

# The Brookings Institution

Metropolitan Policy Program

## ***Information: A Tool to Transform America's Communities?***

Hartford, Connecticut  
May 5, 2005



# Agenda

- The challenge before us
- Some context: Where are cities today?
- Why information matters
- The potential of next-generation information tools to power transformative community strategies

*“Clearly, if we are to spur  
‘transformative’ investments and  
effective urban markets, we need to  
develop new tools that go beyond the  
traditional resources and approaches  
that historically have been used in  
urban community development.”*

*Doug Nelson*

*President*

*Annie E. Casey Foundation*

# What are Transformational Strategies?

- Big bets, not piece-meal approaches
- High risk-high return strategies
  - Cross domain and jurisdiction
  - Systematic interventions
  - “Disruptive” approaches
  - Common investment strategy
  - Measure impact and performance



Information tools are critical to success

***Some context...***

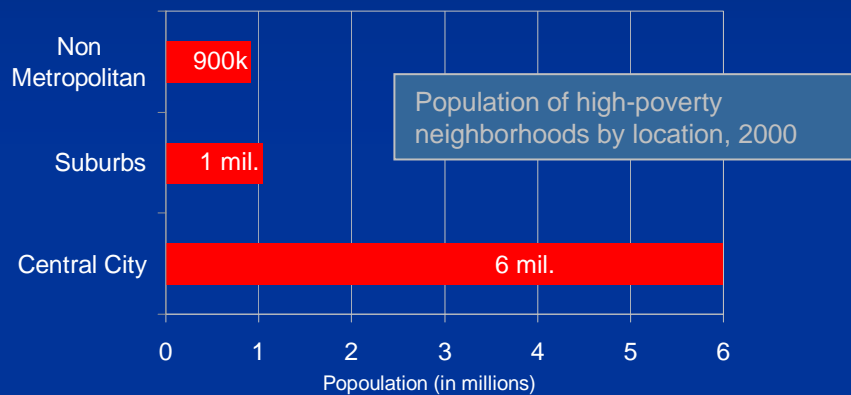
Where are cities today?



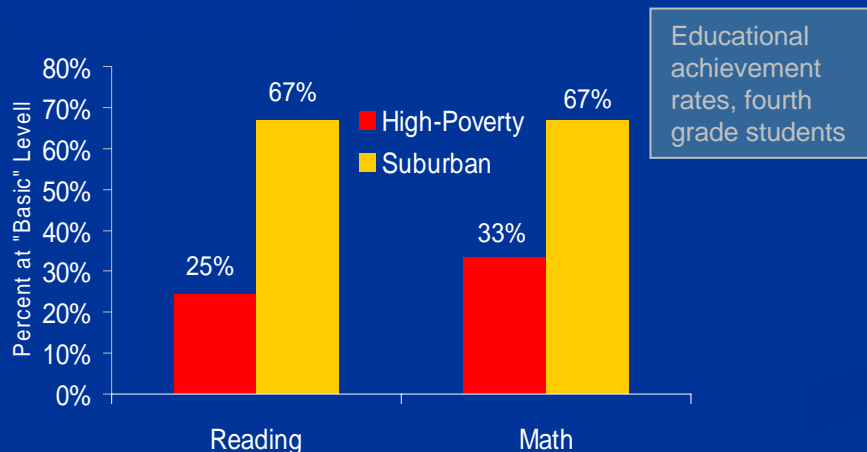
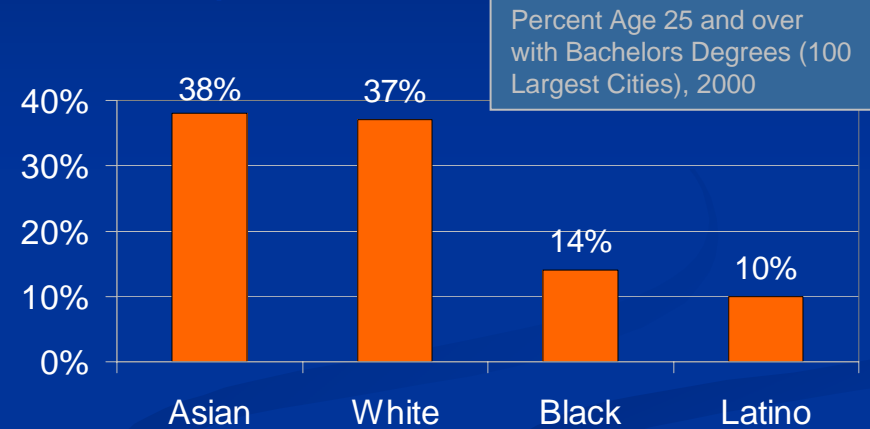


# The historic legacies of racial and class segregation persist

## Concentrated poverty



## Racial disparities

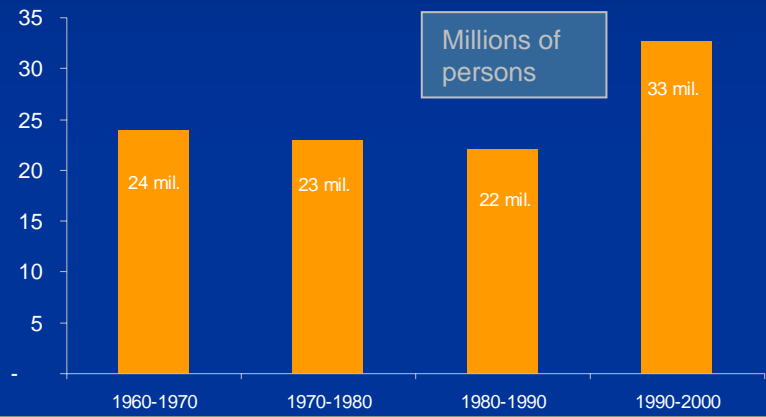


Research shows low income households pay hundreds more each year for:

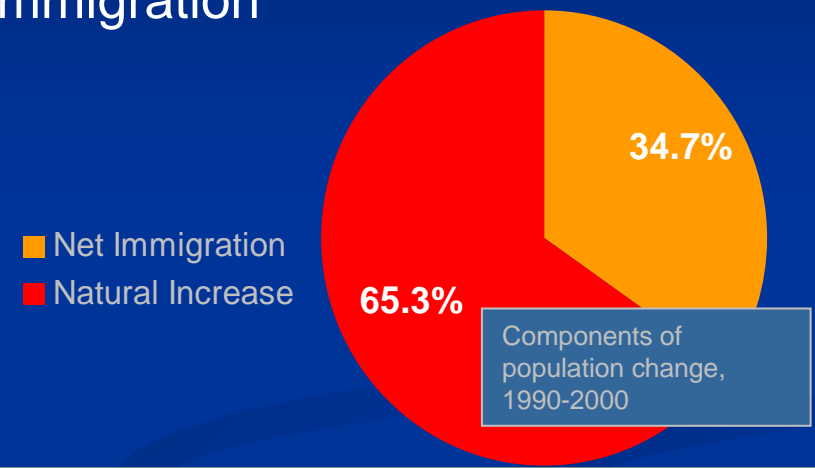
- financial services
- insurance
- utilities
- appliances
- food

