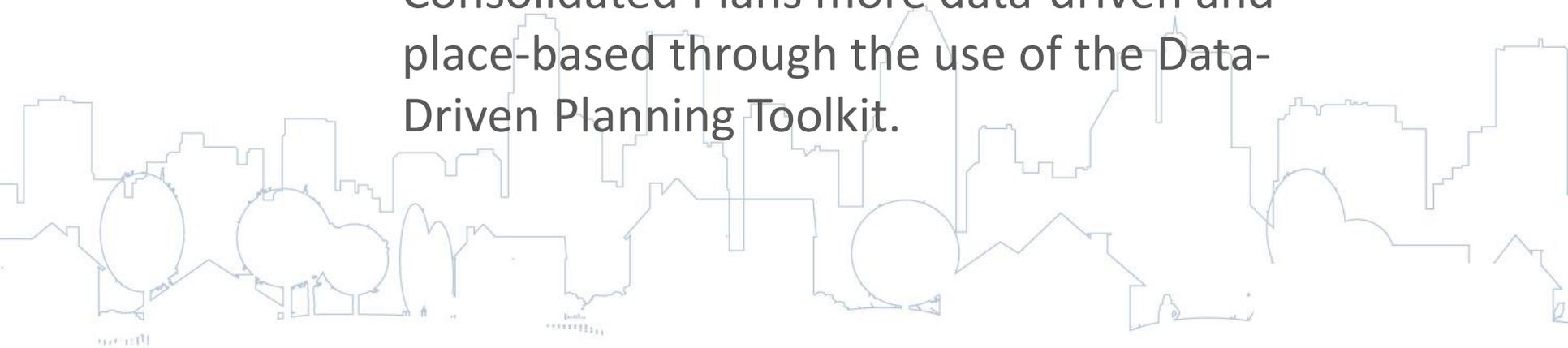




# Data-Driven Planning for the Consolidated Plan

**Goal:** To help grantees who want to make their Consolidated Plans more data-driven and place-based through the use of the Data-Driven Planning Toolkit.



# Data-Driven Strategies, Action Plans, and Evaluations



- Outcomes: What change do you want to see in your community?

# eCon Planning Suite

## Expanded Planning Data

- Pre-populated data that speak to community needs and market analysis
- Publically available

## CPD Maps Data Mapping Tool

- Easy development of maps for public review and comment
- Opportunity for public submission of maps
- Easy user-interface

## Electronic Submission Template

- Template questions for CP and Consultation
- Easily to publish plan for draft review and comment



# The Data-Driven Planning Toolkit

Toolkit includes:

- Data from CPD Maps.
- Spreadsheets to facilitate analysis:
  - Advanced analysis.
  - Control Panel to customize analysis.
- Guidebook to help use spreadsheets and interpret results.

*Webinar focuses on **housing** issues.*

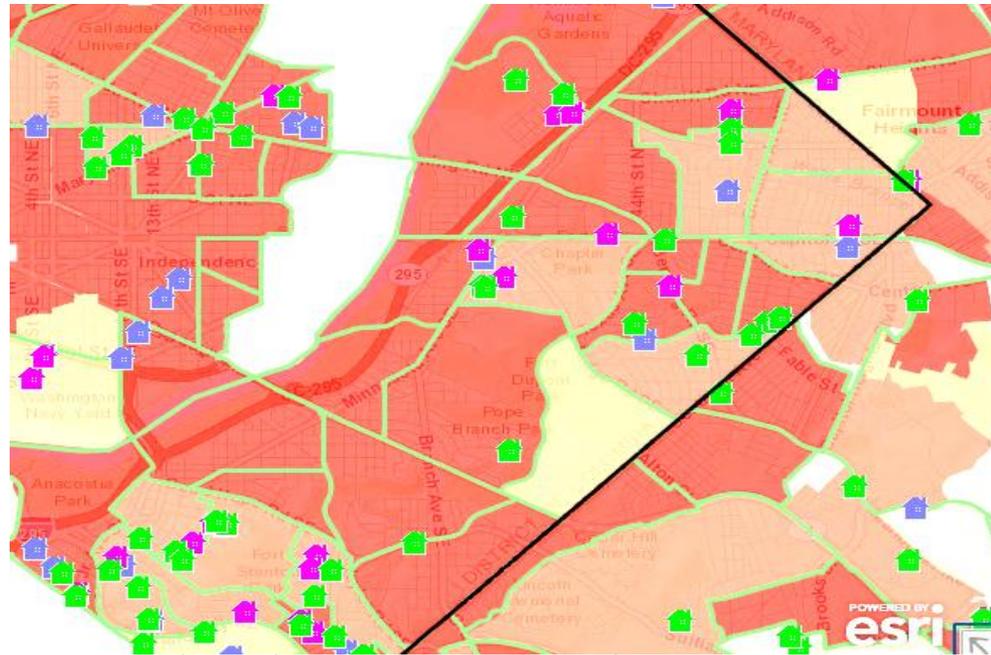
*Toolkit addresses housing and economic development.*



