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**SPEAKERS**

Bill Wagner, Sage Kashner

00:23

Sage, give me a thumbs up or something.

**Sage Kashner** 00:26

Yep. Well, people can hear you. We are allowed live. Hello, everybody. We're just waiting for people to trickle in. We're at about how half of what I'm hoping to see, but we're also in the first minute, so I'll give you a second.

00:48

So we can't see who's here.

**Sage Kashner** 00:52

I'm not sure if you have the power to I can Okay.

00:55

Yeah, I can't. That's all right. I'll just imagine the audience.

**Sage Kashner** 01:03

Okay, well, we'll go ahead and get started.

01:06

Okay, thanks. Ah, good afternoon, everyone. And thanks for joining us today. With us, we have Tom love from policy map.

**Bill Wagner** 01:16

For those, I believe, when I last saw the people signing up, about 75% of you are new users of policy map, or hope to be soon to be new users on policy map. So Tom is going to share with you some of the new highlights for the old users and some of the favorite tools in policy map for some of the new users. A reminder, everyone who has been approved, our contract with policy map is through December 31st of this year. And if you do have any trouble logging in, or you haven't received your login information, just send me an email and I will correct or try to quickly correct that. So with that being said, I'm going to turn this over to Tom, we will take questions throughout the webinar. Just put it in the chat or q&a section. And sage will read the question out. And that's all I have. Here's Tom. Thank you.

02:21

Okay, great. Thanks, Bill. And thank you, Sage for coordinating this. So yeah, my name is Tom love, I work with policy map, I work with all types of organizations, state, local, federal agencies, nonprofits, advocacy groups, financial institutions. And so National Center mobility management has a kind of a special setup with policy map where they provide access to I believe it's 50 regional or local transportation planners and mobility managers. And so we've heard some really great things. They'll collect some really great feedback from last year, this the second year of the program, which runs to the end of this year. And some of the examples last year where it's kind of an interesting, helpful tool to provide data for more compelling grant applications, for example, you know, understanding areas that might be underserved, or areas that can be possible areas of expansion. So I'll go through kind of a general training today of the functionality. I believe Bill does throughout the year, more specific examples and more local trainings. So I'll point you to some of the other resources that are available for support on the side as well. So the question is, can I figure out how to share my screen? Share Screen.

03:50

Okay, can you see my screen? Yes. Okay. So the site is different than going to just policy map.com We have a separate login site, if you haven't used it already. It's NC mm for National Center for Mobility Management dot policy map.com. So when you come to this site, you reach this login page. Again here, if you have any questions, you can just click on Bill's email link with any questions about your login or if you forget your password, he can send you a password reset. So let me just go ahead and log in here.

04:33

And this is a nationwide tool. So when you log in, you're going to be looking at the continental United States. We pull data from about 150 sources. So instead of you having to go to the HUD site for housing database or data and the CDC site for, you know, health data, and you know the Department of Transportation site, we pull data from all those agencies in one place, we standardize the data so it's very easy to use on this maps. notes. It's designed to be easy to use for those who are not, you know, a full time GIS person. But if you are, you know, a GIS person, they like this tool, because you can also download and export data out of policy map. So the core part of this product is a map,

**Sage Kashner** 05:17

I'm gonna interrupt me real quick, I don't think you're sharing the screen that you mean to be sharing. We can only see your Excel file. Oh.

05:27

Sorry about that. Let's try this again. Share Screen. Got it? Okay. So here he goes, I'll just, I'll just log out here again. And so again, the site is NCM M that policy map.com. And so normally wouldn't say this, I've just logged out. So it says I've just logged out. But normally, you would not see that. This is where you would log in. Thanks for letting me know, sage, or get too far along. And let's try this again.

