

Community Opportunity Map

User Guide and FAQs

UPDATED FEBRUARY 2018

**SAFE
STRONG
SUPPORTIVE**

safe children | **strong** families | **supportive** communities

casey family programs | casey.org

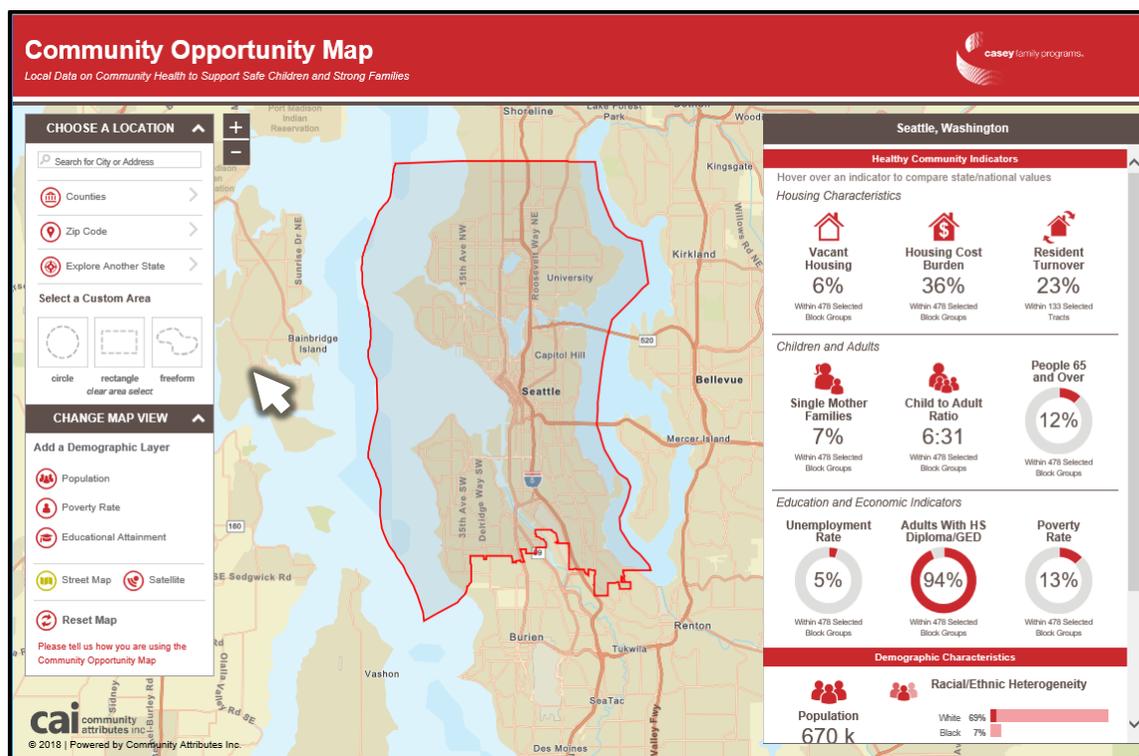
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User Guide

Overview

The Community Opportunity Map (COM), developed by [Community Attributes Inc.](#) and customized for [Casey Family Programs](#), is an interactive mapping platform that displays publicly available community data in user-specified geographic areas across the United States. This resource is free to the public and designed to increase access to information about communities, specifically drawing attention to ecological indicators commonly associated with child maltreatment. The information displayed in the COM does not represent an exhaustive list of community characteristics associated with child maltreatment, nor does the COM encompass all of the information necessary to make critical decisions that impact communities. Instead, the COM is designed as one tool of many that can be utilized to inform decision making, strategic intervention, calls to action, and stakeholder engagement to promote community health and well-being to achieve the goals of safe children and strong families.

