

# LED's Use in the Promise Zone Initiative

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# Disclaimer

Any opinions and conclusions expressed in this presentation are those of the authors and do not necessarily represent the views of the U.S. Department of Housing and Urban Development or any partners in the Promise Zones Initiative.



# Background

- Place-based initiatives
  - Broad set of policy domains in a geographic area
- Promise Zones Initiative
  - Competitively awarded designation
  - Interagency team
  - PZ policy domains include: Employment, Investment and business growth, Education, Public Safety, Housing, Health, Community Infrastructure
- Goals most relevant to LED:
  - Promote employment & asset building
  - Increase investment & business growth



# Overview of Promise Zones

<b>Number of Designees</b>	<b>Total 20</b> Urban, rural, and tribal communities Round 1 (2014): 5 Round 2 (2015): 8 Round 3 (2016): 7
<b>Designation Duration</b>	10 Years
<b>Qualifying Criteria</b>	<b>Contiguous geography</b> encompassing one or more census tract (exception: Tribal)
	<b>Population:</b> Urban: 10,000 – 200,000 Rural/Tribal: Less than 200,000
	<b>Overall poverty rate or Extremely Low Income Rate</b> Urban: At or above 33% Rural/Tribal: At or above 20%; one census tract at or above 30%
	<b>Local leadership must demonstrate commitment</b>



# Promise Zone Benefits



Federal staff on the ground to help connect with resources



5 AmeriCorps VISTA members



Preferred access and technical assistance to more than 35 federal programs

# PZ Use of OnTheMap/LODES

- Uses of LODES data
  - Baseline data profiles for comparison areas and PZs
  - Tracking changes over time
  - Inform community development strategies
- Goal-related outcome measures from LODES
  - Employment by sector, job flow
- Additional data
  - Census ACS, ESRI Business Analyst
  - Unemployment rates, LFP
  - Number, location, type of businesses



# Data for Promise Zones

- Comparison of residence and work area characteristics
  - Data on variation in characteristics
- Visualization of data within PZ boundary
  - Identify areas to target with interventions
- Inflow-outflow data to capture % living and working in PZ (common goal)
- Destination by zip code or Census tract
- “Hypothesis testing” for staff in the field



# Philadelphia PZ Worker Demographics

Jobs by worker characteristics		Residence Area Characteristics	Workplace Area Characteristics
<b>Total Primary Jobs</b>		8,863	50,605
<b>Age</b>	29 or younger	31.1%	22.1%
	30-54	52.8%	58.9%
	55 or older	16.1%	19.0%
<b>Sex</b>	Male	45.0%	37.7%
	Female	55.0%	62.3%
<b>Race</b>	White Alone	36.0%	63.4%
	Black or AA Alone	55.3%	27.3%
	Asian Alone	6.7%	7.7%



Source: LODS OnTheMap, 2011 Data



# Philadelphia PZ Worker Characteristics

Jobs by Worker Characteristics		Residence Area Characteristics	Workplace Area Characteristics
<b>Total Primary Jobs</b>		8,863	50,605
<b>Educational Attainment</b>			
	Less than HS	8.5%	5.2%
	High school or equivalent	18.8%	14.2%
	Some college or Associate degree	22.1%	22.3%
	Bachelor's or advanced degree	19.6%	36.3%
	NA (workers aged 29 or younger)	31.1%	22.1%
<b>Monthly Earnings</b>			
	\$1,250 or less per	23.1%	11.5%
	\$1,251 to \$3,333	42.2%	25.9%
	> \$3,333	34.7%	62.6%



Source: LODS OnTheMap, 2011 Data

# Philadelphia Promise Zone

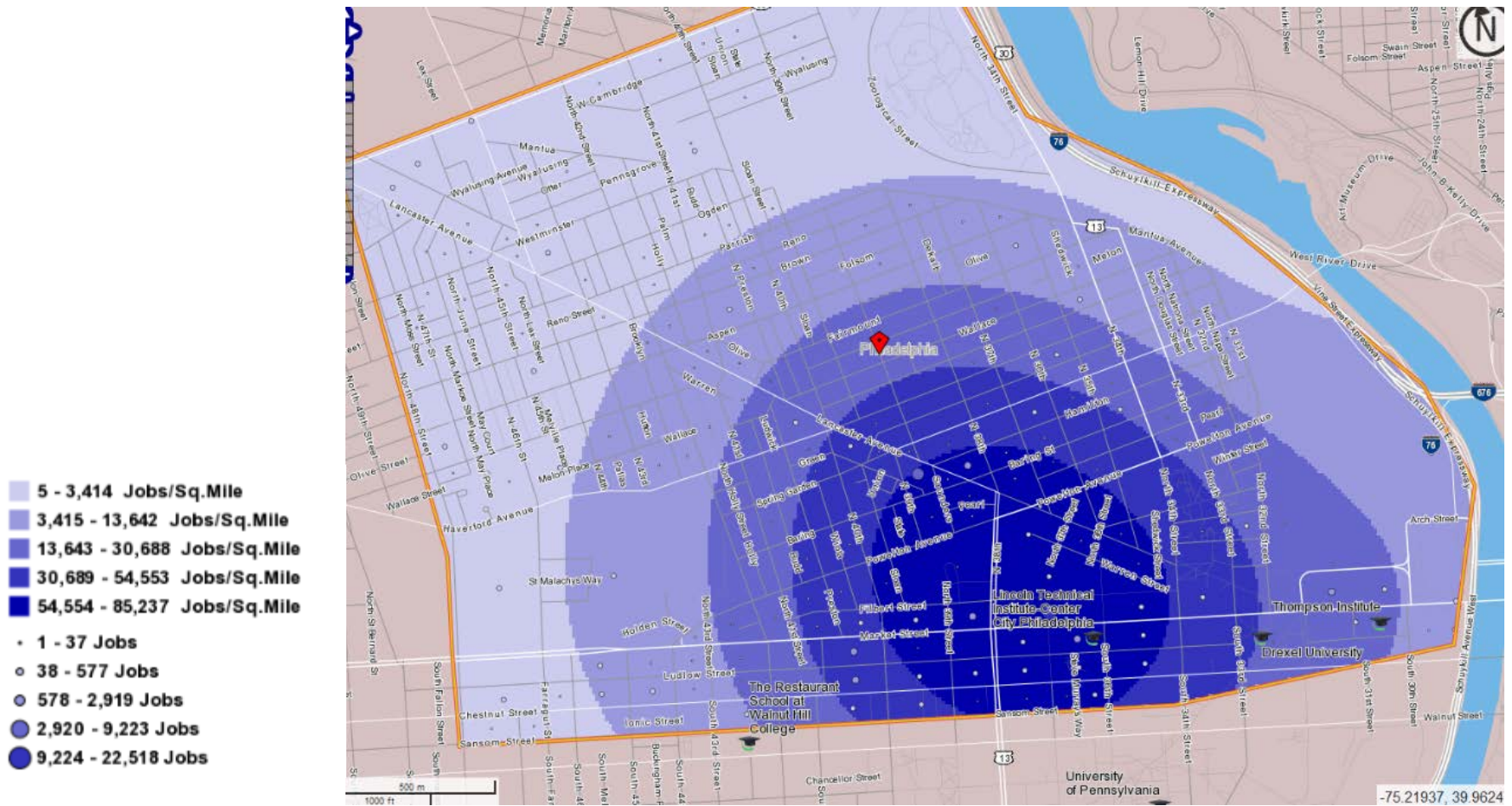
## Jobs by NAICS Industry Sector (Top 5)

Residence Area Characteristics		Workplace Area Characteristics	
Educational Services	12.3%	Educational Services	51.3%
Health Care and Social Assistance	22.8%	Health Care and Social Assistance	29.6%
Accommodation and Food Services	9.1%	Accommodation and Food Services	6.0%
Retail Trade	8.9%	Other Services (excluding Public Administration)	2.8%
Administration & Support, Waste Management and Remediation	7.8%	Professional, Scientific, and Technical Services	2.7%



