

# Using PolicyMap to Access Federal Data

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John A. Stevenson

Associate Librarian and Head,  
Multimedia Collections and Services Department  
Library, Museums and Press

# Using PolicyMap to Access Federal Data

Why use PolicyMap in classes and workshops?

- Do colleagues' and library users' eyes glaze over when you talk about federal data?
- Do you want to bring data from different sources together to help people draw correlations between different attributes of an area?
- Do you want to introduce library users to a Geographic Information System that works for them?
- Do you want a handy geocoding tool for U.S. addresses?

# Using PolicyMap to Access Federal Data

What will be covered in today's presentation

- What is PolicyMap?
- How does one access PolicyMap?
- What does it contain?
- How can it be used?
- Creating an account and using PolicyMap (hands on exercise)

# What is PolicyMap?

- PolicyMap was created as an in-house mapping tool by the Reinvestment Fund and proved so popular that others wanted to use it.
- PolicyMap offers easy-to-use online mapping with data on demographics, real estate, health, jobs and other indicators for communities across the U.S.
- Useful in both classroom or boardroom, PolicyMap curates data (collected by federal and private groups) used for research, market studies, business planning, site selection, grant applications and impact analysis.
- PolicyMap currently offers over 47,000 indicators that can be displayed in maps, tables, reports and more.

# What is PolicyMap?

PolicyMap is a user-friendly tool that allows researchers to locate and display block level to state level data.

- Data in PolicyMap can be displayed
  - In Maps
  - In Tables
  - In Reports
  - In 3-layer maps, *or*
  - In Combination with data points uploaded by the user

# How to access PolicyMap

- Individual free access – Data may be viewed and some data shared.
- Individual subscribers – May download or upload data; define, map and visualize areas; create comparative tables; create detailed reports and create and print maps, including those showing areas meeting up to three separate criteria.
- Institutional subscriptions – Cost-effective for institutions and allows all of the functionality given to users with individual subscriptions.

# What does it contain?

47,000+ indicators in two flavors

- Data layers
  - Attribute values recorded for an area, e.g., a block group or county
  - Values may be numbers, percentages, or percentage change
- Data Points
  - Maps the location of tangible things
  - Includes good things like grocery stores, schools, museums and libraries
  - Includes bad things like brownfields and superfund sites

# What does it contain?

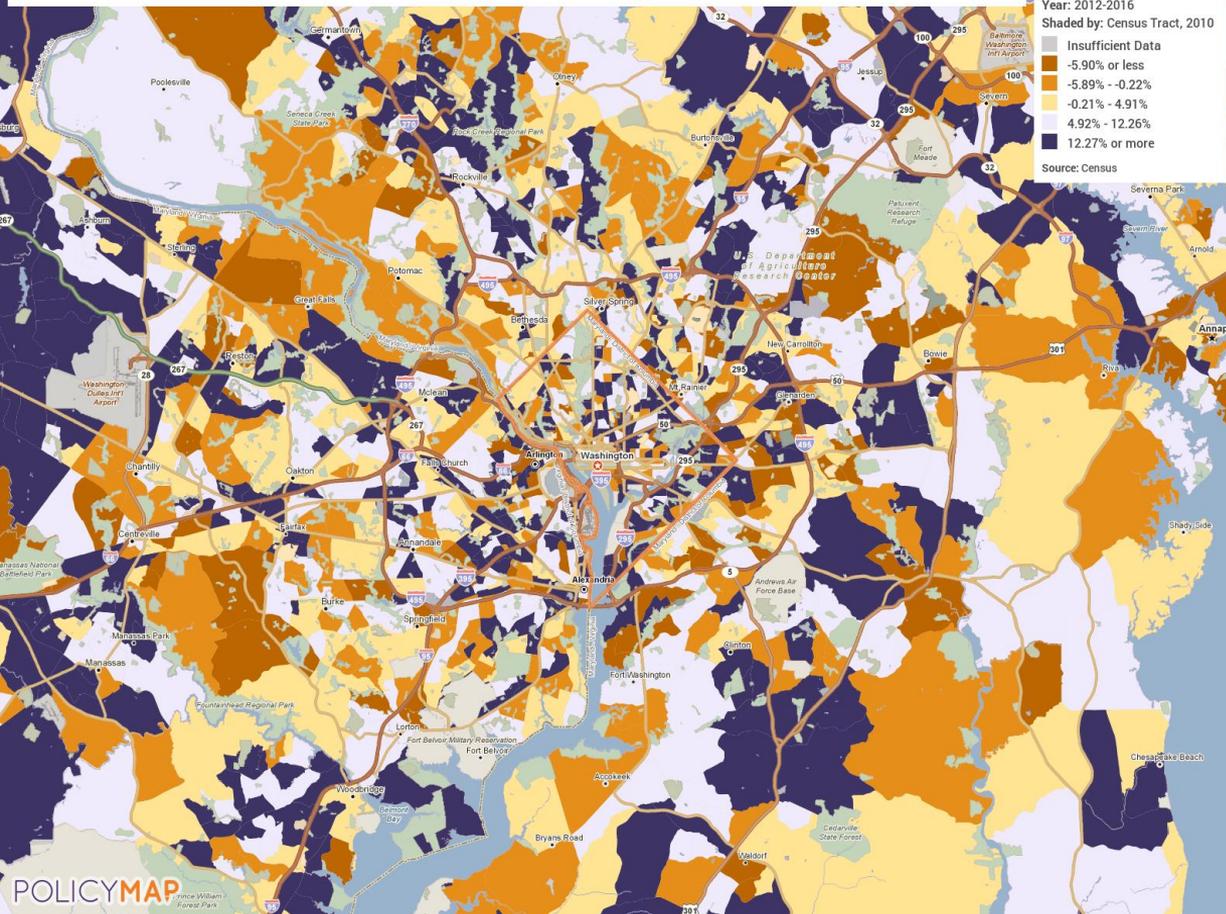
47,000+ indicators, including  
**Data Layers & Points**

## **Data Layers only**

- Demographics – Data Layers
- Incomes & Spending – Data Layers
- Housing – Data Layers & Points

- Lending
- Quality of Life
- Economy
- Education
- Health
- Federal Guidelines
- Analytics

Estimated percent change in the number of people between the periods of 2007-2011 and 2012-2016.



## Demographics

### QUICK MAPS

(easy and interesting maps)

How has the population changed between 2000 and 2010?

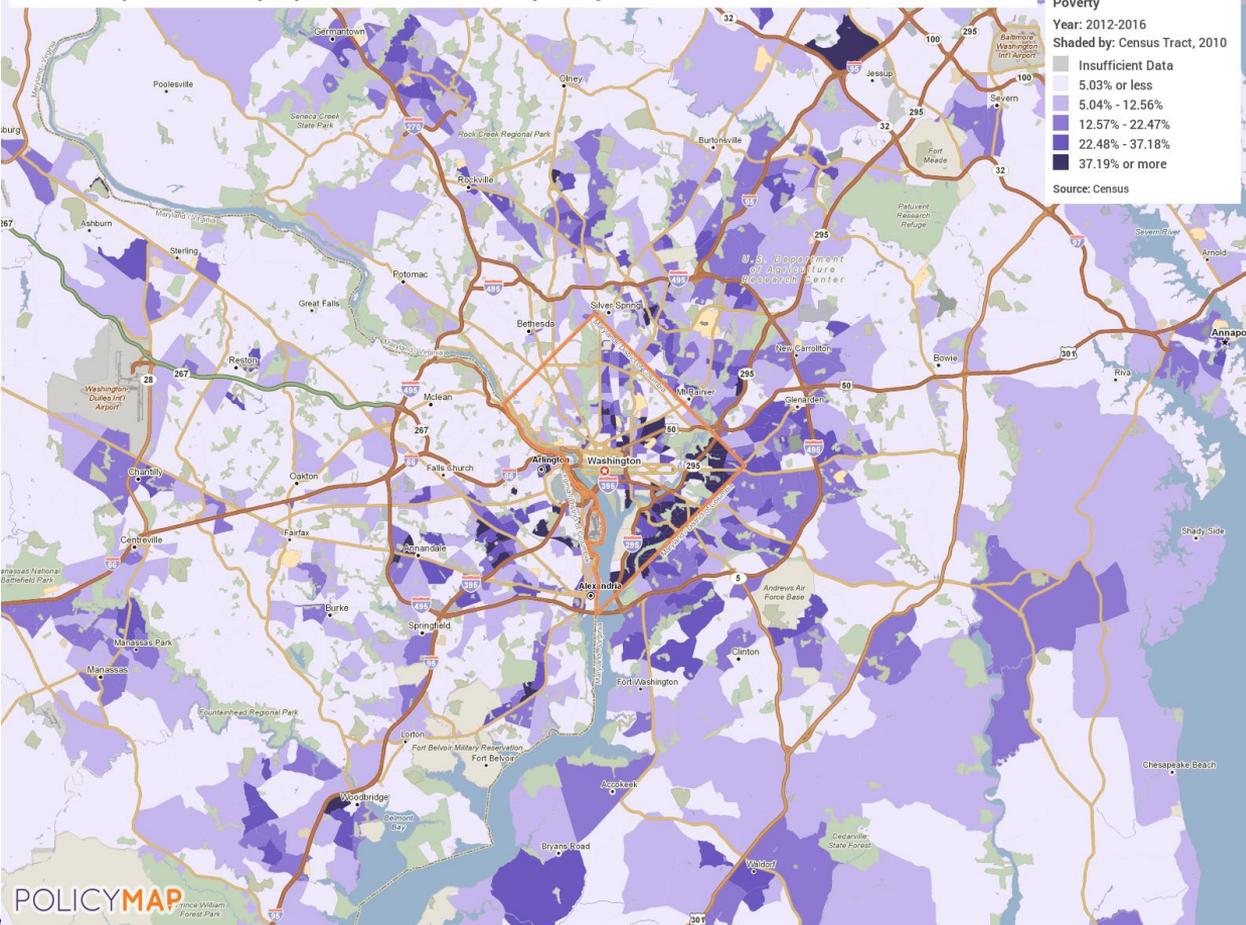
Where are concentrations of 'foreign born' populations?

Estimated percent of all people under 18 who live in poverty as of 2012-2016.

Percent People Under 18 in Poverty  
Year: 2012-2016  
Shaded by: Census Tract, 2010

Insufficient Data
5.03% or less
5.04% - 12.56%
12.57% - 22.47%
22.48% - 37.18%
37.19% or more

Source: Census



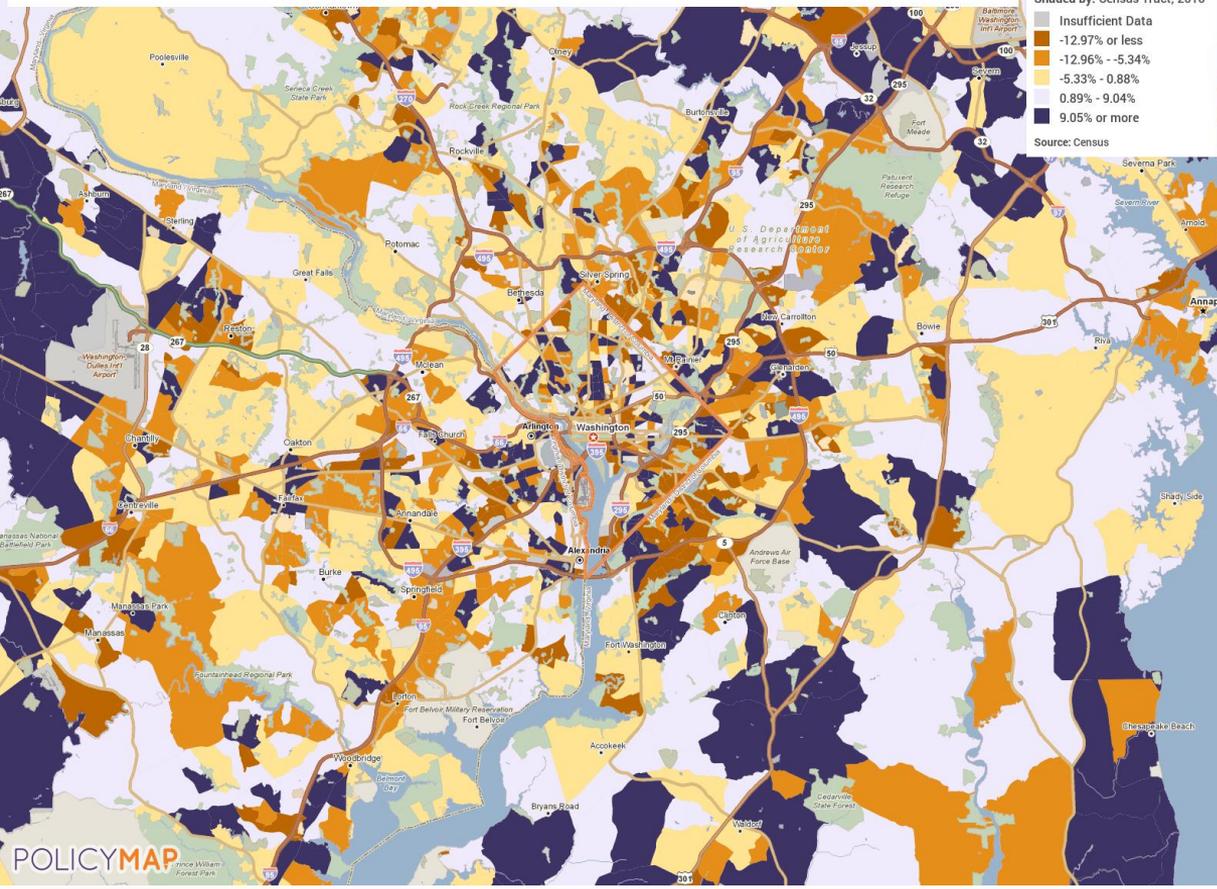
# Incomes & Spending

## QUICK MAPS

Where are households claiming the Earned Income Tax Credit?

How many people under the age of 18 live in poverty?

Estimated percent change in the number of homeowners between the periods of 2007-2011 and 2012-2016.

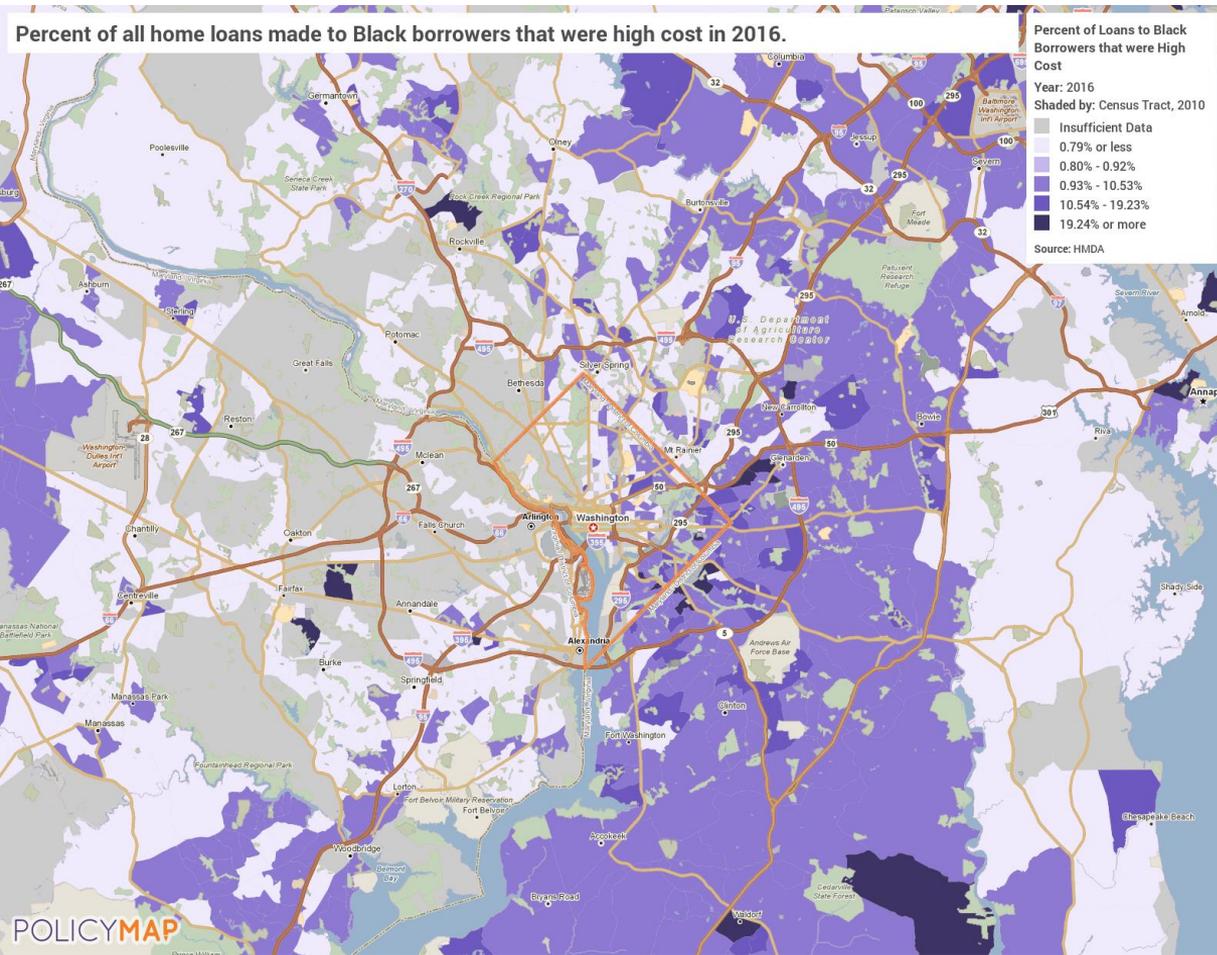


## Housing

### QUICK MAPS

How many homeowners over the age of 65 are burdened by their housing costs?

