

Using Data and GIS to Target Neighborhood Stabilization Program Dollars

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The Reinvestment Fund

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Capital at the point of impact.

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

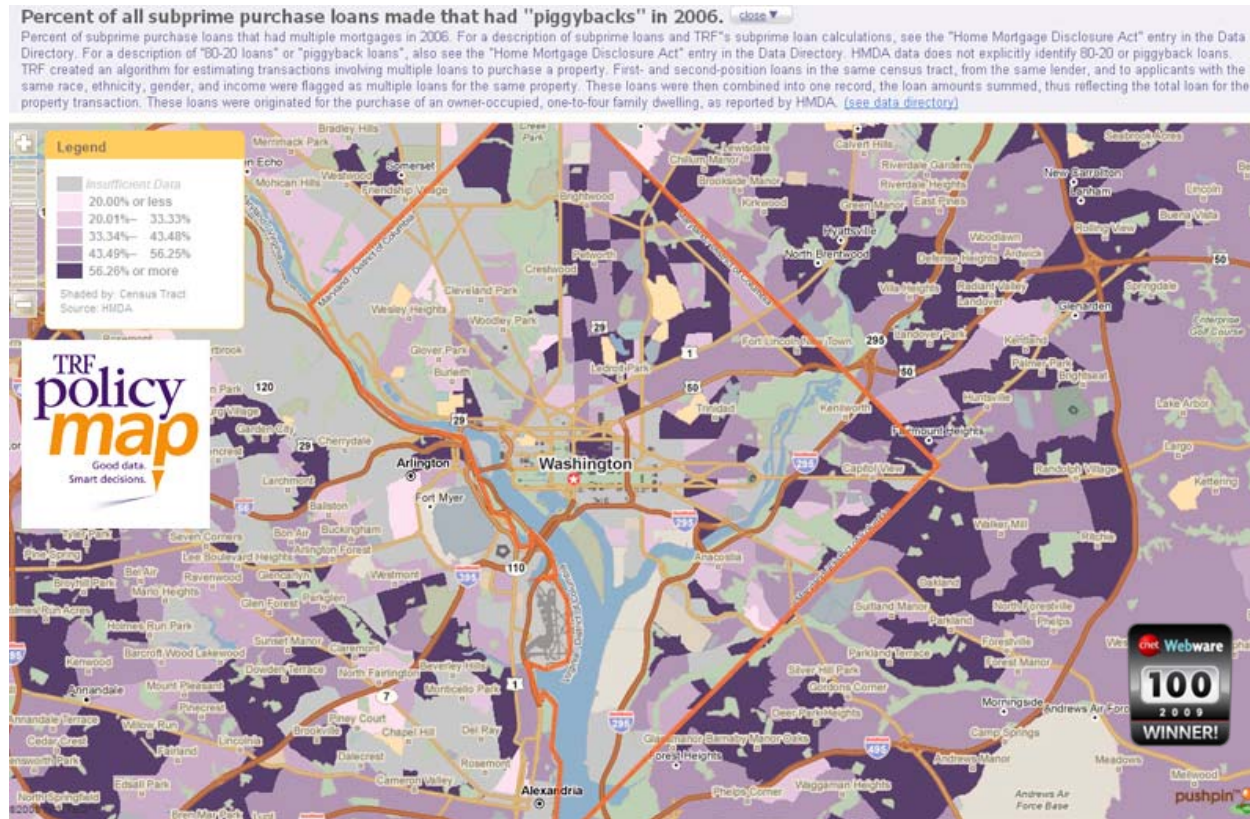
- Products, markets and strategic partnerships

