



## Frequently Asked Questions

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### General

#### **What is the California Latino Power Map?**

The California Latino Power Map is a free, easy-to-use online mapping and data tool created by the Latino Community Foundation (LCF) and Measure of America, an initiative of the Social Science Research Council.

The California Latino Power Map showcases the most comprehensive list of Latino nonprofits in California and presents the challenges and opportunities communities face through a wide range of socioeconomic indicators. The website helps users visualize where Latino nonprofits are located alongside contextual information about their surrounding communities; it features the locations of 500 Latino nonprofits as well as nearly 50 well-being indicators for the state's 265 Public Use Microdata Areas (PUMAs).

#### **Who is the California Latino Power Map for?**

Anyone can use the California Latino Power Map! It is a free website available to everyone with a passion for understanding and improving the amazing state we call home. It was designed as a resource to aid philanthropists, grassroots leaders, businesses, government agencies, and elected officials in identifying local Latino leadership and learning about the powerful work undertaken in their communities. Its goal is to advance LCF's vision of California: a state where grant-making strategies, public policies, and other services recognize and build on the strength and power of Latinos.

#### **Why does a map of Latino nonprofits matter?**

Latino leaders are underrepresented and underfunded in the nonprofit sector. To make a meaningful impact within Latino communities across California, it is critical to focus on investing in and strengthening Latino nonprofits on the frontlines of social and policy change. Latino nonprofits are vital community organizations that are often the most trusted organizations by Latino youth and families who perceive their leadership to be authentic, culturally sensitive, and reflective of their values.

## **The State of California and many organizations already make a great deal of data public. What value does the California Latino Power Map add?**

Lots of great online data tools exist. But many are the product of one-time-only efforts, focus on just one issue or sector, or are tricky for regular people to navigate. In addition, different indicators are available using different geographic boundaries, time periods, definitions, interfaces, and methodologies. This variety makes comparisons very challenging. The California Latino Power Map is:

- **Specifically for California Latino communities.** Every data set included on the map is specifically about Latino residents, not the general population.
- **Intuitive and easy-to-use.** It is designed to provide access to official government data for “data civilians”—people who need accurate, up-to-date information but lack advanced statistical and research training.
- **Comprehensive and multi-sectoral.** The map includes data from six different sectors—including health, education, housing, and political engagement—covering a wide range of issues that affect the well-being of California’s Latino communities and shape the choices and opportunities open to them.
- **Informed by a holistic vision.** A unique blend of datasets, interactive maps, and analytical tools links data on human need, resources, and outcomes and helps users see social and economic realities in the interconnected way in which people actually experience them.
- **Transparent and rigorous.** The California Latino Power Map is an impartial, independent source for methodologically sound, reliable, fully sourced data.
- **Useful to experts.** The map allows the pros to access underlying data and primary source material in sortable spreadsheet form with detailed sourcing and methodological notes.

## **What are some practical uses for the California Latino Power Map?**

The California Latino Power Map has virtually unlimited possibilities! Here are a few examples of how people might use the tool; explore more on the [WAYS TO USE](#) tab.

### **If you are an individual interested in the Latino community:**

- Find Latino grassroots organizations that address your interests (arts/culture, civic engagement, education, etc.), learn about their missions, and connect with them to find out how to get involved.
- Find your neighborhood on the map, look through the data, and become informed about the challenges and opportunities facing Latinos in your community.

### **If you are a grassroots organization:**

- Find and connect with other Latino grassroots organizations engaged in work similar to yours across the state. Share best practices and deepen the connections across and between Latino communities and leaders.

### **If you are a philanthropic institution:**

- Better target your funding priorities and strategies and identify new organizations to support.

### **If you are a legislative staffer or an elected official:**

- Research data sets for your office’s priority issues. See how well Latinos are performing on issues like education and jobs and what changes the data indicate are critical in California.

## Who created the California Latino Power Map?

The map was created by the Latino Community Foundation; Measure of America, an initiative of the Social Science Research Council; the designer Rosten Woo; and the developer Codie Joseph See.

