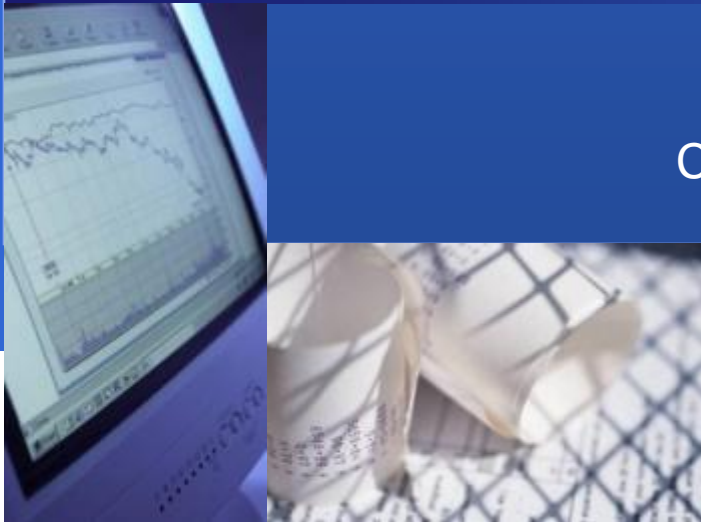




Enterprise GIS / 3D

Eric McHenry
Chief Technology Officer
City of Santa Rosa



City of Santa Rosa
City Council Staff Briefing – May 20, 2008



Background

City Enterprise GIS Strategic Objectives

“Do more from the desktop...”

1. Ease of Doing Business with the City

- Aerials, maps, land-use analysis, parcel information, etc
- Streamline planning and permitting processes

2. Improve Staff Efficiencies: *Do more from the desktop*

- R&P street trees pilot project
- System integration across enterprise applications
- Support mobile applications (inspections, work orders, permitting)



3. Improve visualizations and decision-making capabilities

- **Departments:** deliver “what-if” scenario modeling
- **Policy makers:** enhance communication of key concepts
- **Public:** increase awareness and/or participation (“an informed public”)



Today's Usage of GIS

“Do more from the desktop...”

1. Residents and Businesses

- Over 200 external GIS users per day through srcity.org
- Land use, zoning, permitting (residential and commercial)

2. City Staff

- Over 150 internal GIS users per day
- Planning, zoning, permitting, code enforcement, front counter service
- Mailing labels (notification)

3. GIS Hosting Service for Other Cities

- Rohnert Park, Sebastopol, Windsor, Coverdale, Sea Ranch
- ~\$20K per year revenue to City of Santa Rosa

4. GIS Map Services

- Roughly 100 FREE maps available through srcity.org/maps
- Fee-based GIS services for fee.

