

Geocoding Toolkit

While there are many free geocoding websites available, in reality most are based on just a few different sources of street network data:

- **TIGER** data is publicly available from the Census. **The HUBZone maps use TIGER data to geocode.**
- **Tele Atlas** data is private data produced and maintained by a Norwegian company.
- **Navteq** data is private data produced by a Chicago-based company

It's difficult to pass judgment on which one is the "best" geocoding service. We'll show you how to use familiar tools to plug the geocoding results from each of these data sets into the HUBZone maps to obtain an eligibility result. We use all three services, combined with our best judgment, to make a decision. The backup method is for a local government authority to certify the census tract and county of the address.

FFIEC (Tele Atlas)

1. Go to <http://www.ffiec.gov/Geocode/default.aspx>
2. Choose Year 2012, and enter the address.

Year: 2012 ▼

Street Address: 409 3rd st sw

City: washington

State: DC - District of Columbia ▼

Zip Code:

3. Here is the search result:

Geocode Search Result for 2012 HMDA/CRA Reporting

Street Address	409 3RD ST SW	MSA/MD Code	47894
City Name	WASHINGTON	State Code	11
State Abbreviation	DC	County Code	001
Zip Code	20416	Tract Code	0105.00

MSA/MD Name: WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV
State Name: DISTRICT OF COLUMBIA
County Name: DISTRICT OF COLUMBIA



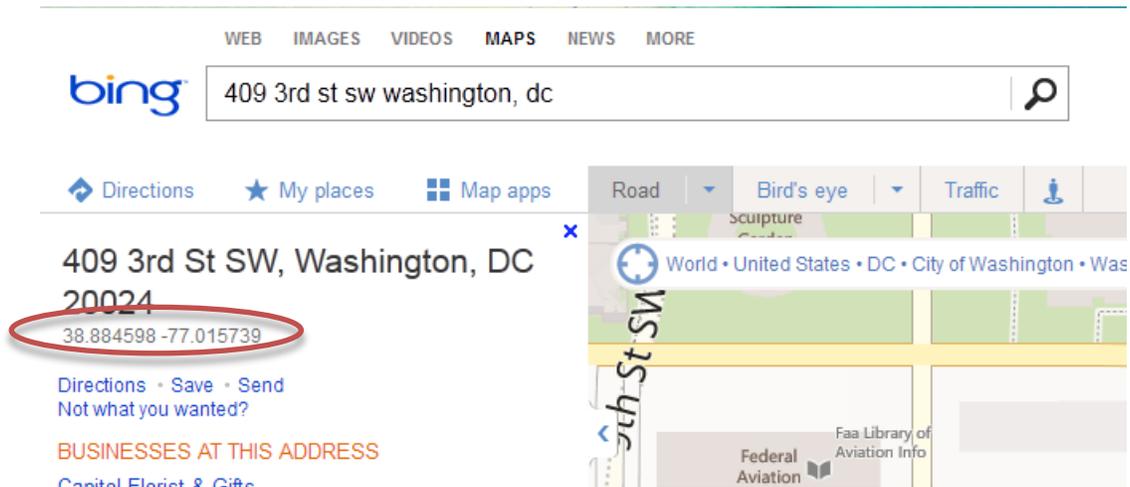
4. Click on “Get Street Map” to get a map of the result.
5. In the resulting page, copy the address from the address bar, and paste it in notepad, word, or any “scratch” document. Here’s what our address looked like:

http://maps.ffiec.gov/FFIECMap2010/TGMapSrv.aspx?street_address=409+3RD+ST+SW&State_abbrev=DC&City=WASHINGTON&zip_code=20416&msa=47894&state=11&county=001&tract_bna=0105.00&latitude=38.884772&longitude=-77.015195&census_year=2012

6. You can now paste the **latitude** and **longitude** into the latest version of the HUBZone maps. See Section [HUBZone Maps Coordinate Input](#) below.

