



Using Data to Identify Opportunities

NAR Series

April 20, 2021 02:00 PM

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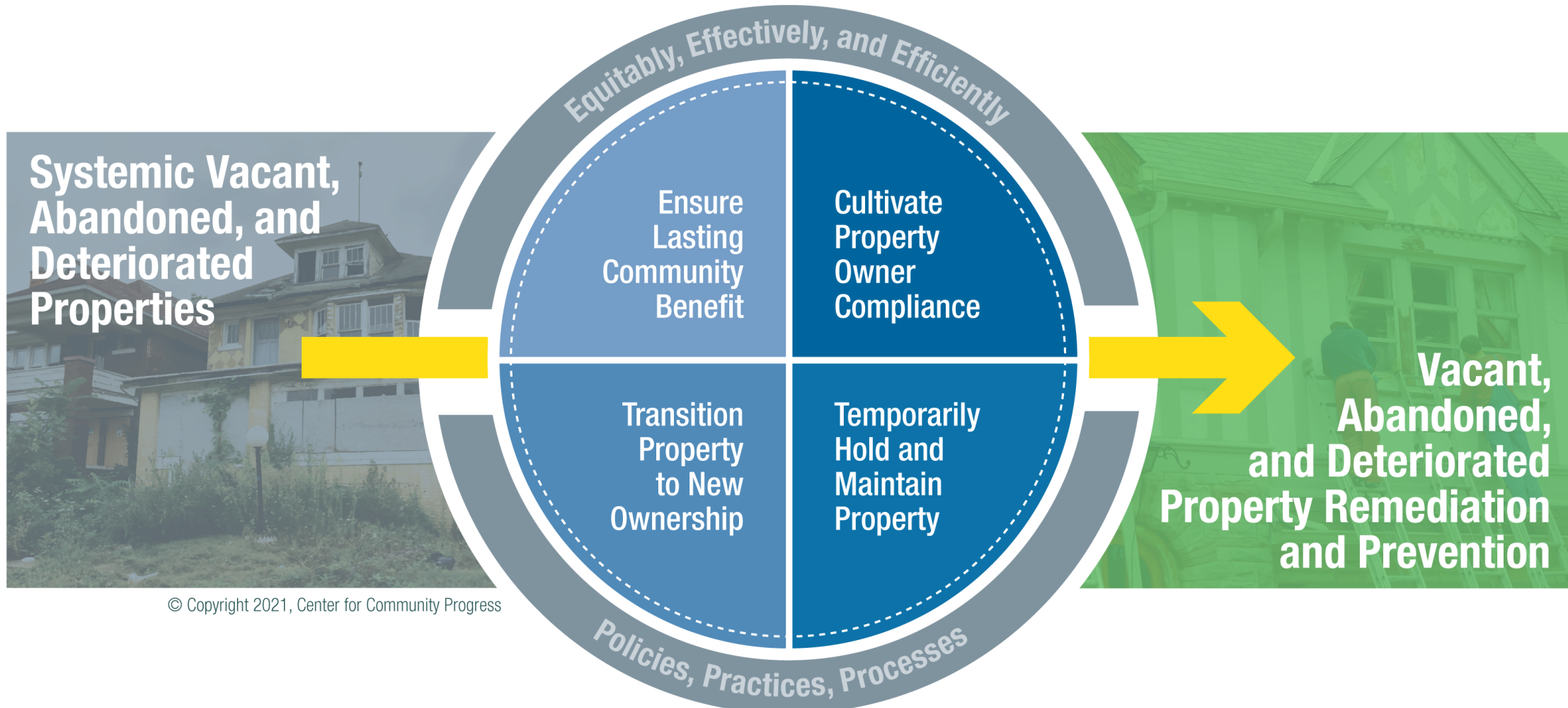
POLL

