

Local Government **REIMAGINED CONFERENCE**

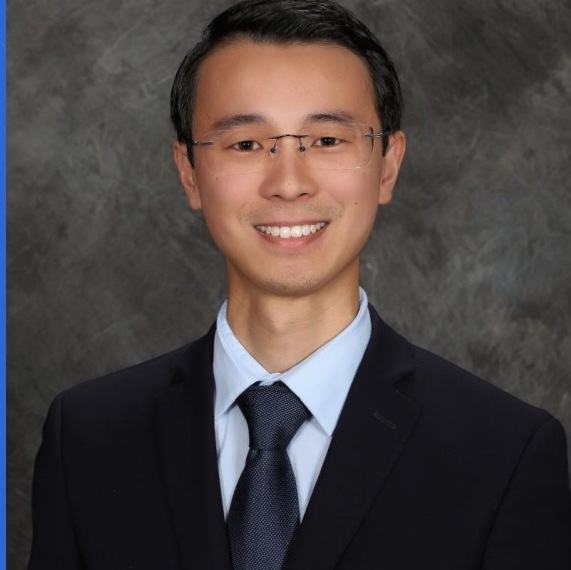
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Embracing GIS and AI to Reshape Economic Development in Local Governments

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Panel Speakers



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Disclaimer: The views expressed in this presentation are solely those of us as presenters. We have not been paid or received any compensation from the companies we will be providing examples of in this presentation.

Interactive Poll Question 1:

What area of economic development do you think would benefit most from AI and GIS tools?

- A. Business Attraction and Retention
- B. Real Estate and Market Analysis
- C. Infrastructure and Land Use Planning
- D. Community Engagement and Customer Service

Interactive Poll Question 2:

Has your city used AI-powered customer service tools, such as chatbots and automated responses, to support residents and businesses?

- A. Yes, they have been effective.
- B. Yes, but we face challenges.
- C. No, but we are considering it.
- D. No, we don't plan to at the moment.

Interactive Poll Question 3:

What is the biggest barrier to adopting AI or GIS tools in your organization?

- A. Budget Constraints
- B. Lack of Buy-in
- C. Lack of Technical Expertise
- D. Integration with Existing Systems

Interactive Poll Question 4:

Which statement best describes your opinion of AI in local government?

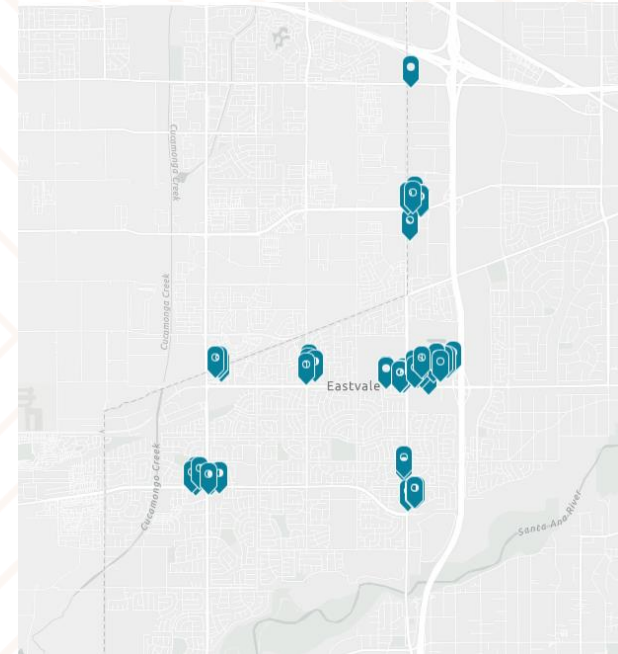
- A. Excited – AI is the future of government
- B. Cautiously Optimistic – We need to learn more
- C. Skeptical – AI still has major limitations
- D. Uncertain – What exactly can AI do for us?

How AI and GIS Supports Economic Development

Power of GIS in Economic Development

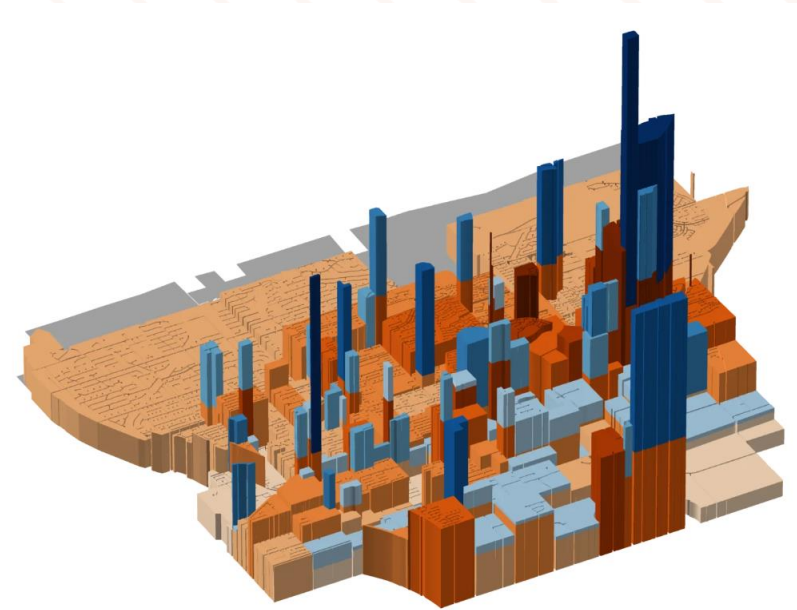
Site Selection & Business Attraction

- GIS tools such as **ArcGIS**, **CoStar**, and **Placer.ai** allow cities to analyze real estate, traffic patterns, and consumer demographics to attract desirable businesses.
- Information can also be used to support long-range/advanced planning activities such as General Plans and Specific Plans.



Role of AI in Economic Development

- Platforms such as **GWiz** and **Urban 3** utilize AI to analyze property values, retail performance, and economic trends.
- AI-powered customer service tools, such as **chatbots**, can provide real-time business assistance, expediting permitting, licensing, and inquiries.



Recommendations for GIS Funding

Leveraging Resources:

- Cities can consider partnering with Economic Development Corporations (EDCs) or Metropolitan Planning Organizations (MPOs) to receive assistance.
- For example, the Southern California Association of Governments (SCAG) provides Southern California jurisdictions with spatial and non-spatial data at no cost.



SCAG's SoCal Atlas Data on Eastvale, California

SCAG Employment Statistics Eastvale, Riverside County

EMPLOYMENT



COMMUTE



BUSINESS



DAYTIME POPULATION



Data Source: 2021 data are Esri estimates (additional information on Esri demographics can be found [here](#)). Specific information on the categorization of White Collar, Blue Collar, and Services employees can be found [here](#), along with additional information on Daytime population counts [here](#). 2019 data are from the American Community Survey (ACS) and have been processed and published by Esri.

Recommendations for GIS Funding

City Partnerships:

- Cities can consider partnering with neighboring cities, councils of governments, or other jurisdictions to share costs.
- **Important Note:** Some GIS platforms charge by population size.



