



Tools for Change

GIS Mapping and Assessment



Presented by:

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In collaboration with:

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What is a map?

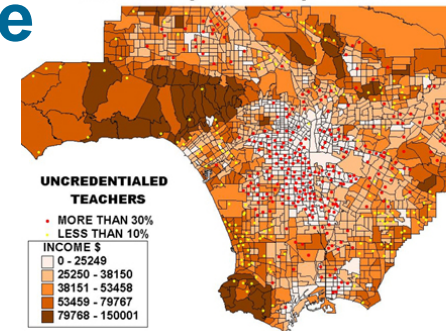
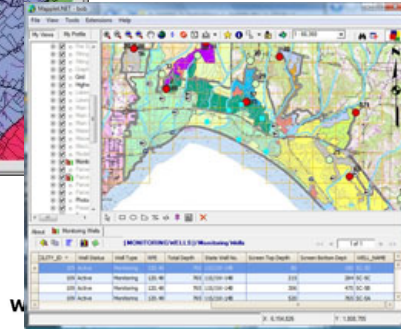
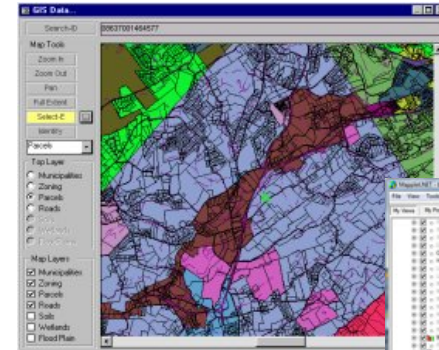


A map is a **reduced, selective, and symbolized** graphical representation of the environment...

Cartography combines art, science, technology

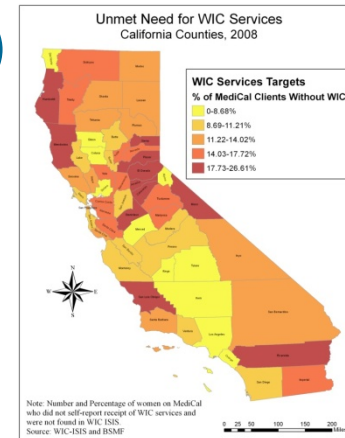
What Maps Can Do

- The Power of Maps
- Ways to Use Maps
 - Building Partnerships
 - Community Forums
 - Local Empowerment
 - Buy-in from Leadership
 - Elevating Action with Influential People
- Maps often are only a snapshot
- Maps should not sit on the shelf-share!

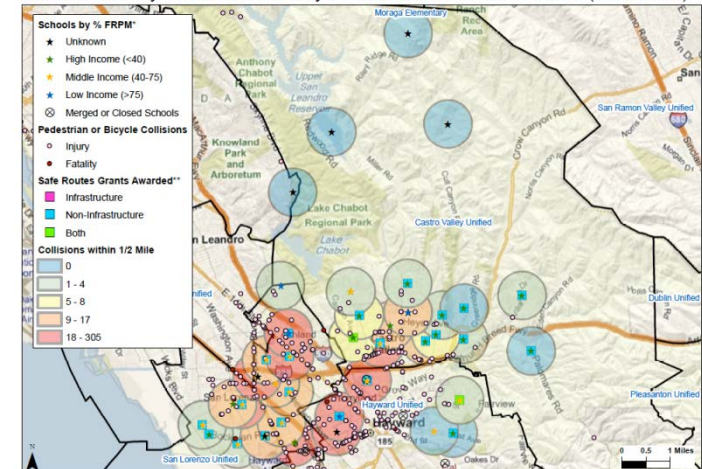


Mapping Technology Overview

- Rapidly Expanding Field
- Geographic Information Systems (GIS)
 - Desktop : ArcGIS
 - Online
 - Network for a Healthy California, ESRI, Healthy City, Food Atlas, more
- Interactive Maps
 - Adobe
 - Google, Yahoo, MapQuest, Walkscore, others



Alameda County - Pedestrian or Bicycle Collisions Near School Sites (2006-2008)

