

# **Community FactFinder Handbook**

**Prop. 68 Regional Park Program and  
Rural Recreation and Tourism Program**

**Technical Assistance**

**July 1, 2020**

**California Department of Parks and Recreation  
Office of Grants and Local Services (OGALS)**



## **Community FactFinder Overview**

This web-based tool is used to calculate demographic data within a half-mile radius of all project locations in California.

The Community FactFinder reports uniformly quantify the median household income in proximity to projects using consistent data available statewide.

For more information, please see:

- Regional Park Program (RPP) - Project Selection Criteria #10 found on page 29 of the Application Guide found at [www.parks.ca.gov/rpp](http://www.parks.ca.gov/rpp)
- Rural Recreation and Tourism Program (RRT) – Project Selection Criteria #1 found on page 15 of the Application Guide at [www.parks.ca.gov/rrt](http://www.parks.ca.gov/rrt)

### **The Community FactFinder will provide the following benefits:**

- **Fair and Consistent Grant Process:** Enables a consistent method for reporting the median household income of all project locations throughout California.
- **Technical assistance:** Gives applicants the required data in a one-stop location. The data above would normally require complicated, multi-layered research.

## **Handbook Overview**

**By following steps one through five, you will submit a complete and competitive Community FactFinder report in the Application Packet.**

OGALS also uses these steps to review all statewide Community FactFinder reports after the Application deadline.

Project site examples are included. These examples do not intend to promote a specific project or region.

<b>Step 1</b>	<b>Find the Community FactFinder at <a href="http://ParksforCalifornia.org/communities">ParksforCalifornia.org/communities</a></b>	<b>Handbook Page 3</b>
<b>Step 2</b>	<b>Locate an area using the Community FactFinder</b>	<b>Handbook Page 4</b>
<b>Step 3</b>	<b>Understand the Community FactFinder data tools</b>	<b>Handbook Pages 5-6</b>
<b>Step 4</b>	<b>Select a specific point of the project site for the purposes of Median Household Income and other project area data</b>	<b>Handbook Pages 7-8</b>
<b>Step 5</b>	<b>Create and submit a final Community FactFinder report</b>	<b>Handbook Pages 9-10</b>

**Step 1**

**Find the Community FactFinder online**

**Handbook  
page 3**

Go to [ParksforCalifornia.org/communities](https://ParksforCalifornia.org/communities). This will take you to the Community FactFinder web page as shown below:

### Find Your Community:



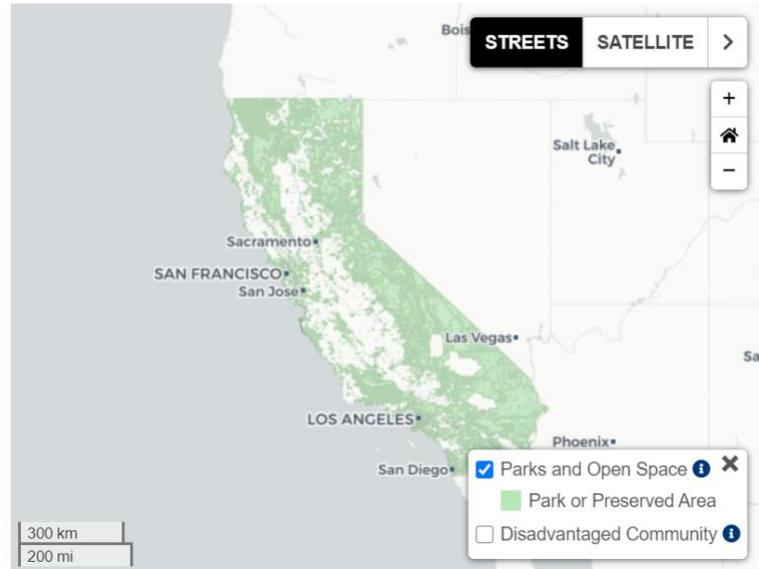
Click a location on the **map** for half-mile radius data.  
Or click the pin to turn it off, then click any park for park details.

**OR** enter an address below and click **Go!**

Enter an address, city or latitude, longitude

**GO!**

Get GIS Data



**If you are searching for a location or have a predetermined project site that does not have a street address:**

1. Enter the nearest city and “CA” in the “type project address” box.  
*Example: Sonora, CA*
2. Click on “GO”, which is a tab to the right of the “type project address” box.
3. The Community FactFinder will display a map with a light red circle showing the ½ mile radius.
4. To zoom the satellite view in or out, click the plus or minus buttons.
5. To move the satellite view to other parts of the community, either click the spot on the map, or left click your mouse on the blue pin  tip and drag it to a desired location.
6. Once the blue pin  tip is re-located, the ½ mile radius will move to the selected site.

