

# PolicyMap Overview

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Tom Love  
[Tom.Love@policymap.com](mailto:Tom.Love@policymap.com)  
(215) 574-5864

# What is PolicyMap?

- Online data and mapping platform
  - Launched in 2007 out of Reinvestment Fund, a Philadelphia-based Community Development Financial Institution (CDFI)
- Access the public edition at [www.policymap.com](http://www.policymap.com) .
  - Click “Open Map” on the upper right corner and zoom to your area
- Nationwide data coverage down to a neighborhood level
- Cross-sector in coverage: Demographics, health, housing, education, income / poverty, workforce, quality of life, federal programs
- Subscriber version available:
  - Access additional data; upload your own project / program data, download / export data, generate reports, overlay multiple data layers at once, draw / assemble custom areas, save your work, share maps, embed public-facing mapping tools, and more.

# Who Uses PolicyMap?

- Government:
  - Housing, Community / Economic Development; Health, Planning, Grants; FTA
- Non-Profits:
  - Philanthropies and grantees; advocacy organizations
- Health:
  - Health systems, Health Insurers, Community Health, Healthcare providers
- Financial Institutions
  - Banks, Credit Unions, CDFIs
- Real Estate Developers
  - Multi-family, LIHTC
- Childcare / Child Development
- Other Commercial For-Profit

# Why use PolicyMap?

- Strategically think about where to direct programs and investments within communities where they are most needed
- Inform grant applications and articulate impact of grant funds received
- Identify gaps and overlaps in services
- Identify existing community assets (other non-profits, clinics, housing providers, etc.) for potential partnering opportunities
- General neighborhood research – better understand the communities you serve
- View trends over time

# Examples of data: (130 Sources)

- **Food access** (SNAP, grocery retail, farmers markets)
- **Housing:** Cost burdens, Homeowner / Renter affordability, Housing quality, Home sale data
- **Transportation / Transit Access**
- **Demographics** (By age, disabled population, family structure, language, veteran population, race / ethnicity)
- **Lending:** Mortgage statistics including mortgage denials, small business lending
- **Health** – Chronic conditions, access to medical care, health risk factors, social determinants of health
- **Quality of Life** - Computer and internet access, environmental hazards, cultural institutions
- **Workforce**- By industry, income, education, race/ethnicity, multiple job-holders
- **Federal programs** (CDBG, Opportunity Zone, CRA, SBA HubZones, New Markets Tax Credit)

