

# What's In It For Me?

How to Use Geospatial Data Visualization  
to Inform and Engage Decision Makers



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# Florida's Legal Aid Funding Picture



**3**

states provide no state funding for legal aid. Florida is one of them.

**\$21.5 million**

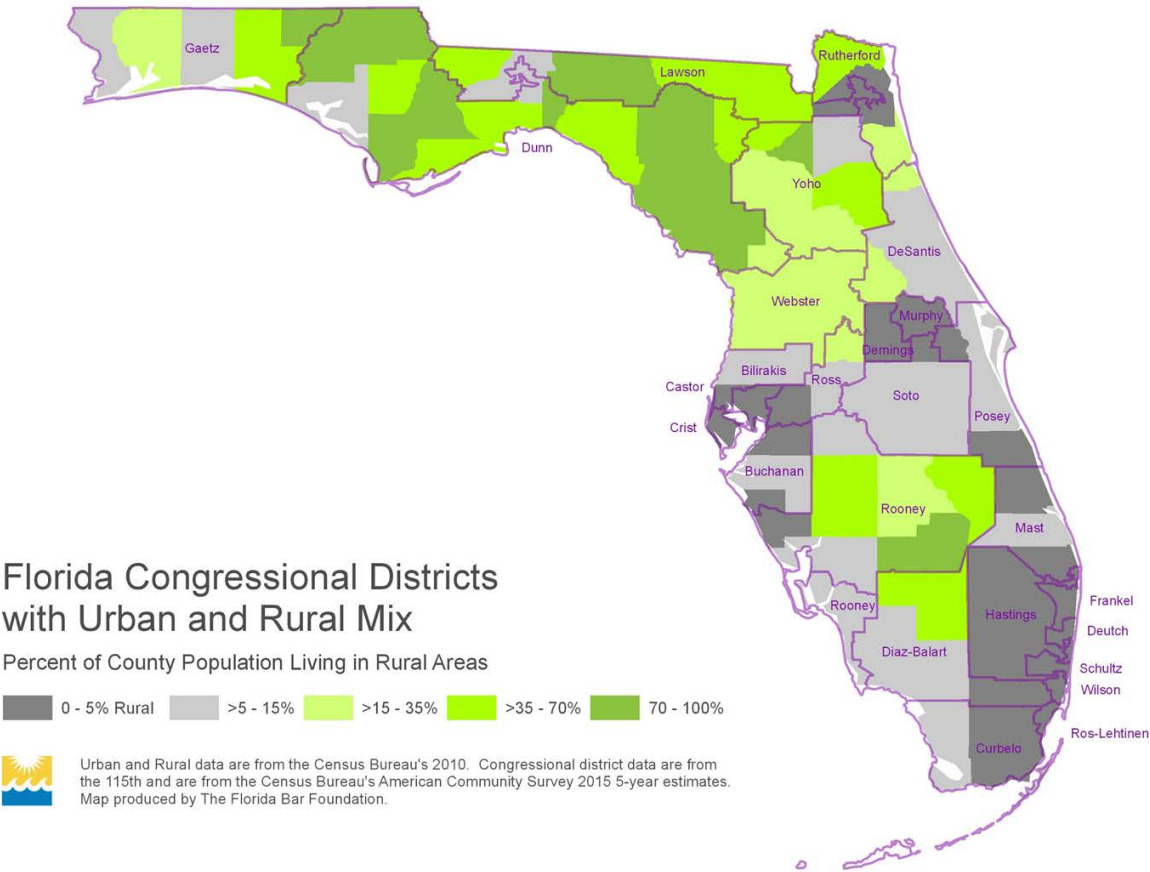
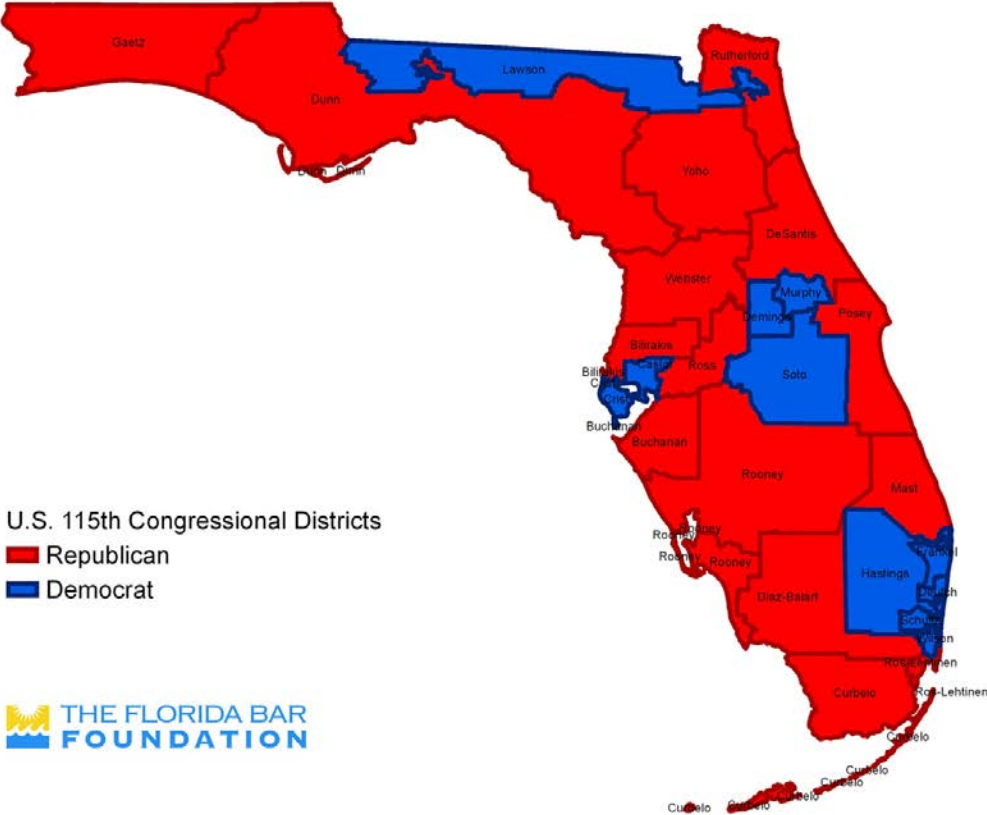
in Florida legal aid funding came from the Legal Services Corporation in 2015.

**27%**

of Florida's total civil legal aid funding came from LSC in 2015.

