Turning the Corner: MONITORING NEIGHBORHOOD CHANGE TO PREVENT DISPLACEMENT

Mychal Cohen
Urban Waters Learning Network Webinar
June 5, 2019
Why Monitor Neighborhood Change?
Displacement risk is not the same everywhere

Photo courtesy of Cassandra Leopold
Residents can leverage data to have a voice in decisionmaking

Photo courtesy of Data Driven Detroit
Large-scale investments can increase displacement pressures
Turning the Corner - Project Description
Tuming the Comer
National Organizations

http://www.neighborhoodindicators.org/tumingthecomer
Local Research Partners and Funders

**Buffalo**
- University of Buffalo’s Center for Urban Studies, the City of Buffalo
- Community Foundation for Greater Buffalo, Ralph C. Wilson, Jr. Foundation

**Detroit**
- Data Driven Detroit
- Community Foundation for Southeast Michigan; Hudson-Webber Foundation, The Skillman Foundation, John S. and James L. Knight Foundation

**Milwaukee**
- Data You Can Use
- Greater Milwaukee Foundation; Northwestern Mutual Foundation; Zilber Family Foundation

**Phoenix**
- LISC Phoenix, Arizona State Univ.
- Vitalyst Health Foundation, Arizona Community Foundation

**Twin Cities**
- Federal Reserve Bank of Minneapolis, LISC Twin Cities, Wilder Research Group, University of Minnesota’s Center for Urban and Regional Affairs
- McKnight Foundation
Key Themes from the Sites
Perceptions of community safety vary
Recommendations on public safety

- Expand the definition of safety.
- Contextualize data with resident insights and neighborhood history.
- Be proactive!
Neighborhood change creates risks and opportunities for small businesses
Recommendations on small business

- Ensure equitable access to resources and support for small businesses
- Develop accurate data on small businesses
- Leverage resident voices to influence development

Photo courtesy of Cassandra Leopold
http://www.neighborhoodindicators.org/tumingthecorner

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Applying Lessons from The 606 to Map Displacement Pressure in Chicago

Presented by Institute for Housing Studies
Institute for Housing Studies

• IHS’s mission is to provide reliable, impartial, and timely data and research to inform housing and community development policy decisions and discussions in the Chicago region and nationally

• IHS accomplishes this through an applied research model
  • Data collection and improvement
  • Research
  • Technical assistance

• Presentation – Lessons from Measuring the Impact of The 606
  • Research on changing housing market dynamics in neighborhoods near The 606
  • How the market response varied depending on underlying demographic, socioeconomic and housing market characteristics
  • Implications for preserving affordability around future public investment projects and how IHS is building on these findings to understand displacement citywide
Role of Public Investment in Driving Neighborhood Change

• Impacts on housing demand, supply, and affordability
  • A new amenity can attract new households, increasing demand for housing
  • New demand and investments can lead to increased house prices and rents
  • New development likely unaffordable to low- and moderate-income households

• Lost affordability and displacement pressure
  • Increased costs exacerbate cost-burden and destabilize housing situations
  • Renters, seniors, low-income households, large households, and cost-burdened households are at greater risk for displacement in a rising cost environment

• Price changes are an indicator of shifting demand and affordability
  • IHS used its House Price Index to understand the impact of The 606
  • Price index model controls for housing, location, and transaction characteristics to track changes in the sales price of a “typical” single family home
The 606 linear park region includes very different markets

SOURCE: IHS DATA CLEARINGHOUSE
The 606 linear park region includes very different markets

Characteristics of the eastern and western neighborhoods adjacent to The 606

<table>
<thead>
<tr>
<th></th>
<th>606 West</th>
<th>606 East</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$49,701</td>
<td>$115,924</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>25.5%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Renter Share</td>
<td>61.5%</td>
<td>41.5%</td>
</tr>
<tr>
<td>Renter Cost-Burden Share</td>
<td>50.5%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Latino Share</td>
<td>67.3%</td>
<td>11.1%</td>
</tr>
<tr>
<td>4+ Person Household Share</td>
<td>25.5%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Properties Impacted by Foreclosure</td>
<td>24.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Investor Share</td>
<td>20.7%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

SOURCE: IHS CALCULATIONS OF AMERICAN COMMUNITIES SURVEY DATA - 5-YEAR, 2009-14, IHS DATA CLEARINGHOUSE, 2015
Price trends along The 606

Quarterly price trends for single family homes within ½ mile of The 606, 1997 to 2016 1Q

SOURCE: IHS COOK COUNTY HOUSE PRICE INDEX 2016 1Q
Was there a premium in 606 West?

Change in price premium in 606 West by distance (miles) from The 606

SOURCE: IHS CALCULATIONS OF DATA FROM IHS COOK COUNTY HOUSE PRICE INDEX 2016 1Q
Key Findings for Policy and Practice

• Neighborhood characteristics matter
  • A neighborhood’s location, housing characteristics and the underlying vulnerability of the population to displacement can help us anticipate effects.

