

People Powered Place-Making:

Harnessing Technology to Build Sustainable
Community Leadership From the Ground Up

CHOICE NEIGHBORHOODS 2016

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1st Wave Failed Affordable Housing



liquor stores
fast food
abandoned buildings
toxic air

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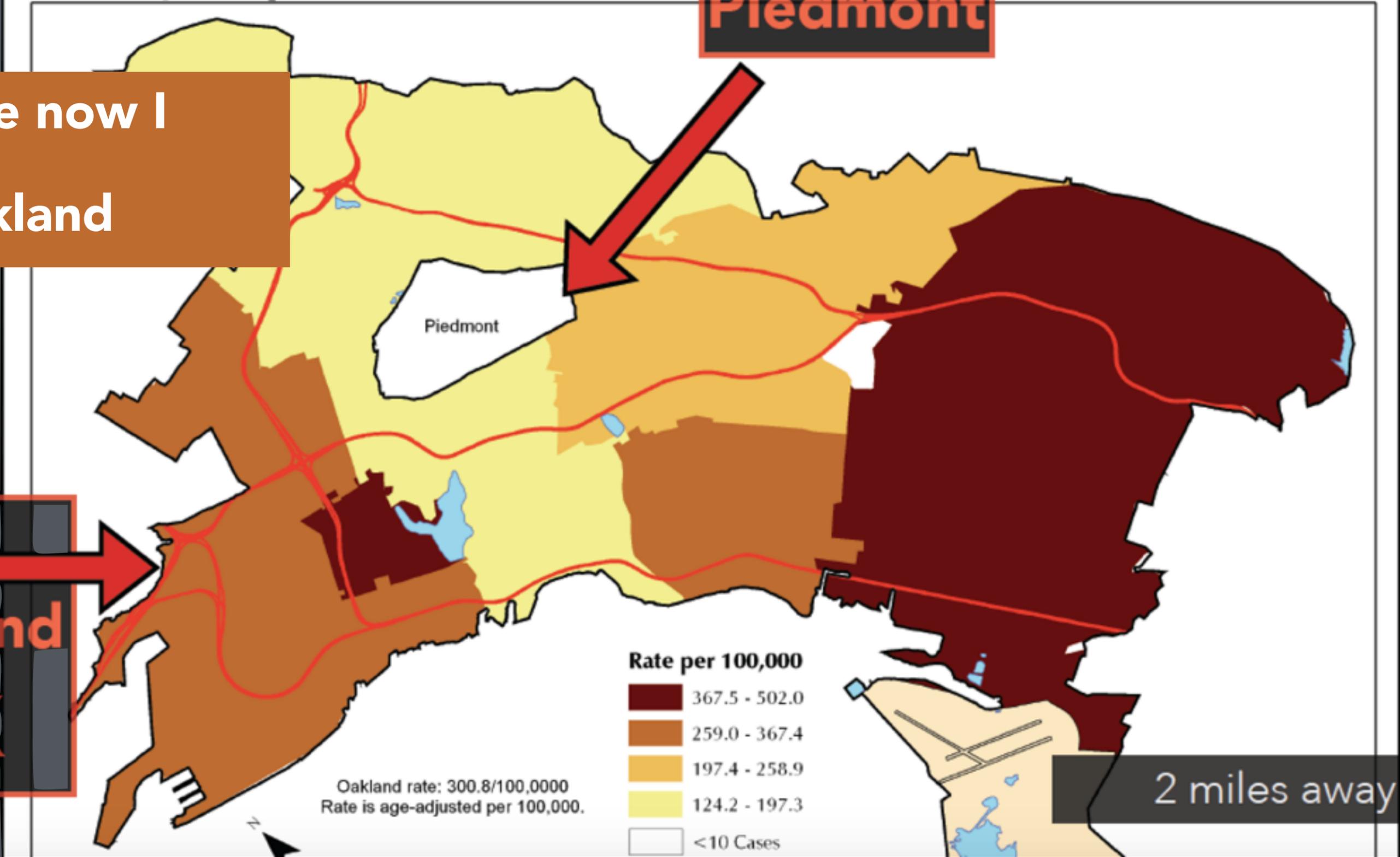
Obesity Hospitalization Rate

