LINCOLN INSTITUTE
OF LAND POLICY

The Place Database Contest

Open date: January 7, 2019
Submissions due: Extended to March 25, 2019 at 11:59pm EST
Selected authors notified by email: April 12, 2019

The Lincoln Institute of Land Policy and PolicyMap are pleased to announce the launch of The Place Database Contest. The Lincoln Institute will provide $1,500 each to five authors of submissions who create the most compelling stories through maps using The Place Database. The selected authors will turn their ideas into a one- to two-page written narrative.

What is the opportunity?

We are asking you to use The Place Database to create a map or maps and then tell us what kind of story can be told from information depicted in the map(s).

Below are a few use cases of The Place Database (these use cases can be seen here):
- Zoning and flood risk in Florida
- U.S. DOT funding and structurally deficient bridges in Pennsylvania
- Subsidized housing and rental affordability in Denver

Authors of the selected submissions will be required to write a one to two-page narrative based on the maps they create. The narratives will either define a problem and offer possible solutions, or describe a trend or occurrence and analyze how that trend or occurrence came to be.

What is The Place Database?

The Place Database is a national mapping platform for visualizing the latest available data for dozens of indicators relating to land policy, including data about housing affordability, brownfield sites, the property tax, and federal government spending. Many datasets in this data visualization tool, which uses the PolicyMap platform, include several years' worth of data, so the user can see how things have changed over time. The user can zoom out to see certain data at the state level or zoom in to see data as close as the parcel level. The datasets in the tool come from a wide variety of resources including the U.S. Environmental Protection Agency, the U.S. Census Bureau, the Internal Revenue Service, and the

National Conservation Easement Database. Other datasets in the tool include zoning maps for 105 cities, and detailed fiscal information for the 150 cities in the Lincoln Institute's Fiscally Standardized Cities database (FiSC).

Why are we doing this?

Data can often be inaccessible, hard to locate, or just plain difficult to use. We created The Place Database to make important data about our communities, cities, and states more accessible, easier to use, and visually compelling. Our goal with this competition is to encourage researchers, policymakers, academics, and public officials to use The Place Database to tell stories about places using a technique beyond simple charts or pure numbers. We believe that visualizing data on a map will help people tell a story in a more interesting way. In turn, we hope this will motivate others to take action to address identified problems or learn from policies that produced positive results.

How to apply

Apply at https://LILP.formstack.com/forms/place_database_contest_2019

The selected authors retain the intellectual rights to their initial submissions. However, the selected authors will be required to contract with the Lincoln Institute for the development and writing of their narrative, and the Lincoln Institute will be the copyright holder of all the written narratives. Each of the selected authors will retain a license to use his or her narrative for educational and research purposes, and not for commercial benefit or private monetary gain. The narratives will be posted on the Lincoln Institute website and highlighted by PolicyMap in a blog post.

Eligibility
This opportunity is open to all individuals and entities (universities, non-profits, community groups, etc.).

Format
Submissions must be in English and submitted via the official application form. You will need to provide the following information in the form:

1. Contact information for the person submitting the work. This includes name, title, affiliation, academic background, phone number, address, and email. For students, please indicate where you are attending school and what program you are in. You

may attach a copy of your resume to assist us in understanding your educational and professional background.
2. Map title
3. Brief narrative (maximum 1500 characters) – describe the map(s) you created and an introduction to what kind of story you would you be able to write about if your submission is selected. If you choose to compare and contrast geographies or show changes over time, be sure to explain this.
4. Relevance to the Lincoln Institute's goals, which are: land and water resources are managed sustainably; regions and communities are equipped to address climate change and its consequences; tax systems are efficient and equitable; poverty and spatial inequality are reduced; regions and communities are fiscally stable, efficient, sustainable, and livable; and land markets are functional and informality is reduced.
5. Geographic focus
   a. List the name of the location and what level of geographic focus (i.e. state, city, county, block group, neighborhood, etc.)
   b. If you choose to compare and contrast locations (i.e., comparing Boston to Miami or contrasting the East Coast to the West Coast), please list all the locations for each map you create. You can create a maximum of two maps.
6. A PDF of the map(s) you created and link(s) to the map(s). If you choose to compare and contrast locations or show changes over time, please make sure you include PDFs and links for each map created. You can create a maximum of two maps.
   a. Instructions for getting a PDF of the map(s) you create: Click the "Print" button at the top right corner of The Place Database. This will create a PDF.
   b. Instructions for getting a link to the map(s) you create: Click the "Share" button at the top right corner of The Place Database and copy the unique URL.

The review process

The review team will use the following criteria to evaluate the submissions:
- Creativeness of the topic and data chosen (40%)
- Demonstrated ability to tell a story about the data in the map(s) (40%)
- Relevance to the Lincoln Institute's goals and research priorities – (1) land and water resources are managed sustainably; (2) regions and communities are equipped to address climate change and its consequences; (3) tax systems are efficient and equitable; (4) poverty and spatial inequality are reduced; (5) regions and communities are fiscally stable, efficient, sustainable, and livable; and (6) land markets are functional and informality is reduced (20%)

If I am a selected author, what will I be required to do?

1. To receive the $1,500 payment, you will be required to sign a contract with the Lincoln Institute that outlines the scope of work and rights of both parties and submit a one to two-page narrative. (See *How to apply* above for ownership rights to the completed narrative.)
2. The selected authors will write a one to two-page narrative about the story their map(s) tells. This will involve research on the author's part, but we will provide you with a template for your narrative and we will work with you to complete the final narrative.
3. The selected authors will be paid upon final completion and submission of the narrative to the Lincoln Institute.
4. The deadline for the selected authors to submit their one to two-page narrative is June 1, 2019.

Questions? Please email placedatabase@lincolninst.edu

Submissions will be accepted until March 25, 2019 at 11:59pm Eastern Time and must be submitted via the application form.