

Using Mapping for Targeting and Evaluation

Madhu Lakshmanan
LSNTAP

GIS/Mapping

- What is GIS and what can it do?
 - A powerful and complex set of programs that can do anything from simple directions, showing us a map to helping us measure the depths of the ocean and the height of a building, to re-drawing a country's boundaries using a satellite.
- In our context
 - Help us visualize data that is tied to location i.e. geo-referenced data, in useful ways

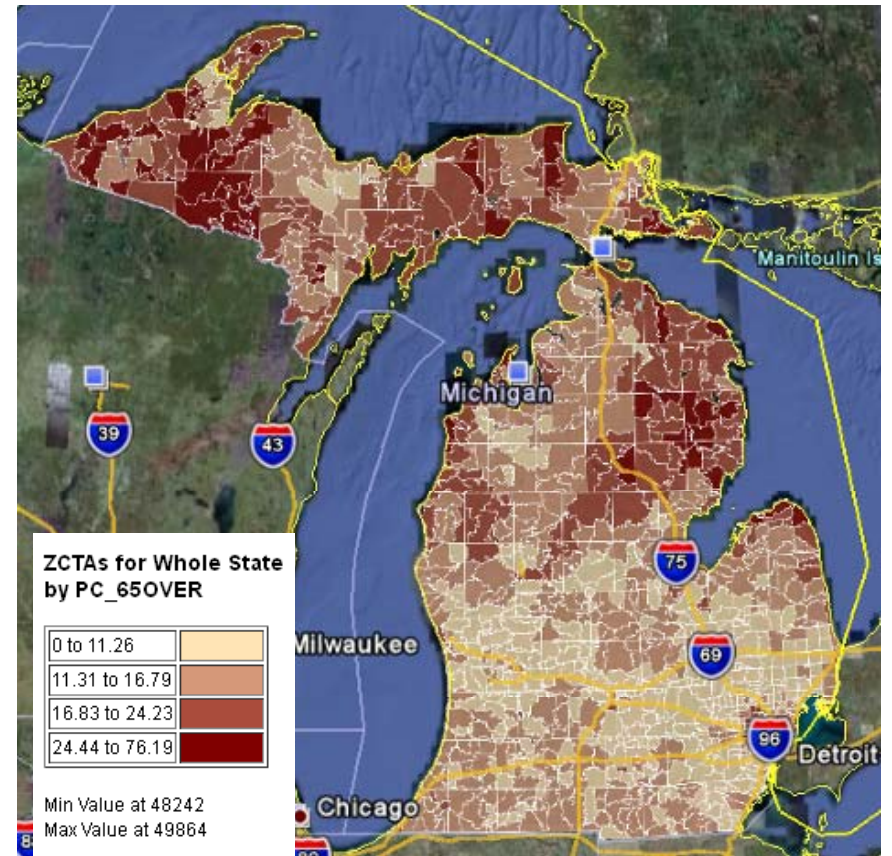
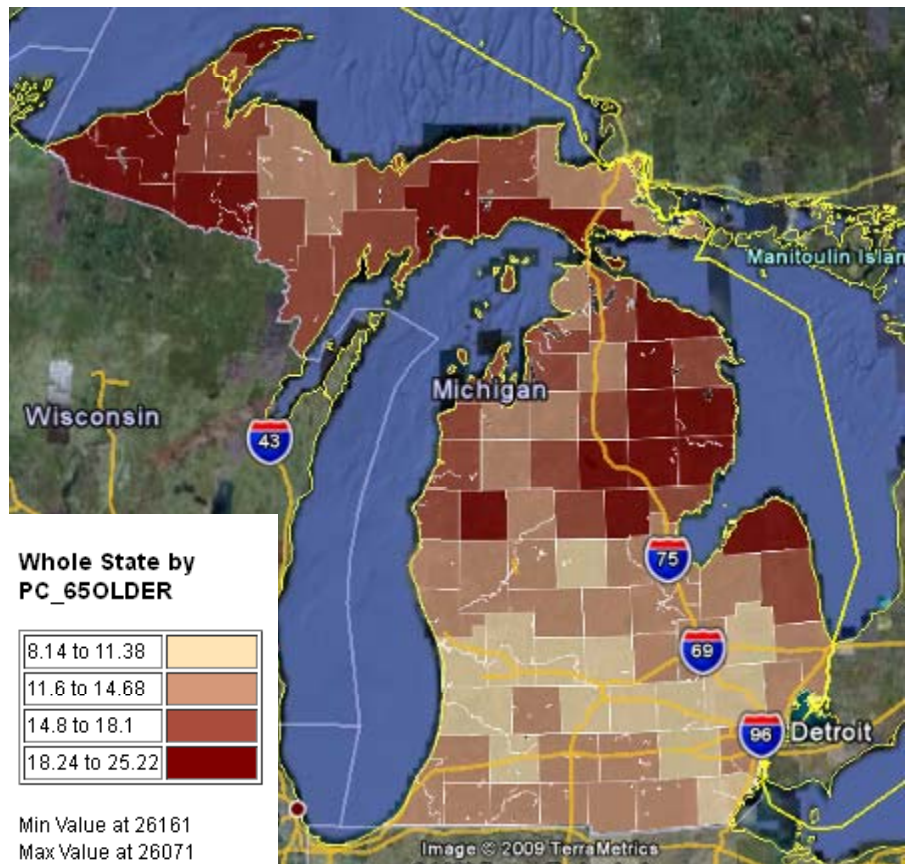
What do I need?

