



PVS Membership Study: Status Update Addendum

Jim Thompson
PVS Strategic Planning Chair

December 12, 2007

**FOR BOARD DISCUSSION
PURPOSES ONLY**

1



Census Detail

Geographic Location	PVS Registered Athletes	2006 Census Estimate Ages 5 to 19-year olds	Market Penetration
Alexandria City	76	16,443	0.46%
Arlington	410	24,765	1.66%
Fairfax	3,193	203,940	1.57%
Fairfax City	174	3,639	4.78%
Falls Church City	57	1,780	3.20%
Loudoun	538	57,628	0.93%
Manassas City	52	8,376	0.62%
Manassas Park City	103	2,723	3.78%
Prince William	310	80,572	0.38%



Geocoding Individual Addresses

- Current approach for determining County of Residence is based only on Zip Code. Zip Codes may span County boundaries. Therefore, it is unclear if the county designation based solely on Zip Code matches county designation used in the Census data.

Options

- Assume any discrepancies are noise and accept current approach
 - Implication: Potential allocation of an athlete into the wrong county
- Geocode each athlete's residence street address
 - The reason for doing this is to ensure that there is a consistent method for normalizing location information, e.g., county of residence.
 - Teleatlas.com provides an on-line geocoding service (Geocode.com). This company appears to be service provider to the Census Bureau.
 - The price for geocoding is based on the number of addresses. For example, the cost for 8,000 addresses is \$190 or for 10,000 is \$230. (Provides a trial account that allows geocoding 100 addresses at no cost.)