What is the homeownership rate?

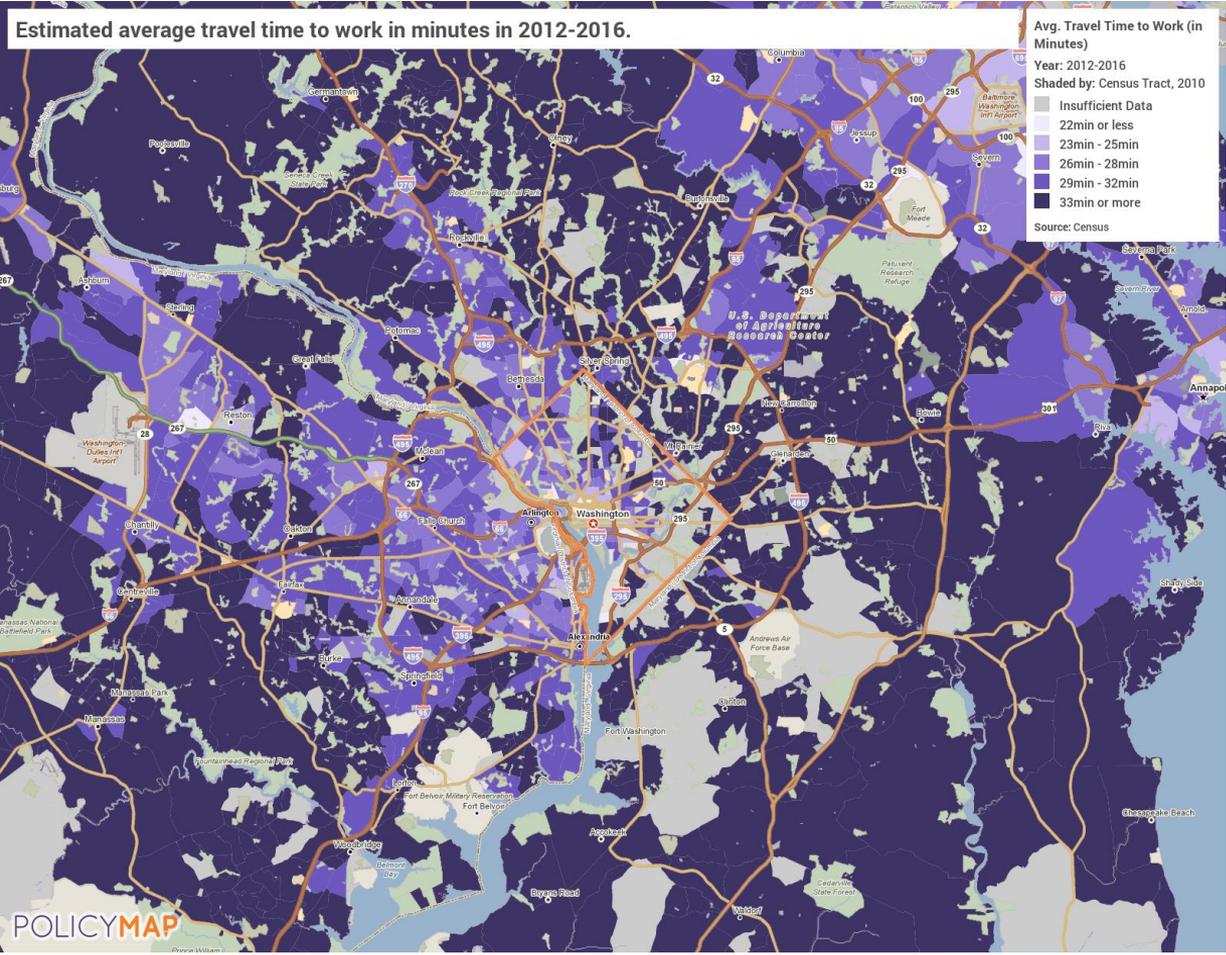


## Lending

### QUICK MAPS

Where are homes purchased with government-insured loans?

What percentage of high-cost home loans were made to African Americans?

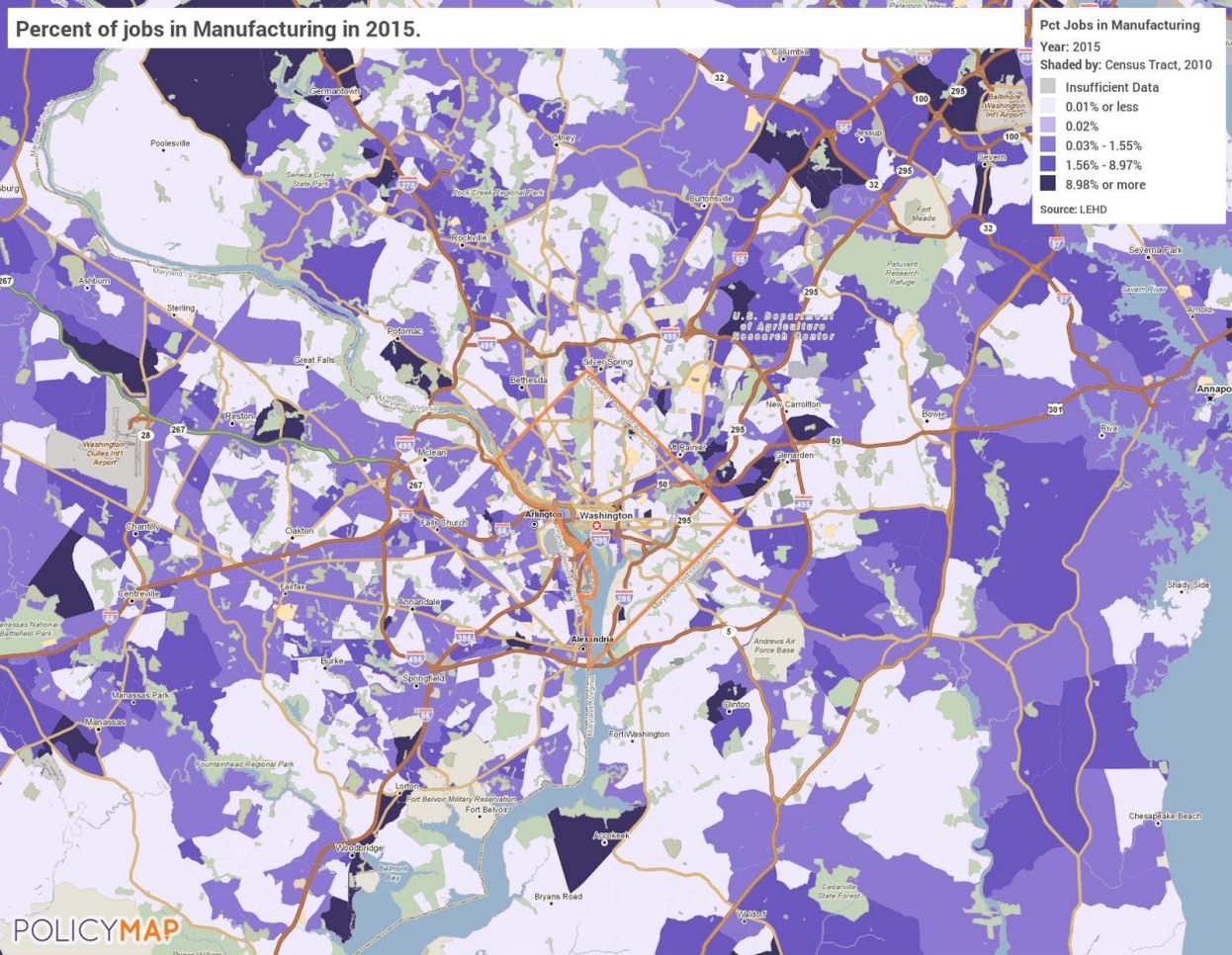


# Quality of Life

## QUICK MAPS

What was the murder rate in 2015 by county?

What's the average travel time to work?



## Economy

### QUICK MAPS

Where are people currently unemployed?

Where are manufacturing jobs concentrated?

Estimated percent change in the number of people with at least a high school diploma between the periods of 2007-2011 and 2012-2016.



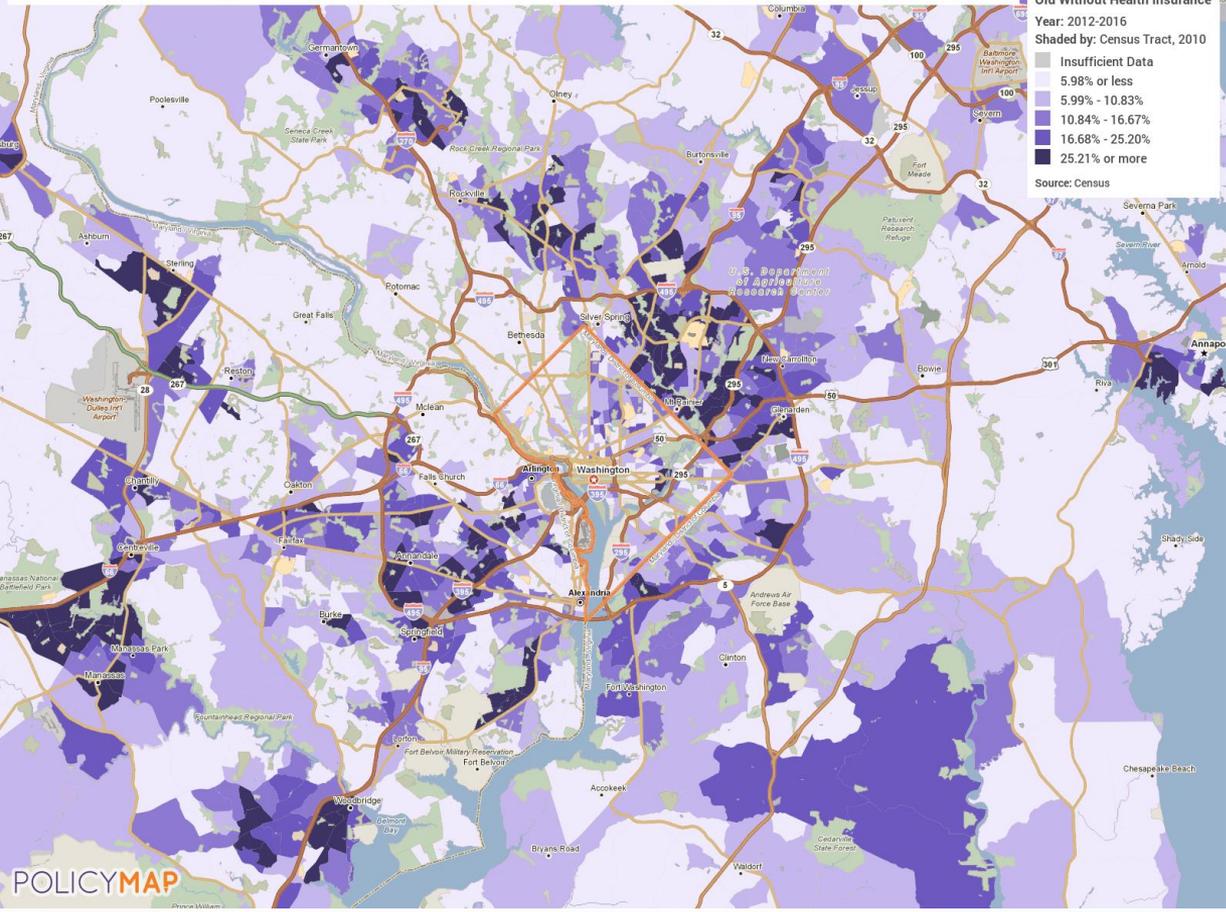
## Education

### QUICK MAPS

How has the number of adults with a high school degree changed between 2000 and 2016?

What percent of high school students are scoring at or above proficient in math?

# Estimated percent of people age 35-54 without health insurance between 2012-2016.



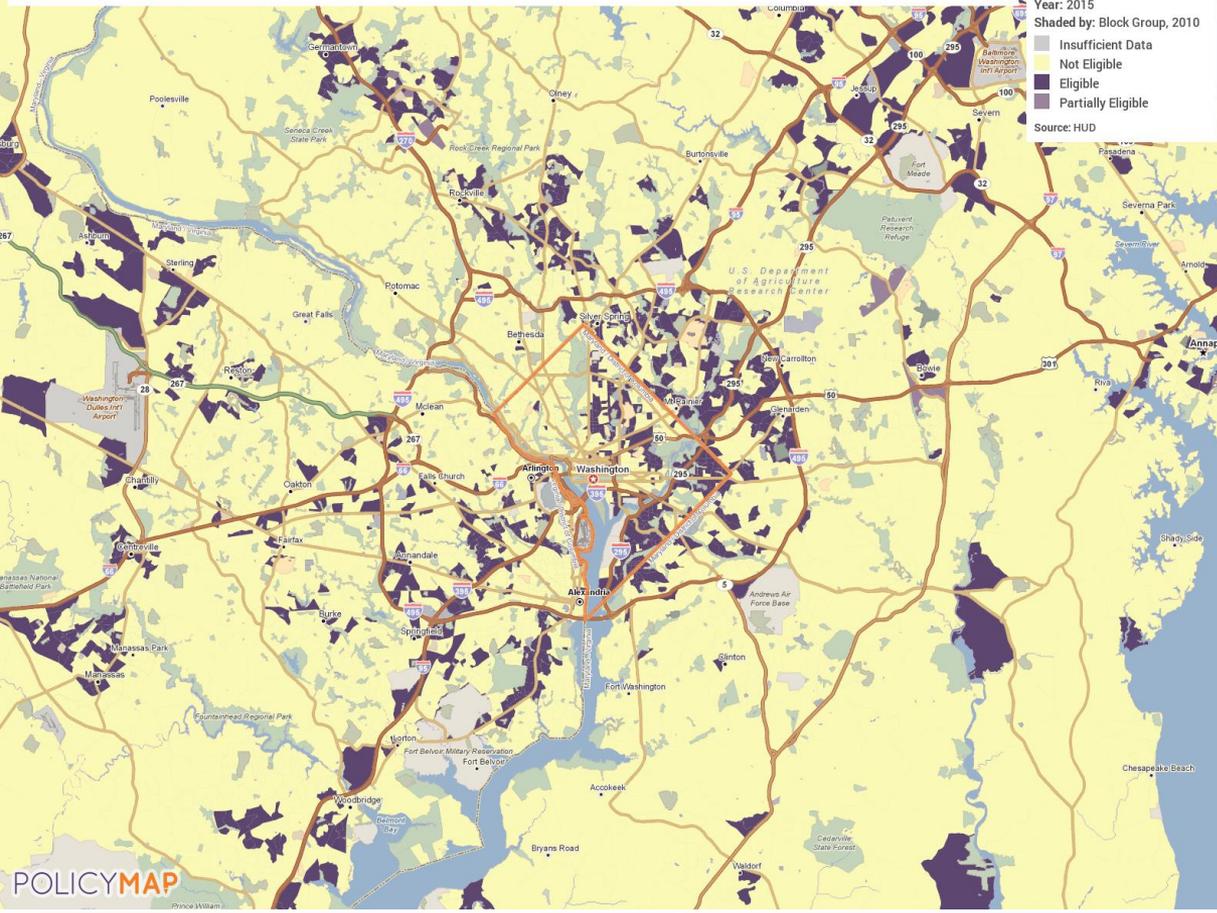
## Health

### QUICK MAPS

What percent of babies were born to mothers who were under 18 years old in 2016?

What percent of the population age 35-54 is lacking health insurance?

CDBG eligibility status as of FY2015.