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

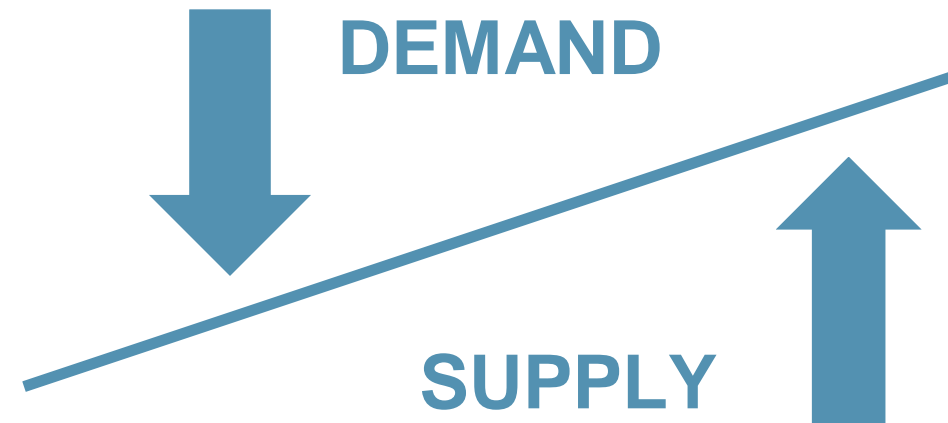


VAD Systems + Tools

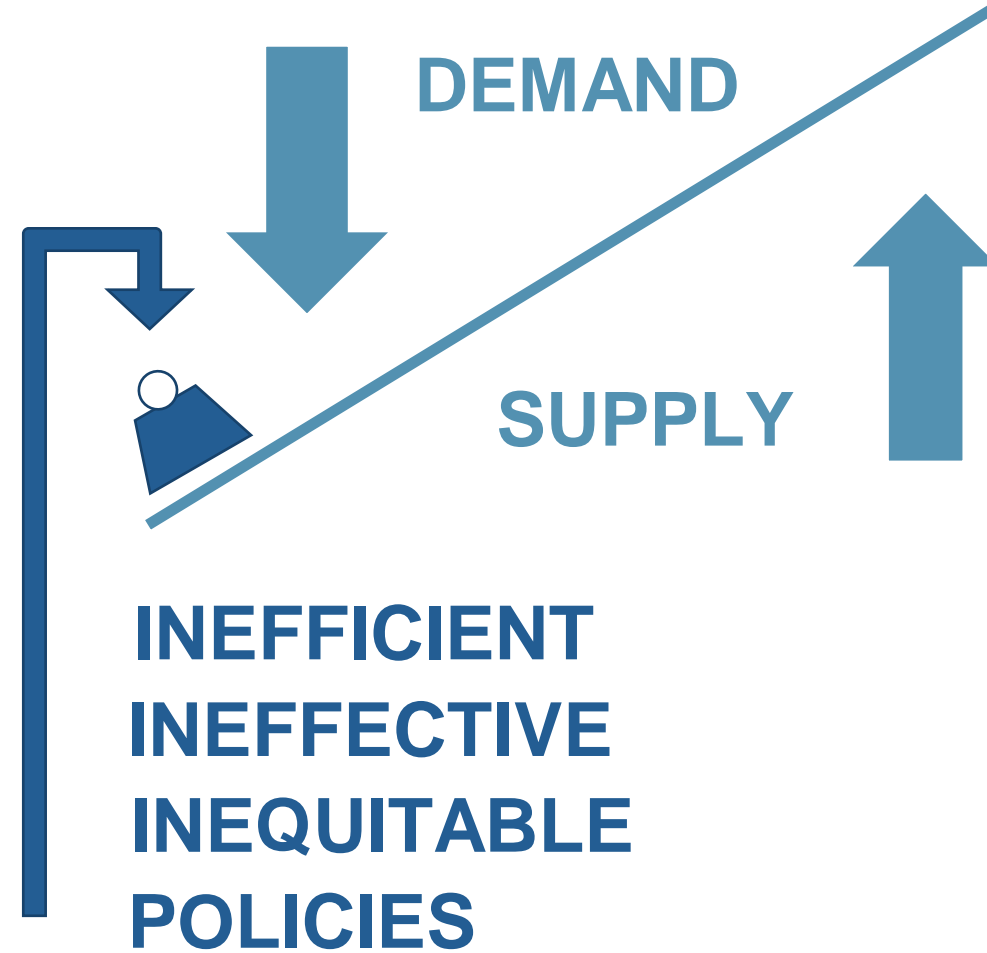


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VAD Drivers