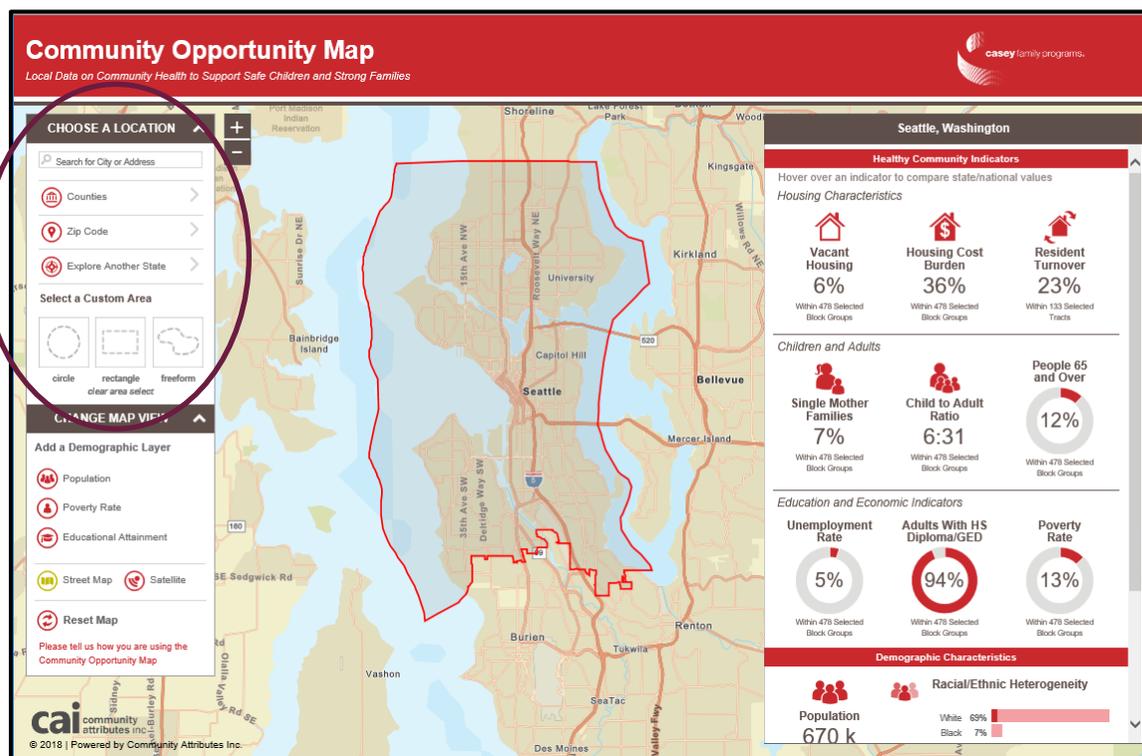


The COM allows you to specify any location in the United States, by searching for a city or address, selecting a county, ZIP code, or state, or drawing boundaries on the map using your mouse. Once a geographic area is selected, the COM redraws the map (i.e., zooms in or out) to the specified area and displays community indicator data for the

given region. The community indicators include information on housing, children and adults, education, and poverty and other demographics; specific information on the selected indicators and data sources [can be found here](#). When using the COM, you can also add color-shaded layers to the map to highlight population density, poverty, and educational attainment.

The following walkthrough highlights the different aspects and functionality of the COM. FAQs are included at the conclusion of this document. We hope users will provide feedback on the COM through the link provided on the mapping platform so that we can continue to improve the COM and understand how it is being used.

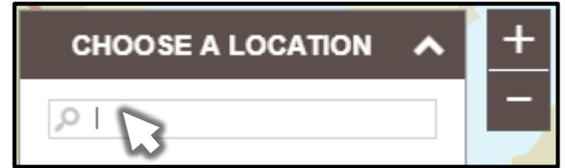
Choosing a location



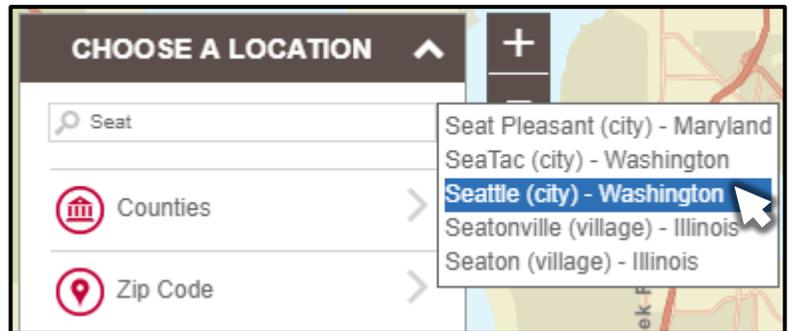
The COM asks you to specify the geographic area for which you would like to know more information. You can specify the area of interest by searching for a city or address, selecting a county, ZIP code, or state, or drawing boundaries on the map using your mouse. You can expand or collapse the menu by using your mouse to click on the caret (^) directly to the right of the text, “Choose a Location.”

