



Understanding Markets and Using Data



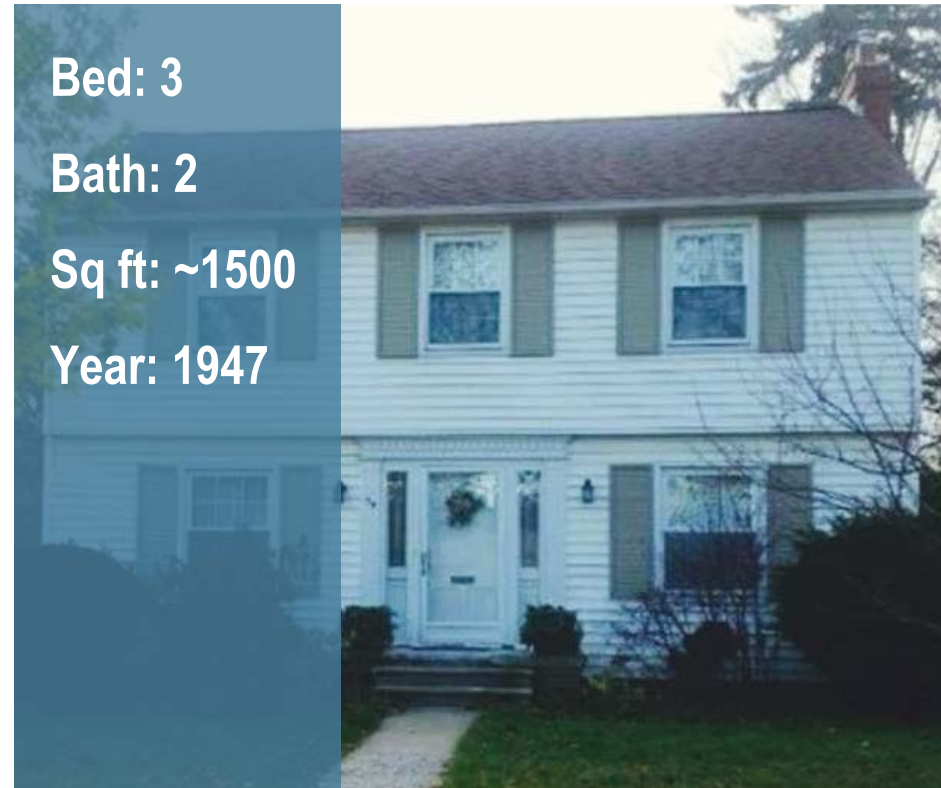
Ian Beniston, YNDC
Danielle Lewinski, Center for Community Progress