- A GIS system
 - There are many out there, from simple to very complex and from free to expensive.
- Supporting programs – spreadsheets or charting programs
- Data (and if needed, some conversion tools)
- Some training and a lot of interest.

Using Google Earth for mapping

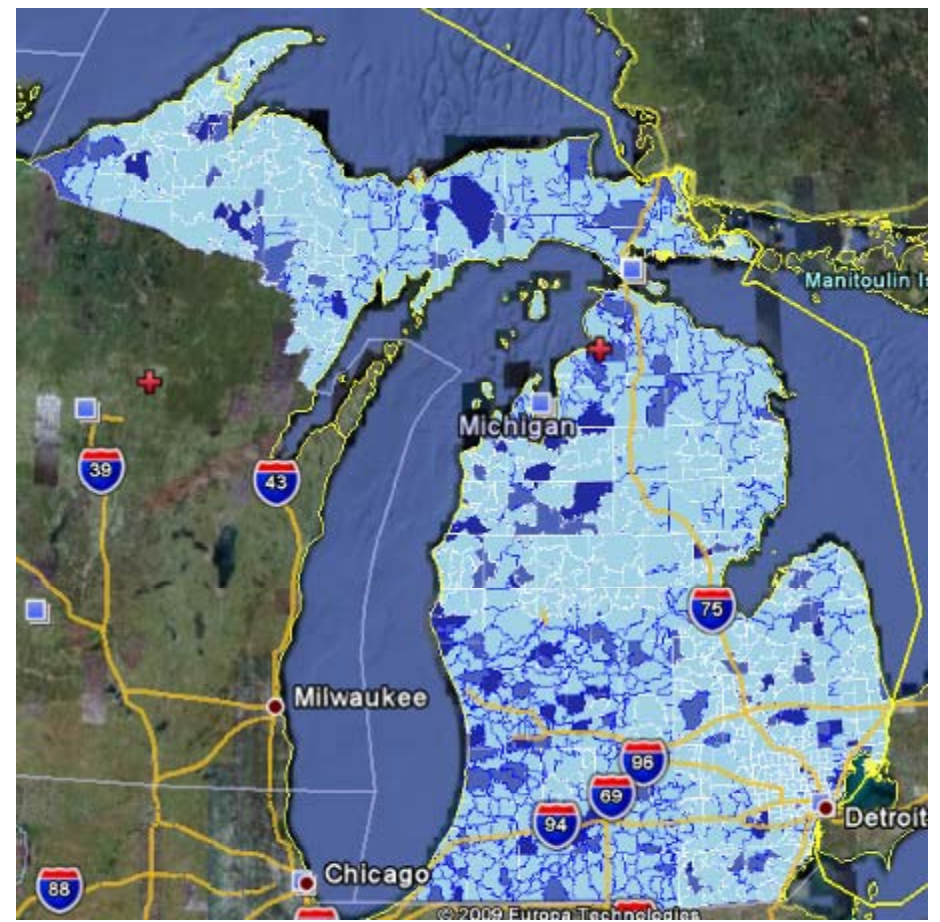