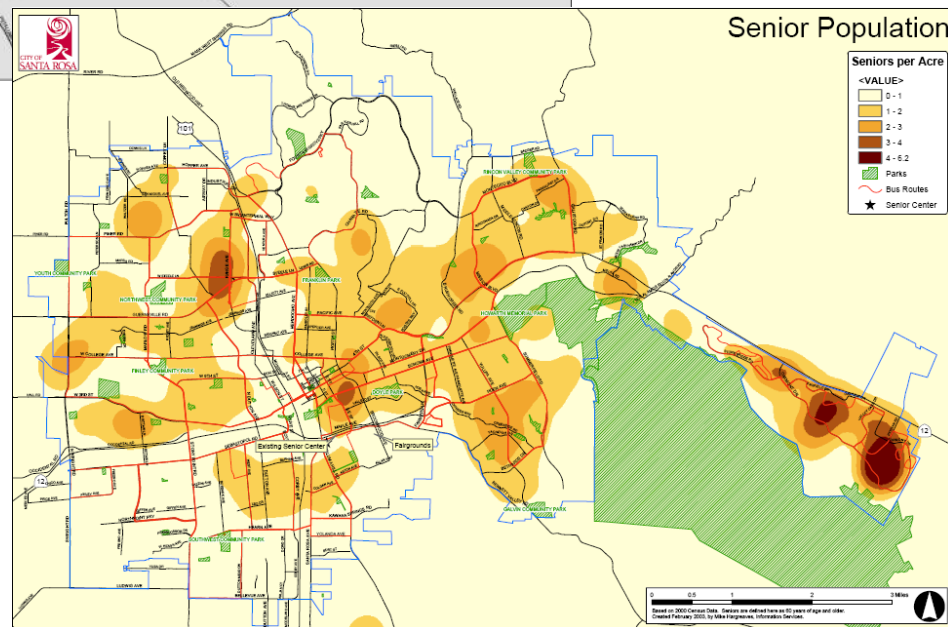
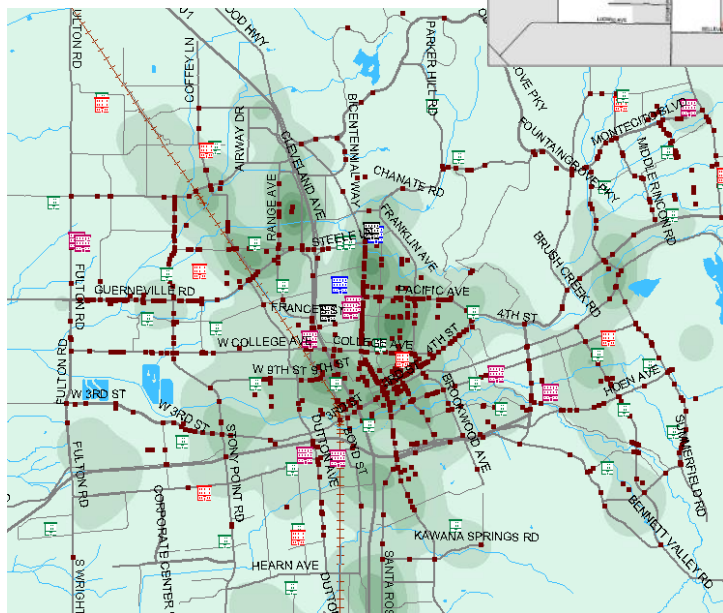
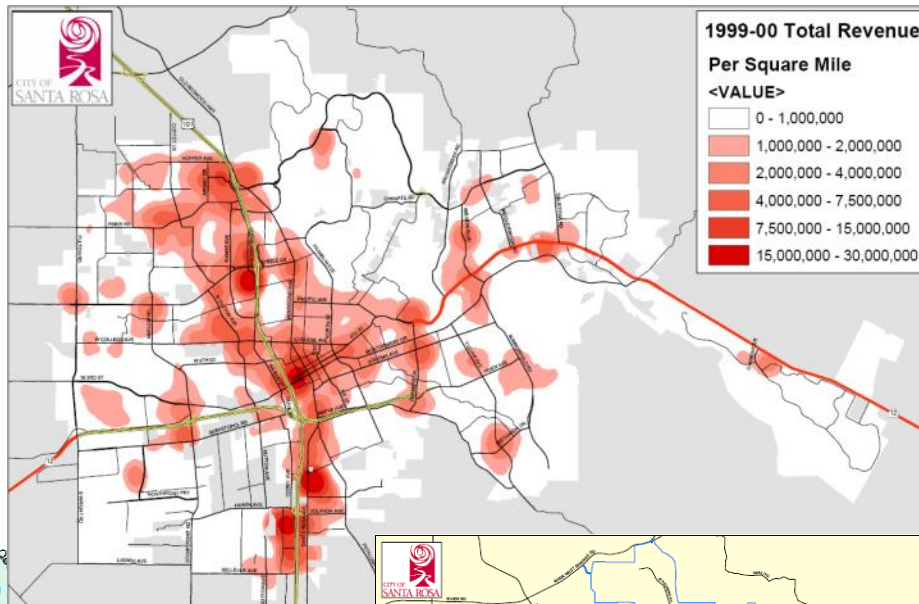


CITY OF SANTA ROSA

City Of Santa Rosa

Enterprise GIS Update

Improve visualizations and decision making capabilities





3D Modeling Capabilities

- **GOAL: Leverage new, off-the-shelf technologies**

- Google Earth, Microsoft, ESRI
- Take advantage of growing expertise in 3D modeling
- More models as necessary (\$50-\$100/building)

- **GOAL: Open Platform**

- Easy to add and modify
- Optimized for “What-if” scenarios
- Connects with existing GIS-based asset and map information

- **How can we use this?**

- Early planning tools
 - Transit Mall
 - Courthouse Square
 - Mendocino Avenue corridor
- Sightline and ridgeline analysis
 - Water towers, golf driving range, ridgeline development, etc