# Major demographic change is taking place in the U.S.

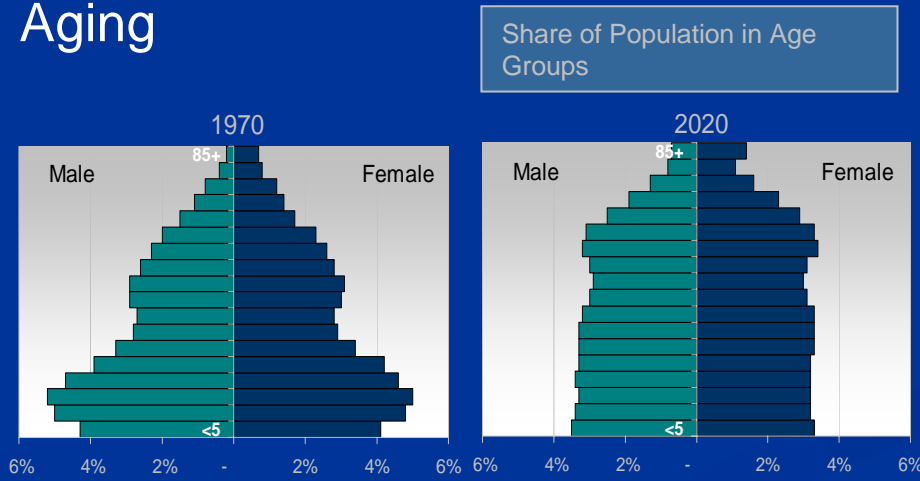
## Population Growth



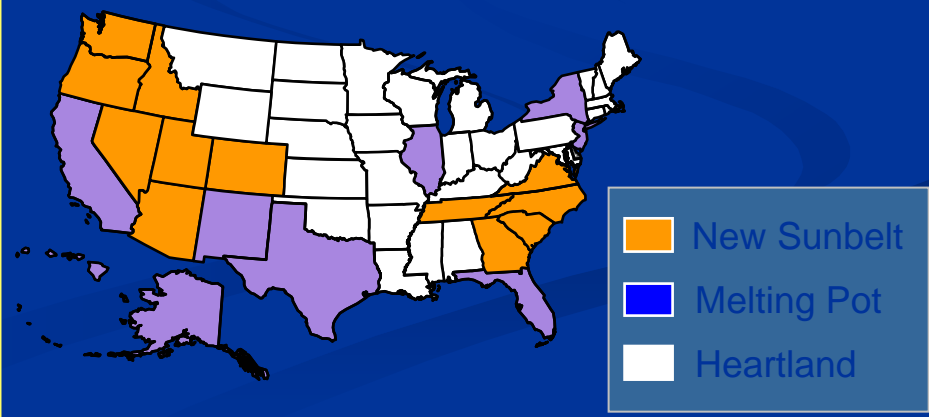
## Immigration



## Aging

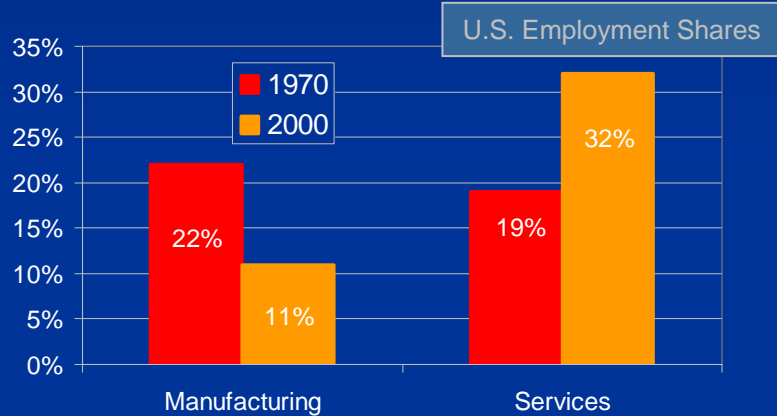


## Internal Migration

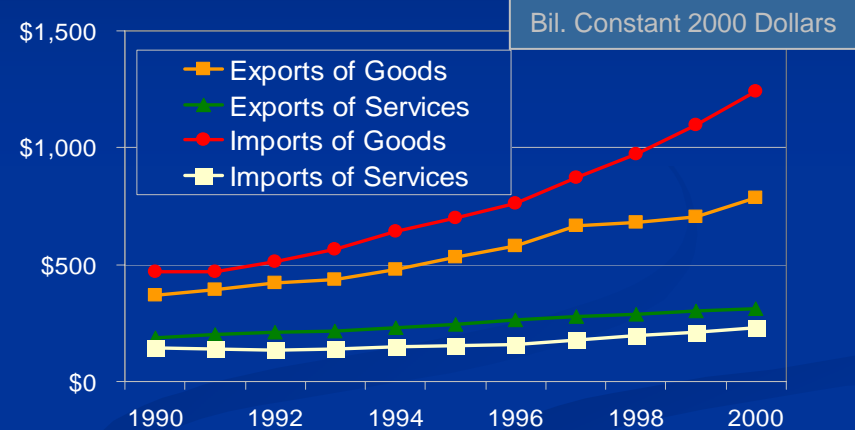


# Unprecedented economic transformation, powered largely by information

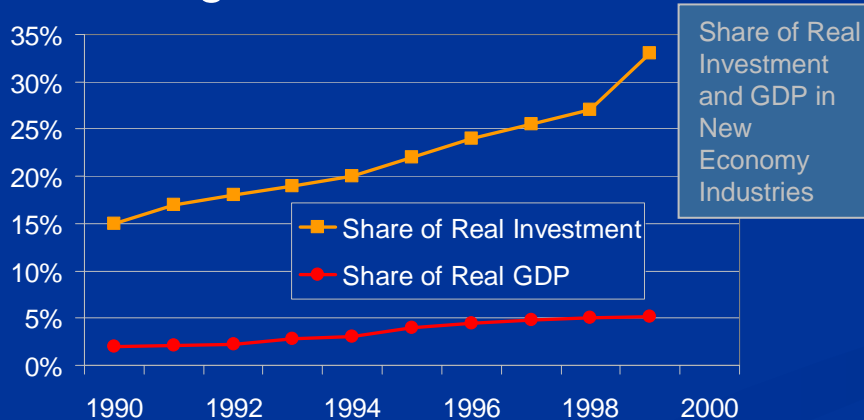
## Deindustrialization



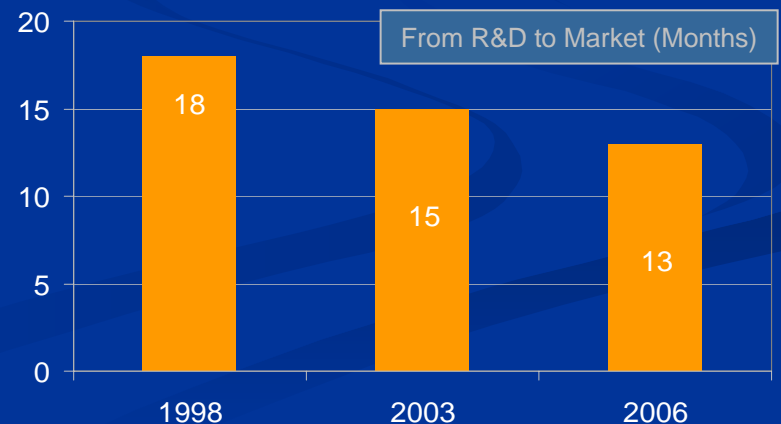
## Globalization



## Knowledge industries



## Rapid innovation





# Demographic changes give cities a chance to compete for new residents and their consumption



- Young professionals
- Childless couples
- Baby-boomers
- New immigrants

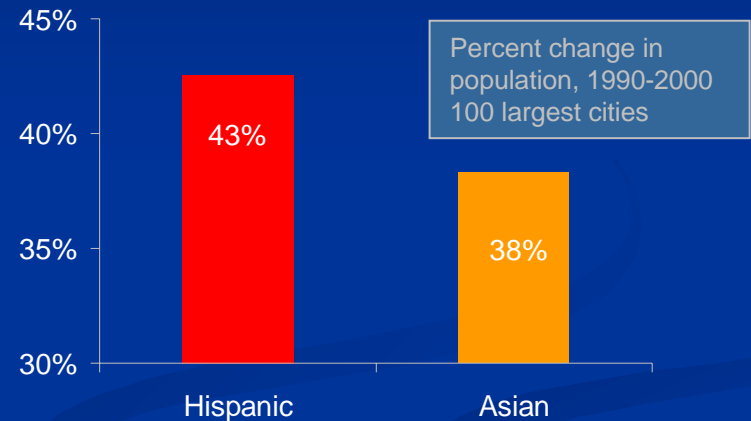
# Cities have become multicultural centers of creativity, commerce, and culture

## Centers of Tolerance & Creativity

Metropolitan Area	Milken Tech-Pole	Gay Index	Bohemian Index
San Francisco	1	1	8
Boston	2	8	9
Seattle	3	6	1
Washington, DC	4	2	6
Dallas	5	19	15
Los Angeles	6	7	2
Chicago	7	15	20
Atlanta	8	4	13
Phoenix	9	22	24
New York	10	14	3

- Ports
- Airports
- Other Transportation Networks
- Financial and other business services