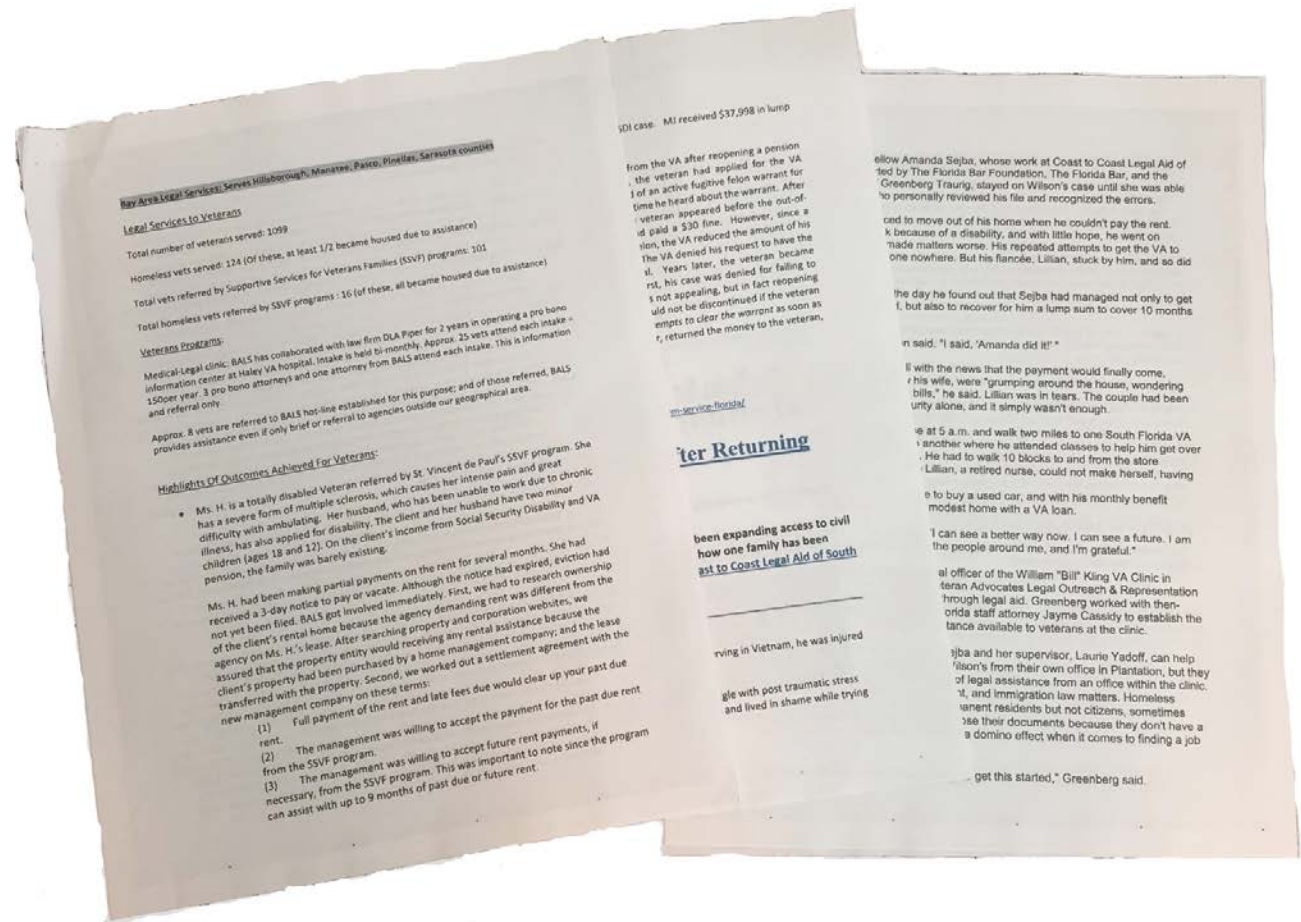
# Florida's Political Landscape

Political Party of Members of Congress



# Planning for ABA Days 2016: Where We Started

Past materials for ABA Days were not presented in a compelling way and were not tied to congressional districts.



# The Challenge

How can we best demonstrate the impact of LSC funding to members of Congress?"

How to answer – **What's in it for me (WIIFM)?**

# The Team

We started by forming a team consisting of:

- Nancy Kinnally, Director of Communications, The Florida Bar Foundation
- Chuck Hays, Director of Information Technology, The Florida Bar Foundation
- Alison Davis-Holland, GIS/Data Manager, Self-Represented Litigation Network

We sought and incorporated input from:

- Leadership of Florida's seven LSC programs
- Other Florida legal aid and Florida Bar Foundation leaders

# Identify Data Available In-House

Cases closed by 30 Florida civil legal aid organizations in 2015 with fields including:

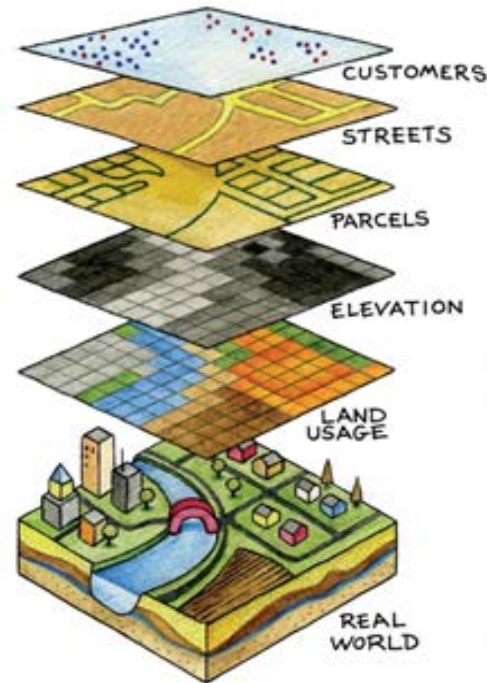
- Name of the civil legal aid organization handling each case
- ZIP code and/or county of the client served
- Client demographics
- Case types

Seven of the 30 organizations receive LSC funding.

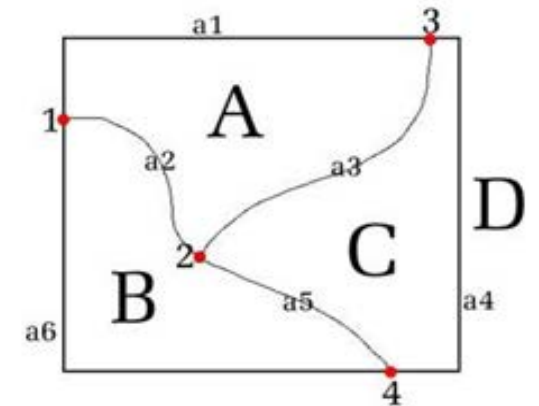
Integrating in-house and public data

# What is GIS and how can it help?

Geographic Information Systems (GIS) technology allows you to depict data as layers in a “thinking” map.