[The Latino Community Foundation \(LCF\)](#) is on a mission to unleash the power of Latinos in California. We fulfill our mission by building a movement of philanthropists, investing in Latino-led nonprofits, and increasing the civic and political participation of Latinos. The Latino Community Foundation has innovative solutions to the challenges facing Latinos in the State. LCF has built the largest network of Latino philanthropists in the country—the Latino Giving Circle Network®—which has launched the groundbreaking Latino Nonprofit Accelerator, a tech-inspired incubator for grassroots leaders, and has invested more than \$7 million in 100 Latino nonprofits across the state.

[Measure of America \(MOA\)](#) is a nonpartisan research and advocacy initiative of the Social Science Research Council. MOA provides easy-to-use yet methodologically sound tools that measure what matters for human well-being, freedom, and opportunity. Through reports and online tools like LCF Data2Go, Measure of America works with partners to breathe life into numbers, using data to create compelling narratives that foster understanding of inequalities and build support for people-centered policies. This work is grounded in a strong conceptual framework, Nobel Laureate Amartya Sen’s capabilities approach. The California Latino Power Map builds on Measure of America’s previous work on [DATA2GO.NYC](#), [DATA2GOHEALTH.NYC](#), and [Cottage Data2Go](#).

[Rosten Woo](#) is an artist, designer, and writer living in Los Angeles. He produces artworks and educational projects about complicated systems and group decision-making.

[Codie Joseph See](#)’s expertise is in geospatial technologies and cartography. Codie has worked for state and city cartography and GIS offices in his home state of Wisconsin.

## How should students and researchers cite the California Latino Power Map in projects and papers?

Thanks for asking. The suggested attribution is:

Measure of America, Social Science Research Council. 2019. *The California Latino Power Map*.  
<http://www.latinocf.org/map>.

## Are there plans to adapt this map for other places?

The California Latino Power Map builds on Measure of America’s work on the original [DATA2GO.NYC](#) site for New York City and [Cottage Data2Go](#) for Santa Barbara County. We would love to take Data2Go to other places. We encourage foundations, business groups, government entities, and others interested in a Data2Go for their town to get in touch with us at [contact@measureofamerica.org](mailto:contact@measureofamerica.org).

## Can the map be used on mobile devices?

Yes! The California Latino Power Map is available on both tablets and phones. The tablet version has all the features of the computer version. For optimal performance, use it in the landscape (horizontal) view. The

mobile-friendly version of the map for phones contains a subset of the full version—all of the nonprofit locations, but only one of the data sets.

On a desktop computer, the tool works best in full screen mode, or at least in a window that covers most of the screen.

## Data and Sourcing

### What kinds of data are available in the California Latino Power Map?

Two kinds of data are available in the tool: geographic-area data and location data for organizations.

**Geographic-area data** are available for the 265 [Public Use Microdata Areas](#) (PUMAs) in California. PUMAs are collections of counties or census tracts within counties. They are defined by the US Census Bureau and have populations of at least 100,000 people. All data represented on the site is for Latino residents of a given PUMA. To get area data, click on “select an indicator.” For example, if you click the indicator “Latino Median Personal Earnings,” you will see represented on the map the median earnings (in dollars) of all Latino workers ages 16 and up for each PUMA in the state. If you click “Completed at Least Bachelor’s Degree,” you will see the percentage of Latinos ages 25 and up with a bachelor’s degree. The map shows the indicator by PUMA, except for a handful of cases in which the data is only available by county.

**Latino organization location data** tell you information about a specific Latino nonprofit. The organizations are divided into 13 categories according to their primary focus area. The locations of all nonprofits are visualized as dots on the map by default. To change which focus areas are displayed, click on “Latino Nonprofits” to get a dropdown menu. When you select a category, a dot for each nonprofit in that sector will appear on the map. To learn more about a specific organization, click the individual dot, and its name, contact information, and mission will appear in a box on the right part of the screen. For example, if you want to know more about Centro La Familia, choose the “Health” category, then click the dot that represents its location in Fresno.