March 15, 2016

Local market



Local market



Local market



Bed: 3
Bath: 3
Sq ft: ~1600
Year: 1941



Bed: 3
Bath: 2
Sq ft: ~1500
Year: 1947



Local market



Local market



Local market



Local market



\$419,000



\$70,000

Local market



+6x

\$419,000

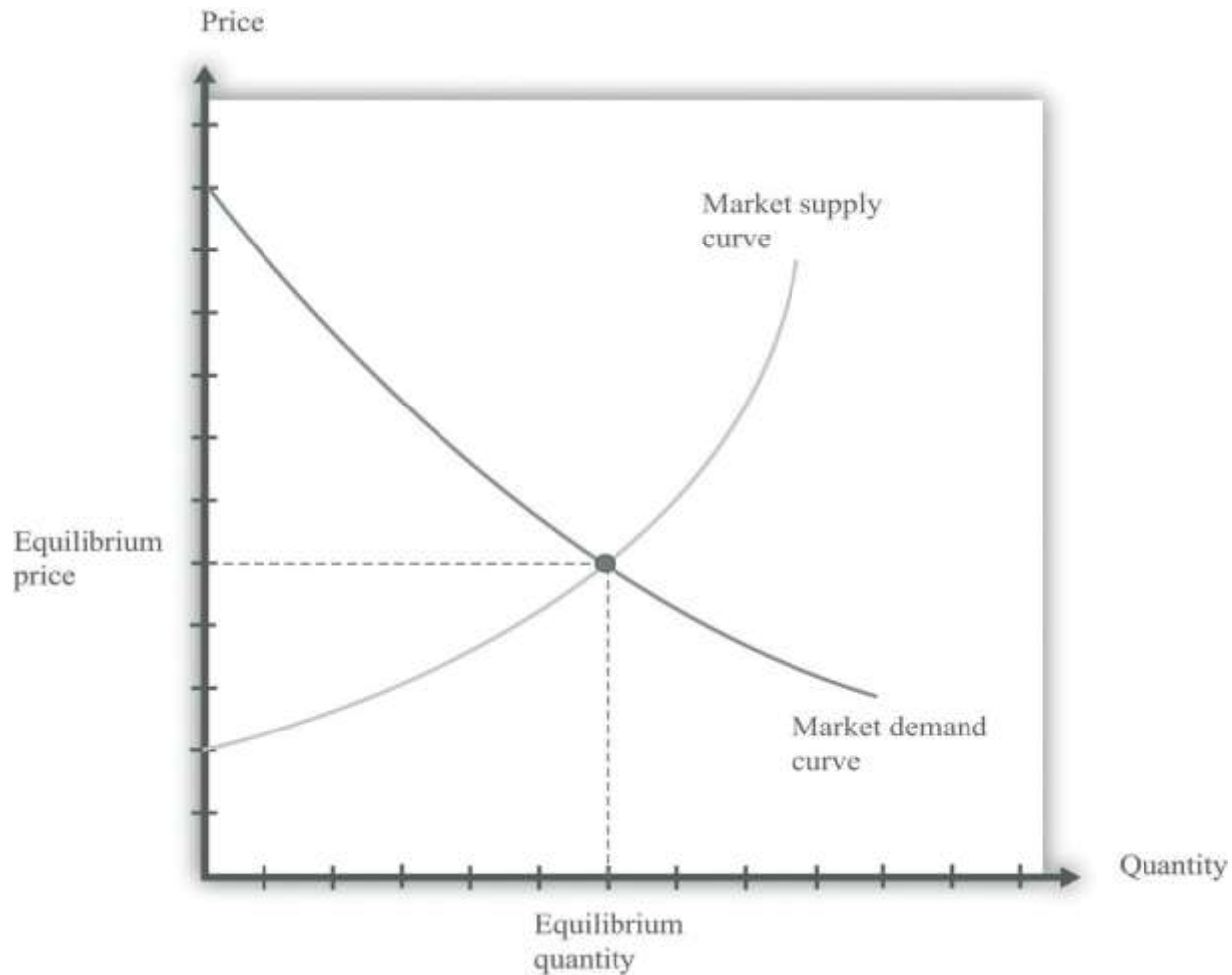


20 min

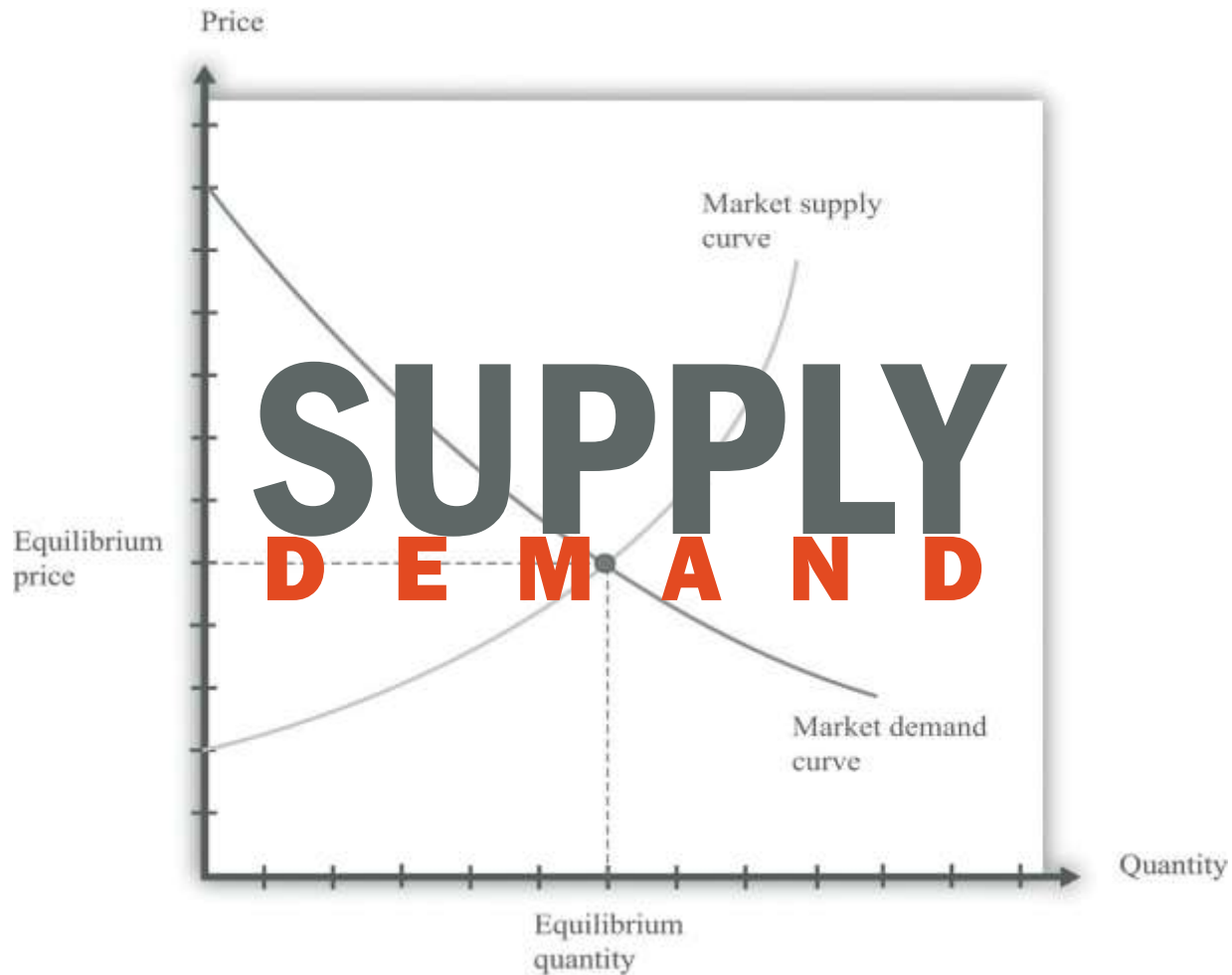


\$70,000

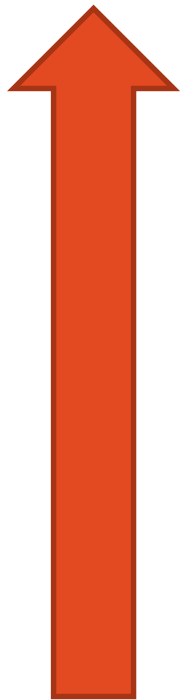
Impacts of demand



Impacts of demand



As demand increases...



Sales prices

Homeownership

Improvements

Rehab

Infill



Vacancy

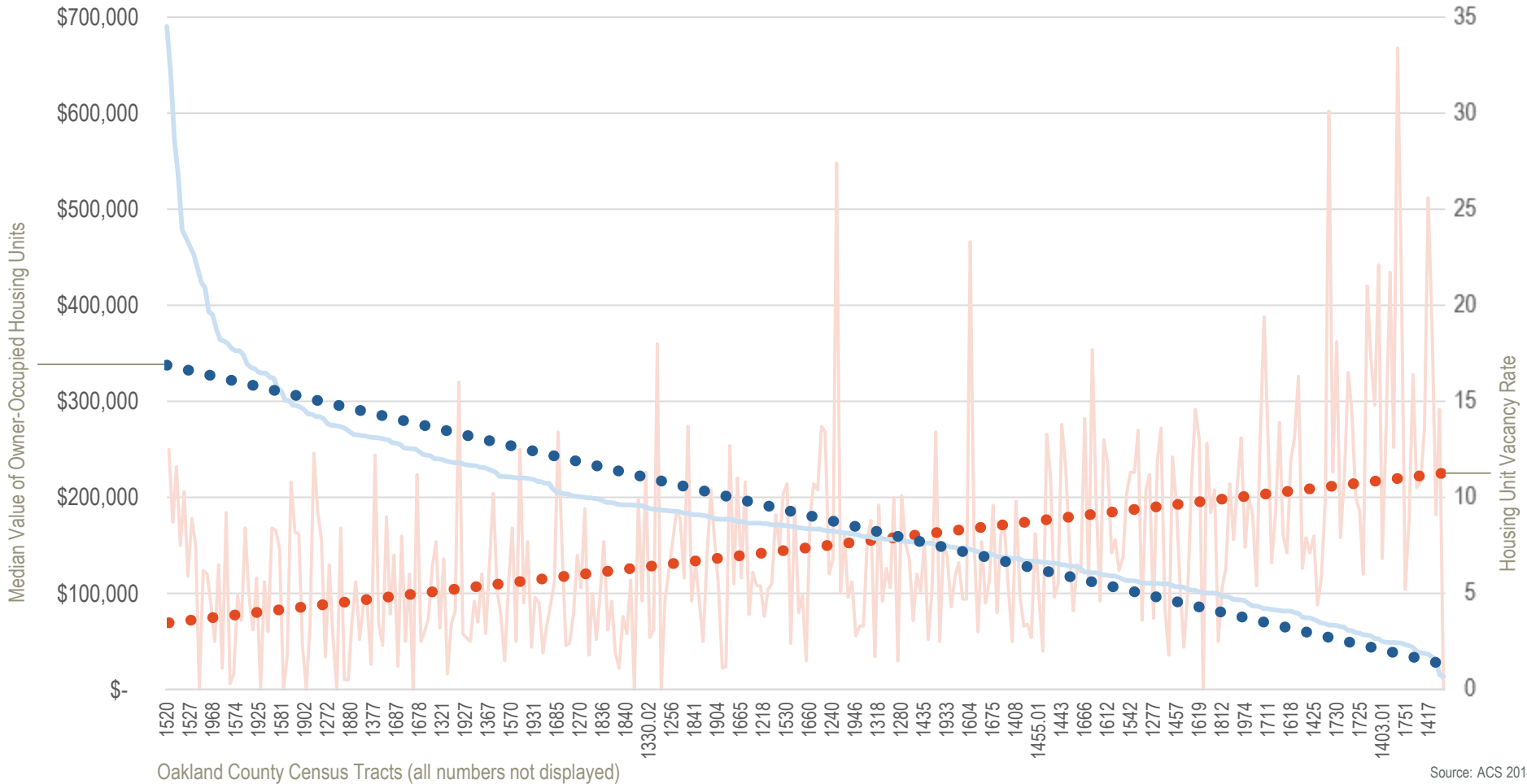
Abandonment

Maintenance

Tax delinquency

Absentee ownership

Local market



Oakland County Census Tracts (all numbers not displayed)

