

Downtown Fort Worth, Inc.

Utilizing GIS for a broad range of basic applications



2022 Fort Worth Main St. Arts Festival

Summary

- 200+ high-level juried artists converge along Main St.
- Artists market their products in a high-density area

Artist assistance - legacy system

1. Find volunteer
2. Request type of assistance
3. Volunteer radios the command center
4. Command center categorizes artist's assistance type
5. Help is distributed

Problem - Reduce the amount of time to:

- Train artists
- Request for assistance



2022 Fort Worth Main St. Arts Festival

Solution – GIS systems

1. Artist receives QR code in a welcome packet
2. Code links to ArcGIS Survey 123
3. Type of assistance is categorized by artist
4. Help is distributed

A smartphone screen displays a mobile-optimized web form. At the top, the status bar shows the time as 6:51 PM and various icons. Below the status bar, the PNC Bank logo is displayed with the text 'PRESENTING SPONSOR'. The main heading reads 'MAIN ST. FORT WORTH ARTS FESTIVAL' in a large, stylized font. The form title is 'Assistance Request Form'. Below the title, there is a section with instructions: 'Please fill out all fields in this form. Your location data will be sent to our help team. You can also contact concierge by phone at 682-551-1368. For emergencies, contact the Command Post directly at (682) 401-0198 or call 9-1-1.' The form contains two input fields: 'Full Name*' and 'Phone #*'. The 'Full Name*' field is currently empty and has a small 'A' icon on the right. The 'Phone #' field is also empty and has a small 'A' icon on the right. At the bottom of the screen, the text 'Thank you!' is partially visible.

2022 Fort Worth Main St. Arts Festival

Artist assistance – GIS system – Results

1. Artist time to train reduced
2. Artist time for assistance reduced
3. Accuracy increased
4. Requests are stored as digital data for analysis
 - Able to analyze most common types of issues by
 - Category
 - Location
 - Time

6:51 PM

Share

PNC BANK PRESENTING SPONSOR

MAIN ST.

FORT WORTH ARTS FESTIVAL

Assistance Request Form

Please fill out all fields in this form.
*Your location data will be sent to our help team.
You can also contact concierge by phone at 682-551-1368.*

For emergencies, contact the Command Post directly at (682) 401-0198 or call 9-1-1.