Search for a city or address

With the *Choose a Location* menu expanded, you will see a search bar where you can type the name of a city or address in the U.S. As you begin to type, the search bar will generate a list of locations that match your search criteria. (Note: Generally four or more letters must be typed into the search bar to narrow your search to a manageable list of locations.)



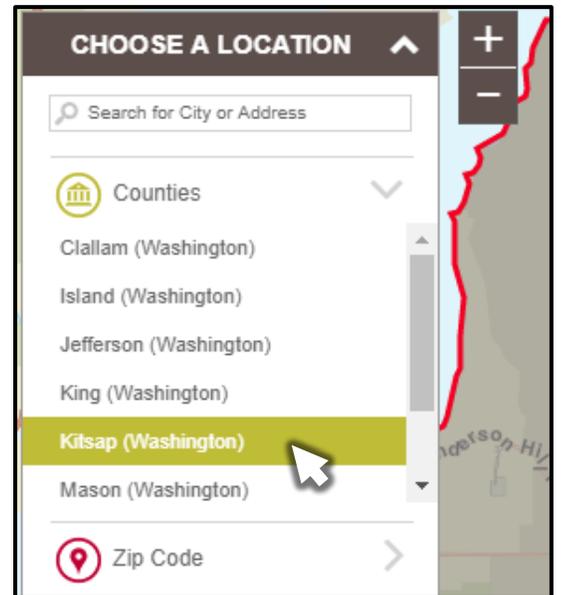
When the search function yields a list of locations to the right of the search bar, you can scroll through the options until you find the geographic area which you are searching for. (Note: Be careful that you select the city or location of interest, as many states in the U.S. have localities that share a name.) Once you click on a location from the options presented by your search criteria, the COM will zoom to the location you selected and provide community estimates about the area in the panel at right. If the area you selected does not fully appear on your screen, try zooming out to see the geographic boundaries (outlined in red) for the area you have selected.



If you cannot locate an area using the search menu, or you aren't sure how a location name is spelled, you can navigate around the COM using your mouse and the zoom features to zoom to your desired location.

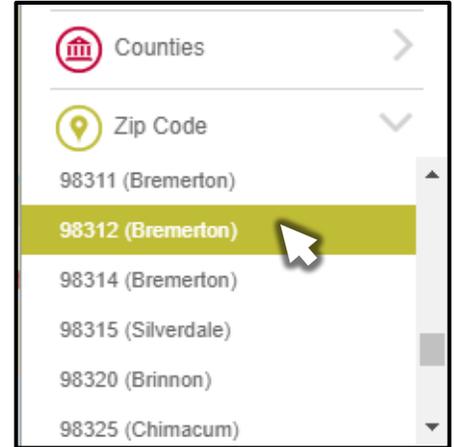
Select a county or ZIP code

Regardless of whether you have entered search criteria into the search bar, or if you have moved the map using your mouse and zooming in/out, you can also select nearby counties or ZIP codes, as well as any state in the U.S., using the dropdown submenus under the *Choose a Location* menu. For the location you have specified, the dropdown menu for *Counties* will display options for the county in which the map is zoomed to, and all of the adjoining counties as well. If the county you are searching for does not appear in the list generated by your map view, try zooming in/out or moving the map to a different area using your mouse to capture the county you are searching for. (Note: If the map is zoomed out too far, and the list of counties encompassed by the map area is too great, the submenus under *Choose a Location* will



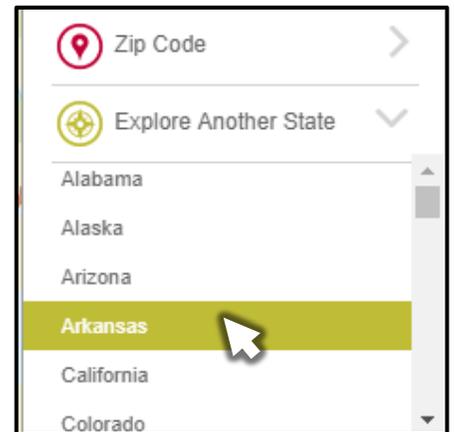
instruct you to “Zoom in to See Counties.”) Once you select the county of interest, the map will zoom to that area, draw the geographic boundaries around the county you selected, and provide you with community indicator estimates for that county.

