



CityEngine & Minecraft

Building Engagement
Block by Block



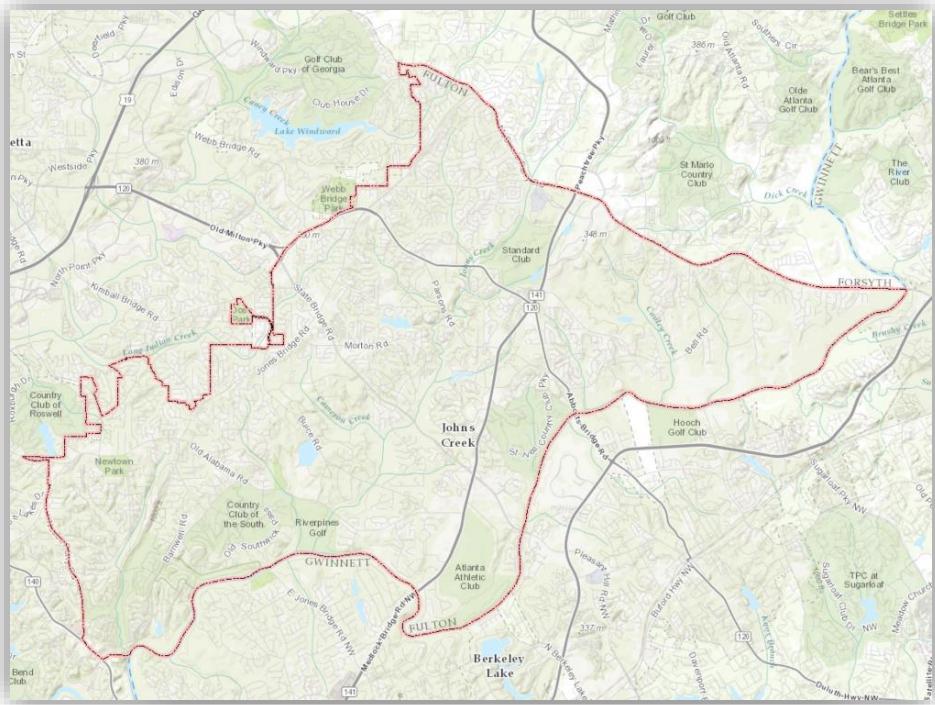
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Background

- Within Metro Atlanta area
(30 minute drive to downtown Atlanta)
- Within Fulton County
 - Population: ~1,000,000
- Johns Creek
 - Incorporated in 2006
 - Population: ~84,000
 - Award-winning public schools
 - 80% residential/ 20% commercial



Comprehensive Plan

- Helps to guide future of community
- Challenging to getting citizens involved



What is Minecraft?

- Virtual world made of blocks
- Primary players are children, but also includes some adults
- Capabilities within the Game:
 - Modes (Creative, Survival, Hardcore, Adventure)
 - Tasks (Construction, Exploration, Farming, Mining, Battle)
 - Tools

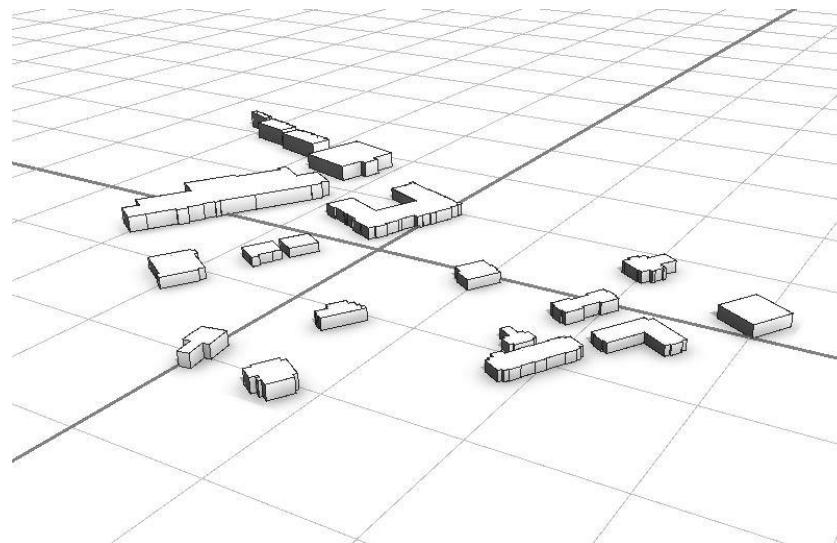


Creating 3D Models

(ArcMap to CityEngine)

