

## Using ISDA's Map Tool

This paper presents examples of documenting, displaying, and discussing the social impact of ISDA 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)<sup>1</sup>, 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 ISDA was developed to assist the organization in documenting and articulating its community setting and national visibility. The map tool can be found on ISDA's 'front page' of our web site at <http://web.williams.edu/Economics/ArtsEcon/ISDALINC.html>. There you will find an ISDA map option with an overlay of Census variables for Pima County, and a map option with an overlay of Census variables for the five mile (local) area around ISDA.<sup>2</sup> 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 Pima 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 ISDA's online map here. Rather this paper presents a description of how to use the online, interactive map tool to explore questions about ISDA's neighborhood and visibility 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

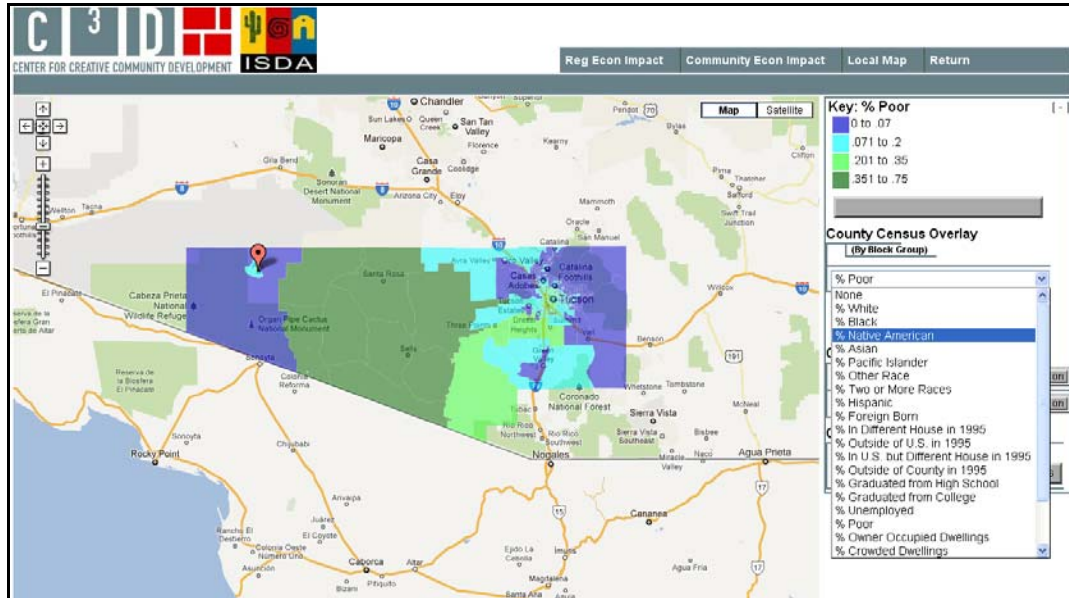
ISDA's interactive map has 23 Census variables available for viewing. The default variable when the map opens is percent poor. Clicking on the drop-down box in the right hand window shows the choice of Census variables, as shown in Figure 1.

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<sup>1</sup> 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.

