Using Data to Identify Opportunities
NAR Series

April 20, 2021 02:00 PM
Danielle Lewinski – Center for Community Progress
POLL

How accessible are parcel and market data related to vacancy and abandonment in your community?

a. The public has access to a multi-layer mapping platform
b. Data is somewhat accessible but exist in different places
c. You need to know who to ask
d. Our community lacks data related to vacancy and abandonment
e. Don’t know
VAD Systems + Tools

Systemic Vacant, Abandoned, and Deteriorated Properties

Ensure Lasting Community Benefit

Cultivate Property Owner Compliance

Transition Property to New Ownership

Temporarily Hold and Maintain Property

Equitably, Effectively, and Efficiently

Policies, Practices, Processes

Vacant, Abandoned, and Deteriorated Property Remediation and Prevention

Source: Center for Community Progress

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VAD Drivers

Source: Google Maps

communityprogress.net
VAD Drivers

Source: Google Maps

SUPPLY

DEMAND

INEFFICIENT
INEFFECTIVE
INEQUITABLE
POLICIES

Source: Center for Community Progress
VAD Systems + Tools

Source: Google Maps

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VAD Systems + Tools

Source: Google Maps

Source: Center for Community Progress
Determining strategic actions
Determining strategic actions

Finding + Using Data

Source: Google Maps

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Determining strategic actions

Finding + Using Data

1. Where are the problem properties?
2. What is the market context?
3. What is the future land use vision?
Finding + Using Data

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POLL

Has your community done a local parcel survey? Or does your community have a parcel-level dataset of property conditions and vacancy?

a. Yes
b. No
c. Don’t know
1. Where are the problem properties?

**Gather data**
- How many vacant structures, vacant lots, or deteriorated structures currently exist?
- Where are located?
- Are they increasing or decreasing?
- Who owns these properties?
- How did they come to be vacant?
- What condition are they in?

**Examine data**
Examine **trends**: How are things changing over time?
Examine **spatial patterns**: Where are these properties located? Are they scattered or concentrated?
Examine **equity threats**: Are VAD properties disproportionately impacting some populations (e.g. race, ethnicity, age, income) more than others?
1. Where are the problem properties?

<table>
<thead>
<tr>
<th>Local Data Sources</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Assessor</td>
<td>Structural and property vacancy, ownership, tenure type, tax delinquency/foreclosure</td>
</tr>
<tr>
<td>Buildings Department</td>
<td>Dangerous buildings, code violations, tenure type</td>
</tr>
<tr>
<td>Deeds</td>
<td>Foreclosures (tax, mortgage)</td>
</tr>
<tr>
<td>Utility Providers</td>
<td>Water, gas, electricity usage drops or shut offs</td>
</tr>
<tr>
<td>Police/Fire</td>
<td>Dangerous buildings, vacancy, arson</td>
</tr>
<tr>
<td>Health Department</td>
<td>Structure conditions, health threats</td>
</tr>
</tbody>
</table>
1. Where are the problem properties?

**Local Data Sources**

**Parcel Surveys**
- Windshield, exterior only
- Parcel vacancy (structure/no structure), parcel condition (maintained lot/unmaintained lot/dumping),
- Structure vacancy (occupied/not occupied), general structure condition (excellent-hazardous), specific structure conditions (arson, open point of entry, peeling paint, unsound porch/garage, roof issue)
- Photos

**Notes**
- Aim to survey all parcels in community
- Technology (smartphones/apps/cloud/mapping) has increased efficiency, reduced costs
- Great partnership opportunities (intragovernmental, corporations, academic institutions, community-based organizations)
# 1. Where are the problem properties?

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<td><strong>Census</strong></td>
<td>Housing vacancy, housing condition issues, demographics (10 year) <a href="https://data.census.gov/">https://data.census.gov/</a></td>
</tr>
<tr>
<td><strong>American Community Survey</strong></td>
<td>Housing vacancy, housing condition issues, demographics (5 year) <a href="https://data.census.gov/">https://data.census.gov/</a></td>
</tr>
<tr>
<td><strong>American Housing Survey</strong></td>
<td>Home improvements and costs, housing condition issues (only available by MSA but can be a helpful comparative point) <a href="https://www.census.gov/programs-surveys/ahs.html">https://www.census.gov/programs-surveys/ahs.html</a></td>
</tr>
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</table>
Finding + Using Data

1. Where are the problem properties?
2. What is the market context?
3. What is the future land use vision?
2. What are the market conditions?

Gather data
How well is the market working?
- Do properties sell? How quickly?
- What do properties sell for?
- How are properties sold (cash, financing)?
- Who is buying properties?

What affects the market?
- Is crime high?
- Is the population growing?
- Are household types changing?
- Are jobs leaving?

Examine data
Examine trends: How are things changing over time?

Examine spatial patterns: Is vacancy decreasing in areas where properties are selling?

Examine equity threats: Are specific populations disproportionately impacted by low property values? Being left out of wealth building opportunities? More susceptible to displacement?
2. What are the market conditions?

