Using City of Asylum's Map Tool

The paper presents examples of documenting, displaying, and discussing the position of City of Asylum in its community through the use of geographic maps. Nine cultural arts organizations, all part of the Space for Change award program administered by Leveraging Investments in Creativity (LINC)[1], participated in this study by providing budgetary data, programming information, and data regarding visitors and programming clientele. We provide examples of how data on the location of community cultural and educational nonprofit organizations can be mapped geographically and used in various settings from internal management discussions to part of grant applications.

The map tool created for City of Asylum was developed to assist the organization in documenting and articulating the location of potential collaborators in Pittsburgh, specifically cultural and educational nonprofits in Allegheny County. The map tool can be found on City of Asylum's 'front page' of our web site at http://web.williams.edu/Economics/ArtsEcon/COA.html. There you will find a City of Asylum map option with an overlay of Census variables for Allegheny County (listed as the county overlay), and a map option with an overlay of Census variables for the five mile (local) area around City of Asylum. We offer the choice because one geographic region may be of more interest than the other in writing particular types of reports. Sometimes it would be more useful to show the location of potential collaborators in the greater Pittsburgh area; other times the distribution of cultural and educational nonprofit organizations in the local area may be of greater interest. In this paper we will work with the Allegheny County map, but everything presented here also applies to the 5 mile radius map.[2]

We do not provide interpretations of the many interesting aspects of City of Asylum's online map here. Rather this paper presents a description of how to use the online, interactive map tool to explore questions about City of Asylum's neighborhood, its demographic characteristics, and its cultural assets. This brief paper provides information on how to use the online mapping tool to:

- change the Census variables displayed on the map;
- change the address lists displayed on the map;
- add new address data to the map; and
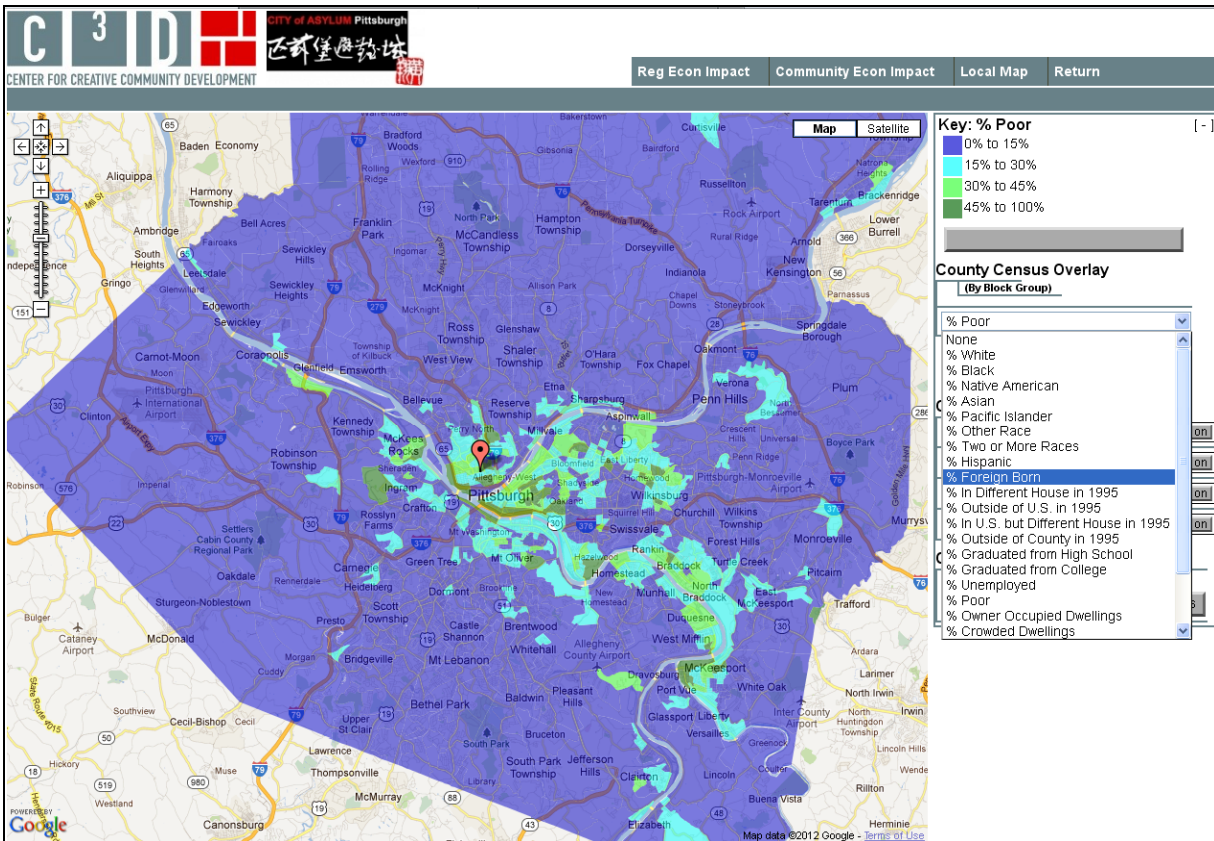- create a copy of the map to include in a report.

