

Mapping Stakeholder Locations

Objective

The objective of this activity is twofold: 1) to map the location and/or service jurisdiction of potential consultation partners, and 2) to collect data on the geographic distribution of citizens participating in the community's outreach process.

Summary

Mapping the location of community stakeholders can assist grantees in understanding the geographic relationships of stakeholder activities and locations. As part of the consultation process, maps can be used to help determine important partners for consultation in targeted locations, and can help grantees to coordinate planning activities with the ongoing activities and investments of their consultation partners.

As a part of the citizen participation process, maps can be used to better understand the geographic areas from which citizen comments are received. This information can be helpful in assessing the success of past citizen participation outreach, in identifying the priorities of different citizen participant demographics, and in identifying demographic or geographic gaps in citizen participation.

Application to Consolidated Plan

Understanding the geographic distribution of potential consultation partners is a key component of the Alignment and Coordination process outlined in this guide. Maps that depict the locations and/or service jurisdictions of important partner organizations can help grantees to identify target geographies that may benefit from coordinated efforts with partner organizations and agencies.

Mapping the geographic and demographic profile of citizen participation in the Consolidated Planning process is an important factor in assessing the outcome of citizen participation outreach and creating an equitable citizen participation process. This process can also include requesting residents' input on identifying key institutions or stakeholders with the goal of creating transparent and effective public-private partnerships.

Target Audience/Usage

Mapping of consultation partners and their activities is primarily for coordination with consultation partners, but can also be helpful to share consultation partnerships and coordination strategies in community meetings and presentations, on community-facing websites and blogs, and within the Consolidated Plan document narrative.

Mapping the geographic location of citizen participants engaged through community outreach is intended to improve the outcome of the citizen participation process by helping grantees to assess the outcome of outreach efforts.

Logistics and Materials Needed

Maps depicting stakeholder locations can be created in a number of ways, including:

- [CPD Maps](#), a Consolidated Plan mapping tool developed by HUD that includes geographic data on adjacent local and statewide grantee jurisdictions, non-entitlement units of general local government, and Continuum of Care jurisdiction boundaries.

- The Upload Point File widget in CPD Maps allows grantees to geocode geographic points (e.g., the address of consultation partner offices) and display them on a map.
- The Department of Health and Human Services (HHS) provides an online [Data-Warehouse map tool](#) that can map the location of HHS providers and services such as Health Educators and Health Care Delivery Sites.
- Many state and local governments have implemented web-based mapping resources, or geospatial clearing houses providing geographic data and services that allow for mapping of locally funded projects and programs such as: locally based human services provider agencies, public development authorities, neighborhood associations, community based development organizations, etc.

Maps depicting the geographic and demographic profile of citizen participants can be created in several ways:

- Grantees can ask for the resident zip code or full address of citizens providing comment on the Consolidated Plan.
- Grantees can have citizen participants identify their neighborhood or census tract on a map as part of the comment process.
- When grantees have an interest in a narrowly focused target demographic, custom geographic areas can be created using one or more census tracts with [CPD Maps](#). For example, this method could be used to delineate a target neighborhood or a demographic group such as; areas meeting specific employment status or income criteria defined by the grantee, areas with a large percentage of non-English speakers, etc. Grantees can then ask citizen participants to identify their home geography on a map as part of the comment process, and use this information to determine if they are adequately reaching the target population.