Capitol Area Council Boy Scouts Final Report

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Mark Parker: Project Manager

Charles Good: Assistant Manager

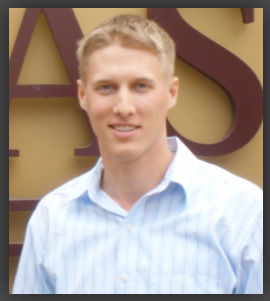
Beau Barela: Lead GIS Analyst/ Web Master

Eric Brotherton: GIS Analyst

Justin Holder: GIS Analyst

Mark Parker: Project Manager

Charles Good: Assistant Manager



Beau Barela: Lead GIS Analyst

Eric Brotherton: Web Master/ GIS Analyst

Justin Holder: Data Collector/ GIS Analyst

Final Report Outline

- Introduction
- Study Area
- Literature Review
- Data
- Methods
- Results
- Discussions
- Final Deliverables
- Suggestions For The Future
- Wrap Up and Questions

REACH FOR THE STARS
A tradition of giving
TEXAS STATE UNIVERSITY-SAN MARCOS

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Introduction

- Hill Country Geospatial Solutions (HCGS) accepted a request for proposal from Capitol Area Council Boy Scouts.
- In this request, the Capitol Area Council expressed a need for information on possible marketing areas in order to increase their membership of children ages 5-11.
- Specifications:
  - -Children age's 5-11
  - -Lower Income Families
  - -Single Parent Homes
  - -Minorities
  - -Projections (3, 5, 10 years)

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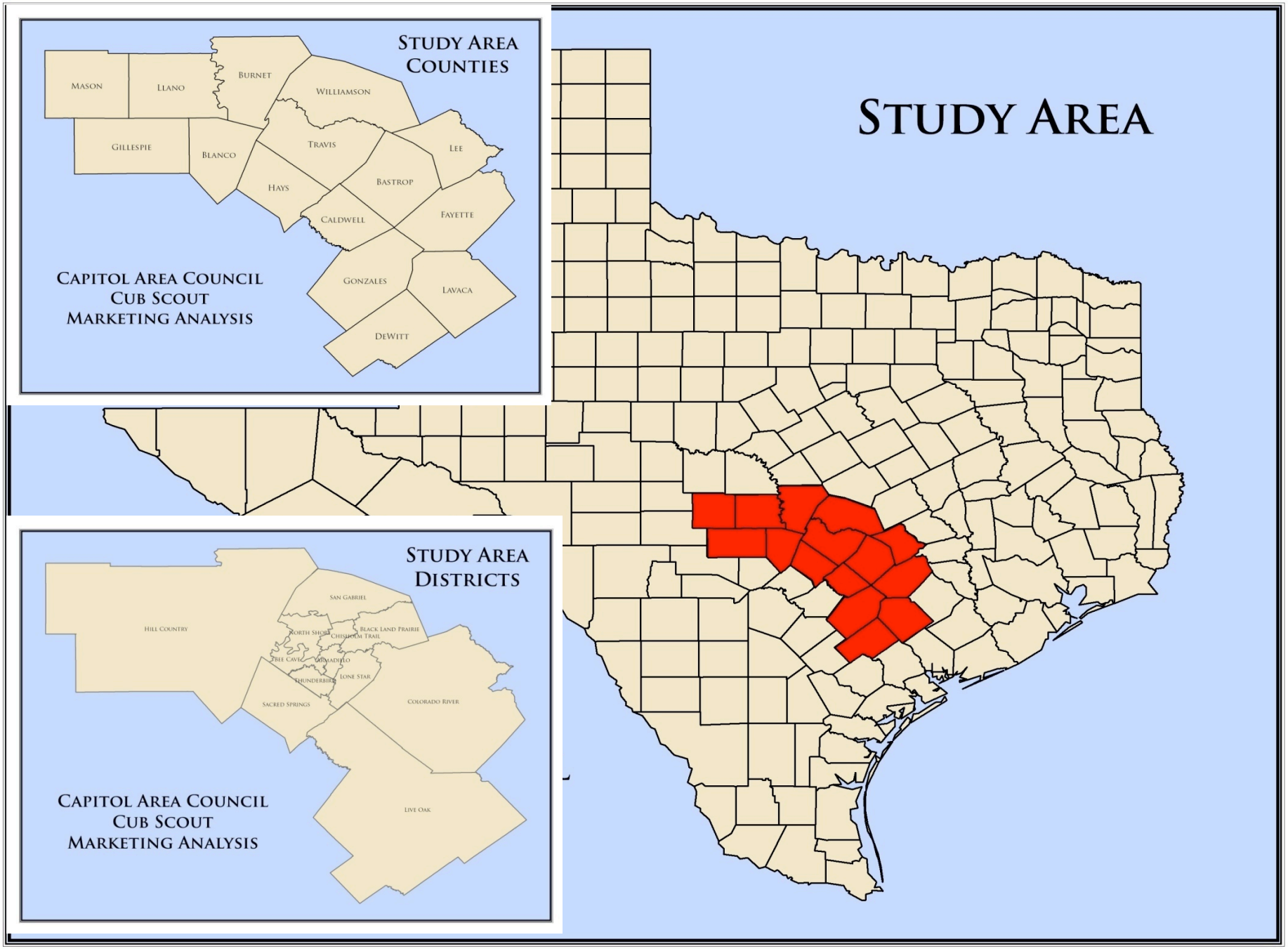
Study Area
Study Area Counties
Mason
Llano
Burnet
Williamson
Gillespie
Blanco
Travis
Lee
Hays
Bastrop
Caldwell
Fayette
Gonzales
Lavaca
DeWitt
Capitol Area Council
Cub Scout
Marketing Analysis
Study Area Districts
San Gabriel
Hill Country
North Shore
Chisholm Trail
Black Land Prairie
Tree Cavies
Armadillo
Lone Star
Thunderbird
Sacred Springs
Colorado River
Live Oak
Capitol Area Council
Cub Scout
Marketing Analysis

Literature Review

- Boy Scouts of America Article

  - Minority Statistics

- Capitol Area Council Boy Scouts

  -Goals of the Organization

- Location Intelligence

  - HCGS Analysis Goals

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Data

- Determination of Data Types and Sources
- Data Sources
  - Capitol Area Council Boys Scouts
  - Texas Natural Resource Information System
  - United States Census Bureau
  -ESRI
  - Capitol Area Council of Governments
  - Environmental Systems Research Institute