	A	B	C
1			
2			
3			
4			
5			
6			
7			



Map features

+

Data

+

Geometry/Topology



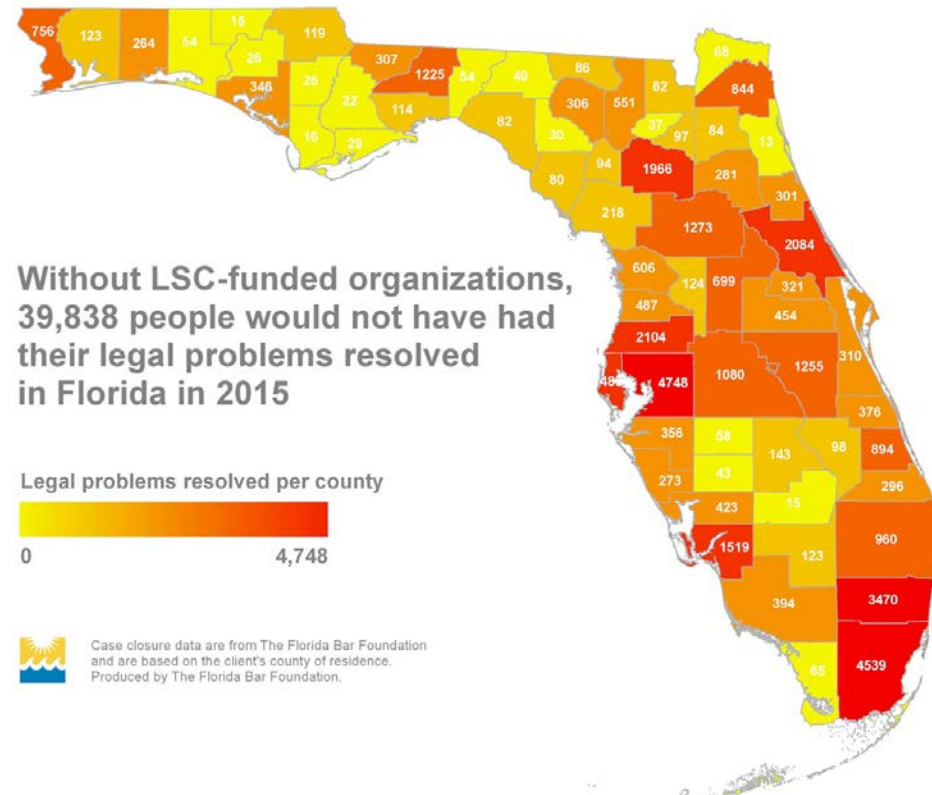
# Where did people benefit from LSC-funded organizations?

Map distribution by ZIP  
-> not so relevant



# Where did people benefit from LSC-funded organizations?

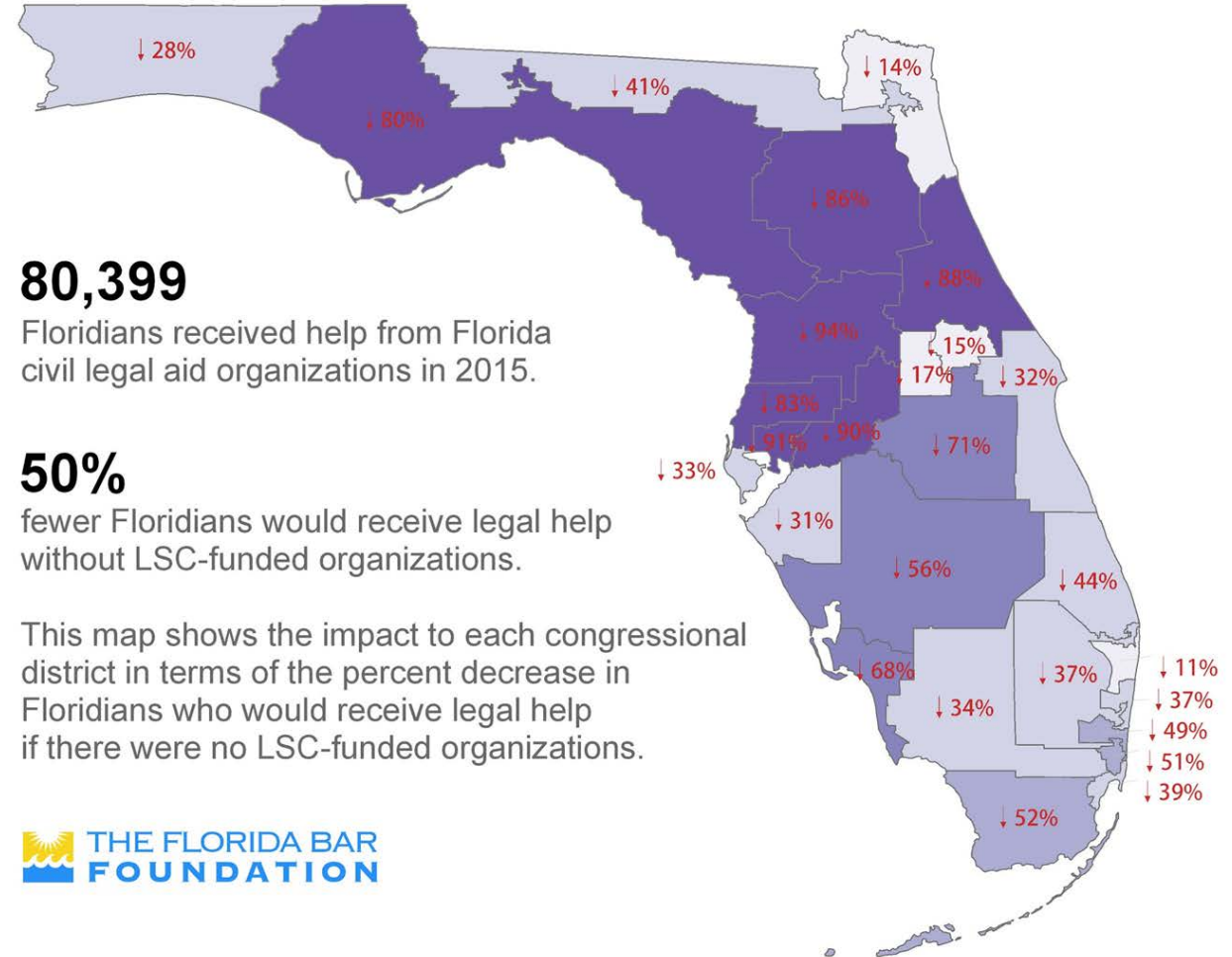
Map distribution by county  
-> getting better



# Where did people benefit from LSC-funded organizations?

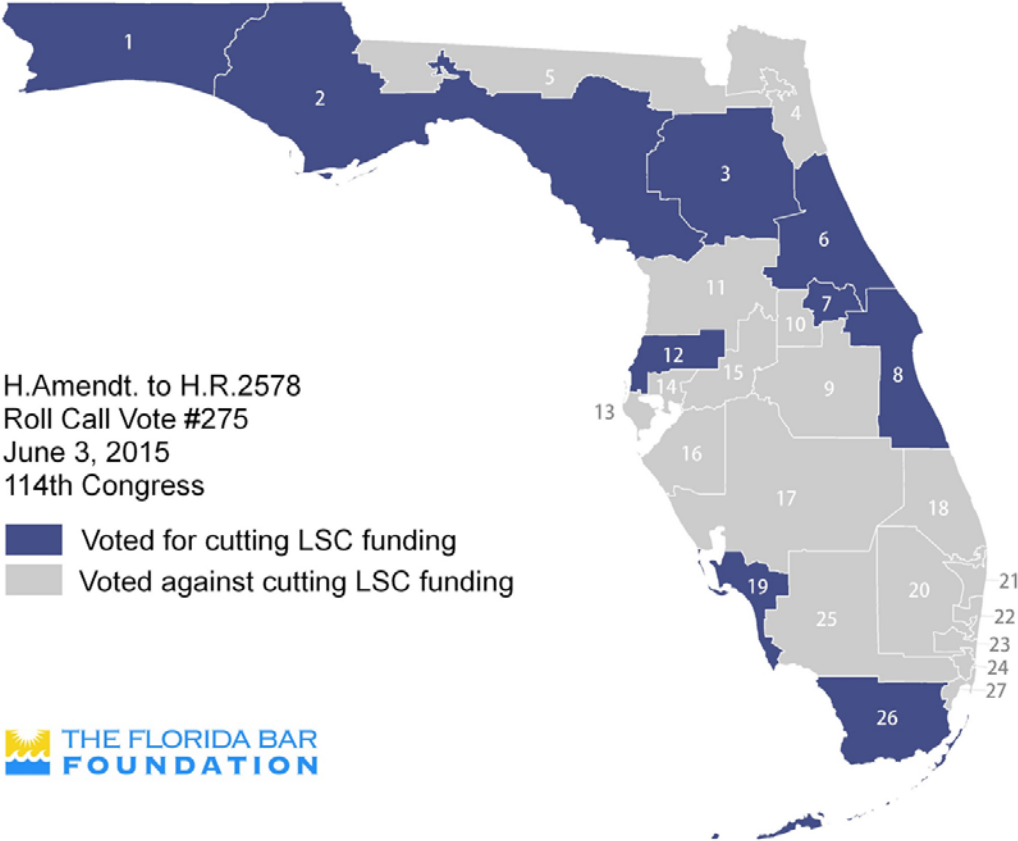
Map by congressional district  
-> custom profile hits the mark  
and answers the question of  
“What is in it for me?”

