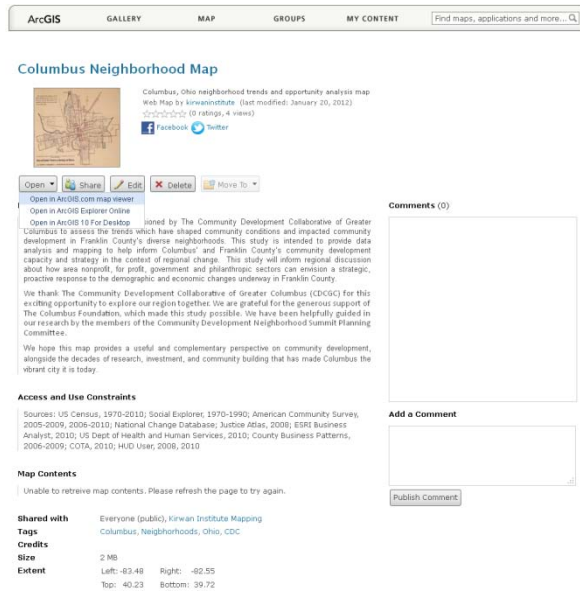


Columbus Neighborhood Trend and Opportunity Analysis Map

This map was designed to be a tool to help local residents and community development officials better understand the region so as to make informed and strategic decisions about the future of their communities. The following is an introductory tutorial of the online map and how to maximize its capability to meet you or your organization's interest. If you are interested in saving and customizing a version of this map for your own particular community development work, visit www.arcgis.com to learn how to create a free online mapping account through ESRI.



Opening the map: Open the map using the ArcGIS.com map viewer.

Select the 'Open' button, located beneath the map icon, then select 'Open in ArcGIS.com map viewer'

Navigating the map: Start with the three icons in the top left-hand corner of the screen, located beneath the 'Details' button. The center icon shows the layer contents of the map; layers can be turned on and off by checking the boxes to the left of the layer names. The icon on the right shows the map legend; this provides a graphic representation of the layers being displayed.



Other tools are located along the menu bar on the top of the map. These tools allow you to add new data, change the basemap to aerial photo or other formats, save a version of the map, share the map with others using a link, print the map, measure distances, or create a bookmark of a particular display or view.

Using the map: Begin exploring the map by turning different layers on and off, and by selecting layers or symbols on the map.

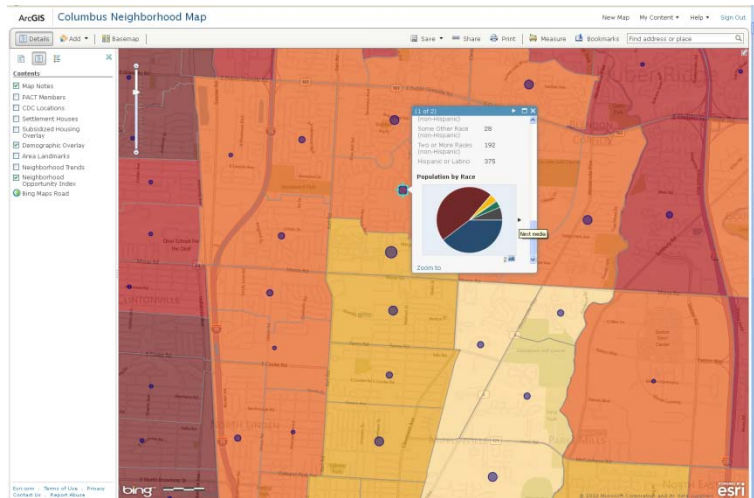
This map was created to have two (2) different base layers of data, and five (5) different overlay layers.

Base Layers:

- **Neighborhood Trends:** This layer includes data on historic neighborhood trends dating back to 1970. It contains data on population, race, immigration, education, housing, socioeconomics, etc. When you select a neighborhood on the map, data for that area will pop up automatically. By scrolling to the bottom of the list of data, you can browse a set of 7 charts and graphs that provide a visual summary of the change that has occurred in that neighborhood. Hover over the chart with your mouse in order

to view the data in the charts. The source(s) of the data in this layer include US Census, 1970-2000, National Change Database, Social Explorer, and the American Community Survey, 2005-2009.

