

Capitol Area Council Cub Scout Marketing Analysis

Prepared By: Hill Country Geospatial Solutions

May 5th, 2008

The logo for Hill Country Geospatial Solutions (HCOGS) features the letters 'HCOGS' in a large, black, serif font. The letter 'O' is replaced by a blue globe with a white outline of the state of Texas in the center.

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Team Members



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



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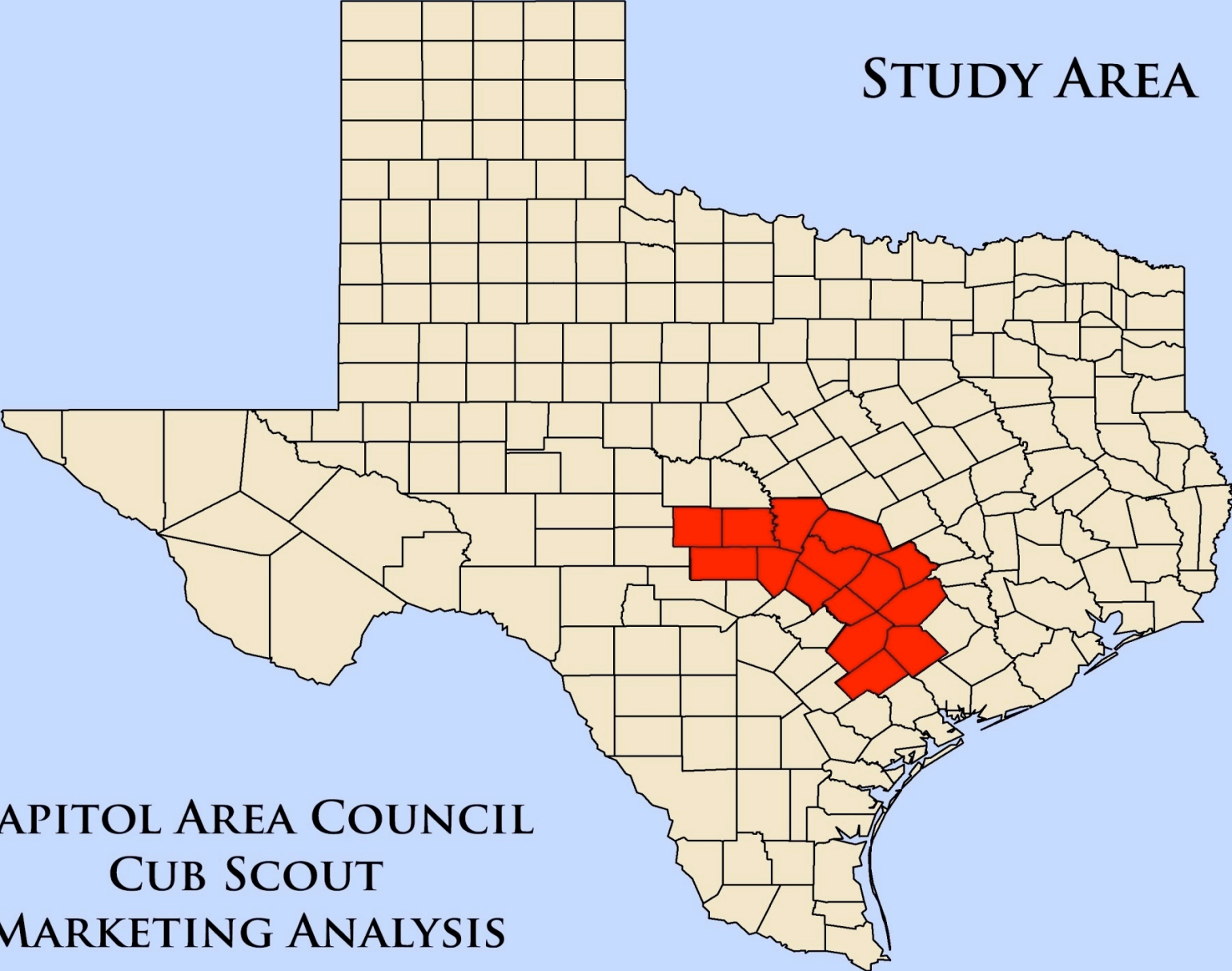
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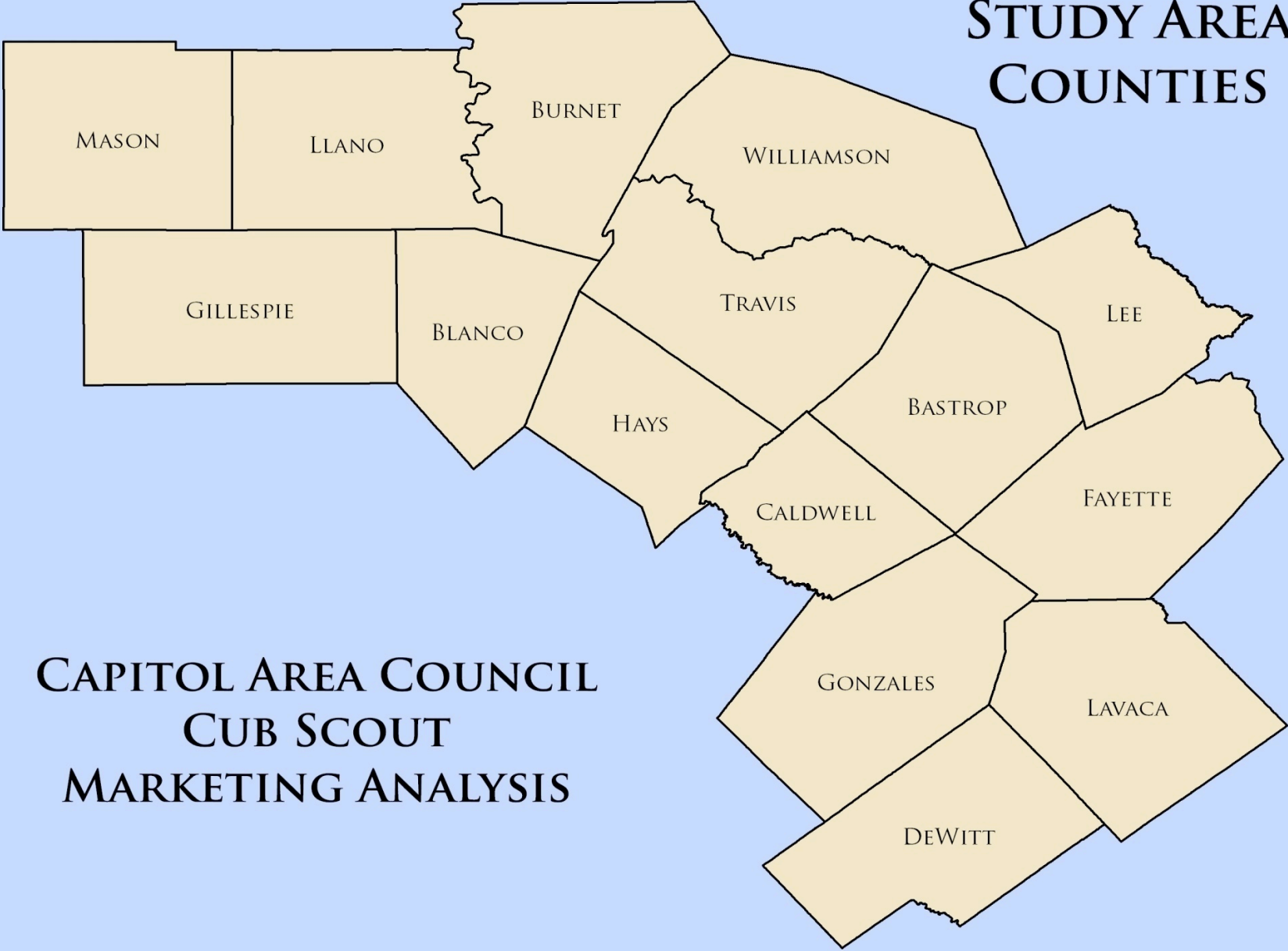
Study Area

STUDY AREA



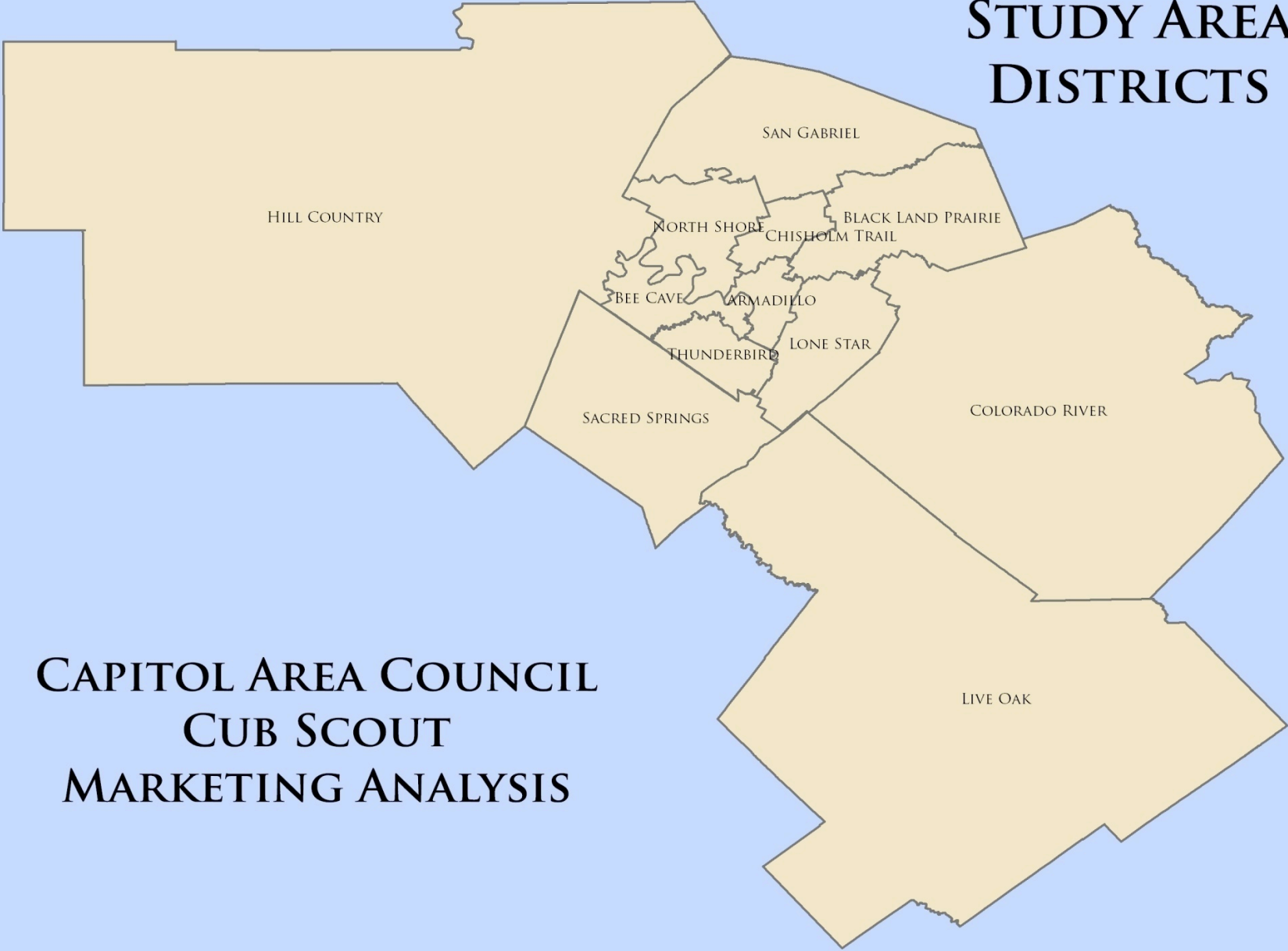
**CAPITOL AREA COUNCIL
CUB SCOUT
MARKETING ANALYSIS**

STUDY AREA COUNTIES



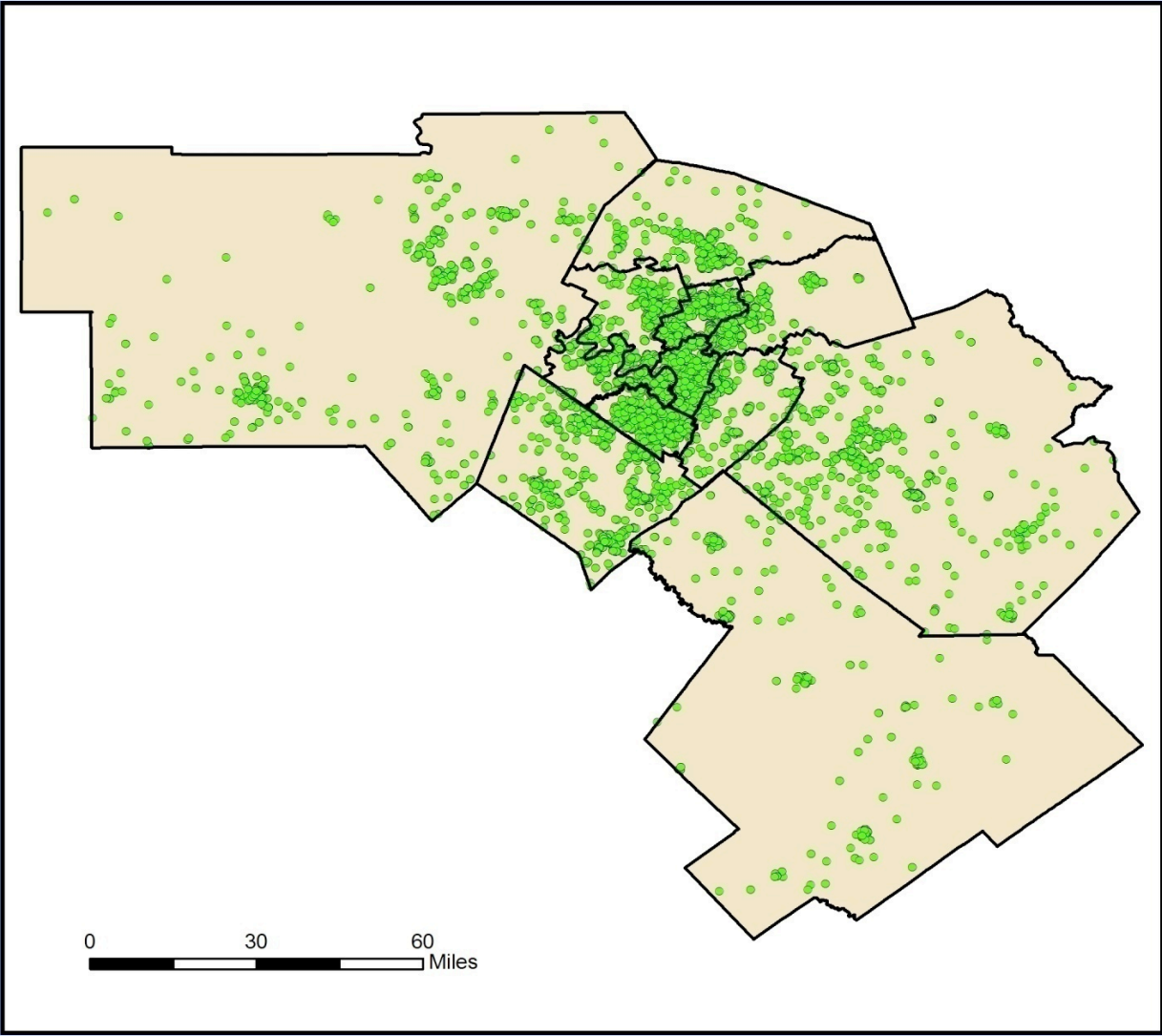
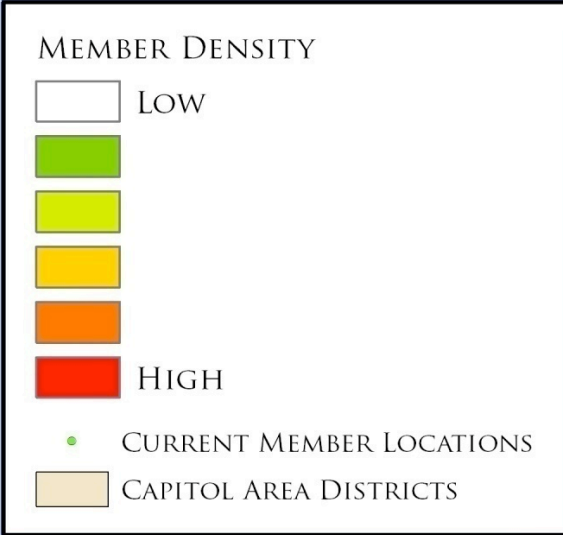
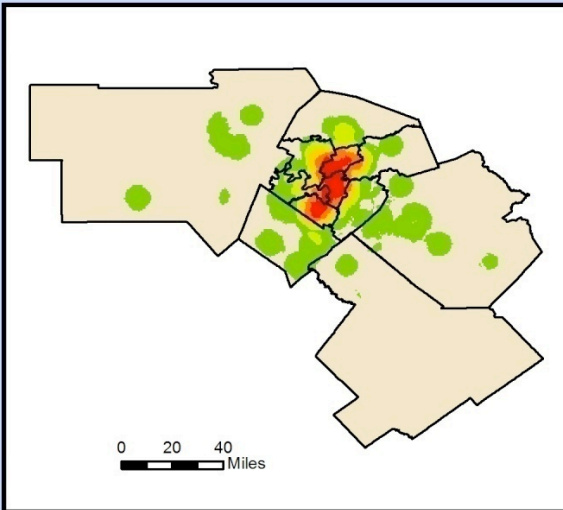
CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