- 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**

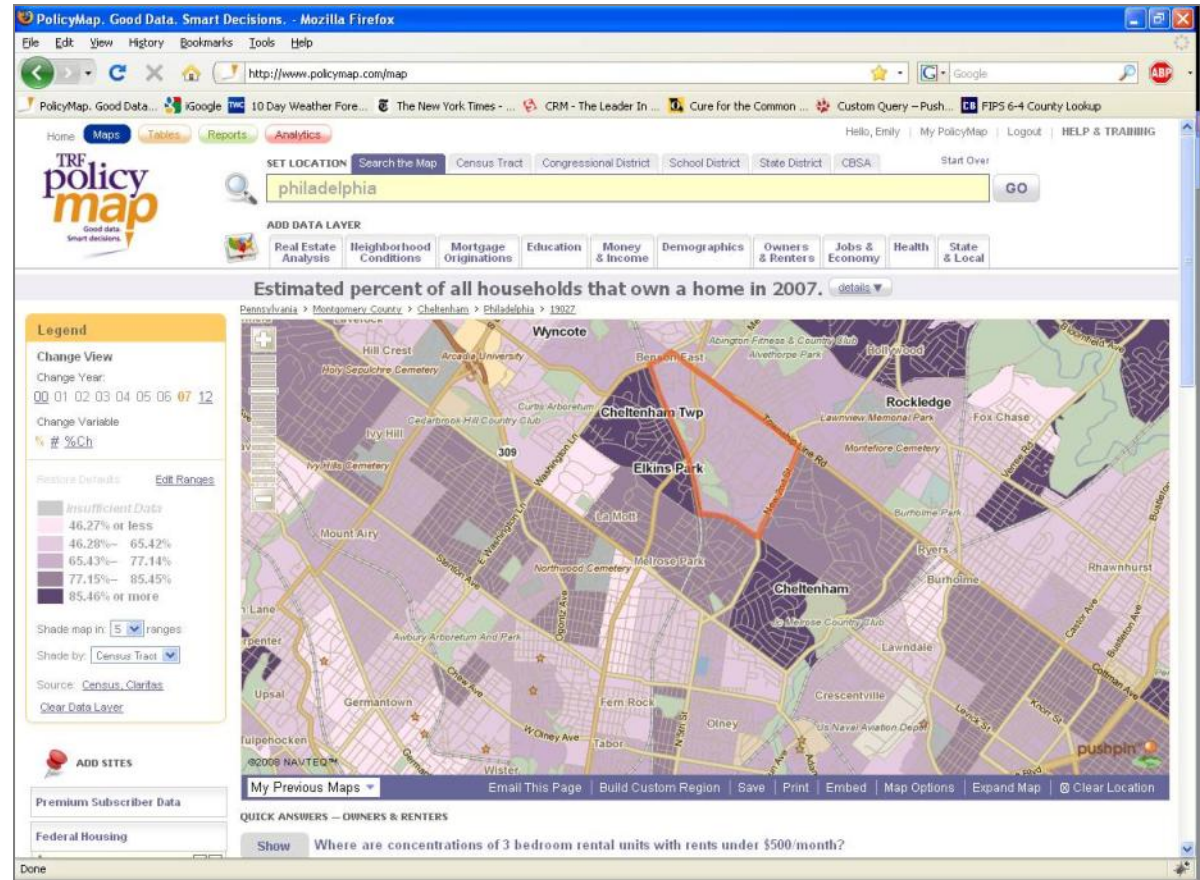
PolicyMap: All the data you need. All in one place. All online.

