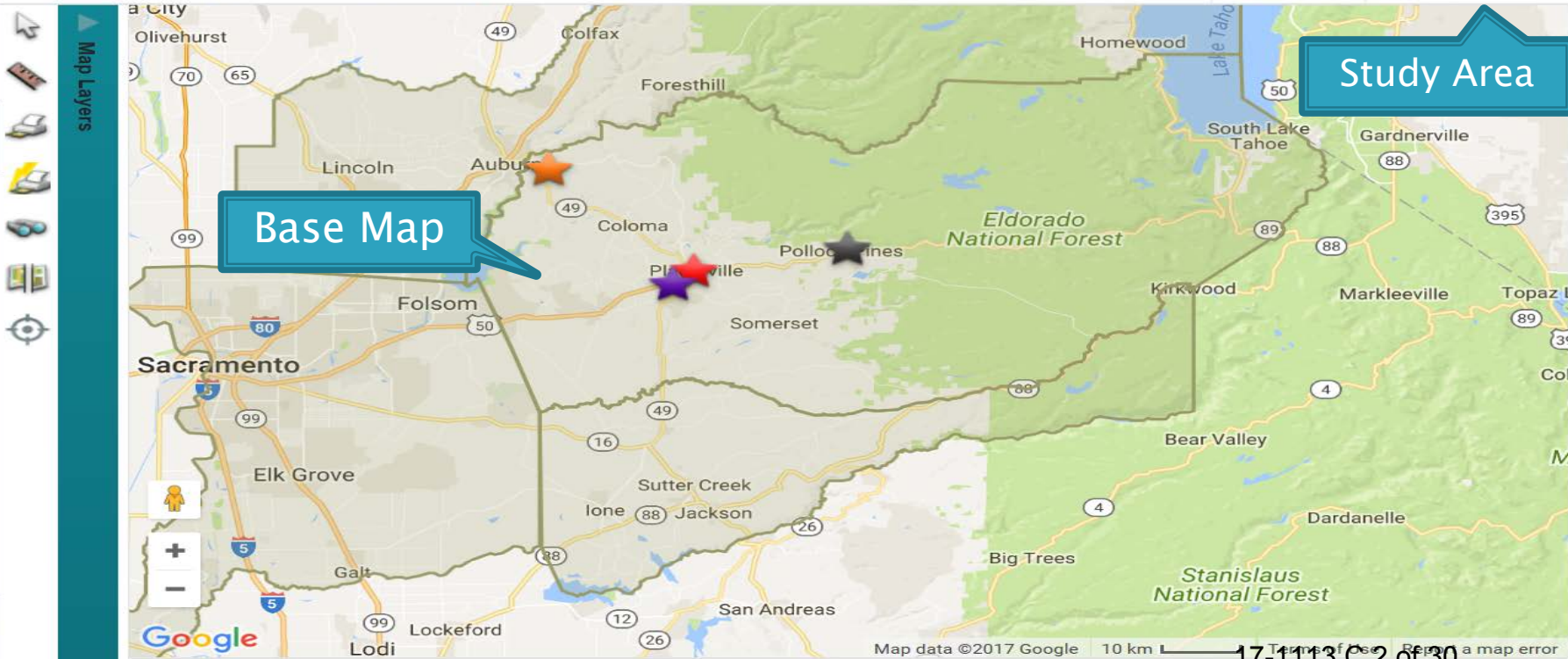


Buxton SCOUT

A Retail Analytics Tool Provided by El Dorado
County Economic Development Programs



Search



Base Map

Study Area



From the SCOUT base map, the user selects a Study Area.

The screenshot displays the SCOUT web application interface. The browser address bar shows the URL <https://scout.buxtonco.com/scout>. The page header includes the SCOUT logo and navigation links for File, Edit, View, Favorites, Tools, and Help. The user is logged in as C.J. Freeland. The main navigation menu includes View, Tools, Reports, Messages, and Help. The Map Layers panel on the left lists various map features, with Demographics and Misc Map Features expanded. The map shows the Coloma area with roads like 49, 153, and 40, and the South Fork American River. A search window is open in the foreground, and a 'Study Areas' button is highlighted with a dashed blue circle on the map. A blue arrow points from the 'Study Areas' button to the search window.

Search

U.S. Address Search Data Search File Search Internet Search U.S. Site Search

U.S. Address:

City:

State: ZIP:

Reset U.S. Address Search

From the SCOUT base map, the user selects a Study Area.

There are multiple ways to define a Study Area.

The screenshot shows the SCOUT web application interface. The browser address bar displays <https://scout.buxtonco.com/scout>. The page title is "Board of Supervisors on ... SCOUT". The user is logged in as "CJ Freeland" and the interface is powered by "Buxton". The main navigation menu includes "View", "Tools", "Reports", "Messages", and "Help". A "Map Layers" panel on the left shows "Psychographic Site Analysis" checked and "Pushpins" unchecked. A "Search" window is open, displaying the "U.S. Address Search" tab. The search form contains the following fields: "U.S. Address:" with the value "7291 Hwy 49", "City:" with the value "Coloma", "State:" with the value "California", and "ZIP:" which is empty. Below the search form, the results are displayed under the heading "U.S. Address Search Results for '7291 Hwy 49 Coloma CA'".

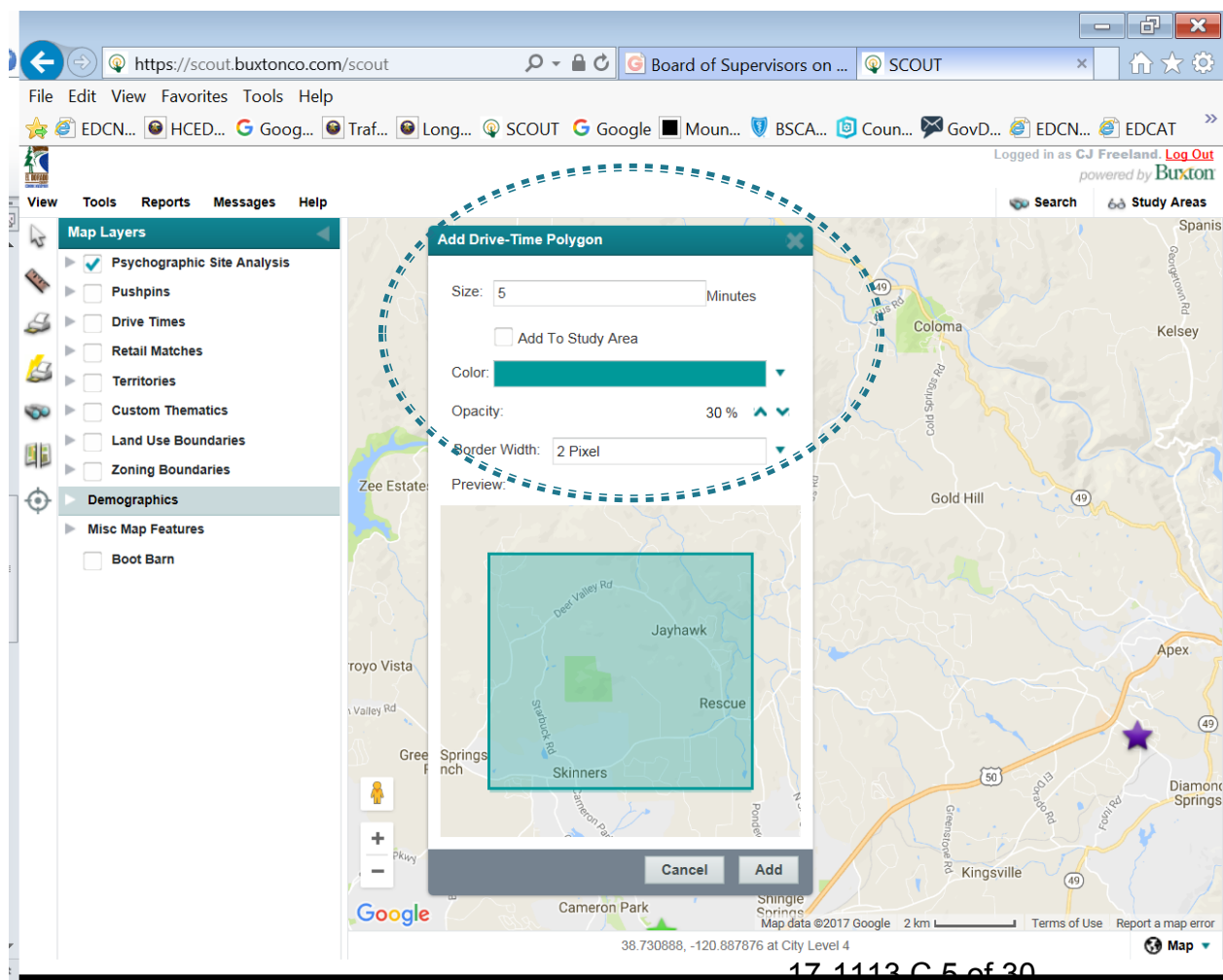
Address	Location	Match
7291 CA-49 Coloma, CA 95651	38.8089821, -120.903...	General match. (ROOFTOP)

The search results table shows a single entry for "7291 CA-49 Coloma, CA 95651" with coordinates "38.8089821, -120.903..." and a "General match. (ROOFTOP)" status. A purple star marker is visible on the map, indicating the location of the search results. The map shows a region including Gold Hill, Apex, Diamond Springs, and Kingsville. The bottom of the page includes a "Reset" button, a "U.S. Address Search" button, and a scale bar showing "2 km". The footer text includes "Shingle Springs Map data ©2017 Google", "Terms of Use", "Report a map error", and "9 at City Level 4".

