



Using Data and Maps to Support Equitable Development

**Policy Link Regional Equity 2008: The Third National Summit
on Equitable Development, Social Justice, and Smart Growth**

March 6, 2008

WWW.KEYBANK.COM | WWW.SOCIALCOMPACT.ORG

A tale of two neighborhoods ...

Neighborhood A

Market Size

Population: 328,000
Households: 126,000

Market Buying Power

Agg. Neighborhood Income: \$4.7 B
Average Household Income: \$37,000
Income per Acre: \$785,000

Market Stability/Risk

Median Home Value: \$221,000

Neighborhood B

Market Size

Population: 406,000
Households: 131,000

Market Buying Power

Agg. Neighborhood Income: \$10.2 B
Average Household Income: \$58,000
Income per Acre: \$1.7 Million

Market Stability/Risk

Median Home Value: \$474,000
Retail Spending: \$420,000/acre

Why is accurate market data important?

Capturing the undercount

Neighborhoods with the highest undercount tend to be poor and predominantly minority communities. It is estimated that these communities average a 10% undercount.

- **Los Angeles' undercount**
 - 170, 893 – Los Angeles County; Paul Ong
 - 181, 849 – The City of Los Angeles; NAACP
- **Newark**
 - Estimates that their undercount averages 19%
- **Census challenges**
 - 130 Census challenges resulting in 750,000 people being added back to cities/towns/counties since 2000

A significant percentage of private sector investment decisions are derived from the Census.

Source: Ong, P. & Houston, D. (2002). *The 2000 Census Undercount in Los Angeles County*. The Ralph and Goldy Lewis Center for Regional Policy Studies, University of California, Los Angeles.

Capturing Underserved Market Potential

ACS Poverty Rates

	ACS Poverty Rate	ACS Poverty Rate using Census 2006	ACS Poverty Rate using DrillDown-p
Cincinnati	27.8%	24%	21.1%
Miami	26.9%	23.4%	

Capturing Underserved Market Potential Addressing Information Barriers

The **Social Compact DrillDown** analysis
measures core market drivers:

Size/Growth



Buying Power



Stability/Risk



Using more **accurate, timely** data from
30+ public and proprietary sources

Capturing Underserved Market Potential

Bridging public and proprietary data through technology ...

Public Data

Tax Assessment Data

Business License Registrations

Construction Permits

School Enrollment

Utility Usage and Bill Payments

Proprietary Data

First American Real Estate Solutions

InfoUSA

Acxiom

Equifax

Experian

... and Alliances with Strategic Leaders for Enhanced Analytic Capacity



Capturing Underserved Market Potential

In over 200 *undervalued* neighborhoods across the country, Social Compact has found:

Larger Markets

- 850,000 More residents
- 250,000 More households

Greater Buying Power

- \$19.9 billion more aggregate household income (+24%)
- \$10.5 billion by informal economy income

Less Risk, More Stability

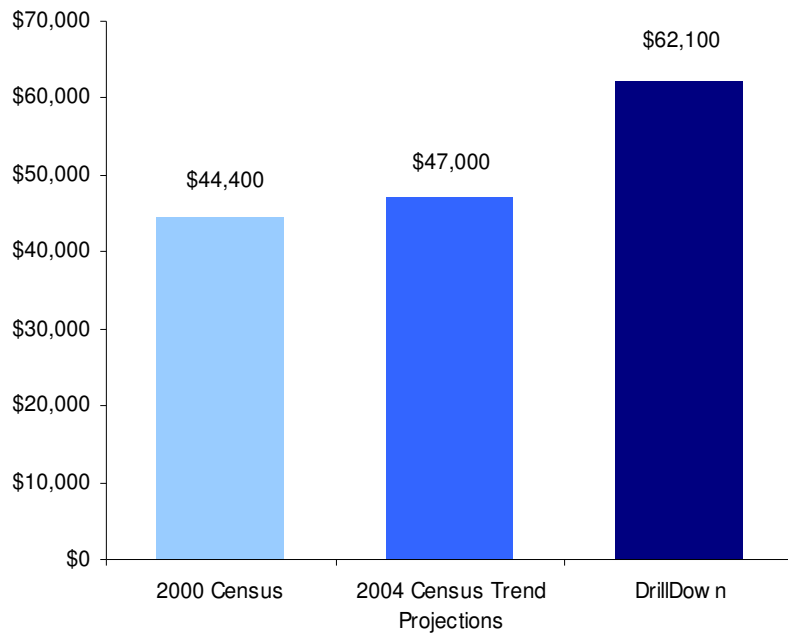
- Falling crime rates
- Booming property market
- High owner occupancy by building

Financial Services Provision

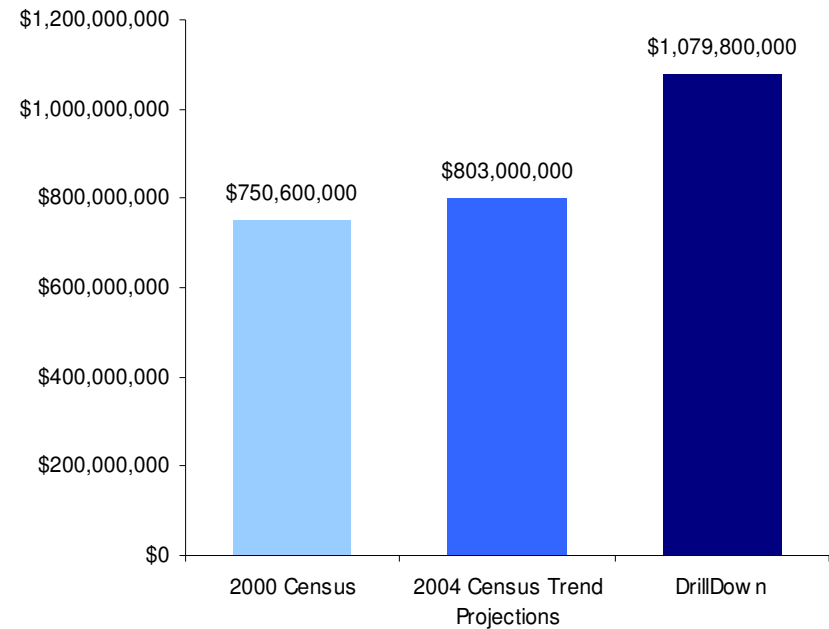
2006 Santa Ana DrillDown

Larger Buying Power = Greater Purchasing Potential

Average Household Income



Aggregate Neighborhood Income



Financial Services Provision

2006 Santa Ana DrillDown

The Market Anomaly:

- **69% of households are underbanked and/or do not have a documented credit history**

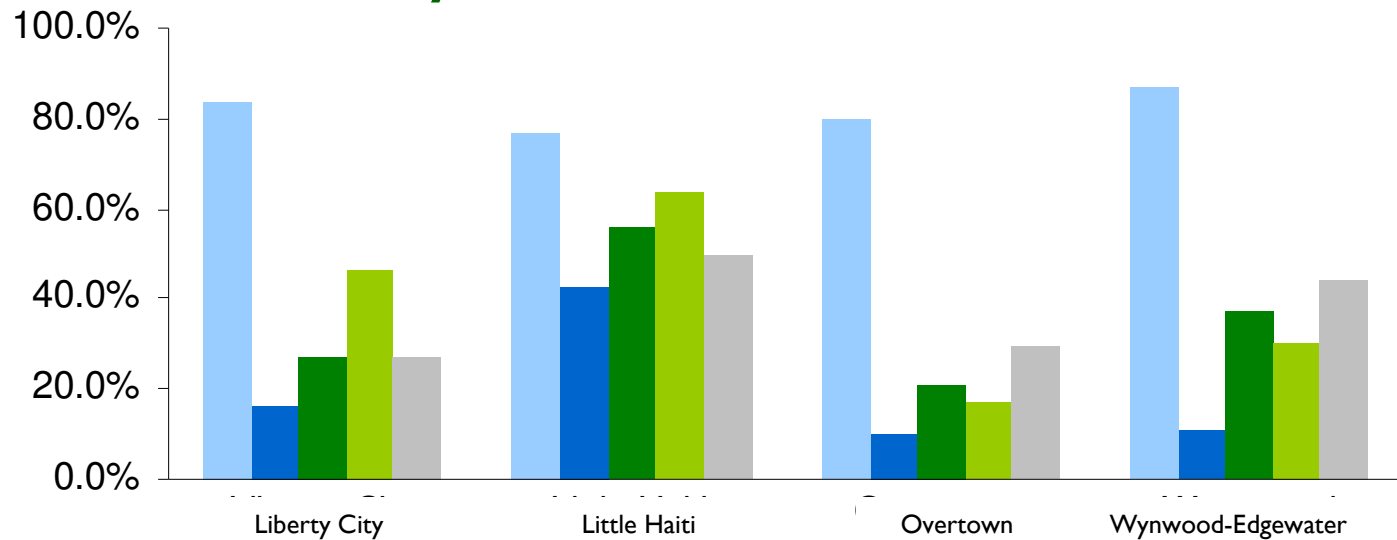
BUT

- **Average household income is \$62,100**
- **Aggregate buying power of \$1.1 billion is 44% larger than Census 2000**
- **52% of households live in owner-occupied housing that have a median home value of \$420,000**
- **At the time of the analysis, there was only one bank branch in the study area**

