

# Geocoding GIAC Participants

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# GIAC's Mission:



The Greater Ithaca Activities Center (GIAC) is a center for all ages, particularly youth and teens. It serves the immediate neighborhood and the greater Ithaca area by providing multicultural, educational and recreational programs focused on social and individual development.

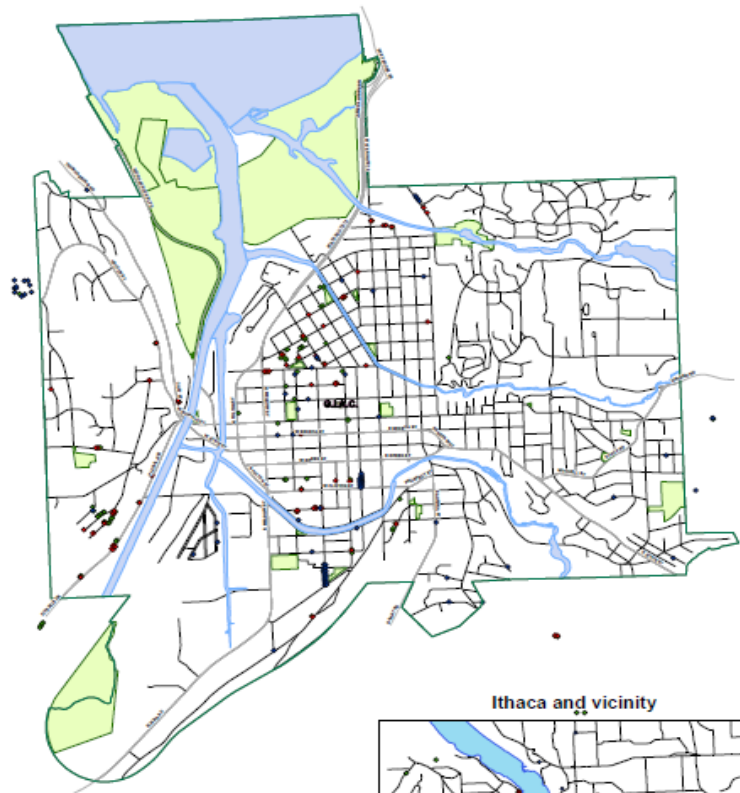
The Center's programs include services dedicated to improving the quality of life for the people we serve; advocating for the rights and needs of youth, families, underrepresented and disenfranchised populations; providing structured employment training opportunities for at risk youth and adults; and fighting against oppression and intimidation in our community.

The Center executes this mission through its own programming and by drawing on the resources of other community agencies and individuals.

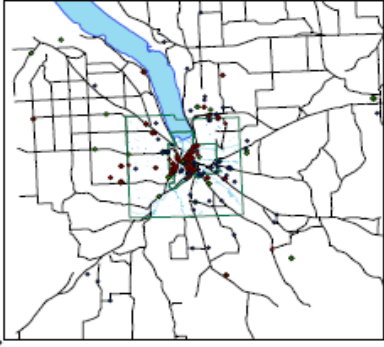
# What is Geocoding?...

- Geocoding is a method of deriving spatial coordinates for tabular data stored in an addressable form. A manual equivalent is using pushpins to highlight locations on a map. GIS applications utilize an algorithmic matching method to automate such an effect.
- The most common type of geocoding results from the spatial location of street addresses using a street centerline file. In fact, tabular data listed by address is actually the most common way geographic databases are stored.