From the SCOUT base map, the user selects a Study Area.

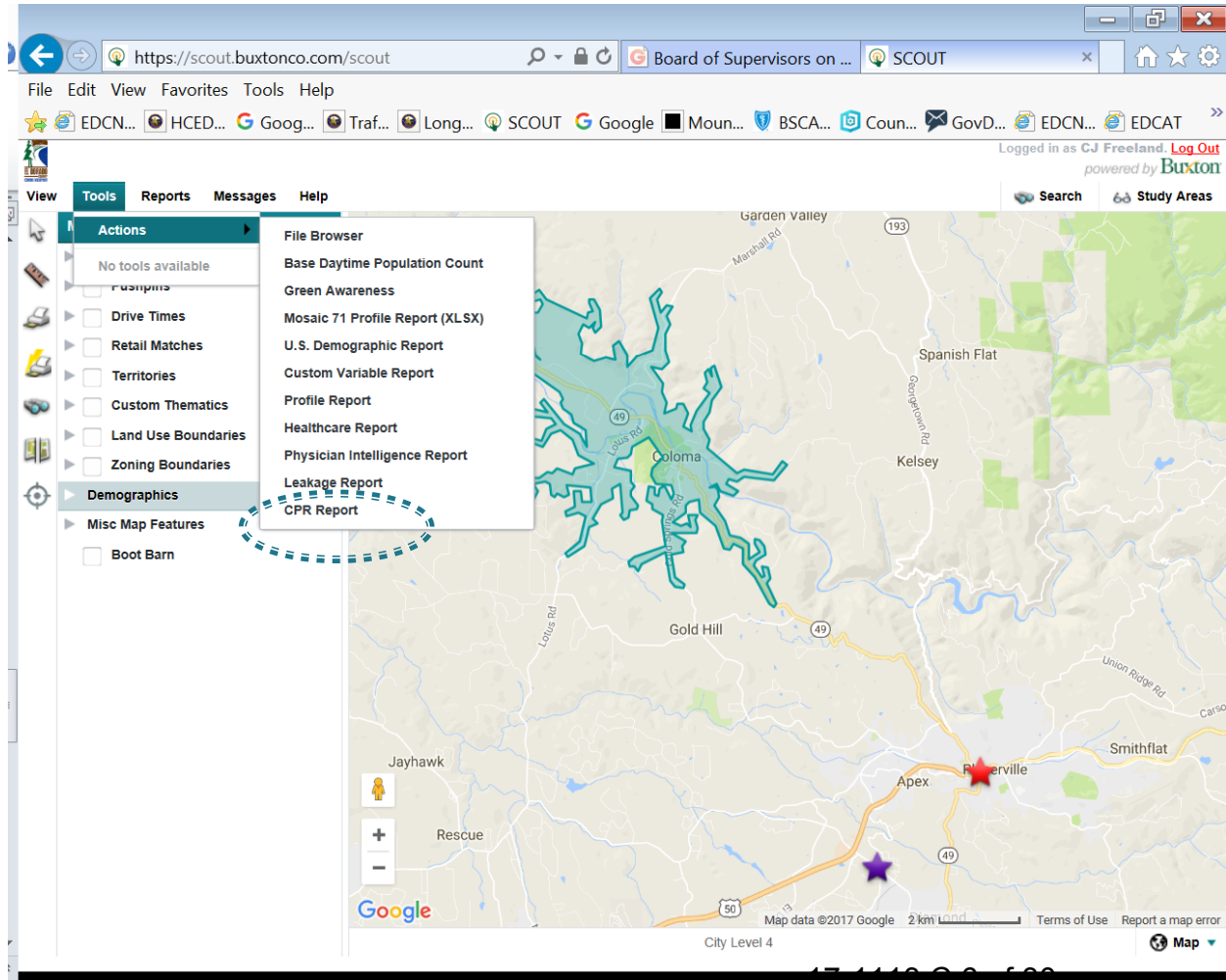
There are multiple ways to define a Study Area.

This example shows how to define a Drive Time Polygon. In this case, we define a five minute drive time to the selected location.



Once the study area is defined, SCOUT provides a selection of reporting options.

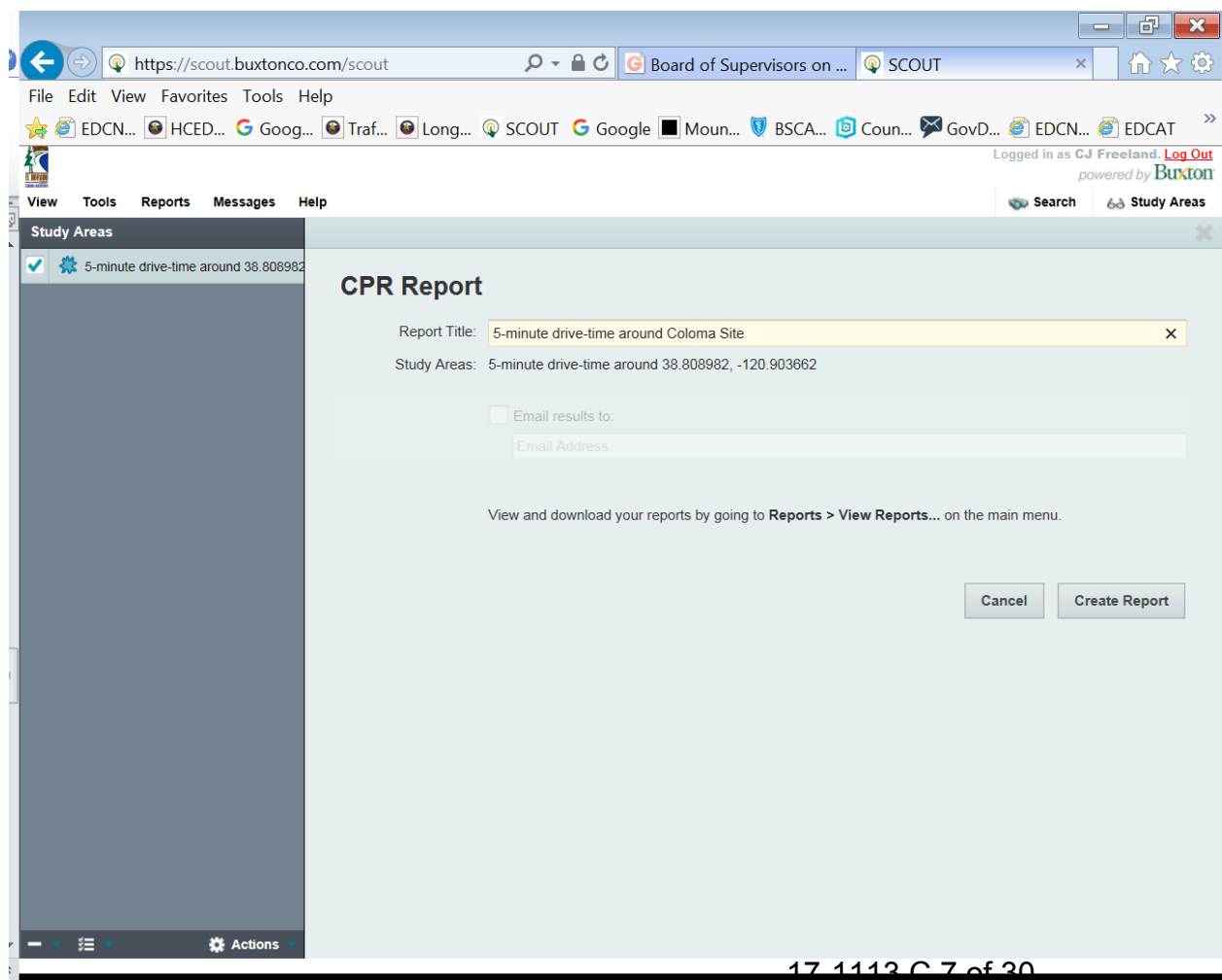
In this example, we selected the CPR Report, or the Consumer Propensity Report.



