

## Using Data and GIS to Target Neighborhood Stabilization Program Dollars

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The Reinvestment Fund

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### Profile of TRF

*The Reinvestment Fund builds wealth and opportunity for low-wealth communities and low and moderate income individuals through the promotion of socially and environmentally responsible development.*

We achieve our mission through:

**Capital**

- Grants, loans and equity investments

**Knowledge**

- Information and policy analysis

**Innovation**

- Products, markets and strategic partnerships



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### Profile of TRF

- Founded in 1985
- Over \$865 million in cumulative investments
- Primary Geography: Mid-Atlantic Region; offices in Philadelphia, Washington, DC and Baltimore, MD
- Currently Manage: over \$545 Million
- FY2009: \$81.6 million in loans and investments
- Since inception, more than:
  - 18,512 housing units created, renovated or preserved
  - 9,725 child care slots created or preserved
  - 27,447 Charter school slots created or preserved
  - 7.8 million square feet of commercial space created, renovated or preserved
  - 505 businesses

Recently launched two new business ventures:  
TRF Development Partners and [Policymap.com](http://Policymap.com)



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## PolicyMap: All the data you need. All in one place. All online.

- National data mapping and analysis tool
- Easy, online access to data and analytical tools in a sophisticated yet user-friendly web platform
- Over 10,000 data indicators as well as proprietary TRF analytics, with frequent additions.
- CNET award winner for best of location-based services Web 2.0 products



[www.policymap.com](http://www.policymap.com)

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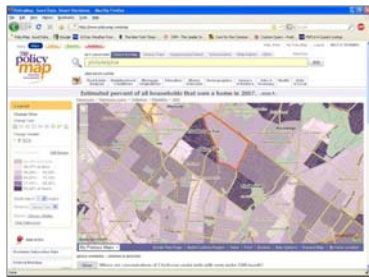
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## PolicyMap: Maps

- Flexible Search Options
- Thematic data ranging from home sale data to unemployment
- Point data
- Custom Region feature
- Edit Break Points feature
- Map Options for displaying boundaries



[www.policymap.com](http://www.policymap.com)

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## PolicyMap: Tables

- Tables
- Bar Charts
- Trend (line) Graphs
- Data Download
- Rankings
- Site Lists



[www.policymap.com](http://www.policymap.com)

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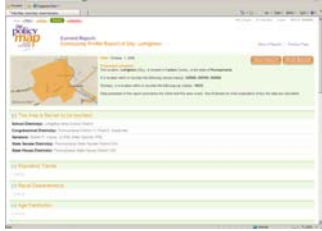
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## PolicyMap: Reports

- Reports for pre-defined locations, radius around an address, custom region

- Community Profile, HMDA, Home Sale Reports



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## Using PolicyMap for NSP Applications



- PolicyMap posted HUD NSP criteria data within the week of release
- HUD linked to PolicyMap as a tool for applicants
- All 309 grantees used PolicyMap maps in their applications

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## Applying PolicyMap to NSP Awards



- PolicyMap was awarded a HUD NSP TA grant to assist communities in allocating their NSP funds
- PolicyMap allows state and local government NSP recipients to assess the conditions of their communities
- PolicyMap's Analytics Tool enables NSP recipients to target funds through a data-driven approach

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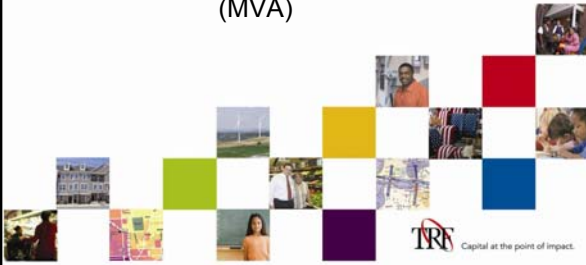
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## TRF's Market Value Analysis (MVA)



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### What is TRF's MVA

- The Market Value Analysis (MVA) is a tool developed by The Reinvestment Fund to assist government officials make decisions about the allocation of financial resources and programmatic interventions.
- It is based on a comprehensive set of data detailing the real estate markets at a very fine level of geographic specificity.



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### Preparing the MVA

1. Take all of the data layers and geocode to Census block groups.
2. Using a statistical cluster analysis, identify areas that share a common constellation of characteristics.
3. Map the result.
4. Visually inspect areas of the City for conformity with the statistical/spatial representation.
5. Re-solve and re-inspect until we achieve an accurate representation.



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## Components of the Philadelphia MVA

- Median sales price 2006-07
- Coefficient of variance for sales price 2006-07
- Percent of rental stock that is subsidized (developments and project-based section 8)
- Vacancy factor (an index including utility shutoffs, vacant parcels from BRT, mail discontinuation, demolitions)
- Foreclosure as a percent of sales 2006-07
- Percent commercial
- Percent owner-occupied, 2007
- Housing units per acre
- New construction (estimated from tax abated inventory and units with a post-2000 construction date in BRT as neither seemed wholly representative)



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## Who is using the MVA?

TRF has done this work under contract to cities and states including:

- City of Philadelphia, PA
- City of Wilmington, DE
- City of Newark, NJ  
(and an additional 8 regions across the State of NJ)
- District of Columbia
- City of Baltimore, MD
- City of San Antonio, TX
- City of Pittsburgh, PA



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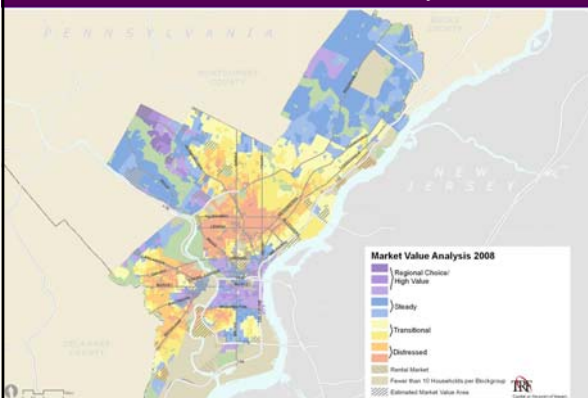
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## Market Value Analysis; 2007/2008



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## HUD's Neighborhood Stabilization Program (NSP)

HUD would value more highly those activities "...most likely to stabilize a community..."