- 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

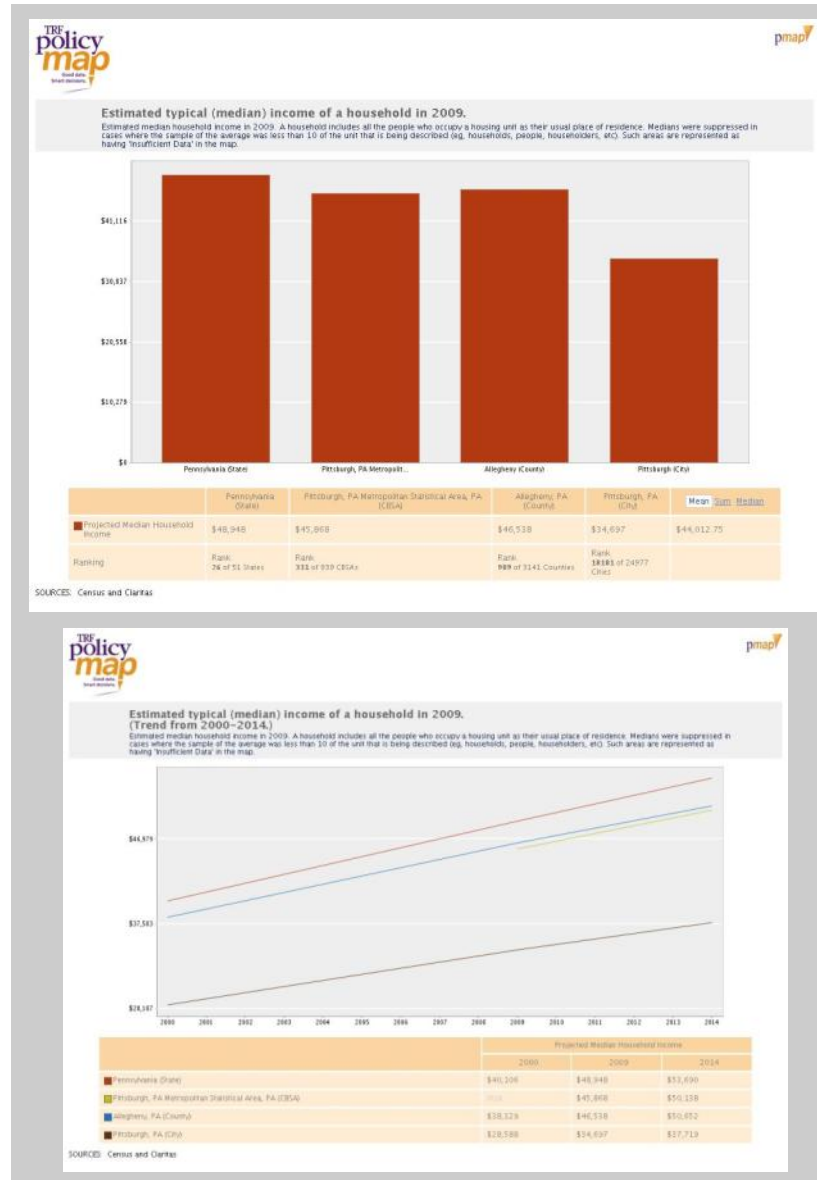


PolicyMap: Maps

- 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



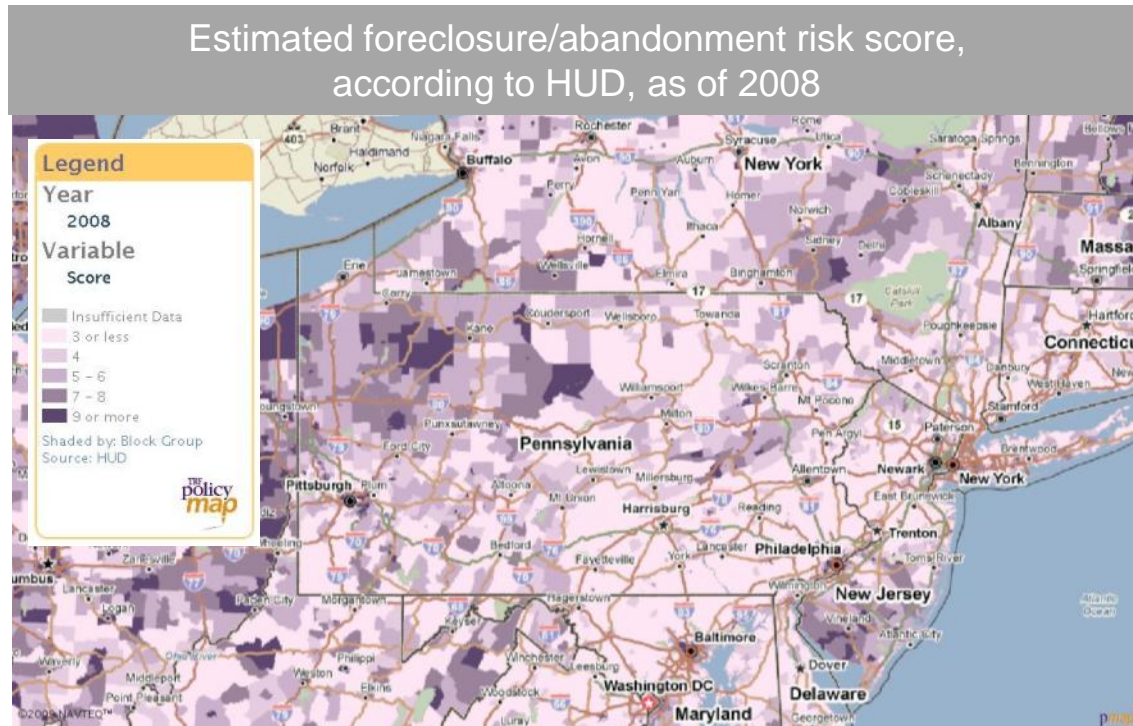
- Tables
- Bar Charts
- Trend (line) Graphs
- Data Download
- Rankings
- Site Lists



- Reports for pre-defined locations, radius around an address, custom region
- Community Profile, HMDA, Home Sale Reports

