



CX³ Neighborhood GIS Mapping Workshop

Presented By:

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Spring 2015



Introductions



welcome

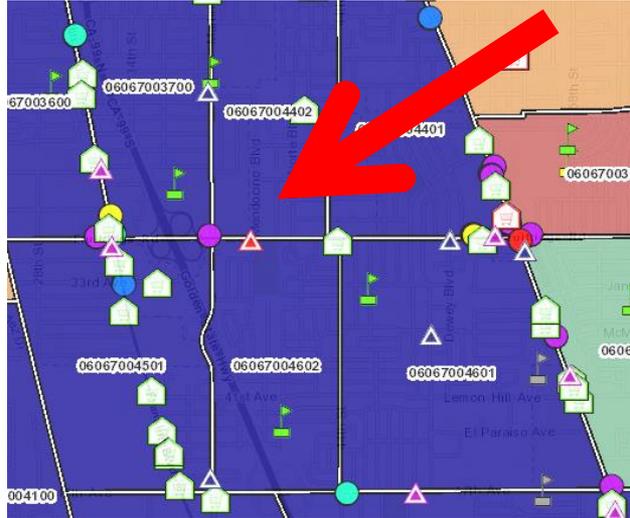
- **Your name and county?**
- **Who's on your CX³ team? What's your role?**
- **How much experience have you had with the GIS map viewer?**
- **Do you have a neighborhood in mind today?**



CX³ in a Nutshell



You are here



Towermart
CX³ CHAMPIONS for CHANGE Quality Scorecard

Categories	Actual Points	Possible Points
Products Stocked		
Sells a variety of fresh fruit	0	Up to 12
Sells good quality fresh fruit	0	Up to 8
Sells a variety of fresh vegetables	0	Up to 12
Sells good quality fresh vegetables	0	Up to 10
Prices for fresh fruit and vegetables are reasonable	2	Up to 10
Sells other healthy food items	0	3
Marketing and Promotion		
Participates in the Healthy Corner Market Program	0	1
Provides health promotion information near fresh produce	2	Up to 4
Provides health, vegetable and healthy eating videos	5	Up to 2
Displays fruits, vegetables and healthy eating signs	1	Up to 2
Displays prices and promoting healthy foods	2	Up to 2
Removes tobacco and promoting healthy foods	2	Up to 2
Removes high fat/sugar foods from checkout area	2	Up to 2
Displays healthy foods in dedicated area	2	Up to 2
Removes entire area promoting high sodium foods	4	4
Food Assistance: Food Stamps and WIC		
Accepts Food Stamps	7	7
Accepts WIC Check/Deposits Subsidized Nutrition Labels	0	4
Displays WIC and Food Stamp signs	2	4
Other		
Comply with No Cash on an unsecured account	2	1
No Bar on windows	2	2
Sale and "baskets" within line of the store	7	Up to 7
Total Quality Score	31.5	100

Quality stores must score a minimum of 75 points



Vallejo
CX³ CHAMPIONS for CHANGE

NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Vallejo County Public Health officials conducted an audit of nutrition resources in the Vallejo High neighborhoods from March 2011 - March 2012. The audit was conducted in the Vallejo High neighborhoods.

A wide range of indicators were used to understand if Vallejo High residents are getting the nutrition information they need to make healthy choices. The indicators include:

- Ratio of unhealthy to healthy food sources
- Snapshot of Vallejo High
- Food sources
- Food sources

For additional information, visit us at www.vallejo.org or call the Health Department at (707) 444-3333.

Agenda for today...



- 9:AM** **CX³ Overview**
- 9:10** **Review packet**
- 9:20** **Getting organized & Approaching the project**
- 9:30** **Neighborhood selection**
- 10AM** **BREAK**
- 10:15** **GIS & Map-making skills Overview**
- 11:15** **Demo: GIS map viewer for CX³ worksheets**
- Noon** **LUNCH**

Agenda for Today...

- 1:PM Practice: Completing CX³ neighborhood wksheet
- 2:PM Practice Demo: Buffering
- 3:PM **BREAK**
- 3:15 Remaining worksheets
- 3:45 Other data sources
- 4:PM Next steps... Q & A

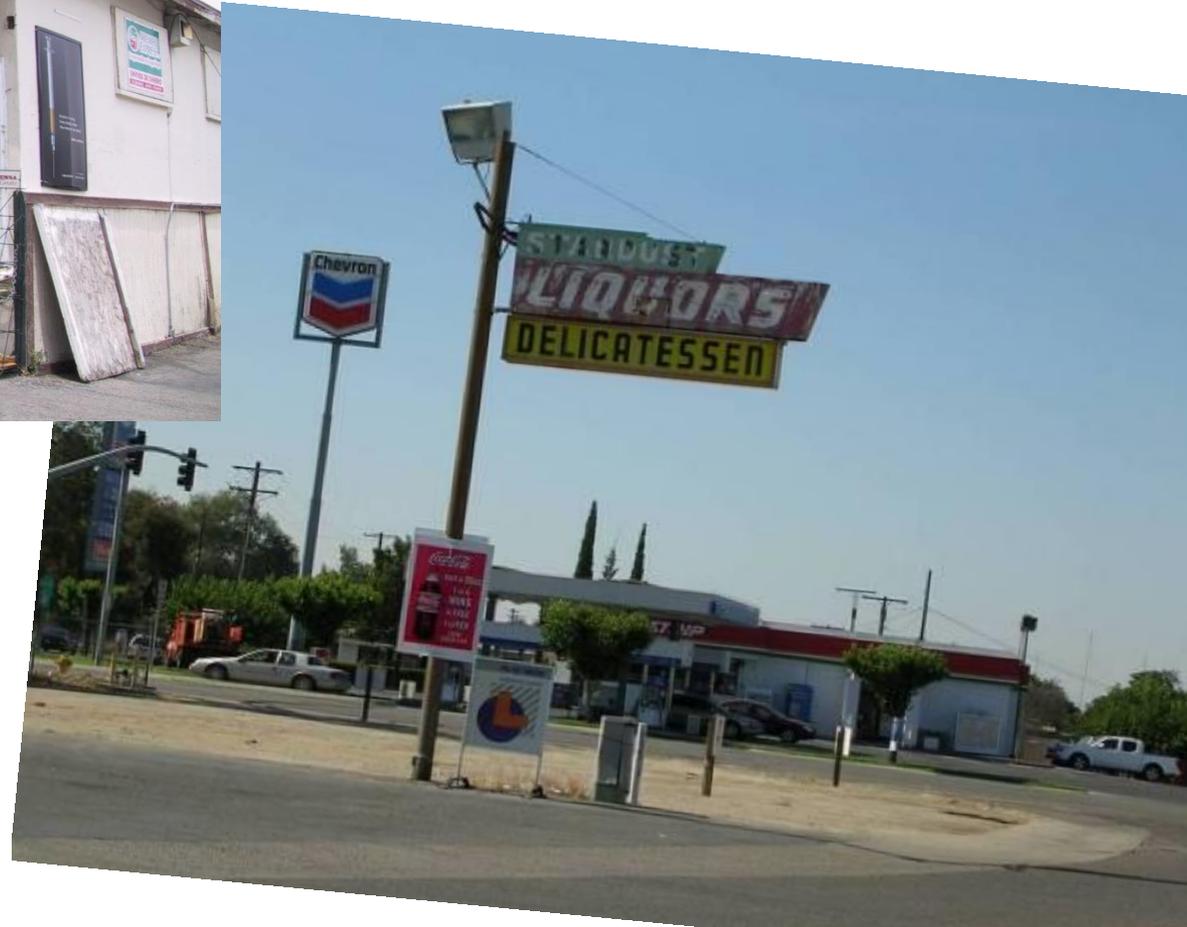


*By the end of the day you will feel good about using maps
to understand your neighborhood*

An aerial photograph of a suburban neighborhood. The houses have various colored roofs, including orange, red, and grey. There are many green trees scattered throughout the area. A road with several cars is visible in the upper right. A large black box with yellow text is overlaid on the right side of the image.