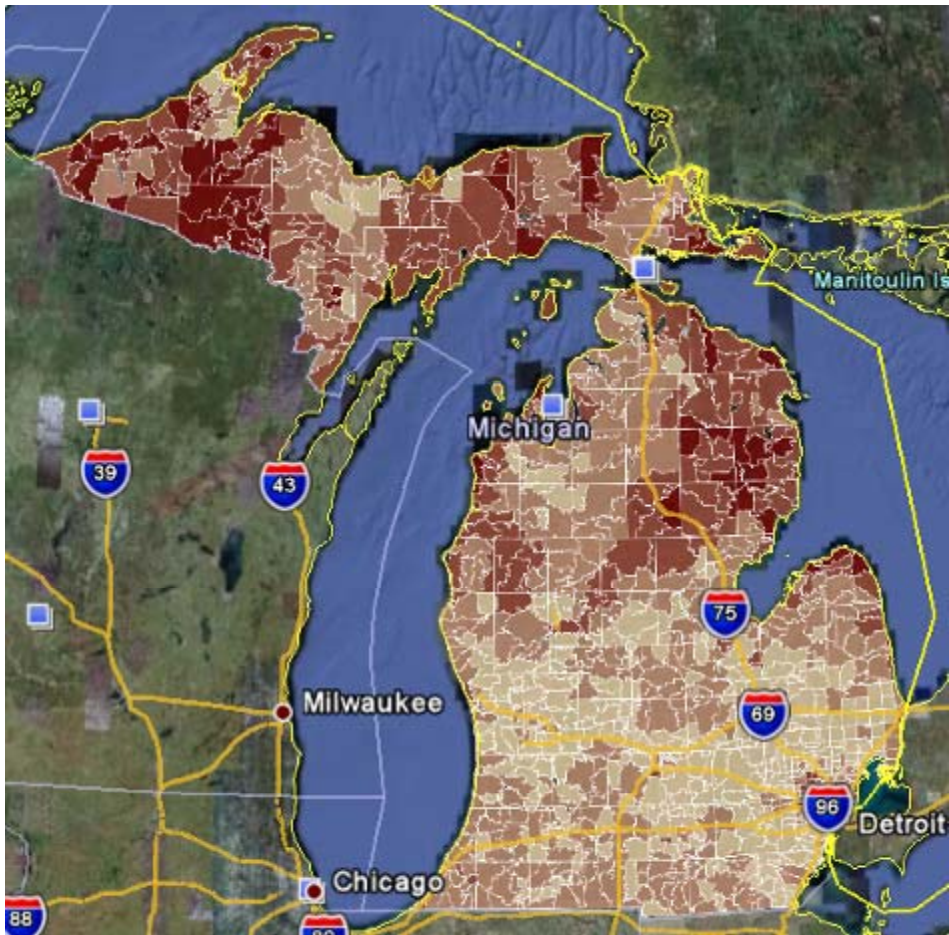
- Free (there is a paid Pro version but you may not need it)
- Has a very large and growing user base and developer community
- Easier to explore and learn on your own
- Does not have as many options as some of the more established systems such as the Arc family