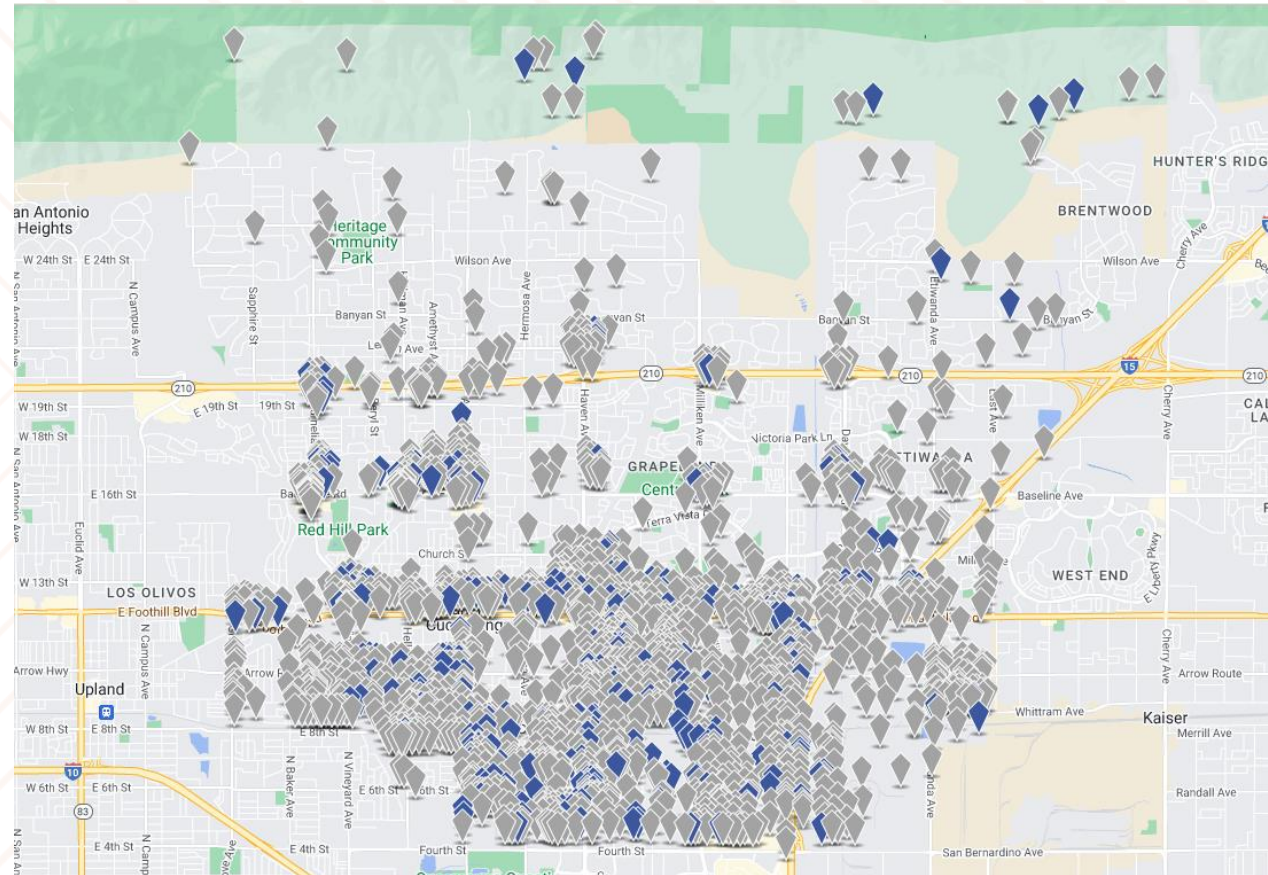
Case Study: Business Attraction and Site Selection Assistance

CoStar

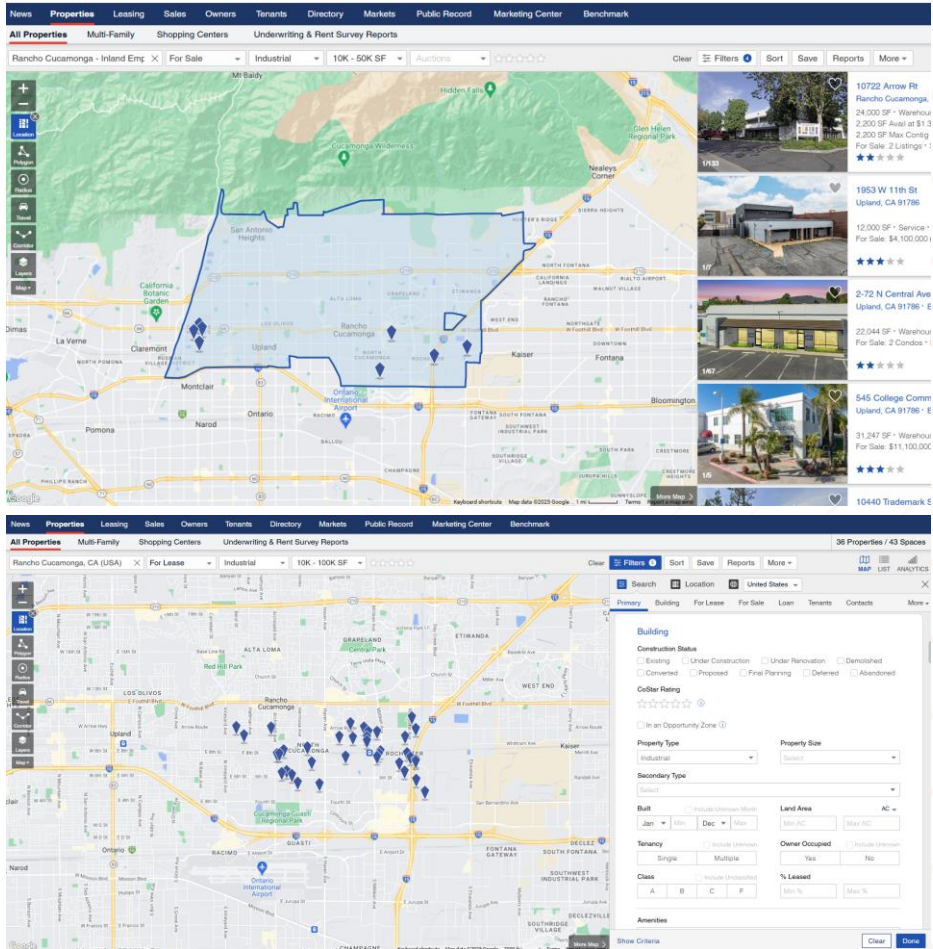
- Access to full market inventory of properties and spaces for lease and for sale, in all asset classes – Office, Industrial, Retail, Land, Hospitality, etc.