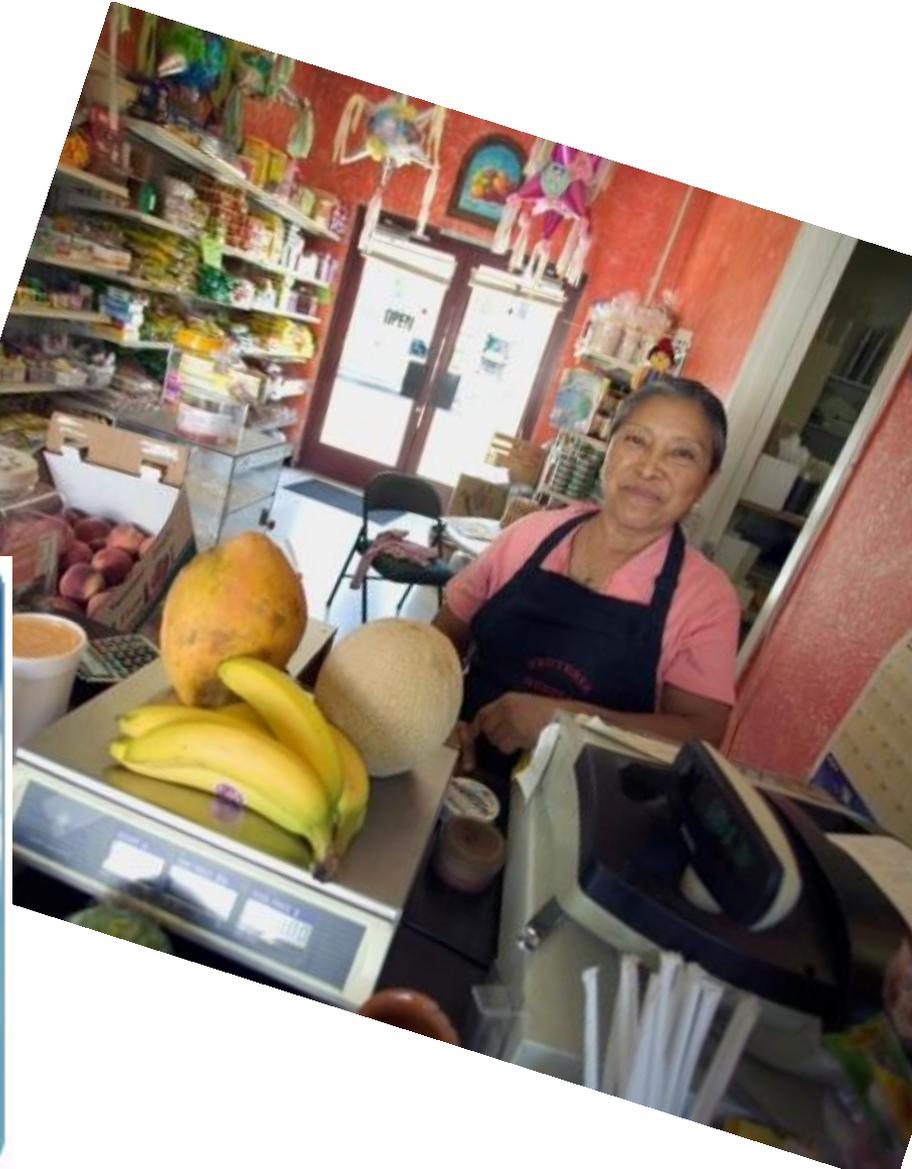
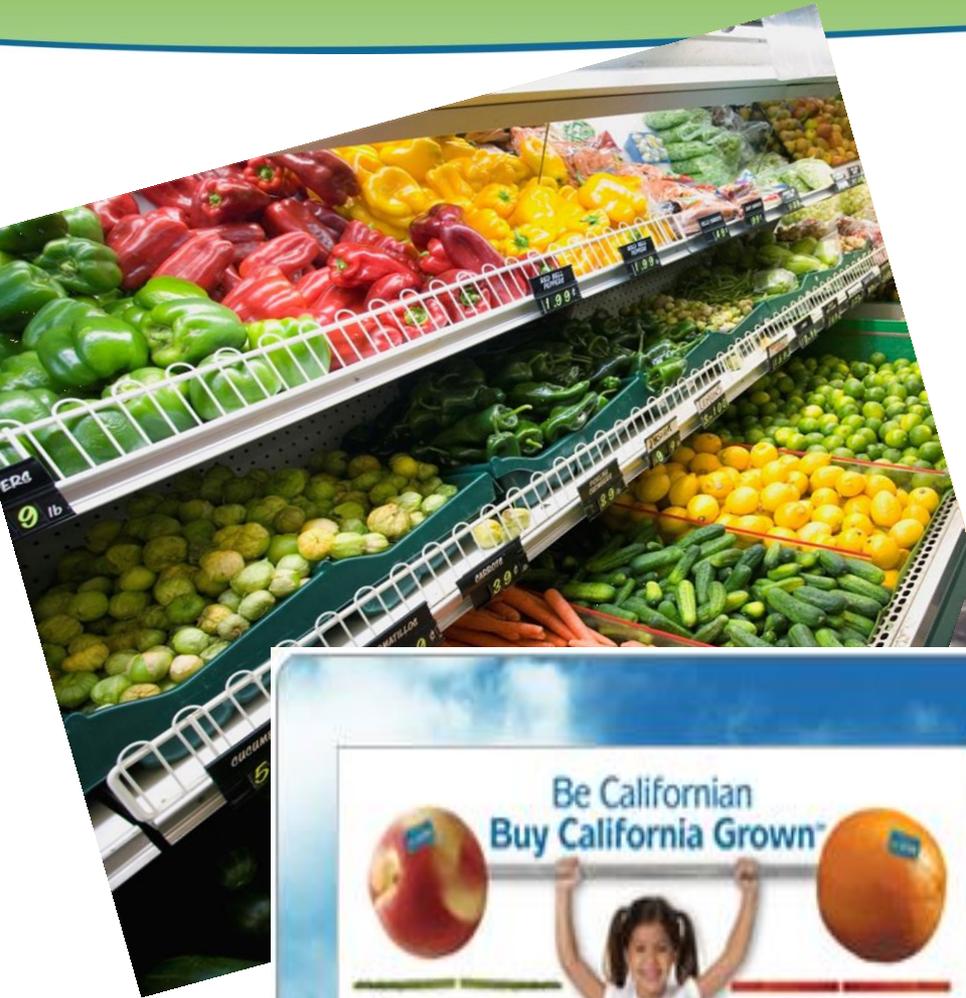
**Research: Clear
connection between
neighborhood factors &
health outcomes**

