

Web Site Fact Sheet

Top Ten Downloads

1. **Geographic Information System Digital Layers** (Resources —> Maps and GIS)
2. **I-15 FasTrak Application Form** (Transportation —> Commuter Services)
3. **Roster of Government Officials** (Board of Directors —> Roster of Government Officials)
4. **SANDAG Employment Application** (Jobs —> How to Apply)
5. **Fact Sheet - About SANDAG** (Publications —> SANDAG General)
6. **2000 Regional Transportation Improvement Program (RTIP)** (Transportation —> RTIP)
7. **2020 Regional Transportation Plan (RTP)** (Transportation —> RTP)
8. **Current Demographic and Economic Estimates** (Demographics & Other Data —> Profile Warehouse)
9. **Solving the Region's Housing Crisis** (Housing —> Publications)
10. **2020 Regionwide Forecast Tables** (Demographics & Other Data —> Long Range Forecasts)

SANDAG on the World Wide Web

An enormous quantity of useful and timely information is available at SANDAG.org in several forms: reports and other publications; meeting schedules and agendas; formatted profiles, data downloads and Geographic Information System (GIS) layers; and interactive database and mapping applications. The site is designed to meet the needs of a range of users – from people who want to learn about SANDAG programs or access publications, to users who want to download raw data.

Since its inception in 1995, SANDAG.org has expanded, and now averages 12,500 page views from 1,800 unique visitors each day. Following is an overview of key sections on the Web site.

www.sandag.org



Programs

As the regional planning agency, SANDAG works with local residents, community, civic and business leaders, elected officials, and public agency staff on a variety of programs and projects. This section highlights these programs and projects by topic and provides information on related resources, news and meetings.

Resources

Demographics and Other Data

As a regional information resource, SANDAG creates and maintains a tremendous quantity of demographic, economic, transportation, and land use information about the San Diego region. The Demographics and Other Data page is one of the most popular sections on the SANDAG Web site. Here you can find data downloads, census data, fast facts, formatted demographic profiles, estimates and forecasts, as well as historical information on the San Diego region. Policymakers, planners, business people, academicians, and the general public rely on this information to address a variety of issues and concerns.

This page provides quick links to:

Profile WareHouse

These formatted reports cover the most frequently requested information for the region, jurisdictions, ZIP codes, and other geographic areas.

Data WareHouse

This interactive application offers an extensive selection of variables from the SANDAG databases. Users choose fields from lists to create custom reports. Available geographic units range from census tracts to the entire region. In addition to simply viewing and printing the results, users may download the data directly to their desktops, either as a text file or as a spreadsheet.

Maps and GIS

SANDAG has been using a Geographic Information System (GIS) for over 25 years to assist in regional and local planning work efforts. Many of the digital files and layers may be downloaded from SANDAG.org at no cost. The Maps and GIS page includes links to GIS layers, interactive database and mapping applications, and printed maps.

Interactive Database Applications

In addition to the Data WareHouse, other database applications on the site include:

BorderBase. A bilingual directory of organizations, agencies and institutions that conduct work along the California-Baja California border.

eStops. A database that lists transit stops throughout the San Diego region.

Mapping Applications

Mapping applications present different kinds of maps to the user and allow options for users to choose which information to portray on the map. The mapping applications include:

REDI – Regional Economic Development Information. Displays existing land use, planned land use, vacant land, traffic volumes, high resolution aerial photography, and other information on the San Diego region. Also includes a reporting component for demographic information for a user's market or service area.

DEMS – Demographic and Economic Mapping System. Provides access to more than 200 variables from SANDAG databases. Variables can be combined and displayed for six geographic areas in the San Diego region.

Industrial Clusters. Identifies where firms that comprise the region's Industrial Clusters are located within the San Diego region. Clusters are groups of interrelated industries that drive the economy in a region, primarily through export of goods and services.

San Diego - Tijuana Interactive Atlas. Features demographic and housing characteristics for both sides of the border.

TFIC – Traffic Forecast Information Center. Provides quick access to transportation forecasts for basic and enhanced traffic volumes.

Publications

Most of SANDAG's reports, papers, newsletters, and other publications can be found in PDF format on SANDAG.org. These publications cover a wide range of regional issues including population and demographics, transportation, growth management, demographic and economic estimates and forecasts, Census data, economic prosperity, energy, environment, and more.

Services

The SANDAG Web site is designed to invite casual visitors to explore, while giving focused users a clear path to the information they seek. For questions regarding the site please feel free to contact the Public Information Office. Additional services also are available to the public through SourcePoint, offering economic analysis consulting to private businesses and government agencies on a fee-for-service basis, and to member agencies through the SANDAG Local Technical Assistance program, assisting in a variety of policy and planning activities.

New information and enhanced capabilities are being added to SANDAG.org daily. Additional resources include information about SANDAG and the Board of Directors, meeting schedules, jobs, RFPs and notice postings, contact information, and helpful links. SANDAG has entirely new services in the works that are designed to make our information resources even more accessible. Visit us online periodically – chances are you'll find something new and interesting each time you do. We are committed to making our Web site as useful and informative as possible. You can help us achieve that goal by e-mailing your comments and suggestions to webmaster@sandag.org.