How it supports economic development:

- Has a comprehensive database of real estate data to run site searches for businesses looking to relocate to the city, expand their existing footprint, need a new location
- Obtain market insights, analytics, and data as well as broker information for properties
- Be proactive in reaching out to tenants by keeping track of expired leases, to work towards not having vacancies



CoStar Utilization for Site Selection Assistance



- Local Equine Assisted Therapy business needing to expand and in search of a larger location
 - Site specifications: land size, zoning, access area, utilities
- A plastic manufacturer in search of a new location due to its current location bought-out by a new property owner
 - Site specifications: loading docks, power capabilities, ceiling height, size of building
- Workforce development program needing a large warehouse to be able to run its program
 - Site specifications: parking, size of building, ability to create classroom environment inside, proximity of other businesses

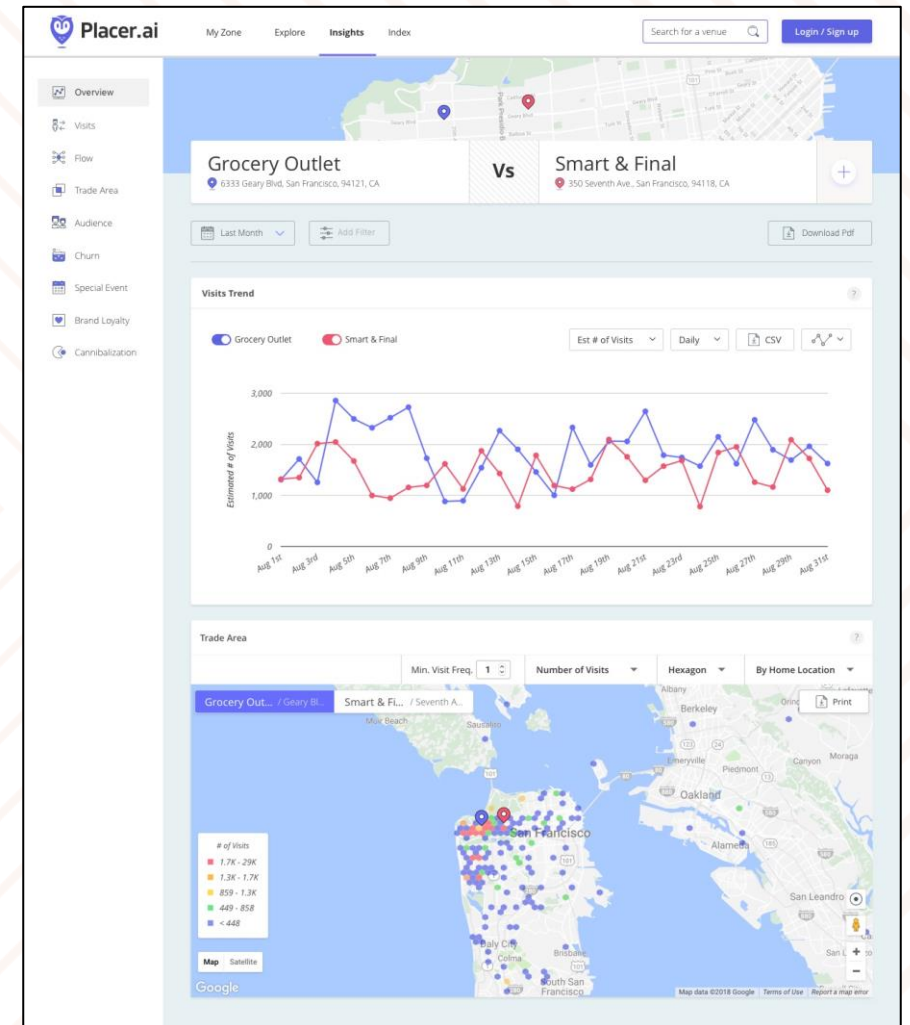
Placer.ai

How it works:

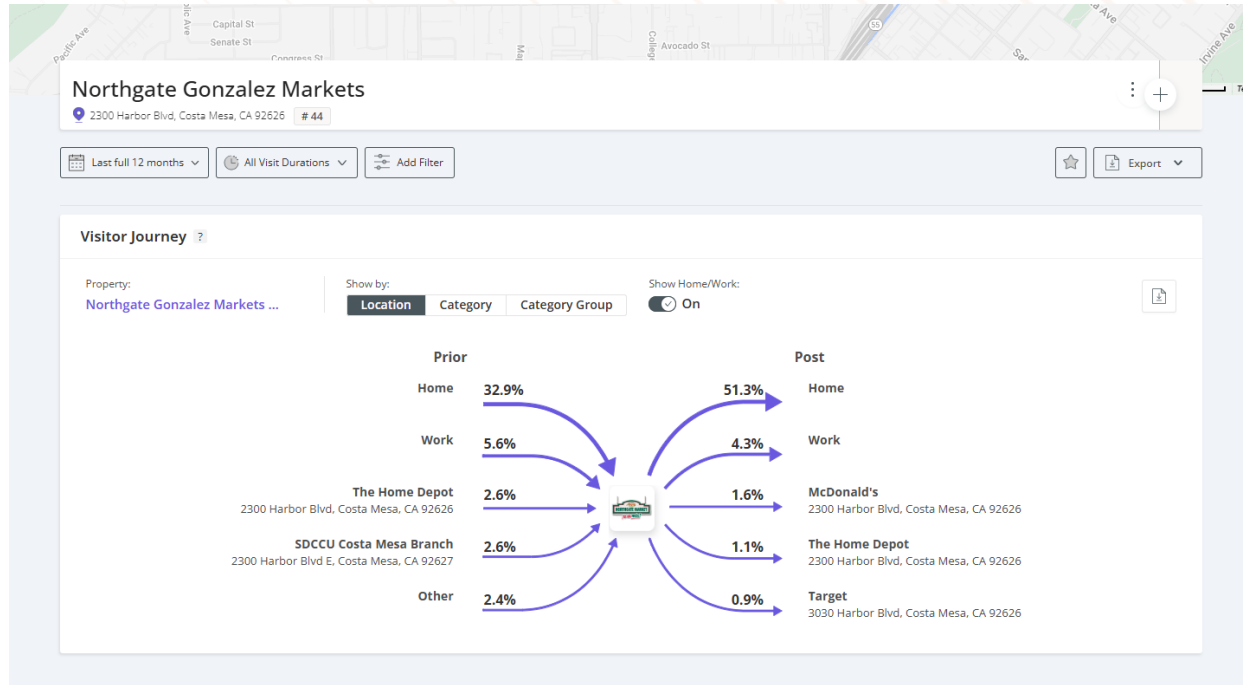
- Data analytics platform that provides insights into locations, brands, and enterprises via location tracking

How it supports economic development:

- Provides customer visitation insights (patterns, number of visits, where they are coming from, etc.) and demographics (income, gender, favorite shopping spots, etc.) for specific locations
- Void analysis to identify gaps in the Commercial Industry (Retail, Restaurants, Grocers, Hotels, etc.)



