



Hints, Tips & Tricks for Getting the Most from InvestPierceCounty.com

Brief video tutorials showing how to use InvestPierceCounty.com

Coming soon

Layers – A Variety of Map Features

The “Layers” menu box, which you can hide by clicking on the word “Layers” in the menu bar, gives you access to a variety of features you can show on the map. Things like where Opportunity Zones are, or where are the areas in Pierce County zoned for industrial uses, or the locations of freight rail lines.

Some of the data is from national sources, like the Broadband layers, so may not be as up-to-date as we would like. Other features, like Parcels and Parks, use local data and are highly accurate.

Demographics – ESRI Census Data

Esri is one of the leading providers of geospatial information. They make software so you can put your data on a map. They also provide a lot of data. InvestPierceCounty.com includes a full set of data from the Census Bureau’s American Communities Survey (ACS), as provided by Esri. Measures are provided with the data estimate (ACS), the Margin of Error (MOE) and Esri’s estimate of the reliability of the estimate (REL), where lower values for REL mean more reliable estimates.

Here are some links to help you understand the data:

[Esri Data Portfolio](http://bit.ly/esridataportfolio) | bit.ly/esridataportfolio

(pdf) [Esri Demographic and Business Data List](http://bit.ly/ACSvariable) | bit.ly/ACSvariable

[Esri Census and ACS](http://bit.ly/censusandacs) | bit.ly/censusandacs

[American Community Survey \(ACS\)](http://bit.ly/UScensusACS) | bit.ly/UScensusACS

Workforce – EMSI workforce data

If you need more detailed workforce data than InvestPierceCounty.com can provide, please contact us. We want to provide you with data specific to your project.

Economic Modeling Specialists Incorporated (Emsi) is a leading provider of workforce data. The data presented in InvestPierceCounty.com is 2-digit Standard Occupational Code (SOC) employment data at the ZIP-code level. What you see is their estimate of how many people work in a given ZIP-code area, in a given occupation. SOC codes are used by the Bureau of Labor Statistics to classify the work people do, regardless of what industry they work in. You can find more information about Emsi and the SOC system using these links:

[Economic Modeling Specialists Incorporated \(Emsi\)](#) | www.economicmodeling.com

[Bureau of Labor Statistics, Standard Occupational Classification](#) | www.bls.gov/soc

Custom Reports – Esri Community Analyst & Tapestry Segmentation

Esri Community Analyst

Esri produces a service called Community Analyst. InvestPierceCounty.com uses Community Analyst to give users the ability to generate reports based on proximity to a point, e.g. walking distances from a potential store location. The reports can help users find information for custom geographies, so they can better understand the market around a potential location. You can find more information about the reports and the data they draw from at these links:

[Community Analyst Reports](#) | bit.ly/CAreports

(pdf) [Esri US Data Fact Sheet](#) | bit.ly/esrifactsheet

Tapestry Segmentation reports

Among the custom reports you can create are market segmentation reports. These reports are powerful tools for understanding the households in your study area.

[Tapestry Segmentation](#) | bit.ly/tapestryseg

Clear Map

Just like it sounds: click “Clear Map” to remove everything you’ve added.

Share

Find some properties or features you want other people to see? Clicking on “Share” will create a link to the map that you can email to them.

My Favorites

When searching for properties, did you “♥” some? Clicking “Favorites” will take you to all the properties you marked.

Add Properties

If you've been given a user account you can manage properties that are not automatically added or updated via the Commercial Brokers Association.

1. Click “Log In” in the upper right corner
2. Enter your username and password
3. At this point, you are presented with a page that lists all the properties you've added
4. To start adding properties, click in the upper right corner where it says “+ADD A NEW PROPERTY”
5. A form pops up on screen, and from here you can add as much information as you like about how to contact you and about the property
6. Click on the various tabs at the top (Property, Services, Costs, Identity, Details and so on), then either add text or use the drop-down menus where they are provided
7. When you're done, use the very skinny scroll bars along the right side to scroll to the bottom
8. If you've included a property address, click on the “GEOCODE” button near the bottom of the form and the Lat/Long boxes will get completed automatically – this is how the program know where to place the property on the map
9. Then click on “SAVE” and you're done with this property

In the list of properties you're managing, you should see a listing for the property you just entered. Add more properties using the same steps. To edit or delete a listing, click on the “*ACTIONS” button next to that listing. Click “Delete” to remove the property, or “Edit” to go back to the editing window where you first created the listing.

Still need help? Give me a call.

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