

Welcome to the PolicyMap. PolicyMap gives you access to over 37,000 indicators of data to create maps, tables, reports and more.

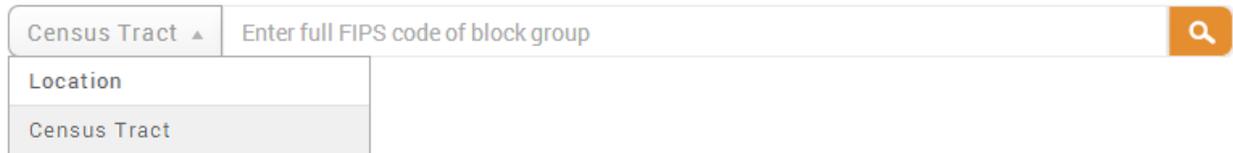
**Search the Map** – To start, you should specify a location. The search bar on top allows you to quickly find and position the map to different locations. Similar to most online mapping tools, you can search for locations by an address, a type of geography (e.g. zip code, city, county, or state), census tract, congressional district, school district, state legislative boundaries, or metro areas.

1. By Location – The default search is by Location, so enter an address, city, state, zip code, etc in the entry box and hit Enter/Return on your keyboard or click the magnifying glass icon. If searching by a type of geography, like Boston, you will see the map position itself at the location you entered, with a border surrounding the geography. If more than one location in the US has the same name, the map will default to the largest populated location, and a message box will appear listing all matching locations by population. If you are searching by an address, the map will zoom to the address.



A search bar with a dropdown menu set to "Location". The input field contains the placeholder text "Enter Address, City, County, State, or Zip". A magnifying glass icon is on the right side.

2. By Census Tract/Block Group – If you want to find a specific census tract, start by selecting Census Tract from the drop down menu. Simply enter the FIPS code for the tract and hit Enter/Return on your keyboard or click the magnifying glass icon. If you do not know the FIPS code for the census tract, follow the instructions in the tips section below.



A search bar with a dropdown menu set to "Census Tract". The input field contains the placeholder text "Enter full FIPS code of block group". A magnifying glass icon is on the right side. Below the search bar, a dropdown menu is open, showing "Location" and "Census Tract" as options.

3. By Other Geographies – You can also search by Congressional Districts, School Districts, State Districts (local state House and Senate districts), or Metro Area (CBSAs & Metro Divisions). To search by one of these geographies, select the category in the drop down menu, choose the state and either select from the additional drop down menu or enter a district name.

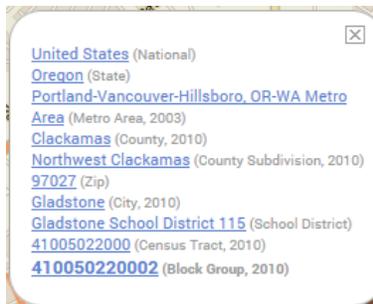
**Tips for setting a location:**

- For best results when searching by address: use a street address and zip code, use street abbreviations such as “Ave” or “St,” and remove apartment numbers.
- If you need to look up a census tract number, search the map for the general area in which the tract is located (such as a street address or county). In the Map Boundaries menu, select “census tracts” to reveal the boundaries on the map. You can view tract numbers by clicking the map to generate an info bubble.
- When searching for state House and Senate districts, select “Upper House District” to search for the state senate, and “Lower House District” for state house districts.
- When searching for a school district, select the state from the drop down box and then enter the name of the district.

**Viewing the map** – You can zoom in and out by double-clicking the map or using the zoom-level bar in the upper right of the map. To pan across the map, click and hold your left mouse button on the map, then drag the map within the map window.

Info bubble – Click anywhere on the map to display an info bubble for that location. Without a data layer added, the bubble will display the selected location’s block group, census tract, county, school district, and other geographic identifiers.

If you display an info bubble while a data layer is loaded, it will show the value of the data layer for the shaded area, as well as the values for the larger geographies in which it sits. The info bubble also gives you the option to create a report about the highlighted area (“Get Report”) or display all the geographies in the bubble into a table to compare (“See Table”).