06:26

Okay, so I've mentioned it's a nationwide tool. Data from 150 sources, you'll see data scattered throughout these menus across the top from different categories. We're always adding new data all the time. So when we do there's these notifications or when we update data, there's a notification that comes up. And so we've just added this new climate and environmental justice screening tool, which is part of a federal program called justice 40, where it's areas where they want at least 40% of their funding from certain agencies to go to communities with certain disadvantaged characteristics. And so that's an example of a data set, which would be under the federal guidelines menu, which I'll get into go into which show areas are eligible for certain types of tax incentive programs or development focus areas. So the main part of the tool is, maps. So it's basically viewing data on a map. But it is a full platform. So you can download and export data out of policy map as an Excel file, so for example, I want to download maybe number of people with mobility disability issues. by zip code for my county or by census tract for my service area, you can export data out of policy map, you can also upload data into policy maps. So if you wanted to upload for example, locations of your client sites, you can upload address data into policy map, and then overlay that with other area datasets. So right now, we're in single layer maps, and I'll show you how a layer works. We also have multi layer maps where you can find areas that meet multiple criteria. So for example, I want to find areas where at least a certain percentage of or a number of people are over 75 years old, were also at least a certain number of households don't have a car and would find areas that meets up to five criteria that you specify, specify. So I looked at the attendee list, and I thought I'd start with just focusing on one particular area. One of the attendees who I believe is not on the call today is from Ross County, Ohio. So here in the address, the location box at the top is where you can type in either a city or a zip code or a county or even if you wanted to go to a state legislative district or congressional district or metro area, you can use this location search. So if I just type in the word Ross, you can see any location with Ross and it comes up, I can zoom to the first one here, which is Ross County, Ohio. And so when you zoom in on the map, you can zoom all the way down to the point where you see building footprints. So here you can see that the county is outlined and in orange before we get into the data, a couple things here on the upper left hand corner if you were to upload your own data set like your client locations, that stored here in the My Data menu. This next one is if you wanted to overlay certain boundaries, like I wanted to see census tracts or zip codes or congressional districts or state legislative districts. You can overlay any type of boundary on the map. So for example, if I wanted to put on here zip codes, you can see the zip codes for Ross County or any of these boundaries. You can turn these labels on and off. So if you wanted to take the actual ZIP Code gets off the map to make it less cluttered, you can just click on these labels within the, the icon. And actually, before I get too far along, I also wanted to point out here in the upper right hand corner is our support page. So much of what I'll show you today, and also some things I won't have time to show you today. We have tutorials, guides, videos, you know, I always like to start here to visit video gallery, there's like a four minute Quickstart tutorial video of how to use policy map, how to download data, how to create your own custom assessment areas. And then from the support page. There's also a training calendar link here at the top. So every week, twice a week, we have public training webinars. So if you just if you'd like me, and just like Repetition is key to learning. Every week, we have a basics session, and we have an advanced session. So the event session covers how to upload data, how to use multiplayer maps, how to download data, and you can register for any of these sessions, you know, as often as you'd like. So back to my map. So I'll go through some of these data menus, because it's an enormous amount of data. In the tool, let me take these zip code boundaries off the map just by clicking this x here. But first, I'll just show you generally how data layer works and how a point data set works. And then from there, I'll go through some of these menus to give you an idea of some of the data that's that's in the tool. So when you click on on a menu, for example, demographics, you'll see all the all the sub menus, so you can look at total population. And many of these metrics also have changed over time. So you can see, for example, under age, you can look at number of people that are 75 years or older or 65 years or older, you can actually look at the percentage of people that are that age, you can look at the count of people that age or you can look at the percent change over time. Is this an aging area, you know, in the past five years, or is it decreasing? So let's say for example, I want to look at people with disabilities. You see a sub menu for disabilities by age, by employment status, by poverty status, or by disability type. So let's say we want to look at people with ambulatory difficulty. So when you put layer on the map, you can see that there's a legend here on the upper left hand corner, we're looking at estimated percent of people who have have an ambulatory difficulty, it shows the source of the data, which in this case is from the census. Map, much of the census data that's in policy map is from something called the American Community Survey data. So this is these are the estimates that are updated every year, and reflect a five year period for their estimates. So right now, it says we're looking at data that's basically an estimate based on 2017 through 2021. We're updating this now so it will be within the next week or 220 18 through 2022. And you can also look at the the prior five year period. I'm not always a fan of this purple. So you can also change the color of the map, you can choose a different color ramp, or you can create your own custom colors from basically an infinite number of choices using a color wheel. So I'm just gonna change it to like a green map a little less harsh on the eyes. Because I have the Ross County outlined, I can actually count click on the county boundary here on the upper left hand corner. And you can clip here you see the word clip, you can clip out the county, this county and only show the county and not surrounding areas it makes a little easier to see. In the legend, you always have a variable. So we're looking at right now percent of people who have an ambulate ambulatory difficulty. When you mouse over the map you can see we're looking at here in the legend you can see we're looking at census tract level data. You can change this to a different aggregation like zip code or by city or by county subdivision. So in this case, the smallest geography is a census tract. So when I mouse over this area here you can see this census tract where there's South Salem, 10% of people haven't ambulate ambulatory difficulty over here, 12% down here. So in this case, you can change the variable from the percent to the actual count of people, or the percent change over time within the past five years. So if I change it to number, we're now looking at the estimated number of people with an ambulatory difficulty. Since we're looking at census tract level data, it's probably helpful to again go back to the map boundaries and put census tracts boundaries on the map. And again, I'm just going to take click this label to take the the census tract numbers off the map, you can also make the boundaries thicker and different colors, so you make them easier to see. And so right now you can see that we're looking at us data, which means that the cut points on the map are based on the US as a whole. But this local area might be different from the US as a whole. So you can change that from us data to map extent, which means is changing the cut point based on comparing just this local area instead of comparing it to the nation. So now you can see like areas what really jumps out this census tract here has 777 People with an ambulatory difficulty in this area. If I unclick criminate here if I unclip if I click on an area of the map, like the census tract where there's 777 People with an ambulatory difficulty, you can click again on the map, and you can generate a report which I'll show you so you can generate a complete demographic breakdown of this area. Things like how many households by income bracket, how many people by age, how many people by race, ethnicity, what's the housing situation, how many jobs by industry, that's all in those demographic reports.

16:27

You can click trends. And this kind of opens up a sidebar. So you can see how this area compares up to the larger areas in which it sits. So the census tract has 777 People with an ambulatory difficulty sits within zip code 4561, where it's 5100 people Ross County has 6684 State of Ohio is 792 and so on. If I change again, the variable back 2%. So now again, we're looking we're looking back at percent of people in step number of people. You know, this is more interesting to compare to large, larger geographies. If you click on trends, again, now we're looking at, you know, the percentage comparison. So this particular neighborhood, and this is where it's great for grant applications, because we're comparing, you know, how's this area different from larger areas in which it sets in this area, almost 13% of people have an ambulatory difficulty, compared to about 10% for the county and about 7% 7% for the state of Ohio and also for the US. One more thing on the legend before I go into more functionality, so again, here you've got the variable, you can change it to percent change in the past five years. And so now we're looking at the estimated percent change in number of people with ambulatory difficulty, same area we've been looking at, you know, this is a growing population for this particular characteristic 11% increase and number of people in this situation versus the previous five year period. So just to show you one of these reports, you can assemble your own assessment areas. So let's say that you wanted to maybe combine these two areas here, because we've seen in both of these areas of rapid increase in this particular population. Here on the on the top, this kind of spider light spiderweb looking icon is custom regions. So this is where you can create your own assessment areas. You can see some of these are ones I've created for other demos. Let's say you're covering an area that your service areas, several counties, you can assemble those counties into one assessment area, or in this case, we want to combine a couple of census tracts that are really jumping out on the map. You can share these custom regions with other people, so they'll see it. If I click Create, you can either freehand draw on the map, or you can assemble things like census tracts or zip codes or counties. Or if you're looking at a particular site, like maybe a health care facility, you can do a distance radius around that address. So if I click assemble, and click Continue. It's defaulting to census track level just based on my zoom level. But if you wanted to change this to oh, I want to I want to assemble a few zip codes or I want to assemble a couple counties or even even congressional districts. You can change the shaded by and then I just click on these two census tracts that I'd like to combine. Click Continue. And I'm going to call this Ross. I'm going to call this southeast Ross like In spell

