

Using the Heidelberg Project's Map Tool

This paper presents examples of documenting, displaying, and discussing the social impact of the Heidelberg Project 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 national visitors and community demographics can be mapped geographically and used in various settings from internal management discussions to part of grant applications.

The Heidelberg Project is an outdoor art environment that has grown over 25 years to encompass most of Heidelberg Street in Detroit. It began with the house of Tyree Guyton, founder and artist, and has grown over the years to include empty lots, abandoned houses, properties of neighbors, and the physical street itself. The art installations have focused on themes of social class, social change, and abandonment. The Heidelberg Project has received international press coverage over its 25 year history because of its use of found objects, including houses, to create public art engaged in social critique. It is only recently that the Heidelberg Project has transitioned from the impassioned project of the artist to a small cultural arts organization.

The map tool created for the Heidelberg Project was developed to assist the organization in documenting and articulating the national extent of visitors to Heidelberg Street. The map tool can be found on the Heidelberg Project's 'front page' of our web site at <http://web.williams.edu/Economics/ArtsEcon/Heidelberg.html>. There you will find a Heidelberg Project map option with an overlay of Census variables for Wayne County, and a map option with an overlay of Census variables for the five mile (local) area around the Heidelberg Project.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 the larger county demographics; other times the local area may be of greater interest. In this paper we will work with the Wayne County map, but everything presented here also applies to the 5 mile radius map.

We do not provide interpretations of the many interesting aspects of the Heidelberg Project's online map here. Rather this paper presents a description of how to use the online, interactive map tool to explore questions about the Heidelberg Project's neighborhood and visitor patterns that might arise. This brief paper provides information on how to use the online mapping tool to:

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.

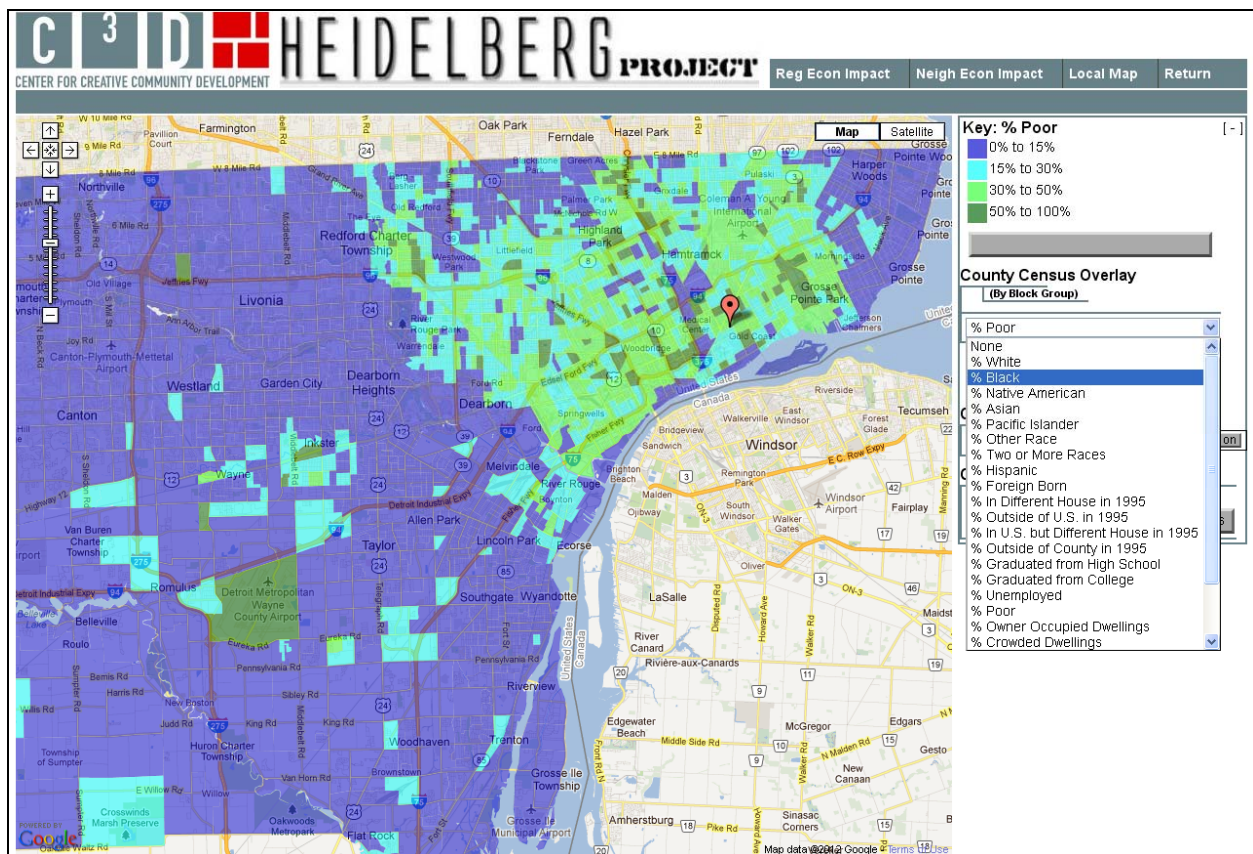
² The Census overlay does not make a perfect circle with 5 mile radius around the Heidelberg Project. It shows all Census block groups with any part falling within a 5 mile radius; this explains the slightly more jagged display.

