

Introduction

What is this Guide?

This document is a short guide to help GeoCoder users determine the TRM (Triangle Regional Model) employment category. There is also a detailed, alphabetical list of over 900 business types with the TRM category, called *TRM Employment Categories for Business Types*, which is a companion document to this guide.

Why do we need this guide?

The DCHC MPO and CAMPO use an application called the employment GeoCoder to place and count current employment. The application uses a lookup table to automatically translate the NAICS (North America Industry Classification System) employment code for a particular business into one of the five TRM (Triangle Regional Model) employment categories. The GeoCoder users will have to determine and enter the TRM employment category when they add new records, i.e., employers, to the GeoCoder or when the GeoCoder does not have a NAICS or SIC (Standard Industrial Classification) available to automatically determine the TRM category.

Are there any tips?

- Use the primary function of a business enterprise to determine the TRM category. For example, a large retailer will have management and accounting offices, yet the TRM category should be Retail, not Office (which represents a relatively minor aspect of the overall business).
- If you can't find a particular type of business in this guide or in the detailed list, find one that is similar and use that TRM category. For example, surveying services are not in this guide but similar professional services such as architecture and design are a Service; thus use Service for a surveying company.
- Use the electronic search available in PDF documents. Search a key term, such as "survey," in the detailed list of *TRM Employment Categories for Business Types*.

Services

Definition –

This category is very broad. It includes most professional and technical services, health practitioners, construction trades, repair and maintenance services and government.

This category does not include real estate, insurance, financial and investment services, which are in the Office category.

Examples –

Agents and brokers (but not real estate, insurance and investment)
Contractors (<u>all</u> -- commercial, residential, industrial, infrastructure, etc.)
Construction (<u>all</u> -- commercial, residential, industrial, infrastructure, etc.)
Consulting and management services
Domestic services (cleaning, exterminating)
Government (legislative, executive, administrative and courts)
Health, medical and rehabilitation care
Hotels
Movie theaters
Personal services (hair stylists)
Professional services (<u>all</u> -- legal, accounting, engineering, architectural, design)
Religious, civic, business and social organizations
Repair and maintenance (vehicles, electronics, appliances, computers)
Research and laboratories
Residential care (nursing home)
Schools, college, universities and any training or instruction
Sports teams, clubs and fitness and recreation centers
Trade contractors (HVAC, electrical, plumbing, etc.)
Vehicle, electronics, machine and other rental services
Video, internet, data, software and any information services

Retail

Definition –

Retailers and wholesalers are establishments that sell merchandise, generally without transformation, and have a selling place open to the public.

This category does not include restaurants, which are Highway Retail.

Examples –

Agriculture supplies and equipment	Industrial machinery and supplies
Clothing	Jewelry
Construction materials and equipment	Medical equipment
Convenience stores	Motor vehicles and parts (wholesale only; motor vehicle retail is Highway Retail)
Electronics	Office supplies and equipment
Furniture	Sporting Goods
Grocery and unprepared foods	Toys
Home furnishing	

Highway Retail

Definition –

This category includes restaurants and any prepared foods operations, and retail operations related to motor vehicles, boats, etc.

This category does not include convenience stores, which are Retail, but does include convenience stores that sell gasoline (which is about all them).

Examples –

Bars and drinking places	Motorcycle dealers
Boat dealers	New and used car dealers
Caterers	Recreational vehicle dealers
Gasoline stations	Restaurants (take out and eat in)
	Theatre companies and restaurants

Industrial

Definition –

This category includes the process to manufacture an item, build infrastructure or generate energy before it is presented for sale. It generally includes agricultural operations (crop and animal production and processing), manufacturing (hard goods and soft goods such as clothing), mining, extraction (e.g., petroleum), energy generation and distribution, and warehousing and telecommunications.

Examples –

Animal production and processing	Manufacturing and assembling
	Mining and processing
Crop production and processing (farming)	Passenger transportation (local and long distance; ground and air; taxis)
Electric power generation and transmission	Printing (commercial)
Extraction and processing (e.g., petroleum)	Telecommunications
Food Service Contractors	Textile and clothing production
Freight (local and long distance; ground and air)	Warehousing and storage
Landscaping	

Office

Definition –

This category includes businesses that perform financial, pension, investment, real estate and insurance processing.

Examples –

Banks and savings institutions	Investment and brokerage services
Credit unions	Pension and retirement services
Financial processing and clearing	Real estate agents and brokers
Grant making foundations	Real estate management services
Insurance agencies (life, medical, vehicle)	