



2013 Annual Awards Entry Form
(Complete one for each entry.)

Community Profiles: Using Technology to Make Demographic Data Accessible for Strategic

Entry Name Investing

Fill out the entry name *exactly* as you want it listed in the awards program.

HFA Minnesota Housing

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA Minnesota Housing

Entry Name Community Profiles: Using Technology to Make Demographic Data Accessible for Strategic Investing

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input checked="" type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Minnesota Housing

Management Innovation/Technology: Community Profiles: Using technology to make demographic data accessible for strategic investments

Community Profiles

Minnesota Housing has developed Community Profiles, an interactive web-based mapping tool to help communities, developers and Agency staff to guide investment decisions to maximize the impact of housing investments throughout the state. The goals of Community Profiles are:

- to provide accessible and user friendly data;
- to use data as the foundation to guide strategic community investments;
- to guide affordable housing investment decisions; and
- to maximize community impact with effective investments.

Community Profiles features 33 indicators related to the housing market, household demographics, and economy and workforce. The indicators were selected for Minnesota Housing and partners to use data to allocate limited resources as effectively as possible to meet the substantial and increasing demand for affordable housing throughout the state. As an example, developers wishing to assess whether a proposed project will qualify for certain points in the Qualified Allocation Plan can enter the address of the project and instantly determine whether it is located in a geographic area (such as areas adjacent to transit) that will receive points. The Minnesota Housing Community Profiles application contains features that allow users the ability to:

- Generate a custom report with demographic and housing data for any census tract or county in Minnesota.
- Build custom regions by drawing on the map, or by selecting groups of tracts/counties and get data based on those regions.
- Color-code datasets and color-in custom regions for use in mapping.

The tool has been extremely well received and partners throughout Minnesota appreciate the ability to access current data in a user-friendly format to highlight needs and challenges. In an ongoing effort to make accessing Minnesota Housing programs easier, Community Profiles is also designed to provide all of the community-level data that is required for submission with applications for funding under Minnesota Housing multifamily and single-family competitive programs in the form of maps and/or reports.

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Intuitive and Powerful Tool

Community Profiles is both easy and powerful. Users enter an address (bottom point of orange triangle on visual aid, graphic 1, shows property location) and have immediate access to housing-related data for 25+ housing indicators in pop-up data bubbles at the census tract and county level. The tool maps all 25+ indicators to see how the property's neighborhood compares with surrounding communities. It also provides mapping for six Geographic Priority Areas for which competitive points are awarded.

- Users (developers, local community staff, Minnesota Housing staff) can use maps and data to:
 - Understand the affordable housing needs of communities across a region and identify the most appropriate affordable housing strategies and housing developments for each community, and
 - Use data and maps in their applications for funding
- Benefits include:
 - Applicants and community partners don't have collect data on their own or pay consultants when planning and completing applications.
 - Minnesota Housing receives consistent information across all applications.
 - Scoring process for competitive applications is transparent and consistent.

Minimal staff investment:

It is important to note that a total annual cost of \$25,000 supports the strategic allocation of more than \$100 million of annual housing investments by Minnesota Housing. The costs include \$13,000 for salaries and expenses, an annual subscription to PolicyMap, an online data and mapping application that gives access to over 10,000 relevant indicators, and \$5,000 - \$15,000 miscellaneous costs depending on customized needs.

NOTE: Please see visual aids for details on specific housing indicators included in Community Profiles and examples of maps that highlight economic integration, access to transit and access to jobs. The tool can also be accessed through the Minnesota Housing website [Community Profiles page \(www.mnhousing.gov\)](https://www.mnhousing.gov) and NCSHA Award judges are encouraged to explore the tool to see more examples.

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Visual Aid - Graphic 1: Screenshot of the profiles tool

Minnesota Housing Finance Agency

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145 Snelling Avenue, Saint Paul, MN 55104

Median Family Income (2011)

Minnesota > Ramsey County > St. Paul > 55114

27123035000 (Census Tract)