- change the Census variables displayed on the map;
- turn on and off the visitor address list;
- 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

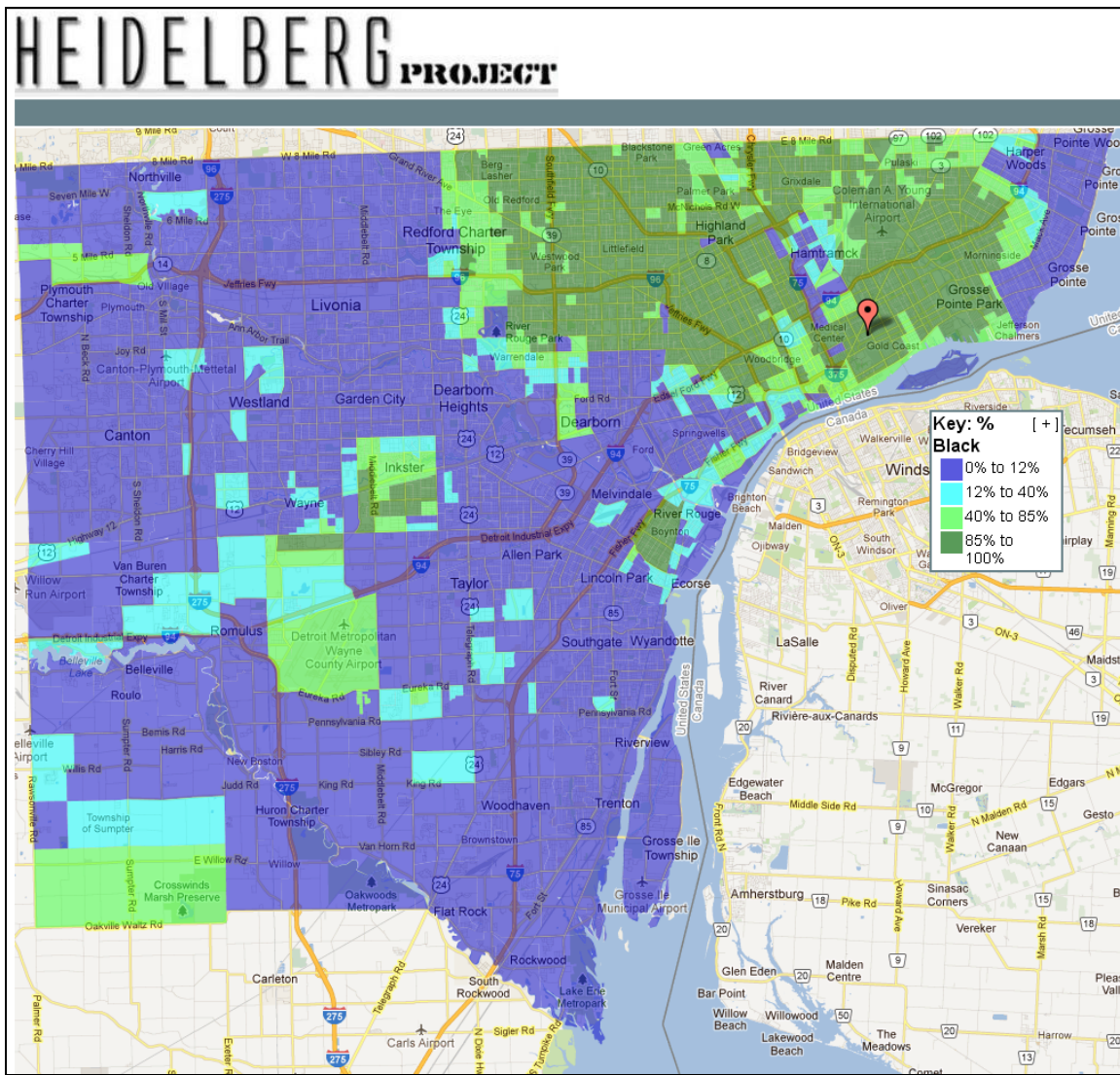
The Heidelberg Project’s interactive map has 23 Census variables available for viewing. The default variable when the map opens is percent poor. Clicking on the drop-down box in the right hand window shows the choice of Census variables, as shown in Figure 1.

