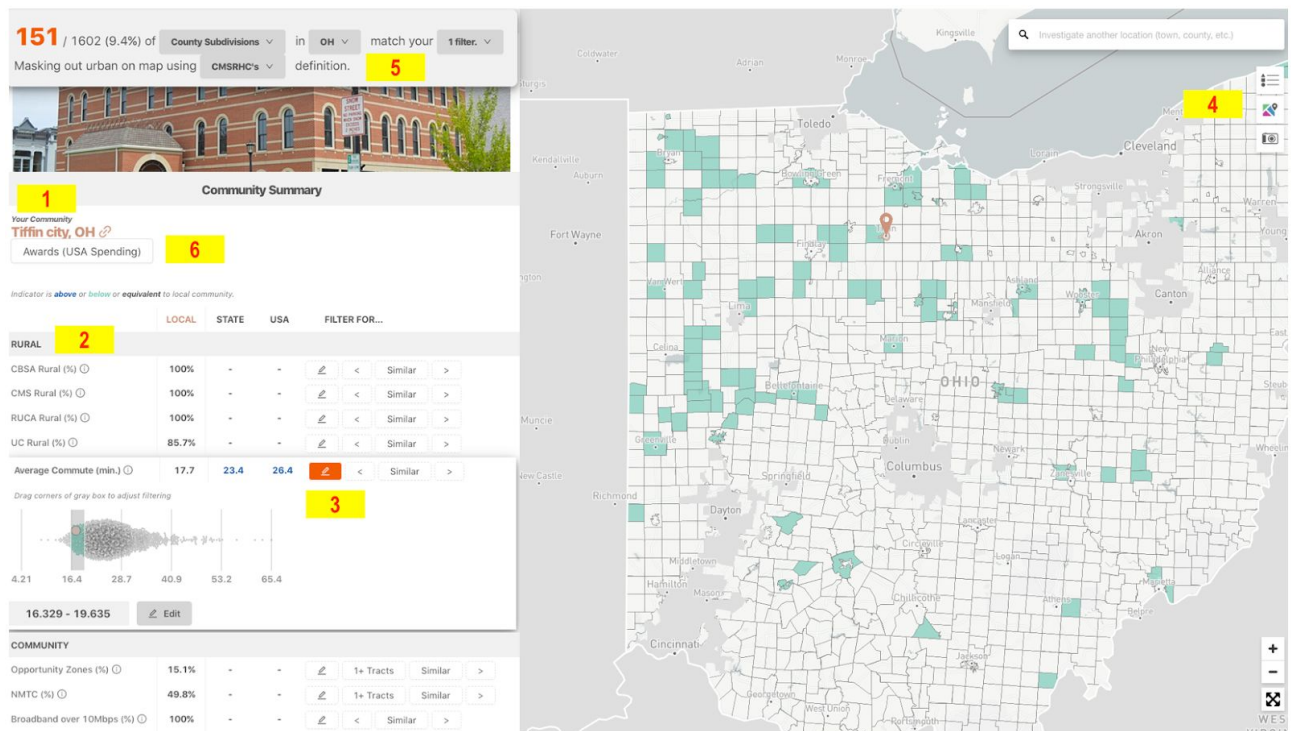


Rural Opportunity Map Tutorial Document

This document serves to orient Rural Opportunity Map users to the primary tools and features inherent in the maps. The numbers below correspond to the numbers on this screenshot:



1 Here is the name of the community or county you are looking at. The name is linked to the Wikipedia article for that town or county for more context.

2 The data dashboard contains a myriad of metrics from a variety of sources, including levels of rurality by different rural definitions, community assets, demographic and economic statistics, and more. Hover over the small “i” icons to learn more about a particular metric and the source data. Often, percentages are used for assets like broadband coverage, Opportunity Zones, and others, to signify what *percentage* of the geographic area you are viewing has that particular assets.

3 To filter the geographic regions on the map to see areas that share characteristics, you can click on these buttons. The “Similar” button automatically shows towns within 5% (in most cases) of whatever variable you selected. The greater than and less than signs show areas with



higher or lower metrics, and the pencil icon allows you to select a custom range. The first filter you set colors the map, in quartiles, with a green-to-blue gradient based on the metric you selected. Adding additional filters shows areas of overlap between all engaged filters; these areas are shown in orange.

4 If you zoom in on the map, point-data assets show up, like libraries, childcare centers, Amtrak routes, and more. (At higher zoom levels these assets do not all appear.) The top button on the top right side shows a legend of what is on the screen - including icons for the point data displayed. You can turn on and off point data layers here by selecting “Advanced options.” (Remember, point data only shows up at closer zoom levels). The middle button on the top right allows you to toggle between displaying point layers and displaying geographic metrics when zoomed in, and the lower button takes a screenshot of the map for easy sharing via PDF or printing.

5 The info panel on the top of the screen shows you what you are seeing on the screen: The number of locations left after your cumulative filters, how many filters you have on, what states you are investigating, what geographic granularity you are viewing (county, place, county subdivision, or census tract) and what rural definition you are using. You can clear your filters, change the states you are viewing, toggle geographic granularity, and change the rural definition by clicking the menus.

6 The Awards (USA Spending) button shows you what federal awards each county has won, according to [USASpending.gov](https://www.usaspending.gov). The spreadsheet can be sorted by awardee, amount, program, and other related attributes, and there are links in the table to the [USASpending.gov](https://www.usaspending.gov) award profile page. Note: at the bottom of the data dashboard are filters to allow you to sort regions by what awards they have won.

We hope you enjoy the map, and most importantly, find it useful in your work. If you have any ideas for map features, feedback on the tool, a need for a custom map, or want to share the ways in which you use the map in your work, please don't hesitate to reach out to us using the contact form at the bottom of every page, or email mapping@ruralinnovation.us.