Virginia Association of Counties
ACHIEVEMENT AWARDS

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2016.** Please include this application form with electronic entry.

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Complete Mailing Address: _____

Telephone: _____ **Website:** _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: _____

Title: _____

Signature: _____

THE PROBLEM OR CHALLENGE

The County has embraced web-based location technology to help manage a variety of government services, including access to a growing amount of real estate data. With a dynamic real estate market, the County's Economic Development Department was looking for an efficient way to share and analyze property data and the existing GIS infrastructure offered the foundation for an interactive, web based application. The GIS Services Division in the Communications and Information Technology Department worked closely with the Economic Development to deploy an efficient solution that would leverage their investment in the Esri platform which would be consistent with other County applications.

SOLUTION

The team began by implementing an early version of the Site Selector template, a JavaScript based application developed by Esri. The Site Selector app provides the ability for both County staff and citizens or professionals to query and locate properties, potential building sites, and demographic information. The target audience for the solution is diverse and includes site selectors, community developers, planning analysts, real estate agents, home buyers, and property valuation administrators.

The County developed an automated solution to prepare the underlying data by extracting the available sites from Economic Development and applying a scripted process to assign spatial representation. The GIS Team then took the standard application a step further, by introducing a style consistent with the Department's branding standard and

incorporating custom behavior into the application to accommodate local functional requirements. Likewise, the search results are linked to a suite of related GIS based applications that can easily provide supplemental information and reports with one-click of the mouse.

Through a combination of out-of-the-box functionality and customization, the final solution now provides accurate, up-to-date real estate information that allows end users to self-serve the site selection process. Ultimately, the customized app helps mitigate the need for time-consuming, manual processes by spatially enabling data from Economic Development and facilitating access through a user friendly, interactive, web application.

The Site Selector application provides enhanced services for businesses, site selection consultants and corporate real estate executives. The innovative Site Selector application is interactive, user friendly and helps business owners and corporations search for and locate available buildings and sites, while combining their property search with key community and demographic information. Access to this information facilitates better business decisions and helps to ensure that investments in the County are sustainable and align with business objectives. The Site Selector application leverages new technology with a variety of databases to provide users with a one-stop-shopping experience when researching a property. In addition, Site Selector is optimized to be mobile friendly for use on smartphones and tablets and is accessible to a wide array of modern desktop and mobile internet browsers.

Now the county's citizens and staff members use the Site Selector App, to quickly access data including real estate sales, land records, economic development sites, police activity, planning and zoning, schools, government services, and environmental and utilities information. The improved operational efficiency extends to the field where staff save many hours on data collection.

The county's new customized application can be accessed at the following link:

http://siteselector.roanokecountyva.gov.

FINANCIAL and STAFFING

County of Roanoke has a Small Government Enterprise License Agreement with Esri. This gives the county the ability to fast track GIS. The ELA provides unlimited access to ArcGIS software along with timely and professional assistance from Esri. Microsoft SQL Server 2012 is the Enterprise Database providing a consistent programming model and common tools across the Enterprise. The County has established a web presence that caters to a broad user base with diverse needs and technological capability. The application was largely designed with a singular focus, which creates a comfortable environment that doesn't require instruction or training. To achieve this, the applications were developed with contemporary methods and designed according to the asynchronous module definition (AMD) and Model View View Model (MVVM) patterns leveraging Knockout JS and Twitter Bootstrap libraries. This approach creates a solution that is easily maintained in-house while taking advantage of other commercial technologies that already exist. As a result, the County can deliver rich content based on

Esri's ArcGIS for Server and ArcGIS Online offerings, combined with Google Streetview and Pictometry to allow users to explore the County from every angle.

The biggest investment is in personnel. A total of 452.75 personnel hours was used to complete this project. The hours were used to support the enterprise approach and design, develop, and maintain the enterprise GIS resources. Also, professional Services was used from our partner GIS Inc. for a cost of $17,752.

The GIS Infrastructure is a large investment. The County of Roanoke leverages VMware to reduce capital and operational costs by increasing energy efficiency and using less hardware with server consolidation. Virtualization technology increases efficiency in our data center by enabling today's x86 servers to run multiple operating systems and applications. Workloads get deployed faster, performance and availability increases and operations become automated, resulting in IT that's simpler to manage and less costly to own and operate. Fortunately, the total cost of GIS infrastructure including disaster resiliency is $0 Cost because we were able to take advantage of our existing infrastructure.

The county's new customized Site Selector application can be accessed at the following link: http://gisweb.roanokecountyva.gov/PropertyReport/.