Figure 1: Change the Census Variables Displayed on the Map



On the interactive map, select ‘% Black’ from the list. Figure 2 presents Census block groups shaded according to the percentage of residents who identify as Black.

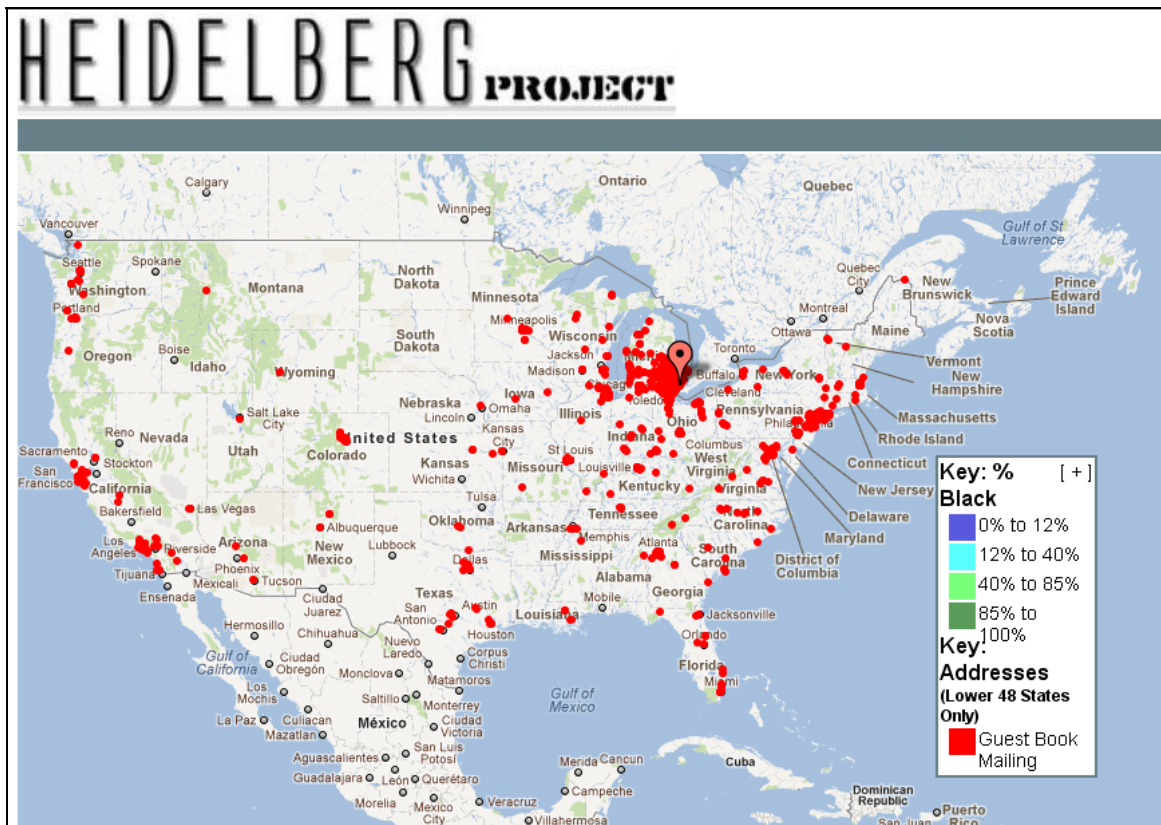
Figure 2: Heidelberg Project and Percent Black



How to change turn on and off the visitor address list

The Heidelberg Project has visitor guest books for many years. Visitors who signed the guest book were asked if they would like to join the mailing list and be kept current on Heidelberg Projects. We mapped the addresses of these visitors for the period 2006 to 2009. The default when the map opens is that addresses are not displayed. To show the visitor addresses click the “on” button next to ‘Guest Book Mailing’. Zooming out to the national level of the map shows the national attraction of the Heidelberg Project. Figure 3 shows the results.

