

Capitol Area Council Boy Scouts Progress Report

Mark Parker: Project Manager

Charles Good: Assistant Manager

HCOGS

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Beau Barela: Lead GIS Analyst/ Web Master

Eric Brotherton: GIS Analyst

Justin Holder: GIS Analyst

Progress Report Outline

- Background
- Timeline
- Work
 - Completed
 - Current
 - Planned
- Challenges Encountered
- Wrap Up and Questions



Background

- 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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Timetable

2/18/2008

3/10/2008

3/31/2008

4/28/2008

Data Collection

Completed

**Pre-Processing Data
and Manipulation**

In Progress

**Data Integration & Final
Deliverables**

Planned

Website Development

Planned

Completed Work

- Data Collection
- Geocoded Member and Meeting Locations
- Pre-Processing Data and Manipulation
- Basic Map Layers

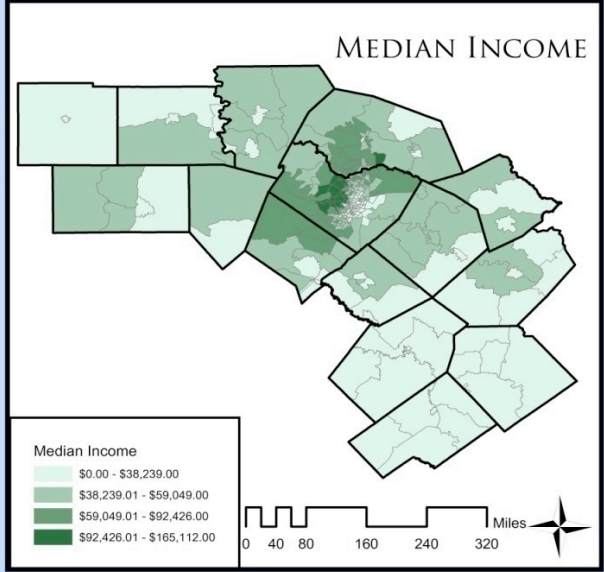
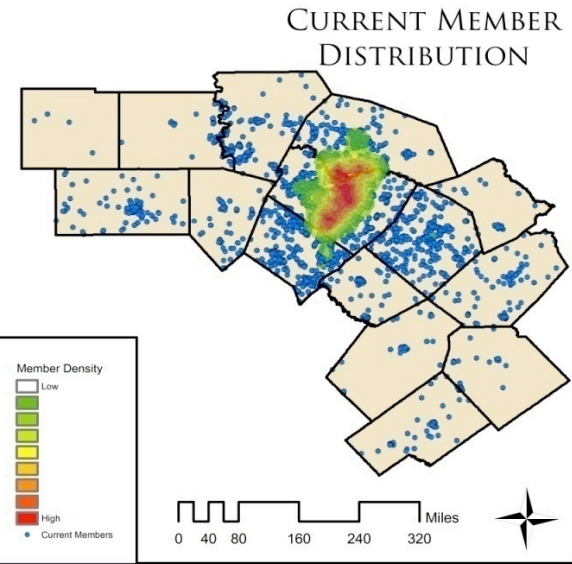
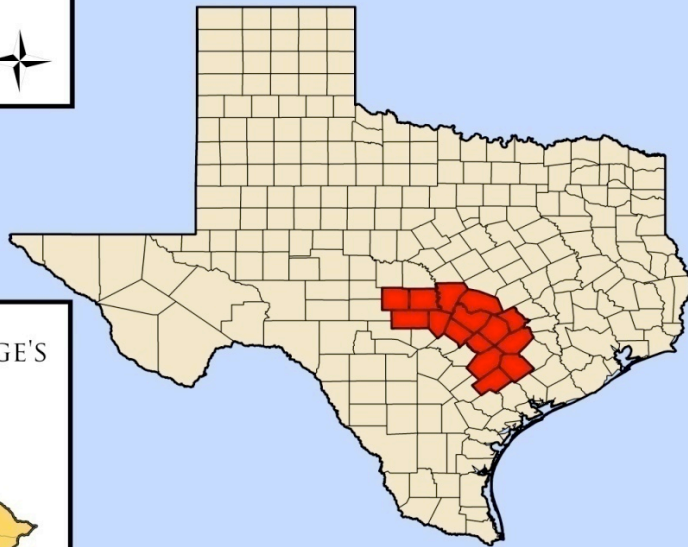
Note: Example of completed work on next slide
-Texas Geography Student Research Symposium
(TxGSRS)