# Resources on PolicyMap.com Website

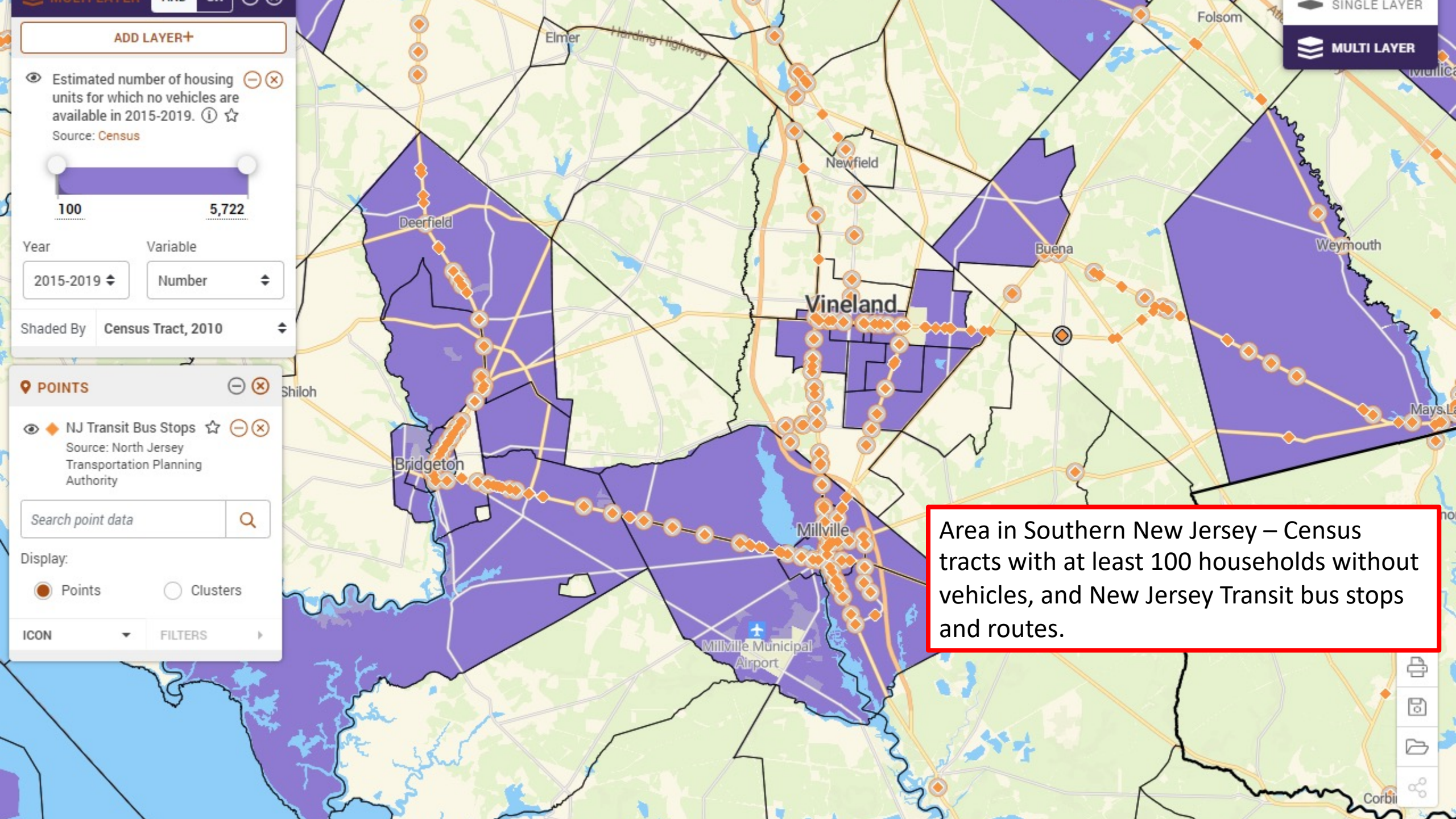
- [Newsletter blog \(www.policymap.com/blog\)](http://www.policymap.com/blog)  
Featured new datasets and examples based on current events
- Work Menu:
  - Customer stories
  - Assignments and Papers using PolicyMap
- Support Site: <https://policymap.helpdocs.io/>
  - Short videos, tutorials, guides, link to weekly free public training webinar schedule

# Example 1:

Visualization of Current Transit Service and  
Households Without Vehicles

Area of Southern New Jersey





ADD LAYER+

Estimated number of housing units for which no vehicles are available in 2015-2019. ⓘ ☆  
Source: Census



Year: 2015-2019  
Variable: Number

Shaded By: Census Tract, 2010

POINTS

NJ Transit Bus Stops ☆ ⓘ  
Source: North Jersey Transportation Planning Authority