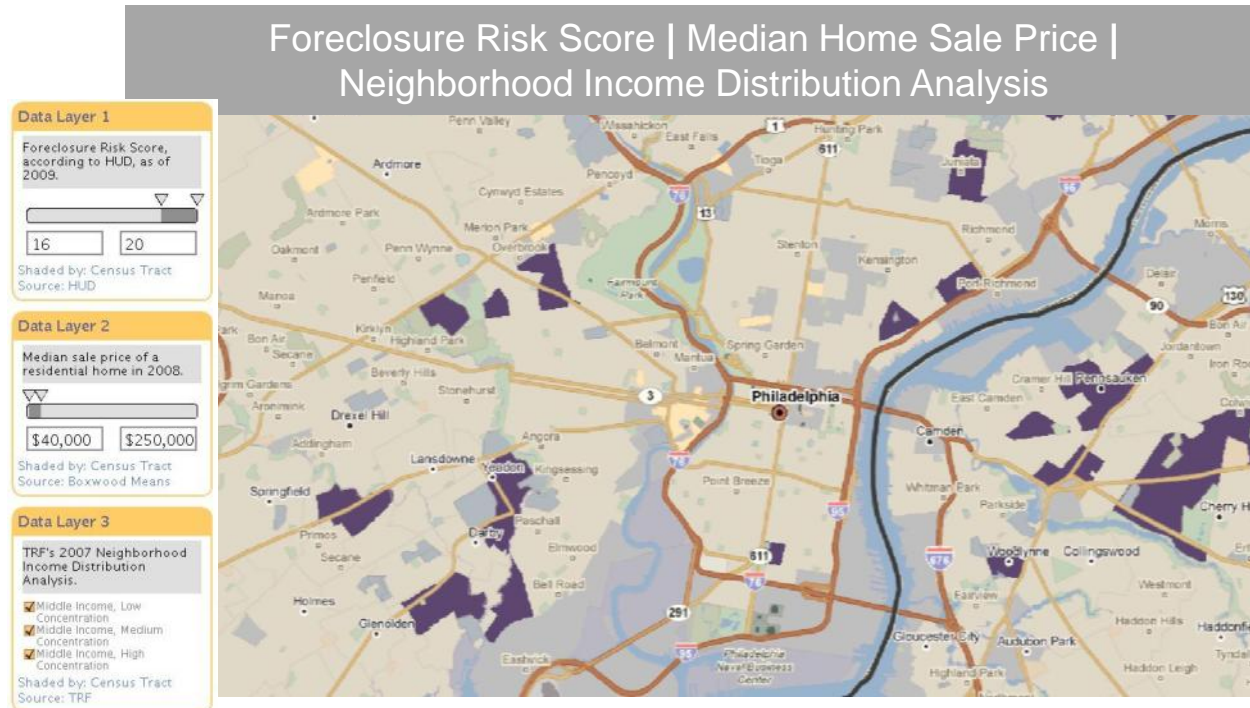
The screenshot displays the PolicyMap website interface. At the top, there are navigation tabs for 'Home', 'Maps', 'Sales', 'Reports', and 'Analytics'. The main heading reads 'Current Report: Community Profile Report of City: Lehighinton'. A map on the left shows the city of Lehighinton highlighted in orange. To the right of the map, the report date is 'October 1, 2009'. Below the map, the 'Proposed Location' section states: 'This location, Lehighinton (City), is located in Carbon County, in the state of Pennsylvania. It is located within or touches the following census tract(s): 020500, 020700, 020600. Similarly, it is located within or touches the following zip code(s): 18235. Data presented in this report summarize the Cities that this area covers. See Endnotes for a full explanation of how the data are calculated.' Below this, there are sections for 'This Area is Served by (or touches):', 'Population Trends', 'Racial Characteristics', and 'Age Distribution', each followed by a 'Loading...' indicator. The bottom of the page shows a browser status bar with 'Done' and 'Internet' icons.

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

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

TRF's Market Value Analysis (MVA)



Capital at the point of impact.

- 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.

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.