Figure 3: Heidelberg Project's National Visitors



The Heidelberg Project, in discussing the impact it has both locally and nationally, often discusses the fact that visitors who sign their guest books come from throughout the US and, indeed, from around the world. Given the fact that until recently the Heidelberg project has been the passion of the artist with little organizational support surrounding it, it has been difficult for some potential funders to evaluate this statement. Figure 3 quickly and effectively communicates that visitors to Heidelberg Street do indeed come from around the US.³

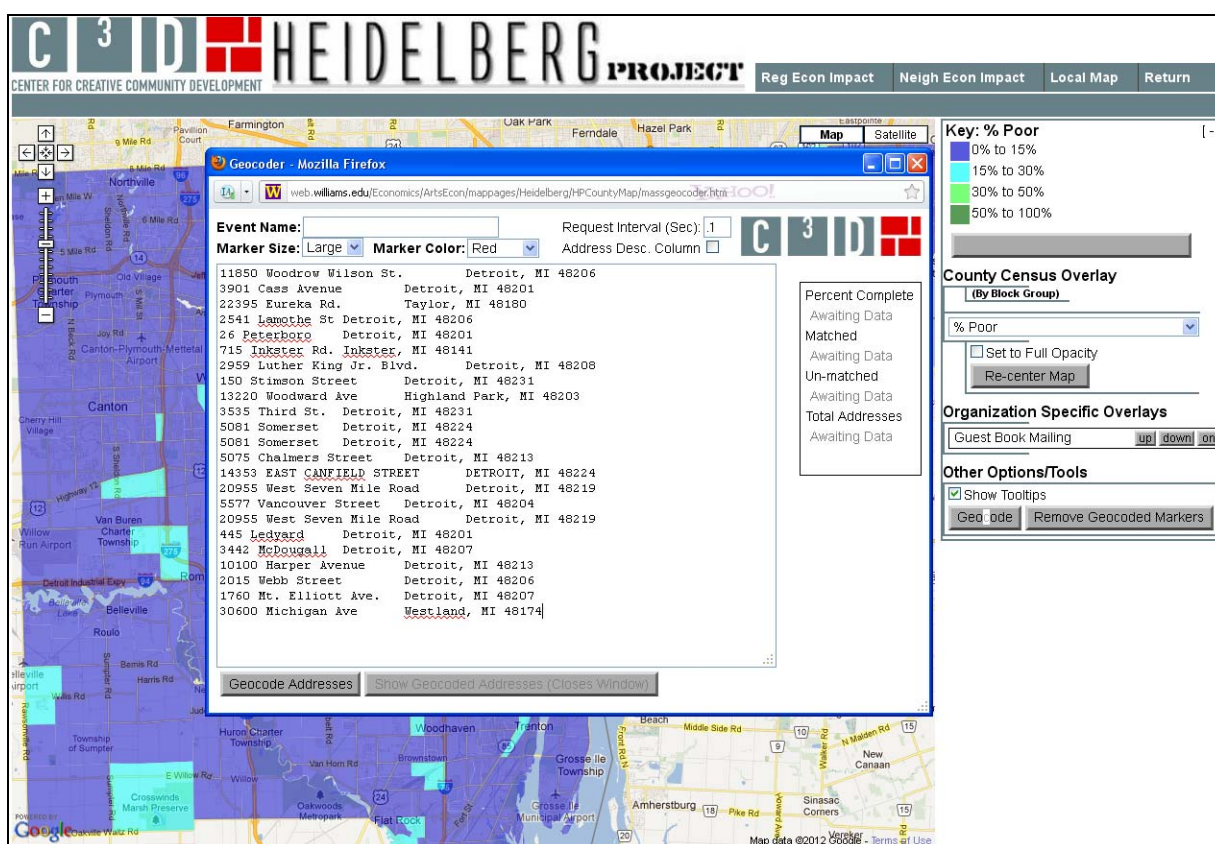
How to add new address data to the map

In order to describe how to add new data to the Heidelberg Project's map, we must work with a hypothetical situation. The Heidelberg Project has had installations in the past focusing on issues of homelessness, abandonment, and future possibilities. For our hypothetical case, let us say that the Heidelberg Project wants to develop an initiative focusing on homelessness and hope. As a first step, the Heidelberg Project might want to know where homeless shelters are located in Wayne County. It is possible to display this using the "Geocode" button included on the Heidelberg Project's map page.

³ Our map tool covers only the Continental US but guest books do show many international visitors.

Click on the “Geocode” button and a new window opens. Addresses of homeless shelters in Detroit 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 23 homeless shelters in Detroit.⁴ 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 Detroit Homeless Shelter Locations



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 list of visitor addresses. To see the location of homeless shelters in relation to home ownership in Detroit, choose ‘% Owner Occupied Dwellings’ from the Census variables list.

⁴ We used addresses of homeless shelters provided at <http://www.homelessshelterdirectory.org/cgi-bin/id/county.cgi?county=WAYNE-COUNTY&state=MI>, accessed 2/26/12. The list of addresses is provided in Appendix A so you can practice with the Geocoder.