The CPR Report shows lifestyle, product, and psychographic likelihood indices for consumers in the trade area.

Information is provided for 32 major categories with more than 4,800 total line items.

Note that line items are based on national-level purchasing and lifestyle characteristics.



The CPR or Consumer Propensity Report, contains multiple categories of consumer choices within the Study Area.

The baseline is 100.

CATEGORY	DESCRIPTION	RESIDENTIAL	COUNT OF LIKELY HOUSEHOLDS	WORKPLACE	COUNT OF LIKELY WORKERS
TOBACCO	USE TOBACCO PRODUCTS	103.0	53	110.1	34
SHOPPING	OWN FISHING ROD	126.3	91	128.4	48
PETS & PET FOOD	USED 10 OR MORE LBS OF PACKAGED DRY CAT FOOD DURING LAST 30 DAYS	129.0	66	138.9	39
MEDICINE/DRUGS/AILMENTS	SUFFERED FROM SINUS CONDITION 13 OR MORE TIMES DURING LAST 12 MONTHS	121.6	75	118.5	42
LIFESTYLE STATEMENTS	ATTITUDE (TRAVEL) - PREFER TRAVEL THE US OPPOSED TO FOREIGN	121.2	100	120.0	52
HOUSEHOLD PRODUCTS	USE CHINET DISPOSABLE CUPS AND PLATES	123.5	85	118.2	44
HOME FURNISHINGS & APPLIANCES	OWNS ELECTRIC BROOM	125.6	89	113.5	38
HEALTH AND BEAUTY AIDS	USE TOMS OF MAINE TOOTHPASTE	185.6	40	138.5	19
FOOD - SNACK/DESSERT	EAT KEEBLER ZESTA SNACK CRACKERS/SALTINES/GRAHAM	126.7	62	129.8	39
FOOD - MEAT	USE JOHNSONVILLE FRESH BRATWURST	121.5	88	124.2	48
FOOD - GENERAL	USE PEPPERIDGE FARM BREAD CRUMB, COATING, AND STUFFING MIXES	124.4	76	113.4	32
FOOD - FROZEN	ATE MARIE CALLENDERS FROZEN MAIN COURSES (CASSEROLS/ENTREES) MOST IN LAST 30 DAYS	112.0	83	114.5	45
FOOD - DAIRY	NUMBER OF POUNDS OF STORE BRAND COTTAGE CHEESE USED IN LAST 7 DAYS	130.7	97	123.4	48
FOOD - CONDIMENTS	USE CONTADINA PIZZA SAUCE	123.6	68	120.8	34
FINANCIAL SERVICES	CURRENTLY CARRY BOAT OWNERS/INLAND MARINE INSURANCE	172.1	100	159.5	48
ENTERTAINMENT/LEISURE	VERY INTERESTED IN LPGD DURING LAST 12 MONTHS	168.7	82	135.4	37
ELECTRONICS	DVR SERVICE PROVIDED BY DISH NETWORK	127.5	73	135.7	42
DINING	ATE 1-5 TIMES IN LAST 30 DAYS AT A FAST FOOD RESTAURANT	112.7	65	106.4	33
COMPUTERS/INTERNET	USED/VISITED PGATOURCOM DURING LAST 7 DAYS	141.3	61	121.7	29
CLEANING PRODUCTS	USE BAR KEEPERS FRIEND METAL POLISHES/CLEANERS	138.6	91	128.7	44
CABLE/TELEVISION/RADIO	LISTEN TO NAC SMOOTH JAZZ ON RADIO MON-SUN TOTAL (24 HRS)	212.0	73	183.8	32
BEVERAGES - NON-ALCOHOLIC DRINKS	DRINK MOUNTAIN DEW LIVEWIRE REGULAR CARBONATED DRINKS	161.5	44	119.9	21
BEVERAGES - ALCOHOLIC DRINKS	DRINK STROHS REGULAR DOMESTIC BEER	197.5	49	186.9	26
AUTOMOTIVE	RECENTLY ACQUIRED A LUXURY SPORT CAR	244.6	54	147.3	23
APPAREL	BOUGHT HIKING SNEAKERS/ATHLETIC SHOES WITHIN LAST 12 MONTHS	122.9	73	122.6	37

From the SCOUT base map, the user selects a Study Area.

This can be searched by address, by adding a “pushpin” to the map, or by customizing a special trade area.

The screenshot displays the SCOUT web application interface. The browser address bar shows the URL <https://scout.buxtonco.com/scout>. The application header includes navigation links for View, Tools, Reports, Messages, and Help. A search bar is visible in the top right corner. The main map area shows a street view of Cool, CA, with a pushpin marker placed at the location of 1020 Northside Dr. A search overlay window is open, displaying the search results for the address.

Search

U.S. Address Search | Data Search | File Search | Internet Search | U.S. Site Search

U.S. Address: 1020 Northside dr
City: cool
State: California | ZIP: 95614

U.S. Address Search Results for "1020 Northside dr cool CA 95614"

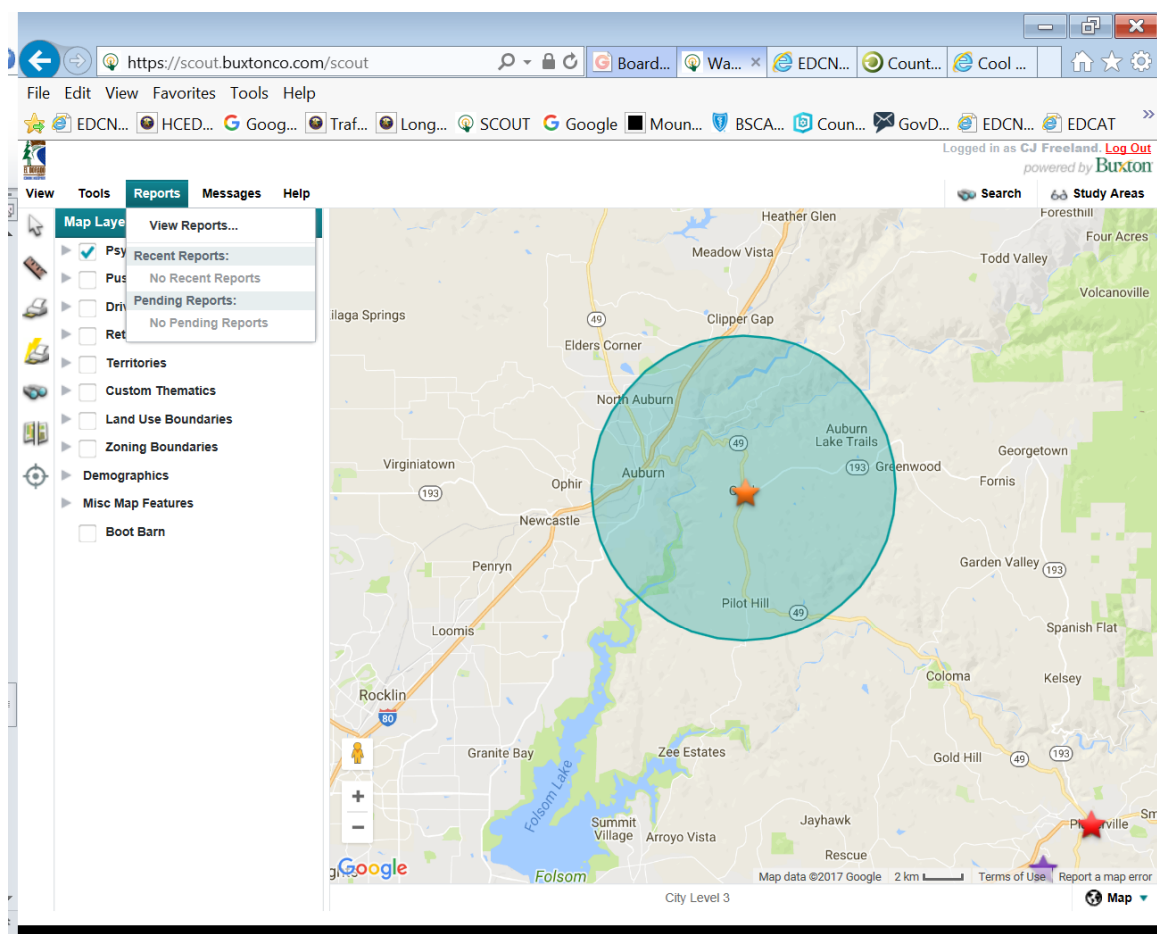
Address	Location	Match
1020 Northside Dr Cool, CA 95614	38.8891002, -121.015...	General match. (ROOFTOP)

Reset | U.S. Address Search

From the SCOUT base map, the user selects a Study Area.