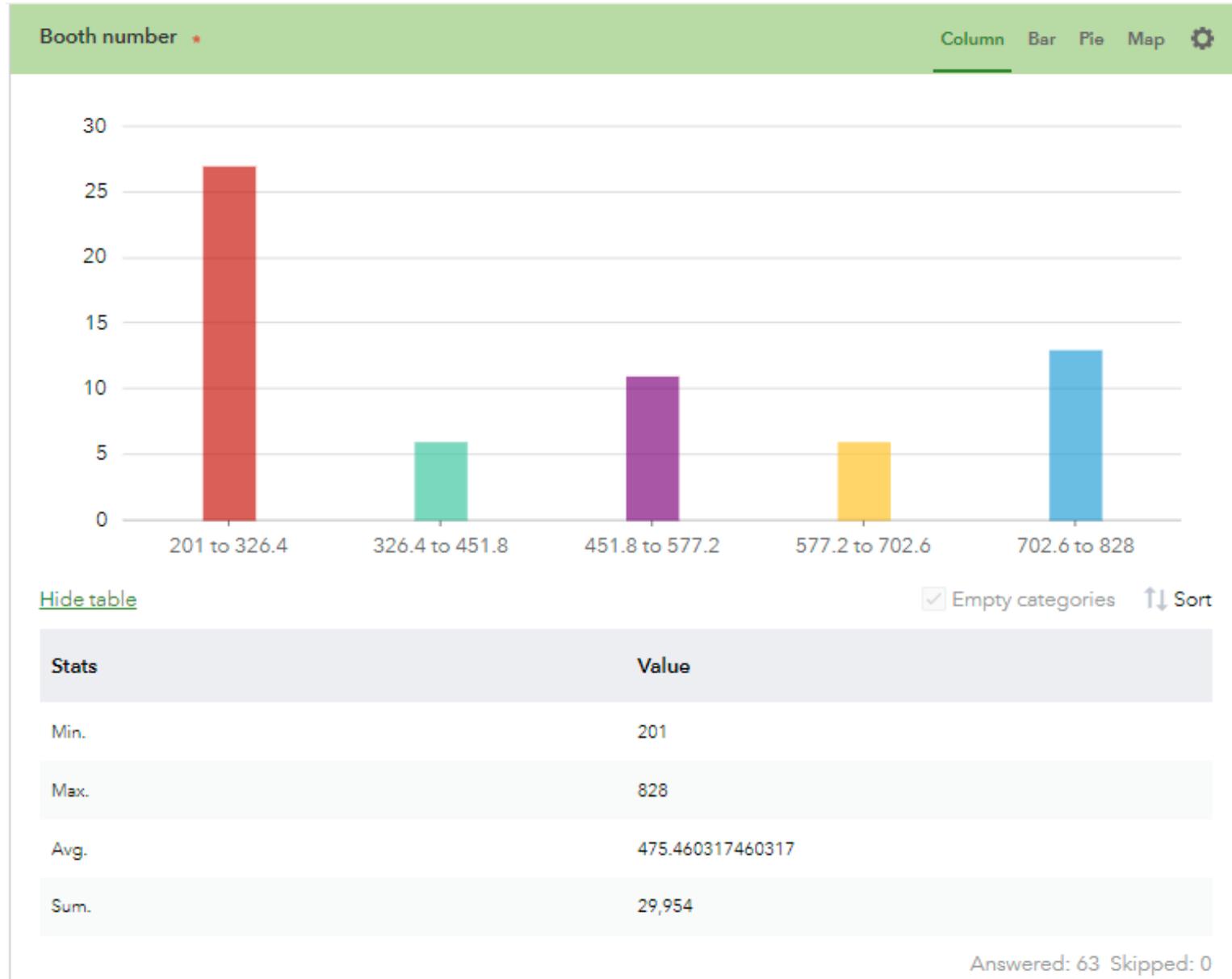
Full Name*

Phone #*

Please enter the phone number where you can be contacted about this issue if needed.

2022 Fort Worth Main St. Arts Festival

Artist assistance – GIS system – Results

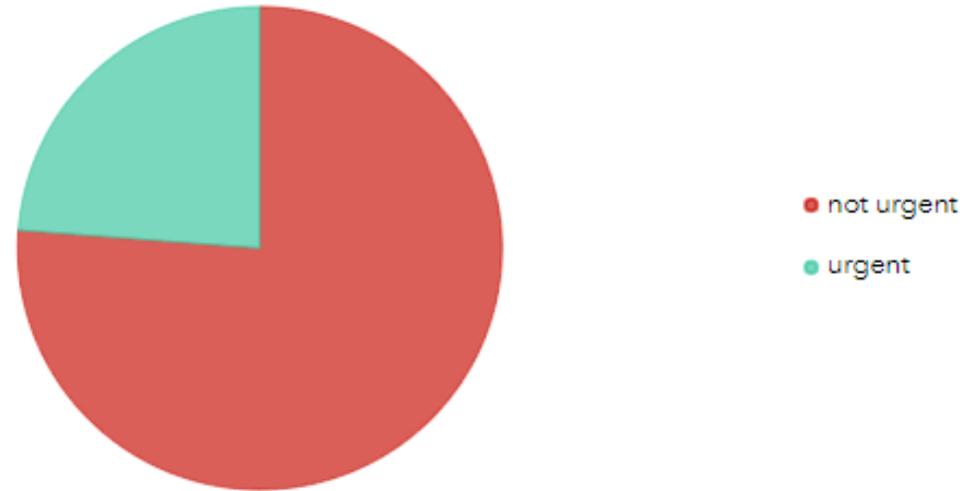


2022 Fort Worth Main St. Arts Festival

Artist assistance – GIS system – Results

Severity of assistance

Column Bar Pie Map



[Hide table](#)

