel surveys
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PUBLICATIONS

- 2025 **Seidl, D.E.** Geomasking. *International Encyclopedia of Geography: People, the Earth, Environment and Technology*.
<https://doi.org/10.1002/9781118786352.wbieg2223>
- 2020 **Seidl, D.E.**, Jankowski, P. Nara, A., and Clarke, K.C. Please enter your home location: geoprivacy attitudes and personal location-masking strategies of internet users. *Annals of the American Association of Geographers*.
<https://doi.org/10.1080/24694452.2019.1654843>
- 2018 **Seidl, D.E.**, Jankowski, P., and Nara, A. An empirical test of false identification risk in geomasked maps. *Cartography and Geographic Information Science*. <https://doi.org/10.1080/15230406.2018.1544932>
- 2017 **Seidl, D.E.**, Jankowski, P. and Clarke, K.C. Privacy and false identification risk in geomasking techniques. *Geographical Analysis*.
<https://doi.org/10.1111/gean.12144>
- 2017 **Seidl, D.E.** When paths cross: maintaining utility of trajectory data in geomasking. *Revista Cartográfica* 94: 29-40.
- 2017 Silver, D., Seltzer, J., Hsieh, S., **Seidl, D.**, Siraj, F., and Rhindress, M. Exclusion of nonspecific geocodes and the representation of ridership profiles in survey data. *Transportation Research Record* 2643: 28-33.
<https://doi.org/10.3141/2643-04>
- 2016 **Seidl, D.E.**, Jankowski, P., and Tsou, M-H. Privacy and spatial pattern preservation in masked GPS trajectory data. *International Journal of Geographical Information Science* 30(4): 785-800.
<http://dx.doi.org/10.1080/13658816.2015.1101767>

- 2015 **Seidl, D.E.**, Paulus, G., Jankowski, P., and Regenfelder, M. Spatial obfuscation methods for privacy protection of household-level data. *Applied Geography* 63: 253-263. <https://doi.org/10.1016/j.apgeog.2015.07.001>
- 2011 **Seidl, D.E.** and Klepeis, P. Human dimensions of earthworm invasion in the Adirondack State Park. *Human Ecology* 39(5): 641-655. <https://doi.org/10.1007/s10745-011-9422-y>
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BOOK CHAPTERS

- 2022 **Seidl, D.E.** COVID-19's impact on geospatial data: ethics and values. In *The Geographies of COVID-19*, Laituri, M., Richardson, R.B., and Kim, J., Eds. pp. 49-61. Springer, Cham. https://doi.org/10.1007/978-3-031-11775-6_5
- 2016 Armstrong, M.P., Tsou, M-H., and **Seidl, D.E.** Geoprivacy. In *Comprehensive Geographic Information Systems*, pp. 415-430. Elsevier. <http://dx.doi.org/10.1016/B978-0-12-409548-9.09629-9>
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REFEREED CONFERENCE PROCEEDINGS

- 2018 **Seidl, D.E.** and Jankowski, P. Who masks? Correlates of individual location-masking behavior in an online survey. In Short Paper Proceedings of GIScience 2018 (August 28-31, Melbourne, Australia).
- 2016 **Seidl, D.E.** Privacy considerations for duplicate points in masked geodata. In Short Paper Proceedings of GIScience 2016 (September 27-30, Montréal, Canada). <http://escholarship.org/uc/item/2zs4n65f>
- 2016 **Seidl, D.E.** and Allen, C. Unlisted: variations in location sharing by Craigslist users. AutoCarto Proceedings Papers 2016 (September 14-16, Albuquerque, NM, USA).
- 2016 McKenzie, G., Janowicz, K., and **Seidl, D.** Geo-privacy beyond coordinates. Proceedings of the 2016 AGILE Conference (June 14-17, Helsinki, Finland). https://doi.org/10.1007/978-3-319-33783-8_10
- 2016 Silver, D., Seltzer, J., Hsieh, S., **Seidl, D.**, and Rhindress, M. Do seasons really matter in transit ridership profiles and activities? In Proceedings of the Transportation Research Board 95th Annual Meeting (January 10-14, Washington, DC, USA).
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AWARDS AND HONORS

