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## Google for Nonprofits

Google Earth Outreach recently launched a new program aimed to assist U.S. nonprofit organizations; Google for Nonprofits. The program offers various perks to nonprofits using Google products such as free online advertising, discounted Google Apps, premium features for YouTube and a lot more. Browse news and updates from Google for Nonprofits on their [new blog](#) and learn about groups making positive contributions to the world.

## Neighborhood Fruit

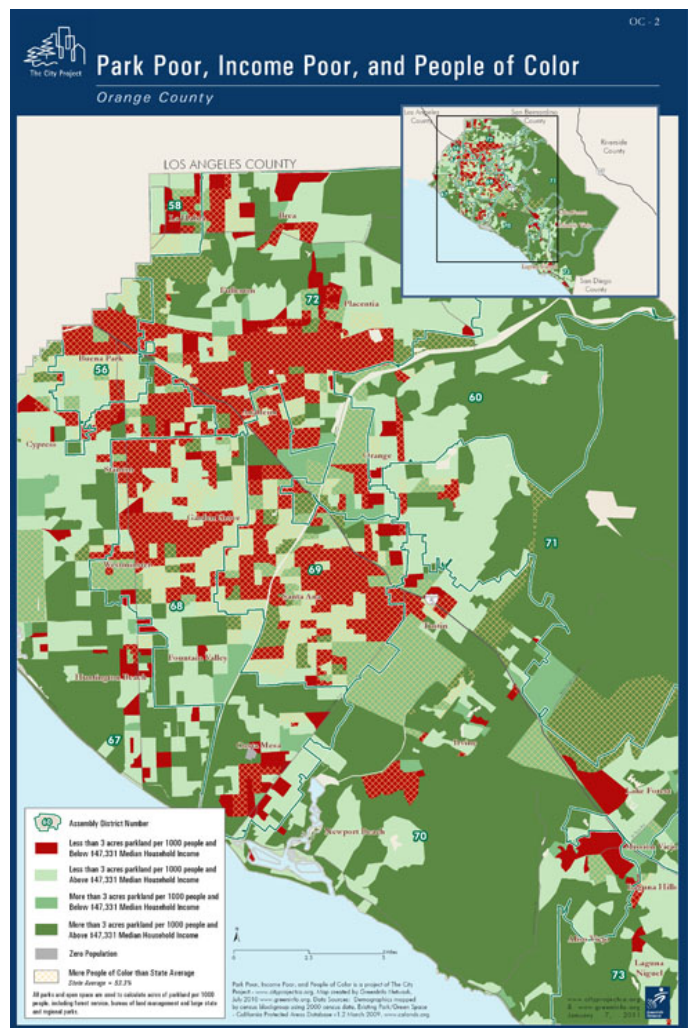
While researching ideas for a web map to connect urban folks with

Spring is here and the MapLines Reader Survey results are in and overall very positive. It looks like you want more interesting mapping examples and less Laugh Lines(ok, ok .. we'll work on being funnier). It appears that our resident Geeks have provided some good tips and tricks and we will do our best to continue to do that. One reader said, "Thanks for a great read and resource". Well, we thank you for continuing to read and for all of the fantastic feedback.

## The City Project

The City Project has released a report for Orange County analyzing access to green space. The report uses geographic, demographic, economic and historical data to map and analyze access to the region's green space. In addition, the report examines access to green space based on income, race or ethnicity. The report's GIS maps were produced by GreenInfo Network and help illustrate unfair disparities in park access. While nearly one fourth of Orange County's land is green space and the countywide average is 41 acres per 1,000 residents, access varies dramatically. Communities with the worst access to parks tend to be disproportionately populated by people of color and low income people, particularly in North Orange County.

The report describes the consequences of disparities in green access and the benefits that could be reaped in "park poor" and "income poor" communities if resources were fairly allocated.



locally grown foods, we came across [Neighborhood Fruit](#), a web site/mobile app that helps people find and share fruit locally. Go to neighborhoodfruit.com to find a public fruit tree right in your neighborhood or share your backyard bounty with neighbors. Best of all, enjoy eating fresh, seasonal and local fruits!



### Who We're Working With Now:

American Rivers, Community Conservation Solutions, National Wildlife Federation, The City Project, Resources Legacy Fund, Greenbelt Alliance, Hewlett Foundation, Nonprofit Housing Association of No. California, Bay Area Ridge Trail Council, USGS Geological Survey, Chinese American Voter Education Committee, Napa Land Trust, California Rangeland Trust, Land Trust of Santa Cruz County, Bay Area Open Space Council, Tejon Ranch Conservancy, Latah Economic Development Council, Concorida University, and 15 others.