Source: ACS 2014

Local market



Why Markets Matter



Our work



**We need to
remove blight**

Remove blight



Remove blight



Remove blight



Remove blight



Remove blight

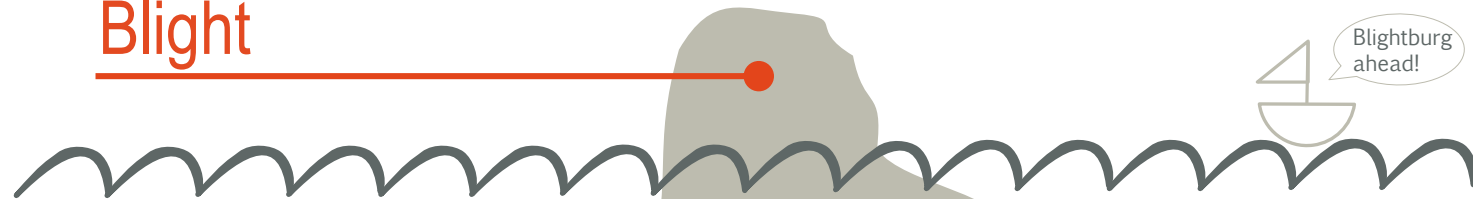


**BLIGHT IS A SYMPTOM
NOT THE UNDERLYING ISSUE**

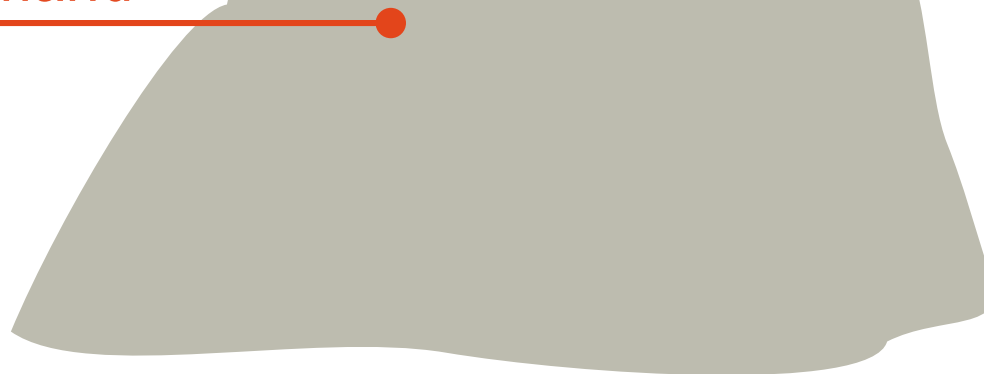


Underlying issue

Blight



Weak Demand

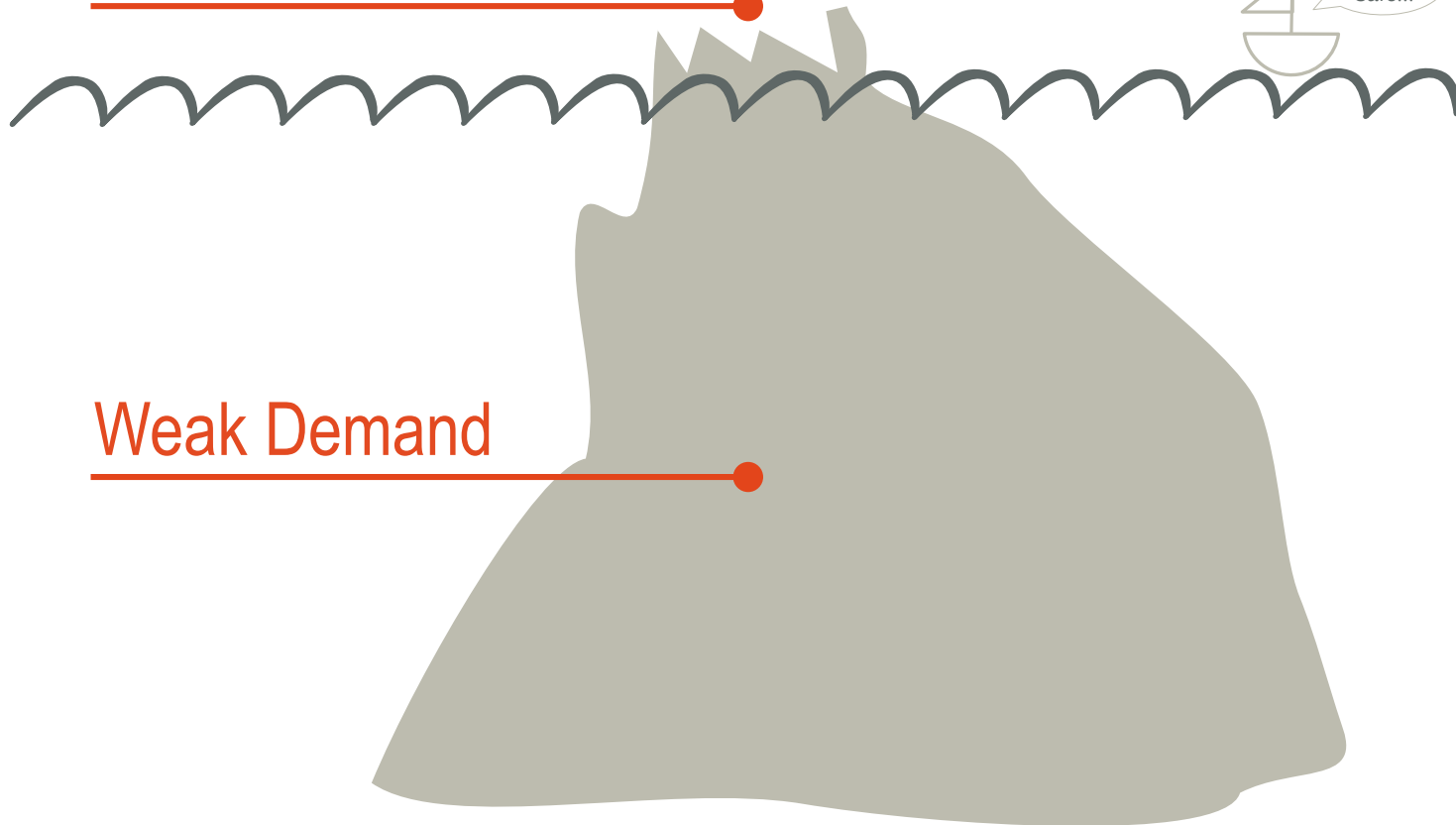


Underlying issue

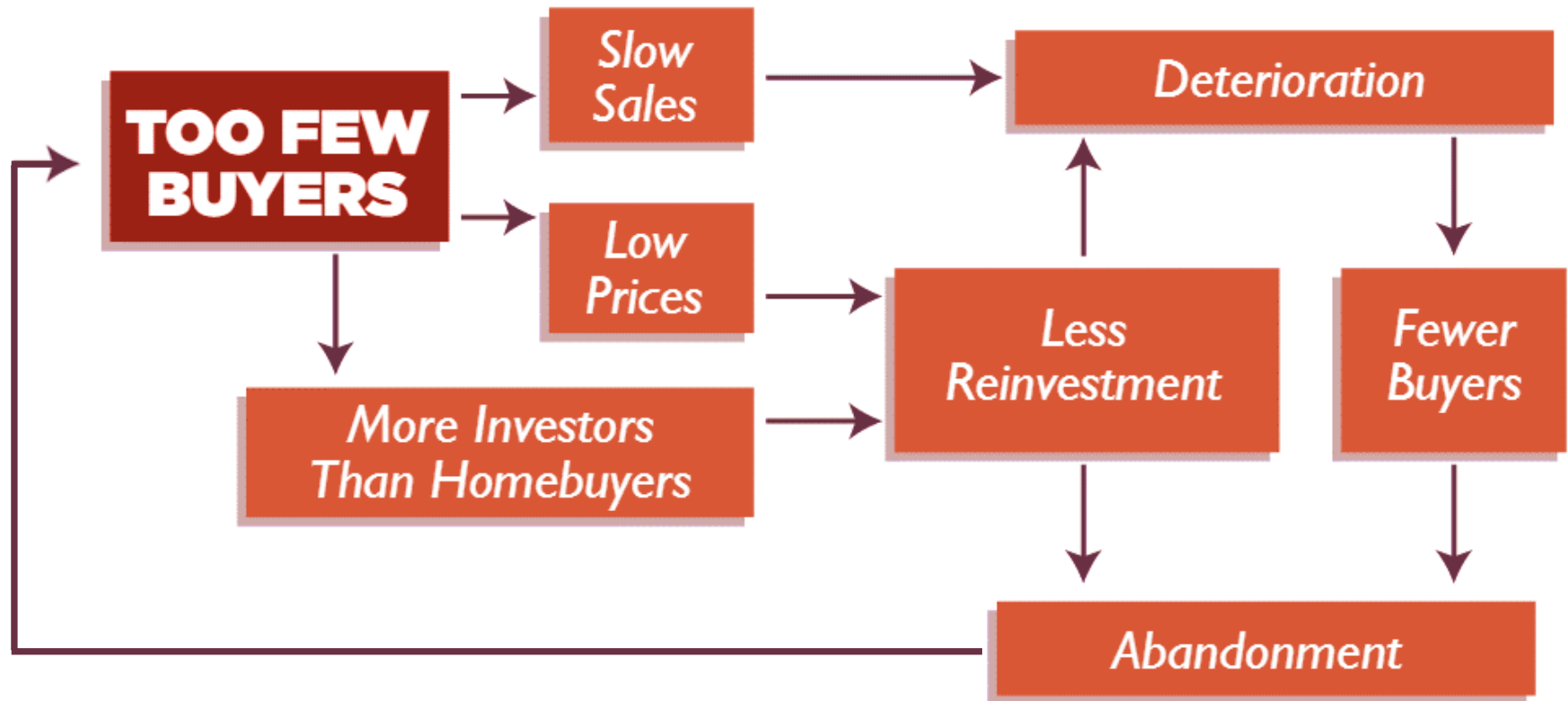
Blight



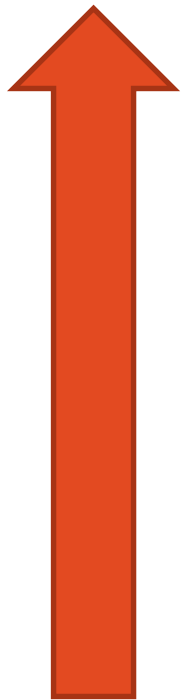
Weak Demand



Vicious Cycle of Low Demand



As demand increases...



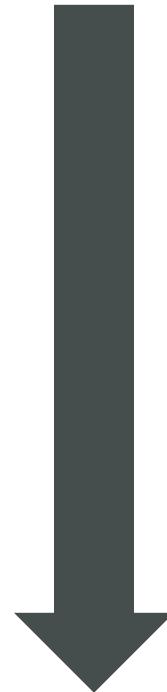
Sales prices

Homeownership

Improvements

Rehab

Infill



Vacancy

Abandonment

Maintenance

Tax delinquency

Absentee ownership

Our work



**We need to
eliminate blight**

Our work



**We need to
influence the market**

Finding the Data



Market data tell how well the market is working

- Volume – do houses sell?
- Price – what do houses sell for?
- Buyers – who is buying: homeowners or investors?

Other data describe what affects the market

- Is crime high?
- Are owners current with property taxes?
- Are foreclosures high?
- How many vacant houses are there in the area?



Where can you find the data?



National/standardized data sources

The Census <http://factfinder.census.gov/>

American Community Survey <http://factfinder.census.gov/>

Home Mortgage Disclosure Act (HMDA)
<http://www.ffiec.gov/hmdaadwebreport/aggwelcome.aspx>

US Postal Service <https://www.huduser.gov/portal/datasets/usps.html>

On-The-Map <http://onthemap.ces.census.gov/>

Urban Institute's List of National Data Sets with Small-Area Data
http://www.neighborhoodindicators.org/sites/default/files/publications/table_natdata_0.xls

