



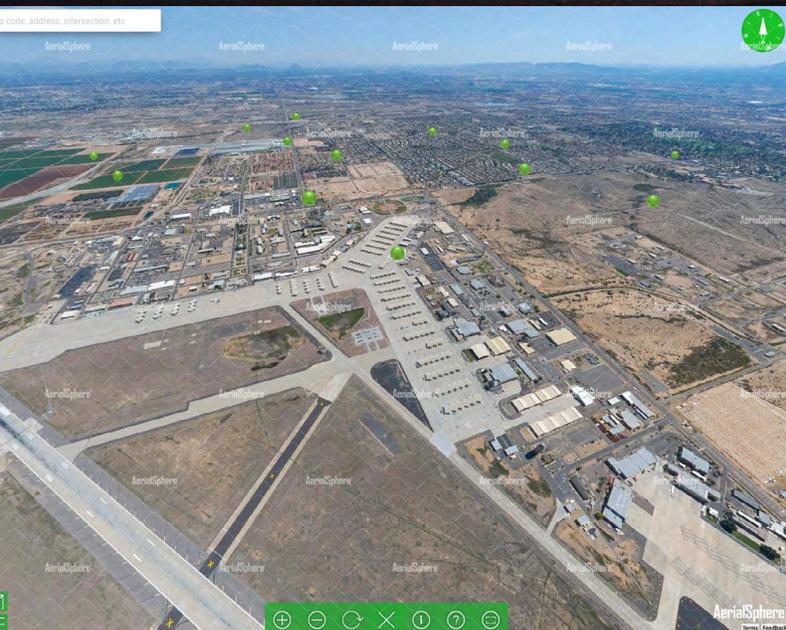
Arizona agency leverages XP360 API to secure expansion program at Luke AFB.

Maricopa Association of Governments (MAG) is a regional agency that conducts planning and makes policy decisions in a number of core areas. These include safe and smart travel, the economy and growth, environment and sustainability, and improving quality of life, all with a focus on efficient and effective operations.

Its members include 27 cities and towns, three Native nations, Maricopa County, portions of Pinal County, and the Arizona Department of Transportation. MAG's planning area encompasses about 10,600 square miles.



U.S. Air Force photo by 2nd Lt. Daniel Rubio. The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.



The Challenge

Utilizing aerial imagery helps regional planning agencies to make better decisions and create solutions in the areas of transportation and economic development for cities, towns, and counties. MAG has been utilizing orthophotos from EagleView for a number of years, which is a great solution for measurement or simple surveying. However, as projects have become more demanding, so has MAG's needs to see its region from different perspectives. As a planning agency in one of the fastest growing regions in the United States, MAG has been looking for new technologies that could give it a compelling tool when it comes to planning for and promoting the region to others.

The Solution

When MAG saw AerialSphere's immersive aerial panoramas; the agency knew it would be helpful with external overview, tours, and marketing projects. Marketing cities, towns and counties has become big business, and incredibly competitive, as everyone is trying to woo residents and businesses to help grow local economies. MAG utilizes AerialSphere's XP360 API to create immersive experiences for the Arizona Commerce Authority (ACA), helping to drive economic growth in Arizona.

“MAG has found XP360 to be an easy, powerful visualization tool that uses real imagery to give users a birds-eye view and immersive experience of our region. It provides a real feel for the topographic features of our cities, towns and counties.

—**Jason Howard**, *GIS Program Manager, MAG*

Most recently, MAG integrated the XP360 API into its mission critical online tool, an [interactive map viewer for Luke Air Force Base](#) and its Targeted Growth Management Plan. Base personnel will grow by an additional 2,234 service members by 2026. Luke AFB was recently chosen to be the new training home of the F-35A Lightning II fighter jets. The XP360 powered map gives users authentic, powerful views of the surrounding area as well as details about workforce, transportation, education and recreation in the West Valley. This plan was awarded the 2020 Best Regional/General/Comprehensive Plan Award from the American Planning Association (Arizona Chapter).

As MAG is continually looking at better ways to plan for the region, it is also finding new ways to use the XP360 API from AerialSphere to change the way people experience maps.

To Visit MAG's Interactive Map



See XP360 in action at aerialsphere.com/government