

Using Intersection for the Arts' Map Tool

This paper presents examples of documenting, displaying, and discussing the social impact of Intersection for the Arts 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 artists and programming can be mapped geographically and used in various settings from internal management discussions to part of grant applications.

The map tool created for Intersection for the Arts was developed to assist the organization in documenting and articulating its community partners and fiscally sponsored programs. The map tool can be found on Intersection for the Arts' 'front page' of our web site at <http://web.williams.edu/Economics/ArtsEcon/Intersection.html>. There you will find an Intersection for the Arts map option with an overlay of Census variables for San Francisco County, and a map option with an overlay of Census variables for the five mile (local) area around Intersection for the Arts.² 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 where in the county one is developing partners or attracting participants; other times the local area may be of greater interest. In this paper we will work with the San Francisco map, but everything presented here also applies to the 5 mile radius map.

We do not provide interpretations of the many interesting aspects of Intersection for the Arts' online map here. Rather this paper presents a description of how to use the online, interactive map tool to explore questions about Intersection for the Arts' neighborhood, programming, and support systems that might arise. 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.

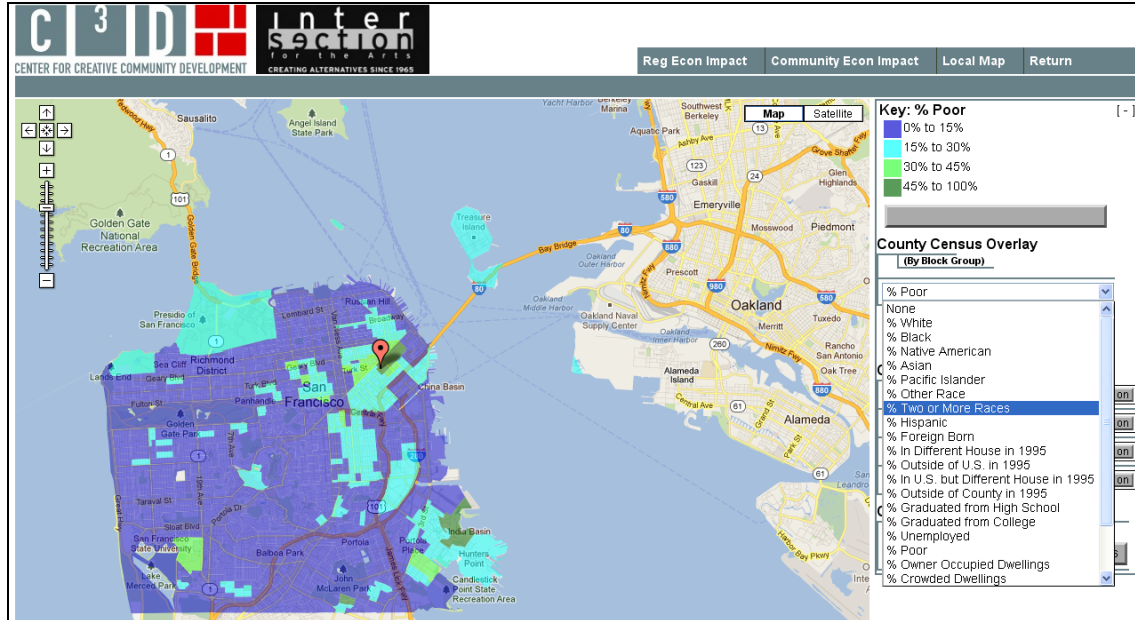
How to change the Census variables displayed on the map

Intersection for the Arts' 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.

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.