Overview

The Roanoke County Department of Economic Development new Site Selector Geographic Information System (GIS) application provides enhanced services for businesses, site selection consultants and corporate real estate executives.

The innovative Site Selector application is interactive, user friendly and helps business owners and corporations search for and locate available buildings and sites, while combining their property search with key community and demographic information. Access to this information facilitates better business decisions and helps to ensure that investments in the County are sustainable and align with business objectives.

The Site Selector application leverages new technology with a variety of databases to provide users with a one-stop-shopping experience when researching a property. Leveraging Esri's ArcGIS for Local Government to share GIS, Roanoke County created Site Selector Application powered by ArcGIS for Server technology, providing quick and easy access to the wealth of data maintained by the county.

In addition, Site Selector is optimized to be mobile friendly for use on smartphones and tablets and is accessible to a wide array of modern desktop and mobile internet browsers. The user-friendly application also offers a help section that features a video overview and instructions on how to navigate throughout the application.

Site Selector was developed to leverage multiple reports including a custom Property Report that offers the most interactive reports available, with dynamic content control available to users.

The county's Economic Development Department uses the new application daily to communicate to site selectors and businesses the available development sites and

buildings in the county. The app allows the Department to share information using Email, Twitter, and Facebook or embedded URL.

Brief Summary

The Roanoke County Department of Economic Development new Site Selector Geographic Information System (GIS) application provides enhanced services for businesses, site selection consultants and corporate real estate executives.
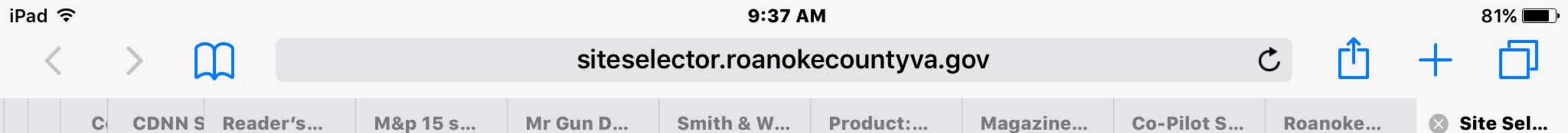
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ROANOKE COUNTY
ECONOMIC DEVELOPMENT
VIRGINIA　　　Site Selector

