



# Map Your Community User Guide

**Overview:** Map Your Community is a web-based mapping tool that allows users to create custom maps of Tenth District communities, counties and states using key economic and demographic indicators. Users can overlay 30 different data indicators including educational attainment, demographic trends, various types of lending activity and homeownership rates onto their maps.

This guide displays how to use the functions available in the Map Your Community widgets.

**Launching Map Your Community:** To launch the widget from the Kansas City Fed website, first select the state of interest. This will automatically bring users to a zoomed-in view of the state with a highlighted state border.

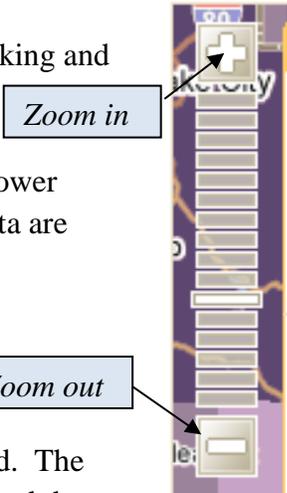
**Search for Geographies:** The search bar allows users to enter a state, county, address, or zip of interest. Once entered, select “Go.” The map will then zoom down to the geography level selected. Tabs are located to the immediate right of the “Search the Map” tab that allow users to search by other geographies such as Census tracts, block groups, congressional districts, school districts, state districts, and metro areas.



Change search by option

Enter address

**Moving around the Map:** Users can pan around the map by left-clicking and holding the mouse. To the immediate left of the legend is the zooming bar. By selecting the + sign, users can zoom-in closer to the map. Likewise, by selecting the – sign, users can zoom-out of the map. As users zoom in closer, lower levels of geography are automatically displayed. Depending on availability, data are available all the way down to the block group level.



Zoom in

Zoom out

**Using the Legend:** The legend displays the shading representation of the data. Users can also change the year of data displayed, change the variable from dollar, number, or percent change (depending on type of data). Users also have the ability to change the geography level from the legend. The data source of the layer is also listed in the legend. The source is also hyperlinked that takes users to more information about the source, type of statistic, geographies available, and websites for more information.

**Legend** [Hide Legend](#)

Change Year:  
 00 01 02 03 04 05 06 07 08  
 09

Change Variable  
 \$ %Ch

|                      |
|----------------------|
| Insufficient Data    |
| \$73,800 or less     |
| \$73,801 – \$90,300  |
| \$90,301 – \$115,600 |
| \$115,601– \$161,800 |
| \$161,801 or more    |

Shaded by:  
 County

Source: [Census](#)

[Clear Data Layer](#)

*Change geography*

*More information about data source*

At the very bottom of the legend, the “Clear data layer,” option removes the data layer along with all shading and the legend.

**Changing/Adding Data Layers & Data Sites:**

All data layers available through Map Your Community are located to the far left. All 23 data layers are divided among eight broad categories. To select a data layer, scroll over the area of interest and then select the specific layer to map. To change the data layer for viewing, just click on a new layer.

Map Your Community also offers data sites that are point features which are added on top of the data layers. The data sites show specific locations of retail based health care and various measures of federal housing such as low income housing tax credit locations, multifamily establishments and public housing locations.

Unlike data layers, multiple data sites can be added to the same map. There is also the option to remove one or all of the data sites from the map. The double right arrow provides more specific information about the statistic. For example, for retail based health care, the more button allows users to select location by company name. The example in the image displays the more specific data options for low income housing

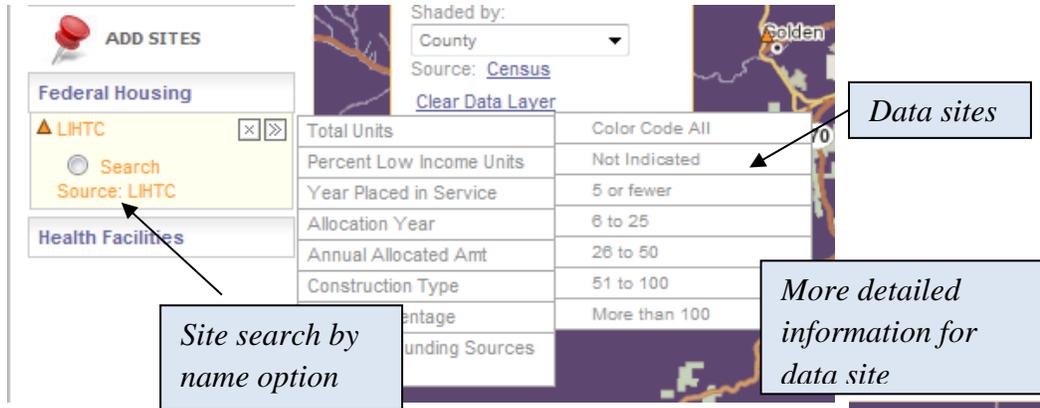
**ADD DATA LAYER** Colorado > Park County

