



Environmental Systems Research Institute, Inc.  
380 New York St  
Redlands, CA 92373-8100  
Phone: (909) 793-2853  
DUNS Number: 06-313-4175 CAGE Code: 0AMS3

To expedite your order, please attach a copy of  
this quotation to your purchase order.  
Quote is valid from: 12/11/2024 To: 6/9/2025

## Quotation # Q-537498

Date: March 27, 2025

Customer # 113179 Contract # Information Technology

County of Marion  
Marion County  
2511 Se 3rd St  
Ocala, FL 34471-9101

MAR 28 2025

Received

ATTENTION: Tom Northey  
PHONE: (352) 671-8823  
EMAIL: tom.northey@marioncountyfl.org

Material	Qty	Unit Price	Total
165537	2	\$4,200.00	\$8,400.00

ArcGIS Online Professional Plus (formerly Advanced) User Type Annual Subscription

Subtotal: \$8,400.00

Sales Tax: \$0.00

Estimated Shipping and Handling (2 Day Delivery): \$0.00

Contract Price Adjust: \$0.00

Total: \$8,400.00

\* The items included in the quote are an annual subscription beginning within 2 business days of emailing a signed copy of the quote and a PO to esri for processing.

Esri may charge a fee to cover expenses related to any customer requirement to use a proprietary vendor management, procurement, or invoice program.

### For questions contact:

Tim Poe

### Email:

tpoe@esri.com

### Phone:

(770) 547-1007 x3917

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☐ I am tax exempt, please contact me if exempt information is not currently on file with Esri.

N/A

Signature of Authorized Representative

Date

Name (Please Print)

Title

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Revision

AN ESRI  
PROPOSAL

April 21, 2025

# Proposal for ArcGIS Urban Initial Capability Deployment and Knowledge Transfer Workshop

## Prepared for:

Mr. Chuck Varadin, Director of Growth Services  
Marion County  
2710 E. Silver Springs Blvd.  
Ocala, FL 34471-9101

**Esri Proposal Number: P017141**

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## 1.0 Introduction

The County of Marion, FL (Marion County) has requested Environmental Systems Research Institute, Inc. (Esri) to provide consulting and implementation services for preparing data and deploying ArcGIS Urban to support initial planning capabilities.

Many cities and counties today are experiencing massive challenges managing and responding to growing populations and the demands related to public and private capital expenditure on new development and infrastructure. ArcGIS Urban provides a set of tools to orchestrate the urban development life cycle. ArcGIS Urban is a system of web-based and desktop tools designed to create and manage plans and projects, engage with community stakeholders, and assist with decision making.

Esri will work with Marion County to execute the below tasks to implement initial planning capabilities in ArcGIS Urban:

- Prepare the necessary datasets for one mutually agreed upon focused pilot area, publish these datasets to Marion County's ArcGIS Online organization, and configure a Marion County-specific ArcGIS Urban instance
- Configure two example scenarios for the one agreed upon focused pilot area (e.g., corridor plan, area plan, neighborhood plan, or transit-oriented development plan)
- Provide knowledge transfer to build in-house capabilities for getting started with ArcGIS Urban, including how to navigate and configure ArcGIS Urban; add new plans, projects, and indicators; make ArcGIS Urban accessible to the public; and utilize overview vs. designer mode capabilities
- Provide knowledge transfer to build in-house capabilities for deploying, extending, and maintaining ArcGIS Urban datasets

These initial capabilities provide a foundation that can allow Marion County to start conducting meaningful planning tasks using ArcGIS Urban while also positioning Marion County to expand its data and enable more advanced business workflows in the future.

The following sections describe the scope of services, schedule, pricing, terms and conditions, and purchasing instructions.

## 2.0 Scope of Work

Please refer to Appendix A of this proposal for general assumptions, Marion County responsibilities, and the deliverable review and acceptance process that apply to this Scope of Work.

### **Task 1      ArcGIS Urban Initial Capability Deployment**

Esri will provide remote consulting support to assist Marion County with preparing the necessary datasets for one mutually agreed upon focused pilot area, data processing services to prepare the necessary datasets for the one focused pilot area, publishing these datasets to Marion County's existing ArcGIS Online organization, and configuring a Marion County specific ArcGIS Urban instance. The proposed consulting services will include the following topics:

- Remote kickoff meeting to review and discuss goals and data requirements
- Data preparation and processing
- ArcGIS Urban application deployment
- Scenario configuration

Additionally, Esri will conduct recurring status meetings during the ArcGIS Urban initial capability deployment described in Task 1. The number and cadence of these meetings will be agreed upon during the kickoff meeting.