Indicator	Value	Rank	Notes
% Population Age 25-34	18.1%	90-100th Percentile	
% Population Age 55+	10.25%	20-40th Percentile	
% Population Age 55-64	10.54%	20-40th Percentile	
% Population Age 65+	8.7%	20-40th Percentile	
% Communities of Color	9.57%	40-60th Percentile	
Total Households in 2011	1,056	20-40th Percentile	
Change in Households 2000-2011	-87	Moderate Loss	
% Change in Households 2000-2011	-7.61%	Moderate Loss	
% Households Cost Burdened	72.94%	90-100th Percentile	
% Homeowners Cost Burdened	65.41%	40-60th Percentile	
% Renters Cost Burdened	77.23%	60-80th Percentile	
Median Family Income	\$110,625	90-100th Percentile	
Median Household Income	\$69,643	40-60th Percentile	
Homeless Population	1,885	60-80th Percentile	
Poverty Rate	4.8%	40-60th Percentile	

Download Data
See Minnesota Community Report

Print

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Visual Aids

Indicators Related to Affordable Housing

To develop the community profiles, Minnesota Housing collected data for 33 indicator topics¹ that capture critical housing market, economy and workforce, and demographic characteristics for the state's 87 counties and 1335 census tracts. The indicators include the following:

Economy and Workforce Indicators

1. Total Jobs
2. Change in Jobs (2005-2010)
3. Median Distance to Work
4. Unemployment Rate

Household Demographics Indicators

5. Population Age Categories
6. Percentage of Population from Communities of Color
7. Households and Change in Households
8. Percentage of Lower-Income Households Spending 30% or More of Income on Housing
9. Median Household Income
10. Median Family Income
11. Poverty Rate
12. Estimated Homeless Population (in County)

Rental and Ownership Housing Market Indicators

13. Metropolitan Council Affordable Housing Targets
14. Median Rent
15. Existing or Planned Supportive Housing Units
16. Rental Vacancy Rate for Subsidized Affordable Housing Developments (MN Housing and USDA RD)
17. Age of Rental Housing Stock
18. Size of Rental Buildings
19. Size of Rental Units
20. Median Monthly Homeownership Costs (w/ mortgage)
21. Homeownership Rate
22. Foreclosure Rate
23. Median Age Housing Stock
24. Age of Owned Housing Stock
25. Median Home Sale Price
26. Change in Median Home Sale Price
27. Average Month Supply of Homes for Sale

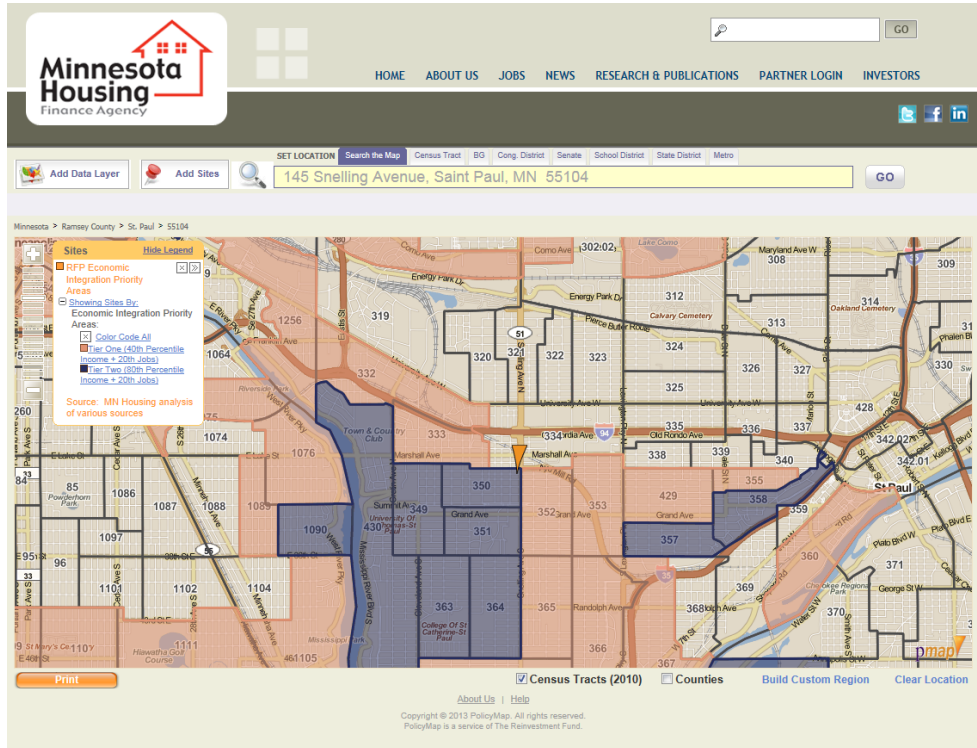
MN Housing RFP Geographic Priority Areas