Examine **market types**: What areas have similarities?

- How do an area’s market indicators compare to the rest of the city’s?
- What areas have similar characteristics?
- Where are the strong, functioning, transitional, constrained, distressed, etc. submarkets?
2. What are the market conditions?

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# 2. What are the market conditions?

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<tr>
<th>Local Data Sources</th>
<th>Information</th>
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<tbody>
<tr>
<td>Deeds</td>
<td>Transaction types, transaction volumes, mortgages, foreclosures, sales price, ownership</td>
</tr>
<tr>
<td>Tax Assessor</td>
<td>Property values, ownership</td>
</tr>
<tr>
<td>Buildings Department</td>
<td>Code violations, rental properties, permits</td>
</tr>
<tr>
<td>Police</td>
<td>Crime, crime hot spots</td>
</tr>
<tr>
<td>Multiple Listing Service</td>
<td>Listing and sales prices, sales types, days on market</td>
</tr>
</tbody>
</table>
2. What are the market conditions?

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<th>National Data Sources</th>
<th>Description</th>
<th>Source</th>
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<tr>
<td>Census</td>
<td>Housing tenure, household type and size, population socio economic characteristics (every 10 years)</td>
<td><a href="https://data.census.gov/">https://data.census.gov/</a></td>
</tr>
<tr>
<td>American Community Survey</td>
<td>Housing tenure, household type and size, population socio economic characteristics (yearly, but 5 year is more reliable)</td>
<td><a href="https://data.census.gov/">https://data.census.gov/</a></td>
</tr>
<tr>
<td>On-The-Map</td>
<td>Jobs, industries, worker characteristics (wages, race, education), job flows (where people work v. live)</td>
<td><a href="https://onthemap.ces.census.gov/">https://onthemap.ces.census.gov/</a></td>
</tr>
<tr>
<td>Home Mortgage Disclosure Act (HMDA)</td>
<td>Loan volume, loan amount, interest rate, denials, borrower characteristics (age, race, income)</td>
<td><a href="http://www.ffciec.gov/hmdaadwebreport/aggwelcome.aspx">http://www.ffciec.gov/hmdaadwebreport/aggwelcome.aspx</a></td>
</tr>
</tbody>
</table>
# 2. What are the market conditions?

## National Data Sources (other)

<table>
<thead>
<tr>
<th>Source</th>
<th>Data Description</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ESRI</strong></td>
<td>Racial equity data group: HOLC boundaries (redlining); health, race, and economic equity indicators; homeownership by race; air quality</td>
<td><a href="https://racialequity.maps.arcgis.com/home/group.html?id=f8399b70fa04461c892c1b1710083d16&amp;view=list&amp;start=1&amp;num=20#content">https://racialequity.maps.arcgis.com/home/group.html?id=f8399b70fa04461c892c1b1710083d16&amp;view=list&amp;start=1&amp;num=20#content</a></td>
</tr>
<tr>
<td><strong>Home Owners' Loan Corporation</strong></td>
<td>HOLC redlining boundaries and area descriptions</td>
<td><a href="https://dsl.richmond.edu/panorama/redlining/">https://dsl.richmond.edu/panorama/redlining/</a></td>
</tr>
<tr>
<td><strong>Economic Innovation Group</strong></td>
<td>Persistent poverty areas</td>
<td><a href="https://eig.org/neighborhood-poverty-project/interactive-map">https://eig.org/neighborhood-poverty-project/interactive-map</a></td>
</tr>
<tr>
<td><strong>Eviction Lab</strong></td>
<td>Evictions and filings</td>
<td><a href="https://evictionlab.org/">https://evictionlab.org/</a></td>
</tr>
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</table>
Finding + Using Data

1. Where are the problem properties?
2. What is the market context?
3. What is the future land use vision?
Do you feel that your community has a clear, compelling vision for its future?

a. Yes
b. No
c. Don’t know
3. What is the future land use vision?

- What types of jobs/industry do we want to grow and where?
- What types of housing and neighborhoods should the area foster?
- How will people move around the community – to jobs, housing, and amenities?
- How can we improve health and safety?
- How will our community become more resilient (economic/social/environmental changes)?
- What will our value proposition be to a business or resident? What will be our competitive advantage?

Does it promote an equitable vision where all can thrive? Whose vision is it? Who is this vision for?

Local Data Sources

| Planning Department/Commission | Zoning, comprehensive plan/master plan/general plan, future land use vision/framework |
### 3. What is the future land use vision?

