

Executive Summary

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Until now, information on neighborhoods has been buried in the back of academic reports, pinned to community center bulletin boards, and locked in data sets only available to planners, inaccessible to those who would benefit from it the most: housing seekers looking for a better neighborhood. MoveSmart.org will leverage the power of this information by combining these and other data sources into a single mapping engine built into a full-featured site that includes guides, tools, calculators, forums, and social networks, all designed to foster racial and economic integration.

Previous integration initiatives have proven costly and focused on families receiving public aid. Housing seekers with unlimited funds have always had the luxury of living where they choose. But for millions of families who have limited resources, finding the right neighborhood is difficult. MoveSmart.org will educate housing seekers about the benefits of integrative moves while at the same time providing suggestions on where to move, guides on how to move, and information on how to get involved in their new neighborhoods, inspiring pride in a new community and putting them on a path to true integration.

MoveSmart.org fosters vibrant and diverse neighborhoods by empowering housing seekers, through technology, to move to opportunity.

At the heart of the site is a dynamic mapping engine that empowers housing seekers and the professionals that support them to manipulate a wide array of geo-tagged information. Limited information on amenities, such as public transportation or schools, is currently available but scattered across the web. Quality of life indicators, such as a crime index or areas with increased asthma rates, are unusable, found only in the back of research reports in formats that don't allow the data to be manipulated. Information on neighborhood opportunities - a geo-tagged database of community-based organizations, non-profit service providers, affordable housing opportunities, and government services - currently does not exist. MoveSmart.org combines and, when necessary, creates these data sets into a single mapping engine that is intuitive, regionally contextualized, and designed to encourage integrative moves.

To empower housing counselors and other non-profit and governmental housing professionals, MoveSmart.org will provide a registration-required set of additional tools and features, including customizable brochures, additional mapping features, supplemental research, discussion forums, networking features, and the ability to create a profile and upload information about their organization and the programs and volunteer opportunities it offers.

MoveSmart.org will be able to evaluate many aspects of both the public and professional sites in real time. By analyzing the IP addresses of visitors to obtain detailed information about their demographics and regularly soliciting non-registered users to complete surveys, the organization will gain valuable information about users' experiences with the site and what they do with the information they obtain. MoveSmart.org will be, and currently is, fully transparent. Evaluations and regular reports on our progress will be published to www.MoveSmart.org and collaboration with academics and think-tanks on evaluation and survey projects will be welcomed.