SIMPLYMAP: CREATE A POLICING MAP

Objective - Find and map demographic information describing a City of Saint Paul Police District.

Step 1 – Find a map of the police district that interests you. The Saint Paul Eastern Police District is depicted in this map published by the city:

![Map of Saint Paul Police District](image)

**Saint Paul Legend**
- Police Locations
- Eastern District Boundary
- Interstates
- Streets
- Water

Step 2 – Begin to create a demographic map that covers the same geography. Open SimplyMap and click the New Map button at the top of the screen.

![SimplyMap 3.0 New Map](image)

Step 3 – Open the Locations tab (left-hand side of the screen) and select the Location St. Paul, MN. Get there by making selections as shown below.
Step 4 – Open the Variables tab (left-hand side of the screen) and select a Variable to map: % Employment, Unemployed.

Step 5 – Close the Variables tab to see your initial map: % unemployed in the whole city of St. Paul by census tract.
**Step 6** – Note that the city is delineated by a yellow outline on the map. To see it more clearly, click on Display Options at the top right of the page and select “Apply Location Mask”.

**Step 7** – The map Legend at the top right is currently set to show data by census tracts, but it can be edited. To change the map view to “block groups”, click on the “View data by” dropdown in the Legend and select “Block Groups”.

The map will immediately adjust and display your data in those smaller units. These are the smallest census units mapped in SimplyMap.
Step 8 – To focus specifically on the Eastern Police District, identify its boundaries and zoom in using the toolbars on the screen. Use the + tool on the floating toolbar to draw a square around the boundaries of the Police District and center the map there. Then enlarge the map as desired by using the standard + and – options on the map expansion bar to the left.

You will get greatly enhanced detail as in the shot below of the northeast section of the Police District. Review all of the detail by dragging the map around after clicking the hand tool in the floating toolbar.

Step 9 – For more information, you may filter the map by locations with a Household Median Income greater than $40,090 (the highest income within federal poverty guidelines for households with up to 8 members). First add the Household Median Income Variable to your Recent Variables List.

Open the Variables tab, click Search and enter “Household Median Income”. Locate the correct Variable, select a data year and then “Use this Variable” from its Action Menu.
Then use the pull-down Data Filters box at the top of the page and select Create New Filter.

Fill in the fields to create the filter. Find Household Inc., Median ($) in your Recent Variables list. Click Save.

Your map will adjust to show the filtered results. The map now shows unemployment by block groups, where median income is below the poverty line. Areas with higher median income are grayed out.
Step 10 – Use your map: export or share it, or create a Ranking Report from it using the Actions menu at the top right. Below is a Ranking Report created from the map.

Data in a Ranking Report may be analyzed by various factors. Here the report shows % unemployment by Zip Code, although the map was organized by Block Group.

Variables

You may modify the map at any time by changing the Location, Variable and Filter. For more information about any Variable, select View Metadata from its Action menu.

[Image of a Ranking Report]

[Image of Variable Metadata]