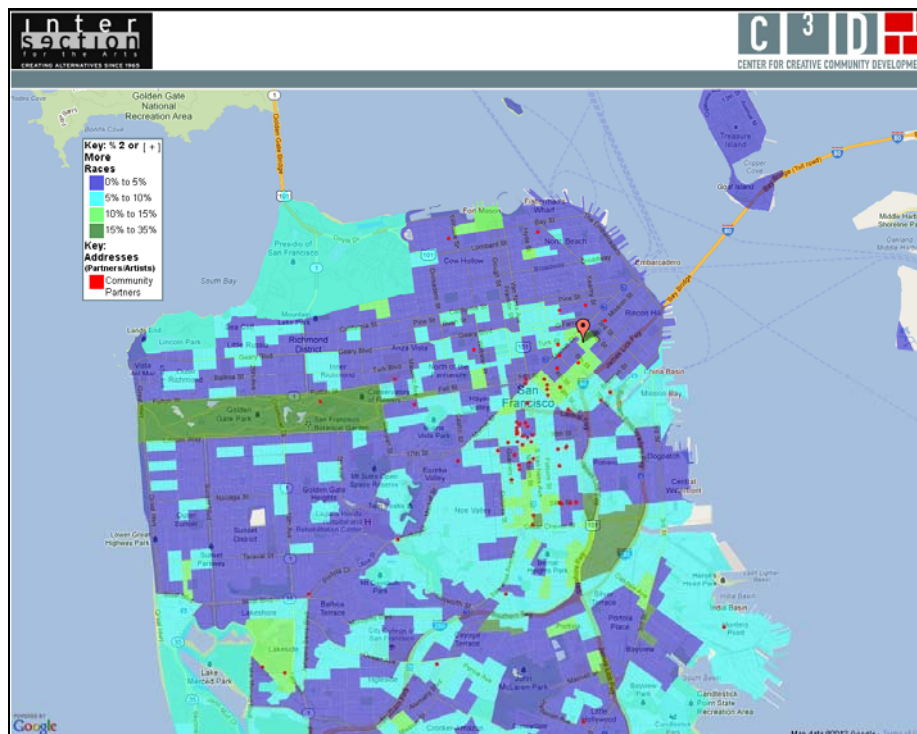
² The Census overlay does not make a perfect circle with 5 mile radius around Intersection for the Arts. It shows all Census block groups with any part falling within a 5 mile radius; this explains the slightly more jagged display.

Figure 1: Change the Census Variables Displayed on the Map



On the interactive map, select ‘% Two or More Races’ from the list. Below this click the button to turn ‘on’ Community Partners. Zoom in a bit to see the neighborhood around Intersection for the Arts. Figure 2 presents Census block groups shaded according to the percentage of residents who identify as multi-racial, and red dots marking Intersection’s community partners.

Figure 2: Community Partners and % Multiracial



Four lists of addresses were mapped for Intersection for the Arts: community partners; visual artists; fiscally sponsored programs for 2011; and previous fiscally sponsored programs. The default when the map opens is that none of the lists of addresses are displayed. To choose an address list click the “on” button next to the list name. The map of community partners, shown in Figure 2 above, would be useful in a report on collaboration in the city. The artists map, shown in Figure 3 below, would be useful for a discussion of artistic diversity.

inter section
for the Arts
CREATING ALTERNATIVES SINCE 1965

C3ID
CENTER FOR CREATIVE COMMUNITY DEVELOPMENT

Key: % [+]

- 0% to 10%
- 10% to 20%
- 20% to 30%
- 30% to 75%

Key:
Addresses
(Partners/Artists)