## Civil Legal Aid Floridians Would Lose Without Legal Services Corporation-Funded Organizations

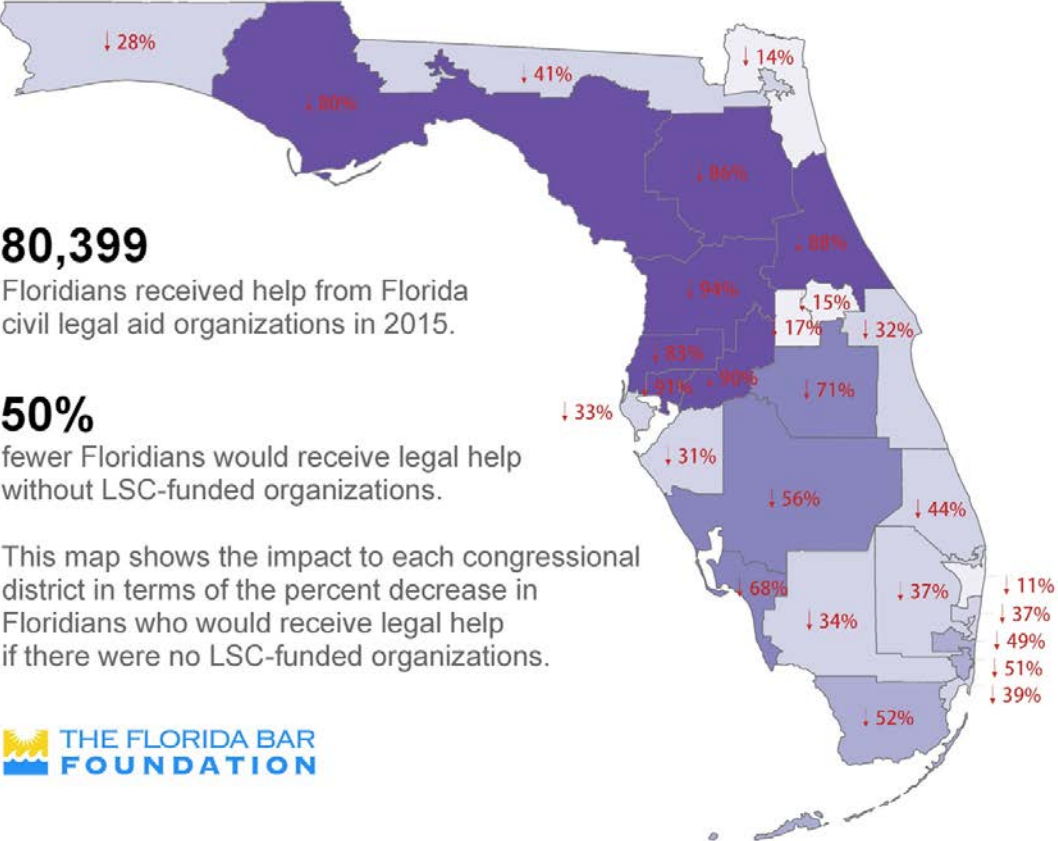


# Votes Against LSC vs. Greatest Reliance on LSC

2015 Congressional Voting on Whether to Cut Funding to Legal Services Corporation by \$25 Million



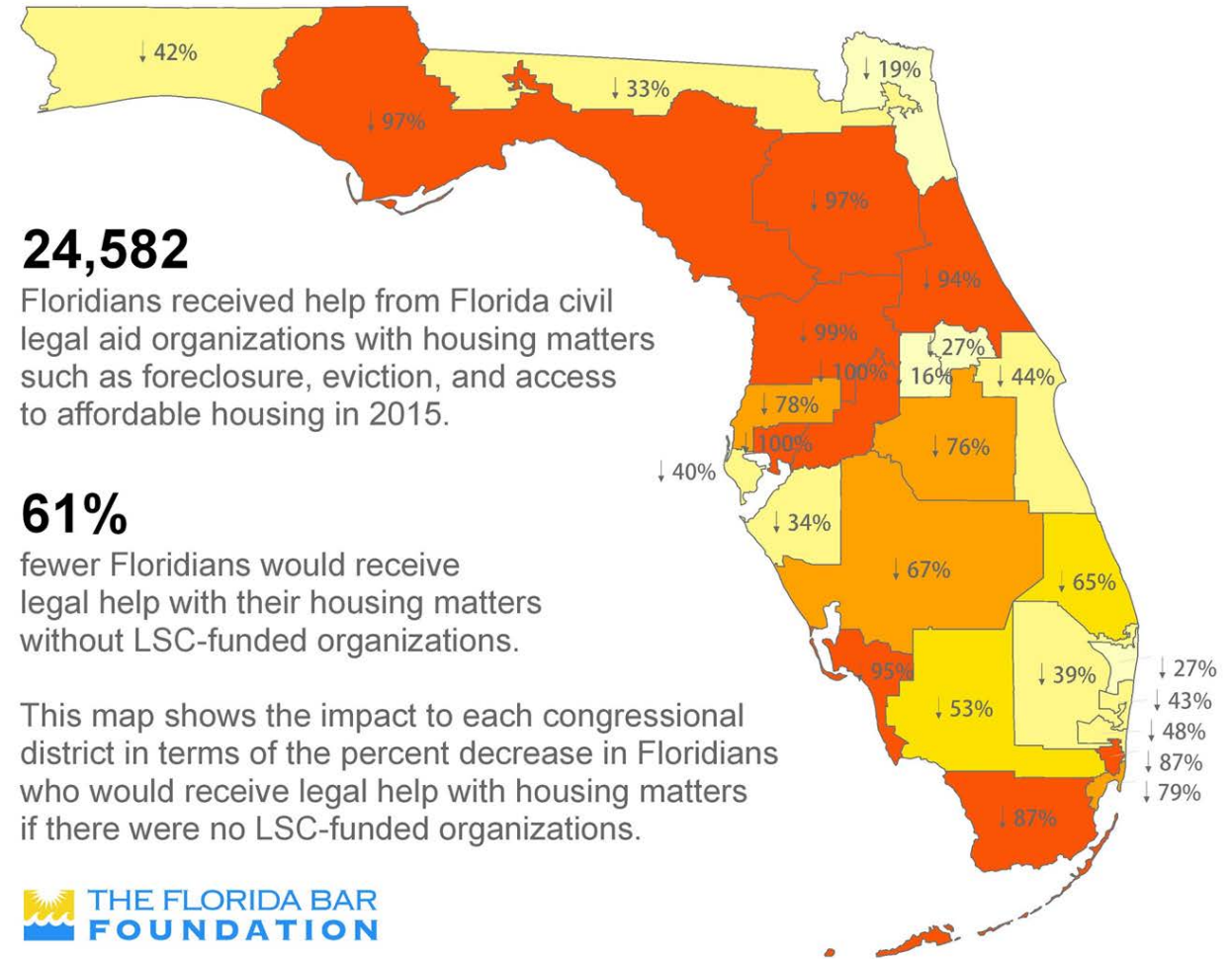
Civil Legal Aid Floridians Would Lose Without Legal Services Corporation-Funded Organizations