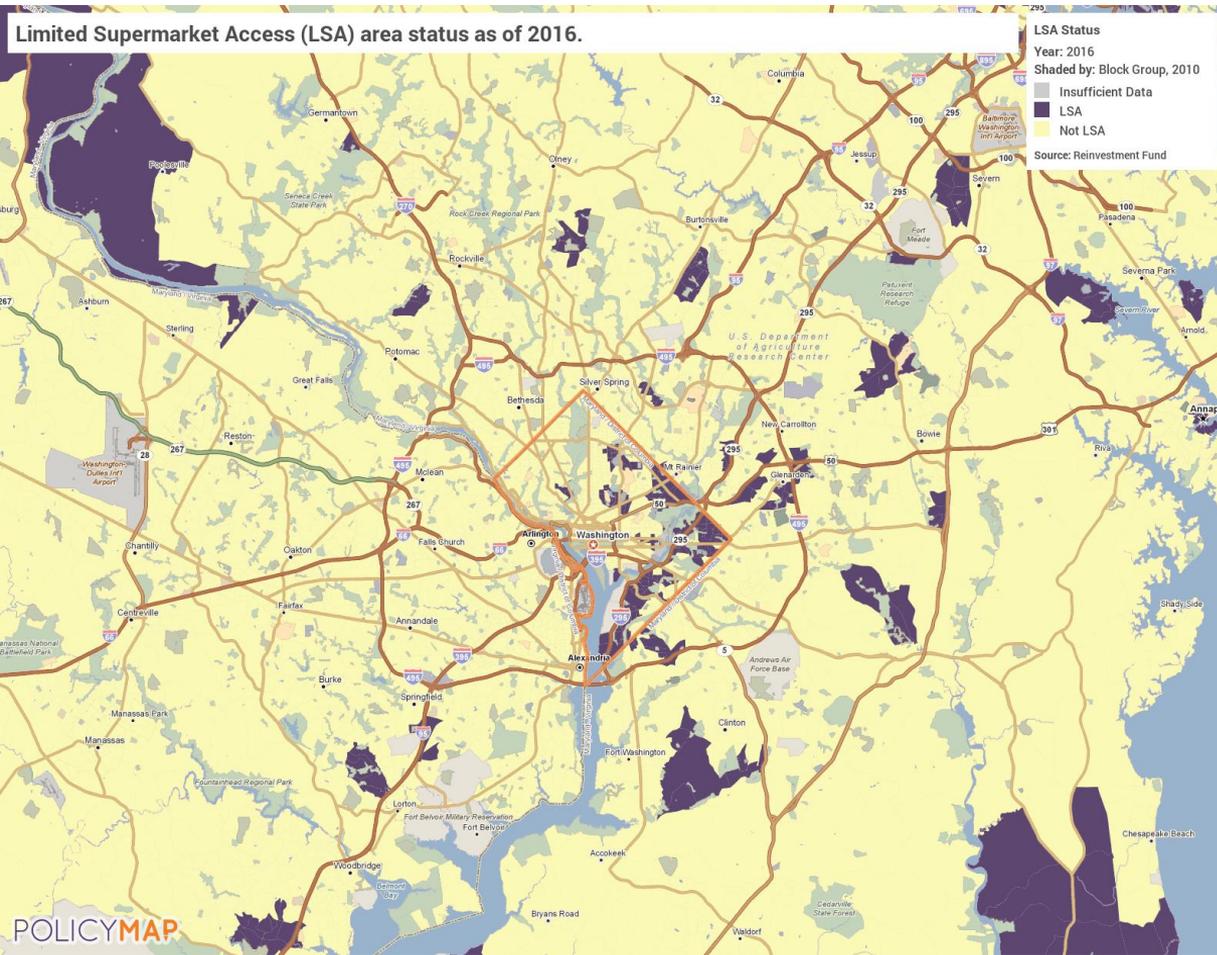


## Federal Guidelines

### QUICK MAPS

What areas are considered "Low/mod" for HUD's Community Development Block Grant (CDBG) program requirements?

## Limited Supermarket Access (LSA) area status as of 2016.



## Analytics

### QUICK MAPS

Where do residents travel longer distances to reach supermarkets?

How much are residents borrowing to purchase homes relative to their incomes?

# What does it contain?

## National Boundaries

- States
- Metro Areas (2003) & (2013)
- Metro Divisions (2013)
- County Subdivisions (2010)
- Counties (2010)
- Cities (2010)
- Zip Codes
- Zip Code Tabulation Area
- Census Tracts (2000) & (2010)
- Block Groups (2000) & (2010)
- Parcels
- Congressional Districts (114th) & (115th)
- Congressional Districts (Pennsylvania 116th, 2019)
- Upper & Lower State Legislative Districts

# What does it contain?

## National Boundaries

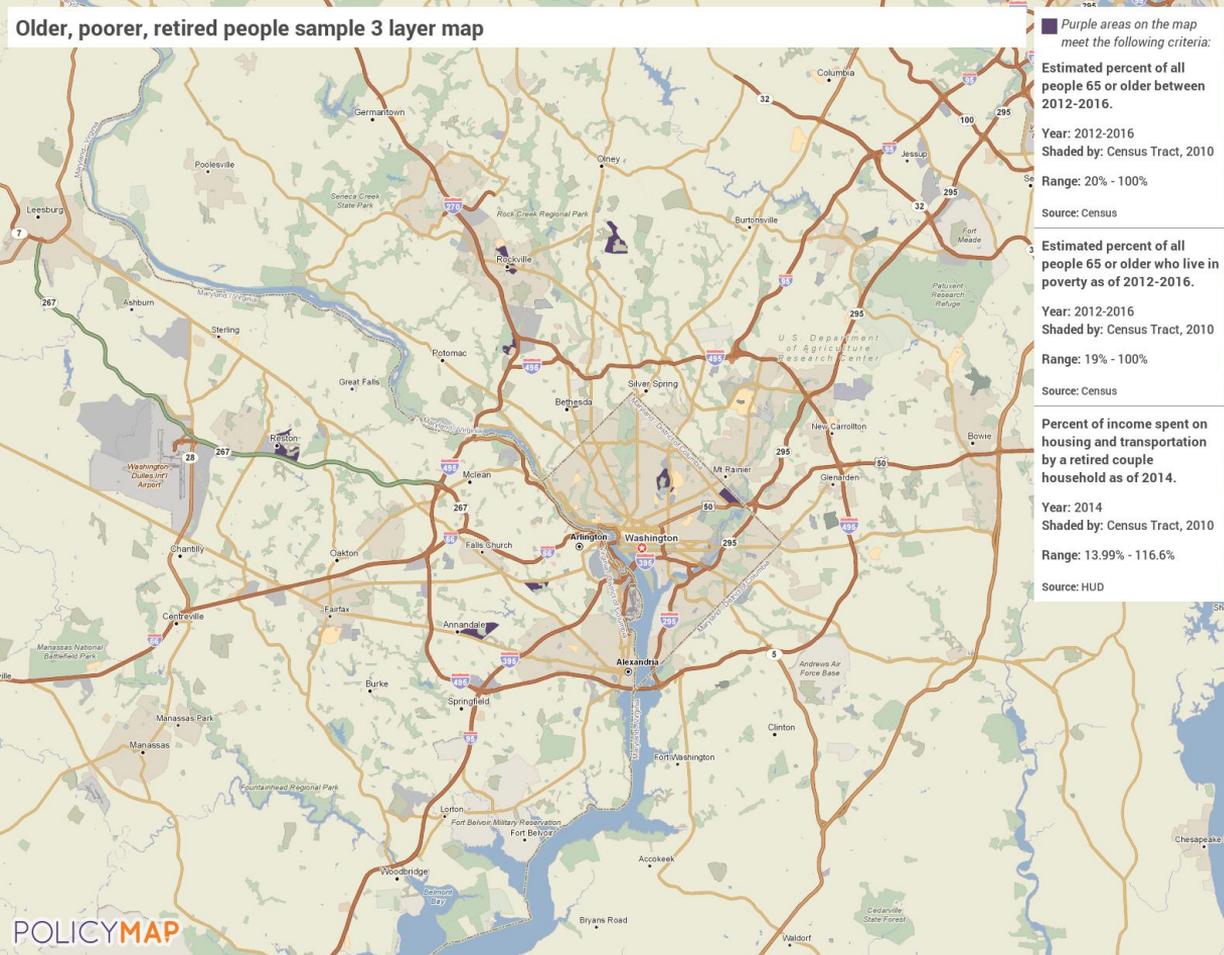
- School Districts
- Community Development Block Grant Areas
- Indian Areas
- Hospital Referral Regions
- Hospital Service Areas
- Primary Care Service Areas
- Designated Qualified Opportunity Zones

# What does it contain?

## Map Features

- Public Transit Rail Lines
- Freeways and Roads
- Parks, Water and Land Use Areas
- Watershed Basins
- Watersheds
- Subwatersheds
- High Flood Risk
- Moderate Flood Risk
- Minimal Flood Risk

## Older, poorer, retired people sample 3 layer map



## How PolicyMap is used

Faculty use it as an atlas or as a light Geographic Information System (GIS).

Students map data and perform analysis to support research.

Community groups use the data to show neighborhoods needing investment or to visualize problem areas.

# Developing a Sociology Class with PolicyMap

October 25, 2016 by Maggie McCullough

## How PolicyMap is used

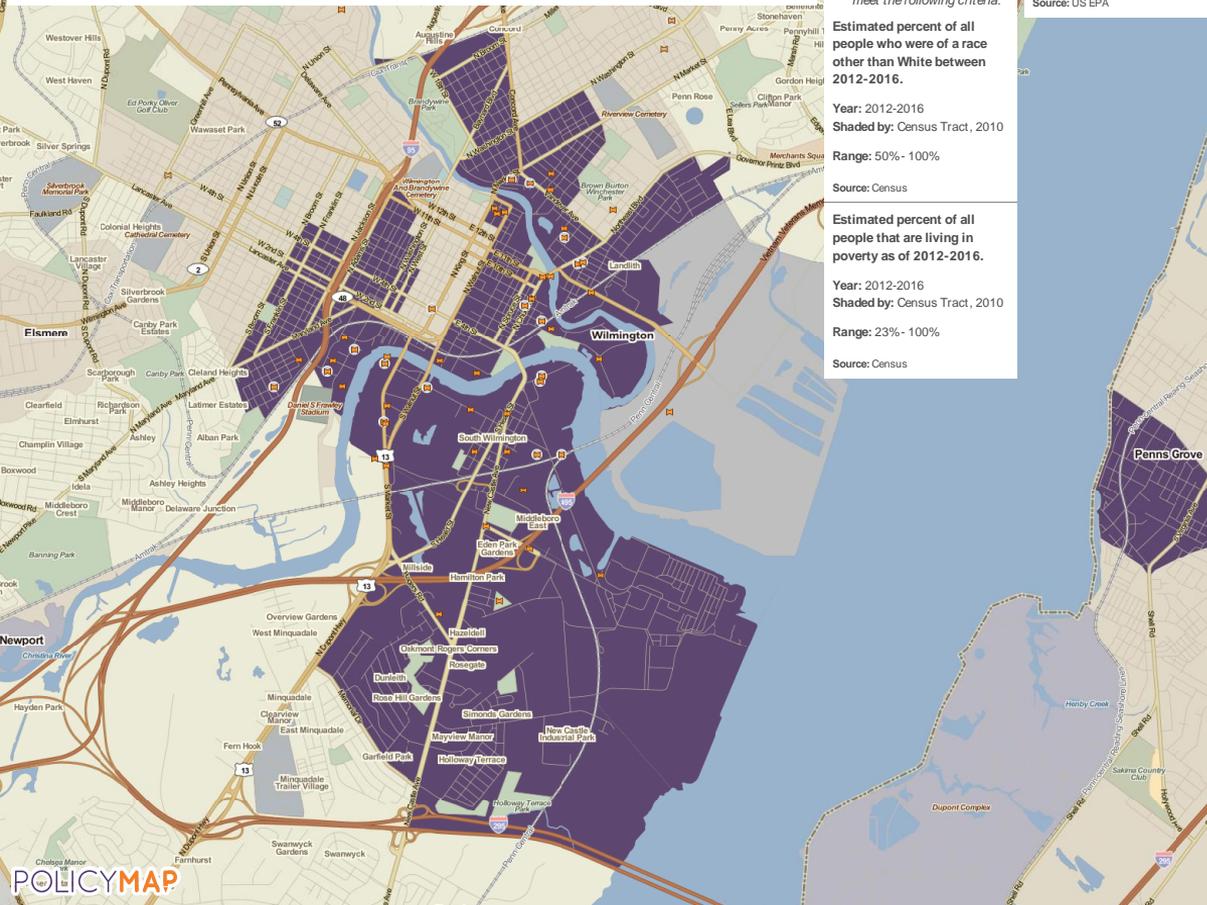
Dr. Victor Perez, Associate Professor of Sociology, uses PolicyMap to introduce students to the “geography of social justice” at the University of Delaware.

PolicyMap has also been used by students to research likely markets for products designed to appeal to a particular demographic segment.

Image harvested from PolicyMap blog posting at <https://www.policymap.com/2016/10/sociology-class/>



## Geography of Social Justice Map Example



## How PolicyMap is used

Dr. Perez uses the 3-layer map feature to illustrate what he calls the “geography of social justice” to students.

He shows students how to look for disadvantaged people living in areas with brownfields, e.g., potentially contaminated sites.

# Creating an account and using PolicyMap

(hands on exercise)

Visit URL:

[www.policymap.com/maps](http://www.policymap.com/maps)

# Creating an account and using PolicyMap

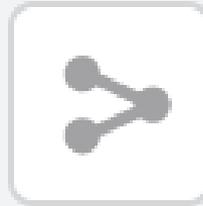
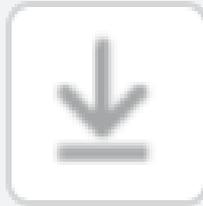
(hands on exercise)

Click on the orange sign up to create an account, or log in

**Sign up**

**Log in**

**Public Edition**  
**Back to homepage**

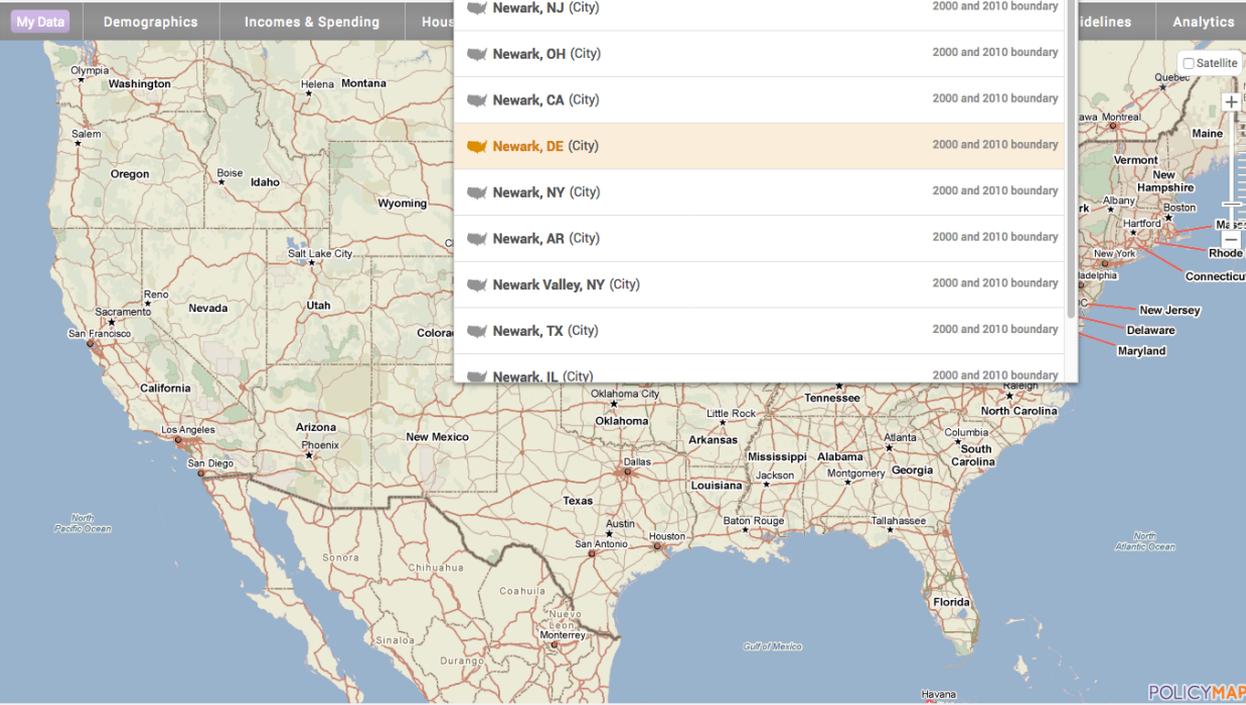


# Using PolicyMap to Access Federal Data

Points to remember:

- Individual trial accounts have a time limit for accessing full features
- PolicyMap offers a citation guide on the main mapping page
- Users may search for data in the **Find** search box and areas in the **Location** box
- Printing works better in some browsers than others.
- Printable files are downloaded through the browser as PDF or PNG files (PNG files have a higher resolution)
- Data downloads requires logging in to receive data emailed to your account
- Maps are fun!