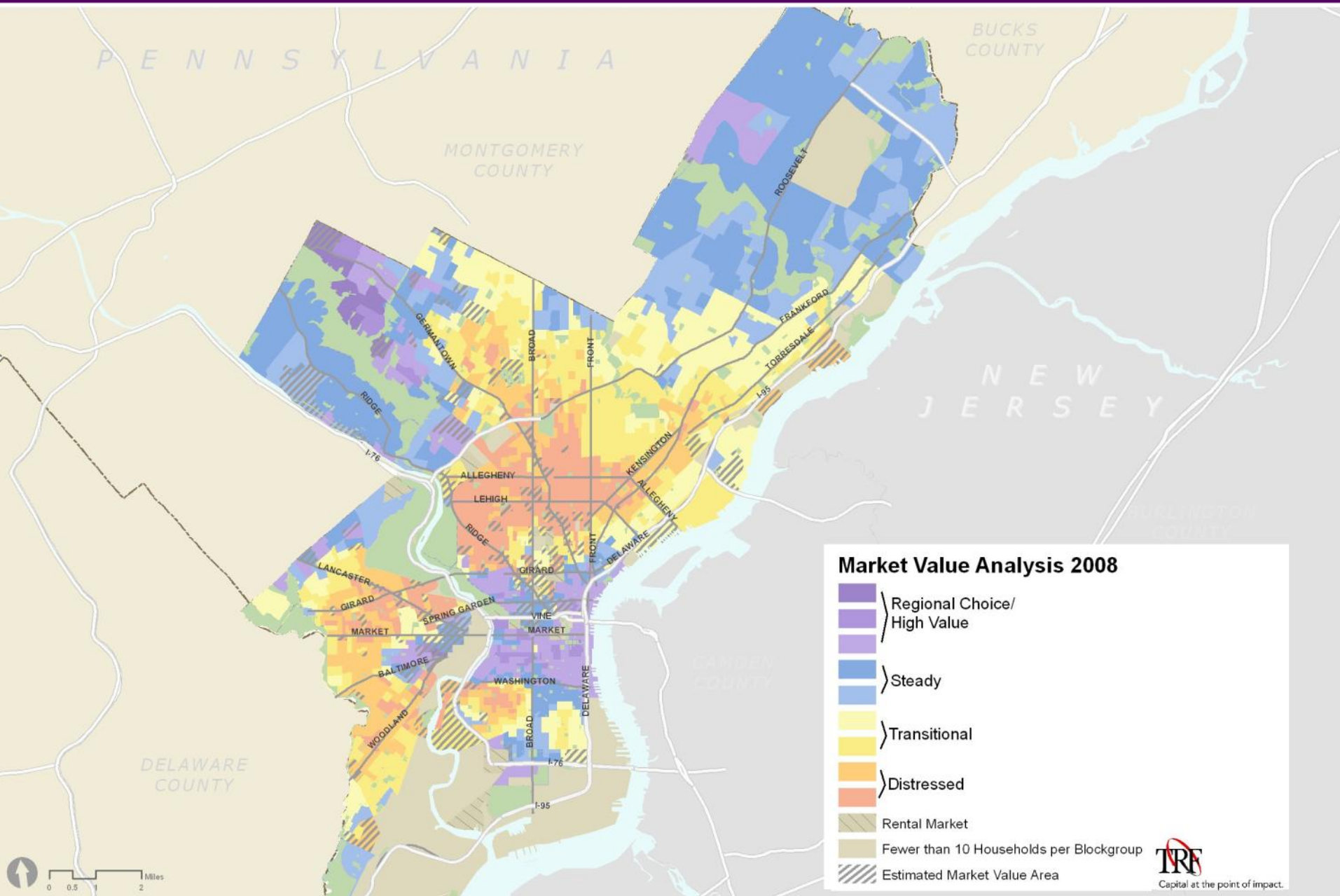
Components of the Philadelphia MVA

- 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)

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

Market Value Analysis; 2007/2008



Market Cluster Characteristics

Market Value Analysis 2007/2008			Median sales price 2006-2007	Coefficient of Variance of Sales price 0607	Vacancy factor	Foreclosures as a percent of sales 0607	Percent Owner Occupied 2007; Claritas	Percent Commercial or Stores with Dwellings; (BRT cat 3,4)	Percent of Residential Properties Tax Abated or Built 2000-2008; BRT	Percent of Rental Units that are PHA owned	Housing Units per Acre
Regional Choice/ High Value	Dark Purple	Median	\$ 960,450	0.47	0.4	12.5	90.3	4.4	3.4	0.0	0.8
		Mean	\$ 928,670	0.45	0.5	37.5	74.4	5.4	4.0	0.0	4.3
	Medium Purple	Median	\$ 550,000	0.54	0.3	4.4	29.9	6.1	4.5	0.0	18.9
		Mean	\$ 576,436	0.51	0.6	8.3	34.1	6.9	15.5	0.4	20.7
	Light Purple	Median	\$ 351,250	0.38	0.6	7.7	49.8	4.3	3.7	0.0	13.5
		Mean	\$ 360,387	0.41	1.1	17.2	48.5	7.5	11.5	0.7	17.5
Steady	Dark Blue	Median	\$ 220,000	0.28	0.6	14.6	64.0	3.2	0.7	0.0	8.4
		Mean	\$ 224,727	0.31	1.1	18.9	61.3	6.1	3.9	0.6	10.5
	Light Blue	Median	\$ 171,000	0.28	0.6	29.1	62.5	2.9	0.0	0.0	9.5
		Mean	\$ 179,421	0.32	1.2	39.2	60.4	5.3	1.3	0.5	10.9
Transitional	Light Yellow	Median	\$ 124,000	0.29	1.2	27.4	76.9	2.8	0.0	0.0	12.6
		Mean	\$ 125,974	0.32	1.9	36.0	71.0	4.4	1.0	0.8	12.6
	Dark Yellow	Median	\$ 80,000	0.41	4.3	39.2	68.5	3.4	0.0	0.0	12.7
		Mean	\$ 82,226	0.45	5.0	46.0	63.9	5.3	1.1	2.7	12.5
Distressed	Orange	Median	\$ 49,925	0.55	9.5	45.5	63.6	4.0	0.0	0.9	13.1
		Mean	\$ 50,325	0.56	9.8	52.1	61.0	5.6	0.3	3.2	12.9
	Red	Median	\$ 28,875	0.75	13.8	27.1	55.6	4.0	0.0	3.8	12.1
		Mean	\$ 27,153	0.81	13.7	32.7	52.9	5.6	0.4	10.8	12.5
City Total		Median	\$ 105,900	0.42	2.9	27.5	62.3	3.7	0.0	0.0	11.2
		Mean	\$ 137,701	0.47	5.3	35.5	58.6	6.3	2.3	3.0	12.2

Neighborhood Stabilization Program (NSP)



Capital at the point of impact.