STUDY AREA DISTRICTS



**CAPITOL AREA COUNCIL
CUB SCOUT
MARKETING ANALYSIS**

Distributions



CUB SCOUT DISTRIBUTION

**CAPITOL AREA COUNCIL
BOY SCOUTS
MARKETING ANALYSIS**

Distribution One

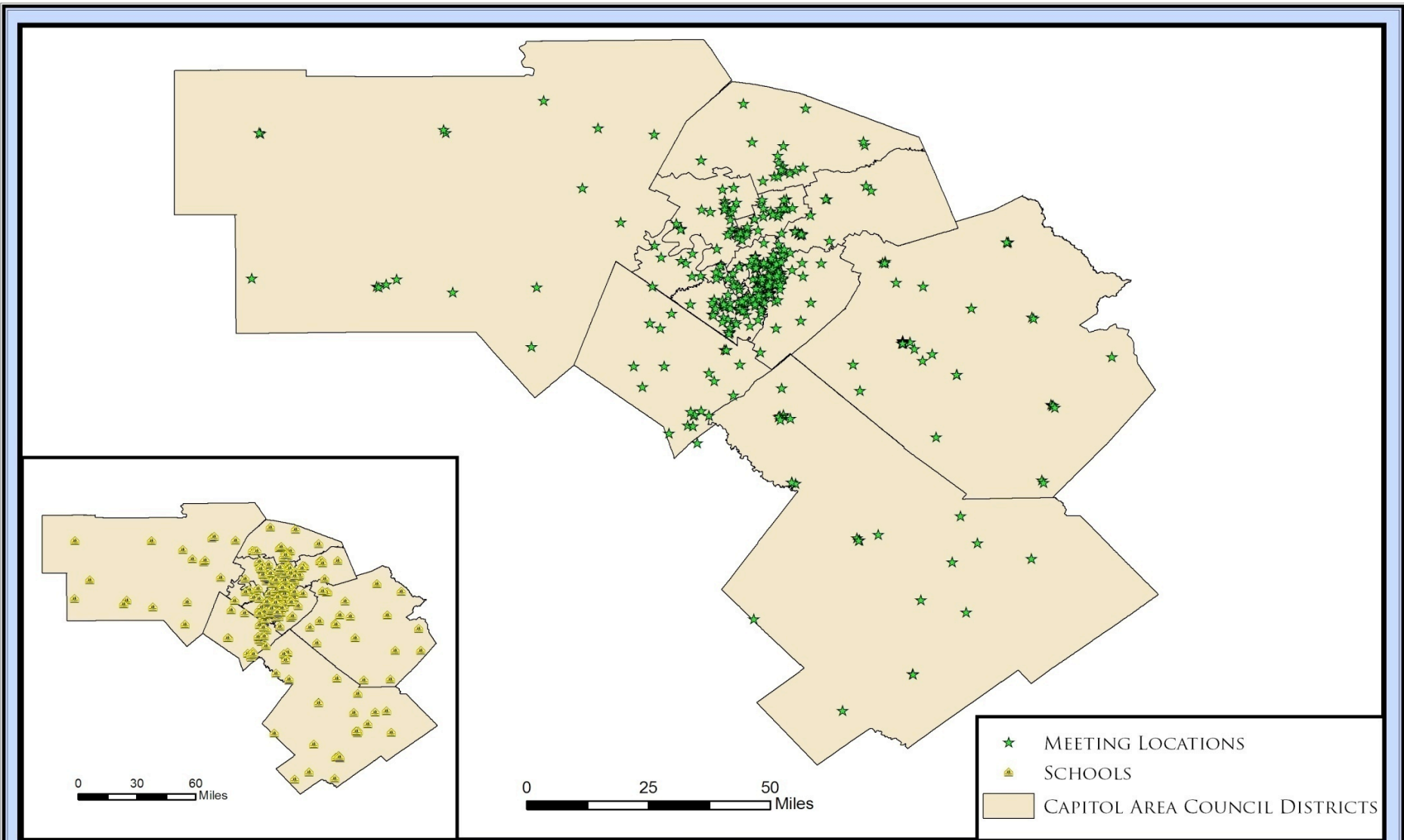
This map indicates the current location, density and distribution of Cub Scout members in the Capitol Area Council Boy Scout districts.



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.



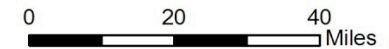
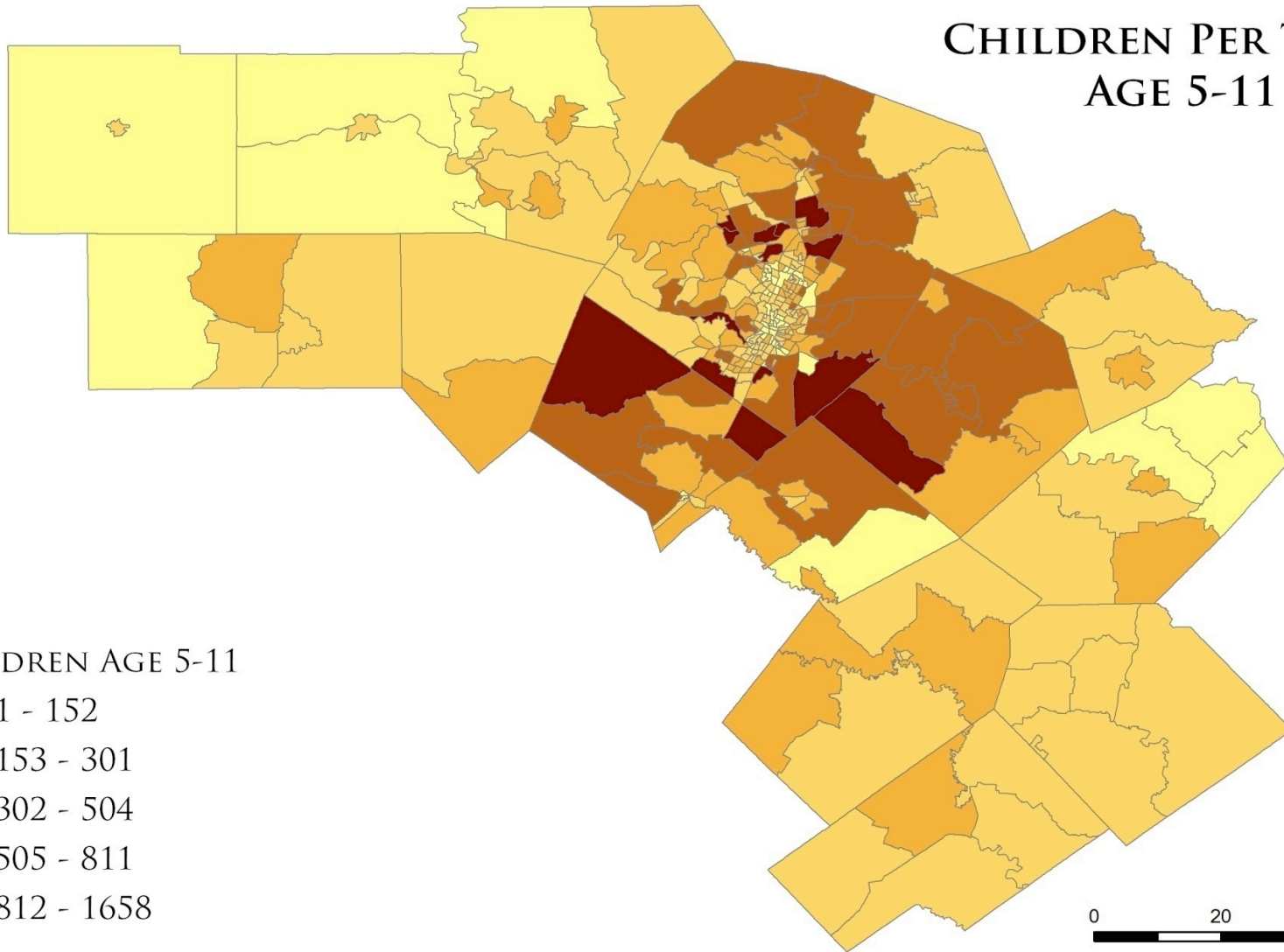
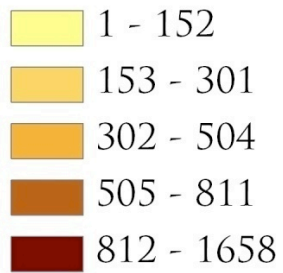
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D-2

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CHILDREN PER TRACT AGE 5-11

CHILDREN AGE 5-11



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BOY SCOUTS
MARKETING ANALYSIS

Children Per Tract
This map shows the number children age 5-11 per census tract.

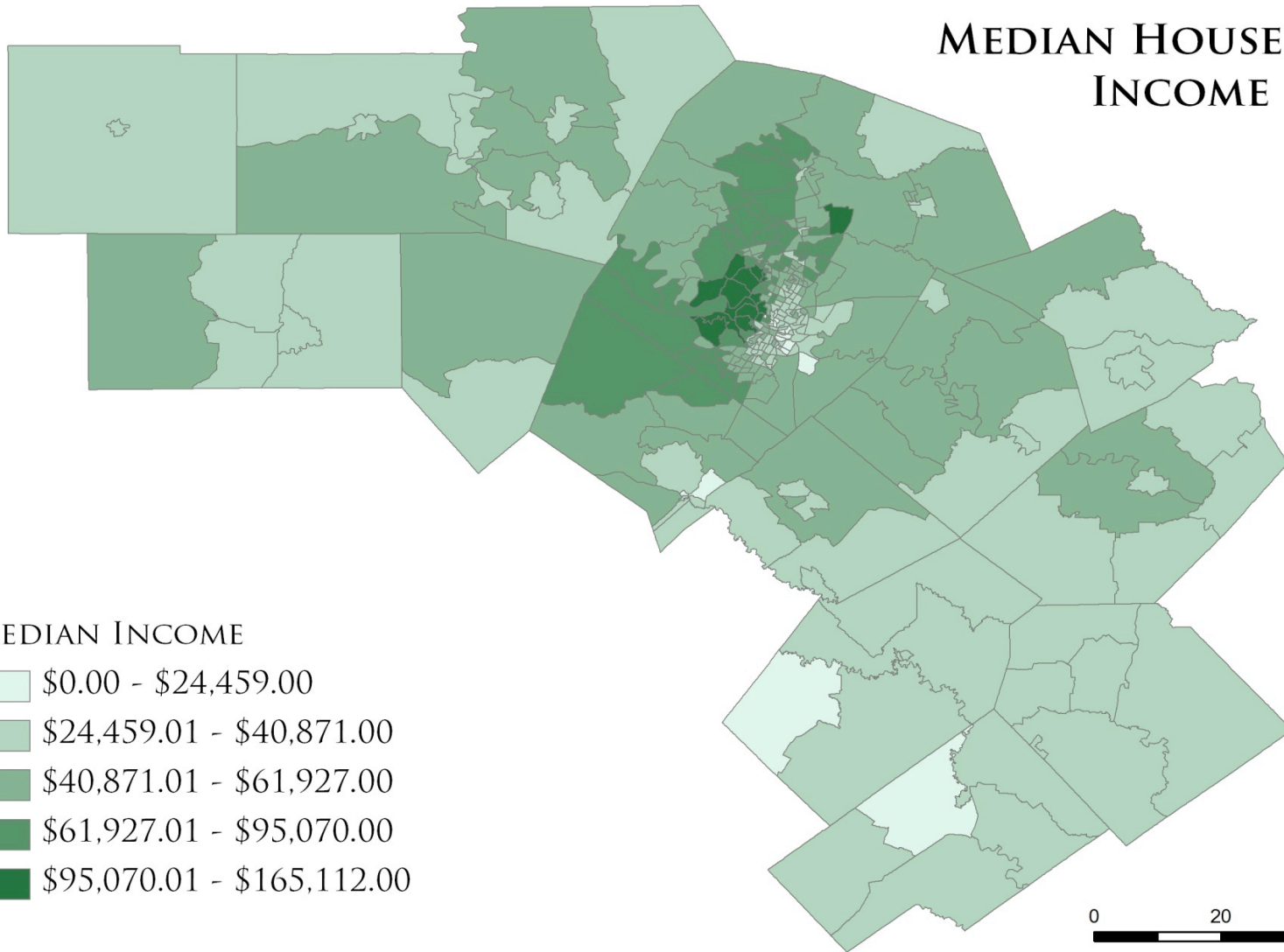


D-3

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MEDIAN HOUSEHOLD INCOME



MEDIAN INCOME

- \$0.00 - \$24,459.00
- \$24,459.01 - \$40,871.00
- \$40,871.01 - \$61,927.00
- \$61,927.01 - \$95,070.00
- \$95,070.01 - \$165,112.00

0 20 40 Miles

CAPITOL AREA COUNCIL
BOY SCOUTS
MARKETING ANALYSIS

Median Income
This map shows the median household income for the year 2000.