“Designed for Disease”

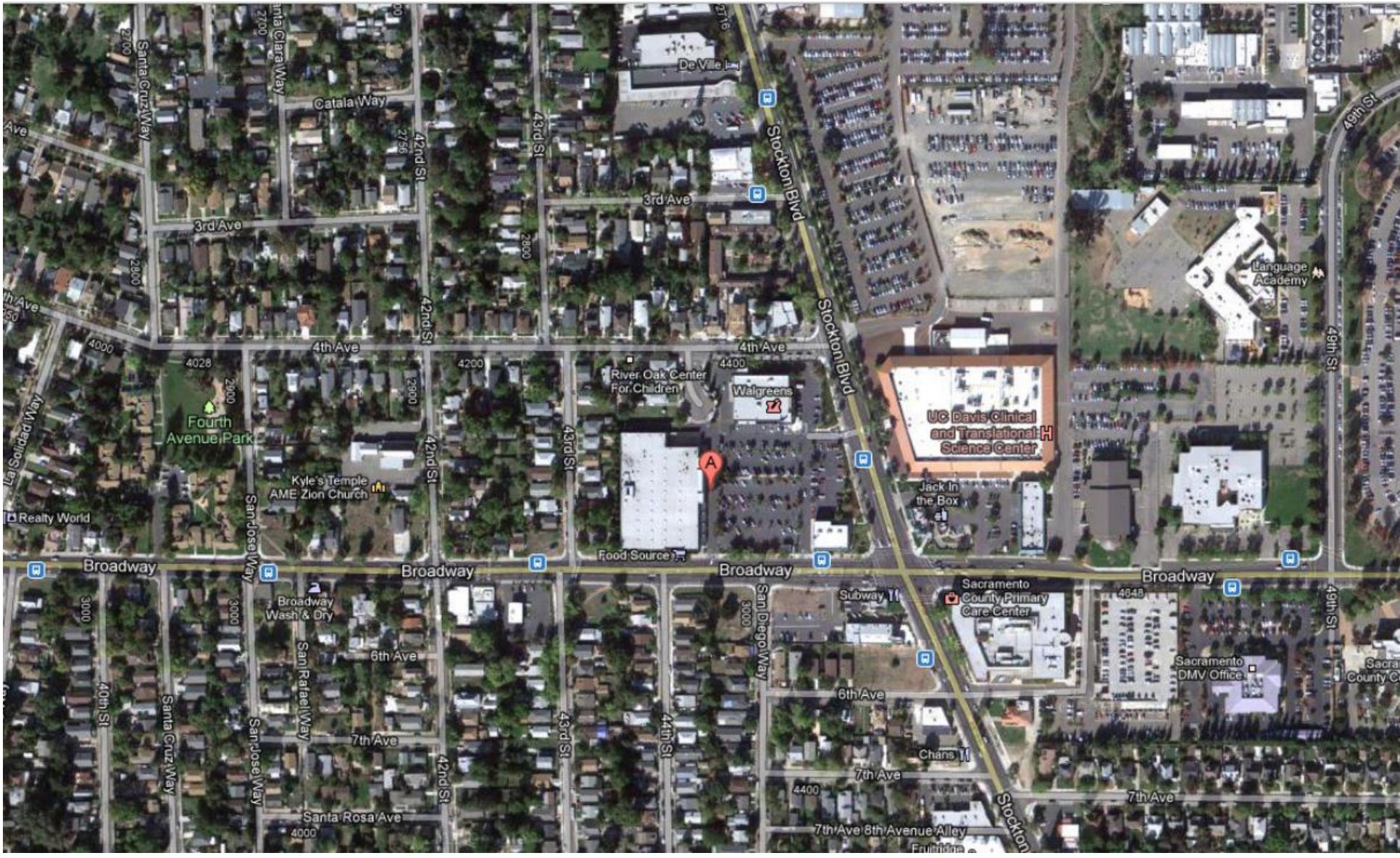


“Place Matters”

Is it a Community of Excellence?



Neighborhood Selection





**Map More,
Survey
Fewer**

Neighborhood Selection



Things to Consider, Part 1 Public Health

- **Health disparity considerations**
 - poverty & demographics
- **Geographic diversity**
 - rural vs. urban vs. suburban
- **Public health need**
 - obesity rates, diabetes prevalence, Fitnessgram data

Neighborhood Selection



Things to consider, Part 2: Infrastructure

- **Is there community meeting space?**
- **Where are your subcontractors?**
- **Where do you want to be?**
 - Maybe an area of your county is neglected
- **Collaboration opportunities**
 - CBOs & others offering/providing services already
 - Public policy leadership
 - Political will
- **Your local knowledge**
 - Consider subcontracting to “be closer” to the community