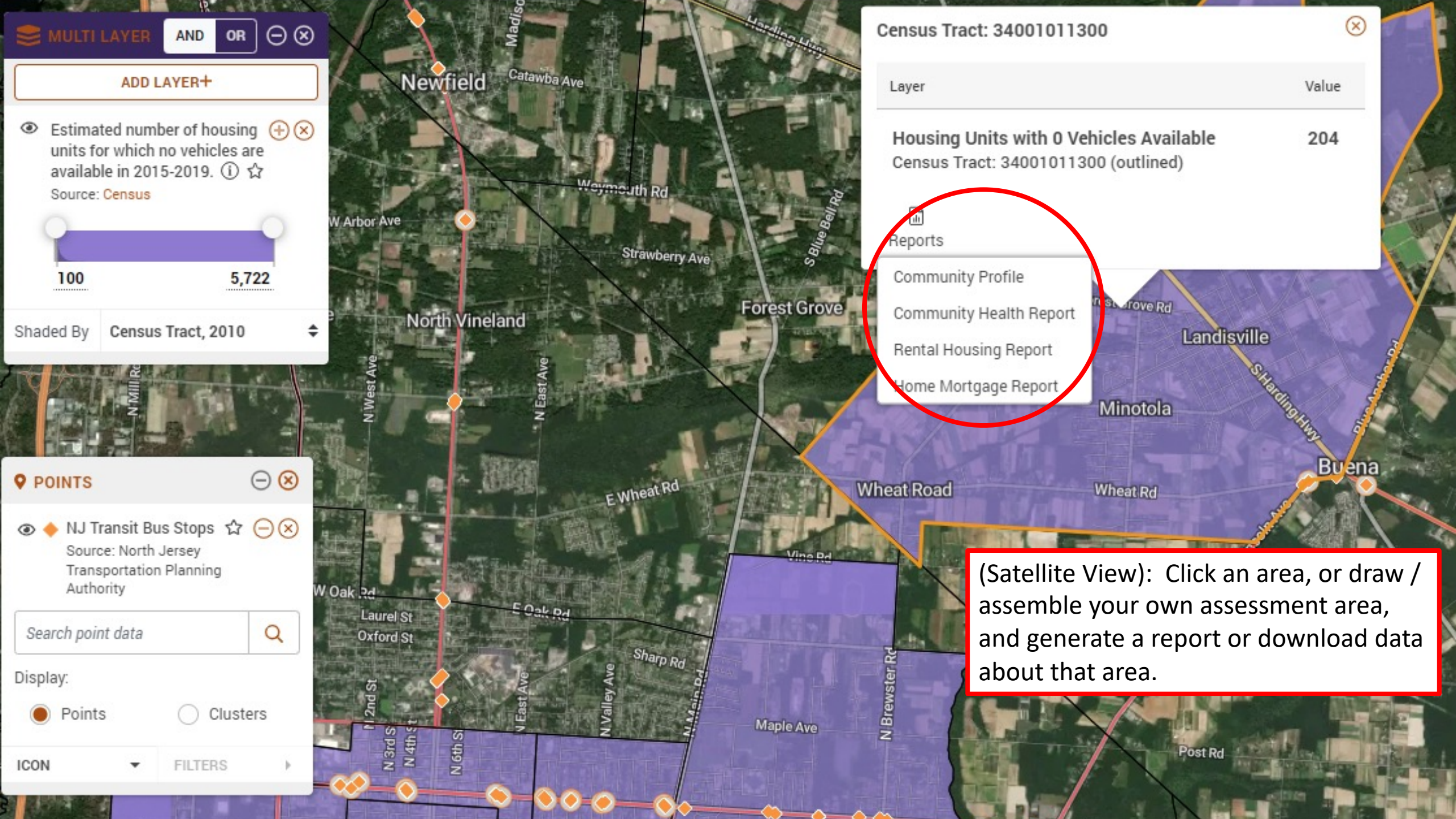
Search point data

Display:  
☒ Points ☐ Clusters

ICON FILTERS

Area in Southern New Jersey – Census tracts with at least 100 households without vehicles, and New Jersey Transit bus stops and routes.





MULTI LAYER AND OR - X

ADD LAYER+

Estimated number of housing units for which no vehicles are available in 2015-2019. ⓘ ☆  
Source: Census



Shaded By Census Tract, 2010

POINTS - X

NJ Transit Bus Stops ☆ - X  
Source: North Jersey Transportation Planning Authority

Search point data 🔍

Display:  
☒ Points ☐ Clusters

ICON FILTERS

Census Tract: 34001011300 X

Layer	Value
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Housing Units with 0 Vehicles Available	204
Census Tract: 34001011300 (outlined)	

- Reports
- Community Profile
- Community Health Report
- Rental Housing Report
- Home Mortgage Report

(Satellite View): Click an area, or draw / assemble your own assessment area, and generate a report or download data about that area.