Methods

- Geocoding
- Geo-referencing
- Digitizing
- Projections
  - 2008
  - 2011
  - 2013
  - 2018
- Market Location Analysis

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Projections

- Yearly Growth Rate Formula
  - ((Population 2005 - Population 2000) / Population 2000) / 5
- Population Projection Formula
  - Population 2000 * e^rate*time
- Minimum and Maximum Populations Per Census Tract

2008

437

25,480

2011

432

30,018

2013

429

33,477

2018

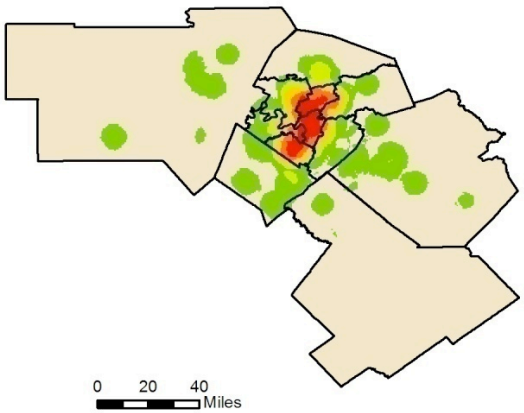
422

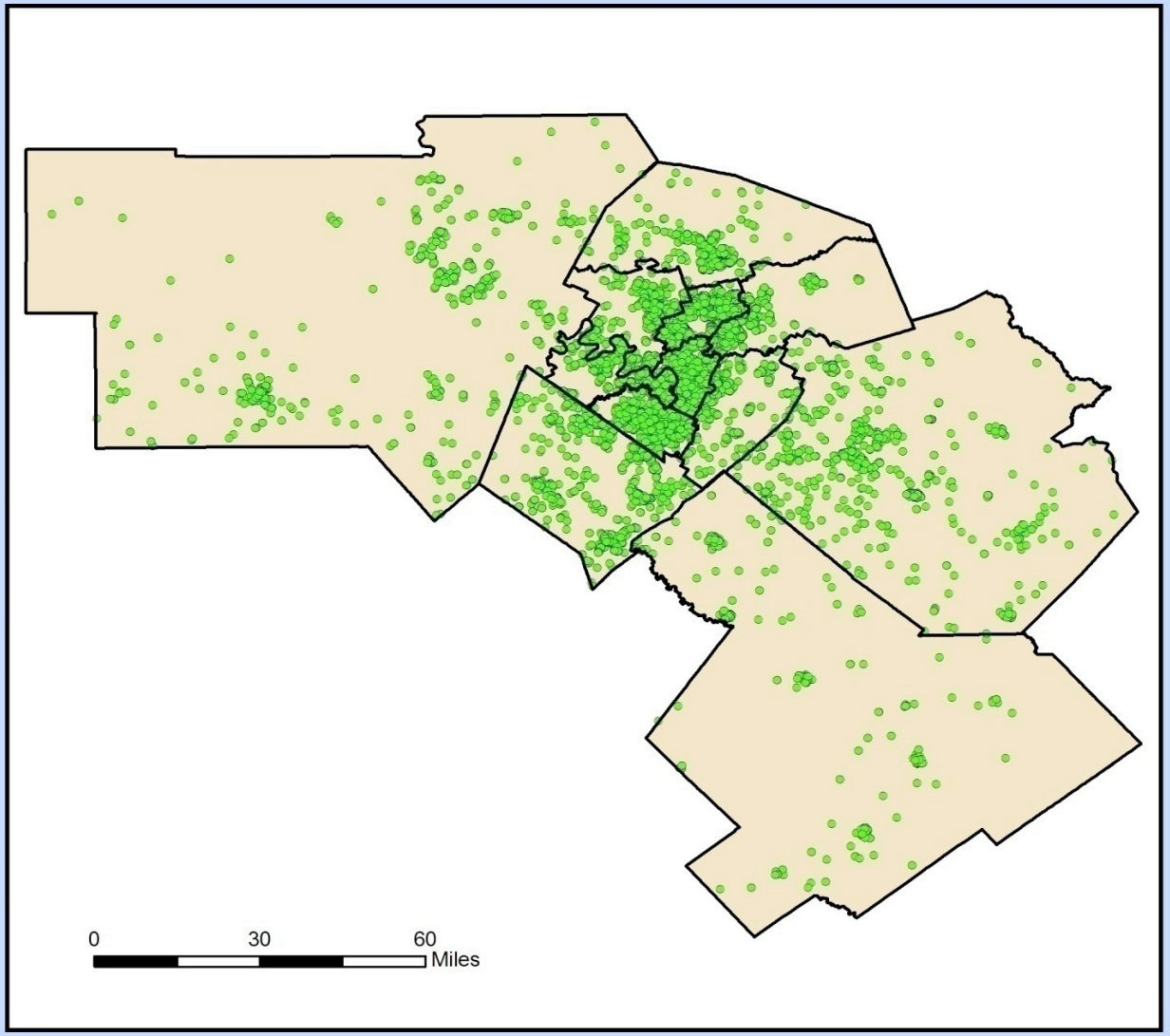
45,878

HCGS Ranking System

- Children Per Census Tract (35 points)
  - 0-152=1 point *7= 7
  - 153-301= 2 points*7= 14
  - 302-504= 3 points*7= 21
  - 505-811= 4 points*7= 28
  - 812-1658= 5 points*7=35
- Median Income (20 points)
  - $165,112-$95,070=1point*4=4
  - $95,069-$61,927=2 points*4 = 8
  - $61,926-$40,871=3 points*4= 12
  - $40,870-$24,460=4 points*4= 16
  - $0-$24,459=5 points*4= 20
- Single Parent Homes (15 points)
  - 0-59=1*3 point=3
  - 60-111=2*3 points=6
  - 112-172=3*3 points=9
  - 173-255=4*3 points = 12
  - 256-560=5*3 points=15
- Hispanic Children Per Tract (10 points)
  - 0-50=1*2 point=2
  - 51-112=2*2 point= 4
  - 113-190=3*2 point= 6
  - 191-348=4*2 point= 8
  - 349-697=5*2 point= 10
- Growth Rate (10 points)
  - (-1.4%)-0.9%= 1*2=2
  - 0.9%-1.8%=2*2= 4
  - 1.8%-2.9%=3*2= 6
  - 2.9%-4.6%=4*2 =8
  - 4.6%-8.8%=5*2 = 10
- Current Members (10 points)
  - 0-28= 1*2=10
  - 29-67=2*2= 8
  - 68-125=3*2= 6
  - 126-213=4*2= 4
  - 214-489=5*2= 2

Results





Member Density

- Low
- High
- Current Member Locations
- Capitol Area Districts

Cub Scout Distribution

Capitol Area Council Boy Scouts Marketing Analysis

Distribution One

This map indicates the current location, density and distribution of Cub Scout members in the Capitol Area Council Boy Scout districts.