Newark, NJ (City)	2000 and 2010 boundary
Newark, OH (City)	2000 and 2010 boundary
Newark, CA (City)	2000 and 2010 boundary
Newark, DE (City)	2000 and 2010 boundary
Newark, NY (City)	2000 and 2010 boundary
Newark, AR (City)	2000 and 2010 boundary
Newark Valley, NY (City)	2000 and 2010 boundary
Newark, TX (City)	2000 and 2010 boundary
Newark, IL (City)	2000 and 2010 boundary

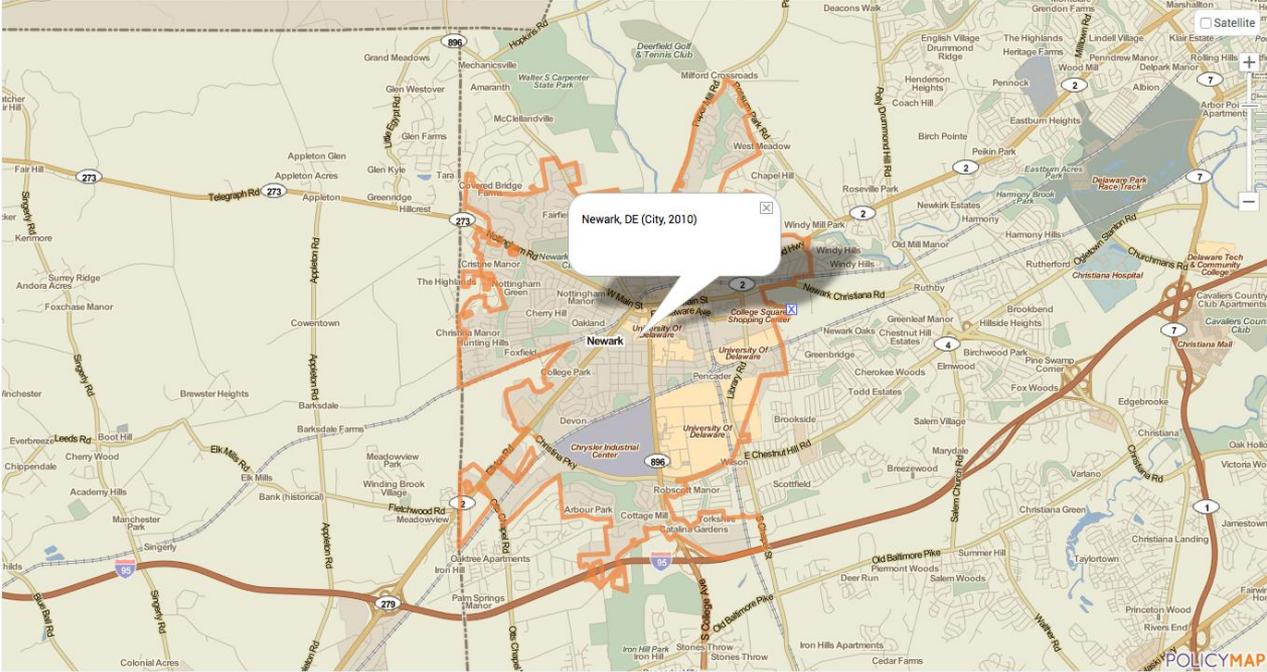


# Using PolicyMap

Example:

Locate demographic data about selected university towns

Start keying the name and select from the options shown

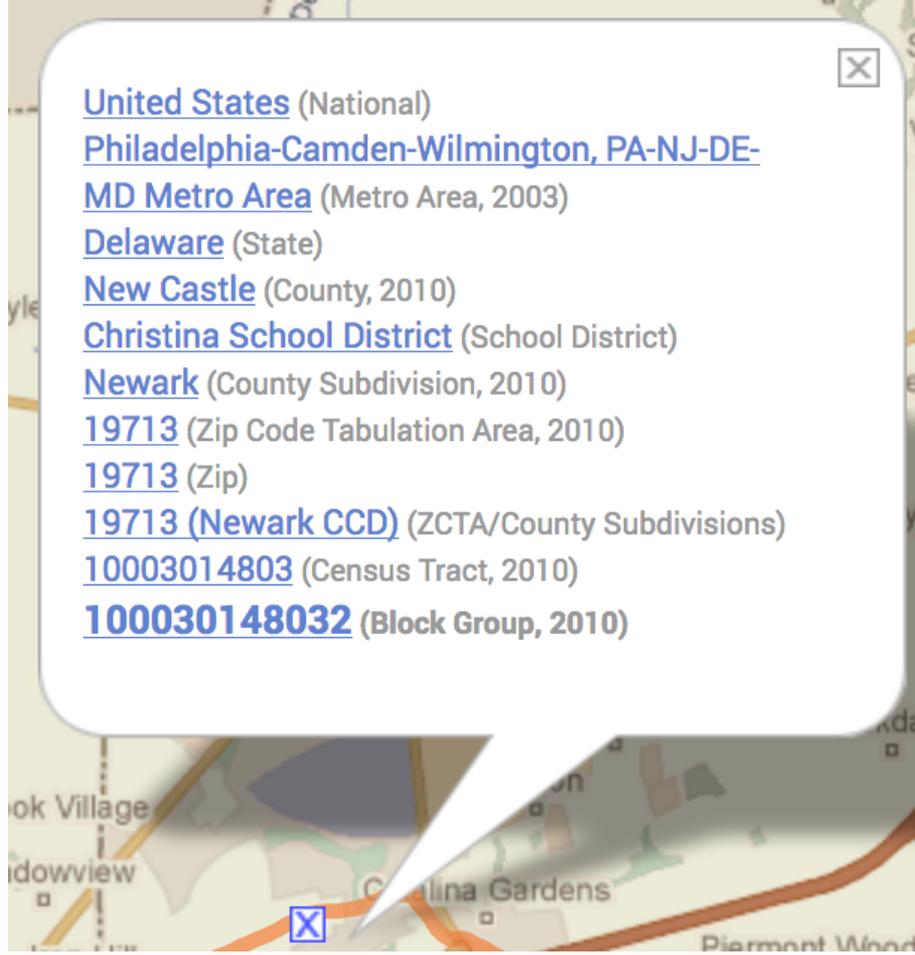


# Using PolicyMap

Example:  
Locate demographic data about selected university towns

Map zooms to the selected location.

Close the bubble identifying Newark by clicking the X.



## Using PolicyMap

Example:

Locate demographic data about selected university towns

Click on the map to open an Info Bubble. It displays geographies at that point.

When data layers are present, values display in the Info Bubble

Click to close the Info Bubble

Preview Report Area >

### Report Type

#### Community Profile

Get up-to-date information on population, racial composition, age, income and workforce.

#### Community Health Report

#### Rental Housing Report

#### HMDA Report

#### Home Sale Report

### Report Location



#### Pre-Defined Location

Specify an area like a state, county, city, political district, etc.



#### Radius

Draws a radius in miles from the point you select



#### Custom Region

Generate a report on a saved Custom Region



#### Polygon

Use a Polygon selected from the Maps page

Location newark

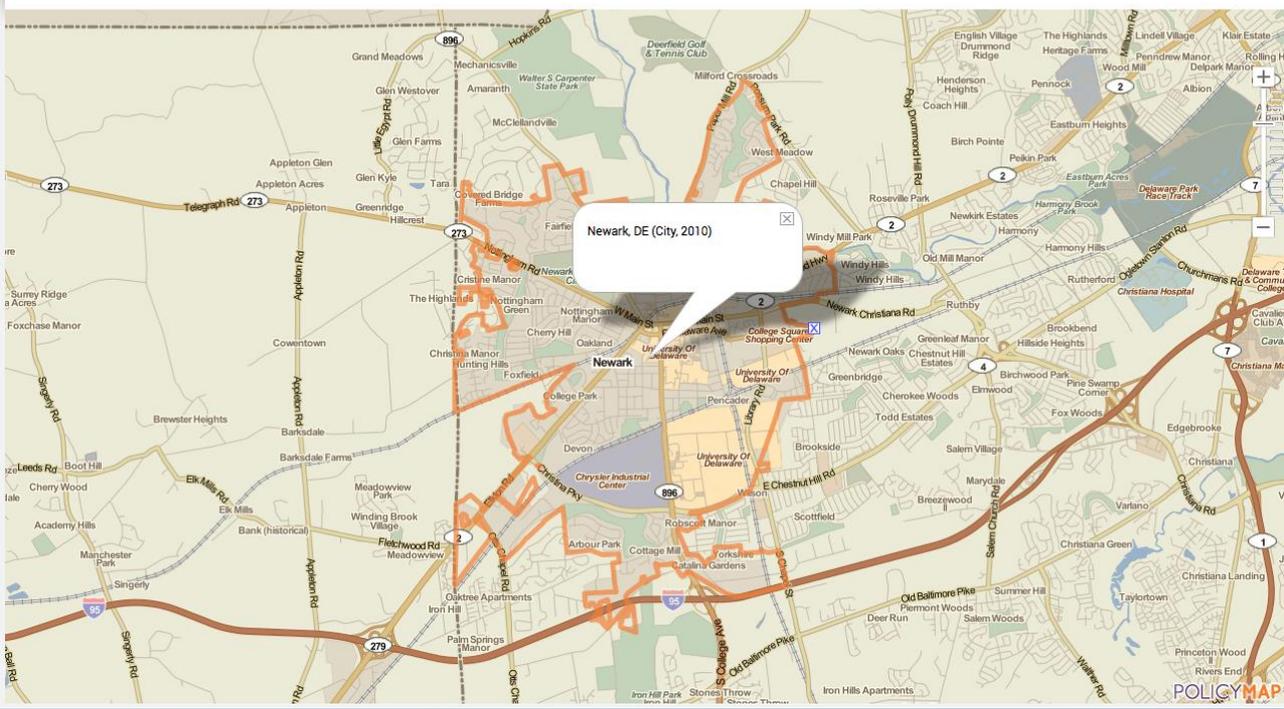
Preview Report Area >

## Using PolicyMap

Example:

Locate demographic data about selected university towns

Generate a report by choosing **Reports** from the top menu and key the location again...



## Using PolicyMap

Example:  
Locate demographic data about selected university towns

PolicyMap displays a preview of the area to confirm the location choice...



**Community Profile Report of City: Newark**



**Date:** October 19, 2018

**Proposed Location:**  
 This location, **Newark** (City, 2010), is located in **New Castle County**, in the state of **Delaware**.

It is located within or touches the following 2010 census tract(s): **10003013610, 10003014807, 10003014300, 10003014803, 10003014404, 10003014502, 10003014402, 10003014200, 10003014703, 10003014403, 10003014702, 10003014501.**

Similarly, it is located within or touches the following zip code(s): **19702, 19711, 19713, 19717, 19716.**

Data presented in this report summarize the geographies specified in the citation information in each section.

**(-) This Area is Served by (or touches):**

- School District(s):** Christina School District
- Congressional District(s):** Delaware's At-large District
- Senators:** Thomas R. Carper (D-DE), Christopher A. Coons (D-DE)
- State Senate District(s):** State Senate District 8, State Senate District 9, State Senate District 10, State Senate District 11
- State House District(s):** State House District 23, State House District 24, State House District 25

**(-) Population Trends:**

As of the period 2012-2016, this area was home to an estimated **32,941** people.

Population	2000	2010	2012-2016	Change 2000 to 2012-2016 (%)
Area	28,570	31,454	32,941	15.3%

# Using PolicyMap

Example:

Locate demographic data about selected university towns

After showing a popup warning about small areas possibly displaying some data as N/A, PolicyMap generates a detailed demographic report for the area as a web page.

Maybe that's not really  
what the user needs!

## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

**What about the greater  
Newark area?**



## Using PolicyMap

Example:

Locate demographic data about selected university towns

People living in unincorporated areas often have mailing addresses with the name of a nearby town or city.

**How can we deliver that data so it can be used?**



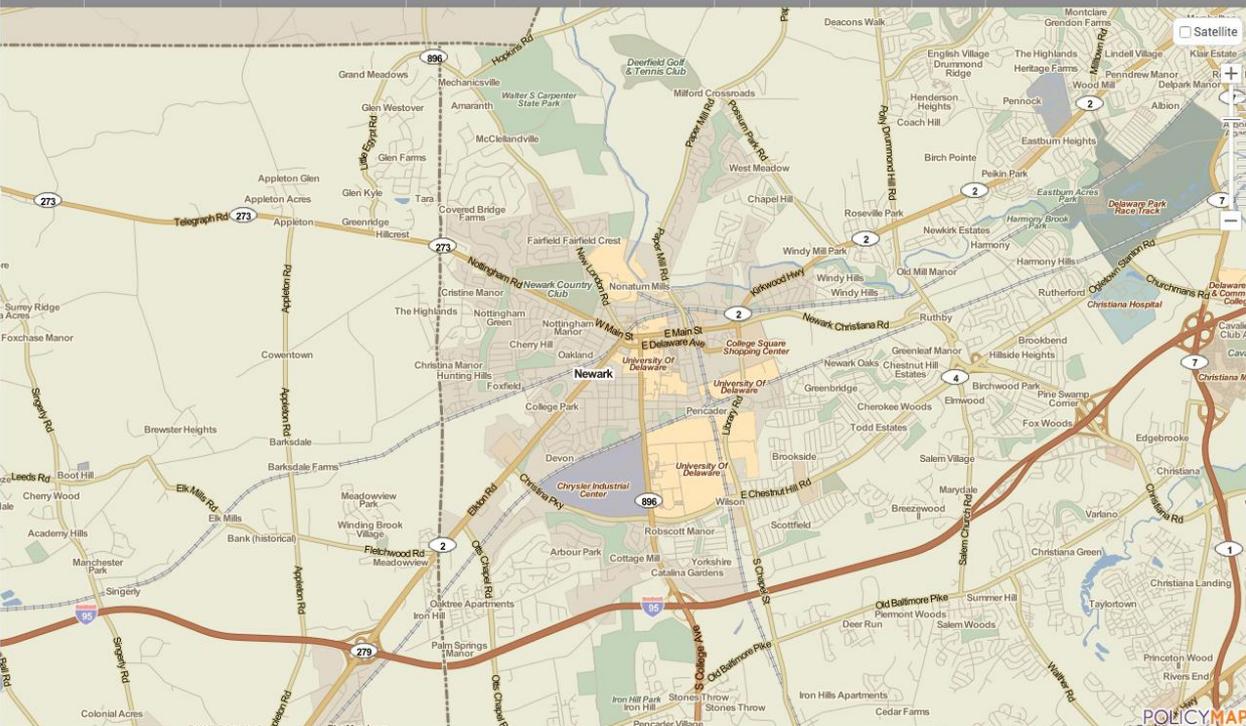
Click Maps in the upper left corner to return to the mapping module

## Using PolicyMap

Example:

Locate demographic data about selected university towns

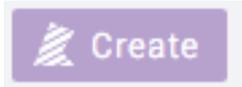
Create a custom region based on the radius from a particular point or assembled from Census units, e.g., block groups, can be an effective alternative when the incorporated place doesn't include all the data.



# Using PolicyMap

Example:  
Locate demographic data about selected university towns

In the lower center, click the purple graphic that says **Create**



## Using PolicyMap

Example:

Locate demographic data about selected university towns

A Custom Region may be **Drawn, Assembled**, or created as a **Radius Region** around point of interest.

An **Assembled Custom Region** uses existing geographies, e.g., block groups along a highway, which can be both useful and accurate.

### Custom Region

Select the type of custom region you wish to build:

Type:

- Drawn Custom Region
- Assembled Custom Region
- Radius Region

OK

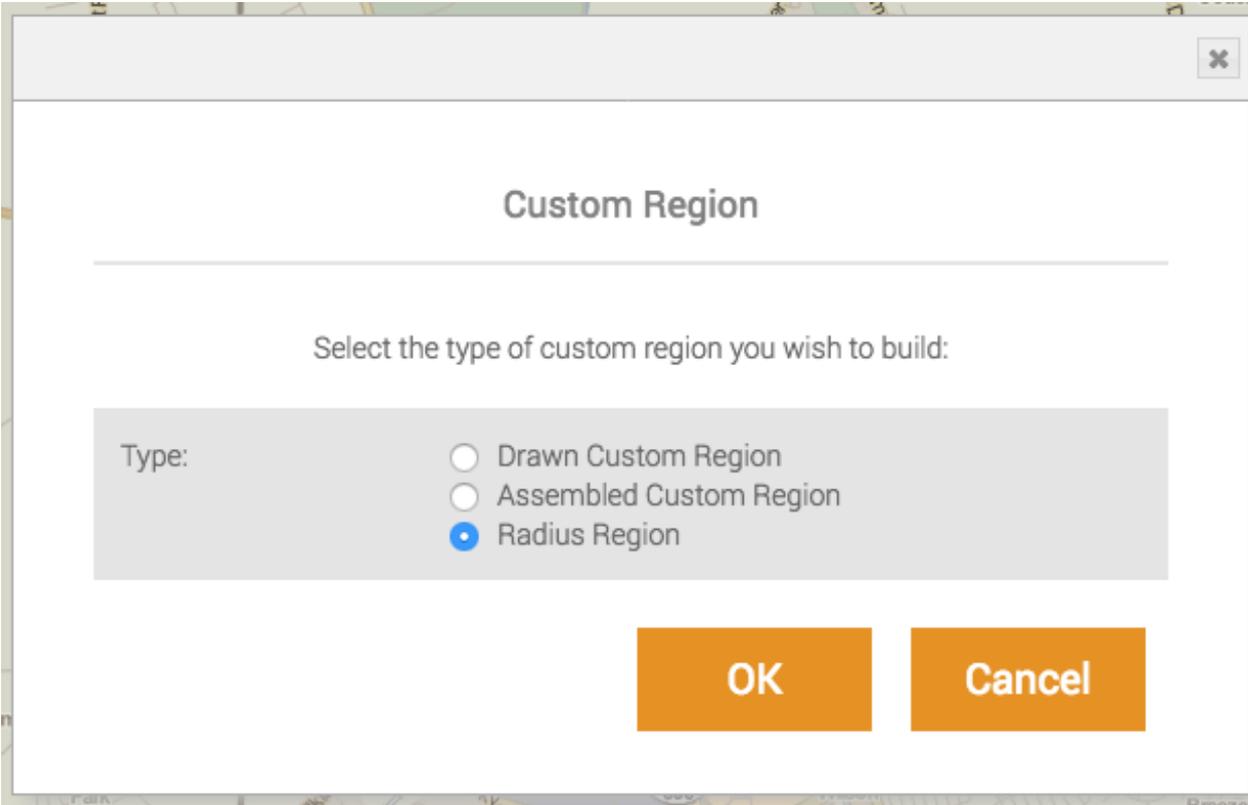
Cancel

## Using PolicyMap

Example:

Locate demographic data about selected university towns

Choose **Radius Region** and click **OK**



Custom Region

Select the type of custom region you wish to build:

Type:

- Drawn Custom Region
- Assembled Custom Region
- Radius Region

OK Cancel

## Using PolicyMap

Example:

Locate demographic data about selected university towns

A popup window offers instructions. Read them and click **OK**

### Radius Region

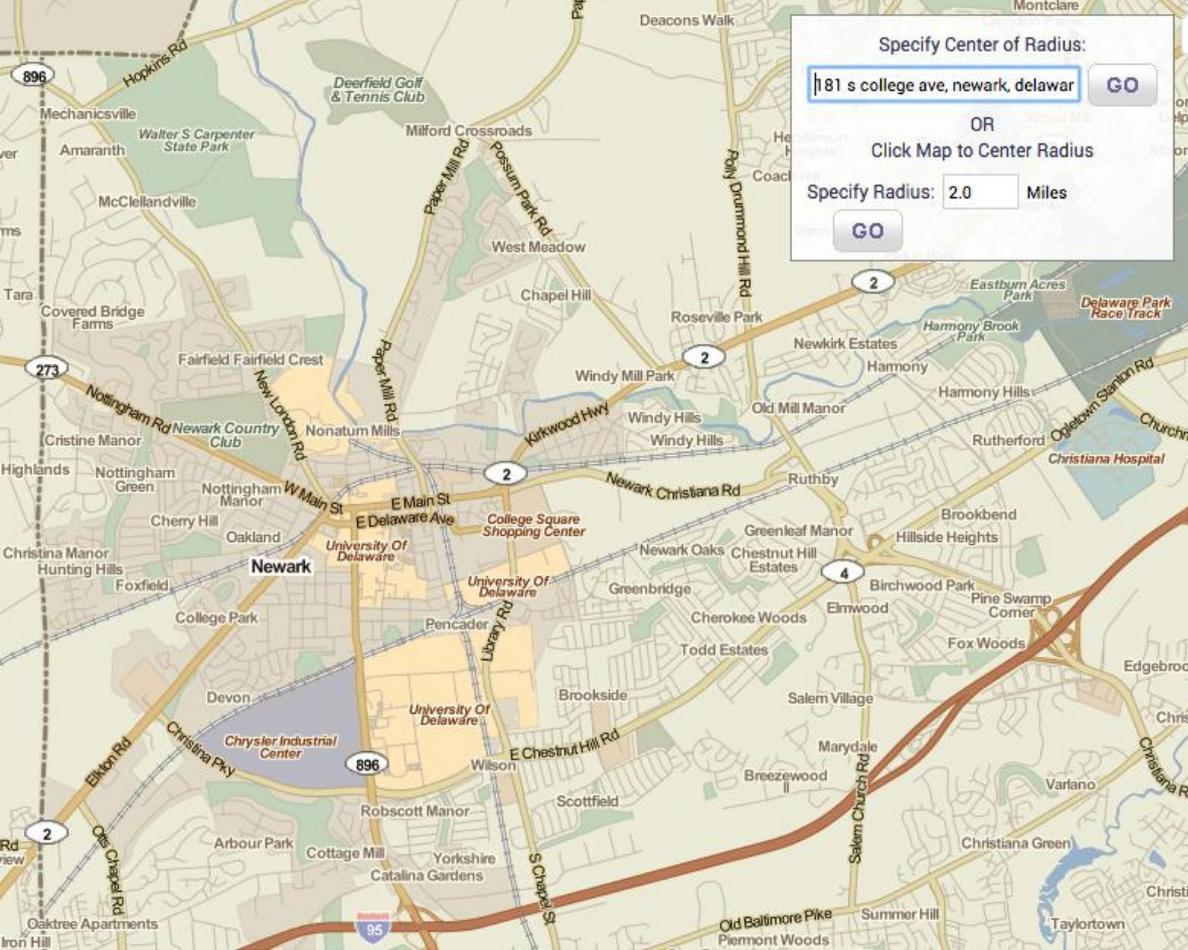
To create a Radius Region, either enter an address to center the radius, or click directly on the map.

The radius can be changed in the white box on the map. When you are finished, click "GO", which will allow you to name your region and click "Save" to save it to My Saved Work.

To disable this feature, click "Cancel" at the bottom of the map.

OK

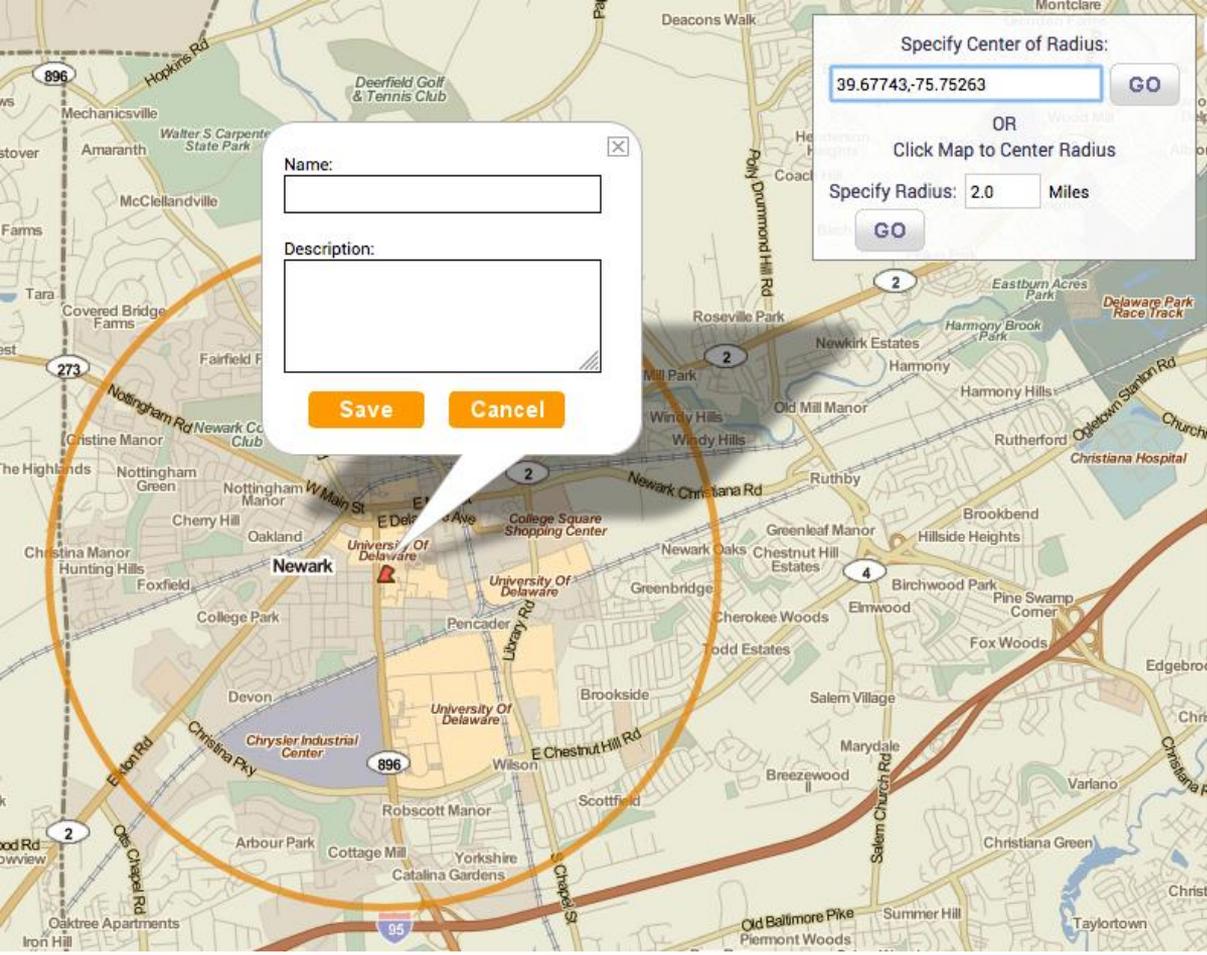
Cancel



# Using PolicyMap

Example:  
Locate demographic data about selected university towns

Specify the Radius **before** keying in an address for the center or clicking on the map to indicate the center

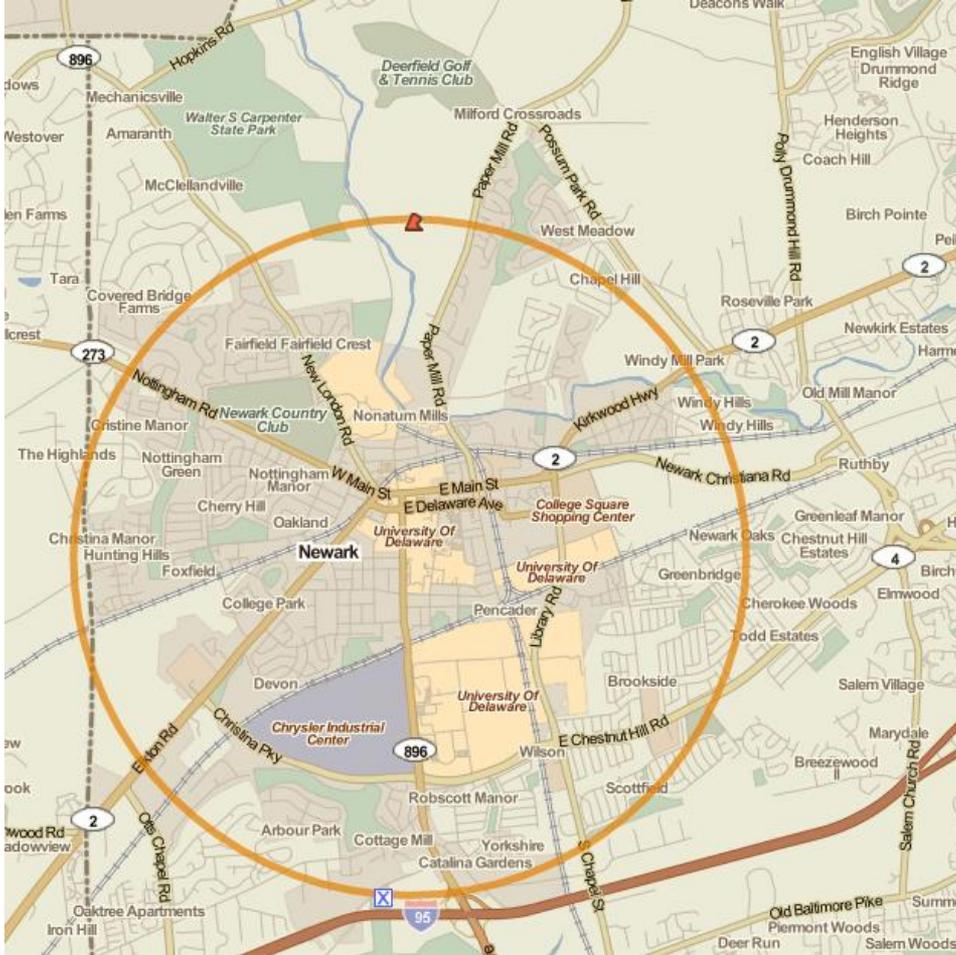


## Using PolicyMap

Example:  
Locate demographic data about selected university towns

Clicking the map shows decimal degrees latitude and longitude.

Enter the name of the custom region when making it for easy identification later.

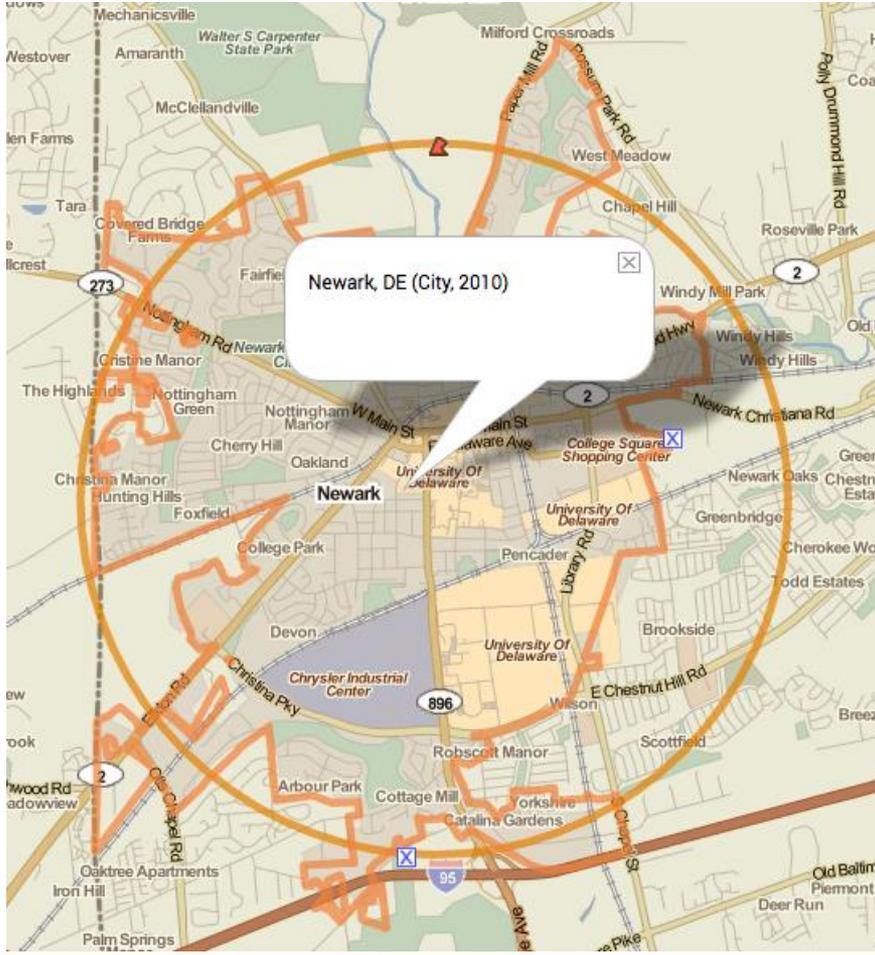


## Using PolicyMap

Example:

Locate demographic data about selected university towns

The 2 mi radius region is shown. It doesn't include all the arms of the city.



## Using PolicyMap

Example:

Locate demographic data about selected university towns

Comparison is easy:

Compare by adding Newark, DE to the display.

MAPS TABLES REPORTS 3-LAYER MAPS DATA LOADER

POLICYMAP Find Home Sales, Poverty, etc. Location Newark, DE

My Data Demographics Incomes & Spending Housing Lending Quality of Life Economy Education Health Federal Guidelines Analytics

DATA LAYERS DATA POINTS

**Home Sales**  
Sales and Sale Price  
Loan-to-Value Ratio

**Home Values**  
Median Value  
Homes by Value  
Median Real Estate Tax

**Rents and Rental Units**  
**2012-2016 ACS**  
**Median Rent**  
**2000 Census**  
 Median Rent  
 Number of Units  
 Fair Market Rents

**Residential Buildings**  
Housing Units  
Group Quarters  
Age of Home  
Housing Quality  
New Building Permits

**Federal Housing Data**  
HUD Multifamily  
HUD Public Housing  
LIHTC  
USDA Rural Development - Multifamily  
USDA Rural Development - Multifamily Guaranteed Loans  
Capital Magnet Fund Projects

**HOUSING NEWS**  
Using Data to Guide Low Income Housing Tax Credit...  
Minor Renovations on the PolicyMap Housing Menu  
Everyone Likes Property Tax (Data)

**QUICK MAPS**  
How many homeowners over the age of 65 are burdened by their housing costs?  
What is the homeownership rate?

Want more Data?

TERMS | PRIVACY | CITING  
2018 POLICYMAP ALL RIGHTS RESERVED.