## (-) Population Trends:

### Excerpts from Community Profile Report

As of the period 2015-2019, this area was home to an estimated **4,356** people.

Population	2000	2010	2015-2019	Change 2000 to 2015-2019 (%)
Area	3,873	4,603	4,356	12.47%
Counties (Atlantic)	252,552	274,549	266,105	5.37%
State (New Jersey)	8,414,350	8,791,894	8,878,503	5.52%

## (-) Racial Characteristics:

Of the people living in this area in between 2015-2019, **73.76%** are White, **8.7%** are African American, **25.78%** are Hispanic, **2.87%** are Asian, **0.18%** are either Native Hawaiian or Pacific Islander, **0.18%** are American Indian or Alaskan Native, **10.86%** are of "some other race" and **3.44%** are of two or more races. In the table below, the percentage of the population that each segment represents in the report area is compared to the percent it represents in the state.

Between 2000 and 2015-2019, the White population changed by **7.06%**, the African American population by **34.4%**, and Asian population by **443.48%**. The number of Hispanics changed by **23.68%**.

Race	2000	2010	2015-2019	Percent of Total Population in 2015-2019	Percent of State Population in 2015-2019 (New Jersey)
White	3,001	3,383	3,213	73.76%	67.78%
African American	282	434	379	8.7%	13.46%
Asian	23	82	125	2.87%	9.46%
Native Hawaiian or Pacific Islander	0	3	8	0.18%	0.04%
American Indian or Alaskan Native	0	34	8	0.18%	0.22%
Some Other Race	365	535	473	10.86%	6.29%
Two or More Races	202	132	150	3.44%	2.74%

Ethnicity	2000	2010	2015-2019	Percent of Total Population in 2015-2019	Percent of State Population in 2015-2019 (New Jersey)
Hispanic	908	1,354	1,123	25.78%	20.21%

The Community Profile Report has information on population by race / ethnicity and age, housing information including vacancy, jobs by industry, income levels, family structure, and more; and compares the area to the county and state levels.

#### (-) Incomes:

The median household income for the study area was **\$53,275**, compared to the state of New Jersey with a median of **\$82,545**, as estimated for 2015-2019 by the Census' American Community Survey.

The number of households divided by income categories is shown in the Annual Income Category table. In the period of 2015-2019, **47.83%** of households in the study area had an annual income of less than \$50,000, compared to **31.43%** of people in the state of New Jersey.

2015-2019 Annual Income Category	Number of Households	Percent of Households
<b>Census Tract (34001011300)</b>		
Less than \$25,000	559	31.94%
\$25,000 - \$34,999	95	5.43%
\$35,000 - \$49,999	183	10.46%
\$50,000 - \$74,999	297	16.97%
\$75,000 - \$99,999	151	8.63%
\$100,000 - \$124,999	199	11.37%
\$125,000 - \$149,999	78	4.46%
\$150,000 or more	188	10.74%
<b>County (Atlantic)</b>		
Less than \$25,000	19,850	19.88%
\$25,000 - \$34,999	8,766	8.78%
\$35,000 - \$49,999	12,655	12.67%
\$50,000 - \$74,999	16,347	16.37%
\$75,000 - \$99,999	11,873	11.89%
\$100,000 - \$124,999	9,994	10.01%
\$125,000 - \$149,999	6,266	6.28%
\$150,000 or more	14,099	14.12%
<b>State (New Jersey)</b>		
Less than \$25,000	491,173	15.2%
\$25,000 - \$34,999	221,628	6.86%

# Example 2:

Cross-Sector View: Race/Ethnicity, Income,  
Housing, Health and Transit Access  
Area of Louisville, Kentucky