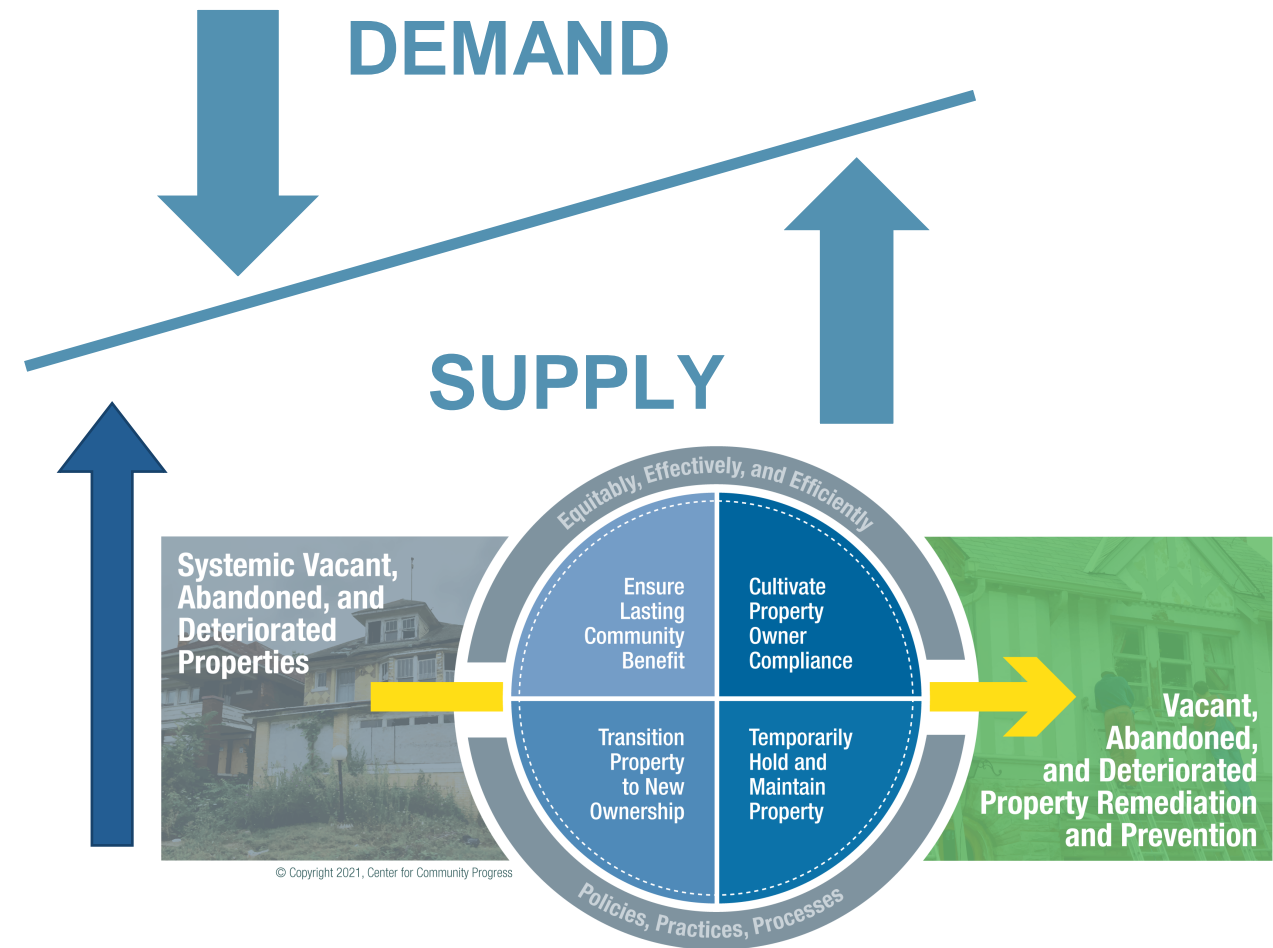
VAD Drivers



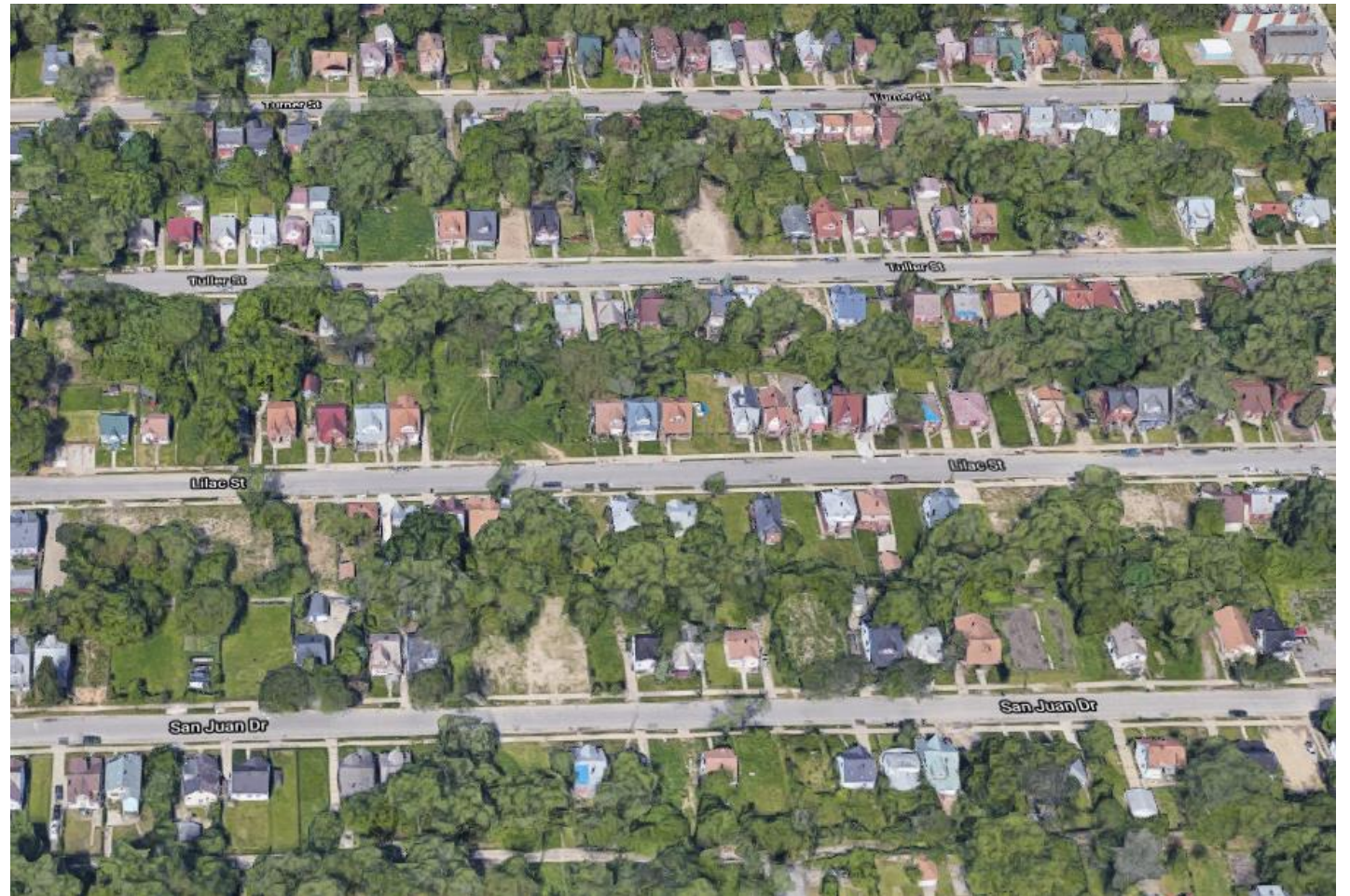
VAD Systems + Tools



VAD Systems + Tools



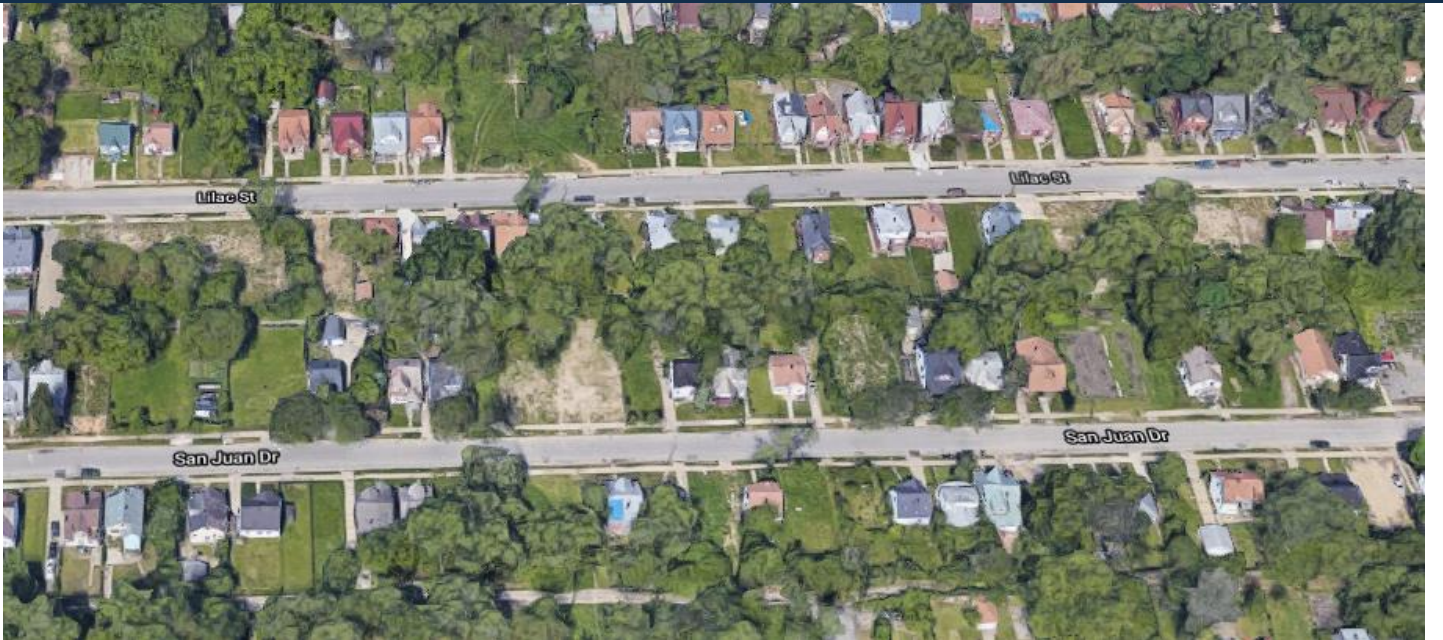
Determining strategic actions



Determining strategic actions



Finding + Using Data

