



# Using Data and Understanding Markets



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Alan Mallach, Center for Community Progress

March 18, 2015

# I. Why Markets Matter



# It's about economics



If I rehab this house will it then be worth more than it cost me to buy and fix it up?

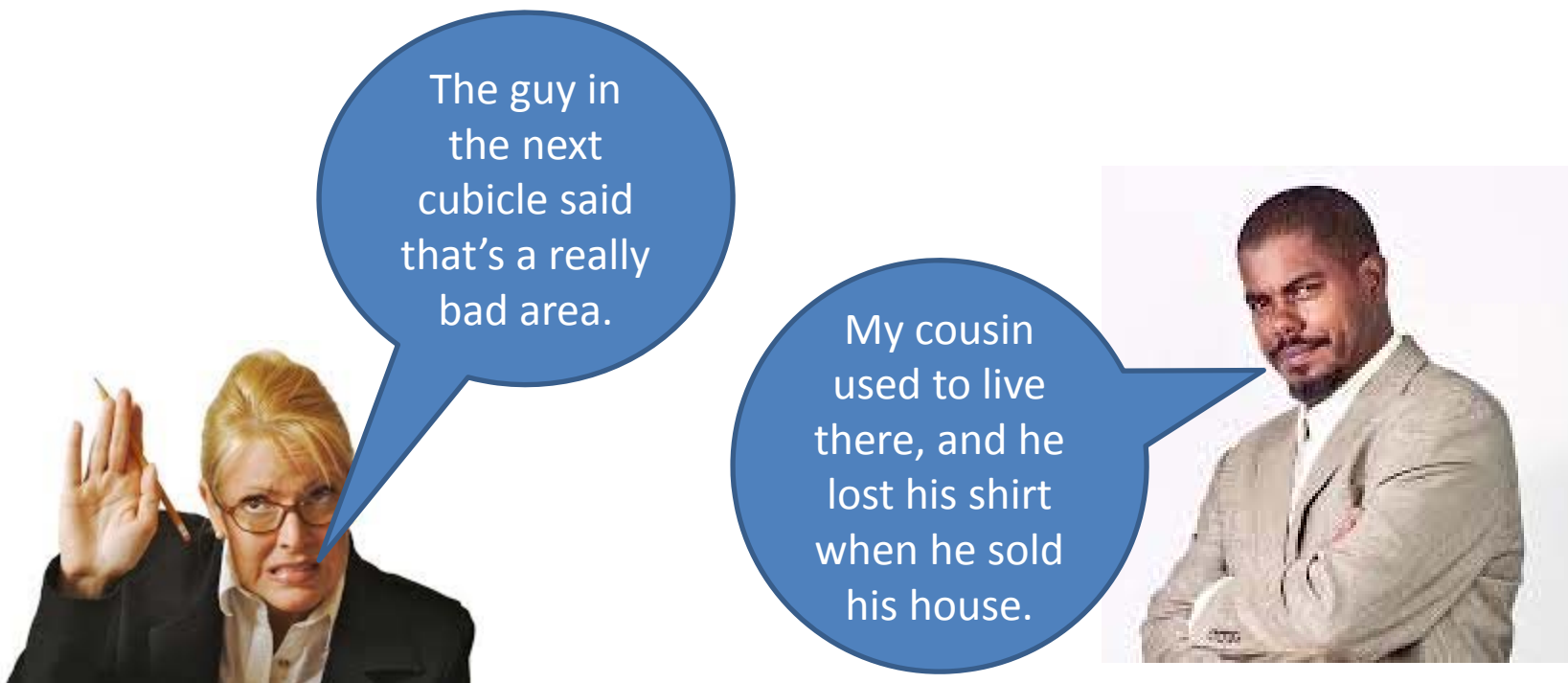


Will this house be worth more or less 5 years from now?




Will I be able to get enough rent from this building to cover my costs and pay for the improvements it needs?

# People's economic thinking may not always be accurate



But it's still **economic** thinking

# Demand and supply



Where should I live?

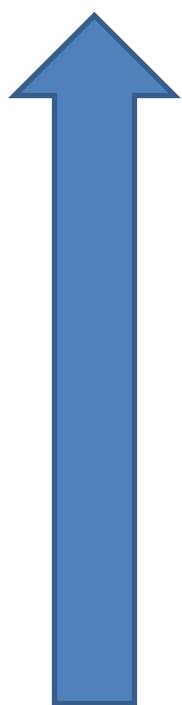
Where should I buy?

Where should I invest?

Where should I rent?

**Demand**

# As demand increases...



Sales prices

Homeownership

Improvements

Rehab

Infill



Vacancy

Abandonment

Maintenance

Tax delinquency

Absentee ownership

# Demand



\$159,000 in  
Trenton, NJ



\$39,900 in  
Detroit, MI

\$1,350,000  
in Princeton,  
NJ



# Three basic principles



- Markets are not the only factor affecting where people choose to live, invest or build, but they are the most important one.
- ALL strategies that have to do with properties, either as individual properties or as a neighborhood, are affected by the market.
- Markets are powerful, but you are not a slave to the market – you can influence it.