# CPD Maps

- Data from Census by place
- Pre-set maps
- Geographic Comparisons
- Hot Spots

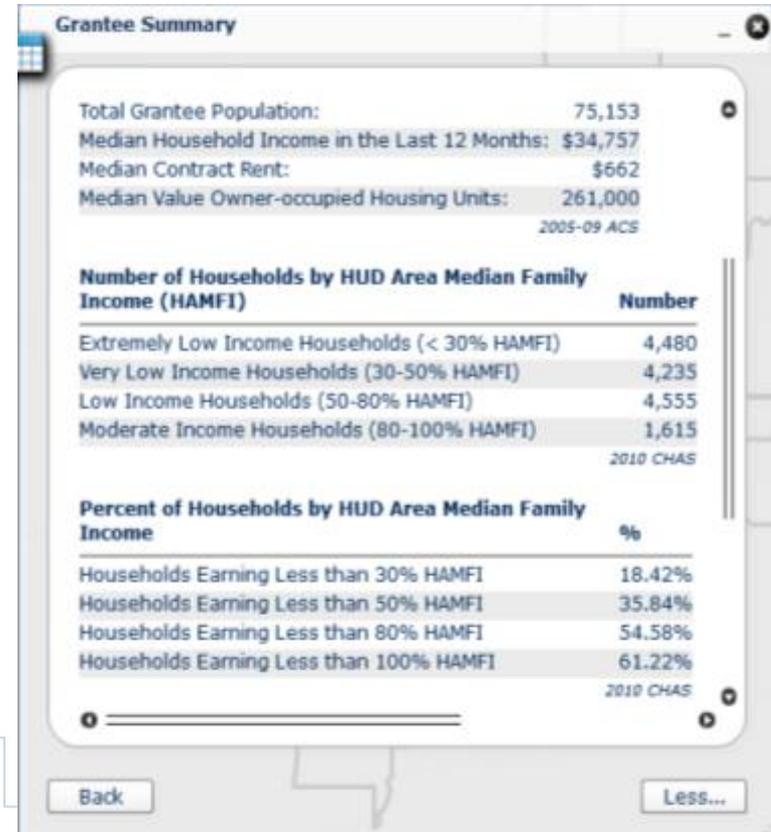
## Place-based Planning



[www.hud.gov/offices/cpd/about/conplan/cpdmaps/index.cfm](http://www.hud.gov/offices/cpd/about/conplan/cpdmaps/index.cfm)

# CPD Maps

- Exact numbers for key statistics are available in the Grantee Summary and through the Reports Widget.



**Grantee Summary**

Total Grantee Population: 75,153  
Median Household Income in the Last 12 Months: \$34,757  
Median Contract Rent: \$662  
Median Value Owner-occupied Housing Units: 261,000  
2005-09 ACS

**Number of Households by HUD Area Median Family Income (HAMFI)**

	Number
Extremely Low Income Households (< 30% HAMFI)	4,480
Very Low Income Households (30-50% HAMFI)	4,235
Low Income Households (50-80% HAMFI)	4,555
Moderate Income Households (80-100% HAMFI)	1,615

2010 CHAS

**Percent of Households by HUD Area Median Family Income**

	%
Households Earning Less than 30% HAMFI	18.42%
Households Earning Less than 50% HAMFI	35.84%
Households Earning Less than 80% HAMFI	54.58%
Households Earning Less than 100% HAMFI	61.22%

2010 CHAS

Back Less...

# Data-Driven Planning Tool

Three-Stage Process:

- 1. *Issue Identification:*** What are the primary issues of concern?
- 2. *Issue Characterization:*** What do the data say about the nature of these issues?
- 3. *Issue Location:*** Where in the jurisdiction are the issues most prevalent?



# Stage 1: Issue Identification

## Comparing Geographies:

- Compared to what?
- Higher or much higher?
- Which issues are most important?

