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.
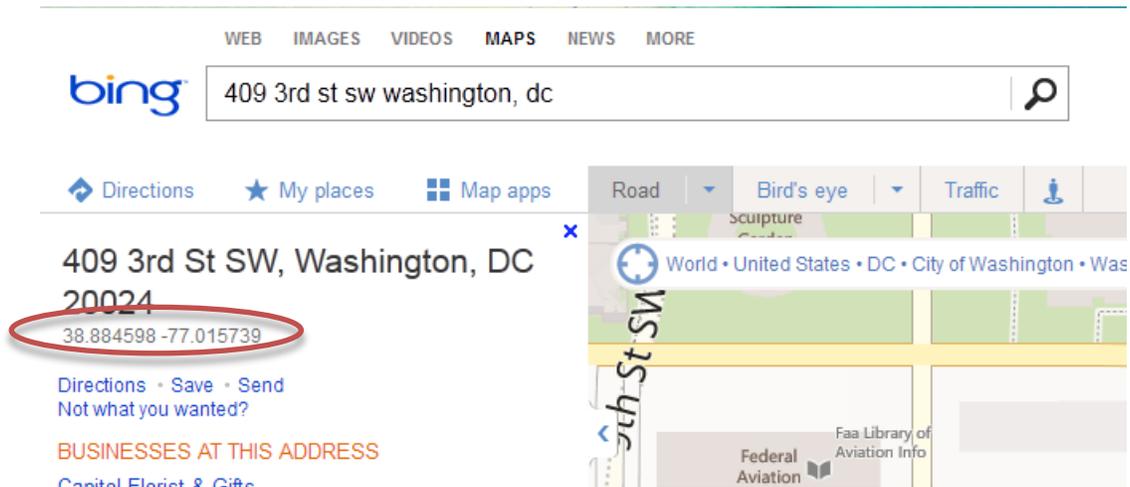

3. Here is the search result:

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_abbr=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.
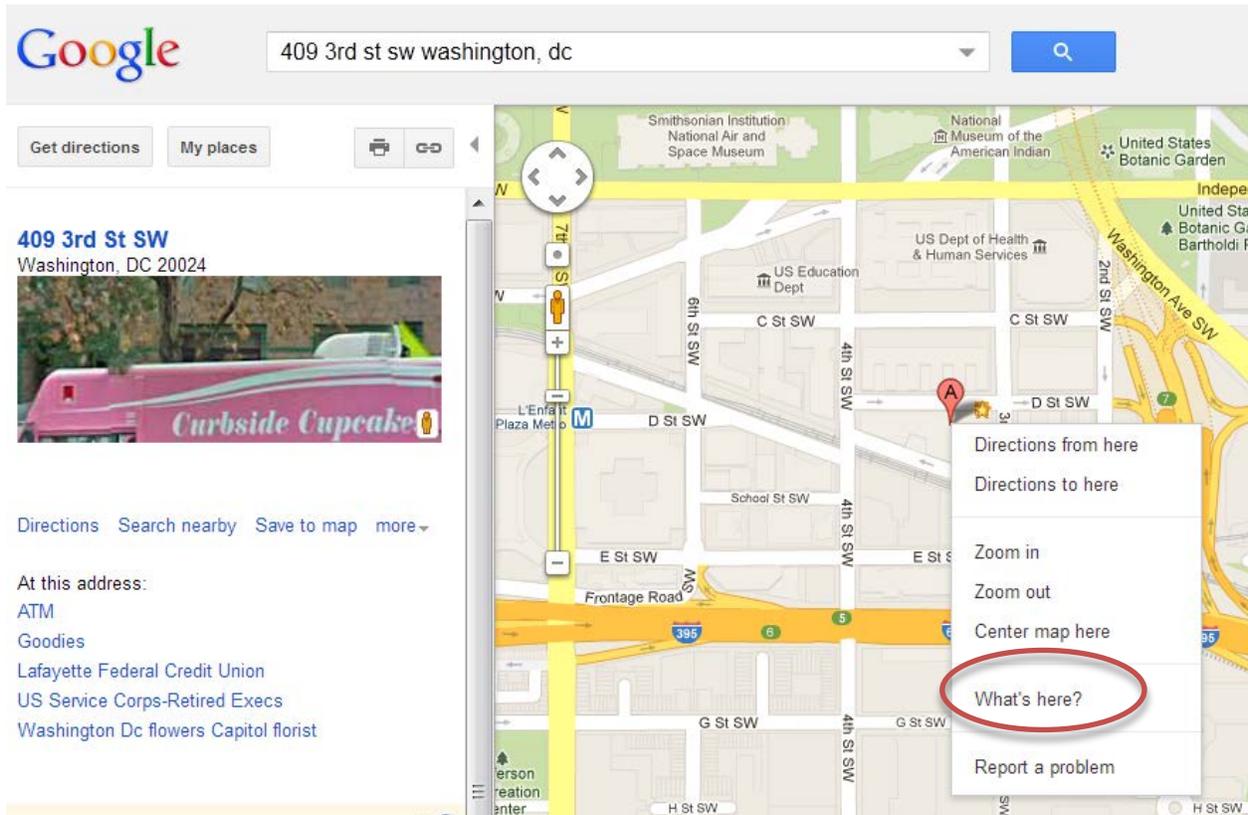
Bing (Navteq)

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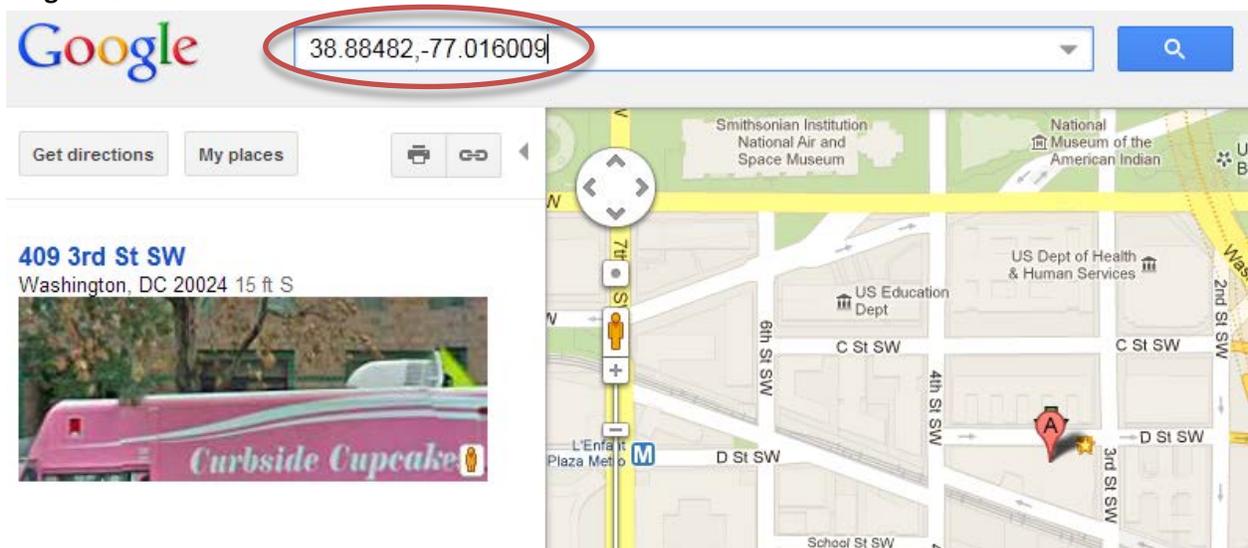2. The result for our address is below:

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.

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.

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.