You can expand or collapse the submenus for *Counties* and *ZIP Codes* depending on which level of geography you are interested in exploring. Selecting a ZIP code operates in a similar fashion to selecting a county. When the ZIP code submenu is expanded (the Counties submenu will collapse when doing so), a list of ZIP codes captured within the current map view will be generated. If the ZIP code you are searching for does not appear in the list generated by your map view, try zooming in/out or moving the map to a different area. (Note: If the map is zoomed out too far, and the list of ZIP codes encompassed by the map area is too great, the submenus under *Choose a Location* will instruct you to “Zoom in to See ZIP Codes”.) Once you select the ZIP code of interest, the map will zoom to that area, draw the geographic boundaries around the ZIP code you selected, and provide you with community indicator data about that ZIP code.



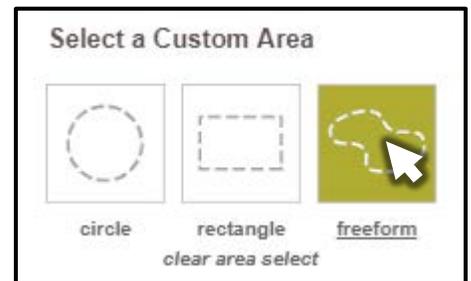
Explore another state

At any time, you can also expand the dropdown submenu titled, *Explore Another State*. From this menu you can select any state in the U.S., and the healthy community indicator information will be provided for that state. After selecting a different state, you can then zoom in to find the county, ZIP code, or community for which you would like to ascertain additional information.

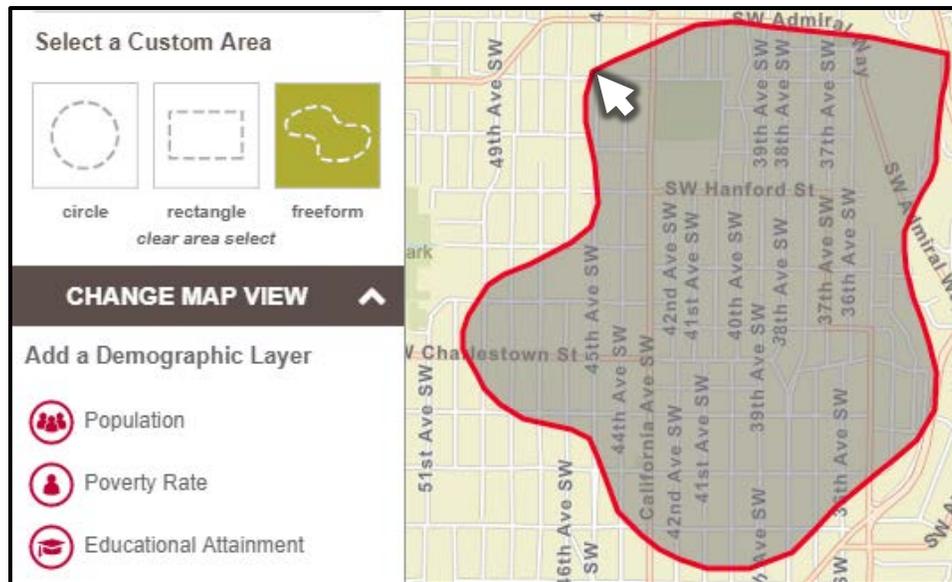


Selecting a custom area

After selecting a broader geography, be it a state, county, city, ZIP code, etc., you have the option to select a custom area of the map. You can use your mouse to draw a circle, rectangle, or freeform shape around any area of the map (within the U.S.) and the COM will display community indicator estimates for the area you have selected or, if you have selected a geographic area too granular to generate reliable estimates (i.e., smaller than a census block group), the map will redraw the boundaries of the area you selected within the nearest block group. Similarly, if you freeform draw an area on the map that crosses census boundaries, the COM will redraw your freeform boundaries to the nearest block group boundaries.



In order to draw a circle, rectangle or freeform shape using your mouse, click and hold the mouse button while you draw the desired boundaries.