#### ***Task 1.1      Deployment Kickoff Meeting***

Esri will lead a one-hour kickoff meeting with Marion County staff to introduce each party's team members and to review and discuss the deployment goals, schedule, data requirement and agree upon a focused pilot area. A summary of required source data is available in Appendix B. The kickoff meeting will be hosted remotely by Esri and will include a presentation of the goals and associated activities to guide the discussion. Esri will provide a summary of the items discussed and agreed upon during the kick-off meeting.

#### ***Task 1.2      Data Preparation and Processing***

Esri will support Marion County with the collection and preparation of the required source data and will process this data once it is provided by Marion County. The prepared data will then be published as feature services to Marion County's ArcGIS Online organization, enabling these services to be consumed and edited by ArcGIS Urban once deployed. The following data preparation and processing steps will be performed by Esri:

- Conduct a data preparation review meeting
- Re-project data to appropriate coordinate system

- Perform basic cleanup on parcel geometry using automated geoprocessing tools (repair geometry, generalize, multipart to single part)
- Assign standard road classification to street centerlines
- Assign parcel edge information
- Provide consulting support to Marion County in converting its zoning code parameters into the ArcGIS Urban data model (e.g., FAR, setbacks, heights, coverage, overlays)
- Provide consulting support to Marion County in the interpretation of its land use parameters (e.g., FAR, coverage, dwelling units per acre, net area factor)
- Load parcel, zoning, project, plan, and indicator geometries and attributes into the ArcGIS Urban data model
- Publish loaded layers as feature services to Marion County's ArcGIS Online organization
- Conduct a geospatial data review with Marion County of the loaded data
- Conduct a review of Marion County's focus plan area documentation so the Esri consultant can understand the focus plan for incorporation into the ArcGIS Urban deployment

### ***Task 1.3      ArcGIS Urban Deployment***

Once all necessary feature services are published to Marion County's ArcGIS Online organization, Esri will perform the following steps to deploy ArcGIS Urban:

- Populate ArcGIS Urban configuration tables to read to the previously published services, including previously created services for existing 3D buildings
- Configure ArcGIS Online permissions, enabling specified groups and accounts to access the ArcGIS Urban web application
- Configure the plan area, focused project, and custom indicator(s) identified during the kickoff meeting, documented in the Kick-off Meeting Summary, and deployed to ArcGIS Urban. Esri anticipates configuration may include tasks such as adding descriptions, URL links, charts, etc. to the deployed features using the web-based interface.

### ***Task 1.4      Scenario Configuration***

Upon completion of the ArcGIS Urban deployment, Esri will create up to two scenarios for either one zoning plan or one land use plan, or for one proposed project, based on input gathered during the kickoff meeting and within the mutually agreed upon focus pilot area. These scenarios should represent planning alternatives such as a business-as-usual scenario or a proposed development scenario that can be used for visualizing and comparing existing and proposed zoning intensities (FAR, maximum height, lot coverage), setbacks, and allowed uses in parcels.

### ***Esri Task 1 Deliverables***

1. Project kickoff meeting summary

2. Processed data listed in Appendix B for use in ArcGIS Urban for one mutually agreed upon focus area
3. Deploy ArcGIS Urban and processed data to Marion County's ArcGIS Online instance
4. Create up to two scenarios for either one zoning plan or one land use plan, or for one proposed project

## **Task 2      ArcGIS Urban Knowledge Transfer Workshop**

Esri will deliver a remote knowledge transfer workshop to Marion County's staff on the use and deployment of the ArcGIS Urban application. During the workshop, Esri will conduct follow-along demos and exercises of the application to familiarize Marion County's staff with ArcGIS Urban features and functionality. The workshop will cover topics on how to add 3D models of development projects and evaluate zoning-based development potential for any parcel within a study area. It will also cover how ArcGIS Urban helps quickly reveal capacity for additional growth, locations likely to support this growth, and potential impacts of policy changes. The workshop will also cover ArcGIS Urban deployment via ArcGIS Urban Manager and the deployment validation process as well as some advanced ArcGIS Urban topics.