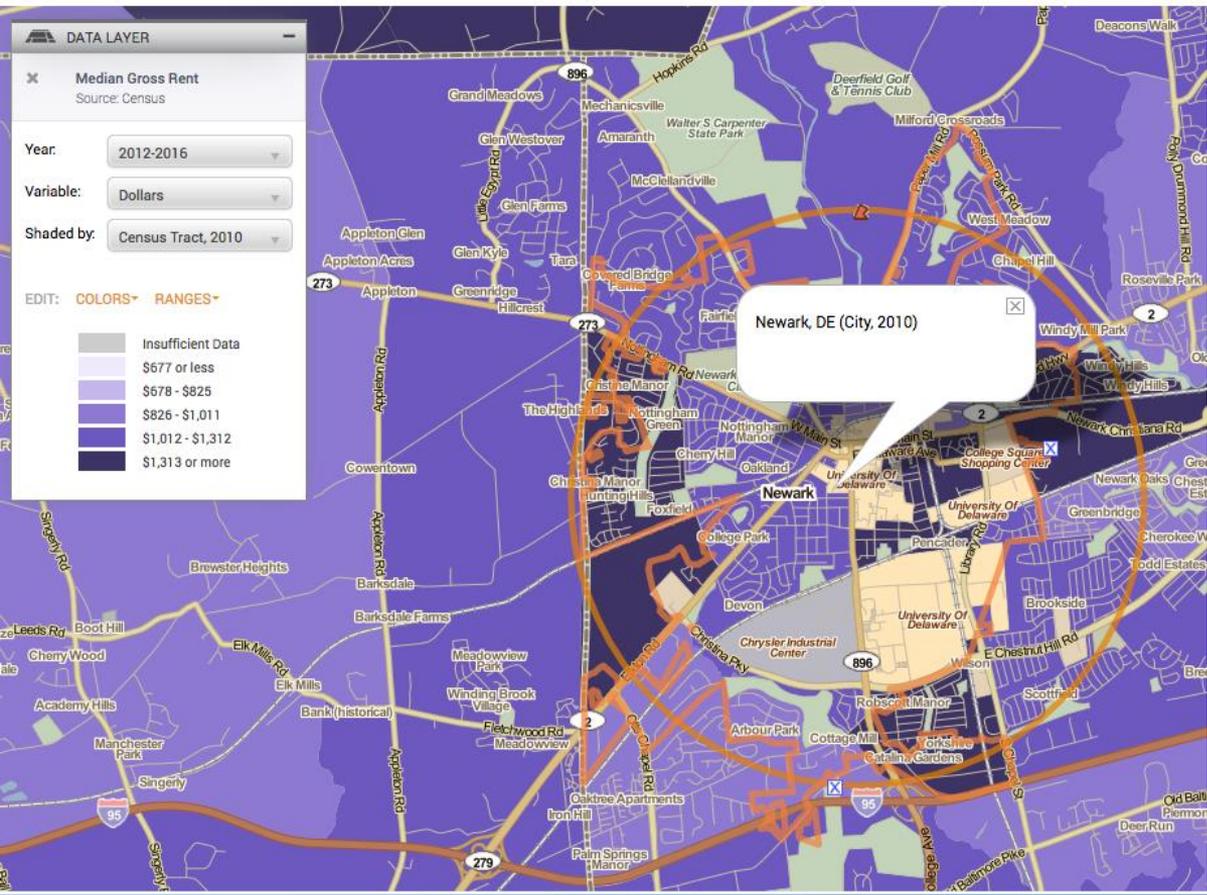
My Custom Regions Create Map Boundaries Show Current Clear Location Reset Map

# Using PolicyMap

Example:  
Locate demographic data about selected university towns

To view rental rates, choose Housing

- Rents and Rental Units
- Median Rent
- 2012-2016 ACS
- Median Rent

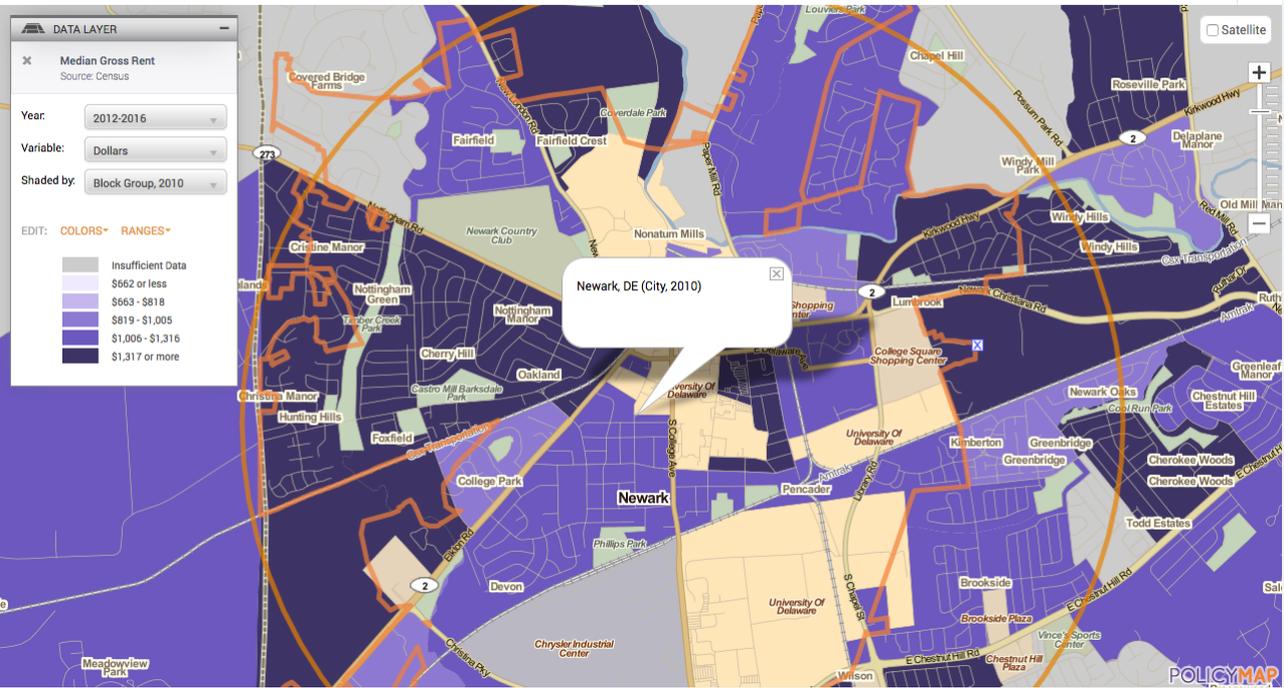


## Using PolicyMap

Example:  
Locate demographic data about selected university towns

This detail shows data to the Census Tract level

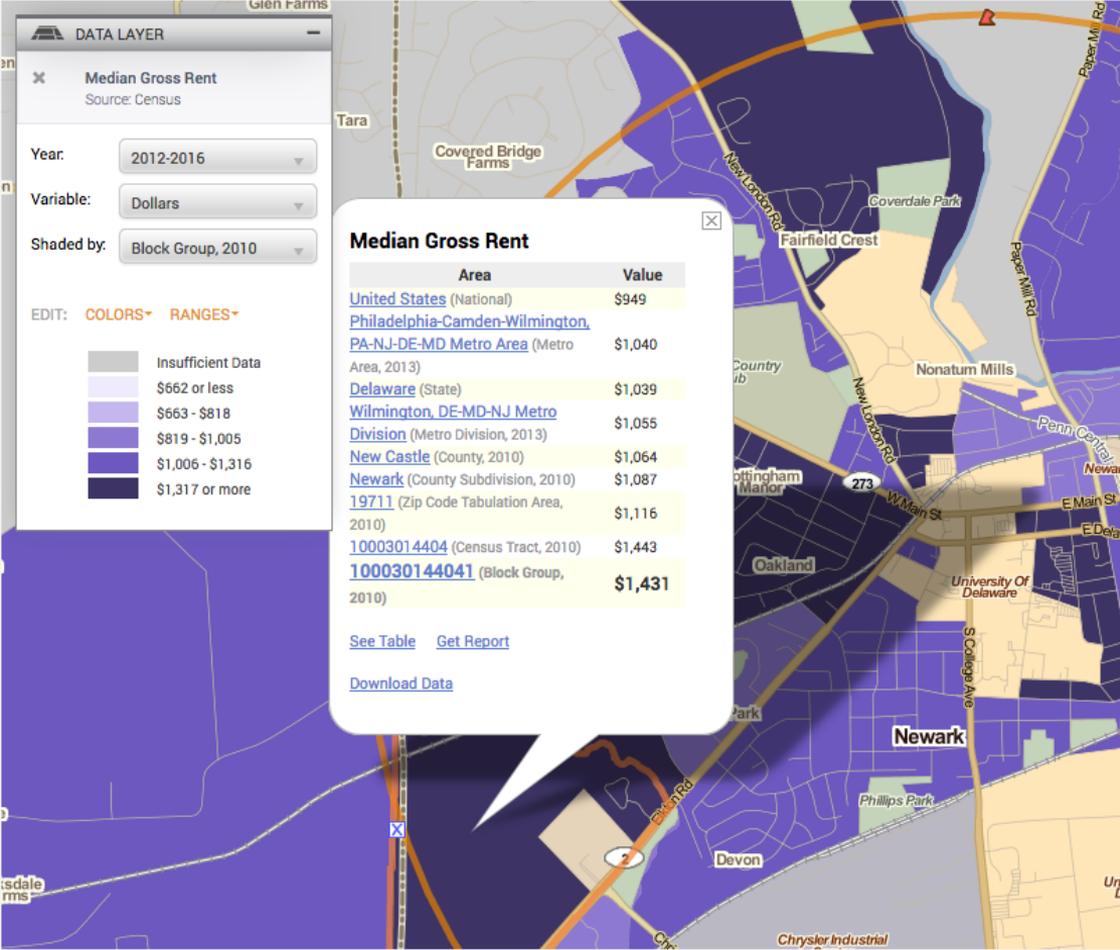
Estimated typical (median) gross rent between 2012-2016. ▾



# Using PolicyMap

Example:  
Locate demographic data about selected university towns

For the greatest granularity, zoom in (use the + symbol) to see data at the block group level.



## Using PolicyMap

Example:

Locate demographic data about selected university towns

Clicking on the map opens an info bubble the last line will show the most specific data for the smallest area on display, in this case Block Group.

Close this info bubble before downloading, unless selecting only this block group.



## DATA LAYER



### Median Gross Rent

Source: Census

Year:

2012-2016

Variable:

Dollars

Shaded by:

Census Tract, 2010

## Using PolicyMap

Example:

Locate demographic data about selected university towns

A close up of the Data Layer key on the map. Clicking on **Source: Census** opens PolicyMaps's data directory containing more information about the data.

# Census: Decennial Census and American Community Survey (ACS)

<b>Topics:</b>	home values, housing stock, rental units, vacancy, household turnover, school enrollment, educational attainment, per capita income, family incomes, household incomes, aggregate income by type, incomes by age for older households, income inequality, people in poverty, families in poverty, population by ethnicity, age, sex, people with disabilities, total population, foreign born population, household characteristics, families, veterans, homeowner characteristics, renter characteristics, affordability and cost burdens, unemployment, employment, commute to work, vehicles per household, home heating fuel types, healthcare uninsurance and healthcare insurance
<b>Source:</b>	2000 U.S. Census, Summary File 3; 2010 U.S. Census Summary File 1; 2007-2011 U.S. Census American Community Survey (ACS); 2012-2016 U.S. Census American Community Survey (ACS)
<b>Years Available:</b>	2000, 2007-2011, 2010, 2012-2016
<b>Geographies:</b>	block group, census tract, county subdivision, Census place (city), county, state, CBSA (metro area), metropolitan division, congressional district, zip code tabulation area (ZCTA), nation
<b>Free or Subscriber-only:</b>	Free
<b>Download Available:</b>	yes

## Using PolicyMap

Example:

Locate demographic data about selected university towns

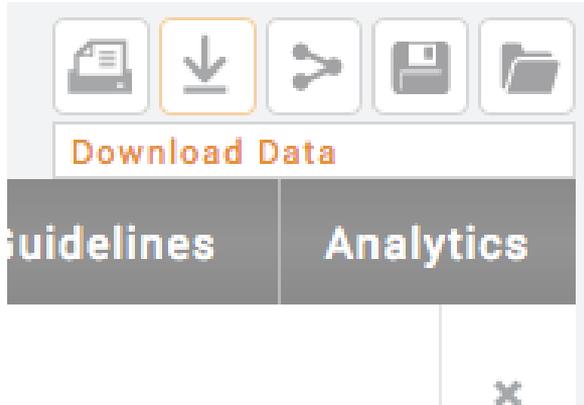
PolicyMaps's data directory entries contain useful metadata and link to the agencies providing data.

## Using PolicyMap

Example:

Locate demographic data about selected university towns

To Download Data, click the graphic down arrow in the upper right region of the screen



## Download Data



 **Step 1**  
Select Data

 **Step 2**  
Select Location

 **Step 3**  
Confirm Download

**Confirm the data you wish to download.**

Choose only one

**Next**  
Select Location

 **Layer**

 **Points**

 **Points with Layer Data** 

 **Estimated typical (median)  
gross rent between  
2012-2016**

Add Point data to your map.

Add both Layer and Point data to your  
map.

Not the data you wanted? 

## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

A popup asks to confirm the  
type of data requested

Click **Next** to Select Location

Step 1  
Select Data

Step 2  
Select Location

Step 3  
Confirm Download

Select or confirm a location to download  Median Gross Rent data.

Choose only one

Next  
Confirm Download

 Pre-Defined Location

 Custom Region

 Newark, DE (City, 2010)

Shaded By: 

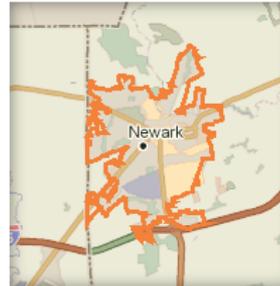
Block Group

CHANGE

 2.0 mi radius Newark  
address...

CHANGE

Previewing:  
Newark, DE



## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

Choose the Pre-Defined City  
(and Block Group level)

or

Choose a custom region.

In this case, choose the default  
and confirm download.

 Step 1  
Select Data

 Step 2  
Select Location

 Step 3  
Confirm Download

Confirm your data download.



Download CSV

Estimated typical (median) gross rent between 2012-2016  
by Block Group in Newark, DE.

## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

A description of requested data  
is displayed.

Click **Download CSV**

## Download Data



 **Step 1**  
Select Data

 **Step 2**  
Select Location

 **Step 3**  
Confirm Download

Your CSV is being processed. Larger files could take up to 15 minutes to download.



Close

Estimated typical (median) gross rent between 2012-2016  
by Block Group in Newark, DE.

## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

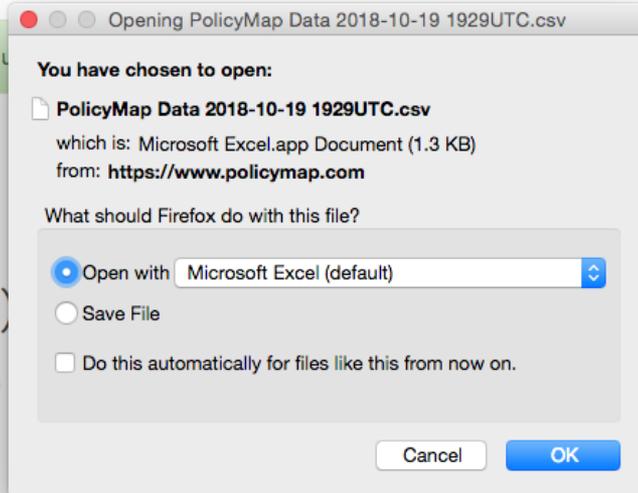
Confirmation is received...

Step 1  
Select Data

Step 2  
Select Location

Step 3  
Confirm Download

Your CSV is being processed. Larger files could take u



Estimated typical (median)  
by Block Group in Newark,

## Using PolicyMap

Example:

Locate demographic data about  
selected university towns

A popup will follow.

(Sometimes it takes a long time)

Click **OK** to open the CSV file

	A	B	C	D	E	F	G	H	I	J	K
1	Block Group	FIPS Code	Formatted FI	Estimated typical (median) gross rent between 2012-2016.							
2	1000301480	1.0003E+11	1000301480	922							
3	1000301450	1.0003E+11	1000301450	1184							
4	1000301440	1.0003E+11	1000301440	1027							
5	1000301361	1.0003E+11	1000301361	1110							
6	1000301430	1.0003E+11	1000301430	1176							
7	1000301450	1.0003E+11	1000301450	999							
8	1000301440	1.0003E+11	1000301440	1581							
9	1000301440	1.0003E+11	1000301440	1639							
10	1000301361	1.0003E+11	1000301361	1106							
11	1000301450	1.0003E+11	1000301450	1729							
12	1000301470	1.0003E+11	1000301470	1182							
13	1000301440	1.0003E+11	1000301440	1615							
14	1000301440	1.0003E+11	1000301440	1293							
15	1000301440	1.0003E+11	1000301440	991							
16											
17	Location: Newark (City, 2010)										
18											
19	Block Group Boundary Year: 2010										
20											
21	Indicator source: Census										
22	<a href="http://www.policymap.com/our-data-directory.html#Census:%20Decennial%20Census%20and%20American%20Community%20Survey%20(ACS)">http://www.policymap.com/our-data-directory.html#Census:%20Decennial%20Census%20and%20American%20Community%20Survey%20(ACS)</a>										
23											
24	When using PolicyMap data in your work, please consult the Terms of Use and the instructions for Citing Us:										
25	<a href="https://www.policymap.com/terms/">https://www.policymap.com/terms/</a>										
26	<a href="https://www.policymap.com/citing/">https://www.policymap.com/citing/</a>										

## Using PolicyMap

Example:

Locate demographic data about selected university towns

The CSV file isn't especially pretty but contains rent data for all block groups in the selected area.

Block Group	FIPS Code	Formatted FIPS	Estimated typical (median) gross rent between 2012-2016.
100030148031, DE	1.0003E+11	100030148031	922
100030145021, DE	1.0003E+11	100030145021	1184
100030144022, DE	1.0003E+11	100030144022	1027
100030136103, DE	1.0003E+11	100030136103	1110
100030143002, DE	1.0003E+11	100030143002	1176
100030145011, DE	1.0003E+11	100030145011	999
100030144031, DE	1.0003E+11	100030144031	1581
100030144042, DE	1.0003E+11	100030144042	1639
100030136102, DE	1.0003E+11	100030136102	1106
100030145022, DE	1.0003E+11	100030145022	1729
100030147031, DE	1.0003E+11	100030147031	1182
100030144032, DE	1.0003E+11	100030144032	1615
100030144021, DE	1.0003E+11	100030144021	1293
100030144033, DE	1.0003E+11	100030144033	991
Location: Newark (City, 2010)			
Block Group Boundary Year: 2010			
Indicator source: Census			
<a href="http://www.policymap.com/our-data-directory.html#Census:%20Decennial%20Census%20and%20American%20Comm">http://www.policymap.com/our-data-directory.html#Census:%20Decennial%20Census%20and%20American%20Comm</a>			
When using PolicyMap data in your work, please consult the Terms of Use and the instructions for Citing Us:			
<a href="https://www.policymap.com/terms/">https://www.policymap.com/terms/</a>			
<a href="https://www.policymap.com/citing/">https://www.policymap.com/citing/</a>			

## Using PolicyMap

Example:

Locate demographic data about selected university towns

The Formatted FIPS reveals the block group numbering.