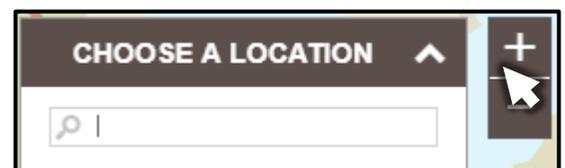


- For a **circle**, where you first click will represent the *center* of the circular area you specify, with the diameter expanding or contracting as you move the mouse.
- For a **rectangle**, where you click the mouse will become one *corner* of the rectangular area you specify, with the shape of the rectangle changing depending on where you drag the mouse. Note that the corner of the rectangle created by your initial mouse click will differ depending on the direction in which you move the mouse.
- Lastly, to draw a **freeform** area, you can move the mouse in any direction while you hold down the mouse button; it is simplest to draw a freeform shape (from start to finish) around your desired geographic area, though it is possible to drag your mouse over a boundary you have already created. Again, the map will adjust to areas designated by the census block group for which measures of the community indicators can be estimated.

The geographic location you have selected will be outlined in red, and a description of the location will appear above the dashboard of healthy community indicators.

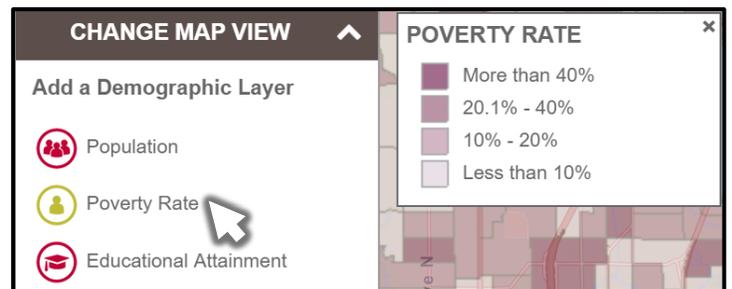
Zooming in and out and moving the map area

In order to zoom in and out of the map to see the entire boundary of the geography selected, to view the surrounding area, or to select a different area, you can either click the “+” and “-” buttons to the right of the *Choose a Location* dropdown menu or scroll your mouse wheel while the pointer is hovering over a map area.



Adding a demographic layer and toggling street/satellite view

You can toggle on/off certain demographic layers on the COM, such as the population density or the poverty rate, by clicking the layer of interest. When the layers are turned on, an overlay is generated across the entire map view that displays every census block group color-shaded by degree; details regarding the degree, or level, of the layer selected are provided in the legend that appears when the demographic layer is turned on. For example, when the layer *poverty rate* is turned on, every census block group in the map view is shaded one of four colors, representing the four categorical levels of poverty displayed in the legend (e.g., less than 10%).



You also have the ability to toggle between the street view, which displays a road map of a given geography with geographic features and landmarks noted, and the satellite view, which displays the view of a given geography from space.



Resetting the map

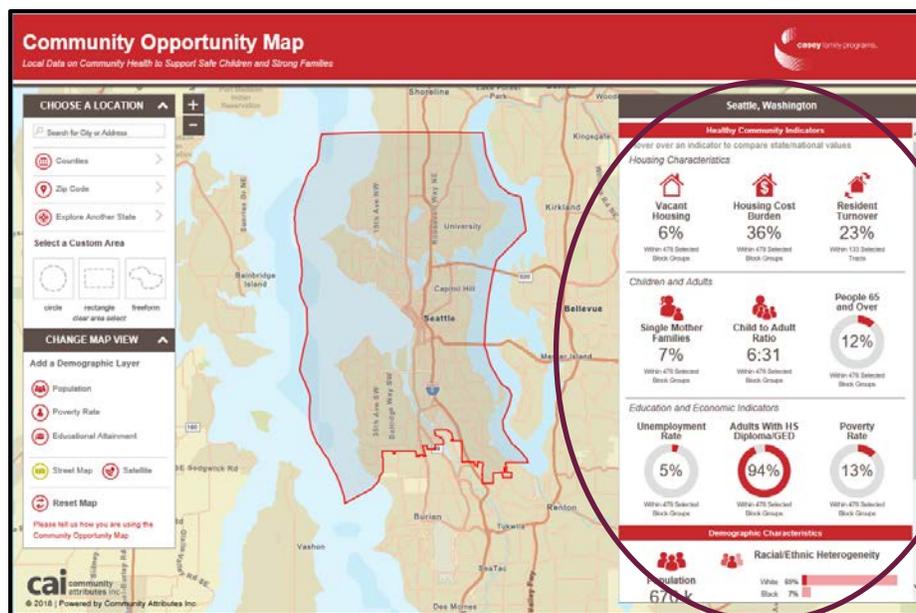
Directly beneath the map view feature that allows you to toggle between street/satellite view is a button labelled “Reset Map.” Clicking the *Reset Map* button (or text) will return you to the opening screen, which is currently set to the city of Seattle.