28. Economic Integration Priority Tracts
29. Proximity to Transit Areas (RFP Points)
30. High Need Foreclosure Areas
31. Proximity to Job Growth Communities (Workforce Areas)
32. Household Growth Tracts
33. Areas with Long Distance Commuters

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Visual Aid: Use Interactive Maps for Self- Scoring Applications – Economic Intergration



Community Profiles is an extremely easy tool to use. The user simply types in a property address (bottom point of orange triangle shows property location) and selects scoring criteria maps (areas which will receive points under the category of economic integration in this example).

After entering an address and scoring criteria, the tool provides color-coded map:

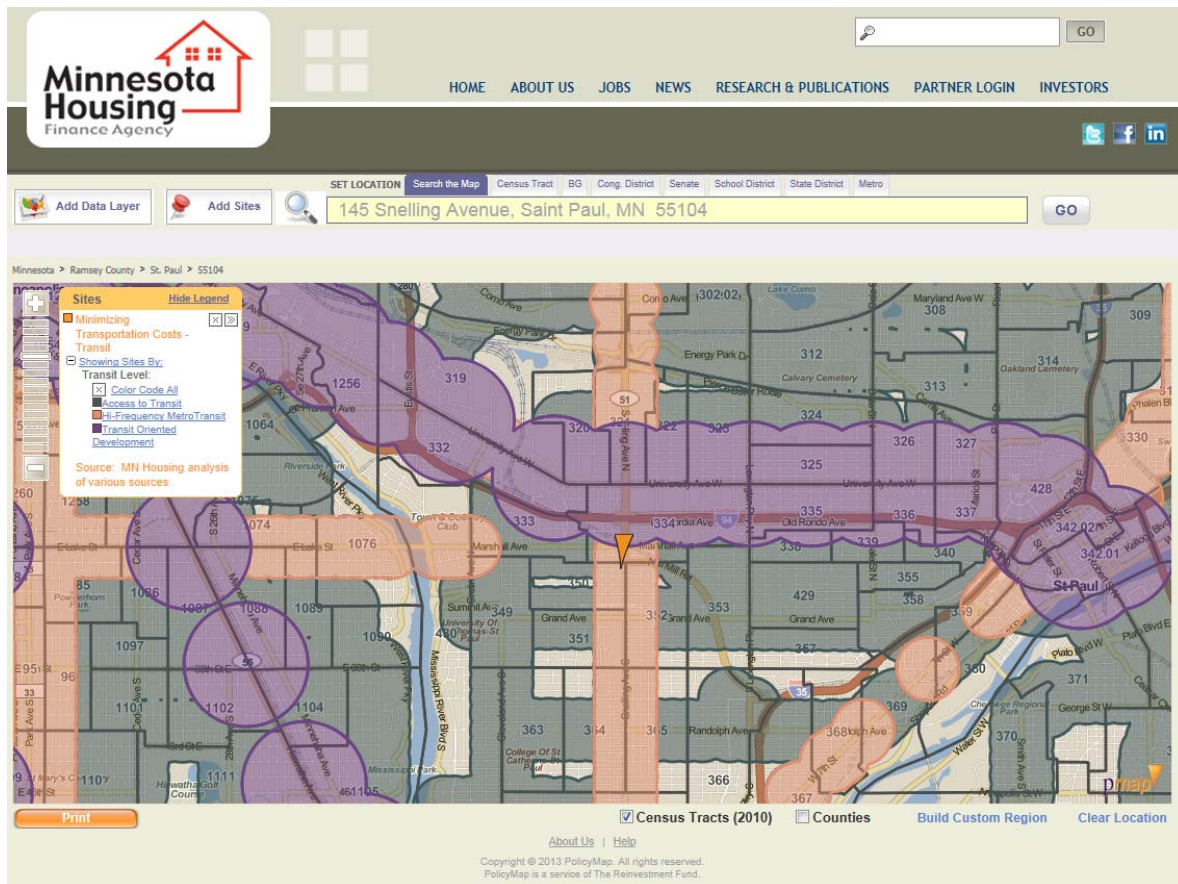
- Blue areas are highest income neighborhoods and receive 5 points (the maximum).
- Salmon-colored areas are middle income neighborhoods and receive 3 points.