20:06

you can make these custom regions different colors, if you have several that you're overlaying at once, you can do that, and you can change the transparency shading. And so now what I've done is I've created this custom region called Ross County. And I can generate that same report on this combined area. So if I want to look at the community profile report this will come up and zoom to my custom region.

20:44

Okay, so this is the shape of the two census tracts, I've assembled, the south of chilla. Coffee, click Generate Report. And so again, these are really popular for grant applications because it compares the local area to the county in the state level. So it starts with, you know, what state legislative districts congressional districts it sits in? What's the population change? So in this case, area, is the two census tracts, which is home to about 10,692 people. What's the population changed between 2010 and 2020? Overall, for this area, compared to the county, Ross counties had a slight decrease state of Ohio has had a slight increase in population. And then what is your breakdown by race or ethnicity, so it's the percent and count by race or ethnicity. So this is predominantly 93%, white population compared to 77% for the state of Ohio, a very small African American population less than 1%, compared to about 13% for the state of Ohio. And then has the number of people by age group. So again, these are all different layers you can look at on the map. We just pulled them together, as is the summary report. So you know, it's pretty much in line with the state about 1800 65 people 65 Plus compared to 17%. For the state 16%. Here, here's your number of households by income brackets. So it's pretty spread out. The largest percentage are households that earn less than 25,000. So 888, households learn earn less than 25,000 per year.

**Bill Wagner** 22:22

We have a question I wonder if I can interrupt you with? Yeah. One of our viewers asked, once you create a custom region, and you name it, would you just be able to enter the special region name at the top? And then all data such as would be in that region?

22:40

Yes, yeah. So it saved on the my custom region menu. And then from there, if you wanted to only download data from that region, like right now we're looking at a report, but you can also export data out of policy map as a CSV file. You could, you could do that from just your custom assessment area. And you can also just shade that area, you know, like we've shaded just the county, you could just shade that custom region, as well on the map for visual. Thank you. Just going through the report quickly, it's the number of households by family structure. So how many are married with children single with children? And then, you know, what's the housing situation? So in this case, predominantly, Well, it's interesting 3600 single family homes, but also a large, significant number of manufactured housing about 1200. Mobile homes are manufactured housing. You What's the homeownership rate. So most people own their home here about 84%. And then this vacancy data is an example of a data set that we license. So there's a few data sets and policy map that are proprietary that we, we pay for and we make it available to our subscribers. So things like home sale data, school performance data. We create some of our own data as well like consumer spending information, how many how much money our household spending on medical cares some day that we create ourselves. This is data, that's US Postal Service vacancy data, so it's not delivered mail after 90 days. 30 vacant housing units, as of the third quarter is updated quarterly. And then we've got the unemployment data from the Bureau of Labor Statistics, which is updated monthly. This is for the county, Metro and state. And then back to our customers that we've created, you know, what are the number of jobs by industry, so predominantly, love health care workers, 829 and 880 manufacturing workers, actually the largest group of retail workers. And then we have crime data from the FBI. This is crime rates per 100,000 by crime type. And we're in the process of updating this with the most current data as well. So It looks like a salt has dropped, as well as burglary. And then notes at the end of the report for more details on the data sources. So when you click the Print icon here is what you would use to export this as a PDF file. So we've got layer data like this, let's change this layer back to number. So yeah, back to your question, if you just wanted to show this custom region, then you could just cut out this custom region. And maybe this case, it might look more interesting if I change it back to purple.

25:52

Okay, let's go back to the county again.

26:00

And I'm going to take my custom region off. So anytime you see this little x, this is how you remove things off the map. So I'm just going to remove my custom region. And again, if I wanted to go back to that custom region, you would just click that custom region button again. And it's stored here under my custom region. So you just put it back on the map that way. So we've pointed assets to so for example, if I go under the Health menu, so each menu starts with locations. Under the health menu, we have all of the hospital locations, we've recently added all pharmacies nationwide, we're licensing that from a third party called Data axle. All the nursing facilities, community health centers, retail based health care, so things like your CVs, minute clinics, mental health and drug and alcohol treatment facilities. We also have all the grocery retail locations. So that's, you know, full service supermarkets, warehouse clubs, limited service service stores, and that state that we licensed from Nielsen. We also have farmers market locations from the USDA, we have stores that accept food stamps from USDA also. So let's say I wanted to put on here something like pharmacy locations. So when you have this point data set, you can see the source here is data axle. If you click on the source link, it takes you to our data dictionary where we write more details about the data and what's included and when it was updated and the link out to the source website. Is there another question?

27:40

No, you're good. Go ahead. Okay.

27:41

So when you have this point data sets. You can change the because these are kind of small icons, like here, we have kids, Nestle, pharmacy, and so on. You can filter the data, or you can change the icons, let's say I wanted to make the icons, you can make them larger, you can make them different colors, or shapes or sizes. So you know, let's make them larger. And it's important to pay attention to these filtering options. In this case, there's not a lot of filtering options, but you'll see other ones like community health centers, you know, I want to see the ones that provide care for the homeless, or I only want to see those that are within a school setting. There are different filtering options. Here, basically, the only filter, an option is color coding by whether it's a branch or you know, like a national chain versus an independent pharmacy.

