

Census Navigation Tool
Pennsylvania Housing Finance Agency
Rental Housing: Multifamily Management

HFA Staff Contact

Nicole Timbers

ntimbers@phfa.org

Summary

A key objective of the Pennsylvania Housing Finance Agency (PHFA) is to ensure that residents of the state have equal access to housing opportunities regardless of race, color, national origin, religion, sex, familial status, or disability. Affirmative Fair Housing Marketing Plans (AFHMPs) help achieve that goal by identifying groups least likely to apply for housing in a market area. With AFHMPs consistently sent to the Agency with the incorrect demographic data, we developed the **Census Navigation Tool** to help our partners identify, market to, and house those underserved groups.

Challenges

As Pennsylvania's designated provider of affordable housing, our mission is to create and expand affordable housing opportunities for our citizens whose diversity reflects the rich heritage of our state. Our goal is to expand housing choices for all Pennsylvanians by requiring owners/agents to analyze and remedy any factors that create barriers to housing diverse populations.

The key to expanding housing opportunities for underserved groups begins with successfully identifying those groups. When reviewing AFHMPs we noted that incorrect demographic information was being utilized to develop the plans. The plans were returned for corrections only to be resubmitted with additional incorrect data. Discussions with owner/agents led to the realization that they did not know how to locate the relevant data and they found the United States Census Bureau website ("Census") overwhelmingly difficult, if not impossible, to navigate. There were no useful instructions or helpful tools available to help them learn how to navigate the challenging site.

Solutions and Costs

We addressed the challenge by developing the **Census Navigation Tool**, step-by-step instructions to navigate the vast and complex United States Census Bureau website (we revised when the new census site was recently updated). The process required approximately 40 hours of staff time to conduct research and write the instructions. The Tool was then provided to multiple owners/agents to gather feedback to ensure it was helpful and valuable. We received positive responses regarding its user-friendliness and time-saving benefits. We found that the **Census Navigation Tool** reduced the amount of time spent completing an AFHMP by around 50%. An added benefit for PHFA compliance personnel was the time required to review the Plans was reduced by 75% as corrections were substantially reduced, if not eliminated entirely.

For owners and agents, in addition to the ease of use and time saving benefits, there is no cost associated with using the **Census Navigation Tool**. It is available on PHFA's website and is accessible for all owners and agents to utilize any time a new AFHMP or an updated AFHMP are required. The electronic format allows the tool to be easily shared or updated as needed.

Partnerships

The development of ***The Census Navigation Tool*** reinforced existing collaborative working relationships with our customers by providing them with a helpful method to save time and money. And other partnerships were formed as owners/agents identified and engaged with new social service agencies who work with the populations found least likely to apply. However, the most important partnerships are formed when an owner / agent connects with the correctly identified demographic group and an applicant from that group applies for housing at the property.

Strategic Objectives

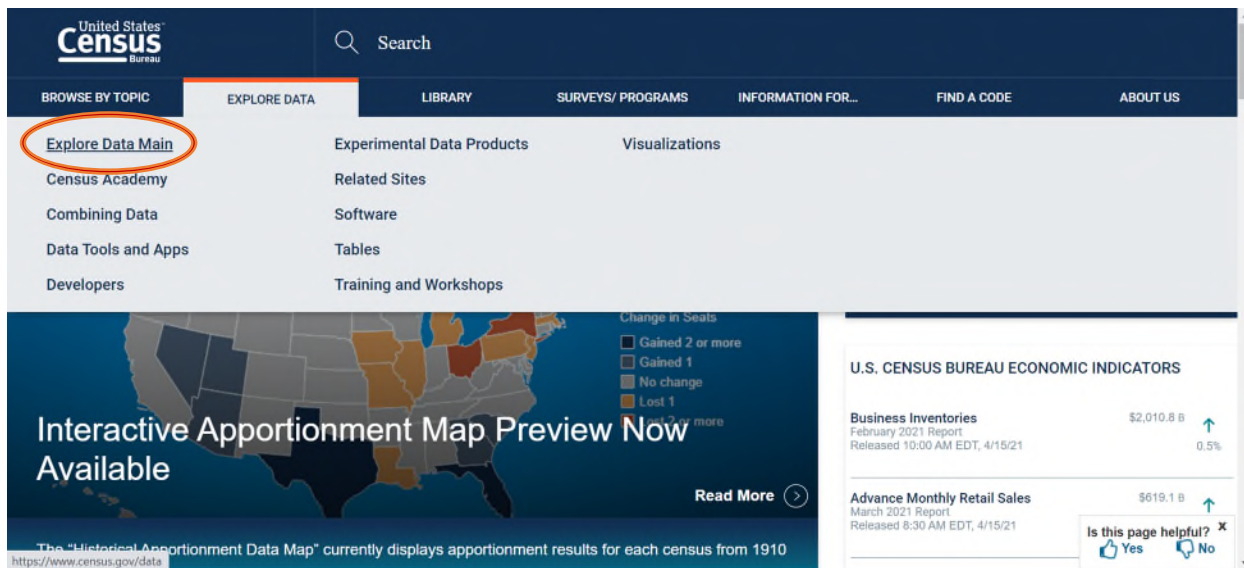
The development of ***Census Navigation Tool*** has allowed PHFA to meet the following strategic objectives:

- Provide customer support by supplying owners/agents with useful tools to save them time and money.
- Reduce the time PHFA compliance staff spends reviewing Affirmative Fair Housing Marketing Plan.
- Ensure property marketing efforts are directed to the demographics least likely to apply for housing in any given area.
- Establish or reinforce positive partnerships between PHFA and owners/agents; owners/agents and social service agencies; and ultimately owner/agents and the correctly identified demographic groups that are least likely to apply for housing.
- Ensure we continue to create and expand affordable housing opportunities for Pennsylvania citizens regardless of race, color, national origin, religion, sex, familial status, or disability.

PHFA's Affirmative Fair Housing Marketing Plan Census Navigation Tool

Step-By-Step Guidance to Navigate the United States Census Website To Identify Target Demographic Groups Least Likely to Apply for Housing in a Market Area

- With Chrome or Firefox, go to www.census.gov (Internet Explorer is not compatible)
- Click on Explore Data and then click Explore Data Main
- Scroll down, click on Tables and Maps
- In the top left corner, click on Filter



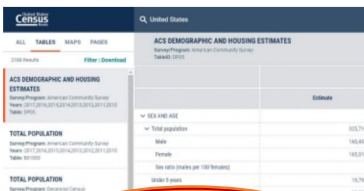
GO TO DATA.CENSUS.GOV

What is data.census.gov?



Data Profiles

View statistics across a variety of topics for your state, county or town.



Tables and Maps

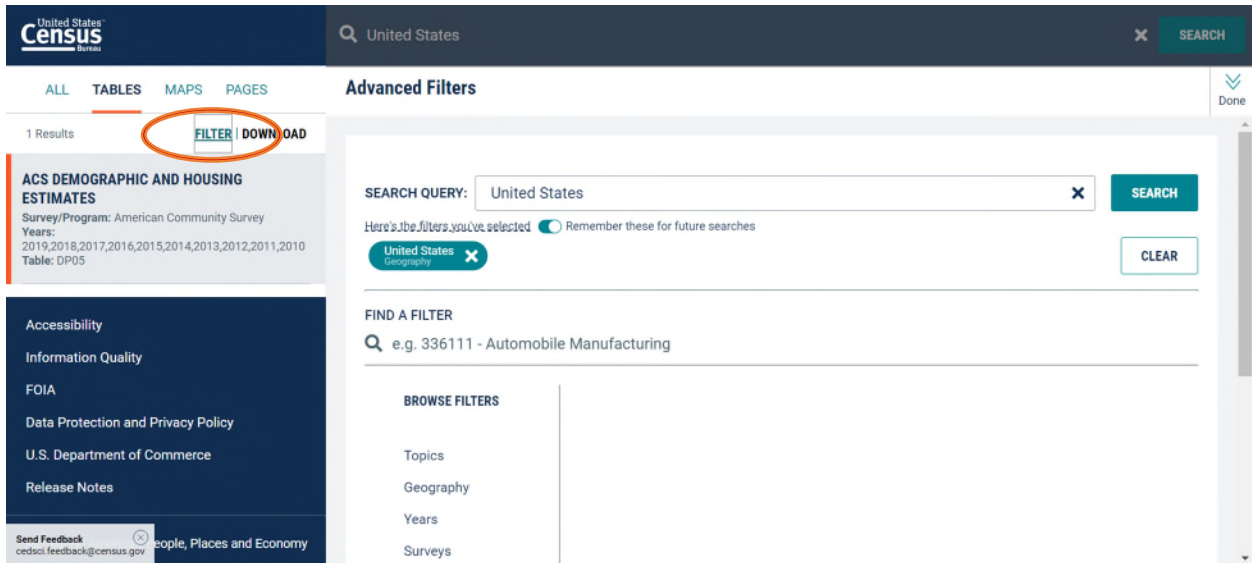
Dynamically add geographies, topics, or filters to get the data tables and maps you need.