## II. Finding the Data



# Market data tell how well the market is working

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

# Other data describe what affects the market

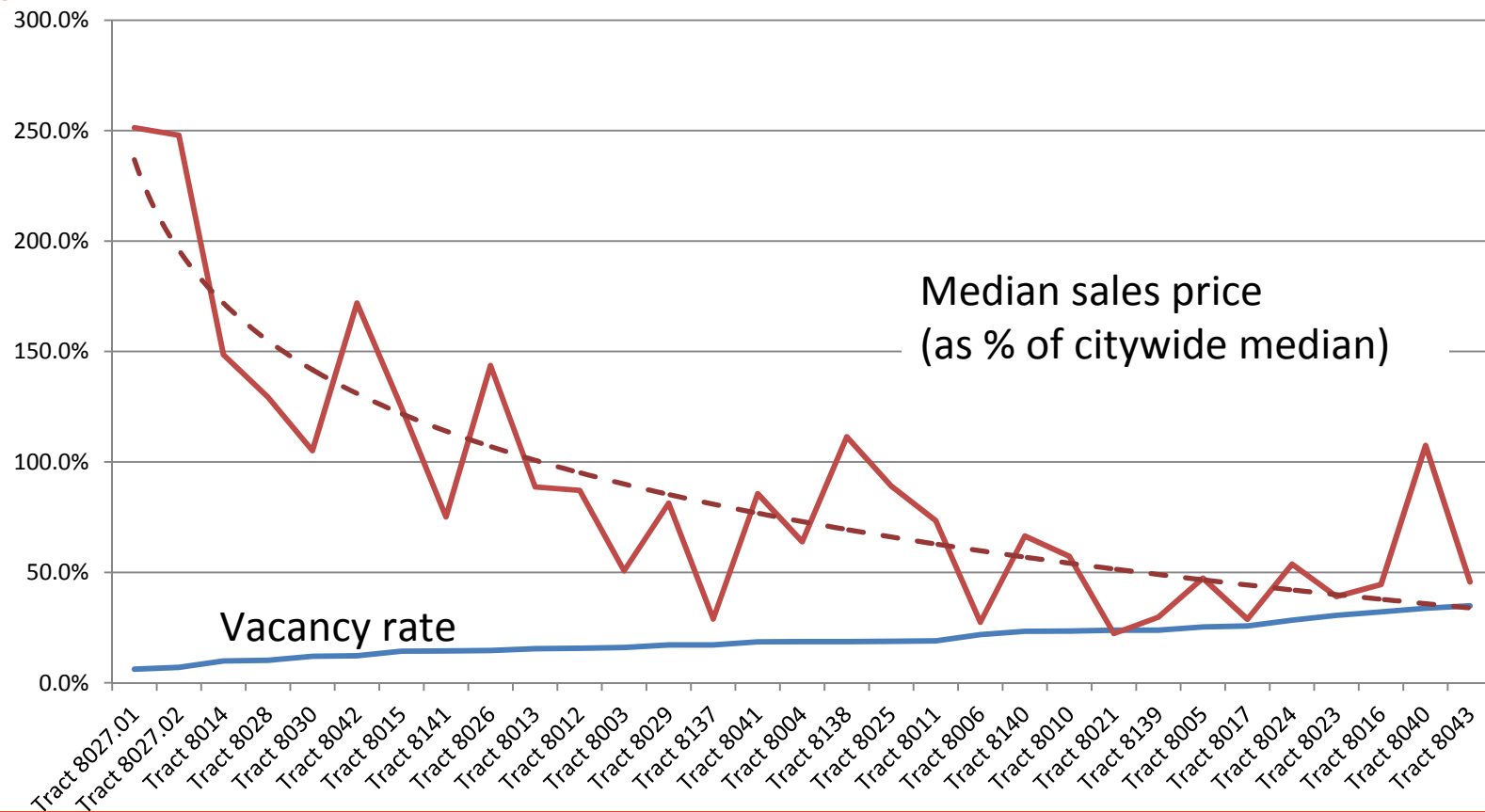
- Is crime high?
- Are owners current with property taxes?
- Are foreclosures high?
- How many vacant houses are there in the area?



# Everything relates



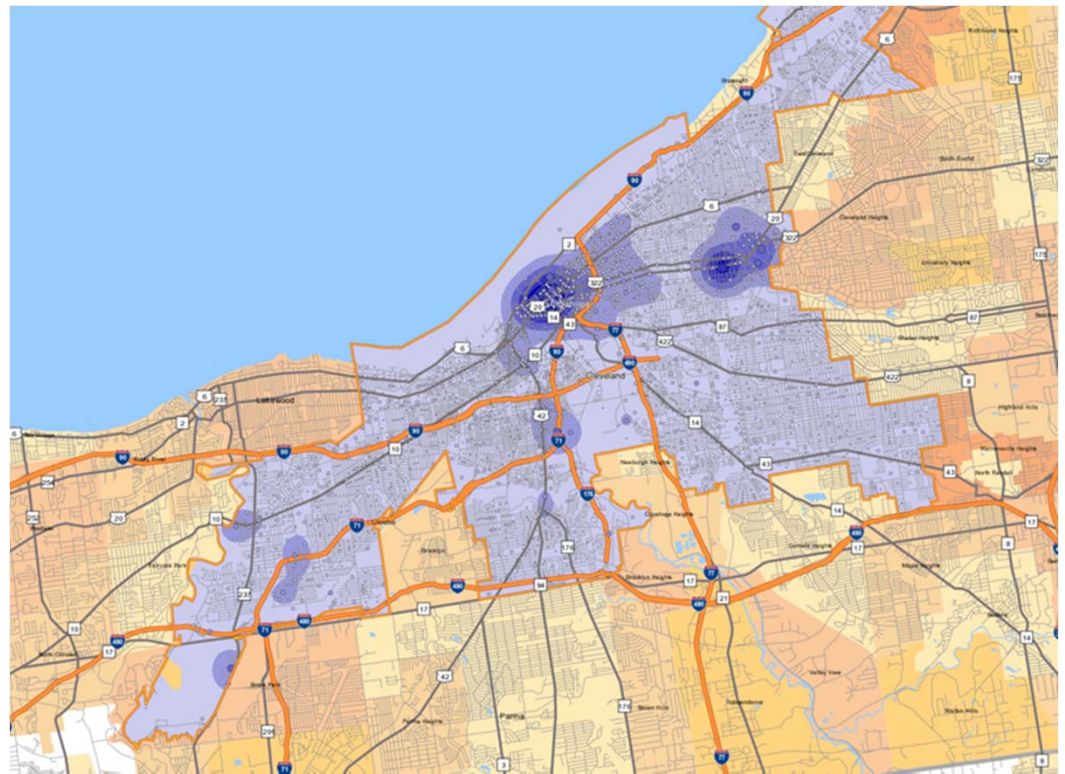
## Vacancy rate and median sales price in Youngstown by Census Tract