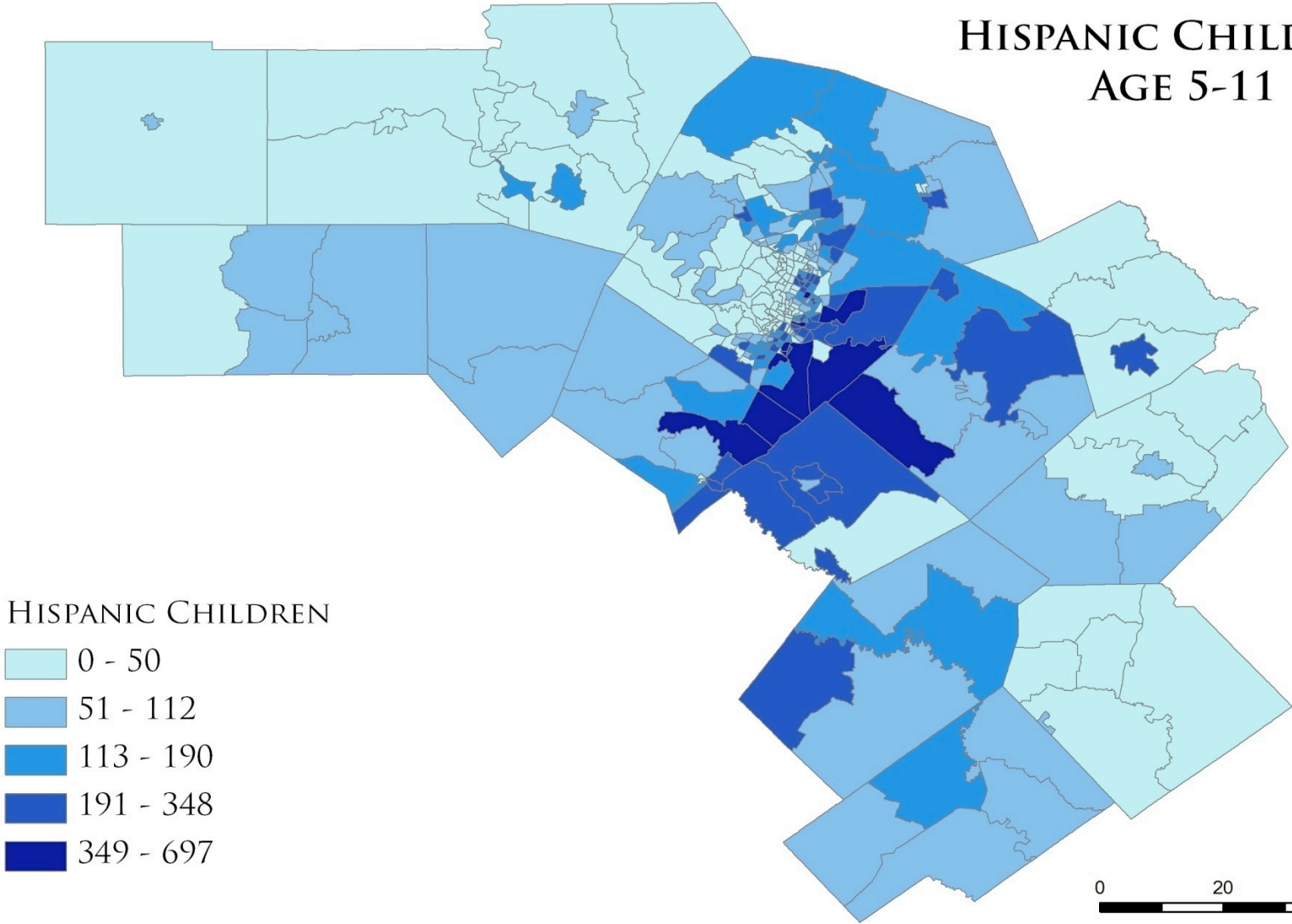


D-4

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HISPANIC CHILDREN AGE 5-11



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BOY SCOUTS
MARKETING ANALYSIS**

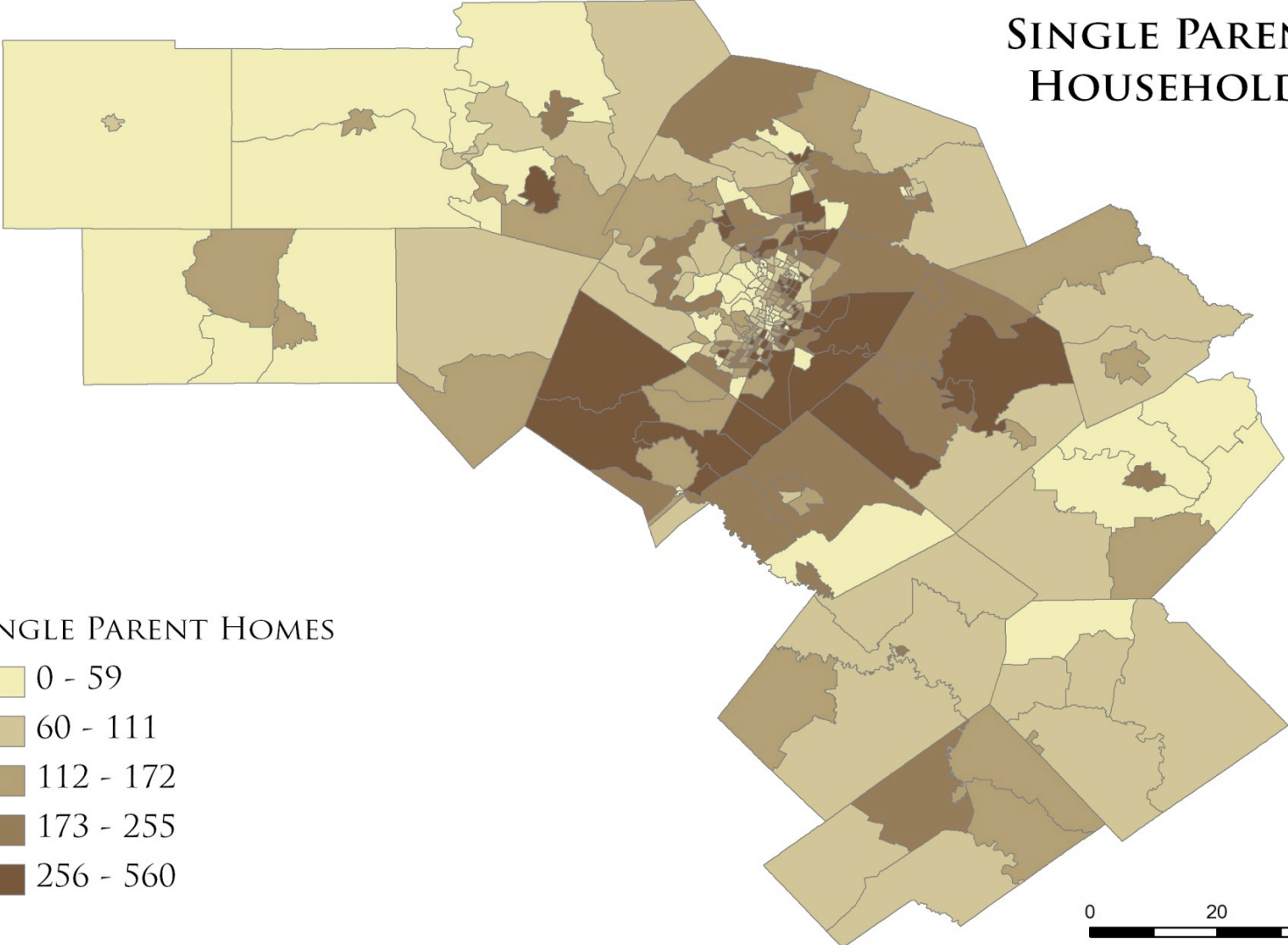
Hispanic Children
This map shows the number of Hispanic children per census tract for the year 2000.



D-5

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SINGLE PARENT HOUSEHOLDS



- SINGLE PARENT HOMES
- 0 - 59
 - 60 - 111
 - 112 - 172
 - 173 - 255
 - 256 - 560

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BOY SCOUTS
MARKETING ANALYSIS

Single Parent Households
This map shows the number single parent households per census tract
for the year 2000.

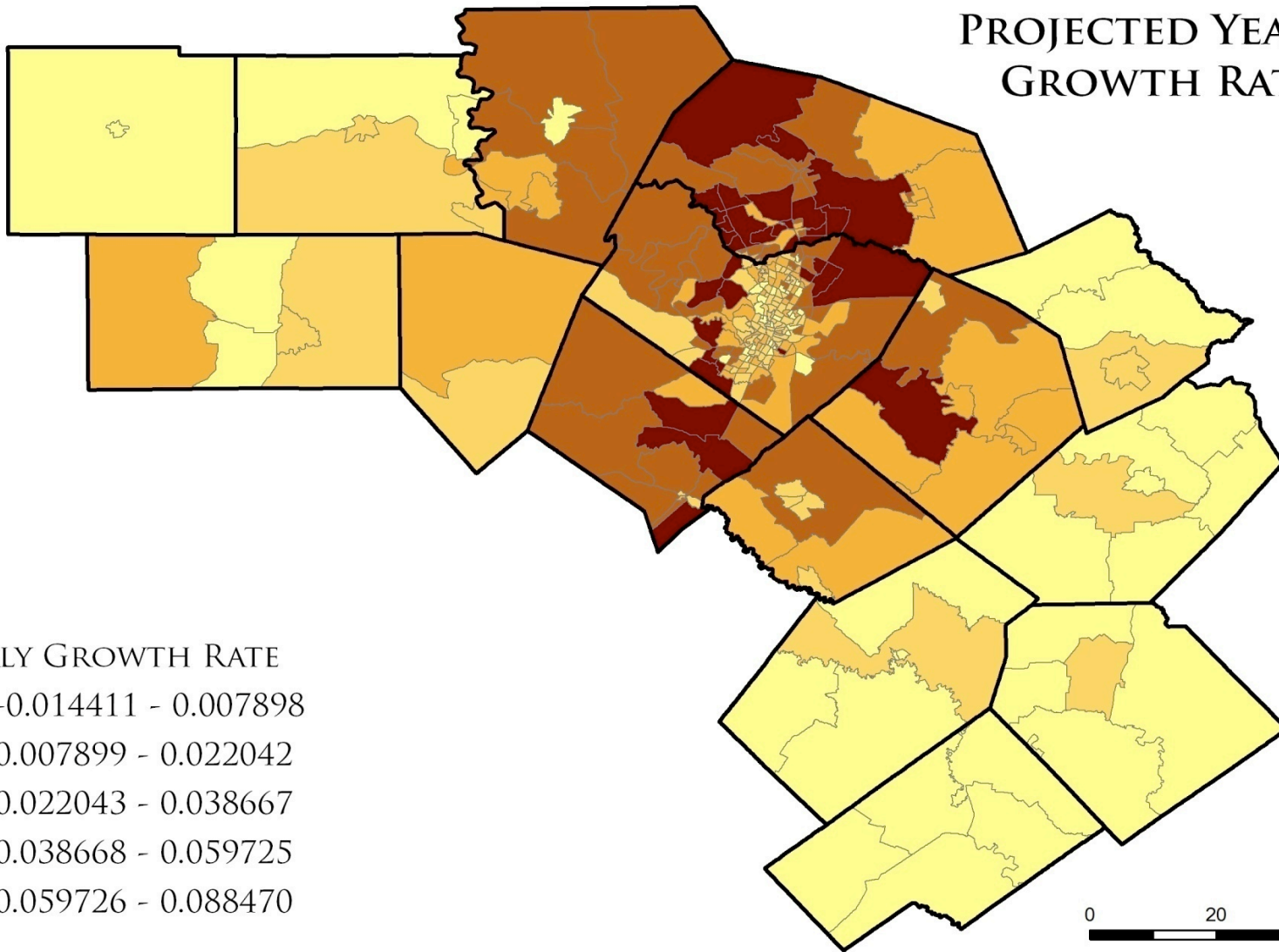
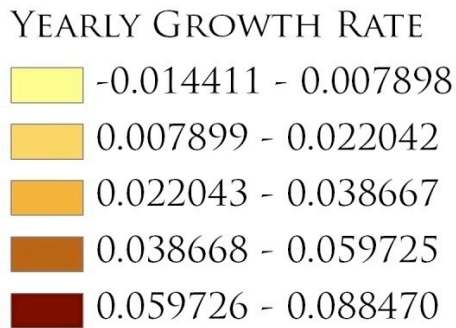


D-6

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Total Population Projections

PROJECTED YEARLY GROWTH RATE



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BOY SCOUTS
MARKETING ANALYSIS**

Yearly Growth Rate
This map shows the projected yearly growth rate for every census tract in the designated counties.



P-1

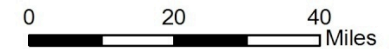
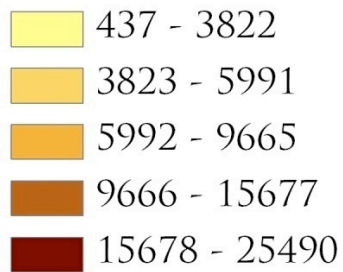
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PROJECTED POPULATION 2008

POPULATION 2008



CAPITOL AREA COUNCIL
BOY SCOUTS
MARKETING ANALYSIS

Projection: This map shows the projected population for the year 2008.



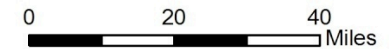
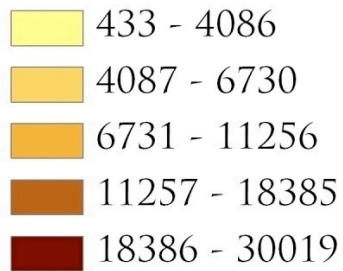
P-2

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PROJECTED POPULATION 2011

POPULATION 2011



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Projection: This map shows the projected population for the year 2011.



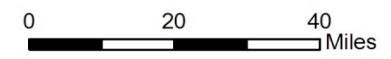
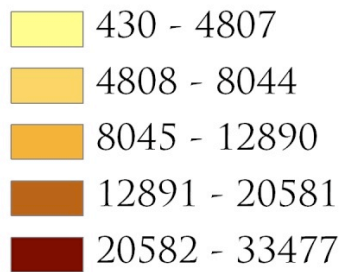
P-3

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PROJECTED POPULATION 2013

POPULATION 2013



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BOY SCOUTS
MARKETING ANALYSIS

Projection: This map shows the projected population for the year 2013.