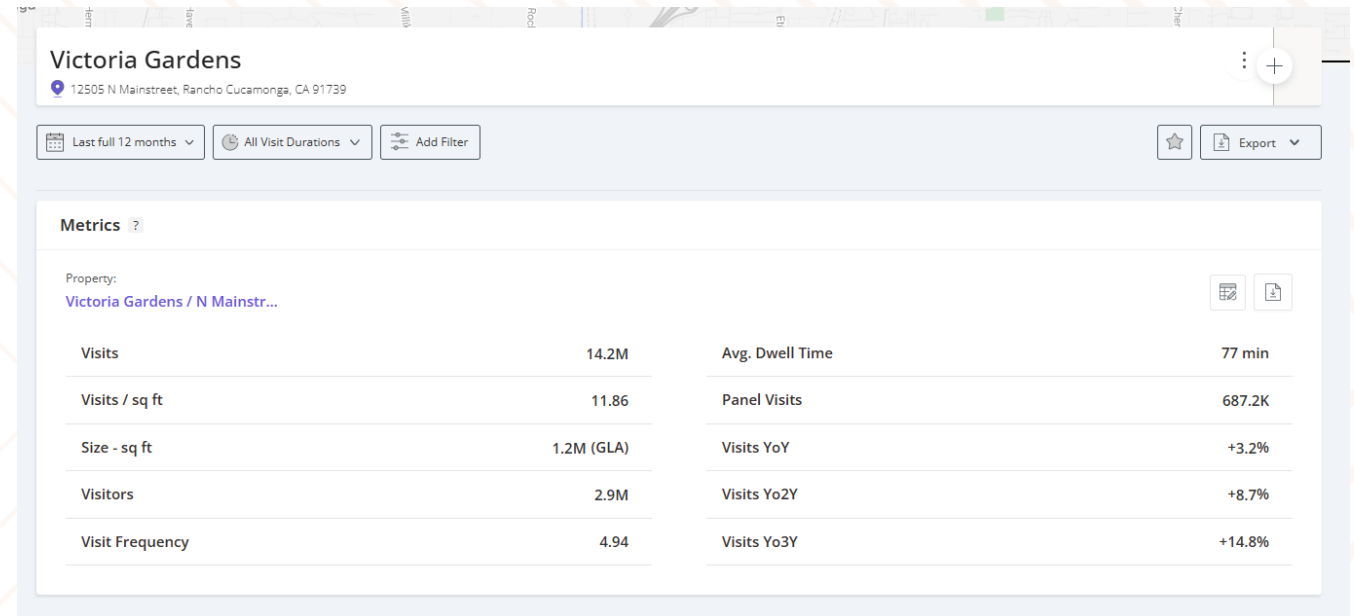
Placer.ai Utilization for Business Attraction



- Grocery market looking to open a location in the area.
- Staff looked at existing locations to understand their customer profile (preferences, where the customers were coming from, the distance they were willing to drive, etc.)
- Benchmark it against our resident profile to show the company how our residents would support their business

Placer.ai Utilization for Business Attraction con't

- Helps us prepare for conferences focused on retail, entertainment, hospitality, and shopping centers
 - Provide developers and national brand representatives with information and data to show how our market can support their project/business



The screenshot shows a Placer.ai analytics dashboard for the property 'Victoria Gardens' located at 12505 N Mainstreet, Rancho Cucamonga, CA 91739. The dashboard includes a map at the top, a filter bar with options for 'Last full 12 months', 'All Visit Durations', and 'Add Filter', and an 'Export' button. Below the map is a 'Metrics' section with a table of key performance indicators.

Metrics ?			
Property: Victoria Gardens / N Mainstr...			
Visits	14.2M	Avg. Dwell Time	77 min
Visits / sq ft	11.86	Panel Visits	687.2K
Size - sq ft	1.2M (GLA)	Visits YoY	+3.2%
Visitors	2.9M	Visits Yo2Y	+8.7%
Visit Frequency	4.94	Visits Yo3Y	+14.8%

Case Study: Business Attraction – Placer.ai PersonaLive & GISWebTech

Placer.ai PersonaLive

How it works:

- Geosocial application that combines store visitation with social media activities to classify households into 80 segments to encapsulate their demographics.

How it supports economic development:

- Cities can show retailers and developers real and localized consumer data.
- Economic development teams can track shifts in consumer activities and adapt retention strategies.



Business Attraction and Retention Example

Background:

- Eastvale Gateway is one of the city's most visited shopping centers, logging close to 11 million visits in 2024 and currently ranks as the 16th most popular Power Center in California.
- Since Eastvale is 95% built out, the City's Economic Development Team is interested in targeting businesses that would be desirable and supporting existing businesses to protect the community's tax base.




Eastvale Gateway

12571 Limonite Ave, Eastvale, CA 91752






 Last full 12 months ▼



Overview Segment Families

Search Group or Attribute







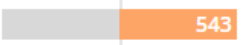


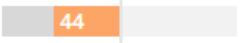

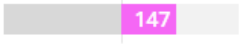
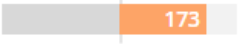
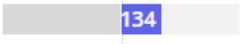










30 % of Visits

50 % of Visits

70 % of Visits

Segment Groups



B - Wealthy Suburban Families	12,201 (76.7%)		17,106 (50.6%)		24,714 (34%)	
E - Near-Urban Diverse Families	1,502 (9.4%)		9,700 (28.7%)		25,505 (35.1%)	
A - Ultra Wealthy Families	918 (5.8%)		1,038 (3.1%)		1,582 (2.2%)	
G - Educated Urbanites	850 (5.3%)		2,127 (6.3%)		3,534 (4.9%)	
P - Melting Pot Families	389 (2.4%)		1,263 (3.7%)		6,127 (8.4%)	
F - Blue Collar Suburbs	26 (<0.5%)		1,175 (3.5%)		2,447 (3.4%)	
H - Young Professionals	13 (<0.5%)		190 (0.6%)		1,499 (2.1%)	
Q - City Hopefuls	--		--		1,001 (1.4%)	

Eastvale Gateway

12571 Limonite Ave, Eastvale, CA 91752

⋮ + 📅 Last full 12 months ▾ ⚙️ 📄

Dataset: Spatial.ai: Personalive ▾ Benchmark with: **Nationwide** State



Overview Segment Families

Search Group or Attribute 🔍 | 30 % of Visits | 50 % of Visits | 70 % of Visits

Segment	30 % of Visits	50 % of Visits	70 % of Visits
A - Ultra Wealthy Families ▾			
B - Wealthy Suburban Families ⬆			
B01 - Fusion Families	12,191 (76.7%) 3185	17,064 (50.5%) 2098	23,583 (32.5%) 1349
B02 - Satellite Scions	9 (<0.5%) 4	33 (<0.5%) 7	239 (<0.5%) 23
B04 - Babies Burbs & Blessings	1 (<0.5%)	9 (<0.5%) 1	891 (1.2%) 36
B03 - Backyard Bliss	--	--	1 (<0.5%)
C - Upper Suburban Diverse Families ▾			
D - Suburban Boomers ▾			



B01

Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They...

Show more

Age ?	35-44	Income ?	\$150k - \$200k	Households ?	1.89% 2,281,018
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• Live Social Topics ?

- #tuesdayvibe
- #mondaymood
- #ff7
- #onepride
- #february
- #newyork
- #romancereaders
- #writingtips

Top Retail Visitation ?