- 2024 Collegewide Full-Time Faculty of the Year, Colorado Mountain College
 - 2018 Cotton Bridges GIS Award, San Diego State University
 - 2016 Best Graduate Paper, California State University Social Science Student Symposium
 - 2016 John Odland Award, 1st Place, SAM Specialty Group Student Paper Competition, AAG
 - 2016 UC Santa Barbara Grad Slam speaking competition Semi-Finalist
 - 2015 Pan-American Institute of Geography and History Prize for Outstanding Master's Thesis in Cartography, Geodesy and Geo-Information
 - 2015 Montaha Deek Curti Scholarship for Work in Social and Environmental Justice
 - 2015 Caldwell, Flores, and Winters Award in GIS Emphasizing Human Geography
 - 2014 ESRI Development Center Student of the Year, San Diego State University
 - 2014 Cotton Bridges GIS Award, San Diego State University
 - 2010 Shannon McCune Prize in Geography, Colgate University
 - 2010 Phi Beta Kappa, Colgate University
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GRANTS AND FELLOWSHIPS

- 2022 Instructional Equipment Grant, Colorado Mountain College (\$8,008)
 - 2019 American Geographical Society EthicalGEO Fellowship (\$7,500)
 - 2018 American Association of Geographers (AAG) Dissertation Grant (\$1,000)
 - 2017 National Science Foundation Doctoral Dissertation Research Improvement Award #1657610. Co-funded by Geography and Spatial Sciences (GSS) and Secure & Trustworthy Cyberspace. (\$12,528)
 - 2017 American Geographical Society Council Fellowship (\$1,500)
 - 2016 Jack and Laura Dangermond Travel Grant (\$500)
 - 2014 Austrian Marshall Plan Foundation Fellow, Carinthia University of Applied Sciences, Villach, Austria. (€6,000)
 - 2010 Upstate Institute Research Fellow, Colgate University (\$500)
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CONFERENCE PRESENTATIONS AND SEMINARS

- 2024* **Seidl, D.** Location Data, Privacy, and the Dynamics of Place. TEDx Colorado Mountain College. 9 February.
- 2022* **Seidl, D.** Geoprivacy and GIS: Avenues for Engagement. Keynote speaker for University of Idaho's GIS Day. Virtual Presentation. 16 November.