# Maps Showing Impact by District for Specific Population Groups

- People facing housing insecurity
- Veterans
- Abuse survivors
- Seniors
- Children

## Housing-Related Legal Aid Floridians Would Lose Without Legal Services Corporation-Funded Organizations

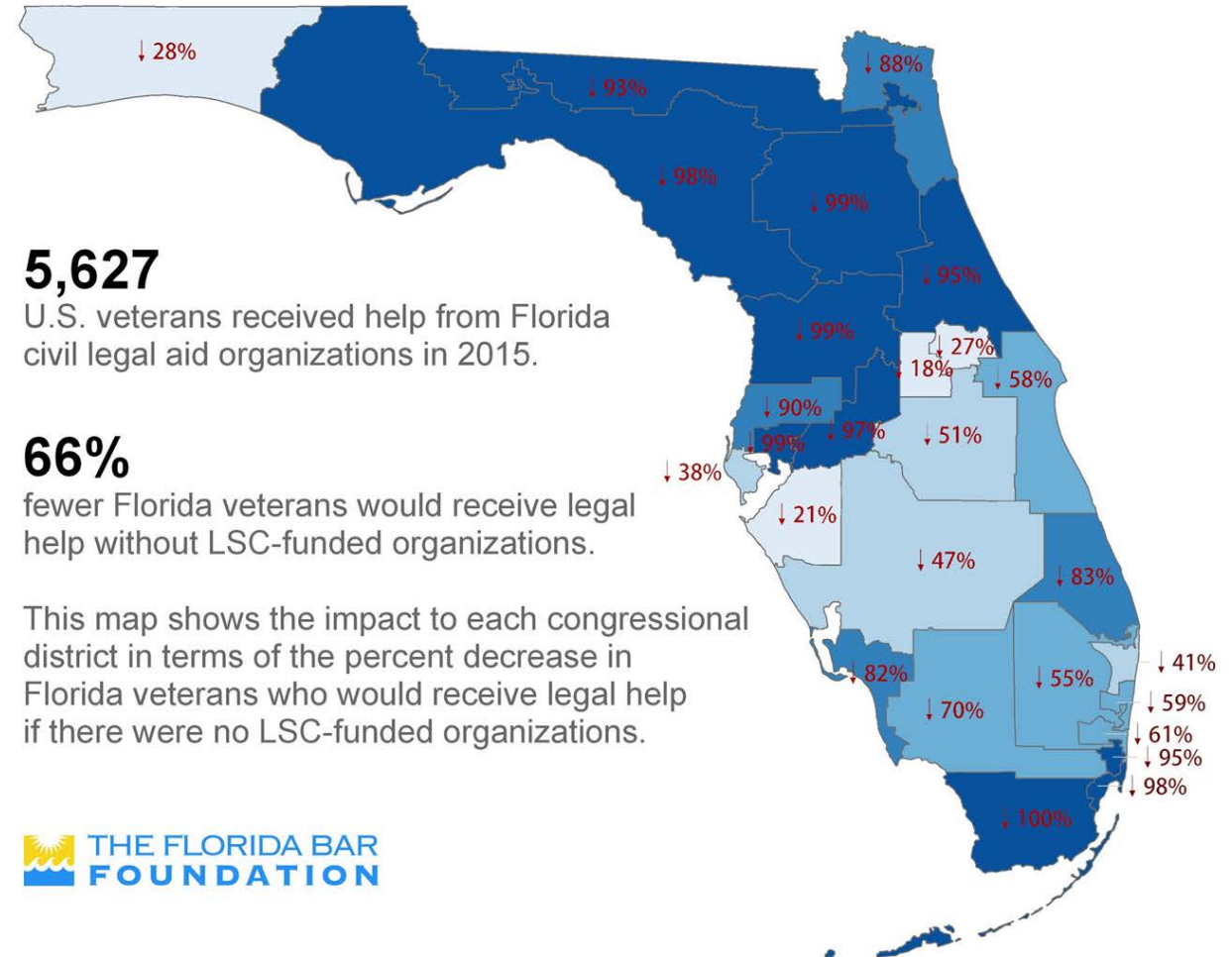




# Maps Showing Impact by District for Specific Population Groups

- People facing housing insecurity
- **Veterans**
- Abuse survivors
- Seniors
- Children

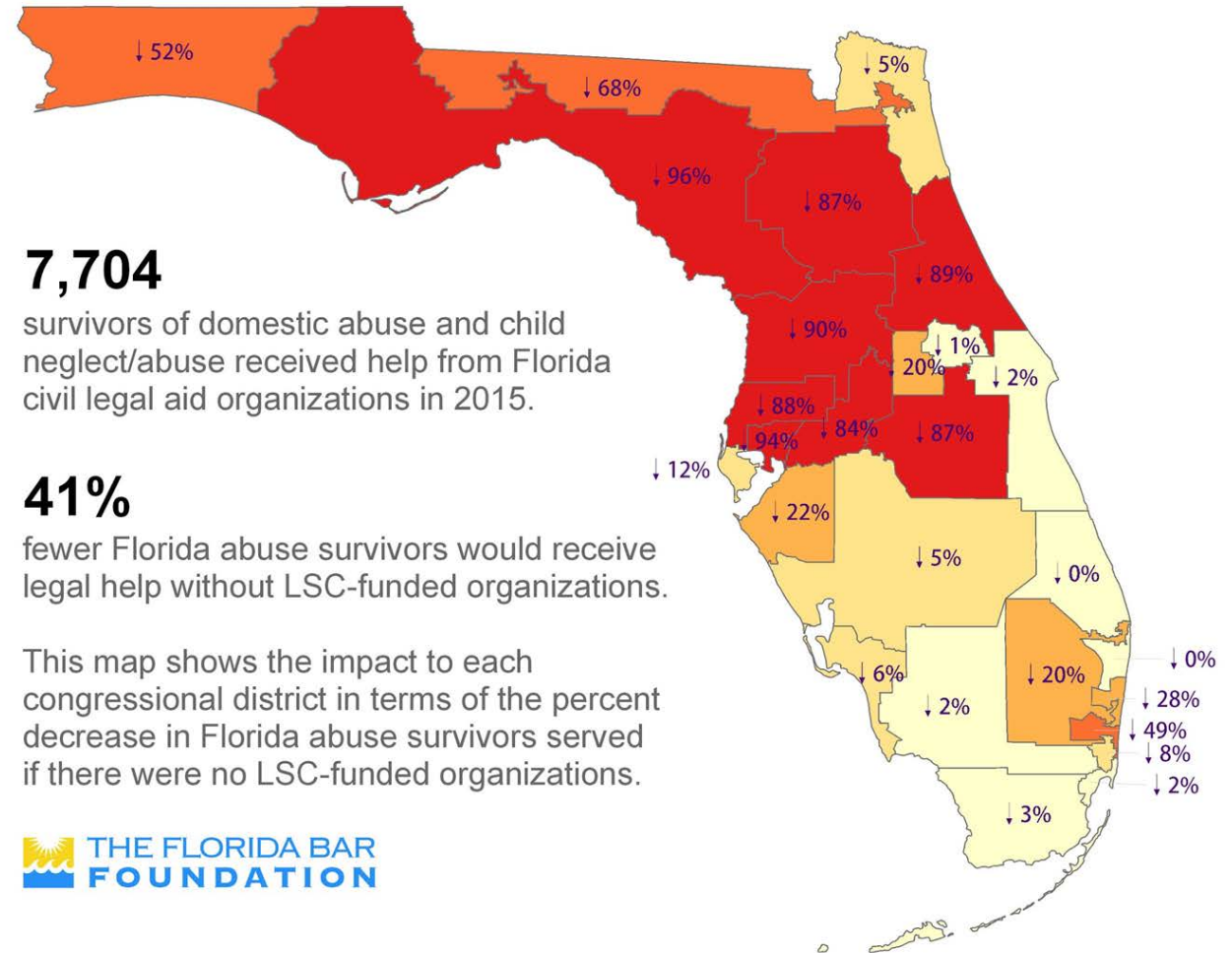
## Civil Legal Aid Florida Veterans Would Lose Without Legal Services Corporation-Funded Organizations