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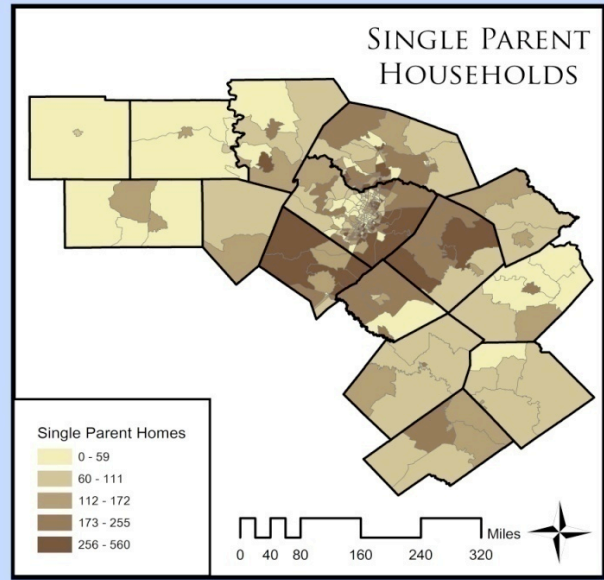
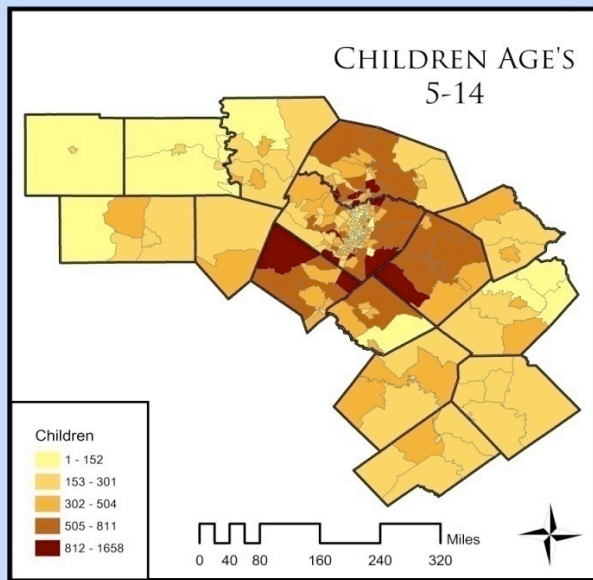
CAPITOL AREA COUNCIL BOY SCOUTS MARKETING ANALYSIS

Background: 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.



Study Area: The central Texas counties of: Bastrop, Blanco, Burnet, Caldwell, Dewitt, Fayette, Gillespie, Gonzales, Hays, Lavaca, Lee, Llano, Mason, Travis, and Williamson.

Considerations: The Capitol Area Council specified a need to increase their membership of children between the ages of 5 and 14 (Cub Scout Age). Specifically, they want to increase membership to lower income and single parent families.



Solution: HCGS will take raw data from United States Census Bureau and the Capitol Area Council Boy Scouts and visually depict the areas where increased marketing can be highly effective. All results will be shown at the census tract level.



Current Work

- Beau Barela: Data Integration & Final Analysis Tasks
- Justin Holder: Metadata & Process Modeling
- Charles Good: Database Construction & Project Management
- Eric Brotherton: Instruction Manuel Development
- Mark Parker: Assisting Beau Barela and Project Management



Planned Work

- Test our results through statistical methods
- Prepare Final Deliverables
 - Maps and Map Book
 - Poster
 - Final Report
- Completion of Web-Site
 - www.HillCountrySolutions.INFO



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Challenges Encountered

- Problem matching P.O. box's with GIS street layer
- Data Sources
 - Which ones' should we use?
 - Too much data
 - What is a census tract?
- Districts' Boundaries
 - District map not in a useable GIS format
- Projection Formula
 - Accuracy Problems
 - Finding Correct Formula

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Wrap up and Questions

- HCGS is currently ahead of schedule and final results will be complete on May 5th, 2008.
- New additions to the project have been added
 - ArcReader
 - No extra cost or time
- Questions, Comments, Concerns?

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