POLICYMAP

DIG DEEPER

Tom Love

Sales & Outreach

Data Driven Insights for Community Development

NCDA 2026 Winter Meeting, Washington, DC

About PolicyMap

- US Nationwide Online Data and Mapping Platform
- Launched in 2007 out of Reinvestment Fund, a CDFI
- Provide instant access to data from 170+ public and proprietary data sources
- Solutions: Mapping Platform, Data License, Custom Solutions, Salesforce App

Who We Help

Economic Development Corporations (EDCs)

City, County, State, and Federal Government Agencies

Public Housing Authorities (PHAs)

Regional Planning Organizations

Affordable Housing Developers

Nonprofit Housing Organizations

Advocacy Groups and Think Tanks

Housing and Economic Development Organizations That Map Their Success with PolicyMap

ALABAMA HOUSING FINANCE AUTHORITY

City of Philadelphia

City of Dallas

NYU Furman Center

rihousing
Invest. Build. Believe.

Tennessee Housing Development Agency

How We Help

Identify Housing Needs

Identify underserved areas with demand for housing. Analyze demographics, population trends, income levels, health statistics, educational attainment, employment and more.

Asset Mapping

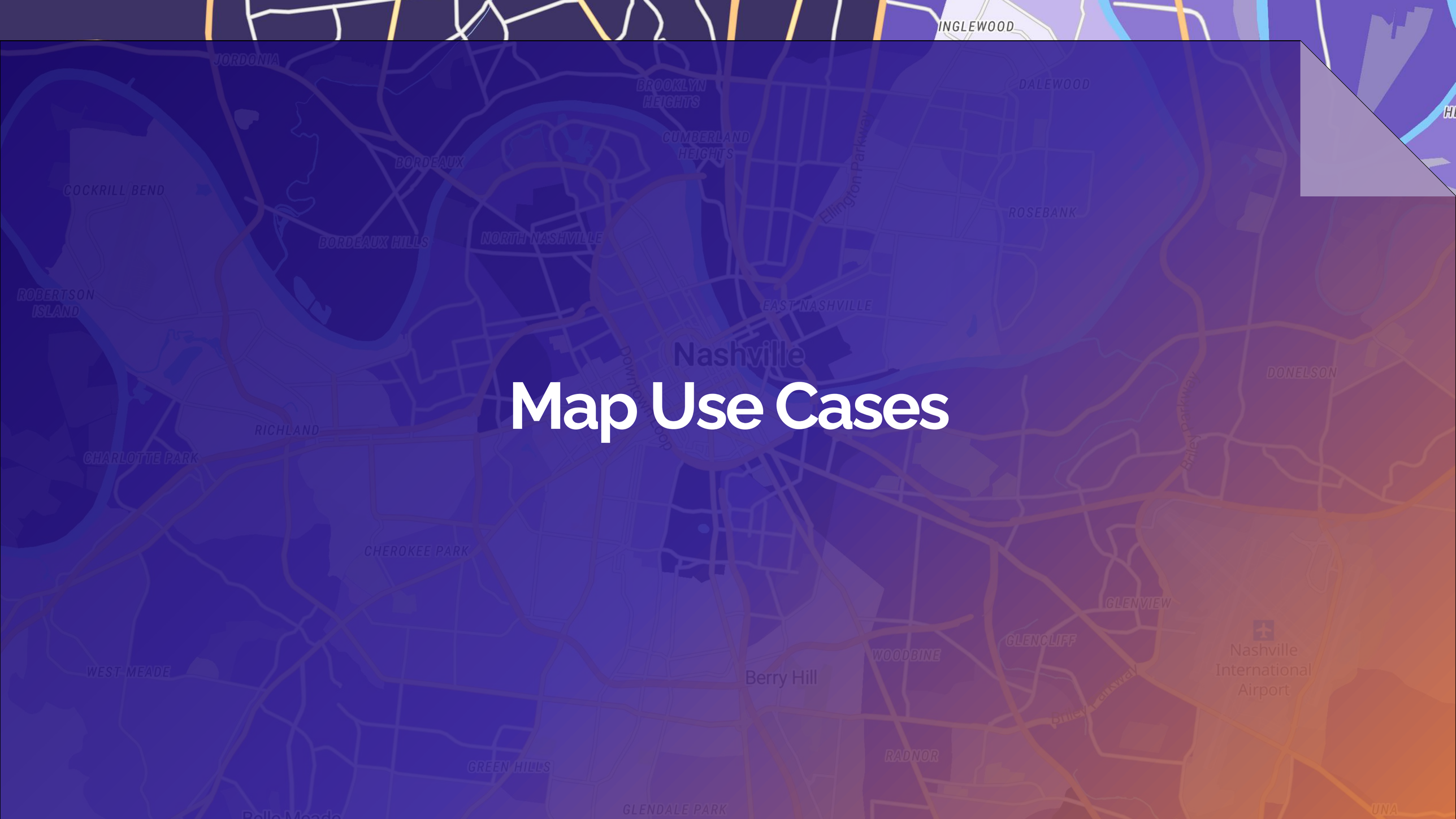
Overlay locations of schools and school performance, grocery retail, transportation access, financial institutions, healthcare locations, parks and transportation access, non-profit locations, public libraries and more.