• The timing of interventions are important to their success
  • The market can change quickly and many of the most robust strategies to preserve affordability are impractical in strong markets.

• Proximity matters
  • The impact varies depending on distance to the project and policies can similarly be geographically targeted.

• Policy incentives must be responsive to market changes
  • Understanding the scale of effects can help inform policy incentives targeted to owners to keep housing affordable.
Using data to target and prioritize preservation strategies

Identifying areas with vulnerable populations and housing types

SOURCE: IHS CALCULATIONS OF 5-YEAR AMERICAN COMMUNITY SURVEY DATA, 2011-15
Using data to target and prioritize preservation strategies

Current and changing levels of affordability

SOURCE: IHS CALCULATIONS OF PROPERTY SALES DATA FROM COOK COUNTY RECORDER OF DEEDS, 2017 AND 2012, COOK COUNTY ASSESSOR
Using data to target and prioritize preservation strategies

Current and changing levels of affordability in vulnerable neighborhoods

Assessing Displacement Risk in Vulnerable, Rising Markets

• High-cost
  • Likely active displacement
  • High demand for market-rate housing creates opportunities and challenges for policies leveraging that demand to build and preserve affordable units

• Moderate-cost
  • Potential “tipping-point” neighborhood
  • The relative affordability of these markets gives practitioners an opportunity for more proactive policies to preserve affordability, but window is closing

• Low-cost
  • Limited current risk from rising prices
  • Population loss tied to long-term disinvestment might be more critical type of displacement
  • Abundance of lower-value properties and land may provide the best opportunity for comprehensive, long-term housing strategies for inclusive growth
Census Tracts Vulnerable to Displacement with Rising Costs

Case study – Neighborhoods Surrounding Proposed El Paseo Trail

Case study – Intensifying Neighborhoods Surrounding El Paseo Trail

MAPPING DISPLACEMENT PRESSURE IN CHICAGO

Where is displacement a concern in Chicago? View different levels of displacement and lost affordability pressures at the neighborhood level and learn about strategies to preserve housing affordability in areas with different levels of displacement risk. Read the full report »

THE OBAMA PRESIDENTIAL CENTER

The Obama Presidential Center will be located at the end of Midway Plaisance and Lake Michigan. It will include gardens, trails, green space, and recreation facilities. It will also feature a restaurant, and spaces for educational programming. Under the Obama Science and Industry, the Obama Presidential Center will be comparable to the city's Museum of Science and Industry.
Applying Lessons from The 606 to Map Displacement Pressure in Chicago

Contact: sduda1@depaul.edu
Tracking equitable development outcomes in Washington DC

Somala Diby, Research Analyst
Urban Institute and 11th Street Bridge Park
DC’s population is constantly changing

Population (thousands), 1800 to 2016

Source: U.S. Census Bureau decennial census and annual estimate data compiled by Urban: Greater DC (GreaterDC.urban.org).
Ward 8 is a symbol of black self-empowerment

- Attractive destination for southern African American families
- Influential black community
- Descendants of pre-Civil War free blacks, including Frederick Douglas
Poverty rates east of the Anacostia River far outpace the rest of the city

Comparative Analysis of Neighborhoods to the West and East of the Anacostia River
Families living East of the Bridge Park face more pressure to cover typical expenses like food, housing, and transportation

Share of Families with Incomes below $75,000
East of the river residents are significantly more rent-burdened than other District residents

Share of Cost-Burdened Renters or Homeowners ACS 2011-2015
East of the river will experience major population change in the coming years

Percentage Change in Number of Households: Census Tracts East and West of the Future Bridge Park Site, 2015–45
Anacostia's Biggest Up-and-Coming Developments, Mapped

BY MICHELLE GOLDCHAIR | JUN 17, 2016, 3:41PM EDT
Equitable development in Anacostia
11th Street Bridge Park’s Equitable Development Plan
5 years, 2 plan updates, and 14 strategies across 4 domains

- **Fall 2014**
  Bridge Park launches Equitable Development Task Force (EDTF)

- **February–June 2015**
  Numerous stakeholders brainstorm and vet EDTF recommendations

- **May 2016**
  LISC DC announces $50 million Elevating Equity Initiative

- **March–May 2017**
  JPMC, Citi Community Development, and CFE announce $500,000 investment local community land trust

- **October 2018**
  Bridge Park releases EDP 2.0

- **November 2015**
  Bridge Park releases Equitable Development Plan (EDP) 1.0

- **January 2016**
  EDP implementation kicks off ongoing relationship with MANNA Home Buyers Club

- **September 2017**
  JPMC invests $5 million to implement EDP under PRO Neighborhoods initiative
Workforce development

- First-source hiring for park construction
- Skill development
- Advocacy
Small business development

- Loans
- Technical assistance
- Businesses on the park
Housing

- Home buyers’ club
- Douglass Community Land Trust
- Tenants rights education

Image credit: 11th Street Bridge Park
Arts, culture, and social equity

- Info hub
- Affordable programming that prioritizes longtime residents
- Use of park space
- Building the local arts community
- Urban farms

Image credit: 11th Street Bridge Park
Using data to track equitable development outcomes
“Robust data and research are essential to developing strategies to build an equitable economy.” – PolicyLink

Racial equity “is the condition that would be achieved if one’s racial identity no longer predicted, in a statistical sense, how one fares.” – Racial Equity Tools
Three key purposes

- To track BP’s equitable development outcomes
  - Program-level continuous improvement and ongoing evaluation
- To locate the BP in broader equity context
  - Population-level trends
- To explore new questions that shape BP’s approach
  - New analyses that can be “weaponized”
Program-level outcomes
Building the Bridge Park’s capacity for continuous improvement

- Led workshops with program partners
- Developed logic models for all programs
- Created corresponding metrics and indicators
- Set targets across programs
- Ongoing, collaborative data collection
## Housing: Strategy 2 (2016)

<table>
<thead>
<tr>
<th>Goals</th>
<th>Inputs/Activities</th>
<th>Outputs</th>
<th>Intermediate outcomes</th>
<th>Long-term outcomes</th>
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</thead>
<tbody>
<tr>
<td>Work with city agencies and nonprofits to preserve existing affordable housing, and leverage additional resources to build new affordable housing</td>
<td>Secure funding for down payment assistance program and Manna's Home Buyers Club</td>
<td>Vacant, blighted, properties will be converted to additional affordable units</td>
<td>More nonprofits and philanthropic funders are involved in securing affordable housing in the Bridge Park impact area</td>
<td>Homeownership in the Bridge Park impact area increases</td>
</tr>
<tr>
<td></td>
<td>Pursue creation of Community Land Trust</td>
<td>Down payment assistance will be made available in Bridge Park impact area</td>
<td>Homeownership campaign is active within Bridge Park impact area</td>
<td>Residents in the Bridge Park impact area have more access to wealth</td>
</tr>
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<td></td>
<td>Support additional housing nonprofits</td>
<td></td>
<td></td>
<td>More affordable housing options are available near the Bridge Park</td>
</tr>
<tr>
<td></td>
<td>Partner with homeownership initiatives within the Bridge Park impact area</td>
<td></td>
<td></td>
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## Housing: Strategy 2 (2018)

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<td>Secure funding for down payment assistance program and Manna’s Home Buyers Club</td>
<td>Vacant, blighted, and city-owned properties will be converted to additional affordable units</td>
<td>More nonprofits and philanthropic funders are involved in securing affordable housing in the Bridge Park impact area</td>
<td>Homeownership in the Bridge Park impact area increases</td>
</tr>
<tr>
<td></td>
<td>Pursue creation of Community Land Trust and secure CLT funding</td>
<td>Down payment assistance will be made available in Bridge Park impact area</td>
<td>Homebuyers Club participants purchase homes</td>
<td>Residents in the Bridge Park impact area have more access to wealth</td>
</tr>
<tr>
<td></td>
<td>Support additional housing nonprofits</td>
<td>Affordable housing units created and preserved</td>
<td>Homeownership campaign is active within Bridge Park impact area</td>
<td>More affordable housing options are available near the Bridge Park</td>
</tr>
<tr>
<td></td>
<td>Partner with homeownership initiatives within the Bridge Park impact area</td>
<td>Host Ward 8 Homebuyers Club Workshops</td>
<td>Establishment of a sustainable Community Land Trust</td>
<td>Limited displacement and reduce housing instability and homelessness</td>
</tr>
<tr>
<td></td>
<td>Identify and acquire city-owned property for potential conversion to affordable housing</td>
<td>Partner with City First Enterprises to launch CLT</td>
<td>Homebuyers Club participants maintain home purchases</td>
<td></td>
</tr>
</tbody>
</table>
## Housing metrics

<table>
<thead>
<tr>
<th>Baseline Data (population level for Bridge Park area)</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>- # of building permits issued for residential construction/rehab</td>
<td>DCRA; DC Preservation Catalog; Real property data; HMDA</td>
</tr>
<tr>
<td>- # of affordable units from Preservation Catalog</td>
<td></td>
</tr>
<tr>
<td>- # of renter households</td>
<td></td>
</tr>
<tr>
<td>- # of homeowner households</td>
<td></td>
</tr>
<tr>
<td>- % homeowner households (homeownership rate)</td>
<td></td>
</tr>
<tr>
<td>- % renters with severe housing cost burden</td>
<td></td>
</tr>
<tr>
<td>- % homeowners with severe housing cost burden</td>
<td></td>
</tr>
<tr>
<td>- # of home sales</td>
<td></td>
</tr>
<tr>
<td>- median sales price of SF homes/condominiums</td>
<td></td>
</tr>
<tr>
<td>- % of residential property owned by area residents</td>
<td></td>
</tr>
<tr>
<td>- # of mortgage-financed home purchases by race/ethnicity of buyer</td>
<td></td>
</tr>
<tr>
<td>- # of mortgage-financed home purchases by income of buyer</td>
<td></td>
</tr>
<tr>
<td>- # of Workforce or Naturally Occurring Affordable Housing (NOAH) units developed/rehabilitated</td>
<td></td>
</tr>
<tr>
<td>- # of participants at tenants rights workshops</td>
<td></td>
</tr>
<tr>
<td>- # of direct tenants’ rights mailings</td>
<td></td>
</tr>
<tr>
<td>- # of tenants reached through door-to-door canvassing</td>
<td></td>
</tr>
<tr>
<td>- # of property owners engaged</td>
<td></td>
</tr>
<tr>
<td>- # of Home Buyers Club workshops hosted</td>
<td></td>
</tr>
<tr>
<td>- # of participants enrolled in HBC workshops</td>
<td></td>
</tr>
<tr>
<td>- # of HBC participants purchase homes</td>
<td></td>
</tr>
<tr>
<td>- # of CLT public events hosted and presentations given</td>
<td></td>
</tr>
<tr>
<td>- $ in acquisition fund</td>
<td></td>
</tr>
<tr>
<td>- # of CLT properties purchase</td>
<td></td>
</tr>
</tbody>
</table>
Putting the Bridge Park in context: population-level trends
Structural barriers for people of color impact the way demographic changes play out

Photo: Gordon Parks’ American Gothic, Washington, DC, 1942.
Leveraging Urban—Greater DC’s research and resources

- Ongoing data agreements with District agencies
  - Police, health and human services, housing, buildings
- Regular updates of national data sources like Census
- Data summarized at multiple geographical levels, including the Bridge Park’s focus area
The Bridge Park, partners, and general public can access equity data about DC

- Closing Equity Gaps in DC’s Wards and Neighborhoods, Urban Institute (2018)

### Adults with a postsecondary degree, 2012–16

<table>
<thead>
<tr>
<th>Ward 7</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11,031 with degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DC</th>
<th>58%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>270,812 with degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ward 7 in an equitable DC</th>
<th>58%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11,031 with degree</td>
</tr>
</tbody>
</table>

If we closed this equity gap, **18,003 more adults in Ward 7 would have postsecondary degrees.**
New analyses to inform the Bridge Park’s approach
Exploring opportunities to expand Douglass Community Land Trust with city-owned property
Finding new ways to articulate ongoing challenges

Home Sales Affordable to First-Time Buyers in 2016, by Occupation

- **Accountant**
  - Income: $86,460
  - Max price: $308,700
  - Ward 8: 71%
  - Washington DC: 22%

- **Retail worker and security guard**
  - Income: $70,260
  - Max price: $250,900
  - Ward 8: 41%
  - Washington DC: 12%

- **Office clerk**
  - Income: $38,640
  - Max price: $138,000
  - Ward 8: 4%
  - Washington DC: 1%

- **Construction worker and cashier**
  - Income: $51,780
  - Max price: $184,900
  - Ward 8: 25%
  - Washington DC: 7%
Three ways we use data to advance equity in Anacostia

- To track BP’s equitable development outcomes
- To locate the BP in broader equity context
- To explore new questions that shape BP’s approach
We can communicate BP results, but not necessarily impact on equity overall

- We can always use more data we don’t currently have
- BP convenes a handful of service providers among a sea of nonprofits
- Limited capacity to track individuals
New opportunities in the future to leverage data

- Quantifying the economic impact of the Bridge Park’s programs
- Institutionalizing continuous improvement processes within the Bridge Park and their partner organizations
Lessons and suggestions for others
Develop a realistic plan

- If you’re doing place-based work, consider how your geographic scope may change
Collaborate with other service providers who may share service populations

- Set performance-level targets to coordinate effort and track progress for achieving equitable development results across partners
Equitable development and equity are related but different

- Locate your organizations in larger systems and support program and population-level data collection
- Hold multiple parties accountable for achieving equity in a measurable way
Build organizational capacity to support continuous improvement activities

- Revisit your logic models and metrics
- Learn by doing
- Be in it for the long haul
References

Resources

- 11th Street Bridge Park Equity Tools (access the plan and how-to videos): https://bbardc.org/equitytools/
- Urban—Greater DC Data Explorer: https://greaterdc.urban.org/
- PolicyLink’s National Equity Atlas: https://nationalequityatlas.org/