- Home Values
- Residential Vacancy
- Lending Activity
- Jobs & Income
- CRA Eligibility
- Demographics**
  - Total Population
  - Non-White
  - Hispanic
  - Female
  - Age 65 or older
  - Foreign Born
  - Single Female Households with Children
- Owners & Renters
- Educational Attainment
- ADD SITES**
- Federal Housing
- Health Facilities
  - Retail-Based Healthcare
    - Source: Convenient Care Association

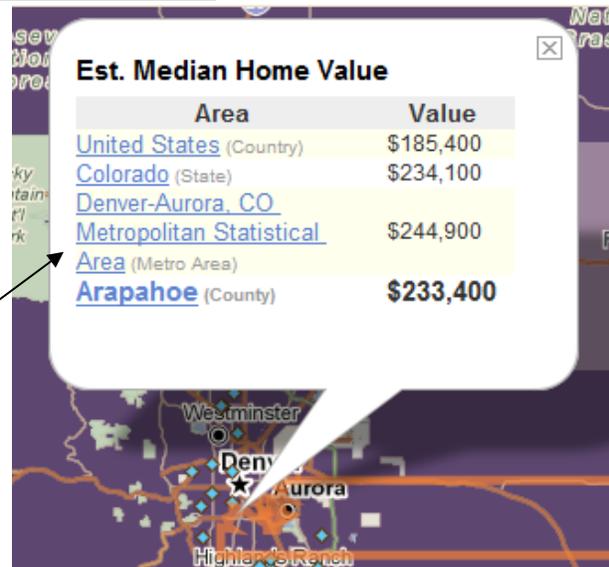
*Broad data categories*

*Specific data layers*

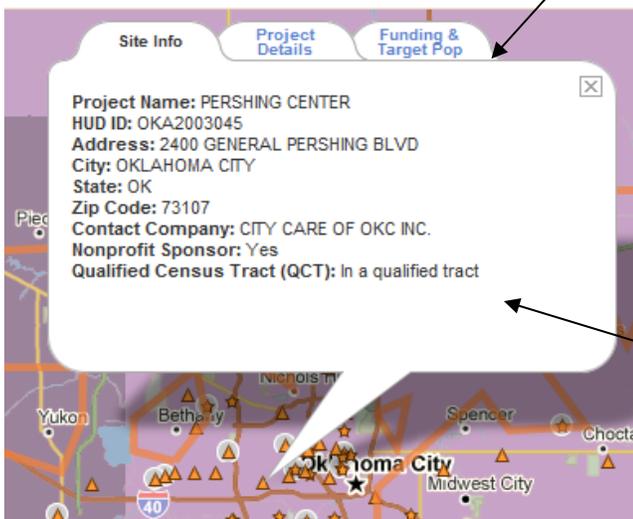
tax credit locations. Users can also select “Search.” This option allows searching capabilities by name (project name, property name).



**Gathering Data/Statistics:** One of the biggest benefits of using Map Your Community is the ability to gather hard statistics rather than simply a range. To view a hard statistic for any of the data layers, just click on the area of interest. This will generate a bubble that includes the geography selected as well as statistics for larger geographies. Users can click on the geographies listed in the bubble, and Map Your Community will focus to that selected geography.



Select tab to view additional information



To gather data specific to the data sites, follow the same methodology of selecting the location. This will generate a site-specific bubble. Depending on the data available, some sites offer specific information in terms of location, contact company, project details, and funding information. To view additional details, select the tab of interest.

**Using the Ranking Bar:** Another helpful feature of Map Your Community is the ranking bar immediately below the map. The ranking bar provides complete rankings of data layers. Actual statistics for the data layer viewed are provided with the ranking. Depending on the geography view, the ranking bar will display that level of geography. For example, if the map is zoomed-out to the state level view, the ranking bar will provide the ranking of state level statistics. The ranking bar will also automatically jump to the rank of the geography examined, and that particular area will be in larger font. The right side of the bar provides the top ten and the bottom ten rankings for the same geography level. As users zoom-in, the ranking bar adjusts to rank the level of geography examined. The arrows in the bottom left corner allow users to change pages of ranking values. There is also a “close” option in the top right corner that closes the ranking bar.