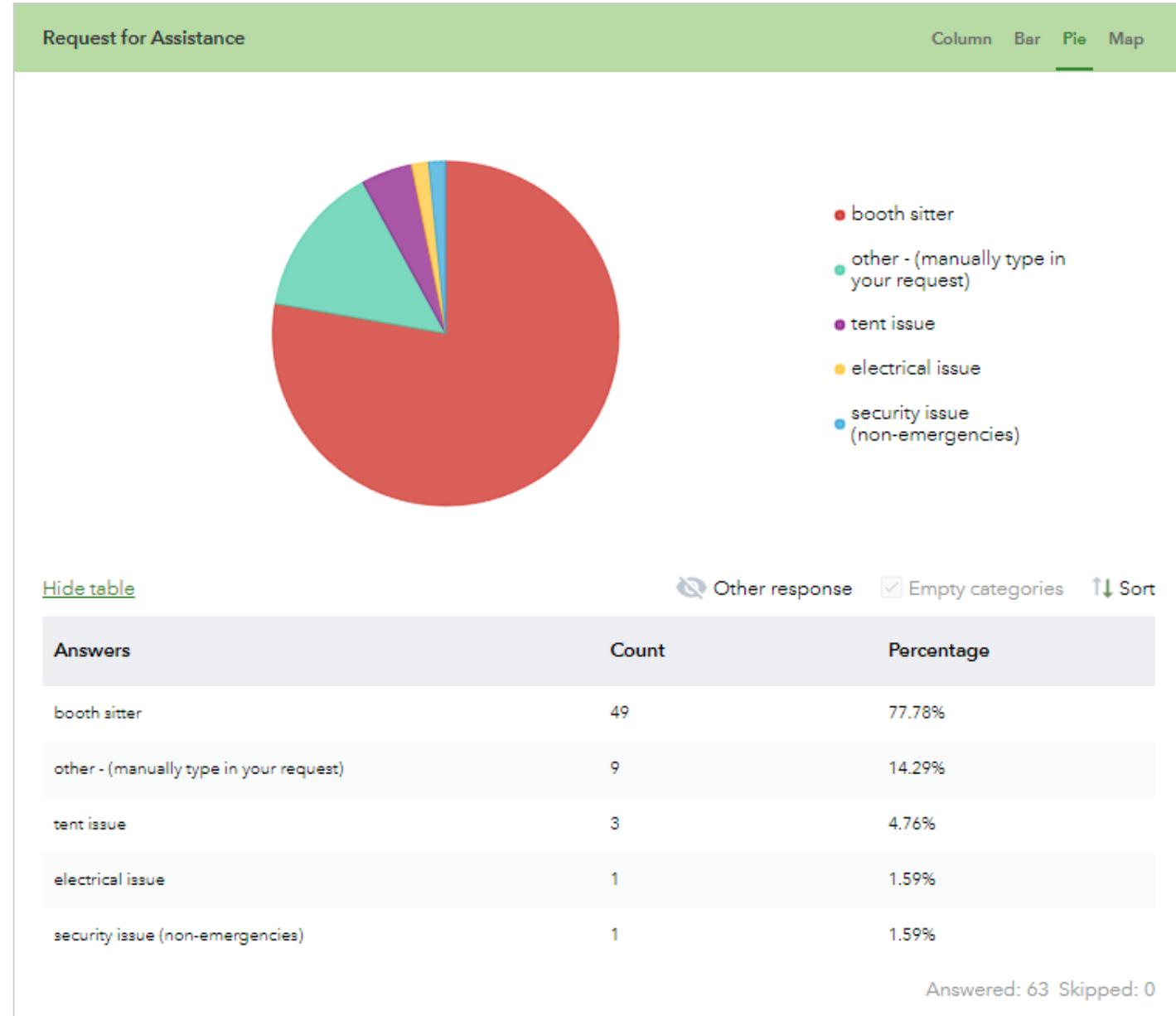
Empty categories [↑↓ Sort](#)

Answers	Count	Percentage
not urgent	48	76.19%
urgent	15	23.81%

Answered: 63 Skipped: 0

2022 Fort Worth Main St. Arts Festival

Artist assistance – GIS system – Results



2022 Fort Worth Main St. Arts Festival

Artist assistance – GIS system vs Legacy

- GIS efficient in
 - creation
 - training
 - efficient in record keeping
 - process optimization

Future challenges:

- Mobile data access in highly dense environments
- GPS coordinate failure was a common occurrence
- Integration of ESRI's Workforce application
- GIS awareness in general

