ArcGIS Urban

Overview

ArcGIS Urban is a web-based tool designed for city planners and urban designers to visualize, analyze, and collaborate on urban development projects. It enables stakeholders to explore scenarios, assess impacts, and make data-driven decisions to support sustainable urban growth by modeling regulatory information in a 3D environment. This module will "empower collaboration between planners, stakeholders, and the community" by evaluating the impacts of multiple zoning, land-use, and development scenarios in 3D. ESRI will assist importing current data and training; once that is complete, ESRI expects that the County will need to make changes when parcels or boundaries are changed or when adding new projects.

Licensing

Two (2) ArcGIS Professional Plus User Type Licenses (License is assigned to a user)

Two (2) ArcGIS Urban Licenses (License is assigned to a user)

Additional credit utilization by the urban model (Recurring cost of data storage)

Department Requirements

1. One (1) high performance CAD computer (This was already purchased)
2. Two (2) ArcGIS Professional Plus Licenses
3. Two (2) ArcGIS Urban Licenses
4. ArcGIS Urban Implementation Professional Service Hours
5. ArcGIS Urban will model existing conditions and scenario planning for proposed development and hypothetical projects
6. ArcGIS Urban will allow Growth Services to model expected outputs such as traffic trip generation, water and sewer capacity impacts, number of residents or jobs, parking calculations, and more while providing a massing study as Marion County grows
7. ArcGIS Urban will enable Growth services to make informed decisions when analyzing proposed developments holistically

Stakeholders

Growth Services and Information Technology

Security Findings

ESRI is headquartered in Redlands, CA. Cloud storage is located in AWS & Microsoft Azure datacenters. No security risks or concerns were identified at this time.

Project Risks

1. The ArcGIS Urban model works with copies of our data in the cloud and will require regular manual updates to be performed by licensed Growth Services Staff. If the updates are not regularly performed, the model will be using outdated data.
2. Additional storage in the cloud associated with this implementation will utilize additional credits, which will be an additional yearly cost to Growth Services that cannot be estimated prior to implementation.

3. MCIT will not have licensing for ArcGIS Urban. If any technical issues arise with the software, MCIT will need to remote in with Growth Services and the Vendor so the three (3) teams can work together to resolve the issues.

MCIT Recommendations

1. Growth Services should determine the best frequency to re-upload their models and clean their data. Some communities do this once a month, quarter, or year. Marion County will have to determine which is best for our community.
2. Growth services should have leeway in their budget each year for additional cloud storage credit costs associated with this implementation.
3. Growth Services will need to ensure resources dedicated to the project have the time to dedicate towards implementation of ArcGIS Urban for the project to be implemented in the expected timeline.

Project Requirements

For best practices:

1. Prior to start of the project, Growth Services will verify they have the datasets necessary for implementation according to the table in Appendix B of ESRI's proposal.
2. Growth services will provide staff, data and work necessary for project implementation within the fiscal year. IT will provide technical guidance where necessary.
3. Growth Services will have leeway in their budget for credit costs associated with storage of the urban model. Since it is unknown how many credits this software will require, MCIT is recommending Growth Services budget $600 for 5,000 credits, with an initial purchase of 3,000 credits.
4. Growth services will be responsible for updating their ArcGIS urban model on a regular basis to ensure data accuracy in their urban models.
5. Growth services will create organization specific documentation on the implementation, and the training ESRI provides, to ensure knowledge transfer.

Estimated Cost

One Time Cost	Professional Services	$66,000
Yearly	Esri Licensing	$15,000
Yearly	Storage Credits	$600 estimated. MCIT is recommending the Department start with a purchase of 3,000 credits, with the budget to purchase an additional 2,000 mid-year if needed.

Funding will be out of a Growth Services Line, which will be determined after the Executive Summary when the department completes a BAR.

Expected Time Frame

ESRI states this project is a 5-month implementation depending on our response times. This project will need to be Board Approved; thus, it will likely be a 6–7-month project. If the project extends past September 2025, Growth Services will need to ensure there is funding available in the next fiscal year budget to cover additional costs.

If Growth Services' goal is to ensure all funding comes out of FY 2025 budget, MCIT recommends starting this no later than February 2025.
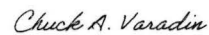
Conclusion

Based on the above findings, and with Growth Services' acceptance of the recommendation, MCIT is **approving** the purchase and use of ArcGIS Urban in accordance with County Policy.

Tom Northey (Jun 28, 2025 22:13 EST)

IT Director Signature (Date)

Amanda Tart (Feb 6, 2025 15:16 EST)

IT Assistant County Administrator (Date)

Chuck A. Varadin

Growth Services Director Signature (Date)

Tracy Straub (Feb 4, 2025 14:52 EST)

Growth Services Assistant County Administrator (Date)