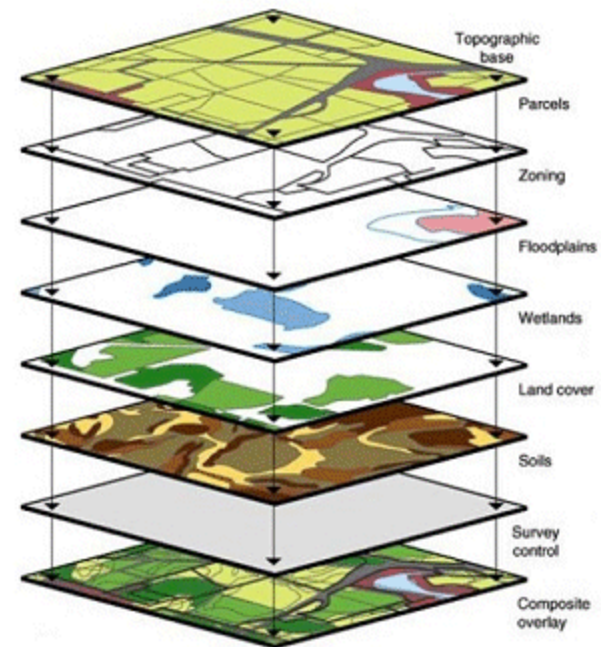
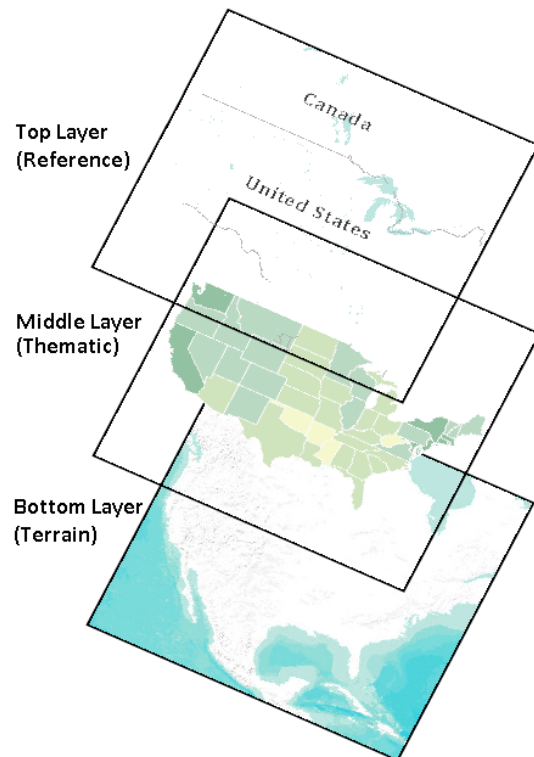


*Schools classified according to percentage of students eligible for the Free/Reduced Price Meal Program (2008)
**Safe Routes to School awards include state and federal funding from 2005 - 2010.

Sources: California Public School Database; SWITRS 2006-2008; Bing Maps

GIS Overview

Hardware or software to display information from databases using geocoding (latitude/longitude) and data organized in layers or shapes



GIS Overview

Common GIS Map Types

- Base map
 - Provides reference to physical features
- Choropleth map
 - Uses different fill colors within polygons to represent the magnitude of an attribute
- Graduated symbols map
- Dot density map
- Pin map
 - Shows actual location of a feature