# Where can you find the data?

## National/standardized data sources

- The census
- American Community Survey
- On-The-Map
- Home Mortgage Disclosure Act (HMDA)
- US Postal Service



# Where can you find the data?



## Local data sources

- Property records
- Tax records
- Foreclosures
- Police
- Other

|                           | BL | LOT   | CL | ADDRESS         | OWNER                               |
|---------------------------|----|-------|----|-----------------|-------------------------------------|
| <a href="#">More Info</a> | 29 | 20.01 | 2  | 228 SOMERSET ST | PERGER, ANDREA, & IMRE              |
| <a href="#">More Info</a> | 29 | 22    | 2  | 226 SOMERSET ST | 226 SOMERSET STREET, LLC / LIGNAL   |
| <a href="#">More Info</a> | 29 | 23    | 2  | 224 SOMERSET ST | KISH, MARY / NATIVO                 |
| <a href="#">More Info</a> | 29 | 24    | 4A | 222 SOMERSET ST | ORVOS, PAUL & JUDITH MARY           |
| <a href="#">More Info</a> | 29 | 25    | 4A | 220 SOMERSET ST | RACZ, ELEANOR                       |
| <a href="#">More Info</a> | 29 | 26    | 2  | 24 PROSPECT ST  | COTE, MICHAEL                       |
| <a href="#">More Info</a> | 29 | 27    | 2  | 22 PROSPECT ST  | CHEDID, MAROUN                      |
| <a href="#">More Info</a> | 29 | 28    | 2  | 20 PROSPECT ST  | LO, ARNOLD                          |
| <a href="#">More Info</a> | 29 | 29.01 | 2  | 16 PROSPECT ST  | DEVIERNO, JOSEPH & FERRARA, MICHAEL |
| <a href="#">More Info</a> | 29 | 31    | 2  | 14 PROSPECT ST  | HUANG, MING & IRENE                 |
| <a href="#">More Info</a> | 29 | 32    | 2  | 12 PROSPECT ST  | JIN, YONGHONG, & DAI, JIQIONG       |

# Other issues

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- Point source vs. aggregated data
- Finding partners
- Doing more with less

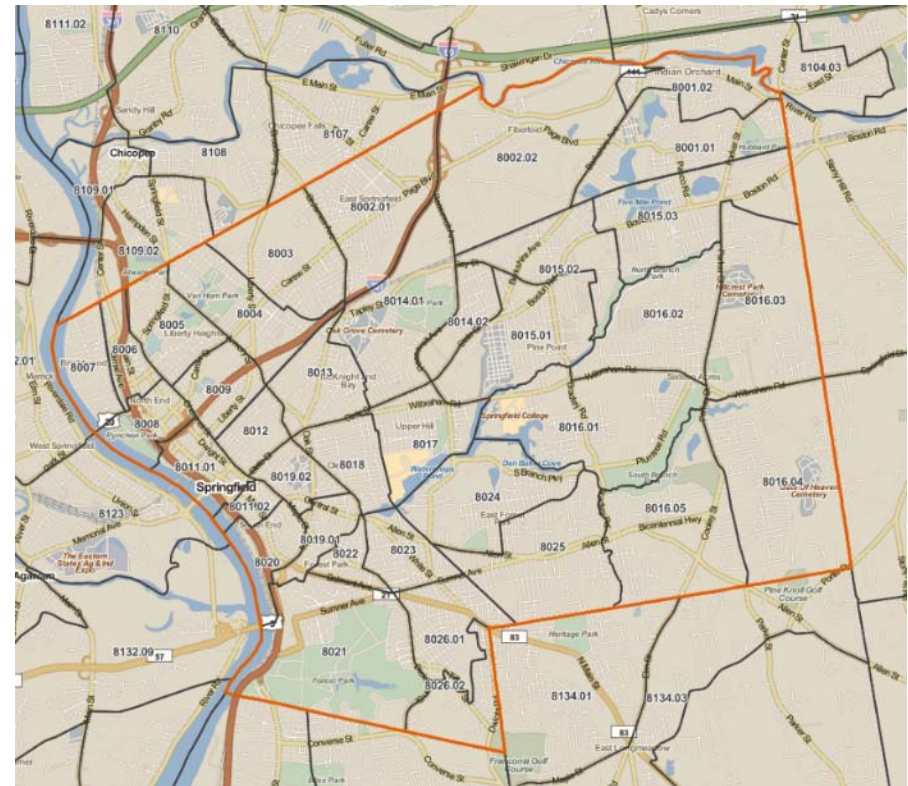
# III. Putting the Data Together





# What is the target area?

- Census tracts or block groups?
- Community- or user-defined areas?