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[1] For additional information on the Space for Change program see http://www.lincnet.net/artist-space/ford-foundation-planning-and-pre-development-grants, accessed 2/21/2012.

[2] The Census overlay does not make a perfect circle with 5 mile radius around City of Asylum. It shows all Census block groups with any part falling within a 5 mile radius; this explains the slightly more jagged display.

How to change the Census variables displayed on the map

City of Asylum's interactive map has 23 Census variables available for viewing. The default variable when the map opens is percent poor. Clicking on the drop-down box in the right hand window shows the choice of Census variables, as shown in Figure 1.
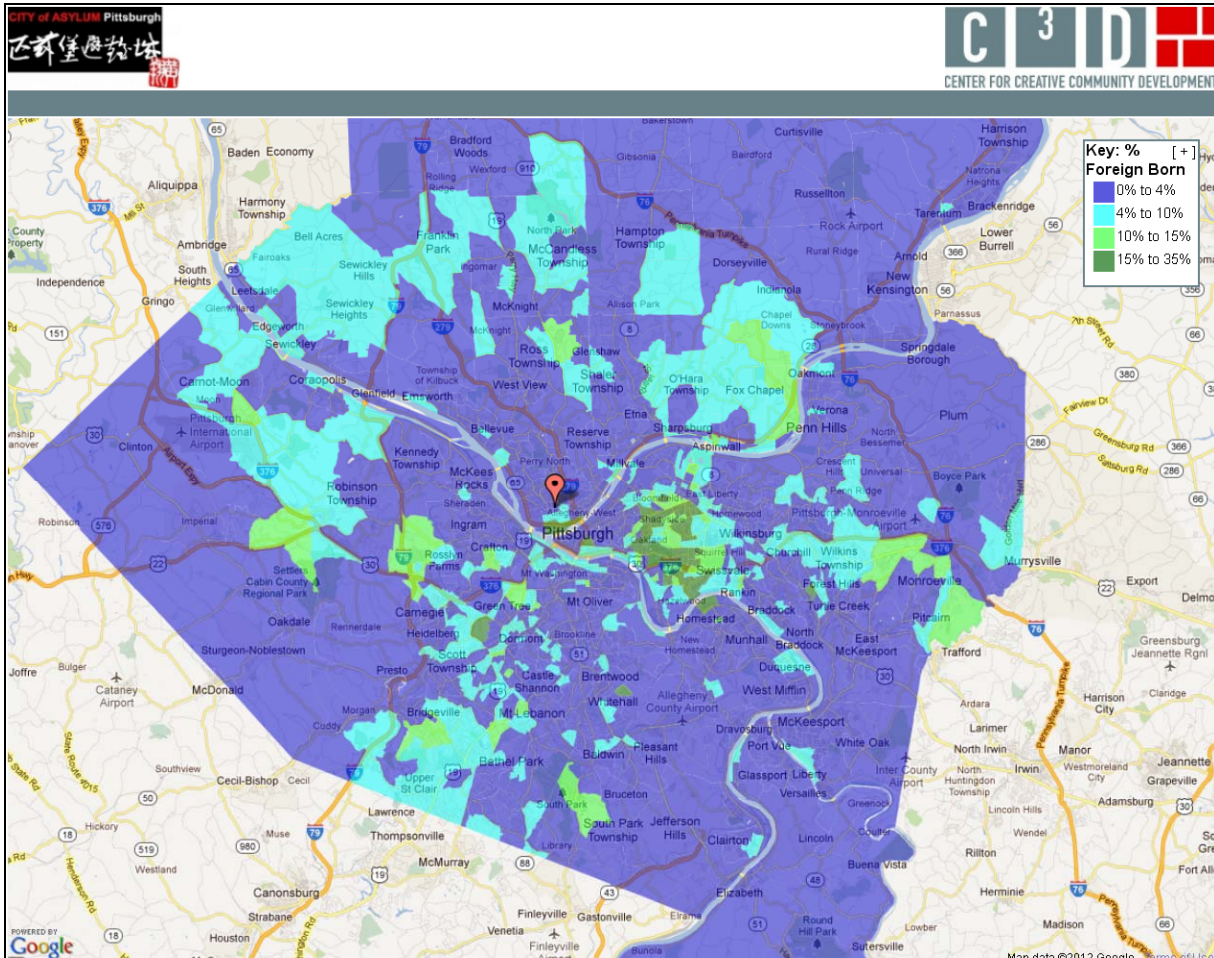
Figure 1
Change the Census Variables Displayed on the Map

