Section 1 – Top Maps

Organization: Legal Aid Foundation of Los Angeles

Please rank the top most useful maps, the intended audience and why you like them. If you would like them as "Trophy Maps" (limit 15 per grantee) please enter in the number of copies you would like.

Rank	Map Number	Audience & Reason	Trophy Maps (0, 1,2...)
3	CA29-DGG-33	Audience: potential funders and community supporters. Reason: to show breadth and patterns of poverty	1
5	CA29-DGT-SP13A	Audience: potential funders, supporters in API community. Reason: show need for coordinated outreach to isolated API communities	2 (i.e. 1 more)
4	CA29-ALG-SP19A	Audience: City of LA, downtown organizations. Reason: Zoom view of central city poverty and closed cases.	1
	CA29-DLT-6	not in book	1
2	CA29-DGT-34	Audience: staff, funders, public. Reason: Baseline for client patterns and location of offices.	6
6	CA29-CGP-SP17	Audience: staff, funders, public. Reason: Use as overlay for different data regarding case distribution	1
7	CA29-CGP-35	Audience: staff, funders, public. Reason: Demonstrate access	1
1	CA29-AGP-44	Audience: staff, funders, public. Reason: Demonstrate access, need for outreach, office placement	2
9			
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Special Notes:

SECTION 2 – Overall Project Evaluation

Please be as descriptive as possible when answering the following questions:

1. Before the mapping project, how well were you able to identify, analyze, and effectively communicate the concentrations of low-income persons and legal services provided across your service area, and the relationship between the two? What differences are the maps making in these areas? Please identify any direct areas of improvement.

Bruce Iwasaki: "This whole project is about taking data that is separated and random seeming and making it organized and useful and then using it."

2. Is having management information displayed visually in a map layout or as a graphic, as compared to a table, helpful to your management team? If yes, how?

Bruce Iwasaki: "The maps I think are particularly interesting to show to my board or the private bar are, ok, where are the poor people. The reason I do this, especially for lawyers, is that some of them haven't been anywhere near where our clients live and work. They can't conceive of how low the income needs to be to be at the top level of our eligibility. For a single person to be LSC eligible, they bill that before lunch. That's literally true. That's one thing I think is a very very useful map. It's as basic as it gets. It doesn't use any of our data, but it's a great tool." Map DGT-34

Bruce Iwasaki: "I don't know whether I'd seek funding for a program or divert staff from one office to another based on the maps, and I'm not sure that any one map would ever do that. Could it be a tool to justify it later? Maybe so."

3. How useful are these maps in identifying access to legal services and targeting areas for increased focus?

Bruce Iwasaki: "The map of just our cases is more useful for our staff. This is where we are and this is where we are closing cases. What is obvious is how the closed cases correlate with the poverty population. Then there is the next map with the poverty population and concentration of closed cases with the dots. I can really imagine using these three maps in a number of presentations to show either extent of poverty, concentration of poverty and whether we are providing access in the right ways." Maps DGT-34, CGP-35 and AGP-44

4. Would having these maps generated on an annual recurring schedule be of value to you, your program, and state or regional planning process? Which maps do you think would be most helpful in such a process?

Bruce Iwasaki: "Yes. it would be useful, together with a trend map coded to degrees of change. To me, the challenge is, not that I know anything about GIS or mapping, but how we get it integrated in a program base. That is, again, how I get enough people interested in it to start thinking creatively about how they can use it in their practices. How I can get my development staff to start using it."

5. Do you think that the information provided in the maps might lead to new or improved management decisions, actions or relations (i.e., access to legal services, statewide or regional planning, locating emerging income-eligible populations, office locations and/or comparisons, resource or service deployments, improved program support, stakeholder awareness, priority setting, identifying trends or partner relationships and fundraising)? Are there any anecdotes that might be helpful in understanding the impact of the maps?

Bruce Iwasaki: "It is important to keep in mind the different uses that the presentation of this data can be used for:
Management – priority setting and allocation of resources
Marketing – raise money from legislature, foundation, private bar
Advocacy – redlining, priority lending
Different maps used for different purposes. One thing we are still at an elementary stage on is how maps might be different for those different purposes. It is one thing to use visual demonstrations of data to show unmet needs, and another to show success in meeting a need. And, those might be to different audiences at different times with the same data showing; where is the need?; where have we done well?."

6. Do you have any estimates of money saved, resources raised, new program started or extended increasing access to legal services, or other metrics that would be useful in assessing the value of the project and the information it provides?

7. Do you have any observations about the strengths and weaknesses of legal services mapping?

Strengths are obvious: pictures have great power, particularly in color. Weaknesses on different levels: How such data can be misinterpreted or miscommunicated.

8. Do you have any concerns about the accuracy of how these maps represent management information, or about the implications of this representation?

Bruce Iwasaki: "We need to learn some of the limitations and pitfalls and the ways maps could be used. How we could be fooled by them or how we could use them to fool other people. The last one is inappropriate, but it is something we need to think about. For example, choosing the scale, choosing the colors, can have a big impact on the graphic message."

9. What lessons have you learned over the life of the project?

Bruce Iwasaki: "Because of the nature of our service area, anything countywide is almost useless. For instance density levels needed for much less populous areas only skew the presentation in an urban area."

10. Are there additional maps you would find more useful, other ways of analyzing data that would be more useful or changes in the process that was used that you would recommend?

Bruce Iwasaki: "The next phase of this is not necessarily a mapping project about using mapping technology effectively to tell a story. It is about using data effectively and strategically, and mapping as a tool. Sometimes use a graph, sometimes a statistic, sometimes a map. The challenge for us is how to organize the data. There will not be one expert, but a variety of people that know how to do different things."

11. Are you interested in adopting mapping as an ongoing management support tool? What are the next steps to adoption? What roles could LSC play in that adoption?

Bruce Iwasaki: "Speaking like a typical legal services project director, I would be wary of a mandate. I would be wary that the next grant condition will be that you will now provide us with three maps of what you did last year.

I would try to take into account that there are indeed multiple learning curves and that it is a management challenge that goes beyond just GIS knowledge. That there is an interdisciplinary technique in effect that probably comes from numerous sources and has to be taught and nurtured at a program level and I think that has to be acknowledged.

If we are right that there are incentives for getting good at it in the same way that there are incentives for law firms to have enough advocates that are good public speakers or are just good lawyers or good writers, there ought to be incentives for programs that are good at the effective representation of raw data. Whether it's a map or a graph. Whether it is used to make the case to change the law, or to get more money, or raise your stature in the community, or whatever. When it is that carrot that is out there, I think that will get project directors who are sometimes the last to change and the last to know about this stuff more interested in its development."

12. Are there any other observations about the maps or the project you would like to share?

Bruce Iwasaki: "All of the different types of expertise are going to have to be gathered, and probably not in any one head, as I said. Whether it is GIS or Adobe or Powerpoint on the technology side, whether it is finding source information, choosing statistics, gathering data, assessing significance or number crunching on the data analysis side, and whether it is how you present it aesthetically and effectively on the graphic arts side, there are multiple skills to learn that require team building efforts. The expert on advocacy, the excellent story teller, the computer geek, and the artist, rarely are embodied in a single person."

13. In what circumstances have you used the maps to explain your organization or an issue?