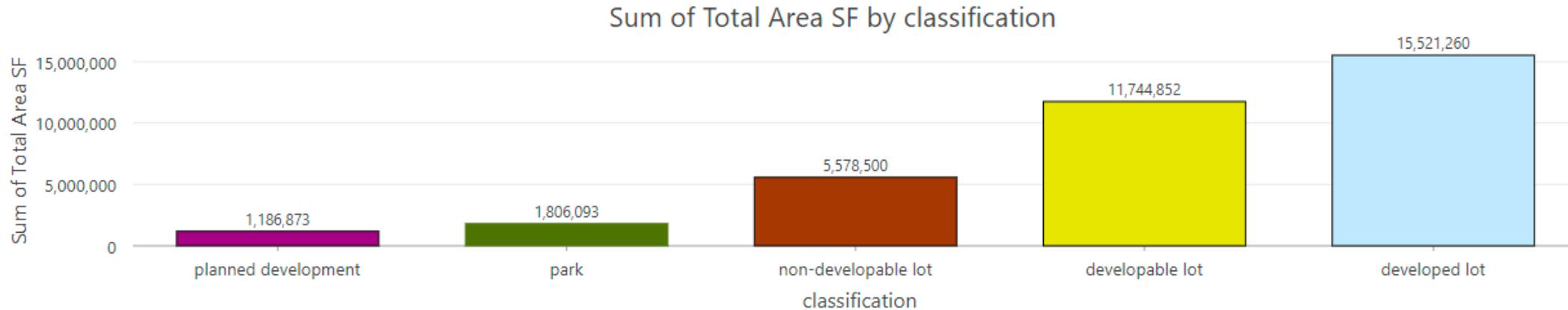


Downtown Fort Worth – Economic Development

Problem – Represent the multiple economic dimensions of Downtown in an easy and intuitive format

Legacy approach:

Spreadsheets yielding graphs, charts, etc.



GIS approach:

Compliment existing dataset with a spatial component

Downtown Fort Worth – Economic Development

Challenge – Represent multiple economic dimensions in an easy and intuitive format

GIS approach:

Compliment existing dataset with a spatial component

Downtown Development Map

Problem –

- The ratio of developed land is unknown
- Non-developed land is
 - categorically unknown
 - spatially unknown



Downtown Fort Worth – Economic Development



Challenge – Represent multiple economic dimensions in an easy and intuitive format

GIS goal:

- Identify and categorize the geography of Downtown

Data Source:

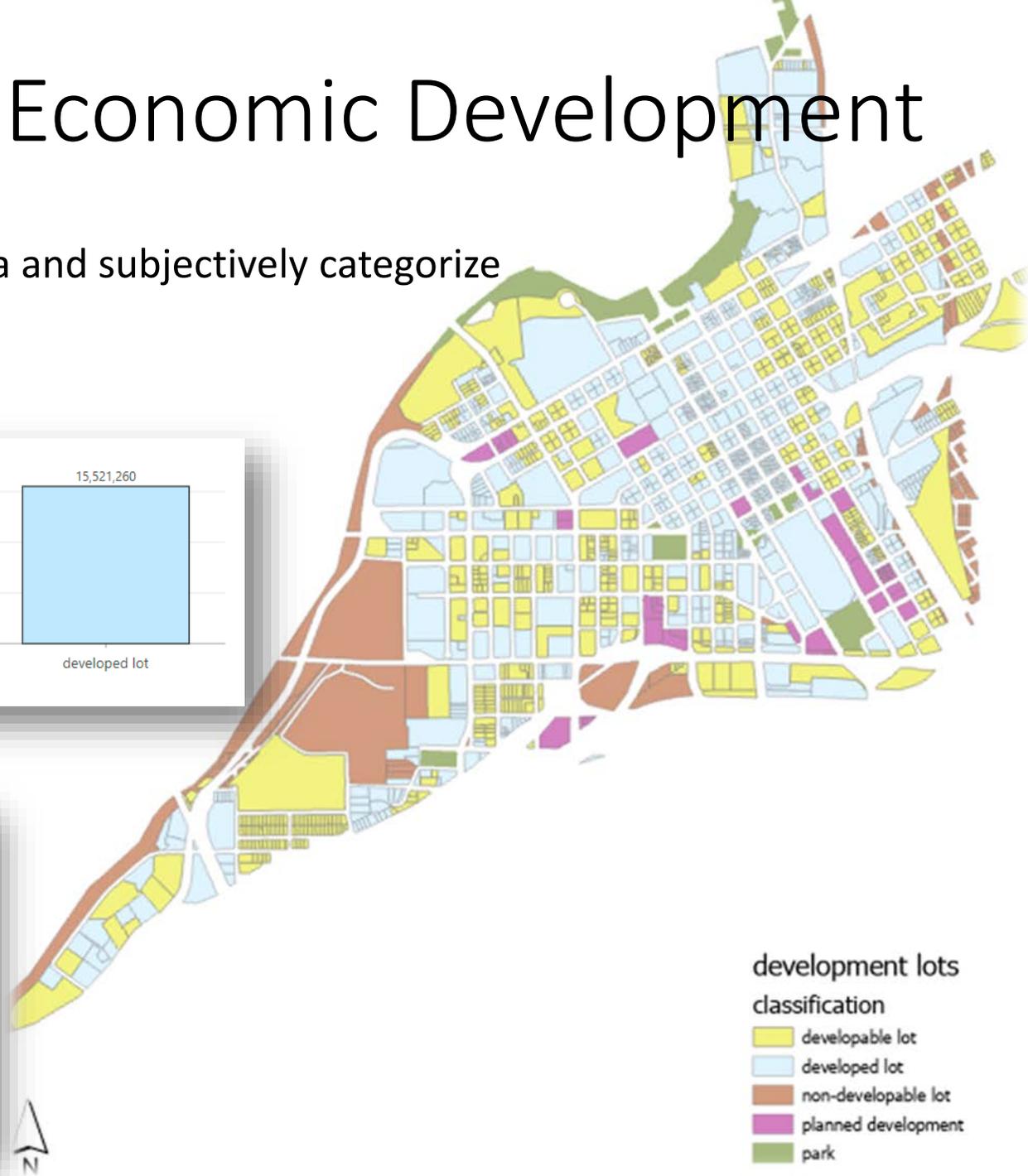
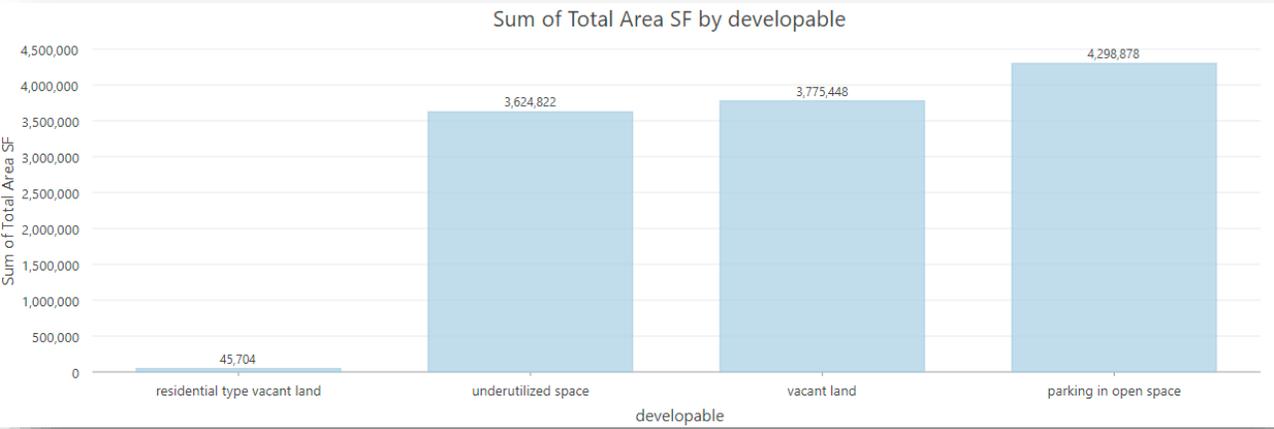
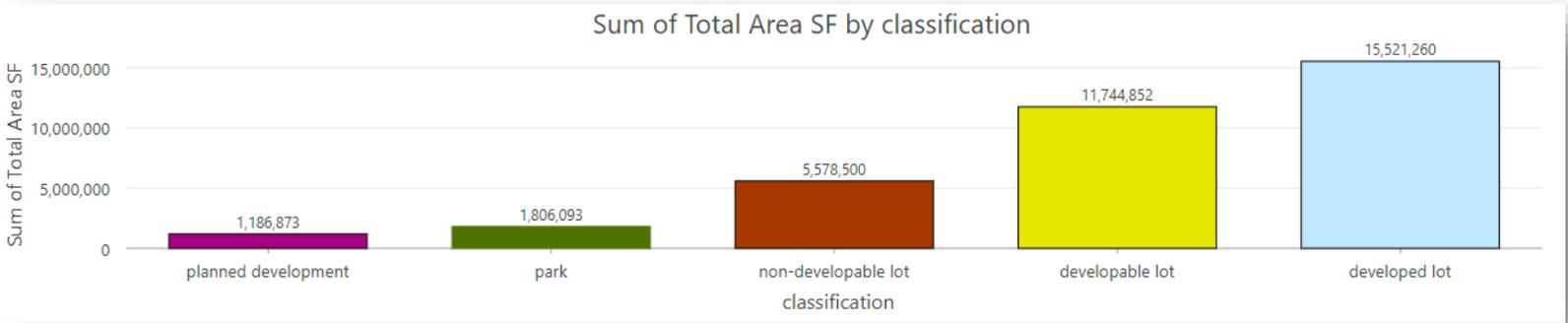
- GIS satellite imagery
- TAD Property Data
- Shoe-leather data