Index	Count

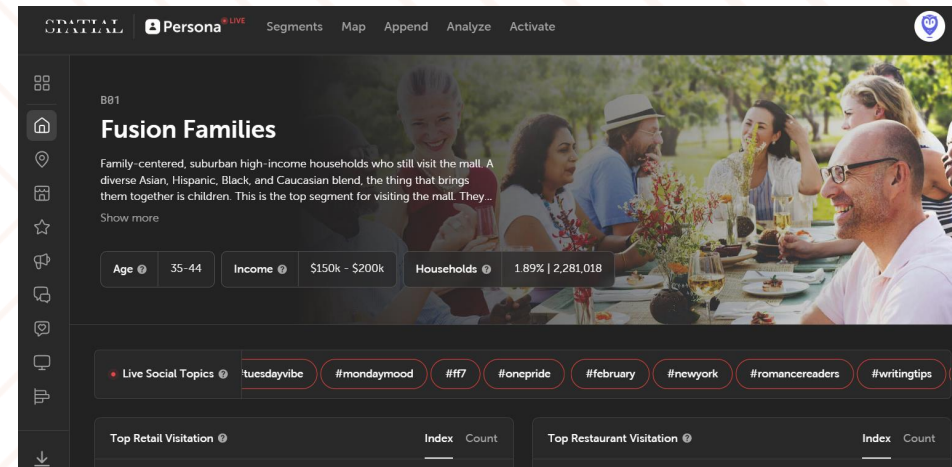
Top Restaurant Visitation ?

Index	Count

Business Attraction and Retention Example (Cont.)

Data Usage:

- From tracking the retailers and restaurants that this demographic typically visits, the City's Economic Development Team can specifically target brands that the City currently does not have.
- Popular social media topics of the demographic can be shared with local businesses, encouraging them to create specific promotions or products around those themes to boost revenue.



GISWebTech

How it works:

- Interactive GIS mapping tool that showcases available commercial properties and demographic data.

How it supports economic development:

- Businesses can use interactive maps to explore available properties with up-to-date economic and demographic data on available sites.



Business Attraction Example

Background:

- A retailer in Eastvale Gateway decided to close, leaving an opportunity for another business to open in Eastvale.
- The Economic Development Team desires to showcase a list of available properties at the upcoming ICSC Conference in Las Vegas.



Back to the list of Properties

12257-12303 Limonite Ave

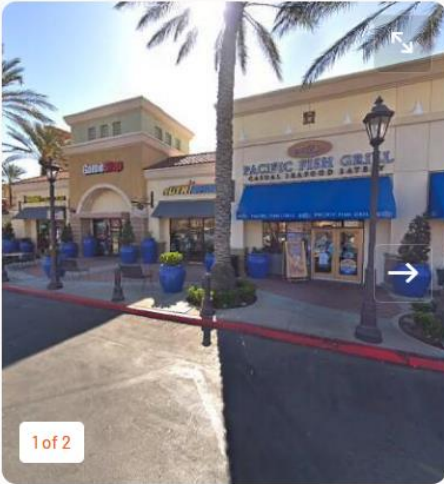
12257-12303 Limonite Ave, Eastvale, Riverside County, CA,...



Details

Analysis

What's Nearby



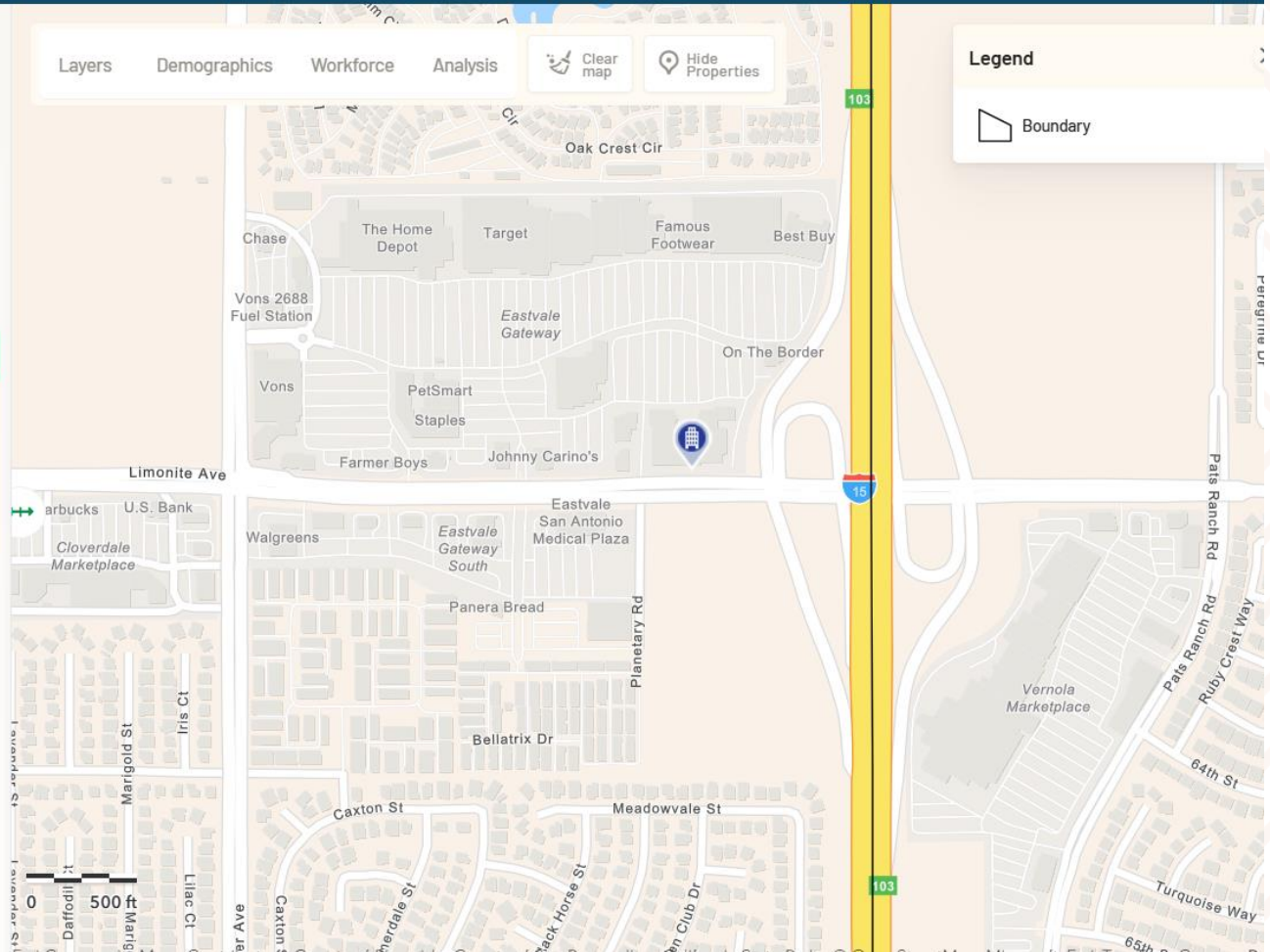
Alexander Fung

Economic Development Manager

Email Address
afung@eastvaleca.gov

Phone Number
(951) 703 - 4415

Brochure



12257-12303 Limonite Ave

12257-12303 Limonite Ave, Eastvale, Riverside County, CA,...