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*The data are not exact, nor is the analysis prescriptive.  
They provide indications and information about the  
planning issues.*

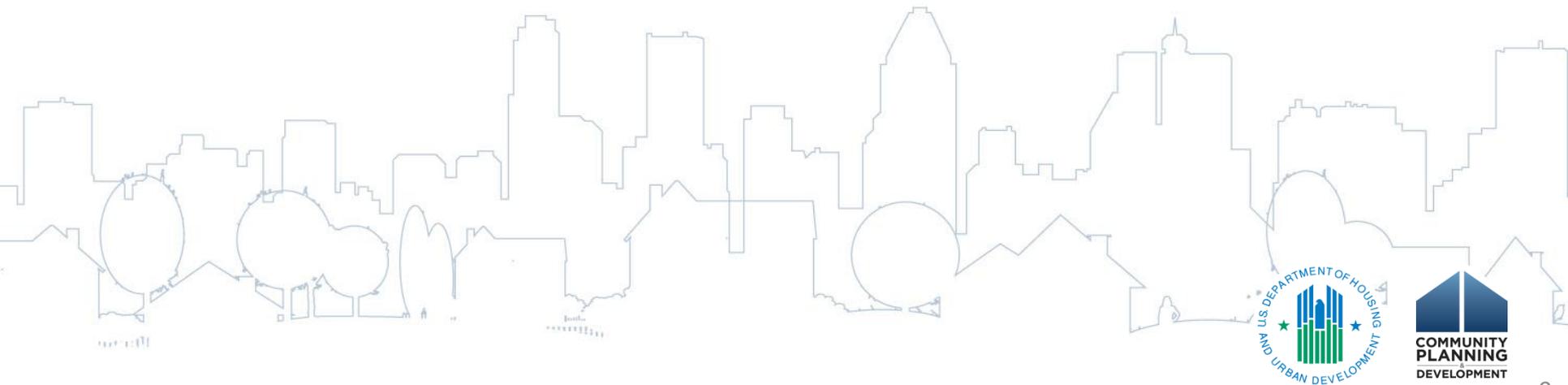


# Stage 1: Issue Identification

## *Housing Issues Example*

What are your primary housing problems?

- Cost-burdened
- Crowded
- Substandard



# Stage 1: Issue Identification

## *Housing Issues Example*

Housing Problems	Demographic Conditions
<ul style="list-style-type: none"><li>• Homes with substandard conditions</li><li>• Households with 1 or more persons per room</li><li>• Households paying &gt;30% rent/mortgage</li></ul>	<ul style="list-style-type: none"><li>• Poverty rate</li><li>• Low-income</li><li>• Population &gt; 65 years</li><li>• Population &lt;18 years</li><li>• Percent renters</li><li>• Median value for owner-occupied units</li><li>• Median contract rent</li></ul>



# Issue Criteria

## *Housing Issues Example*

	Slightly Higher	Higher	Much Higher	Lower
Substandard	1.25 times	1.5 times	2.0 times	75%
Overcrowded	1.5 times	2.0 times	3.0 times	75%
Cost-burdened	5 %pts	10 %pts	20 %pts	5 %pts
Poverty Rate	1.25 times	1.5 times	2.0 times	75%
<80% HAFMI	5 %pts	10 %pts	20 %pts	5 %pts
Pop 65+	5 %pts	10 %pts	20 %pts	5 %pts
Pop <18	5 %pts	10 %pts	20 %pts	5 %pts
Renter Rate	5 %pts	10 %pts	20 %pts	5 %pts
Median Owner Value	10 %pts	20 %pts	30 %pts	20 %pts
Median Contract Rent	5 %pts	10 %pts	15 %pts	10 %pts

Criteria for determining cell color are different for each variable.



# Stage 1: Issue Identification

## *Housing Issues Example*

Housing/Demographic Data	Townville	Burghton	New State	U.S.
Substandard	1.2%	1.5%	0.9%	1.1%
Overcrowded	9.1%	8.0%	7.8%	3.0%
Cost-burdened	47.3%	48.2%	46.5%	35.3%
Poverty Rate	22.6%	26.1%	12.9%	13.1%
<80% HAFMI	46.0%	54.6%	42.3%	42.2%
Pop 65+	7.7%	9.0%	10.9%	12.8%
Pop <18	30.9%	32.1%	26.0%	24.6%
Renter Rate	51.0%	58.0%	42.0%	33.0%
Median Owner Value	122.6%	121.3%	128.8%	100.0%
Median Contract Rent	107.4%	107.7%	112.1%	100.0%

# Stage 1: Issue Identification

## *Housing Issues Example*

Housing/Demographic Data	Townville	Burghton	New State	U.S.
Substandard	1.2%	1.5%	0.9%	1.1%
Overcrowded	9.1%	8.0%	7.8%	3.0%
Cost-burdened	47.3%	48.2%	46.5%	35.3%
Poverty Rate	22.6%	26.1%	12.9%	13.1%
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Pop <18	30.9%	32.1%	26.0%	24.6%
Renter Rate	51.0%	58.0%	42.0%	33.0%
Median Owner Value	122.6%	121.3%	128.8%	100.0%
Median Contract Rent	107.4%	107.7%	112.1%	100.0%

Townville's overcrowding rate is three times the national rate.  
 Townville's cost-burdened rate is 10+ percentage points higher than the national rate.



