Beyond Site Selection
City of Anaheim
Project Goals

- Find Commercial Properties for lease or sale
- Analyze Site Suitability
  - Obtain demographic and consumer spending information
  - Access to Zoning and Building Information
Three Use Cases

- Business Owner wanting to locate/relocate their business to Anaheim
- Real Estate Broker wanting access to City parcel information
- Business Owner wanting to find out the local area demographics
Property Search
Property Data
Demographic Information
Demographic Reports
## Property Info 1.0

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Average Monthly Sessions</strong></td>
<td>285</td>
</tr>
<tr>
<td><strong>Average Monthly Users</strong></td>
<td>210</td>
</tr>
<tr>
<td><strong>Returning Visitors</strong></td>
<td>26%</td>
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<tr>
<td><strong>Percentage of City Use</strong></td>
<td>9.7%</td>
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<tr>
<td><strong>3 to 10 Minutes</strong></td>
<td>14%</td>
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<tr>
<td><strong>10 to 30+ Minutes</strong></td>
<td>13%</td>
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**Sept 2013 to June 2014**
Case Study: Restaurant Chain
Property Info 2.0 - Goals

- Access on any Mobile Device
- Enhance Demographic Reporting
- Improve Site Usage Metrics
- Add Feedback Mechanism
Property Info Demo
Contact Information

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- Property Info Application - www.anaheim.net/planning > Click on Property Info Icon