Financial Services Provision

2007 Miami DrillDown Findings

Survey Results: Consumer Purchasing Patterns Bill Payment Methods

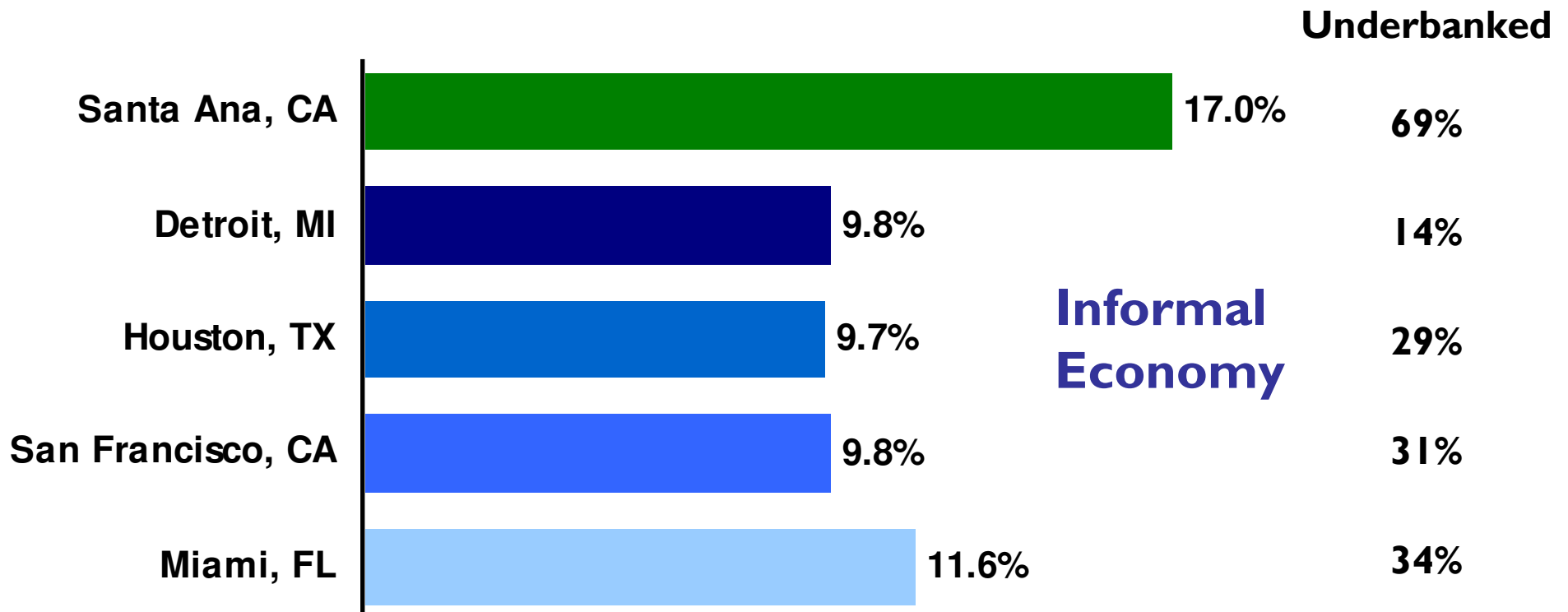


	Liberty City	Little Haiti	Overtown	Wynwood-Edgewater
Cash	83.5%	76.6%	79.9%	87.0%
Pay Day Loans	16.6%	42.9%	9.8%	10.8%
Credit Cards	27.0%	56.2%	20.9%	37.3%
Check cashing facilities	46.3%	63.2%	16.7%	29.9%
Personal Checks	26.8%	50.0%	29.8%	43.9%

Capturing Underserved Market Potential

Sharpened Focus on Informal Economy Developing 10-City Survey of the Underbanked

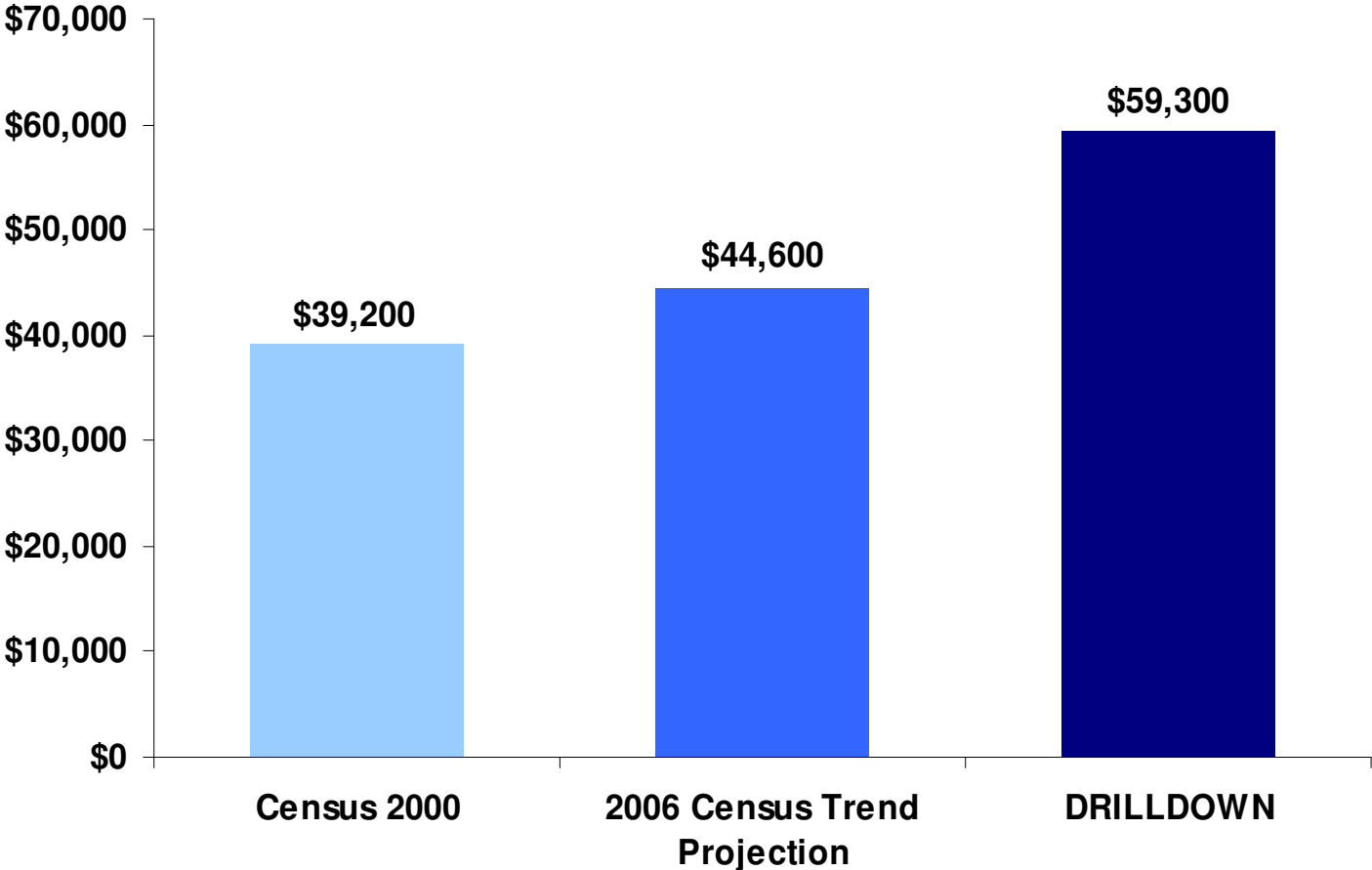
Assess financial habits, needs and perceptions of the underbanked