## Centers of Immigration



- Universities
- Museums
- Theaters
- Restaurants

# Density and a large stock of research institutions give cities a competitive advantage in the Knowledge Economy

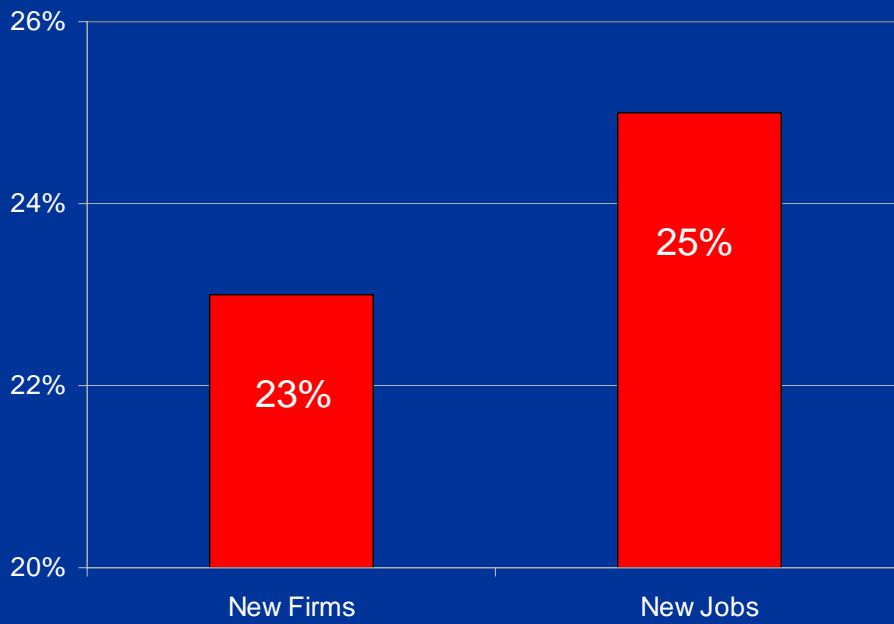


- **Dense labor markets and high clustering of jobs lead to knowledge spillovers, both within and across industries**
- **Density contributes to innovation by attracting young educated workers**

# Cities, in particular, have gained a strong footing in the Knowledge Economy

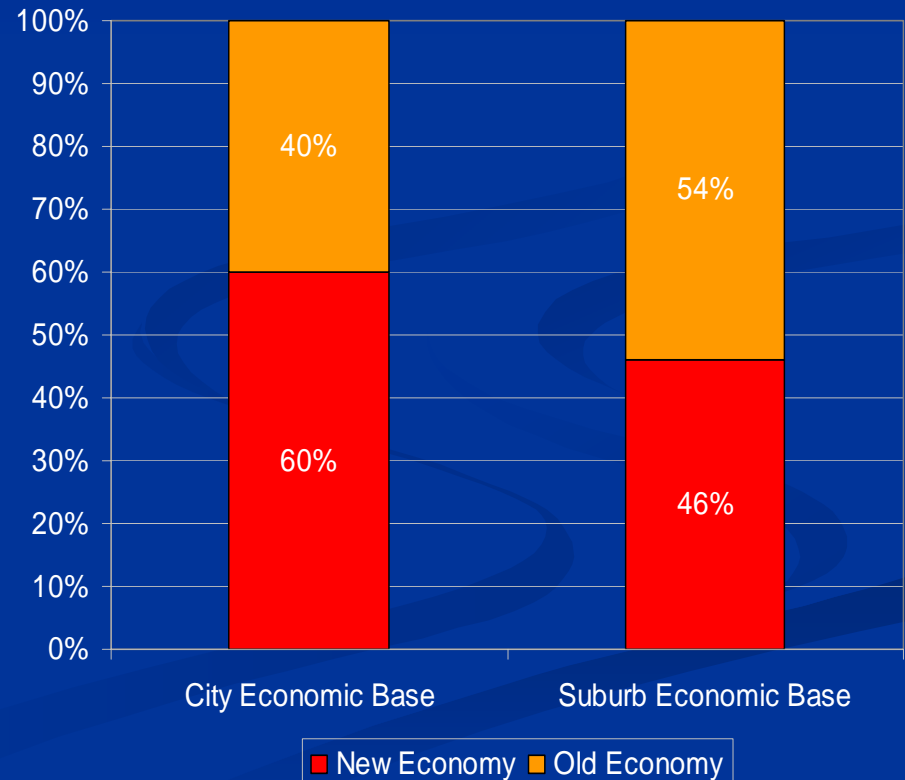
## Innovation

50 Largest Cities, Share of New U.S. Firms & Jobs, 1996-97



## Economic Base

Economic Activity in Old and New Economy Sectors, 114 Cities and their Suburbs, 2000





# Cities have real assets that are highly valued by the Knowledge Economy



**Underutilized Waterfronts**



**Downtowns**



**Human Capital**



**Universities**



**Active Neighborhoods**



**Infrastructure**

***Despite some promising trends,  
cities have yet to realize their true  
economic and human potential***

***Information will be critical  
to realizing this potential***



# Why? Information is a transforming force in markets...

Industry EC  
Investment



<b>Information Tool</b>	<b>Company</b>	<b>Impact on Market</b>
Use web to deliver competitive insurance quotes	Progressive Insurance	Changed ground rules of competition
Use virtual design and CAD CAM tools to speed designs to market	Limited Brands	Accelerates pace of innovation, new product development
Use web to provide “near universal” product selection everywhere	Amazon	“Death of distance”
Leverage search results to create “real estate” on websites	Google	Creates new markets and products
Use media, web, blogs, etc. to capitalize on “early movers”	“Buzz Marketing”	Speed product adoption, debug



# What about these information innovations has been fundamental to their transformative effect?

- Platform investments
- Use disruptive technologies (Open Source)
- Scalable approaches
- Replicable tools
- Customizable
- Standards for interchange/Interoperability
- VC Investment model—consensus on where and how investments fit in the value chain

# How does information work to drive change in markets?

- Provides the engine for transformational strategies:
  - Translating between markets, customers and domains
  - Illuminates the “systems” approach required
  - Enables “disruptive” strategies
  - Demonstrates a common investment strategy
  - Measure impact and performance

# ***Some Community Examples***

# How information drives markets

## For business and industry:

Better portrayal of the underwriting risk profile of urban consumers



## The impact on urban markets is:

Lowers the cost of borrowing for individuals and families.

