Section 1 – Top Maps

Organization: Neighborhood Legal Services of Los Angeles County

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…)
1	CA30-DGG-33-v2	**Basic Map of NLS-LA Service Area compared to poverty population - has the widest use and audience - NLS-LA Bd/Staff, community, funders, government officials, outreach and is the base map for the language overlays**	**1**
2	CA310-DGT-34-v2	**Basic Map of NLS-LA Service Area compared to poverty population - has the widest use and audience - NLS-LA Bd/Staff, community, funders, government officials, outreach and is the base map for the language overlays**	**1**
3	CA30-AGT-SP35	**Shows the impact and value of NLS-LA Health Consumer Center (HCC) project - one of NLS-LA's largest special projects - particularly HCC's ability to serve a county-wide clientele from a centralized phone bank in Pacoima - audience are foundations that fund HCC, government agencies, particularly LA County health officials, community education, outreach, NLS-LA Bd./staff, grant reports.**	**1**
4	CA30-SGT-SP54	**Shows the impact and value of NLS-LA Self-Help Centers - one of NLS-LA's newest special projects - audience is LA County (funders of self-help), community, outreach, bar groups/court, NLS-LA Bd./staff, grant reports.**	**1**
5	CA30-DGT-SP11-v1	**Overlay showing location of Spanish speakers in NLS-LA Service Area - language access is a critical issue for NLS-LA - this overlay helps us determine if our services are properly targeting the major groups of non-English speakers in our service area - the target audiences are the community, NLS-LA Bd/staff, funders, grant reports and government agencies.**	**1**
6	CA30-DGT-SP10-v1	**Overlay showing location of Chinese speakers in NLS-LA Service Area - language access is a critical issue for NLS-LA - this overlay helps us determine if our services are properly targeting the major groups of non-English speakers in our service area - the target audiences are the community, NLS-LA Bd/staff, funders, grant reports and government agencies.**	**1**
7	CA30-DGT-SP9-v1	**Overlay showing location of Armenian speakers in NLS-LA Service Area - language access is a critical issue for NLS-LA - this overlay helps us determine if our services are properly targeting the major groups of non-English speakers in our service area - the target audiences are the community, NLS-LA Bd/staff, funders, grant reports and government agencies.**	**1**

8	CA30-AGP44-v2	Compares distribution of NLS-LA's closed cases to 125% poverty pop- demonstrates whether we are targeting our services to the right communities - also a wide audience: community, NLS-LA Bd/staff, funders/fundraising, government officials, grant reports..	1.
9	CA30-ALG-SP20 -B-v1	Compares distribution of NLS-LA's closed cases to 200% poverty pop in the SGV - shows we are serving SGV and targeting right population even though NLS-LA has only been working in the area since 2000 - primary audience is internal NLS-LA Bd/staff, plus community and LSC..	1.
10	CA30-ALG-SP20 -C-v1	Compares distribution of NLS-LA's closed cases to 200% poverty pop in the SFV - shows we are serving SFV and targeting right population - shows we are very effective given our long-time work in this community - primary audience is internal NLS-LA Bd/staff, plus community and LSC.	1.
11	CA30-ALG-SP20 -A -v1	Compares distribution of NLS-LA's closed cases to 200% poverty pop in the Antelope Valley - shows we are serving Antelope Valley despite its distance from NLS-LA's offices and targeting right population - shows we are effective in this community - primary audience is internal NLS-LA Bd/staff, plus community and LSC.	1.
12	CA30-ALP-39-D -v2	Compares distribution of NLS-LA closed cases to 125% poverty pop in the City of Glendale where NLS-LA recently purchased a building and will be opening an office in 2005- this map is primarily for internal planning purposes to examine and explore the impact on the City of Glendale of NLS opening its office - it will also be used for fundraising in that city for the new office.	1.
13	CA30-AGT-SP30-v1	Distribution of NLS-LA closed cases from Hispanic clients - provides an opportunity to see if NLS is reaching the broad Hispanic client population in the NLS-LA services area : broad audience including community, outreach, fundraising, NLS Bd/staff and government officials.	1.
14	CA30-AGT-SP37-v1	Distribution of NLS-LA closed family law cases - provides an opportunity to review the impact of the different level of NLS-LA family law services in the SF and SG Valleys - the primary audience is internal program management, secondary audience is community, fundraising, NLS Bd/staff, other CBOs and government officials	1.
15	CA30-AGT-SP40-v1	Distribution of NLS-LA closed housing cases - provides an opportunity to review the impact of the different level of NLS-LA housing services in the SF and SG Valleys - the primary audience is internal program management, secondary audience is community, fundraising, other CBOs and government officials	1

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.

The maps make it significantly easier to communicate those concepts and facts. People can more easily grasp the geographic breadth of our large service area and the consistently high concentrations of poor people. What the maps are best at is showing the relationships between the two - I did not discover too many new concentrations of poor people, although I did find some neighborhoods that appear to be not served as well as they should be given the number of poor people who reside there.

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?