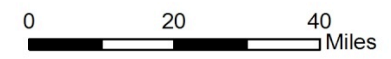
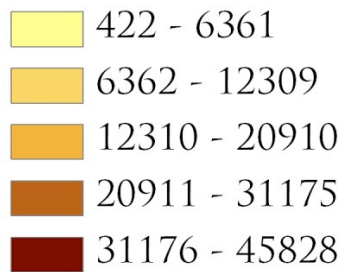
P-4

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PROJECTED POPULATION 2018

POPULATION 2018



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BOY SCOUTS
MARKETING ANALYSIS

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



P-5

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HCGS Ranking System

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

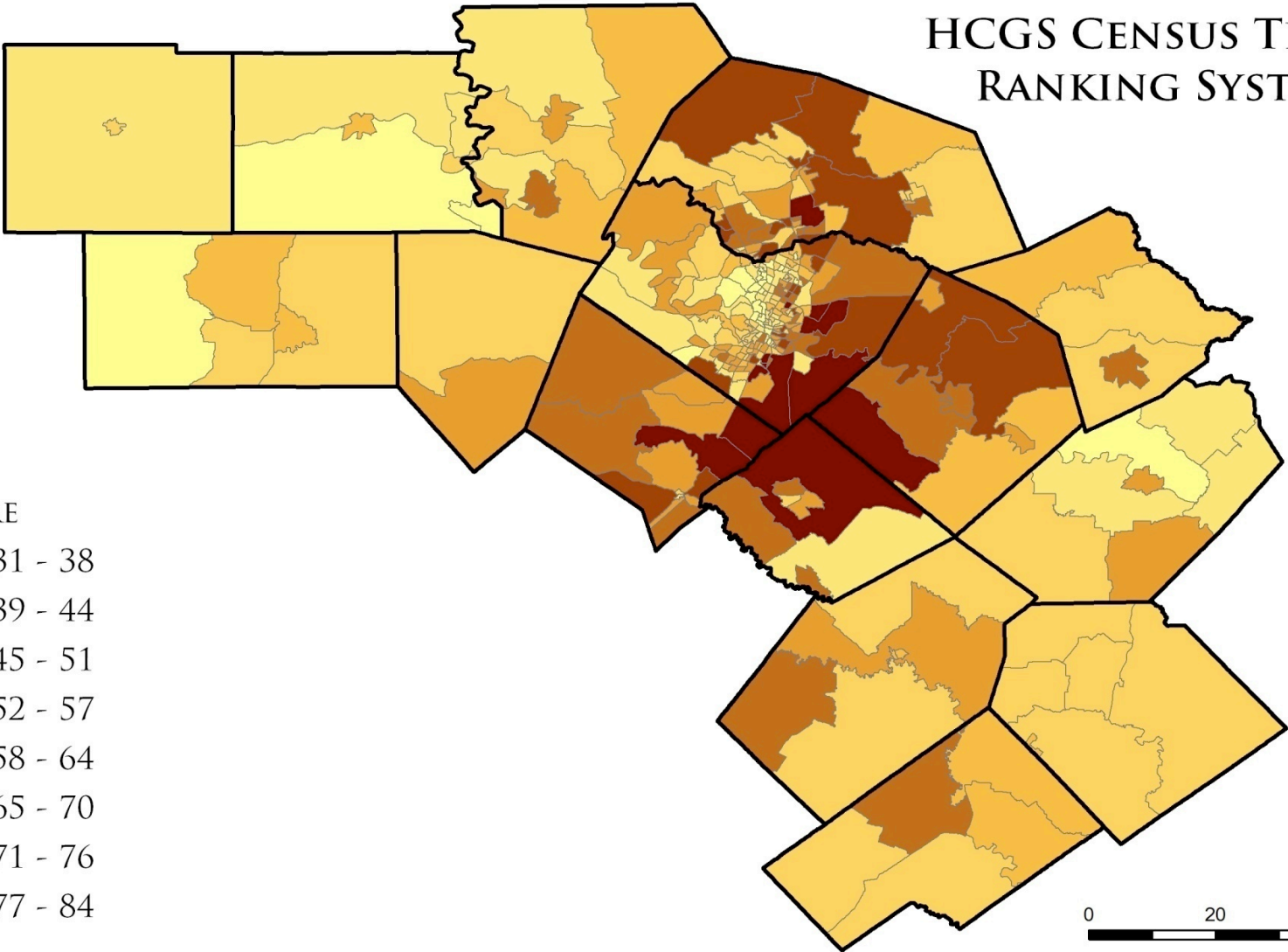
126-213=4*2= 4

214-489=5*2= 2

HCGS CENSUS TRACT RANKING SYSTEM

SCORE

- 31 - 38
- 39 - 44
- 45 - 51
- 52 - 57
- 58 - 64
- 65 - 70
- 71 - 76
- 77 - 84



0 20 40 Miles

**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 higher the score, the better the area will be for marketing purposes

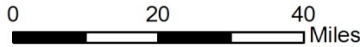
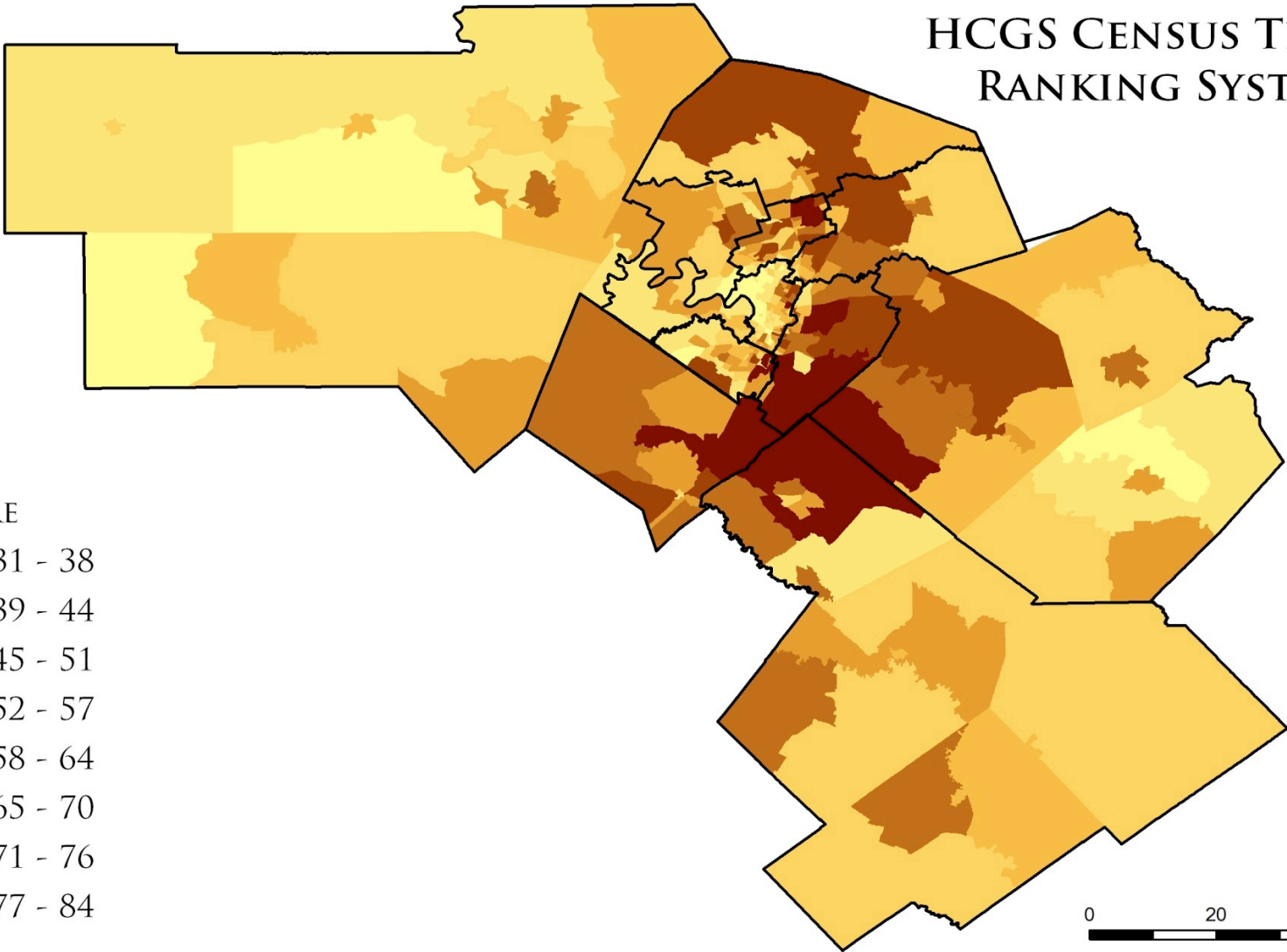
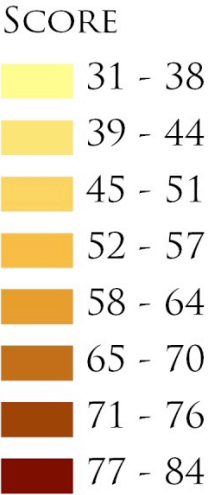


R-1



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HCGS CENSUS TRACT RANKING SYSTEM



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 overlaid for illustrative purposes.

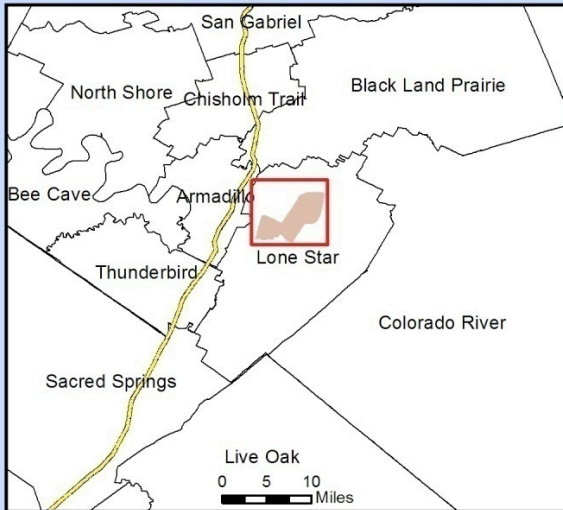


R-2

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Potential Marketing Areas



- CURRENT MEMBER LOCATIONS
- ★ MEETING LOCATIONS
- 🏫 SCHOOLS
- INTERSTATE 35
- STREETS
- 🏠 SINGLE FAMILY RESIDENTIAL
- 🏢 COMMERCIAL PROPERTY
- 🏡 MULTI-FAMILY RESIDENTIAL
- 📍 POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Winn, Pecan Springs, Jordan, Decker, Norman, Travis County Jail, Austin Discovery), Score: 84/100, Total Children 5-11: 724, Hispanic Children 5-11: 405, Single Parent Homes: 312, Median Income: \$37,111, Yearly Growth Rate: 2.8%, Cub Members: 19, Area Subdivision: Walnut Creek, Walter E. Long

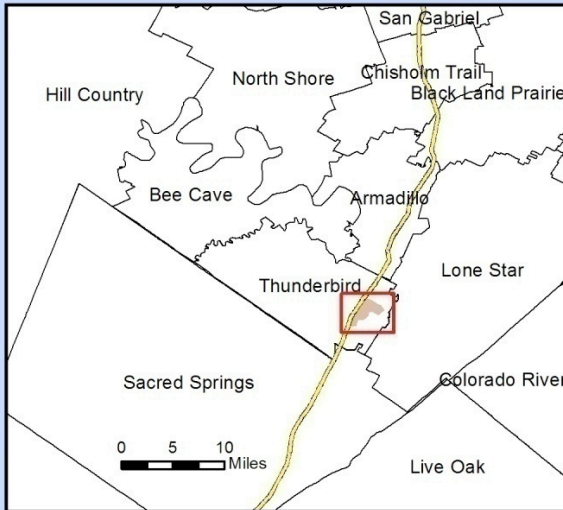


L-1

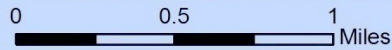
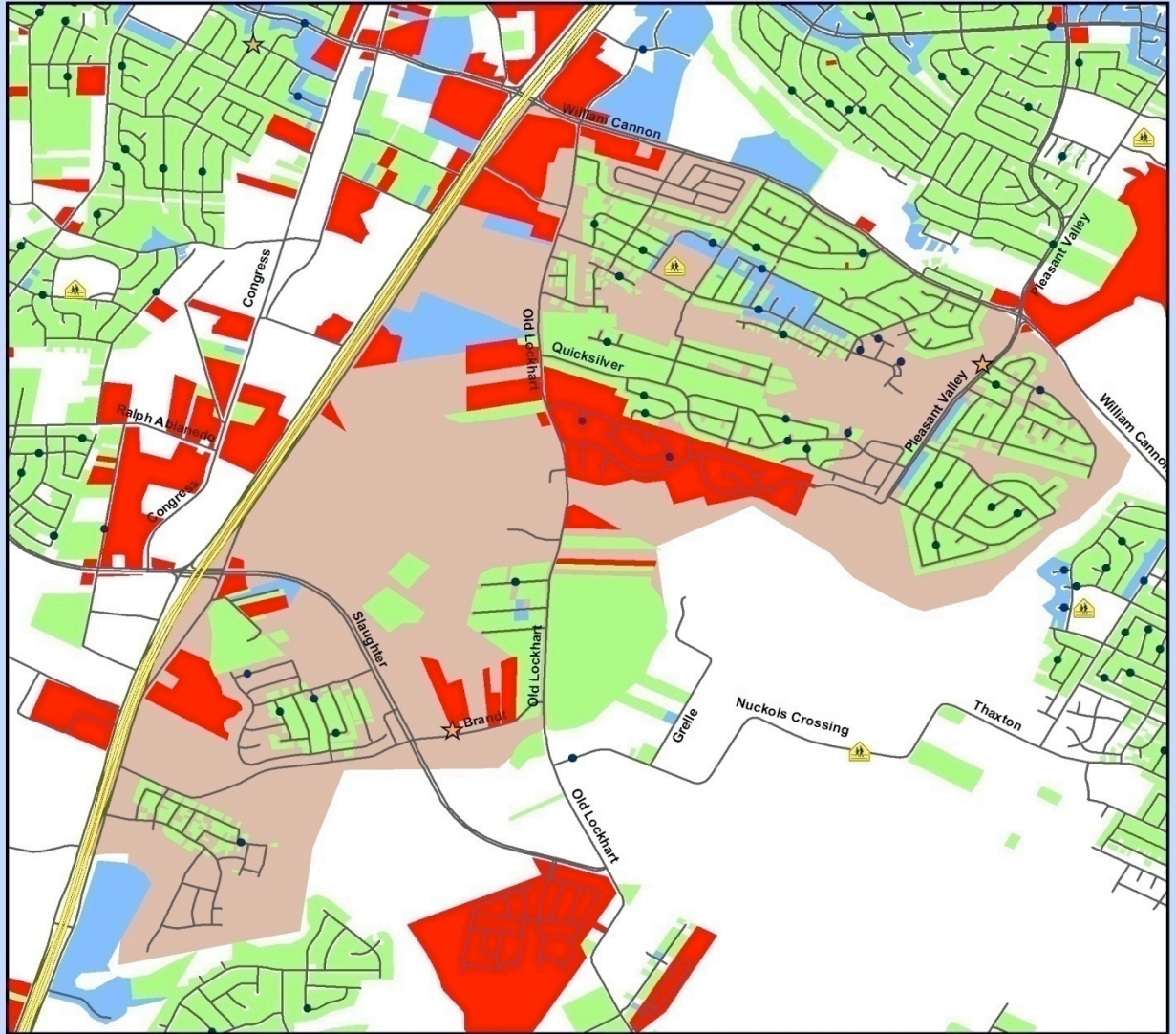


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- CURRENT MEMBER LOCATIONS
- ★ MEETING LOCATIONS
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- INTERSTATE 35
- STREETS
- 🟩 SINGLE FAMILY RESIDENTIAL
- 🔴 COMMERCIAL PROPERTY
- 🟦 MULTI-FAMILY RESIDENTIAL
- 🟫 POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Williams, TNC Campus, Pleasant Hill, Langford, Blazier, Palm, and Widen), Score: 83/100, Total Children 5-11: 950, Hispanic Children 5-11: 697, Single Parent Homes: 451, Median Income: \$42,115, Yearly Growth Rate: 3.8%, Cub Members: 55, Area Subdivision: Onion Creek

