

## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

County: Prince William County

Program Title: Demographics Hub

Program Category: Information Technology

### CONTACT INFORMATION

Name: Malcolm Echaluze

Title: GIS Program Manager

Department: Information Technology

Telephone: 703-792-6788 Website: pwcva.gov/doit

Email: mechaluce@pwcva.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Christopher J. Shorter

Title: County Executive

Signature: 

**Prince William County Demographics Hub**

The Prince William County Demographics Hub Site demonstrates excellence and innovation by leveraging technology to improve data accessibility and promote data-driven decision-making. It fosters transparency, engagement, and informed policy planning within the county government and the community at large. With its unparalleled user experience and commitment to innovation, the project is a worthy contender for the Virginia Association of Counties Achievement Awards.

This project represents a groundbreaking approach to county demographics by showcasing innovation, accessibility, and interactive engagement. The site is based on ESRI’s ArcGIS Hub framework and its content and applications and have revolutionized the way demographic information is accessed, understood, and interacted with by residents, stakeholders, and policymakers.

What sets the Prince William County Demographics Hub Site apart from traditional county demographics websites is its unwavering focus on providing an easy, exciting, and innovative user experience. The previous Drupal webpages, consisting of static tables and manual update processes, were replaced with a dynamic and interactive hub site that has become an ESRI benchmark for excellence for similar project.

Launched in the Spring of 2023, the Prince William County Demographics Hub Site comprises the following webpages:

- Homepage: <https://demographics-pwcv.gov.hub.arcgis.com/>

This central webpage serves as the gateway to the Prince William County Demographics Hub Site. With an intuitive design and seamless navigation, users can effortlessly locate and explore the wealth of demographic and population data available. The user-friendly interface ensures that accessing information is a frictionless experience, appealing to individuals of varying technical backgrounds.

- Population Estimates: <https://demographics-pwcv.gov.hub.arcgis.com/pages/population-estimates>

The Population Estimates webpage provides visitors with up-to-date and comprehensive information regarding the population trends in Prince William County. Through interactive visualizations, users can delve into the most current population and housing estimates at many different geographic levels. Population projection data is also included on the page in the form of an ArcGIS Dashboards graph. The timely updates guarantee that decision-makers have access to the most reliable and current data for informed policy planning.

- Demographic Change and Geographic Comparisons: <https://demographics-pwcgov.hub.arcgis.com/pages/demographic-change-and-geographic-comparisons>

A standout feature of the Prince William County Demographics Hub Site is its ability to provide a holistic view of demographic changes by utilizing the Census American Community Survey data. This application harnesses the Census Bureau' API framework to call demographic data from the web, process the data, and update the online application nearly effortlessly. The charts and graphs facilitate easy comparisons of the county's demographics with the encompassing metropolitan area, state, and nation. Through interactive data visualizations, users gain a deeper understanding of The County's demographics have evolved over time, making it an invaluable resource for county agencies, policymakers, and community leaders.

- Interactive Demographic Maps: <https://experience.arcgis.com/experience/9d12950d7a1449e8880ed042defdf9>

Emphasizing the site's commitment to innovation, the hub offers interactive demographic maps at the census tract level, sourced from the ArcGIS Online Living Atlas. These maps are automatically updated annually, ensuring the data is always reliable and current. By enabling users to explore demographic characteristics specific to different geographic areas, the site encourages a deeper understanding of the county's diverse communities and their evolving needs.

- Interactive Economic Maps:

<https://experience.arcgis.com/experience/8b1087860a93403dbd067633947eebe6/>

The Prince William County Demographics Hub Site goes beyond demographic data and incorporates interactive maps that communicate economic variables. By integrating economic and demographic data, the site provides a holistic view of the county, fostering better-informed decision-making and attracting potential investors. The interactive nature of these maps enhances engagement and empowers users to explore and analyze economic indicators crucial for use by The County's Finance and Budget offices.

The Prince William County Demographics Hub Site represents a paradigm shift in the presentation and accessibility of demographic data. It sets itself apart by providing an unrivaled user experience, combining innovative technology, intuitive design, and interactive data visualizations. This comprehensive and dynamic platform ensures that residents, county staff, businesses, policymakers, and researchers can easily locate, understand, and engage with demographic and population data. Moreover, the Prince William County Demographics Hub Site promotes transparency, data-driven decision-making, and meaningful civic engagement. The pioneering approach employed in the development of this site aligns perfectly with the criteria for the Virginia Association of Counties Achievement Awards, exemplifying excellence, innovation, and effective use of technology.

