

POLICYMAP

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HOW TO ALIGN PUBLIC LIBRARY SERVICES TO COMMUNITY NEED

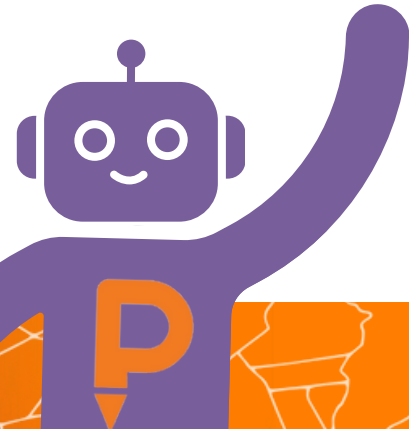
Leveraging Data To Serve Your
Community Better



ALL THE DATA YOU NEED. ALL IN ONE PLACE.

Public libraries face the challenge of meeting the evolving needs of their communities while planning for the future.

PolicyMap offers access to thousands of data points, equipping library leaders with the insights to make strategic, informed decisions. Our platform helps public library administrators, librarians, and staff align their services with community priorities, ensuring greater efficiency and effectiveness in meeting public needs.



ENHANCING COLLECTION MANAGEMENT

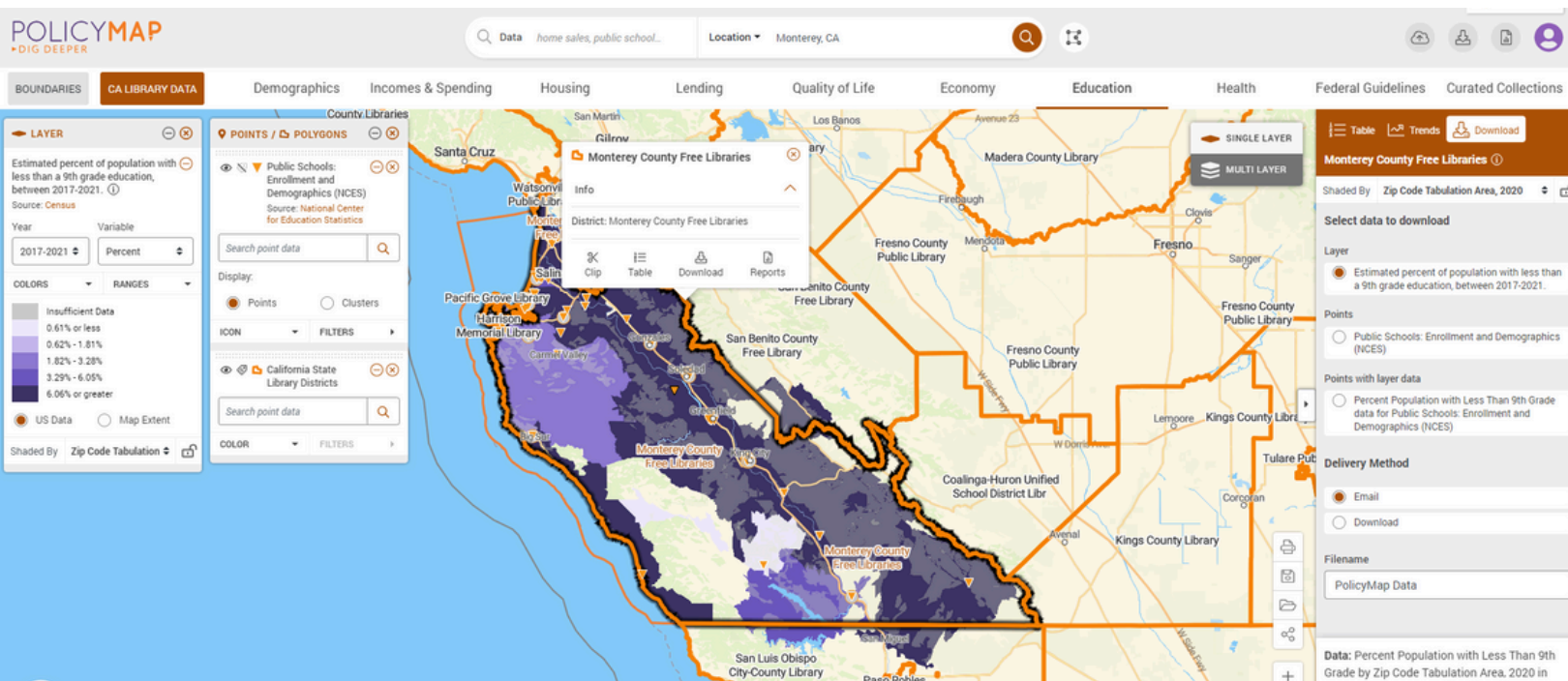
Library administrators generate reports for their Boards, local and state governments, grantors and donors, the public and their staff, and the Institute of Museum and Library Services (IMLS), which provides federal support for libraries. Awareness of your community ensures that your library collection resonates with the diverse needs and interests of the community.

DESIGNING TARGETED COMMUNITY PROGRAMS

Libraries can harness local data from PolicyMap to curate collections and devise programs that directly address and engage the community's unique needs.

SUPPORTING GRANT APPLICATIONS

A well-supported grant application often stands out. Using PolicyMap data, librarians, grant writers, and board members can provide compelling evidence and impact statistics that grantors often seek, bolstering their funding chances. Information that identifies a gap or need in the community that the grant will address, demographic data about the community including age groups, access to fresh, healthy foods, educational attainment, languages spoken, and access to the internet or computers is readily available and easily understandable with maps to support current data.