**Sage Kashner** 28:39

Real quick, one of our guests would like to see an example of the data dictionary. Sure.

28:46

So if you wanted to see the full data dictionary, you would click this data dictionary like at the top, and it takes you to like a giant, you know page that walks you through 16,000 indicators. So if you wanted to see what's on the map right now, you would just click on the source link, let's say when the more detail on these pharmacy locations, you would click on Data axle. And this opens up a separate window. And so here we have data axle, retail healthcare locations, the year available. And then in this case, it's a very brief description.

29:33

Yeah, there's not much detail on this particular one. But you'll see other datasets like if you wanted to look at low or moderate income areas, it goes in more detail about and I'll show you that to like what low mod means, like what are the cut points of the thresholds? So here if you wanted to click on the source website, you could do that as well. But if you wanted to cite this information. So right now we're looking at layer data, which is the ambulatory difficult quality from the census overlaid with the point data, which is the, which are the pharmacy locations from data axle. We have a citing link here in the upper right hand corner. And so this pulls your instance citation, if you wanted to put this into a paper or an application and sort cite the source, we have the different citation styles. So it has the layer data, which has data from the census. And then we have the point data, which is from the data axle, and when the data was retrieved. So in this case, we're looking at, you know, this combination of these two things, we've got the, we've got the branch locations of pharmacies, so here we have, for example, Sam's Club. And then we also have these, you know, the independent pharmacies, like here, we have Alan's medical pharmacy. So basically, looking at this, looking at this map, like, you know, we've got all these folks here that are, you know, limited mobility, and but but then all the pharmacies are up here. So you know, are your transportation routes, you know, addressing this.

31:20

In turn with that last comment, I would just like to add that you can actually pull up public transit routes, and show them, and it'll show the steps. So you can see how far these locations are from from a bus stop.

31:37

Yes, if you zoom in far enough, and I didn't see in advance, so hopefully, there's some bus routes here. Here on the bottom right hand corner, I'll walk you through some of these functions. And then we'll go back into more of the data. If you wanted to export this map as a visual, this first button here is called print, even though you're not really printing it, you're really exporting it as a PDF file. So this puts you into an interactive print preview window. So the map will appear. In this window, hopefully, there we go. So when you have this print preview window, you can zoom in and out on the map, you can make it portrait or landscape, you can move these legends around. You know, if you wanted to hide certain things like you don't need to show the boundary legend, you can hide the boundary legend, you can edit the title with your own comments put, you know, you could actually delete this title and put your own comments in the Title field. And actually, very soon, we'll be adding more annotation features. So Bill, you don't know about this, but you'll be able to actually draw on this map. If you wanted to draw like arrows and call outs and things, you'll actually be able to put your own additional graphics on the map. And then you can export this map. So that's the first button is your map export. So you can also include the data layer description. Or there it is. So when you click on the legend, there's a little information icon and we have the link out to the full data dictionary. But we also read a couple sentences as description of what you're looking at. And so if you wanted to include that data layer description, you can add that here in the map as well. You can export that. The second button, and third buttons are your saved work. So you don't have to go in and create this map every day the command, you can save this map, you can create project folders, and then say, you know, say I want to say one, you know access to pharmacies for Ross County, Ohio, and then have a variety of different maps saved under that you can save them here in your save work, and then simply go in and click on the map to put it back on the screen without having to recreate it. This next button is share. And it's going to give me an error message because I've got a proprietary data set on here. So I'm gonna take the pharmacy locations off. So basically, if you wanted to actually embed this live interactive map into a website or an E newsletter, you can do that here. So let's say I wanted to share it. It's not likely that you want to share with everybody within the enterprise license, which is like basically all the 50 people accessing this tool. But if you want to make it publicly shareable, you can embed embed this map. So basically get the HTML, copy this to your clipboard. And then if you have access to somebody who knows how to put this on your website, actually put this live interactive map on the website so the public can go in and zoom in and out and You know, hover over these areas and see the statistics. Here's my map that appeared. So you can see the download, my map is ready. I'm not sure if this is going to work on my shared screen yet, this is not a great example. But you get the idea that, you know, here's the shared map, and the resolution is pretty good. But when we add the new functionality, where you can further annotate it, we're also going to be increasing the resolution on this map. So it's going to be even clearer than what you see here.

35:36

And then getting back to Bill's comments about the bus routes. So here on the bottom is our base maps. And so if you wanted to actually change this to a satellite view, but you want to see data on top of the satellite view, like let's say you see a whole lot of nothing on the map, changes in satellite view, and oh, that's a rail yard or it's a cemetery. You know, you can change it to a satellite view. Here on the bottom is where you can also add the bus routes. And I don't see. Yeah, I don't see any here. But they would normally appear as like red lines, red bus lines, but the stops on the map, so I'm not sure if they don't have any bill, you're muted.

36:29

The reason you do not see any bus routes and chillin coffee is because they recently switched to removing their fixed route system and replacing it with an on demand system. So okay, the whole city is their bus route. But in most areas, you can zoom in far enough. And you can actually see the routes, and the end, the bus stops with numbers, or locations.

**Sage Kashner** 36:56

While we're paused a few questions, does the link via an outside website expire when the license expires? Yes. Cool. Is there any way that they would need to sitemap on their website, if they embed map?