2006 Detroit DrillDown Findings

Larger Buying Power = Greater Purchasing Potential

Average Household Income



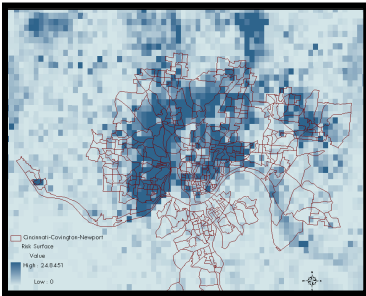
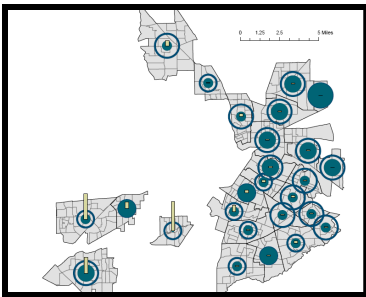
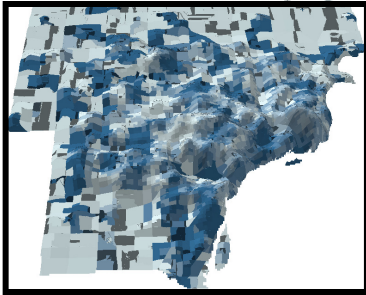
2006 Detroit DrillDown Findings

The Market Anomaly:

- **Grocery stores in the study area exceeded the ICSC national sales average of \$355 per sq. ft.; grocery stores in Greater Downtown average sales of \$855 per sq. ft.**
- **The DrillDown determined there was a \$55.7 million demand and 136,000 sq. ft. potential for grocery stores**

New Housing Units Built

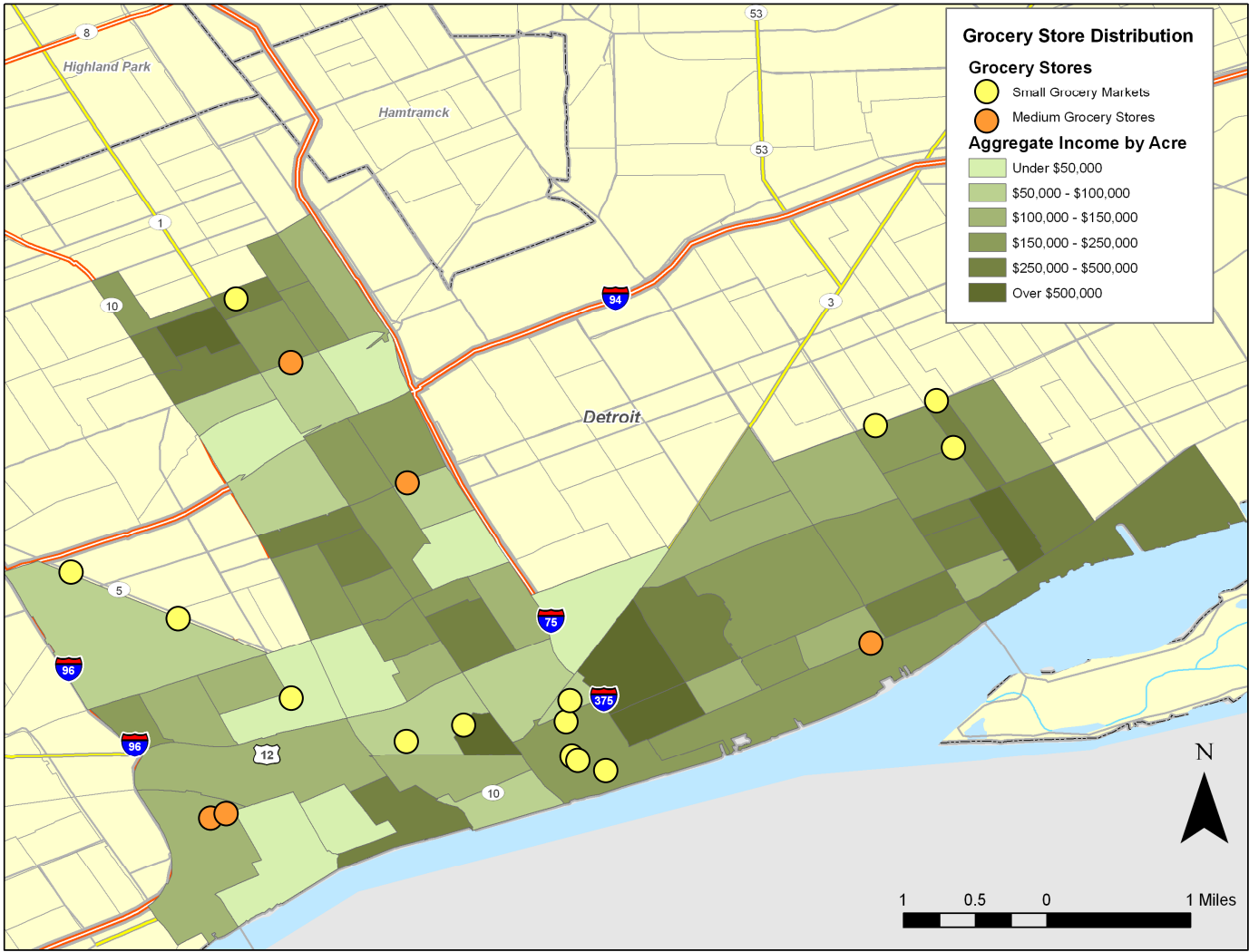
- **3,800 new housing units have been built since 2000**



What can we do with this?