Data from the 2020 Census will impact communities across the country for the next 10 years.

2020 Census Results Coming Soon

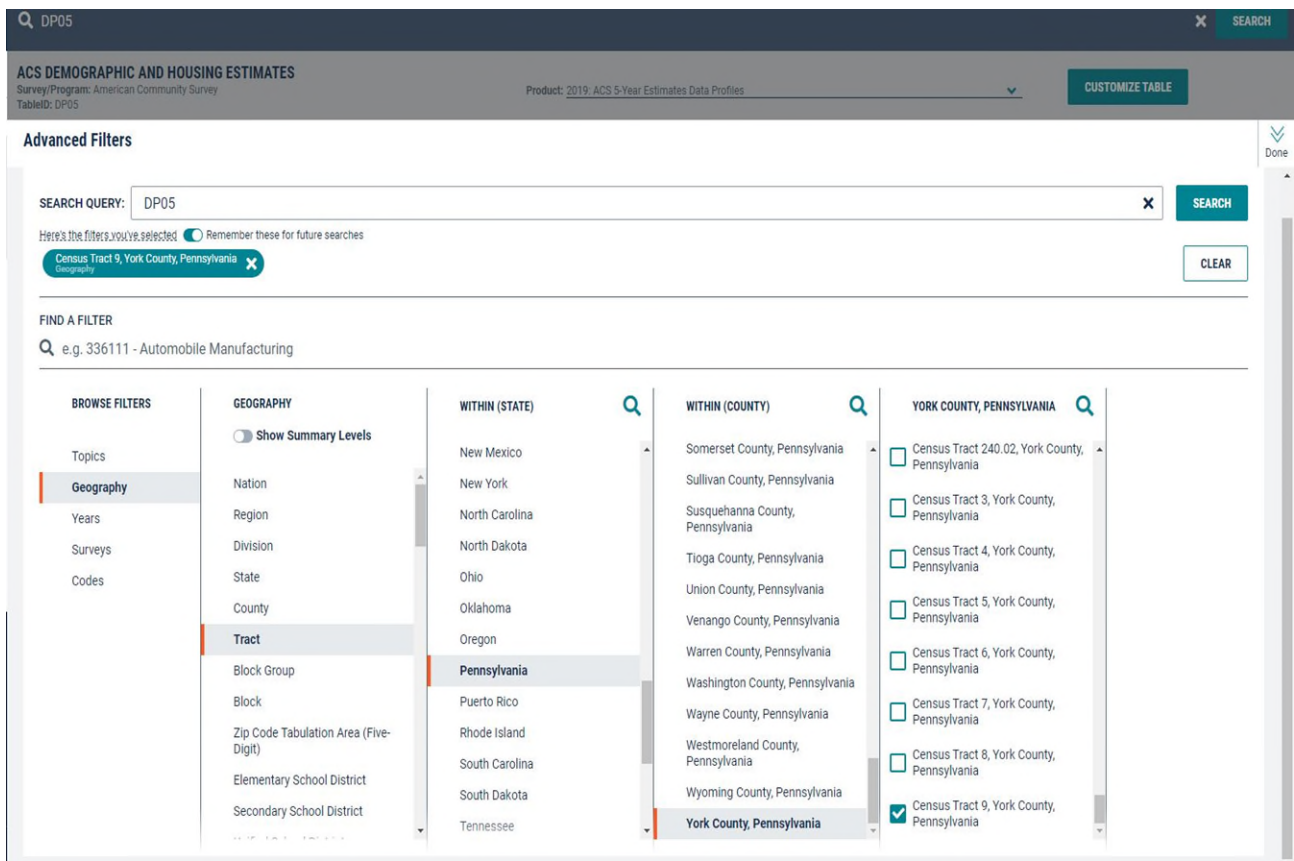
Sign up to receive updates when 2020 Census results become available.