Sources: CAPE, OSHPD, 2006-2008;
CAPE 2012; Babey et al. 2012

For example now I
work in Oakland

Piedmont

**West
Oakland
5X**



**3.9 Million
Kids**

**30 Million
Worldwide**

**2.5x
Manhattan**



ZIP CODE
94621

Life Expectancy

74



ZIP CODE
94301

Life Expectancy

87

Born in the Wrong Zipcode



**Your Zip Code shouldn't determine
how long you live, but it does...**

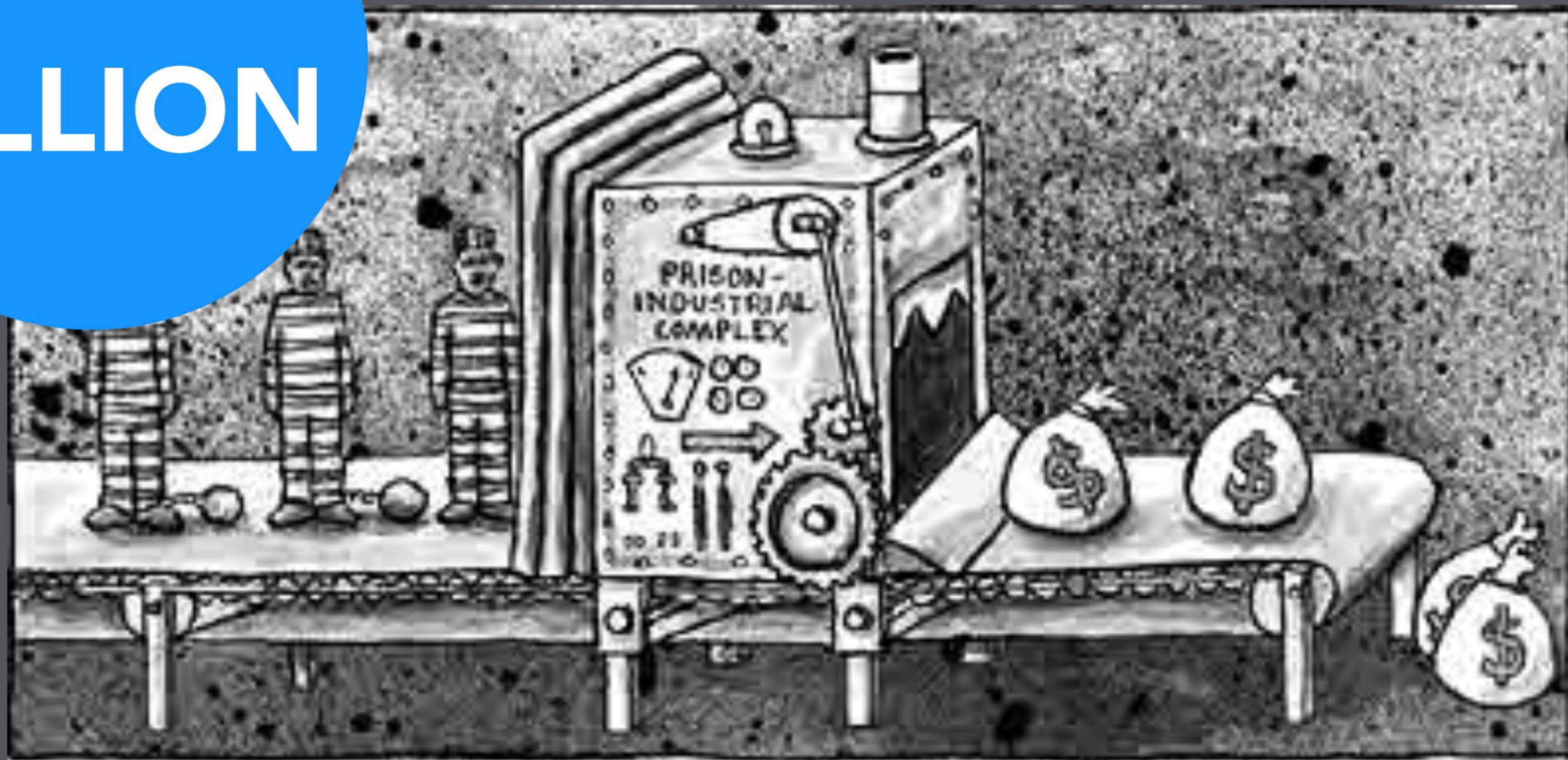
**THIS IS A
CRISIS**

```
graph TD; A[THIS IS A CRISIS] --> B[MORAL]; A --> C[FINANCIAL];
```

MORAL

FINANCIAL

**\$63.4
BILLION**



Upstream Solutions: Thriving and Resilient Cities & Schools



And Hope VI was successful...

(Mindy, Kyleen, Jesse, Pamela, Marianne, Shireen, Reese + others)

HOPE VI at a glance

Revitalized: 260 communities

Created: 53,950 replacement units

Built: 39,960 affordable and market rate units

Leveraged: \$1.80 for every \$1 investment

reduced crime, increased property values

**WHY DO WE NEED
A NEW MODEL ?**

Community Engagement 1.0 is Broken, Inefficient, and under effective

- **Flat (i.e. time based)**
- **High barriers to entry for VP**
- **Relies on charrettes**
- **Public F-2-F meetings**
- **Usual suspects/one and done**
- **Minimal involvement form a broad and diverse set of stake holders**
- **Feels like an extraction model**

Let's start with Feds:

NOFA/PNA/NAHASDA

LOCCS

RAD

How many people in the room can tell me what every single one of these acronyms stands for?