2006 Detroit DrillDown Findings

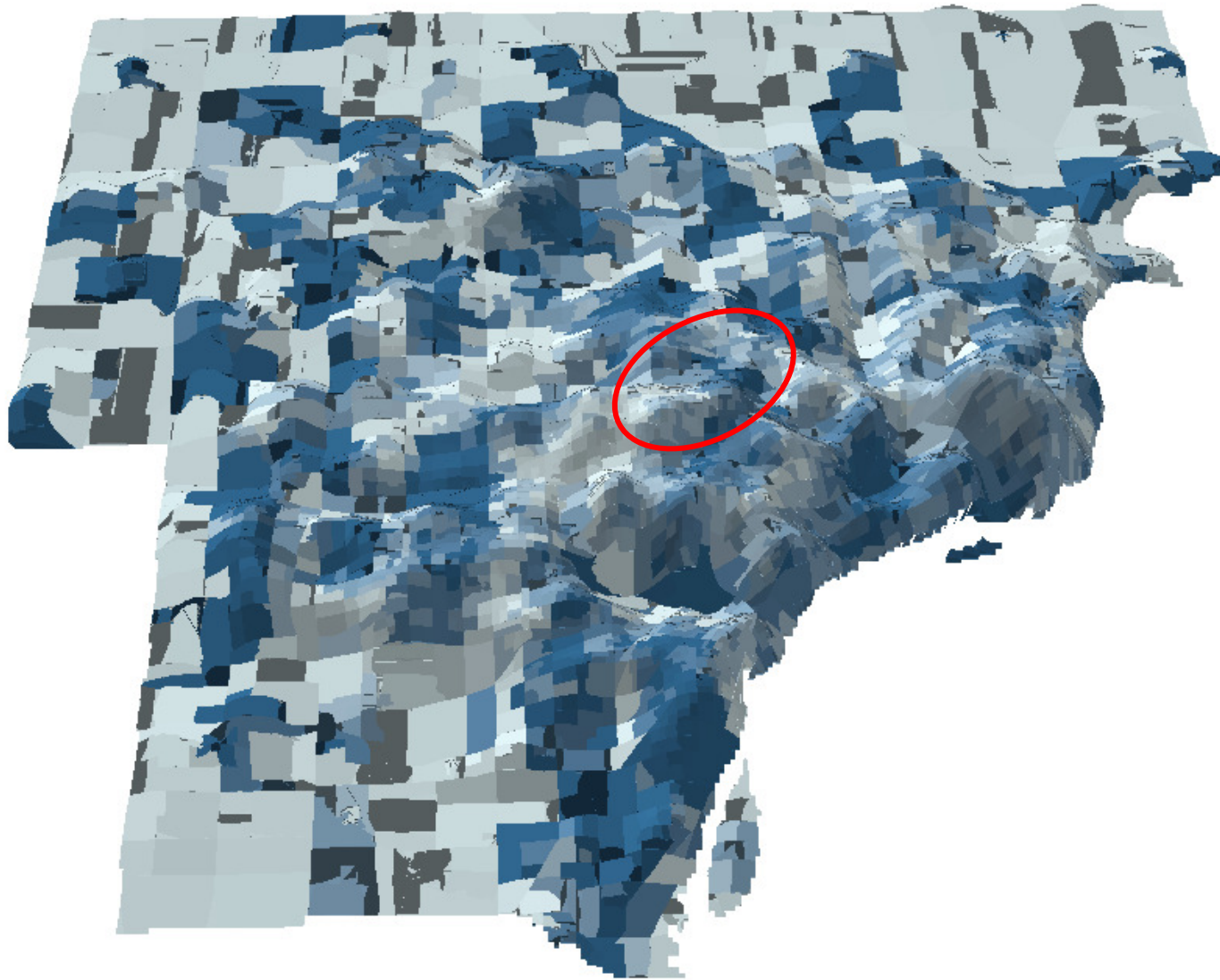
Grocery store attraction



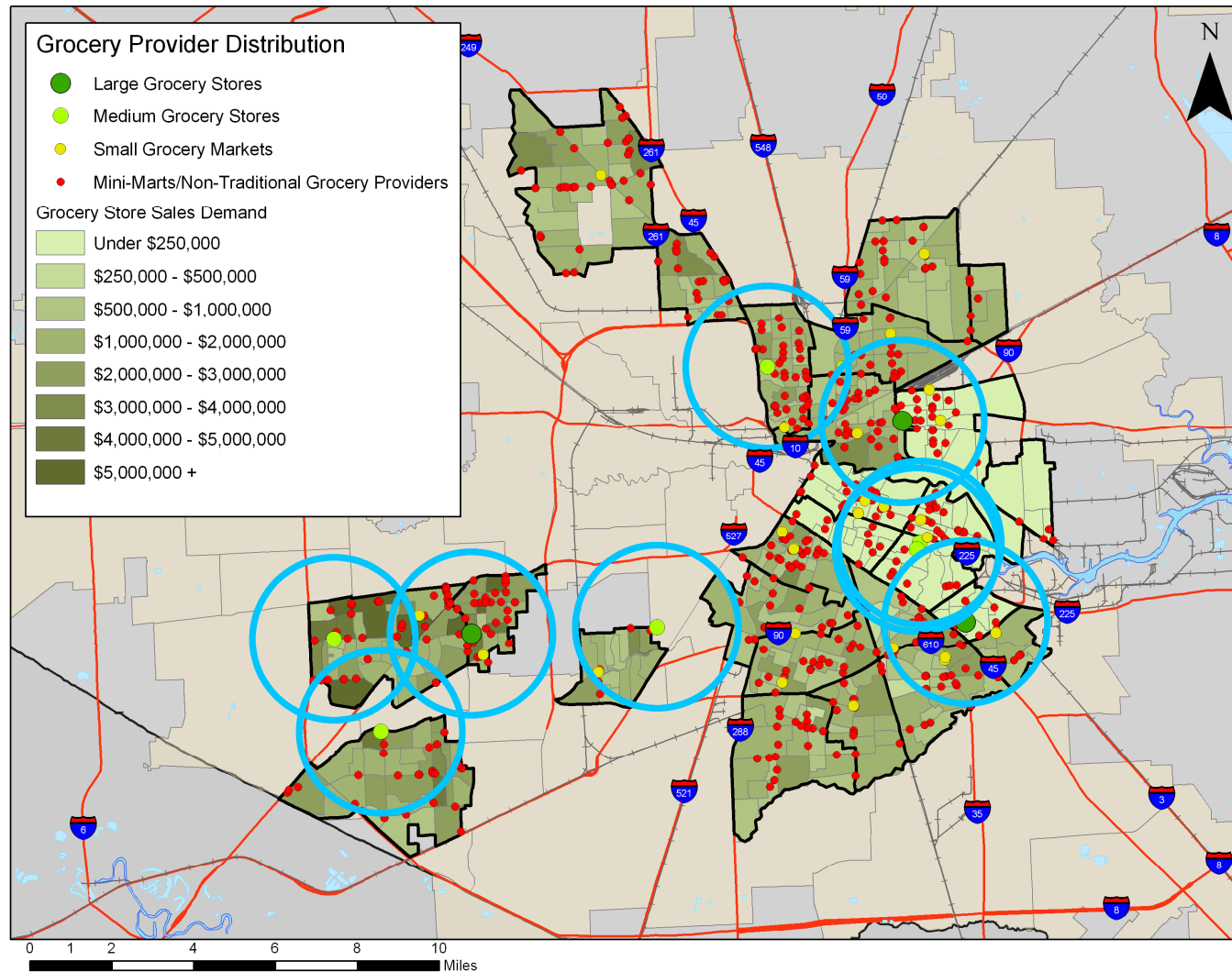
Grocery provider distribution overlaid with aggregate income density.