**LOCATION EFFICIENT MORTGAGE® (LEM)**

FAQ | LEM Lenders | Calculator

**Frequently Asked Questions**

**What is "Location Efficiency?"**

Location efficient communities are neighborhoods where residents can walk from their homes to stores, schools, recreation, and public transportation. Residents of location efficient neighborhoods have less need to drive than people living in less convenient locations, so they save money on transportation costs.

Location efficiency is a measure of the transportation dollars people can expect to save by living in location efficient neighborhoods, based on the levels of population and public transit service in their communities.

**What is a Location Efficient Mortgage®?**

A Location Efficient Mortgage® (LEM) is a type of mortgage that recognizes the savings available to people who live in location efficient communities. LEM lenders count this available savings as additional income for people buying homes in location efficient communities. So people who might not otherwise qualify for a mortgage can become homeowners with a LEM, and qualified homebuyers can secure larger mortgages than would otherwise be available to them.

**What are the basic features of a Location Efficient Mortgage®(LEM)?**

**What?**

- ... is "Location Efficiency"?
- ... is a Location Efficient Mortgage®?
- ... are the basic features of a Location Efficient Mortgage®?
- ... kind of home can I buy?
- ... does the LEM do besides increase my buying power?
- ... are the LEM's requirements?

**Who?**

- ... developed the LEM?

**Where?**

- ... is the LEM available?

Source: [www.locationefficiency.com/faq](http://www.locationefficiency.com/faq), 2004

# How information drives markets

## For business and industry:

In wake of exodus of major prime DOD contractor on Long Island, a web-based catalog of skills and competencies of local high tech manufacturing subcontractors to DOD

**January 1989: Grumman in Decline (*Newsday*)**

**“The F-14's demise cripples a major employer and plunges LI defense work into a steep dive”**

## The impact on urban markets is:



Replaces “integrator” role in defense contractor marketplace; raises level of profile of companies that can fill niche requirements

**January 2005: Military spending boosts LI's defense industry (*Newsday*)**

**“Many small contractors within Long Island's defense industry have been the recipient of multimillions in extra work from the Pentagon and several large defense firms.”**

# How information drives markets

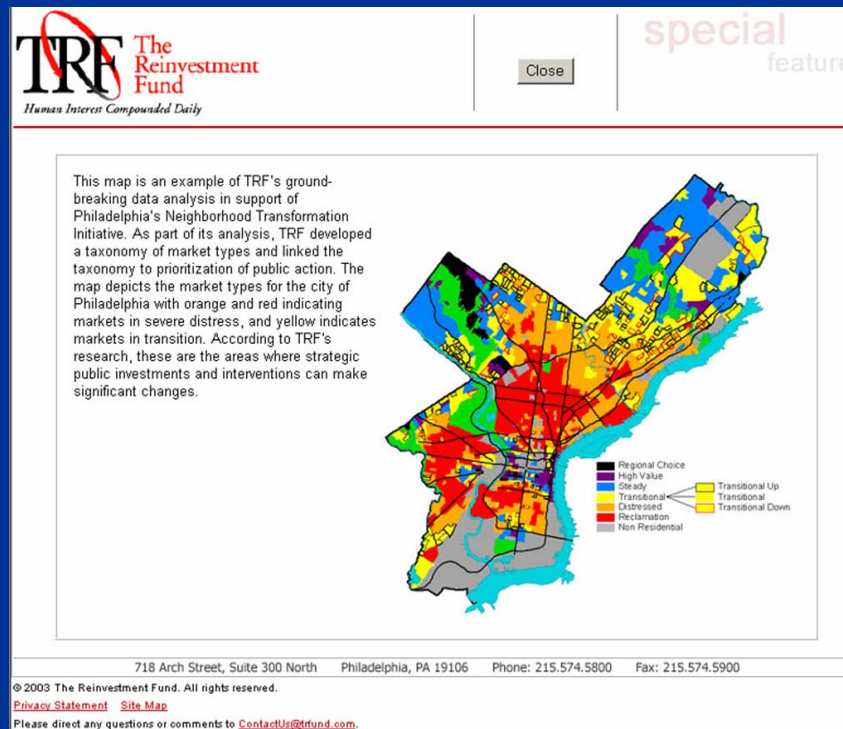
For government:

Parcel data on business location,  
land vacancy and residential  
investment



The impact on urban markets is:

Better industrial retention, and land  
use planning, grouping properties  
for investment, disposition



Philadelphia

<http://www.trfund.com/policy/policy.rema.methodology.htm>



# How information drives markets

For individuals:

Widely accessible career coaching  
or financial planning tools



The impact on urban markets is:

Increases employment opportunities,  
connects residents to economic  
mainstream, better management of credit

The screenshot shows the homepage of the Beehive.org website. At the top, there's a navigation bar with the Beehive logo, a 'Sign In, or Register with the Beehive' link, and a language selector for 'En Español'. Below this is a banner that says 'Make the Beehive Your Own! Free email, Local Content & More!'. The main content area is divided into several sections: a left sidebar with categories like MONEY, HEALTH, SCHOOL, JOBS, and FAMILY; a central area featuring a video player with a woman's face and a 'Career Coach' section; and a right sidebar with a 'THE buzz' newsletter sign-up, a 'Poll Question' about taxes, and a 'Feedback' section. The date 'March 21, 2005' is displayed in the top right corner.





