

# Community ACTIONMaps!

## Mapping Safety Net Service Needs

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Yu

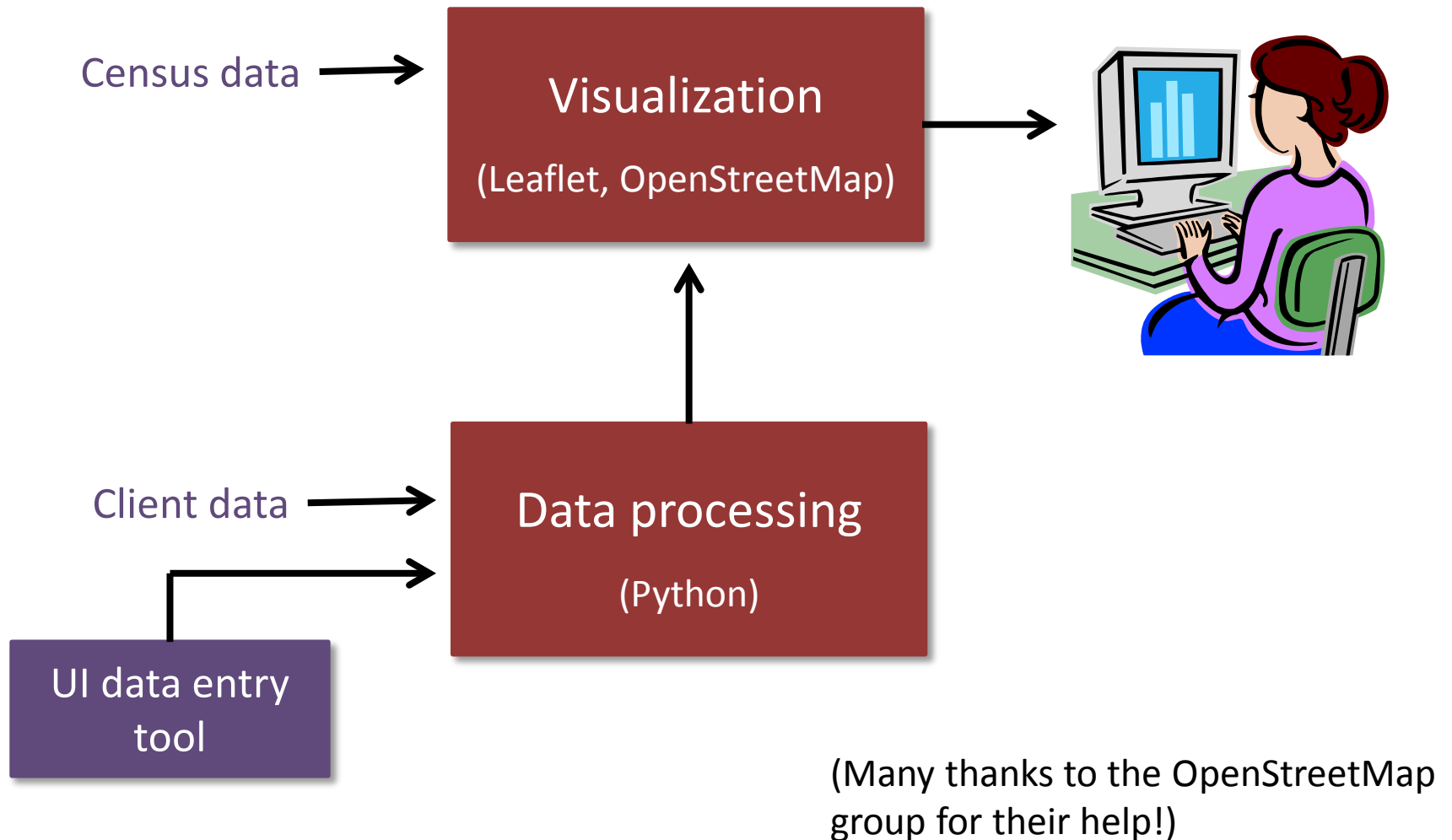
- Located in Greenfield, Massachusetts
- Provides essential services for people of lower incomes in the Franklin, Hampshire, and North Quabbin Regions
- Services include home weatherization, fuel assistance, financial counseling, youth programs, nutrition assistance
- Runs 40 programs for 30,000 people

# Challenge

Are there better ways to assess need, so that services are better matched to areas of greatest need?