GIS tools:

- ArcGIS Pro 3.0
 - Domains
 - Polygon modification
 - Python light-level calculations
 - Feature Layer Symbology

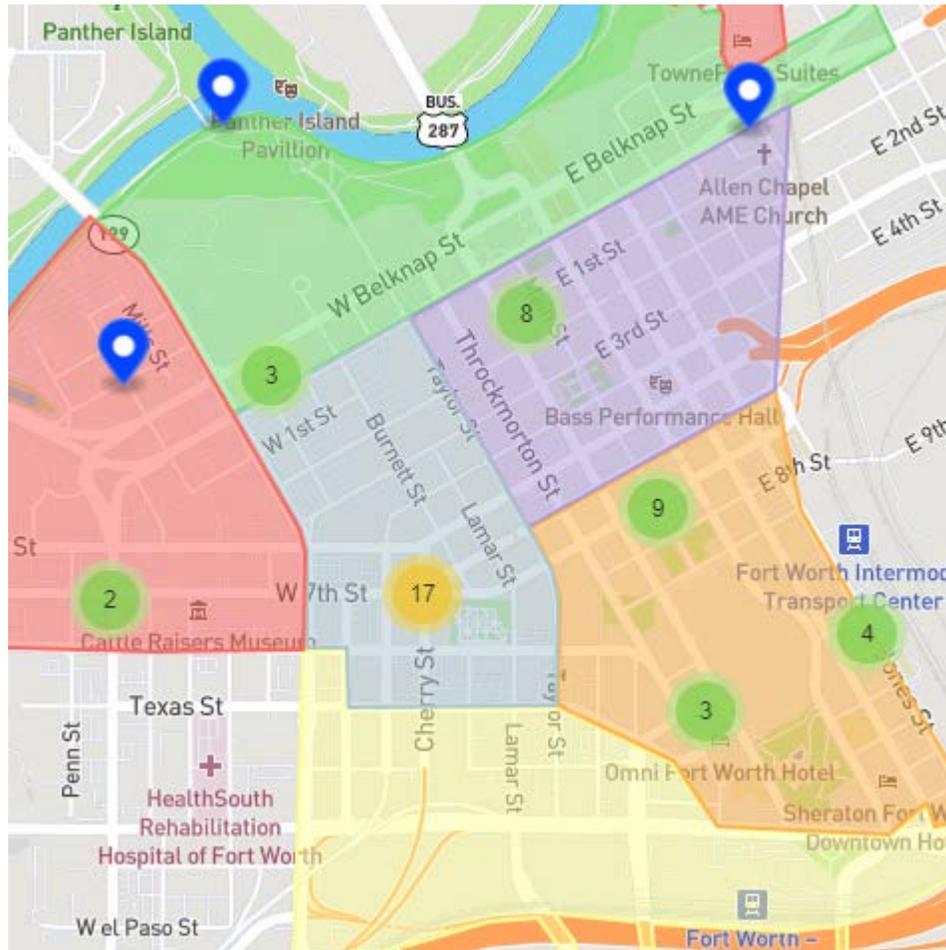
Downtown Fort Worth – Economic Development