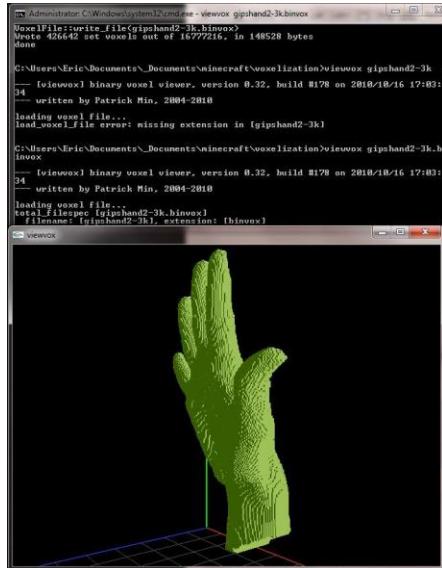


Structure Footprints



Converting models

(CityEngine to Minecraft)



Binvox



MCEdit



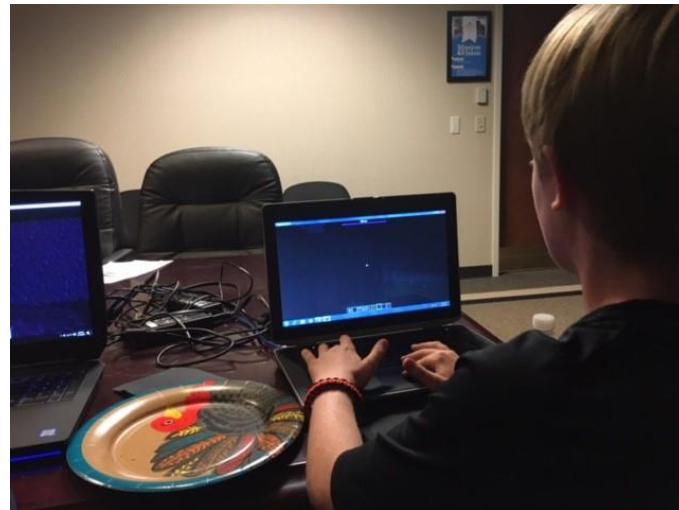
Make Model Worlds Accessible

- Public Meetings
- World Files Shared Through City Website



Designing the Future Johns Creek

- Allowed kids to be creative and innovative in developing ideas for the future of the community
- Facilitated learning about the planning process and development in the city

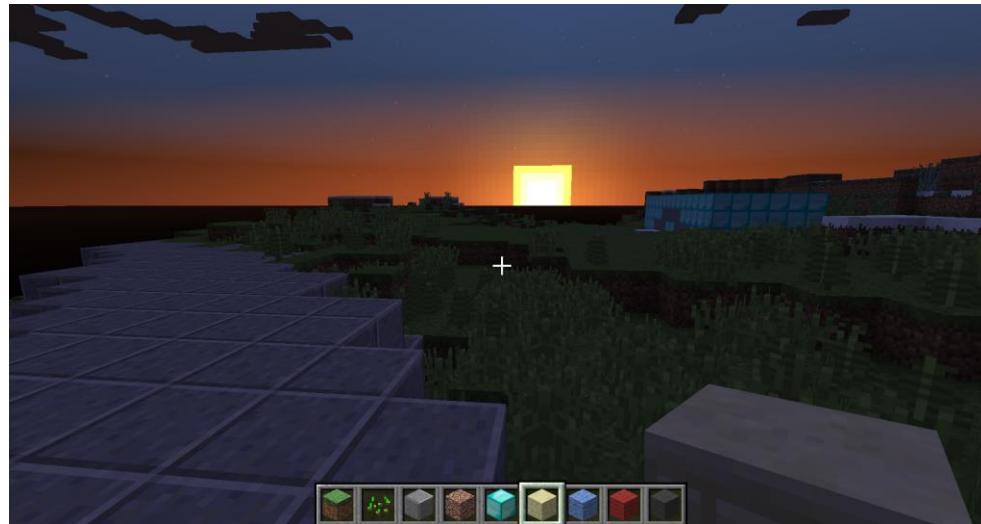


Project Limitations

- Extent of each world was limited
- Contained only non-residential structures
- “Activity nodes” were chosen to be the focus of each world



Changing the Way We *Engage*



Gathering insight into what all generations hope for the future of their city

Connecting opportunities to participate with what they know and enjoy

Empowering them to take ownership of their role in their community



Questions?

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