2007 Detroit DrillDown Findings

3D Model of Grocery Demand



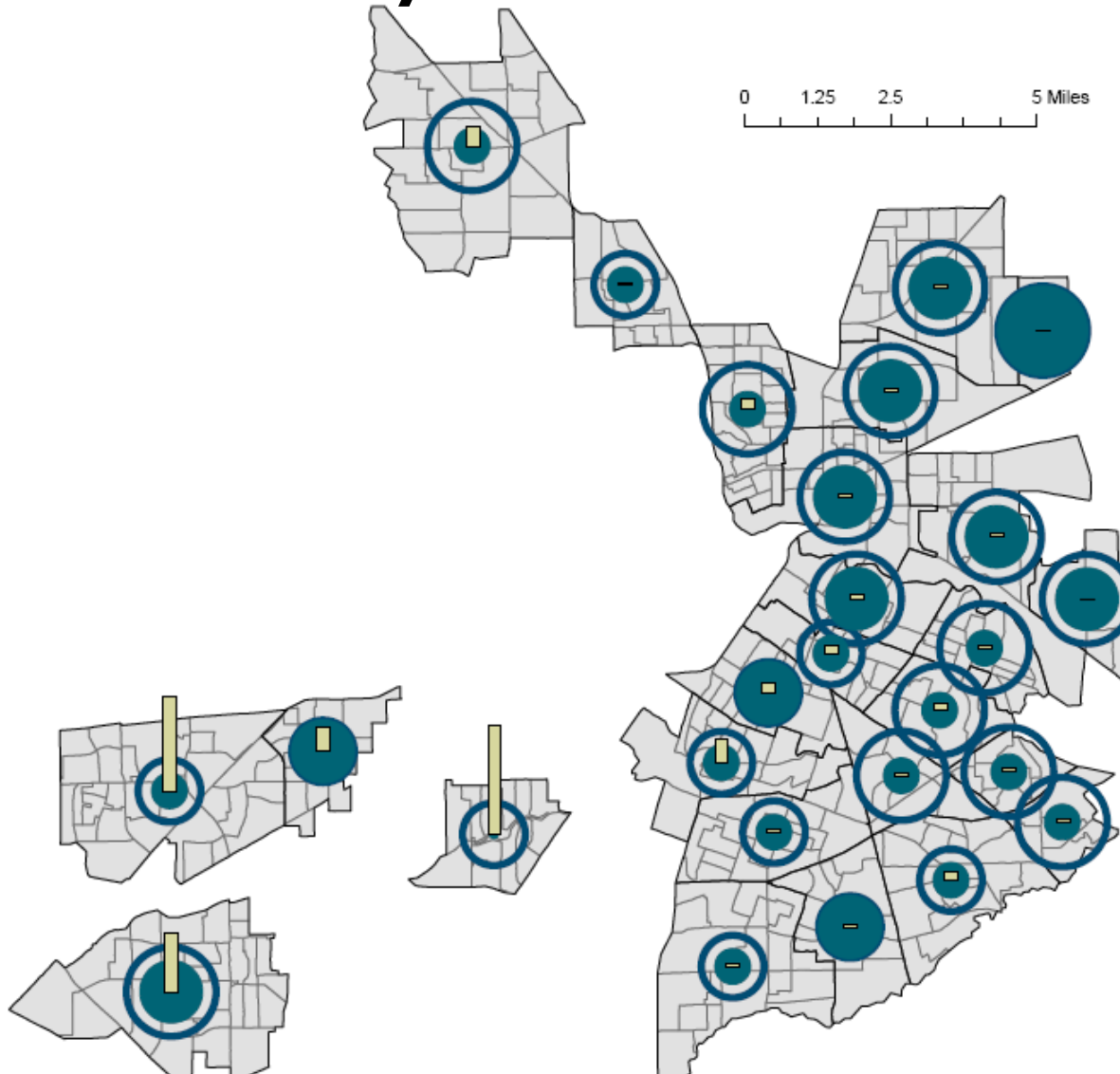
2007 Houston DrillDown Findings



Distribution of grocery providers overlaid with grocery store sales demand.

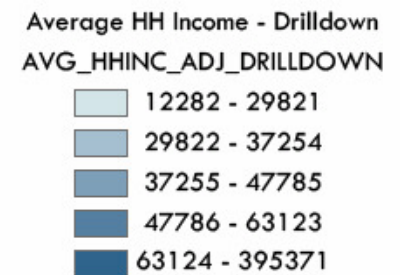
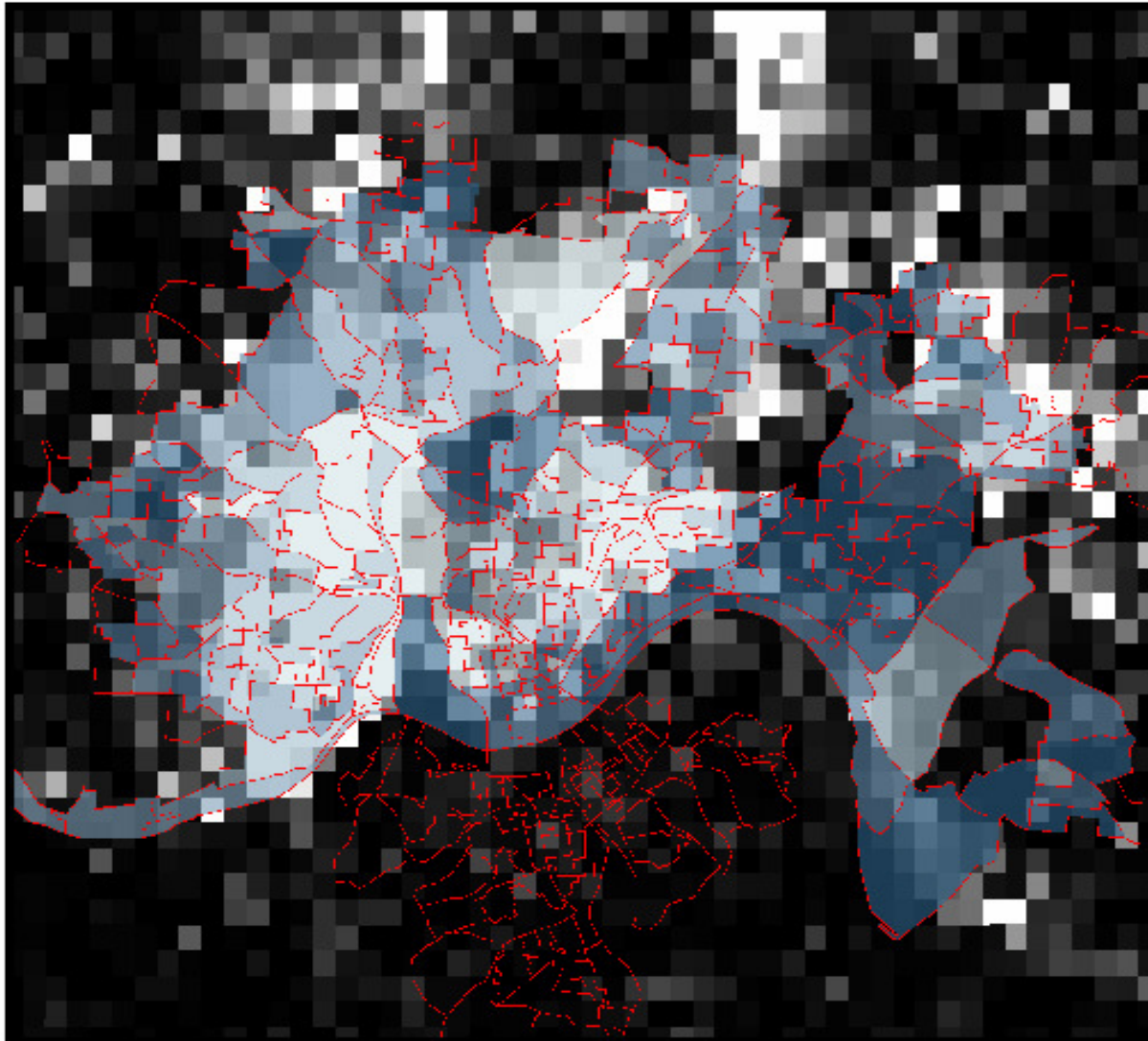
2007 Houston DrillDown Findings

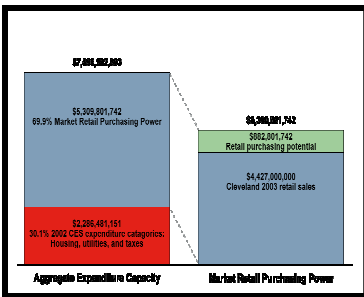
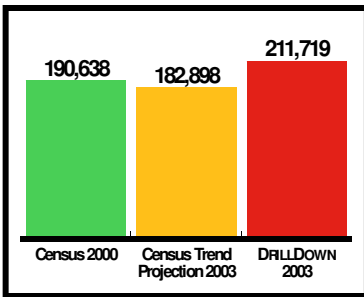
Grocery Customer Attraction



2007 Cincinnati DrillDown Findings

Potential Underwriting Bridge for Risk Assessment





Cleveland Risk/Stability

	DRILLDOWN Neighborhood
Owner occupied units	51.6%
Owner occupied buildings	78.6%
Change in reported violent crime (1993 - 2003)	-26.6%

What did Cleveland do with this?

KeyBank



Cleveland DrillDown Partners

KeyBank, N. A.