Specific attention paid to the extent that proposed activities addressed the full extent of the problem

Example:  
(units acquired and rehabilitated + units demolished)  
total vacant units in target area

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## Scenario I: Area is Consistent with Theory of NSP

- The area's real estate market is characterized as relatively stable and steady.
- Vacancy in the area is primarily due to foreclosure, not high levels of historic disinvestment and high crime.
- The area is close to both stronger and weaker markets.
- With modest foreclosure-related investment you are preserving the existing value in the area.
- Without foreclosure-related public investment, these areas are likely to trend downward.

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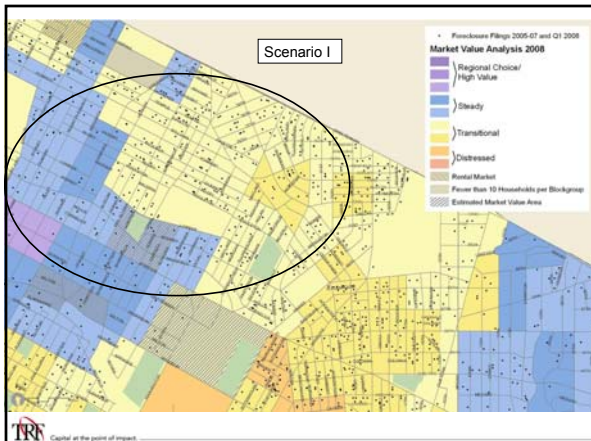
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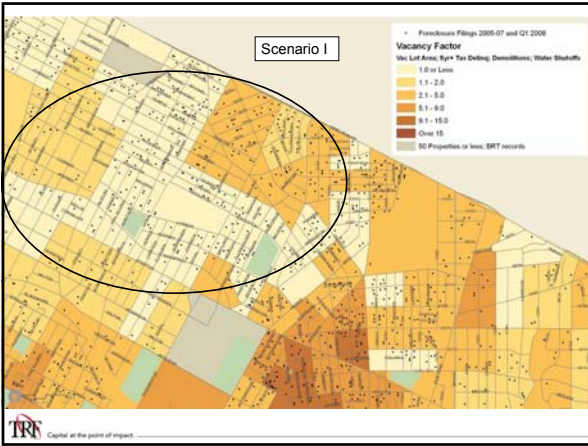
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**Scenario II: Area is Inconsistent with Theory of NSP**

- The area's real estate market is characterized as largely distressed.
- Overall vacancy levels are high and indicative of larger social and economic disinvestment.
- The area lacks proximity to market strength.
- Foreclosure-related investment alone will not impact the area's real estate market or have a positive spillover effect into adjacent neighborhoods.

TRR Capital at the point of impact

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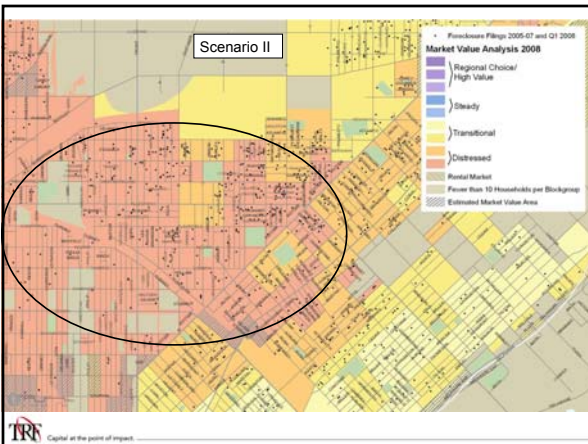
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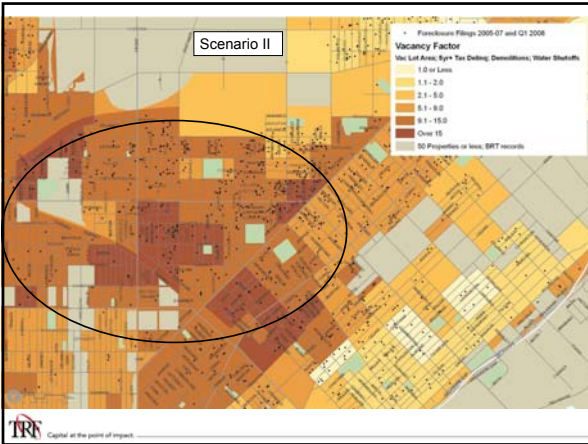
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**A Few Different Scenarios**

**TOD Scenario (Allegheny County)**

- Modest price homes
- High combined index scores
- Close to transit lines

**Public Education Scenario (Philadelphia County)**

- Transitional MVA categories
- High (but not highest) combined index scores
- Close to better performing schools

TRR Capital at the point of impact

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**A Few Different Scenarios**

**Drawing from Assets Scenario (York)**

- High combined index scores
- 50% AMI
- local CDC afterschool program (Crispus Attucks)

**Deconcentrating Poverty Scenario (Harrisburg)**

- Low to medium concentrations of poverty
- High combined index scores
- Low vacancy

TRR Capital at the point of impact

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[www.trfund.com](http://www.trfund.com)



Capital at the point of impact

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