The estimated rent values for these 14 block groups are valuable for some researchers.

<https://go.usa.gov/xPk26>

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

We will now take prepared data, upload it and work with something of our own.

## Using PolicyMap to Access Federal Data – Demo File

• 7 downloads

Download file to be used in the PolicyMap demo.

[Download](#)  
(csv, 2 KB)

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

The short URL connects to this page to download sample data.

Save the CSV file, then open it with Excel or other reader.

Vendor	Location	Address	City	State	ZIP	Telephone
Capriotti's Sa	BASIN RD.	708 West Ba	Wilmington	DE	19720	(302) 322-6797
Capriotti's Sa	BEAR - Eden	430 Eden Cir	Bear	DE	19701	(302) 832-8132
Capriotti's Sa	BETHANY BE	767 Garfield	Bethany Bea	DE	19930	(302) 537-1922
Capriotti's Sa	DOVER I - RT	321 Indepen	Dover	DE	19904	(302) 678-2808
Capriotti's Sa	DOVER II - N	130 Gateway	Dover	DE	19901	(302) 698-3090
Capriotti's Sa	HARMONY	4132 Ogleto	Newark	DE	19713	(302) 533-5132
Capriotti's Sa	KIRKWOOD	4522 Kirkwo	Wilmington	DE	19808	(302) 998-0096
Capriotti's Sa	LEWES - Lew	1604 Savann	Lewes	DE	19958	(302) 644-8998
Capriotti's Sa	MIDDLETOW	743 N. Broad	Middletown	DE	19709	(302) 376-7827
Capriotti's Sa	MILFORD - M	684 N. Dupo	Milvord	DE	19663	(302) 424-3309
Capriotti's Sa	MILLSBORO	32497 Longn	Millsboro	DE	19966	(302) 945-4040
Capriotti's Sa	NEWARK	614 Newark	Newark	DE	19711	(302) 454-0200
Capriotti's Sa	PULASKI - Su	1835 Pulaski	Bear	DE	19701	(302) 838-8898
Capriotti's Sa	SILVERSIDE R	2124 Silversi	Wilmington	DE	19803	(302) 479-9818
Capriotti's Sa	SMYRNA	456 West Gle	Smyrna	DE	19977	(302) 659-1388
Capriotti's Sa	UNION STRE	510 N. Union	Wilmington	DE	19805	(302) 571-8929
Capriotti's Sa	FOLSOM	237 MacDad	Folsom	PA	19033	(610) 586-1110
Capriotti's Sa	EXTON - Fair	117 Swedesf	Exton	PA	19341	(610) 363-7095
Capriotti's Sa	Springfield S	141 S State R	Springfield	PA	19064	(484) 472-6257
Capriotti's Sa	WEST CHEST	607 E Marke	West Cheste	PA	19382	(610) 719-0270
Capriotti's Sa	Concordville	301 Byers Dr	Glen Mills	PA	19342	(610) 361-0300
Capriotti's Sa	Shoppes At L	877 E Baltim	Kennett Squ	PA	19348	(610) 444-4475
Capriotti's Sa	WEST GROVE	827 W Baltin	West Grove	PA	19390	(610) 345-1050
Capriotti's Sa	ELKTON	202 S Bridge	Elkton	MD	21921	(410) 620-3522

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Opening this file reveals locations of many Capriotti's Sandwich Shops that have been prepped to make them easy to work with.

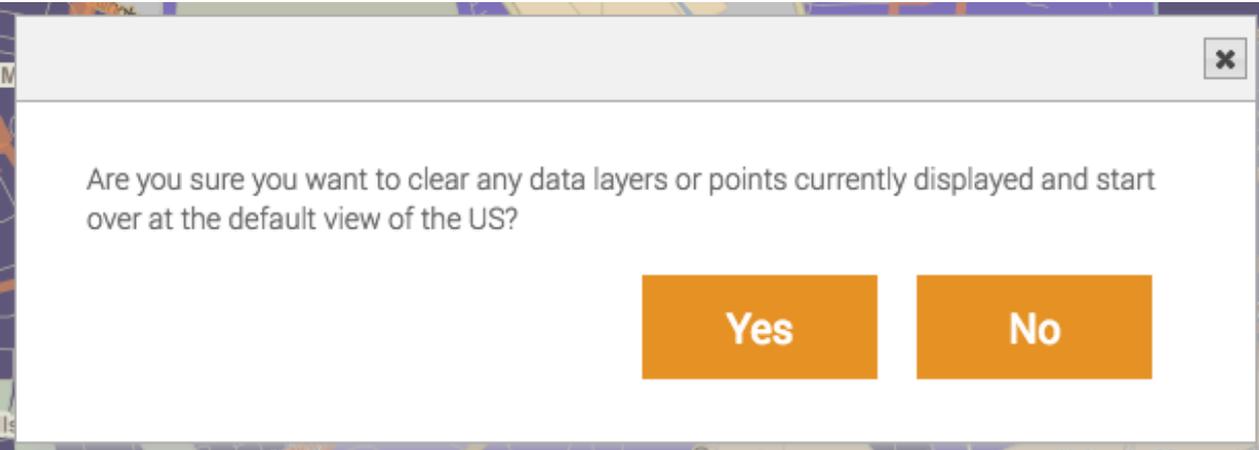
Click **Reset Map** in the lower right to prepare for the exercise.

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Confirm that you want to clear data layers



MAPS TABLES REPORTS 3-LAYER MAPS DATA LOADER

John Standard Edition

POLICYMAP Find Home Sales, Poverty, etc.

Location delaware

Delaware (State)  
 Delaware, PA (County) 2000 and 2010 boundary  
 Delaware, OH (County) 2000 and 2010 boundary  
 Delaware, IN (County) 2000 and 2010 boundary  
 Delaware, NY (County) 2000 and 2010 boundary  
 Delaware, OK (County) 2000 and 2010 boundary  
 Delaware, OH (City) 2000 and 2010 boundary  
 Delaware, IA (County) 2000 and 2010 boundary  
 Delaware City, DE (City) 2000 and 2010 boundary

My Data Demographics Incomes & Spending Housing

Analytics

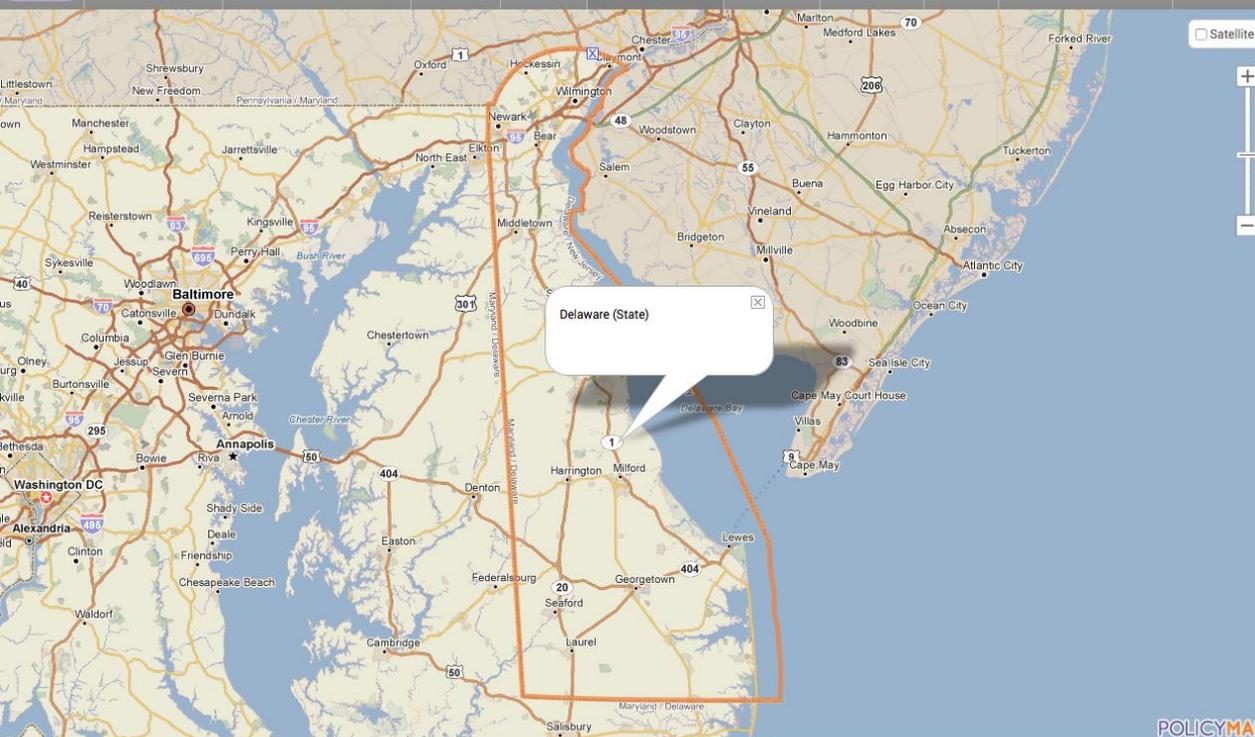
Satellite

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Choose Delaware (State)



## Using PolicyMap

Second Example:  
Upload collected data, geocode  
addresses and download  
enhanced data

The state appears with an  
orange outline and an info  
bubble label. Close the bubble  
by clicking the X and click DATA  
LOADER at the top center.

Location City, County, State, or Zip

Create New Dataset Access / Edit My Datasets

- 1. Method to Load Data:
  - Add Points Directly to Map
  - Upload Spreadsheet of Points

2. Name of Dataset:

(50 characters remaining)

For datasets shared with the general public, all users will have permission to download your dataset.

PolicyMap reserves the right to remove any data deemed inappropriate or contact the subscriber if a dataset name causes confusion among users.



# Using PolicyMap

Second Example:  
 Upload collected data, geocode addresses and download enhanced data

Choose to Upload Spreadsheet of Points and give your dataset a name.

Create  
New Dataset

Access / Edit  
My Datasets

#### 1. Method to Load Data:

- Add Points Directly to Map
- Upload Spreadsheet of Points

#### 2. Name of Dataset:

(38 characters remaining)

#### 3. (-) Accessible To:

- Myself Only
- Select Individuals
- Publicly Shareable

#### 4. Icon: ▼ [Shape](#) [Size](#) [Color](#)

#### 5. Import CSV File:

Click here to see helpful tips for uploading your data:

[Spreadsheet Tips](#) | [Sample Spreadsheet](#)

**Import Spreadsheet >>**

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Choose Accessible settings and an Icon for points.

Click **Import Your Spreadsheet**

Confirm that these columns are to be used for geocoding addresses. Use the "remaining columns" section to find missing or mislabeled data types.

Column Name:	Data Type:
Address	Address 1
City	City
State	State
ZIP	Zip Code

Confirm the types for the remaining columns:

Column Name:	Data Type:	\$	%
Vendor	Text	<input type="radio"/>	<input type="radio"/>
Location	Text	<input type="radio"/>	<input type="radio"/>
Telephone	Text	<input type="radio"/>	<input type="radio"/>

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Review the coding.

In this sample, all is simple but you may choose other kinds of data to upload and code it appropriately.

Click **Next**

Add / Edit Points

Set Access to Fields

DLC demo set (Shared with myself only)

- Result: 24 of 24 points successfully geocoded.
- Click within an address field to manually edit address information. The system will automatically re-geocode updated address fields.
- To sort your data, click on any of the column headers.

Select field for label to display (optional):

Geo-coded	Row	Latitude	Longitude	Vendor	Location	Address	City	State	ZIP	Telephone
		Latitude	Longitude	Text	Text	Address 1	City	State	Zip	Text
	2	39.687...	-75.594...	Capriotti's Sandwich Shop	BASIN RD.	708 West Basin Rd.	Wilmington	DE	19720	(302) 322-6797
	3	39.633...	-75.654...	Capriotti's Sandwich Shop	BEAR - Eden Square	430 Eden Circle	Bear	DE	19701	(302) 832-8132
	4	38.540...	-75.070...	Capriotti's Sandwich Shop	BETHANY BEACH	767 Garfield Parkway Rt. 26	Bethany Beach	DE	19930	(302) 537-1922
	5	39.159...	-75.551...	Capriotti's Sandwich Shop	DOVER I - RT. 8	321 Independence Blvd.	Dover	DE	19904	(302) 678-2808
	6	39.125...	-75.497...	Capriotti's Sandwich Shop	DOVER II - Near Dover Air Force Base	130 Gateway South Blvd., Route 10	Dover	DE	19901	(302) 698-3090
	7	39.684...	-75.684...	Capriotti's Sandwich Shop	HARMONY	4132 Ogleton Stanton Rd.	Newark	DE	19713	(302) 533-5132
	8	39.724...	-75.656...	Capriotti's Sandwich Shop	KIRKWOOD	4522 Kirkwood Highway	Wilmington	DE	19808	(302) 998-0096
	9	38.750...	-75.165...	Capriotti's Sandwich Shop	LEWES - Lewes Plaza	1604 Savannah Road	Lewes	DE	19958	(302) 644-8998
	10	39.459...	-75.717...	Capriotti's Sandwich Shop	MIDDLETOWN	743 N. Broad St.	Middletown	DE	19709	(302) 376-7827
	11	38.918...	-75.438...	Capriotti's Sandwich Shop	MILFORD - Milford Plaza	684 N. Dupont Highway	Milvord	DE	19663	(302) 424-3309
	12	38.631...	-75.176...	Capriotti's Sandwich Shop	MILLSBORO	32497 Longneck Road	Millsboro	DE	19966	(302) 945-4040

Add Row

Delete Points and Reimport

Download Points

Save

Save & Close

## Using PolicyMap

Second Example:  
Upload collected data, geocode addresses and download enhanced data

Data the Geocoded well shows as green. Failures code as red.

Click **Download Points** to create **data.csv**, a file with coordinates for each address.

Latitude	Longitude	Vendor	Location	Address	City	State	ZIP	Telephone
39.687098	-75.594661	Capriotti's Sa	BASIN RD.	708 West Ba	Wilmington	DE	19720	(302) 322-6797
39.633733	-75.654951	Capriotti's Sa	BEAR - Eden	430 Eden Cir	Bear	DE	19701	(302) 832-8132
38.540636	-75.070602	Capriotti's Sa	BETHANY BE	767 Garfield	Bethany Bea	DE	19930	(302) 537-1922
39.159469	-75.551714	Capriotti's Sa	DOVER I - RT	321 Indepen	Dover	DE	19904	(302) 678-2808
39.125105	-75.497788	Capriotti's Sa	DOVER II - N	130 Gateway	Dover	DE	19901	(302) 698-3090
39.684697	-75.684292	Capriotti's Sa	HARMONY	4132 Ogleto	Newark	DE	19713	(302) 533-5132
39.724294	-75.656089	Capriotti's Sa	KIRKWOOD	4522 Kirkwo	Wilmington	DE	19808	(302) 998-0096
38.750927	-75.165151	Capriotti's Sa	LEWES - Lew	1604 Savann	Lewes	DE	19958	(302) 644-8998
39.45976	-75.71764	Capriotti's Sa	MIDDLETOW	743 N. Broad	Middletown	DE	19709	(302) 376-7827
38.918469	-75.438928	Capriotti's Sa	MILFORD - M	684 N. Dupo	Milvord	DE	19663	(302) 424-3309
38.631498	-75.176796	Capriotti's Sa	MILLSBORO	32497 Longn	Millsboro	DE	19966	(302) 945-4040
39.685899	-75.743805	Capriotti's Sa	NEWARK	614 Newark	Newark	DE	19711	(302) 454-0200
39.611716	-75.706797	Capriotti's Sa	PULASKI - Su	1835 Pulaski	Bear	DE	19701	(302) 838-8898
39.801495	-75.504434	Capriotti's Sa	SILVERSIDE P	2124 Silversi	Wilmington	DE	19803	(302) 479-9818
39.2991	-75.617276	Capriotti's Sa	SMYRNA	456 West Gk	Smyrna	DE	19977	(302) 659-1388
39.75017	-75.572048	Capriotti's Sa	UNION STRE	510 N. Unior	Wilmington	DE	19805	(302) 571-8929
39.887881	-75.329378	Capriotti's Sa	FOLSOM	237 MacDad	Folsom	PA	19033	(610) 586-1110
40.033165	-75.631258	Capriotti's Sa	EXTON - Fair	117 Swedesf	Exton	PA	19341	(610) 363-7095
39.937914	-75.349277	Capriotti's Sa	Springfield S	141 S State R	Springfield	PA	19064	(484) 472-6257
39.964117	-75.595269	Capriotti's Sa	WEST CHEST	607 E Marke	West Cheste	PA	19382	(610) 719-0270
39.883723	-75.52814	Capriotti's Sa	Concordville	301 Byers Dr	Glen Mills	PA	19342	(610) 361-0300
39.861863	-75.683956	Capriotti's Sa	Shoppes At L	877 E Baltim	Kennett Squa	PA	19348	(610) 444-4475
39.822883	-75.874044	Capriotti's Sa	WEST GROVE	827 W Baltin	West Grove	PA	19390	(610) 345-1050
39.60438	-75.83158	Capriotti's Sa	ELKTON	202 S Bridge	Elkton	MD	21921	(410) 620-3522

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Coordinates In data.csv are recorded in decimal degrees.

On the PolicyMap page, click the orange **Save & Close** button.

