

PSE Reach Map Overview and Instructions


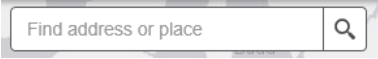


The PSE Reach Map was developed to help Implementing Agencies and Local SNAP-Ed Providers estimate reach in situations when a partner cannot provide an estimate of their reach and existing data sources are insufficient.

The map uses census data and reports SNAP-Ed eligible reach by site. Site information was provided to the evaluation team by Implementing Agencies based on the list of prospective sites in the FFY 2020 state plan. Eligibility aligns with Basic Food eligibility criteria, income of 200% of the Federal Poverty Level or less.

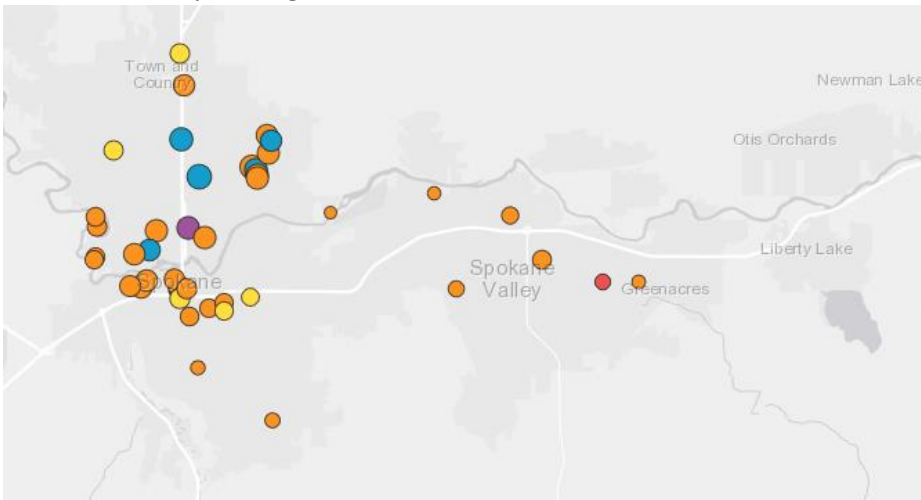
When to use the PSE Reach Map:

The PSE Reach Map should only be used if reach cannot be estimated by partners or using existing data sources, like the OSPI school report card.

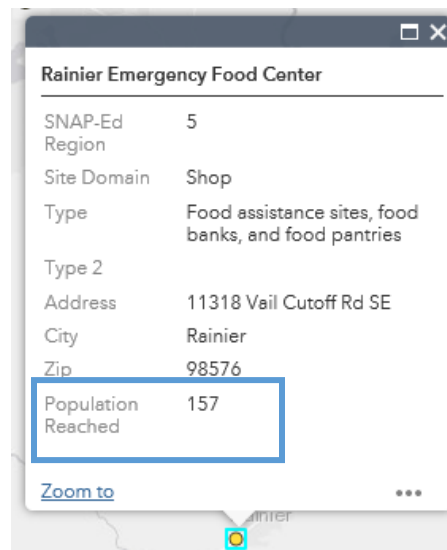
How to use the PSE Reach Map:

1. Navigate to the map by clicking on this link, or copy and paste it into a browser:
<https://wadoh.maps.arcgis.com/apps/webappviewer/index.html?id=e47bcaa59f5f4dd797d2b2b429648830>
2. Read the disclaimer in the pop-up box.
3. Once you read the disclaimer, close the pop-up box by clicking  in the bottom right corner of the pop-up.
4. Review the Legend on the right side of the screen:
 - a. Different colored dots are assigned to different types of sites. Sites are grouped by SNAP-Ed domains: eat, learn, live, play, shop, and work. There are multiple site types for each dot color.
 - b. The bottom of the legend shows how the map represents eligible population reached using the size of the dot on the map. Larger circles are associated with larger estimated eligible population reach.
5. To find the site of interest, either:
 - a. Use this box:  at the top of the page to type in a site name or an address to find the site of interest OR 
 - b. Zoom in using these buttons:  to the appropriate geographic area. Zoom in by pressing the “+” button, and zoom out by pressing the “-” button. Zooming in far enough will allow site names and city streets to appear on the map.

6. Select the site by clicking on the circle in the site's location.

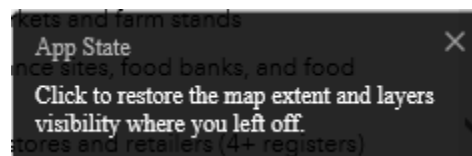


7. Once the site is selected, a box will pop up, which contains information on SNAP-Ed regions, site type, address, and eligible population reach:



Use “population reached”, highlighted in the blue box in this document, number to represent SNAP-Ed eligible reach when it cannot be identified from partner data or another existing dataset, like the OSPI school report card.

8. If navigating to the map for a second, third, etc. time, a small box will pop up in the bottom right corner of the screen.



Clicking this will take the user to their last view of the map.

Contact the evaluation team at SNAPEdEvaluation@doh.wa.gov with questions.