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Winter 3-29-2021

## PolicyMap

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### Recommended Citation

Johnson, Melissa M. and Cain, Charlene, "PolicyMap" (2021). *Library Learn - Complete Video Collection*. 39.  
[https://nsuworks.nova.edu/library\\_learn\\_all/39](https://nsuworks.nova.edu/library_learn_all/39)

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# Beyond the Basics: PolicyMap

Presented by Melissa Johnson, Reference Librarian

# POLICYMAP

PolicyMap brings sophisticated data, mapping, and analytics to fields beyond traditional GIS and planning departments. Students across disciplines—from Public Health to Sociology and Law—can gain a deeper understanding of how place matters in their fields.

Topics covered and where some of the data comes from:

### ONE PLACE - ALL THE DATA YOU NEED



#### DEMOGRAPHICS

Population, race and ethnicity, age, sex, language, foreign born, migration and immigration, households, families, elections, religion



#### INCOME

Income, poverty, federal tax returns, economic mobility, location affordability, area median income, low mod, bankruptcy



#### HOUSING

Home sales, home values, rental units, residential buildings, vacancy, affordability, cost burdens, federal housing programs



#### LENDING

Mortgage lending by loan type, race and ethnicity and income, small business loans, farm loans, banking



#### QUALITY OF LIFE

Crime, environment, transit access, commute to work, energy, food access, libraries and nonprofits



#### ECONOMY

Unemployment, labor force, detailed workforce demographics, jobs and industries



#### EDUCATION

School enrollments and populations, educational attainment, revenues and expenditures, school and school district performance



#### HEALTH

Drug overdoses, obesity, diabetes, infectious diseases, births, young mothers, prenatal care, uninsured populations, federal programs, health resources, local foods



#### FEDERAL GUIDELINES

Opportunity Zones, New Markets Tax Credits (NMTC), Community Development Block Grant (CDBG), Community Reinvestment Act (CRA)

### SELECT SOURCES

- Bureau of Labor Statistics (BLS)
- CDC Behavioral Risk Factor Surveillance System\*
- CDFI Fund
- Census American Community Survey (ACS)
- Census Longitudinal Employer Household Dynamics (LEHD)
- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare and Medicaid Services
- CDFI Fund
- Community Reinvestment Act (CRA)
- Convenient Care Association
- Department of Housing and Urban Development (HUD)
- Department of Homeland Security
- Environmental Protection Agency (EPA)
- FBI Uniform Crime Reports
- Federal Communications Commission (FCC)
- Federal Deposit Insurance Corporation (FDIC)
- Federal Emergency Management Agency (FEMA)
- Glenmary Research Center and Association of Statisticians of American Religious Bodies
- GreatSchools
- Health Resources and Services Administration (HRSA)
- Home Mortgage Disclosure Act (HMDA)
- HUD Low-Income Housing Tax Credit (LIHTC)
- Institute of Museum and Library Services (IMLS)
- IRS Statistics of Income
- National Center for Charitable Statistics (NCCS)
- National Credit Union Administration
- National Nursing Center Consortium
- Nielsen TDLinX
- Social Security Administration
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Reinvestment Fund
- U.S. Census Bureau
- U.S. Department of Agriculture (USDA)
- USDA Economic Research Service (ERS)
- USDA Rural Housing Service (RHS)
- U.S. Election Atlas
- U.S. Geological Survey (USGS)
- Valassis Lists
- Zillow\*

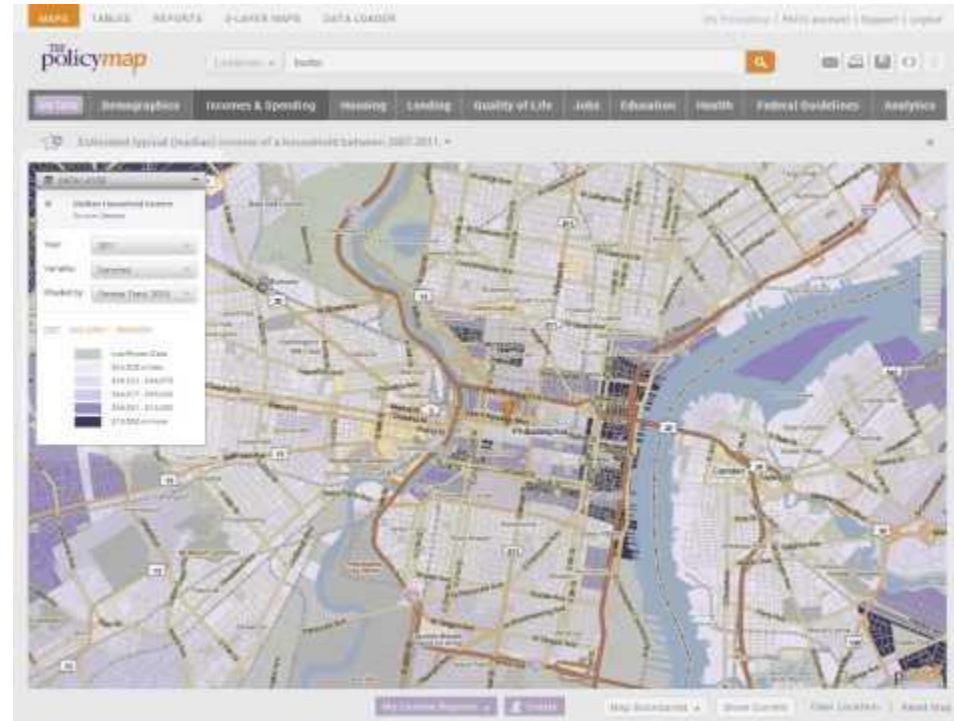
\* Unique to PolicyMap

## PolicyMap: Visual Data

The data is superimposed over geographical area in two ways:

- Layer – over a wide geographical area, ex., household income, demographics
- Data points - data on specific sites, addresses, or other points which can displayed on the layered data.





PolicyMap Quick Start: <https://www.youtube.com/watch?v=9wlp1Xim1n4>



## PolicyMap: Advanced Features



### Make maps with your data and ours.

Visualize the impact of your organization or the needs of your community with our exclusive data.



### Gain insights with reports.

Instantly run community profiles for your community or a custom area.



### Upload your own data.

Use our unlimited self-service data loader to overlay your address-level data on top of PolicyMap's.



### Find areas with overlapping criteria.

Use our Multi-layer Maps for site selection, to find hot spots or target specific areas.



### Download our data.

Use our data in your own research, mapping and presentation tools.



### Share your work.

Email, embed and post on social media — or print maps with ease.



### No training required.

No special GIS training required to start making maps, but we are available to help you at any time.



### Consult with our Data Analysts.

Send us your data, and we'll recommend how to effectively visualize it. We'll standardize and clean it, too.

# Alvin Sherman Library: <https://sherman.library.nova.edu>

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