Identify Funding and Incentive Areas

Including CDBG Eligible Areas, Opportunity Zones, New Markets Tax Credit, HUD Qualified Census Tracts and more.

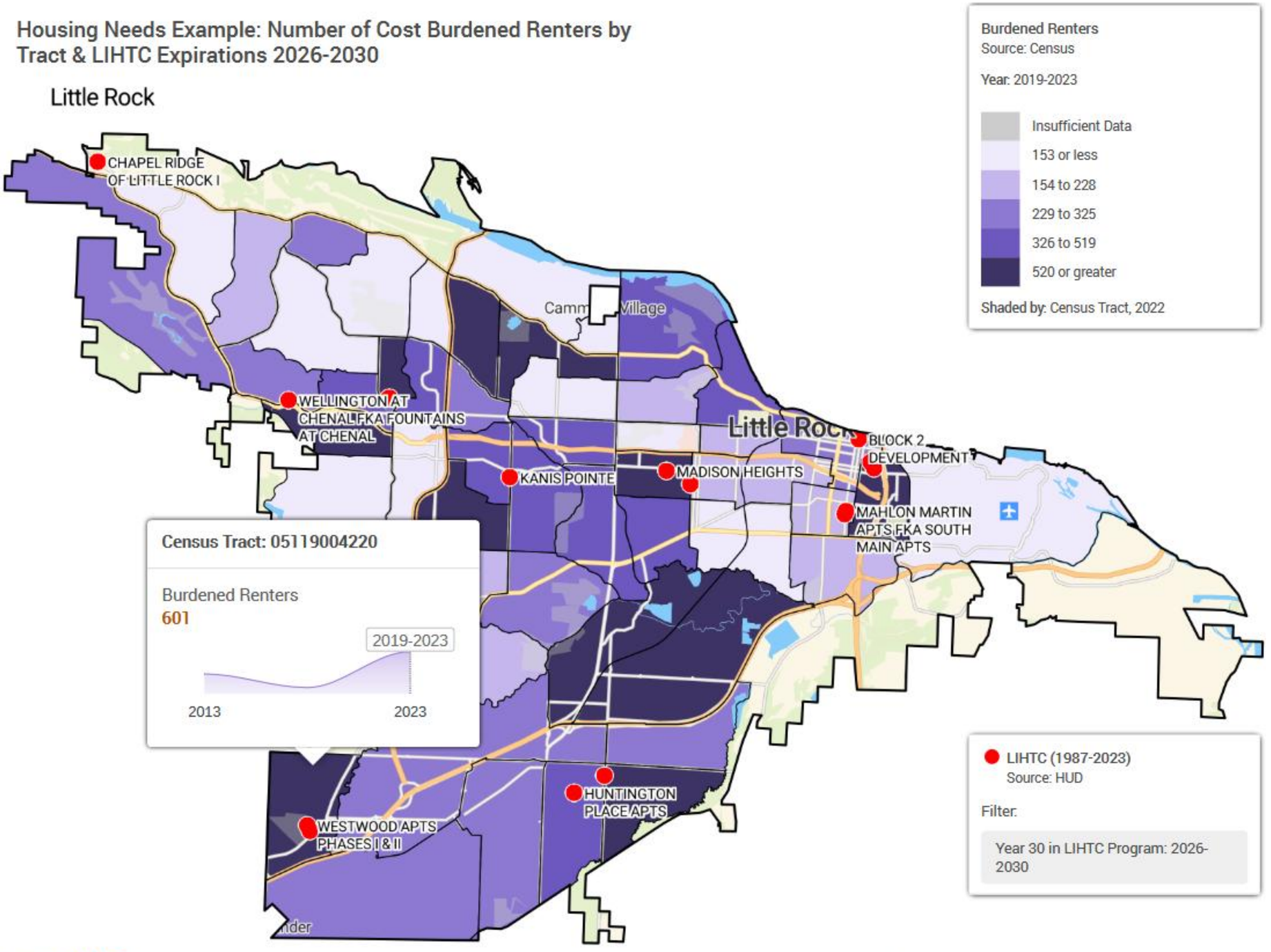
Advocacy & Planning Efforts

Upload your own project / location data to demonstrate impact, identify areas of opportunity, pull data for consolidated plans