Select Census Tract

- Deselect United States if auto-populated
- Under **Browse Filters**, Select **Geography**
- Click on **Tract** → **PA** → select the County → and check box next to census tract (Scroll up to see filters selected)



Select City Tract (Housing Market Area)

- Under **Within County** column, click dropdown *Within Other Geographies*
- Click on *Place* → select the City (Can use search feature)

DP05

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
Survey/Program: American Community Survey
TableID: DP05

Product: 2019 ACS 5-Year Estimates Data Profiles

CUSTOMIZE TABLE

Advanced Filters

SEARCH QUERY: DP05

Here's the filters you've selected: Remember these for future searches

York city, Pennsylvania

FIND A FILTER
e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS	GEOGRAPHY	160 - PLACE WITHIN STATE (S...)	York
Topics	<input checked="" type="checkbox"/> Show Summary Levels		
Geography	Group American Indian Area/Alaska Native Area/Hawaiian Home Land (or part)	Pennsylvania	<input checked="" type="checkbox"/> York city, Pennsylvania
Years	155 - County within Place	Puerto Rico	<input type="checkbox"/> East York CDP, Pennsylvania
Surveys	157 - State-County-Estimates Universe Place/Balance (or part) within County	Rhode Island	<input type="checkbox"/> West York borough, Pennsylvania
Codes	158 - Census Tract within Place	South Carolina	<input type="checkbox"/> Valley View CDP (York County), Pennsylvania
	159 - State-County-Place (or part)	South Dakota	<input type="checkbox"/> Yorklyn CDP, Pennsylvania
	160 - Place within State	Tennessee	<input type="checkbox"/> North York borough, Pennsylvania
	162 - Estimates Universe Place	Texas	<input type="checkbox"/> York Springs borough, Pennsylvania
	170 - State-Consolidated City	United States Virgin Islands	<input type="checkbox"/> Jefferson borough (York County), Pennsylvania
	172 - State-Consolidated City-Place Within Consolidated City	Utah	<input type="checkbox"/> York Haven borough, Pennsylvania
	230 - Alaska Native Regional	Vermont	
		Virginia	
		Washington	

Select County Tract (Expanded Housing Market Area)

- Go back to **Geography** column
- Click on *County* → *PA* → select the County

The screenshot displays the 'Advanced Filters' section of the ACS Demographic and Housing Estimates tool. At the top, the search query is 'DP05'. Below this, there are two active filters: 'Census Tract 9, York County, Pennsylvania' and 'York County, Pennsylvania', both under the 'Geography' category. A 'FIND A FILTER' section shows a search for 'e.g. 336111 - Automobile Manufacturing'. The main filter selection area is divided into three columns: 'BROWSE FILTERS', 'GEOGRAPHY', and 'WITHIN (STATE)'. In the 'GEOGRAPHY' column, 'County' is selected. In the 'WITHIN (STATE)' column, 'Pennsylvania' is selected. A search box for 'York' is active, showing a list of results: 'York County, Pennsylvania' (checked), 'York County, Pennsylvania - Rural - farm', 'York County, Pennsylvania - Urban', and 'York County, Pennsylvania - Rural'.

Search for Race and Ethnicity Data

- Go to Search Query at the top of the screen and enter DP05 (race and ethnicity) and hit Enter/click search. (This will pull up 5-year estimate of data for all queries)
 - Halfway down will be race estimates for all queries (Selections are shown at top of the table- Tract, Housing Market Area, and Expanded Housing Market Area)
 - Retrieve information under *One Race* subcategories (*White, Black or African America, etc.*)

DP05 SEARCH

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
 Survey/Program: American Community Survey
 TableID: DP05
 Product: 2019: ACS 5-Year Estimates Data Profiles
 CUSTOMIZE TABLE

York County, Pennsylvania

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ RACE				
▼ Total population	445,565	*****	445,565	()
One race	434,550	±1,026	97.5%	±0
Two or more races	11,015	±1,026	2.5%	±0
▼ One race	434,550	±1,026	97.5%	±0
White	393,960	±1,127	88.4%	±0
Black or African American	26,395	±908	5.9%	±0
▼ American Indian and Alaska Nati...	938	±246	0.2%	±0
Cherokee tribal grouping	155	±153	0.0%	±0
Chippewa tribal grouping	25	±40	0.0%	±0
Navajo tribal grouping	0	±24	0.0%	±0
Sioux tribal grouping	0	±24	0.0%	±0
▼ Asian	6,831	±274	1.5%	±0
Asian Indian	1,358	±391	0.3%	±0
Chinese	1,406	±349	0.3%	±0