Neighborhood Selection



Things to Consider, Part 3: Programming

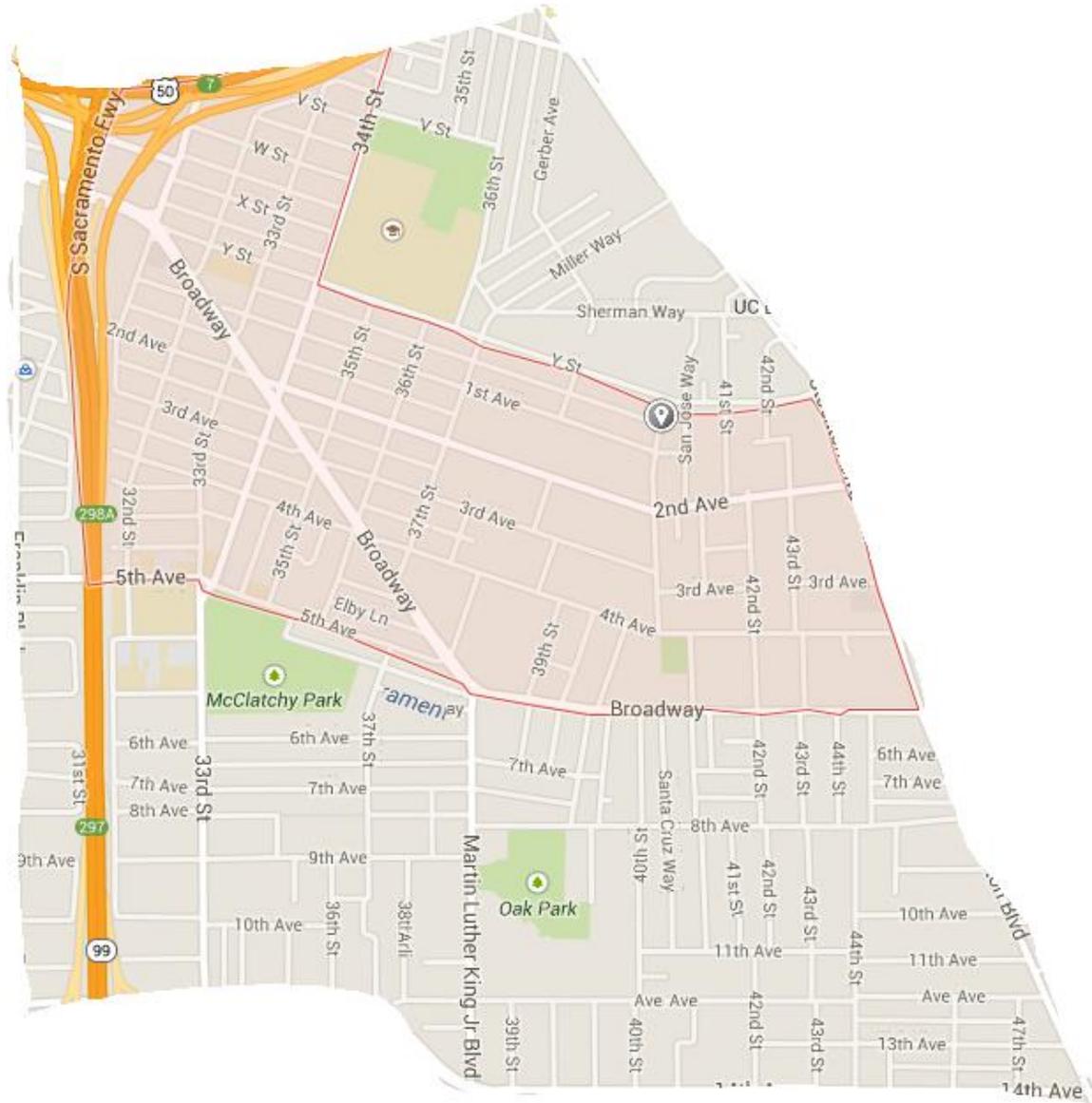
- **Integrating... Other NEOP activities**
 - **Nutrition education**
 - **Farmers' markets / health ed events**
 - **Afterschool programs/Youth engagement**
 - **Community clinics**
 - **Faith-based Organizations, Parent Groups**
 - **Worksites**
 - **Policy, Systems, and Environmental Change (PSE)**

Things to Consider, Part 3: Programming (cont.)

- **Integrating....Other Partner Activities**
 - Other SNAP-Ed Implementing Agencies
 - HEAL, HEAC, BHC, CTG, etc. projects
 - Other obesity-related coalition/collaborative
 - CNAPs
 - Neighborhood/Resident Associations
 - CBOs
 - Food banks
 - Food systems people
 - Parks & Rec
 - Law enforcement
 - “Mayor’s Initiative”, City Councilman’s projects, etc.
 - Other LHD programs (WIC, MCH, Chronic Disease, Tobacco, Alcohol, Black Infant Health, Safe Routes to School, Environmental Health, etc.)

Share Out:

What neighborhood did you choose?



**Oak Park,
Sacramento, CA**

You use geocoded applications already!



Google

hotels near Convention Center, Anaheim, CA

Get directions My places

A **Anaheim Marriott** 700 West Convention Way, Anaheim, CA (714) 750-8000 · marriott.com
 Category: Hotels
 17 48 reviews
 pizza hut · starbucks · self parking · cafe del sol · downtown disney
 "Stayed for a conference. Very convenient as the convention center is right there" -

B **Anaheim Jolly Roger Hotel** 640 West Katella Avenue, Anaheim, CA (714) 782-7500 · jollyrogerhotel.com
 Category: Hotels
 18 10 reviews
 high speed internet access · downtown disney · wireless high speed internet · coffee tea makers · fitness center
 "Big enough room for our family two younger ones liked the bunk beds and ..." -

C **clarion hotel** 616 West Convention Way, Anaheim, CA (714) 750-3131 · clarionanaheim.com
 Category: Hotels
 15 25 reviews
 heated pool · kids eat free · non smoking room · outdoor heated · coffee tea makers
 "Positive: Location . Negative: I felt like I was staying in a hotel that has ..." - booking.com

yelp

Search for (e.g. taco, cheap dinner, Max's) Near (Address, City, State or Zip)

Welcome About Me Write a Review Find Friends Messaging Talk Events

sushi Convention Center, CA
 Browse Category: Sushi Bars
 Hide Filters

Sort By	Cities	Distance	Features	Price	Category
» Best Match Highest Rated Most Reviewed	<input type="checkbox"/> Convention Center <input type="checkbox"/> Garden Grove <input type="checkbox"/> Anaheim	Bird's-eye View » Driving (5 mi.) Biking (2 mi.) Walking (1 mi.) Within 4 blocks	<input type="checkbox"/> Open Now (5:48 pm) <input type="checkbox"/> Good for Groups <input type="checkbox"/> Good for Kids <input type="checkbox"/> Take-out	<input type="checkbox"/> \$\$\$\$ <input type="checkbox"/> \$\$\$ <input type="checkbox"/> \$\$ <input type="checkbox"/> \$	<input type="checkbox"/> Sushi B <input type="checkbox"/> Japanes <input type="checkbox"/> Korean <input type="checkbox"/> Bars

1 to 10 of 38 - R

1. Do Re Mi Udon & Sushi
 Categories: Japanese, Korean, Sushi Bars
 9772 Garden Grove Blvd
 Garden Grove, CA 92844
 (714) 539-5343
 81 reviews

Very different. Protein consists of tofu. Veggies are chopped watercress, green onions, and seaweed. I got the combo C with inari **sushi** which was really really good. Instead of just **sushi** rice, they added sesame seeds