# Maps Showing Impact by District for Specific Population Groups

- People facing housing insecurity
- Veterans
- **Abuse survivors**
- Seniors
- Children

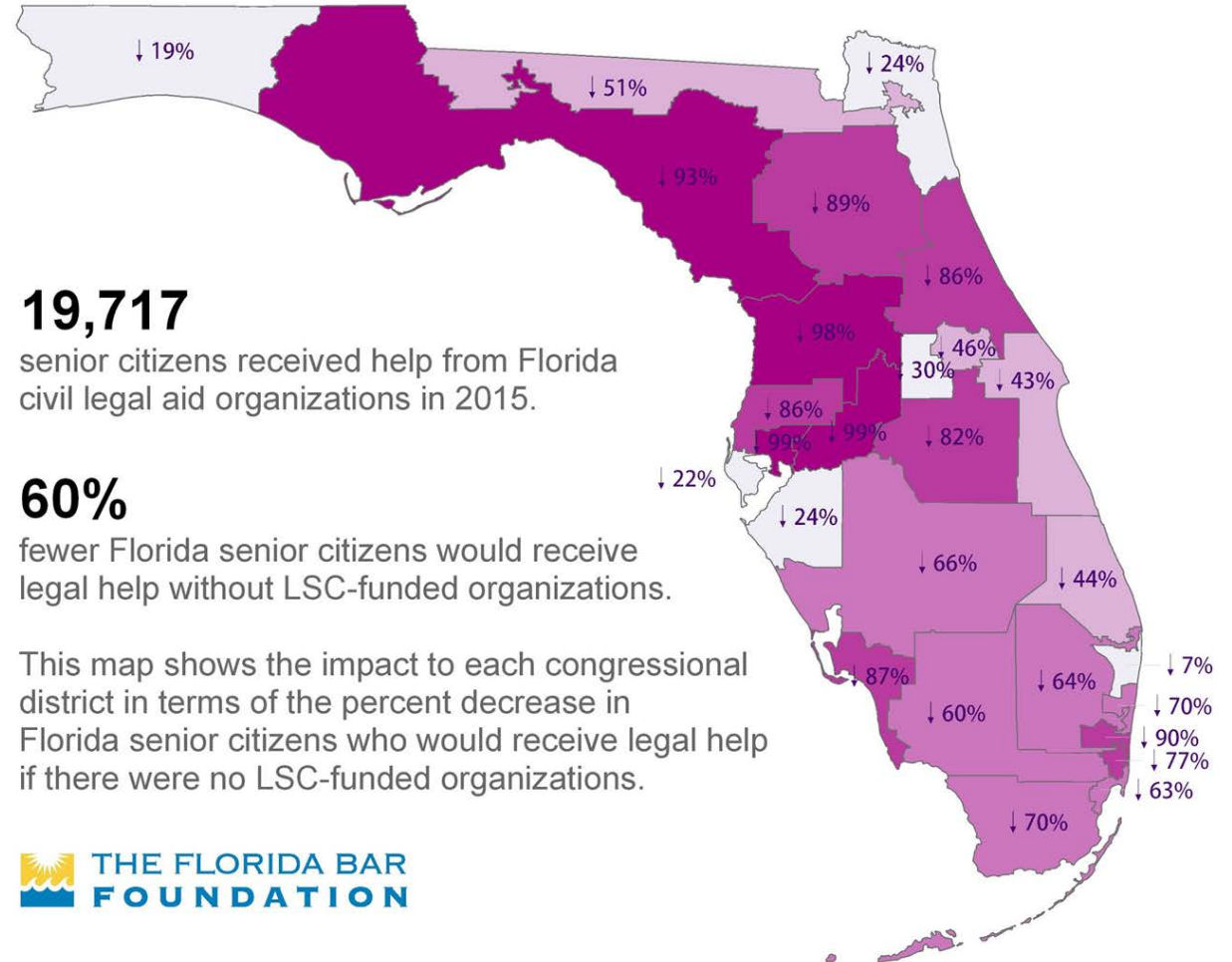
## Civil Legal Aid Florida Abuse Survivors Would Lose Without Legal Services Corporation-Funded Organizations



# Maps Showing Impact by District for Specific Population Groups

- People facing housing insecurity
- Veterans
- Abuse survivors
- **Seniors**
- Children