# GIAC Selected Program Participants - 2010-11 City of Ithaca, NY

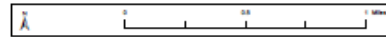


Ithaca and vicinity



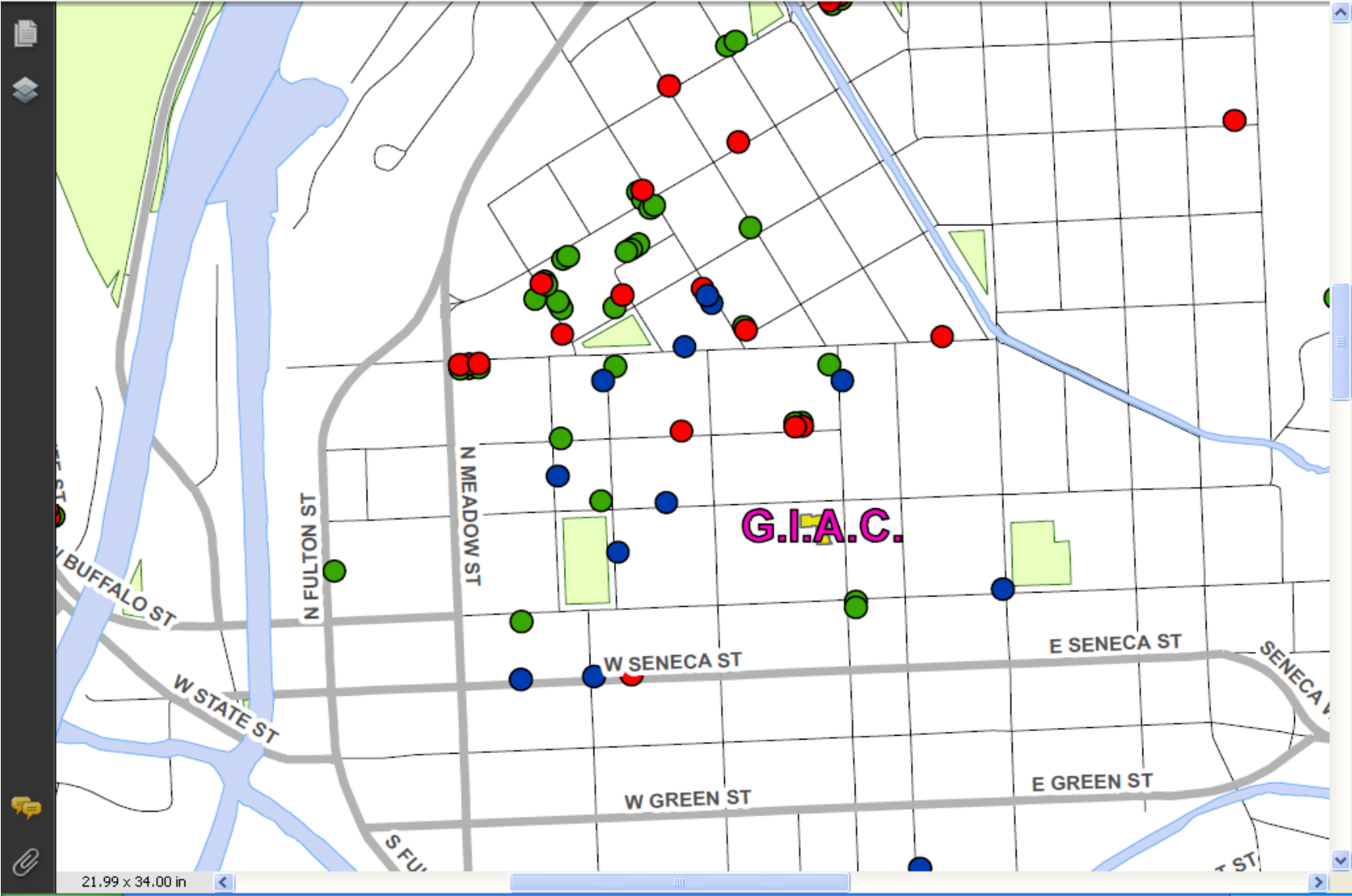
**Legend**

- GIAC
- Senior Program Participants, 2011
- After School Program Participants, 2010-11
- Summer Camp Participants, 2011



GIAC 2010-2011 Selected Program Participants  
Map Source: Tompkins County Digital GIS Data, 2007  
Map Prepared by: Earth Matters, City of Ithaca, NY, November, 2011