In conclusion, the Prince William County Demographics Hub Site is a trailblazing project that has set new standards for county demographics websites. Its innovative features, interactive interface, and commitment to accessibility make it a worthy recipient of the Virginia Association of Counties Achievement Award. We firmly believe that the Prince William County Demographics Hub Site is a testament to the county's dedication to embracing technology to empower its residents and bring data-driven decision-making to life.

**Executive Summary:**

The Prince William County Demographics Hub Site is a groundbreaking project that redefines the way demographic data is accessed and utilized. Created from scratch alongside its ArcGIS Online applications, this innovative ESRI ArcGIS Hub site replaces static tables and manual update processes with an interactive and visually engaging platform. The site provides an easy, exciting, and user-friendly experience for residents, stakeholders, and policymakers seeking accurate and up-to-date demographic information.

With its intuitive design and seamless navigation, the hub site enables users to effortlessly explore an array of demographic data. The Population Estimates webpage offers comprehensive breakdowns of current population and housing estimates and projections while the Comparative Demographic Stats page allows users to compare statistics such as age, gender, ethnicity, and socioeconomic status with those of the surrounding metropolitan area, state, and nation. Additionally, interactive demographic and economic maps provide valuable insights into the county's diverse communities as well as economic indicators for the Budget and Finance Offices.

# Homepage



## Prince William County Demographics

Population Estimates Comparative Stats Economic Indicators Demographic Maps 2020 Census Data More

**Total Population**  
**495,174**  
▲ 2nd most populous in VA  
▲ 2020 Census: 482,234  
[View Data](#)

**Diversity Index**  
**73.7**  
▲ 5th most diverse in U.S.  
▲ Most diverse in VA  
[View Data](#)

**Avg. HH Size**  
**3.03**  
▲ DC Metro Avg: 3.07  
▲ Among highest in DC area  
[View Data](#)

**Median HH Income**  
**\$123,193**  
▲ 27th highest in U.S.  
▲ 9th highest in DC Metro  
[View Data](#)

### New Features



#### Economic Indicators

Data and maps that span employment, labor force, key county rankings, and income access



#### Demographic Maps

A series of interactive maps from the latest US Census American Community Survey (ACS) that display neighborhood-level data on subjects from age to race/ethnicity and poverty

### Browse by Topic

- County Population & Demographics
- Economic Stats
- Demographic Data Sources
- Interactive Data and Maps



Posts from @uscensusbureau

U.S. Census Bureau @uscensusbureau · May 16  
Large cities in the Northeast and Midwest grew in 2023, reversing earlier population declines, according to new Vintage 2023 #PopulationCensus.  
Explore #PopTrends highlights: [census.gov/newsroom/popfacts](#)  
#CensusData #V23



Posts from @censusSDC

SDC Census State Data Center @censusSDC · May 22  
While AT'ing the BEST #CensusData and #govtstats insights, news, etc. Recent highlights from SDCs, partners, affiliates in AR, AZ, CA, CO, CT, DC, FL, GA, HI, IL, IN, IA, MD, MI, MN, NY, NC, NH, OR, PA, TX, UT, VA, WA and WI. Follow us on @ #nation [www.census.gov/censusSDC](#) and [@city](#)




Have questions or inquiries about Prince William demographic data?

please send us a [message](#)

[Website Feedback](#)



# Population Estimates



**Prince William County Demographics**

[Population Estimates](#)
[Comparative Data](#)
[Economic Indicators](#)
[Demographic Maps](#)
[2020 Census Data](#)
[More](#)

## Estimates and Forecasts

Population and housing estimates produced biannually and forecasts (including employment) produced in conjunction with MWCOG