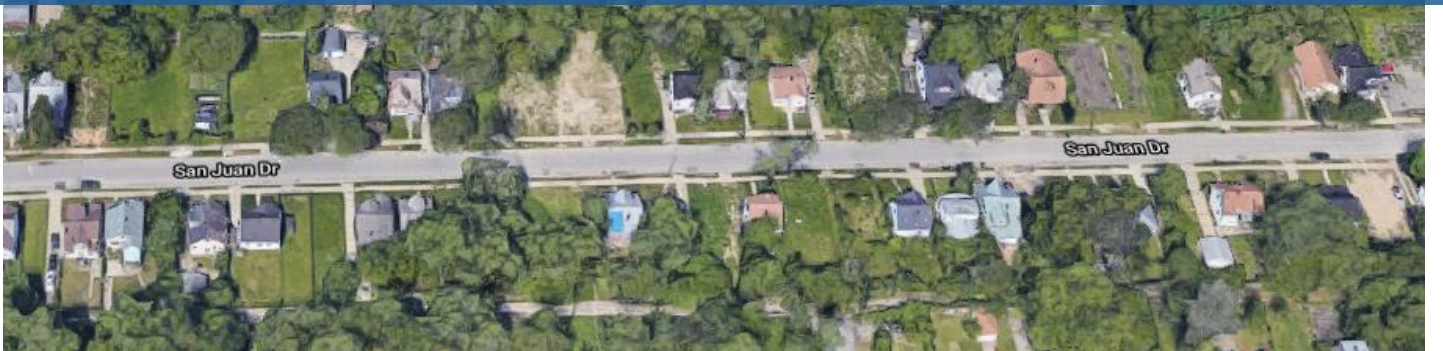


Determining strategic actions



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



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

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?