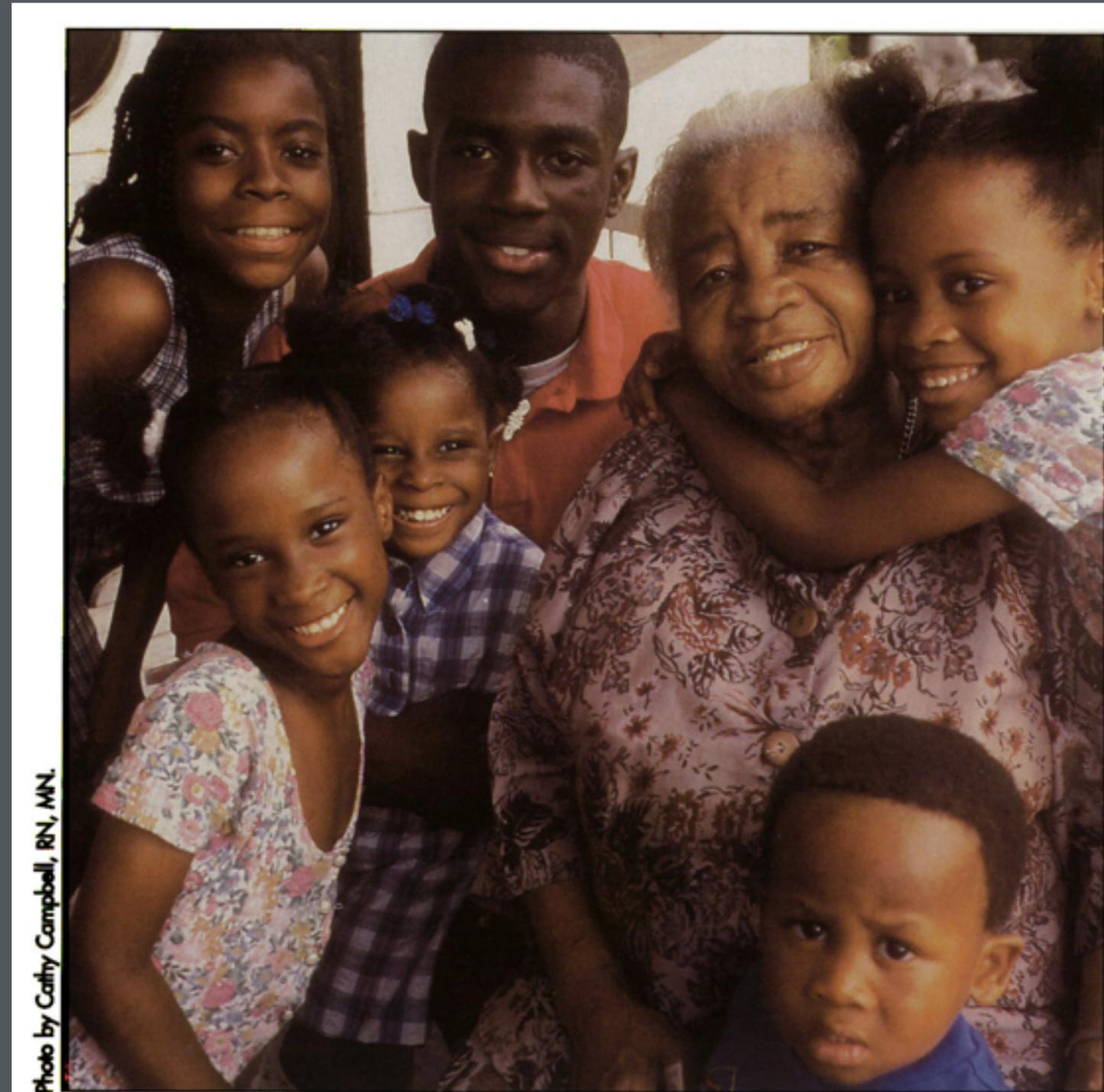
Not exactly user-friendly

Common HUD Terms and Acronyms

Acronym	Definition
2LP	Home Affordable Second Lien Program
ABA	Annual Budget Authority (for HAP expenses in the HCV program)
ACA	Annual Community Assessment
ACA	Asset Control Area. FHA Single Family Housing designated area for special property sales initiatives.
ACC	Annual Contributions Contract. Annual Contracts with Public Housing Authorities for payments towards rents, financing debt service and financing for modernization.
ACOP	Admissions and Continued Occupancy Policy
ACRS	Administration's system for tracking requests for administrative services
ACS	American Community Survey
ADA	Americans With Disabilities Act (Section 504)
Adm	Administration (HUD Office of)
AFGE	American Federation of Government Employees. One of two (AFGE, NFFE) HUD employee unions. AFGE has national recognition.
AFFH	Affirmatively Furthering Fair Housing
AFR	Applicable Federal Rate
AFS	Annual Audited Financial Statements
AHAP	Agreement to Enter into a Housing Assistance Payments Contract
AHS	American Housing Survey
AI	Analysis of Impediments (to fair housing); a part of Consolidated Plans
Allocation	Budget Authority transferred from one agency
Allotment	Authorization by authorized employee to subordinates to incur obligations
AMP	Asset Management Project

One size fits all Community Engagement Doesn't work

- *Actv
- *Artis
- *Devl
- *Disru
- *Leaders
- *Innov



*18-25

*26-35

*36-45

*46-56

*55-65

*70-80

*80

So What does a New Model of Community Engagement/CE 2.0 Look Like?

Can Technology Tools Help?

CE 2.0 & technology tools can help you build:

- *Broader Neighborhood Constituency**
- *Stronger civic and green infrastructure**
- *Better and more authentic Neighborhood brand**
- *Document what's working as well as what's not working**
- *Attract investment**
- *Movement build (through real and virtual networks)**

And CE 2.0 & Tech tools can help us
address the real **ELEPHANT** in the room:



**Which is how can we reach people who generally
don't come to community meetings?**

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And they can help us address the real
DINOSAUR in the room:

Which are the Types of Data Choice/HUD wants you to measure and report on?



- *Segregation/Integration
- *Disability & Access Analysis
- *Housing Quality
- *Neighborhood Confidence/
Neighborhood Brand
- *Access to Opportunity: employ, edu,
health, safety, etc

To answer these questions I will quickly review some of the latest tech innovations that can help you all move from good to great in your work:

1st Big Data Tools

2nd I move to community-generated data tools

**How many of
you use the
AFFH Tool?**

HUD AFFH TOOL

+aggregates existing public
data

-web-based (not mobile)

