$dx/dt = 18t$ and $dy/dt = 18t^2$, so
$(dx/dt)^2 + (dy/dt)^2 = 324t^2 + 324t^4$.

$$\begin{aligned}\text{Thus, } L &= \int_0^3 \sqrt{324t^2 + 324t^4}\,dt = \int_0^3 18t\sqrt{1+t^2}\,dt \\ &= 18\int_1^{10} \sqrt{u}\left(\tfrac{1}{2}du\right) \quad [u = 1 + t^2, du = 2tdt] \\ &= 9\left[\tfrac{2}{3}u^{3/2}\right]_1^{10} = 6((10)^{3/2} - 1) = 6(10\sqrt{10} - 1)\end{aligned}$$