The knowledge transfer workshop is typically structured with multiple sessions, as follows, but the Esri consultant will work with Marion County to restructure the workshop sessions if changes are needed.

1. ArcGIS Urban Introduction and Usage
  - Session 1 – ArcGIS Urban Introduction – Overview and Projects
  - Session 2 – ArcGIS Urban Usage – Plans and Indicators
  - Session 3 – Planning Exercises
  - Session 4 – Planning Exercises, Q&A
2. ArcGIS Urban Deployment
  - Session 5 – Deployment #1

### ***Esri Task 2 Deliverables***

5. One remote ArcGIS Urban Knowledge Transfer Workshop

**Table 1 - Summary of ArcGIS Urban Initial Capability Deployment and Knowledge Transfer Workshop Deliverables**

Deliverable No.	Deliverable Name	Deliverable Type
1	Project kick-off meeting summary	Document
2	Processed data listed in Appendix B for use in ArcGIS Urban for one mutually agreed upon focus area	Migrated Data

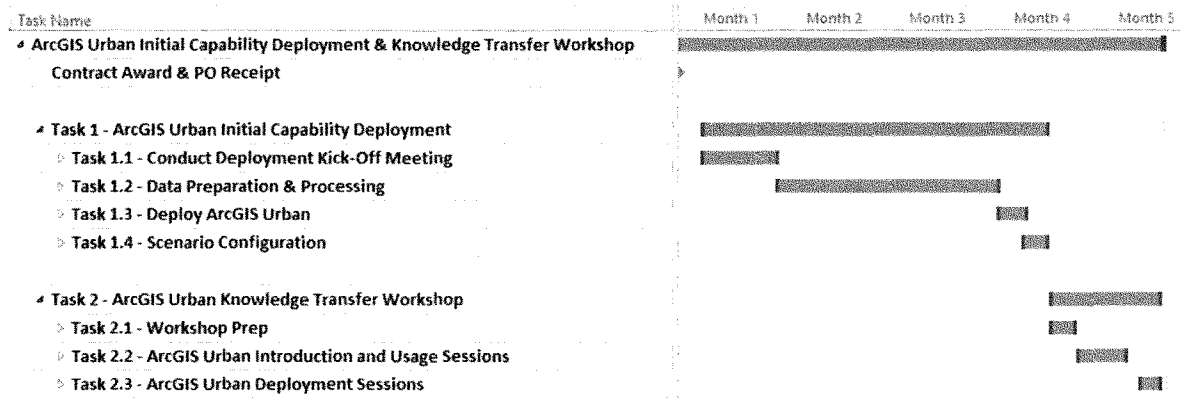


Deliverable No.	Deliverable Name	Deliverable Type
3	Deploy ArcGIS Urban and processed data to Marion County's ArcGIS Online instance	Configured COTS Software
4	Create up to two scenarios for either one zoning plan or one land use plan, or for one proposed project	Configured COTS Software
5	One remote ArcGIS Urban Knowledge Transfer Workshop	Remote Support

### 3.0 Schedule

Delivering the proposed ArcGIS Urban initial capability deployment and the ArcGIS Urban Knowledge Transfer Workshop typically requires three to four months, depending on the availability of Marion County data and staff. Esri has also included one month of remote ArcGIS Urban follow-on support. A sample schedule is provided below.

A schedule of the proposed tasks will be mutually agreed upon between Marion County and Esri within 10 business days following the kickoff meeting.



## 4.0 Pricing

Esri is pleased to provide the following pricing to Marion County to provide the Geographic Information Systems services stated above. The required staff, computer and travel expenses for this statement of work have been estimated based on prior experience with work of a similar nature. Esri proposes a firm-fixed-price of **\$51,000** to complete the project as defined in Tasks 1 – 2 above and has been estimated based upon an anticipated award of a firm-fixed-price (FFP) task order. The table below shows a breakdown of the price by task.