Provide feedback on the Community Opportunity Map

Directly beneath the *Reset Map* button, hyperlinked text appears that reads, “[Please tell us how you are using the Community Opportunity Map.](#)” Clicking this link will open a new tab in your web browser directed to the COM feedback page. Here you can provide feedback on how you are using the COM; your feedback is critical to demonstrate the utility of the COM and for future improvements and upgrades to the mapping platform.

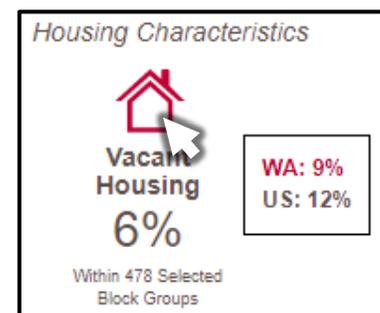
For any comments or questions you may have beyond feedback on your use of the COM, please contact us at GeographicAnalysis@casey.org. If you experience technical difficulties with the COM, please contact Community Attributes Inc. at help@communityattributes.com.

Reading the community indicators dashboard



The Community Opportunity Map displays a dashboard of a number of community health indicators associated with community rates of child abuse and neglect on the right-hand side of your screen. At the top of the dashboard, you will see the name of the region (state, county, city, “selected area,” etc.) that the data and statistics in the dashboard reflect. Within the dashboard, community indicators are organized by subdomain: housing characteristics, children and adults, education and economic indicators, and demographic characteristics. To learn more about the healthy community indicators and demographic measures, including how and why the indicators were selected, sources of the data, and limitations of the information, please consult the data documentation (link provided at the bottom of the dashboard as well) at: <https://casefamilypro-wpengine.netdna-ssl.com/media/COM-information-sheet.pdf>.

Each indicator on the dashboard has several features. An icon and the name of the indicator are shown to inform you what each estimate represents. Hovering your mouse over any particular indicator (the icon, indicator name, or estimate) will automatically display comparison values for that indicator for the entire U.S. and for the state in which the geographic area you have selected resides. Each indicator displays the number of block groups or census tracts encompassed by the geographic area selected as well (directly below each indicator). (*Note: Not every indicator is measured the same way (e.g., percentages, counts, ratios). Take heed of what each indicator measures, how it is measured, what the data mean in context, and how supplementary data could inform the estimates displayed on the dashboard.*)



We hope you find the Community Opportunity Map a useful resource in your work efforts. To learn more about Casey Family Programs and our mission to safely reduce the need for foster care and build Communities of Hope, click on the icon in the upper right-hand corner of the COM.



For more information, contact GeographicAnalysis@casey.org.



Quick Reference Guide

The Community Opportunity Map (COM) draws attention to ecological indicators commonly associated with child maltreatment. The COM should be used with other tools to inform decision making, strategic intervention, calls to action and stakeholder engagement to promote community health and well-being to support safe children and strong families.

Community Opportunity Map
Local Data on Community Health to Support Safe Children and Strong Families

Casey Family Programs

CHOOSE A LOCATION

Search for City or Address

- Counties
- Zip Code
- Explore Another State

Select a Custom Area

- circle
- rectangle
- freeform

CHANGE MAP VIEW

Add a Demographic Layer

- Population
- Poverty Rate
- Educational Attainment
- Street Map
- Satellite
- Reset Map

Please tell us how you are using the Community Opportunity Map

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Seattle, Washington

Healthy Community Indicators

Hover over an indicator to compare state/national values

Housing Characteristics

- Vacant Housing: 6%
- Housing Cost Burden: 36%
- Turnover: 23%

Children and Adults

- Single Mother Families: 7%
- Child to Adult Ratio: 6:31

Education and Economic Indicators

- Unemployment Rate: 5%
- Adults With HS Diploma/GED: 94%
- Poverty Rate: 20%

Demographic Characteristics

- Racial/Ethnic Heterogeneity
- Population: White 65%

Learn more about the Healthy Community Indicators and Demographic Characteristics
Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2012-2016.