### Geek Corner

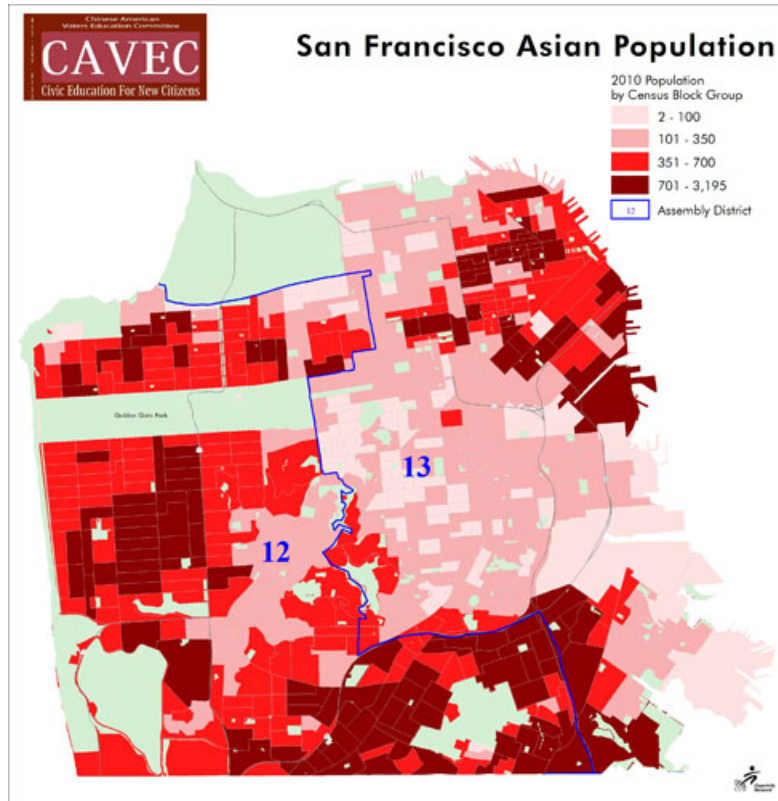
#### PDF to JPEG

This one is for all the super techies out there who want to do quick image processing without using Photoshop. To convert pdf

The release of the Orange County report from The City Project can be found here: <http://www.mapsportal.org/thecityproject/socalmap/index.html> and [http://www.cityprojectca.org/blog/wp-content/uploads/2011/03/CityProject\\_OCreport\\_ENGLISH1.pdf](http://www.cityprojectca.org/blog/wp-content/uploads/2011/03/CityProject_OCreport_ENGLISH1.pdf)

### Census 2010 California Release

Census 2010 data is now available for [California](#) (and most of the US). Shapefiles for census places, tracts, block groups, and more can be downloaded from the [Census FTP site](#) and brought into GIS mapping software. These shapefiles do not include population, housing, and economic information, which can be obtained from [American FactFinder](#).



Here you can create excel spreadsheets on demographic variables collected by the census. These tables can be joined to GIS files after combing through column names. GreenInfo has extensive experience linking the demographic information to the GIS data and can provide assistance to clients if

needed. In fact, we have already created a map using the new data showing Asian populations in San Francisco neighborhoods for the Chinese American Voters Education Committee (CAVEC).

### Marin Housing

GreenInfo Network has been working with The [Marin Community Housing Action Initiative \(MCHAI\)](#), a cooperative program between [Greenbelt Alliance](#) and the [Non-Profit Housing Association of Northern California \(NPH\)](#), to site ideal locations for low income housing opportunities in the city of San Rafael. Using point locations for amenities and the Network Analyst extension in ArcGIS, GreenInfo has been able to score parcels according to their intersection with an ammenity's walkshed. Scores are assigned using a code of regulations document provided by the California Tax Credit Allocation Committee. We look forward to expanding this analysis and mapping for the rest of Marin County in the coming months.



- [www.greeninfo.org](http://www.greeninfo.org) 
- [www.mapsportal.org](http://www.mapsportal.org) 
- [www.parkinfo.org](http://www.parkinfo.org) 
- [www.landtrustgis.org](http://www.landtrustgis.org) 
- [www.calands.org](http://www.calands.org) 
- [www.protectedlands.net](http://www.protectedlands.net) 

Got great tips for us to put in Map Lines? Send 'em.

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**Happy mapping from the GreenInfo Team!**

Larry Orman, Amanda Recinos, Tim Sinnott, Jennifer Strahan, Rhonda Friberg, Alex Barnish, John Kelly, Jason Jones, Stephanie Ding, Maegan Leslie Torres, Zach Erbe and Aubrey Dugger



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564 Market Street, Ste. 510, San Francisco, CA 94104 | 415-979-0343 | gin@greeninfo.org

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