# Stage 1: Issue Identification

## *Housing Issues Example*

Housing/Demographic Data	Townville	Burghton	New State	U.S.
Substandard	1.2%	1.5%	0.9%	1.1%
Overcrowded	9.1%	8.0%	7.8%	3.0%
Cost-burdened	47.3%	48.2%	46.5%	35.3%
Poverty Rate	22.6%	26.1%	12.9%	13.1%
<80% HAFMI	46.0%	54.6%	42.3%	42.2%
Pop 65+	7.7%	9.0%	10.9%	12.8%
Pop <18	30.9%	32.1%	26.0%	24.6%
Renter Rate	51.0%	58.0%	42.0%	33.0%
Median Owner Value	122.6%	121.3%	128.8%	100.0%
Median Contract Rent	107.4%	107.7%	112.1%	100.0%

Townville's housing problems seem to be crowding and cost-burden. Its poverty rate is 1.5 times higher than the national poverty rate. Its elderly population is more than 5 percentage points lower than the nation's.



# Stage 2: Issue Characterization

## Issue Characterization Spreadsheets:

- What is the nature of the issues identified?
  - What types of households are affected?
  - What income ranges are affected?
  - How has the issue been trending?

### *Specific to housing:*

- Are renters or homeowners more affected?
- What does the housing supply look like?



# Stage 2: Issue Characterization—Basic

## *Housing Issues Example*

Overcrowding	Townville	Burghton	New State	U.S.	Units in Townville
Hh 1+/room	9.1%	8.0%	7.8%	3.0%	13,844
Owner: 1 or less/room	95.0%	95.7%	96.0%	98.4%	71,122
Owner 1.01 to 1.5/room	3.6%	3.1%	3.1%	1.3%	2,665
Owner 1.51+/room	1.4%	1.2%	0.9%	0.3%	1,070
Renter 1 or less/ room	86.8%	89.2%	87.0%	94.2%	66,426
Renter 1.01 to 1.5/room	8.7%	8.0%	8.2%	4.0%	6,654
Renter 1.51+/ room	4.5%	2.8%	4.8%	1.8%	3,455



# Stage 2: Issue Characterization—Basic

## *Housing Issues Example*

Overcrowding	Townville	Burghton	New State	U.S.	Units in Townville
Hh 1+/room	9.1%	8.0%	7.8%	3.0%	13,844
Owner: 1 or less/room	95.0%	95.7%	96.0%	98.4%	71,122
Owner 1.01 to 1.5/room	3.6%	3.1%	3.1%	1.3%	2,665
Owner 1.51+/room	1.4%	1.2%	0.9%	0.3%	1,070
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Renter 1.01 to 1.5/room	8.7%	8.0%	8.2%	4.0%	6,654
Renter 1.51+/ room	4.5%	2.8%	4.8%	1.8%	3,455

Townville's overcrowding problem is severe among owners, but affects more renters.



# Stage 2: Issue Characterization—Basic

## *Housing Issues Example*

Owner-Occupied Homes	Townville	Burghton	New State	U.S.	Units in Townville
Overcrowded 0–30%AMI	0.07%	0.08%	0.11%	0.08%	105
Overcrowded 30–50%AMI	0.28%	0.14%	0.26%	0.13%	425
Overcrowded 50–80%AMI	0.43%	0.31%	0.48%	0.23%	645
Overcrowded 80–100%AMI	0.28%	0.06%	0.28%	0.13%	420
Severely OC 0–30%AMI	0.03%	0.08%	0.04%	0.02%	40
Severely OC 30–50%AMI	0.20%	0.00%	0.08%	0.03%	300
Severely OC 50–80%AMI	0.13%	0.21%	0.15%	0.05%	195
Severely OC 80–100%AMI	0.07%	0.00%	0.08%	0.03%	105

For the most part, Townville’s homeowners crowding problem is as bad as New State’s. Many owners are severely crowded.