Type the first 4 or more characters of **any U.S. location**. Select from matches that appear.

Click the **+** or **-** to **zoom the map** (or use your mouse roller).

Click to view a list of **Counties** for the visible part of the map. You may need to zoom in if there are too many results.

Click to quickly move to a different **State**. The Health Community Indicators box will update for any location selected.

Icon and indicator name describe the estimate.

Click to view a list of **ZIP Codes** for the visible part of the map. You may need to zoom in if there are too many results.

Expand/collapse these sections.

Number of block groups or census tracts in the selected area.

Click to **turn on** one of these color-coded **demographic layers**.

Customize your selected area by drawing your own geographic boundaries:

- Circle** - Click to set the circle's center, then move the mouse to expand or contract the diameter.
- Rectangle** - Click to anchor the rectangle's corner, then drag the mouse to change the shape.
- Freeform** - Click to anchor your shape, then drag the mouse to draw a freeform shape around your desired geographic area. The shape will adjust within the nearest block group(s) for which measures can be estimated.

Hover mouse pointer to display comparison estimates for the state and U.S.

Toggle between street (default) and satellite **views**.

Click to **reset the map** and start over.

Provide feedback to Casey Family Programs on how you are using the COM.

Learn more about the community indicators and data sources.

FAQs

Who is Casey Family Programs?

Casey Family Programs is the nation's largest operating foundation focused on safely reducing the need for foster care and building Communities of Hope for children and families across America. Our mission is to provide and improve — and ultimately prevent the need for — foster care.

Casey Family Programs works in all 50 states, the District of Columbia and two U.S. territories and with more than a dozen tribal nations to influence long-lasting improvements to the safety and success of children, families and the communities where they live.

For more information, please visit www.casey.org.

How can I use the information in the Community Opportunity Map?

The Community Opportunity Map (COM) is freely available to the public and displays publicly available information from the U.S. Census Bureau in an accessible and interactive format. The information provided in the COM represents a cross-section of community data on indicators associated with rates of child maltreatment. The COM does not capture how communities have changed and are changing over time, and additional information may be available that places these data in context.

The COM can be used in conjunction with additional data and contextual information to inform decision making, strategic intervention, calls to action and stakeholder engagement to promote community health and well-being to support safe children and strong families

Why are these particular community indicators displayed?

Extant research has shown the indicators displayed in the Community Opportunity Map are associated with rates of child maltreatment at the community level. Ecological factors, while not determinant of individual behaviors, can pose risks to families (or act as protective factors) through such mechanisms as social support, community resources, or community norms related to parenting. The indicators in the Community Opportunity Map do not represent an exhaustive list of the correlates of maltreatment; these particular community indicators are publicly available through the U.S. Census Bureau and are found in other national frameworks and indexes that assess community health and well-being, such as the Healthy Communities Index from the U.S. Department of Housing and Urban Development.

For more information on the literature and evidence base related to each of the indicators, see the [information sheet](#) provided.

Where can I find additional community information?

Additional information about communities across the United States can be found through the American Factfinder, a resource from the U.S. Census Bureau that provides information on social, economic, housing, demographic, and other population characteristics. Beyond information from the U.S. Census Bureau, community information at varying levels of geography is accessible through the Bureau of Labor Statistics, the National Center for Education Statistics, the Behavioral Risk Factor Surveillance System, the Federal Bureau of Investigation, the Centers for Disease Control and Prevention, the Environmental Protection Agency, the Federal Highway Administration, the U.S. Department of Housing and Urban Development, and others.

Further, local data may be available from police departments, school districts, city planning departments, election boards, hospital associations, departments of public health, chambers of commerce and others.

Can I add more data and indicators to the Community Opportunity Map?

The Community Opportunity Map was designed to highlight those community indicators that are often associated with child maltreatment rates, available to the public, and measured at a granular level of geographic specificity (census tract or block group). As such, the current iteration of the platform has a limited scope. The platform on which the Community Opportunity Map was developed, however, is customizable and can be populated with additional data and feature additional elements, such as restricted access (if sensitive data are displayed), multiple data layers, or the inclusion of multiple dashboards.

Casey Family Programs worked with the platform developer to design and host the Community Opportunity Map. For more information on how this resource could be customized or expanded for your community, please contact Community Attributes Inc. at help@communityattributes.com.