<b>Task Description</b>	<b>Total (USD)</b>
ArcGIS Urban Initial Capability Deployment	\$40,000
ArcGIS Urban Knowledge Transfer Workshop	\$11,000
<b>Total Firm-Fixed Price</b>	<b>\$51,000</b>

The proposed price is exclusive of applicable state and local taxes for which Marion County shall remain responsible. Marion County will be invoiced on a monthly basis, according to the percentage of work completed during the previous 30-day period. Invoices are to be paid within 30 days of receipt of invoice. This proposal is valid for 90 days from the submittal date above.

### **Purchasing:**

To order these services as quoted, please email the following items to Sydney Rich or fax to (909) 798-2003.

#### 1. Purchase Order:

- To the order of Environmental Systems Research Institute, Inc.
- In the amount of the Total Price above
- Referencing this Proposal No. P016980, dated 4/21/2025
- Containing the following language:  
“The Purchase Order is being placed pursuant to the terms and conditions of the Agreement. The terms of that Agreement shall supersede any additional or inconsistent terms contained here.”

#### 2. A copy of this proposal.

When Esri receives the required documents, as stated above, Esri will contact you to discuss staff assignments and travel arrangements. We look forward to supporting you.

**Contact**

Sydney Rich | Consultant  
Built Environment – Professional Services  
Esri | T: 909 793 2853 x5042  
[srich@esri.com](mailto:srich@esri.com) | [www.esri.com](http://www.esri.com)

## Appendix A Responsibilities, Assumptions, and Deliverable Review and Acceptance

### A.1. General Marion County Responsibilities

Marion County is responsible for the following items during delivery of the proposed ArcGIS Urban Initial Capability Deployment and Knowledge Transfer Workshop scope of work.

- Coordinate and ensure the participation of appropriate Marion County staff members
- Communicate urban planning needs and priorities to the Esri project manager and consultant(s)
- Acquire an ArcGIS Online organizational account and the necessary Esri software licenses before Task 1 begins (NOTE – ArcGIS Online and software licenses are not included in this proposal)
- Acquire, at a minimum, ArcGIS Online Creator-level named user account and ArcGIS Urban licenses for all workshop attendees
- ArcGIS Urban application will be deployed to Marion County's ArcGIS Online organization account
- Provide the Esri consultant(s) with access to Marion County's data and ArcGIS Urban environment, as necessary
- Provide remote workshop participants with workstations that meet or exceed the recommended system requirements outlined at: <https://doc.arcgis.com/en/urban/get-started/get-started-system-requirement.htm>. Each participant's workstation must be configured with a headset and web camera for the remote workshop sessions.
- Prepare and provide the datasets in the formats listed in Appendix B – ArcGIS Urban Initial Capability Deployment Required Datasets by the deadline agreed upon during the project kick-off meeting.

## **A.2. General Assumptions**

Esri based the proposed scope of work and pricing on the following assumptions.

- Esri will provide guidance and support (e.g., templates, examples, and review meetings) as the customer completes the conversion of their zoning code into ArcGIS Urban's data model. The converted zoning is not intended for legal purposes.
- Workshops in Task 2 are limited to no more than 12 participants.
- Topics outside the scope of services proposed above include but are not limited to ArcGIS Online setup and configuration and publishing and sharing Portal for ArcGIS.
- All work will be performed using the latest version of Esri's commercial off-the-shelf (COTS) software that is configured to meet the capabilities described in the proposal, unless otherwise specified in the scope of services.
- Existing errors in Marion County data will not be corrected by Esri as part of any data processing and upload.
- All work by Esri will be performed remotely from an Esri office. No work by Esri staff will take place at the Marion County site.
- Pricing assumes all consulting and management services will be provided remotely from Esri's offices during Esri's normal business hours, 8:00 AM to 5:00 PM based on the location of the Esri staff, Monday through Friday, excluding Esri holidays.

### **Hardware / Software**

- All work will be performed on the latest version of Esri products, unless otherwise specified in the Scope of Work.
- Documentation for ArcGIS COTS software is available in ArcGIS help online and is not included in any project-specific documentation, nor is documentation for third-party software or hardware.
- Unless otherwise specified in the price section, this proposal does not include the costs of any Esri COTS software, third-party software, or hardware.

### **Data**

- Data to be migrated will be provided by the Customer in an Esri-compatible or Esri-convertible format.
- Unless otherwise specified in this proposal, Esri will not be responsible for data cleaning.
- Existing errors in the source data will not be corrected by Esri as part of any data upload.

