



# City Scope PROGRAM

## See Tustin Through a New Lens

The **City Scope Program** is Tustin's new data-driven insight tool designed to help local businesses make informed decisions and grow with confidence.



**City Scope connects data to action — giving you a clearer picture of your business.**

Use top professional analytics tools to:

- Understand customer traffic and trends
- Identify new market opportunities
- Compare local shopping patterns
- Visualize community growth and change

**Call, email, or  
scan QR code  
to schedule  
a meeting!**



**BusinessHelp@TustinCA.org  
714.573.3117**



**ECONOMIC  
DEVELOPMENT**