D-1

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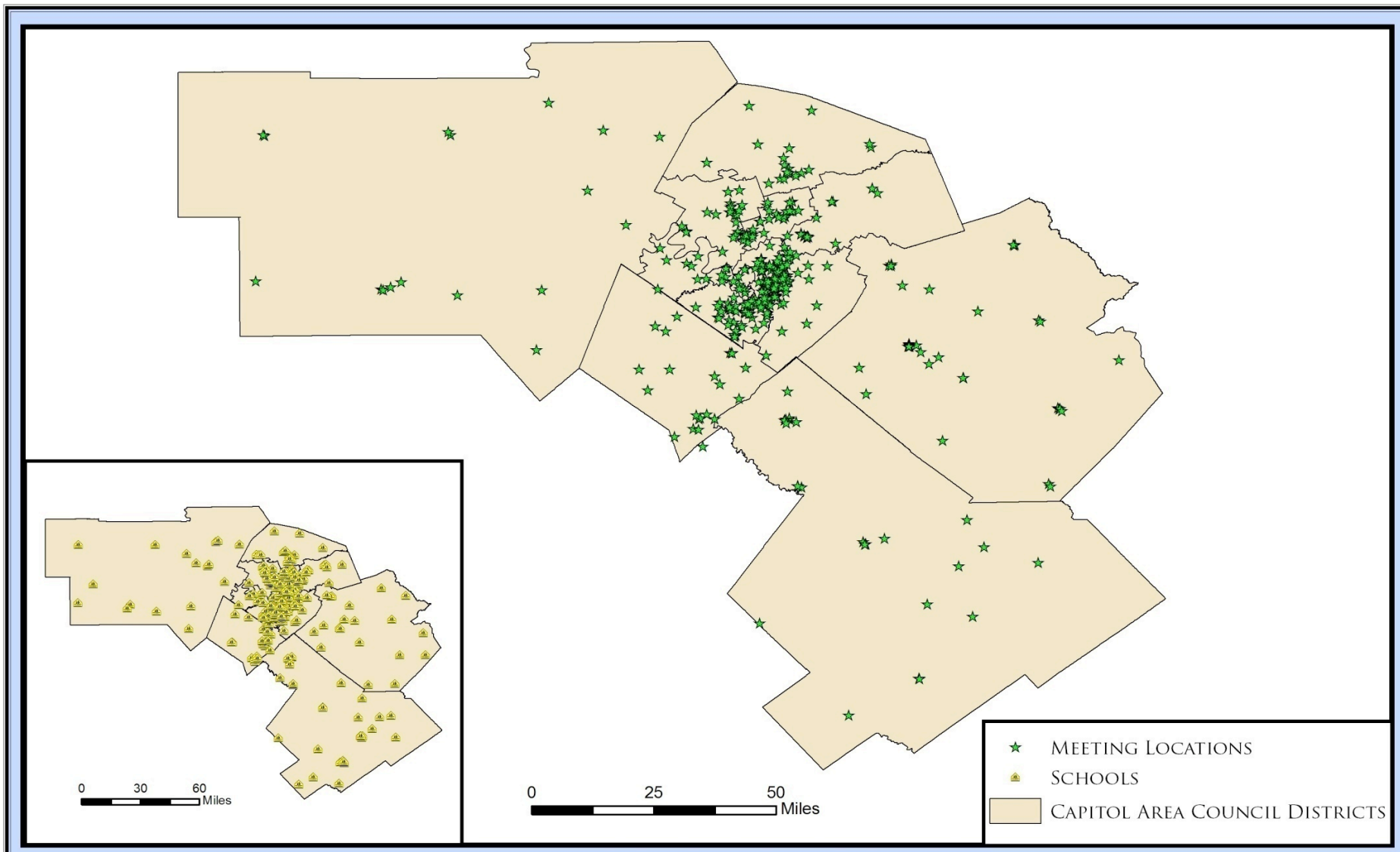

Meeting Location Distribution

Capitol Area Council Boy Scouts Marketing Analysis

Distribution Two

This map shows the current locations of both schools and meeting locations for the Capitol Area Council Boy Scouts district boundaries.