HUD's Neighborhood Stabilization Program (NSP)

The Neighborhood Stabilization Program (NSP) was established for the purpose of stabilizing communities that have suffered from foreclosures and abandonment. Through the purchase and redevelopment of foreclosed and abandoned homes and residential properties, the goal of the program is being realized.

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

Scenario I: Area is Consistent with Theory of NSP

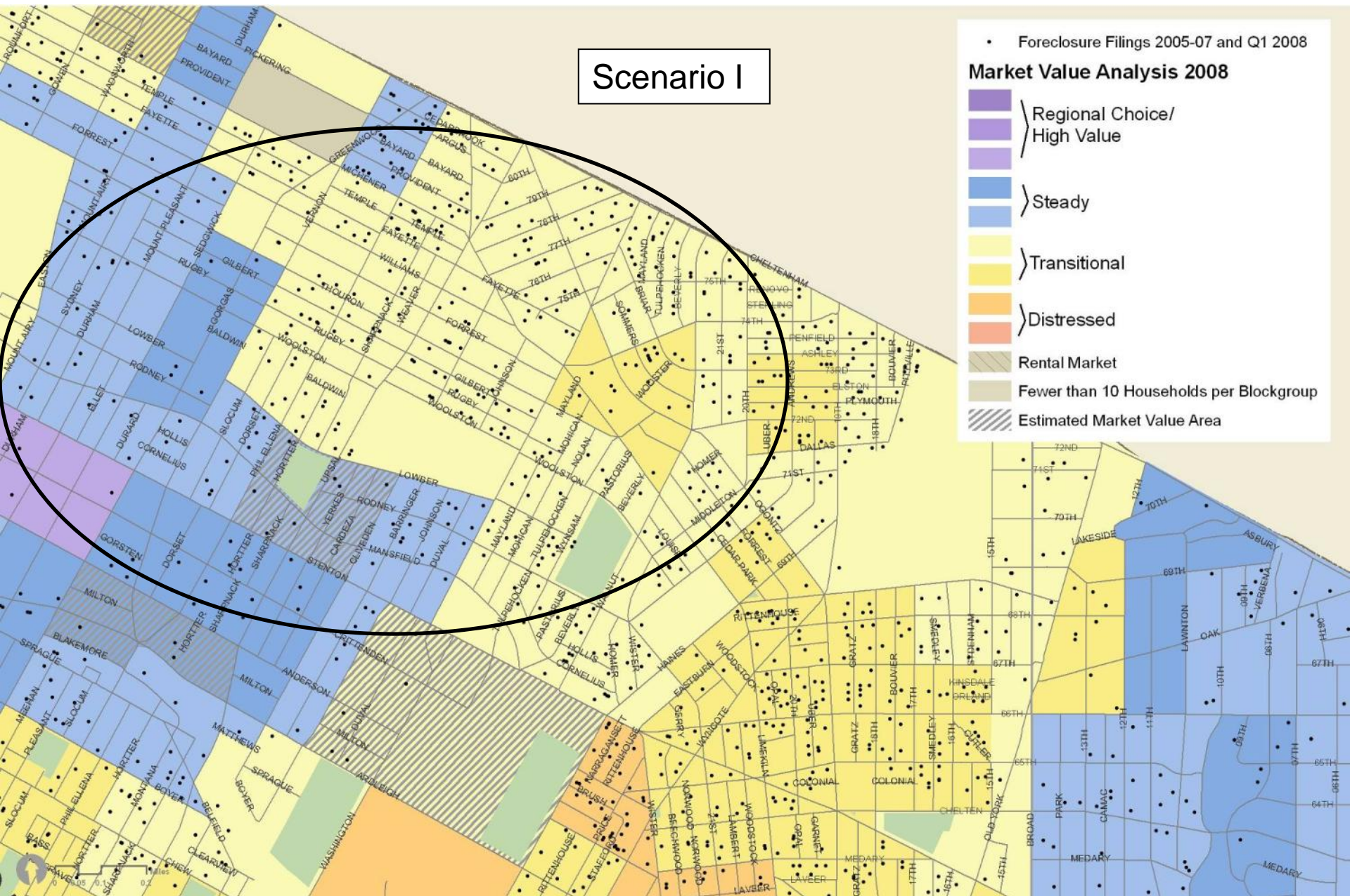
- The area's real estate market is characterized as relatively stable and steady.
- Vacancy in the area is primarily due to foreclosure, not high levels of historic disinvestment and high crime.
- The area is close to both stronger and weaker markets.
- With modest foreclosure-related investment you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

