

placemetry

Street-level data.
Measurable wins.

Citywide condition intelligence for **Fresno, California** — roads, code enforcement, urban trees, and data-driven priorities from a single pass of street-level imagery.

PREPARED FOR THE CITY OF FRESNO

JULY 2026 · PLACEMETRY · SAN DIEGO, CA

Founded by economists. Built to *transform how cities see themselves.*

Placemetry (PLACE-metry): the measurement of every place in a city. Geometry measures shapes. **Placemetry measures every place.**

We equip vehicles with cameras, precision GPS, and edge compute to capture every property and every block from the public right-of-way — then apply advanced AI to turn that imagery into clear, prioritized, decision-ready intelligence for city teams.

Our mission is simple: **replace guesswork with ground truth.** Cities should allocate crews, enforcement, and capital based on the actual, current condition of every street and parcel — not on who calls 311 loudest.

Ground truth on every property *and every block* — automated, cost-effective, and repeatable.

ERIK JOHNSON · CO-FOUNDER

UC San Diego. Urban economist — applies the economics of cities to how they measure, prioritize, and invest in their places.

ANYA · CO-FOUNDER

UC San Diego. Behavioral economist — applies the science of decision-making to how cities prioritize scarce public resources.

HEADQUARTERED IN SAN DIEGO

Live deployments and demonstrations across California, Texas, Alabama, Wisconsin, Indiana, and Arizona.

THE PROBLEM

Cities run on stale, reactive, unequal data.

- **Reactive by default.** Code enforcement and public works respond to 311 calls — so the neighborhoods that complain the most get served first, and quiet neighborhoods fall behind.
- **Surveys are slow and expensive.** Pavement studies arrive every 3–5 years, cost six figures, and are outdated before the ink dries. Parcel-level field inspections cost \$200+ each.
- **No shared picture.** Streets, code, forestry, and planning each hold a fragment. No one can answer, "Where should the next crew go — citywide, ranked, today?"
- **Impact is invisible.** Without before-and-after evidence, cities can't prove programs work — to councils, to grant funders, or to residents.

WHAT CITY LEADERS KEEP ASKING

"Show me all the potholes." · "Show blight reduction by district." · "Which properties are fire risks?" · "Show me the before and after." · "Is our work actually making our city better?"

FRESNO, RIGHT NOW

Network PCI is **64 and falling toward 46 by FY35** at current funding, with deferred street maintenance growing from **\$1.16B to \$2.5B**. A \$100M Pave More Now program needs segment-level targeting — while Measure C funding expires in June 2027 with its replacement contested.

"We have allowed the new norm to be one of blight, litter, and debris... That must change." — **Mayor Jerry Dyer**, Beautify Fresno

WHAT WE DO

One pass down the street. *Every layer a city needs.*

1,000+

PARCELS CAPTURED PER HOUR

150+

PROPERTY FEATURES REPORTED

80%

COST SAVINGS VS. FIELD SURVEYS

CURRENT PHOTOS

- Every property, from the public right-of-way
- Every roadway segment and infrastructure element

ACTIONABLE INSIGHTS

- Condition ratings and priority scores
- Per-address issue lists, ranked by severity
- Repeat-drive change detection

SEARCHABLE MAP

- Color-coded citywide heat maps
- Drill down by district, street, or parcel
- Export reports and work lists

Automated. Cost-effective. Updated on your schedule. Serving Code Enforcement, Public Works, Urban Planning, Forestry, and Emergency Management.

We built it for Fresno — *before this meeting.*

Using existing street-level and aerial imagery, we assembled a four-layer condition platform covering the entire city — a working preview of what a full Placemetry capture delivers, live in an interactive map today.

212,354

PARCELS INGESTED
CITYWIDE

123,266

ROAD SEGMENTS AT
200-FT GRAIN

129,560

STREET TREES MAPPED
IN THE ROW

10,173

PARCELS CONDITION-
SCORED IN THE PILOT
ZONE

LAYER 1 · ROADS

Pavement condition (PCI) on every scoreable segment, benchmarked against the City's own consultant study.

LAYER 2 · CODE

Exterior-condition screening written to the Fresno Municipal Code — Tower District plus D3/D4 school zones.

LAYER 3 · TREES

Citywide street-tree inventory, ranked by public exposure, with condition screening of the highest-exposure trees.

LAYER 4 · PRIORITY

Traffic-exposure model built from public counts, so every deficiency is ranked by how many people it touches.

Pavement condition on every block — validated against Fresno's own numbers.