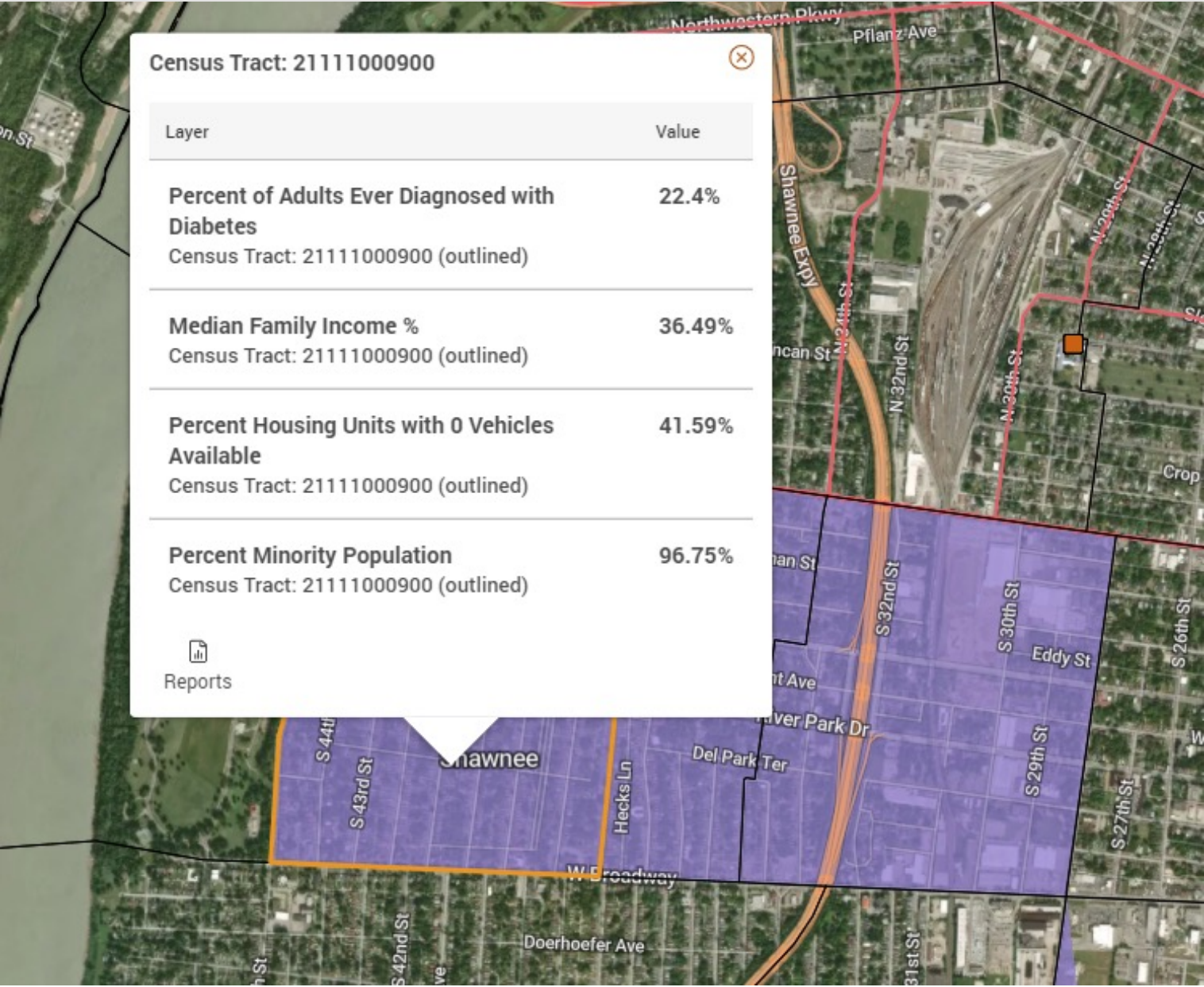






In multi-layer maps, click on an area to see statistics for that area and generate a report. You can also assemble areas into a custom assessment area and generate reports.