Where can you find the data?



Local data sources – Governmental

Assessment data: vacancy, owner occupancy, owner type, property values, etc

Deeds data: transaction types, transaction volumes, mortgages, foreclosures, sales

Buildings data: dangerous buildings, code violations, rentals, permits

Tax records: delinquency information

Police/Fire data: property crime, arson, hot spots

Other: e.g. water usage

Where can you find the data?



Local data sources – Non Governmental

Private utility data: e.g. gas or electricity shut offs or usage drops

Multiple Listing Service: listing prices, sales types, days on market

Where can you find the data?

Local data sources – Surveys

Data gaps and inaccuracy driving local survey work

Data on vacancy, physical condition, fire damage, etc

Use of smartphones/tablets and GPS-enabled cameras resulting in more efficient surveying (e.g. ESRI, Local Data, Blexting)

- Recent survey in Detroit surveyed 38,000 parcels/week

Other considerations

Point source vs. aggregated data

- Aggregated data can mask submarket variation
- Seek data granularity where feasible

Median housing value, census tract

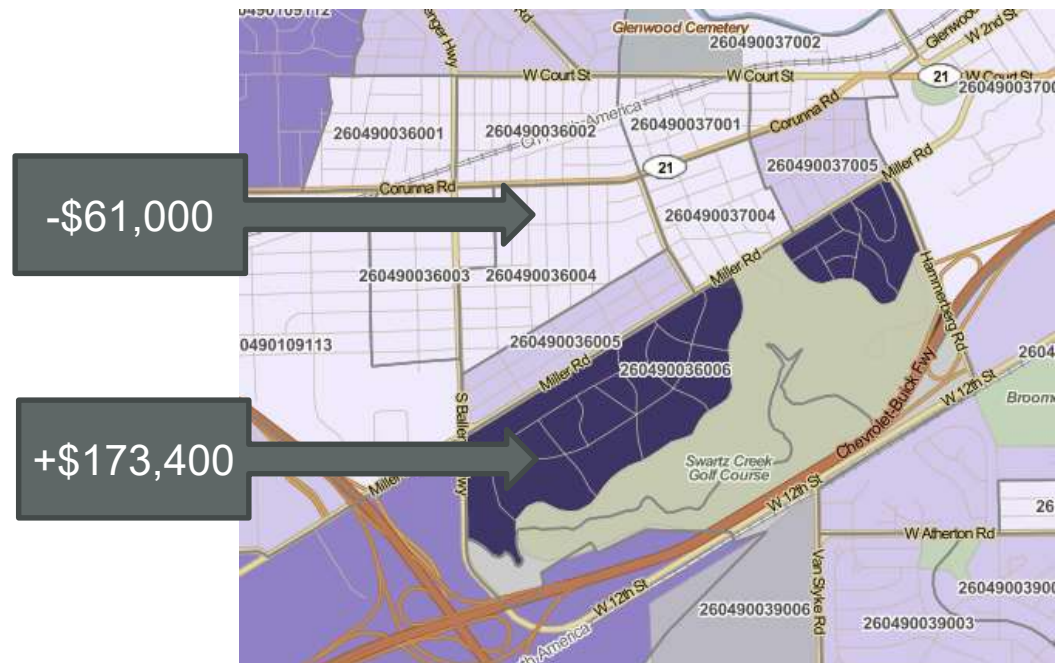


Other considerations

Point source vs. aggregated data

- Aggregated data can mask submarket variation
- Seek data granularity where feasible

Median housing value, block group



Other considerations

Finding assistance

- Look for partners that can provide data, tech services, equipment, or expertise
- Government, academia, and private sector

Do more with less

- Visualization, geocoding and aggregation sites (e.g. Policy Map, batchgeo)
- Volunteer-based efforts

What do you do with the data?