### A.3. Deliverable Review and Acceptance

Timely review and acceptance of the FFP deliverables is critical to maintaining the project schedule.

The proposed scope of work assumes the following acceptance process and review cycles for each deliverable specified in the matrix below. Marion County is responsible for providing Esri with written acceptance for each deliverable specified in the summary of deliverables table at the end of the scope of work associated with Marion County -selected options in accordance with this matrix.

Esri can provide a sample acceptance letter for review at the beginning of the project.

Deliverable Type	Acceptance Process
<b>Document</b>	<ul style="list-style-type: none"><li>• Esri and Marion County agree on the summary format (e.g. – Email, Word, Excel, PowerPoint).</li><li>• Esri submits a draft summary to Marion County for review.</li><li>• Marion County review period is five days.</li><li>• Marion County compiles comments from reviewers, de-conflicts comments, removes comments that are out of scope, and submits a single set of comments to Esri.</li><li>• Esri and Marion County discuss comments and agree on changes, if any, that will be made.</li><li>• Esri submits a final summary to Marion County and Marion County provides written acceptance to Esri within two days of receipt.</li></ul>
<b>Configured COTS Software</b>	<ul style="list-style-type: none"><li>• Marion County will provide written acceptance to Esri within five days of completion of Task 1.4 – Scenario Configuration, otherwise the deliverable is deemed accepted.</li></ul>
<b>Migrated Data</b>	<ul style="list-style-type: none"><li>• Marion County will provide written acceptance to Esri within five days of completion of Task 1.2 – Data Preparation &amp; Processing, otherwise the deliverable is deemed accepted.</li></ul>
<b>Remote Support</b>	<ul style="list-style-type: none"><li>• The remote knowledge transfer workshop is deemed accepted when Esri provides the workshop sessions specified in the Scope of Work.</li></ul>

## Appendix B ArcGIS Urban Initial Capability Deployment Required Datasets

Urban Component	Dataset	Format	Description
Context	Existing Buildings (optional)	Scene Service with associated Feature Service	A scene service published to ArcGIS Online for existing 3D buildings. In order to support ArcGIS Urban masking functionality, this scene service must also have an associated feature service.
	Context Information	Web Scene	A web scene containing any additional layers that may help with providing additional context information in ArcGIS Urban (e.g., trees, planimetric data, administrative boundaries, neighborhood boundaries, TAZs, points of interest).
Indicators	Indicator	Feature Service	In ArcGIS Urban, indicators are used to help inform your planning decisions. An indicator dataset typically show numeric values from counts, sums, or summary statistics (e.g., population projections, green space, population density).
Plans	Parcels	Polygon feature class or shapefile	All parcels in your local coordinate system. The data will be generalized, geometries will be repaired, and z coordinates will be added using Esri's World Elevation Service.
	Capacity Indicators	Table	Existing condition information about population, number of households and jobs. Must include link to parcels (e.g., PIN).
	Street Centerlines	Line feature class or shapefile	All street centerlines in your local coordinate system with road class information.
	Zoning Boundaries	Polygon feature class or shapefile	Polygon layer of zoning boundaries within plan area selected for IOC.
	Zoning Parameters	Table / PDF	Table and/or PDF containing the information pertaining to each zoning code like FAR, max height, lot coverage, setbacks, etc.
	Zoning Overlay Boundaries	Polygon feature class or shapefile	Polygon layer of the zoning overlay boundary selected for the IOC.
	Zoning Overlay Parameters	Table / PDF	Table and/or PDF containing the information pertaining to the zoning overlay boundary selected for IOC (e.g., coverage, FAR, max height, setbacks, DUA) and the method of override (replace, add, subtract).
	Plan Area Boundary	Polygon feature class or shapefile	Please provide a polygon layer defining the extent of the plan area boundary selected for the IOC.
	Plan Details	Documents	Additional materials that help to inform the public about the plan (e.g., text, images, charts, web page links).
Projects	Projects	Polygon feature class or shapefile	Locations of known development projects. Each project should be represented as a polygon defining the extent of the project area and should include a project name and status.
	Project Details	Documents	Additional materials that help to inform the public about the project (e.g., text, images, charts, web page links).
	Buildings (optional)	Scene Service	3D model of a development project. Needs to be published to ArcGIS Online as a 3D Object Scene Layer and at the correct geographic location.



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