DP05 SEARCH

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
 Survey/Program: American Community Survey
 TableID: DP05
 Product: 2019: ACS 5-Year Estimates Data Profiles
 CUSTOMIZE TABLE

York County, Pennsylvania

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ HISPANIC OR LATINO AND RACE				
▼ Total population	445,565	*****	445,565	()
▼ Hispanic or Latino (of any race)	33,221	*****	7.5%	***
Mexican	6,385	±974	1.4%	±0
Puerto Rican	16,909	±1,317	3.8%	±0
Cuban	583	±217	0.1%	±0
Other Hispanic or Latino	9,344	±1,110	2.1%	±0
▼ Not Hispanic or Latino	412,344	*****	92.5%	***
White alone	371,691	±174	83.4%	±0
Black or African American alone	23,921	±692	5.4%	±0
American Indian and Alaska Nati...	661	±161	0.1%	±0
Asian alone	6,650	±249	1.5%	±0
Native Hawaiian and Other Pacifi...	160	±74	0.0%	±0
Some other race alone	670	±234	0.2%	±0
▼ Two or more races	8,591	±777	1.9%	±0

Search for Disability Data

- Go to Search Query and enter S1810 (persons with disabilities) and click Search
- Disability query characteristics will appear
- Use Total Civilian Non-Institutionalized Population number for all queries (Tract, Housing Market Area, and Expanded Housing Market Area)

Q S1810 SEARCH

DISABILITY CHARACTERISTICS
 Survey/Program: American Community Survey
 TableID: S1810

Product: 2019: ACS 5-Year Estimates Subject Tables

CUSTOMIZE TABLE

York County, Pennsylvania

Label	Total		With a disability		Percent with a disability	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
▼ Total civilian noninstitutionalized population	440,478	±375	59,139	±1,778	13.4%	
▼ SEX						
Male	217,128	±242	28,451	±1,174	13.1%	
Female	223,350	±278	30,688	±1,017	13.7%	
▼ RACE AND HISPANIC OR LATINO ORIGIN						
White alone	390,354	±1,155	52,538	±1,645	13.5%	
Black or African American alone	25,567	±909	3,304	±410	12.9%	
American Indian and Alaska Native alone	923	±247	184	±97	19.9%	
Asian alone	6,789	±276	759	±300	11.2%	
Native Hawaiian and Other Pacific Islander alone	238	±102	24	±37	10.1%	
Some other race alone	5,907	±879	852	±206	14.4%	
Two or more races	10,700	±1,017	1,478	±374	13.8%	
White alone, not Hispanic or Latino	368,243	±407	49,698	±1,502	13.5%	
Hispanic or Latino (of any race)	32,491	±84	4,521	±543	13.9%	
▼ AGE						
Under 5 years	25,568	±80	180	±96	0.7%	
5 to 17 years	73,076	±90	6,372	±642	8.7%	
18 to 34 years	89,932	±159	7,201	±688	8.0%	

Columns: Cell/Column Notes

Search for Families with Children under 18

- Go to Search Query and enter S1101 (families with children under 18) and click Search
- Family information characteristics will appear
- Scroll down to Households with own children of the household under 18 years
- Use Total Column for *Under 6 years and 6-17 years* for all queries (Tract, Housing Market Area, and Expanded Housing Market Area)

Q S1101 X SEARCH

HOUSEHOLDS AND FAMILIES Product: 2019: ACS 5-Year Estimates Subject Tables CUSTOMIZE TABLE

Survey/Program: American Community Survey
TableID: S1101

York County, Pennsylvania

Label	Total		Married-couple family household	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ HOUSEHOLDS				
Total households	172,421	±986	91,588	±1,326
Average household size	2.53	±0.01	3.06	±0.02
▼ FAMILIES				
Total families	118,977	±1,317	91,588	±1,326
Average family size	3.01	±0.02	3.05	±0.02
▼ AGE OF OWN CHILDREN				
▼ Households with own children of the householder under 18 years	48,088	±969	33,008	±890
Under 6 years only	20.7%	±1.2	21.7%	±1.4
Under 6 years and 6 to 17 years	19.4%	±1.2	19.8%	±1.6
6 to 17 years only	59.9%	±1.4	58.5%	±1.9
▼ Total households	172,421	±986	91,588	±1,326
▼ SELECTED HOUSEHOLDS BY TYPE				
Households with one or more people under 18 years	30.7%	±0.6	38.5%	±0.9
Households with one or more people 60 years and over	41.5%	±0.5	40.8%	±0.8
▼ Householder living alone	24.7%	±0.7	(X)	(X)
65 years and over	11.2%	±0.5	(X)	(X)