## Civil Legal Aid Florida Senior Citizens Would Lose Without Legal Services Corporation-Funded Organizations

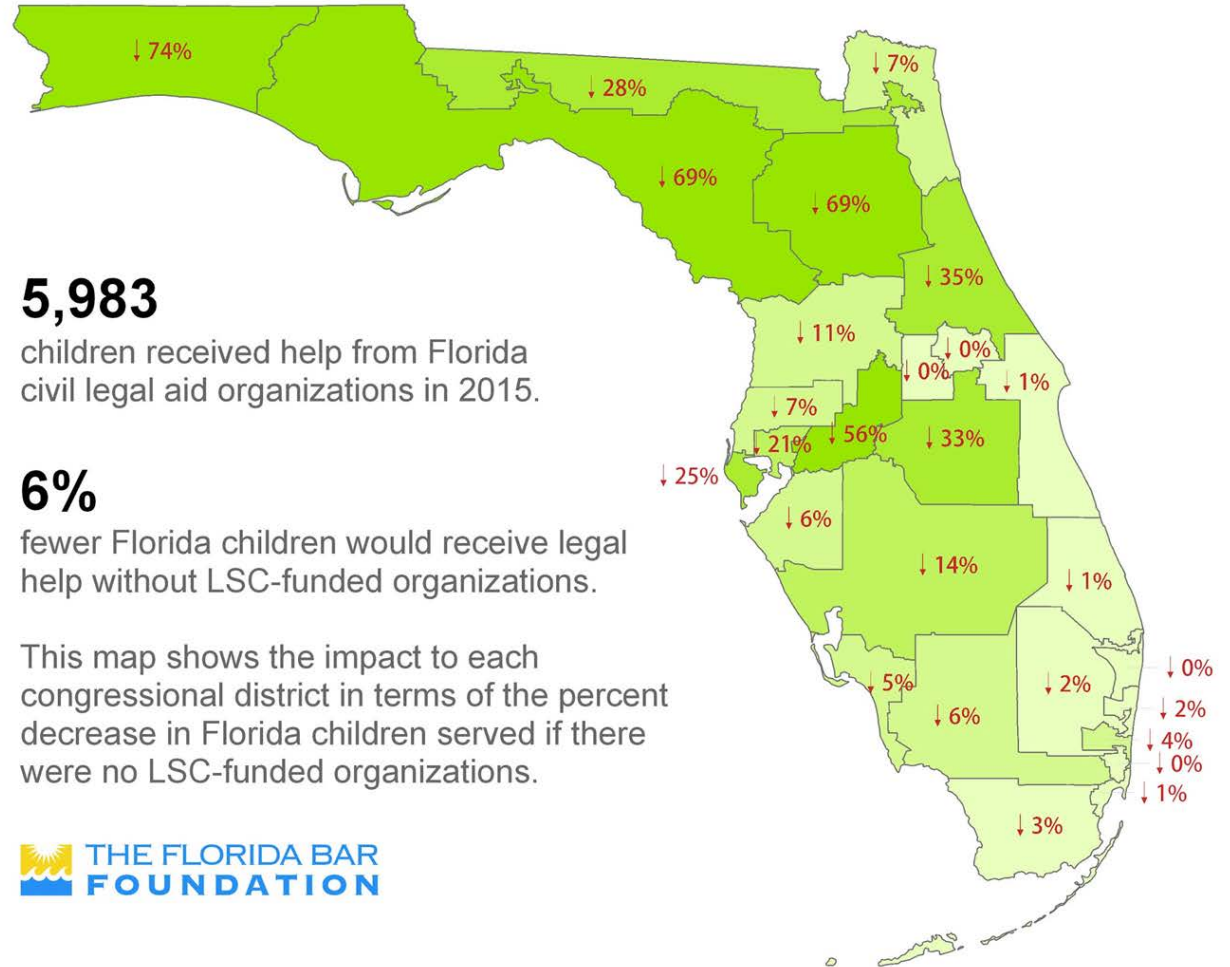




# Maps Showing Impact by District for Specific Population Groups

- People facing housing insecurity
- Veterans
- Abuse survivors
- Seniors
- Children

## Civil Legal Aid Florida Children Would Lose Without Legal Services Corporation-Funded Organizations



# 27 Congressional District Profiles

Percentage and raw numbers of constituent services that would be lost without LSC organizations

- Overall
- U.S. veterans
- Abuse survivors
- Seniors
- Housing matters

## Services Florida District 15 Would **LOSE** Without Legal Services Corporation-Funded Organizations

prepared for U.S. Rep. Dennis Ross

In 2015, civil legal aid organizations addressed the legal needs of 2,681 Florida District 15 constituents.

**2,419** constituents were helped by organizations funded by the Legal Services Corporation.

**175,018** people are eligible for civil legal aid in Florida District 15 based on household income.

Without LSC-funded organizations, civil legal needs addressed in Florida District 15 by legal aid would **FALL** by:

-  **97%** for U.S. veterans leaving **218** veterans without legal help
-  **84%** for domestic abuse survivors leaving **138** victims without legal help
-  **99%** for seniors leaving **552** seniors without legal help
-  **100%** for those facing foreclosure or eviction, or with other housing needs leaving **844** constituents without legal help to address their housing needs

**90%** fewer constituents would get civil legal help without LSC-funded organizations in Florida District 15



Florida's LSC-funded programs helped stabilize the lives of **35,196** children in 2015

LSC-funded organizations provide low-income Americans the civil legal help they need to ensure their safety, stability and livelihoods. They keep families in their homes, protect the vulnerable from abuse, aid survivors recovering from natural disasters, and secure people's access to education and health services.



Case closure data are from The Florida Bar Foundation for 2015. Location is based on the client's ZIP code and county of residence and tied to Census Bureau's ZIP Code Tabulation Areas, then to Congressional districts.

# ABA Days on the Hill



# Feedback from ABA Days Team

## **Accessible / Universal Appeal**

“Clear to everyone from a 22-year-old junior staffer to senior staffers who were lawyers to a U.S. representative who’d led a multi-billion-dollar company.”

## **Hard to Refute / Non-Partisan**

“Maps showing potential loss of legal help for seniors, veterans, domestic violence victims, and people facing foreclosure were authoritative, had appeal across party lines.”

## **Concise**

“Distilled data from the entire state into a concise format easily interpreted by busy lawmakers.”

## **Localized**

“It made all the difference to present data specific to each congressional district.”

## **Worth the Investment**

“A small investment to make with more than \$21 million hanging in the balance.”

# Evaluation & Takeaways

Integrate and analyze the data that drives decisions.

1. **Don't be location blind.**

Collect location data (street address, ZIP).

2. **Know your clients.**

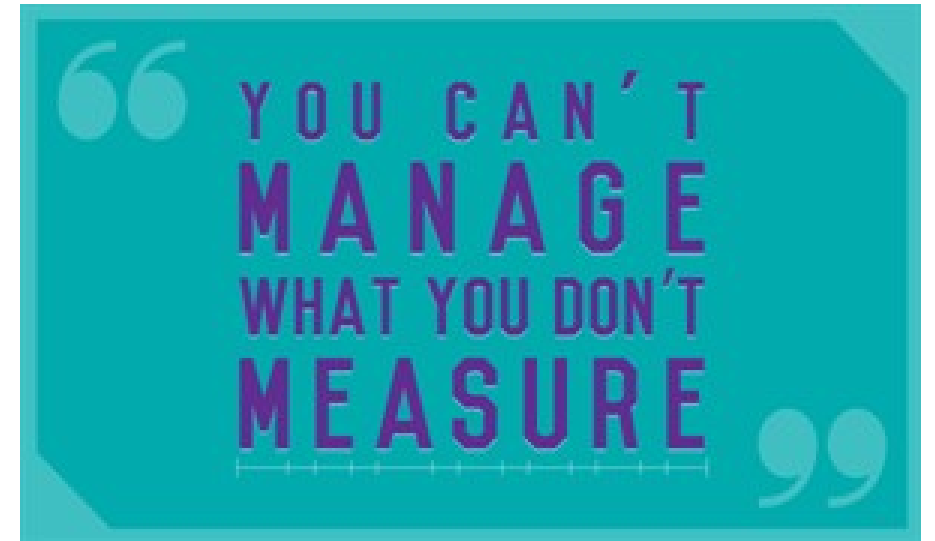
Gather demographic data from your clients.

3. **Know your community.**

Understand the needs of the people being served by integrating external data sources.

4. **Start with a question.**

Don't just summarize your data. Determine the problem you want to solve in an ideal world without looking at data constraints - because analysis may help fill in the blanks.