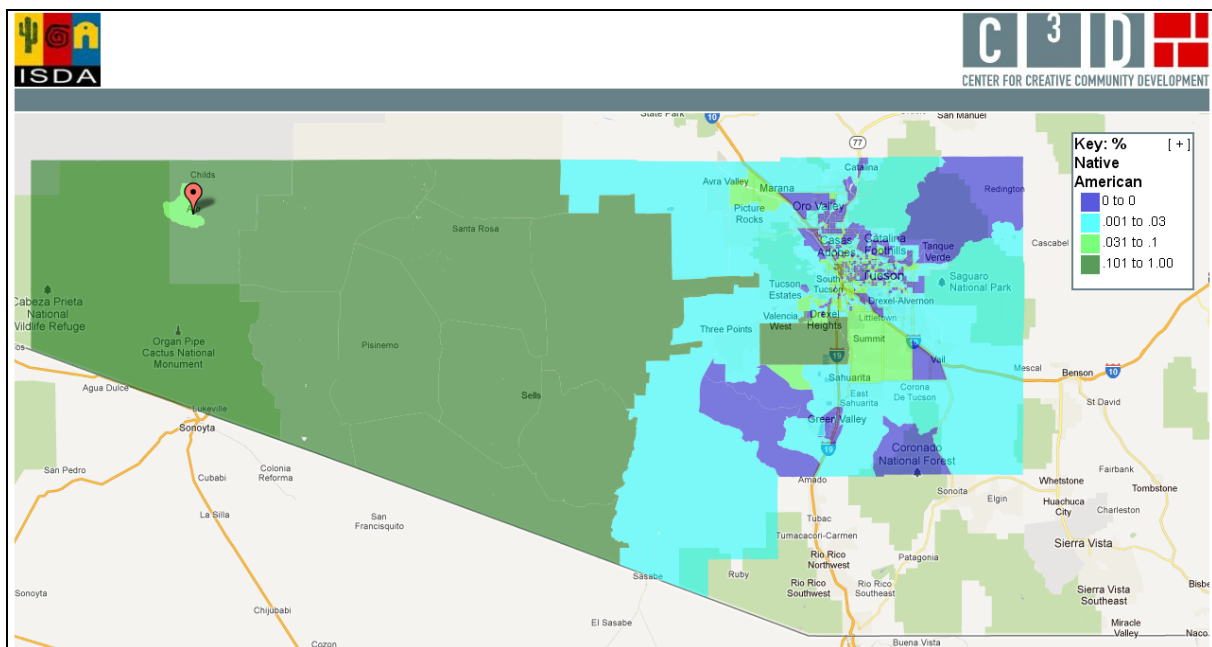
<sup>2</sup> The Census overlay does not make a perfect circle with 5 mile radius around ISDA. It shows all Census block groups with any part falling within a 5 mile radius; this explains the slightly more jagged display.

**Figure 1: Change the Census Variables Displayed on the Map**



On the interactive map, select ‘% Native American’ from the list. Figure 2 presents Census block groups shaded according to the percentage of residents who identify as Native American. ISDA is located in Ajo just west of the vast tribal lands of the Tohono O’odham Nation. This is apparent in the map in Figure 2. The western part of Pima County has a majority of Native American residents; the eastern part of the county has a significantly lower percentage of Native American residents.

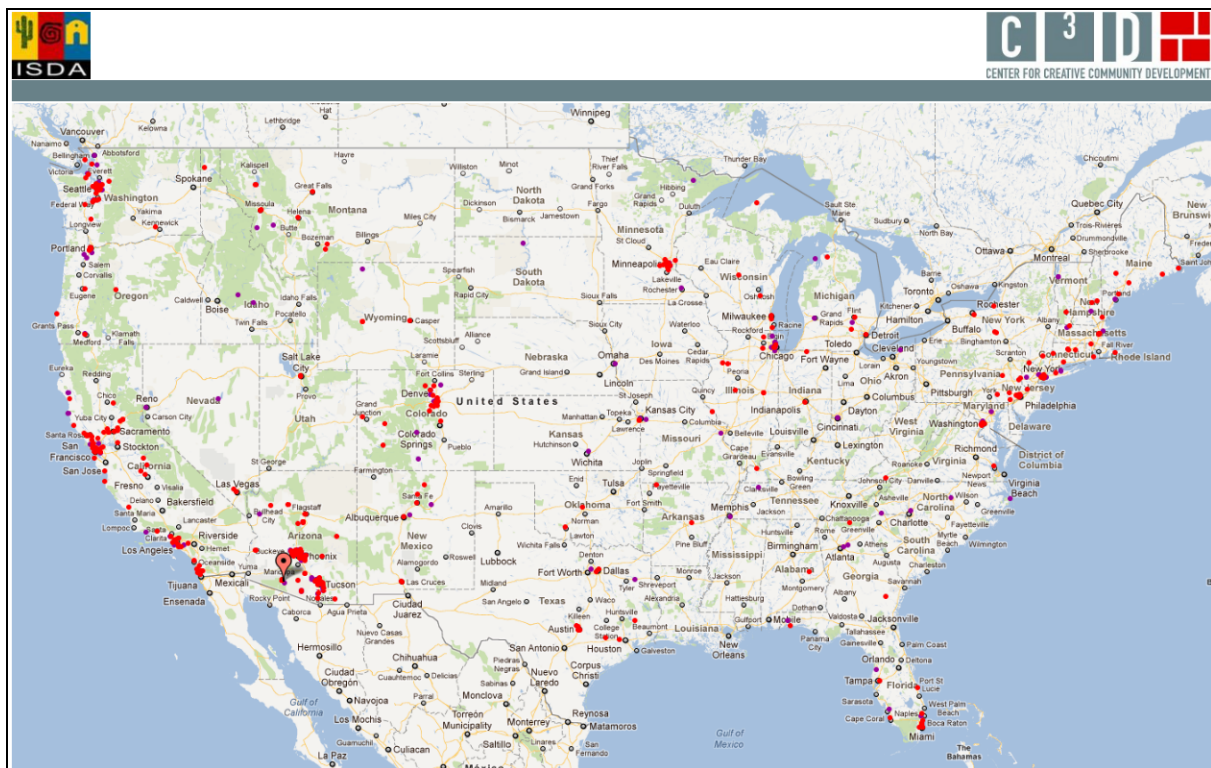
**Figure 2: Pima County % Native American**