*Close ranking bar*

Ranking of States

**Estimated typical (median) value of an owner-occupied home between 2005-2009.**

|            |                 |                  |  |
|------------|-----------------|------------------|--|
| 30.        | Pennsylvania    | \$152,300        |  |
| 31.        | New Mexico      | \$150,500        |  |
| 32.        | Michigan        | \$147,500        |  |
| 33.        | North Carolina  | \$143,700        |  |
| 34.        | Missouri        | \$134,500        |  |
| 34.        | Ohio            | \$134,500        |  |
| 36.        | Tennessee       | \$128,500        |  |
| 37.        | South Carolina  | \$128,400        |  |
| 38.        | Louisiana       | \$121,300        |  |
| 39.        | Indiana         | \$120,200        |  |
| <b>40.</b> | <b>Nebraska</b> | <b>\$119,700</b> |  |
| 41.        | Texas           | \$118,900        |  |
| 42.        | Kansas          | \$118,500        |  |
| 43.        | Iowa            | \$115,800        |  |

Top 10

|     |                      |           |
|-----|----------------------|-----------|
| 1.  | Hawaii               | \$521,500 |
| 2.  | California           | \$479,200 |
| 3.  | District of Columbia | \$440,500 |
| 4.  | Massachusetts        | \$357,600 |
| 5.  | New Jersey           | \$356,800 |
| 6.  | Maryland             | \$326,400 |
| 7.  | New York             | \$300,600 |
| 8.  | Connecticut          | \$295,800 |
| 9.  | Rhode Island         | \$283,700 |
| 10. | Washington           | \$277,600 |

Bottom 10

|     |      |           |
|-----|------|-----------|
| 43. | Iowa | \$115,800 |
|-----|------|-----------|

◀◀ First
◀ Prev
Page 1 ... 2 **3** Next ▶
Last ▶▶

Close X

*Change pages of rankings*

**Map Details:** For a quick summary of the data layer viewed, select “details,” located right next to the map title, directly below the address bar. The details provide a brief explanation of the statistics.

Select details for a brief explanation of data viewed

SET LOCATION Search the Map Census Tract BG Congressional District Senate School District State District Metro

Enter Address, City, County, State, or Zip GO

Tract status for Community Reinvestment Act (CRA) eligibility, as of 2011. close

Wyoming > Fremont

Legend

Change Year: 01 02 03 04 05 06 07 08 09 10 11

Eligibility for Community Reinvestment Act (CRA) status as of 2011. CRA eligible tracts include low- and moderate-income tracts, as well as underserved or distressed nonmetropolitan middle-income tracts. Federally designated disaster areas are also eligible but are not shown on this map. Low-income tracts are those where Median Family Income (MFI) is less than 50% of Area Median Family Income (AMFI). Moderate-income tracts are those equal or greater than 50% and less than 80% of AMFI. Non-metropolitan middle-income tracts, where tract MFI is equal or greater than 80% and below 120%, can be eligible if they are classified by the CRA as distressed or underserved. Tracts with insufficient data appear in grey in the map. Activities that serve low- and moderate-income individuals in other areas are also eligible. For more details about how these calculations are made or for more about the CRA Program, please see our Data Directory. (see data directory)

SET LOCATION Search the Map Census Tract BG Congressional District Senate School District State District Metro

Enter Address, City, County, State, or Zip GO

Tract status for Community Reinvestment Act (CRA) eligibility, as of 2010. details

Wyoming > Fremont County

ADD DATA LAYER

Home Values

Residential Vacancy

Lending Activity

Jobs & Income

CRA Eligibility

Demographics

Owners & Renters

Educational Attainment

ADD SITES

Federal Housing

Health Facilities

Legend

Change Year: 01 02 03 04 05 06 07 08 09 10 11

Insufficient Data Not Eligible

Low Income

Moderate Income

Distressed Mid. Income

Underserved Mid. Income

Underserved and Distressed

Shaded by: Census Tract Source: CRA

Print

Select print to create JPEG image of map

**Exporting Maps:** For users who desire to save or share their maps, there is now an option to “print” the map. By selecting this option, a JPEG image of the map will be created that can be saved. The map image will include the legend as well as the data layer name, year, and the brief description of the data.

\*If the ranking bar is open, it will be displayed in the image also. The image to the right is an example of the output JPEG

**Additional Map Features:** A few additional mapping features are available to assist users in making maps. The “Clear location” option allows users to unselect and remove a border from a selected geography. For example, if a user selects a geography to generate the bubble of data, this option will remove the highlighted boundary around the geography selected. The states checkbox, immediately to the left of the clear location option, places a dark boundary around all state boundaries on the map- not just the Map Your Community State selected. Finally, to easily “start over” or just get back to the map view when Map Your Community is first launched, select the state name (far left option) directly below the map title.

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the policy map

Tract status for Community Reinvestment Act (CRA) eligibility, as of 2010.

Eligibility for Community Reinvestment Act (CRA) status as of 2010. CRA eligible tracts include low- and moderate-income tracts, as well as underserved or distressed nonmetropolitan middle-income tracts. Federally designated disaster areas are also eligible but are not shown on this map. Low-income tracts are those where Median Family Income (MFI) is less than 50% of Area Median Family Income (AMFI). Moderate-income tracts are those equal or greater than 50% and less than 80% of AMFI. Non-metropolitan middle-income tracts, where tract MFI is equal or greater than 80% and below 120%, can be eligible if they are classified by the CRA as distressed or underserved. Tracts with insufficient data appear in grey in the map. Activities that serve low- and moderate-income individuals in other areas are also eligible. For more details about how these calculations are made or for more about the CRA Program, please see our Data Directory.