**If you have a predetermined project site with a street address:**

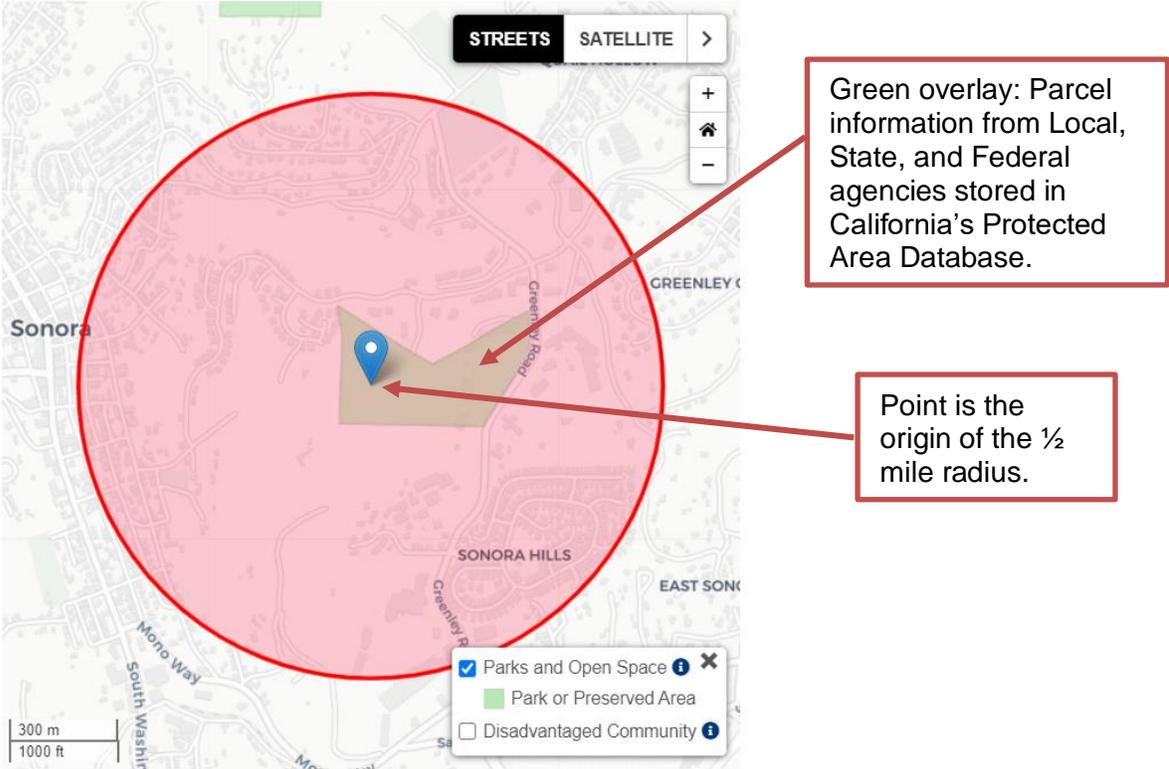
1. Enter the project site address in the “type project address” box.  
*Example Address: 480 Greenley Road, Sonora, CA 95370*
2. Include the state and zip code when entering the address
3. Click on “GO,” which is a tab to the right of the “type project address” box.
4. The FactFinder will display a satellite view with a light red circle showing the ½ mile radius. Move the blue pin  tip within the project site (see #5 above) as needed.

**Step 3 covers the following tools:**

1. The ½ mile radius starting point and green overlay.
2. The ½ mile radius demographic data sources.

**The ½ mile radius starting point and green overlay:**

The blue pin tip is the starting point of the ½ mile radius.



### Step 3 (continued)

#### ½ mile radius demographic data source

Demographic data will appear on the left side. The demographic data represent the ½ mile radius of the blue pin tip using the information sources shown below:

Find Your Community: Get Report

Click any park on the map for park details.  
Or click the pin to turn it on, then click any location for half-mile data.

OR enter an address below and click Go!