Figure 5: Homeless Shelters and Home Ownership in Detroit

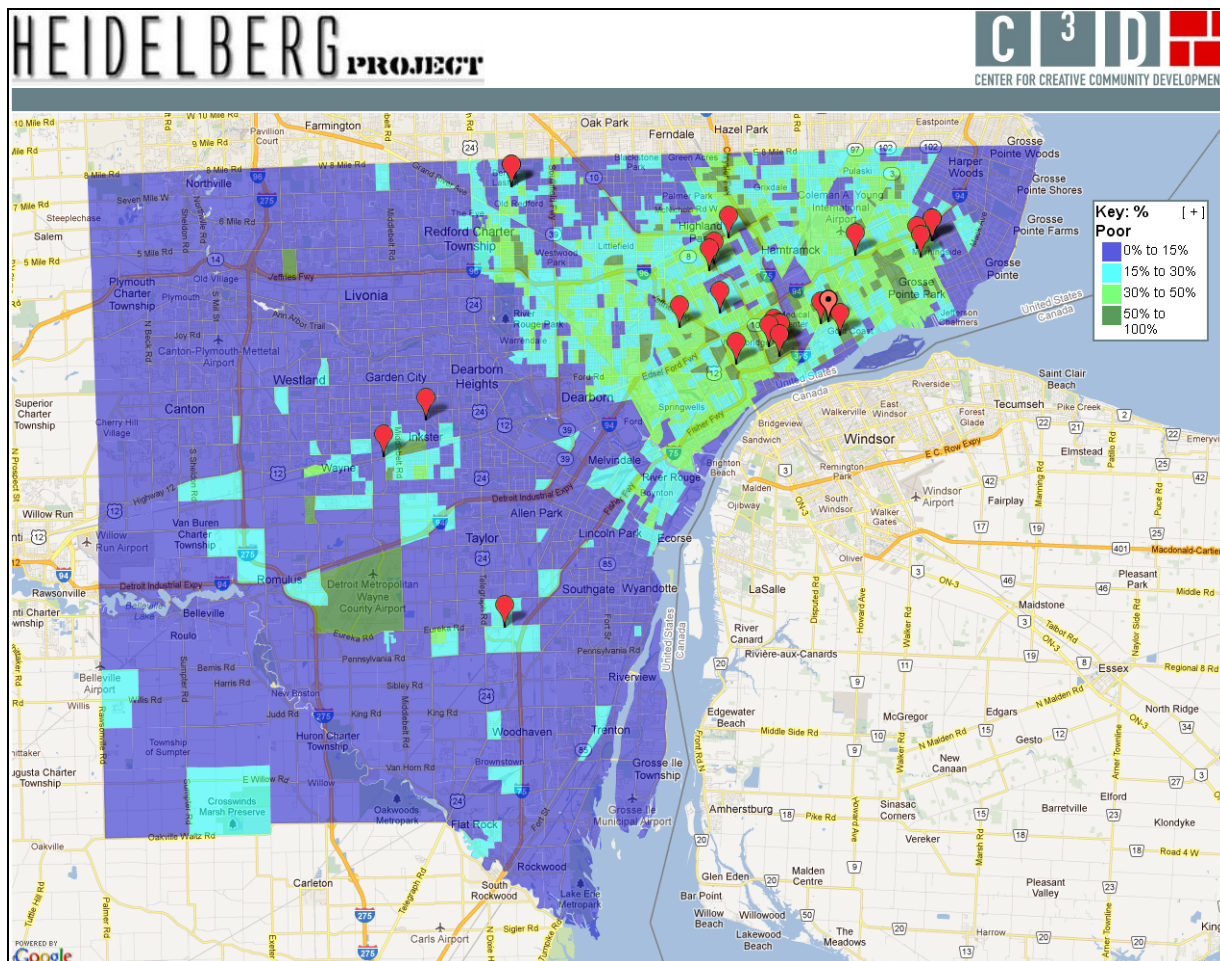


Figure 5 shows that homeless shelters in Detroit tend to be located in neighborhoods with lower rates of home ownership (the dark blue and bright turquoise areas of the map). Furthermore, there are multiple shelters in the vicinity of Heidelberg Street.

Unlike address maps created by us as part of the Heidelberg Project's 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.⁵ We will discuss the national map of visitors Figure 3 above. We have already provided the step by step instructions for creating that map.

⁵ 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.⁶ 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 the Heidelberg Project. The map tool is meant to be an additional resource for the Heidelberg Project to explore its position in its neighborhood and to make the case for its visitor impact. The tool is free, publicly available, and interactive.

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

⁶ 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

Sample data to use in Geocoder at

<http://web.williams.edu/Economics/ArtsEcon/mappages/Heidelberg/HPCountyMap/HPCountyMap.htm>

| | | |
|---|----------------------------|-------------------------|
| Cass Community Social Services, Inc | 11850 Woodrow Wilson St. | Detroit, MI 48206 |
| C C United Methodist Church Food Program | 3901 Cass Avenue | Detroit, MI 48201 |
| ChristNet | 22395 Eureka Rd. | Taylor, MI 48180 |