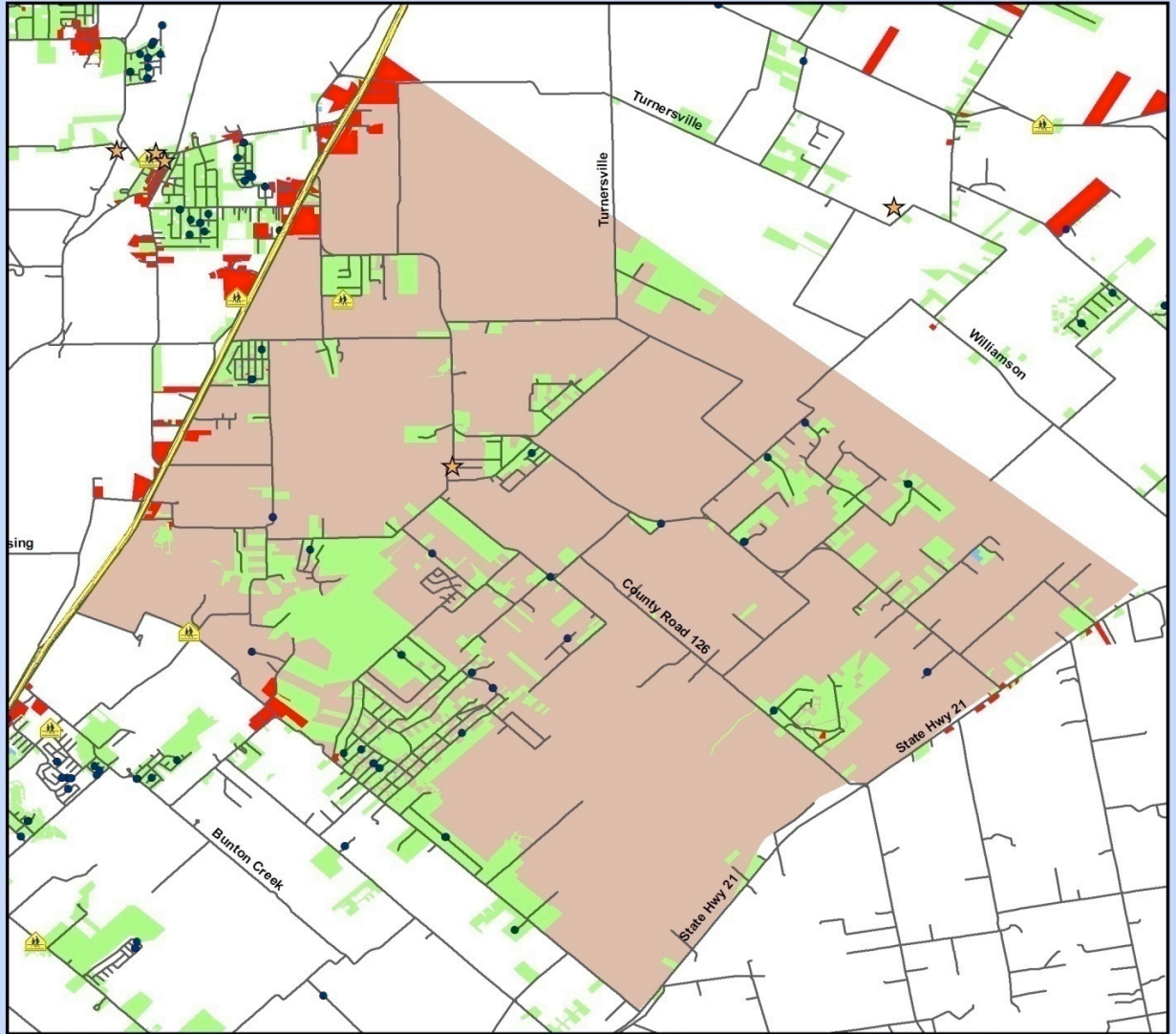
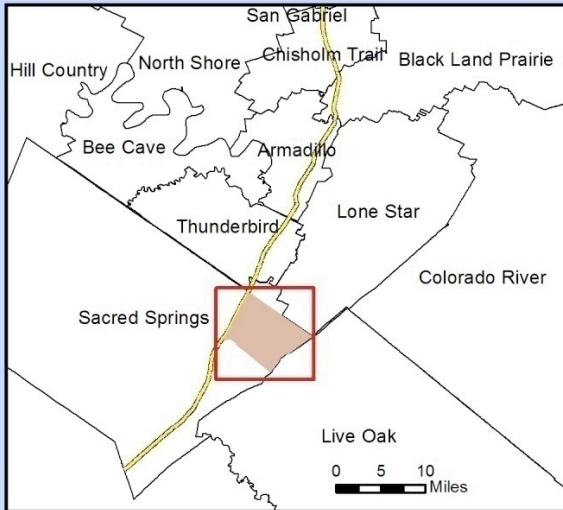


L-2

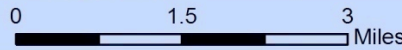
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- CURRENT MEMBER LOCATIONS
- ★ MEETING LOCATIONS
- 🏠 SCHOOLS
- INTERSTATE 35
- STREETS
- 🟢 SINGLE FAMILY RESIDENTIAL
- 🔴 COMMERCIAL PROPERTY
- 🟡 MULTI-FAMILY RESIDENTIAL
- 🟠 POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Elm, Buda, Green, Olympic Hill, Negley, Science Hall, Susie Fuentes, Kyle, Rosalio Tobias International, Hemphill), Score: 83/100, Total Children 5-11: 923, Hispanic Children 5-11: 603, Single Parent Homes: 293, Median Income: \$45,042, Yearly Growth Rate: 5.9%, Cub Members: 54, Area Subdivision: Goforth

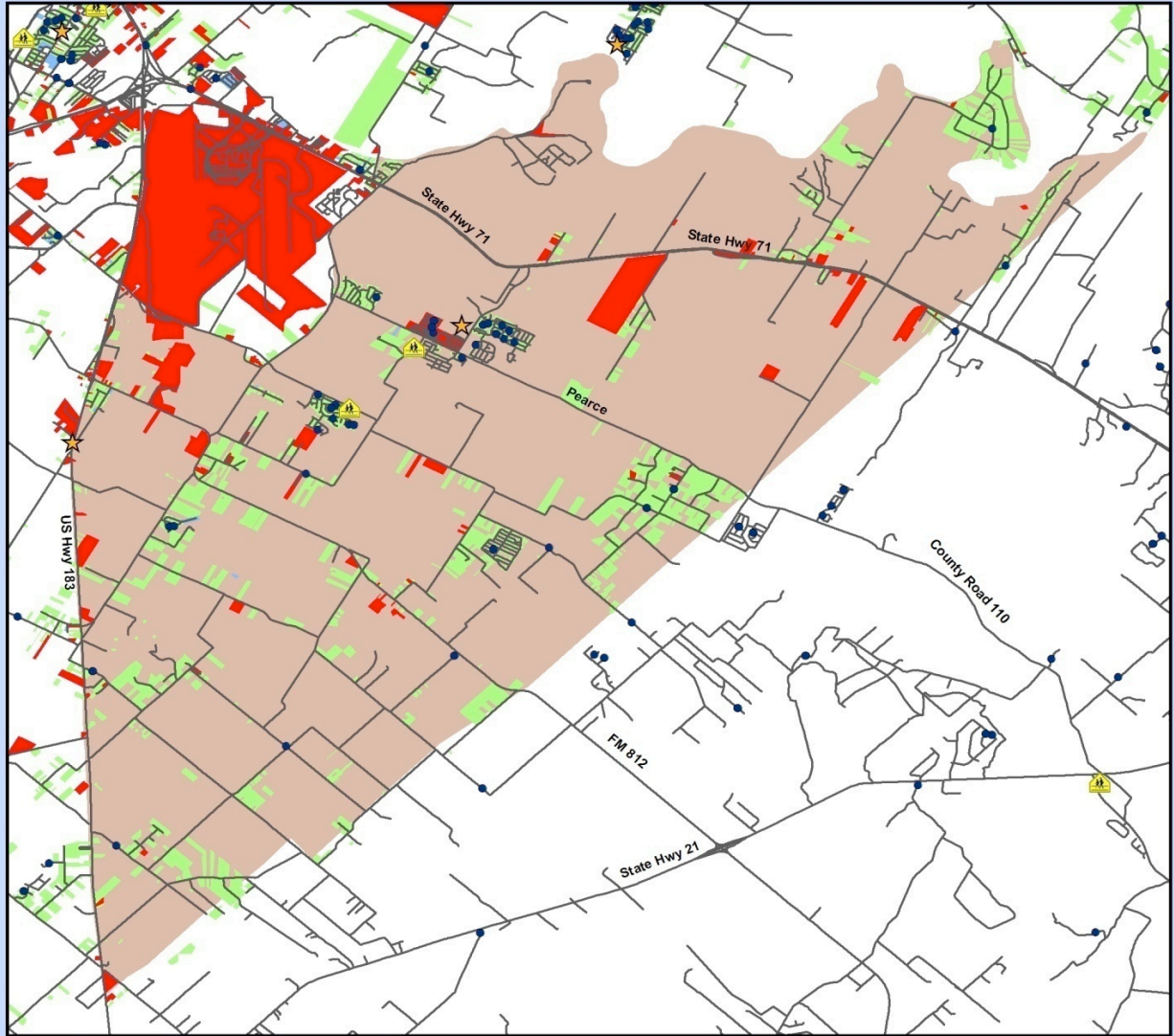
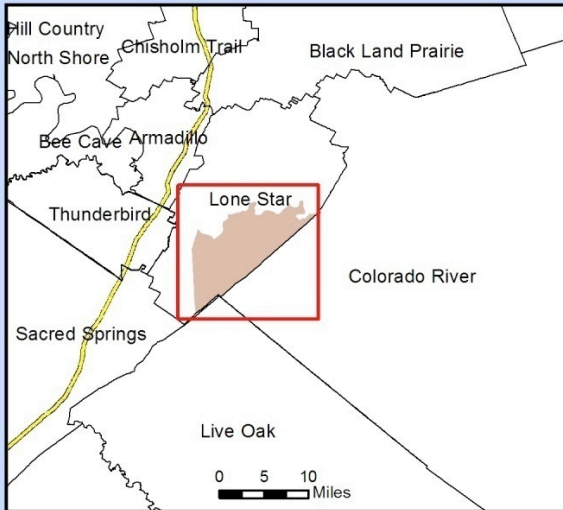


L-3

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- CURRENT MEMBER LOCATIONS
- 🏫 SCHOOLS
- ★ MEETING LOCATIONS
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- 🟦 MULTI-FAMILY RESIDENTIAL
- 🟫 POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

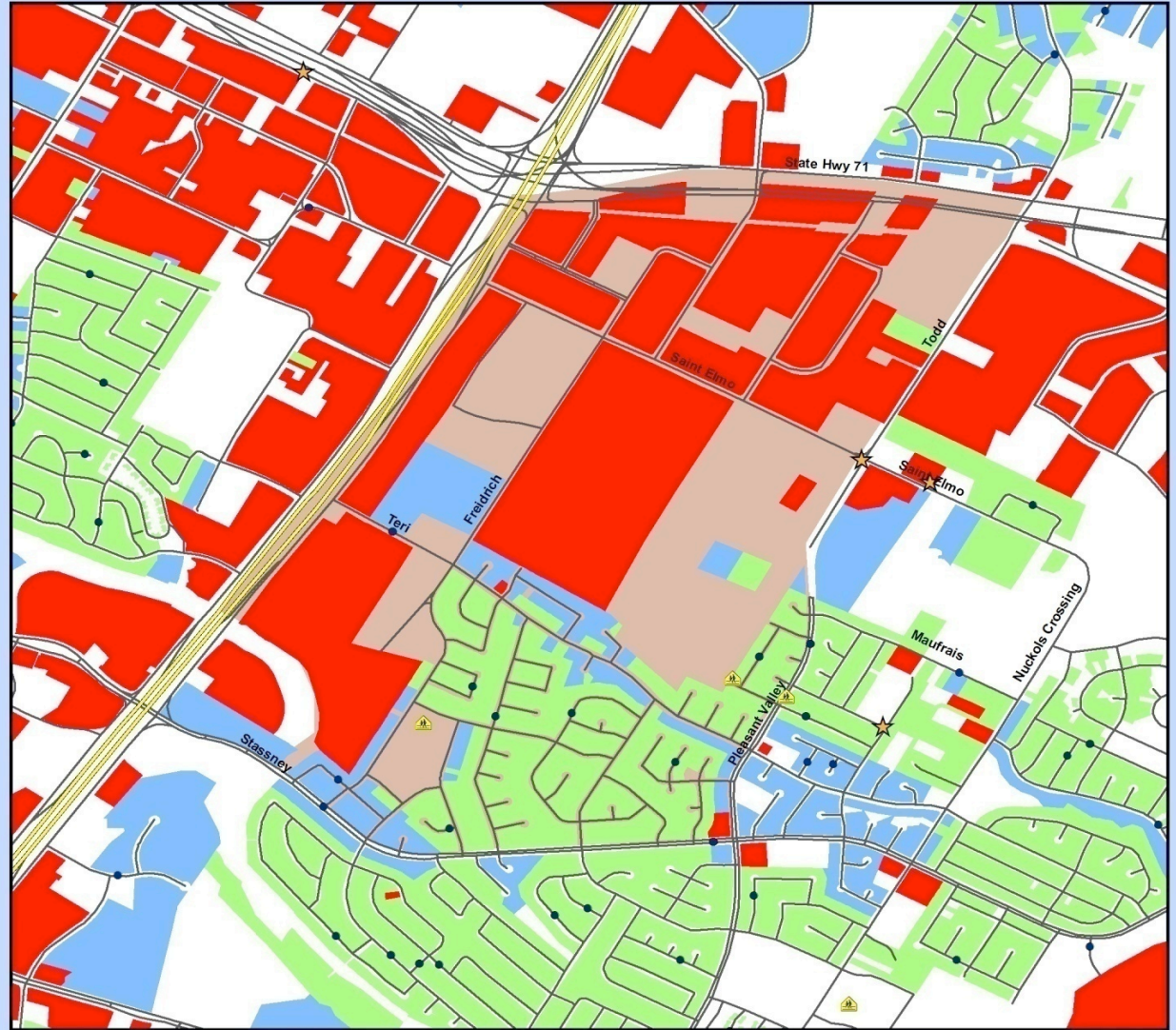
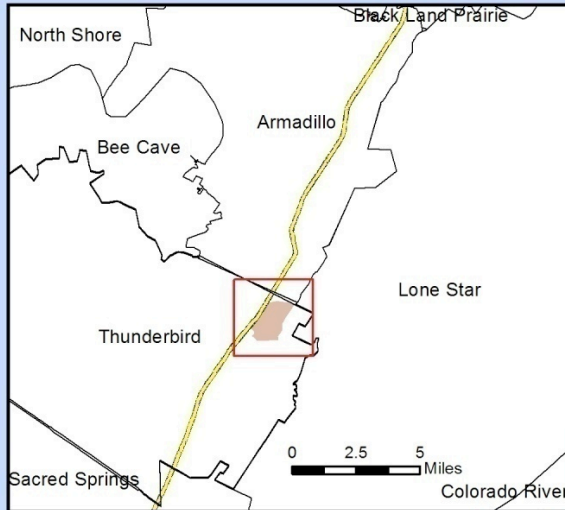
Area Schools: (Smith, Hillcrest, Popham, Del Valle, and Creedmoor), Score: 83/100, Total Children 5-11: 865, Hispanic Children 5-11: 502, Single Parent Homes: 324, Median Income: \$42392, Yearly Growth Rate: 3.9%, Cub Members: 45, Area Subdivision: Elroy, Pearce Road, Garfield



L-4

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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Houston, Hermelinda Rodriguez, Perez, Widen), Score: 82/100, Total Children 5-11: 609, Hispanic Children 5-11: 483, Single Parent Homes: 260, Median Income: \$37,314, Yearly Growth Rate: 0.85%, Cub Members: 13