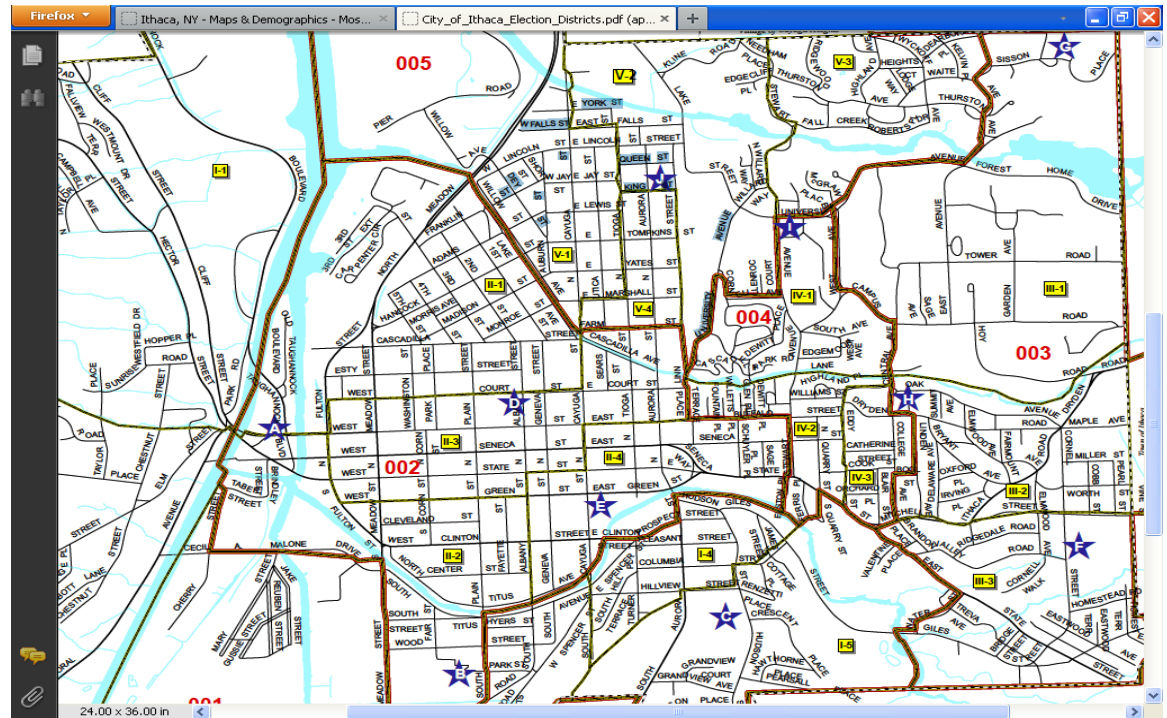


# Why Geocode?

- Illustrative purposes for grants and reports for GIAC Board and donors
- Program monitoring and evaluations
- Transportation and event planning

# Potential applications

- School district locator
- Election map locator





# Potential applications

## Census map analysis

- Socio-economic data
- Racial data
- Education levels/ employment
- Multi-generational cohabitation
- Home ownership

The screenshot shows the '2010 Census Interactive Population Search' website. The left sidebar contains navigation options for 'Counties / Municipios' (Tompkins County) and 'Minor Civil Divisions' (Ithaca city). The main content area displays demographic data for 'NY - Ithaca city'. The data is organized into several sections: Population, Housing Status, Population by Sex/Age, Population by Ethnicity, and Population by Race. A 'Please Note' section at the bottom left explains that data for American Indian and Alaska Native areas is shown for the portion within each state. The 'Additional Data' section at the bottom right shows 'NY - Tompkins County'.