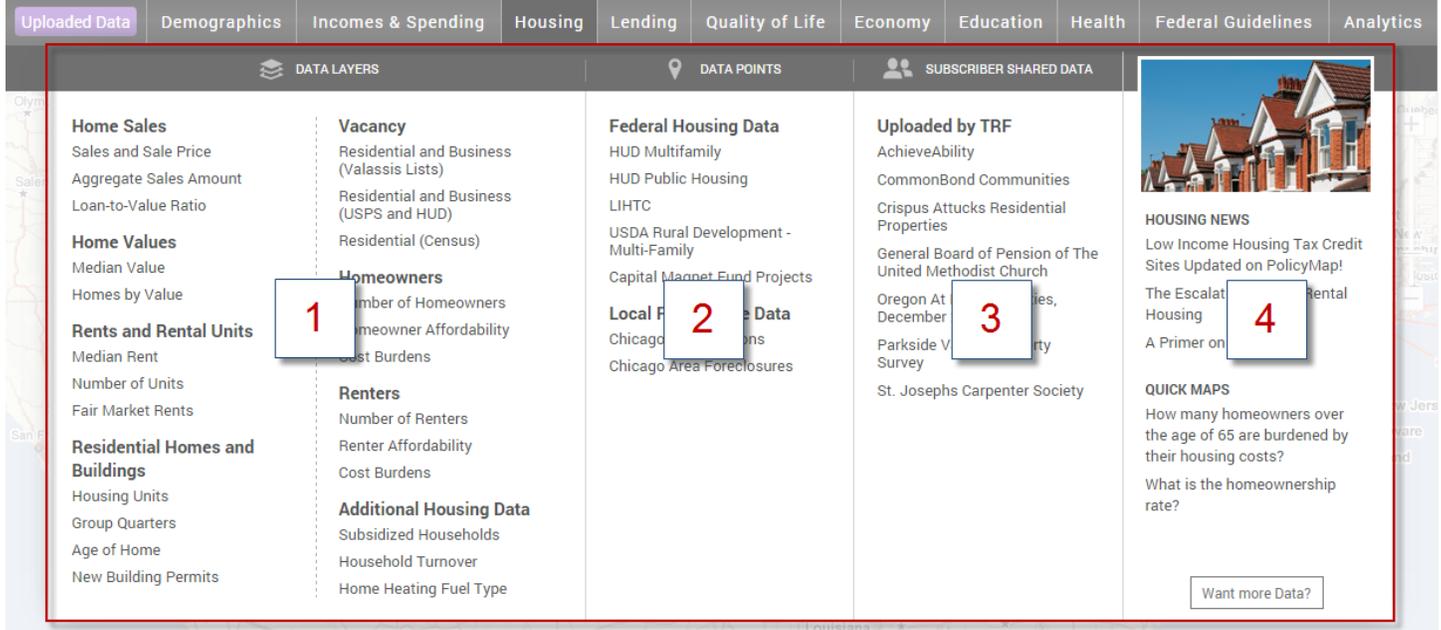


Info Bubble (without data)



Info Bubble (with data)

Adding Data – The data menu is broken into four sections; Data Layers, Data Points, Subscriber Shared Data, and PolicyMap Suggestions.



1. **Data Layers** – are datasets shown as thematic or “heat” maps; shaded areas in a darker color represent the higher concentration or amount or percentage, anything in a lighter shade is the opposite of the range.
2. **Data Points** – are point or address level datasets, displaying icons for each address. Point datasets will have unique filtering and coloring coding options.
3. **Subscriber Shared Data** – are point datasets created by users utilizing the Data Loader and shared with all PolicyMap users.
4. **PolicyMap Suggestions** – are links relevant to the category including; blog articles related to the category, similar datasets, or the ability to suggest new datasets to PolicyMap.

4) PolicyMap Suggestions – PolicyMap will link articles and blog posts which are relevant to the category. Quick Maps are data layers which a user might want to view within the category. Do you have a data source that you would like to see on PolicyMap? Click the “Want more Data?” button and send us more information. We are always interested in expanding our database for users.

3) Subscriber Shared Data – Subscribers using the Data Loader have the option to share their data with all users on PolicyMap and any datasets uploaded by the PolicyMap team will be listed here.

- 1) **Data Layers** – PolicyMap gives you an innovative and easy way to view data through thematic maps. To add a data layer, select a category from the tabs above the map, navigate through the Data Layers section and select the data to display. We have thousands of data layers to choose and you can learn more about each data layer at <http://www.policymap.com/our-data.html>



The Legend – After adding a data layer, the Data Layer legend will display the data title, Year, Variable, Range Values, etc) and the values for each color on the map. The legend also gives you the ability to fully customize the map by changing the year, how the data is displayed, or making your own custom shaded ranges.