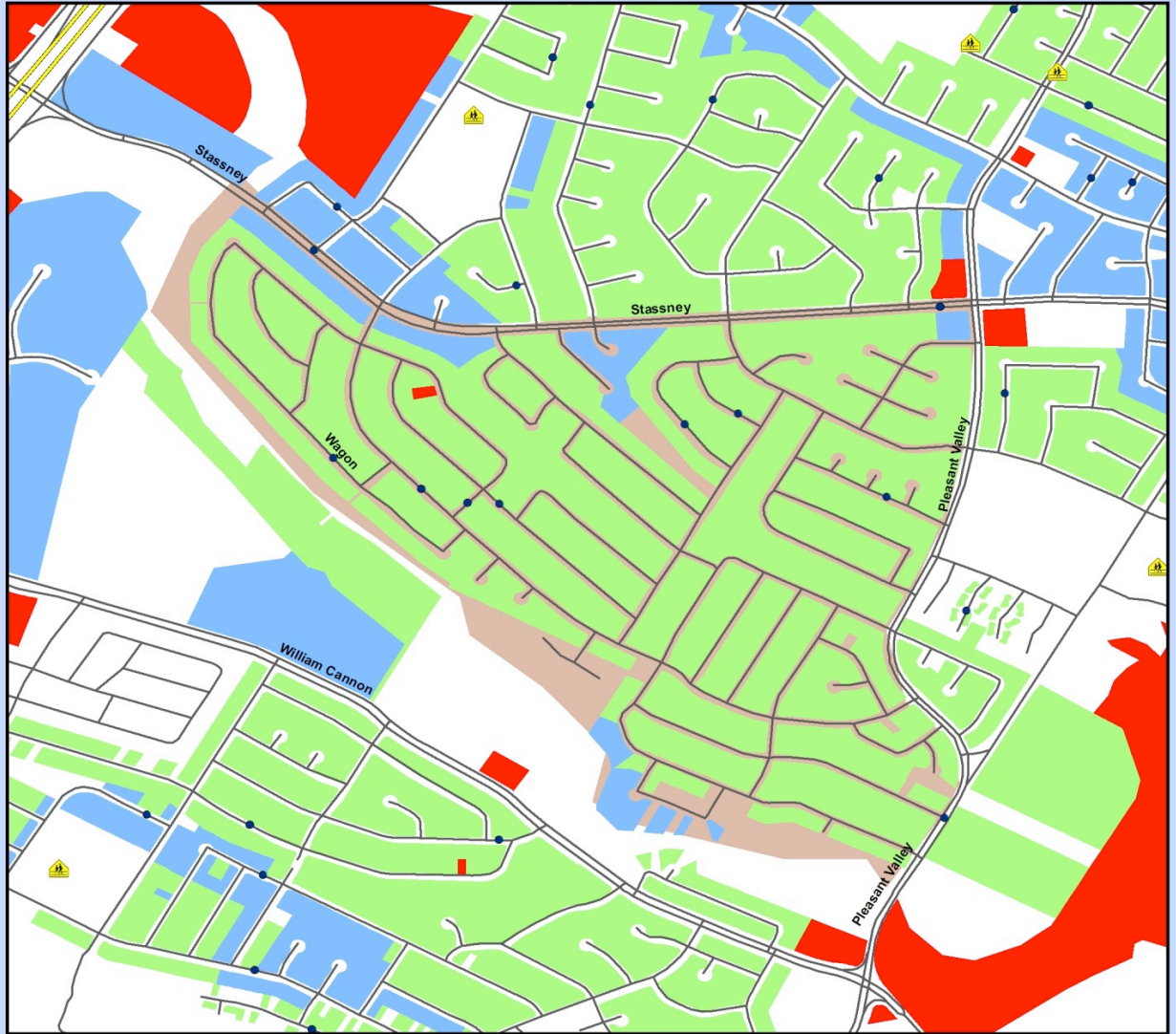
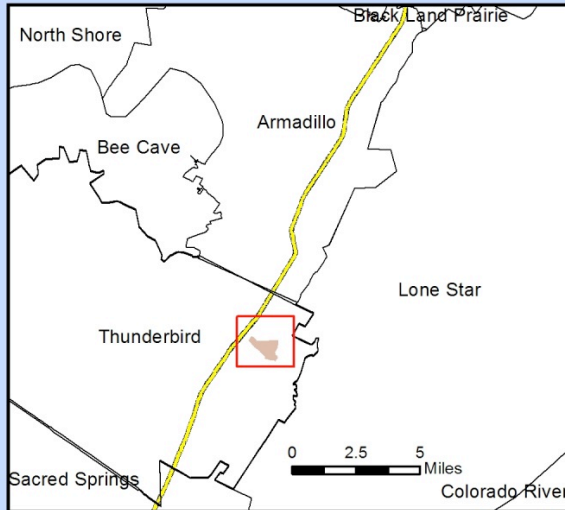


L-5

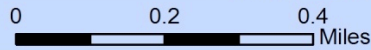
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- CURRENT MEMBER LOCATIONS
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- COMMERCIAL PROPERTY
- MULTI-FAMILY RESIDENTIAL
- POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Houston, Hermelinda Rodriguez, Perez, Widen), Score: 80/100, Total Children 5-11: 699, Hispanic Children 5-11: 562, Single Parent Homes: 231, Median Income: \$40,464, Yearly Growth Rate: 1.8%, Cub Members: 20

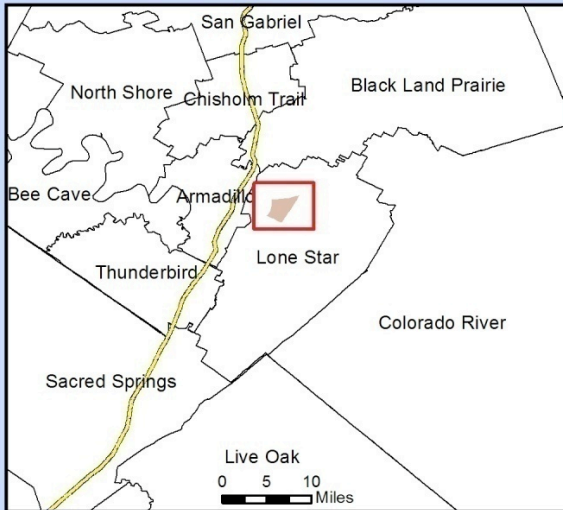


L-6

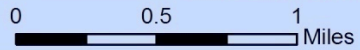
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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

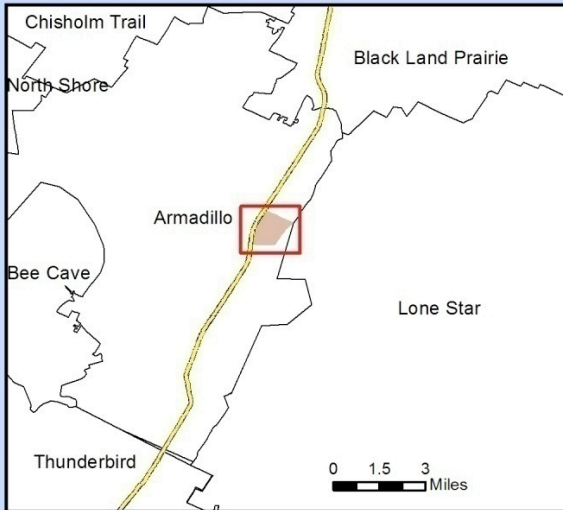
Area Schools: (Jordan, Decker, Winn, Pecan Springs), Score: 80/100, Total Children 5-11: 558, Hispanic Children 5-11: 224, Single Parent Homes: 342, Median Income: \$32,139, Yearly Growth Rate: 4.7%, Cub Members: 93



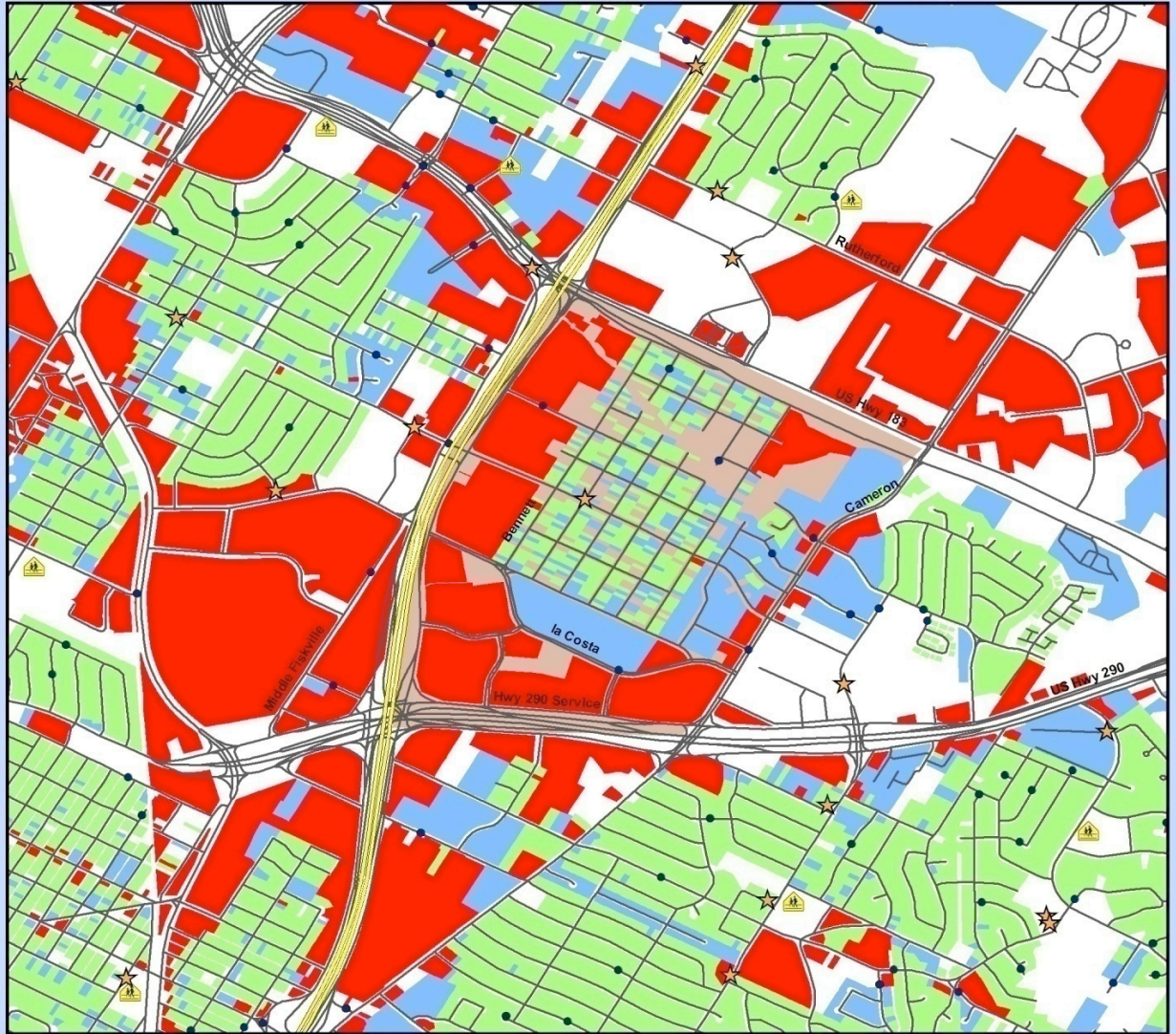
L-7

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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

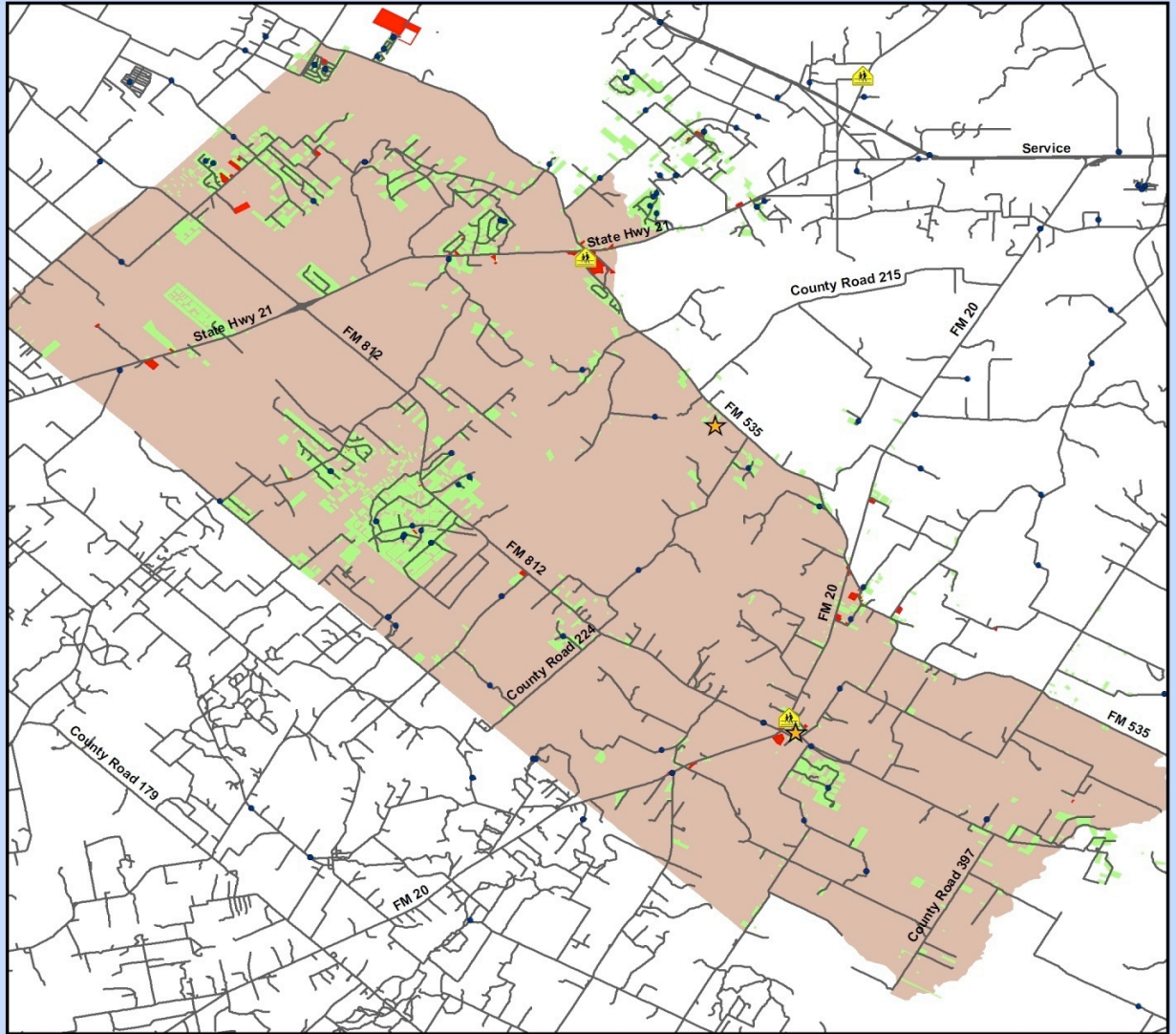
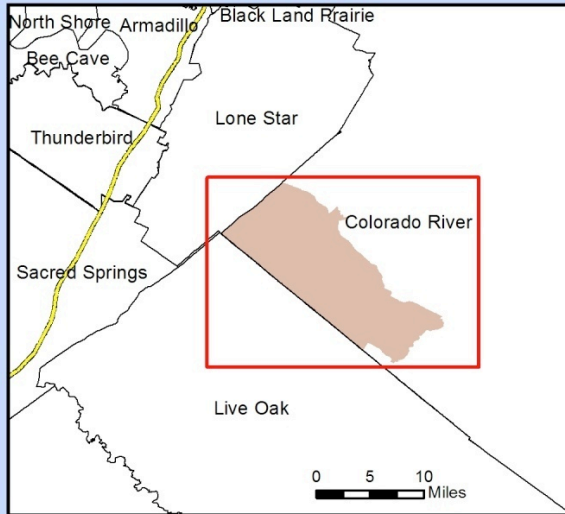
Area Schools: (Bernice Hart, Brown, NYOS Charter, Harris, Andrews, Ridgeton), Score: 80/100, Total Children 5-11: 518, Hispanic Children 5-11: 430, Single Parent Homes: 236, Median Income: \$25,174, Yearly Growth Rate: 1.45%, Cub Members: 8



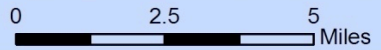
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- CURRENT MEMBER LOCATIONS
- ★ MEETING LOCATIONS
- 🏠 SCHOOLS
- INTERSTATE 35
- STREETS
- SINGLE FAMILY RESIDENTIAL
- COMMERCIAL PROPERTY
- MULTI-FAMILY RESIDENTIAL
- POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

