

Ari Isaak, GISP



Company Role

Founder and CEO

Project Role / Focus Areas

- Provide Geographic Information System (GIS) expertise
- Assign and delegate GIS roles, providing strategic decision-making regarding team's resources

Education

- B.A. – Marine Conservation Biology, University of Redlands, Johnson Center - 2001

Registration / Certification

- Certified Geographic Information Systems Professional, GISP (#00066425)
- Certificate in GIS, University of California, Riverside (2004)
- Amazon Web Services Business Professional Accreditation (2014)

Professional Membership and Intellectual Property

- Chairmen's Roundtable
- San Diego Chamber of Commerce, Policy Committees
- Inventor for U.S. Serial No: 15/098,660 Geographic Control Management System

Experience Profile

Ari Isaak, GISP, is the Founder and CEO of Evari GIS Consulting, Inc, where he leads a team of 22. Ari is driven to communicate the value of geographic information systems (GIS) and streamline its implementation in order to provide value to clients in a variety of industries. He is a certified Geographic Information Systems Professional with over 15 years of experience in the field of geospatial analysis. Prior to founding Evari GIS Consulting, Ari Isaak served as GIS Coordinator for the Unified Port of San Diego, where his work was featured in ArcUser, a GIS industry magazine that reaches more than 450,000 users of GIS Technology. He has also presented at several industry conferences, won the Esri User Conference Hackathon in 2013 for developing a web and mobile application allowing users to submit and receive notifications about local 311 issues, and has a patent for an Internet of Things (IoT) solution for municipal street and roadway lighting. As a GIS Specialist for Helix Environmental Planning, Isaak became familiar with California's regulatory environment, creating GIS maps to support CEQA/NEPA reporting for a variety of biological and environmental planning efforts. Ari prides himself on being a clear communicator with a solid track record of successfully realizing efficiencies and driving common operating pictures at the enterprise level. He is inspired to support businesses and government agencies to find answers to their geography-based questions through the effective implementation of GIS.

Professional Experience

Evari GIS Consulting, Inc.	2016 - Present
• <i>Founder and CEO</i>	
Evari GIS Consulting, Inc.	2009 - 2016
• <i>Owner and GIS Administrator</i>	
New School of Architecture and Design	2012
• <i>Part-Time Faculty: Master's Course GIS for Environmental Design</i>	
Unified Port of San Diego	2008 - 2011
• <i>GIS Coordinator</i>	
Helix Environmental Planning	2005 - 2008
• <i>GIS Specialist</i>	
Aerial Information Systems	2002 - 2005
• <i>GIS Analyst</i>	

Selected Projects (continued on page 2)

As-Needed Civil Engineering and Consultant Services for Municipal Storm Water Program, City of San Diego Transportation and Storm Water Department, San Diego, CA (2015 – ongoing). Principal. Overseeing team; updating current GIS data of stormwater and drainage system using various resources including engineering drawings and site surveys; providing data collection and compilation services for hydrologic, hydraulic, green infrastructure, and water quality modeling.

I-405 Improvement Project from SR-73 to I-605, Orange County Transportation Authority, California (2016). Provided ongoing support during RFP response process for winning team; developed a GIS application that compiled data from a variety of sources (CAD drawings, GIS data, etc.) which allowed the prime to work through “what if” scenarios and immediately ascertain potential impact on areas based on parcel acquisition, or sewer line, water line, electric line, gas line movement.

Utilities Undergrounding Program Master Plan, City of San Diego Transportation and Stormwater Department, San Diego, CA (2015-Present). Led team in determining optimum overhead electrical line undergrounding priorities; determining engineering and construction costs and cost algorithms, criteria for determining new blocks based on location of primary and secondary circuitry, block prioritization criteria and a detailed QA/QC process. Project includes public outreach, coordination with the utility, and creating a draft and final study.

LED Streetlight Upgrade Program, Pacific Gas & Electric (PG&E), California (2015-Present). Led Evari GIS Consulting (Prime) to provide enterprise GIS services to support initial geocoding, field audit, outreach, and data reconciliation of approximately 300,000 municipal and PG&E-owned street lights; support the installation of 160,000 streetlights across PG&E’s 70,000 square mile territory. Support over 50 named users leveraging Enterprise License Agreement (ELA), load balanced within the Amazon Cloud and leverage SqlServer and ArcGIS Server (Enterprise Advanced). Through the end of 2016, the project saved more than 25 million kilowatt hours of energy user per year.

Intelligent Node Deployment, City of San Diego, California (2017-Present). Supporting a \$6,940,000 smart city project to deploy smart sensors on street lighting assets throughout the City of San Diego; Evari GIS Consulting is responsible for selecting optimal smart sensor distribution throughout the city based on a series of factors including pedestrian safety, traffic, parking enforcement, and crime; the smart sensors form an Internet of Things (IoT) solution for monitoring and enforcing public safety and smart traffic solutions.

As-Needed Planning Consultant Services, City of San Diego Planning Department (2015-Present). Supported the creation of the Balboa Avenue Station Area Specific Plan; project supports transit-oriented development around the proposed Balboa Avenue Trolley station. Supported community outreach and participation, multimodal land use analysis, urban design, traffic impact study, visioning strategy, air quality analysis and biological analysis.

Chicago Smart Lighting Project, Chicago Infrastructure Trust, Chicago, IL (2017–Present). Developed scope and leads team to field audit and complete all related data management and IoT integration for 325,000+ street lights over the course of a 219 day period in support of an energy-saving streetlight conversion; Evari is providing enterprise GIS services, including atlas and data reconciliation, field audit services, reporting throughout the audit, integration with Silver Spring Network’s adaptive lighting control system, and final data submission for the largest street lighting upgrade project in the nation; Completing field work in high-crime hotspots; Upholding commitment to hiring more than 60% Minority Business Enterprise/Women Business Enterprise (MBE/WBE) staff.

Selected Publications

1. Wiley-Blackwell Press (2010). *Interacting with Geospatial Technologies*. Picture credits p. 235.
2. “GIS Gives Port a Common Operating Picture,” ArcUser Article Winter, 2010 p 30-33. Featured In an article written by ESRI, highlighting enterprise GIS deployment at the Port of San Diego.

Selected Conference Proceedings and Presentations

1. “Creating an Enterprise GIS at the Unified Port of San Diego” at 2000 ESRI User Conference: Esri User Conference presentation at the Managing and Expanding an Enterprise GIS Session

Other Relevant Experience

1. Winner of Esri User Conference Hackathon, July 2013. Developed a web and mobile application which allowed users to submit and sign-up to get notified of local 311 issues.
2. Winner Exemplary Systems Award Diego 2014. California Geographic Information Association for San Diego Street Light Project
3. San Diego Chamber of Commerce, Policy Committees. Infrastructure, Housing, & Land Use March 2012-December 2017 Energy & Water December 2017-Present Voting member, providing guidance on the Chamber's official policy.