ThinkSpatial

The UCSB brown-bag forum on spatial thinking

Presents

Richard Church
Geography, UCSB
Ellison Hall, Room 5824

What makes a location problem difficult to solve?

12:00 p.m. Tuesday, 13 March 2012

Abstract. The problems of location science include the fields of military defense, geography, business, planning, logistics, public services, biological reserve design, as well as many others. Such problems span a range of scales, from micro chip design, placing items on a store shelf, to searching for a location for a factory and may even be defined on a temporal basis. Sometimes the problem is akin to searching for a needle in a haystack where a feasible solution might not exist, and in other cases the number of possibilities is nearly as large as the stars in the sky. This talk will use a number of real case examples to demonstrate why location problems are important, complex, and difficult to solve.

Richard Church is a Professor of Geography at UCSB. He is an expert in operations research, systems modeling, and GIS. He specializes in problems of resource allocation, transportation, logistics, and environmental management. He is a member of the Section on Location Analysis of INFORMS and has worked on a wide variety of location problems, including the location of regional waste water treatment plants, the design of ambulance systems, and the placement of telephone switches in a DSL phone system, to name a few. For more information, see http://geog.ucsb.edu/~forest/RLC/Index.html.

The objectives of the ThinkSpatial brown-bag presentations are to exchange ideas about spatial perspectives in research and teaching, to broaden communication and cooperation across disciplines among faculty and graduate students, and to encourage the sharing of tools and concepts.

Please contact Don Janelle (ext 5267, janelle@spatial.ucsb.edu) to review and schedule possible discussion topics or presentations that share your disciplinary interest in spatial thinking.