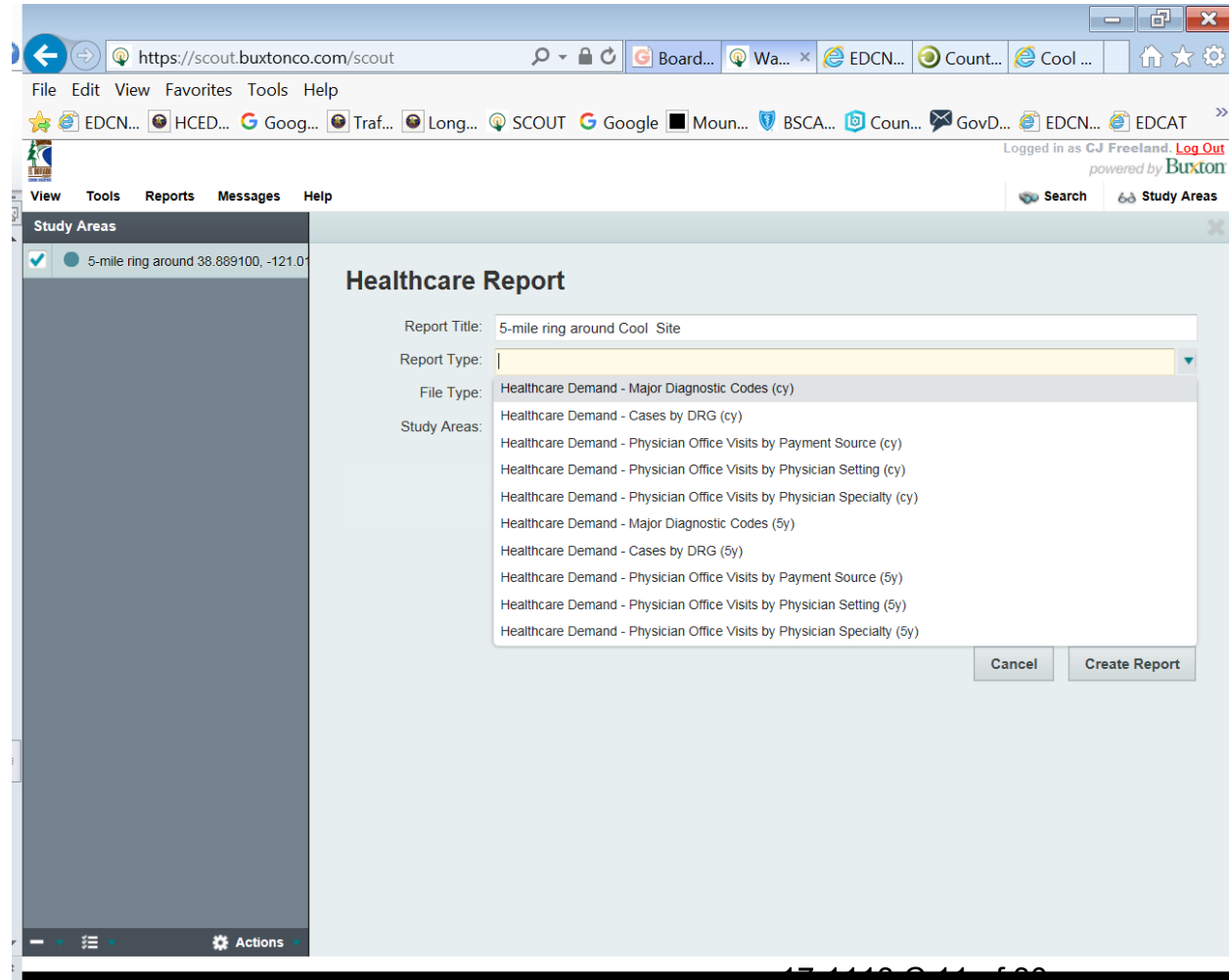
This can be searched by address, by adding a “pushpin” to the map, or by customizing a special trade area.

This example shows a defined distance diagram, in this case a half mile ring from the selected location.



For this example, we selected the HEALTHCARE REPORT.

This report gives insight into healthcare demand by major diagnostic code, physician specialty, physician setting, and payment source by current year or five-year projections.



Physician Office Visits by Physician Specialty (Estimated Cases)

5-mile ring around 38.889100, -121.015461

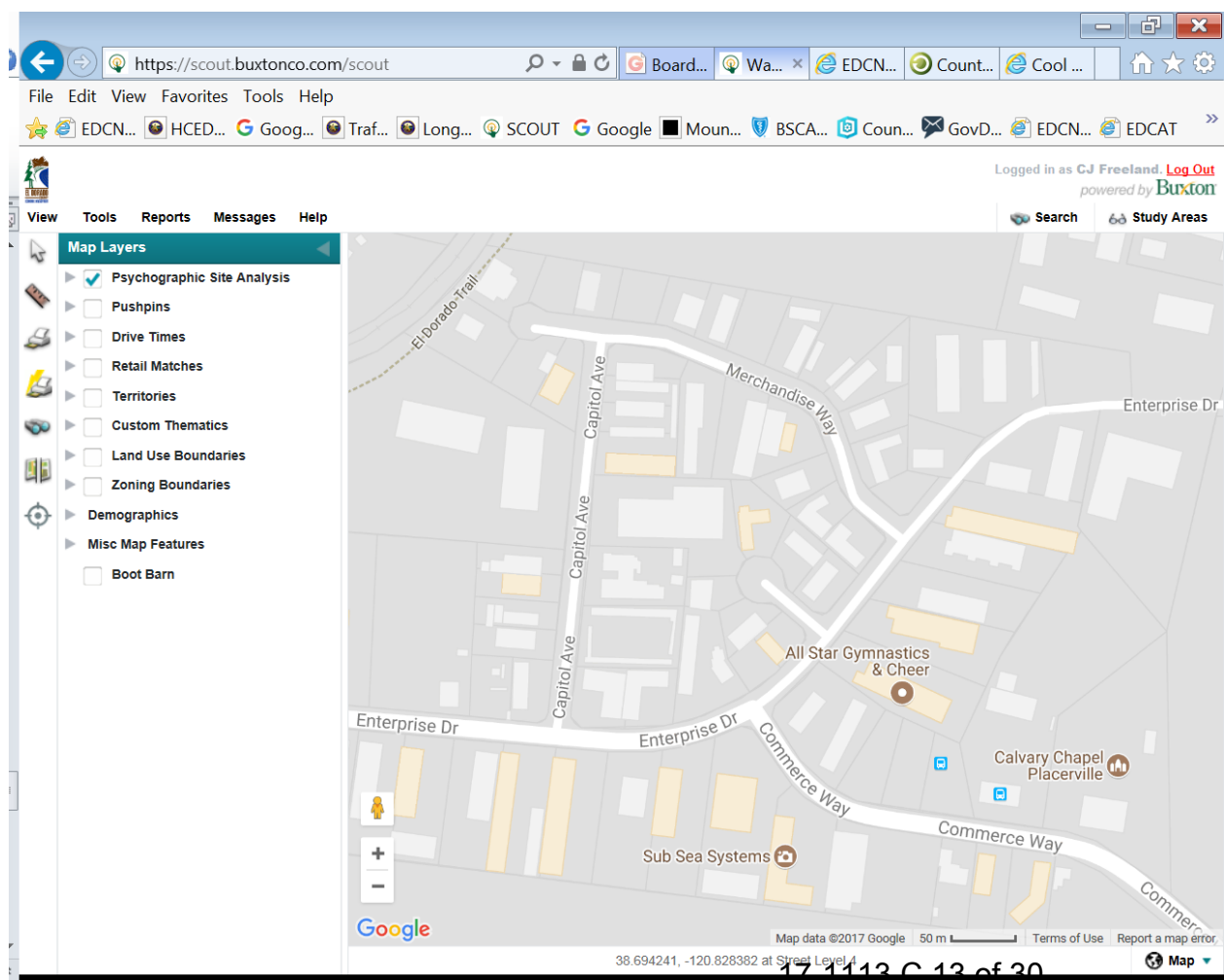
Population (Site) 26.811 (County) 183.211 (State) 37.667.157 (US) 312.838.760