🔍　↗　⬈　❓

📍 Buildings　　　　　　　　　　📍 Sites

Property Information

Name: F & W Office Park Building F

Address: 3800 Electric Rd, Roanoke, VA 24018

Magisterial District: Cave Spring

Zoning: C1C Click Here

Building Type: Office Building

Availability: Lease

Available Space: 13817

Minimum Building Area Available: 831

Maximum Contiguous Building Area Available: 8724

Water Line Size: 8

Sewer Line Size: 8

Distance to Nearest Highway: 0 miles to Electric Rd

Distance to Nearest Interstate Interchange: 1.39 miles to I-581 / RT. 220

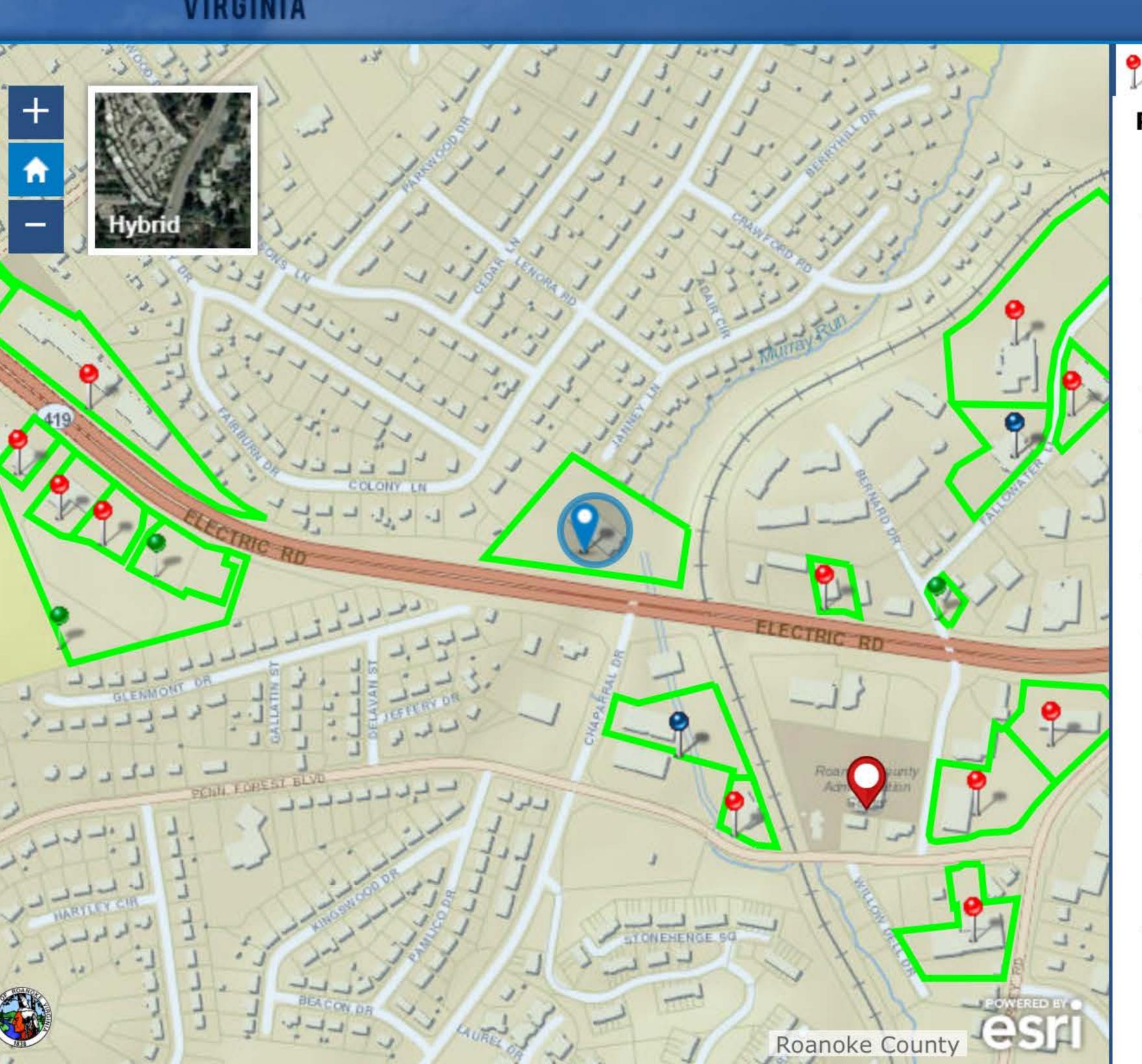Distance to Nearest Airport: 9.56 miles to Roanoke Regional Airport