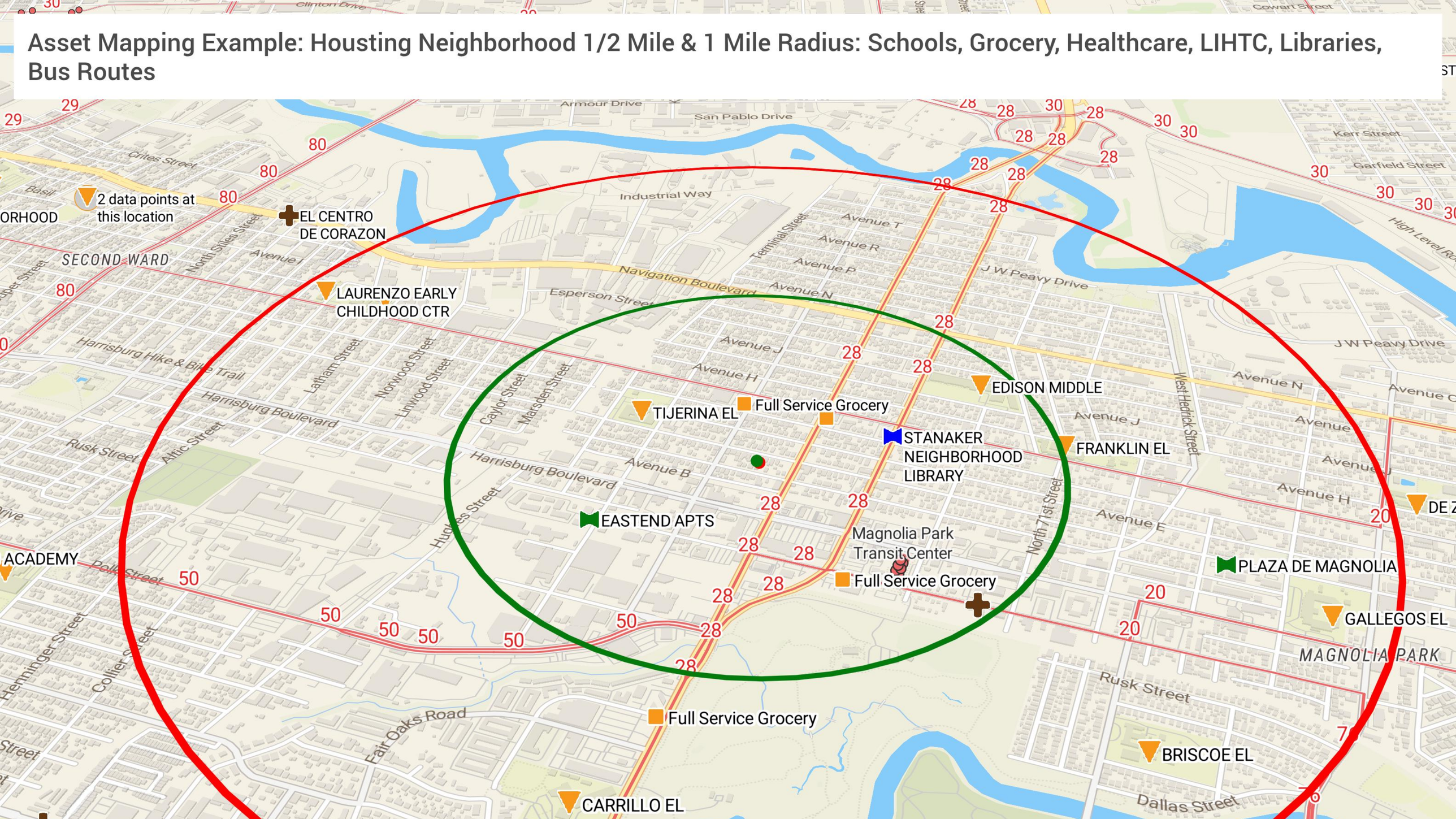


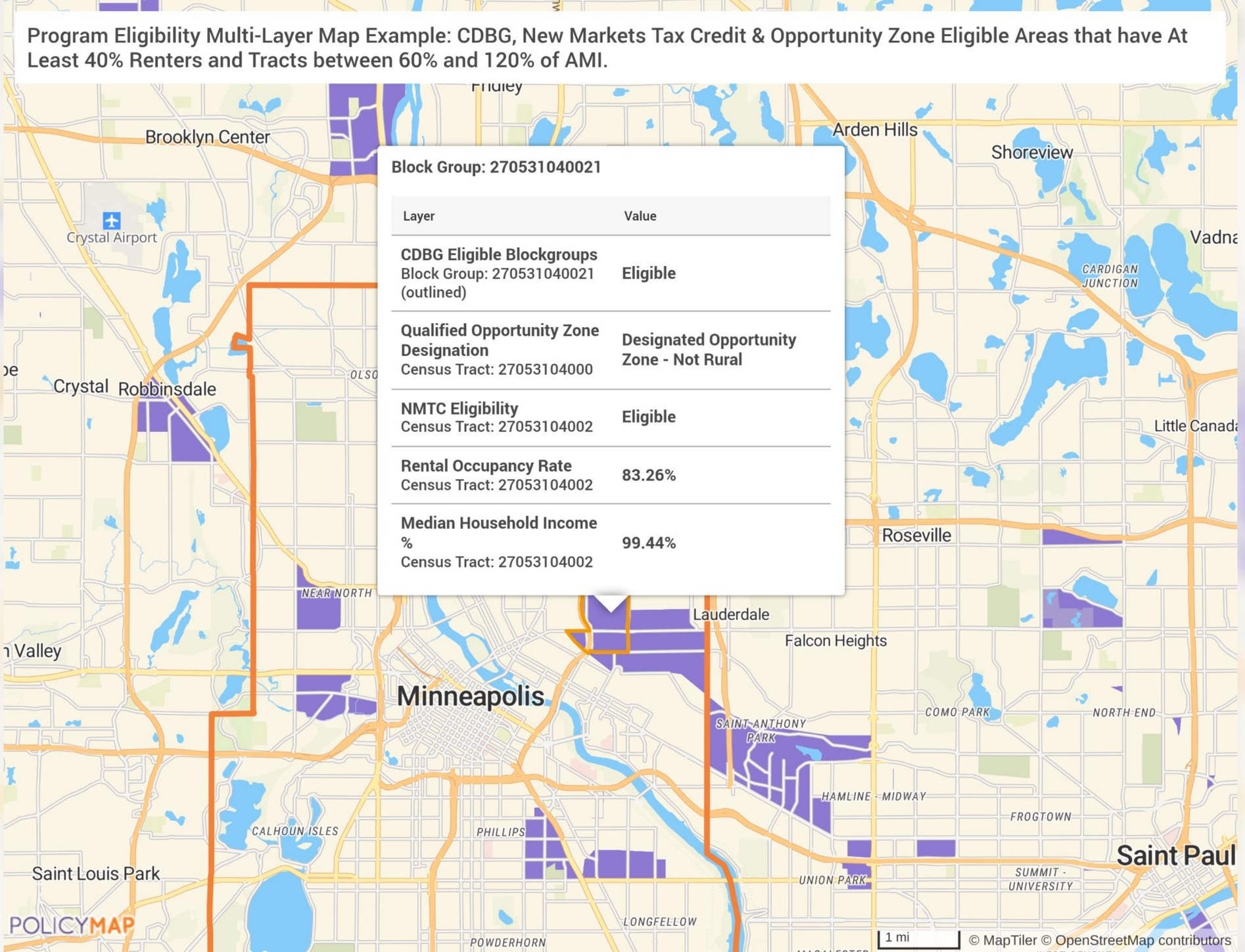
Map Use Cases

Housing Needs Example: Number of Cost Burdened Renters by Tract & LIHTC Expirations 2026-2030



Asset Mapping Example: Housting Neighborhood 1/2 Mile & 1 Mile Radius: Schools, Grocery, Healthcare, LIHTC, Libraries, Bus Routes




Program Eligibility Multi-Layer Map Example: CDBG, New Markets Tax Credit & Opportunity Zone Eligible Areas that have At Least 40% Renters and Tracts between 60% and 120% of AMI.