D-2

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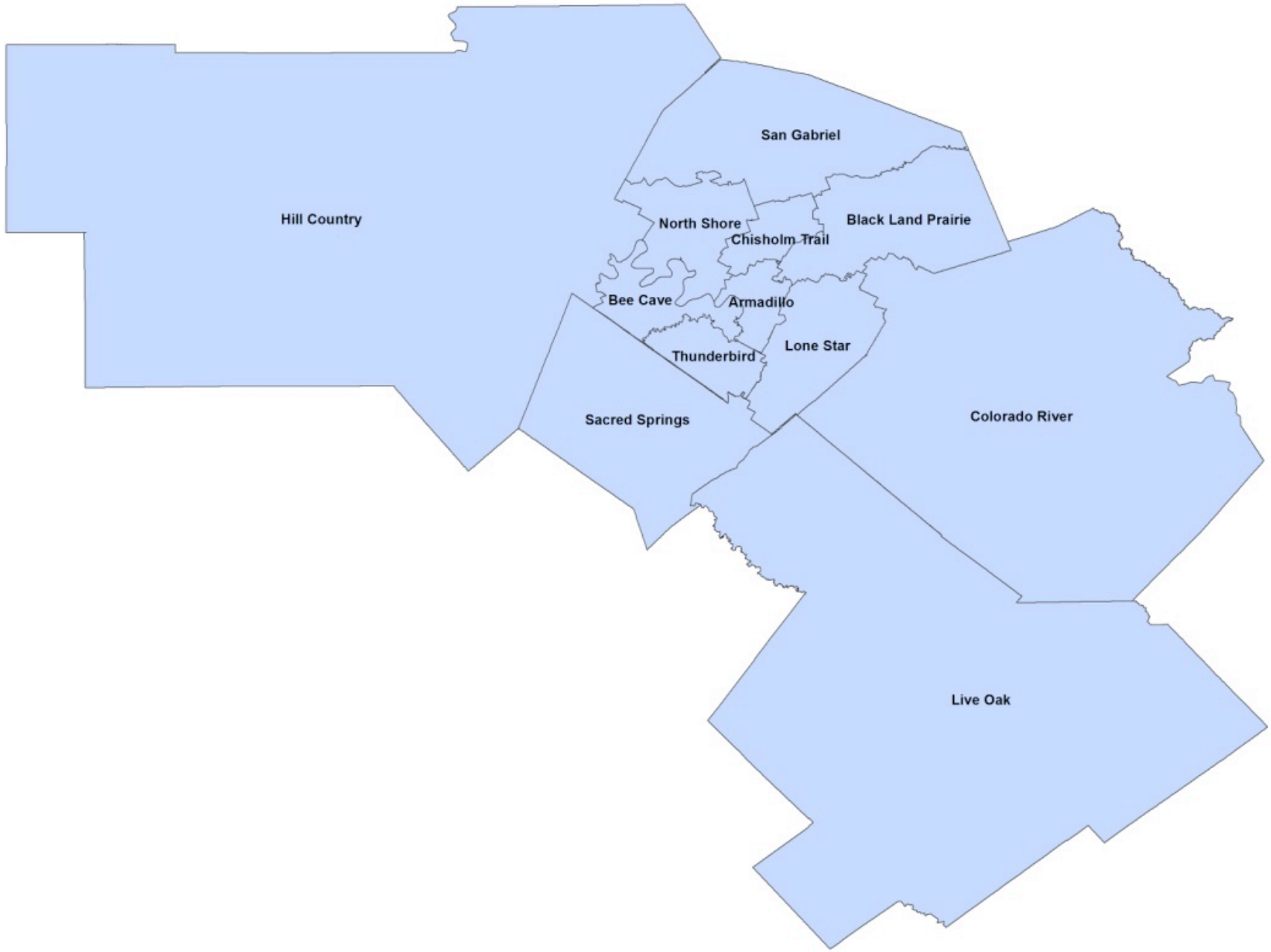