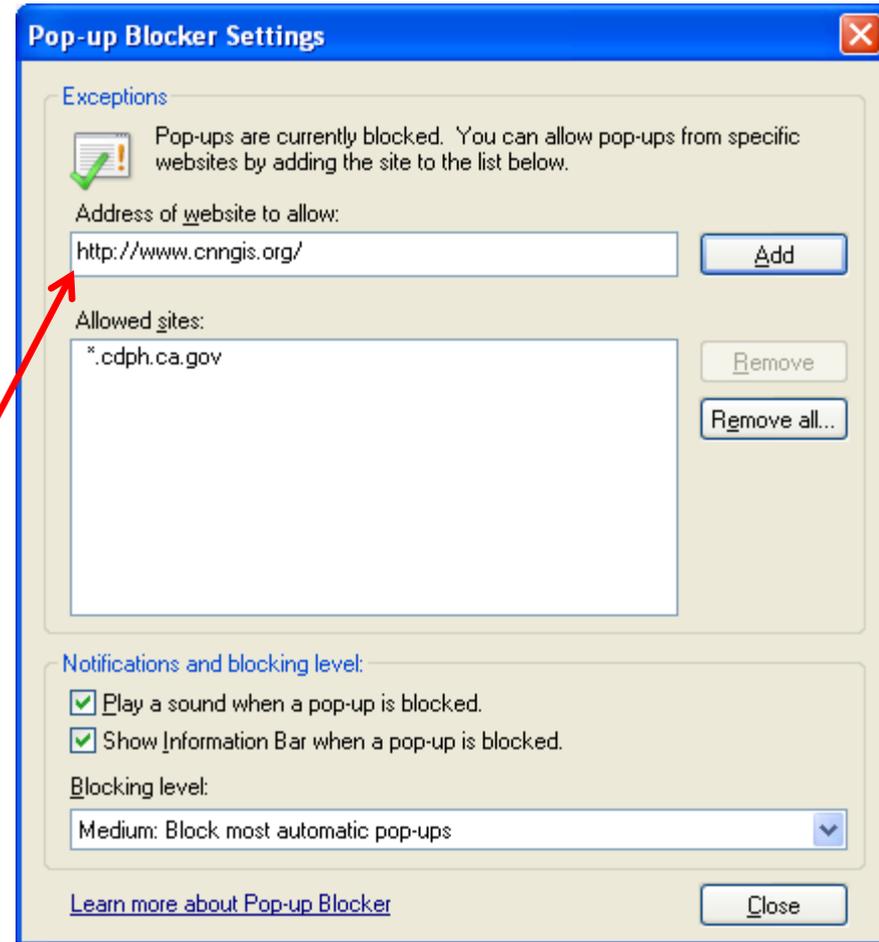
2. Miyako
 Categories: Sushi Bars, Japanese
 9877 Chapman Ave
 Garden Grove, CA 92841
 (714) 534-8980
 137 reviews

I love this place and eat here very often with my brother. This place is definately worth trying. Yes, it is a bit pricey; but it's **sushi**. What do you expect? This place is authentic without that nap time most

GIS Overview and Basic Skills

Allow Pop-Ups for GIS

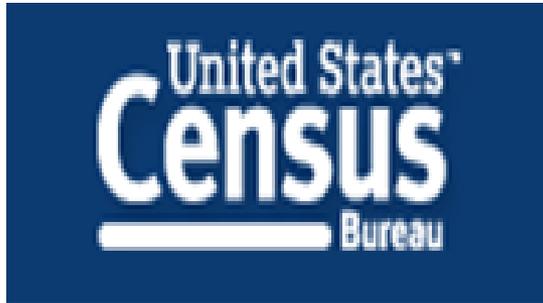
1. Open Internet Explorer
2. Click on: Tools | Pop-up Blocker | Pop-up Blocker Settings
3. In the Address of website to allow box, type the address (or *URL*) of the GIS websites (<http://www.cnngis.org/>) and (<http://gis.cdph.ca.gov/cnn/>) click Add, then click Close



POP UP's are a good thing in this case

Demographic Terms

Census Survey vs. ACS



- **Census Survey:**
Every 10 years (2000, 2010, ...)
- **American Community Survey:**
Every year, rolling 5-year time frames (2006-2010)

What is the difference between the American Community Survey and the 2010 Census?

The American Community Survey (ACS) is conducted every year to provide up-to-date information about the social and economic needs of your community. The ACS shows how people live--our education, housing, jobs and more. For example, results may be used to decide where new schools, hospitals, and emergency services are needed.

The census is conducted once every 10 years to provide an official count of the entire U.S. population to Congress. The 2010 Census was recently conducted results will be released soon.

Demographic Term - FPL

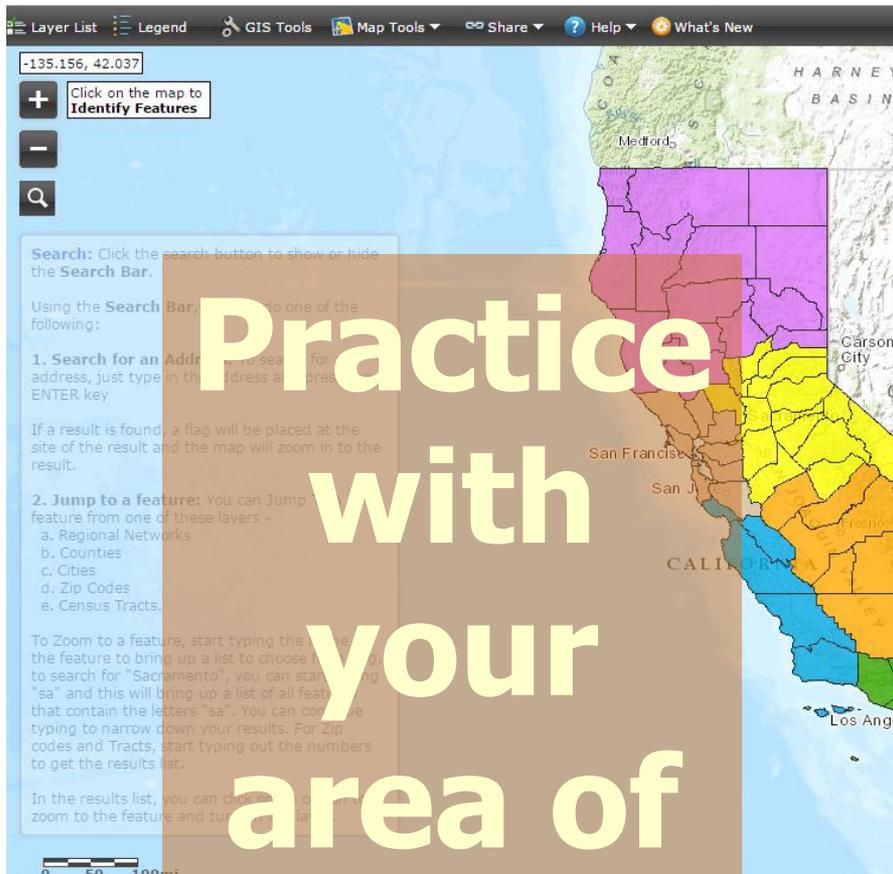
- **Federal Poverty Level - determined by HHS every year**

USDA SNAP-Ed
Eligible = <185% FPL

48 Contiguous States and the District of Columbia

Family Size	% Gross Yearly Income									
	25%	50%	75%	81%	100%	133%	175%	200%	250%	300%
1	\$2,793	\$5,585	\$8,378	\$9,048	\$11,170	\$14,856	\$19,548	\$22,340	\$27,925	\$33,510
2	\$3,783	\$7,565	\$11,348	\$12,255	\$15,130	\$20,123	\$26,478	\$30,260	\$37,825	\$45,390
3	\$4,773	\$9,545	\$14,318	\$15,463	\$19,090	\$25,390	\$33,408	\$38,180	\$47,725	\$57,270
4	\$5,763	\$11,525	\$17,288	\$18,671	\$23,050	\$30,657	\$40,338	\$46,100	\$57,625	\$69,150
5	\$6,753	\$13,505	\$20,258	\$21,878	\$27,010	\$35,923	\$47,268	\$54,020	\$67,525	\$81,030
6	\$7,743	\$15,485	\$23,228	\$25,086	\$30,970	\$41,190	\$54,198	\$61,940	\$77,425	\$92,910
7	\$8,733	\$17,465	\$26,198	\$28,293	\$34,930	\$46,457	\$61,128	\$69,860	\$87,325	\$104,790
8	\$9,723	\$19,445	\$29,168	\$31,501	\$38,890	\$51,724	\$68,058	\$77,780	\$97,225	\$116,670