| Coffer Adult Foster Care Home | 2541 Lamothe St | Detroit, MI 48206 |
| COTS | 26 Peterboro | Detroit, MI 48201 |
| Counterpoint Crisis Shelter | 715 Inkster Rd. | Inkster, MI 48141 |
| Covenant House Michigan | 2959 Luther King Jr. Blvd. | Detroit, MI 48208 |
| Detroit Rescue Mission | 150 Stimson Street | Detroit, MI 48231 |
| Detroit Rescue Mission Ministries (Oasis) | 13220 Woodward Ave | Highland Park, MI 48203 |
| DRMM Detroit Rescue Mission | 3535 Third St. | Detroit, MI 48231 |
| East Eden Transitional Home | 5081 Somerset | Detroit, MI 48224 |
| East Eden Transitional Home | 5081 Somerset | Detroit, MI 48224 |
| Eastside Emergency Center | 5075 Chalmers Street | Detroit, MI 48213 |
| GENESIS ONE TRANSITIONAL YOUTH CENTER | 14353 EAST CANFIELD STREET | DETROIT, MI 48224 |
| Judah Transitional and Recovery Home | 20955 West Seven Mile Road | Detroit, MI 48219 |
| Judah Transitional and Recovery House | 5577 Vancouver Street | Detroit, MI 48204 |
| Judah Transitional and Recovery House, LLC | 20955 West Seven Mile Road | Detroit, MI 48219 |
| Mariners Inn | 445 Ledyard | Detroit, MI 48201 |
| Open Door Rescue Mission Ministries | 3442 McDougall | Detroit, MI 48207 |
| Operation Get Down | 10100 Harper Avenue | Detroit, MI 48213 |
| Rescue Mission Genesis II | 2015 Webb Street | Detroit, MI 48206 |
| Visions of the Sacred Capuchin Soup Kitchen | 1760 Mt. Elliott Ave. | Detroit, MI 48207 |
| Wayne County Family Center | 30600 Michigan Ave | Westland, MI 48174 |