In this example, the property is on the very corner of a highest-income census tract and receives the maximum 5 points.

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Visual Aid: Scoring Criteria: Access to Transit

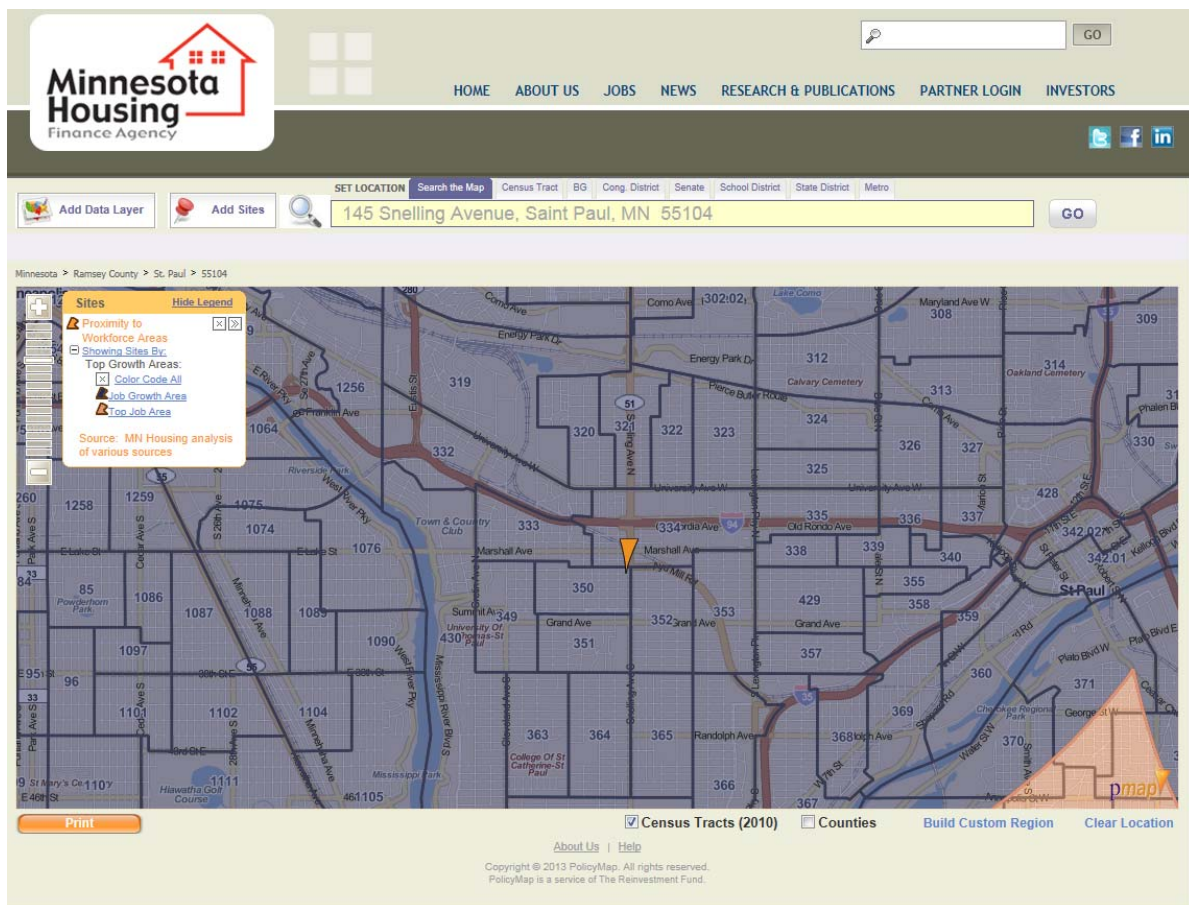


Using the same address, applicants can also easily identify if the property location they are looking for Minnesota Housing funding support lies within the areas that receive points for access to transit. The example above shows the property is just outside the 1/2 mile buffer of a light rail stop (purple areas) and does not get the maximum 5 points. However, it is within 1/4 mile of a high-frequency bus line (salmon-colored area) and receives 4 points.

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Visual Aid: Scoring Criteria: Workforce Housing – Access to Jobs



This example shows the property is in a workforce housing /job-growth area and receives an additional 5 points.