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<tr>
<th>National Data Sources (Other)</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>FEMA</strong></td>
<td>Disaster declarations, flood plains (100, 500-year), repetitive loss properties and areas&lt;br&gt;<a href="https://hazards-fema.maps.arcgis.com/apps/webappviewer/index.html?id=8b0adb51996444d4879338b5529aa9cd">https://hazards-fema.maps.arcgis.com/apps/webappviewer/index.html?id=8b0adb51996444d4879338b5529aa9cd</a>&lt;br&gt;<a href="https://www.fema.gov/about/openfema/data-sets">https://www.fema.gov/about/openfema/data-sets</a></td>
</tr>
<tr>
<td><strong>USDA</strong></td>
<td>Food access&lt;br&gt;<a href="https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas/">https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas/</a></td>
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Examples
### Examples

#### A few examples from the field...

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>URLs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flint, MI</td>
<td>Parcel survey and future land use</td>
<td><a href="https://flintpropertyportal.com/">https://flintpropertyportal.com/</a></td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>Displacement analysis</td>
<td><a href="https://displacement-risk.housingstudies.org/">https://displacement-risk.housingstudies.org/</a></td>
</tr>
<tr>
<td>Youngstown, OH</td>
<td>Parcel survey, market analysis, neighborhood plans and action planning</td>
<td><a href="https://www.arcgis.com/apps/webappviewer/index.html?id=b56b4fc288c444f3a37d92880918a93c">https://www.arcgis.com/apps/webappviewer/index.html?id=b56b4fc288c444f3a37d92880918a93c</a></td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>Market index</td>
<td><a href="https://planning.baltimorecity.gov/maps-data/housing-market-typology">https://planning.baltimorecity.gov/maps-data/housing-market-typology</a></td>
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### Additional Resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Map</td>
<td>Data aggregator and mapping platform</td>
<td><a href="https://www.policymap.com/maps">https://www.policymap.com/maps</a></td>
</tr>
<tr>
<td>National Neighborhood</td>
<td>Network of entities that gather and use local data</td>
<td><a href="https://www.neighborhoodindicators.org/">https://www.neighborhoodindicators.org/</a></td>
</tr>
</tbody>
</table>
Resources
LEVERAGING THE POWER OF PARCEL DATA FOR NEIGHBORHOOD REVITALIZATION

LESSONS FROM MEMPHIS, TENNESSEE

Austin Harrison, Research Fellow
Innovate Memphis | 04.20.2021
Interested in harnessing the power of parcel data?

01 Bluff City Snapshot
Discussing Memphis' city-wide parcel surveys

02 Memphis Property Hub
How did the 2015 Bluff City Snapshot launch a local property data movement?

03 Role of Community
Identifying the common through-line central to this type of project

04 Property Survey Dynamics
Two parallel approaches and other things to consider

05 How to get started?
Who should be at the table and where does a city start?
Bluff City Snapshot (2015)

Memphis using an app to fight blight
**Bluff City Snapshot (2015)**

**Paid Residents**
100+ Memphis residents were paid to help survey 225K properties

**Locally Built App**
Local app developer created Memphis Parcel Survey app

**Gov + Non-Profit**
City of Memphis Commissioned survey and Innovate Memphis managed **Surveyor Trainings**
Neighborhood by neighborhood training sessions prepared residents for the windshield survey
Bluff City Snapshot (2020)

**Paid Grad Students**
Team of 10+ Univ. of Memphis grad students were commissioned for BCS 2.0

**Off the Shelf App**
Used Detroit's LandGrid software for windshield survey and data cleaning

**Gov + Non-Profit**
City of Memphis Commissioned survey and Innovate Memphis managed

**Surveyor Trainings**
Innovate trained grad students surveying grad basics in more depth than volunteer trainings generally went
How did the 2015 Bluff City Snapshot lead to the creation of a local property data warehouse?
With parcel level condition data obtained, Innovate Memphis and other local partnerships set out to leverage the Bluff City Snapshot dataset by encouraging property data providers such as the County Assessor, Register of Deeds, the Shelby County Land Bank, and the local utility company to share their data as well to create a one-stop-shop for all things real estate data in Shelby County, Tennessee.
Role of Community

From the Bluff City Snapshot to the Memphis Property Hub and beyond, the primary constituency continues to be local neighborhood leaders.
The Grassroots Through-Line

01
Purpose of these granular data is to empower the community to take control of their neighborhood's story

02
Windshield surveys are the most powerful datapoint in describing the block-by-block reality of a certain neighborhood

03
Residents know their own neighborhoods better than any trained eye
Local neighborhood data discussions are framing multiple conversations for foregrounding equity
When constructing a parcel survey, there are numerous ways to do it. Here are two we pulled from
TWO APPROACHES

01 The Subjective Path - a 1 to 5 rating where 1 is the "top of Memphis" market in the eye of the surveyor and 5 is the "worst of the worst"

02 The Objective Path - a series of Y/N questions related to condition (i.e. is grass overgrown?) that can be used to produce an overall property score
GETTING STARTED

Who's the audience?
Outside of the realtor community, who else locally would use this survey data?

Where're the residents?
All neighborhood data discussions should be built around resident leaders who know these communities better than anyone

Gov Buy-In
In Memphis, the local government played a key role in the survey and data use

Who's driving the car?
Once key stakeholder groups have been identified who is going to lead in training the surveyors, administering the survey, data quality control, and final survey analysis.