Physician Specialtv	Est Cases:Site	Est Cases:county	[Index1	Est Cases:State	pndeX")	Est Cases:US	[IndeX")
All..OTHER VISITS	10.486	66.717	[1.07]	11.172.279	[1.32]	117.704.778	[1.04]
CARDIVASCUI.AR DISEASE VISITS	2.149	13.146	(1.12)	2.044.238	(148)	23.473.870	(1.D7)
DERMATOLOGY VISITS	3.686	22.939	[1.10]	4.066.035	[1.27]	29.761.327	[1.45]
GENERALSURGERYVISITS	1.547	9.899	(1.07)	1.664.008	(1.31)	17.242.835	(1.05)
GENERALAND FAMILY MEDICINE VISITS	21.952	142.576	[1.05]	26.237.851	[1.18]	204.283.469	[1.25]
INTERNALMEDICINE VISITS	7.264	43.821	(1.13)	7.306.002	(140)	102.197.026	[0.83]
NEUROLOGY VISTS	626	4.036	[1.06]	749.012	[1.17]	11.365.471	[0.64]
OBSTETRICS AND GYNECOLOGY VISITS	6.535	42.353	(1.05)	7.127.689	(1.29)	64.981.382	(1.17)
OPHTHALMOLOGY VISITS	4.313	26.552	[1.11]	4.219.138	[1441	38.440.083	[131]
ORTHOPEDIC SURGERY VISITS	4.315	27.739	(1.06)	5.002.585	[1.21]	41.059.715	(1.23)
OTOLARYNGOLOGY VISITS	1.780	11.490	[1.06]	2.156.098	[1.16]	16.741.964	[1.24]
PEDIATRIC VISITS	7.930	56.395	[0.96]	13.770.340	[0.81]	122.921.181	[0.75]
PSYCHIATRY VISITS	2.278	14.920	[1.04]	2.855.567	[1.12]	31.900.269	[0.83]
UROLOGY VISITS	1.607	10.345	(1.06)	1.643.946	(1.37)	20.634.903	[0.91]
TOTAL ESTIMATED CASES	76.469	492.931	[1.06]	90.014.789	[1.19]	842.708.274	[1.06]

Special' Type	Est Cases:Site	Est Cases: County	[Index1	Est Cases:State	pndeX")	Est Cases:US	pndex1
MEDICALCARE VISITS	16.748	99.582	(1.15)	17.730.329	[1.33]	177.788.381	[1.10]
PRIMARY CARE VISITS	15.027	95.127	(1.08)	16.192.712	(1.30)	149.624.218	(1.17)
SURGICALCARE VISITS	18.384	116.834	[1.08]	20.165.339	[1.28]	206.889.366	[1.04]

From the SCOUT base map, the user selects a Study Area.

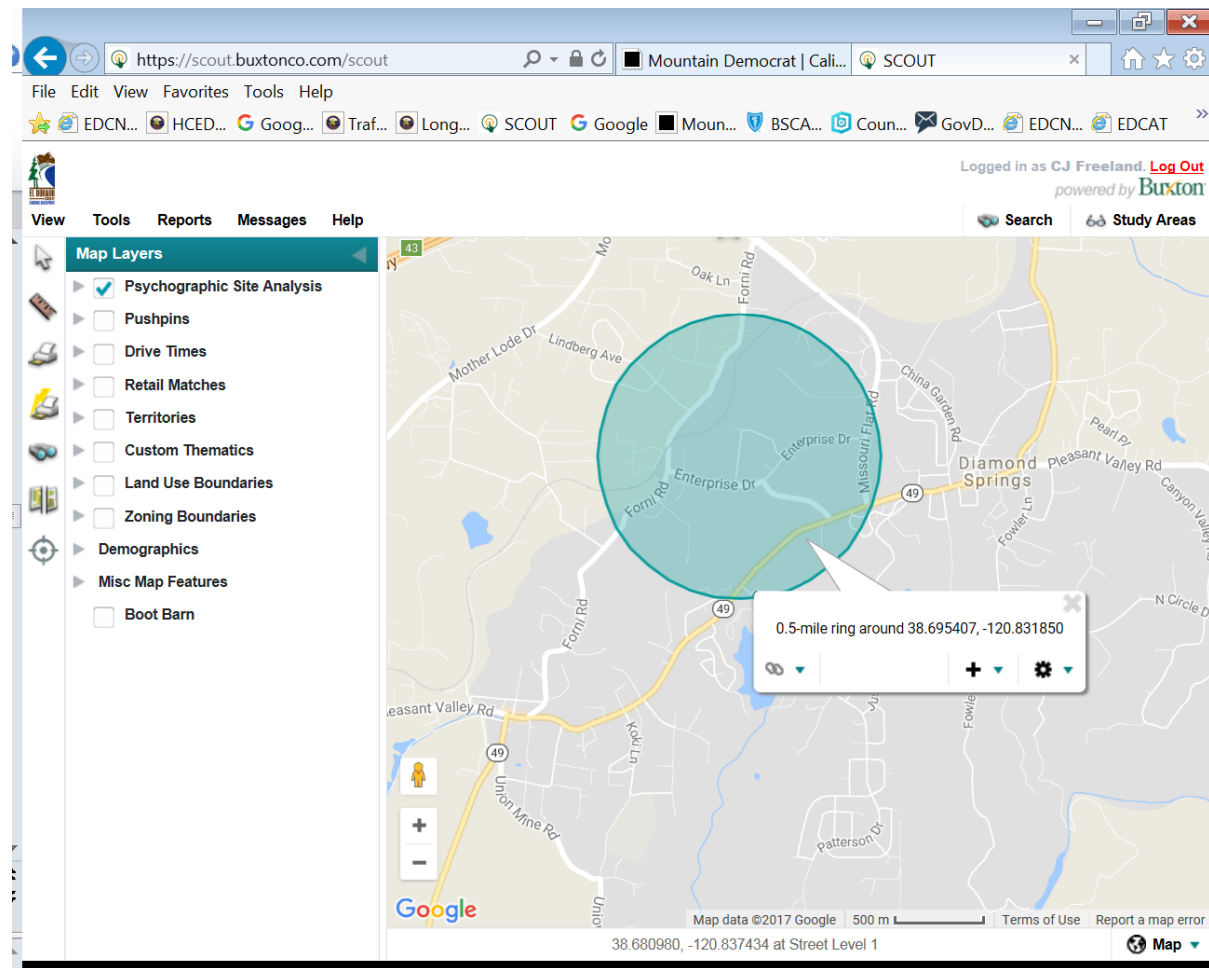
This is an image of the Park West Business Park.



From the SCOUT base map, the user selects a Study Area.

This is an image of the Park West Business Park.

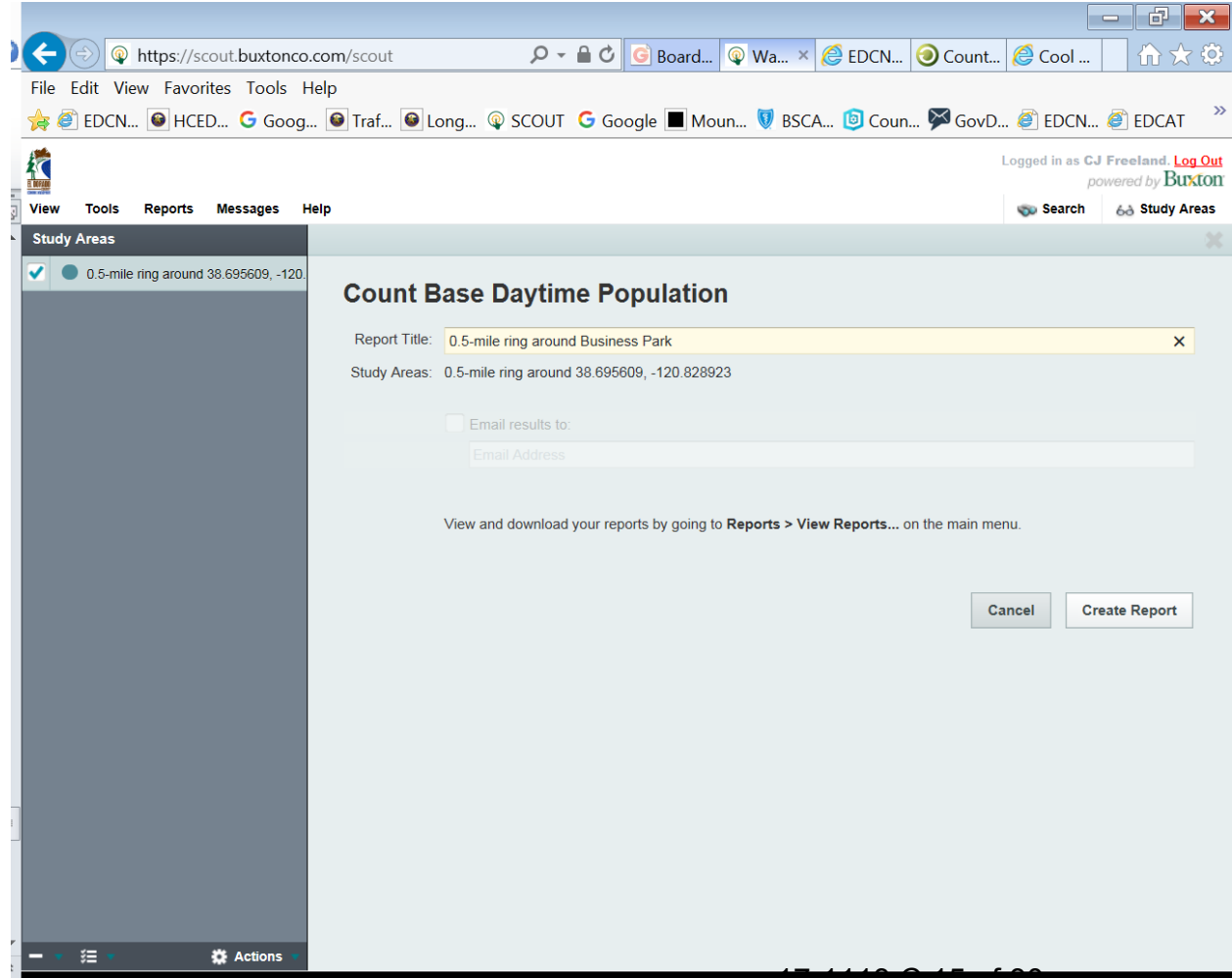
In this example, we add a half mile ring around the Business Park to serve as the Study Area.