City of Asylum is by its very nature internationally based while having been created locally in the heart of Pittsburgh. City of Asylum provides two-year residencies for writers exiled under threat of imprisonment or persecution in their native countries. We might, then, be interested in the distribution of foreign-born residents in Pittsburgh. On the interactive map, select '% Foreign Born' from the list. Figure 2 presents Census block groups shaded according to the percentage of residents born outside the US.[3]

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[3] If you click on the orange bubble on the map a bubble with open with a photo of City of Asylum; within this bubble you can click on Streetview to see Google Maps archived photographs of the neighborhood. If you click on the City of Asylum logo at the top of the page you will be taken to City of Asylum's web site.

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Figure 2
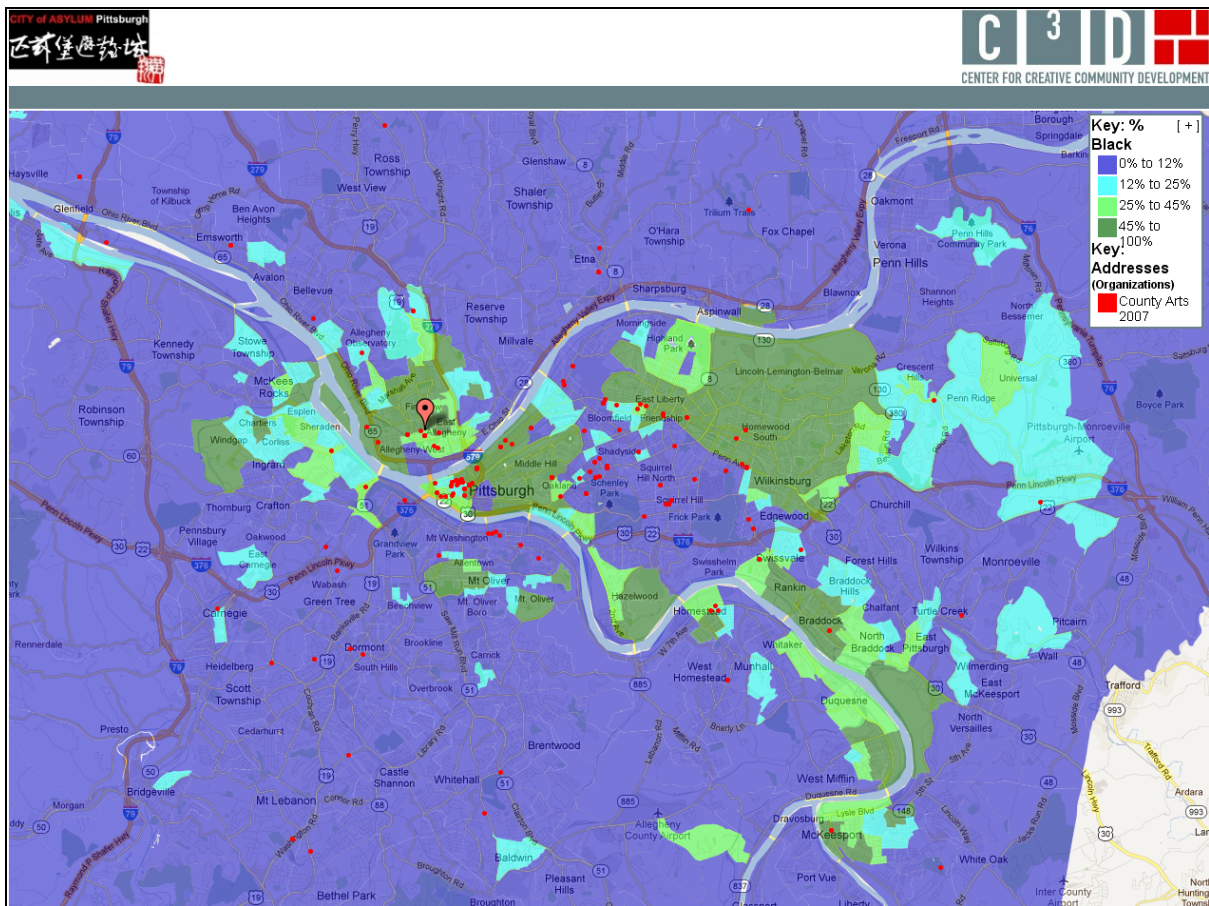**Percent Foreign Born in Allegheny County**