GIS Skill – Viewing map area



Practice
with
your
area of
choice

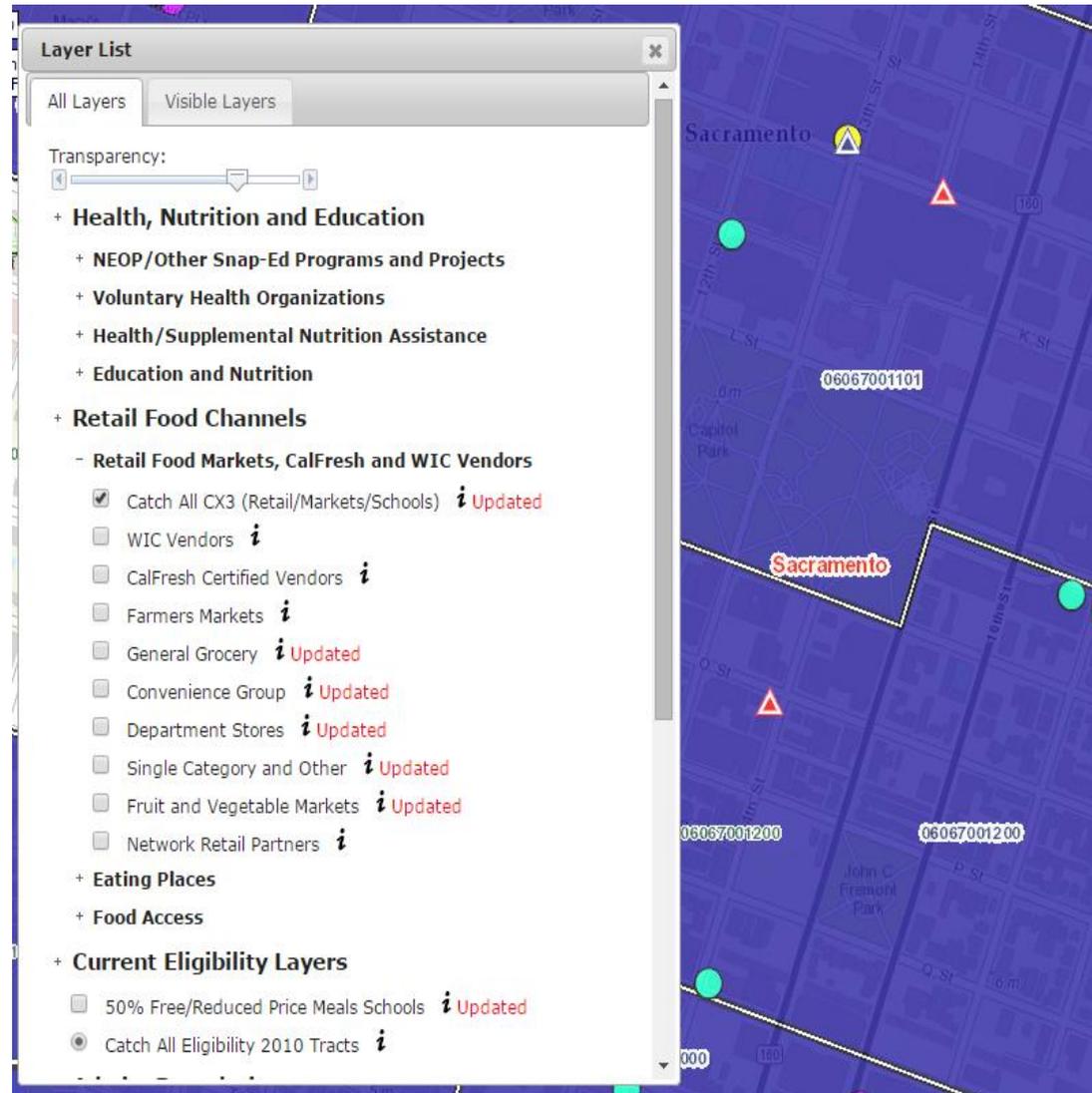
Search by:

- Zoom +/- or mouse scroll button
- Town or county name
- Zip code
- Address
- Census Tract

NOTE: What you type in determines what you see!

GIS Layer List

- Find these layers
 - Catch All Eligibility 2010 Tracts
 - Catch All CX3
 - Farmers' markets
 - Parks
- Notice
 - Transparency bar
 - Visible Layers tab



Try Out Your GIS Skill



Does a site qualify for *NEOP* interventions?

Common NEOP use for GIS (but not used in CX³ specifically)