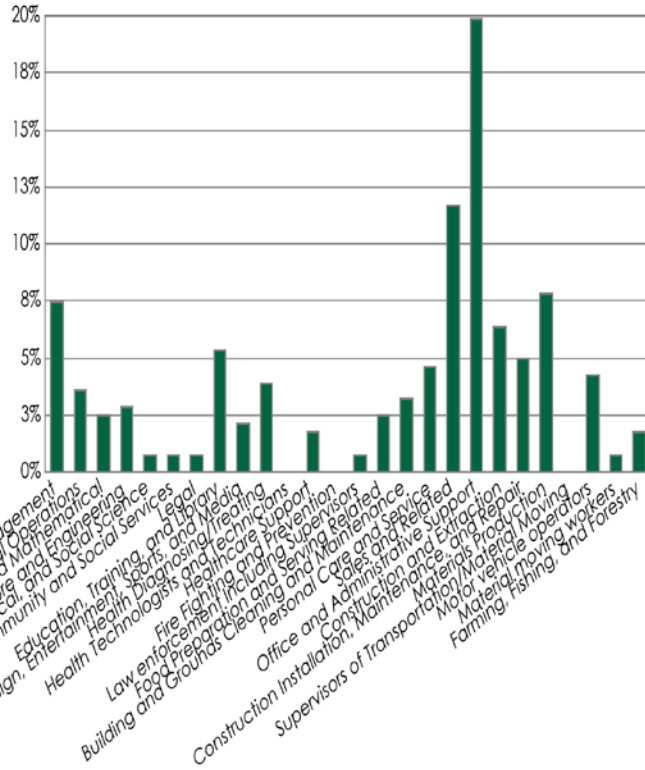
For this example, we selected the **COUNT BASE DAYTIME POPULATION REPORT**.

The Daytime Population Report looks at the workforce in the study area and gives a count of the workforce population by industry.

It also allows you to see a count of businesses in the area by two-digit SIC*and workforce size.



Percent of Daytime Population



Management	159	7.4%
Business and Financial Operations	76	3.5%
Computer and Mathematical	53	2.5%
Architecture and Engineering	61	2.8%
Life, Physical, and Social Science	15	0.7%
Community and Social Services	15	0.7%
Legal	15	0.7%
Education, Training, and Library	114	5.3%
Arts, Design, Entertainment, Sports,	45	2.1%
Health Diagnosing/Treating	83	3.9%
Health Technologists and	0	0.0%
Healthcare Support	38	1.8%
Fire Fighting and Prevention	0	0.0%
Law enforcement Including	15	0.7%
Food Preparation and Serving	53	2.5%
Building and Grounds Cleaning and	68	3.2%
Personal Care and Service	98	4.6%
Sales and Related	250	11.7%
Office and Administrative Support	424	19.9%
Construction and Extraction	136	6.4%
Construction Installation,	106	5.0%
Materials Production	167	7.8%
Supervisors of	0	0.0%
Motor vehicle operators	91	4.3%
Material moving workers	15	0.7%
Farming, Fishing, and Forestry	38	1.8%
Total Daytime Population	2,135	100.0%

Daytime Population

From the SCOUT base map, the user selects a Study Area.

There are multiple ways to define a Study Area.

Map layers include zip codes.

The screenshot displays the SCOUT web application interface. At the top, the browser address bar shows the URL <https://scout.buxtonco.com/scout>. The page header includes navigation links for "View", "Tools", "Reports", "Messages", and "Help", along with a search bar and "Study Areas" link. The user is logged in as "CJ Freeland" with a "Log Out" option. The main content area features a map of a region with several zip code overlays (95633, 95664, 95682) and colored markers (orange star, red star, purple star, green star, yellow star). A sidebar on the left, titled "Map Layers", contains a list of map features with checkboxes. The "Misc Map Features" section is expanded, showing "Boundaries" and "Buxton Urban Density Score" options. The "Zip Code (City Level 1)" option is checked. The "Buxton Urban Density Score" section includes options for "Urban Core", "Urban", and "Metropolitan". The map is powered by Google Maps, and the bottom right corner shows "City Level 3" and "17-1113 C 17 of 30".

From the SCOUT base map, the user selects a Study Area.

There are multiple ways to define a Study Area.

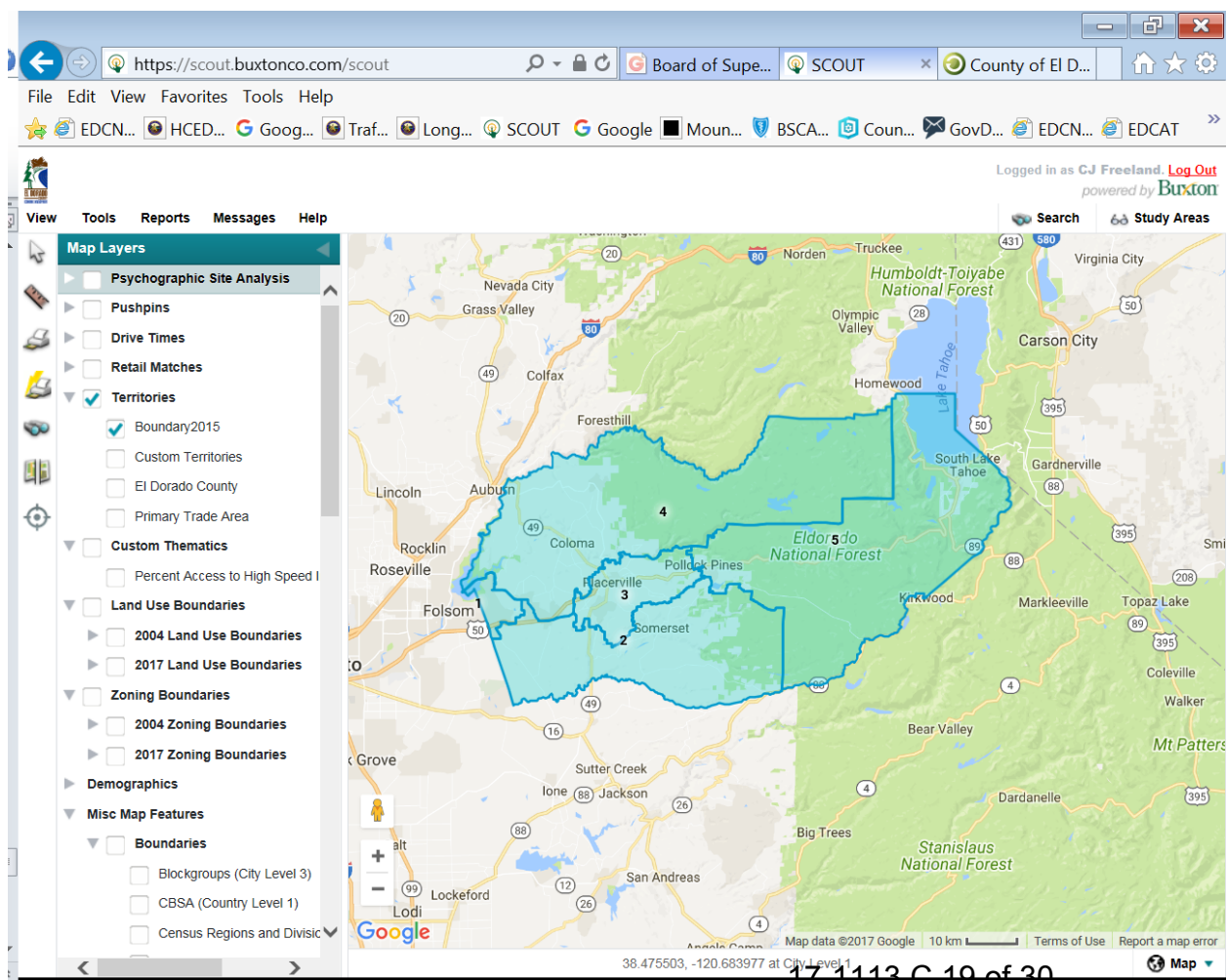
Map layers include census block groups.

