

## **Spotlight – Riverside County Economic Development Agency (from the February 2015 CSDC Network News)**

*Riverside County Economic Development Agency (EDA) has been the local affiliate of the State Data Center (SDC) Network since the 1990s.*



*Pictured from L to R: Michael Razo and Pascual Guardado*

EDA's vision is to make Riverside County the most business-friendly, family-oriented and healthy community in the nation. EDA envisions every resident having access to high-paying jobs, a world-class education, quality housing, culturally enriched activities and safe, healthy communities.

EDA has multiple divisions that strive to bring its vision to fruition. These divisions are Administrative Services, Aviation, Business Intelligence (BI), Community Services, Economic Development, Edward Dean Museum & Gardens, Facilities Management, Film & Television Office, Housing, Housing Authority, Marketing, Office of Foreign Trade, Project Management Office, Real Estate, Riverside County Fair & National Date Festival, Riverside County Library System and Workforce Development.

Business Intelligence is the research and GIS mapping unit of EDA and supports the data and mapping needs of the various EDA divisions. BI assists with the preparation of EDA planning documents and studies, such as the Comprehensive Economic Development Strategy, Consolidated Plan, Economic Development Strategic Action Plan, Fair Housing Impediments Study and Local Strategic Workforce Plan. BI also conducts custom research for a variety of data users including business, colleges and universities, government, nonprofits and private citizens.

As the liaison to the SDC Network, Business Intelligence assists data users in finding and understanding Census data. The American Community Survey, County Business Patterns, Economic Census, Decennial Census, Local Employment Dynamics, Population Estimates, Survey of Business Owners and TIGER/Line Shapefiles are among the census data and products that BI uses. American FactFinder in the U.S. Census Bureau website is the primary tool used to access census data. BI uses Access, Excel and ArcMap to process and store census data. With the U.S. Census Bureau, BI also co-sponsors workshops for data users on how to access census data. The two most recent workshops were "Census Data for Businesses" and "Census Data for Grant Writers."

Business Intelligence also works with special tabulations that the U.S. Census Bureau produces for the U.S. Department of Housing and Urban Development to support the EDA community development and housing programs, such as the Comprehensive Housing Affordability Strategy

(CHAS) and the Low and Moderate Income Summary Data. An interesting project that BI worked on was mapping the recently-released 2006-2010 Low and Moderate Income Summary Data in order to identify the spatial distribution of low and moderate income areas in Riverside County. Maps were created for each of the 28 cities and 46 Census Designated Places in Riverside County.

BI is staffed by Pascual Guardado, Senior Development Specialist, and Michael Razo, Development Specialist III.