Block Group: 270531040021
Layer
Value
CDBG Eligible Blockgroups
Block Group: 270531040021 (outlined)
Eligible
Qualified Opportunity Zone Designation
Census Tract: 27053104000
Designated Opportunity Zone - Not Rural
NMTC Eligibility
Census Tract: 27053104002
Eligible
Rental Occupancy Rate
Census Tract: 27053104002
83.26%
Median Household Income %
Census Tract: 27053104002
99.44%
Brooklyn Center
Arden Hills
Shoreview
Crystal Airport
Crystal
Robbinsdale
Roseville
Lauderdale
Falcon Heights
Minneapolis
Saint Paul
Saint Louis Park
NEAR NORTH
CARDIGAN JUNCTION
COMO PARK
NORTH END
SAINT ANTHONY PARK
HAMLINE - MIDWAY
FROGTOWN
CALHOUN ISLES
PHILLIPS
UNION PARK
SUMMIT - UNIVERSITY
LONGFELLOW
POWDERHORN
POLICYMAP
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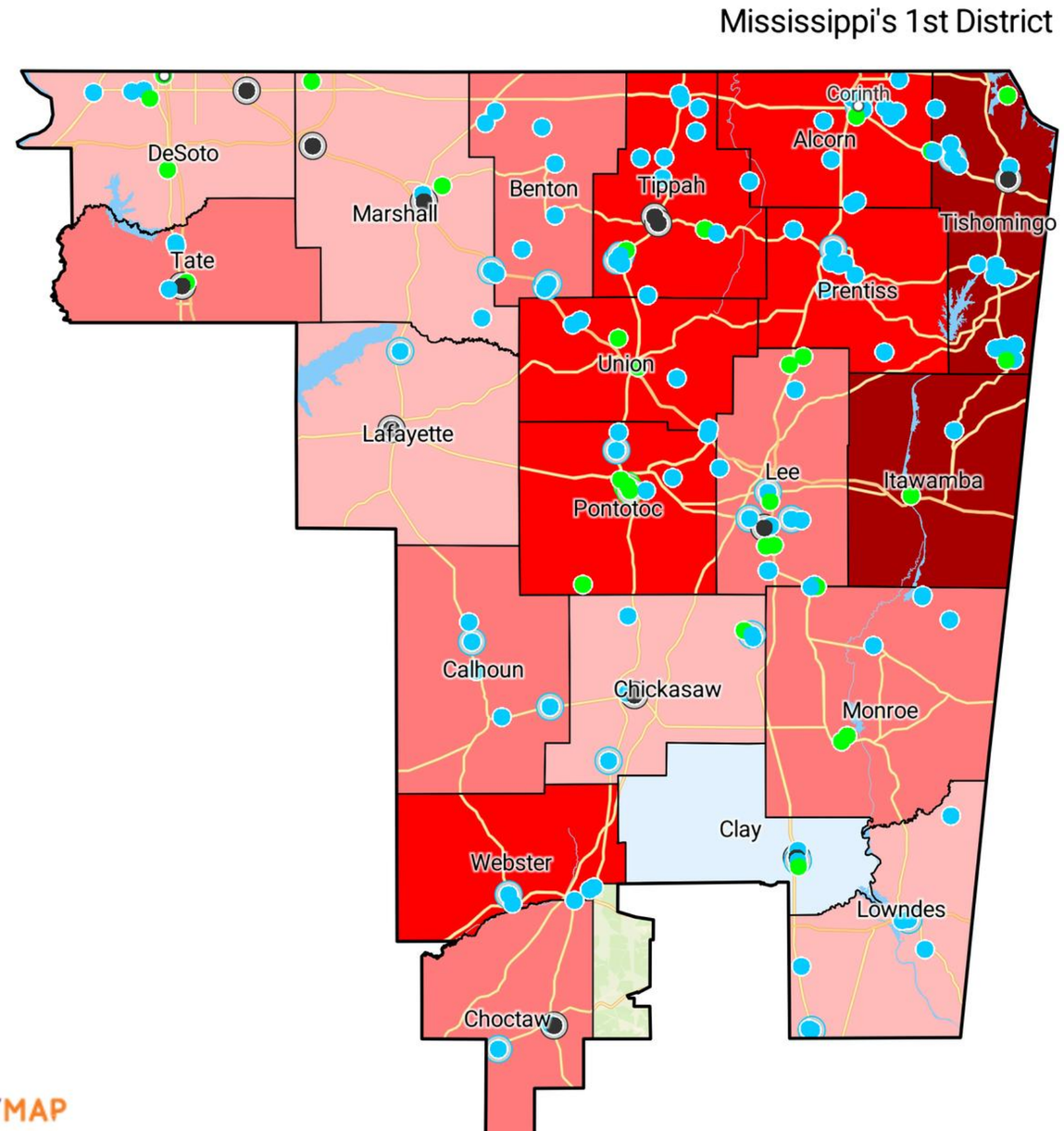
Advocacy Example 1: CDBG Activity Locations for MS District 1: Trent Kelly, Overlayed with 2024 Presidential Election Margin of Victory