The screenshot displays the SCOUT web application interface. The browser address bar shows the URL <https://scout.buxtonco.com/scout>. The page title is "SCOUT" and the user is logged in as "CJ Freeland". The interface includes a navigation menu with "View", "Tools", "Reports", "Messages", and "Help". The "Map Layers" panel on the left is expanded, showing various layers such as "Psychographic Site Analysis", "Pushpins", "Drive Times", "Retail Matches", "Territories", "Custom Thematics", "Land Use Boundaries", "Zoning Boundaries", "Demographics", and "Misc Map Features". Under "Misc Map Features", the "Boundaries" section is checked, and "Blockgroups (City Level 3)" is selected. Other options include "CBSA (Country Level 1)", "Census Regions and Divis", "City Boundaries (State Leve", "County (State Level 2)", "DMA (Country Level 1)", "USA State Boundaries (Wor", and "Zip Code (City Level 1)". The "Buxton Urban Density Score" section is also visible, with options for "Urban Core", "Urban", and "Metropolitan". The main map area shows a geographical region with several study area popups. The popups display the following IDs: 133094, 7629, 133093, and 133053. The map also shows various geographical features, including "Genoa Peak", "Dicks Peak", "Fallet Le", "Upper Forni", "Twin Bric", "Strawberry", "Waterhouse Peak", "Sorensens", and "Alpine Village". The map data is attributed to "©2017 Google" and includes a scale bar for "2 km". The page footer indicates "City Level 3" and "17 of 30".

From the SCOUT base map, the user selects a Study Area.

There are multiple ways to define a Study Area.

Map layers include El Dorado County Supervisorial Districts.



In the SCOUT Custom Variable Reports we can select and compare multiple Study Areas.

In this example, we are looking at the five Supervisorial Districts.

2015A Demographics:

	1	2	3	4	5
Employees	10,063	7,583	17,567	8,073	12,870
Establishments*	1,593	1,348	2,011	1,181	1,547
Total Population	36,167	37,162	35,788	36,272	36,405
Total Households	12,198	14,260	14,472	14,150	15,286
Female Population	18,252	18,729	18,443	18,176	17,245
% Female	50.5%	50.4%	51.5%	50.1%	47.4%
Male Population	17,915	18,433	17,345	18,096	19,160
% Male	49.5%	49.6%	48.5%	49.9%	52.6%
Population Density (per Sq. Mi.)	1,360.88	98.67	349.43	54.87	58.54
Housing Units					
Total Housing Units	12,706	15,950	15,857	15,919	28,023
Occupied Housing Units	96.0%	89.4%	91.3%	88.9%	54.6%
Vacant Housing Units	4.0%	10.6%	8.7%	11.1%	45.5%
Average Household Income	\$158,232	\$102,263	\$74,834	\$104,517	\$72,035
Median Household Income	\$117,955	\$77,608	\$55,221	\$80,324	\$50,535
Per Capita Income	\$53,376	\$39,305	\$30,650	\$40,899	\$30,482

**Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

The Custom Variable Report includes almost all of SCOUT's demographic information in a single report.

It can yield many different outputs. This is a short example of the report. The full report is attached to this agenda item.

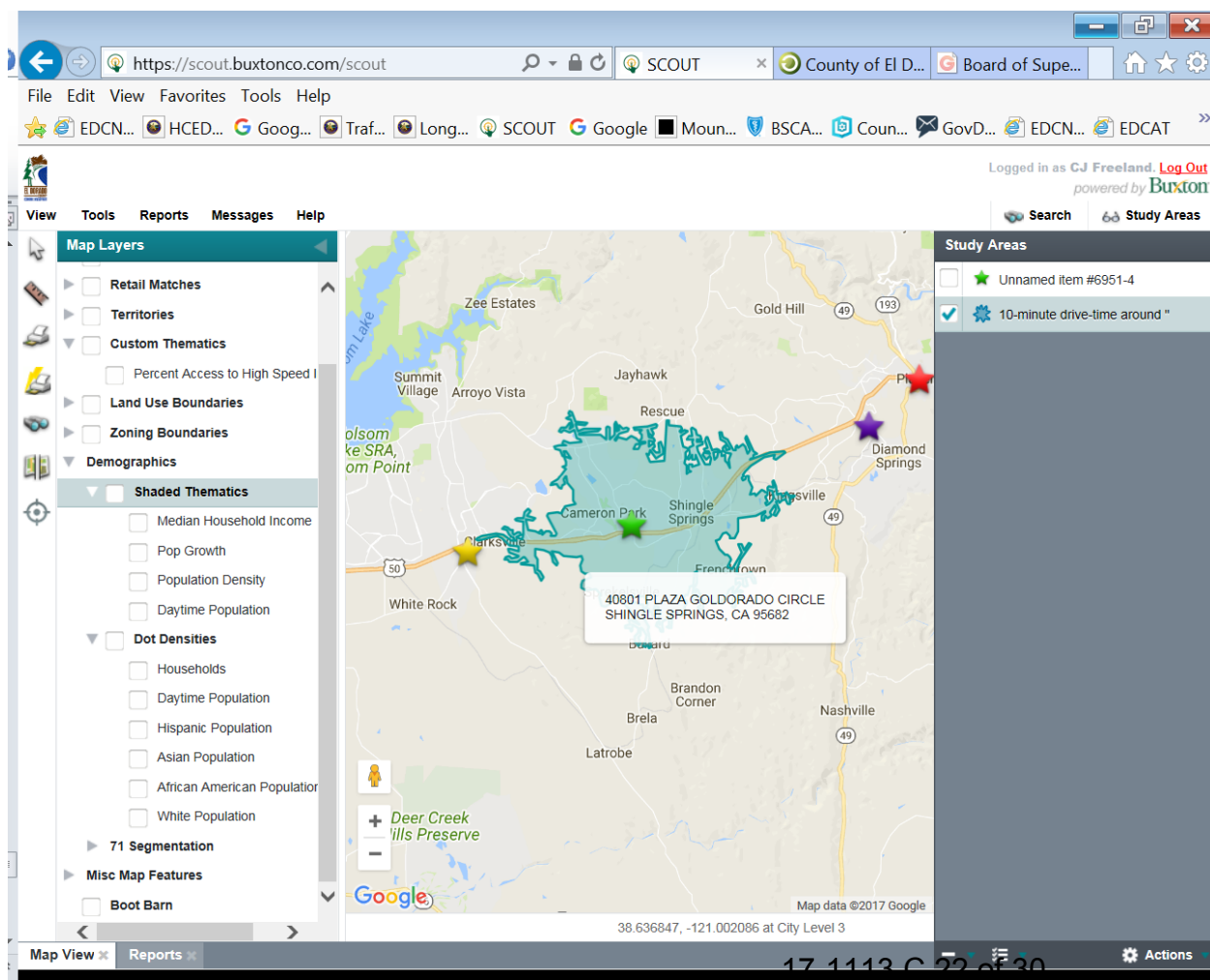
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**Report counts include D&B business location records that have a valid telephone, known SIC code and D&B ratings well as exclude cottage industries (businesses that operate from a residence).*

One of the key reports available on the SCOUT platform is the Retail Leakage Report.