Example 1 – Mapping Census Demographics using Google Earth







Percent Population Age 65 or Older in Whole State

Compare Seniors & Foreclosure Data

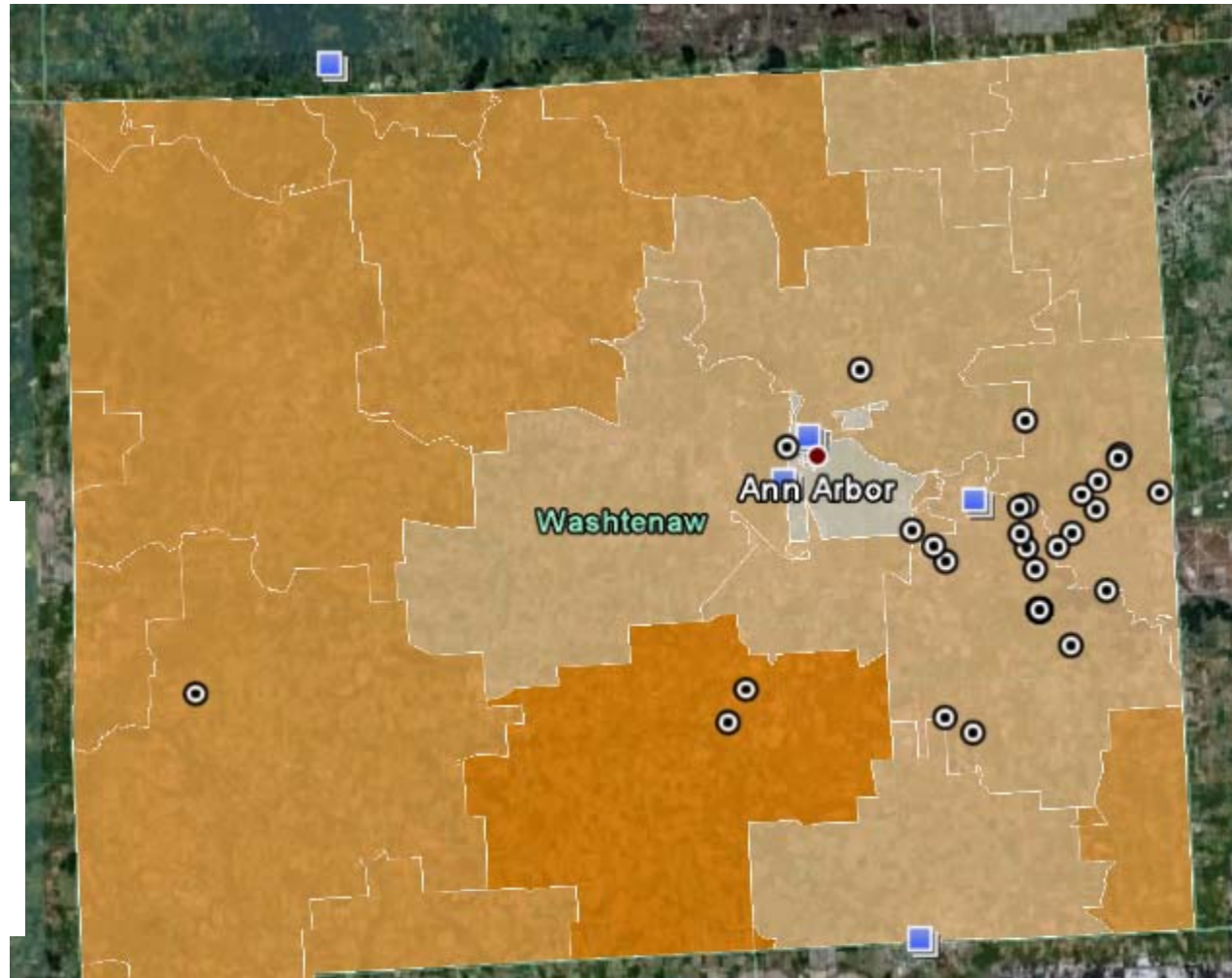


Placing data on a map

ZCTAs for 2 counties in Michigan by PC_5_17





0 to 7.26	
14.19 to 18.53	
18.62 to 21.84	
22.45 to 30.59	

Min Value at 48242
Max Value at 48205

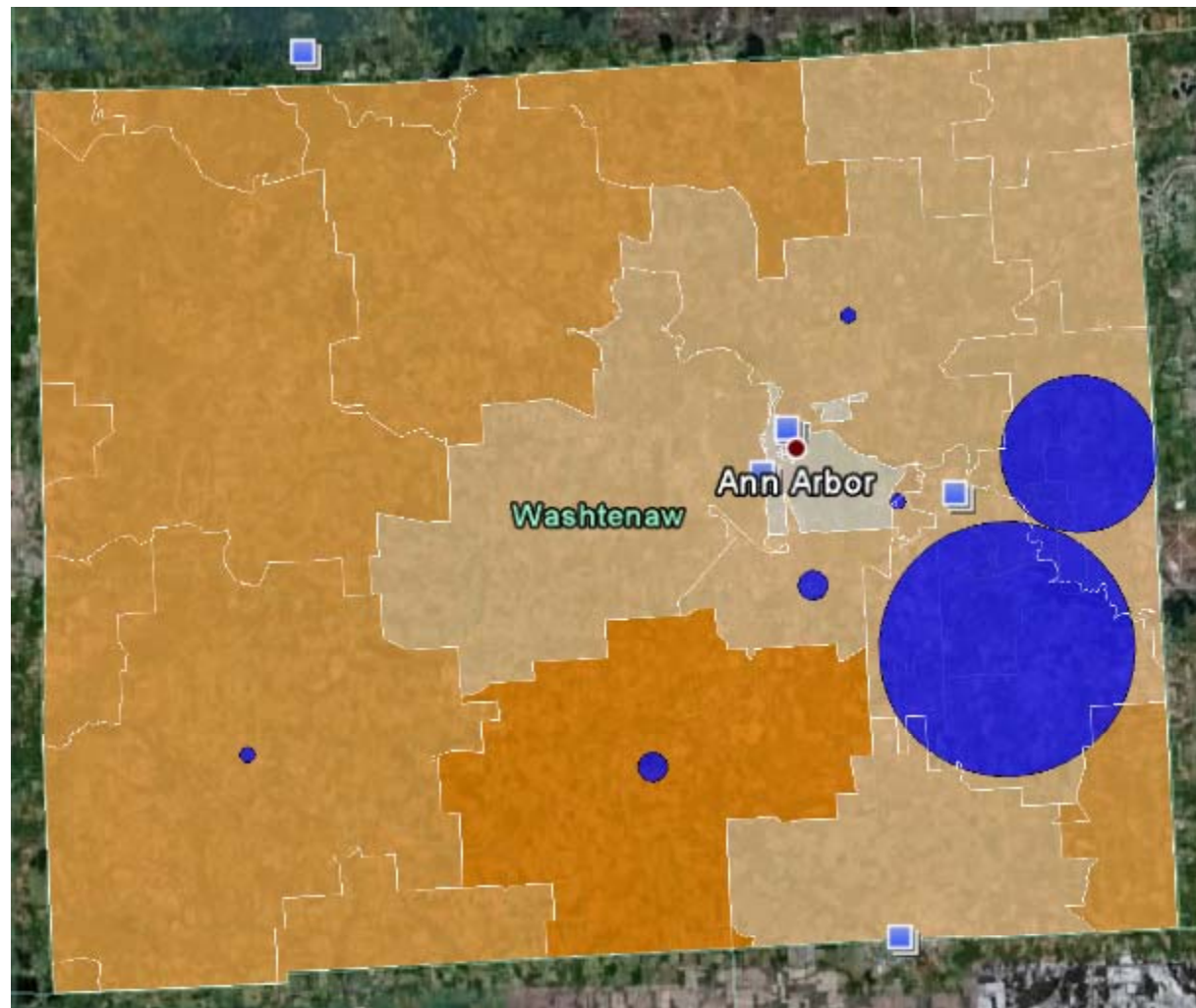


Placing data aggregates on a map

ZCTAs for 2 counties in Michigan by PC_5_17

0 to 7.26	
14.19 to 18.53	
18.62 to 21.84	
22.45 to 30.59	

Min Value at 48242
Max Value at 48205



Resources

- [Google Earth](#)
- [Census data in kml/kmz](#)
- [EarthPlot](#) – graphs on a map
- [Data.gov](#)
- [Census Bureau](#)
- [ESRI on TechSoup](#)
- [GIS section on LSNTAP.org](#)
- [LSNC Data Resources](#)