37:12

Um, they could, they could either, you know, they would probably let me actually open up another window here to see what these embedded maps look like. So on our website, which is policy map.com. We have a blog and we write articles about new data highlights, and many of those have those embedded interactive maps for examples. But there's also a solution page, we have this racial and ethnic disparities page. So this first map is not a an embedded map. This is just a static map, which shows historic redlining and Cleveland. And then when you scroll down through waiting for this to appear. There we go. Alright, so basically, what we're looking at here Okay, so this is another static map of Orlando, Florida. And again, the purpose of this particular page on our website is showing racial ethnic disparity. So we're looking at in this case, access to homeownership. So we've got the static map, here, this, this right map shows color coded predominant race or ethnicity, which is, you know, a layer under the demographics menu. But then when you scroll down, they talked about access to capital. So this is actually an embedded map showing the layer which is racial, predominant race or ethnicity. So here you can see in the legend, you can scroll down and see the areas of predominantly Hispanic population versus white population versus black population. And in this case, we've overlaid it with the bank branches, which are from the FDIC, which is under the lending menu and policy map and you can click on the bank branch and see more details about this particular branch of the LF Latvia Branch The Fifth Third Bank has the deposits of the branch and the institution wide access. So you know, this is one example and when you continue to scroll down through we talked about literacy. And the next example is computer or internet access. And so this one is a little slow. There we go. So Internet access is under the quality of life menu if you're in like the main policy map platform. So here they've overlaid, predominant race or ethnic group which is not showing there we go. So same concept is predominant race or necessity, you can mouse over the map to see, you know details about each place. And the next map is where they are the map above this, this map is the were the showing percent of households with no internet access. So you can see the areas where you have 26% of people don't have internet access here. 22%. So you know, it's just an interesting way of showing data and interactive way. So if you're, if you upload your own data, like maybe your your location served, because there's a Data Loader, you can also share that data publicly. This is another example of points and layers. So this is environmental justice in Philadelphia. So it's predominant resort, this city, overlaid with locations of brownfield sites from the EPA. And so you can click on, you know, a brownfield site to see more details about that site. That's what, yeah, they

**Sage Kashner** 40:54

wouldn't need to if they embed one of these maps, put a little thing that says this is from policy map. It says that on the map, right? It

41:04

says it on the map. Yes, well has the source here. It should say it. I don't see where it said in saying that. I

**Sage Kashner** 41:16

saw it in the bottom left corner, but I don't anymore.

41:21

Oh, you know, what is hidden behind the legend. Because this legend is so long, I wonder if I can move the legend. Yeah. So if I move the legend, you can see it says policy map there. I mean, it'd be nice to be set policy map, you don't have to. Because, again, you could click on the source link here as well. And it still takes you to our data dictionary, right from your embedded map on your website. So in this case, we're looking at racial and ethnic diversity, this is more of a typical example of our data dictionary, it has the years available. And then we write much more detailed information about how we process the data, it'll link up to the source website. So whatever you embed on their republic site will still have in the legend, a link to the data dictionary for that data source. Good question. Any other questions?

**Sage Kashner** 42:22

That seems to be it for a moment? Okay.

42:28

Okay. So, there's so we have layers, we have points go through some of these menus here. So under demographics, again, we have things like, Oh, this is interesting. So we have language spoken at home. So we can see basically non English speaking or, you know, percentage of languages spoken, excluding English, or excluding English or Spanish. For veterans, we have, you know, percent or number of percent of population or number of veterans in an area. And that's further broken down by, you know, poverty status, and disabilities, or veterans who served in a particular, you know, deployment. Or veterans by race, ethnicity, a lot of the a lot of the data and policy map is broken down by race or ethnicity, as well as age, in some cases, income brackets. Under income and spending, this is where we have, you know, what's your median household income for an area, or what is the poverty rate, and you can say why we're looking at people in poverty, maybe by age. So again, you can look at poverty by age, by race, by veteran status by foreign born status. So you can look at, you know, people in poverty, age 65 or older. Same thing again, you've got the legend, we're looking to estimate percent of all people 65 or older, so you know, 20% here, again, you can change it from percent to number or percent change over time. So, another thing you can do is download data. And actually, before I show that, I'll show you the data loader. So again, you can upload your your own address base data, whether it be client sites or project sites. So you know, when I put a point data set on the map, like for example, let's put on here under health, I'm gonna put in here health facility locations. Let's look at community health centers. So this is data from the hospital Resources Services Administration. If I hover over like here, we have a chill McCarthy dental clinic. And so all this information about this clinic, like the services provided the patient demographics. This is all the equivalent of one row on a spreadsheet, and you can upload up to 10,000 rows of addresses at a time with up to 40 columns of data about each address. So when you upload it, and in the policy map, it would put points on a map like this, and then all the information would be in this info bubble that you see here. So I don't know if you'll be able to see this. Can you see this spreadsheet?

**Sage Kashner** 45:19

We can not. While I have you, can the policy map show Health Professional Shortage Areas? HPSA. from HRSA, the Health Resources Services Administration,

45:35

yes. So under health, we have access to medical care. So here we have health professional shortage areas. And also status. So is it shortage areas for primary care, mental health, dental, health, maternity care target areas?

46:02

So let's say epsa. Now this is a census tract level. Let's zoom out a little bit. Let's go maybe let's go to clip one.

46:30

Yeah, so in this case, you know, if you only wanted to show mental health and dental health areas, you could deselect in the legend and only show those areas.

46:52

Yeah, so under health, we have under access to health care, medically underserved areas. And then some of these you'll see repeated in other categories. But here again, we have pharmacies, we preventive care. So we also have health conditions. So you can look at things like chronic conditions. I want to look at something like maybe diabetes, or high cholesterol, heart disease, both for the adult population as well as the Medicare population. So the adult population data is coming from CDC, Medicare population is coming from Centers for Medicare Medicaid Services. So if I want to look at something like diabetes

47:44

are we missing Ohio? There we go. So here we're looking at for some reason, my internet is slowing down. There we go.