Examine spatial patterns: Where are issues located?

- Where are the highest and lowest sales prices?
- Where are the highest and lowest numbers of property sales?
- Where is vacancy clustered?
- Do property condition issues follow the spatial pattern of vacancy?
- Are the demolition-condition properties in one geography or multiple?

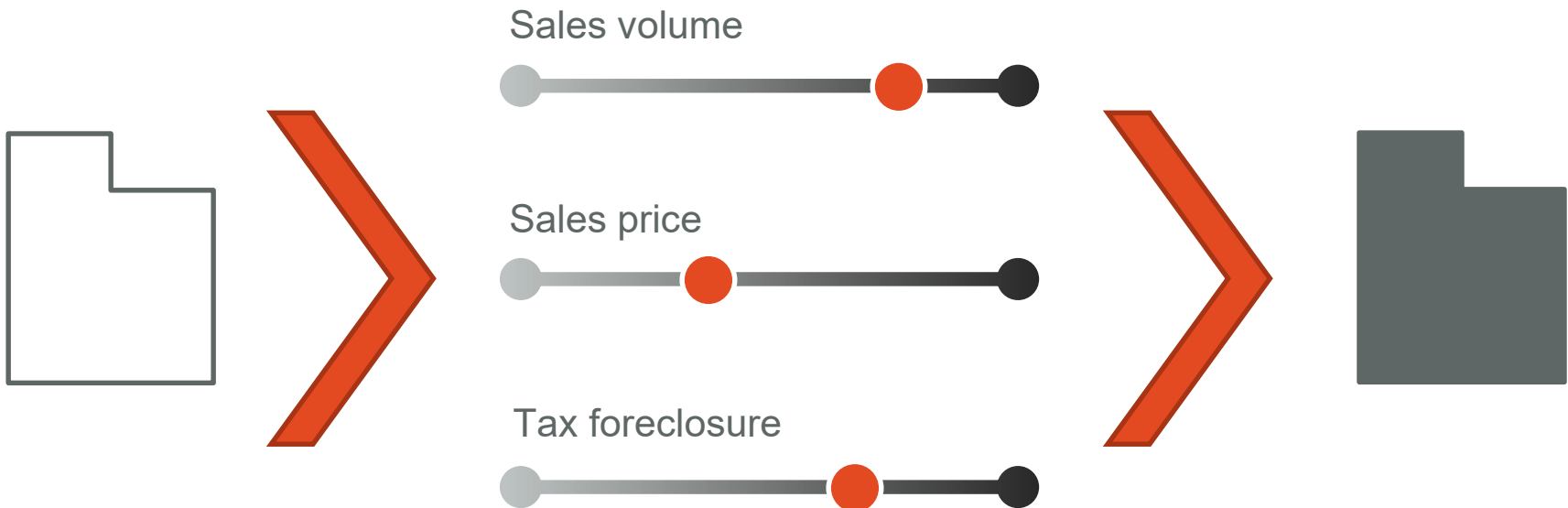
Examine trends: How are things changing over time?

- Are sales and prices increasing or decreasing and at what rate?
- Has the type of ownership changed?
- Are there areas where vacancy has increased or decreased faster than the general rate for the municipality?
- Have property conditions been trending up or down?
- Are there areas where property conditions have steeply declined or improved?

What do you do with the data?

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, weak, etc submarkets?



Putting the Data Together



What do you do with the data?

- Create a market index
- Look at individual datasets
- Look at trends as well as current conditions

Youngstown, Ohio



	Youngstown OH
Population 2013	65,511 (-61%)
Vacant structures 2014	4,500
Vacant lots 2104	24,000+
Poverty rate 2013	40%
Median HH income 2013	\$24,767
Median home sale price 2013	\$21,327

Market Segmentation Analysis



- Reviewed models from other cities: Flint, Newark, Cleveland
- Completed correlations and regression analyses among a larger set of variables to further identify most relevant variables
- Limited analysis to ten variables:
 - Vacancy Rate
 - Mortgage Ratio
 - Sales Ratio
 - Median Sales Price
 - Owner Occupancy
 - Change In Owner Occupancy
 - YPD Calls per 1,000 Residents
 - Poverty
 - Population Loss
 - Land Bank Eligible

Market Segmentation Variable Data – Youngstown, Ohio

Census Tract	2010 Census Vacancy Rate	2010-2012 Mortgage Ratio	2012 Sales Ratio	2010-2012 Median Sales Price	2010 % Owner Occupied	1990-2010 Change in % Owner Occupied	2012 YPD Calls / 1,000	2011 Poverty	1990-2010 Population Loss	2014 Land Bank Eligible
Tract 8003	15.9%	8%	3.3%	\$ 10,630	73.0%	-8.6%	9.5	21.3%	-33.9%	35.0%
Tract 8004	18.6%	13%	2.0%	\$ 13,387	76.0%	-4.0%	6.3	46.6%	-46.6%	51.3%
Tract 8005	25.3%	2%	3.3%	\$ 9,309	33.4%	-6.5%	7.5	57.9%	-39.3%	42.0%
Tract 8006	21.9%	0%	3.5%	\$ 5,750	49.4%	-7.2%	19.2	42.6%	-44.7%	37.4%
Tract 8010	23.4%	7%	7.0%	\$ 12,028	56.3%	-20.0%	6.8	42.8%	-34.2%	31.6%
Tract 8011	19.0%	3%	7.5%	\$ 15,364	56.4%	-20.5%	15.0	37.4%	-15.1%	22.7%
Tract 8012	15.6%	8%	6.5%	\$ 18,251	72.9%	-8.8%	6.8	39.6%	-24.6%	25.1%
Tract 8013	15.4%	6%	6.7%	\$ 18,600	66.2%	-14.3%	4.3	39.4%	-22.3%	17.3%
Tract 8014	9.9%	18%	5.0%	\$ 31,131	85.8%	-4.4%	6.2	5.0%	-20.7%	5.6%
Tract 8015	14.4%	16%	6.8%	\$ 26,120	71.6%	-6.8%	3.2	11.3%	-19.7%	12.3%
Tract 8016	32.1%	0%	9.0%	\$ 9,327	41.2%	-24.9%	23.8	45.8%	-34.0%	43.7%
Tract 8017	25.7%	0%	4.1%	\$ 6,027	59.1%	9.3%	17.5	53.6%	-59.4%	44.8%
Tract 8021	23.8%	0%	2.0%	\$ 4,666	54.4%	4.4%	14.9	56.0%	-49.2%	50.2%
Tract 8023	30.5%	3%	3.2%	\$ 8,202	63.3%	-1.8%	9.7	44.0%	-55.5%	51.7%
Tract 8024	28.4%	2%	5.4%	\$ 11,261	45.4%	-9.9%	15.9	32.1%	-40.8%	42.5%
Tract 8025	18.7%	6%	5.3%	\$ 19,048	65.6%	-2.9%	8.6	38.6%	-36.8%	26.0%
Tract 8026	14.6%	22%	5.6%	\$ 30,097	73.8%	-9.6%	2.8	20.1%	-21.4%	13.0%
Tract 8027.01	6.1%	48%	4.1%	\$ 52,657	61.1%	-4.6%	2.2	5.5%	-17.2%	3.8%
Tract 8027.02	7.0%	44%	4.7%	\$ 51,958	84.9%	-6.4%	1.4	1.6%	-15.4%	4.5%
Tract 8028	10.2%	19%	5.4%	\$ 27,078	78.9%	-9.5%	6.6	18.6%	-16.5%	9.4%
Tract 8029	17.1%	4%	5.9%	\$ 17,043	61.2%	-13.6%	8.8	35.7%	-19.0%	18.0%
Tract 8030	12.0%	10%	5.5%	\$ 22,019	74.1%	-12.3%	3.0	23.3%	-18.8%	13.6%
Tract 8040	33.8%	3%	3.9%	\$ 22,623	29.7%	0.8%	14.6	53.2%	-39.8%	36.4%
Tract 8041	18.5%	11%	4.8%	\$ 17,944	49.0%	-15.2%	13.1	28.0%	-34.2%	29.3%
Tract 8042	12.2%	19%	4.2%	\$ 36,020	57.6%	-3.3%	4.5	14.0%	-15.9%	17.3%
Tract 8043	34.9%	0%	4.6%	\$ 9,570	53.8%	3.2%	20.7	38.0%	-58.6%	47.6%
Tract 8137	17.1%	4%	3.1%	\$ 6,067	40.5%	-7.3%	17.4	59.5%	-49.5%	39.2%
Tract 8138	18.7%	3%	2.7%	\$ 23,341	48.7%	-13.8%	9.1	41.4%	-13.8%	41.6%
Tract 8139	23.8%	0%	2.4%	\$ 6,231	55.3%	-8.1%	12.6	50.9%	-50.8%	47.3%
Tract 8140	23.3%	12%	2.9%	\$ 13,939	40.0%	-7.5%	10.2	40.2%	-41.7%	26.8%
Tract 8141	14.4%	1%	4.8%	\$ 15,739	40.6%	-13.2%	3.1	41.1%	-20.8%	26.8%
Youngstown	19.0%	11%	4.9%	\$ 20,958	58.2%	-6.4%	9.6	33.8%	-30.0%	33.0%