# What do you do with the data?

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

# Trenton NJ and Youngstown OH



|                             | Trenton NJ    | Youngstown OH |
|-----------------------------|---------------|---------------|
| Population 2013             | 84,349 (-34%) | 65,511 (-61%) |
| Vacant structures 2014      | 3,900         | 4,500         |
| Vacant lots 2104            | 2,400         | 24,000+       |
| Poverty rate 2013           | 27%           | 40%           |
| Median HH income 2013       | \$36,727      | \$24,767      |
| Median home sale price 2013 | \$32,100      | \$21,327      |

# Trenton NJ market index datasets



| VARIABLE   | YEAR(S)                   | SOURCE  |
|--|---------------------------|---|
| Vacant properties  | 2014                      | Isles, Inc. parcel survey (summer of 2014)                                      |
| Homeownership rate   | 2014                      | Mod IV file from New Jersey Association of County Tax Boards                    |
| Median sales price   | 2006 through 2013         | SR1A sales transaction reports from New Jersey Association of County Tax Boards |
| % of all sales to investors  | 2006 through 2013         | SR1A sales transaction reports from New Jersey Association of County Tax Boards |
| Mortgage foreclosure filings   | 2006 through 2013         | RealtyTrac Inc.   |
| % of properties on which tax sale certificates (tax liens) are outstanding | Total through summer 2014 | City of Trenton Tax Collector   |
| % of tax sale certificates held by (struck off to) the city of Trenton     | Total through summer 2014 | City of Trenton Tax Collector   |
| Violent crime incidents  | 2009 through 2013         | City of Trenton Department of Public Safety                                     |

# Trenton NJ market Index map



## Trenton Neighborhood Conditions Study

Neighborhood Condition Composite Score Map

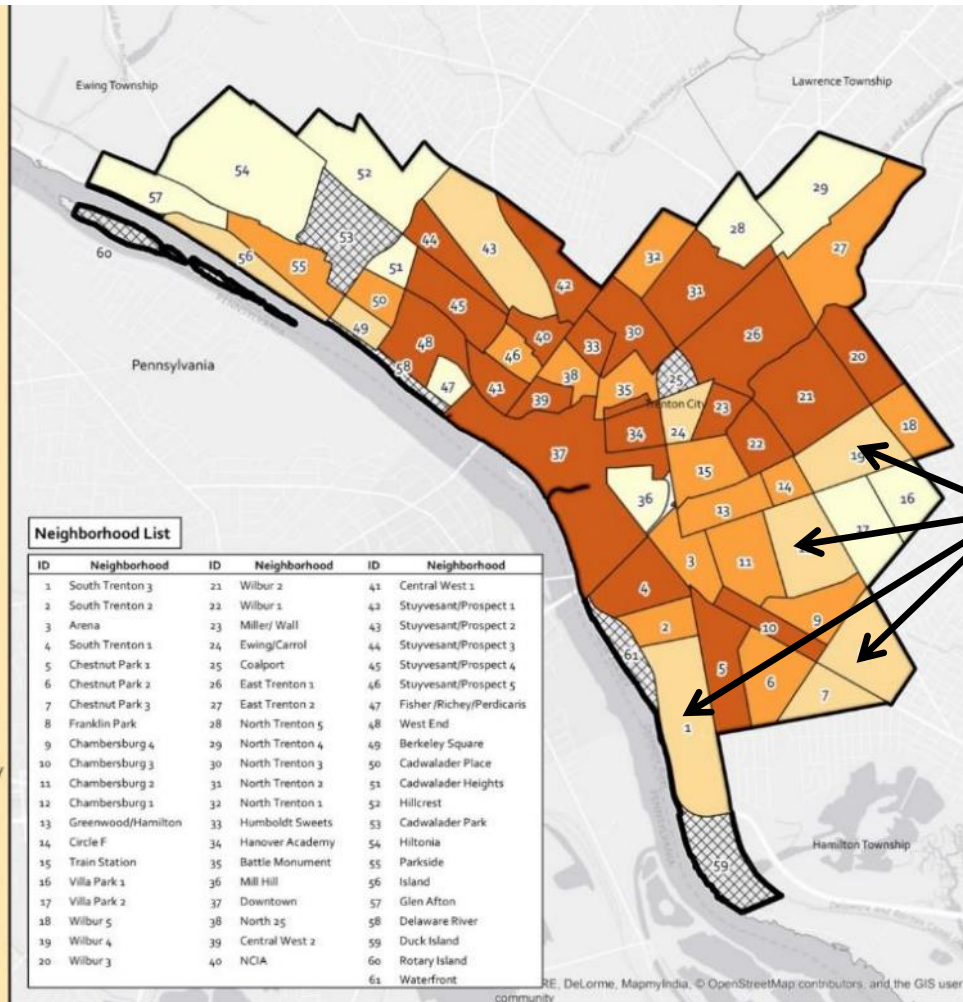
Neighborhood Condition Composite Score

- Class 1
- Class 2
- Class 3
- Class 4

Non-Residential Areas

Analysis by:  
 New Jersey Community Capital, Center for Community Progress, and the Joseph C. Cornwall Center for Metropolitan Studies, Rutgers University-Newark

Map Prepared by:  
 The Joseph C. Cornwall Center for Metropolitan Studies, Rutgers University-Newark