The Cleveland Foundation

Forest City Enterprise

Fannie Mae

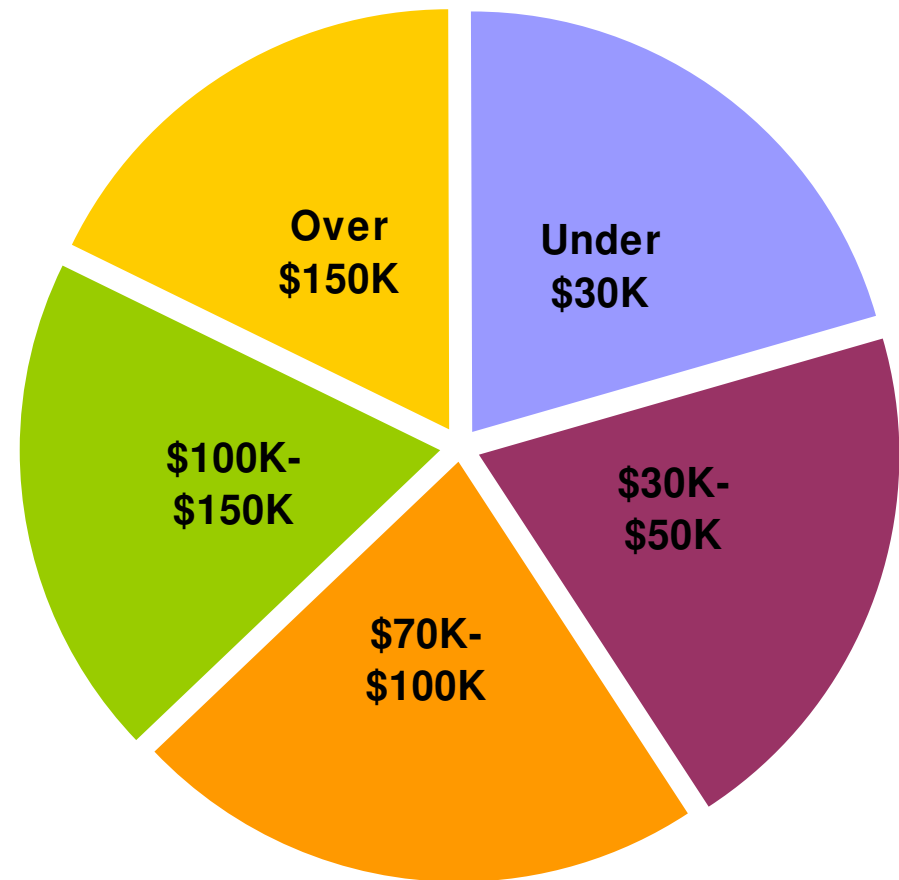
City of Cleveland

CNDC

Neighborhood Progress Inc.

Emerging Neighborhood Market Opportunity

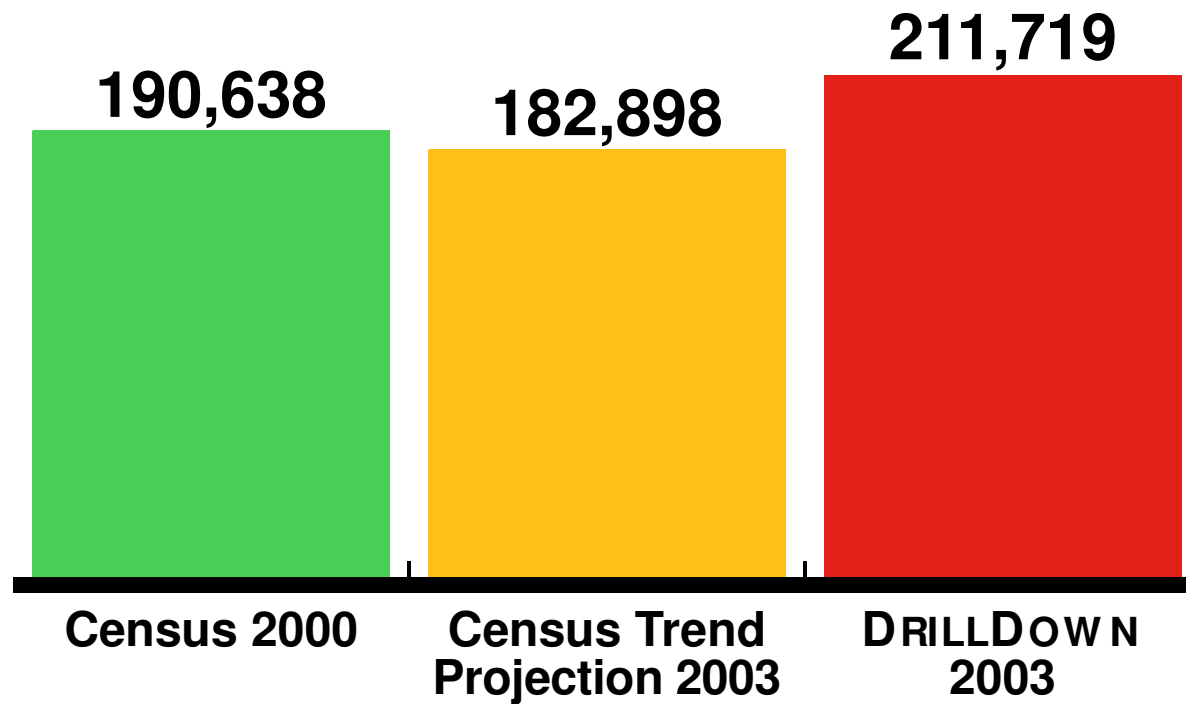
<u>Income</u>	<u>Consumer Spending</u>
< \$30K	\$ 945 Billion
\$ 30-50K	\$ 938 Billion
\$ 50-70K	\$ 831 Billion
\$ 70K+	\$ 2.7 Trillion