Email



Local



Languages


May 3, 2005

## SACRAMENTO....The Whole Region At Your Fingertips

MONEY 

HEALTH 

SCHOOL 

JOBS 

FAMILY 

Insurance

MORE LOCAL TOPICS

Computer Support

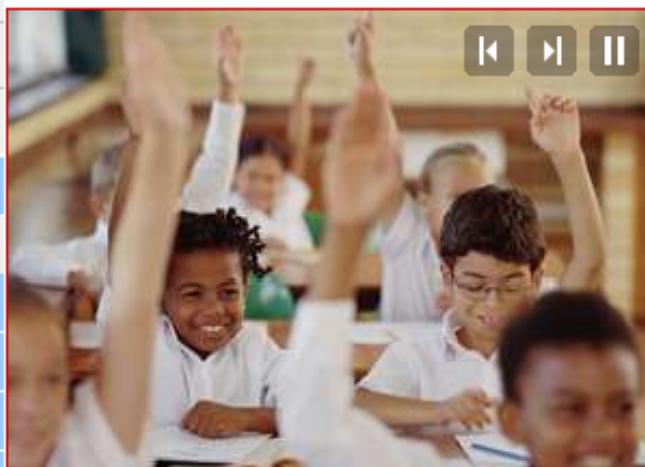
Government

Housing/Utilities

Legal/Immigration

Small Business  
Resources

Transportation



### A Parent's Guide to No Child Left Behind

#### What Can I Help You Find?

Type your question in the  
white box, and click "ask."

Ask a question



73°

[Get extended forecast](#)

### *Find it Fast in the Region*

[The Community  
Services Directory  
online](#)

[The Flu Shot Finder is  
now online!](#)

Provided by:



community  
services  
planning  
council



#### Feedback

Got a great idea? Got  
a suggestion for the  
site? Email us at:  
[feedback@  
thebeehive.org](mailto:feedback@thebeehive.org)

### Poll Question

How have you been  
discriminated against at



# What about these information innovations has been fundamental to their transformative effect?

- Platform investments
- Use disruptive technologies (Open Source)
- Scalable approaches
- Replicable tools
- Customizable to individual
- Standards for interchange/Interoperability
- Investment model—consensus on where and how investments fit in the value chain

***What is the potential of  
these tools for  
communities on the  
ground?***

# What the Next Generation of Information Tools can do...

- Build information capacity of community advocates on development issues
- Foster accountability, civic democracy and better inform public choices
- Connect citizens to the economic and social mainstream
- Map our future, set goals and measure progress

# Next Generation Tools can...

- Build information capacity of community advocates on development issues
- Knowledgeplex.org
  - [www.knowledgeplex.org](http://www.knowledgeplex.org)
- Dataplace.org (in beta version)
  - <http://dataplace.knowledgeplex.org>

**TOOLS**

[Calendar](#)  
[Discussion Boards](#)  
[Expert Chats](#)  
[Multimedia](#)  
[Top News Stories](#)  
[Week In Review Newsletter](#)

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[Economic Revitalization](#)  
[Fair Housing](#)  
[Homelessness](#)  
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[Social & Comprehensive Development](#)

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- Participating in our chats with experts
- Contributing to ongoing discussion forums
- Submitting industry events to our calendar

These benefits are available exclusively to **registered** KnowledgePlex users. Registration takes just a few moments, and it's free! [Click here](#) to register.



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## Top News Stories

### Testimony: Statement by Armando Falcon, Jr.

States News Service | May 2, 2005

Topic: Homeownership & Mortgage Markets

### About 800 Homeless Move Into San Francisco Supportive H

The San Francisco Chronicle | May 2, 2005

Topic: Homelessness

### Ohio Smart Growth Group's Leader Shifts Priorities

The Journal-News, Hamilton, Ohio | May 2, 2005

Topic: Smart Growth

### HUD Raises Fines for Lenders Who Fail to Assist Troubled I

States News Service | May 1, 2005

Topic: Fair Housing

### Florida Senate Could Hand Homeowner Insurers Big Setba

Palm Beach Post (Florida) | May 2, 2005

Topic:

## Popular Documents

Most popular documents on KnowledgePlex, by number of downloads.

### Dealing With Neighborhood Change: A Primer On Gentrifica

**WHAT'S NEW**

### Innovations Awards: Finalist Presentations

Three unique and effective affordable housing programs have been named finalists for the Fannie Mae Foundation Innovations in American Government Award in Affordable Housing. The award is part of the Innovations in American Government Awards, a program of the Ash Institute at Harvard's Kennedy School of Government.


**TOOLS**

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Home &gt; Land Use &amp; Housing Planning &gt; Transportation &amp; Parking &gt; News Article

## CT LAWMAKERS ANNOUNCE \$3.2M FOR JOB ACCESS AND REVERSE COMMUTE PROGRAM

States News Service  
 States News Service  
 April 14, 2005



### WASHINGTON

The following information was released by the House Ways and Means Committee:

Connecticut lawmakers today announced a grant from the U.S. Department of Transportation in the amount of \$3,221,594 for the Job Access and Reverse Commute program (JARC). The funding will be administered through the Connecticut Department of Transportation (ConnDOT) for statewide expansion of transit services geared towards filling gaps between lower income Connecticut residents and regional job centers, job-training programs, and educational facilities. "These grants help strengthen the Connecticut economy by putting more people to work," said Dodd. "There is no reason not to continue fully funding this highly successful initiative that enables more people to find employment."

"I am extremely pleased that Connecticut has received these funds to improve public transportation to and from our urban areas," said Lieberman. "Our lower income workers will now be able to find employment opportunities previously inaccessible to them via public transportation, bringing additional economic benefits to disadvantaged neighborhoods." "This funding will help keep Connecticut working," Johnson said. "These important federal dollars will support Connecticut workers and help the state meet their transportation needs." "JARC helps welfare recipients and low income workers get where they need to go," said Shays. "I am grateful for this funding and support of those in our community who need it most." "Providing low-income residents with the transportation they need to get back on the road to employment is important to economic and community development," said DeLauro. "This funding will enhance Connecticut's ability to give these residents the tools they need to get back on the road."