# Stage 2: Issue Characterization—Basic

## *Housing Issues Example*

Overcrowding—Rental	Townville	Burghton	New State	U.S.	Units in Townville
Overcrowded 0–30%AMI	1.24%	1.32%	0.92%	0.41%	1,830
Overcrowded 30–50%AMI	0.94%	1.37%	0.93%	0.31%	1,405
Overcrowded 50–80%AMI	1.11%	1.11%	0.84%	0.32%	1,615
Overcrowded 80–100%AMI	0.43%	0.41%	0.33%	0.14%	560
Severely OC 0–30%AMI	0.71%	0.49%	0.64%	0.23%	1,065
Severely OC 30–50%AMI	0.64%	0.63%	0.53%	0.14%	880
Severely OC 50–80%AMI	0.52%	0.35%	0.42%	0.12%	745
Severely OC 80–100%AMI	0.16%	0.08%	0.15%	0.05%	175

Townville renters of all low-income levels experience much higher crowding problems than the nation's renters.



# Stage 2: Issue Characterization—Advanced *Housing Issues Example*

Data outside CPD Maps:

- HUD data
- American Housing Survey
- 2000 and 2010 censuses
- American Community Survey
- Home Mortgage Disclosure Act (HMDA)
- State and local data
- Universities and foundations

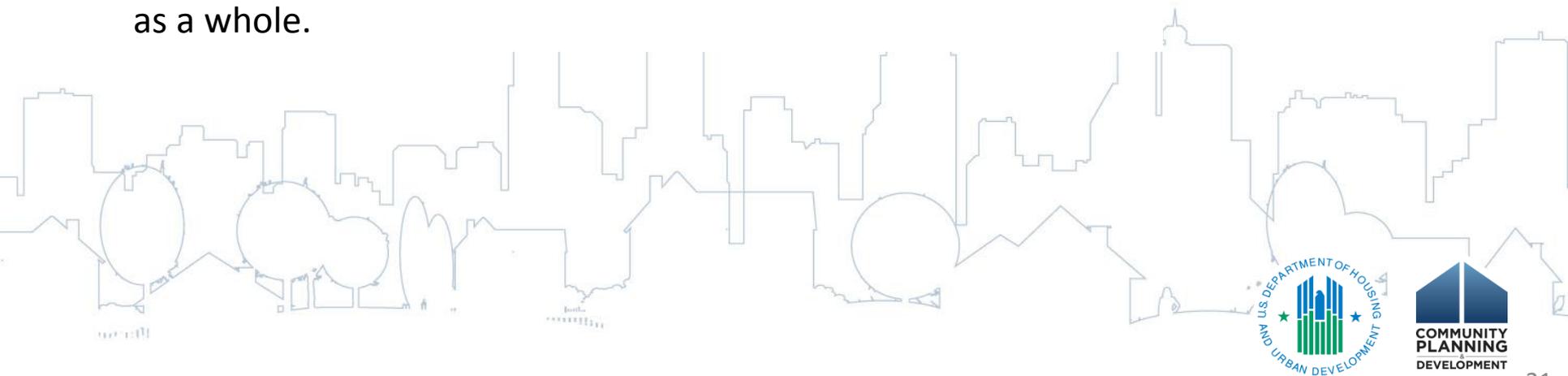


# Stage 2: Issue Characterization—Advanced

## *Housing Issues Example*

<b>% Households w/1+ Person per Room</b>	<b>Townville</b>	<b>Burghton</b>	<b>New State</b>	<b>U. S.</b>
2000 census	16.9%	20.2%	15.3%	4.8%
2005–09 ACS	9.1%	8.0%	7.8%	3.0%

Townville, Burghton, and New State all have seen large declines in their crowding problem over time, compared to the nation as a whole.



# Stage 2: Issue Characterization—Basic Housing Issues Example

Cost-burdened	Townville	Burghton	New State	U.S.	Households in Townville
Median Hh Income	\$43,036	\$34,757	\$60,392	\$51,425	
Paying > 30%	47.3%	48.2%	46.5%	35.3%	71,615
Earn less than \$35K pay >30%	31.8%	37.2%	22.0%	22.0%	48,207
Earn more than \$35K pay >30%	15.5%	11.0%	24.5%	13.3%	23,408

Townville's cost-burdened households are about the same as Burghton's and New State's, but when income is taken into account, its problem is much worse compared to the state and the nation.

# Stage 2: Issue Characterization—Basic

## *Housing Issues Example*

Cost-burden by Tenure	Townville	Burghton	New State	U.S.	Households in Townville
Owner Earn less \$35K pay>30%	15.9%	16.3%	11.7%	13.8%	11,891
Owner Earn more \$35K pay>30%	23.6%	20.2%	31.0%	16.2%	17,636
Renter Earn less \$35K pay>30%	47.5%	52.5%	36.2%	38.6%	36,316
Renter Earn more \$35K pay>30%	7.5%	4.4%	15.6%	7.6%	5,772

Townville's higher-income owners are more cost-burdened than those of the nation, but for New State the condition is more severe. Lower-income renters in Townville are burdened at a much higher rate than are New State's.