## How to change the address lists displayed on the map

A major project undertaken by ISDA was the conversion of the historic Curley School in Ajo to artist live/work space. As the project was underway, and since, there have been inquiries from around the United States concerning residence in the Curley School. Two lists of addresses were mapped for ISDA: inquiries between 2005 and 2007 when work on the project was ongoing, and inquiries from 2007 to 2011 when the Curley School was available for residency. The default when the map opens is that neither list of addresses is displayed. To choose an address list click the “on” button next to the list name. For this example, turn ‘on’ both Inquiries lists and zoom out to the national level. The map of Curley School inquiries is shown in Figure 3 below. It is helpful in addressing the question of whether there has been a significant change in the pattern of inquiries since the Curley School opened as artist live/work space.

**Figure 3: Curley School Inquiries**



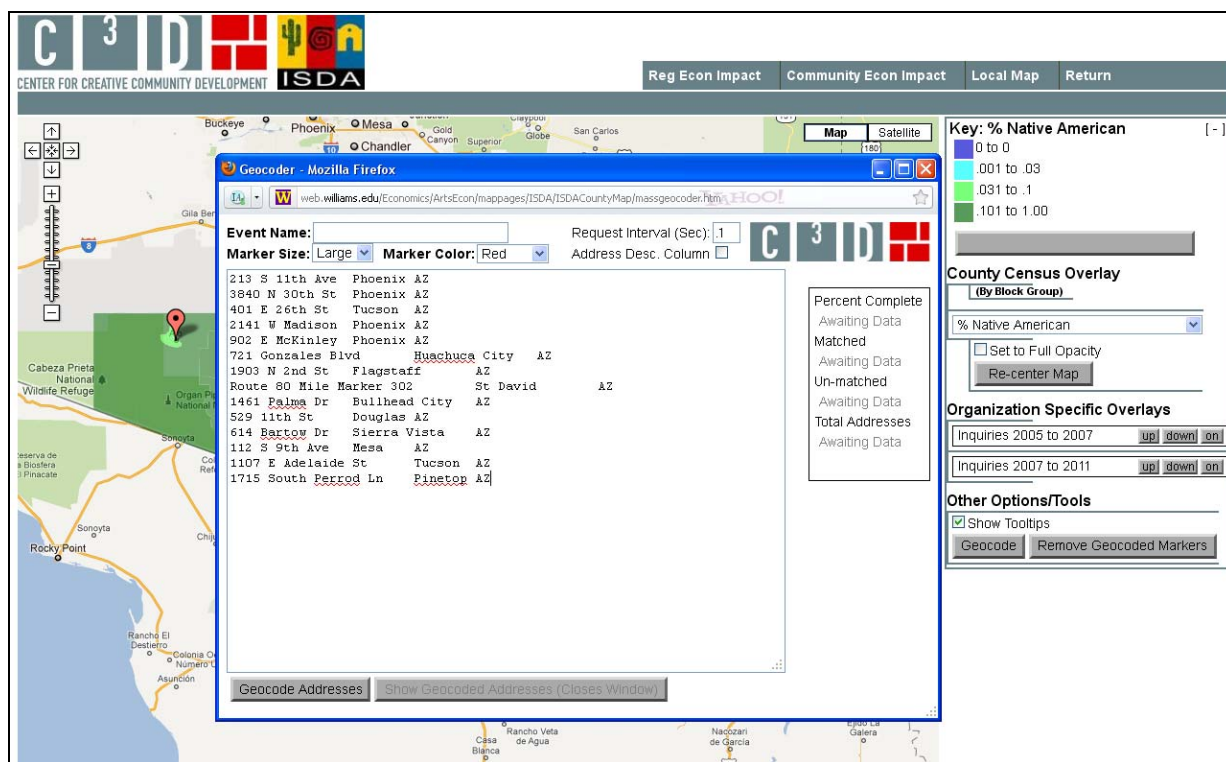
Given how rural and isolated the town of Ajo is, it might be surprising that inquiries about residency in the Curley School remain very national in nature.