Scenario I

• Foreclosure Filings 2005-07 and Q1 2008

Market Value Analysis 2008

- } Regional Choice/ High Value
- } Steady
- } Transitional
- } Distressed
- Rental Market
- Fewer than 10 Households per Blockgroup
- Estimated Market Value Area



Scenario I

• Foreclosure Filings 2005-07 and Q1 2008

Vacancy Factor

Vac Lot Area; 5yr+ Tax Delinq; Demolitions; Water Shutoffs

1.0 or Less

1.1 - 2.0

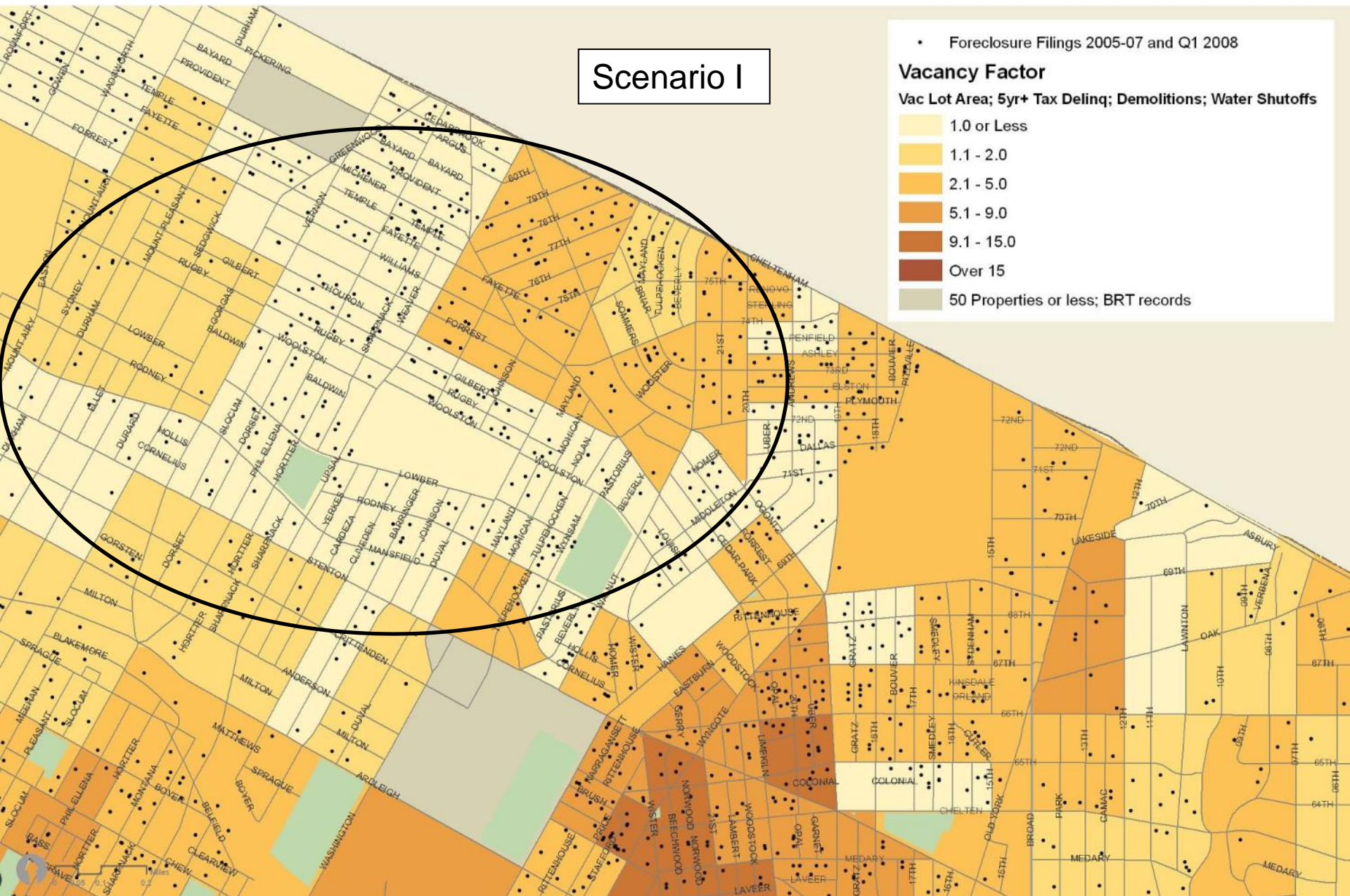
2.1 - 5.0

5.1 - 9.0

9.1 - 15.0

Over 15

50 Properties or less; BRT records



Scenario II: Area is Inconsistent with Theory of NSP

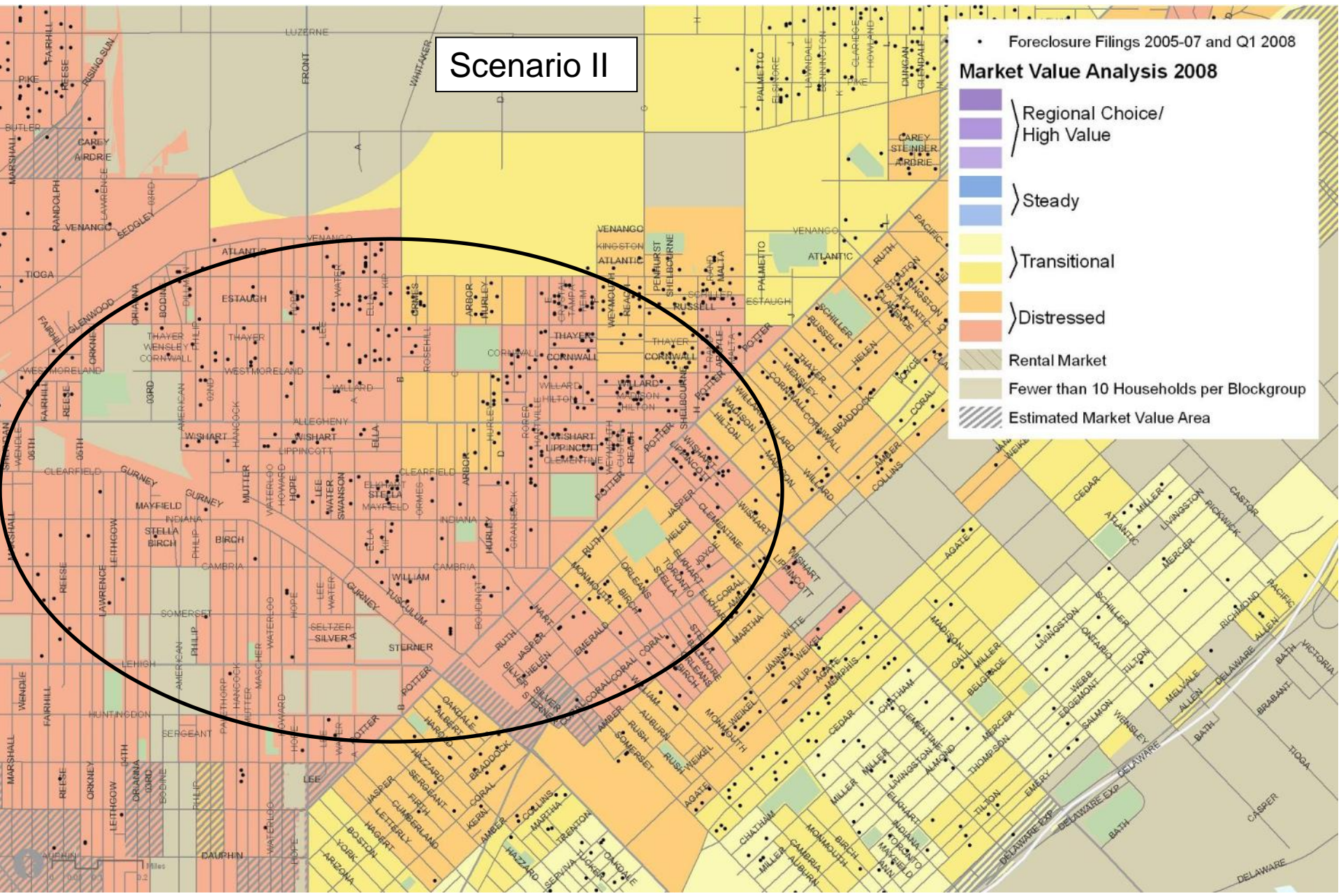
- The area's real estate market is characterized as largely distressed.
- Overall vacancy levels are high and indicative of larger social and economic disinvestment.
- The area lacks proximity to market strength.
- Foreclosure-related investment alone will not impact the area's real estate market or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

Scenario II

• Foreclosure Filings 2005-07 and Q1 2008

Market Value Analysis 2008

- } Regional Choice/ High Value
- } Steady
- } Transitional
- } Distressed
- Rental Market
- Fewer than 10 Households per Blockgroup
- Estimated Market Value Area



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

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

www.trfund.com