48:01

Okay, so right now I'm using the map extent feature again. So basically, it's just saying within Cleveland, what are the areas with the highest concentration of diabetes rates. So now, another interesting thing you can do is you can edit the ranges. So you can say I want, because it defaults to five ranges, you can have up to eight ranges are down to two ranges. And you can say I wanted to see the very highest highest diabetes areas, you can change the cut points on the map. And the map changes accordingly. And let's say you only wanted to show the highest areas here in the ledger, you could just click on those ranges, and only show those areas. So here you can see to the east, is where you see that where this issue is more prevalent. And then maybe for an overlay, this was something like well, these are these areas more like in a food desert, you can say I want to look at health, and look at food access locations, let's put our grocery retail locations on the map. And so here, let's say I want to I want to color code by Is it a full service supermarket that has produce and a meat department or a non full service grocery. And so you can see areas where there's a higher concentration of diabetes, where there's a lack of, you know, direct access to food, you know, grocery retail, if I zoom in here, you can say. So, is that something where there could be some type of possible intervention, either, you know, adding more amenities or adding more transportation options in those areas. Let's try this bus line again. So here in the base map setting, if I add bus routes, yeah, there we go. There's your bus. There's your bus lines.

50:00

But yeah, I know there's probably a huge interest in and health and that's our fastest growing area is health. So we've got vital statistics we've life expectancy for an area. Birth and prenatal care, mortality by different causes such as disease related deaths or injury deaths. Under risk factors, this is where we have area, every area deprivation index. This is from the University of Wisconsin. And same area that we looked at before where it's a higher diabetes rate and Cleveland, you can see the higher deprivation index or the scale of one to 10. So if you only wanted to show the highest areas, you could just select those on the on the map showed those areas we had again.

51:00

Where do you get the bus line data from?

51:03

That is from I don't know if I have the data source here O'Hare transit.

51:20

Oh, so there's a little bug here. I'm trying to pull up the data layer description. Let me let me follow up with that. I know it's a it's a private company, believe it or not based in the UK that compiles all this information from the US? Yeah, let me normally the information button here would pop up. And for some reason, when I click on it, it disappears away. If I can see it really quick. I can maybe catch a glimpse of it. Now it's too fast. I saw something about thunder frost, yeah, thunder, something. In fact, if I go back to the data dictionary. So if I click on this link at the top, it takes you to the top of the data dictionary. And if you just wanted to peruse to get an idea of all the sources we have, you know, it's listed down here on the on the bottom right hand corner. So CDC and CMS and CDFI Fund, CRA, we have hospital service areas from the Dartmouth Atlas, the EPA data of crime data from FBIs food insecurity from Feeding America flood zones from FEMA, school performance data from grade school. So you know, that's all listed here. So I would just do a,

52:48

I would just do a like a ctrl F. And search on thunder. Very good. Nice job, sage. So thunder forest OpenStreetMap. contributors, rolling updates. It's not downloadable. So a project founded by Andy Allen operated by gravity store Unlimited, can we throw any more company names in here

53:22

shows all bus lines, Rail Line stations and stops throughout the US at various geographies. Additionally, layer includes freight and passenger rail. So you know, again, we go into more detail about this and then also link out to their website for more information. So the nice thing is, you know, all of our data in here is documented, it's like very transparent.

53:46

Let's take the bus lines off the map. And, you know, we add new data all the time. So one, the one that I mentioned, we just added that was in that notification when I logged in under federal guidelines. This is where you have things like, you know, what areas from HUD are eligible for community development block grant with fair housing information. This is the new data set, we have climate economic justice screening tool. And so basically, factors based on different criteria like climate change. So a lot of people are asking for this data. So if I wanted to start with something like disadvantaged communities. So this goes into more detail. So we're looking at climate change and economic justice screening tool, disadvantaged communities status. So there's no standalone government website that has only this data on the map. So here in policy map, you can just put this layer on but then layer on all other data sources on top of it, including your data you upload when I click on the information icon, so basically these are disadvantage communities if they meet the thresholds of at least one of the CGS categories or burden, or if they are on a land within boundaries of a federalized federally recognized tribal area. So we go in more detail about the program. And this is actually a just reading up on this now a new program on from the federal government called the justice 40 Initiative, which aims to deliver 40% of certain federal investments to these designated disadvantaged communities. So, you know, if you know, for lobbying or trying to get grants, and determining if you're eligible this area, you can actually go to Justice 40. And it lists all the agencies that are participating in this program and all the programs within those agencies that are included. And again, if I click on see data dictionary, this takes us down to more details. So the latest the criteria is based on 2022, which is the most recent recent criteria we just added this month. So that's why we haven't last updated on policy map. And, again, more information about the program.

56:19

Okay, so we can go somewhere else, I think I saw, like Utah County was interesting on the list. It's gonna Utah County. I mean, they're all interest rate, you're all interesting. So. So this is the county directly south of Salt Lake County. And, you know, if I go into the next layer, which is housing, this is where we have under locations, all the Low Income Housing Tax Credit sites, has an information on number of units and when the tax subsidies do expire for each of those sites. But if you want to look at something like, you know, housing cost burdens or affordability, you can look at that as well. Or number of vacant housing units is all under the housing menu, you know, what percentage of people owned versus rent, how many people own their home and our mortgage is paid off. That's all under the housing menu. lending is where we have all of the bank branches, credit unions, CDFIs, community development, financial institutions, we also have historic redlining data, Salt Lake County was really interested in this. So basically, and it's not available for all cities. And also, because it's from 1935, and 1940, you know, Salt Lake City was a lot smaller than, but this is the, you know, really terrible terminology they use back then this is from the homeowners Loan Corporation and risk maps, we get this from a few universities. And the terminology was like, basically, banks, these areas are hazardous don't lend here or definitely declining are still desirable. So, you know, Salt Lake County was really interested in this because they want to focus more on providing more food access locations in areas that were historically redlined. And so they were really excited when they saw this information on the map. So we also have things like mortgage loan denials. So how many people have applied for mortgages and have been denied mortgages. And usually, when you overlay that with the historic redlining data, you see to this day, they're still you know, the majority of applications are being denied in certain areas for mortgages. So probably more interested this group quality of life. So for locations we have, again, you'll see this repeated in some categories, like the grocery retail, environmental hazards of brownfields and Superfund sites from the EPA, locations of libraries, museums, and nonprofit locations. So public libraries. Nonprofits are really interesting. So if I put nonprofits on the map, and then if I put on here, let's say we want to look at aging population. So if I go back to demographics, and let's say I want to look at population by age, say 75 or older. And let's say I want to change this from percent to number. So we're looking at number of people by sent by block group in this case, which is smaller than the census tract. And then I want to see maybe what kind of nonprofits are working in that area. We have all nonprofits, which is why it looks like a beehive. So that's why you'd want to use this filtering option here and say, I want to limit to those that work with With