480 Greenley Road, Sonora, CA 95370 GO!

Results for Sonora (County: Tuolumne)

Latitude, Longitude	37.98263341,-120.37209034
Total Population	1,629
Youth Population	287
Senior Population	483
Median Household Income	\$38,155
Per Capita Income	\$29,968
People in Poverty	344
Households Without Access to a Car	98
Parks Total Area	28.18
Parks per 1,000 People	17.30

Latitude and Longitude Coordinates used for Google Maps.	Total population within the ½ mile radius for RRT Criterion #1.	Median Household Income information for both RPP and RRT.
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**Demographic source of information:** American Community Survey 2014-18 5-year estimates (B01001\_001E), block and block-group population from Census 2010 (P1).

**Calculation methods:** [parksforcalifornia.org/methods](https://parksforcalifornia.org/methods)

<b>Step 4</b>	<b>Select a specific point of the project site for the purposes of Median Household Income and other project area data</b>	<b>Handbook pages 7-8</b>
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The **pin**  **tip** must be inserted in the boundary of the project site, not one or more blocks outside the project site.

As you move your pin tip within the boundary of the project site, there may be a competitive edge. Look for these competitive factors:

**RPP:**

- Sites with a Median Household Income of \$42,737 **or less** will receive points for Criterion #10, Severely Disadvantaged Communities.

**RRT:**

- Sites with a Median Household Income of \$56,982 **or less** will not require matching funds.
- Sites with a Median Household Income of \$42,737 **or less** will receive maximum points for Criterion #1, Severely Disadvantaged Communities.
- Sites with a population density of 5,000 residents **or less** will receive maximum points for Criterion #1, Low Population Density.

See an example of competitive **pin**  **tip** placement on the following page.

## Find Your Community:

Get Report



Click a location on the **map** for half-mile radius data.  
Or click the pin to turn it off, then click any park for park details.

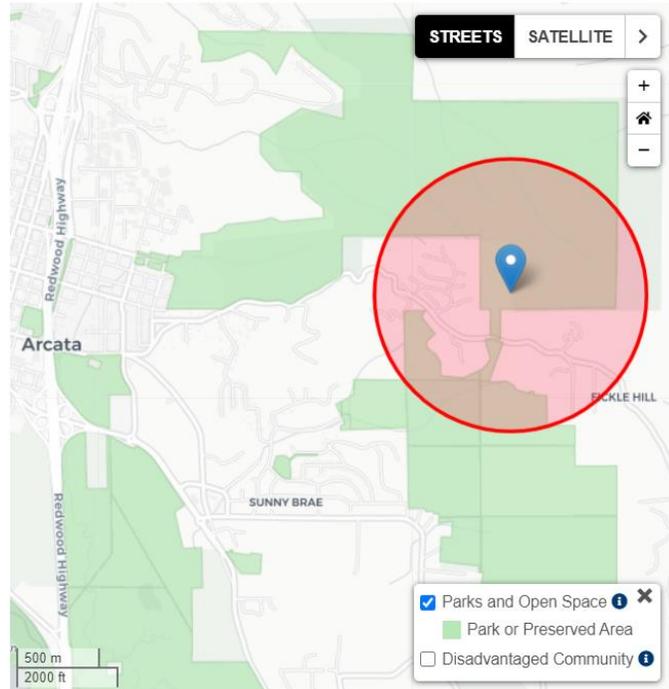
OR enter an address below and click **Go!**

arcata, ca

GO!

### Results for Arcata (County: Humboldt)

Latitude, Longitude	40.86910928,-124.05073285
Total Population	140
Youth Population	22
Senior Population	26
Median Household Income	\$73,247
Per Capita Income	\$61,316
People in Poverty	21
Households Without Access to a Car	1
Parks Total Area	268.44
Parks per 1,000 People	1917.41



**Competitive Example:** (This map is shown zoomed one level out to see the regional park. The red circle is still the ½ radius.) The project site is the entire park (green overlay).

In the top example, the project site has a median household income of \$73,247. Although this example is eligible, it will not receive points for reaching a severely disadvantaged community. For RRT, this site will receive full points for Criterion #1, Low Population Density, but will require matching funds.

**Competitive Point:** In the bottom example, by moving the pin within the park boundary, the median household income drops to \$29,735. This project site will receive full points for serving a severely disadvantaged community. For RRT applications, this site will receive full points for low population density (less than 5,000 people) and will not require matching funds.

## Find Your Community:

Get Report



Click any park on the **map** for park details.  
Or click the pin to turn it on, then click any location for half-mile data.