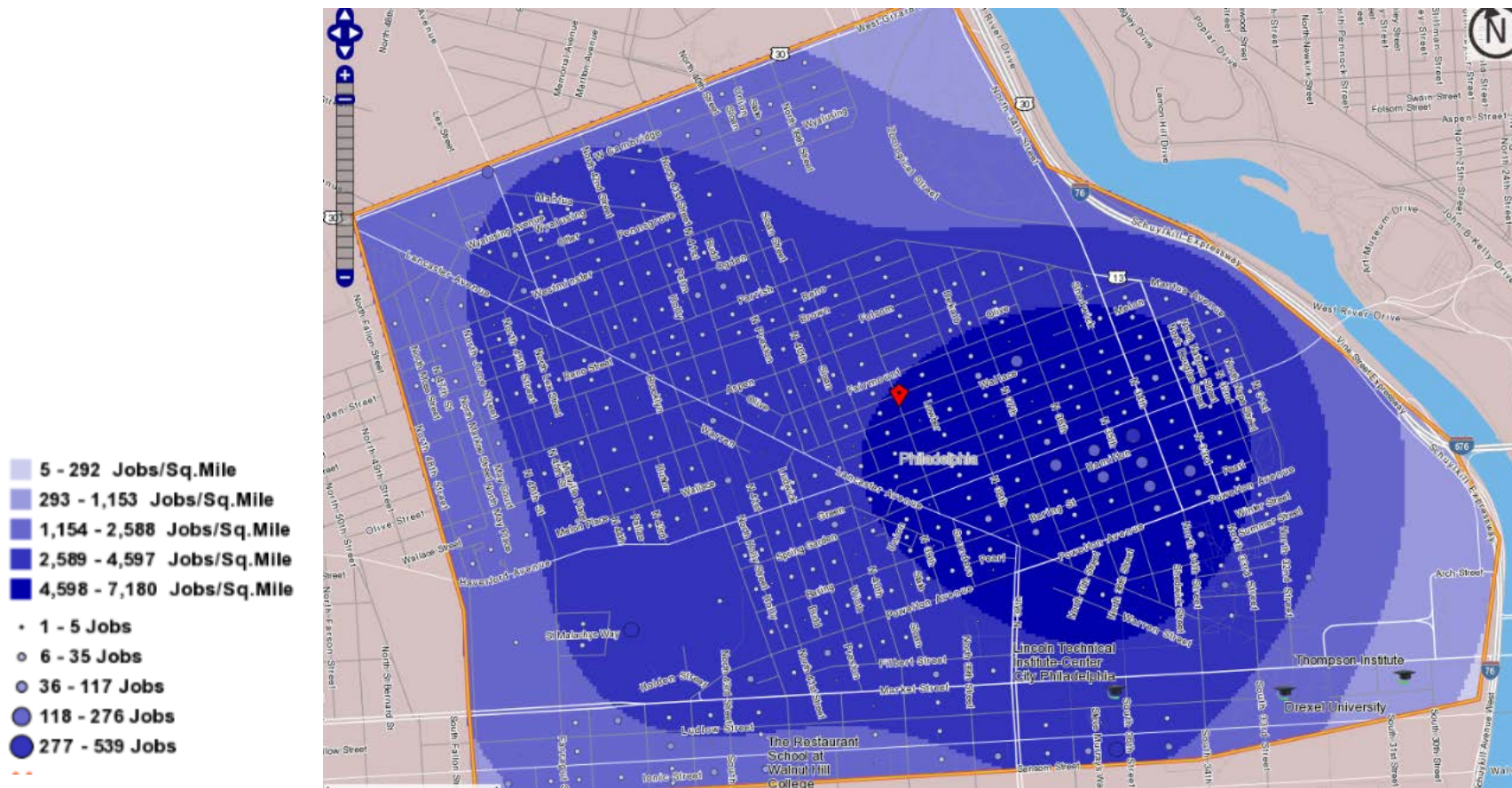
Source: LODS OnTheMap, 2011 Data

# Philadelphia Promise Zone: Work Area



Source: LODES OnTheMap, 2011 Data

# Philadelphia Promise Zone: Home Area



Source: LODES OnTheMap, 2011 Data



# Policy/Programmatic Uses

- How have we used the data? How is this information relevant to program implementation/ evaluation?
  - Highlights locations where workers are concentrated
  - Differences in racial/ethnic characteristics of those who live and work in zone
  - Progress towards goal to create a place where residents can live and work



# Analysis Plans

- Data profiles compiled from LODES and other sources
  - HUD: CPD maps
  - USDA: SNAP retailers, food desert map
  - HHS: Area Health Resources File (HRSA)
  - Census ACS
- Other resources ID'ed through interagency partners
  - Location Affordability Index
  - EPA Smart Locations Database
  - Department of Education, Civil Rights Data Collection



# Analysis Plans

- Providing maps and raw data to sites as technical assistance
- Tracking and conducting internal analysis of changes over time in key indicators



# Recommendations for LODES

- Combine with other data sources so that local communities and analysts can add layers of their own data
- Show hospitals, transit routes (bus, metro)
- Break down inflow-outflow by demographic characteristics and area sub-geos
- Breakdown of monthly income
  - Highest category begins at approximately \$40,000 (FPL family of 4 = approx. \$23,900)





# Takeaway points from our work

- LODES/OnTheMap is extremely useful for HQ PZ team, designees, and for other HUD programs
  - Block level, easy to access data for custom geos
- Additional functionality to improve use of LODES
  - OTM layers usable in other mapping tools
  - Combine underlying data with other data sources



# Takeaway points from our work

- Other data tools from our indicators can be used in combination with LODS/LEHD
  - CPD maps, USDA maps, other admin data sources
- Limitations for our purposes
  - Lag in available data



# Thank you!

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