How to Use Community Commons to Identify Areas of Outreach for Least Likely to Apply Populations, Single Family Affirmative Marketing

https://www.communitycommons.org/register/

Create an account using the link above and then log in.

After logging in click on Maps & Data
Click on “Make a Map”

Enter “predominant race” or “households with children” or “Hispanic” to search the available data.
Select the data you would like to map. And then hit “add to map” to create a map.

Search by “households with children”
Search by “Hispanic”

Select “add to map” to create a map.

Your map will appear. It may look something like the map below. Click on the + to zoom into your region or service area.
Scroll down the data menu to select different geographies.

You can label the zip codes and zoom in to locate areas to consider for outreach.
Document areas to target outreach by exporting the map. Click on “export.”
Click on “export.” Enter a title for the map, export as a PDF Document.

Save in your files.