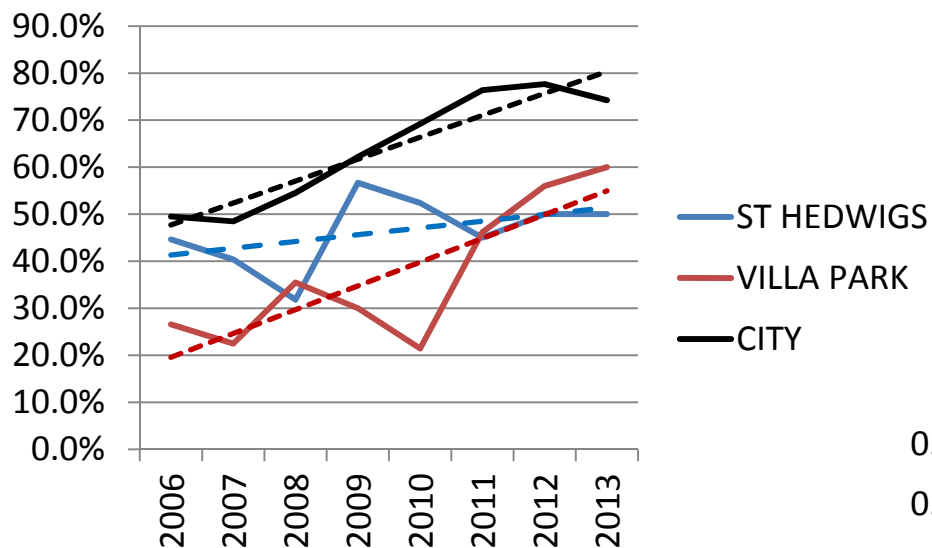
Moderately Strong (class 2) areas

# Risk factors in moderately strong (class 2) neighborhoods

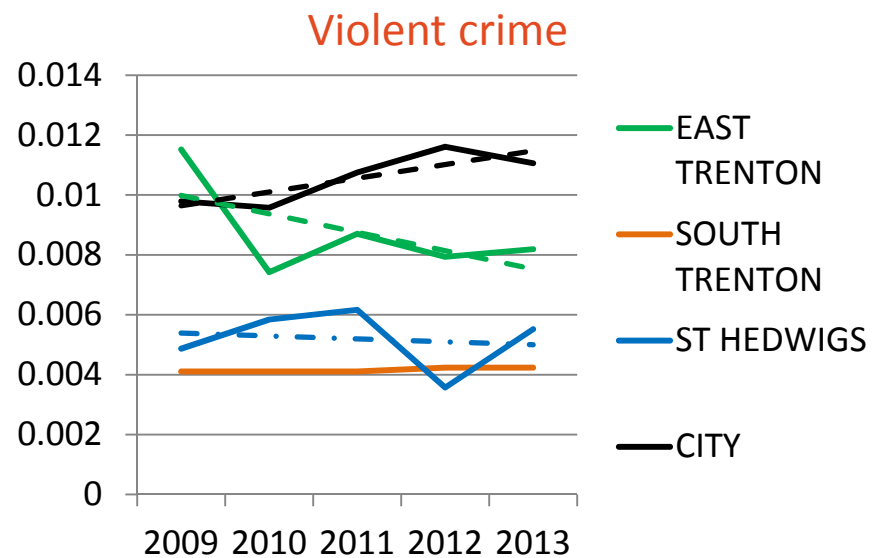


|                       | Foreclosure filings | Investor purchases | Low sales prices | Vacant houses | Violent crime | Tax delinquency | Low homeownership rate |
|-----------------------|---------------------|--------------------|------------------|---------------|---------------|-----------------|------------------------|
| Berkeley Square       | 5                   |                    |                  | 3             |               |                 |                        |
| Chambersburg 1        | 3                   | 4                  | 3                |               | 5             |                 | 4                      |
| Chestnut Park 3       | 3                   | 4                  | 3                |               |               |                 |                        |
| Ewing/Carroll         |                     | 3                  |                  |               |               | 3               | 3                      |
| Franklin Park         | 3                   | 4                  | 3                |               | 3             |                 | 3                      |
| Hillcrest             | 3                   |                    |                  |               |               |                 |                        |
| Island                |                     | 5                  | 3                |               |               |                 |                        |
| South Trenton 3       |                     | 5                  | 4                |               |               |                 | 4                      |
| Stuyvesant/Prospect 2 |                     | 4                  | 4                |               | 4             |                 |                        |
| Wilbur 4              | 3                   | 3                  | 3                |               | 4             |                 |                        |

# Trends



Investor purchase share



### 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%                   |
| <b>Youngstown</b> | <b>19.0%</b>             | <b>11%</b>               | <b>4.9%</b>      | <b>\$ 20,958</b>             | <b>58.2%</b>          | <b>-6.4%</b>                         | <b>9.6</b>             | <b>33.8%</b> | <b>-30.0%</b>             | <b>33.0%</b>            |