- Visual Artists

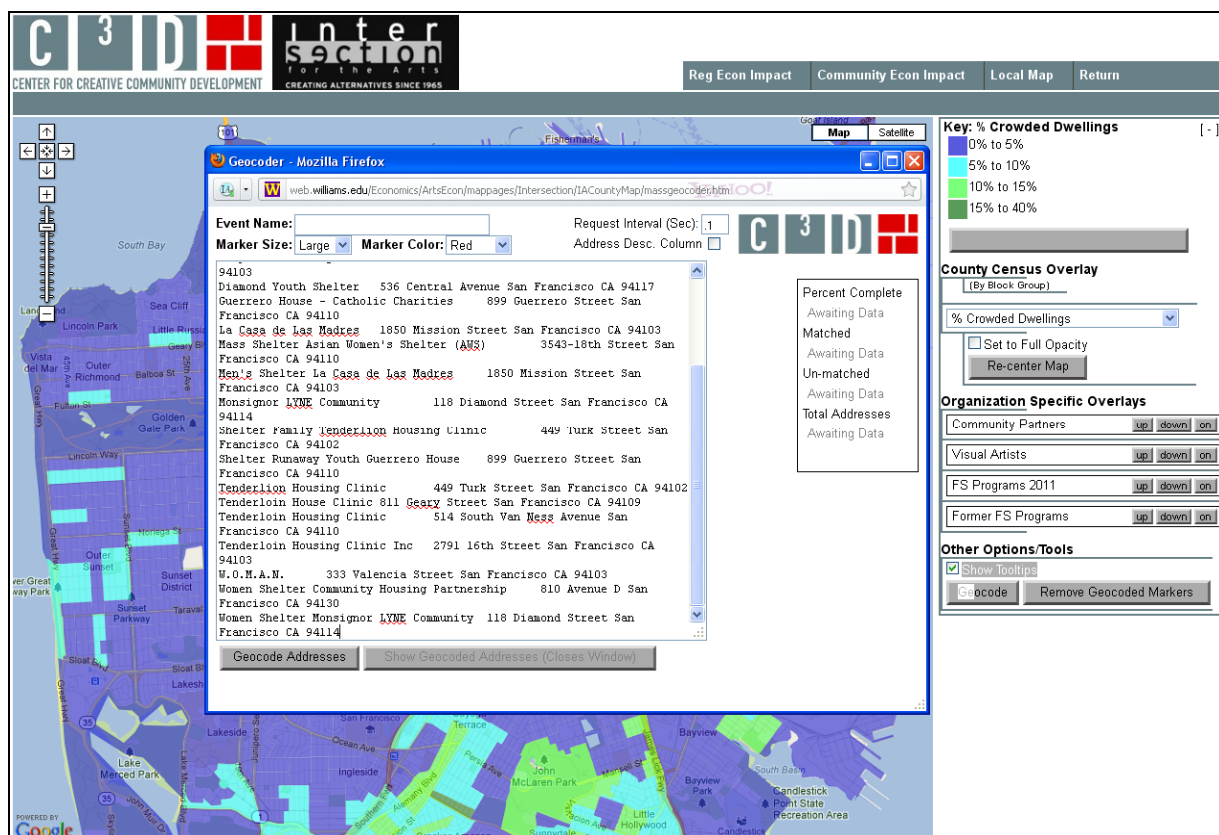
3

How to add new address data to the map

In order to describe how to add new data to Intersection for the Arts' map, we must work with a hypothetical situation. For our hypothetical case, let us say that Intersection wants to develop an arts initiative focusing on over-crowded housing and homelessness. As a first step, Intersection might want to know what areas of San Francisco have overcrowded housing conditions and where the homeless shelters in the city are located. It is possible to do this using the “Geocode” button included on Intersection for the Arts' map page.

Click on the “Geocode” button and a new window opens. Addresses of homeless shelters in San Francisco can be copied and pasted into the Geocoder box from many sources such as an Excel spreadsheet or a Notepad text file. For the example below we pasted addresses of 21 homeless shelters in San Francisco.³ 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 addresses (we chose large) and the color of the markers (we chose red). Figure 4 shows the program at this point.

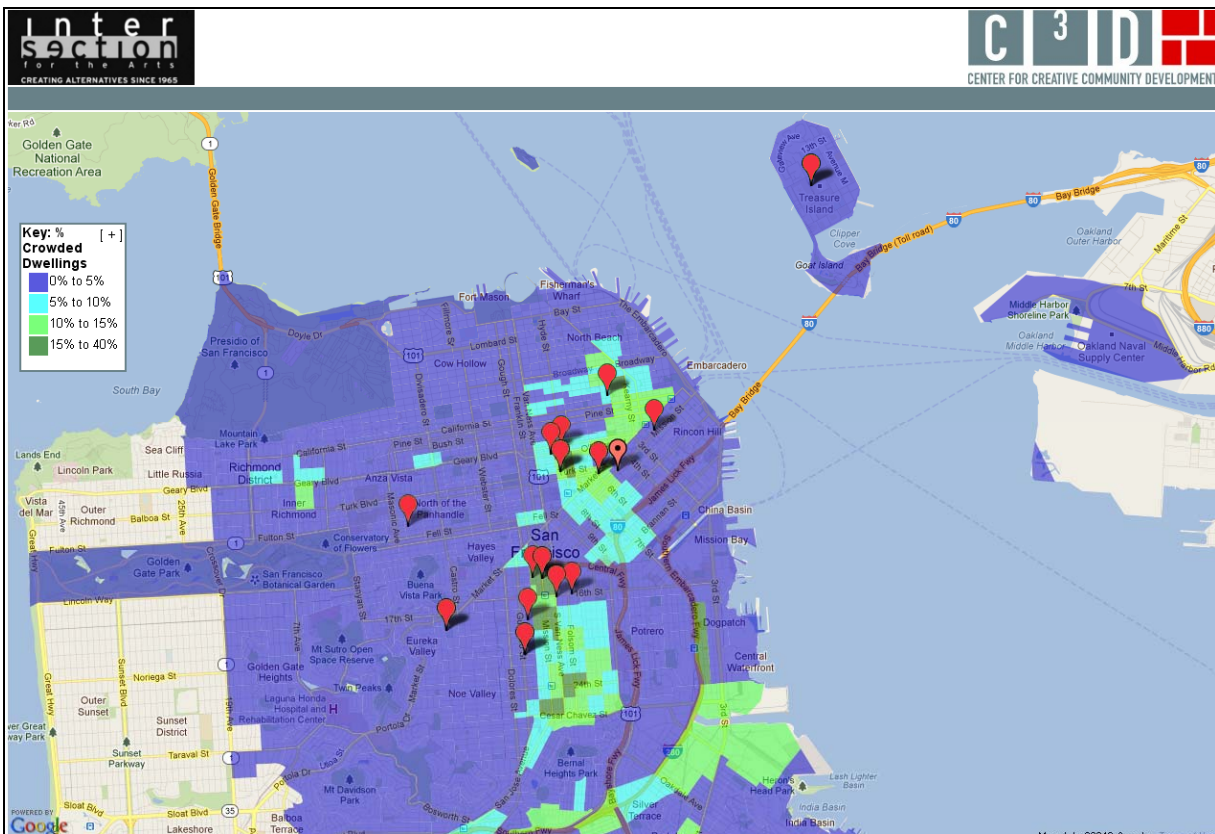
Figure 4: Adding San Francisco Homeless Shelter Locations