Property Report: Click Here

TaxView: Click Here

Demographic & Income Report: Click Here

Business Summary Report: Click Here

Business Summary Report

3800 Electric Rd
Rings: 5, 10, 15 mile radii

Produced by Roanoke County Virginia
Latitude: 37.225
Longitude: -79.992

Data for all businesses in area	5 mile	10 mile	15 mile
Total Businesses:	5,576	10,486	11,827
Total Employees:	97,083	164,606	176,933
Total Residential Population:	105,217	223,114	266,556
Employee/Residential Population Ratio:	0.92:1	0.74:1	0.66:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	95	1.7%	657	0.7%	191	1.8%	1,313	0.8%	259	2.2%	1,603	0.9%
Construction	364	6.5%	4,018	4.1%	720	6.9%	8,142	4.9%	909	7.7%	9,342	5.3%
Manufacturing	149	2.7%	5,292	5.5%	307	2.9%	11,019	6.7%	346	2.9%	12,309	7.0%
Transportation	99	1.8%	2,258	2.3%	243	2.3%	4,581	2.8%	298	2.5%	5,190	2.9%
Communication	67	1.2%	1,338	1.4%	119	1.1%	2,190	1.3%	127	1.1%	2,272	1.3%
Utility	14	0.3%	457	0.5%	24	0.2%	707	0.4%	30	0.3%	738	0.4%
Wholesale Trade	225	4.0%	3,679	3.8%	510	4.9%	8,740	5.3%	575	4.9%	10,099	5.7%
Retail Trade Summary	1,008	18.1%	12,779	13.2%	2,175	20.7%	32,856	20.0%	2,425	20.5%	35,181	19.9%
Home Improvement	64	1.1%	1,555	1.6%	140	1.3%	2,896	1.8%	171	1.4%	3,074	1.7%
General Merchandise Stores	24	0.4%	989	1.0%	68	0.6%	3,923	2.4%	74	0.6%	3,956	2.2%
Food Stores	126	2.3%	1,695	1.7%	241	2.3%	3,997	2.4%	277	2.3%	4,505	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	98	1.8%	1,092	1.1%	278	2.7%	3,686	2.2%	329	2.8%	4,103	2.3%
Apparel & Accessory Stores	70	1.3%	408	0.4%	154	1.5%	1,689	1.0%	159	1.3%	1,697	1.0%
Furniture & Home Furnishings	87	1.6%	571	0.6%	172	1.6%	1,424	0.9%	191	1.6%	1,558	0.9%
Eating & Drinking Places	283	5.1%	4,448	4.6%	575	5.5%	10,220	6.2%	622	5.3%	11,031	6.2%
Miscellaneous Retail	256	4.6%	2,022	2.1%	547	5.2%	5,020	3.0%	602	5.1%	5,257	3.0%
Finance, Insurance, Real Estate Summary	828	14.8%	7,728	8.0%	1,407	13.4%	9,929	6.0%	1,564	13.2%	10,559	6.0%
Banks, Savings & Lending Institutions	271	4.9%	1,492	1.5%	547	5.2%	2,146	1.3%	616	5.2%	2,308	1.3%
Securities Brokers	90	1.6%	540	0.6%	116	1.1%	632	0.4%	125	1.1%	656	0.4%
Insurance Carriers & Agents	168	3.0%	3,474	3.6%	302	2.9%	4,186	2.5%	335	2.8%	4,268	2.4%
Real Estate, Holding, Other Investment Offices	300	5.4%	2,221	2.3%	441	4.2%	2,965	1.8%	489	4.1%	3,328	1.9%
Services Summary	2,364	42.4%	54,552	56.2%	4,147	39.5%	76,549	46.5%	4,587	38.8%	80,230	45.3%
Hotels & Lodging	26	0.5%	874	0.9%	81	0.8%	1,812	1.1%	94	0.8%	1,958	1.1%
Automotive Services	135	2.4%	623	0.6%	356	3.4%	1,753	1.1%	409	3.5%	2,018	1.1%
Motion Pictures & Amusements	131	2.3%	1,556	1.6%	234	2.2%	2,797	1.7%	258	2.2%	2,907	1.6%
Health Services	466	8.4%	17,941	18.5%	652	6.2%	21,696	13.2%	689	5.8%	22,390	12.7%
Legal Services	147	2.6%	1,107	1.1%	172	1.6%	1,334	0.8%	176	1.5%	1,346	0.8%
Education Institutions & Libraries	105	1.9%	3,230	3.3%	200	1.9%	7,097	4.3%	229	1.9%	8,036	4.5%
Other Services	1,352	24.2%	29,221	30.1%	2,453	23.4%	40,058	24.3%	2,733	23.1%	41,576	23.5%
Government	206	3.7%	4,041	4.2%	393	3.7%	8,039	4.9%	419	3.5%	8,744	4.9%
Unclassified Establishments	158	2.8%	285	0.3%	251	2.4%	541	0.3%	288	2.4%	664	0.4%
Totals	5,576	100.0%	97,083	100.0%	10,486	100.0%	164,606	100.0%	11,827	100.0%	176,933	100.0%