# Stage 2: Issue Characterization—Basic Housing Issues Example

Renters	Townville	Burghton	New State	U.S.	Households In Townville
Cost-burdened >30%, 0–30% AMI	10.8%	12.9%	7.9%	6.5%	16,365
Cost-burdened >30%, 30–50% AMI	8.0%	11.5%	6.1%	4.5%	12,100
Cost-burdened >30%, 50–80% AMI	5.5%	5.8%	4.5%	2.8%	8,380
Cost-burdened >50%, 0–30% AMI	9.2%	11.7%	6.7%	5.4%	13,880
Cost-burdened >50%, 30–50% AMI	4.0%	4.9%	2.9%	1.7%	6,030
Cost-burdened >50%, 50–80% AMI	0.9%	0.7%	0.9%	0.4%	1,385

Townville’s cost-burdened renters are in greatest number among the lowest income levels, 0–30% of AMI.



# Stage 2: Issue Characterization—Basic *Housing Issues Example*

Affordable Rental Supply	Townville	Burghton	New State	U.S.	Units in Townville
Earning 30% HAMFI	4.7%	5.4%	5.0%	8.7%	3,620
Earning 50% HAMFI	14.5%	20.1%	13.6%	25.8%	11,095
Earning 80% HAMFI	50.5%	61.1%	44.8%	53.5%	38,680

Townville's supply of rental properties affordable to those earning 30% of HAMFI is small, particularly when compared to the need identified on previous slide.

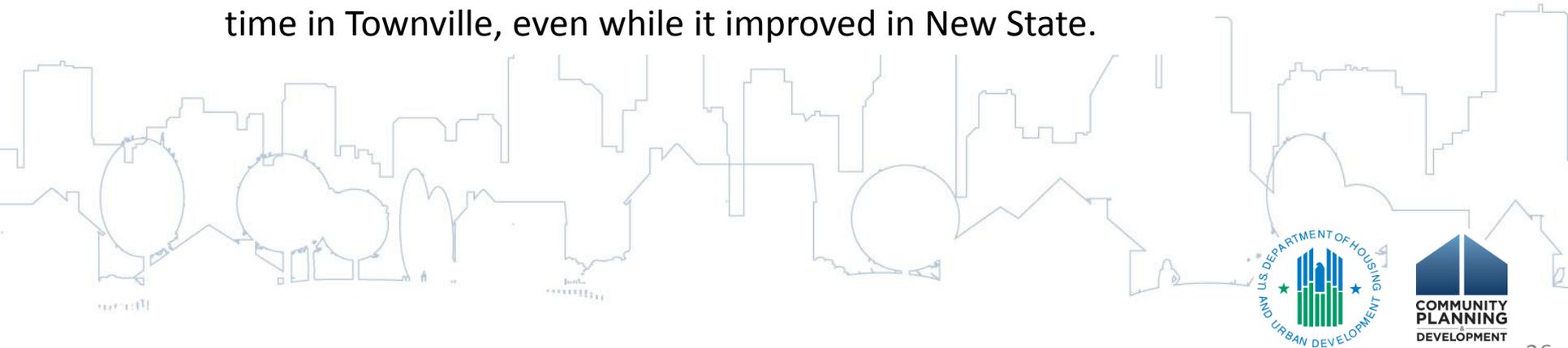


# Stage 2: Issue Characterization—Advanced

## *Housing Issues Example*

<b>Cost-burdened Renters</b>	<b>2000 Paying 30%+</b>	<b>2005–09 Paying 30%+</b>
Townville	24.2%	31.8%
New State	44.7%	22.0%

The cost-burden problem for renters has gotten worse over time in Townville, even while it improved in New State.