To Print/Download a Search Result

- Click “Customize Table”
- Click Excel
- Export to Excel
- Download Now
- To search the next set of demographics, go to search box and enter the new query number (this will leave all the existing search criteria, i.e. County, Census Tract, etc.).

DP05 SEARCH

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
 Survey/Program: American Community Survey TableID: DP05 Product: 2019: ACS 5-Year Estimates Data Profiles

CUSTOMIZE TABLE

	York County, Pennsylvania				Census Tract 9, York County, Pennsylvania	
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate	Margin of Error
▼ RACE						
▼ Total population	445,565	*****	445,565	(X)	3,549	±374
One race	434,550	±1,026	97.5%	±0.2	3,100	±423
Two or more races	11,015	±1,026	2.5%	±0.2	440	±210
▼ One race	434,550	±1,026	97.5%	±0.2	3,100	±423
White	393,960	±1,127	88.4%	±0.3	1,923	±335
Black or African American	26,395	±908	5.9%	±0.2	1,017	±267

https://data.census.gov/cedsci/table?q=DP05&g=0500000US42133_1400000US42133000900_1580000US4287048133000100&tid=ACSDP5Y2019.DP05&hi...

Apps Development Data... MultiFamily SiteReview Properties PHFA Multifamily W... Cash Value vs. Surre...

United States Census DP05 SEARCH

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
 Survey/Program: American Community Survey TableID: DP05 Product: 2019: ACS 5-Year Estimates Data Profiles

Notes Selections 3 Geos Years Topics Surveys Codes 123 Hide Transpose Filter Margin of Error **Excel** Download More Data Map

	York County, Pennsylvania				Census Tract 9, York County, Pennsylvania	
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Black or African American	26,395	±908	5.9%	±0.2	1,017	±267
American Indian and Alaska ...	938	±246	0.2%	±0.1	9	±14
Cherokee tribal grouping	155	±153	0.0%	±0.1	4	±6
Chippewa tribal grouping	25	±40	0.0%	±0.1	0	±10
Navajo tribal grouping	0	±24	0.0%	±0.1	0	±10
Sioux tribal grouping	0	±24	0.0%	±0.1	0	±10
Asian	6,831	±274	1.5%	±0.1	62	±39
Asian Indian	1,358	±391	0.3%	±0.1	0	±10
Other Asian	1,406	±349	0.3%	±0.1	46	±30

Send Feedback cedsci.feedback@census.gov

DP05

ESTIMATES

TableID: DP05 Product: 2019: ACS 5-Year Estimates Data Profiles

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[Margin of Error](#)
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[Excel](#)
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[Map](#)

York County, Pennsylvania | Census Tract 9, York County, Pennsylvania

	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate
	445,565				3,549
	434,550				3,100
	11,015				449
	434,550				3,100
	393,960				1,923
	26,395	±908	5.9%	±0.2	1,017
	938	±246	0.2%	±0.1	9
	155	±153	0.0%	±0.1	4
	25	±40	0.0%	±0.1	0

Choose your file format.

Select Excel or CSV. The table will reflect any customizations you have made.

[EXPORT TO CSV](#)
[EXPORT TO EXCEL](#)

United States Census DP05 SEARCH

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

Survey/Program: American Community Survey TableID: DP05 Product: 2019: ACS 5-Year Estimates Data Profiles

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Cherokee tribal grouping	155	±153	0.0%	±0.1	4	±6		
Chippewa tribal grouping	25	±40	0.0%	±0.1	0	±10		
Navajo tribal grouping	0	±24	0.0%	±0.1	0	±10		
Sioux tribal grouping	0	±24	0.0%	±0.1	0	±10		
▼ Asian	6,831	±274	1.5%	±0.1	62	±39		

ACSDPSY2019.DP....xlsx

Show all