Legends can be dragged to any location on the map, Select the bar on top of the legend to select, and then drag. The (--) symbol on the right will minimize the legend, which will be replaced by an (+) to maximize the legend.



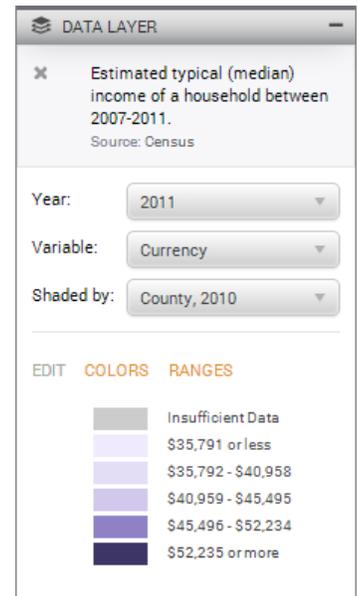
Data Layer – The Data Layer title will display as well as the source of the data layer. The source will link to our Data Library more information. The X symbol to the left of the title will remove the data layer from the map.

Years – Depending on the data layer added, you can toggle between available years, quarters, and months. Some years are only available to *subscribers* and *trial users*.

Variables – Changing the variable will change how the data is displayed on the map. You can toggle between different variables, including the number, currency, percent, or even the change across years depending on the Data Layer displayed.

**Shade by**– PolicyMap displays data at different geography levels; the zoom level determines what geography the map is shaded by. For example, when looking at the nation, data is shaded by state. As you zoom in, shading might change to the county, zip code, census tract, and finally block group level - depending on the availability of the data at that geography.

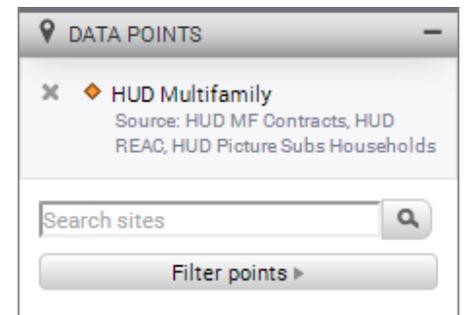
The “shade by” pull down menu gives you the ability to change the geography at which the current data layer is shaded. For example, you can create maps of Philadelphia County shaded by zip codes or municipalities, instead of the default shade level of census tracts.



2) Data Points – Data Points allows you to view point datasets, like addresses, on a map. You can view these datasets by themselves or on top of a data layer.

When you load a point dataset, the Data Points legend will appear. The legend will display what icon the dataset is represented on the map, the optional ability to search, and the filter points. Click on any icon to display information about that site in the info bubble.

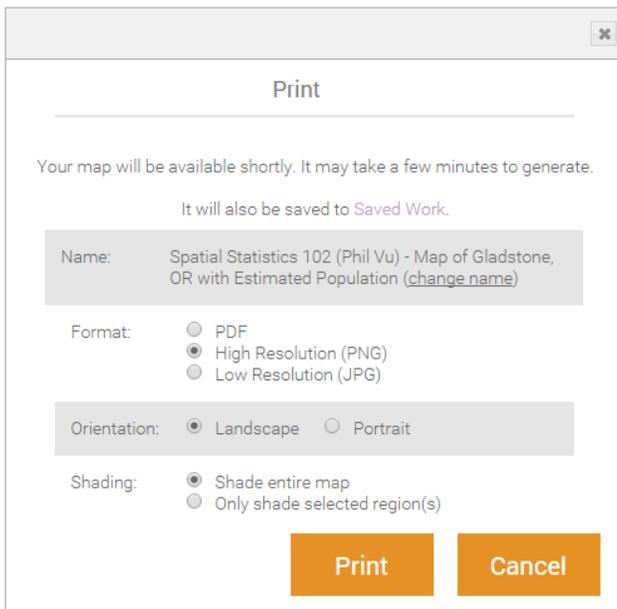
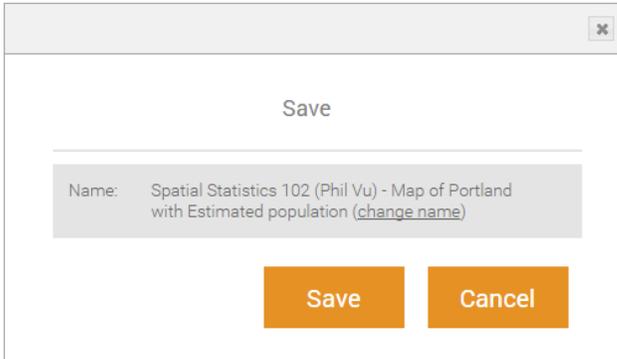
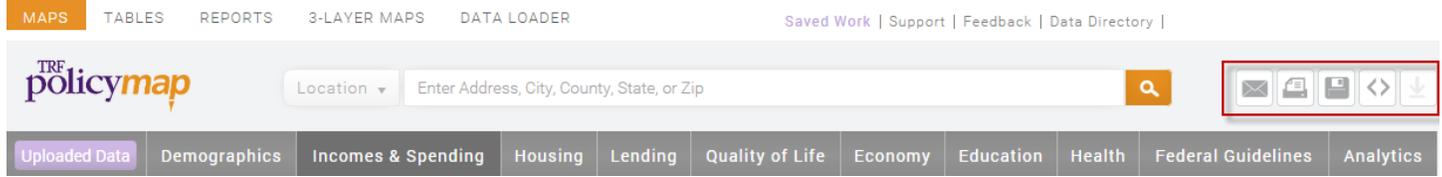
- Filter datasets: To filter, select the filter points button . The map will refresh and a subset of the dataset will now appear on the map. You can apply multiple filters to any dataset.
  - Multiple filters can be applied at the same time, simply keep adding the filters.
  - Some filters have unique color coding options,
- Add multiple point datasets to you map: Simply click on each one you wish to add from the menu.
- You can remove any site dataset or a filter(s) by clicking the X symbol next to the name.