Details

Analysis

What's Nearby

Select Analysis Type



Driving Time



Trucking Time



Walking Time



Ring



Driving Distance



Trucking Distance



Walking Distance

Driving Time (Minutes)

Min.

20.00

Med.

40.00

Max.

60.00

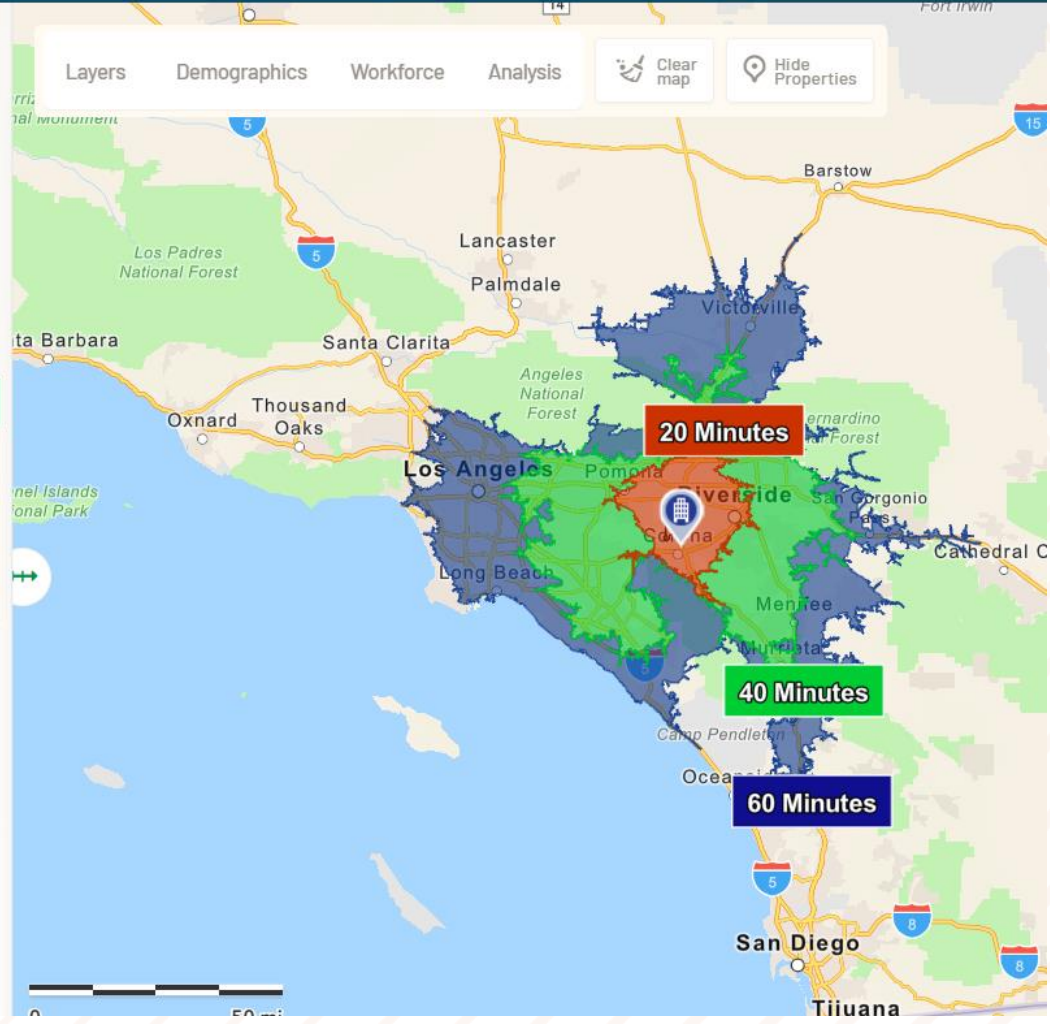
Traffic typical for

Day

Tuesday

Hour

12 PM(noon)

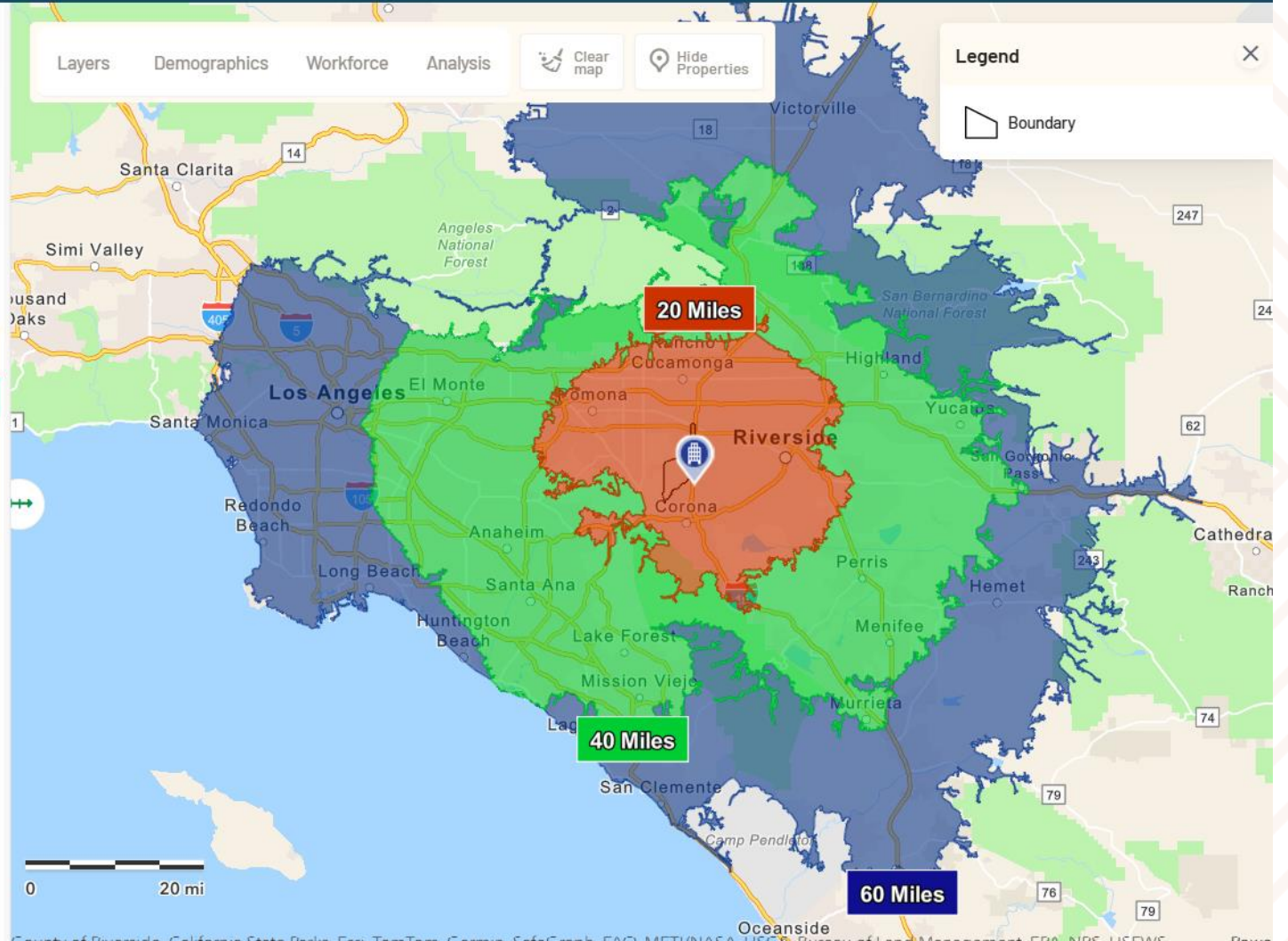


Lightcast™ Industry Code

XLS PDF

ESRI Demographic Reports

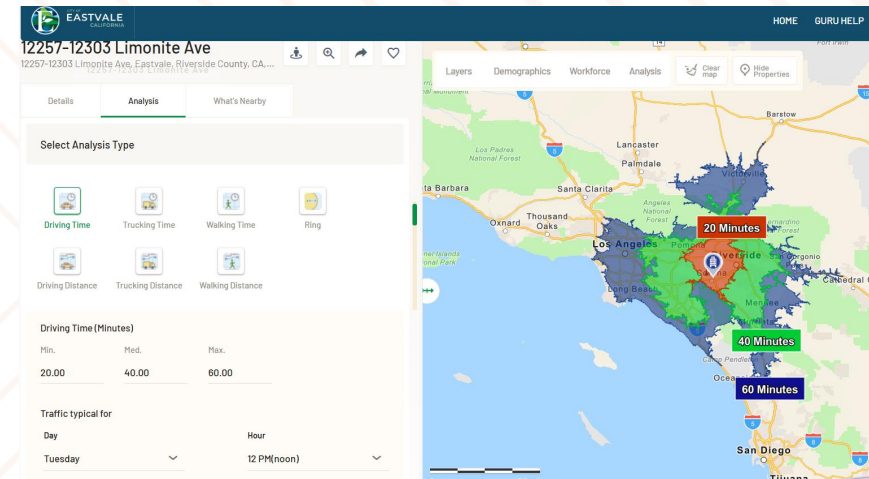
- ACS Housing Summary XLS PDF
- ACS Key Population & Household Facts XLS PDF
- ACS Population Summary XLS PDF
- Age 50+ Profile XLS PDF
- Age by Sex by Race Profile XLS PDF
- Age by Sex Profile XLS PDF
- Automotive Aftermarket Expenditures XLS PDF
- Business Locator XLS PDF
- Business Summary XLS PDF
- Civilian Labor Force Profile XLS PDF
- Community Profile XLS PDF



Business Attraction Example (Cont.)

Data Usage:

- Different maps can be created that can be incorporated into brochures.
- Economic Development Teams can share the maps and data with interested brokers and developers to further highlight the benefits of the retail opportunity.



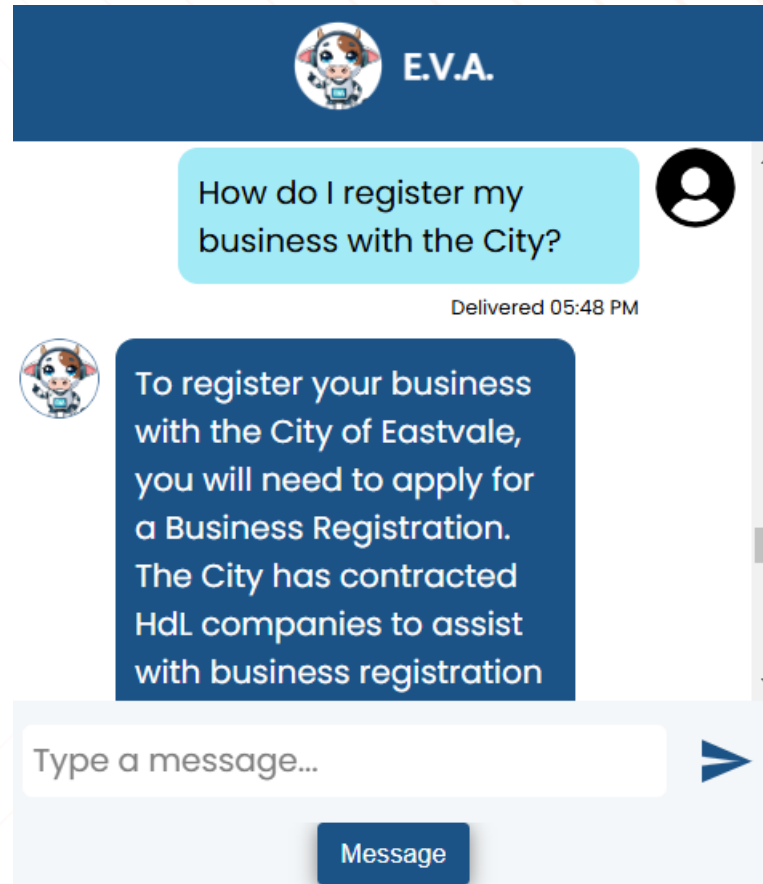
Case Study: Business Retention – AI Chatbot and ArcGIS Story Map

Eastvale Virtual Assistant (EVA)

- Eastvale recently incorporated an AI chatbot on the City's website to make it more accessible for residents and businesses to locate resources.
- Based on the received inquiry, the chatbot scouts the information on the City's website to provide a response. Staff must periodically update the website to ensure that EVA is efficient and effective.
- This initiative reduces staff workload and provides real-time assistance at any hour.



Eastvale Virtual Assistant (EVA)



Expanded Conversation

Resident: How do I register my business with the City?

EVA: To register your business with the City of Eastvale, you will need to apply for a Business Registration. The City has contracted HdL companies to assist with business registration needs. You can find more information and access the necessary resources through the following links:

1. [Business Registration FAQ's](#)
2. [Business Registration Application](#)
3. [Online Business Registration Portal](#)

Once all forms are submitted, approvals are completed, and fees are paid, a certificate will be issued and mailed to you.

ArcGIS Online

How it works:

- Cloud-based version of ArcGIS for creating and sharing interactive maps without needing local servers.

How it supports economic development:

- Provides the ability to create interactive maps of local businesses and districts, while helping users to navigate the city's economic landscapes.



