ROCHESTER
COMMUNITY
DEVELOPMENT

GIS and Communication for City Growth

Jay Forstner
City of Rochester GIS

GIS at City Rochester

Background

- GIS began at the city in late 1990s in Public Works Department

- City partners with RPU to move into Esri ELA

- In 2023 GIS team moved under Community Development and established formal business unit

- Currently 4 full time positions

  - GIS Supervisor, GIS Coordinator (2), GIS Technician

  - Yearly GIS Interns as well in multiple departments this year

GIS Main Responsibilities

- Authoritative Datasets

    - Sanitary and Storm Sewer, City Park data, road frontage, city tree inventory, MS4 Permit, etc

- Data analysis to support city initiatives and assessments

- Field staff support for collection, asset and work management

    - Elements XS, Field Maps

Changing Landscape

- City Administration attends Esri UC in 2022

- Shift from Public Works to Community Development and establishment of formal GIS business unit in 2023

- Move to Community Development and added resource allocation has allowed GIS to expand to assist other departments

GIS and Communication for Rochester

City Growth

- 3rd Largest City in MN with a top 10 growth rate in population, largest outside of metro

- DMC Initiative
  - 2013 State of Minnesota passed legislation to help support Mayo Clinic and the City of Rochester
  - $5.6B investment over 20 years
- Link Bus Rapid Transit
  - $150M+ Transit bus system through downtown Rochester

Local Option Sales Tax

- $205M local option sales tax passed by residents in 2023

  - $50M Street Maintenance

  - $40M Flood Control

  - $50 Economic Stability/Housing

  - $65M Regional Sports Complex

Mayo Bold. Forward. Unbound

- $5B+ Expansion of Mayo Clinic
  - 6 year completion goal
  - 2.4M sq ft of buildings

GIS Role

- Need for transparency

- User friendly tools for citizens to get information on projects, construction impacts, etc

- Give citizens the "place" to go along with ideas and print they are reading

- Visualization

- Tools: Experience Builder, Story Maps, Hub Premium, ArcGIS Urban

ArcGIS Urban

Urban

- Esri's smart city planning tool
- 3D Visualization Tool
- Show building/zoning projects
- Sustainability Tools
- See building shadowing, height restrictions, etc
- Export scenes and zoning changes for public consumption

Experience Builder

EB

- Web Application building tool
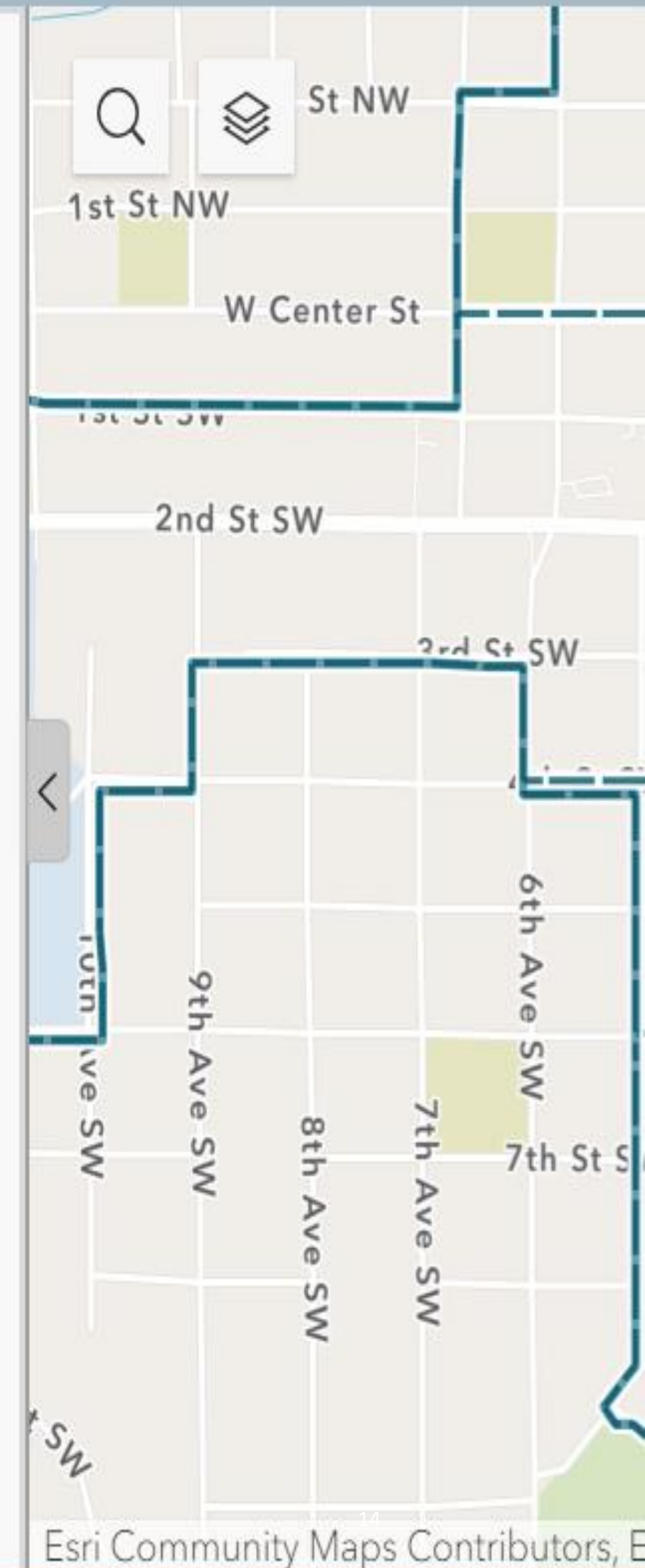- Replaces Web App Builder
- Design unique look and feel per device

Story Maps

Story Maps

- ArcGIS Solution for depicting a story through maps, images and other content
- Gives users an interactive page to showcase City projects
- Simple and easy for outside groups to be able to create and add content through templates
- Exploding in popularity, over 2.2M hosted by Esri currently

ArcGIS Hub

Link - Coming 2026

Link is a proposed 2.8 mile route along 2nd Street that will connect downtown Rochester, Mayo Civic Center, Mayo Clinic campuses, and the Downtown Wat...

ArcGIS Hub

- Configurable platform that organizes data, tools and information on City initiatives and projects
- Centralized repository for information
- Customizable look and feel over Story Maps – gives the look of City website
- Premium allows for event sign-up, outside agency users and collaboration

Showcase

Questions?

THANK YOU