Bing (Navteq)

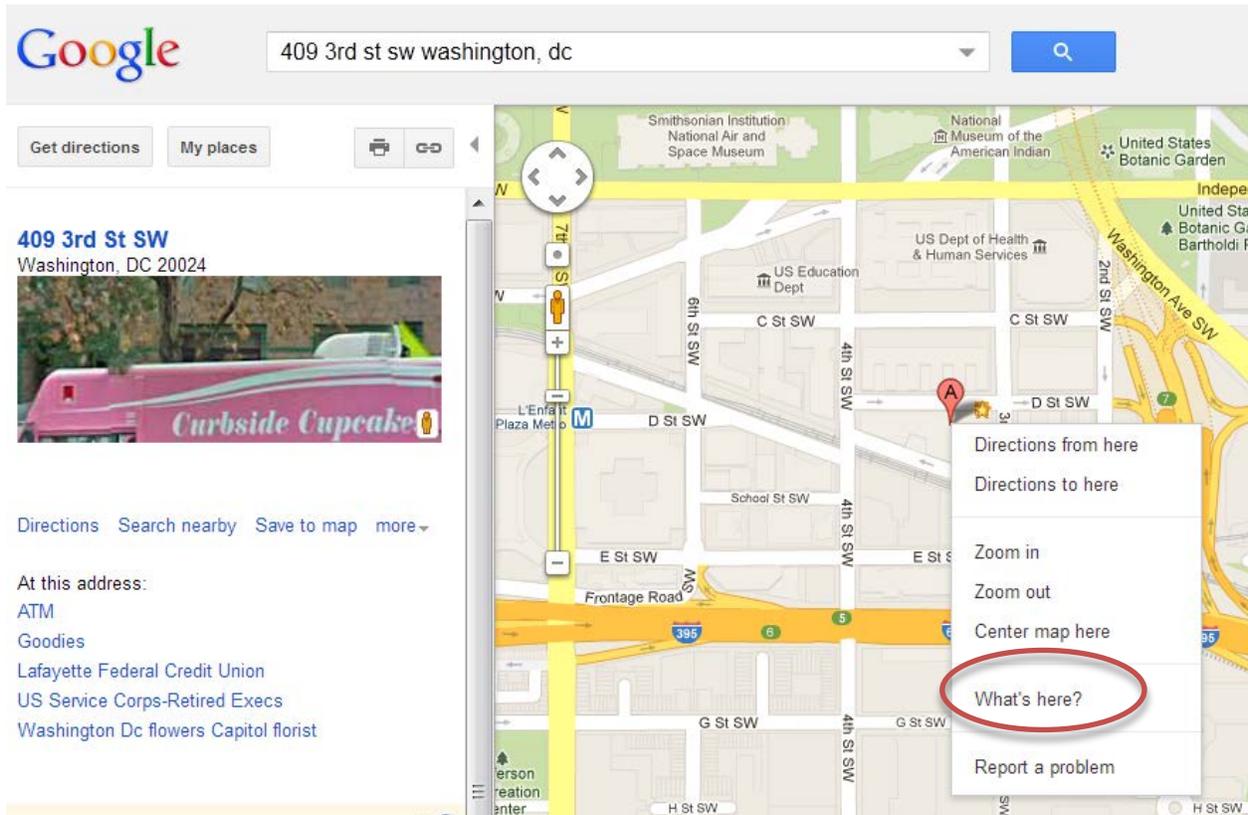
1. Go to <http://www.bing.com/maps/?FORM=Z9LH2> and enter the address.
2. The result for our address is below:



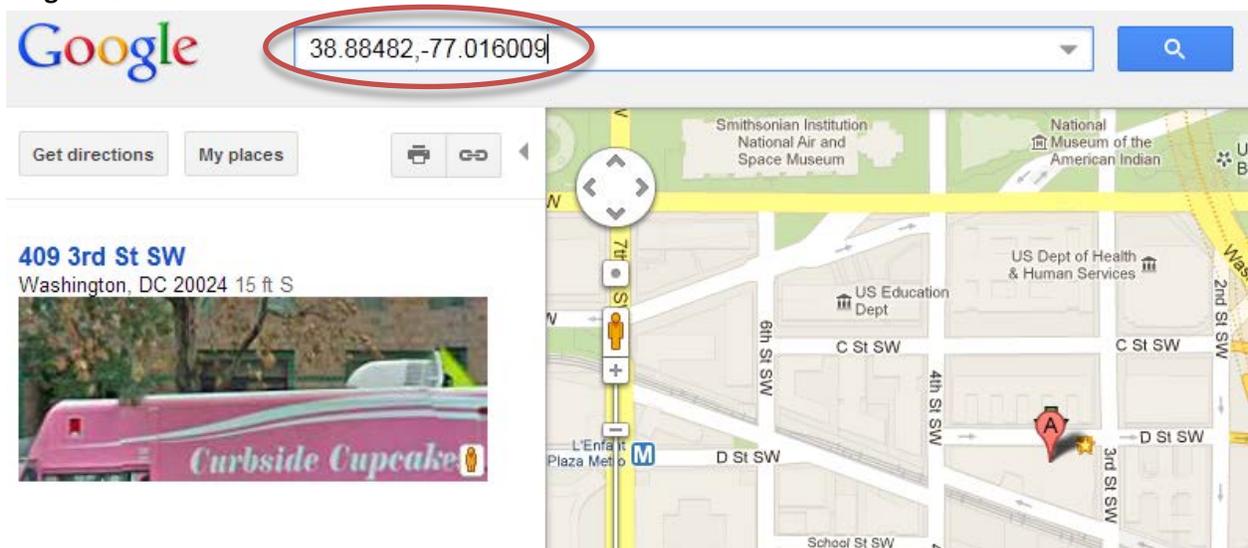
3. The circled region in the image above indicates the **latitude, longitude** for this address according to Navteq. You can now enter these coordinates in the HUBZone maps. See [HUBZone Maps Coordinate Input](#) below.

Google Maps (a mix of TIGER data and Google's own data)

1. Search for address in Google Maps: <https://maps.google.com/>
2. RIGHT click on location and choose **What's Here?**



3. Its geographic coordinates appear in the search box. **The first number is the latitude and the second is the longitude.**



4. Paste these coordinates into the HUBZone maps, using the instructions in the next section.

HUBZone Maps Coordinate Input

1. Open up a new window with HUBZone mapping in it. Switch to coordinate input and **do not** share location if the browser asks you.

Start Here: Is my location in a HUBZone?

Address City State ZIP Code

2. Copy and paste the coordinates from one of the above websites into HUBZone mapping, **longitude first and latitude second. Don't forget the negative sign on the longitude, if applicable.** Click find and you'll see a result.

map.sba.gov/hubzone/maps/#top

SBA.GOV U.S. Small Business Administration Print Page | Accessible Version | Help

Start Here: Is this coordinate in a HUBZone?

Longitude Latitude

The location is NOT HUBZone Qualified.
 The location indicated is in District of Columbia County, DC.
 District of Columbia County is a Metropolitan County, and therefore NOT HUBZone qualified by county.
 Are there any qualified census tracts, or other HUBZone qualified areas in District of Columbia County?
 (Search County or All Counties)

State County

HUBZone Mapping

www.caliper.com Wed Jan 23 10:43:28 2013

Legend
 Counties
 Non-Qualified County
 Qualified Non-Metro County

Map Layer Information

Tract	County
Map Layer: County	
County FIPS Code	11001
Name	District of Columbia DC
2009 Eligibility Status	Metropolitan County
2010 Eligibility Status	Metropolitan County
2011 Eligibility Status	Metropolitan County
2012 Eligibility Status	Metropolitan County
Unemployment Ratio	1.15
Household Income Ratio	

Scale: 1 : 9,012

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3. Note that you won't see the coordinates if you use the "Print Page" link at the top. For certification purposes, you can simply print this page using your browser menu since it contains the qualification information as well as the coordinate values. You will need both this printed page and the printed page from the relevant web service you used to obtain the coordinates to prove that the given address is located at those coordinates which has the associated qualification.

If all else fails...

To support that the address is in a HUBZone, the firm must submit a signed statement on official letterhead from a representative from a local government agency certifying the census tract number and county of the address in question. If they are claiming eligibility based on being in an Indian Land, the statement must be from a representative of the BIA and certify the location on an Indian Reservation according to [13 CFR 126](#). If it is a BRAC, the representative must be from DoD and the statement must be that they are on a qualified Base Closure Area according to 13 CFR 126.