

From One Spreadsheet to a Living Blood-Services Map

How the monthly sponsor file now powers fourteen self-updating map layers, a district-level view BioMed never had, and an executive story explorer.

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232,848

DRIVE ROWS IN ONE FILE

14

SELF-UPDATING MAP LAYERS

80

BIOMED DISTRICTS MAPPED

17.2M

RBC UNITS VISUALIZED

2

CLICKS PER MONTH

01

It starts with the file you already send

Every month, BioMed produces one sponsor spreadsheet — the HSSponsorFile. It is a flat list of every blood drive from 2022 through today: sponsor name and type, address, latitude/longitude, drives held, RBC units projected and collected. About 233,000 rows.

Most organizations would open that file, build one chart, and file it away. We treat it as the *single source* that feeds an entire mapping ecosystem. Nothing else has to be collected. Nobody re-keys anything.

02

One file in, a map library out

Drop the file

Save the month's
HSSponsorFile into one
folder



Two clicks

Two reload commands;
sign-in is the only manual
step



Self-verify

Every layer is checked
against the source file —
PASS or FAIL, printed



Live everywhere

Every map and dashboard reading these layers updates instantly

The reload rebuilds **fourteen hosted map layers**: choropleths of drives and RBC collections by county, chapter, region, division — and now district — plus four drive-point dot maps (drives by type, planned vs. completed, Latino blood drives, total collections). Each run cross-checks totals per year against the spreadsheet before it declares success. If a number can't be verified, the process says so out loud.

Verified this cycle

May 2026 file → 671,012 drives and 17,172,266 RBC units across all years, landing at 25.6 units per drive — exactly the ratio the data should show. Two independent pipelines (area rollups and the dot map) agree on every count. ✓ **PASS**

03

The discovery: BioMed has its own geography

Red Cross mapping is usually built on Humanitarian Services geography — divisions, regions, and the ~200 chapters. But BioMed doesn't operate on chapters. It runs its own three-tier system: **6 BioMed divisions → 34 BioMed regions → 80 BioMed districts**, with boundaries and names ("MA East", "AR South MO") that match how collections teams actually work.

Until now, the monthly maps could answer "how many drives in this *chapter*?" but not "how many drives in this *district*?" — the question BioMed leadership actually asks. We located the authoritative

district boundary polygons, cached them, and built the machinery to use both systems side by side without ever confusing them.

	Humanitarian Services	BioMed
HIERARCHY	Division → Region → Chapter → County	BioMed Division → BioMed Region → BioMed District
UNITS	~200 chapters	80 districts
BEST FOR	Community presence, volunteer footprint	Collections operations, drive planning

04

Enrichment that's exact, not approximate

Because every drive row carries its own latitude/longitude, each of the 233,000 drives is placed in its BioMed district by **exact point-in-polygon** against the official boundaries — not by ZIP code approximation. A drive on the right side of a district line counts on the right side of the line.

For datasets that only have ZIP codes, we built a companion crosswalk: all 13,767 ZIP codes that have ever appeared in BioMed drive data, each mapped to its BioMed district, region, and division — with **zero unmatched**. Both systems now live in our standard data-enrichment toolkit, so any future spreadsheet — yours, mine, anyone's — can be stamped with the correct BioMed geography in seconds.

05

What's new on the map this month

Drives by District & RBC Collections by District

Two new choropleth layers join the library — the first time drive activity and unit collections have been viewable at the BioMed-district level. Five-class color ramps, clean name-first

popups with per-year history, refreshed automatically every month with everything else.

Every dot knows where it is

All 231,570 drive points are being enriched with their chapter, region, division, county, and FIPS — so the dot maps can be filtered, counted, and analyzed by any geography on demand, in any tool that reads the layer.

Browse the full library on the live map: maps.jbf.com/chapter-view — open the BIOMED group in the layer panel.

06

Where it becomes a story: the Regional Explorer

The same monthly data drives an executive-facing experience at biomed.jbf.com. Leadership picks a region and walks through a guided story — overall summary, Mobile Story, Fixed Site Story — and **the map changes with every page:**

- The Mobile Story shows every actual drive location, colored by drive type, clipped to the selected region.
- The heat view shades counties by drive activity — where the work concentrates.
- KPIs are live from the monthly data: pick Indiana and see 4,863 CY24 drives and 135,061 units collected — numbers that update themselves when next month's file lands.
- Click a donation center and the map flies to it, with its own site story.

No GIS knowledge needed. If you can click "Next," you can brief from it.

07

Why this matters

One spreadsheet a month, two clicks, and every map, dashboard, and story in the ecosystem is current, verified, and speaks BioMed's own language.

The pattern is the point. Each new question — "show me sponsor performance," "compare districts year over year," "where should the next fixed site go?" — doesn't require a new data project. The geography, the enrichment, the monthly rhythm, and the verification are already in place; new views are assembled from data that's already flowing. The district layers took one working session to add *because* the foundation was built this way.

Next candidates on the same foundation: sponsor analytics, first-time donor views, and the hospital distribution story.

American Red Cross Biomedical Services · Data: monthly HSSponsorFile (2022–2026) · Maps: maps.jbf.com/chapter-view · Explorer: biomed.jbf.com · Prepared by Jeff Franzen, June 2026