What if my city or address search yields no results?

The search function of the Community Opportunity Map requires at least 4 characters typed in the search bar before a list of nearest matches will be generated for cities and addresses. If you are searching for a city in the United States that is spelled using only 3 letters, simply enter a comma following the city name, and the search function will generate a list of matches.

Further, use caution when searching for cities and addresses using the search bar. Be sure that you have spelled the name of your location of interest correctly, and that you have selected the correct city from your state of interest. The names of many cities in the United States, including major cities, exist in multiple states. For example, Dallas is a city in Texas, Georgia, and Oregon, as well as a town in North Carolina and South Dakota and a village in Wisconsin.

What if the area I have selected is not appearing?

Some boundaries of counties, cities, ZIP codes, or other selected geographic areas may not be immediately visible when the COM redraws a map area. This is, in part, due to how the map renders on different screen sizes and the placement of the indicator dashboard. By zooming farther out on the map (using the + or - buttons, or your mouse roller), you should be able to view the selected geographic area in its entirety. If you still cannot view a given geography, please contact us at GeographicAnalysis@casey.org.

Can I see additional or multiple map layers?

At present, the Community Opportunity Map layers only display population density, poverty rate, and educational attainment. These layers can only be turned on one at a time.

How often are the data refreshed?

The data are refreshed on an annual basis, in alignment with each release of the American Community Survey 5-year estimates. The American Community Survey is conducted every year by the U.S. Census Bureau, and the 5-year estimates are available each winter. Multiyear estimates are used because they tend to be more reliable (due to larger sample sizes) and only multiyear estimates are available for granular geographies (i.e., census tracts and block groups).

What if the information and statistics do not seem correct?

Minor variations may exist across data sources or across geographies. For example, ZIP code estimates represent an approximation of postal ZIP codes, as the COM uses census block group information for those block groups whose center lies within a ZIP code to approximate ZIP code estimates (these estimates will differ slightly from ZIP code tabulation areas as defined by the U.S. Census Bureau).

Further, small area estimates tend to have greater margins of error, which is important to consider when assessing the reliability of any estimates displayed by the COM. If estimates seem invalid or inconsistent with information from the American Community Survey or other data sources, please contact us.

Why doesn't the map provide information on Puerto Rico, the U.S. Virgin Islands or other territories?

Information for Puerto Rico is collected using a unique survey known as the Puerto Rico Community Survey (similar to the American Community Survey). Because the COM only displays information from the American Community Survey, estimates are not generated for Puerto Rico. Similar information to what is found on the COM for Puerto Rico, however, can be accessed through the U.S. Census Bureau's American Factfinder.

Information collected on American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands is collected every 10 years by the Decennial

Census of the Island Areas, as well as every 5 years by the Economic Census of the Island Areas. Because these data do not align with the estimates from the American Community Survey, both in terms of currency and frequency of data collection, they are not presented in the COM. Information on these island areas can be accessed through the U.S. Census Bureau's American Factfinder.

Does the Community Opportunity Map provide estimates for tribal reservations and trust land areas?

The American Community Survey collects information on tribal census tracts in American Indian areas and, as such, estimates are provided for these areas in the COM. Estimates from small geographic areas or estimates derived from smaller samples of the population must be interpreted with some caution as they have greater margins of error. Improvements were made to the American Community Survey in 2011 to reduce the amount of sampling error in smaller areas and areas found to have been undercounted in years past.

How do I interpret the shaded bar graph displaying racial/ethnic heterogeneity?

The bar graph under *Demographic Characteristics* displays the percentage of individuals in a geographic area identifying with a particular race category (e.g., white, black, Native American). Currently, the U.S. Census Bureau and the American Community Survey collect information on race and ethnicity separately; thus, individuals can identify with a racial group and as Hispanic or non-Hispanic. The dark-red shading within each bar of the graph represents the percentage of individuals identifying as Hispanic *within* each race category; conversely, the light-red shading within each bar of the graph represents the percentage of individuals in each race category identifying as non-Hispanic.

Why is the map loading slowly?

The Community Opportunity Map will load in most internet browsers; however, the platform functions optimally using Google Chrome. If you experience performance issues or slow loading time, attempt to use a different browser. If the problem persists, please contact help@communityattributes.com.