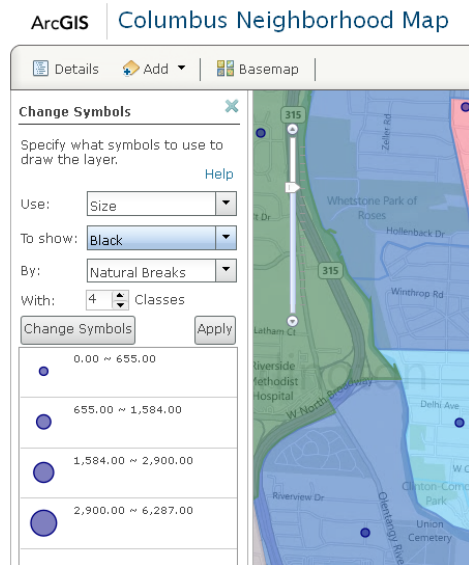
- Neighborhood Opportunity Index: This layer is based on [The Kirwan Institute's Opportunity Communities Model](#), an approach to comprehensively understanding the relationship between the complex systems that make up our cities and regions. The layer includes the most current data on (a) Education, (b) Neighborhood & Housing, (c) Transportation & Employment, and (d) Health & Safety, and represents neighborhood opportunity from 'Very High' to 'Very Low'. When you select a neighborhood on the map, data for that area will pop up automatically. By scrolling to the bottom of the list of data, you can see a bar chart which shows how that area performed in each category of the index. Hover over the chart with your mouse in order to view the data in the bar chart. The source(s) of the data in this layer include the American Community Survey, 2006-2010; Justice Atlas, 2008; ESRI Business Analyst, 2010; US Dept of Health and Human Services, 2010; County Business Patterns, 2006-2009; COTA, 2010; HUD User, 2008, 2010.



Overlay Layers:

- Area Landmarks: This layer shows the locations of Franklin County's airports, as well as The Ohio State University. Because these areas take up most of the area of the census tracts in which they reside, it often helps to provide context and orientation for the data being displayed.
- Demographic Overlay: This layer is displayed using graduated symbols, and represents the location and size of the population and various sub-groups of population. When you select a dot or symbol on the map, data for that area will pop up automatically. By scrolling to the bottom of the list of data, you can view 2 different pie charts summarizing the population in that area by race or foreign-born place of origin. Hover over the chart with your mouse in order to view the data in the charts. Note that this layer displays Black or African American Population by default. View the final section of this tutorial to learn how to display different race and ethnic group populations. The source(s) of the data in this layer include US Census, 2010 and the American Community Survey, 2006-2010.
- Subsidized Housing Overlay: This layer represents the location of subsidized housing developments, units, and vouchers throughout the county. When you select a dot or symbol on the map, data for that area will pop up automatically. At the bottom of the list of data there is a pie chart which summarizes the subsidized housing by type for that area. Hover over the chart with your mouse in order to view the data in the charts. The source of the data in this layer is HUD User, 2008.

- Settlement Houses: This layer shows the location of each Settlement House in Franklin County. When you select a dot or symbol on the map, the name and address for that Settlement House will pop up automatically.
- CDC Locations: This layer shows the location of each Community Development Corporation in Franklin County. When you select a dot or symbol on the map, the address for that CDC will pop up automatically.



Changing Layer Display:

In order to view and adjust the way a map layer is displayed, use your mouse hover over the layer name in the contents menu on the left side of the screen (must select the center icon below 'Details' to view this list). This will cause an arrow to appear next to the layer name. Select the arrow, which will provide a list of options, then choose 'Change Symbols'. This will allow you to display different elements of data, as well as adjust the manner and color in which the data is displayed. To display a different data element, select the drop-down arrow next to the 'To Show' menu (Note that although these item titles are coded for tabular use, most retain an intuitive description).

If you have any questions about how to use this map, or about the data it includes, please contact Matthew Martin, Research Associate with The Kirwan Institute, at martin.1227@osu.edu or 614.292.7139 for assistance.