In Figure 2, the dark blue areas of the map represent Census block groups with the smallest percent of foreign-born residents. The bright green and dark green areas are Census block groups with the highest percent of foreign-born residents. The orange marker is the location of City of Asylum. We see that there are neighborhoods in Pittsburgh where immigrants make up 15 to 35 percent of the resident population. One such area is just south of City of Asylum, but a much more significant area is east of City of Asylum, across the Allegheny River.

How to change the address lists displayed on the map

Four lists of addresses were mapped for City of Asylum: the location of cultural arts nonprofits in 2007 and 1989 in Allegheny County, and the location of educational nonprofits in 2007 and 1989 in Allegheny County. The default when the map opens is that none of the lists of addresses are displayed. To examine the location of cultural arts nonprofits in 2007, click the "on" button next to the list name. Change the Census variable to '% Black'. The map of cultural arts nonprofits, shown in Figure 3, could be used in a discussion of potential partners in a new literary initiative.

Figure 3
Cultural Arts Nonprofits, Allegheny County 2007
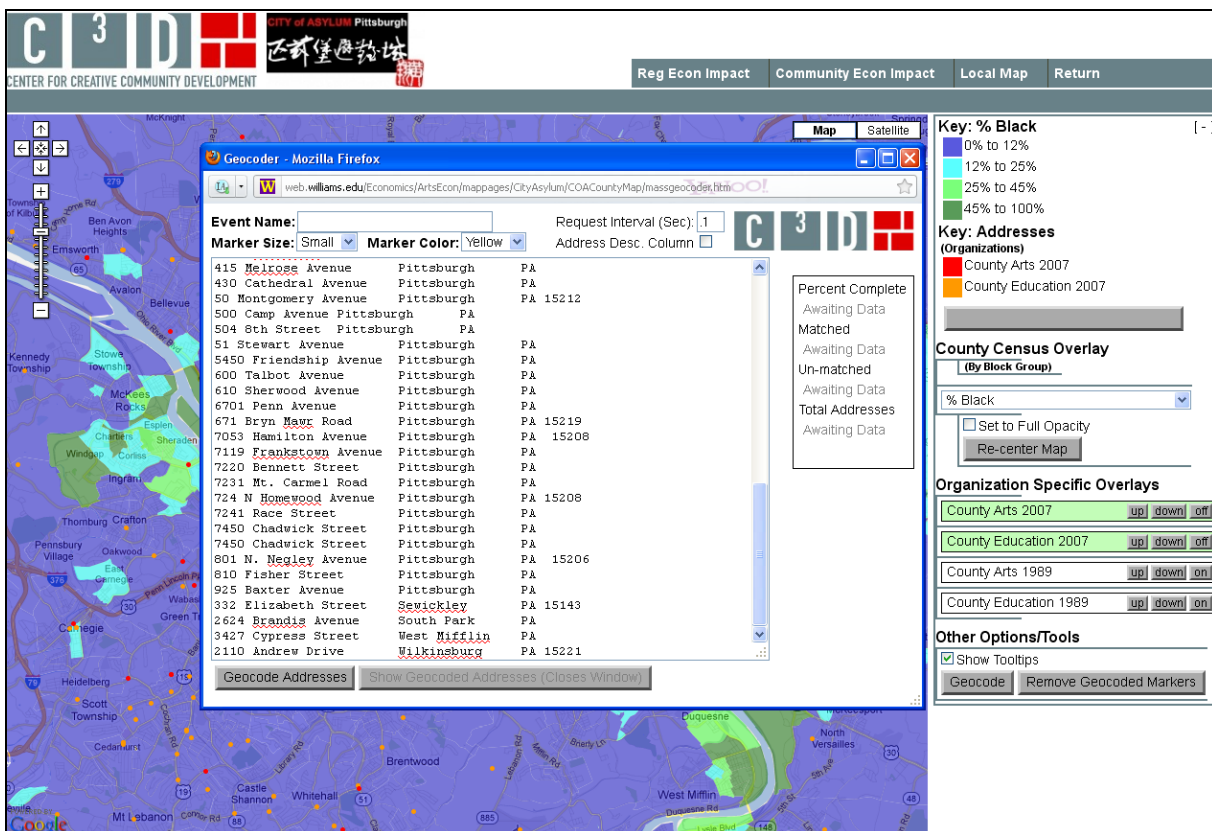**(shown with % Black)**