-not granular

-not real-time

-doesn't capture lived
experience

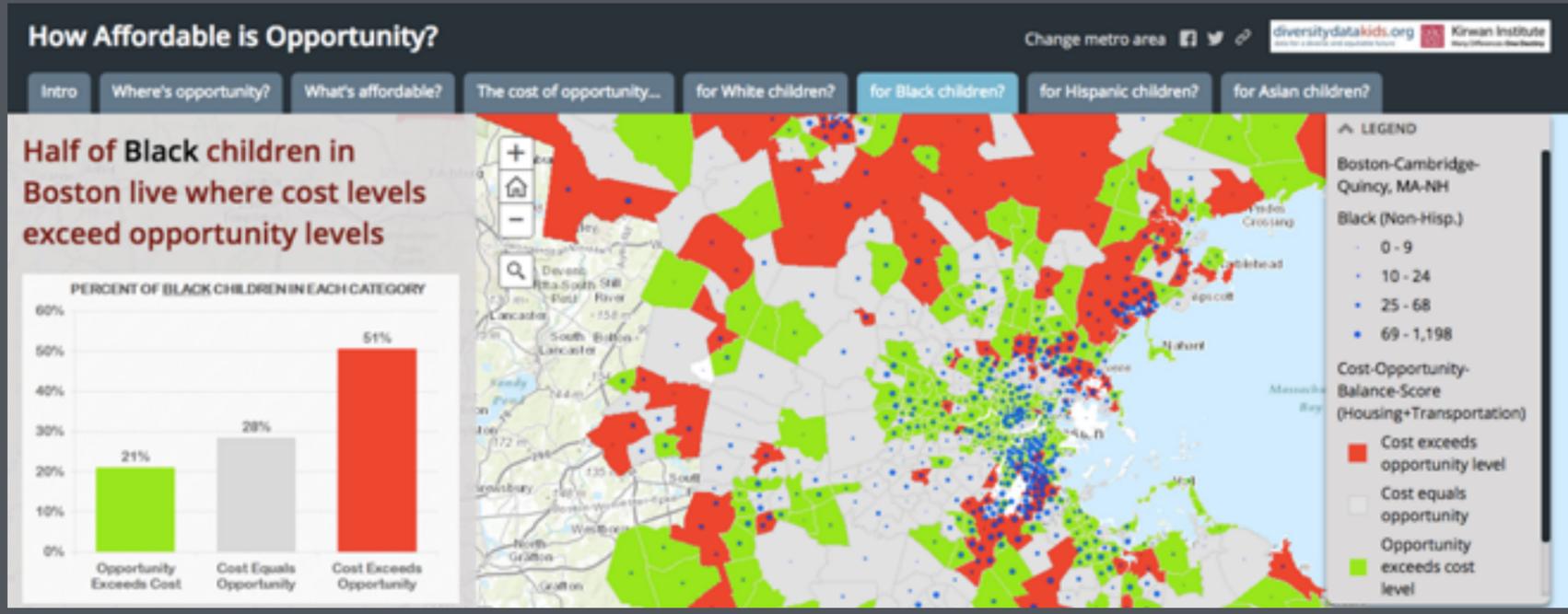
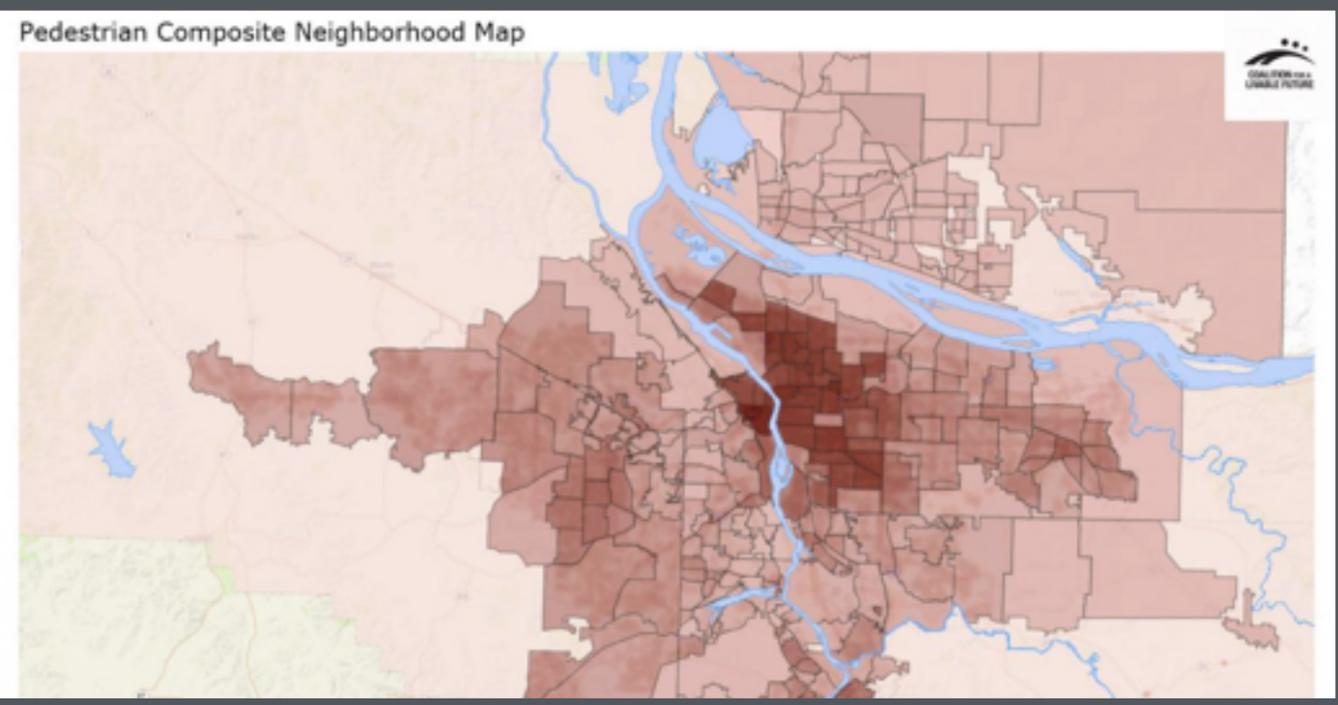
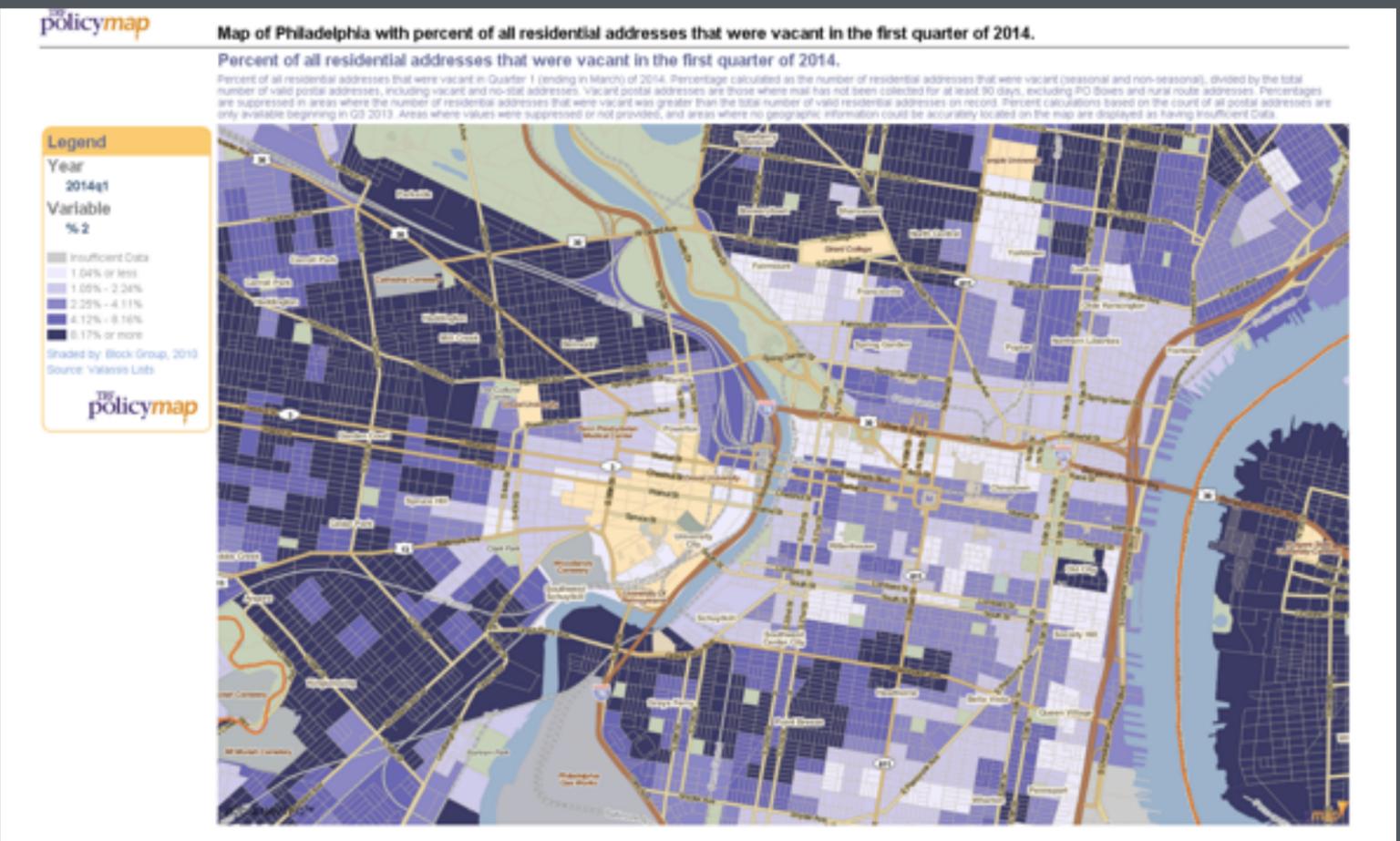
**This is important b/c the tool was designed to help
communities tell their stories**