Local Data Sources

Tax Assessor	Structural and property vacancy, ownership, tenure type, tax delinquency/foreclosure
Buildings Department	Dangerous buildings, code violations, tenure type
Deeds	Foreclosures (tax, mortgage)
Utility Providers	Water, gas, electricity usage drops or shut offs
Police/Fire	Dangerous buildings, vacancy, arson
Health Department	Structure conditions, health threats

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?

National Data Sources

USPS	Vacancy (residential and business; quarterly) https://www.huduser.gov/portal/datasets/usps.html https://landgrid.com/pages/vacancy https://www.policymap.com/ (via Valassis Lists)
Census	Housing vacancy, housing condition issues, demographics (10 year) https://data.census.gov/
American Community Survey	Housing vacancy, housing condition issues, demographics (5 year) https://data.census.gov/
American Housing Survey	Home improvements and costs, housing condition issues (only available by MSA but can be a helpful comparative point) https://www.census.gov/programs-surveys/ahs.html

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?

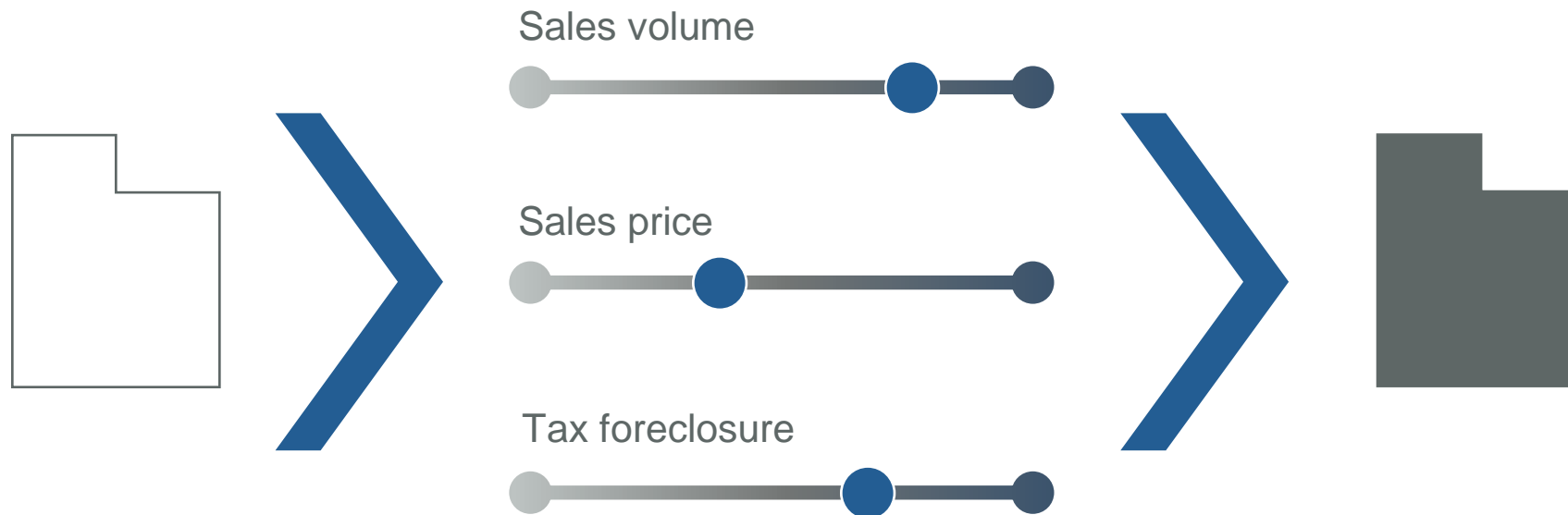
Examine **spatial patterns**: Is vacancy decreasing in areas where properties are selling?

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?

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?
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Examine data

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

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

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

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?

Local Data Sources

Deeds	Transaction types, transaction volumes, mortgages, foreclosures, sales price, ownership
Tax Assessor	Property values, ownership
Buildings Department	Code violations, rental properties, permits
Police	Crime, crime hot spots
Multiple Listing Service	Listing and sales prices, sales types, days on market

2. What are the market conditions?

National Data Sources

Census	Housing tenure, household type and size, population socio economic characteristics (every 10 years) https://data.census.gov/
American Community Survey	Housing tenure, household type and size, population socio economic characteristics (yearly, but 5 year is more reliable) https://data.census.gov/
On-The-Map	Jobs, industries, worker characteristics (wages, race, education), job flows (where people work v. live) https://onthemap.ces.census.gov/
Home Mortgage Disclosure Act (HMDA)	Loan volume, loan amount, interest rate, denials, borrower characteristics (age, race, income) http://www.ffiec.gov/hmdaadwebreport/aggwelcome.aspx
FBI Uniform Crime Reporting (UCR) Program	Crime http://www.fbi.gov/about-us/cjis/ucr/ucr-publications

2. What are the market conditions?

National Data Sources (other)

ESRI	Racial equity data group: HOLC boundaries (redlining); health, race, and economic equity indicators; homeownership by race; air quality https://racialequity.maps.arcgis.com/home/group.html?id=f8399b70fa04461c892c1b1710083d16&view=list&start=1&num=20#content
Home Owners' Loan Corporation	HOLC redlining boundaries and area descriptions https://dsl.richmond.edu/panorama/redlining/
Economic Innovation Group	Persistent poverty areas https://eig.org/neighborhood-poverty-project/interactive-map
Eviction Lab	Evictions and filings https://evictionlab.org/

Finding + Using Data



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

POLL

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 be 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?