Choropleth Map Example

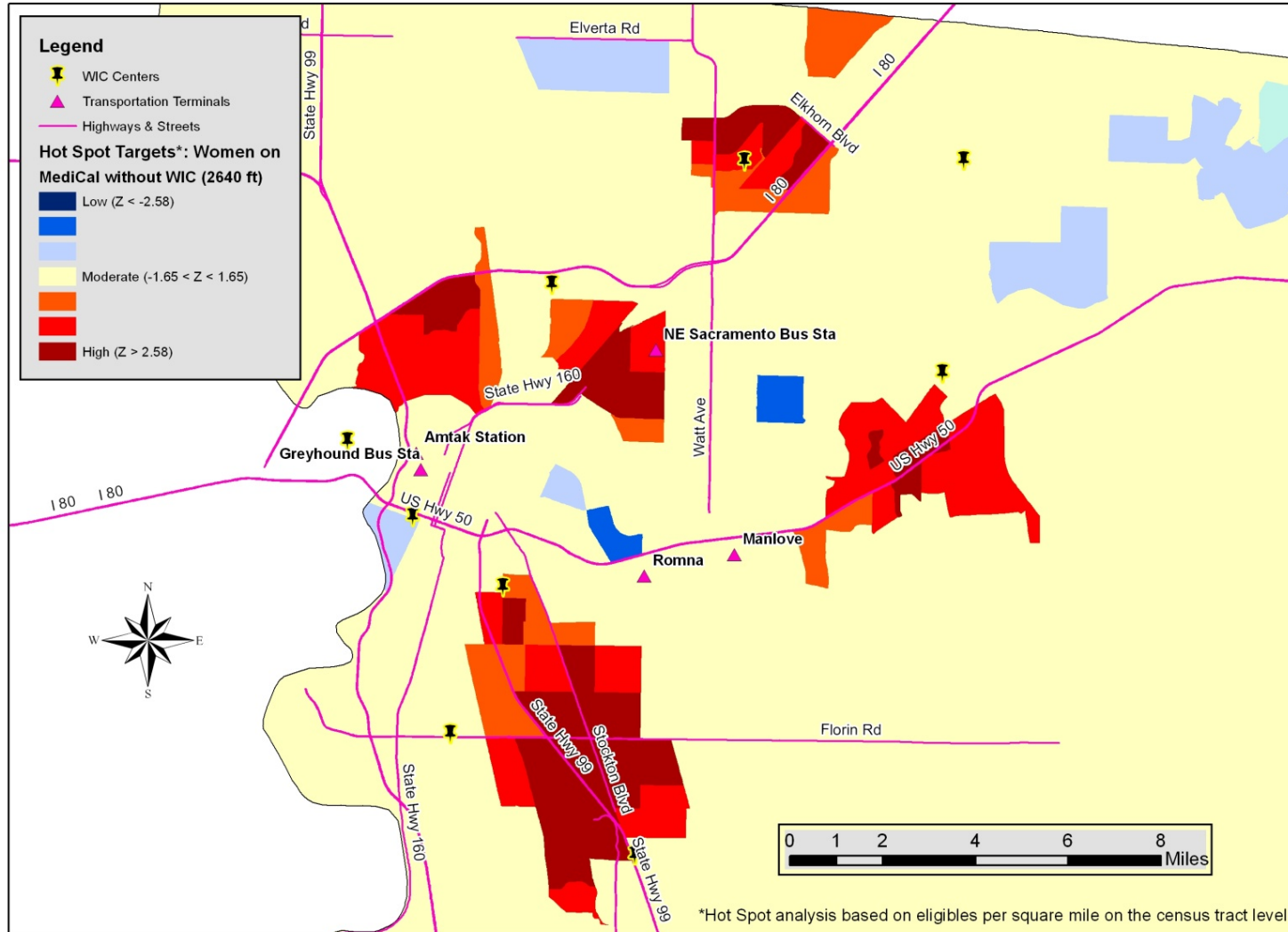


Spatial Analyses

- Often you can see relationships by just looking at the map and interpreting relationships
- Spatial analysis tools provide potential to reveal information that can't be easily seen
- Spatial analyses
 - Have a statistical basis
 - Different from choropleth maps, dot density maps, etc. that simply show us how the data are distributed
 - Spatial analyses allow us to learn much more...

Hot-Spot Analysis

Hot Spot Analysis: WIC Eligible Women Per Square Mile Sacramento County Census Tracts, 2008

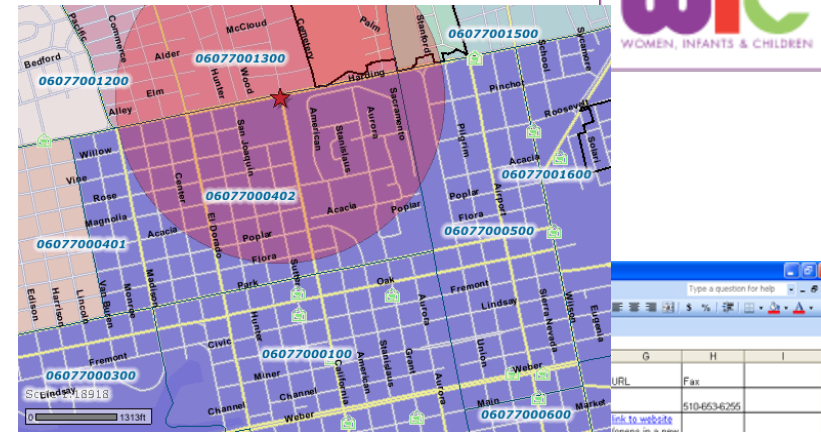


Tools For Change: CDPH Use of Mapping Systems

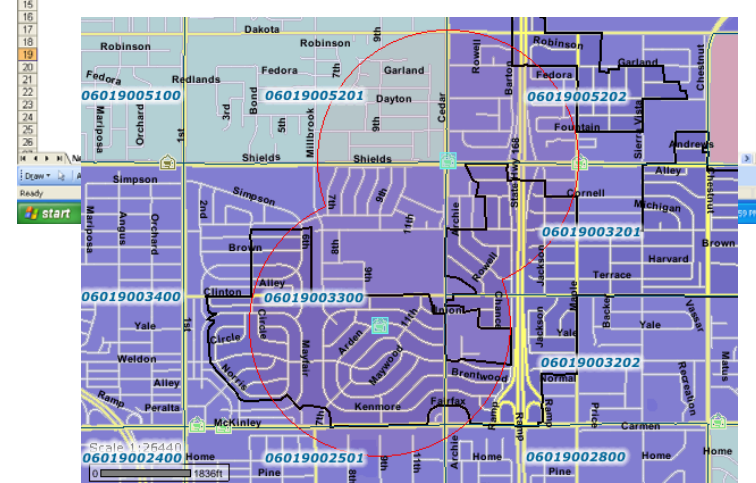


California Department of Public Health Programs

- Network for a Healthy California- GIS Map Viewer
- WIC (Women Infants and Children)
- Safe Routes to School
- Cancer Data Query System
- Web Maps County Health Status Profiles
- and more...



4	Old Oakland CFM	Fn	BA-2P	510-745-7100	Urban Village FMA	#780			
5									
6									
7	Mgr Email	Market Location	Zip Code	County	2000 U.S. Census Tract	Match Type	Accepts EBT?	Regional Network	USDA Eligible?
8	dnoach@mobetterfood.com	IN SI & Market	54092	ALAMEDA	6001402	ADDRESS	FALSE	Bay Area	TRUE
9									
10	urbamilage@earthlink.net	5TH & BROADWAY	94536	ALAMEDA	6001403100	ADDRESS	TRUE	Bay Area	TRUE
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Thank you!



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