Across the Allegheny River from City of Asylum, in downtown Pittsburgh, is the Cultural District. We see in Figure 3 that there is indeed a cluster of cultural arts nonprofit organizations in that area. There are also, however, a loose grouping of cultural arts nonprofits in City of Asylum's general neighborhood, and other cultural nonprofits throughout the County.

How to add new address data to the map

City of Asylum may decide, after viewing Figure 3, to identify a third set of potential partners for a new initiative. In this example, City of Asylum might wish to identify Black churches in its neighborhood. It is possible to do this using the "Geocode" button included on City of Asylum's map page.
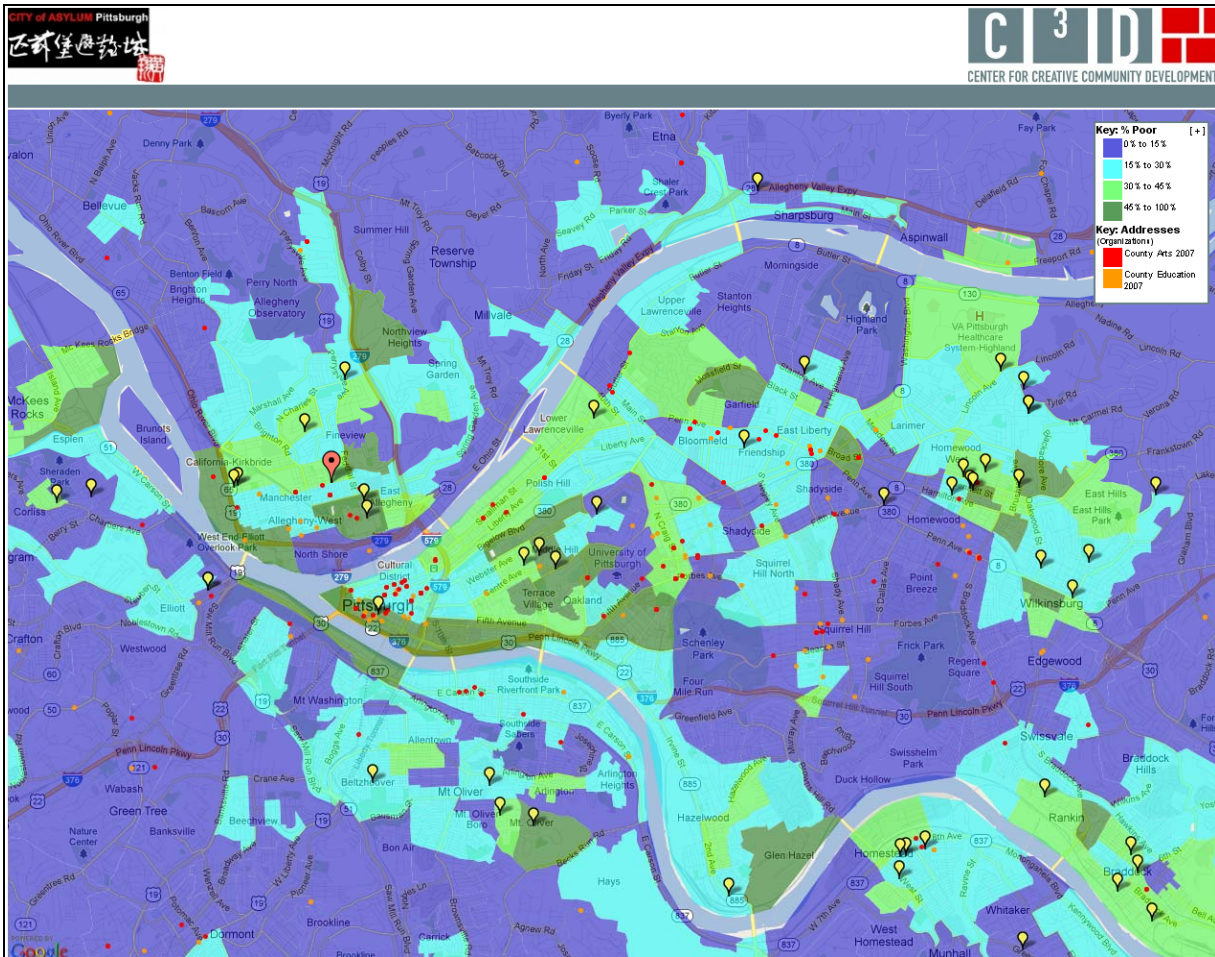
Click on the "Geocode" button and a new window opens. City of Asylum can copy the addresses of Black churches from many formats such as an Excel spreadsheet or a Notepad text file and paste them into the Geocoder box. The addresses do not need to be formatted in a special way, just one address per line. Within the Geocoder box, choose whether you want large markers or small for the churches (we chose small) and the color of the markers (we chose yellow). Figure 4 shows what the computer screen for City of Asylum's interactive program looks like at this point.