Table 0.3 - Data for each variable by census tract


Median Sales Price Variation Within Census Tract 8026

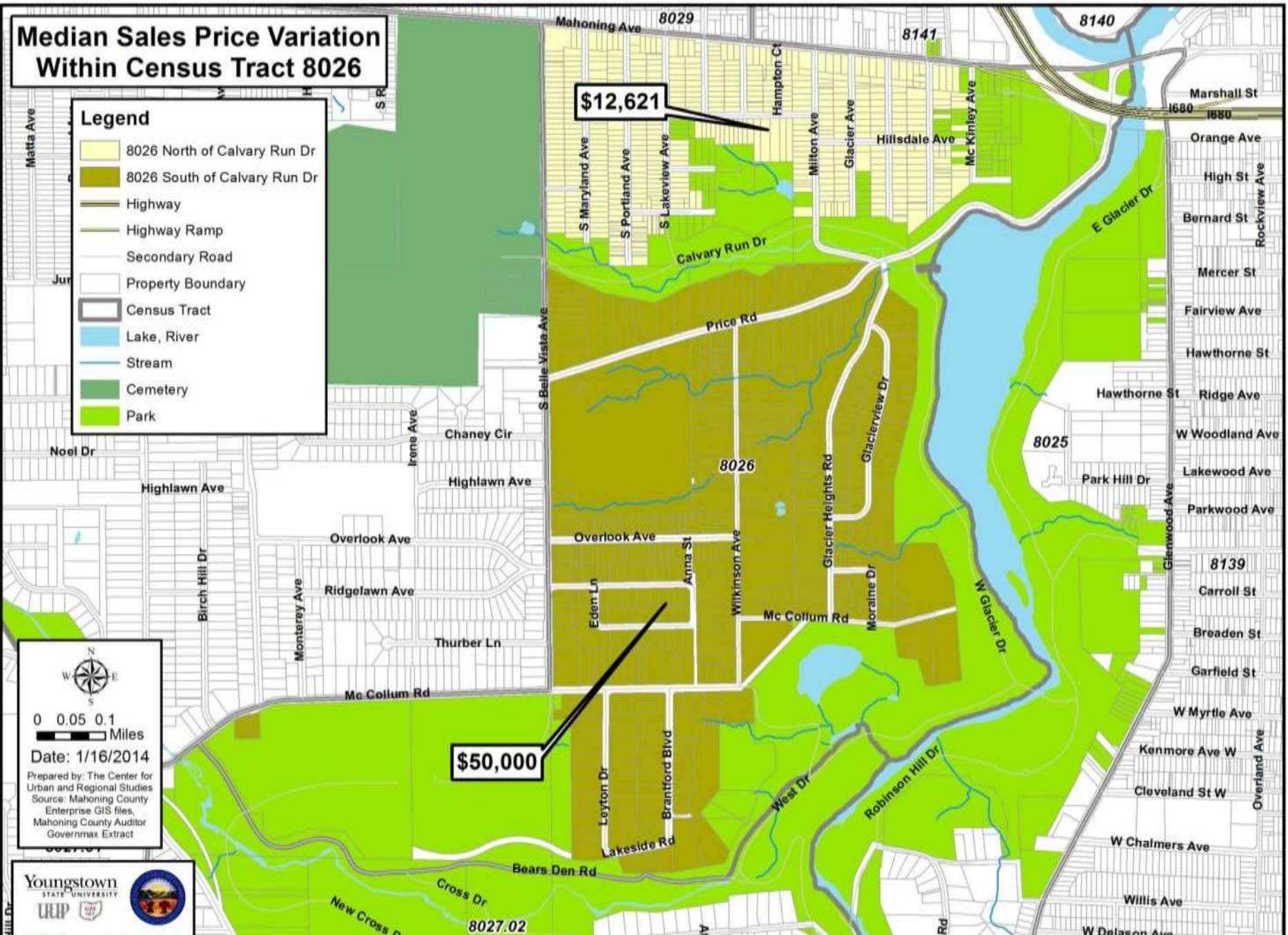
Legend

- 8026 North of Calvary Run Dr
- 8026 South of Calvary Run Dr
- Highway
- Highway Ramp
- Secondary Road
- Property Boundary
- Census Tract
- Lake, River
- Stream
- Cemetery
- Park

\$12,621

\$50,000


 0 0.05 0.1 Miles
 Date: 1/16/2014
 Prepared by: The Center for Urban and Regional Studies
 Source: Mahoning County Enterprise GIS files, Mahoning County Auditor Governmax Extract