CDBG Activity Locations
Source: HUD

Filter:

Type of CDBG Activity: Color Code
All

- Public Services
- Public Improvements
- Economic Development
- Housing
- Housing Services
- Acquisition
- Other
- Multiple values

Percent Margin of Victory for U.S. Presidency
Source: US Election Atlas

Year: 2024

- Insufficient Data
- Dem. by 0-24.99%
- Rep. by 75-100%
- Rep. by 50-74.99%
- Rep. by 25-49.99%
- Rep. by 0-24.99%

Shaded by: County, 2022

20 mi

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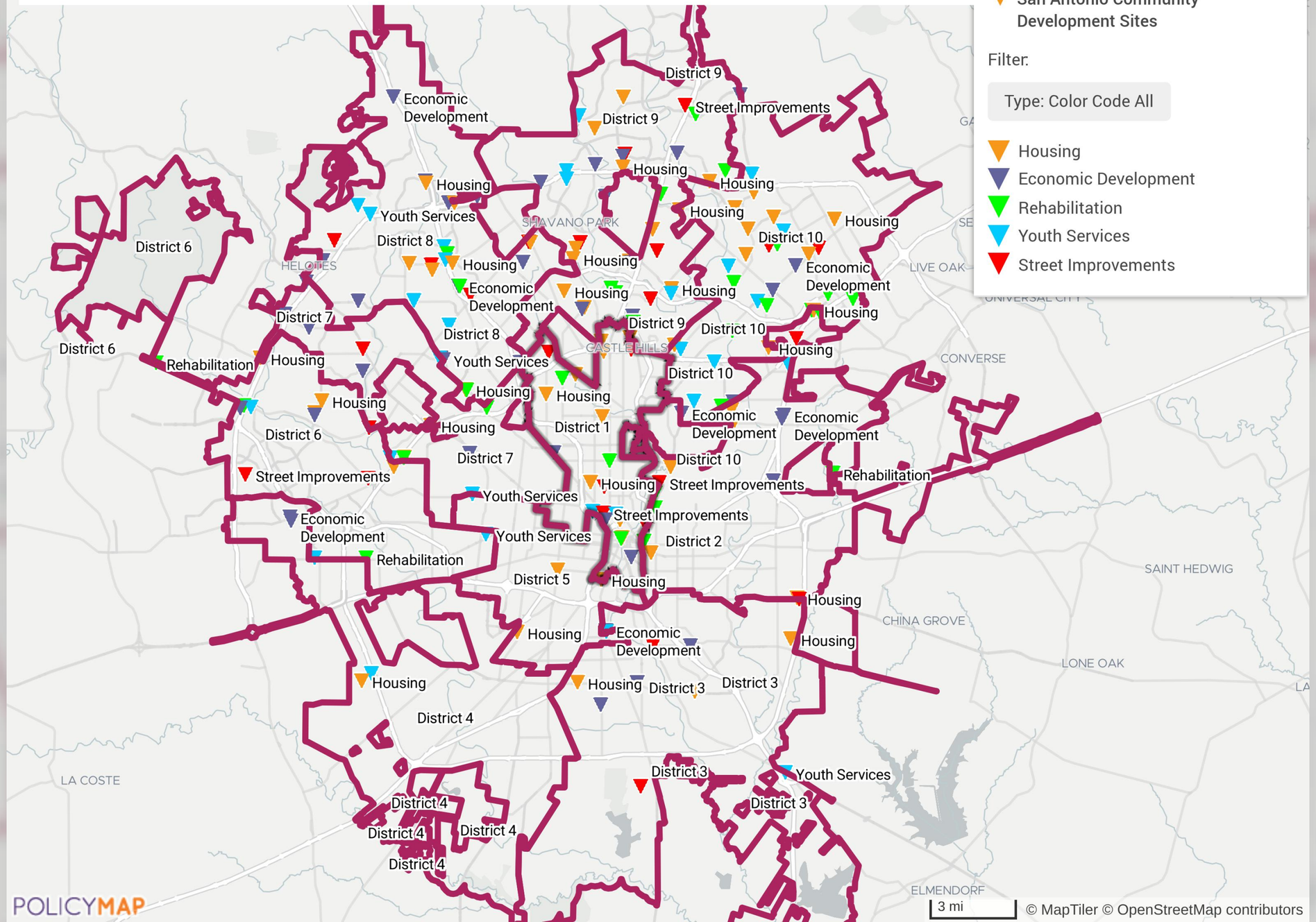
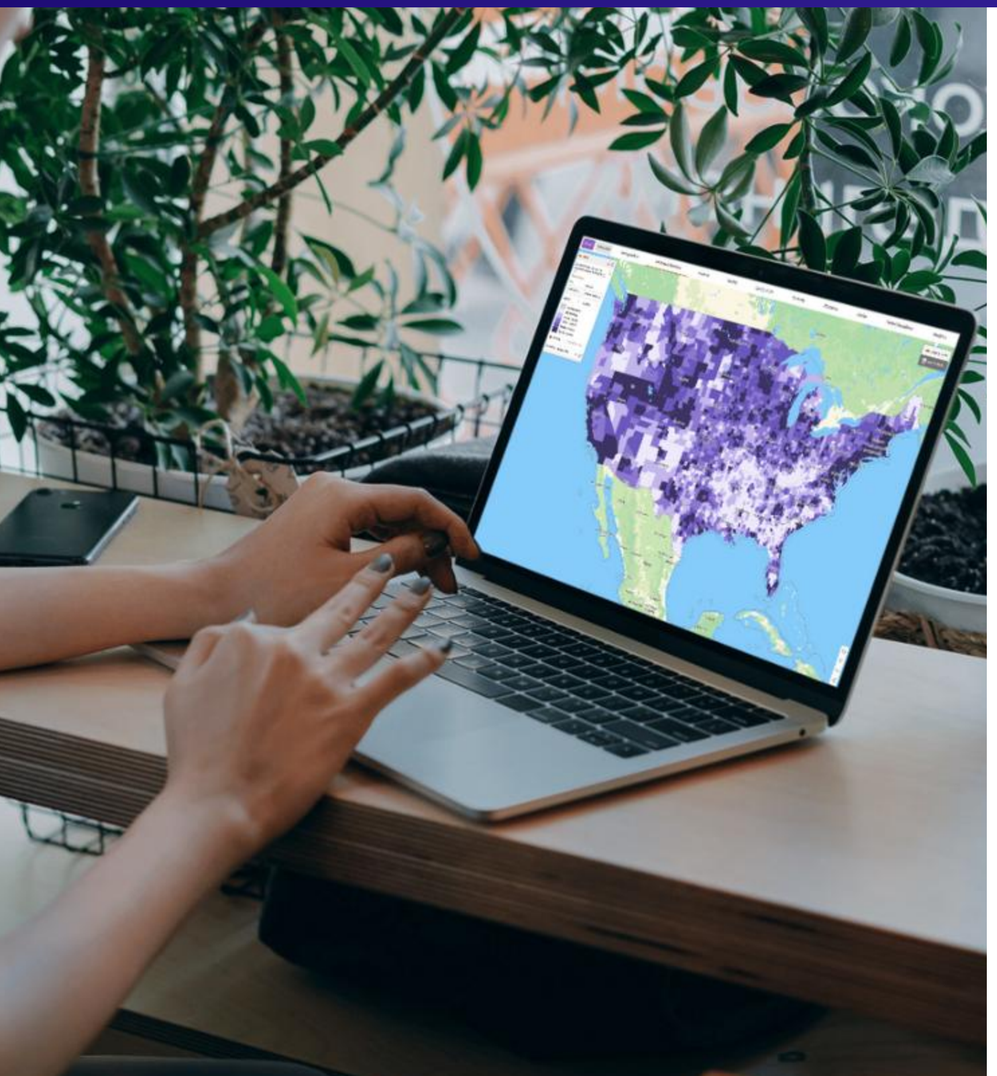
Advocacy Example 2: View Uploaded Data by Council District; Download / Export by Council District