# Stage 2: Issue Characterization

## What do the data tell you?

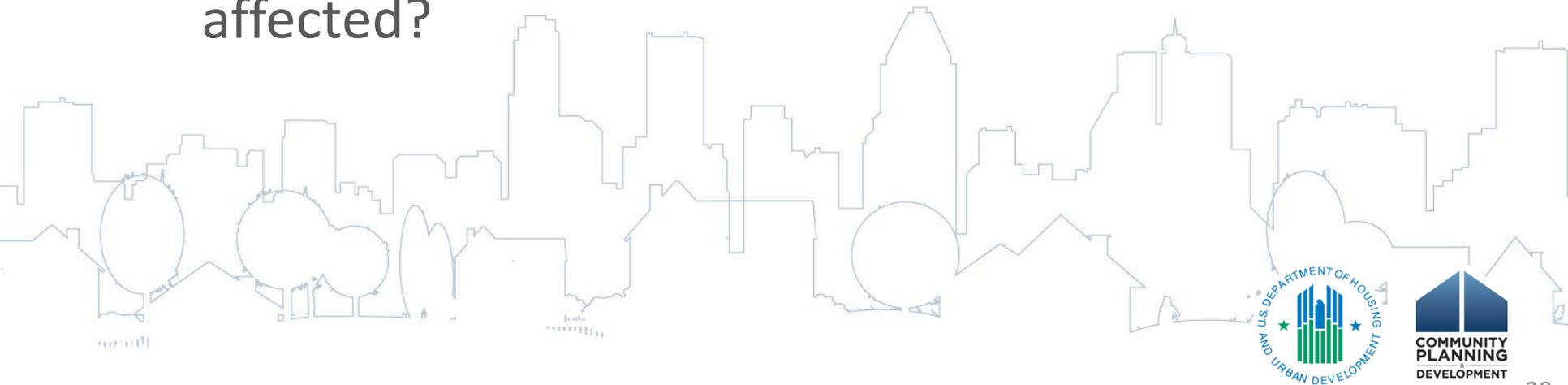
- Do the housing issues affect certain household types?
- What kind of housing market is my jurisdiction in?
- Are market forces hurting or helping?
- What other data/information do I need?
  - Where are the affected households?



# Stage 3: Issue Location

Comparing smaller places within the jurisdiction:

- Where are the identified problems located?
- What resources are there to draw on?
- What populations within the jurisdiction are affected?

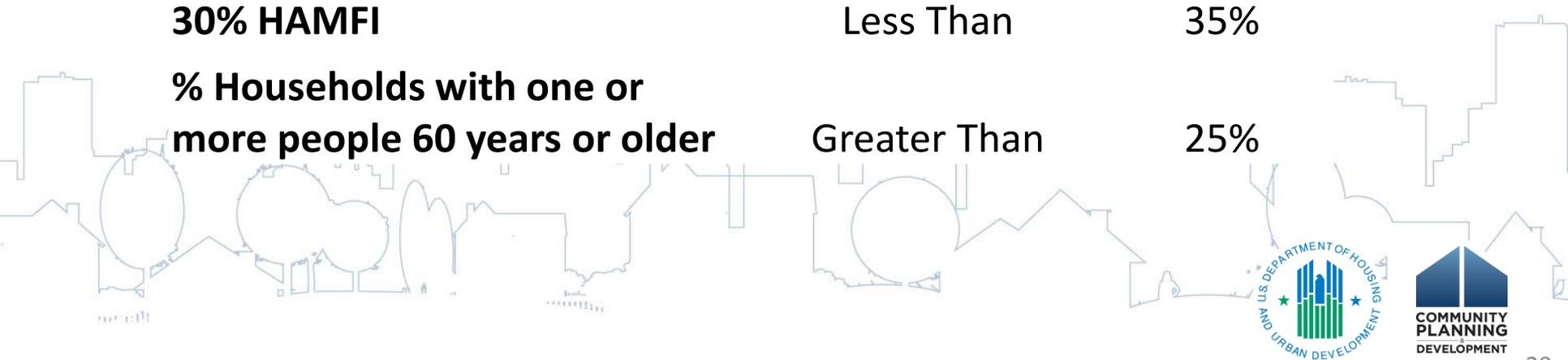


# Stage 3: Issue Location

## *Housing Issues Example*

*Using the toolkit and consultation, Townville has decided to focus on crowding, affordability and issues affecting the elderly*

	Threshold	
<b>% of Households with Overcrowding</b>	Greater Than	10%
<b>% Renter Units Affordable to 30% HAMFI</b>	Less Than	35%
<b>% Households with one or more people 60 years or older</b>	Greater Than	25%



# Stage 3: Issue Location

## *Housing Issues Example*

CPD Maps  
Consolidated Plan and Continuum of Care Planning Tool

Map Query

Back

Current Grantee:

Change the minimum and maximum for each variable to set query parameters. Use the Tab key or mouse to move from one parameter to the next. "Result Count" will update to show the number of areas that meet criteria set by the user. Click Finish.

