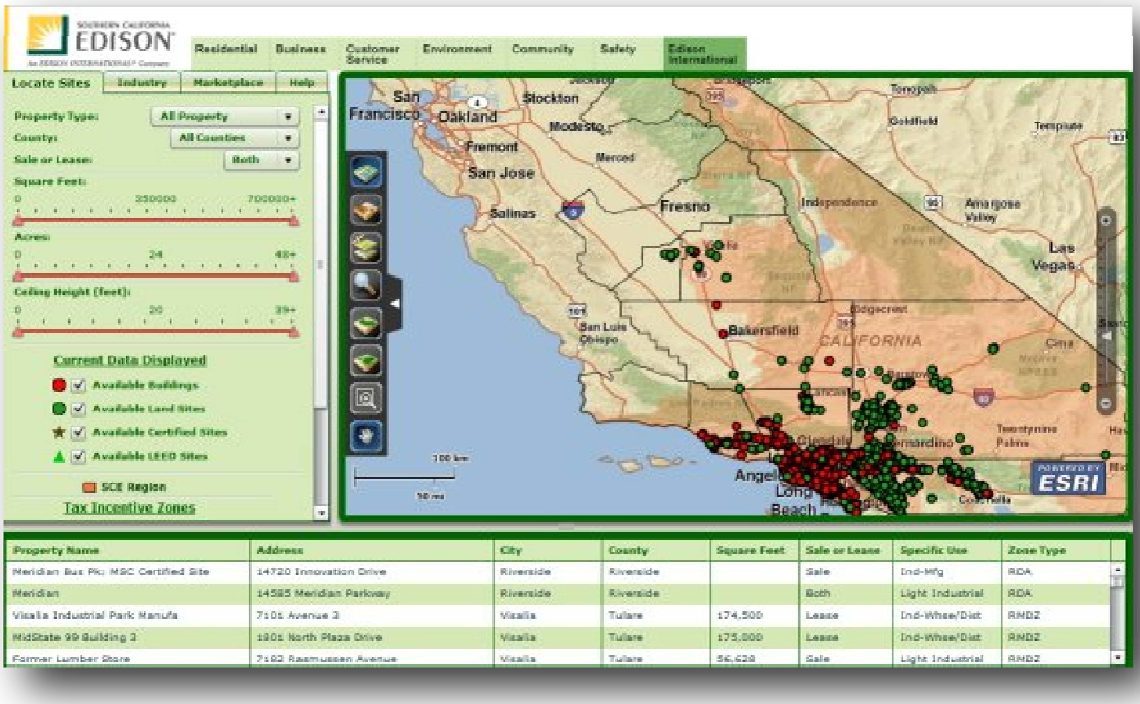
GIS Toolset

User Guide



SOUTHERN CALIFORNIA EDISON®
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GIS Toolset
User Guide

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1. Overview of the GIS Toolset

The GIS Toolset, a Web-based application from the Southern California Edison (SCE) Economic Development Service's team, helps you find business properties for sale or lease in Southern California. The GIS Toolset allows you to specify location, industry, and marketplace parameters based on your search criteria which allow a display of properties that match your interests. You can explore specific properties and view property reports that include such information as demographics, local incomes, and market profiles.

Accessing the GIS Toolset

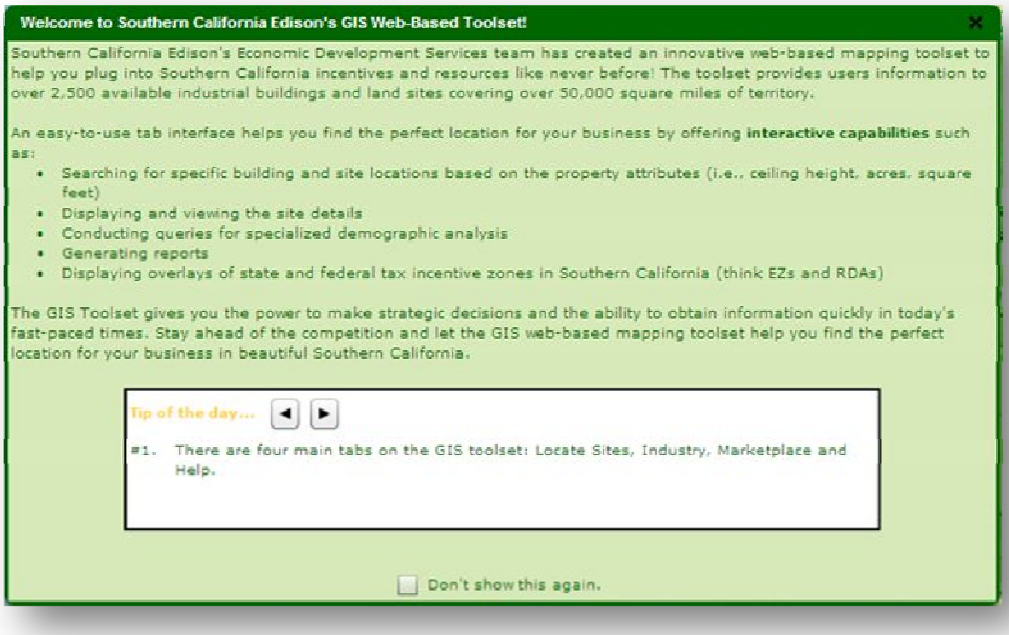
The GIS Toolset is a Web-based application. You therefore must access it using a Web browser such as Internet Explorer® or Mozilla Firefox®.

➢ **To access the GIS Toolset:**

1. Using your Web browser, open the SCE Economic Development Services Web page at **http://www.sce.com/economicdevelopment**.
2. When the page opens, click the **GIS Toolset** link.
3. For selecting a full view of the map, press **F11** on your keyboard.

Welcome Screen and Tool Tips

When you open the GIS Toolset the following **Welcome Screen** opens (unless you previously selected the **Don't show this again** option):



The **Welcome Screen** provides a brief introduction to the GIS Web-based Toolset. It touches on the application's ease of use, report generation using business analyst online, and information for selecting specific criteria for populating the map with the desired building or land information.

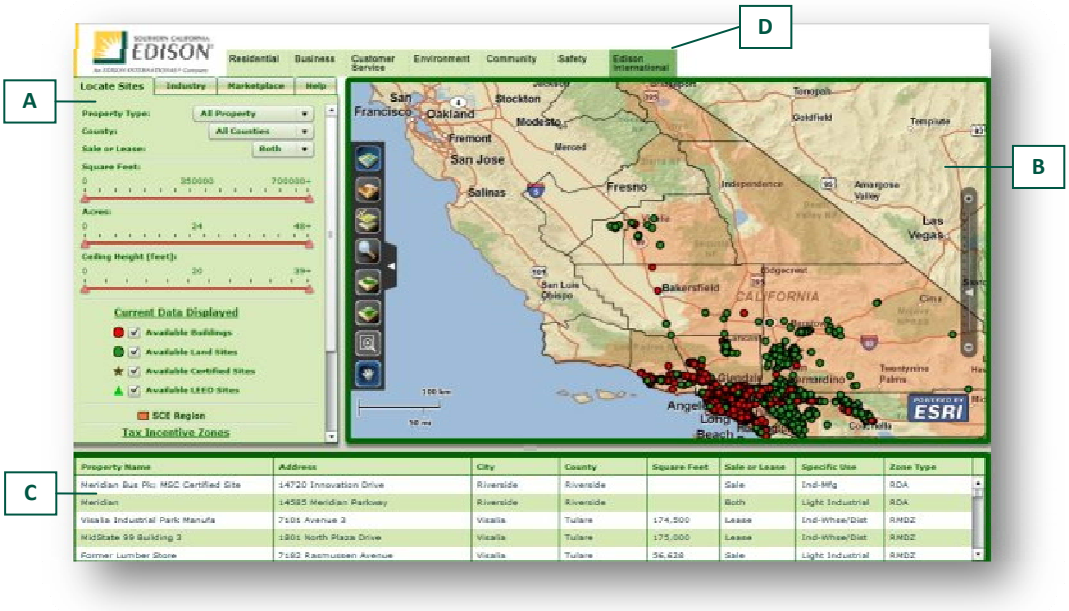
When selecting **Tip of the Day** on this screen, the user can select the left or right arrow to toggle forward and backwards to a desired tip for using the toolset. The tips are designed to address the most significant functions of the mapping system.

Online Help

The **Help** tab in the GIS Toolset provides help topics for many different concepts about the application. Click the **Help** tab to open it, and then type a search phrase for a help topic in the **Help Topics** box. As you type, the titles for help topics that may match your search appear in a dropdown box. You can click any of these topic titles to open the corresponding help topic in the **Description** box. The next time you open the **Help** tab, the last help topic that you had open automatically appears as the default topic.

2. GIS Toolset Interface

The following example shows the GIS Toolset screen:



The screen has four major sections that include:

A. Tabs

B. The map

C. A data table

D. Related Web page links

Tabs

The tab section, adjacent to the left side of the map includes the following tabs:

- **Locate Sites.** The **Locate Sites** tab enables you to search for properties that meet site requirements such as property type, county, and size. This tab is discussed in the chapter *Locate Sites Tab*, which starts on page 17.

- **Industry.** The **Industry** tab enables you to search for industries such as utilities, manufacturing, or transportation and warehousing that are in proximity to a property. This tab is discussed in the chapter *Industry Tab*, which starts on page 21.

- **Marketplace.** The **Marketplace** tab enables you to show an overlay on the map that displays the marketplace requirements you set, such as the area population or average household income. This tab is discussed in the chapter *Marketplace Tab*, which starts on page 25.

- **Help.** The **Help** tab provides access to the application's online help. This tab is discussed in the section *Online Help* on page 2.

General properties about all tabs are also discussed in the chapter *Overview of Tabs*, which starts on page 13.

Map

The map shows you properties and overlays that meet your search specifications. The map contains different tools and icons to help explore different properties including:

- Three map types (street, thematic, and hybrid)
- Widget toolbar
- Zoom control
- Property markers
- Property details

Map Types

There are three types of maps you can view:

- **Streets Map.** The streets map shows a standard road map.

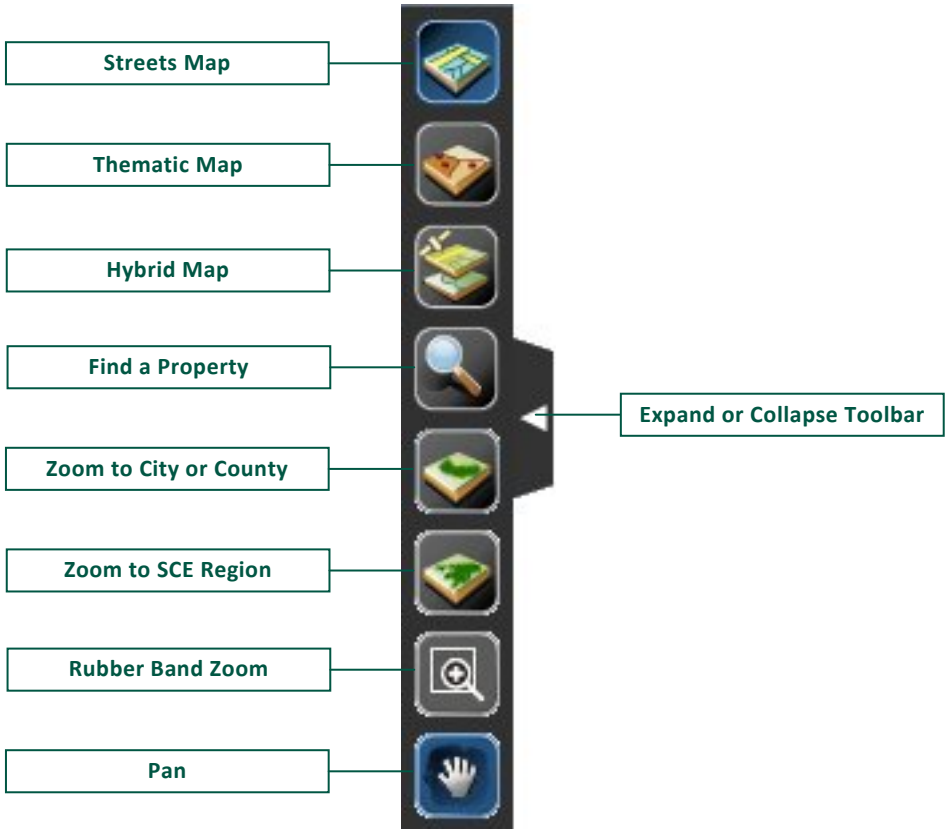
- **Thematic Map.** The thematic map is used to display geographical concepts such as density and distribution through a color coded overlay.

- **Hybrid Map.** The hybrid map shows both streets and a satellite view of the area on the map.

The widget toolbar on the left side of the map contains interactive widget icons for each of the maps. Click the icon for the map type you want to display. For more information on the widget toolbar, refer to the section *Widget Toolbar* on page 5.

Widget Toolbar

The widget toolbar on the left side of the map contains icons that represent different widgets for working with the map. The following example shows the widget toolbar:



When you click an icon on the widget toolbar, you activate the corresponding widget. The toolbar contains the following widgets:

- **Streets Map.** View the map as a street display. The streets map resembles a standard road map.
- **Thematic Map.** View the map with a thematic overlay. Thematic maps are used to display geographical concepts such as density and distribution through a color coded overlay.

- **Hybrid Map.** View the map as a hybrid display. The hybrid map shows both streets and a satellite view of the area on the map.

- **Find a Property.** Search for properties by address, city, or county. When you click this widget icon, the **Find Address** popup window opens, where you can enter address information and initiate your search.

- **Zoom to City or County.** Zoom to a specified county or city. When you click this widget icon, the **Zoom to Standard Geography** popup window opens, where you can select the county or city where you want to zoom.

- **Zoom to SCE Region.** Zoom to the entire area serviced by Southern California Edison (SCE).

- **Rubber Band Zoom.** Select a rectangular area on the map in which to zoom. When this widget is active, you can select an area by clicking and dragging on the map. A red rectangle is drawn on the map while you drag to highlight the area where you will zoom. When this widget is not active (when the pan widget is active), the icon appears grayed out.

- **Pan.** Drag the map to display another area you want to see. When this widget is active, you can move the map by clicking and dragging on the map. While the mouse button is pressed, the cursor turns into a hand icon to allow you to drag the map. When this widget is not active (when the rubber band zoom widget is active), the icon appears grayed out.

The arrow on the right edge of the widget toolbar enables you to open and close the toolbar, providing more viewing area on the map when you need it. When the toolbar is open, click the arrow to close it. When the toolbar is closed, the arrow remains visible. Click the arrow to re-open the toolbar when it is closed.

Zoom Control

You can zoom in and out of the current area on the map by using the zoom control on the right side of the map. Use the plus (+) symbol to zoom in to an area. Use the minus (-) symbol to zoom out of an area. You can also drag the slider (or simply click) on the zoom control to zoom in and out of the area. The nearer the slider is to the plus (+) symbol, the greater the zoom is on the area. The nearer the slider is to the minus (-) symbol, the further out the zoom is from the area.

Property Markers

When you perform a search or apply filters to view available properties, the map refreshes to show you icons that identify available properties within the selected area. These icons include:

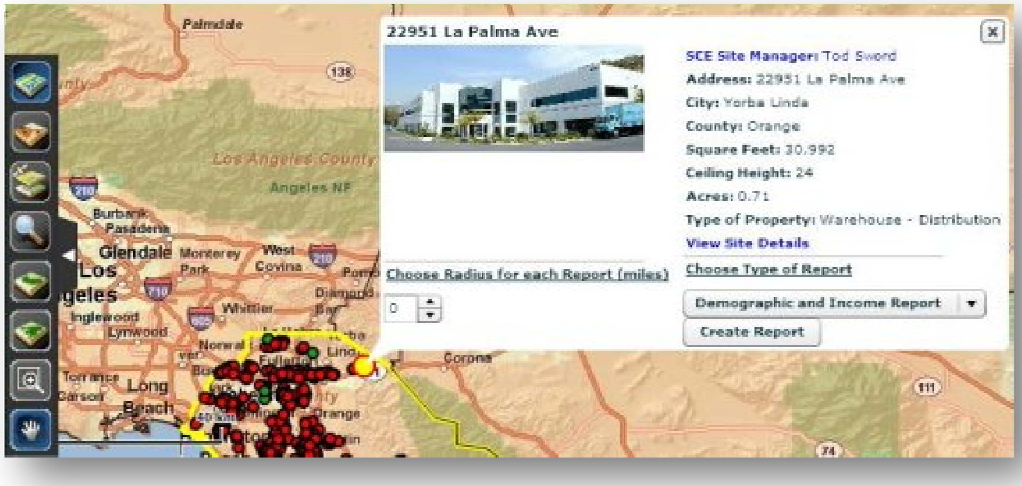
Icon	Description
	Solid Red. Represents an available property. This is a building that is available for sale, lease, or both.
	Solid Green. Represents an available land site. This is land that is available for sale, lease, or both.
	Yellow Star. Represents an available certified site. This is “shovel-ready” land that is available for sale, lease, or both.
	Green Triangle. Represents a potential Leadership in Energy and Environmental Design (LEED) site that is available for sale, lease, or both. LEED is a third-party certification program and the nationally accepted benchmark for the design, construction, and operation of high performance green buildings.
	White Icon with Blue Border. Represents a selected company from the industry blue circles on the map. You can select the individual company by clicking the circle on the map or highlighting the line in the data table.
	Yellow icon with Red Border. Represents a property that you have selected to open its marker flag or the property details popup window. You can select the individual property by clicking the circle on the map or highlighting the line in the data table.
	Solid Blue. Represents an industry on the map which has been selected by the radio buttons displayed on the Industry tab.

Property Details Popup Window

When you perform a search or apply filters to view available properties, the map refreshes to show you icons that identify available properties within the selected area. When you click one of these icons, a flag containing the property name opens to identify the property location, as shown in the following example:

The selected property is also highlighted in the data table below the map.

Once you have determined the address in the property flag is correct, you can click that flag to open a popup window containing additional information and links for the selected property, as shown in the following example:



The property details popup window shows the following information about the selected property:

- **Property name.** The name of the selected property appears at the top of the popup window. This name is sometimes based on the property's location.
- **Property image.** An image below the property name shows a picture of the building (for buildings) or a satellite view of the land (for sites).
- **SCE Site Manager.** The name of the Southern California Edison site manager appears as an email link.
- **Property location.** The property location includes the address, city, and county of the selected property.
- **Property size.** The property size includes the square footage (for buildings), ceiling height (for buildings), and number of acres.
- **Property type.** The property type shows you the type of industry for which the selected property is zoned or best suited.
- **View Site Details link.** This link provides access to more specific information about the selected property. When you click this link, additional information appears in a second popup window where you can view the information or click the **Print** button to print the information.
- **Report generation settings.** You can select one of several report types for up to three different areas based on radii around the selected property.

Data Table

The data table below the map shows information about the properties and marketplace that appear on the map. The type of information that appears depends on whether you are viewing property or marketplace information. By default, the data table shows property information such as property name and location. However, on the **Industry** tab, you can view data about the industry category selected, such as company name, city, NAICS and SIC codes, and the SIC description. The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB) and adopted in 1997 to

replace the Standard Industrial Classification (SIC) system. SIC is a U.S. government system for classifying industries by a four-digit code.

Also, on the **Marketplace** tab you can select the **View Demographic Data In Table** check box to refresh the data table with statistics about the marketplace.

As you perform property searches or zoom in and out of the map, the data table refreshes to show information about the current map view. You can sort and reverse sort the information by clicking the heading for the column you want to sort or reverse sort.

If you need to display more of the data table on the screen, you can click in the data table to make it the active selection and then press **[Shift]** + **[F9]** on the keyboard to maximize the data table view. To return the data table back to its original size, click the close icon (x) at the top right of the table. You can also increase or decrease the height of the data table by dragging its top border. When you place the mouse just above the top border, the cursor changes to a resize icon. You can then click and drag to change the table's height.

Related Web Page Links

Above the search tabs and map is a set of links that allow you to access other areas of the Southern California Edison (SCE) Web site. These links include:

- **SCE Logo.** Opens the SCE home page.
- **Residential.** Provides information on products and services for residences.
- **Business.** Provides information on available products and services for businesses.
- **Customer Service.** Includes such services as billing, payment, and rate information.
- **Environment.** Provides information on current environmental programs and opportunities.
- **Community.** Provides information on programs and services provided to communities.
- **Safety.** Provides tips for being safe when driving, traveling, working, and more.
- **Edison International.** Provides information about Edison International, the corporation.

Simply click one of these links to navigate to the corresponding area of the SCE Web site.

3. Overview of Tabs and Search Options

You can search for properties using the application tabs, each of which provides different search options:

- **Locate Sites.** Using the **Locate Sites** tab, you can search for properties that meet site requirements such as property type, county, and size. The **Locate Sites** tab is discussed in the chapter *Locate Sites Tab*, which starts on page 17.

- **Industry.** Using the **Industry** tab, you can search for industry listings such as manufacturing, construction, and transportation and warehousing that are in proximity to your property selection. The **Industry** tab is discussed in the chapter *Industry Tab*, which starts on page 21.

- **Marketplace.** Using the **Marketplace** tab, you can search for properties based on census, population, and income data. This tab enables you to show an overlay on the map that displays the marketplace requirements you set, such as the area population or average household income. The **Marketplace** tab is discussed in the chapter *Marketplace Tab*, which starts on page 25.

Current Data Displayed

Each of the tabs contains a **Current Data Displayed** section. This section enables you to filter the properties that appear on the map. Select the check boxes for the data you want to include, and clear the check boxes for the data you want to exclude. As you make your selections, the map updates to show properties that meet your selections. The data table below the map also updates to show details about the properties that meet your selections.

The data on which you can filter includes:

- **Available buildings.** Available buildings are those buildings that are available for sale, lease, or both. These buildings are located in central, coastal, and southern California.

- **Available land sites.** An available land site is land that is available for sale, lease, or both. These land sites are located in central, coastal, and southern California.

- **Available certified sites.** An available certified site is "shovel-ready" land that is available for sale, lease, or both. The Site Certification Program was developed to assist with the commercial and industrial business site selection, planning, and development process in the state. The certification of a site is performed by the California Department of Real Estate (DRE), who will review required materials to ensure a site meets specific criteria including, but not limited to, verification and availability of utilities, site access, environmental concerns, land use conformance, and potential site development costs. The DRE, which will be working in partnership with local and regional economic development agencies, utility companies, commercial realtors, and other economic development professionals, has already approved some sites and that number is expected to increase as the program gains exposure. In Southern California, there is one certified site located in the city of Apple Valley.

- **Available LEED sites.** Available Leadership in Energy and Environmental Design (LEED) sites are properties that are available for sale, lease, or both. LEED is a third-party certification program and the nationally accepted benchmark for the design, construction, and operation of high performance green buildings.

Tax Incentive Zones

Each of the tabs contains a **Tax Incentive Zones** section. This section enables you to show state and/or federal tax incentive zone overlays on the map. Select the check boxes for the zone overlays you want to show, and clear the check boxes for the zone overlays you do not want to show. As you make your selections, the map updates to show the selected zones. Each selected zone is highlighted on the map using the same visual pattern as the icon that appears to the left of the selected zone's check box. The data table below the map also displays incentive zone information in the **Zone Type** column. You can sort this column by clicking the column heading.

The tax incentive zones you can display include:

- **Foreign Trade Zone (FTZ).** A Foreign Trade Zone (FTZ) is a tax incentive zone where some normal trade barriers such as tariffs and quotas are eliminated, helping to offset costs. FTZs were created in the United States to provide special customs procedures to U.S. plants engaged in international trade-related activities. Duty-free treatment is accorded for

items that are processed in FTZs and then re-exported, and duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market. This helps to offset customs advantages available to overseas producers who compete with domestic industry.

- **Recycling Market Development Zone (RMDZ).** A Recycling Market Development Zone (RMDZ) is a tax incentive zone where businesses may obtain attractive loans, technical assistance, and free project marketing from the state by manufacturing products from materials that would otherwise end up at a landfill.

- **Redevelopment Project Area Zone (RDA).** A Redevelopment Project Area Zone (RDA) is a tax incentive zone where the local government is given assistance in revitalizing their communities to eliminate blight from a designated area.

- **CA State Enterprise Zone (EZ).** A CA State Enterprise Zone (EZ) is a depressed area of the state where taxpayers who invest, operate, or locate a trade or business may be eligible for special tax incentives. There are five available tax incentives:

  - Hiring credit
  - Sales or use tax credit
  - Business expense deduction
  - Net interest deduction
  - Net operating loss deduction

  California's EZ program was established in 1984 to stimulate business investment in depressed areas of the state and create job opportunities for Californians. California communities received these designations from the State of California through a competitive process. While zones have similar goals for improving the economic vitality of their communities, each is unique in the local incentives and special assistance they provide to the businesses located within the zone boundaries.

- **Federal Empowerment Zone (FE).** A Federal Empowerment Zone (FE) is a tax incentive zone where companies that hire or currently employ a resident of the FE may earn an annual federal credit of up to $3,000 per qualified employee. The FE is a 10-year designation that provides federal funding and federal tax incentives. Through the FE, companies can apply for a tax-exempt federal bond to purchase new equipment, renovate

existing property, and purchase property. Companies applying for this type of financing must employ 35% of FE residents to maintain the tax-exempt status of their bonds.

- **Federal Renewal Community Zone (RC).** A Federal Renewal Community Zone (RC) is an area with tax incentives designed to encourage businesses to open, expand, and hire local residents in the incentive zone. The tax incentives are available to eligible businesses of all sizes in Federal Empowerment Zones and Renewal Community Zones. The incentives include employment credits, a 0% tax on capital gains, increased tax deductions on equipment, accelerated real property depreciation, and other incentives.

- **Targeted Tax Area (TTA).** Tulare County and its eight cities make up California's only Targeted Tax Area (TTA). This tax incentive program is designed to stimulate business development and employment growth. Qualifying businesses locating, expanding, or continuing to conduct business in the zone can take advantage of special state tax credits and streamlined local fees and approval processes.

4. Locate Sites Tab

The **Locate Sites** tab enables you to search for properties that meet site requirements such as property type, county, and size.

Overview of the Locate Sites Tab

The following example shows the **Locate Sites** tab:

This tab includes the following interactive components to help you filter your search:

- **Property Type selection box.** Select a specific property type that meets your business requirements. For example, if you need a property for a manufacturing business, select **Manufacturing**. If you do not have a specific business type, select **All Property**.

- **County selection box.** Select the specific county within California that you want to search. If you do not have a specific county, select **All Counties**.

- **Sale or Lease selection box.** Select whether you are interested in a property that is for sale or for lease. If you do not have a specific sale or lease preference, select **Both**.

- **Square Feet slider bar.** Drag each of the sizing selectors to limit your property search to buildings that are within the selected square feet parameters. Drag the left selector for each criterion to set the minimum size and the right selector to set the maximum size.

- **Acres slider bar.** Drag each of the sizing selectors to limit your property search to sites that are within the selected acreage. Drag the left selector for each criterion to set the minimum size and the right selector to set the maximum size.

- **Ceiling Height slider bar.** Drag each of the sizing selectors to limit your property search to buildings that have a ceiling height within the selected number of feet. Drag the left selector for each criterion to set the minimum size and the right selector to set the maximum size.

- **Current Data Displayed check boxes.** Select or clear any of these check boxes to limit your property search to those that meet the selected parameters. For more information on these check boxes, refer to the section *Current Data Displayed* on page 13.

- **Tax Incentive Zones check boxes.** Select or clear any of these check boxes to show or hide the corresponding tax incentive zone overlay on the map. For more information on these check boxes, refer to the section *Tax Incentive Zones* on page 14.

As you select requirements on this tab to filter properties, the map updates to show properties that meet your selections. The data table below the map also updates to show details about the properties that meet your selections.

How to Search for Properties by Location

You can search for properties by location by either specifying site location requirements or specifying a property address.

How to Find Properties by Site Location Requirements

You can search for properties that meet site location requirements such as property type, county, and size.

➢ **To find properties by site location requirements:**

1. Click the **Locate Sites** tab.
2. Make any of the following selections:
   - **Property Type.** Select a specific property type that meets your business requirements. For example, if you need a property for a manufacturing business, select **Manufacturing**. If you do not have a specific business type, select **All Property**.
   - **County.** Select the specific county within California that you want to search. If you do not have a specific county, select **All Counties**.
   - **Sale or Lease.** Select whether you are interested in a property that is for sale or for lease. If you do not have a specific sale or lease preference, select **Both**.
3. Drag each of the slider bars to limit properties based on size requirements. Drag the left selector for each criterion to set the minimum size and the right selector to set the maximum size. You can limit available properties by the following criteria:
   - **Square Feet.** Limits the property search to buildings that are within the selected square feet parameters.
   - **Acres.** Limits the property search to sites that are within the selected acreage.
   - **Ceiling Height.** Limits the property search to buildings that have a ceiling height within the selected number of feet.
4. Select or clear the **Current Data Displayed** check boxes and the **Tax Incentive Zones** check boxes to further narrow your search based on

those properties. These options are discussed in the chapter *Overview of Tabs and Search Options*, which starts on page 13.

As you select each requirement, the map updates to show properties that meet your selections. The data table below the map also updates to show details about the properties that meet your selections. You can combine criteria selections to limit properties based on all requirements you may have.

How to Find Properties by Address

If you know a specific address, city, or county for properties of interest, you can search for them by providing the properties' location information.

➢ **To find properties by address, city, or county:**

1. Make sure that the widget toolbar is visible on the map. If you do not see the widget toolbar icons on the left side of the map, click the arrow to expand the widget toolbar (refer to the section *Widget Toolbar* on page 5 for more information about the widget toolbar).

2. On the widget toolbar, click the magnifying glass icon. The **Find Address** popup window appears.

3. In the **Enter Address** box, type the location. For example, to find an exact address, type **`380 New York St, Redlands, CA`**. To find a city, type **`Redlands, CA`**. To find a county, type **`San Bernardino County`**.

> **Note:** To search for properties by county, you can also select the county name on the **Locate Sites** tab.

4. Click **Go**. The map refreshes to show you properties that meet the specified location.

Once the location is found, you can specify a radius around the location and then generate reports.

5. Industry Tab

The **Industry** tab enables you to search for industries such as utilities, manufacturing, or transportation and warehousing that are in proximity to your property selection.

Overview of the Industry Tab

The following example shows the **Industry** tab:

This tab includes the following interactive components to help you filter your search:

- **Industry options.** Select a specific industry to limit your industry search to industries nearby the selected property.
- **Current Data Displayed check boxes.** Select or clear any of these check boxes to limit your property search to those that meet the selected parameters. For more information on these check boxes, refer to the section *Current Data Displayed* on page 13.
- **Tax Incentive Zones check boxes.** Select or clear any of these check boxes to show or hide the corresponding tax incentive zone overlay on the map. For more information on these check boxes, refer to the section *Tax Incentive Zones* on page 14.

> **Note:** Property location is based on the location selected on the **Locate Sites** tab or the location found by an address search (if you performed one). For more information on this tab, refer to the chapter *Locate Sites Tab*, which starts on page 17.

As you select requirements on this tab to filter properties, the map updates to show properties that meet your selections. The data table below the map also updates to show details about the industries in the selected category, such as company name, city, NAICS and SIC codes, and the SIC description.

Standard Industrial Classification Code

A Standard Industrial Classification (SIC) code is a United States government system for classifying industries by a code. Companies are assigned this code based on the nature of their business. While it is being replaced by the North American Industry Classification System (NAICS), certain government departments and agencies still use the SIC system.

Standard Industrial Classification Description

A Standard Industrial Classification (SIC) description is the description of an industry that is classified by an SIC code. Companies are assigned this code based on the nature of their business. While it is being replaced by the North American Industry Classification System (NAICS), certain government departments and agencies still use the SIC system.

North American Industry Classification System

The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB) and adopted in 1997 to replace the Standard Industrial Classification (SIC) system.

How to Search for an Industry nearby a Property

You can search for industries such as utilities, manufacturing, or transportation and warehousing that are in proximity to your property selection.

➢ **To find an industry nearby your selected property:**

1. Click the **Industry** tab.

2. Depending on selections you might have previously made, you may or may not see a popup message providing more information about map scale adjustments. This message simply means that the map area can provide industry-level information only when zoomed within a certain range of distances (which happens automatically if you continue). Click **Yes** if you want to continue. You can also select the **Remember my decision** check box for the system to use your current selection in the future, without displaying the popup message.

3. Click a specific industry to select it. Blue icons display on the map representing the companies within the industry. If you click one of the blue icons, the company name, address, city, and phone number display.

4. Select or clear the **Current Data Displayed** check boxes and the **Tax Incentive Zones** check boxes to further narrow your search based on those properties. These options are discussed in the chapter *Overview of Tabs and Search Options*, which starts on page 13.

As you select each requirement, the map updates to show properties that meet your selection. The data table below the map updates to show details about the industries that meet your selections. The data table shows industry information such as company name, city, NAICS, SIC, and SIC description.

> **Note:** Property location is based on the location selected on the **Locate Sites** tab or the location found by an address search (if you performed one). For more information on this tab, refer to the chapter *Locate Sites Tab*, which starts on page 17.

6. Marketplace Tab

The **Marketplace** tab enables you to show an overlay on the map that displays the marketplace requirements you set, such as the area population or average household income. The **Marketplace** tab helps you research the area surrounding selected buildings or sites and identifies statistical advantages based on statistical data.

Overview of the Marketplace Tab

The following example shows the **Marketplace** tab:

This tab includes the following components to help you apply your overlay:

- **Geography Level selection box.** Select the geographic level at which you want your selected variables to apply. For example, if you select **ZIP**, and your search is based on an average household income variable, the ZIP code divisions on the map appear in different shades of color that reflect the average household income in those ZIP codes. The colors used on the map depend on the color palette you select in the **Color Palette** box. The options that are available for selection depend on how far you have the map zoomed in or out. For example, if you have the map zoomed out to see a large area of the state, you may only be able to select **County**. Some geography levels include:

  - A **census subdivision (CSD)** is the general term for municipalities (as determined by provincial legislation) or areas treated as municipal equivalents for statistical purposes (for example, Indian reserves, Indian settlements, and unorganized territories).

  - A **block group** is a geographical unit, used by the United States Census Bureau, that is between the census tract and the census block. It is the smallest geographical unit for which the bureau publishes sample data.

  - A **tract** is a small, permanent subdivision of a county with homogeneous population characteristics, status, and living conditions. In the United States, census tracts are subdivided into block groups and census blocks.

- **Variable Group selection box.** Select the type of variable you want to use to search for properties. For example, select **Income** if you want to find properties based on such income variables as the area's average household income or net worth. When you select the variable group, the available options for selection in the **Variable** box are updated to match the type of variable group selected.

- **Variable selection box.** Select the specific variable on which you want to base your search. The options that are available for selection depend on the variable group type you select in the **Variable Group** box. When you select the variable, the **Range** slider is updated to match the variable selected.

- **Color Palette selection box.** Select the colors you want to use to designate the variables and geographic divisions (the option you select in the **Geography Level** box) on the map. You can further customize these

colors by clicking the color key on the map and then changing the specified color.

- **Number of Classes selection box.** Select how large or small of a range you want your variables to be on the map. For example, if you select a low number, the range of variables will be larger per geographic group (since you are only selecting a couple of classes by which to divide the results). If you select a high number, the range of variables will be much more granular.

- **Range slider selector.** Drag each of the slider sizing selectors to specify the range of values (for example, number of dollars for income or number of people for population) you want to apply for your selected variable. Drag the left selector to set the minimum value and the right selector to set the maximum value.

- **Transparency slider selector.** Drag the slider selector to specify how transparent you want the shades of color to appear on the map.

- **Method selection box.** Select the method you want to use to calculate how the values are distributed over the geographic divisions (the option you select in the **Geography Level** box). Select **Quantile** to distribute an equal number of values across each division. Select **Equal Interval** to divide the entire range of values into equal divisions.

- **Values check box.** Select **Use visible values only** to consider only data in the current map view. Clear the selection to use all data in the United States.

- **Exclude Values check box.** Select **Exclude zero values** to exclude any data that is equal to zero. Clear the selection to include data that is equal to zero.

- **View Demographic Data In Table check box.** Select **View Demographic Data In Table** to populate the data table below the map with demographic data from the areas on the map. Select a line within the data table, and a yellow outline appears around the area selected. Clear the check box to display details on properties that may exist based on your property search.

- **Current Data Displayed check boxes.** Select or clear any of these check boxes to limit your property search to those that meet the selected parameters. For more information on these check boxes, refer to the section *Current Data Displayed* on page 13.

- **Tax Incentive Zones check boxes.** Select or clear any of these check boxes to show or hide the corresponding tax incentive zone overlay on the map. For more information on these check boxes, refer to the section *Tax Incentive Zones* on page 14.

> **Note:** Property location is based on the location selected on the **Locate Sites** tab or the location found by an address search (if you performed one). For more information on this tab, refer to the chapter *Locate Sites Tab*, which starts on page 17.

As you select requirements on this tab, the map updates to show an overlay that is based on your parameters.

Marketplace Statistics

When you use the **Marketplace** tab to specify parameters for the map overlay, you have many options for specifying statistics that can help you understand the area surrounding potential properties. These statistics fall under three variable groups: census, income, and population.

Census Statistics

The types of census statistics you can filter on include:

- **Median age.** The median age is the age that divides a population into two numerically equal groups. One half of the population is younger than this age and one half is older. It is a single index that summarizes the age distribution of a population.

- **Median value of OOHUs.** The median value of OOHUs is the value of an owner occupied housing unit (OOHU) that divides a population into two numerically equal groups. One half of the OOHUs have a higher value than this median value and one half have a lower value. A housing unit is owner occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for. The unit is considered owned by someone in the household with a mortgage or loan if it is being purchased with a mortgage or some other debt arrangement, such as a deed of trust, contract to purchase, land contract, or purchase agreement. The unit is also considered owned with a mortgage if it is built on leased land and there is a mortgage on the unit. Mobile homes occupied by owners with installment loans are also included in this category. A housing unit is owned by someone in this household free and clear (without a mortgage

or loan) if there is no mortgage or other similar debt on the house, apartment, or mobile home including units built on leased land if the unit is owned outright without a mortgage.

- **Households annual compound growth rate.** The households annual compound growth rate is the year-over-year growth rate of households over a specified period of time.

- **Total housing units.** Total housing units can be a house, apartment, mobile home, group of rooms, or single room that is occupied or intended for occupancy as separate living quarters.

- **Total households.** Total households are the sum of all households in a specified area.

- **Unemployment rate.** The unemployment rate is the percentage of the work force that is not employed.

- **Average household size.** Average household size is the sum of all household occupants in a specified area divided by the number of households.

- **Diversity index.** The diversity index is an index that shows the likelihood that two people, chosen at random from the same area, belong to a different race or ethnic group. The index ranges from 0 (no diversity) to 100 (complete diversity).

- **Dominant tapestry code.** Dominant tapestry code is based on ESRI's Tapestry Segmentation system, which divides residential areas into 65 segments based on demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior characteristics. When you select this code, the map overlay shows areas by tapestry codes.

Income Statistics

The types of income statistics you can filter on include:

- **Average household size.** Average household size is the sum of all household occupants in a specified area divided by the number of households.

- **Household income.** Household income is a measure, commonly used by the United States government and private institutions, that counts all the

income of all residents over the age of 18 in each household. This income includes not only all wages and salaries, but also such items as unemployment insurance, disability payments, child support payments, regular rental receipts, and any personal business, investment, or other income. **Average household income** is the sum of all household income divided by the number of households making up that sum. **Median household income** is the household income that divides a population into two numerically equal groups. One half of the households' income is below the median and one half is above.

- **Net worth.** Net worth is the sum of one's assets (for example, home equity, investments, savings accounts, retirement funds, cars, furnishings, and valuable collections) minus all outstanding liabilities (for example, mortgage, credit card debt, college loans, and car loans). **Average net worth** is the sum of everyone's net worth divided by the number of people making up that sum. **Median net worth** is the net worth amount that divides a population into two numerically equal groups. One half of the population has a lower net worth than this amount, and one half has a higher net worth.

- **Per capita income.** Per capita income is the amount of money each individual would receive of the annual income generated in the country if the annual national income were divided equally among everyone. Per capita income is usually reported in units of currency per year. When determining the per capita income of a community, the total personal income is divided by the population for the specified year.

- **Per capita income annual compound growth rate.** Per capita income annual compound growth rate is the year-over-year growth rate of the per capita income for a population over a specified period of time.

Population Statistics

The types of population statistics you can filter on include:

- **Total population.** Total population is the total number of people according to census records for a specified year.

- **Total population 18+.** Total population 18+ is the total number of people who are 18 years of age or older according to census records for a specified year.

- **Population 25+ by education attainment.** Population 25+ by education attainment is the total number of people who are 25 years of age or older,

broken down by educational diploma or degree. On the **Marketplace** tab you can view areas by high school diploma or bachelor's degree.

- **Households with population 65+.** Households with population 65+ is the total number of households that have an occupant who is 65 years of age or older. On the **Marketplace** tab you can view this age group based on families or number of people per household.

- **Population annual compound growth rate.** The population annual compound growth rate is the year-over-year growth rate of a population over a specified period of time.

How to View Marketplace Statistics

You can show an overlay on the map that displays the marketplace requirements you set, such as the area population or average household income.

➢ **To apply marketplace requirements and show the corresponding overlay:**

1. Click the **Marketplace** tab.
2. Make any of the following selections (descriptions of these selections are discussed in the section *Overview of the Marketplace Tab* on page 25):
   - Geography level
   - Variable group
   - Variable
   - Color palette
   - Number of classes
   - Range
   - Transparency
   - Method
   - Values
   - Exclude values
   - View demographic data in table

3. Select or clear the **Current Data Displayed** check boxes and the **Tax Incentive Zones** check boxes to further narrow your search based on those properties. These options are discussed in the chapter *Overview of Tabs and Search Options*, which starts on page 13.

As you select each requirement, the map updates to show properties that meet your selections.

> **Note:** Property location is based on the location selected on the **Locate Sites** tab or the location found by an address search (if you performed one). For more information on this tab, refer to the chapter *Locate Sites Tab*, which starts on page 17.

7. Property Reports

When you have found a property of interest, you can generate reports to view demographic and market information about the area. These reports are available through the property details popup window (discussed in the section *Property Details Popup Window* on page 7), which allows you to include information for up to three different areas based on radii around the selected property.

Report Types

The types of property reports you can generate include:

- **Demographic and Income.** Shows trends in household demographics and income, illustrated with bar and pie charts.
- **Census 2000 Summary.** Provides a snapshot of census information for the year 2000 including population, employment, and household information.
- **Retail Expenditure.** Shows retail goods and services expenditures including current-year estimates and five-year projections for different groupings (such as entire population, households, median age, and income) and current-year total and average amount spent on retail goods and services.
- **Market Profile.** Provides an overview of key demographic attributes and consumer spending patterns, with side-by-side comparisons of your selected areas (up to three based on radii around the selected property).
- **Graphic Profile.** Shows easy-to-understand pie charts and graphs that illustrate current-year demographic estimates for the specified areas around the selected property.

How to Generate a Property Report

You can generate reports to view demographic and market information about the area around a selected property.

➢ **To generate a property report:**

1. Use the search tabs or address search to find or filter properties of interest.

2. When property markers are displayed on the map, click one that interests you.

> **Note:** If no property markers appear on the map, then your search did not yield any results. Try a new search or zoom out of the current map view to find properties.

3. When the marker flag opens (the small popup flag containing the property location), click the location name in the flag. The property details popup window opens with information about the selected property.

4. At the bottom of the popup window, select the number of miles radius for the area around the selected property that you want included in the report. You can specify up to three of these areas to include in the same report.

5. At the bottom of the popup window, select one of the reports. The types of reports that you can select are discussed in the section *Report Types* on page 33.

6. Click **Create Report**.

> **Note:** To see the report, you must disable any pop-up blockers that you might have set in your Web browser. The procedure for disabling pop-up blockers depends on your specific Web browser. For example, in Internet Explorer, you can access the preference by selecting **Pop-up Blocker** on the **Tools** menu.

7. Depending on selections you might have previously made, you may or may not see a popup message providing more information about the creation of your report. Click **OK** in this popup window to continue. You can also select the **Don't show this again** check box to not see this popup message for future reports.

When the report is ready, it opens as a PDF document in a second Web browser window or tab (depend on your Web browser settings).