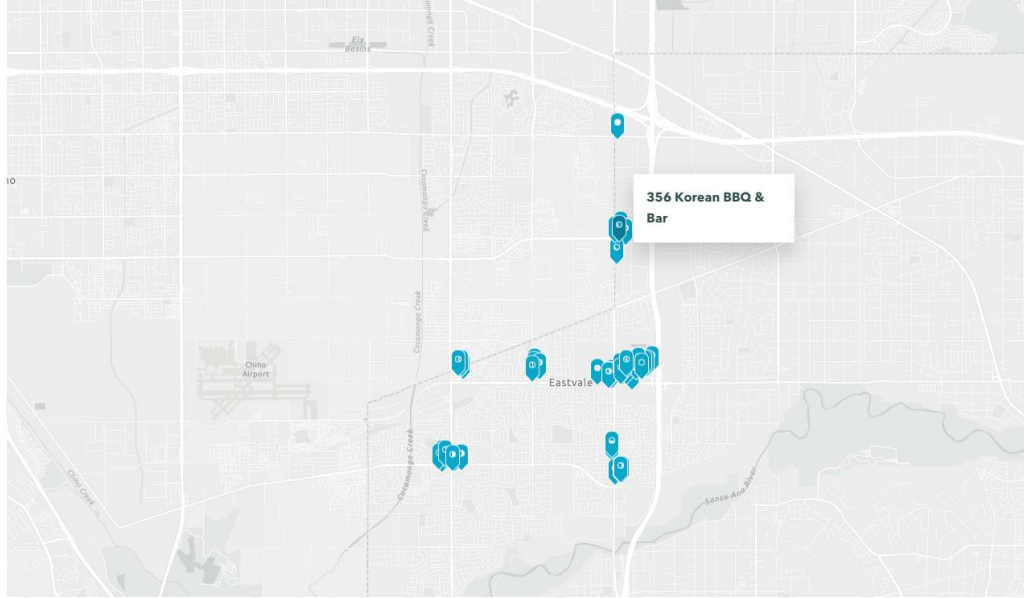
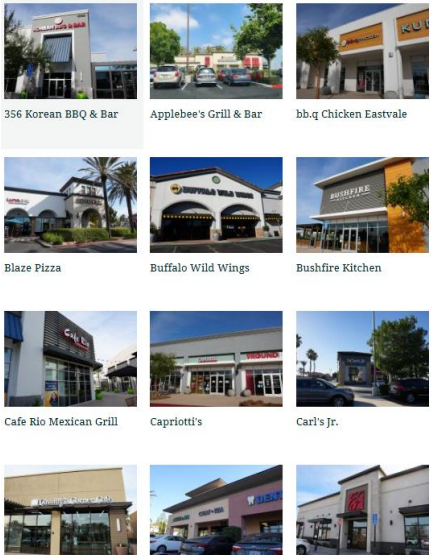


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Explore What Eastvale has to Offer!

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- Dinner
- Dessert
- Beverages
- Grocery
- Places of Interest
- Hiking and Walking Trails
- Automotive
- Entertainment & Hotels
- Fitness
- Health & Wellness
- Personal Care & Beauty
- Retail
- Services



356 Korean BBQ & Bar

12585 Cantu-Galleano Ranch Road, Suite 100,
Eastvale, CA 91752 | Goodman Commerce
Center | The Station

Phone: (951) 934-3047

[Visit Website](#)

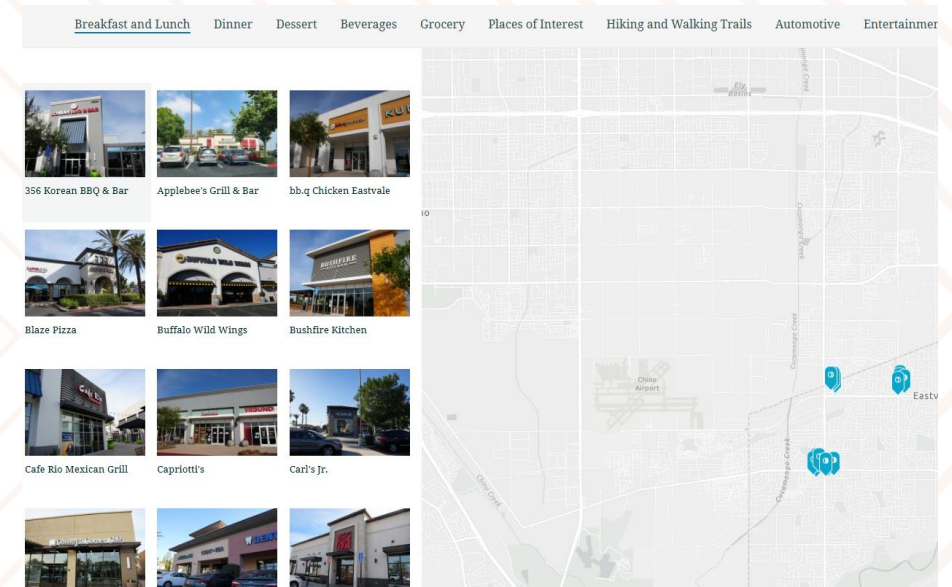
[Instagram](#)



ArcGIS Online

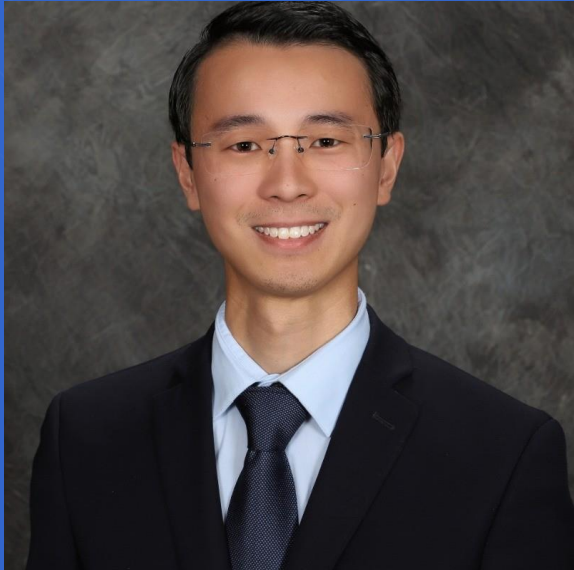
Other Uses:

- Different mapping layers can be created to showcase demographics, zoning and land use, transportation networks, utility infrastructure, etc.
- ArcGIS maps can be linked with AI chatbots, Placer, CoStar, and other tools to provide deeper insights into market trends.

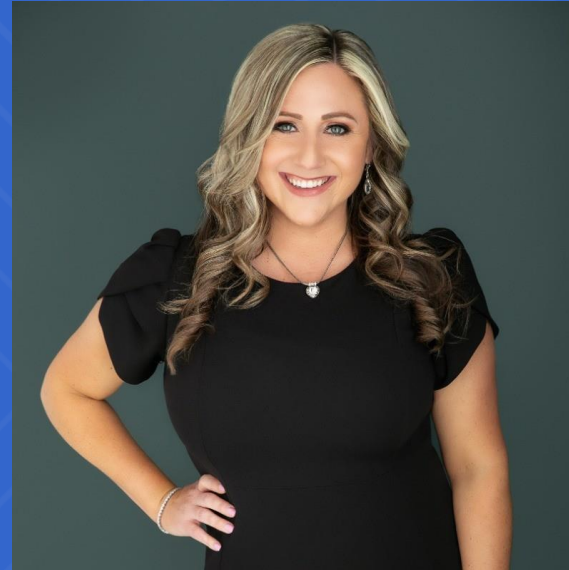


Q & A

Thank You!



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