Table 0.3 - Data for each variable by census tract




# Median Sales Price Variation Within Census Tract 8026

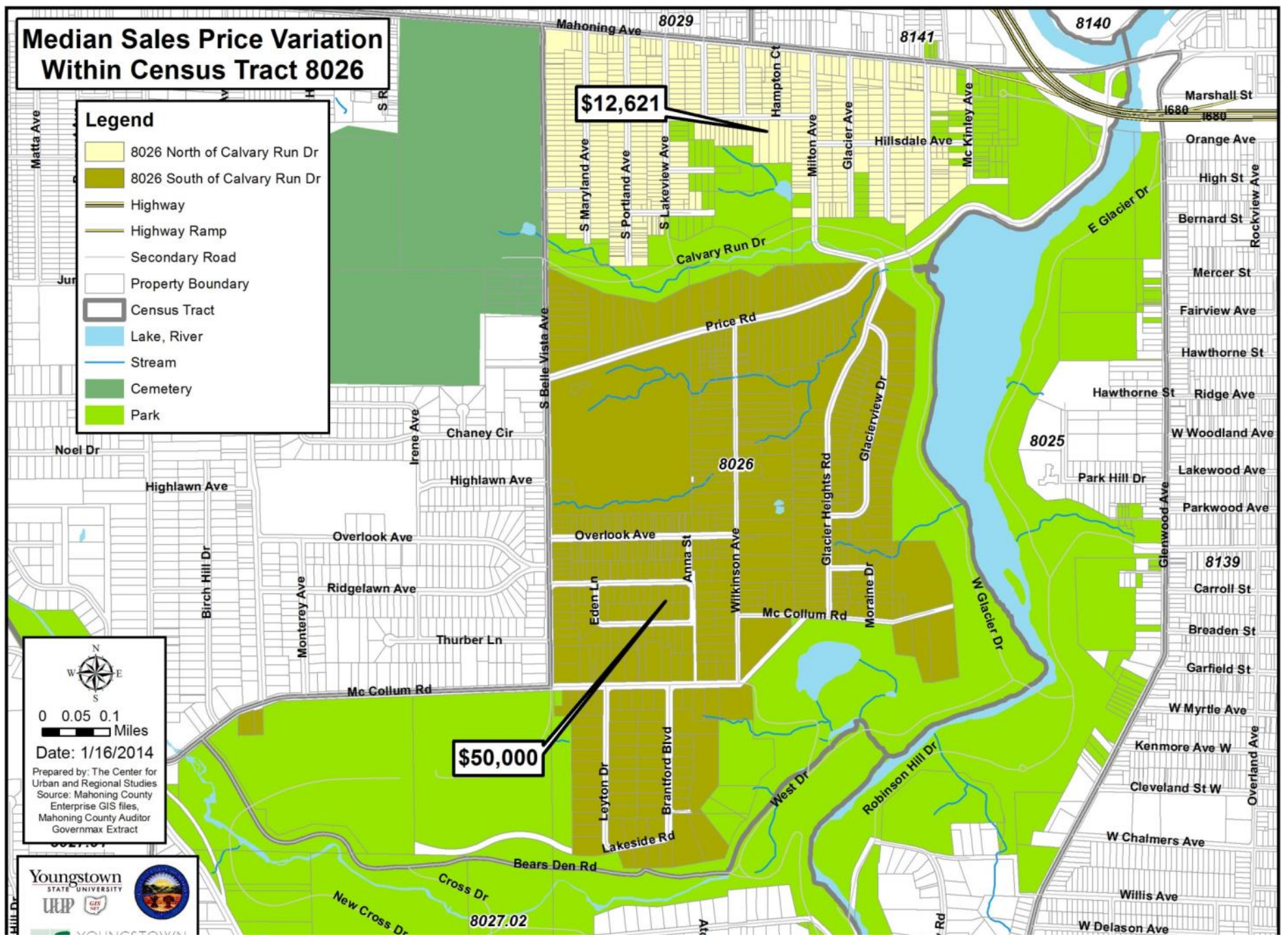
**Legend**

- 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.

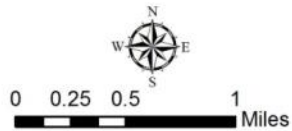
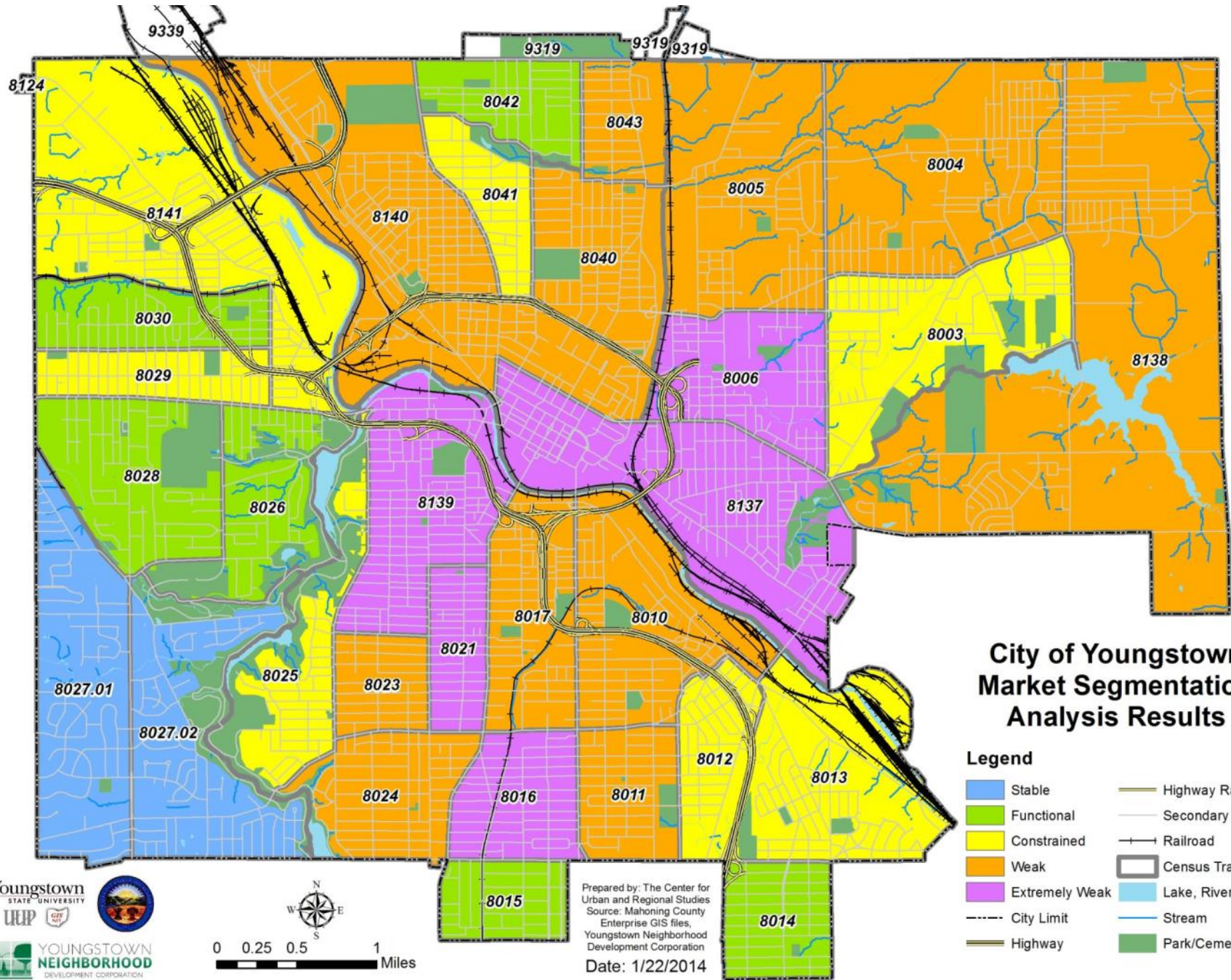