1:00:02

maybe health related or human services, and then I want to further limit by those that

1:00:14

have a total revenue of at least $250,000. And so it's just an interesting way to see, you know, what are certain characteristics of an area like this case, words are higher number of people who are suddenly five or older, and then what type of potential partner organizations might be within those areas that can work with that type of population. So here we have, you know, this is not for elderly, but it's a young woman's Christian Association of Utah. And here we have community builders, rescue mission, and so on, here's a homeless center. And you can click on any of these to see more details about the site and the financial information for each of those nonprofits. We have under quality of life, this is way of your crime data, but the crime data is only at a larger geography, like at a city wide level or a county. But folks really liked this computer and internet access. So you know, if you're trying to reach a certain audience, do they have internet access? Do they speak different languages? So language data is under the demographics menu. So let's say I wanted to look at, you know, households with out any type of internet access this take the nonprofits off of here. So here, we're looking at percentage of households with no internet access. And again, you can, you know, edit the ranges to see like, where's the highest, where's this happening more, you can change the cut points on the map. And see like areas where there's a higher percentage of households that don't have internet.

1:02:02

See how we're doing on time 330.

1:02:10

Economy menu, this is where we have workforce data. So for locations, we have small business development centers, business incubators, and then here's your workforce by your workforce characteristics, both in terms of where people live or by residents, as well as the areas where they are employed. And so when you look at workforce, you can say, I want to look at workforce by, you know, Where where are the people, we're where are the places where more people have more than one job to make ends meet. Or, you know, workers that work in a certain industry, or maybe if you're developing a workforce development program, you know, by earnings and education, so were there you know, higher concentration of workers that have a high school diploma, no college or less than high school education. And so here, we're looking at, you know, percent of workers 30 years or older, without a high school degree. And in this case, you can see to the east of Salt Lake City east of the highway, is where you see the drastic change and, and that type of audience. Education. So here, we have all the public schools and there's a lot of information about each school. So how many students? How many grades? How many students per grade? How many are eligible for free and reduced school lunch program? Let's put these on the map. So these are all your schools, let's make these larger.

1:03:42

Select your City Academy, and it has information that serves grades seven through 12 USC 147 students, and 73 are eligible for free and reduced school lunch program. And how many students are there per grade? And what are the demographics of the students? So mostly white, non Hispanic, some Hispanic students and so on? So we have, we have white locations, we have public schools, private schools, colleges, universities, disconnected youth as a new data set. So these are young people that are neither in school nor working. So we wrote a really interesting blog article about this recently. Or educational attainment, so where there are places where there's more people in general adults 25 years or older, who, you know, have certain levels of education, health many we went into, but things like costs, you know, medical insurance, so how many people are uninsured or insured? And you can also look at medical insurance by same type. So if you wanted to see, you know, where there are more people who are under Medicaid, or Medicare, or military care or, you know, employer based insurance. So that's all under the insurance access as well as the Medicare population.

1:05:21

So one other thing I'll show you is how do you download data. So let's say we wanted to go back to your Utah County. And let's say we wanted to look on here. You know, under quality of life, I should have shown you this, too, we have under quality of life, we have transportation. So, you know, things like vehicles per household or travel time to work or mode of transportation to work, whether they walk, drive, bicycle, public transit, probably public transit information, so number of trips taken by you know, homeownership status, or by income level. Let's look at something like vehicles per household. Let's look at no vehicles. So now we're looking at estimated percent of housing units for which no vehicles are available. And again, you can change this from from percent to number or percent change over time. So you can download data out of policy map, here on the upper right hand corner. I never showed you the data loader. But this is basically if you have a CSV file, and there's a tutorial for this, it's very simple, you can just upload the data. And then that will be stored here in the My Data menu, it'll geocode the addresses for you, you just need the address information.

**Bill Wagner** 1:06:56

This next button is some some of the trainings I'm putting together, following this will be featuring all that some of the downloadable data and creating or plotting the points on the map and custom regions. So

1:07:13

there'll be more on that to come will actually demonstrate it and how I've used in some presentations. Okay.

1:07:20

Great. So we'll defer to you, Bill. But the next button is download. So, you know, in this case, we're looking at the number of households with no vehicles. So when you click download to Destiny, these three steps, the first step is what data would you like. So in this case, because we have the data on the map, number of housing units for which no vehicles are available, it's defaulting to number but you can change your mind and say, You know what, I want the percent instead, or one 2% change over time, so you could choose the indicator. Second step is where do you want to download from so you could say the entire United States, you can see the entire State of Utah. In this case, because I'm in Utah County, it's defaulting to that, but you can also download from a custom region that you created. So if I wanted to download from those two census tracts I created for Ross County, Ohio, I could I could download that as well. And then what geography Do you want? So do you want to download number households by zip code within the county or by census tract or block group, you can do that. And then finally, step three is name your file?