Can you do a nutrition education class at

Sacramento Charter High School

2315 34th Street

Sacramento, CA 95817

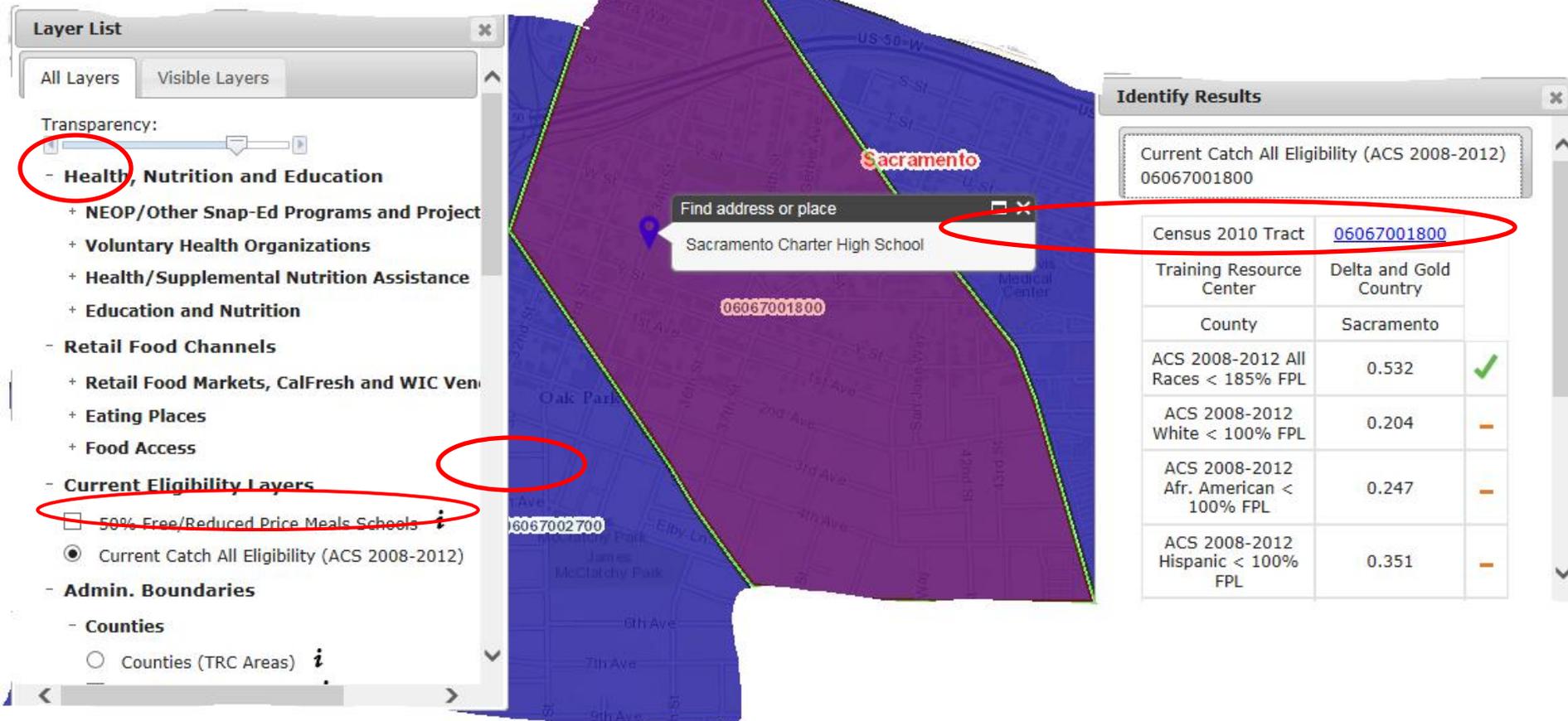
Try Out Your GIS Skill

Does a site qualify for SNAP-Ed interventions?

YES! You can do a nutrition education class at *Sacramento High School*.

WHY? It's in a purple census tract. Qualifies using ACS '08-'12 All Races **eligibility layer**.

*****53.2% are low-income.**



Layer List

All Layers Visible Layers

Transparency:

- **Health, Nutrition and Education**
- + NEOP/Other Snap-Ed Programs and Project
- + Voluntary Health Organizations
- + Health/Supplemental Nutrition Assistance
- + Education and Nutrition
- Retail Food Channels
- + Retail Food Markets, CalFresh and WIC Ven
- + Eating Places
- + Food Access
- **Current Eligibility Layers**
- 50% Free/Reduced Price Meals Schools
- Current Catch All Eligibility (ACS 2008-2012)
- Admin. Boundaries
- Counties
- Counties (TRC Areas)

Identify Results

Current Catch All Eligibility (ACS 2008-2012)
06067001800

Census 2010 Tract	06067001800
Training Resource Center	Delta and Gold Country
County	Sacramento
ACS 2008-2012 All Races < 185% FPL	0.532 ✓
ACS 2008-2012 White < 100% FPL	0.204 -
ACS 2008-2012 Afr. American < 100% FPL	0.247 -
ACS 2008-2012 Hispanic < 100% FPL	0.351 -

Try Out Your GIS Skill



Does the neighborhood qualify?

Worksheet p.3

CX³ Mapping Worksheets

GIS Skill: CX³ Catch All Layer

Worksheet p.6



- **“How to” steps written in Companion Guide handout**

Buffering Around a Point Location

If no farmers' market in the neighborhood



- **Turn on the CX3 Catch All Layer (this includes farmers' markets)**
- **Choose any feature that is near the middle part of the neighborhood...this serves as “the center of the neighborhood”**
- **Select that feature (aqua box) and do a 5 mile buffer around it**
- **Do any farmers' markets show up in the data results?**

Buffering Around a Feature

CX³ Optional Worksheet: "Food Sources Around Schools"



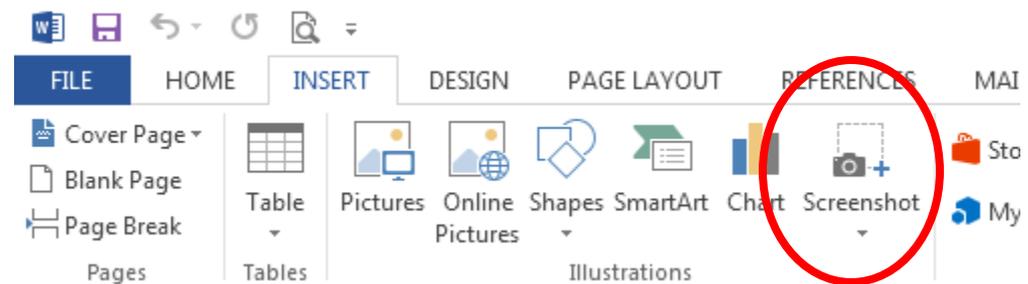
- **“How to” steps written in Companion Guide handout**

Skill Practice:

Snipping Tool & Drawing Boundaries

- Under Start Menu, Snipping Tool
- Save as...
- Insert snip into Word using Insert Pictures
- Draw boundaries using Insert Shapes
 - Use a thick yellow line
- Add a Text Box with the Neighborhood Name on Top
- Save as...

Or, you can Insert-Screen Shot - Screen clipping



You, too, can create cool maps!!!

ABC Neighborhood 1000 feet around school



There are 20 fast food outlets within 1000 feet of this school and no access to healthy food!!!

Other Data Sources

Walk Score
65
Out of 100

Somewhat Walkable
4401 Broadway Sacramento

Overview More Amenities Your Commute North Oak Park

- Restaurants**
 - Subway 0.09mi
- Coffee**
 - Boon Boon Cafe 0.1mi
- Groceries**
 - Food Source 0.01mi
- Shopping**
 - Walgreens Store Sac 0.05mi
- Schools**
 - Anderson (Marian) - 0.28mi
- Parks**
 - Oak Park 0.26mi
- Books**
 - UC Davis Health Sys 0.41mi
- Bars**
 - Hilltop Tavern 1.12mi
- Entertainment**
 - Colonial Theatre 0.4mi
- Post Offices**
 - US Post Office 0.74mi



Public Transportation

Transit Score™ **38** Some Transit
8 nearby routes: 7 bus, 1 rail, 0 other

- .85 mi - Gold Folsom - Amt
- .04 mi - 206 12TH AVE - SL
- .04 mi - 51 BROADWAY - S
- .08 mi - 213 FRUITRIDGE R
- .08 mi - 5077 Q STREETS

Compare Your Walk Score

Sacramento top 10%: **91**
Your score: **65**
Sacramento average: **58**

34% of Sacramento residents have a higher Walk Score.

Food+Tech Connect | Walk Score of Santa Ana ...