Let me tell you what I love about this neighborhood.

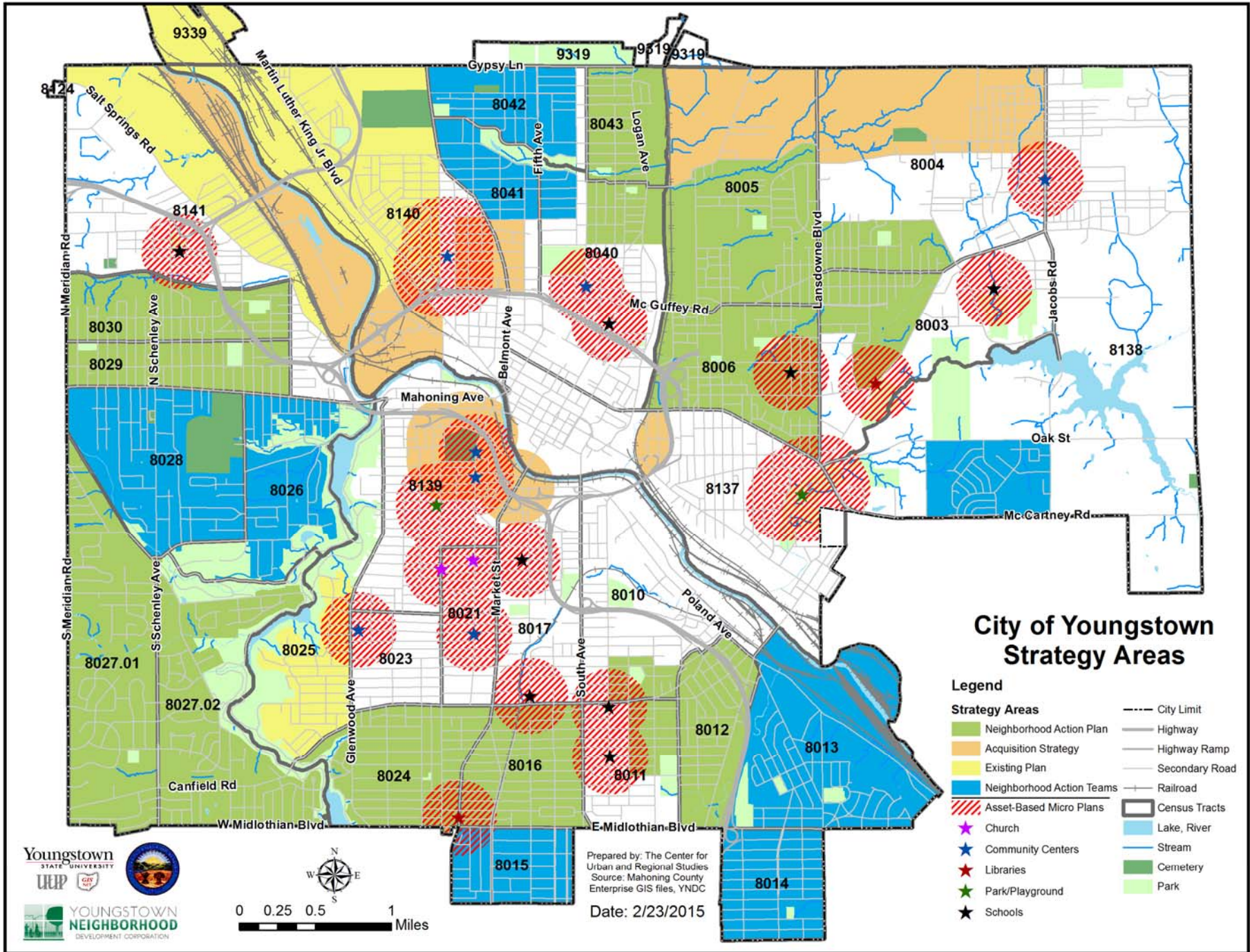
# IV. Using the Data



The background image shows a market stall with several baskets of fresh produce. In the foreground, there are baskets filled with green beans. To the left, there are baskets of red tomatoes. In the background, there are more baskets of green beans and some other produce. A price tag is visible on one of the baskets, showing a price of \$2.00 per pound. The entire image is overlaid with a blue grid pattern.