National Data Sources (Other)

NOAA	Temperature and precipitation, land cover/change, sea level change and social vulnerability https://www.climate.gov/maps-data/datasets https://gis.ncdc.noaa.gov/maps/ncei/summaries/monthly https://coast.noaa.gov/ccapatlas/
FEMA	Disaster declarations, flood plains (100, 500-year), repetitive loss properties and areas https://hazards-fema.maps.arcgis.com/apps/webappviewer/index.html?id=8b0adb51996444d4879338b5529aa9cd https://www.fema.gov/about/openfema/data-sets
EPA	Air quality data (1980-2020) https://www.epa.gov/outdoor-air-quality-data
Trust for Public Land	Heat islands, open space access https://tpl.maps.arcgis.com/apps/webappviewer/index.html?id=1b6cad6dd5854d2aa3d215a39a4d372d https://web.tplgis.org/enterprise-data-gallery/
USDA	Food access https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas/

Examples



Examples

A few examples from the field...

Detroit, MI	Parcel survey and neighborhood change indicators	https://motorcitymapping.org/https://d3.maps.arcgis.com/apps/Cascade/index.html?appid=31d1199ec45b4475aa4698f5e7010422
Flint, MI	Parcel survey and future land use	https://flintpropertyportal.com/
New Orleans, LA	Market index and displacement analysis	https://www.noraworks.org/documents/new-orleans-market-value-analysis/downloadhttps://gnocdc.s3.amazonaws.com/reports/GNOCDC_OptimizingBlightStrategies.pdf
Chicago, IL	Displacement analysis	https://displacement-risk.housingstudies.org/
Youngstown, OH	Parcel survey, market analysis, neighborhood plans and action planning	https://www.arcgis.com/apps/webappviewer/index.html?id=b56b4fc288c444ffa37d92880918a93chttp://www.yndc.org/planning
High Point, NC	Market index	https://www.highpointnc.gov/DocumentCenter/View/7024/CHCS---High-Point-Market-Segmentation-Report-Study?bidId=
Baltimore, MD	Market index	https://planning.baltimorecity.gov/maps-data/housing-market-typology

Additional Resources

Policy Map	Data aggregator and mapping platform	https://www.policymap.com/maps
National Neighborhood Indicators Partnership	Network of entities that gather and use local data	https://www.neighborhoodindicators.org/

Resources



NEIGHBORHOODS BY NUMBERS:

An Introduction to Finding
and Using Small Area Data

by Alan Mallach



Center for
**COMMUNITY
PROGRESS**
Vacant Spaces into Vibrant Places

The Empty House Next Door

Understanding and Reducing Vacancy
and Hypervacancy in the United States



ALAN MALLACH

POLICY FOCUS REPORT LINCOLN INSTITUTE OF LAND POLICY CENTER FOR COMMUNITY PROGRESS

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

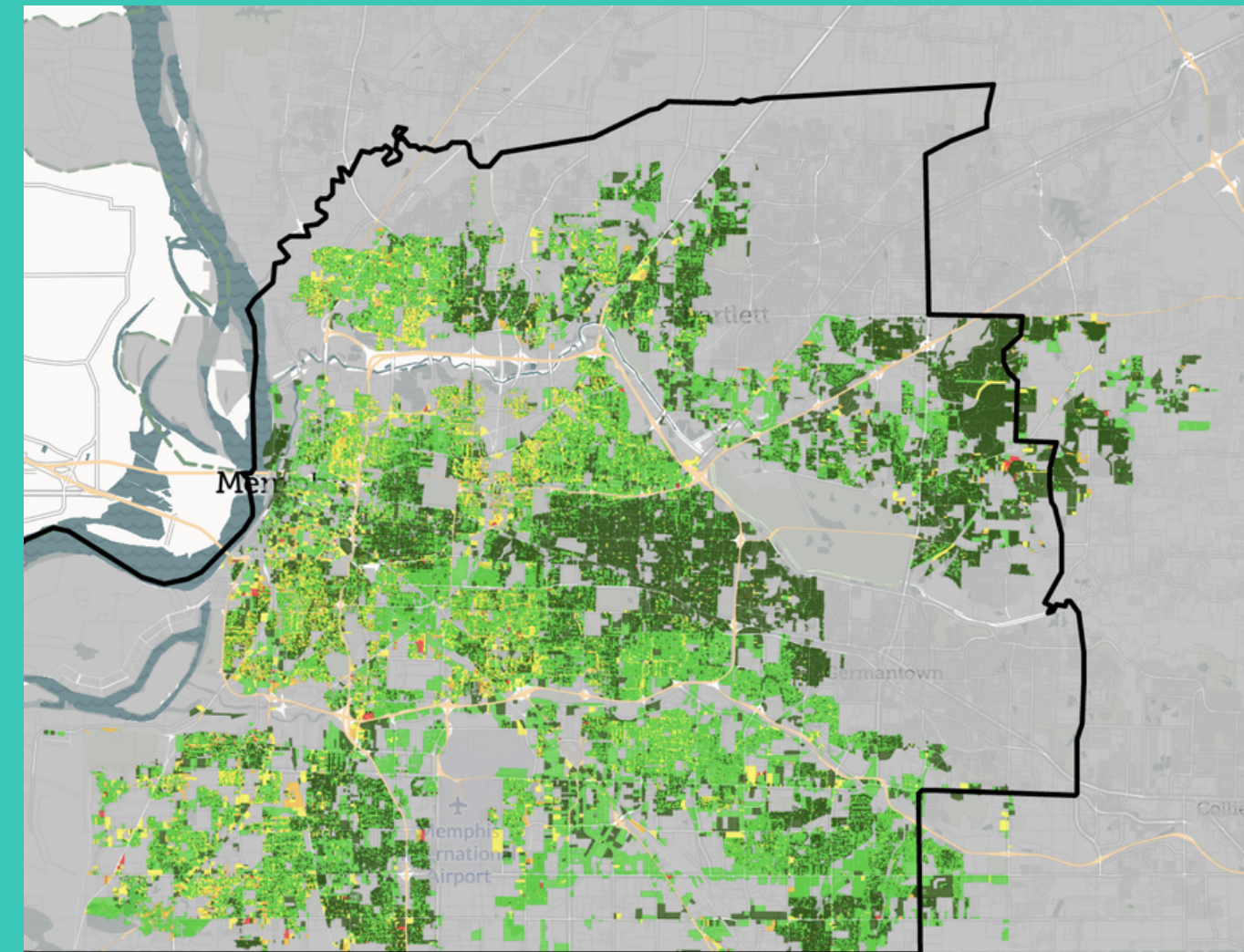
Two parallel approaches and other things to consider

05

How to get started?

Who should be at the table and where does a city start?

Bluff City Snapshot (2015)





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

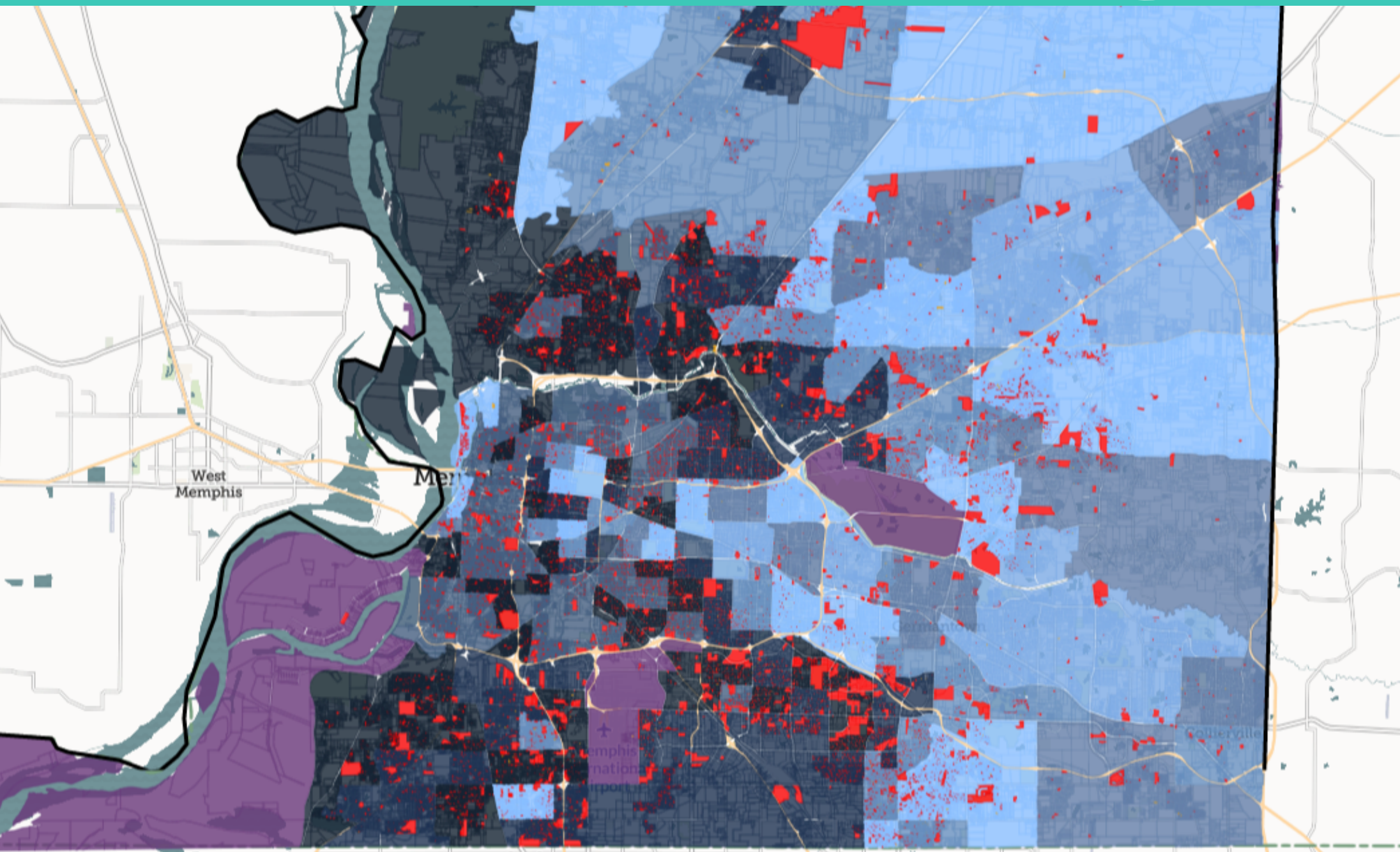
Innovate trained grad students surveying basics in more depth than volunteer trainings generally went