The legend can be dragged to any location on the map, Select the bar on top of the legend to select, and then drag. The (--) symbol on the right will minimize the legend, which will be replaced by an (+) to maximize the legend.



Finally, when you have a map with your location, data layer, adjustments from the legend, and any sites added, you can save and print your work. All printed maps, tables, and reports will store a copy in your [Saved Work](#), allowing you to log into your account at any time and download a copy. Print, Save, and Email options are located on the top right of all pages;



 **Email** – The quickest way to share a map with another user within the university is to email. This will send an email with a link of a map with your current location, any data layer added, and/or sites loaded. You can only email maps of public data and features. *Please note, emailed links can only be accessed within the university network.*

 **Save** – You can save any map you create by selecting the Save icon. *Use a naming convention that will identify the course and student.* Select “save” and your map will be saved to [Saved Work](#).

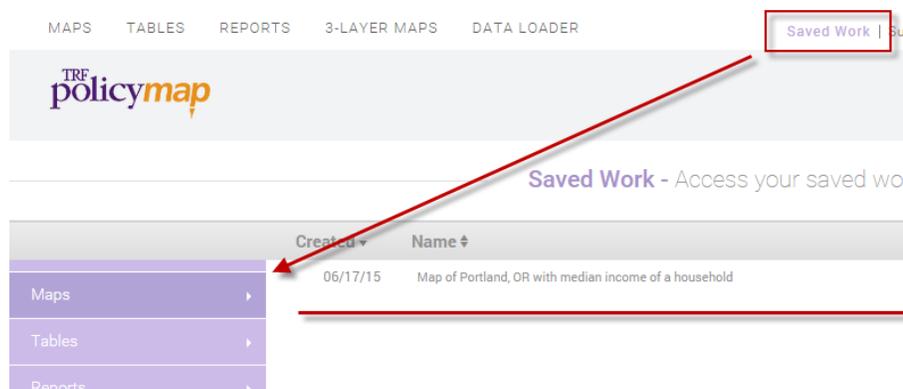
 **Print** – Printing gives you the option to print as a PDF for an 8x11 printout or JPEG and PNG file enabling you to insert maps to a Word document, PowerPoint, or other electronic document.

- PNG files have better image resolution and will be a slightly larger file size than the JPEG.

Maps can be printed in portrait or landscape and will contain the map title, detailed description, and legend. Printing will save your work to [Saved Work](#), and the changed name will be the title of the map now.

The “Shading” option for printing allows you to print a map where only the outlined location on the map is shaded. You’ll see the geography of the surrounding area without the data shading. This is sometimes called “island” printing.

After you select Print, **the file will download to your computer**, and save a copy to the [Saved Work](#) section on the top right.



**Note:** The quick start is a great way to learn the basics of PolicyMap, but we always suggest you attend an online training. Dates and times are available on our blog: <http://blog.policymap.com/?p=361>. For any questions regarding PolicyMap, please email us at [info@policymap.com](mailto:info@policymap.com) or call us at 1-866-923-MAPS (6277).