Equity Atlases (reg/natl)

- PolicyMap
- Diversity Data for Kids
- Coalition for a Livable Future
- + more

+visualizes existing public data
 -generally at census tract or county level
 -missing red, crowd-sourced



Really important for DAP/policy makers but what about everyday ppl

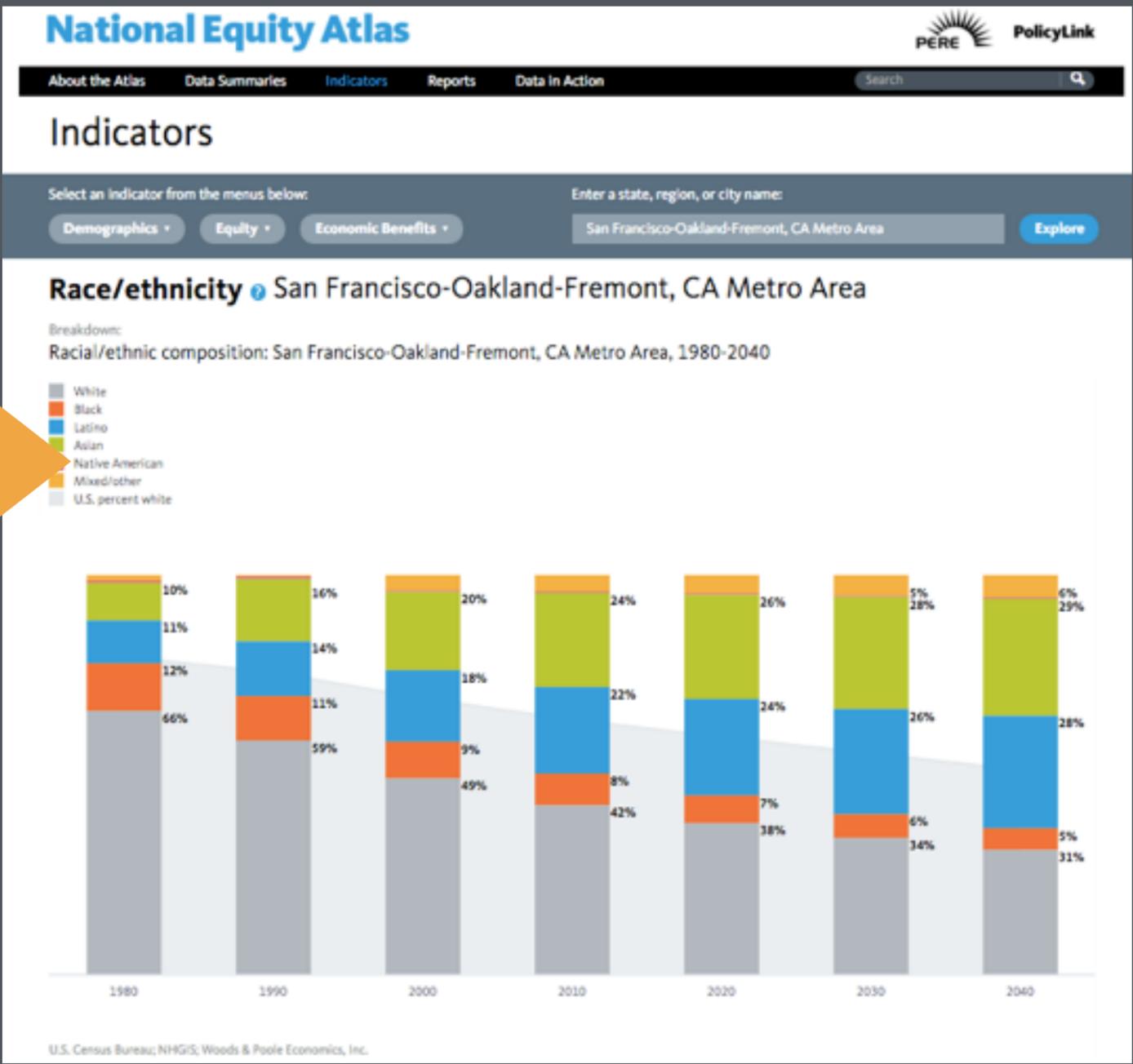
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source: PolicyMap, CLF, Diversity Data for Kids