Estimator Tool: 2023 Quarter 4



**Total Population**  
491,353  
(Including Group Quarters Population)

**Group Quarters Population**  
3,821  
(Including Group Quarters)

**Total Housing Units**  
162,310

**Total Households**  
156,153  
(Including Group Quarters)

**Average Household Size**  
3.03

**Latest Estimates (2023 Q4)**

Total Population

495,174

Housing Units

162,310

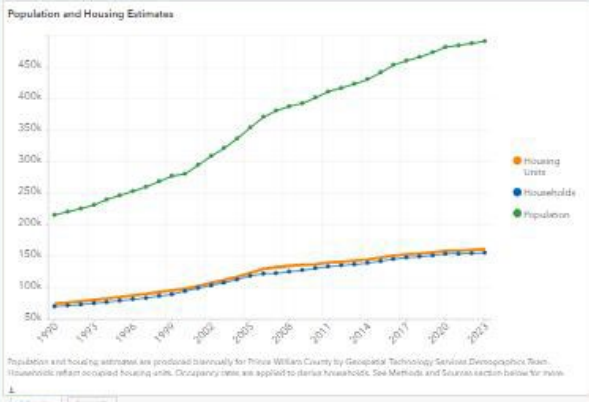
Households

156,153

Avg. HH Size

3.03

**Population and Housing Estimates**

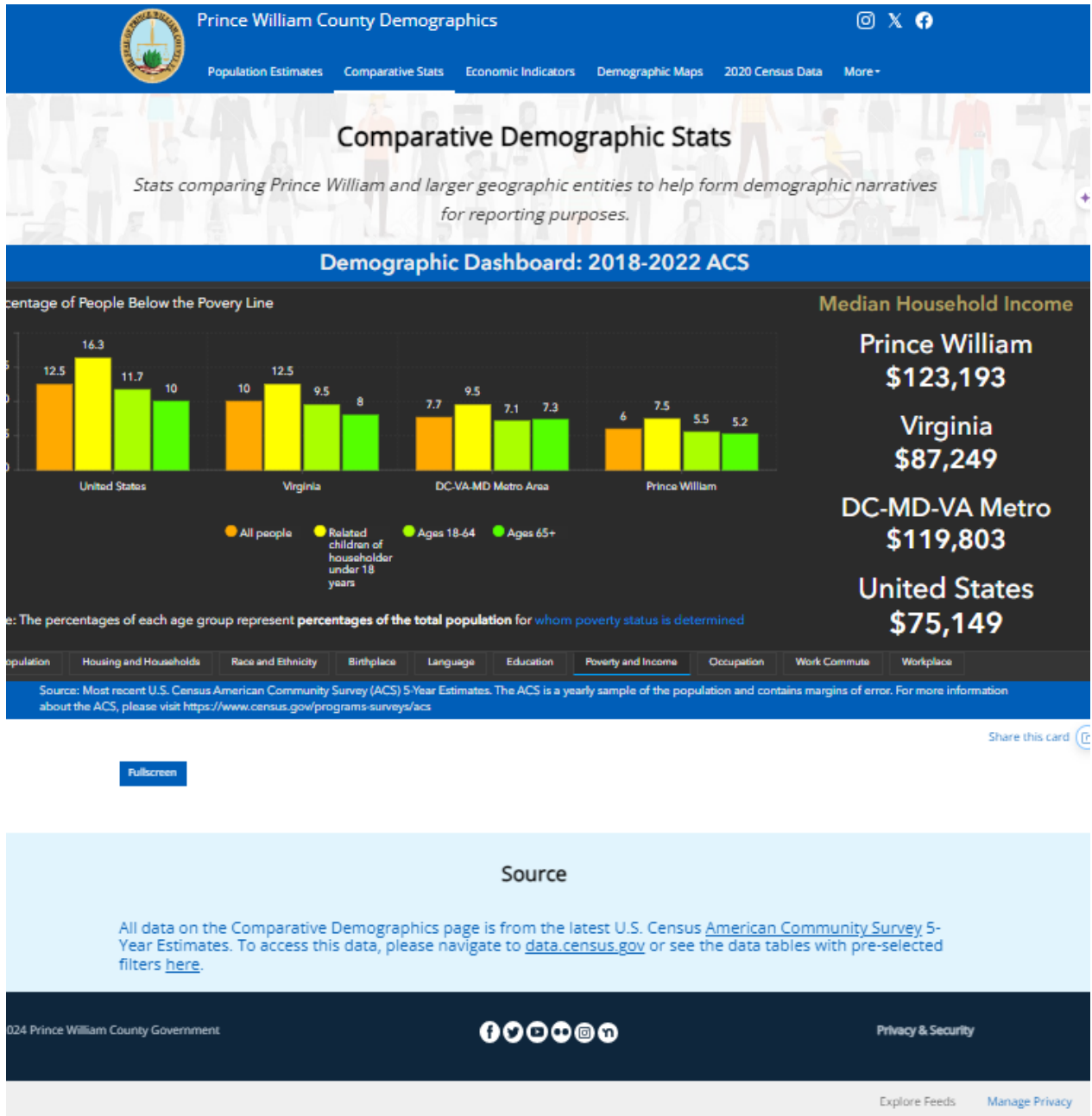


Population and housing estimates are produced biannually for Prince William County by Geoplace Technology Services Demographics Team. Households refer to occupied housing units. Occupancy rates are applied to starter households. See Methods and Sources section below for more.