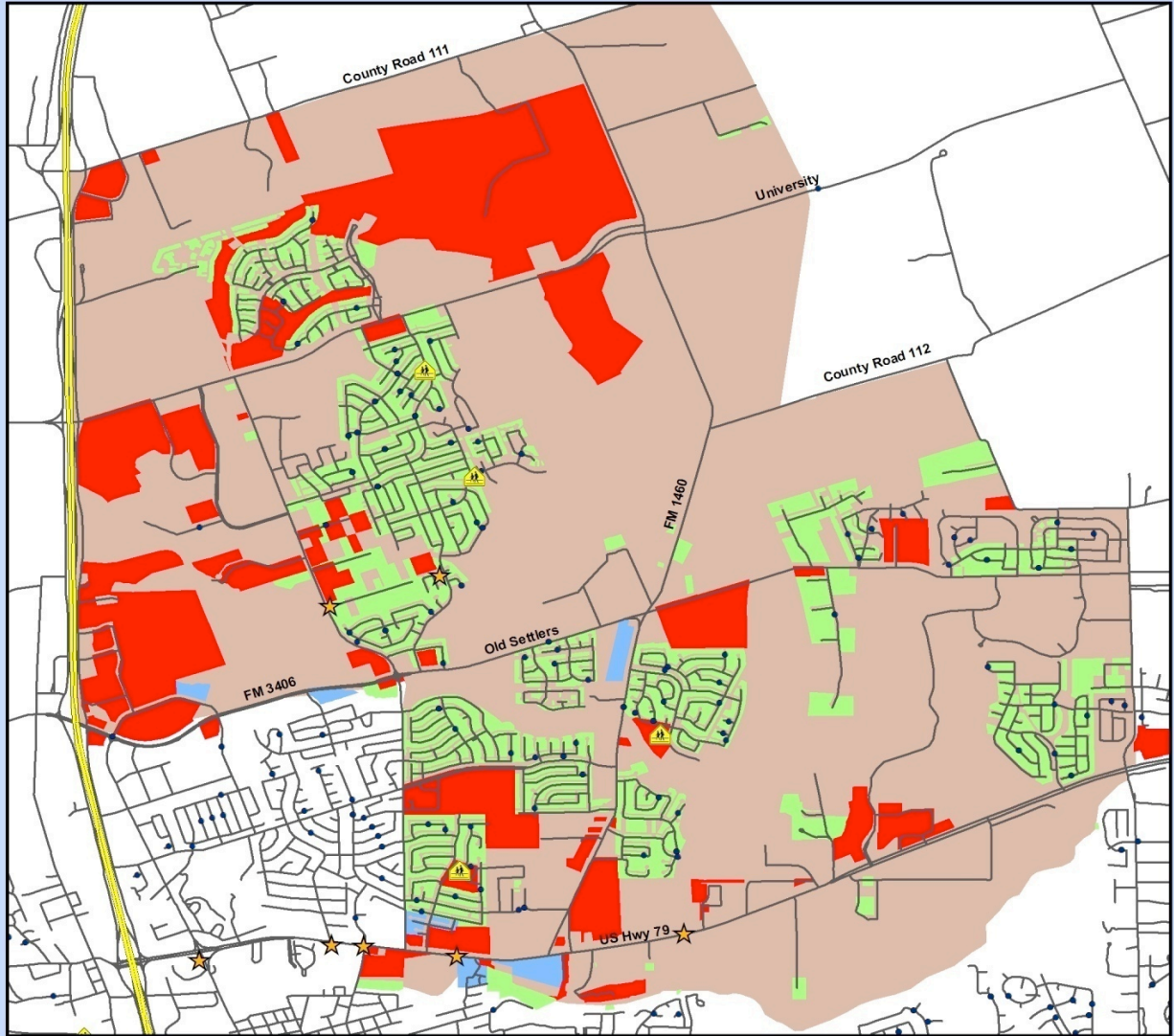
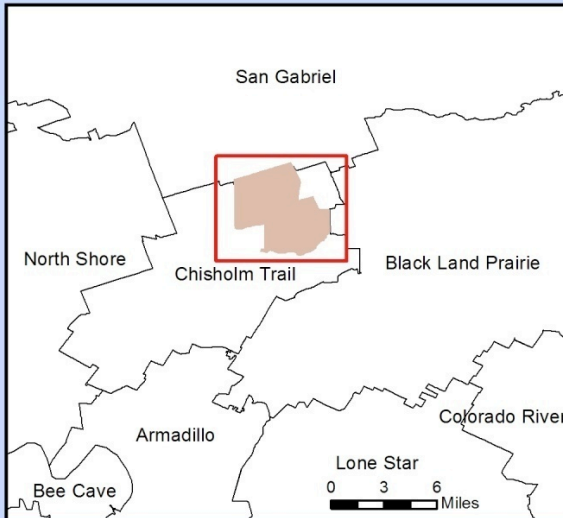
Area Schools: (Red Rock, Cedar Creek, Blue Bonnet, Emile, MNA), Score: 79/100, Total Children 5-11: 969, Hispanic Children 5-11: 500, Single Parent Homes: 277, Median Income: \$46,063, Yearly Growth Rate: 3.3%, Cub Members: 110



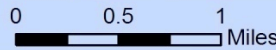
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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Caldwell Heights, Union Hill, Double File Trail, VIC Roberts),
Score: 79/100, Total Children 5-11: 902, Hispanic Children 5-11: 243, Single
Parent Homes: 306, Median Income: \$61,135, Yearly Growth Rate: 8.5%,
Cub Members: 193

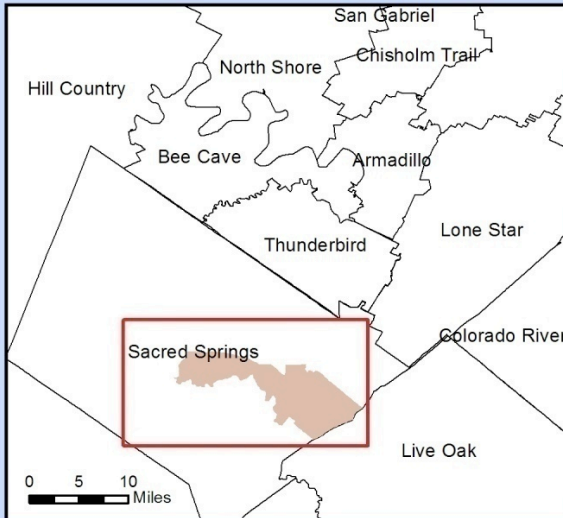


L-10

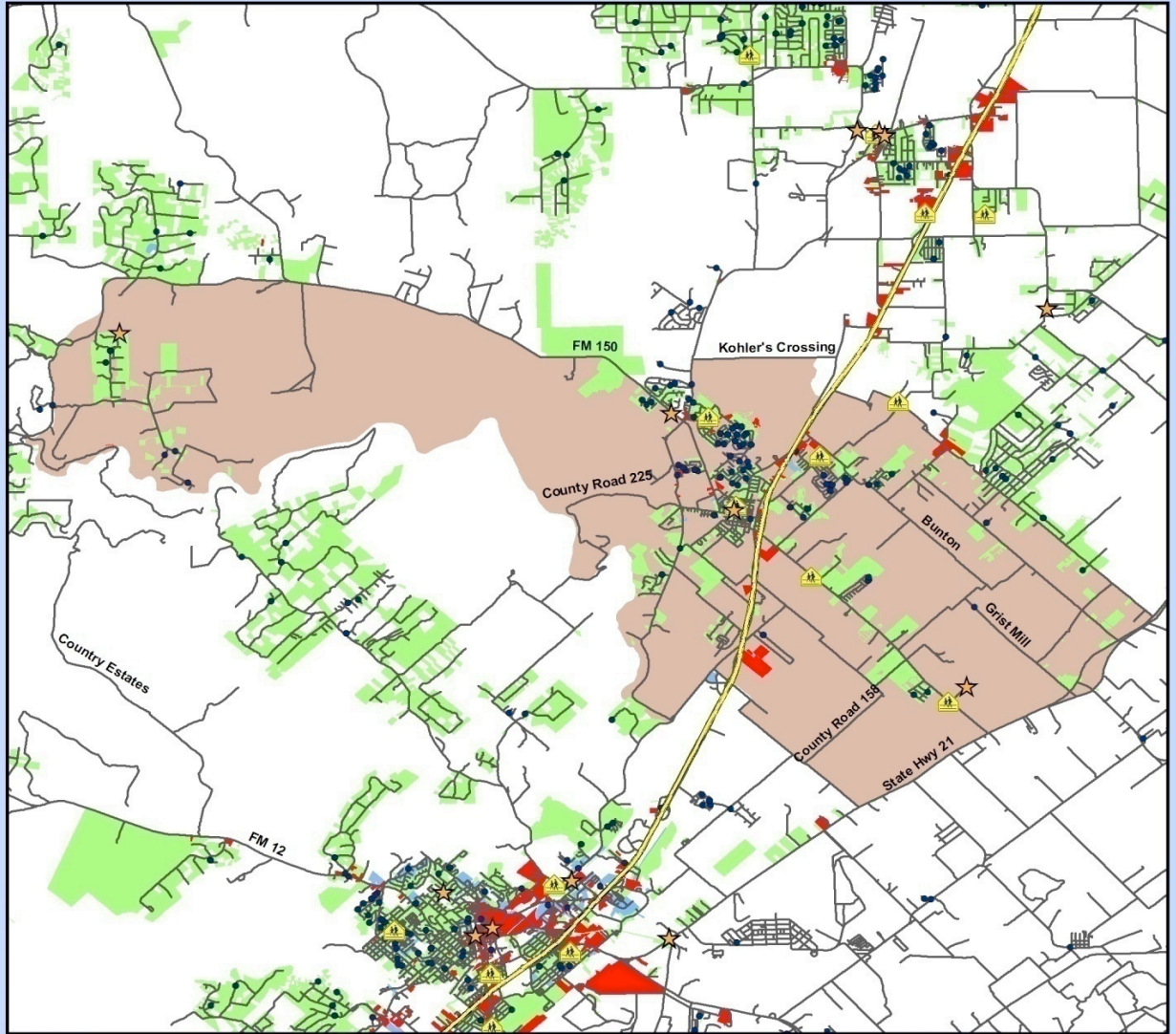
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- 📍 POTENTIAL MARKETING



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Negley, Kyle, Susie Fuentes, Hemphill, Rosalio Tobias International, Science Hall), Score: 78/100, Total Children 5-11: 767, Hispanic Children 5-11: 475, Single Parent Homes: 271, Median Income: \$49,977, Yearly Growth Rate: 7.5%, Cub Members: 168

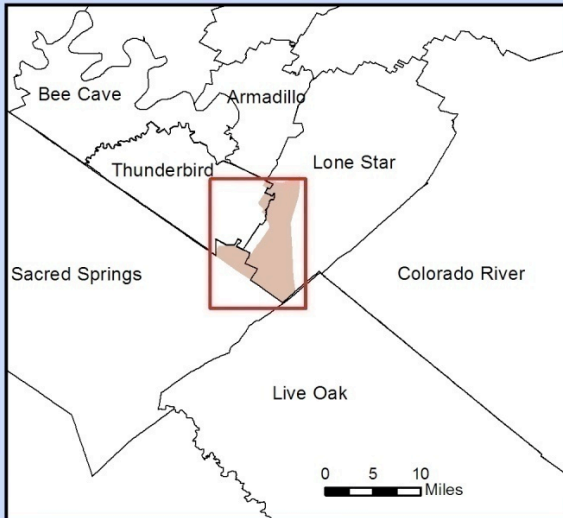


L-11

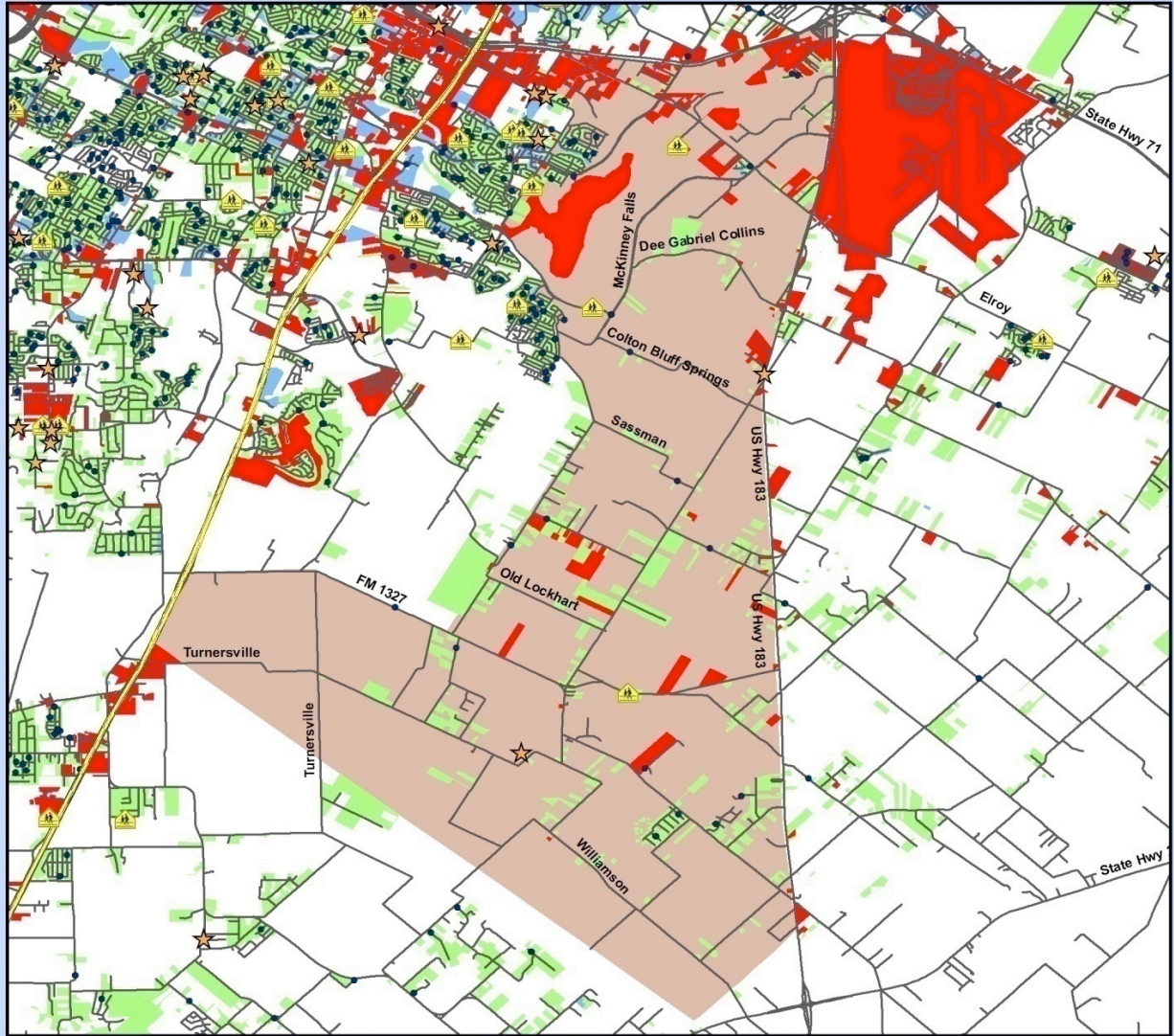
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- 🟫 POTENTIAL MARKETING AREA



POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Creedmoore, Palm, Blazier, Smith, Widen, Hillcrest, Perez),
 Score: 78/100, Total Children 5-11: 760, Hispanic Children 5-11: 526, Single
 Parent Homes: 300, Median Income: \$41,369, Yearly Growth Rate: 3.7%,
 Cub Members: 44

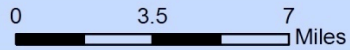
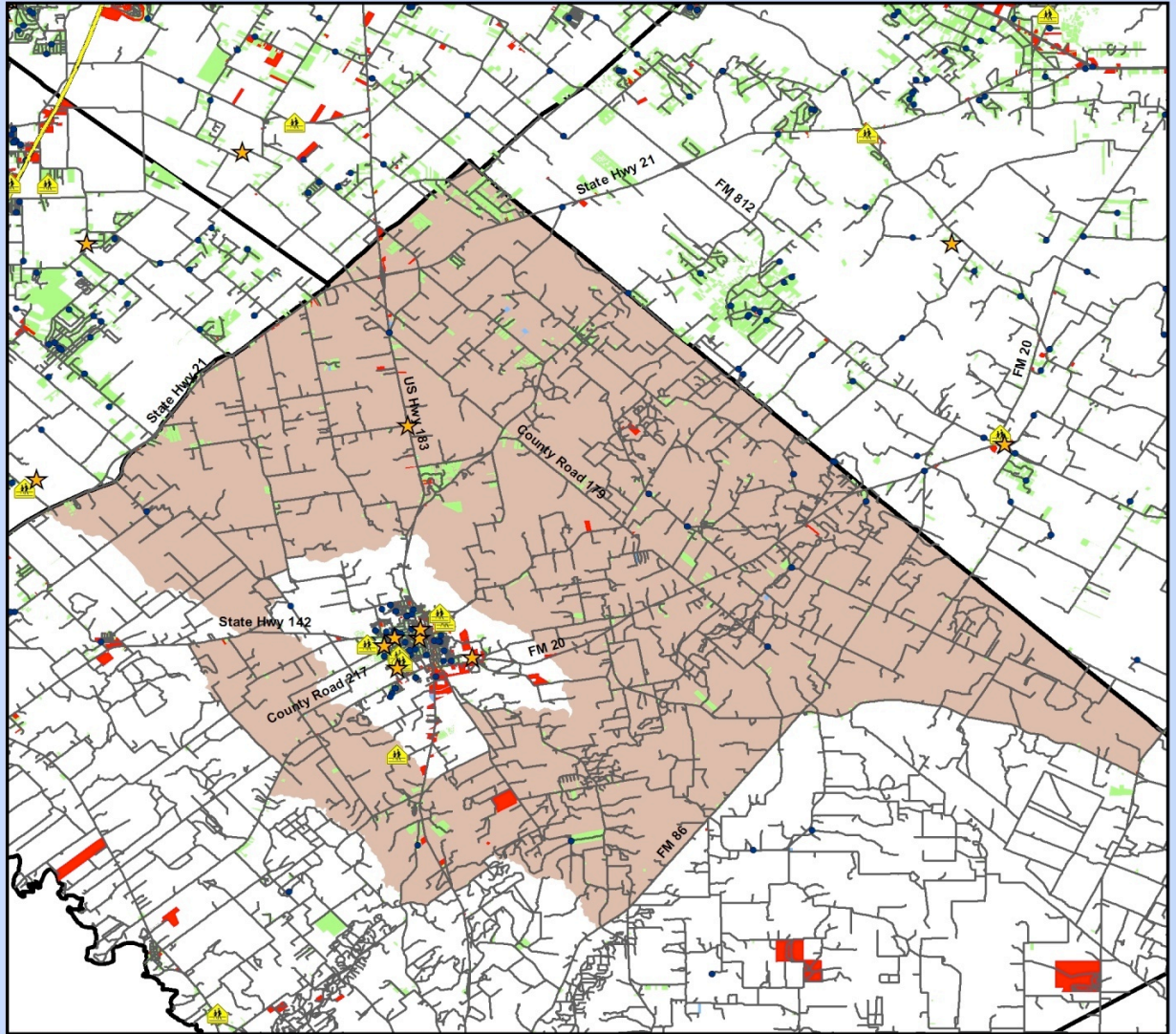
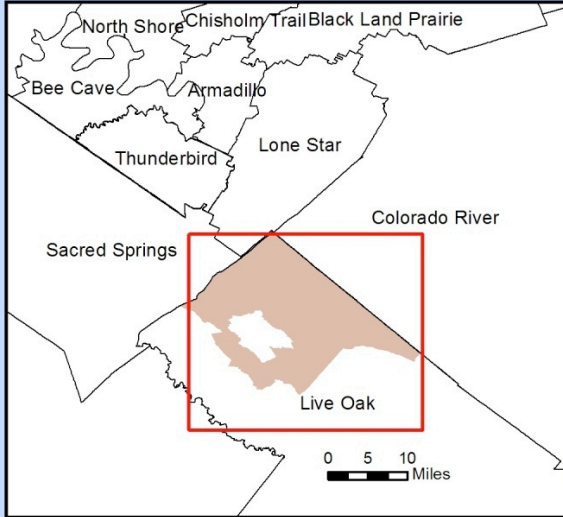


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CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Pegasus, Bluebonnet, Navarro, Clear Fork, Carver, Plum Creek), Score: 78/100, Total Children 5-11: 658, Hispanic Children 5-11: 241, Single Parent Homes: 209, Median Income: \$43,207, Yearly Growth Rate: 5.4%, Cub Members: 28

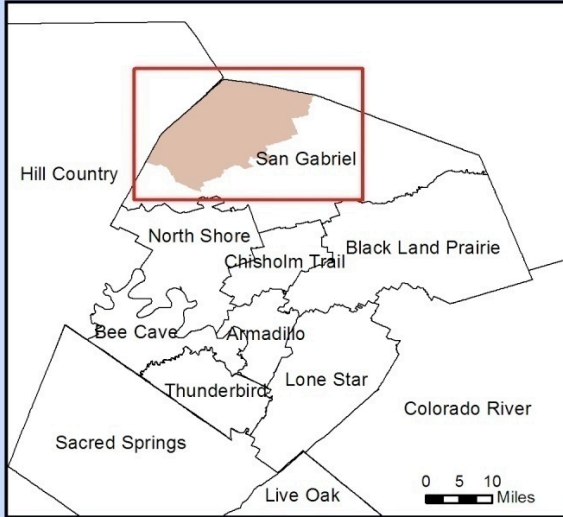


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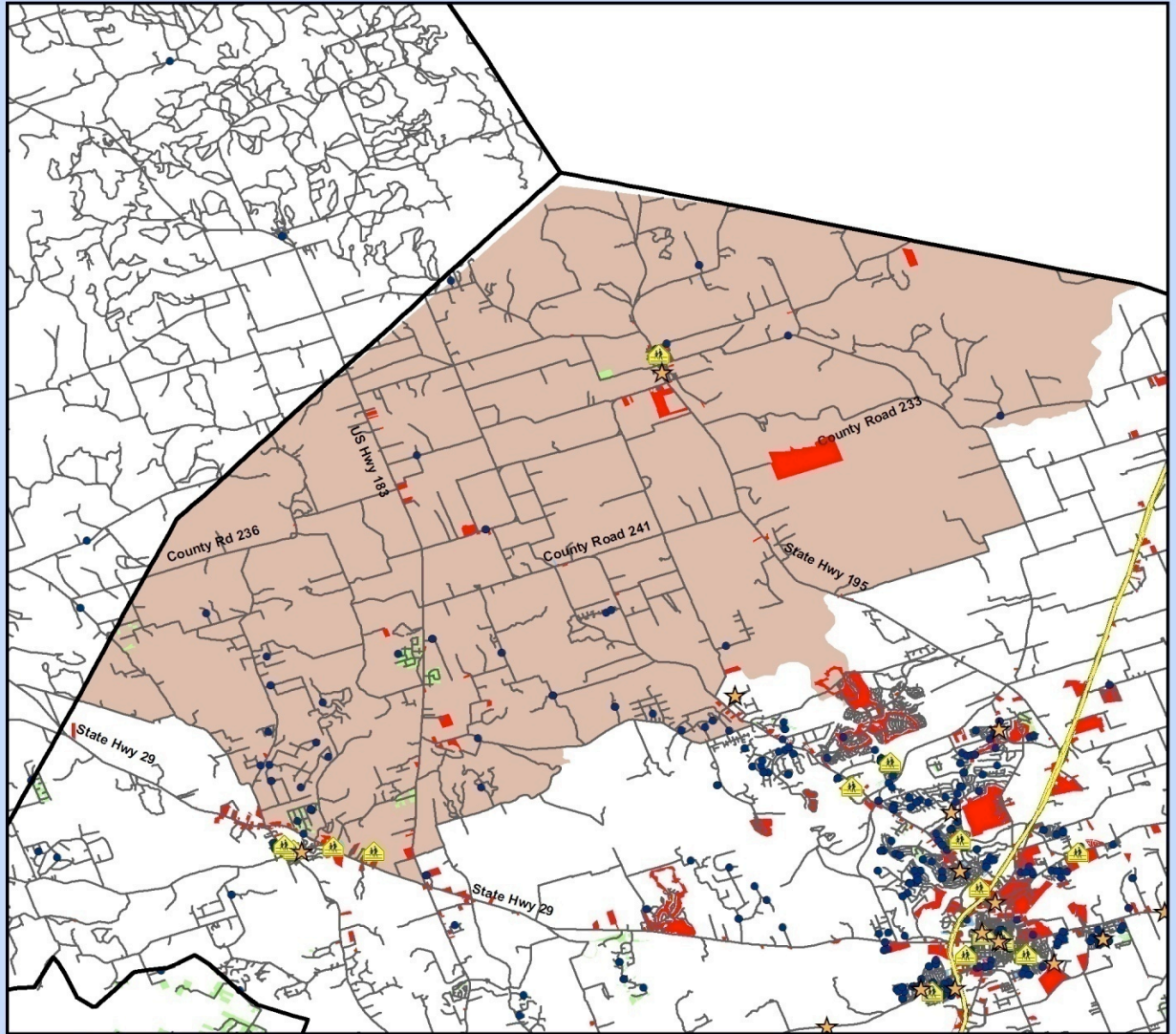
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- 🟤 POTENTIAL MARKETING AREA



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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Florence, Bertram, Liberty Hill, Bill Burden, Ridell),
 Score: 76/100, Total Children 5-11: 767, Hispanic Children 5-11: 119, Single
 Parent Homes: 175, Median Income: \$54,521, Yearly Growth Rate: 6.5%,
 Cub Members: 60

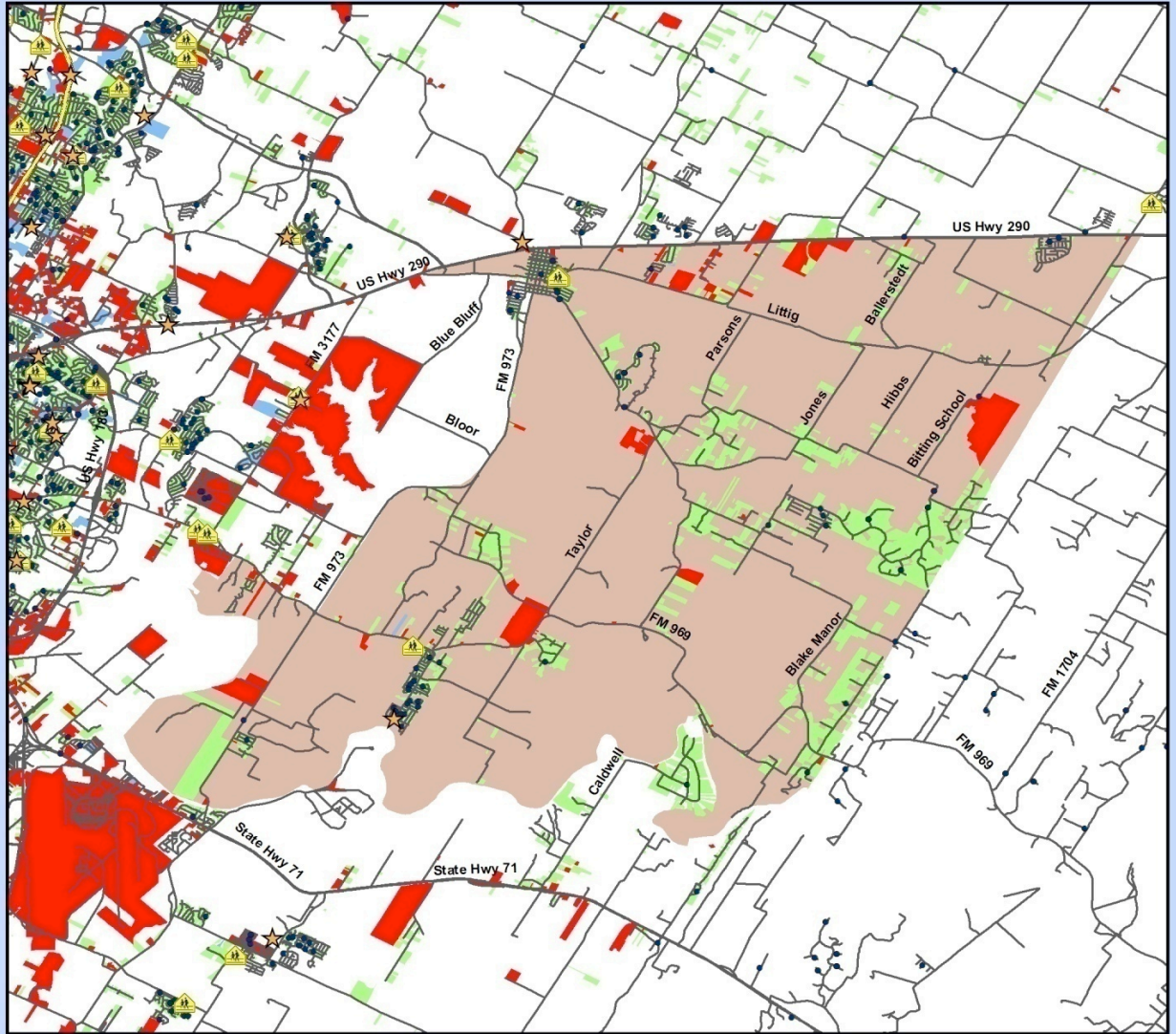
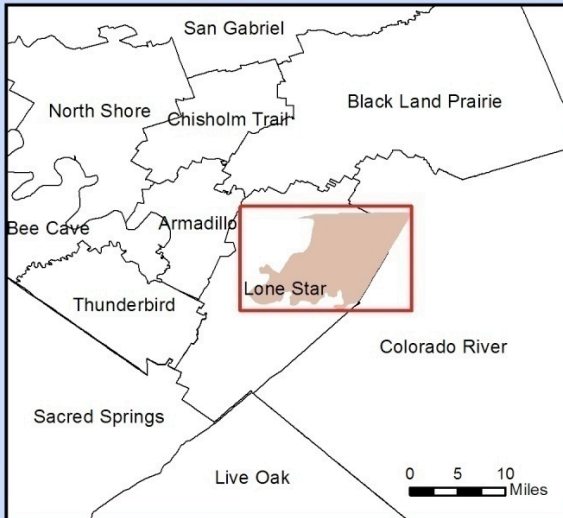


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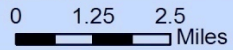
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POTENTIAL MARKETING AREA

CAPITOL AREA COUNCIL CUB SCOUT MARKETING ANALYSIS

Area Schools: (Hornsby-Dunlab, Decker, Blake, Manor, Neidig), Score: 76/100, Total Children 5-11: 743, Hispanic Children 5-11: 320, Single Parent Homes: 291, Median Income: \$46,991, Yearly Growth Rate: 4.3%, Cub Members: 77



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