

Request for Board Approval

ESRI Enterprise Agreement Renewal - 3 Years

<p>Action Requested</p> <p>Approve renewal of the ESRI Enterprise Agreement, Site Scan, and ArcGIS Business Analyst.</p>	<p>Amount</p> <p>\$42,000 annually</p> <p>\$126,000 total</p>	<p>Primary Value</p> <p>Enterprise GIS, demographic and market analysis, and drone imagery tools for better planning, analysis, and decision-making.</p>
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The MSD requests Board approval to renew the ESRI Enterprise for a three-year term at \$42,000 per year, for a total authorization of \$126,000. The renewal would continue MSD access to core GIS capabilities, demographic and market analysis tools, and drone imagery collection and processing resources that support planning, analysis, mapping, and field-informed decision-making.

For community planning, infrastructure evaluation, economic development support, and data-informed service analysis, these ESRI tools provide a unified mapping and spatial analysis environment rather than relying on disconnected datasets, manual map production, or one-off consultant work. The agreement also supports continuity across staff workflows and preserves access to established data, apps, and analysis methods.

Renewing the agreement would maintain MSD's ability to analyze places, visualize trends, assess growth patterns, support project and corridor planning, and communicate location-based insights clearly to leadership, partner communities, and the public using a recognized and widely adopted GIS platform.

What the Product Does

The ESRI Enterprise Agreement is a multiyear licensing structure that provides access to ArcGIS software and capabilities across an organization. Within that environment, ArcGIS Business Analyst adds demographic, market, and trade-area analysis for planning and site evaluation, while Site Scan supports cloud-based drone imagery collection, processing, and analysis for creating current visual and mapping products. Together, these tools support a strong geospatial foundation for planning, asset understanding, and decision support.

Typical Department Use Cases

Use Case	How Economic Development / Planning Would Use It
<p>1. Growth and corridor analysis</p>	<p>Use GIS mapping, demographic trends, and market analysis to understand how corridors and districts are changing, where demand is emerging, and where planning or investment attention may be warranted.</p>
<p>2. Site and market evaluation</p>	<p>Use ArcGIS Business Analyst to review trade areas, consumer and demographic patterns, drive times, and market characteristics to support economic development, redevelopment, and site suitability discussions.</p>
<p>3. Aerial imagery and project documentation</p>	<p>Use Site Scan to capture and process current drone</p>

	imagery for project sites, land areas, infrastructure corridors, and development activity, improving visualization, progress tracking, and planning communication.
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Why Renewal Is Recommended

- Maintains access to a widely used GIS platform that supports mapping, spatial analysis, dashboards, data sharing, and cross-department planning workflows.
- Preserves tools that help staff evaluate growth, demographics, market conditions, and service impacts using visual and defensible location-based analysis.
- Supports drone-based imagery and site documentation that can improve project understanding, inspections, planning studies, and communication.
- Avoids disruption to established GIS data, apps, analysis workflows, and staff capabilities built around the ESRI environment.

Requested Board Action

Staff recommends that the Board approve renewal of the ESRI Enterprise Agreement for a three-year term at \$42,000 per year. Approval would allow MSD to continue using the ESRI platform as a core decision-support resource for mapping, planning, economic development, imagery analysis, and long-range geographic analysis.

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