- 2022 **Seidl, D.** and Kounadi, O. Geoethics Spectrum. Geoprivacy session organizers for The Third Spatial Data Science Symposium. Online. 22-23 September.
- 2021 **Seidl, D.** Panelist for Adapting GIS Instruction in the Age of COVID-19. GIS Day 2020 at Colorado State University. 19 November.
- 2020 **Seidl, D.** Panelist for Responsible Collection and Analysis of Spatial Data. GIScience 2021. 27-30 September.
- 2020* **Seidl, D.** Ethics and Biases in the Geographical Sciences: Energy Equity and Location Data. National Academies' Geographical Sciences Committee Webinar. 11 June. <https://www.nationalacademies.org/event/06-11-2020/ethics-and-biases-in-the-geographical-sciences-energy-equity-and-location-data>
- 2018* **Seidl, D.** Accuracy and Privacy in the Use of New Geospatial Technologies. Seminar: Privacy and Confidentiality of Information in the Digital Age. INEGI-INFOTEC. Mexico City. 4-5 September.
- 2018 **Seidl, D.** Geoprivacy Attitudes and Personal Location Masking Strategies of Internet Users. American Association of Geographers (AAG) Annual Meeting. New Orleans, LA. 10-14 April.
- 2016 **Seidl, D.E.** Privacy Considerations for Duplicate Points in Masked Geodata. GIScience 2016. Montreal, Canada. 27-30 September.
- 2016 Michalowski, T. and **Seidl, D.** Geographical Predictors of GPS-Based Transportation Survey Response Rates. Joint Statistical Meeting (JSM). Chicago, IL. 20 July – 4 August.
- 2016 **Seidl, D.** ArcGIS Machine Learning Classification of Travel Mode in GPS Data. ESRI User Conference. San Diego, CA. 27-30 June.
- 2016 Michalowski, T. and **Seidl, D.** The Value of Self-reported Frequently Visited Addresses in GPS Assisted Travel Surveys. AAPOR. 12-15 May.
- 2016 **Seidl, D.** Privacy and False Identification Risk in Geomasking Techniques. California State University Social Science Student Symposium, San Diego, CA. 5 May.
- 2016 **Seidl, D.** Privacy and False Identification Risk in Geomasking Techniques. Association of American Geographers (AAG) Annual Meeting. San Francisco, CA. 29 March – 2 April.
- 2016 Silver, D., Seltzer, J., Hsieh, S., **Seidl, D.** and Rhindress, M. Do Seasons Really Matter in Transit Ridership Profiles and Activities? A Closer Look at Seasonal Differences in Travel Patterns from the Long Island Rail Road Origin and Destination Survey. Transportation Research Board 95th Annual Meeting (No. 16-3935). Washington, DC. 10-14 January.
- 2015* **Seidl, D.** Privacy and Geomasking Techniques for Locational Data Collection. Abt Associates: Bethesda, MD. 26 July.
- 2015 **Seidl, D.** Allocation of Interviewers to Target Areas in Nationwide Surveys. ESRI User Conference. San Diego, CA. 20–24 July.

- 2015 **Seidl, D.** Identifying Bicycle Trips in Routine Travel GPS Data: Are Accelerometers Necessary? Transportation Research Board Applications Conference. Atlantic City, NJ. 17-21 May.
- 2015 **Seidl, D.** Comparison of Geomasking Techniques for a European Energy Survey. Association of American Geographers (AAG) Annual Meeting. Chicago, IL. 21-25 April.
- 2014 **Seidl, D.** Masking GPS Route Data to Preserve Privacy. GI-Forum. Salzburg, Austria. 1-4 July.
- 2014 **Seidl, D.** and Michalowski, T. Geoscreening: Effective Use of Locator Services in Survey Recruitment. AAPOR. Anaheim, CA. 15-18 May.
- 2013 **Seidl, D.** Implementing a Bicycle Traffic Module for GPS Data Processing. Bicycle Urbanism Symposium. Seattle, WA. 19-22 June.
- 2013 **Seidl, D.** Patterns of Inadvertent Privacy Violations from VGI in the United States. Association of American Geographers (AAG) Annual Meeting. Los Angeles, CA. 9-13 April.
- 2012 **Seidl, D.** Spatial Analysis of GPS Unit Returns in the Greater Minneapolis Region. American Association of Geographers (AAG) Annual Meeting. New York, NY. 24-28 February.
- 2012 Klepeis, P. and **Seidl, D.** Human Dimensions of Earthworm Invasion in the Adirondack State Park. American Association of Geographers (AAG) Annual Meeting. New York, NY. 24-28 February.
- 2011 **Seidl, D.** GPS Data Processing for Travel Behavior Surveys. 26th Annual Northeast Arc Users Group (NEARC) Conference. Saratoga Springs, NY. 13-16 November.

