



← GeoPlanner for ArcGIS helps city designers see development scenarios and analyze how designs would affect the community.

Case Study

Organization
City of Menlo Park

Location
Menlo Park, California

Industry
Local Government

Keeping ahead of Population Growth

The city of Menlo Park is home to the booming international business Facebook. The company anticipates enormous growth. It is attracting employees that are Millennials, who want to live and socialize in the same area in which they work. Menlo Park planners are faced with the challenge of accommodating accelerated growth by providing housing and services for up to 10,000 new employees and their families.

What did they do?

Using GeoPlanner™ for ArcGIS®, Esri partner PlaceWorks gave the city's stakeholders an intelligent analysis tool that was easy to understand and use. Users could modify land use, evaluate water needs, and estimate the costs and benefits of different proposals. City staff readily saw locations where growth would most likely occur and the support the city would need to provide.

Do I need this?

GeoPlanner for ArcGIS has made it easy for Menlo Park planners to predetermine development impacts, envision future growth scenarios, and provide input for informed policy decisions. Because GeoPlanner for ArcGIS requires no geographic information system (GIS) training, anyone can use online apps to interact with the data, get answers, and do alternative planning. Therefore, the city online tool engaged more people in the planning process.

Get a free trial of GeoPlanner for ArcGIS, visit esri.com/try-geoplanner.

"GeoPlanner [for ArcGIS] made it possible for anyone with Internet access to compare the potential effects of future growth."

Charlie Knox
Principal
PlaceWorks



Understanding our world.