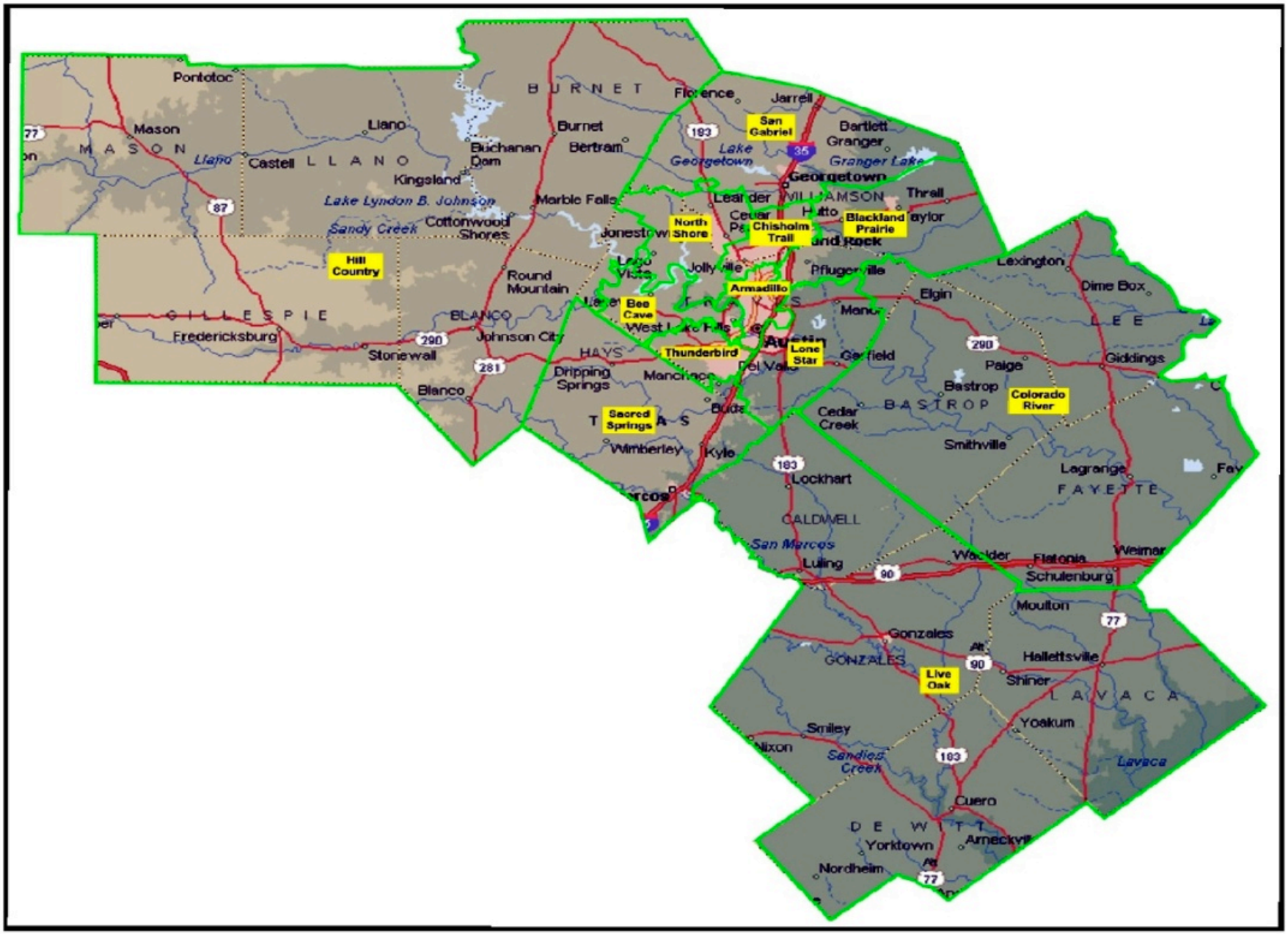
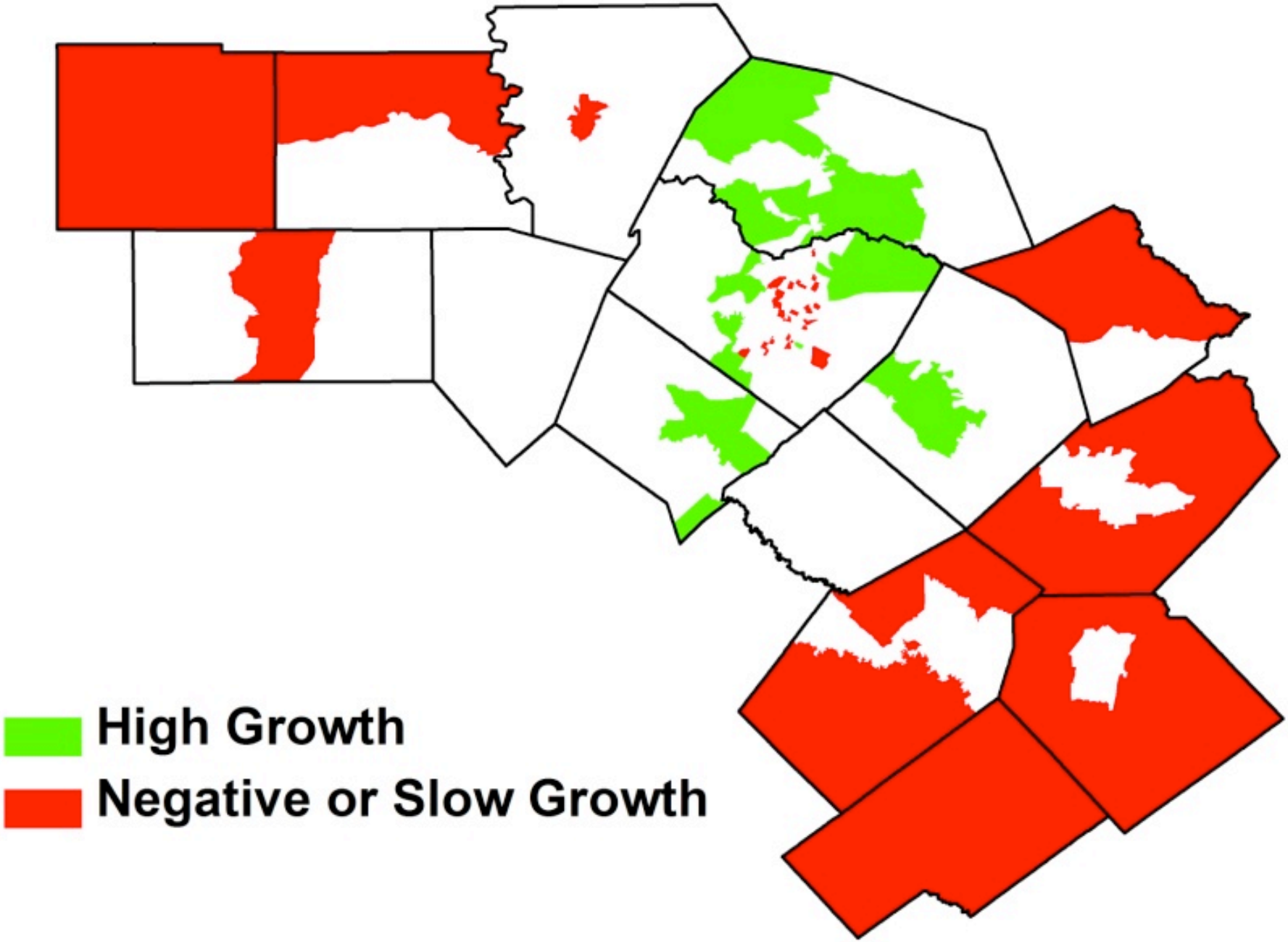
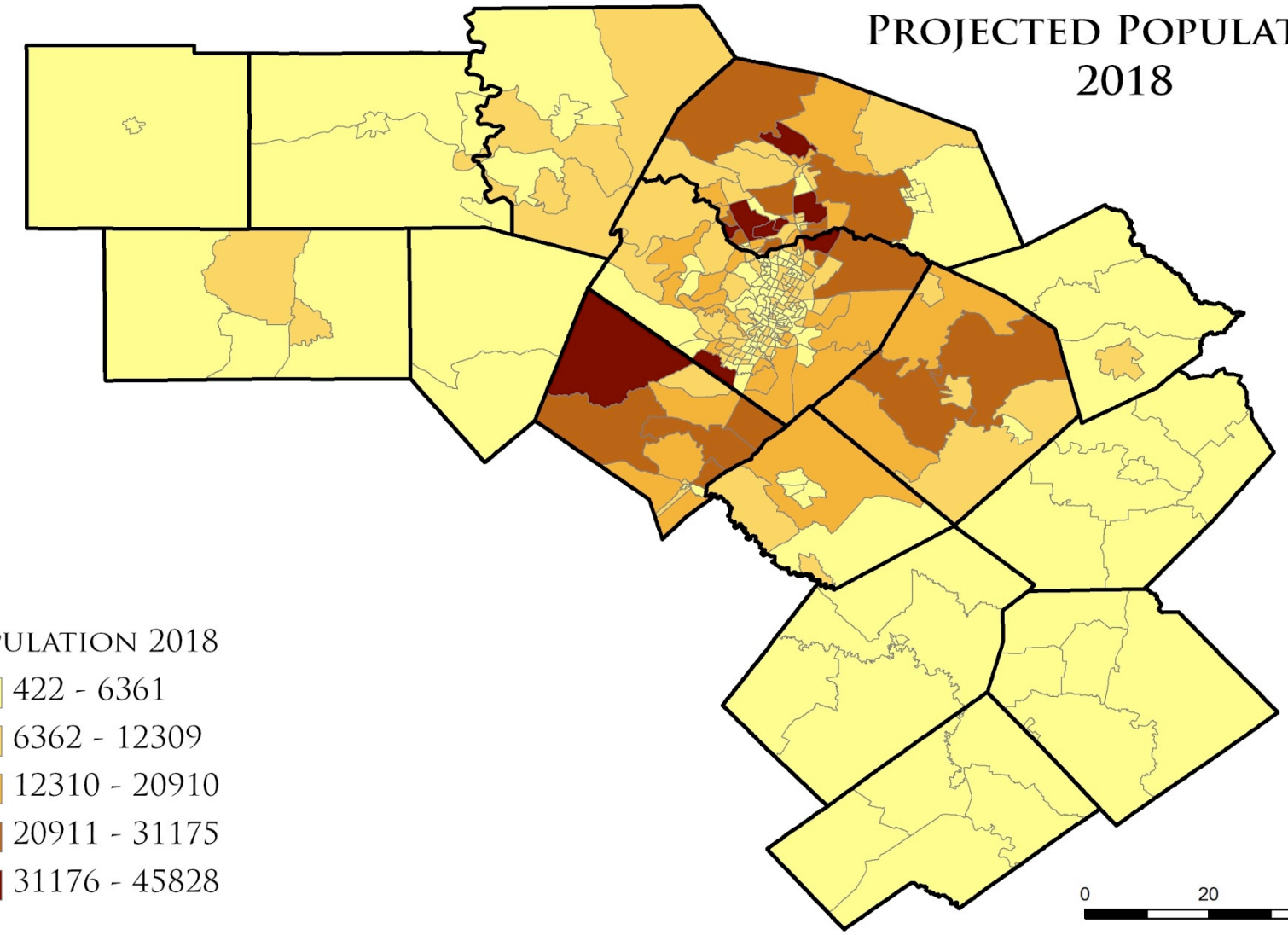

