Case Study

Organization
City of Greater Geelong

Location
Victoria, Australia

Industry
3D Mapping

Taking 3D Models to the Streets

The city of Greater Geelong, in Victoria, Australia, is located 75 kilometers southwest of Melbourne. Staff at Greater Geelong needed to complete a comprehensive inventory of 25,000 road signs and 90,000 street trees in an efficient and timely manner.

What did they do?

It can be prohibitively expensive to collect, document, and manage road signs and trees using traditional survey methods. To combat this, the city staff used Esri® ArcGIS® and Esri partner earthmine's 3D street-level imagery to capture and quality check the road sign assets. Tree data, including location and type, was captured by city workers and verified by city arborists. All verification was done in the office, rather than in the field, using ArcGIS and the earthmine for ArcGIS add-in.

The city saved money while improving safety and efficiency by allowing staff to remotely view a 3D city model to document assets.

Do I need this?

Using a single dataset, a number of departments within the city collaborated, allowing staff to focus on core business activities instead of maintaining and interpreting traditional street-level image capture.

Supplementing 2D maps with earthmine's 3D street-level imagery provides an intuitive way to view and analyze information for better decisions.

> "The City of Greater Geelong undertook an extensive capture exercise of critical assets. This was delivered quicker than traditional field capture practices and saved the city hundreds of thousands of dollars in the process."
>
> **Andrew Downie**
> Manager, Information Services
> City of Greater Geelong

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