

Establish Common Data With Public and Private Partners

Objective

The objective of this activity is to create a common foundation of quantitative data regarding geographic service areas, market conditions, and the demographic environment for jurisdictions and their public and private consultation partners. In so doing, partners establish a mutual understanding of common issues that can be addressed with HUD-funded programs covered by the Consolidated Plan.

Summary

HUD makes a wide variety of public data available to state and local grantees, primarily derived from US Census Bureau data, to inform each jurisdiction's Consolidated Planning process. Other public agencies may have unique data about their clients (e.g., homeless point-in-time counts, tallies of a social service agency's client base, etc.). Large employers, real estate firms, and banks create private sector economic data or purchase such data from forecasting firms. Consultation partnerships with these organizations provide opportunities to share data and expand the available information that will be used to determine Consolidated Plan needs and priorities and are a key component of effective planning for HUD's low- and moderate-income programs.

While most Consolidated Plans include the surrounding state and local government entities in their consultation strategies, the more innovative plans cast a wider net in establishing partnerships. Given the budget constraints that limit the ability of most state and local jurisdictions to purchase private economic forecasting and real estate market data, governments can gain access to such useful information by seeking partnerships with local private and public institutions that use it routinely.

Grantees can collaborate with public and private partners during the consultation phase to identify common data

opportunities, especially those that utilize local data sources. Doing so can provide more detailed data than any one institution possesses individually, which will assist the grantee in determining market conditions, setting goals, and determining priorities. Additionally, data sharing and discussion forms the basis for mutual determination of market conditions and the changing demographic environment within a community. Creating this shared vision is essential to allow consultation partners to support Consolidated Plan goals, priorities, and projects.

Establishing common data with private partners will differ in important ways from engaging in this process with public institutions. When engaging with private partners, the process of establishing common data will often take place within a broader consultation framework where private stakeholders may have concerns about how Consolidated Plan objectives will affect their projects and business activities. Data sharing as part of the consultation process can bridge this gap with private partners by creating consensus around market conditions within a community, an important first step towards persuading private stakeholders to align their activities with applicable goals in the Consolidated Plan.

Application to the Consolidated Plan

Sharing data with stakeholders enhances the consultation process by providing grantees with data and resources available to these private consultation partners and enables coordination and alignment in

the needs assessment and market analysis by creating a shared understanding of the market conditions among partners.

Target Audience/Usage

The target audience of this activity is key stakeholders and partner agencies, especially those collecting data as part of their activities or using data to inform their decisions.

Logistics/Materials Needed

The first step is creating a dialog with partners to understand how each party's data can fill in gaps to achieve a more informed Consolidated Plan. For example, organizations that advocate for non-English speaking constituencies may provide data to the jurisdiction about their clients' needs. The organization may benefit in-turn from access to local census data about their geographic service areas. Partnerships and data sharing are born of mutual benefit and common needs.

Tools that facilitate this strategy include the following:

- An inventory of existing public and private datasets that the grantee could use to improve Consolidated Plan decision-making. At a minimum, grantees must consult with Continuums of Care (CoCs) and Public Housing Authorities for data for the homeless and non-homeless special needs sections of the Needs Assessment and Market Analysis.
- An inventory of local institutions with access to data beyond what is available to the jurisdiction.
- Strategies for mutual benefit that will encourage local actors to participate in the planning process and share information on the local economy, local real estate, and other factors such as employment, wages, and benefits.

Examples of Establishing Common Data

- The city of Cleveland, OH has established a partnership called the [Cuyahoga County Land Bank](#). The city, county, state, and federal authorities have established a joint database of available land for development. The goal is to return vacant and abandoned properties to re-use in productive ways that benefit the entire community. Foreclosed properties held by private banks, as well as those held by quasi-public institutions such as Fannie Mae and Freddie Mac are part of the information sharing. The Land Bank is an important partner in the Cleveland's Consolidated Plan.