Hill Country
San Gabriel
North Shore
Chisholm Trail
Black Land Prairie
Bee Cave
Armadillo
Thunderbird
Lone Star
Sacred Springs
Colorado River
Live Oak


Pontotoc
Mason
MASON
Llano
Castell
LLANO
Kingsland
Lake Lyndon B. Johnson
Sandy Creek
Cottonwood Shores
Buchanan Dam
Burnet
Bertram
BURNET
Marble Falls
Florence
Jarrell
San Gabriel
Georgetown
Lake Georgetown
Granger Lake
Bartlett
Granger
Thrall
WILLIAMSON
Leander
Cedar Park
Hutto
Taylor
Round Rock
Blackland Prairie
Chisholm Trail
North Shore
Jonestown
Lago Vista
Jollyville
Pflugerville
Armadillo
Hill Country
Round Mountain
Lexington
Dime Box
Elgin
Manor
Bee Cave
West Lake Hills
Austin
Thunderbird
Lone Star
Del Valle
Garfield
Paige
Giddings
LEE
GILLESPIE
Fredericksburg
BLANCO
Johnson City
Stonewall
290
281
HAYS
Dripping Springs
Manchaca
Buda
Bastrop
Colorado River
BASTROP
Cedar Creek
Smithville
Sacred Springs
Wimberley
Kyle
183
Lockhart
Lagrange
Fay
FAYETTE
Blanco
CALDWELL
San Marcos
Luling
Waelder
Flatonia
Weimar
Schulenburg
90
Moulton
77
Gonzales
GONZALES
Hallettsville
Live Oak
Shiner
LAVACA
Yoakum
Smiley
Nixon
Sandies Creek
Lavaca
Cuero
DEWITT
Yorktown
Arneckville
Nordheim


High Growth
Negative or Slow Growth

Projected Population 2018



Capitol Area Council Boy Scouts Marketing Analysis

Projection: This map shows the projected population for the year 2018.

P-5

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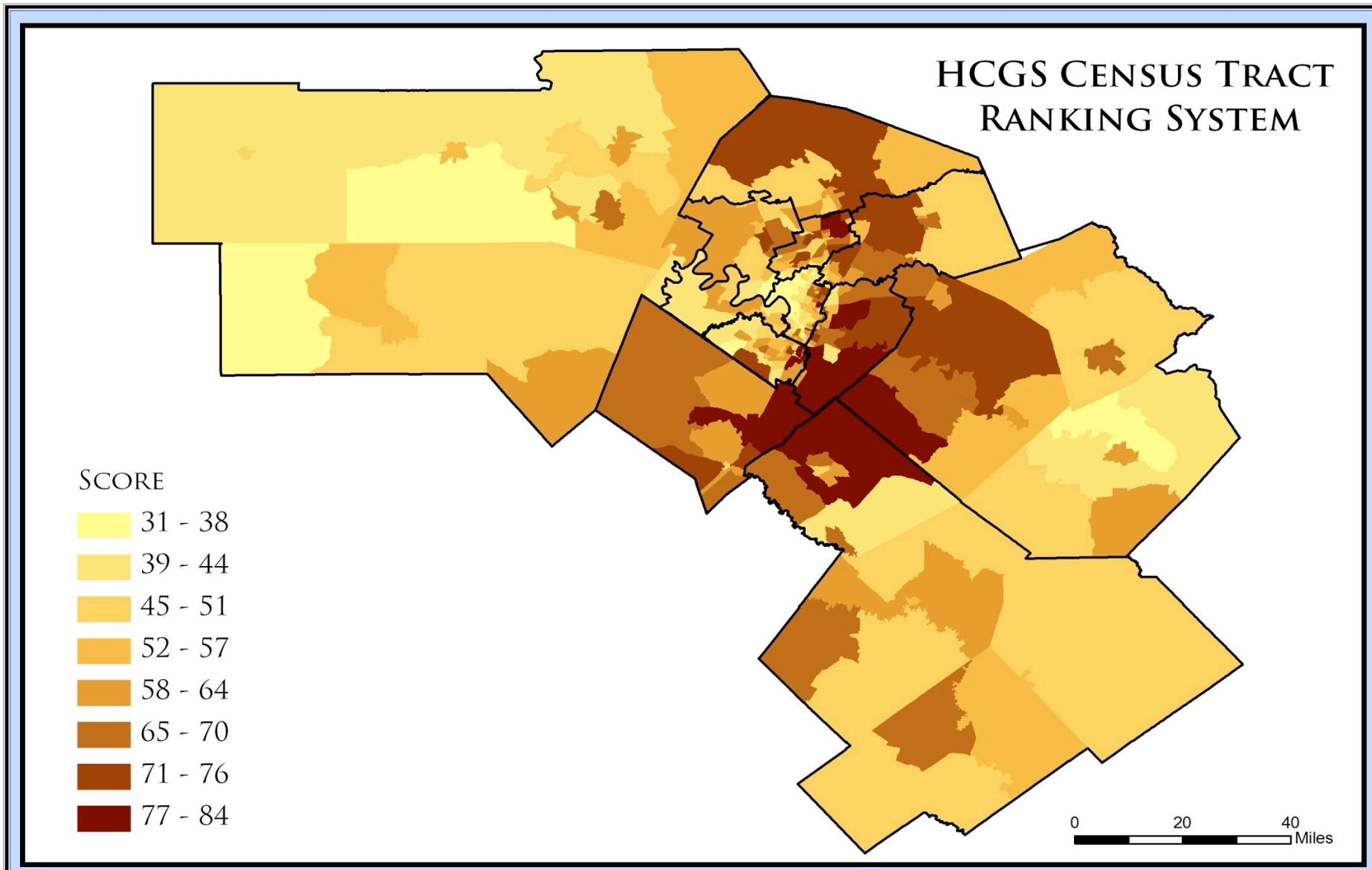

Capitol Area Council Boy Scouts Marketing Analysis

Rank

This map shows the rank of every census tract within the Capitol Area Council Boy Scouts District boundaries. The scores are based on a system of a possible 100 points. The Capitol Area Council Boy Scouts district is overlayed for illustrative purposes.