Prepared by: The Center for  
Urban and Regional Studies  
Source: Mahoning County  
Enterprise GIS files,  
Youngstown Neighborhood  
Development Corporation  
Date: 1/22/2014



How

Neigl

- Hc  
Cr
- Inf
- Ne
- Cr
- Pri

## 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   |



Ups, and

# Crandall Park Neighborhood Action Plan Map

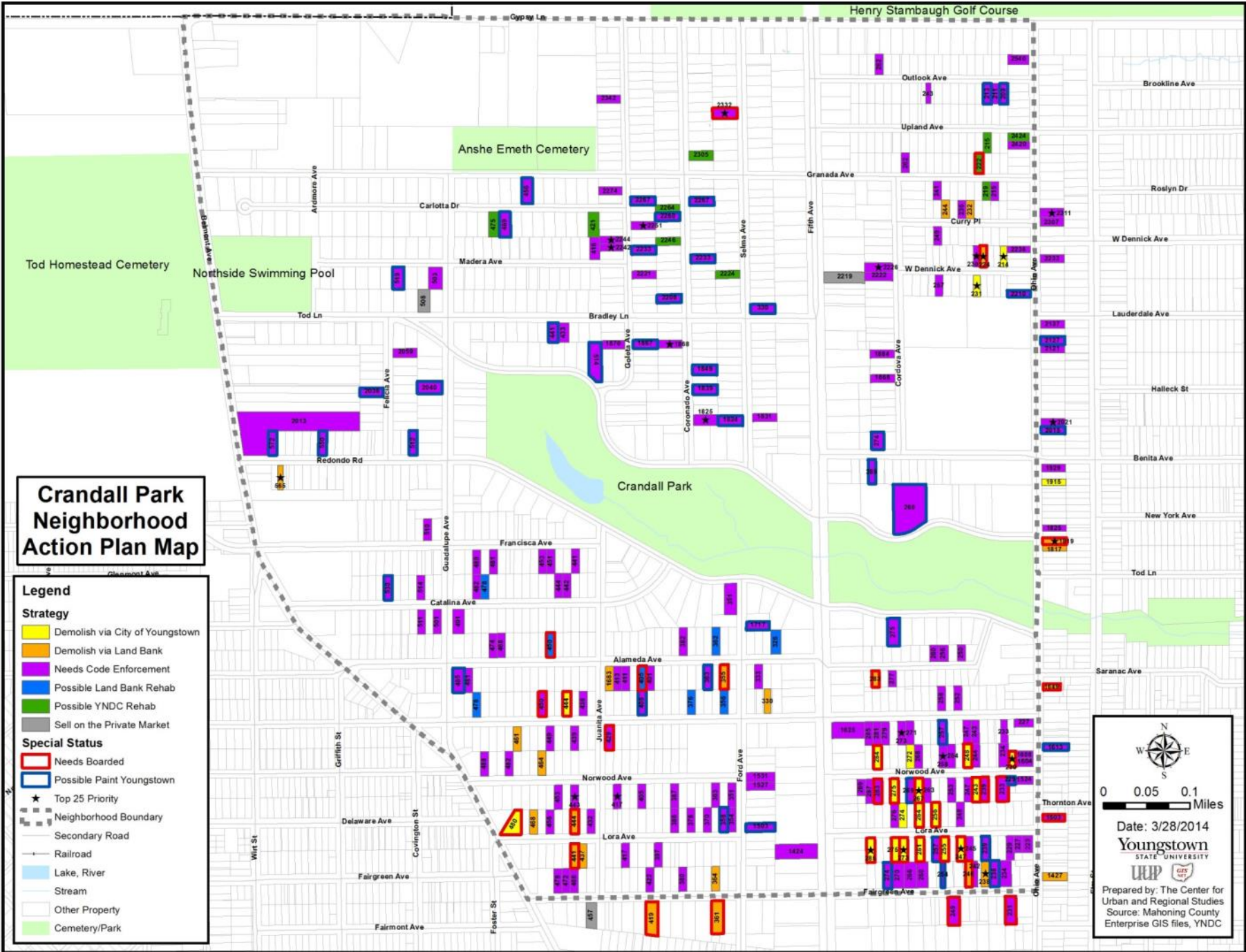
**Legend**

**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



0 0.05 0.1 Miles

Date: 3/28/2014

Youngstown STATE UNIVERSITY

UUP

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





### Neighborhood Action Plan Progress Tracking Form

| 5-Year<br>Performance Benchmark   | Q1<br>2015 | Q2<br>2015 | Q3<br>2015 | Q4<br>2015 | Q1<br>2016 | Q2<br>2016 | Q3<br>2016 | Q4<br>2016 | 2015-<br>2016<br>Total | 2015-<br>2020<br>Goal |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------------------|-----------------------|
| <b>Housing and Property Benchmarks</b>  |            |            |            |            |            |            |            |            |                        |                       |
| 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                   |
| <b>Infrastructure Benchmarks</b>  |            |            |            |            |            |            |            |            |                        |                       |
| 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                     |
| <b>Crime and Safety Benchmarks</b>  |            |            |            |            |            |            |            |            |                        |                       |
| Crime hotspots are addressed through community policing and systematic code enforcement                     |            |            |            |            |            |            |            |            |                        | 10                    |

# How to use data



## Resources

- AmeriCorps VISTA.
- AmeriCorps state members.
- Universities with GIS and other planning capacity.
- Local computer programmers, Code Youngstown.
- Leverage external funding.
- More at [WWW.YNDC.ORG](http://WWW.YNDC.ORG).



Center for  
**COMMUNITY  
PROGRESS**

Vacant Spaces into Vibrant Places

**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](http://communityprogress.net)**

**[twitter.com/CProgressNews](https://twitter.com/CProgressNews)**

**[facebook.com/CenterForCommunityProgress](https://facebook.com/CenterForCommunityProgress)**

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