### Where do the data come from?

Most of the geographic-area data available in the tool are calculated from the Public Use Microdata Sample of the US Census Bureau’s American Community Survey. This allows for the calculation of indicators that are not available for the Latino population in the US Census Bureau’s published tables. A few were obtained from other public sources such as the California Department of Education. The source of each and every indicator in the tool can be found by clicking the “i” near the indicator name. In the California Latino Power Map, much of the raw data were converted into rates by PUMA to make the indicator more meaningful for analysis and more reliable for comparisons. For questions regarding specific indicators, please ask us at [contact@measureofamerica.org](mailto:contact@measureofamerica.org).

## **How were the indicators chosen from all the datasets available?**

The California Latino Power Map focuses on human well-being. Given the myriad factors that affect people throughout their lives—from education and health to jobs and political engagement—we curated the dataset behind the tool by choosing key indicators within a well-being framework.

## **Some of these variables are based on a very small population. Are the data reliable?**

For all variables calculated from the Public Use Microdata Sample, three-year estimates are used in order to increase reliability. Even with this measure, it is important to remember that this data comes from a survey, so in an area with a low Latino population the results are based on a small number of respondents. In order to ensure the data are reliable, estimates with a coefficient of variance of greater than 0.2 are considered unreliable and omitted from the dataset. In these cases the map will display an n/a for the PUMA in question.

## **Can I add my own indicators to the map?**

We love crowdsourcing, too! But the California Latino Power Map is intended as a reliable resource containing only the most accurate, up-to-date information. We would, however, love to hear your ideas for new indicators to include. If the data are collected by a public entity, university, or other provider of high-quality data on Latinos across the state, we would be happy to consider adding them to the tool. Please email us at [contact@measureofamerica.org](mailto:contact@measureofamerica.org) with your suggestion.

## **How was the list of Latino nonprofits compiled?**

To amass the Latino organizations highlighted in this map, LCF's Program Fellow, Philip Herrera, undertook a year-long research project to identify and learn about nonprofits across the state. This people-centered process started by mapping LCF's existing relationships with diverse organizations in the Latino nonprofit sector. He called LCF's community partners, California-based foundations, and Latino Giving Circle members as well as conducted online searches and scoured social media platforms. Mil gracias to everyone who helped us identify these powerful and transformative Latino-based nonprofits!

## **How do you define a Latino-based nonprofit?**

The Latino Community Foundation defines a "Latino-based nonprofit" as a California nonprofit with a 501(c)3 tax status (or a project with a 501(c)3 fiscal sponsor) in which 51% or more of the staff and/or board identify as Latino. Most importantly, we look for organizations with deep community roots and leaders who are accountable to the community.

We acknowledge that this list of Latino-based organizations is not complete and continues to be a work in progress. If your organization is Latino-based and missing from this map or you would like to update your information, please complete [this form](#).

### **Can I search for a particular nonprofit organization?**

Yes! Type the name of the organization in the search bar, and select the one you are looking for. The map will fly to the location of that organization and open the box with its details. The map will also automatically select the PUMA the organization is located in so that you can see the value in that location for the currently displayed indicator.

### **Can I download the data on the map?**

Yes! We have made the entire dataset behind the California Latino Power Map available to the public. Please find the Download tab, complete a short form, and select either the Latino nonprofit list or the geographic data to download.

## **Geographies**

### **What geographic areas are available in the California Latino Power Map?**

All data sets are available at the Public Use Microdata Area (PUMA) level except for voter turnout, which is available at the county level.

### **What is a Public Use Microdata Area (PUMA)?**

Public Use Microdata Areas (PUMAs) are geographic areas defined by the US Census Bureau. They are collections of counties or census tracts within counties and have populations of at least 100,000 people. This means that in urban areas they cover a smaller area and in more rural areas they are larger. Where possible they align with city and town boundaries, and each PUMA is named according to the areas it contains. You can read more about them [here](#).

### **Why did you choose Public Use Microdata Areas (PUMAs) as the geographic unit for this map?**

PUMAs are the geographic unit of the Public Use Microdata Sample of the US Census Bureau's American Community Survey. In order to include innovative indicators such as Latinos with Medical or Housing Burden for Latino-headed households, this geography must be used because these indicators are not available in the US Census Bureau's published tables.