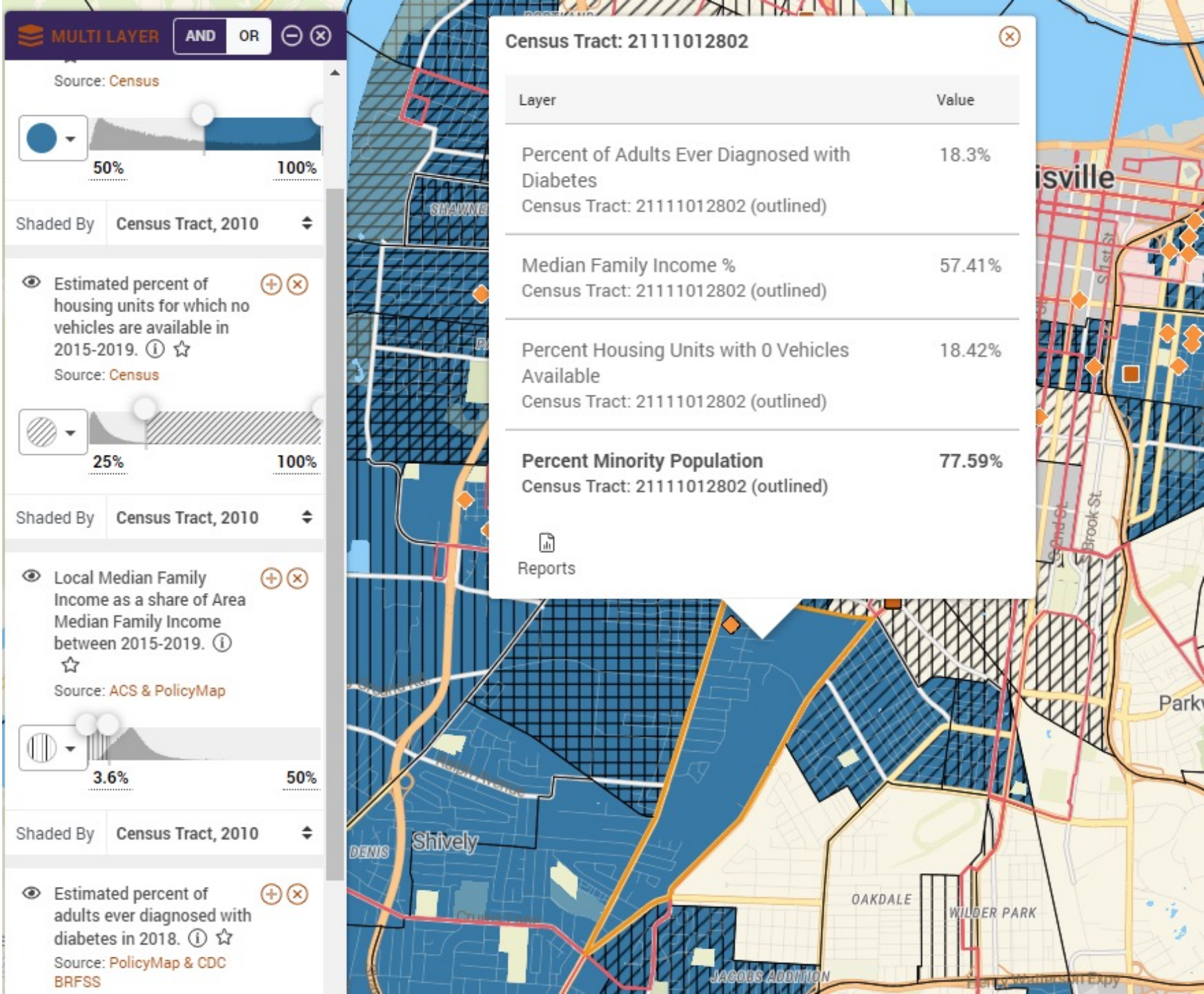
For more information on using multi-layer maps and other features, check out our support site at <https://policymap.helpdocs.io>





You can also change the multi-layer maps to OR, to show areas that meet one or more, rather than all, criteria.

Shown here is an area that meets our minority population designation of at least 50%, but is just outside of our diabetes, median family income or housing units without vehicles criteria, so they are greyed out.



# Thank You!

Questions?

Schedule a demo:

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