Consumer Expenditure Survey, 2005

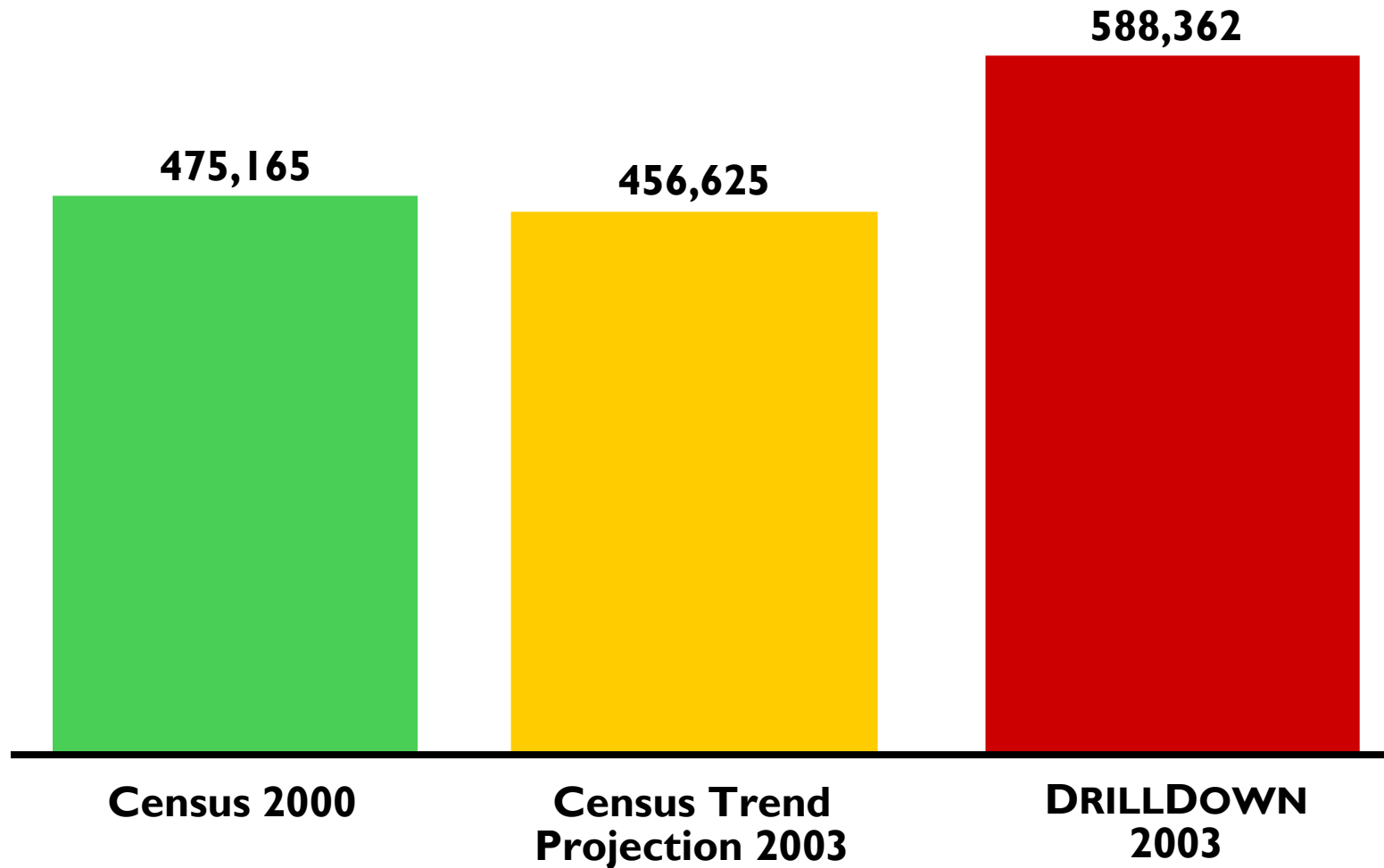
Cleveland DRILLDOWN Market

Number of households



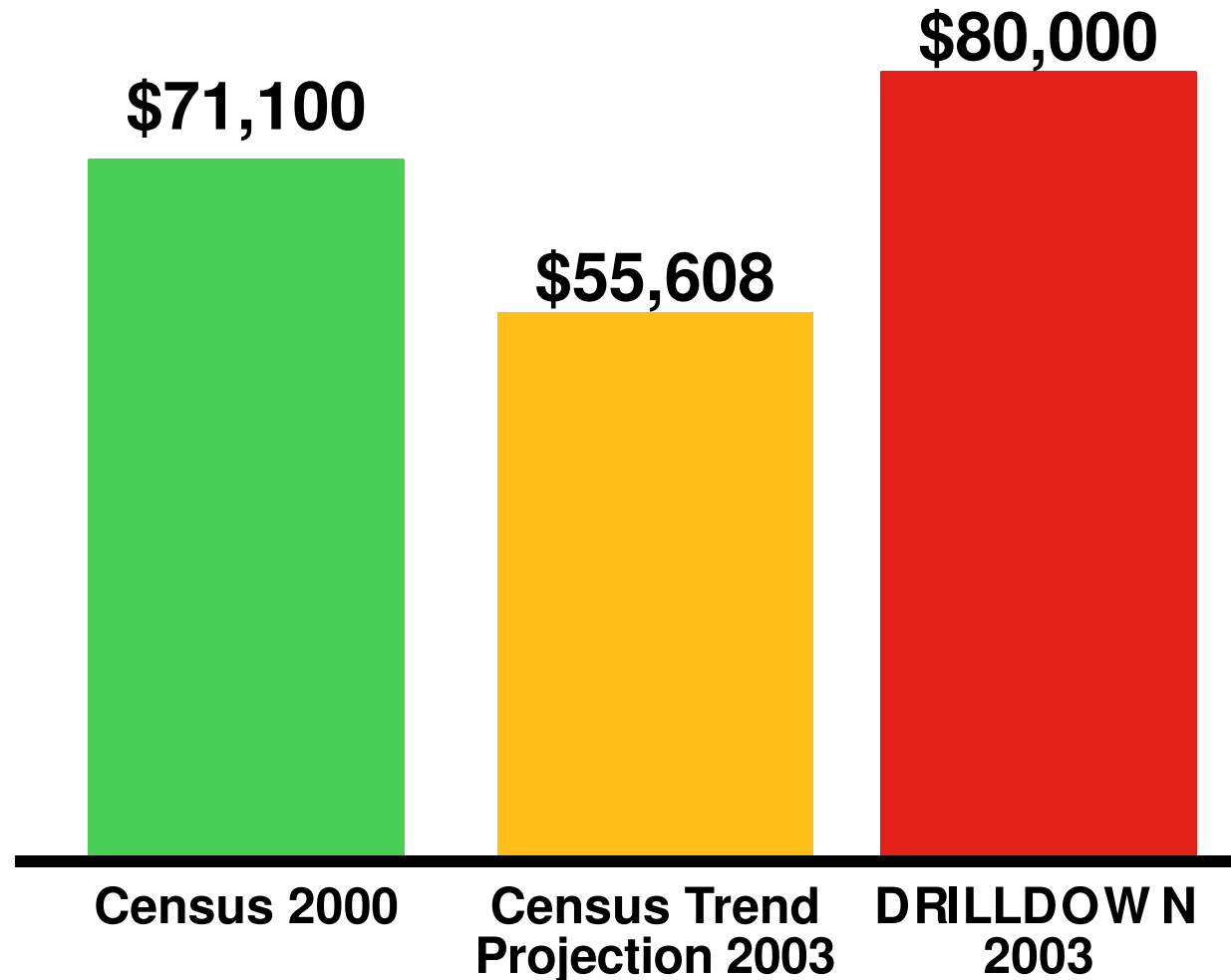
Cleveland DRILLDOWN Market

Population



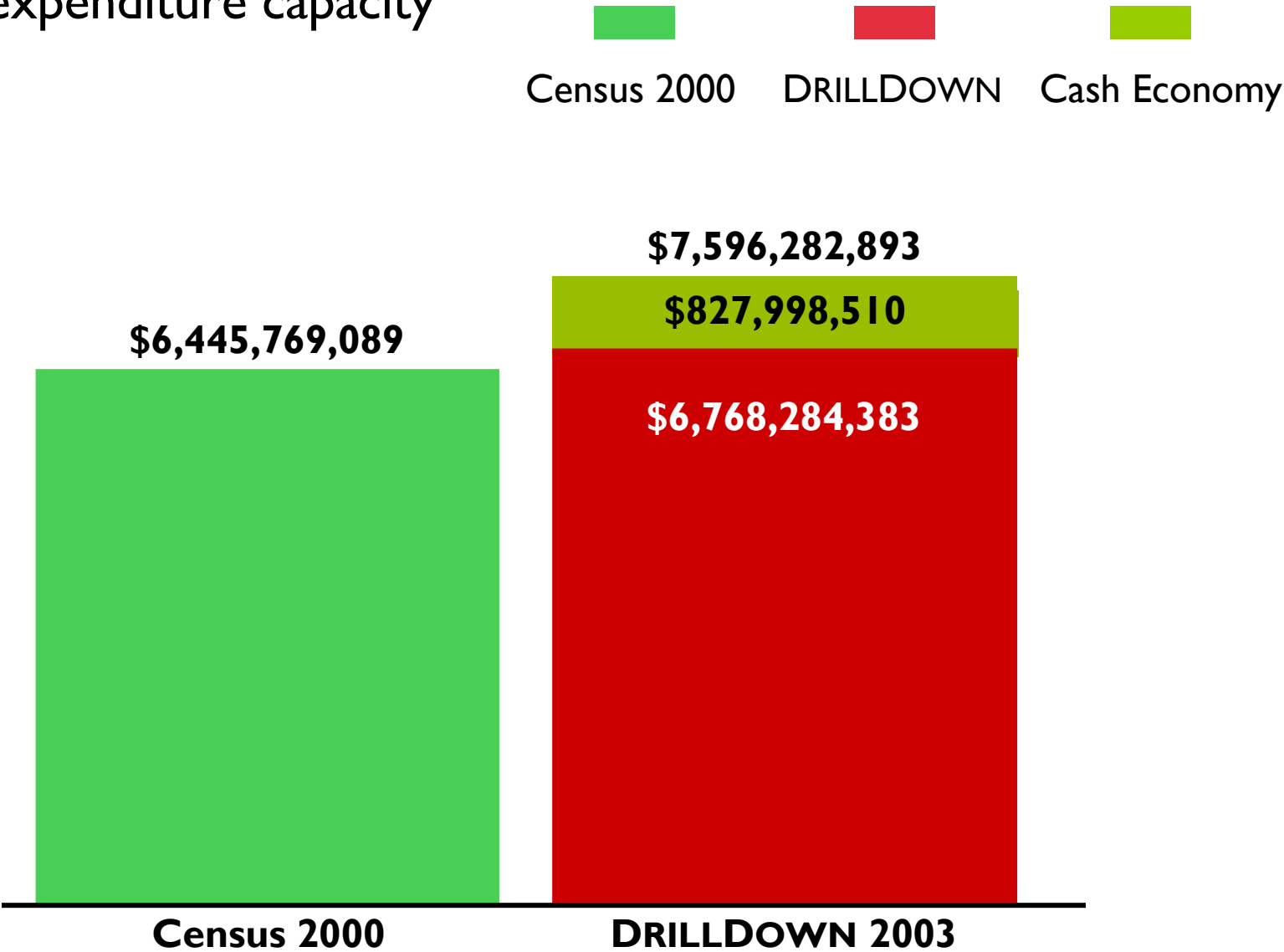
Cleveland DRILLDOWN Market

Median home values



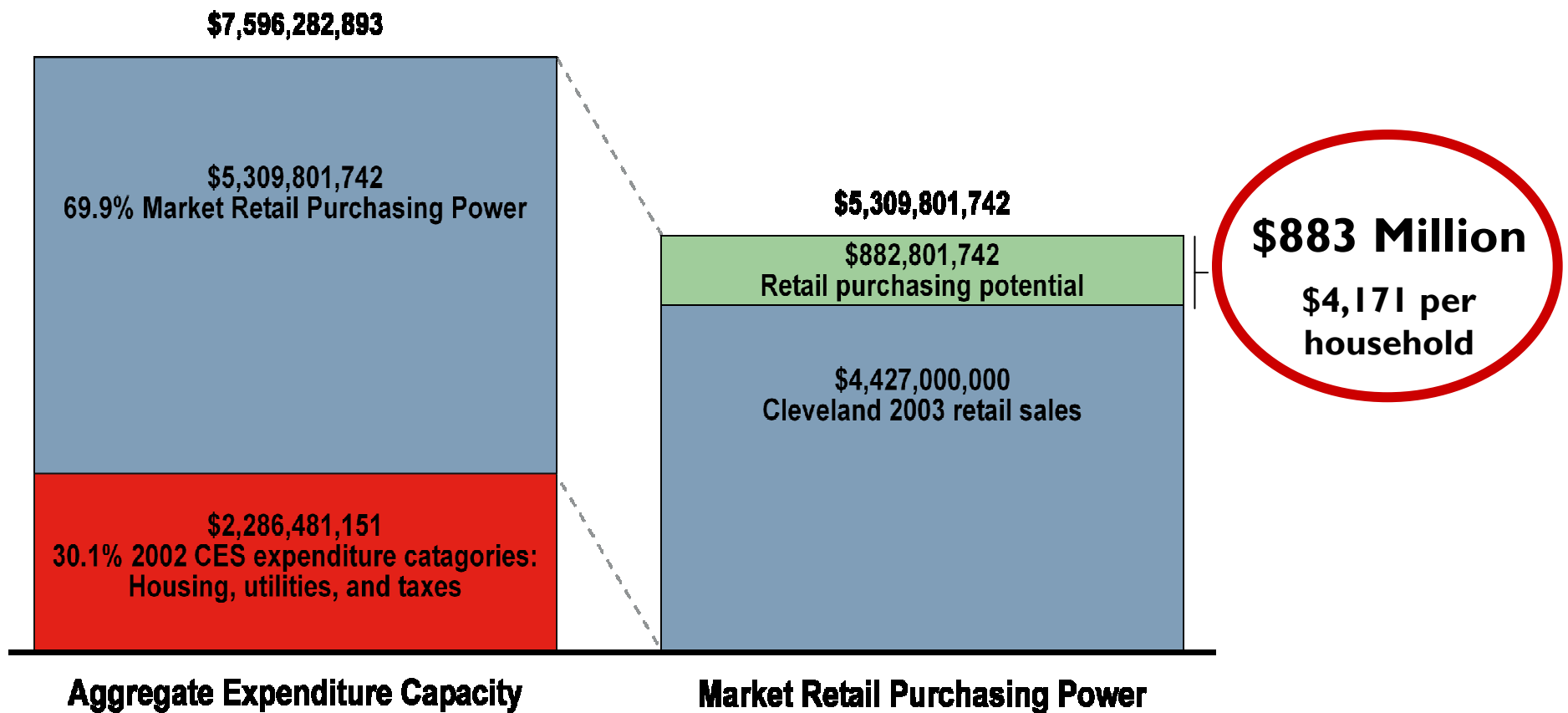
Cleveland DRILLDOWN Market

Aggregate expenditure capacity



Cleveland DRILLDOWN Market

Aggregate expenditure capacity and market retail purchasing power



Cleveland

Size/Growth

	Census 2000	DRILLDOWN
Population	475,165	588,362
Households	190,638	211,719
Daytime Population		546,735
Median housing sales value	\$71,100	\$80,000

Cleveland

Buying Power

	Census 2000	DRILLDOWN
Median household income	\$25,928	\$28,585
Cash economy overlay		\$828 million
Adjusted aggregate household income	\$6,445,769,089	\$7,596,282,893

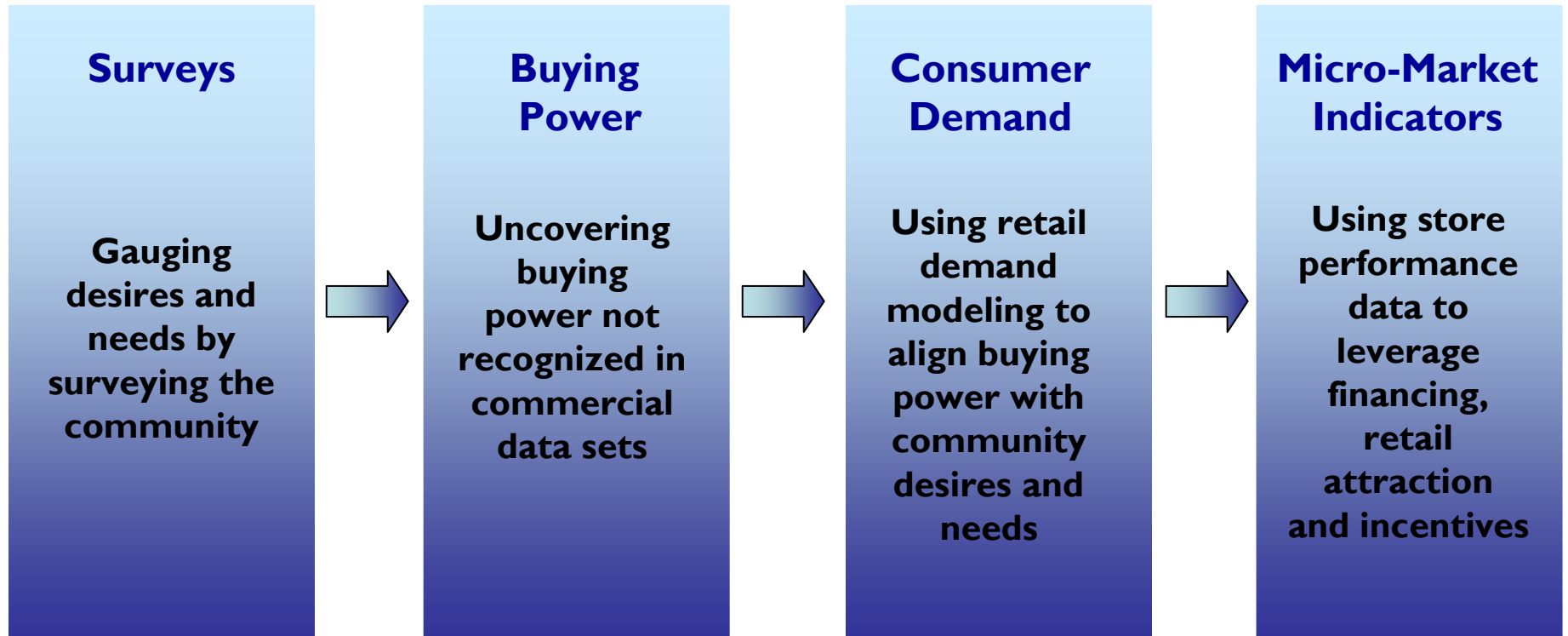
Cleveland

Risk/Stability

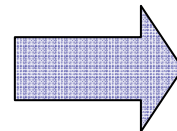
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Owner occupied units	51.6%
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Market Connections

Using DrillDown findings to fill opportunities



Implications for national retail attraction, small business development



Comprehensive economic development

Capturing Underserved Market Potential

Understanding Micro-Market Economies

Creating A New Vernacular for Development

- Leveraging data and technology partners
- Establishing appropriate metrics
- New tool development

Local Community Expenditure Surveys

- Gauge spending behavior in underserved markets
- Advance ways of assessing informal economic activity
- Examine shopping location patterns

Collaboration

- Explore practical application in partnership with development professionals
- Partner with communities

KeyBank



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March 6, 2008

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