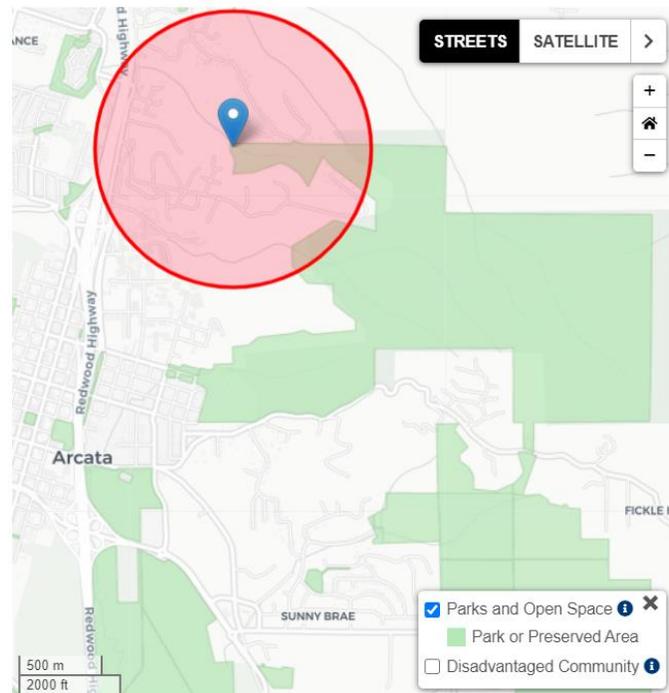
OR enter an address below and click **Go!**

arcata, ca

GO!

### Results for Arcata (County: Humboldt)

Latitude, Longitude	40.88273828,-124.07236218
Total Population	2,311
Youth Population	194
Senior Population	162
Median Household Income	\$29,735
Per Capita Income	\$23,876
People in Poverty	678
Households Without Access to a Car	49
Parks Total Area	42.97
Parks per 1,000 People	18.59



After completing steps 1 through 4 above, you are now ready to provide a complete and competitive Community FactFinder report in your application packet!

## REQUIREMENT

Before creating the final report, make sure the **pin**  **tip** is inserted in the boundary of the project site, not one, or two, or three blocks outside of the project site.

When applications are submitted, OGALS enters the Community FactFinder Report Project ID number into satellite interface which takes OGALS to the precise point where the Community FactFinder report was created. This ensures that all statewide applicants submit Community FactFinder Reports with the **pin**  **tip** inserted at the project site.

### To create the Community FactFinder report:

1. Move your hand cursor  and click the “Get Report” tab found next to the “Find Your Community” heading. 
2. A PDF of the report should open in a new window. This may take a few moments. In needed, ensure pop-ups are not blocked. You may need to select “Click here to open it in a new tab.”
3. Include the report in your Application Packet, uploaded to Submittable by the application deadline.

### Applicant Questions:

#### **Can I create more than one report?**

You can create an unlimited amount of reports for your own internal use. However, only one report can be submitted in your Application Packet.

#### **When I saved the Community FactFinder Report, I noticed map features are slightly different than the web view. What should I do?**

No action is needed. While the Community FactFinder Report map may differ slightly from the web view, the demographic data is the same. OGALS only uses the map on the Community FactFinder Report as a minor reference because OGALS also uses satellite web view.

#### **If my project site is the same as a previous application, can I submit the same Community FactFinder report?**

Create and submit a new report for your application.

## **Step 5 (continued) Applicant Questions:**

### **Where do I include the Community FactFinder Report in the application?**

See the Application Packet Checklist, on page 11 of both the RPP and RRT Application Guides. The Community FactFinder Report and Certification Form correspond to different criteria depending on the program. Please organize your application using the Checklist.

We hope that you found this Handbook useful!

# Applicant Checklist

Use this checklist to make sure Community FactFinder steps 1-5 below are completed before submitting the Application Packet to OGALS. This checklist is a technical assistance tool and does not need to be included in the Application Packet.

<b>Step 1</b>	<b>Find the Community FactFinder at OGALS website</b>	<b>Handbook Page 3</b>	<input type="checkbox"/>
<b>Step 2</b>	<b>Locate an area using the Community FactFinder</b>	<b>Handbook Page 4</b>	<input type="checkbox"/>
<b>Step 3</b>	<b>Understand the Community FactFinder data tools</b>	<b>Handbook Pages 5-6</b>	<input type="checkbox"/>
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