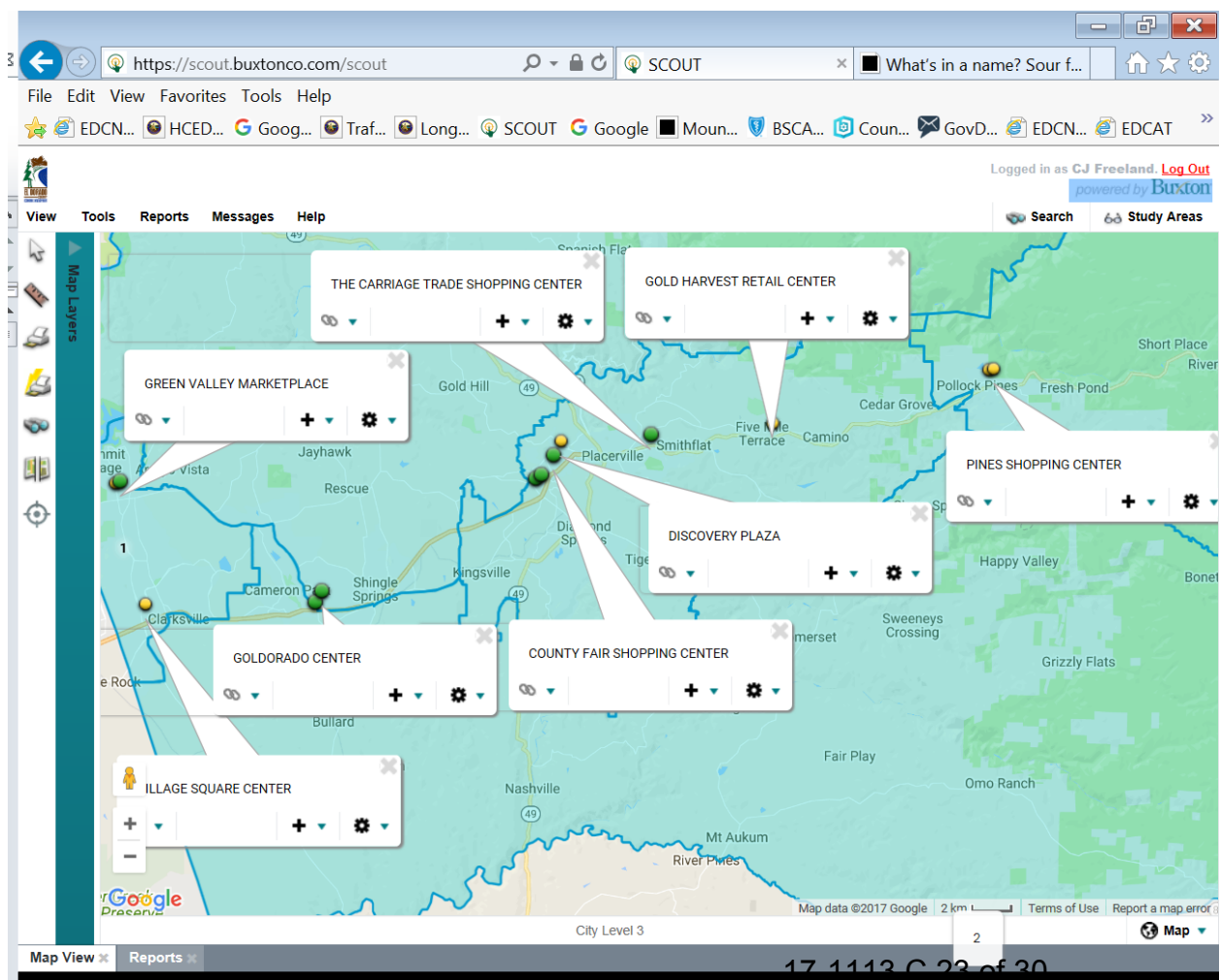
In this example, we look at the area surrounding Cameron Park.

This diagram represents a ten minute drive time polygon around the Goldorado Center.



SCOUT can also help identify other retail centers around the County.

Map overlays also include schools, hotels, hospitals, health clinics, banks, ATMs, and airports.



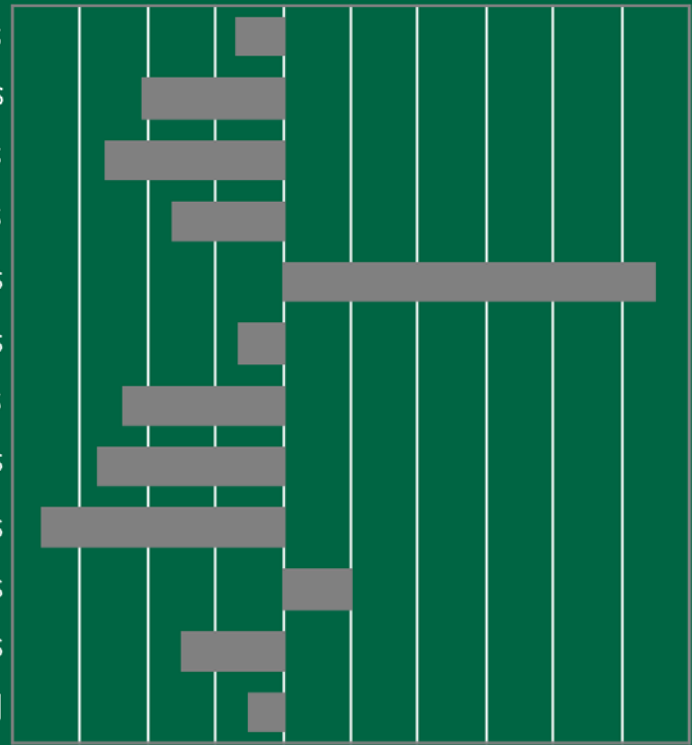
The Retail Leakage/Supply Analysis Report provides an estimate of retail dollars flowing into or out of the trade area. It calculates a sales gap index that provides an estimate of the dollars spent outside the trade area (leakage) and the number of dollars coming in from outside the trade area (surplus), as well as a relative comparison of leakage/surplus.

The screenshot shows a web browser window with the URL <https://scout.buxtonco.com/scout>. The page is titled "Leakage Report" and is part of the SCOUT application. The user is logged in as CJ Freeland. The interface includes a navigation menu with "View", "Tools", "Reports", "Messages", and "Help". A "Study Areas" sidebar on the left shows a list of areas, with "10-minute drive-time around" selected. The main content area contains the following fields:

- Report Title: 10-minute drive-time around "
- Study Areas: 10-minute drive-time around "
- Email results to: (empty field)
- Email Address: (empty field)

Below the fields, there is a message: "View and download your reports by going to **Reports > View Reports...** on the main menu." At the bottom right, there are two buttons: "Cancel" and "Create Report".

Motor Vehicle Parts & Dealers
 Furniture & Home Furnishing Stores
 Electronics & Appliance Stores
 Building Material & Garden Equipment & Supply Dealers
 Food & Beverage Stores
 Health & Personal Care Stores
 Clothing & Clothing Accessories Stores
 Sporting Goods, Hobby, Book, & Music Stores
 General Merchandise Stores
 Miscellaneous Store Retailers
 Foodservice & Drinking Places
 Total



0.00 0.25 0.50 0.75 1.00 1.25 1.50 1.75 2.00 2.25 2.50

Store Type	Potential Sales	Estimated Sales	Surplus/ Leakage
Motor Vehicle Parts & Dealers	75,774,654	63,088,875	0.8
Furniture & Home Furnishing Stores	8,348,375	4,039,655	0.5
Electronics & Appliance Stores	8,000,321	2,743,617	0.3
Building Material & Garden Equipment & Supply Dealers	28,744,472	16,998,004	0.6
Food & Beverage Stores	55,856,550	132,602,590	2.4
Health & Personal Care Stores	25,984,146	21,906,813	0.8
Clothing & Clothing Accessories Stores	19,351,266	7,865,254	0.4
Sporting Goods, Hobby, Book, & Music Stores	7,213,281	2,318,480	0.3
General Merchandise Stores	53,582,511	5,849,618	0.1
Miscellaneous Store Retailers	9,164,428	11,424,532	1.2
Foodservice & Drinking Places	56,701,951	35,565,601	0.6

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential Sales	Estimated Sales	Surplus/Leakage
Home Centers	13,496,762	2,760,827	0.2
Paint and Wallpaper Stores	1,003,420	1,546,261	1.5
Hardware Stores	1,991,303	1,334,847	0.7
Other Building Material Dealers	8,109,393	7,335,046	0.9
Outdoor Power Equipment Stores	637,852	905,745	1.4
Nursery, garden center, & farm supply stores	3,505,742	3,115,278	0.9

SCOUT Usage Since 2016

40 Demographic Reports

31 Custom Variable Reports

10 Daytime Population Reports

7 Leakage Reports

3 Consumer Propensity Reports

3 Healthcare Reports

SCOUT Beneficiaries

Convenience Stores	El Dorado County
Doggie Day Care	Chambers of Commerce
Tutoring Services	County Chamber
Restaurants	El Dorado Hills Chamber
Senior Housing	Coloma Lotus Chamber
Medical Services	Divide Chamber
Fire Districts	City of Placerville
Water Districts	Marshall Medical

Buxton SCOUT

A Retail Analytics Tool Provided by

El Dorado County Economic Development Programs

www.ElevatetoElDorado.com

