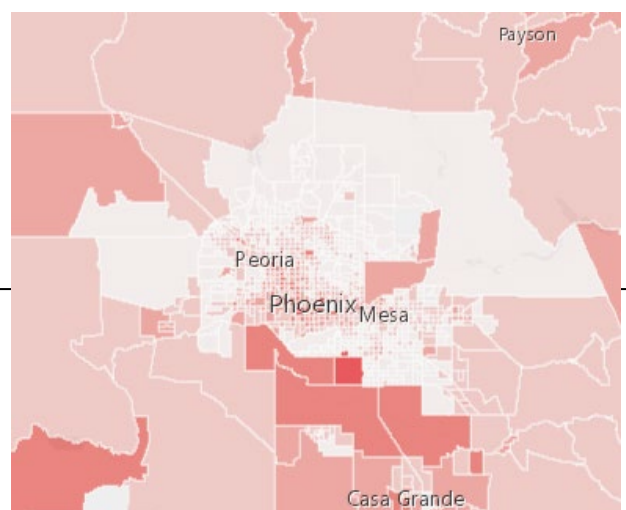
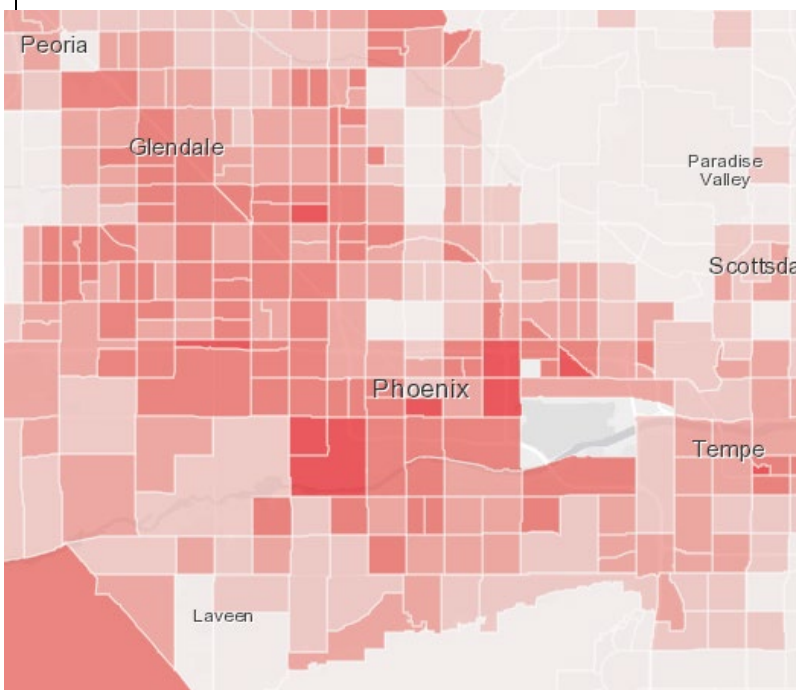


Remember!

This is all secondary data, so it's not perfect! You have on-the-ground knowledge that is likely more up-to-date and informed.

A FEW CAVEATS ABOUT THE MAPS AND THEIR DATA...

- All standard sample caveats apply to anything drawing on ACS data: these data come from a **sample of people**. They don't capture everyone, particularly in certain communities, namely, Latinx and Native communities (but it's the best estimate anyone has).
- Census tracts are widely used for mapping, but they don't perfectly align with communities. It may be that you know a community to have a quality that isn't clearly visible when looking at data by census tract because other communities in the tract sort of dilute that one community
- Home-based ECE providers are a special case of imperfect data – they don't post actual addresses of people's homes on the public data set, so take those little purple house icons in ECE with a big grain of salt – there is presumably a home somewhere in that ZIP code for each icon, but the precision of the icon is variable.
- For some data, there was no central data source, so we pasted together what we could, but we know there are holes (e.g., gardens, recreation centers). Please make a note of the ones that you do know about in the Qualtrics page.
- The SNAP enrollment counts are from 2018, but the enrollment percentages use data from the 2010 US Census (because that's the best count available). Because of this, enrollment percentages might look strangely high because of undercounts or population shifts between 2010 and 2018. Think of this percentage as a "guesstimate" rather than an exact value.
- Census tracts generally have a population size between 1,200 and 8,000 people, with an optimum size of 4,000 people. This means that in rural areas, census tracts can be quite large, whereas in densely populated urban areas, census tracts can be quite small. So, when looking in urban areas, be sure to **zoom in** to make sure that you're seeing all the tracts. If you're too zoomed out, some tracts might be hidden by words, icons, etc.



Maps and user guide prepared for UA SNAP-Ed by:
Community Research, Evaluation, & Development (CREd) Team
John and Doris Norton School of Family & Consumer Sciences
University of Arizona

Glossary:

- **Layer** – in maps, each type of data is its own layer. You can turn layers on or off by clicking on the left menu. They are sorted by type in the top right of your screen
- **Icon** – the little markers, each of which represent a certain type of place. You can display several of these at one time.
 - **Proportional icon** - the size of the icon (a circle) tells you something about the site (e.g., bigger for more meals served)
- **Polygon layer** – these data are spread over an area (census tracts) rather than a single address. The more intense a color, the more intense a value (like a weather map). It's hard to look at more than one layer at a time, but you can (and should!) look at icons on top of layers.
- **Bookmarks** – take you to key community places if you get lost

The screenshot shows the 'Cochise UA SNAP-Ed Map 2.0' interface. On the left is a 'Layers' panel with a search bar and a list of layers including 'AZ WIC Retailers (2019)', 'AZ SNAP Retailers (2019)', 'National School Lunch Program Sites (2019)', and 'Low Income Population (2017 ACS)'. A callout points to a 'minus' icon in the layers panel: 'Use this to clear all layers you've turned on'. The main map area shows a red-shaded polygon representing low-income population and several icons representing retailers. A callout points to a point on the map: 'You can click on a point to learn more'. A callout points to a small arrow icon in the layers panel: 'Use this small arrow to toggle through info on the different layers'. An 'Info Summary' window is open, showing details for 'AZ WIC Retailers (2019)' and 'AZ SNAP Retailers (2019)'. A callout points to this window: 'This "info summary" button will display details for everything in your field of view'. A 'Willcox Unified District' info window is also open, showing a table of statistics. A callout points to this window: 'Click here to expand to a sortable data table for everything in your field of view'. On the right is a 'Sorted layers' panel with a legend and a callout: 'This info tab has the link to the online page to submit suggestions for changes'. Other callouts include 'bookmarks', 'legend', 'icons', and 'Proportional icon'.

Use this to clear all layers you've turned on

You can click on a point to learn more

Use this small arrow to toggle through info on the different layers

This "info summary" button will display details for everything in your field of view

Click here to expand to a sortable data table for everything in your field of view

bookmarks

legend

Sorted layers

icons

Proportional icon

Polygon layer

Willcox Unified District	
Sponsor Name	Willcox Unified District
Site CTDS	20213101
Site Name	Willcox Elementary School
Total Meals	58,429
Total Free or Reduced Price Meals	52,910
Average NSLP Meals Per Day	139.12
Average NSLP Free or Reduced Price Meals Per Day	125.98
Total Days of Service	420
Physical Address	501 W. Delos
	Zoom to

If you find an error, click on the info button in the top right corner, navigate to the first link listed (also at <https://bit.ly/2Y22goy>) to suggest additions, deletions, and changes.