Five teal wavy lines of varying lengths and curves, stacked vertically on the left side of the image.

**How did the 2015
Bluff City Snapshot
lead to the creation of
a local property data
warehouse?**



MEMPHIS PROPERTY HUB



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. .

Four white wavy lines are positioned behind the title text, creating a layered effect.

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

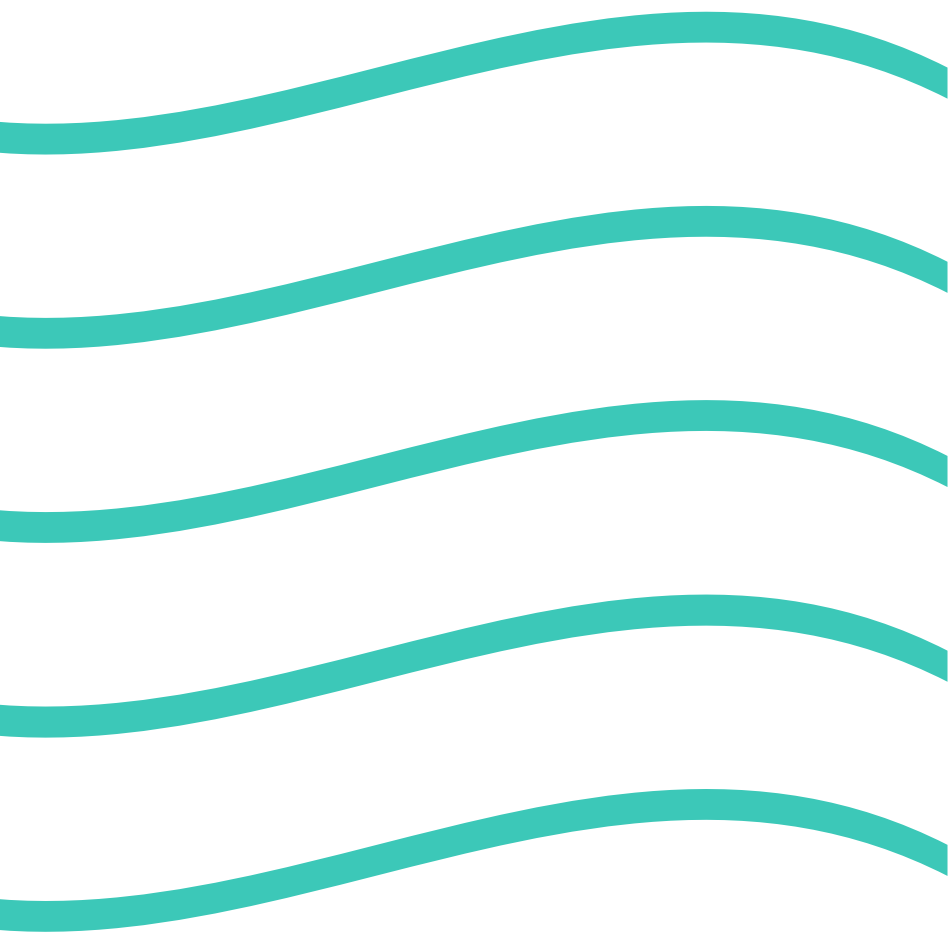
Purpose of these granular data is to empower the community to take control of their neighborhood's story

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
foregrounding equity**

Three white wavy lines are positioned behind the title text, creating a layered effect.

Property Survey Dynamics

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

Please rate the property condition on a scale of 1 – 5. 1-Excellent, 2-Good, 3-Fair, 4-Bad, 5-Severely Dilapidated

rating

This is a multiple choice question

Answer options:

1 Excellent

2 Good

3 Fair

4 Bad

5 Severely Dilapidated

Continue to next question

Continue to next question

Continue to next question

Continue to next question

Continue to next question

Are there any broken windows?

windows

This is a multiple choice question

Answer options:

Yes

No

+ Add an Answer

Continue to next question

Continue to next question

Is the building open to casual entry?

entry

This is a multiple choice question

Answer options:

Yes

No

+ Add an Answer

Continue to next question

Continue to next question

Is there graffiti on the property?

graffiti

This is a multiple choice question

Answer options:

Yes

No

Continue to next question

Continue to next question



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.

QUESTIONS?

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MEMPHIS