³ We used addresses of homeless shelters provided at <http://www.homeless.org.au/directory/us-california-san-francisco.htm>, accessed 2/23/12. The list of addresses is provided in Appendix A so you can practice with the Geocoder.

Now click the “Show Geocoded Addresses” button. The Geocoder box closes and the new addresses are visible on the map. The homeless shelters can be shown by themselves or with the Intersection for the Arts address lists. In Figure 5 we see that in the city of San Francisco, homeless shelters tend to be located in the same areas that have higher percentages of individuals living in overcrowded homes.

Figure 5: Homeless Shelters and Overcrowding in San Francisco



Unlike address maps created by us as part of Intersection for the Arts’ online map tool, the address markers created using the Geocoder will not save permanently when the map is closed. You will want to save a copy of the addresses as an Excel spreadsheet or other file so that you may use them again in the Geocoder. You will also want to capture images of the map when it is made, so that you have copies for inclusion in reports. We discuss next how to do this.

How to prepare a map for inclusion in a report

Lastly, we describe how to prepare a map created with the interactive map tool for inclusion in a report.⁴ We will discuss the map of artists and percent Black in Figure 3 above. We have already provided the step by step instructions for creating that map.

⁴ These instructions are for a PC.

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.

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 image and choose 'Borders and Shading.' Choose 'Box' and Word will draw a box border around the figure in your document. This is how Figure 3 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 will 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 Intersection for the Arts. The map tool is meant to be an additional resource for Intersection for the Arts to explore its position in its new neighborhood and make the case for its impact on San Francisco. The tool is free, publicly available, and interactive.

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

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.

Appendix A
Addresses of Homeless Shelters in San Francisco

Sample data to use in Geocoder at
<http://web.williams.edu/web/Economics/ArtsEcon/mappages/Intersection/IACountyMap/IACountyMap.htm>

American Red Cross of the Bay Area	85 Second Street San Francisco CA 94105
Cameron House	920 Sacramento Street San Francisco CA 94108
Community Housing Partnership	835 Ofarrell Street San Francisco CA 94109
Community Housing Partnership	810 Avenue D San Francisco CA 94130
Compass Community Services	995 Market Street San Francisco CA 94103
Compass Community Services	995 Market Street San Francisco CA 94103
Diamond Youth Shelter	536 Central Avenue San Francisco CA 94117
Guerrero House - Catholic Charities	899 Guerrero Street San Francisco CA 94110
La Casa de Las Madres	1850 Mission Street San Francisco CA 94103
Mass Shelter Asian Women's Shelter (AWS)	3543-18th Street San Francisco CA 94110
Men's Shelter La Casa de Las Madres	1850 Mission Street San Francisco CA 94103
Monsignor LYNE Community	118 Diamond Street San Francisco CA 94114
Shelter Family Tenderlion Housing Clinic	449 Turk Street San Francisco CA 94102
Shelter Runaway Youth Guerrero House	899 Guerrero Street San Francisco CA 94110
Tenderlion Housing Clinic	449 Turk Street San Francisco CA 94102
Tenderloun House Clinic	811 Geary Street San Francisco CA 94109
Tenderloun Housing Clinic	514 South Van Ness Avenue San Francisco CA 94110
Tenderloun Housing Clinic Inc	2791 16th Street San Francisco CA 94103
W.O.M.A.N.	333 Valencia Street San Francisco CA 94103
Women Shelter Community Housing Partnership	810 Avenue D San Francisco CA 94130
Women Shelter Monsignor LYNE Community	118 Diamond Street San Francisco CA 94114