PROMOTING DIGITAL EQUITY AND EBOOK PROJECTS

PolicyMap can be valuable in understanding digital divides, helping design projects that address inequities, and ensuring all patrons have equal access to ebooks and other digital resources.

ACCESSING INFORMATION FOR NEEDS ASSESSMENTS

Beyond just offering books and digital resources, libraries can use PolicyMap data to conduct comprehensive needs assessments, ensuring they are a central pillar of community support.

INCLUSIVE DESIGN WITH COMMUNITIES

Designing programs with communities, rather than just for them, ensures inclusivity. Libraries can use PolicyMap data to deeply understand community needs and design in tandem with local aspirations.

NARRATING THE LIBRARY'S STORY

A story well told can be transformative. Library directors can harness maps and data from PolicyMap to convey the library's narrative, impact, and vision to boards and governing bodies, securing better support and understanding.

CHAMPIONING INCLUSIVITY

Using PolicyMap, libraries can identify areas of marginalization or underrepresentation, ensuring library services and resources are crafted to be inclusive.

FACILITATING PATRON RESEARCH

Be it students working on projects, local entrepreneurs seeking market insights, or community activists wanting neighborhood data – having reference staff equipped with PolicyMap means patrons get in-depth maps, trend charts, and community profile reports.

INFORMING STRATEGIC PLANNING

Libraries must understand the community's evolving needs. PolicyMap's geographic information will offer insights into local demographics and needs, enabling libraries to align services and resources effectively with their community. An easily accessible Community Profile Report can be produced for any area you draw on the map, a radius around your central library or branch, or, in this instance, our PolicyMap team has integrated boundaries for California Library Districts.

SIMPLIFYING DATA COLLECTION

Administrative Reports, Strategic Plans, Demographic Reports, and Grant Reports, to name a few, require extensive data collection from multiple sites. PolicyMap simplifies this by providing the information you need all in one place, making the data collection process efficient and thorough. Collect and download data from 170 disparate sources.

CURRENT PARTNERS





Neighborhood-Level Analysis

Analyze trends at a neighborhood and zip code level. Data is always available at the smallest geography available from block group, zip code, and census tract, to metro, city, and state.



Authoritative and Relevant

Data is curated, cleaned, normalized, and always from authoritative sources. Our in-house data experts can provide guidance on how to best use geographic data to achieve your business goals.



Continuously Updated

Data includes current and historic time periods. Quarterly updates ensure you are accessing the most up-to-date information you can get.

ONE PLACE - ALL THE DATA YOU NEED



DEMOGRAPHICS

Population, race and ethnicity, age, sex, language, foreign born, migration and immigration, households, families, elections, religion



INCOME

Income, poverty, federal tax returns, economic mobility, location affordability, area median income, low mod, bankruptcy



HOUSING

Home sales, home values, rental units, residential buildings, vacancy, affordability, cost burdens, federal housing programs



LENDING

Mortgage lending by loan type, race and ethnicity and income, small business loans, farm loans, banking



QUALITY OF LIFE

Crime, environment, transit access, commute to work, energy, food access, libraries and nonprofits



ECONOMY

Unemployment, labor force, detailed workforce demographics, jobs and industries



EDUCATION

School enrollments and populations, educational attainment, revenues and expenditures, school and school district performance



HEALTH

Drug overdoses, obesity, diabetes, infectious diseases, births, young mothers, prenatal care, uninsured populations, federal programs, health resources, local foods



FEDERAL GUIDELINES

Opportunity Zones, New Markets Tax Credits (NMTC), Community Development Block Grant (CDBG), Community Reinvestment Act (CRA)

SELECT SOURCES

- Bureau of Labor Statistics (BLS)
- CDFI Fund
- Census American Community Survey (ACS)
- CANDID
- Census Longitudinal Employer Household Dynamics (LEHD)
- Centers for Disease Control and Prevention (CDC)/PLACES
- Centers for Medicare and Medicaid Services
- Community Reinvestment Act (CRA)
- Convenient Care Association
- Data Axle
- Department of Housing and Urban Development (HUD)
- Department of Homeland Security
- Environmental Protection Agency (EPA)
- FBI Uniform Crime Reports
- Federal Communications Commission (FCC)
- Federal Deposit Insurance Corporation (FDIC)
- Federal Emergency Management Agency (FEMA)
- Glenmary Research Center and Association of Statisticians of American Religious Bodies
- GreatSchools
- Health Resources and Services Administration (HRSA)
- Home Mortgage Disclosure Act (HMDA)
- HUD Low-Income Housing Tax Credit (LIHTC)
- Institute of Museum and Library Services (IMLS)
- IRS Statistics of Income Administration
- National Nursing Center Consortium
- Nielsen TDLinX
- Social Security Administration
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Reinvestment Fund
- U.S. Census Bureau
- U.S. Department of Agriculture (USDA)
- USDA Economic Research Service (ERS)
- USDA Rural Housing Service (RHS)
- US Department of Energy, National Energy Technology Laboratory (NATL)
- U.S. Election Atlas
- U.S. Geological Survey (USGS)
- Valassis Lists

SEE HOW POLICYMAP CAN HELP YOU.

Call or email us for more information.

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POLICYMAP is a benefit corporation whose mission is to make place-based data widely accessible in order to drive positive change in communities and markets across the US.