National Equity Atlas (PolicyLink/PERE)

- *Easier to ask questions to
- *Infographics
- *Gets down to city level (future = neighborhood)
- *But still not granular

Disaggregated Data
Data is not only disaggregated by critical racial/ socio-economic breakdowns which provide important and targeted insights around who is being most impacted and why. Most equity atlases don't offer this degree of disaggregation.



Making Meaning
Data is also broken down into easy to understand analysis/insights in narrative form, so that planners, developer, policy-makers, etc. don't have take time interpreting what the numbers or the charts/graphs mean.

Who lives here and how is this changing?
San Francisco-Oakland-Fremont, CA Metro Area: From 1980-2010, people of color went from **33.86** percent to **57.55** percent of the population.

Why it matters
The United States is undergoing a dramatic transformation in which people of color will become the majority by 2044. As people of color continue to grow as a share of the workforce and population, their social and economic well-being will determine the country's success and prosperity.

Grow an equitable economy: Policies to leverage diversity as an asset

- Foster racial inclusion in governance
- Build multiracial alliances, coalitions, and movements to advance policy change
- Dismantle barriers and build pathways to economic opportunity for boys and men of color
- Include immigrants by ensuring access to health care, driver's licenses, and municipal ID cards regardless of immigration status; increasing language access; facilitating naturalization; limiting the participation of local law enforcement with Immigration and Customs Enforcement; and extending voting rights
- Strengthen democracy by increasing participation of marginalized groups, expanding voting rights (and preventing rollback), and building leadership development pipelines

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source: The National Equity Atlas

Collectively these are great for giving us:

Top-down, birds-eye view of access to opportunity

But....

what about access to opportunity from the ground up
from an everyday person's lived experience?

2.0 Community Engagement Model

Streetwyze



healthy grocery affordable housing

Add a Review

Share on Social Media

Public Housing Units (HUD, County, City)

County Reported Grocery Stores

BEFORE STREETWYZE
"GROUNDTRUTHING"

sample source: http://eqis.hud.opendata.arcgis.com/datasets/6c2695b3adba44b1a85596410d04933b_0

sample source: <https://data.nola.gov/Health-Education-and-Social-Services/NOI-A-Grocery-Stores-Map/sow-dj2a>

Acknowledgment to work completed in partnership with PUEBLO, YU, OUSD, Local Ground, and other community partners

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healthy grocery affordable housing

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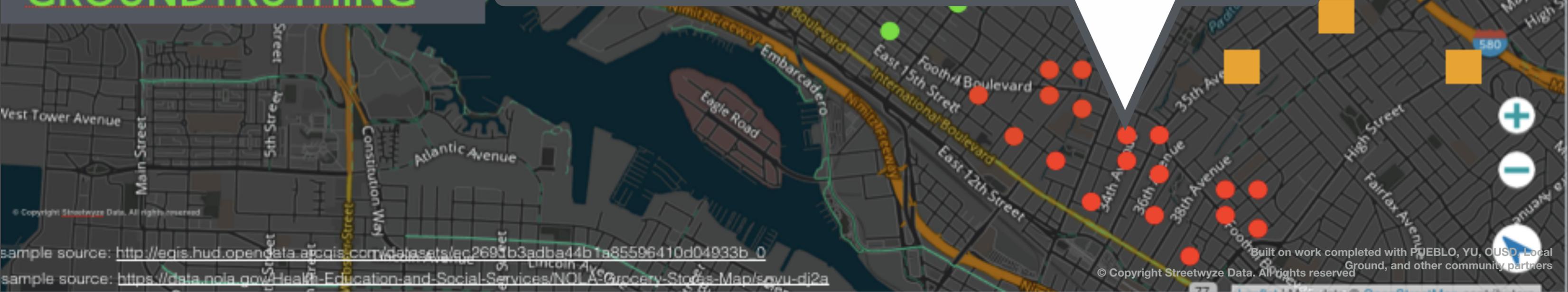
County Reported Grocery Stores