Legend

Year: 2010

Insufficient Data Not Eligible

Low Income

Moderate Income

Distressed Mid. Income

Underserved Mid. Income

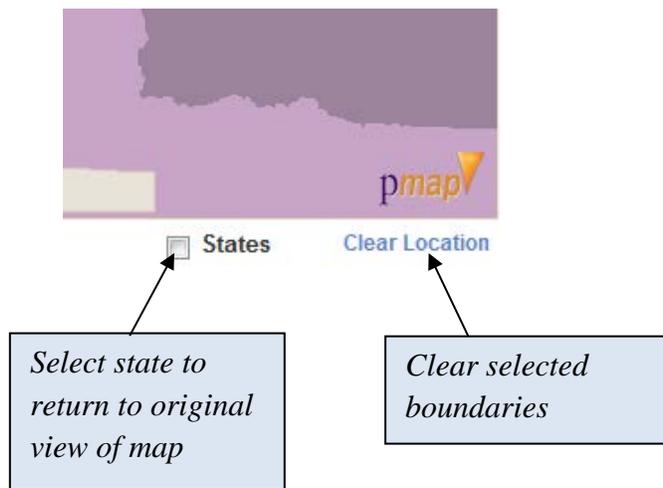
Underserved and Distressed

Shaded by: Census Tract Source: CRA

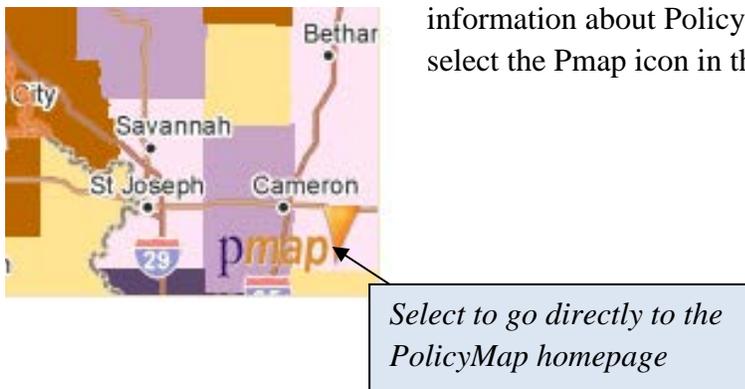
Print

PolicyMap is a service of The Reinvestment Fund

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**For More Information:** Map Your Community is a product from PolicyMap. For more information about PolicyMap please visit [ww.policymap.com](http://ww.policymap.com) or select the Pmap icon in the bottom right corner of the map.



# Map Your Community Overview

**Quickly return to larger geography**

**Data layer options**

**Address/Geography search bar**

**Brief description of current data layer**

**Change year of data**

**Change type of statistic**

**Change geography level**

**Map zooming function**

**Data site options**

**Link to PolicyMap**

**Add/Remove state boundaries**

**Print/Make PDF**

**Map ranking bar**

**Clear selected boundaries**

**Median amount of home loans made in 2010.**

Legend

Change Year: 01 02 03 04 05 06 07 08 09 10

Change Variable: # \$ %Ch %Ch 2

Insufficient Data

\$89,000 or less

\$89,001 - \$105,000

\$105,001- \$122,500

\$122,501- \$150,000

\$150,001 or more

Shaded by: County

Source: HMDA

Clear Data Layer

Ranking of States

**Median amount of home loans made in 2010.**

| Rank | State          | Amount    | Rank | State                | Amount    |
|------|----------------|-----------|------|----------------------|-----------|
| 29.  | Pennsylvania   | \$153,000 | 1.   | District of Columbia | \$349,000 |
| 30.  | Florida        | \$151,000 | 2.   | Hawaii               | \$324,000 |
| 31.  | South Carolina | \$150,000 | 3.   | California           | \$293,000 |
| 31.  | Texas          | \$150,000 | 4.   | Massachusetts        | \$250,000 |
| 33.  | Louisiana      | \$147,000 | 5.   | Maryland             | \$244,000 |
| 34.  | Idaho          | \$141,000 | 6.   | New Jersey           | \$242,000 |
| 35.  | Alabama        | \$140,000 | 7.   | Virginia             | \$227,000 |
| 35.  | Missouri       | \$140,000 | 8.   | Washington           | \$220,000 |
| 35.  | Tennessee      | \$140,000 | 9.   | Connecticut          | \$215,000 |
| 35.  | Wisconsin      | \$140,000 |      |                      |           |