



# ToledoView

**An online data and  
consulting resource of**

THE JACK FORD URBAN AFFAIRS CENTER

THE CENTER FOR GEOGRAPHIC INFORMATION  
SCIENCE AND APPLIED GEOGRAPHICS  
DEPARTMENT OF GEOGRAPHY AND PLANNING

THE UNIVERSITY OF TOLEDO



THE UNIVERSITY OF  
**TOLEDO**  
1872



## Visualizing opportunity through data

ToledoView is a proprietary, online geographic database compiled by The Jack Ford Urban Affairs Center (UAC) and The University of Toledo's Center for Geographic Information Science and Applied Geographics (GISAG).

Developed in cooperation with local partners, ToledoView provides a cloud-hosted resource that allows users to access, inspect, depict, and retrieve economic, education, social, health, and environmental data specific to the city of Toledo and surrounding communities.

Businesses, real estate developers, governmental agencies and other community stakeholders will find ToledoView invaluable for economic planning and development, demographic analysis, academic and applied research, policy development and analysis, forecasting, and a host of other applications.



## A wealth of data delivered to your desktop

ToledoView is a geographic information system (GIS) that provides access to data on the northwest Ohio region. Through a convenient desktop application, ToledoView users can perform secure, interactive queries online to gather and analyze a wealth of targeted geographical data, and can visualize their findings in the forms of downloadable maps, spreadsheets, charts, graphs, or reports.

### EXAMPLES OF DATA CURRENTLY AVAILABLE IN THE TOLEDOVIEW DATA WAREHOUSE INCLUDE:

- Population demographics
- Employment by industry
- Socioeconomic data: Education, income, etc.
- Zoning
- Land Use
- Home values and rent levels
- Public transportation service areas
- Public school districts and locations
- Business locations and types
- Land parcels, including zoning and tax information
- Street and interstate networks
- Utilities and infrastructure
- Health and social services
- Rail yards
- Ports
- Brownfield sites

## Selected Applications

### Social Services/Social Data Applications

- Relating poverty to crime
- Access to food stores
- Access to health care via transit
- Access to jobs via transit/spatial mismatch
- Demographic profiles among population subgroups
- Optimal location and delivery of emergency services
- Neighborhood demographic change over time: 1970-present

### Business Applications

- Location of warehousing relative to highway/rail
- Optimal location of retail outlets
- Manufacturing site selection – utilities, transportation
- Regional employment profile
- Regional commuter shed/regional commuter patterns
- Regional economic impact analysis

### Educational Applications

- Childhood nutrition/obesity within elementary school districts
- Childhood poverty within elementary, middle and high school districts
- Educational attainment among age groups
- Relating child care facilities to local population patterns (pre-kindergarten)
- Graduation rates and employment patterns



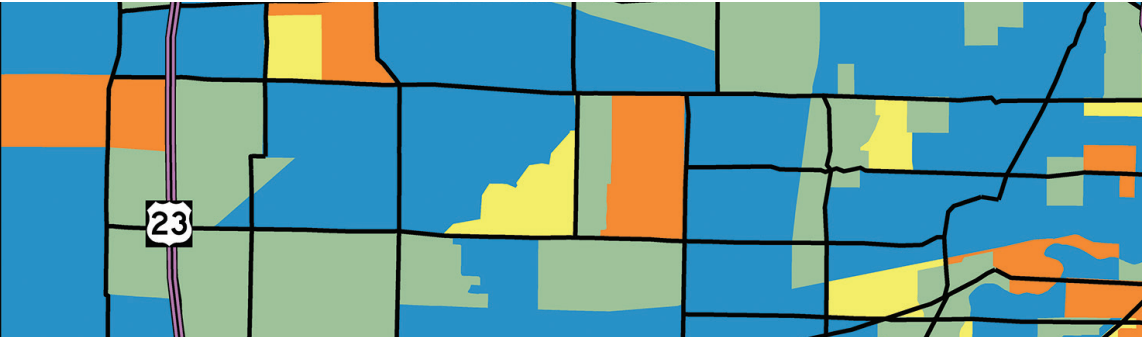
## Not just numbers — An expert team of advisors

While ToledoView is a highly user-friendly resource, gathering the right information — and interpreting it correctly — can sometimes call for professional expertise. Users who would benefit from such support can call upon the ToledoView team for analysis and advisory assistance. We welcome those who wish to partner on specific research projects, or contribute to ongoing data collection, and will work on a proprietary basis if so desired.

TOLEDOVIEW DATA AND ANALYTICAL CONSULTING SERVICES ARE AVAILABLE IN THE AREAS OF:

- Site selection (retail, health care, manufacturing, warehousing, etc.)
- Customized ToledoView software training
- Customized data services
- Economic impact analysis
- Community and demographic profiles





## A resource endorsed by community leaders

Decision-makers in business, government, and public service recognize the tremendous advantages that the Toledo Regional ToledoView provides to private enterprise and the community at large:

*Corporations usually have an array of location options when conducting a site search. These site searches usually require a plethora of data to assist in decision-making. The size and capacity of electric, natural gas, water, and sewer infrastructure are usually at the top of the list. Other examples of data needs include drive time for labor market sheds, public transportation routing, traffic counts, and topographic information such as drainage patterns and location of wetlands. The ability to quickly retrieve this type of data and overlay several attributes on one map is of the utmost importance in the economic development profession today ... A regionally referenced data repository would be beneficial to all entities involved in economic development in the Toledo/northwest Ohio area."*

**Hans Rosebrock**  
**Manager, Economic Development and External Affairs**  
**FirstEnergy Corporation** 



*Detail of Spanish Speaking Population Map*

“ Thank you for having the vision and skill sets to create a current repository for demographic data tied to the GIS system. Here at the Downtown Toledo Development Corp., we often have the need for data of this type. As grocers continue to explore the downtown market, they are always interested in the employment base, the residential base and the socioeconomic detail that assists them in making a decision to go forward. We also, through the Toledo Design Center, we are always working on neighborhood planning documents to help create a visioning process for these neighborhoods. Your work is critical to our efforts.”

**William A. Thomas**  
**President, Downtown Toledo Development Corp.**

“ A Lucas County data repository will be an invaluable tool for the Lucas County Commissioners to deliver essential public services while facilitating a strong local economy. Work Ready Lucas County is our new program dedicated to ensuring that our local workforce is prepared for the jobs of the future. We have also adopted the Northwest Ohio/Southeast Michigan Comprehensive Economic Development Strategy. Each of these initiatives depends on a reliable source of up-to-date data to ensure delivery of the best possible return on investment for Lucas County taxpayers.”

**Tina Skeldon-Wozniak, Carol Contrada, and Peter Gerken**  
**Lucas County Commissioners**





FOR DETAILS ON HOW YOUR ORGANIZATION CAN  
BENEFIT FROM PARTNERSHIP WITH TOLEDOVIEW,  
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