Location

**Create New Dataset** | **Access / Edit My Datasets**

1. Method to Load Data:

- Add Points Directly to Map
- Upload Spreadsheet of Points

2. Name of Dataset:

(38 characters remaining)

3. Accessible To:

- Myself Only
- Select Individuals
- Publicly Shareable

4. Icon: [Shape](#) [Size](#) [Color](#)

**Load Dataset on Maps Page** | **Edit Points >>**  
**Delete Dataset** | **Download Points** | **Save**

[Click here](#) for helpful tips on geocoding and give us your feedback.

For datasets shared with the general public, all users will have permission to download your dataset.

PolicyMap reserves the right to remove any data deemed inappropriate or contact the subscriber if a dataset name causes confusion among users.



## Using PolicyMap

### Second Example:

Upload collected data, geocode addresses and download enhanced data

Choose:

**Save then**

**Load Dataset on Maps Page**

MAPS TABLES REPORTS 3-LAYER MAPS DATA LOADER

John Standard Edition

POLICYMAP Find Home Sales, Poverty, etc. Location Address, City, County, State, Zip, or Lat, Long

My Data Demographics Incomes & Spending Housing Lending Quality of Life Economy Education Health Federal Guidelines Analytics

DATA POINTS  
DLC demo set  
Created by John Stevenson on 10/19/2018

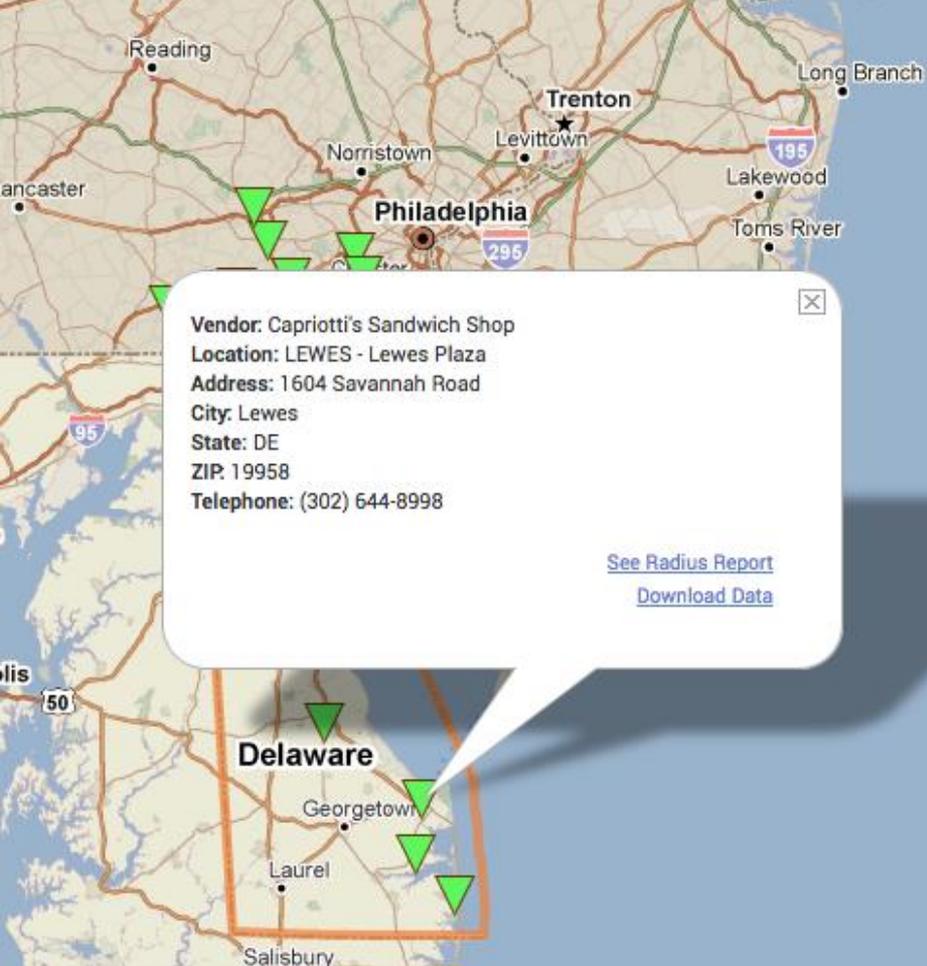
TERMS | PRIVACY | CITING  
2018 POLICYMAP. ALL RIGHTS RESERVED.

My Custom Regions Create Map Boundaries Show Current Clear Location Reset Map

## Using PolicyMap

Second Example:  
Upload collected data, geocode addresses and download enhanced data

This displays the locations of the loaded shop attributes.



## Using PolicyMap

Second Example:  
Upload collected data, geocode addresses and download enhanced data

Clicking on the Icon displays the information in an info bubble.

Close the bubble with the X and zoom in using the + symbol.

MAPS TABLES REPORTS 3-LAYER MAPS DATA LOADER

POLICYMAP Find Home Sales, Poverty, etc. Location Address, City, County, State, Zip, or Lat, Long

My Data Demographics Incomes & Spending Housing Lending Quality of Life Economy Education Health Federal Guidelines Analytics

DATA POINTS  
x DLC demo set  
Created by John Stevenson on 10/19/2018

TERMS | PRIVACY | CITING  
2018 POLICYMAP. ALL RIGHTS RESERVED.

My Custom Regions Create Map Boundaries Show Current Clear Location Reset Map

## Using PolicyMap

Second Example:  
Upload collected data, geocode addresses and download enhanced data

Your view should be as close as this.

Select Demographics from the grey bar (above the Data Points)

X DLC demo set

Created by John Stevenson  
on 10/19/2018**Population**

Total

Population Density

Race

Ethnicity

Diversity

Age

Sex

People with Disabilities

Veterans

**Language**

Foreign Born

Immigration

Migration

Homelessness

**Language**

Non-English Speaking

**Predominant Language**

All Languages

Excluding English

**Excluding English and Spanish****Speakers by Language**

Language Spoken at Home

Limited English, by Language  
Spoken at Home

## Using PolicyMap

Second Example:

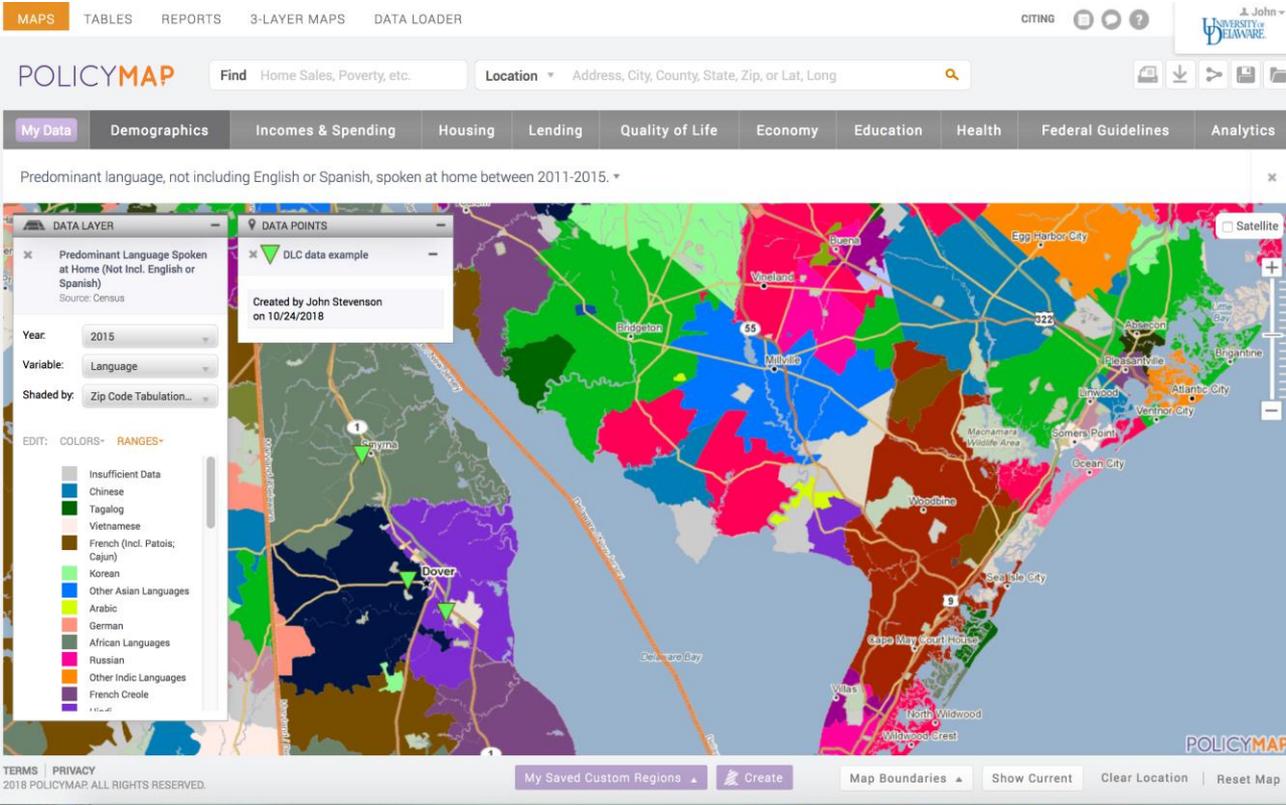
Upload collected data, geocode addresses and download enhanced data

Choose:

Language >

Predominant Language >

Excluding English and Spanish



# Using PolicyMap

Second Example:  
 Upload collected data, geocode addresses and download enhanced data

The detail to the left shows the diverse numbers of third languages spoken at Home

If employees know English and Spanish, this third language could be useful in the stores...

Export

Filename

DLC example map

Text size

Aa

Aa

Landscape  Portrait

PDF  PNG

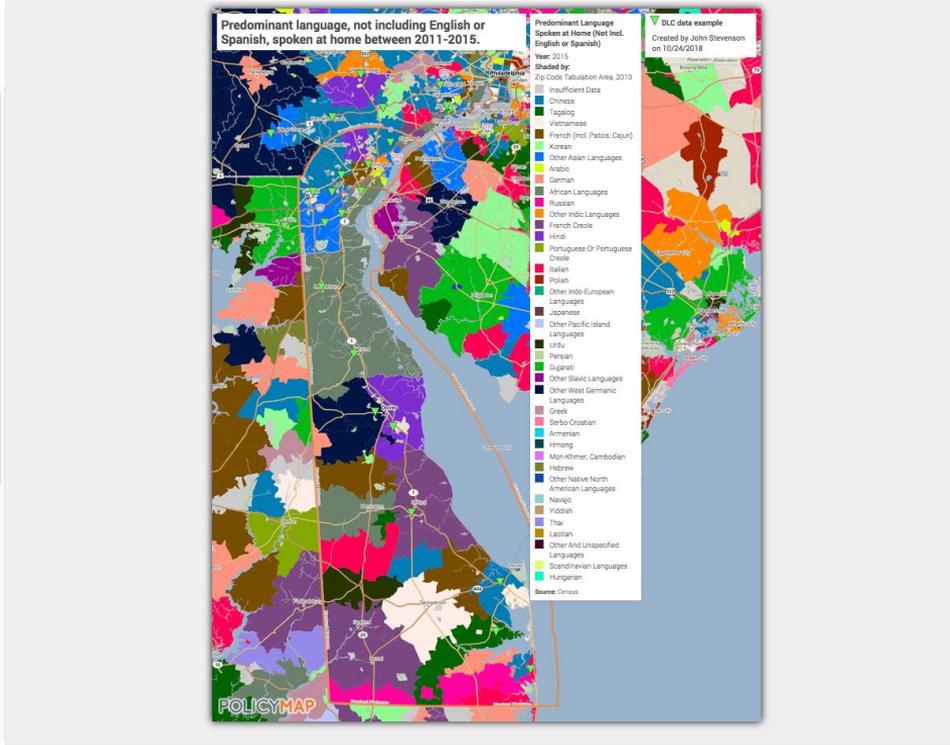
Title

Predominant language,...

Include legend(s):

- Predominant Language Spoken at Home (Not Incl. English or Spanish)
- Points Legend

Data Layer description



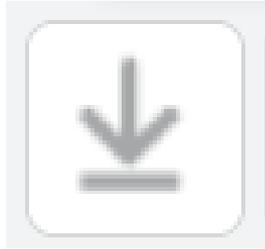
## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

To print the map, press the **Print** icon. For higher resolution, choose the PNG option.

Choose **Cut Out Selected Locations(s)** to make the selection into an island of data.



## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Map images will arrive as a download and may be saved.

To download data, select the **Download Data** icon to open a dialogue box.

 **Step 1**  
 Select Data

 **Step 2**  
Select Location

 **Step 3**  
Confirm Download

### Select the data you wish to download.

Choose only one

**Next**  
Select Location

 Layer

 Points

 Points with Layer Data 

 Predominant language, not including English or Spanish, spoken at home between 2011-2015

 DLC demo set

 Predominant Language Spoken at Home (Not Incl. English or Spanish) data for DLC demo set

Not the data you wanted? 

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

To download this data as a CSV file, choose to download Points with Layer Data and click

**Next**

**Select Location**

Step 1 Select Data | **Step 2 Select Location** | Step 3 Confirm Download

Select or confirm a location to download  **Predominant Language Spoken at Home (Not Incl. English or Spanish) data for**  **DLC demo set.**

Choose only one

 **Next Confirm Download**

 **Pre-Defined Location**

 **Custom Region**

 **Delaware (State)**  
Shaded By:   
Census Tract   
**CHANGE**

Add a custom region.  
**ADD +**



## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

To download Delaware (State) data, choose the default show, otherwise, add a custom region

Click **Next Confirm Download**

 Step 1  
Select Data

 Step 2  
Select Location

 Step 3  
Confirm Download

Confirm your data download.



Download CSV

Predominant language, not including English or Spanish, spoken at home between 2011-2015 data for DLC demo set by Census Tract in Delaware.

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

Confirm by clicking

**Download CSV**

## Download Data



 Step 1  
Select Data

 Step 2  
Select Location

 Step 3  
Confirm Download

**Your CSV is being processed.** You will receive an email with your file, and it will be saved in My Saved Work. Depending on the size of the file it may take up to a 1/2 hour to arrive.



Close

Predominant language, not including English or Spanish, spoken at home between 2011-2015 data for DLC demo set by Census Tract in Delaware.

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

CSV files with values for areas with points are distributed via email and the file is saved in My Saved Work.



no-reply@policymap.com

to me ▾

4:37 PM (2 minutes ago)



# POLICYMAP

The attached file contains your data download of "Maps Data of Delaware with Predominant Language Spoken at Home (Not Incl. English or Spanish) for DLC demo set (Point with Layer)" from October 19, 2018.

PolicyMap · 1315 Walnut Street, Suite 1500, Philadelphia, PA 19107 · (866) 923-MAPS



Feature Type	State	FIPS Code	Population 1990	Predominant language spoken	Location	Address
1	DE	100000000	...	...	...	...
2	DE	100000001	...	...	...	...
3	DE	100000002	...	...	...	...
4	DE	100000003	...	...	...	...
5	DE	100000004	...	...	...	...
6	DE	100000005	...	...	...	...
7	DE	100000006	...	...	...	...
8	DE	100000007	...	...	...	...
9	DE	100000008	...	...	...	...
10	DE	100000009	...	...	...	...
11	DE	100000010	...	...	...	...
12	DE	100000011	...	...	...	...
13	DE	100000012	...	...	...	...
14	DE	100000013	...	...	...	...
15	DE	100000014	...	...	...	...
16	DE	100000015	...	...	...	...
17	DE	100000016	...	...	...	...
18	DE	100000017	...	...	...	...
19	DE	100000018	...	...	...	...
20	DE	100000019	...	...	...	...
21	DE	100000020	...	...	...	...
22	DE	100000021	...	...	...	...
23	DE	100000022	...	...	...	...
24	DE	100000023	...	...	...	...
25	DE	100000024	...	...	...	...

PolicyMap Data 20...

## Using PolicyMap

Second Example:  
Upload collected data, geocode addresses and download enhanced data

Small files may arrive quickly.

D	E
Formatted FIPS	Predominant language, not including English or Spanish,
10003015200	Arabic
10003016302	Other Indic Languages
10005051202	Other And Unspecified Languages
10001040700	Vietnamese
10001041200	Hindi
10003014000	Other Asian Languages
10003013100	Other Indo-European Languages
10005050902	Chinese
10003016604	African Languages
10001042500	French Creole
10005050705	-9999
10003014501	Chinese
10003014808	African Languages
10003011000	Other Indo-European Languages
10001040201	African Languages
10003002300	Chinese

## Using PolicyMap

Second Example:

Upload collected data, geocode addresses and download enhanced data

This detail shows how the different Census tracts have different third languages.

One tract, 10005050705, is in an area with insufficient data, but the others may offer surprising insights.

# A Few Conclusions About Using PolicyMap to Access Federal Data

PolicyMap answers many questions and helps people visualize data. It is

- Easy to use, easy to cite
- Supports sharing with others within an enterprise (institutional) license
- Includes data layers and points for frequently requested attributes
- Geocodes U.S. addresses for other potential uses
- Offers data and supports sharing of data sets you may create
- Supporting embedded mapping

# A Few Conclusions About Using PolicyMap to Access Federal Data

- PolicyMap offers fewer presentation styles than some Geographic Information Systems but supported presentation styles are unlikely to confuse or mislead

University of Delaware began subscribing in January 2015. Faculty, librarians and students have found it to be a useful tool. It provides easy access to many types of federal data while appealing to beginners and seasoned researchers.

# Questions about Using PolicyMap to Access Federal Data?

Please contact:

John A. Stevenson  
varken@udel.edu  
(302) 831-8671