

Josh McCarty
Urban3
Chief Analytics Researcher

Joshua McCarty is Urban3's Chief Analytics Researcher and resident GeoAccountant™. GeoAccounting™, a portmanteau of geography and accounting, is inspired by the foundational geodesign work of those such as Ian McHarg. Just as geodesign seeks to improve design through spatial awareness, Josh's work focuses on new ways to visualize local finance.

At the core of this work is an ongoing effort to quantify, measure, and communicate patterns of urban development and the outcomes of design choices. His work focuses on the intersection of public policy, urban design, and economics. Joshua handles background work that turns raw data into relevant and recognizable patterns and is responsible for developing new analytical tools such as the 3D Tax Model.

Prior to joining Urban3, Joshua worked as a researcher quantifying sprawl and environmental impacts in the Chesapeake Watershed and nationally. His graduate education at the University of North Carolina's [Department of City and Regional Planning](#) focused on real estate development. Joshua has extensive experience with GIS, local government finance, and economics.