**Annual Population and Housing Estimates**

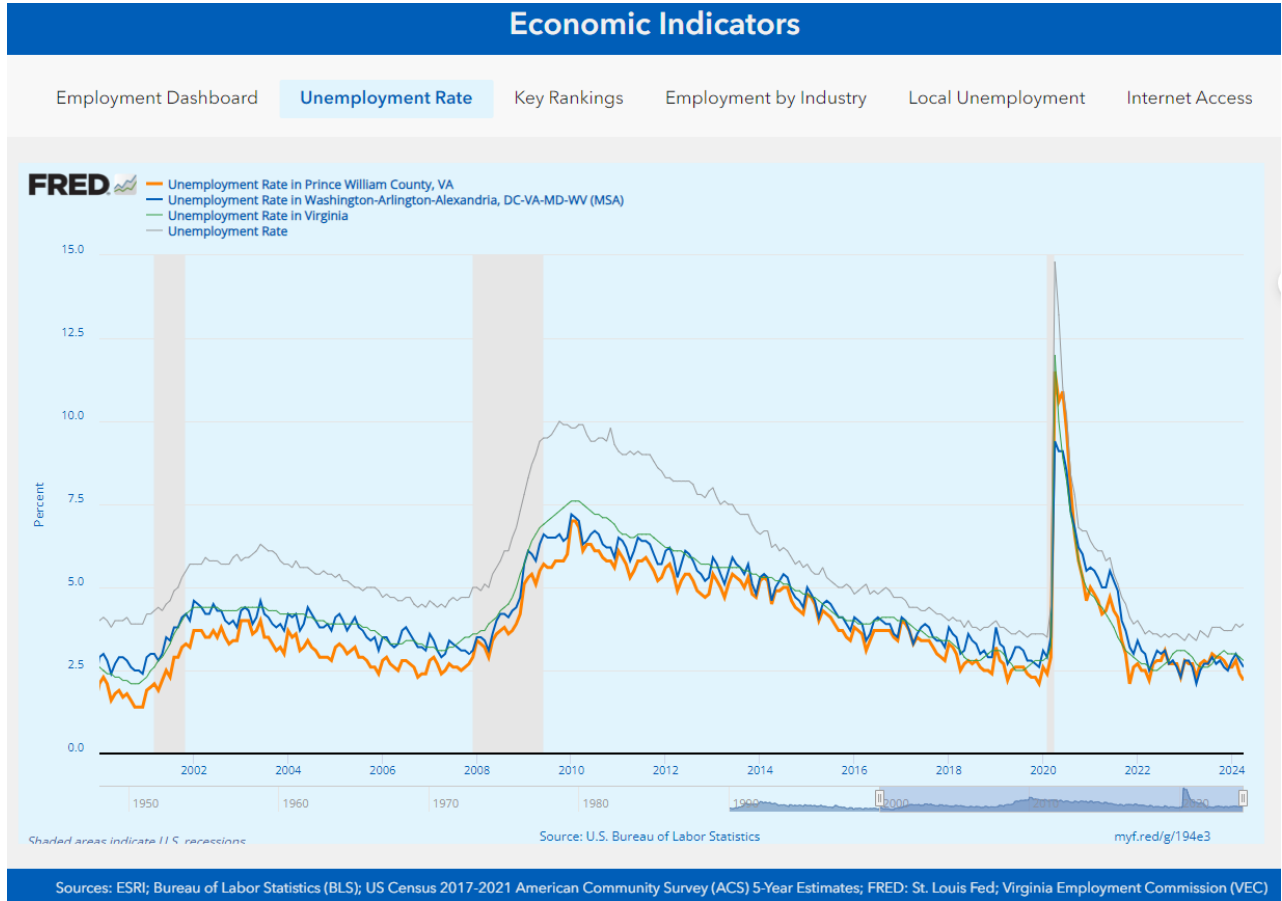
	Population	Housing Units	Households	Source
1990	211,484	45,719	43,214	1990 Census
1995	240,626	74,501	71,500	FWO, Office of Information Systems
1999	271,735	78,812	74,838	FWO, Office of Information Systems
2003	327,347	88,891	85,812	FWO, Office of Information Systems
2007	380,237	102,914	97,781	FWO, Office of Information Systems

## Comparative Demographics





## Economic Indicators



## Demographic Maps