## How to add new address data to the map

In order to describe how to add new data to ISDA’s map, we must work with a hypothetical situation. For our hypothetical case, let us say that ISDA wants to develop an arts and health initiative, and would like to partner with area food assistance programs. As a first step, ISDA might want to see the locations of area food assistance programs. It is possible to do this using the “Geocode” button included on ISDA’s map page.

Click on the “Geocode” button and a new window opens. Addresses of area food assistance programs 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 14 area food assistance programs.<sup>3</sup> 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 Area Food Assistance Program Locations**

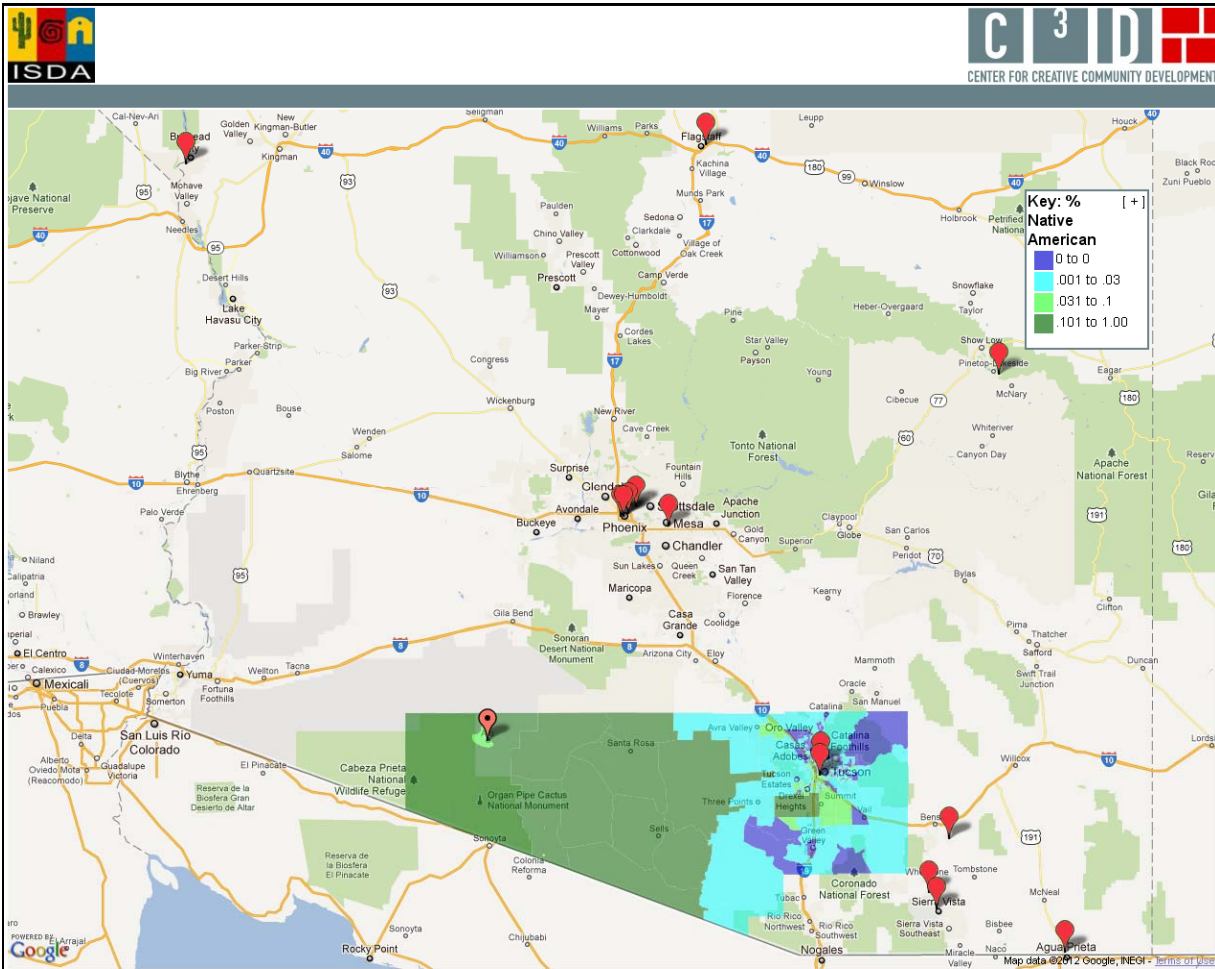


Now click the “Show Geocoded Addresses” button. The Geocoder box closes and the new addresses are visible on the map. The food assistance programs can be shown by themselves or with the ISDA address lists.

<sup>3</sup> We used addresses of area food assistance programs provided at [http://www.cpes.com/advocacyresources/communityassistance/food\\_banks.htm](http://www.cpes.com/advocacyresources/communityassistance/food_banks.htm), accessed 2/26/12. The list of addresses is provided in Appendix A so you can practice with the Geocoder.