*Invited talk

SKILLS

ArcGIS Pro, QGIS, ArcGIS Desktop 10.x and all extensions, ArcGIS Server, ArcGIS Online (AGOL), Python, R, Google Earth Engine, ERDAS Imagine, Leaflet, CARTO, JavaScript, HTML, SPSS

SERVICE TO PROFESSION

Manuscript Reviewer

Annals of the American Association of Geographers	2016, 2019, 2020, 2021, 2025
Cartography and Geographic Information Science (CaGIS)	2019, 2020, 2022, 2026
Transactions in GIS	2017, 2018, 2022, 2026
Journal of Empirical Research on Human Research Ethics	2017
PLOS ONE	2017

IEEE Conference on Visual Analytics Science and Technology (VAST)	2017
Journal of Forestry Research	2016

Service Positions

Faculty Senator, Colorado Mountain College	2022-2024
Publicity Chair, GIScience 2021 Conference	2021
ASPRS Student Body President, San Diego State University	2013-2014
Geography Graduate Student Association (GGSA) Computing Liaison	2013-2014

MEDIA COVERAGE

- 2023 Governor's Office Colorado. Governor Polis Celebrates Launch of Accident Explorer Alongside Colorado Avalanche Information Center and Colorado Mountain College, Keeping Colorado's Great Outdoors Safe. *Colorado Governor Jared Polis*. <https://governorsoffice.colorado.gov/news/11181-governor-polis-celebrates-launch-accident-explorer-alongside-colorado-avalanche>
- 2023 Butzer, S. Colorado launches interactive map to track fatal avalanches. *Denver 7*. <https://www.denver7.com/news/local-news/colorado-launches-interactive-map-to-track-fatal-avalanches>
- 2023 Sieg, S. From the Continental Divide to Utah, or somewhere else? Where is the Western Slope in Colorado? *CPR News*. <https://www.cpr.org/2023/11/27/where-is-the-western-slope-colorado/>
- 2021 Click, C. Teaching the ethics of location privacy: Associate professor produces educational video series. *Colorado Mountain College News*. <https://coloradomtn.edu/cmcc-news/teaching-the-ethics-of-location-privacy/>
- 2019 Perez, L. The Ethics of Geospatial Technology – Part 2. *Trajectory Magazine*. 19 November. <https://trajectorymagazine.com/the-ethics-of-geospatial-technology-part-2/>
- 2019 Fernandez, E. EthicalGEO winners show how we can use geospatial technology for the good of all. *Forbes*. 9 October. <https://www.forbes.com/sites/fernandezelizabeth/2019/10/09/ethicalgeo-winners-show-how-we-can-use-geospatial-technology-for-the-good-of-all/>
- 2019 American Geographical Society. The American Geographical Society Names Dr. Dara Seidl as AGS EthicalGEO Fellow. 9 October. <https://ubique.americangeo.org/wp-content/uploads/2019/10/EthicalGEO-Dara-Seidl-Press-Release-1.pdf>
- 2017 Wills, M. Maybe earthworms aren't so great for soil after all. *JSTOR Daily*. 28 July.

<https://daily.jstor.org/maybe-earthworms-arent-so-great-for-soil-after-all/>

- 2017 American Geographical Society. The American Geographical Society awards a 2017 Council Fellowship to Dara Seidl. 3 April.
<http://americangeo.org/the-american-geographical-society-awards-a-2017-council-fellowship-to-dara-seidl/>
- 2017 Coumans, F. Protecting location privacy brings opportunities to the geosector. *GIM International*. 17 January.
<https://www.gim-international.com/content/article/protecting-location-privacy-brings-opportunities-to-the-geosector>
- 2015 Seidl, D., Jankowski, P., and Tsou, M-H. Spatial obfuscation of GPS travel data. *CSU Geospatial Review* 13: 1,7 (cover story).
http://csugis.sfsu.edu/sites/default/files/Geospatial_Review_2015.pdf
- 2011 Springer Science + Business Media. Forests under threat from exotic earthworm invasion: Study shows humans to blame for spread of non-native species. *Science Daily*.
<https://www.sciencedaily.com/releases/2011/09/110901104930.htm>
- 2011 Kinver, M. Alien worm invasion 'threat to forests'. *BBC News*. 6 September.
<https://www.bbc.com/news/science-environment-14788783>
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