March 24, 2016

Business Summary Report

3800 Electric Rd
Rings: 5, 10, 15 mile radii

Produced by Roanoke County Virginia
Latitude: 37.225
Longitude: -79.992

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	8	0.1%	19	0.0%	20	0.2%	124	0.1%	44	0.4%	258	0.1%
Mining	3	0.1%	18	0.0%	6	0.1%	30	0.0%	7	0.1%	32	0.0%
Utilities	9	0.2%	430	0.4%	15	0.1%	628	0.4%	17	0.1%	633	0.4%
Construction	391	7.0%	4,291	4.4%	763	7.3%	8,610	5.2%	957	8.1%	9,827	5.6%
Manufacturing	161	2.9%	4,827	5.0%	337	3.2%	10,954	6.7%	381	3.2%	12,299	7.0%
Wholesale Trade	215	3.9%	3,600	3.7%	487	4.6%	8,578	5.2%	551	4.7%	9,928	5.6%
Retail Trade	692	12.4%	8,128	8.4%	1,540	14.7%	21,857	13.3%	1,736	14.7%	23,323	13.2%
Motor Vehicle & Parts Dealers	62	1.1%	820	0.8%	207	2.0%	3,240	2.0%	241	2.0%	3,493	2.0%
Furniture & Home Furnishings Stores	41	0.7%	290	0.3%	79	0.8%	630	0.4%	88	0.7%	727	0.4%
Electronics & Appliance Stores	39	0.7%	284	0.3%	87	0.8%	707	0.4%	96	0.8%	734	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	63	1.1%	1,550	1.6%	139	1.3%	2,890	1.8%	167	1.4%	3,056	1.7%
Food & Beverage Stores	102	1.8%	1,524	1.6%	199	1.9%	3,390	2.1%	230	1.9%	3,868	2.2%
Health & Personal Care Stores	61	1.1%	543	0.6%	140	1.3%	1,719	1.0%	155	1.3%	1,816	1.0%
Gasoline Stations	36	0.6%	272	0.3%	71	0.7%	446	0.3%	88	0.7%	610	0.3%
Clothing & Clothing Accessories Stores	85	1.5%	521	0.5%	187	1.8%	1,872	1.1%	196	1.7%	1,887	1.1%
Sport Goods, Hobby, Book, & Music Stores	44	0.8%	261	0.3%	86	0.8%	654	0.4%	94	0.8%	675	0.4%
General Merchandise Stores	24	0.4%	989	1.0%	68	0.6%	3,923	2.4%	74	0.6%	3,956	2.2%
Miscellaneous Store Retailers	125	2.2%	922	0.9%	247	2.4%	1,603	1.0%	274	2.3%	1,694	1.0%
Nonstore Retailers	11	0.2%	152	0.2%	30	0.3%	784	0.5%	34	0.3%	807	0.5%
Transportation & Warehousing	71	1.3%	2,034	2.1%	206	2.0%	4,393	2.7%	247	2.1%	4,938	2.8%
Information	129	2.3%	2,370	2.4%	212	2.0%	3,585	2.2%	227	1.9%	3,700	2.1%
Finance & Insurance	536	9.6%	5,552	5.7%	986	9.4%	7,056	4.3%	1,096	9.3%	7,324	4.1%
Central Bank/Credit Intermediation & Related Activities	271	4.9%	1,480	1.5%	559	5.3%	2,179	1.3%	628	5.3%	2,341	1.3%
Securities, Commodity Contracts & Other Financial	96	1.7%	580	0.6%	122	1.2%	673	0.4%	131	1.1%	697	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	170	3.0%	3,492	3.6%	304	2.9%	4,204	2.6%	337	2.8%	4,286	2.4%
Real Estate, Rental & Leasing	324	5.8%	2,055	2.1%	562	5.4%	3,176	1.9%	627	5.3%	3,578	2.0%
Professional, Scientific & Tech Services	546	9.8%	21,777	22.4%	831	7.9%	24,317	14.8%	917	7.8%	24,642	13.9%
Legal Services	168	3.0%	1,203	1.2%	196	1.9%	1,443	0.9%	203	1.7%	1,466	0.8%
Management of Companies & Enterprises	5	0.1%	215	0.2%	6	0.1%	217	0.1%	6	0.1%	217	0.1%
Administrative & Support & Waste Management & Remediation	205	3.7%	1,704	1.8%	371	3.5%	4,367	2.7%	443	3.7%	4,851	2.7%
Educational Services	122	2.2%	3,214	3.3%	225	2.1%	7,079	4.3%	257	2.2%	8,012	4.5%
Health Care & Social Assistance	651	11.7%	21,588	22.2%	922	8.8%	28,592	17.4%	980	8.3%	29,715	16.8%
Arts, Entertainment & Recreation	93	1.7%	1,504	1.5%	158	1.5%	2,646	1.6%	176	1.5%	2,749	1.6%
Accommodation & Food Services	315	5.6%	5,414	5.6%	667	6.4%	12,212	7.4%	728	6.2%	13,168	7.4%
Accommodation	26	0.5%	874	0.9%	81	0.8%	1,812	1.1%	94	0.8%	1,958	1.1%
Food Services & Drinking Places	289	5.2%	4,540	4.7%	586	5.6%	10,400	6.3%	633	5.4%	11,211	6.3%
Other Services (except Public Administration)	731	13.1%	3,931	4.0%	1,519	14.5%	7,415	4.5%	1,713	14.5%	8,136	4.6%
Automotive Repair & Maintenance	107	1.9%	426	0.4%	263	2.5%	1,112	0.7%	300	2.5%	1,341	0.8%
Public Administration	208	3.7%	4,073	4.2%	396	3.8%	8,118	4.9%	422	3.6%	8,823	5.0%
Unclassified Establishments	160	2.9%	337	0.3%	258	2.5%	652	0.4%	297	2.5%	778	0.4%
Total	5,576	100.0%	97,083	100.0%	10,486	100.0%	164,606	100.0%	11,827	100.0%	176,933	100.0%

March 24, 2016