Solution – Use ArcGIS Pro to modify TAD property data and subjectively categorize the status of developed/undeveloped land

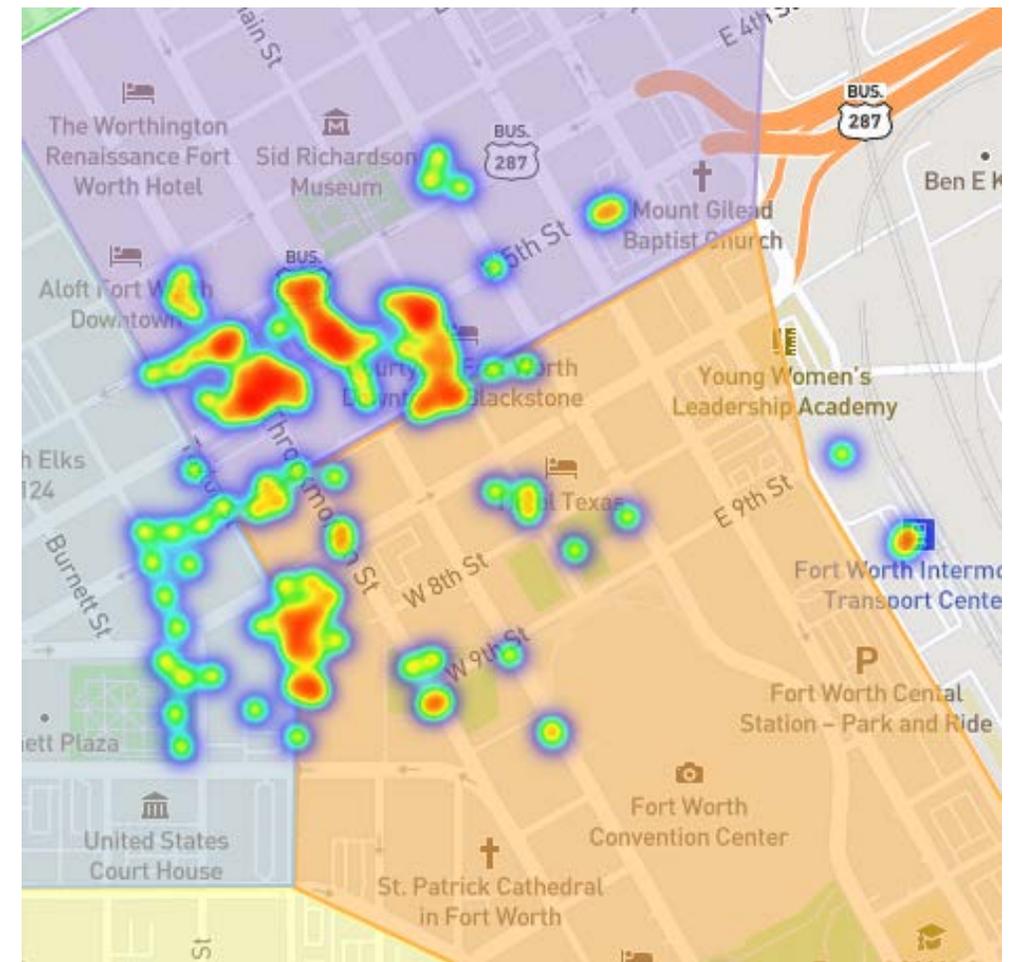


Downtown Fort Worth – GIS Daily Usage

Maintenance requests – Street fixtures



Interaction reports – Aggressive panhandling



Downtown Fort Worth – On the Horizon

Combining :

- location Intelligence – foot traffic data
- US Census - tract data

Results:

- Spatial knowledge of “loyal” visitors
- Ability to market to a specific location