Streetwyze Reported

Green dot: Grocery Store

Red dot: Not Grocery Store

AFTER STREETWYZE "GROUNDTRUTHING"



sample source: http://egis.hud.opendata.arcgis.com/datasets/ac2693b3adba44b1a85596410d04933b_0

sample source: <https://data.nola.gov/Health-Education-and-Social-Services/NOLA-Grocery-Stores-Map/souu-dj2a>

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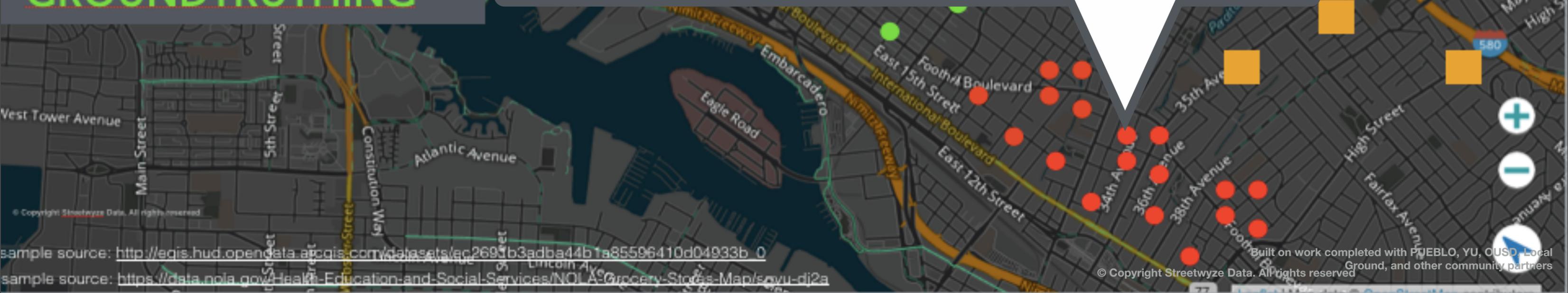
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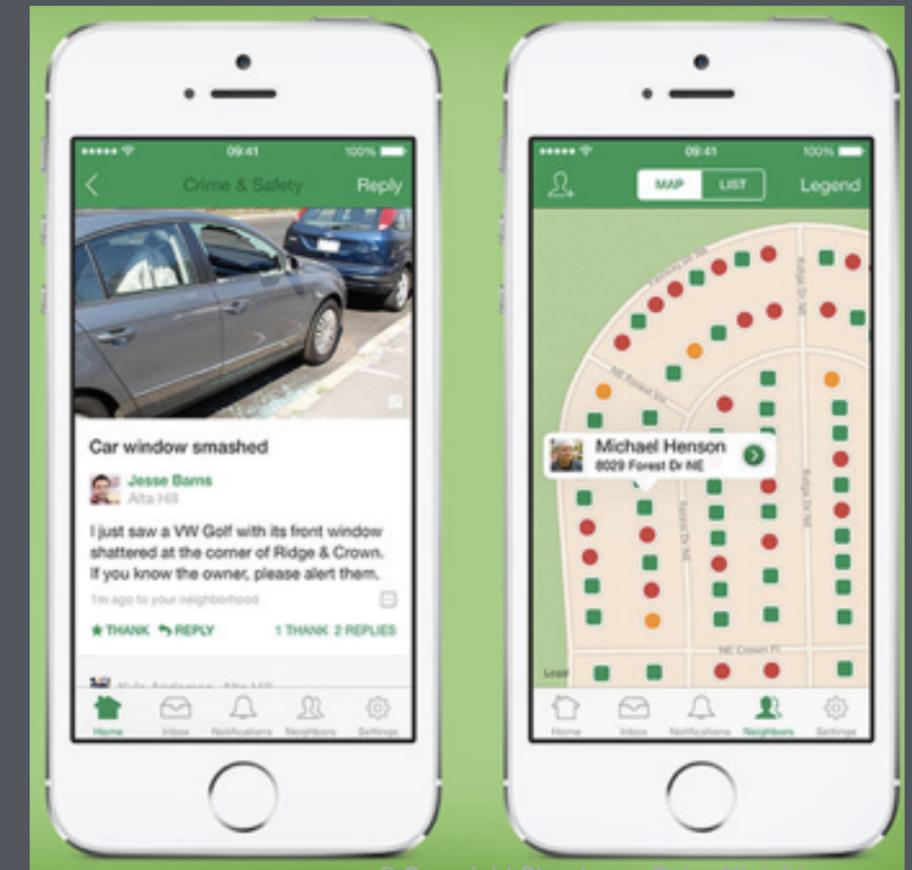
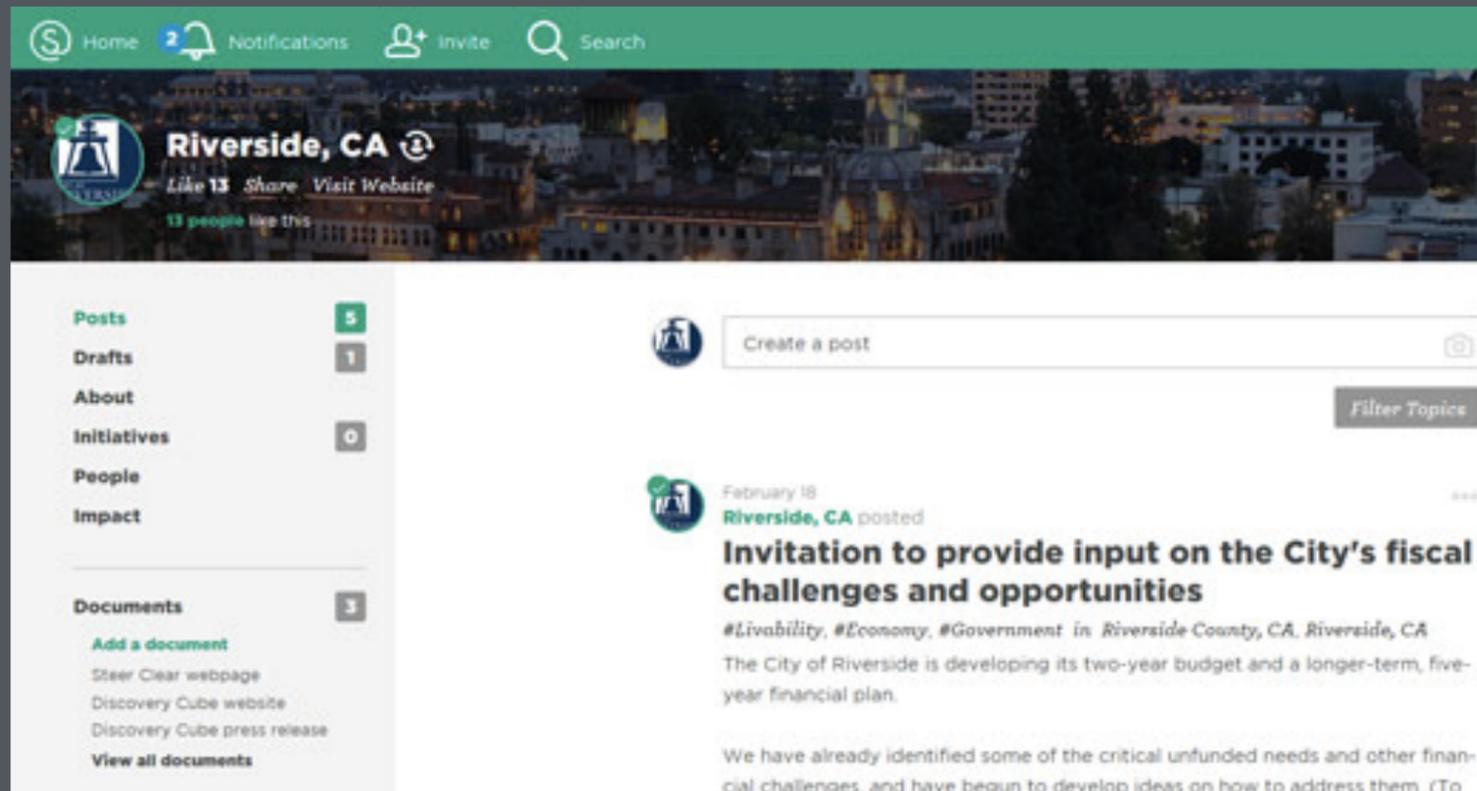
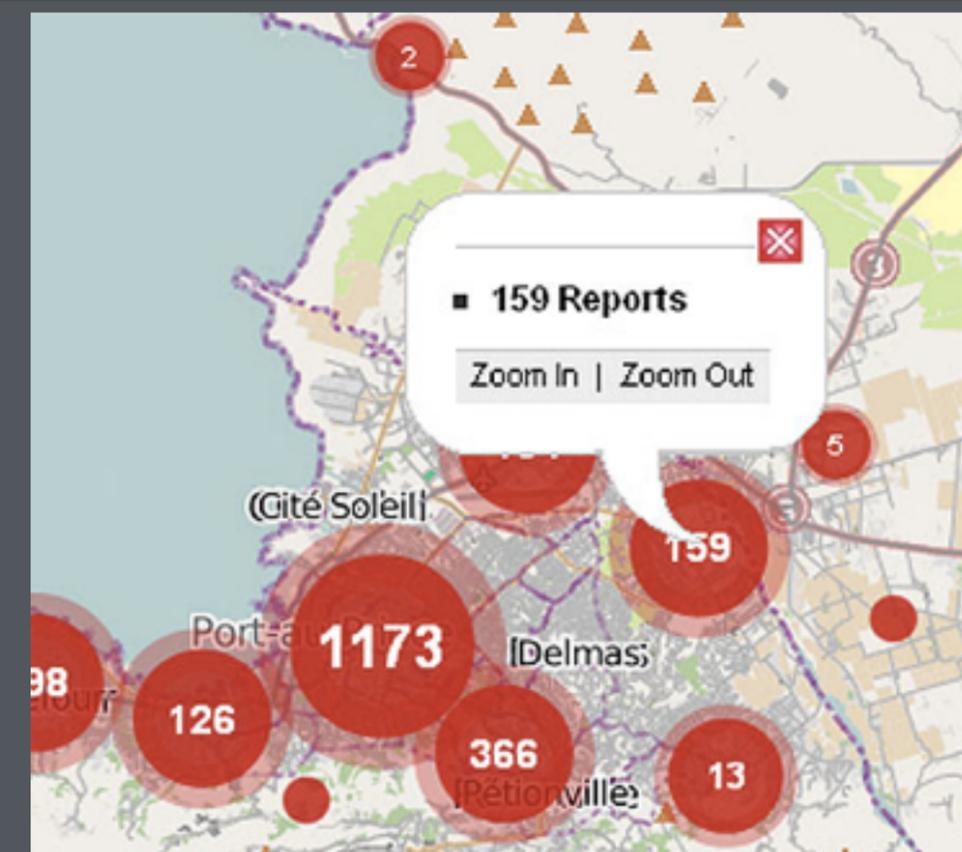


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Other Tools

- SeeClickFix
- NextDoor
- Mindmixer/MySidewalk
- Local Ground
- + more



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JOIN US

In building a new community driven-data revolution that integrates the power of

local knowledge + official knowledge

that helps makes all communities more transparent, open, connected, smart,
shareable, sustainable, and
equitable for all

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