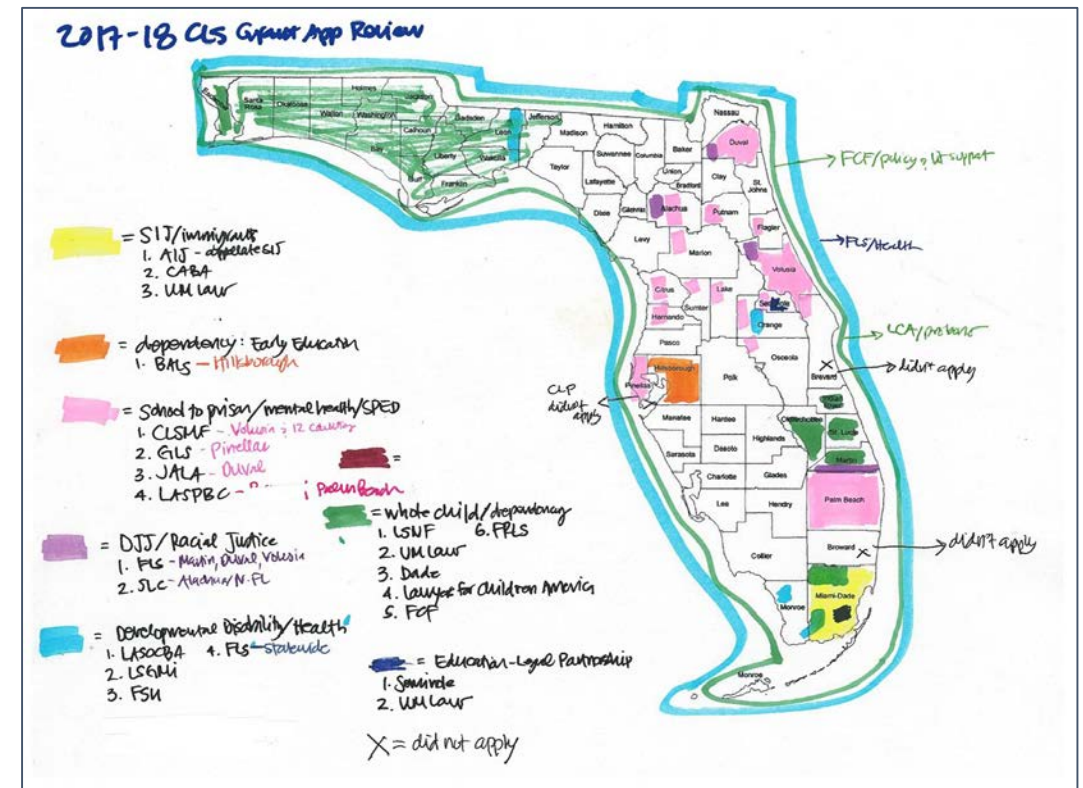




# Evaluation & Takeaways

GIS and data are valuable assets for legislative advocacy, strategic grantmaking and service delivery, and collaboration/fundraising:

- **Need** - Identify where communities are in need & what they need.
- **Impact** - Show the number of people served.
- **Service Gaps** - Show underserved areas.
- **Strategic Grantmaking** - Allocate grants to address need, equity, and impact.
- **Collaboration** - Bring together allied organizations to partner and solve a common problem.



# Media Coverage



A Times Editorial

## Editorial: Don't cut legal aid for the poor

Monday, April 24, 2017 5:36pm

President Donald Trump's budget-slashing proposals to defund Planned Parenthood and PBS have received plenty of attention. Flying dangerously under the radar is the president's push to eliminate federal money for the Legal Services Corp., which distributes millions in Florida and elsewhere to local organizations that help provide lawyers for the poor. Access to the civil courts cannot be a luxury available only to those who can afford to hire a lawyer, and everyone should have competent legal advice when they need help securing veterans benefits, seeking lost wages, fighting eviction from an apartment or coping with domestic abuse.

Florida Supreme Court Chief Justice Jorge Labarga and leaders of the Florida Bar are traveling to Washington this week to ask members of the state's congressional delegation to help save funding for Legal Services. It is the largest source of funding for civil legal assistance, with a budget of \$385 million that does not come close to meeting the need to help local legal services organizations provide lawyers and coordinate pro bono efforts. Yet when demand is rising and funding should be increased, Trump wants to eliminate the entire operation and leave everyone who cannot afford to hire a lawyer to fend for themselves.

In Florida, that would mean the loss of more than \$21 million that the Legal Services Corp. distributed to seven legal aid organizations in 2015. Bay Area Legal Services, which serves Hillsborough, Pasco, Pinellas, Manatee and Sarasota counties, would lose more than \$3.3 million. Last year, Bay Area helped 928 domestic violence survivors obtain injunctions, child custody, support and alimony. It helped more than 3,200 people obtain or keep housing, and it helped more than 3,900 people with family law matters such as adoption, guardianship and divorce. Those numbers each have names and faces, and they deserve an equal opportunity to have real access to the civil courts with a lawyer by their side.

Labarga and the Florida Bar have plenty of other facts that make clear that what happens to Legal Services in Washington directly affects Tampa Bay. Statistics from the Florida Bar Foundation show more than 2,100 people were helped last year by organizations funded by the Legal Services Corp. in each of the districts represented by Reps. Dan Webster, R-Clermont; Gus Bilirakis, R-Palm Harbor; and Kathy Castor, D-Tampa. Another 1,269 people were helped in the Pinellas district represented by Rep. Charlie Crist, D-St. Petersburg. The foundation also estimates how many fewer military veterans, domestic abuse survivors and seniors would be left without legal help if the Legal Services Corp. disappeared.

All legal aid for the poor does not flow directly from the federal money tied to the Legal Services Corp. Lawyers in Florida are not required to do pro bono work, but they are required to report to the Florida Bar how many hours they give free legal advice or how much money they contribute to such efforts. Florida Bar president Bill Schifano of Tampa has made promoting pro bono work a priority, and Florida attorneys donated about \$5.4 million in legal aid last year and about 1.7 million hours of free legal service. In the 6th Judicial Circuit that covers Pinellas and Pasco counties, more than 53 percent of the lawyers provided pro bono services in the last fiscal year. In the 13th Judicial Circuit that covers Hillsborough County, about 44 percent of the lawyers provided free legal services. That's a commendable effort, but it remains far short of meeting the need.

Washington's assault on the Legal Services Corp. comes as Florida's key source for money for civil legal aid has been declining. The fund has not generated significant new revenue since the recession because of near-zero interest rates, and it relies on that interest on lawyers' trust accounts to help fund legal services. The Florida Bar Foundation says that program generated roughly \$43 million a year for five years before the recession. But that revenue has plunged to about \$5.5 million a year, and grants to legal aid organizations have been cut by nearly 90 percent. There clearly is a need, yet the state has not provided any public money for civil legal aid since Gov. Rick Scott took office and consistently vetoed it.

Effective access to the civil courts to deal with life's serious challenges requires a competent lawyer, and those who cannot afford to hire a lawyer should not be shut out. Preserving funding for the Legal Services Corp. should be a priority — and so should securing a more stable source of funding at the state level to help thousands of poor Floridians get through the courthouse door.



Associated Press  
Everyone should have competent legal advice when they need help securing veterans benefits, seeking lost wages, fighting evictions from an apartment or coping with domestic abuse.

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# Contact Information

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