Walk Score Find a Walkable Place to Live.
Cities & Neighborhoods | Why It Matters | How It Works | Walk Score On Your Site | Blog

Type an Address:

Walk Score **86** Very Walkable
Out of 100 Santa Ana High School Santa Ana

Overview More Amenities Your Commute Heninger Park

- Restaurants**
 - 928 Pho 0.25mi
- Coffee**
 - Starbucks Coffee 0.27mi
- Groceries**
 - Meza Market 0.24mi
- Shopping**
 - American Apparel 0.26mi
- Schools**
 - Santa Ana High Scho 0.09mi
- Parks**
 - Flower Street Park 0.17mi
- Books**
 - Orange County Envrn 0.35mi
- Bars**
 - Memphis At the Sant 0.28mi
- Entertainment**
 - Picture Show 2.33mi
- Post Offices**
 - Spurgeon Station Sa 0.59mi

[View more amenities](#)
[Something missing?](#)

Public Transportation

Transit Score™ **53** Good Transit
11 nearby routes: 11 bus, 0 rail, 0 other

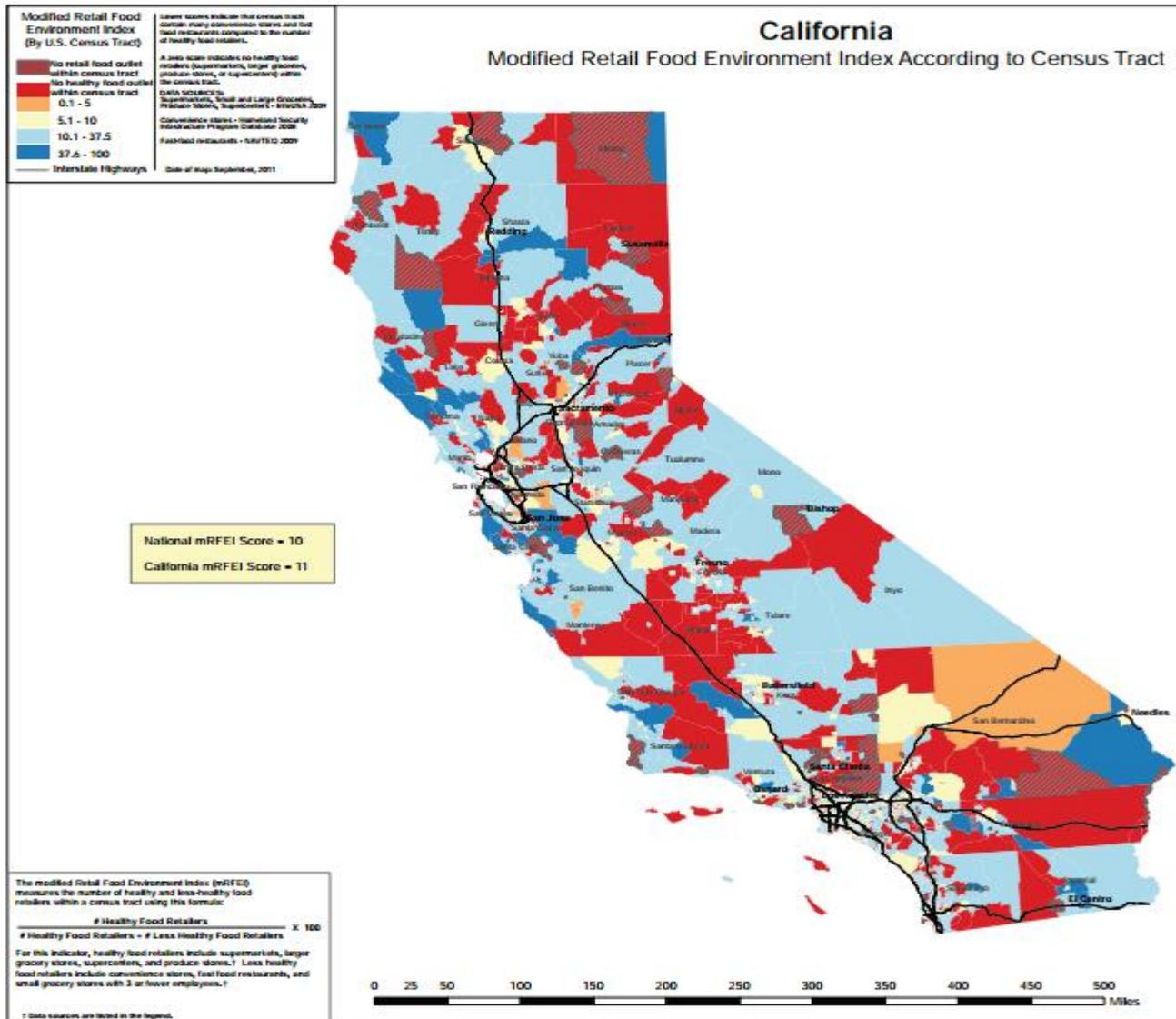
- .12 mi - 55 Santa Ana - Co
- .12 mi - 64 Huntington Be:
- .21 mi - 51 Santa Ana - Co

Transit Score™

Transit Score measures how well a location is served by public transportation.

Transit Score	Description
90-100	Rider's Paradise - World-class public transportation.
70-89	Excellent Transit - Transit is convenient for most trips.
50-69	Good Transit - Many nearby public transportation options.
25-49	Some Transit - A few nearby public transportation options.
0-24	Minimal Transit - It is possible to get on a bus.

CDC modified Retail Food Environment Index (mRFEI)



Next Steps...

- **Select neighborhoods with your NEOP LHD team**
- **Complete worksheets for each neighborhood**
- **Drive the neighborhood (“windshield survey”) and update your worksheets and maps**
- **CX³ planning team**
 - **Who to invite?**
 - **Who will do surveys? Staff? Subcontractors? Residents? Youth?**
- **Educate local health department leadership about CX³**
- **Start to identify community partners**
- **GIS Neighborhood Mapping Worksheets completed & sent to NEOPB by **March 15, 2015****

en Español

→ Su salud en su idioma

Most Popular Links

- Birth, Death, & Marriage Certificates
- Licensing and Certification
- Pertussis (Whooping Cough)
- WIC

Quick Links

- About Us
- Decisions Pending & Opportunities for Public Participation
- Diseases & Conditions
- Job Opportunities
- Local Health Services
- Newsroom
- Public Availability of Documents

Related Links

Home > Programs > Cancer Prevention and Nutrition > Communities of Excellence (CX3)



Welcome to the CX³ Website -- the *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention.*

CX³ is a powerful tool that captures and communicates neighborhood-level data to promote healthier communities. This site provides tools for collecting and measuring food quality, availability and affordability in low-income communities. Armed with these data, health and nutrition advocates around the state are engaging and inspiring community members and partners to pursue healthy food. CX³ is a project of the Network for a Healthy California in partnership with local health departments. For more information, contact the CX³ team at CX3@cdph.ca.gov

Learn more about CX3

- Overview, Community Indicators, and Training Framework
- Research Tools and Methods
- Data Entry and Analysis
- Communication Tools for Use with Communities and Stakeholders
- Publications, Presentations, and Local Results
- Links and Resources
- Meet the CX3 Team and Contact Us

Local Health Department CX3 Data Exchange

- Restricted Access Site

CX³ Program Team



We're Here to Help You!

- **Jeffery Rosenhall – NEOPB**

Jeffery.Rosenhall@cdph.ca.gov

- **Lynn Fuhrman - NEOPB**

Lynn.Fuhrman@cdph.ca.gov

916.552.9862

- **Camille Johnson-Arthur – NEOPB**

Camille.Johnson-Arthur@cdph.ca.gov

- **Betty Sun- NEOPB**

BettySun@berkeley.edu

- **Your Program Officer**

[CX³ Website](http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx) (just Google CDPH CX3):

http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx