From Data to Action: Understanding Florida’s Housing Markets and Neighborhoods

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A working definition of data

- Information (program statistics, demographics, property characteristics) that you can summarize and analyze in order to...
  - Tell a story
  - Make an argument
  - Test your on-the-ground experience
  - Learn about someplace new
  - Make informed decisions about actions
Internal Data: “Business Intelligence”

- Extract data from existing client, property, financial systems
- Customized reporting
- Reporting results to funders
<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>Where</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owners/Renters</td>
<td>Land use and housing types</td>
<td>Position in metro area</td>
<td>Property age and rehab needs</td>
<td>Census</td>
</tr>
<tr>
<td>Resident demographics</td>
<td>Property values</td>
<td>Access to services and transportation</td>
<td></td>
<td>Property Appraiser</td>
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<tr>
<td>Property investors: big or small, in-town or out-of-town</td>
<td>Sales activity</td>
<td>Adjacent neighborhoods</td>
<td>Tracking neighborhood change over time</td>
<td>Subsidized housing databases</td>
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<tr>
<td></td>
<td>Subsidized housing</td>
<td>GIS mapping</td>
<td></td>
<td>Local administrative data</td>
</tr>
<tr>
<td></td>
<td>Vacancy, foreclosure &amp; code violations</td>
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<td></td>
<td>FGDL (GIS)</td>
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</table>
## Two neighborhood profiles

<table>
<thead>
<tr>
<th>#1</th>
<th>#2</th>
</tr>
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</table>
| • Older residents  
• Homes built in the 1940s-1960s  
• SF homes and duplexes  
• Most homes owner-occupied  
• Property values holding steady or falling slowly  
• Scattered vacant homes and lots, foreclosures  
• Several miles from downtown, little transit access | • Mix of families and single older residents; lots of kids  
• Mostly renters  
• Small multifamily (5-50 unit) along larger streets, duplexes and quadriplexes, some SF homes  
• Housing built in 1970s and 1980s  
• Some properties with history of code violations and crime  
• Adjacent to gentrifying neighborhood with newer multifamily developments and condos  
• Near downtown, good transit access |
The Brownsville Neighborhood, Miami-Dade County, FL
The Brownsville Neighborhood, Miami-Dade County, FL

- Historically African-American neighborhood
- Mid 20th century inner-ring suburb
- Large-lot, middle class single family homes
- Strong homeownership rate >50%
SuccessMeasures Survey Data

- Physical condition survey of blocks and parcels
- Neighborhood perception and resident satisfaction survey
NHSSF’s Need for Better Neighborhood Data

- Our traditional use of data is to document what is seen and accomplished in the neighborhood
  - Improve data used to report to funders

- Innovation in our operations focuses on working more strategically with neighborhoods and leveraging our different business lines
  - Improve data used to assess neighborhoods and strategize service delivery
NHSSF Business intelligence system

- Track clients and properties across time and multiple dimensions
- Client reports
  - Progress to homeownership readiness
  - Participation in homeownership workshops
  - Financing
- Property reports
  - Property location and financing
  - Green standards and practices
- Link clients and properties
NHSSF Rental Distress Analysis

- Flagging Miami-Dade and Broward neighborhoods with high levels of investor ownership
- Looking for potential concentrations of distressed rental properties
NHSSF Rental Distress Analysis

- Investor ownership not enough to show distress
- Potential Rental Distress Index
  - Concentrations of renters and investor-owned properties
  - Low property values
  - High vacancy (but not vacation homes)
  - Low median family income
  - High poverty
Single Family Rentals: Target Neighborhoods

Miami-Dade County

Broward County
Different types of housing are concentrated in different neighborhoods

Broward County: Single Family

Broward County: 5-49 Unit Multifamily
Zoom in to the neighborhood level

Block Group 011-041100-3, Broward County

- Single Family, investor owned target neighborhood
- Unincorporated Broward County near Fort Lauderdale
## Zoom in to the parcel level

### Residential Parcels, Block Group 011-041100-3, Broward County

<table>
<thead>
<tr>
<th>Parcel</th>
<th>Address</th>
<th>City</th>
<th>Zip</th>
<th>2010 Census Block Group</th>
<th>Housing Type</th>
<th>Actual Year</th>
<th>Owner Name</th>
<th>Owner Address</th>
<th>Owner City</th>
<th>Owner State</th>
<th>Owner Zip</th>
<th>Bank Owned?</th>
<th>Just Value</th>
<th>SQ FT (living area)</th>
<th>Most recent sale - year</th>
<th>Most recent sale - month</th>
<th>Most recent sale amount</th>
<th>Most recent sale - Arms Length Sale?</th>
<th>2nd most recent sale - year</th>
<th>2nd most recent sale - month</th>
<th>2nd most recent sale amount</th>
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<td>12</td>
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Web-Based Parcel Search Tool
# Web-Based Parcel Search Tool

The image shows a screenshot of a web-based parcel search tool. The interface includes a search bar, filters, and a table displaying various parcel information such as address, city, state, and owner details. The tool appears to be used for searching and viewing parcel data in a neighborhood housing context.

## Table Preview

<table>
<thead>
<tr>
<th>Parcel</th>
<th>MFR</th>
<th>Address</th>
<th>City</th>
<th>Zip</th>
<th>County</th>
<th>Parcel Code</th>
<th>Year Built</th>
<th>Buildings</th>
<th>Homestead</th>
<th>Residential Units</th>
<th>Owner Name</th>
<th>Owner Address</th>
<th>Owner City</th>
<th>Owner State</th>
<th>Owner Zip</th>
<th>Status</th>
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<tbody>
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<td>1</td>
<td>12008000140201</td>
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<td>Miami</td>
<td>33138</td>
<td>Miami-Dade</td>
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<td>1930</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>HSBC BANK USA N A TRS</td>
<td>6300 NE 1 AVE</td>
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<td>65100</td>
<td>DEUTSCHE BANK NatL TRUST COMM</td>
<td>1270 NORTHLAKE DRIVE STE 200</td>
<td>1930</td>
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<td>1</td>
<td>1</td>
<td>DEUTSCHE BANK NatL TRUST COMM</td>
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<td>MENDOTA HEIGHTS</td>
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<td>1</td>
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<td>TX</td>
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### Web-Based Parcel Search Tool

<table>
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<tr>
<th>Property ID</th>
<th>Address</th>
<th>House Value</th>
<th>Living Area</th>
<th>Condition</th>
<th>Year</th>
<th>Month</th>
<th>Amount</th>
<th>Parcel Code</th>
<th>Comment</th>
<th>Year</th>
<th>Month</th>
<th>Amount</th>
<th>Parcel Code</th>
<th>Comment</th>
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</thead>
<tbody>
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<td>123 Main St</td>
<td>120000</td>
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<td>Good</td>
<td>2010</td>
<td>1</td>
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<td>12000</td>
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<td>Fair</td>
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*Note: This table is an example and does not reflect real property data.*
NHSSF’s Use of Smarter Data Tools

- Select a target stabilization neighborhood in Broward County with which to align our service delivery
- Identify new tactics that allow for more effective neighborhood stabilization efforts
  - Rental property receivership
  - Rental property registration
  - Community Code Enforcement
- Continue developing stronger logic models with funders for neighborhood stabilization efforts
Next steps

- **Internal business systems**
  - Build reports
  - Add output from other NHSSF software systems
  - Join client and property data

- **Neighborhood data**
  - Add foreclosures
  - Seek codes enforcement, crime, utility data
Contact Information

Anne Ray
aray@ufl.edu
352-273-1995
Main Shimberg site: http://www.shimberg.edu
Data Clearinghouse: http://flhousingdata.shimberg.edu

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