Neal Dudovitz: If everyone had appropriate maps before them when the management team is contemplating an new project - whether it is a change in service delivery or an a new advocacy effort it would significantly help our planning; utililization of resources cost-effectively; and finding and targeting fundraising opportunities. So I agree with you that we really should make these maps available to our management team."

Nancy Cervantes: "I really liked the language overlays."

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

Neal Dudovitz: "The maps told us where the pockets of Armenian and Chinese speaking people live in relation to the poverty population. There is an incredible correlation between people who speak Spanish and poverty."

The maps also help us evaluate how effective we have been in our expansion into the San Gabriel and Pomona Valleys as well as whether we have been able to adequately reach poor people in the far north and east portions of our services area that may be 50 to 100 miles from program offices.

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?

Neal Dudovitz: "The goal of our program right now is to be able to do everything we do in 4 languages."

Most useful maps include base of 125% poverty population density with overlays of Armenian, Chinese and Spanish speaking people and the Self Help map. Also, the maps showing the impact and effectiveness of our special health (HCC) and SelfHelp Center projects are examples of how the maps assist in documenting the strength of these programs and in their continued funding. Similar maps in the future for other projects would be very helpful.

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?

Neal Dudovitz: "As Executive Directors we naturally tend to focus on the Management/Fundraising uses for the maps - something that I think self evident. But, the more you really you get into it, the more you can see how the maps could be incredibly valuable for legal services program's advocacy efforts - our advocates could do some pretty wonderful stuff for our clients if they had reasonable access to maps like these. I thin, that the real magic in this is in incorporating our advocacy. How can we use this to enhance our efforts to get rid of a slumlord. That is really where we ought to be going. And, while learning how to use the tool by initially focusing on management/fundraising makes sense to me, ultimately, we should be transferring the skill to the advocacy side of our programs. That's why I'm here. This is why I think this is a great project. Because I think there are innumerable ways to enhance our advocacy."

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? No, not yet.

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

Neal Dudovitz: "Using pictures and maps to demonstrate something can be more powerful sometimes than the sentence you write in a brief, if you do it correctly."

Neal Dudovitz: "You could get lost in this. You could spend hours playing around with this stuff, and you do have do some of that. But, you have to know enough about how to manipulate the data. It has incredible possibilities for us. Its being able to do it in a cost effective time effective way, and its really hard for me personally because I like this stuff and I have some thoughts on how to do it, but I'm not technologically able to do it myself. Balancing how much staff time can we afford to devote to that is really the critical issue."

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

Yes. As we all know, statisticaly information can be very misleading. Placing data on maps, particularly combining several levels of data on one map can easily distort reality. I am also very concerned that people who see the maps will focus only on program services that are easily "mapable" like cases and ignore the rest of our work: community education/outreach, policy advocacy, etc. that involves substantial program expenditures but cannot be so easily depicted on maps. For legal services programs maps only tell part of the story - they are not complete.

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

Neal Dudovitz: "Much of what is in the data, in our data, that is so useful to us, we may not recognize at first. With so much log-jammed on our desks, there is a risk of wasting this powerful tool."

Neal Dudovitz: We tried to enhance our advocacy with some of these special maps. I don't think we did it very successfully and part of that is because we probably didn't have enough opportunity to work closely with our advocates to incorporate the maps into their current advocacy projects.   We also don't know enough about the technology to sort of get them into it in the most effective way, but I think that is where we ought to be going."

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?

Neal Dudovitz: "If you look closely at El Monte this is another area where breaking out the data to anther level would be nice. If you take this little square and separated it out, that's where you have this high density poverty, large numbers of Spanish speaking and large numbers of Chinese speaking populations. Being able to pull the data out and look underneath all of that would be helpful."

Neal Dudovitz: "I would like to try to utilize the maps in a specific advocacy project - either our efforts to impact the delivery of health care to the uninsured or our work on the health effects of the Bradley landfill.

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?

Neal Dudovitz: "This is an issue where cost effectiveness comes in because I don't have an expert in my office to say pull that map up there and show me how it goes. We need to evaluate how much in house staff capacity you need to do it effectively. They can't all be experts because it would take too much time. I do think a partnership with a local university s a great way to begin to build expertise, and maybe even partnerships among our programs so we can share people, etc."

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

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Neal Dudovitz: "I would suggest to all of you, to the extent you want to excite the Executive Directors from other programs into mapping remember that many of them are not technology people. They will need to see good examples that they can relate to of how others have successfully utilized mapping technology, which generally has not been available to us in legal services. We're way behind the times. Large law firm and government agencies have had more access to this kind of technology. We can make our advocacy that much more powerful, I think, if we start using the same tools."

Neal Dudovitz: "There are great uses for this technology and it is worth devoting some staff time. Now we need to explore what the out of pocket cost would be to continue, and is it worth that expenditure. One of the things that this project has done is demonstrated what I think we all thought when it started, which is, there are great benefits for our program if we can find cost-effective ways to utilize mapping technology."

13. In what circumstances have you used the maps to explain your organization or an issue? We have not used them yet.