- **200-foot grain.** Fresno's street network is scored in 123,266 fine-grained segments, so a failed block can't hide inside a mile-long average.
- **Standards-based.** Ratings follow the ASTM D6433 distress framework — the same PCI language your engineers and consultants already speak.
- **Independently benchmarked.** In our pilot calibration area, Placemetry's average PCI came in at **64.3** — the January 2025 NCE/COG certified survey reported a network PCI of **64**. Two methods, one answer.
- **A complement, not a replacement.** Your certified survey is fresh — Placemetry adds continuous monitoring between COG cycles, verification of where Pave More Now dollars land, and voter-legible condition maps for the road-funding conversation ahead.
- **Citywide scoring is running now,** with thousands of segments already rated and the full network completing on a rolling basis.

THE BLIND TEST

64.3

PLACEMETRY
PILOT AVG PCI

≈

64

NCE/COG CERTIFIED
SURVEY (JAN 2025)

WHAT FRESNO GETS

A living PCI map — filter by council district, functional class, or condition band; export ranked repair lists; re-drive and measure the change.

Written to Fresno's code — not a generic checklist.

Every screening factor maps to an enforceable section of the **Fresno Municipal Code** — exterior maintenance and blight (FMC 10-605), accumulations and junk (10-613), graffiti (§9-2514), weeds and vegetation (§11-324), and vacant-structure standards (10-617).

- **10,173 parcels screened** across the Tower District and the D3/D4 school-zone pilot area.
- **Triage by the worst violation**, not a diluted average — a single severe issue is never buried by an otherwise tidy lot.
- **Every elevated case cross-checked** by a second, independent AI screening pass before it reaches an officer's queue.
- **Officer-ready output**: photo, address, cited section, and severity — an early-notice work list, not a data dump.
- **It scales Fresno's own playbook**. Your School Area Team already proactively surveys every parcel within 1,000 ft of schools. Our pilot covers those same D3/D4 zones — and shows what SAT-style coverage looks like citywide, at vehicle speed.

SCREENING TIER	PARCELS	SHARE
HIGH	17	0.2%
ELEVATED	147	1.4%
MODERATE	634	6.2%
LOW	9,375	92.2%

164 properties surface as immediate, street-visible enforcement candidates — a focused first work list instead of 10,000 doors.

Every street tree mapped. Every deficiency *ranked by who it affects.*

URBAN FOREST

- **129,560 street trees** detected in the public right-of-way from high-resolution canopy data. Your 2024 Urban Forest Management Plan estimates ~131,000 street trees — but no public inventory exists. Ours independently confirms the City's estimate, tree by tree, on a map.
- Every tree ranked by **public exposure** — proximity to roadways, sidewalks, and school zones.
- The highest-exposure trees receive an ISA-style Level-1 condition screening from street imagery, producing a defensible inspection work list for the city forester.

TRAFFIC-WEIGHTED PRIORITIES

- A traffic-exposure model built entirely from **public count data** (Caltrans and federal HPMS anchors) estimates daily traffic on every segment.
- Model fit: **R² of 0.69** at the official count locations — at zero data-acquisition cost.
- Priority = **exposure × deficiency**: a failing block by a school outranks the same crack on an empty cul-de-sac. Weights are adjustable, live, by your staff.

One platform, four layers, one ranked answer: where the next dollar, crew, and inspector should go — defensible to council, auditable by staff, visible to residents.

The future is here. *Here's what it looks like.*

CODE ENFORCEMENT

OLD: Most officer time spent finding and documenting violations; little left to educate or engage.

NEW: Prioritized violation lists with photos and cited code sections — officers spend their time resolving, educating, and engaging.

PUBLIC WORKS

OLD: Reactive and inequitable — respond to 311 calls and windshield surveys.

NEW: Proactive and equitable — a citywide map with problem areas ranked by condition and exposure, refreshed on your schedule.

CITY IMPROVEMENT

OLD: Six-figure studies every few years; impact invisible between them.

NEW: Low-cost, repeatable updates — measure change block-by-block and prove program impact with before-and-after evidence.

Equity, built in. Every neighborhood is measured the same way, on the same day — resource allocation is driven by condition, not by call volume.

Accountability, built in. Every score carries its photo and its reasoning — staff can audit any rating in seconds.

NEXT STEPS

See Fresno's data **live** — today.

- **1 • Live walkthrough.** Explore the four-layer Fresno map with your streets, code, and forestry leads — your city, your blocks, real scores.
- **2 • Validate it.** Hand the HIGH/ELEVATED work list to an officer and the PCI map to an engineer. Check us against what your teams know on the ground.
- **3 • Full-city capture.** A Placemetry vehicle pass upgrades every layer to current, city-owned imagery — with repeat drives to measure change.

READY TO SEE IT IN ACTION?

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Headquartered in San Diego, CA