- Have many databases in spreadsheet format
- Can we visualize this data with mapping technology?
- Must preserve anonymity of clients

# Mapping app design



Our mockup

# COMMUNITY ACTION MAPS!

COMMUNITY Action!  
of the Franklin, Hampshire, and North Quabbin Regions



## OUR PROGRAMS

Head Start



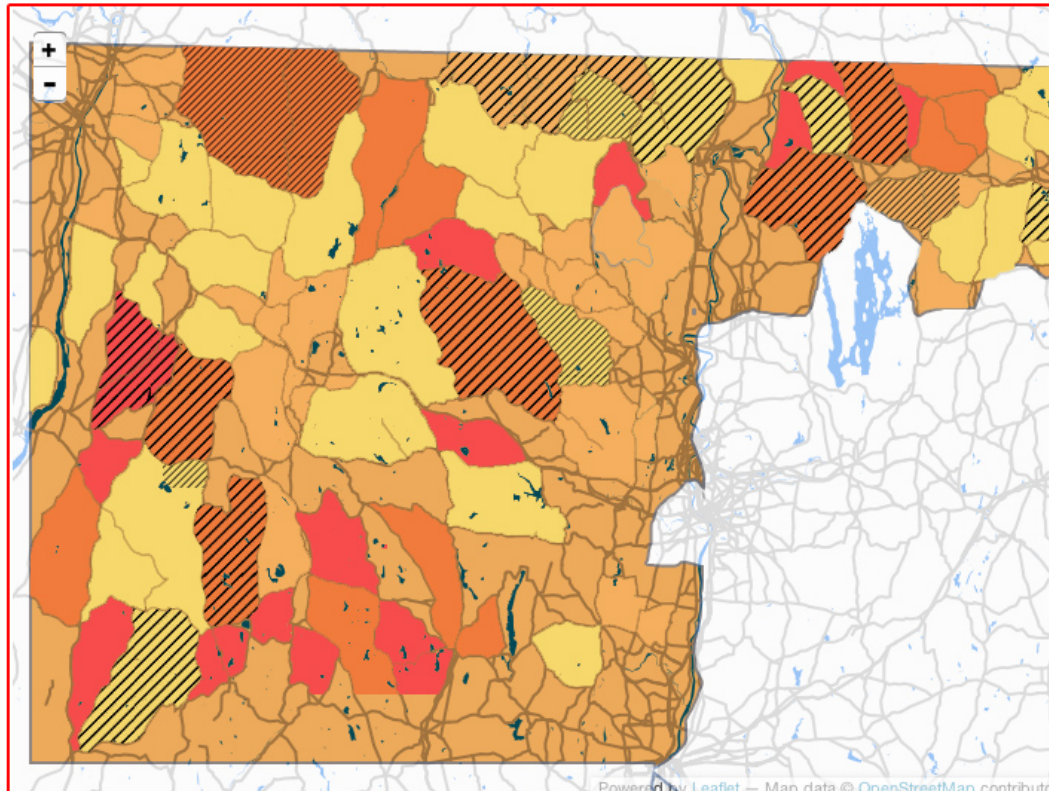
## AREA DEMOGRAPHICS

☒ Income ☐ Ethnicity ☐ Gender



## LOCAL RESOURCES

☐ Public Transit ☐ Hospitals  
☐ Daycare Centers ☐ Groceries



## HEAD START 2012

### Head Start Recipients (%)

over 10% 1-5%  
5-10% 0

### Local Poverty Overlay (%)

0-33% 66-100%  
33-66%

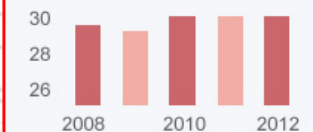
## PROGRAM FACTS

People Served: ~39,987  
2012 Budget: ~28 million

## FUNDING SOURCES



## FUNDING HISTORY



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economic justice, quality of life