

Customized GIS Mapping and Analysis

FACT SHEET

GIS SERVICES

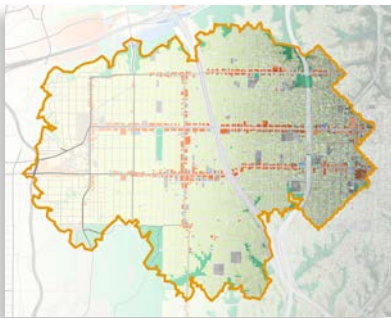
Custom Maps

GIS Modeling and Analysis:

- » Subarea Transportation Studies
- » General/Community Plan Analysis
- » Public Facility and Service Area Analysis
- » Public Safety Applications
- » Land Use and Habitat Conservation Planning

Demographic & Economic Profiles and Data Sets

Custom GIS Data Layers



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SANDAG, uses Geographic Information Systems (GIS) to maintain and analyze several types of data: demographic, transportation, land use, environment, public safety, and public facility siting and management. The Service Bureau extends SANDAG GIS resources and capabilities to customize products.

The SANDAG Service Bureau uses GIS to produce a variety of customized data sets, analyses, and map products. GIS incorporates multiple Service Bureau products and services and adds value to existing data by placing the data in a geographic context.

Custom Demographic Profiles and Data Sets

The Service Bureau produces custom demographic and economic profiles based on client needs. Using historical, current, and forecast data, we can produce customized profiles and data sets for almost any area in the San Diego region through 2050. Clients may define boundaries such as special districts or market territories, distance from freeway access points, or drive time contours from a project site. In addition to the standard geographies such as cities, ZIP codes, and census tracts that are available for free through the SANDAG Profile Warehouse and Data Warehouse, clients receive information about the demographic composition and economic activity for their specific area(s) of interest.

Geographic Analysis

The Service Bureau uses GIS for an array of analyses to support informed decision making. These include identifying opportunities for business locations based on multiple criteria such as compatible

land uses and proximity to transportation networks, or identifying potential markets based on demographic considerations. GIS also allows us to explore geographic patterns in data that help customers analyze data and/or plan strategically. Examples include geocoding a database of customer addresses and identifying where clusters (as well as gaps) occur, or finding areas with high or low rates of a particular phenomenon based on the underlying population and housing characteristics.

Custom Maps

In addition to producing and analyzing data, the Service Bureau uses GIS to visualize geographic patterns and relationships through custom maps. The right map can add vital insight to a presentation, reveal new patterns in data, or provide geographic context to an audience unfamiliar with an area. The Service Bureau produces maps in a variety of formats and styles, ranging from locator maps for inclusion in promotional material to large format maps showing detailed plans or land use.

The Service Bureau has access to all of the resources SANDAG produces. We can integrate this extensive array of data elements to produce high quality GIS mapping and analyses for a wide range of clients.

For More Information

To discuss your GIS mapping needs, please contact GIS Client Services Analyst Andrew Gordon at (619) 699-6965 or andrew.gordon@sandag.org.