**% of households with one or more people 60 years and over : lies between**  
Minimum: 0  -  Maximum: 63.27

**% of households with overcrowding : lies between**  
Minimum: 0  -  Maximum: 15.32

**% Renter units affordable to 30% HAMFI : lies between**  
Minimum: 0  -  Maximum: 79.41

**Result Count : 3 out of 178**

Status: waiting for input... Finish

# Stage 3: Issue Location

## *Housing Issues Example*

CPD Maps  
Consolidated Plan and Continuum of Care Planning Tool

Map Query

Back

Current Grantee: \_\_\_\_\_

The map will display all of the areas that meet query conditions. Zoom in or out on the map to view the areas. Select one of the results below to zoom to that area on the map. Click any of the column headers to sort the results in ascending or descending order.

% of households with one or more people 60 years and over	% of households with overcrowding	% Renter units affordable to 30% HAMFI	Tract
36.92	11	18.57	11001004802
32.35	10.87	23.77	11001003500
28.56	10.37	9.09	11001002502

**Query Criteria - Hide**

- % of households with one or more people 60 years and over lies between 25 and 63.27
- % of households with overcrowding lies between 10 and 15.32
- % Renter units affordable to 30% HAMFI lies between 0 and 35

Result Count : 3 out of 178

Status: waiting for input...

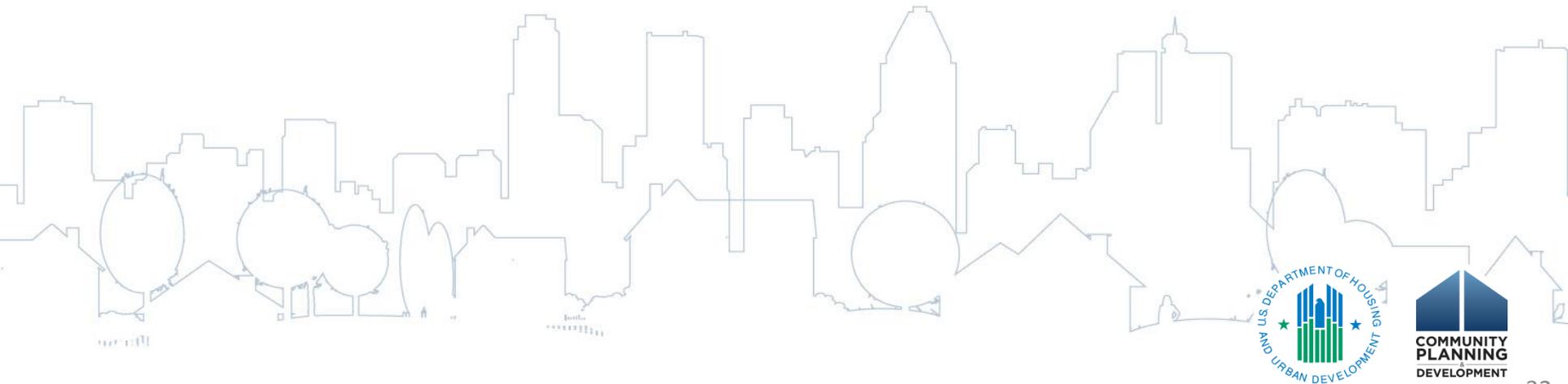


# Housing Priorities and Goals

How are priorities determined from the data?

How do the data inform goals?

How do the goals relate to one another?



# Resources and Structures

- What resources are available to address priorities and goals?
- What institutions can provide them?
- What are these institutions' capacities? Limitations?
- Where are they located?

## Institutional Resource Matrix



# Data → Strategies → Action Plan

Strategies are based on analysis of local conditions.

Maps and data are available that can:

- Be used in consultations with stakeholders.
- Help in the development of the Annual Action Plan.
- Provide justification for plans.
- Enhance the impact of programs.



# Outcome, Outputs, and Measures

Data for goals, outputs, and outcomes:

- What are your desired outcomes?
- What goals are related to them?
- What outputs will be measured?

## Goal Outcome Indicators

*Data-driven planning can help you determine what to count and what goals to set.*



# Key Resources

Consolidated Plan website:

<http://www.hud.gov/offices/cpd/about/conplan/index.cfm>

*Data-Driven Decision-Making Toolkit will be posted here*

CPD Maps page on the Consolidated Plan website

[http://www.hud.gov/offices/cpd/about/conplan/CPD Maps/index.cfm](http://www.hud.gov/offices/cpd/about/conplan/CPD%20Maps/index.cfm)

CPD Map Desk Guide

[http://www.hud.gov/offices/cpd/about/conplan/pdf/CPD Maps deskguide.pdf](http://www.hud.gov/offices/cpd/about/conplan/pdf/CPD%20Maps_deskguide.pdf)

View archived webinars on CPD Maps, Econ Planning Suite

<https://www.onecpd.info/learning-center/conplan-training/>