Population	
Total Population	30,014

Housing Status (In housing units unless noted)	
Total	10,360
Occupied	10,408
Owner-occupied	2,752
Population in owner-occupied (Number of individuals)	6,303
Renter-occupied	7,656
Population in renter-occupied (Number of individuals)	16,010
Households with individuals under 18	1,344
Vacant	542
Vacant for rent	188
Vacant for sale	42
Vacant for seasonal/recreational /occasional use	32

Population by Sex/Age	
Male	15,121
Female	14,893
Under 18	2,459
18 & over	27,555
20 - 24	11,139
25 - 34	4,548
35 - 49	2,814
50 - 64	2,655
65 & over	1,769

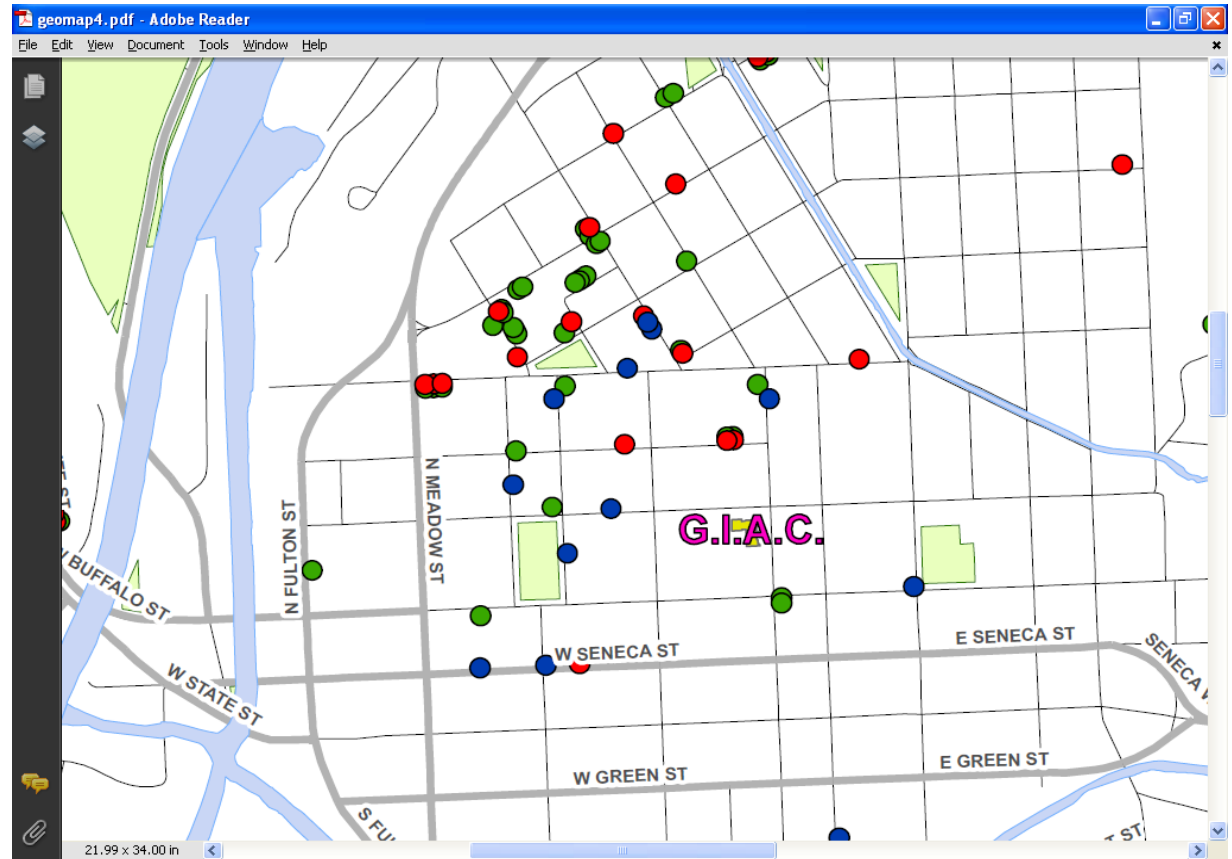
Population by Ethnicity	
Hispanic or Latino	2,057
Non Hispanic or Latino	27,957

Population by Race	
White	21,172
African American	1,971
Asian	4,854
American Indian and Alaska Native	115
Native Hawaiian and Pacific Islander	11
Other	594
Identified by two or more	1,297



# Potential applications

- Participant proximity to GIAC



# Thank you! Questions...