Data isn't everything

Supplement data with information from informal sources



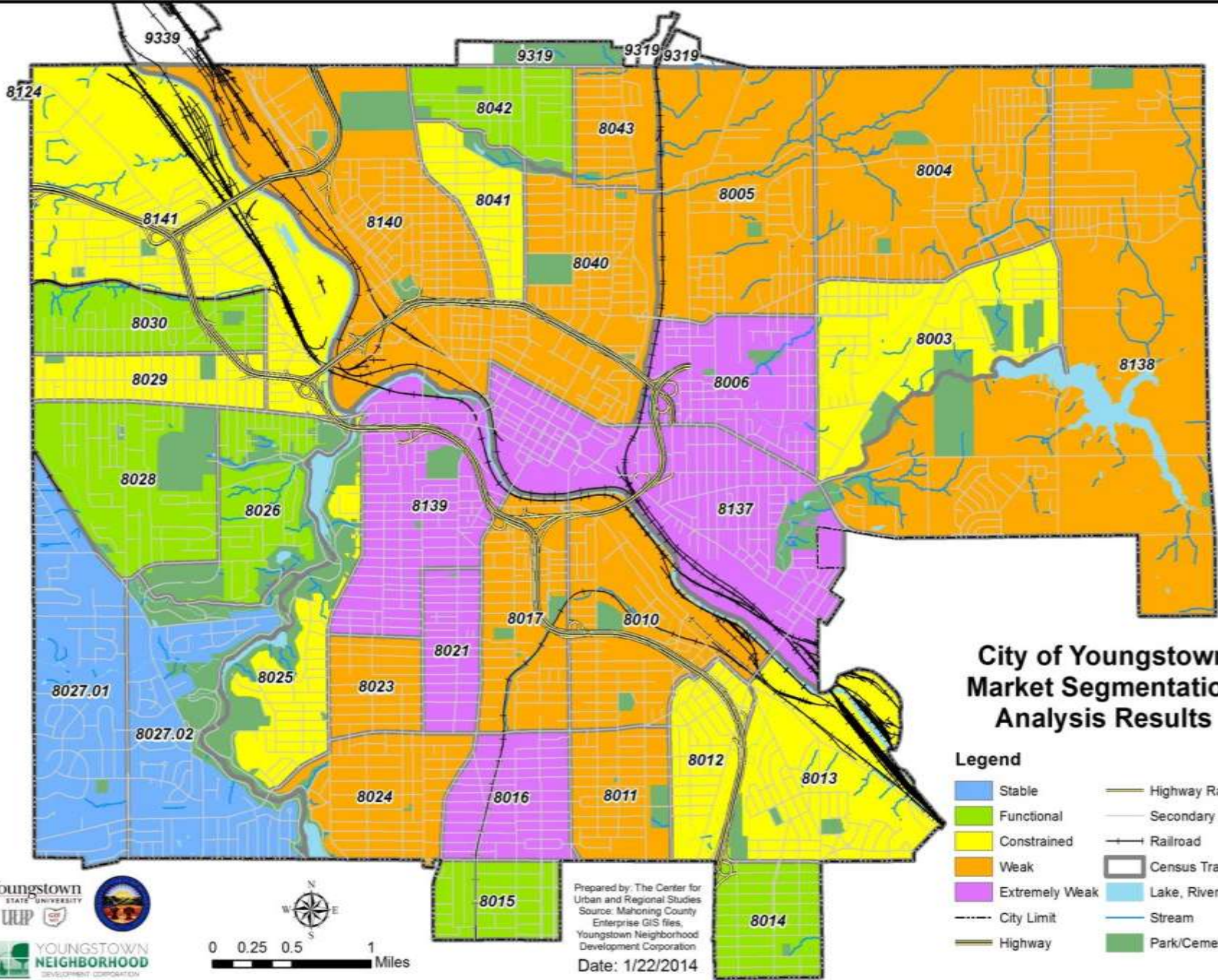
I've lived in this neighborhood for 20 years. Let me tell you what's really going on.

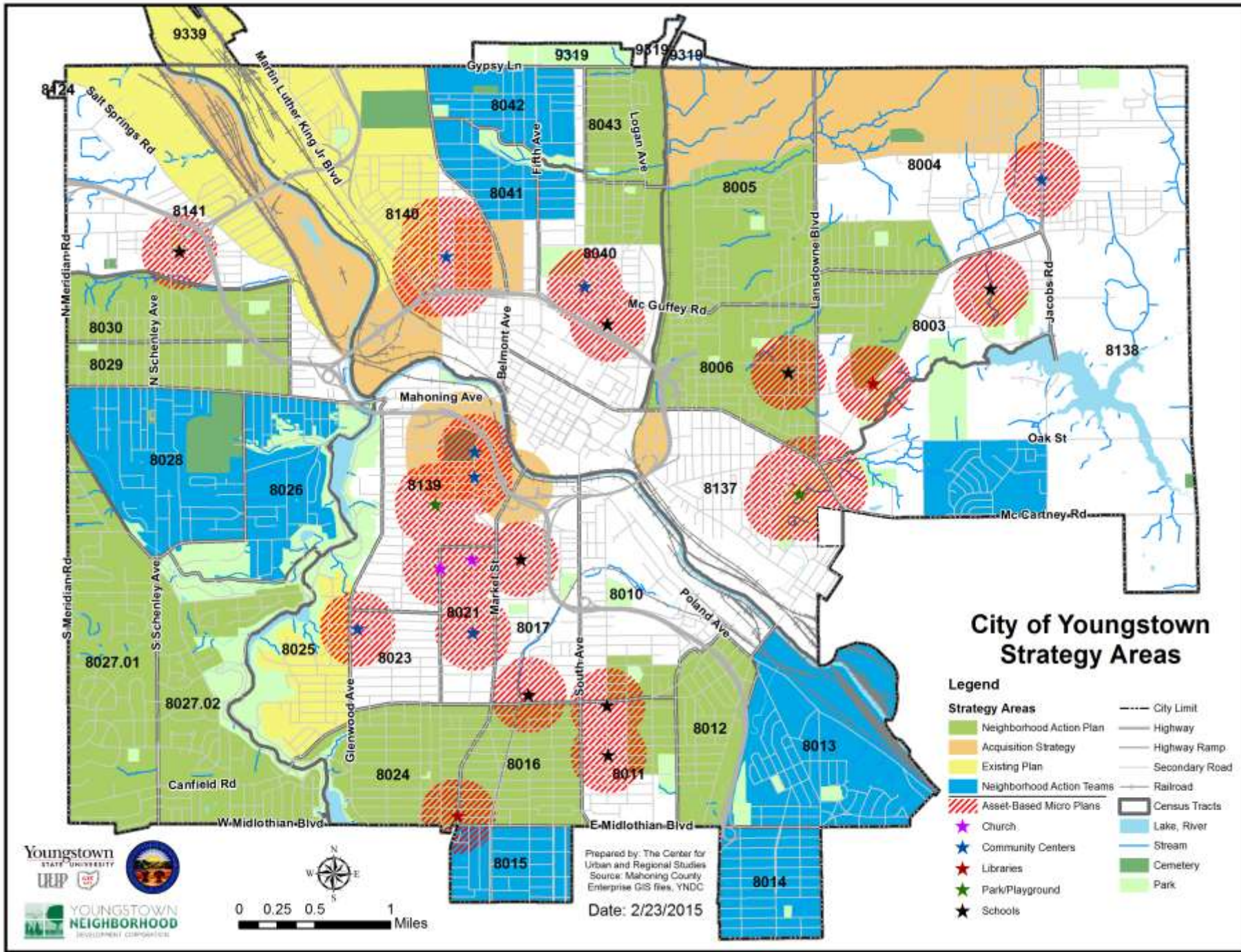


Let me tell you what I love about this neighborhood.

Using the Data

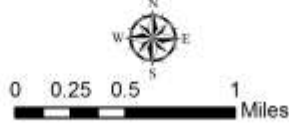






City of Youngstown Strategy Areas

- Legend**
- | | |
|--|----------------|
| Neighborhood Action Plan | City Limit |
| Acquisition Strategy | Highway |
| Existing Plan | Highway Ramp |
| Neighborhood Action Teams | Secondary Road |
| Asset-Based Micro Plans | Railroad |
| Church | Census Tracts |
| Community Centers | Lake, River |
| Libraries | Stream |
| Park/Playground | Cemetery |
| Schools | Park |



Prepared by: The Center for Urban and Regional Studies
 Source: Mahoning County Enterprise GIS files, YNDC
 Date: 2/23/2015

How

Neighborhood

- House
- Critic
- Infra
- Neig
- Crim
- Prior

TOP 20 PRIORITY PROPERTIES

Through field research, twenty (20) homes with significant code violations were identified as "Priority Properties." These homes, some vacant and some occupied, were selected based on the severity of the code violations that exist on the property, the level of safety hazard that they possess to nearby residents, and the degree to which addressing their blighted conditions will have an impact toward stabilizing the neighborhood. These properties are not ranked in comparison to one another, but rather listed in alphabetical order for the purpose of convenience. IMMEDIATE action should be taken to address the condition of the following priority properties:

Address	Inspection Findings	Recommended Action
3411 Ambert	Roof and gutters need replaced. Porch and garage need repaired. House needs painted.	Target for Code Enforcement
3444 Belden	Needs roof replacement. Tarp covering roof.	Target for Code Enforcement
3602 Irma	Brush and overgrowth need addressed. Property is partially boarded.	Prioritize for Demolition
3611 Irma	House needs paint, siding, and porch repairs. Roof needs replaced. Property is	Prioritize for Demolition
3449 Lenox	Roof, windows. Site of an arson. Safety hazard.	Prioritize for Demolition
3704 Loveland	Roof and gutters need replaced. Trim needs painted. Porch needs repaired.	Prioritize for Demolition
3420 Neilson	Critical need for roof replacement. Property looks bad from the street.	Target for Code Enforcement
3531 Neilson	House is in very poor condition, has been vandalized, and is unsecured.	Prioritize for Demolition
3557 Neilson	Property is in total disrepair and is unsecured.	Prioritize for Demolition
3144 Pine Hollow	Property appears to be significantly damaged from arson. Shingles falling off roof. Majority of the back wall of the house covered in OSB.	Prioritize for Demolition
3170 Pine Hollow	Roof needs replaced (there is a hole in the roof). Property is partially boarded.	Target for Code Enforcement
3177 Pine Hollow	House needs painted; roof and gutters need repaired. Garage is collapsing.	Target for Code Enforcement
1664 Pointview	House needs painted; tall weeds need trimmed. Construction debris is piled in the driveway.	Target for Code Enforcement
1734 Pointview	Trim needs painted; roof needs replaced. Siding has been stripped in several areas. House is open and may be stripped inside. Unprofessional "for sale" sign nailed to house needs removed.	Prioritize for Demolition
1804 Pointview	Tall weed trees and overgrowth obstructs visibility of the property. Garage needs repaired.	Prioritize for Demolition
1924 Pointview	Roof needs repaired; siding is falling off the house. Property is boarded.	Prioritize for Demolition
2028 Pointview	Roof needs replaced. Windows for attic have been removed, exposing it to the elements.	Target for Code Enforcement
3333 Powers Way	House needs painted; windows are missing. Property is boarded. House is likely stripped inside.	Prioritize for Demolition
3435 Powers Way	Areas of the house need painted. Garage needs repairs. Roof needs replaced.	Target for Code Enforcement
3519 Sheridan	Siding has been stripped. windows missing. House is likely stripped inside.	Prioritize for Demolition



ps, and

Crandall Park Neighborhood Action Plan Map

- Legend**
- Strategy**
- Demolish via City of Youngstown
 - Demolish via Land Bank
 - Needs Code Enforcement
 - Possible Land Bank Rehab
 - Possible YNDC Rehab
 - Sell on the Private Market
- Special Status**
- Needs Boarded
 - Possible Paint Youngstown
 - Top 25 Priority
 - Neighborhood Boundary
 - Secondary Road
 - Railroad
 - Lake, River
 - Stream
 - Other Property
 - Cemetery/Park



N
W E
S

0 0.05 0.1
Miles

Date: 3/28/2014
Youngstown
STATE UNIVERSITY
ULUP

Prepared by: The Center for
Urban and Regional Studies
Source: Mahoning County
Enterprise GIS files, YNDC

Action Plan Tools



1. **Administrative Penalties** (Code Enforcement)
2. **Prosecutor Hearings and Criminal Charges** (Code Enforcement)
3. **Property Maintenance Appeals Board** (Code Enforcement)
4. **Tax Foreclosure for Demolition or Rehab** (Mahoning County Land Bank)
5. **Public Nuisance Receivership** (Youngstown Municipal Court)
6. **City Demolition** (Code Enforcement – Police Powers)
7. **Spot Blight Eminent Domain** (Planning and Zoning)
8. **Air Force Community Partnership Demolition** (910th Airborne)
9. **Community Action** (YNDC)
10. **Paint Youngstown** (YNDC)



How to Use Data



Targeting Public/Private Investments and Resources

- Investments and human resources must be aligned with the planning strategy and priorities.
- Inclusive process: quantitative and qualitative.
- Balance tension with an enhancement of other services available on a citywide basis: boarding, vacant land reuse.
- Demonstrate and communicate clear results.

Action Plan Results

- **\$518,246** raised in grant funds
- **220** residents attended 3 public meetings
- **19** community workdays held
- **5** businesses received assistance
- **3** Better Block style events held
- **2** public art projects installed



Action Plan Results

- **1,520** grass cuts at vacant structures
- **228** houses boarded
- **220** houses demolished
- **99** vacant lots improved
- **45** properties rehabbed
- **41** houses brought into compliance
- **36** dead trees removed
- **31** street segments resurfaced
- **23** properties significantly improved
- **22** trees planted
- **18** properties acquired by the City Land Bank for development
- **5** neighborhood signs installed



Citywide Approach

- Balancing tension of market-based or targeted approach
- Ongoing dialogue with local elected officials and neighborhood action teams
- Substantial enhancements to effectiveness and efficiency of citywide neighborhood improvement services
 - Grass Cutting
 - Board Ups
 - Workdays
- Asset-based micro planning and implementation
 - Taft School Area Micro Plan

Citywide Results

- **10 youth workers trained** in professional landscaping
- **4 city residents hired full time** to manage day-to-day operations
- **3,188 blighted homes** received regular lawn maintenance
- **Over 10,000 unique cuts** completed, more than 3 times the number completed in 2014 prior to YNDC management
- **553 vacant properties boarded** citywide, with a focus on weak and extremely weak neighborhoods
- **Taft Micro Plan Area** to be designated as Youngstown's Promise Zone and to receive **significant infrastructure improvements** in 2017 through SRTS Program



Neighborhood Action Plan Progress Tracking Form

5-Year Performance Benchmark	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	2015- 2016 Total	2015- 2020 Goal
Housing and Property Benchmarks										
Housing units brought into compliance through										30
Vacant housing units are rehabilitated and re-occupied as affordable housing through collaborative efforts										5
Severely blighted structures are demolished										2
Vacant and formerly blighted housing units are cleaned up in order to improve neighborhood safety										5
Unmaintained vacant lots are mowed with a higher frequency using a strategic method										ALL
Vacant properties with illegal dumping are cleaned up										ALL
Infrastructure Benchmarks										
Non-functioning street lights repaired by First Energy										ALL
Sidewalks cleaned up or replaced where needed by a partnership between the City of Youngstown and residents										10
Dead street trees removed										ALL
New street trees and park trees planted										25
One new minimalist green infrastructure street improvement installed										1
Crime and Safety Benchmarks										
Crime hotspots are addressed through community policing and systematic code enforcement										10

How to use data

Resources to Build Capacity

- AmeriCorps VISTA
- AmeriCorps state members
- Universities with GIS and other planning capacity
- Local computer programmers, Code Youngstown
- Leverage external funding and partnerships
- More at WWW.YNDC.ORG and twitter.com/YoungstownNDC



Headquarters:

111 E. Court St.
Suite 2C-1
Flint, MI 48502

National Office:

1001 Connecticut Ave. NW
Suite 1235
Washington, DC 20036

(877) 542-4842
communityprogress.net

twitter.com/CProgressNews

facebook.com/CenterForCommunityProgress

©2015 The Center for Community Progress. The Center for Community Progress owns all copyright for this presentation.

You may reproduce copies of this presentation for non-commercial use to share with colleagues at your organization.

The presentation may not be copied or reproduced for other purposes without the express written permission of the Center for Community Progress.