Examples of Public Data Sources in PolicyMap

- Bureau of Labor Statistics
- Census
- CDC
- CMS
- Department of Education
- EPA
- FCC
- FDIC / NCUA
- FEMA
- Health Resources & Services Administration
- Home Mortgage Disclosure Act
- HUD
- IMLS
- IRS
- SAMHSA
- USDA

Examples of Proprietary Data in PolicyMap



- Election Data (US Election Atlas)
- Grocery Retail Locations (Nielsen)
- Housing Gap Analysis (Moody’s Analytics)
- Market Segmentation Data (Claritas)
- Maternal Vulnerability Index (Surgo Ventures)
- Non-Profit Locations (Candid)
- Pharmacies (Data Axle)
- Public Parks Analysis (Trust for Public Land)
- Religion Data
- School Performance Data (Niche)
- Vacancy Data (Quarterly updates) (Valassis)

Q&A

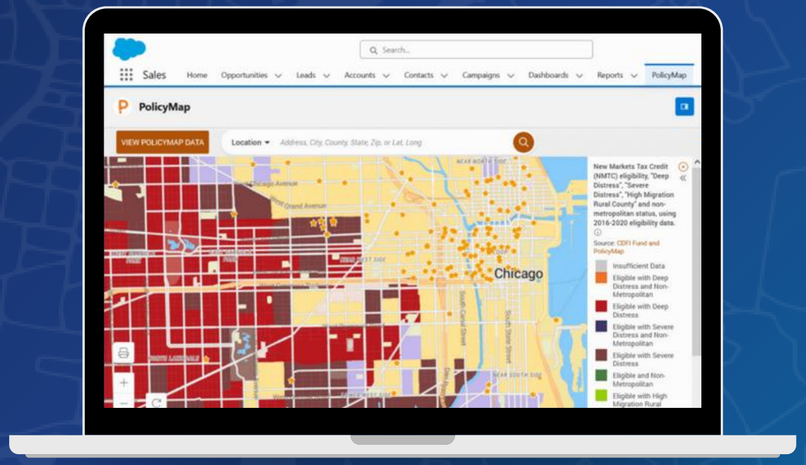
Thank you for joining us - See you in DC!

Scan to book time on my calendar:

Introducing Our *NEW* Salesforce App

POLICYMAP FOR SALESFORCE

salesforce x POLICYMAP
DIG DEEPER



Embed PolicyMap's neighborhood-level data directly into your Salesforce workflow to qualify leads and determine eligibility–without switching platforms.