Figure 4
Adding Black Churches in Allegheny County

Click the 'Show Geocoded Addresses' button. The box closes and the new addresses are visible on the map. The new addresses can be shown by themselves or with the other address lists. Turn 'on' the list of County cultural arts nonprofits for 2007 and the list of County educational nonprofits for 2007. Figure 5 shows the location of the Black churches with small yellow markers; the location of cultural arts nonprofits with red dots; and the location of educational nonprofits with orange dots.

Figure 5
Cultural Assets of Pittsburgh
with Black Churches and Percent Black

How to create a copy of the map to include in a report

Finally, we explain how to take a map created with the interactive map tool and prepare it for inclusion in a report[4]. We will discuss the map of Black churches in Figure 5 above. We have already provided the step by step instructions for creating that map.

Once the map is created, you will see a minus sign in brackets [-] in the corner of the right hand window of the computer screen. Click on this [-]. The window collapses such that the map key is now inside the map itself. It is possible to position both the map and the key for the best display. The F11 function key will expand the map so that it fills the screen, hiding your Internet toolbars.

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[4] These instructions are for a PC.

On your keyboard press the Control key (Ctrl) and Print Screen key (Prt Scr) simultaneously. This command will capture a copy of your screen as you see it. Now press F11 again to have access to your toolbar and Word document. Paste the image you copied into the document. You can adjust the size of the map by grabbing a corner of the image with your mouse and pulling or pushing diagonally on the corner.

Finally, right click on the map and choose 'Borders and Shading'. Choose 'Box' and Word will draw a box border around the figure in your document. This is how Figure 5 above was formatted.[5] When you have completed these steps, return to the online interactive map. Click on the [+] in the key. The screen will return to its default state and you have all the options of the navigation buttons at the top.

Summary

The information and examples provided here demonstrate how to use the interactive map tool created for City of Asylum. The map tool is meant to be an additional resource for City of Asylum to explore its position in its neighborhood and place itself in the Pittsburgh landscape of cultural and educational community assets. The tool is free, publicly available, and interactive.

With the discussion here to guide you, you can go to City of Asylum's interactive map tool on our web site at http://web.williams.edu/Economics/ArtsEcon/COA.html and explore Census variables in relationship to community cultural assets. You can create dozens of maps and prepare relevant ones for inclusion in reports. The interactive map tool will be available to City of Asylum in the future, and it will be possible for addresses related to new initiatives to be mapped.