**STORY TOOLS**

- [Printer Friendly Version](#)
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Find a New Place:

Find

e.g. Texas, Sacramento, or browse

USA > Connecticut > **Hartford County**

## Hartford, CT Metro

View as: **Map** | [Chart / Table](#) | [Area Profile](#)

Choose data to show on this map

Show year

Homeownership rate

2000

### Map of Homeownership rate in 2000 in Hartford, CT Metro

Click on map to:

Drag

Identify

Print this map

[Double click on map to zoom in and center on that point]



#### Map Legend

**1** Homeownership rate in 2000, from U.S. Census Bureau, Decennial Census, Summary File 3 sample data

	0.1% - 52.6%
	52.6% - 72.0%
	72.0% - 83.6%
	83.6% - 100.0%

**4** Ranges by Census Tract

Change map colors + layers

#### Notes about this data

No notes available for this data

#### Related on KnowledgePlex

[Does SCHIP Spell Better Dental](#)

# Next Generation Tools can...

- Foster accountability, civic democracy and better public choices
- Memphis
  - <http://suds.memphis.edu/>
  - Use tools to track down fraudulent land transaction patterns that were pulling a neighborhood into decline
    - Intervention strategy with market players, lenders, realtors withing 90 days of suspect transactions

# Map Display

Public  
Portal

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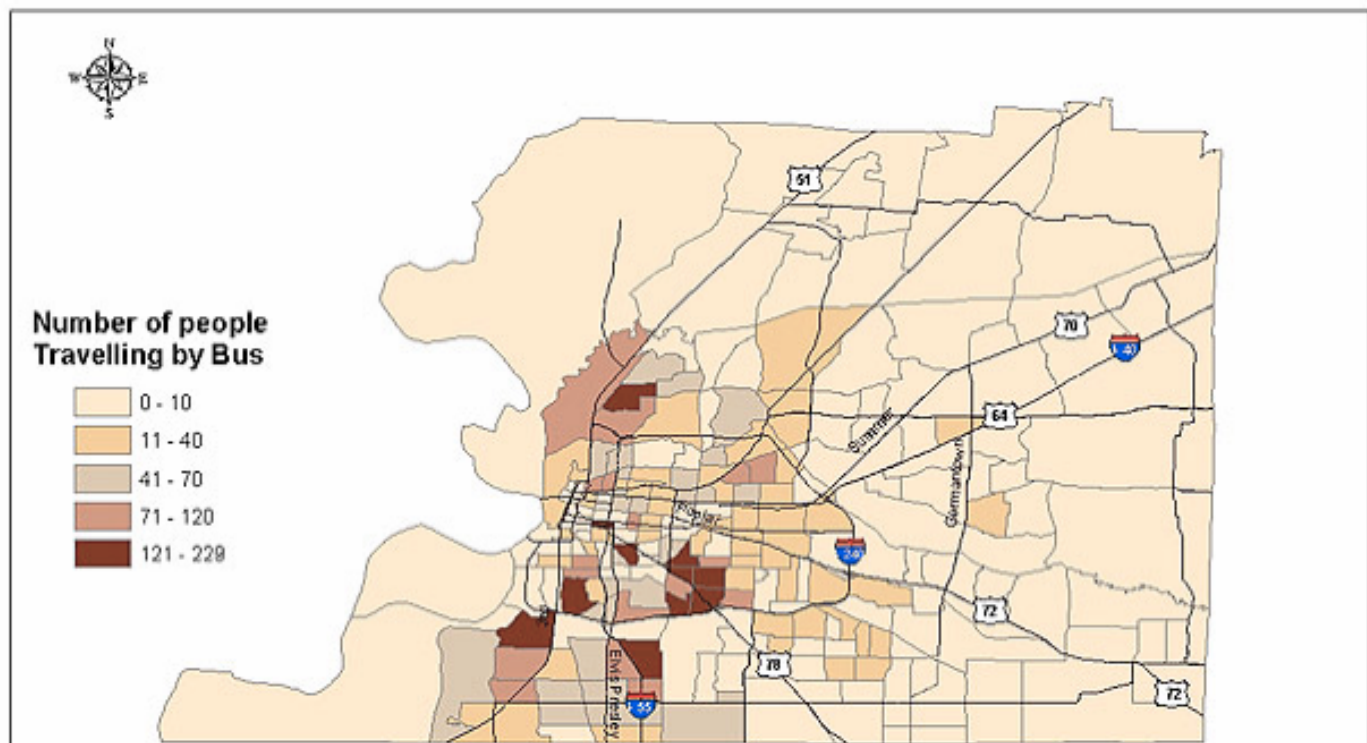
What's  
New

Home

How many people ride MATA to work? [\(BACK\)](#)

## SHELBY COUNTY

People Travelling by Bus





# Next Generation Tools can ...

- Connect people to the economic and social mainstream
- Create the link between, among and within communities:
  - LILA Los Angeles
    - <http://lila.ucla.edu/>
  - Murmur, Toronto
    - <http://murmurtoronto.ca/>



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## Living Independently in Los Angeles

- [Tell me more about LILA](#)
- [Founding Organizations](#)
- [Why should I register?](#)
- [LILA Community Partnerships](#)
- [LA Disability Community Profile](#)



## Maproom

Find services, housing, activities, businesses and other independent living resources by searching on interactive maps.