**Figure 5: Food Assistance Programs**



Unlike address maps created by us as part of ISDA'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.<sup>4</sup> We will discuss the map of food assistance programs 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

<sup>4</sup> These instructions are for a PC.

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 5 above was formatted.<sup>5</sup> 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 ISDA. The map tool is meant to be an additional resource for ISDA to explore its position in its community and explore questions of its national visibility. The tool is free, publicly available, and interactive.

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

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<sup>5</sup> 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/ISDA/ISDACountyMap/ISDACountyMap.htm>

Andre House	213 S 11th Ave	Phoenix	AZ
Bread of Life	3840 N 30th St	Phoenix	AZ
Casa Maria	401 E 26th St	Tucson	AZ
Church on the Street	2141 W Madison	Phoenix	AZ
Church on the Street	902 E McKinley	Phoenix	AZ
Cochise County Children's Center	721 Gonzales Blvd	Huachuca City	AZ
Flagstaff Family Food Center	1903 N 2nd St	Flagstaff	AZ
Holy Trinity Monastery	Route 80 Mile Marker 302	St David	AZ
Salvation Army	1461 Palma Dr	Bullhead City	AZ
St. Vincent De Paul	529 11th St	Douglas	AZ
St. Vincent De Paul	614 Bartow Dr	Sierra Vista	AZ
St. Vincent de Paul/Dining Rooms	112 S 9th Ave	Mesa	AZ
The Haven	1107 E Adelaide St	Tucson	AZ
The Love Kitchen, Inc.	1715 South Perrod Ln	Pinetop	AZ