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[5] There are differences not only between PC programs and programs for Mac, but also differences in different versions of Word and differences that may occur depending on the Internet browser you use. The instructions here are meant to give you a general idea of how to format the completed map. You may have to do an Internet search for equivalent actions depending on the configuration of programs on your machine.

Addresses of Black Churches in Allegheny County[6]

Sample data to use in Geocoder at
http://web.williams.edu/Economics/ArtsEcon/mappages/CityAsylum/COACountyMap/COACountyMap.htm

Address	City	State/Zip
1023 Talbot Avenue	Braddock	PA
445 Sixth Street	Braddock	PA 15104
451 Park Avenue	Clairton	PA
17 Cochran	Duquesne	PA
601 Priscilla Avenue	Duquesne	PA 15110
416 Franklin Street	East Pittsburgh	PA
1000 Tenth & Ann Streets	Homestead	PA 15120
108 West 12th Avenue	Homestead	PA
215 East Tenth Avenue	Homestead	PA
5524 Second Avenue	Homestead	PA
2117 Jenny Lind Street	McKeesport	PA 15132
2538 Woodlawn Drive	Monroeville	PA 15146
437 E. 10TH Avenue	Munhall	PA 15120
90 Port Perry Road	North Versailles	PA 15137
699 Rodi Road	Penn Hills	PA 15235
1036 Penn Avenue	Pittsburgh	PA
12 South 5th Street Duquesne	Pittsburgh	PA
1205 Wood Street	Pittsburgh	PA
123 Steuben Street	Pittsburgh	PA 15220
123 Steuben Street	Pittsburgh	PA 15220-5522
1437 Juniata Street	Pittsburgh	PA
1440 Juniata Street	Pittsburgh	PA 15233
1511 Swissvale Avenue	Pittsburgh	PA
1701 Lincoln Avenue	Pittsburgh	PA 15206
18 Harriet Street	Pittsburgh	PA
200 Chalfont Street	Pittsburgh	PA
201 Frederick Avenue	Pittsburgh	PA
2200 Wylie Avenue	Pittsburgh	PA
225 37th Street	Pittsburgh	PA
2340 Wylie Avenue	Pittsburgh	PA 15230
241 Maple St Clairton	Pittsburgh	PA
245 Third Avenue	Pittsburgh	PA
250 East Ohio Street	Pittsburgh	PA
2505 Centre Avenue and Reed Street	Pittsburgh	PA
2602 Perrysville Avenue	Pittsburgh	PA 15214
3105 Allendale Street	Pittsburgh	PA 15204
415 Melrose Avenue	Pittsburgh	PA
430 Cathedral Avenue	Pittsburgh	PA
50 Montgomery Avenue	Pittsburgh	PA 15212
500 Camp Avenue	Pittsburgh	PA
504 8th Street	Pittsburgh	PA
51 Stewart Avenue	Pittsburgh	PA

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[6] This is a subset of addresses; it is not meant to be a comprehensive list of Black churches in Allegheny County.

5450 Friendship Avenue	Pittsburgh	PA
600 Talbot Avenue	Pittsburgh	PA
610 Sherwood Avenue	Pittsburgh	PA
6701 Penn Avenue	Pittsburgh	PA
671 Bryn Mawr Road	Pittsburgh	PA 15219
7053 Hamilton Avenue	Pittsburgh	PA 15208
7119 Frankstown Avenue	Pittsburgh	PA
7220 Bennett Street	Pittsburgh	PA
7231 Mt. Carmel Road	Pittsburgh	PA
724 N Homewood Avenue	Pittsburgh	PA 15208
7241 Race Street	Pittsburgh	PA
7450 Chadwick Street	Pittsburgh	PA
7450 Chadwick Street	Pittsburgh	PA
801 N. Negley Avenue	Pittsburgh	PA 15206
810 Fisher Street	Pittsburgh	PA
925 Baxter Avenue	Pittsburgh	PA
332 Elizabeth Street	Sewickley	PA 15143
2624 Brandis Avenue	South Park	PA
3427 Cypress Street	West Mifflin	PA
2110 Andrew Drive	Wilkinsburg	PA 15221