R-2

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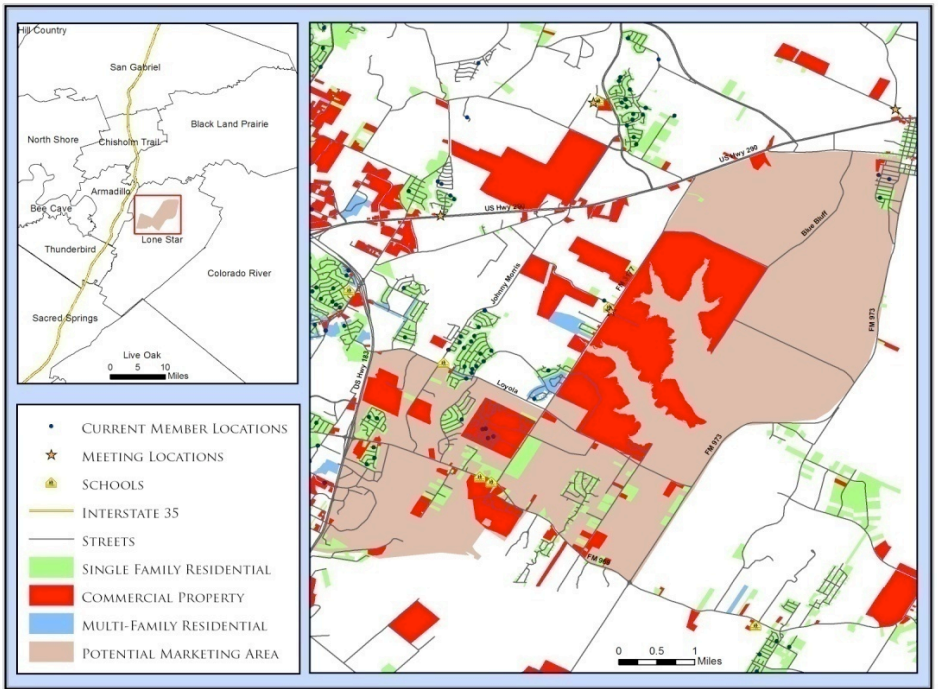
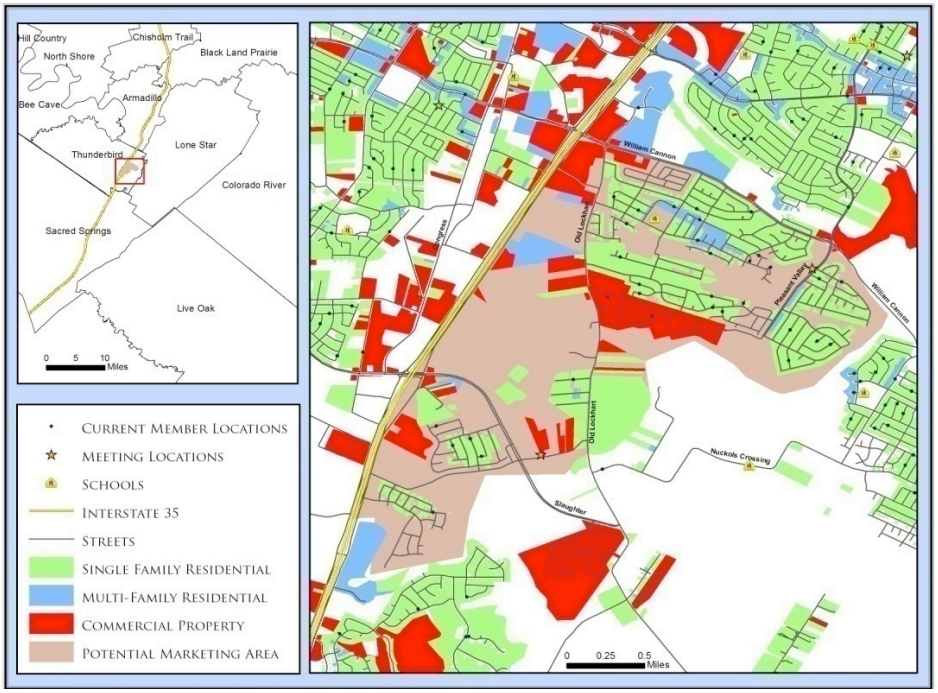
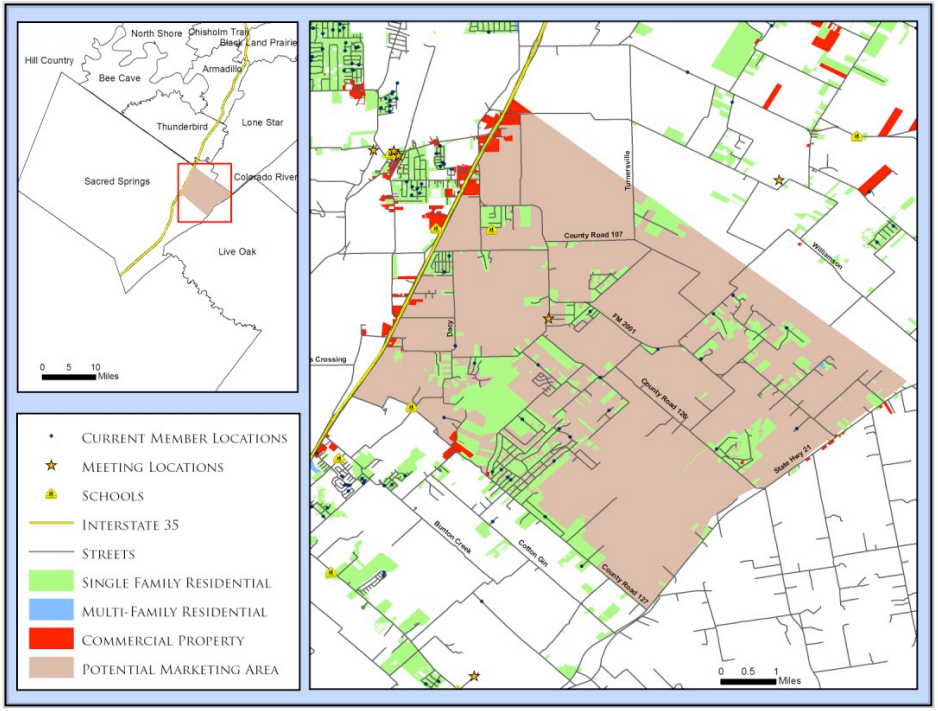
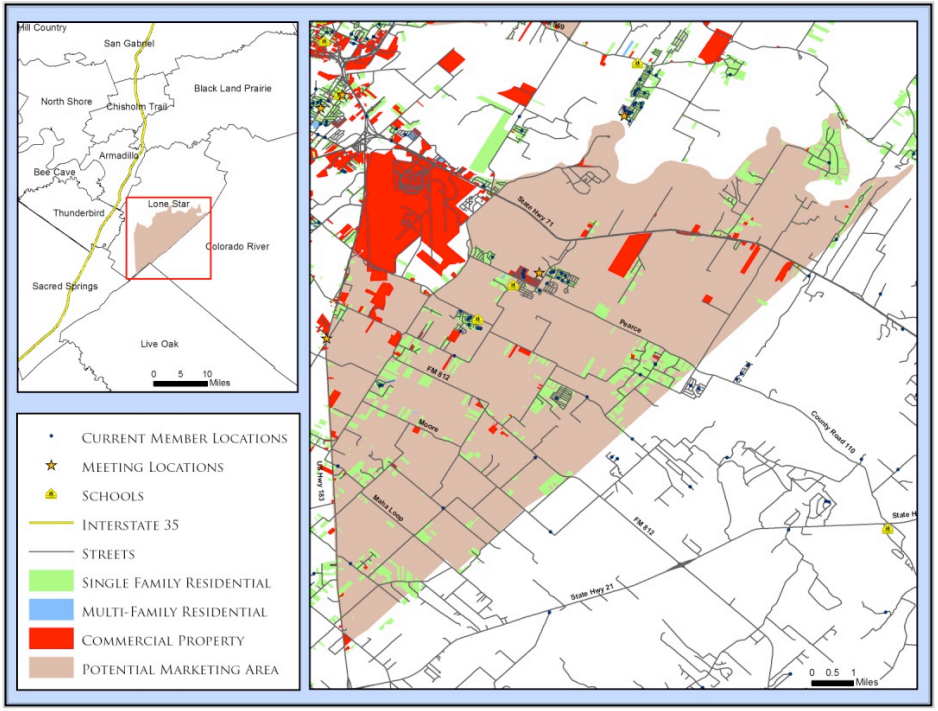