- [Visit the interactive LILA maproom](#)



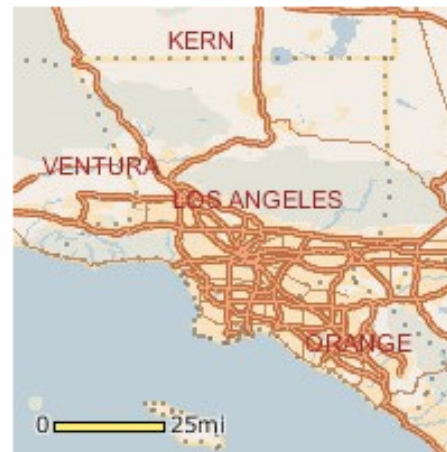
## Forum

- 2 days ago [Iowa ILC ED Position Open](#)
- 3 days ago [Movie Screening to Benefit Western Law Center for Disability Rights!](#)
- 3 days ago [ADVOCATING THROUGH](#)



## Calendar

- 3/21/2005 [Make \\$50 - Focus Group- How accessible is medical equipment?](#)
- 3/22/2005 [Transportation Workshop](#)
- 3/23/2005 [ADVOCATING THROUGH THE](#)



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## news

January 19, 2005: **Location is Everything**

Today Rhizome's online exhibit "Location is Everything" launched, featuring some excellent web-based mapping/locative projects, including [murmur]. Thanks to Jillian McDonald and Kevin McGarry. Visit the exhibit here: [http://rhizome.org/art/exhibition/location\\_is\\_everything](http://rhizome.org/art/exhibition/location_is_everything).

January 13, 2005: **Nomination!**

[murmur] has been nominated for an [Untitled Art Award](#) in the category "Best Exhibition/Project in Virtual Space". The winners will be announced at an event on February 16th at the Steam Whistle Roundhouse in Toronto.

October 8: **[murmur] at the Drake Hotel**

[murmur] has established a site at the [Drake Hotel](#) as part of the [McLuhan Festival of the Future](#). Stop by the Drake during the festival and beyond to hear stories about the Hotel and the Queen West Neighbourhood. Look for the green [murmur] ear!

August 19: **[murmur] in the Annex**


[murmur] in Toronto's Annex neighborhood launches today! Thanks to the Toronto Arts Council for their support for this launch.

This week's City feature in eye Weekly is about [murmur],

# Next Generation Information Tools can...

- Map our future, set goals and measure progress
- Used well, frames the debate
  - Jacksonville Community Indicators
    - 119 indicators, 9 categories
    - 20 years; highlights one issue each year for concerted community action across jurisdictions and domains
    - Monitors results in subsequent years
    - [http://www.jcci.org/statistics/documents/2004\\_QOL\\_Progress\\_Report.pdf](http://www.jcci.org/statistics/documents/2004_QOL_Progress_Report.pdf)

Citizens Building a Better Community



Jacksonville Community Council, Inc.

Celebrating 40 YEARS of Community Change

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**What is going on at JCCI?**

**Learn About the Jacksonville Area**

**What can JCCI do for me?**

**Quality of Life**

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**Tracking the Quality of Life in Jacksonville**

Documents on this page require the Adobe Reader. If you do not have the Adobe Reader, you may download it free by clicking on the logo to the right.

Since 1985, JCCI has tracked indicators of the quality of life in Jacksonville and surrounding communities. Tracking both positive and negative trends, this "community progress report" provides an ongoing analysis of the state of our region. It also helps monitor the effectiveness of solutions proposed by JCCI studies and other initiatives.


The Quality of Life Progress Report includes 119 indicators that reflect trends in nine external environments: education; economy; environment; social wellbeing; arts, culture, and recreation; health; government; transportation; and safety. New in 2004 is a special section *Expanding Literacy*. The document serves as a roadmap for community improvement, telling where we are, how far we've come and where we need to go.

JCCI has been a pioneer in developing and using indicators to measure community progress and is recognized around the world for its work. The [International Community Indicators Consortium \(ICIC\)](#) brought JCCI to Reno, Nevada in 2004 to tell organizations from Australia...

**Download Box**



[2004 Quality of Life Progress Report](#)

- Achieving Educational Excellence
- Growing a Vibrant Economy
- Preserving the Natural Environment
- Promoting Social Wellbeing/Harmony
- Enjoying Arts, Culture and Recreation
- Sustaining a Healthy Community
- Maintaining Responsive Government
  - Moving Around Efficiently
  - Keeping the Community Safe




# 2004

## Quality of Life Progress Report

Citizens building a better community



# Information Matters...to all of us

- Provides the engine for transformational strategies:
  - Translating between jurisdictions and domains
  - Illuminates the “systems” approach required
  - Enables “disruptive” strategies
  - Demonstrates a common investment strategy
  - Measures impact and performance





<http://www.brookings.edu/metro/umi.htm>



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*The Metropolitan Policy Program's Urban Markets Initiative aims to improve the quality of the information available on urban communities and use it to unleash the full power of those markets while connecting them to the economic mainstream.*

▶ [more about Urban Markets Initiative](#)

### NEIGHBORHOOD MARKETS

## Information and Market-Based Community Development

In two complementary papers from the Metropolitan Policy Program's Urban Markets Initiative, Robert Weissbourd and Riccardo Bodini examine the role of information resources in spurring markets and creating investment strategies to boost urban neighborhoods. Together, both papers offer a framework for market-based community economic development, presenting business-planning tools for inner city communities.

- ▶ [read Information Resources to Enhance Urban Markets](#)
- ▶ [read Market-Based Community Economic Development](#)

### FRAMING AND BACKGROUND

[Using Information to Drive Change: New Ways of](#)

#### EVENT

**Maximize the Returns on Urban Retail and Commercial Development**

March 22-23, 2005

**Contact Us:**

Email us at:  
[umi@brookings.edu](mailto:umi@brookings.edu)

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**Contact:**

**Pari Sabety**

**Director, Urban Markets Initiative**

**Metropolitan Policy Program**

**The Brookings Institution**

**1775 Massachusetts Avenue, NW**

**Washington, DC 20036**

**Phone: (202) 797-4397**

**Email: [psabety@brookings.edu](mailto:psabety@brookings.edu)**