1:08:41

And do you want to make a regular CSV file or we have a machine readable export, which is a zipped file so you have a data file and then the accompanying metadata file, which explains the field sets makes it easier for you to import it into another, you know, analytic tool you might be using? And then finally, do you want this delivered via email attachment or wait for this to appear on your browser? And so we're downloading housing news with zero vehicles by zip code for Utah County, and then you click download. And so it's, you know, a lot easier than trying to go to the Census website and trying to pull the information. Plus, here you're it's data from 150 sources, one of which is census. So if you wanted to download diabetes rates, or you know, you know, from CDC or mortgage loan denials from the home mortgage disclosure act, it's all here in one place.

1:09:55

And then I'll see you one other one other thing multilinear maps. So again, if you wanted to find areas that meet multiple criteria, you just click here on the upper right hand corner, multi layer. So you can see the menus are all the same, but now they're purple because we're in multi layer. And this is where you can overlay up to five criteria at once. So let's say we want to say something like, demographics. Let's look at age 65, and older. So the maps completely purple, because we're looking at, in this case, census tract level data where it's basically between zero and the top number for people that are 65 or older. And again, you can change it from from number to count. So I'm going to change it to count. And I'm just gonna take a stab at this here. First, you can either just drag this balloon, or you can just type in a number like I'll say 150. Because we're looking at census tract level data. And let's put census tract boundaries on the map. Let's make make you these figure it out. Try these labels off. So basically, you know, if I click if I click on one area, you can see 497 In the census tract kind of gives you a feel like over here we have 407. So it's okay, let's based on that, let's maybe make this like 400. So now you can see, you know, census tract level data where there's at least 400 people 65 or older. And again, you can just, you know, kind of play around with it and just drag this balloon and see what happens. And I change to 598, if I drag it further 758. So it looks like more to the east, and South is where you see the larger numbers of people in this age group. Let's say for data layer two, let's look at the households with no vehicles. And if you're not sure where to find something, there's also a data search button up here. So for example, somebody asked for, you know, hips us, if you're not sure where to find it, you just type in hips and find the data set that way. But I'm going to find vehicles, just type in the word vehicle. estimated percent of housing units for which no vehicles are available, you know, tells you where it is for future reference, it's under the quality of life menu, but I'm just going to click on it from here. And I'll keep this up percent. But again, you could change this to number of households without vehicles, well, let's change this to maybe something like 15%. And that kind of kills the map other than this one little neighborhood here, where 19% of housing units don't have a car and there's 924 People that are 65 plus. So maybe let's make this a little less aggressive. And so now I'm at 4.3%. And you can see areas that meet these two criteria. And then you can still overlay this with a point data set. So you can say, well, let's look at under housing, like where do we have under locations, HUD multifamily housing sites. And let's make these easier to see. So, you know, here we've got the census tract has 788 People 7565 plus 10% of households don't have a car. Here we've got 920 465 Plus about 6% of households don't have a car. within that area, we have this housing site which is senior housing. And so here we can look at the household demographics. So we have 72% are extremely low income 9% disabled residents 100% So it's a basically a senior housing site in this location. And then you can overlay with bus lines we can say well, okay, now where do we have like under health? Where are the hospitals

1:14:28

so these little plus signs which I will change to make bigger our hospitals but these are all types of hospitals that can be psychiatric hospitals. So you know, if you wanted to filter, you can filter by number of beds, number of physicians. Here I'm going to filter by facility types have I only wanted to see short term hospitals versus psychiatric hospitals, or children's hospitals. I can do that. So let's look at short term hospitals. So, you know, just kind of you get the idea of like overlaying asset information with conditions. In this case, the conditions are age and vehicle per household. You know, where are the HUD housing sites? Where are the hospitals, you know, here we have St. Mark's hospital, and so on. So you know, just trying to look at this in one place versus Okay, I need to go to this website to try to figure out where the hospitals are. And I need to go to this website to figure out, you know, the demographic information and they need to go to HUD to find the HUD locations, it's all here in one place. So I will stop there for any questions.

1:15:50

There currently isn't any, but we will give it a couple minutes where I'm sure they're ferociously tapings quite a

1:15:57

lot. And be the first thing that

1:16:01

while we are waiting to see if there's any questions, I would like to remind the previous members who have used this before and encourage new members on our website, or my in CMM, there's actually a group dedicated to the policy map. And the intent is that for you to share information, ask questions among your peers. And I will be doing a march training sometime late March. And anyone who contacts me through that group can put a request in for what that training will be. And if I can't do it, I'll call Tom in real quick ask him how to do it. But but the reality is, last year with this tool, millions of dollars were raised successfully or contributed to raising that money through grant writing. Many of the users used it for developing coordinated plans, and needs multiple presentations to policy developers or policymakers. So the idea with that group is to share those eight ways you're using it, and successes you're having, and be able to share back and forth amongst each other. So if you aren't in my NCM, and a part of that group requested, email me, we'll get you in that group. And we really would like see some conversations going back and forth. And sharing helping each other use us to

1:17:46

still have questions. So we might let you go a little early time.

1:17:52

All right. Well, thank you, everyone. It's nice to see everybody in the cloud. And yeah, happy to answer any questions about bills. I know. They'll send some really creative seminars, and so happy to help out in any way we can. Enjoy. Yeah,

1:18:08

and I can remind everyone about the training and the policy map website that are always available as well too.

**Sage Kashner** 1:18:17

And just so everybody knows this will be recorded and sent out to everybody who was here today, and also posted on our website. Probably. Okay, have a good day, everybody. All right.

1:18:32

Thanks, everyone. Take care