Hill Country
San Gabriel
Black Land Prairie
North Shore
Chisholm Trail
Armadillo
Bee Cave
Lone Star
Thunderbird
Colorado River
Sacred Springs
Live Oak
0 5 10 Miles
Current Member Locations
Meeting Locations
Schools
Interstate 35
Streets
Single Family Residential
Commercial Property
Multi-Family Residential
Potential Marketing Area
US Hwy 290
Blue Bluff
FM 973
Loyola
0 0.5 1 Miles


Hill Country
Chisholm Trail
North Shore
Black Land Prairie
Bee Cave
Armadillo
Thunderbird
Lone Star
Colorado River
Sacred Springs
Live Oak
0 5 10 Miles
Current Member Locations
Meeting Locations
Schools
Interstate 35
Streets
Single Family Residential
Multi-Family Residential
Commercial Property
Potential Marketing Area
William Cannon
Old Lockhart
Pleasant Valley
Nuckols Crossing
Slaughter
0 0.25 0.5 Miles


North Shore
Chisholm Trail
Black Land Prairie
Hill Country
Armadillo
Bee Cave
Thunderbird
Lone Star
Sacred Springs
Colorado River
Live Oak
0 5 10 Miles
Current Member Locations
Meeting Locations
Schools
Interstate 35
Streets
Single Family Residential
Multi-Family Residential
Commercial Property
Potential Marketing Area
Tomlinsville
County Road 107
FM 2001
County Road 126
State Hwy 21
Burlison Creek
Cotton Gin
County Road 127
0 0.5 1 Miles


Hill Country
San Gabriel
North Shore
Chisholm Trail
Black Land Prairie
Armadillo
Bee Cave
Thunderbird
Lone Star
Colorado River
Sacred Springs
Live Oak
0 5 10 Miles
Current Member Locations
Meeting Locations
Schools
Interstate 35
Streets
Single Family Residential
Multi-Family Residential
Commercial Property
Potential Marketing Area
State Hwy 71
Pearce
FM 812
Moore
Mohs Loop
County Road 110
State Hwy 21
0 0.5 1 Miles

Discussions

- What Makes a Marketable Census Tract?
- Top Census Tract
- Next Three Census Census Tracts
- Top District

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Top 4 Census Tracts					
	One	**Two**	**Three**	**Four**	**AVG (2,3,4)**
District	Lone Star	Thunderbird	Sacred Springs	Lone Star	
Subdivisions	Walnut Creek, Walter E. Long	Onion Creek	Goforth	Elroy, Pearce Rd., Garfield	
Score	84/100	83/100	83/100	83/100	83/100
Total Children 5-11	724	950	923	865	913
Hispanic Children 5-11	405	697	603	502	601
% Hispanic	56%	73%	65%	58%	66%
Single Parent Homes	312	451	293	324	356
Avg Income	37111	42115	45052	42392	43183
Growth Rate	2.8%	3.8%	5.9%	3.9%	4.5%
Current Members	19	55	54	45	51
% Scouts	2%	5%	5%	5%	5%
# of Schools	7	9	10	5	8

Final Deliverables

- Final Report
- Map Book
- Arc Reader
- Arc Reader Instruction Manual
- Google Earth
- Data CD
- Website

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Suggestions for the Future

- Projections
- Demographics
- Ranking System
- ArcGIS Business Analyst

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Wrap Up and Questions

- HCGS FINISHED AHEAD OF SCHEDULE
- Google Earth was added at no additional cost
- HCGS would like to thank Dr. Lu, Dr. Wilson, and the future Dr. Bailey for their support during the creation this project
- Questions, Comments, Concerns?

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