



connecting housing seekers to opportunity

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Thursday, June 3, 2010

research based

- Turner & Briggs' MTO/MTW analysis
 - “challenges and opportunities” mismatch
- Krysan's Chicago Area Study and “Racial Blind Spots” research
 - discrimination, economics, or individual behavior?
- powell's “opportunity-based housing” as a neighborhood search metric
- Chicagoland housing counselor survey results

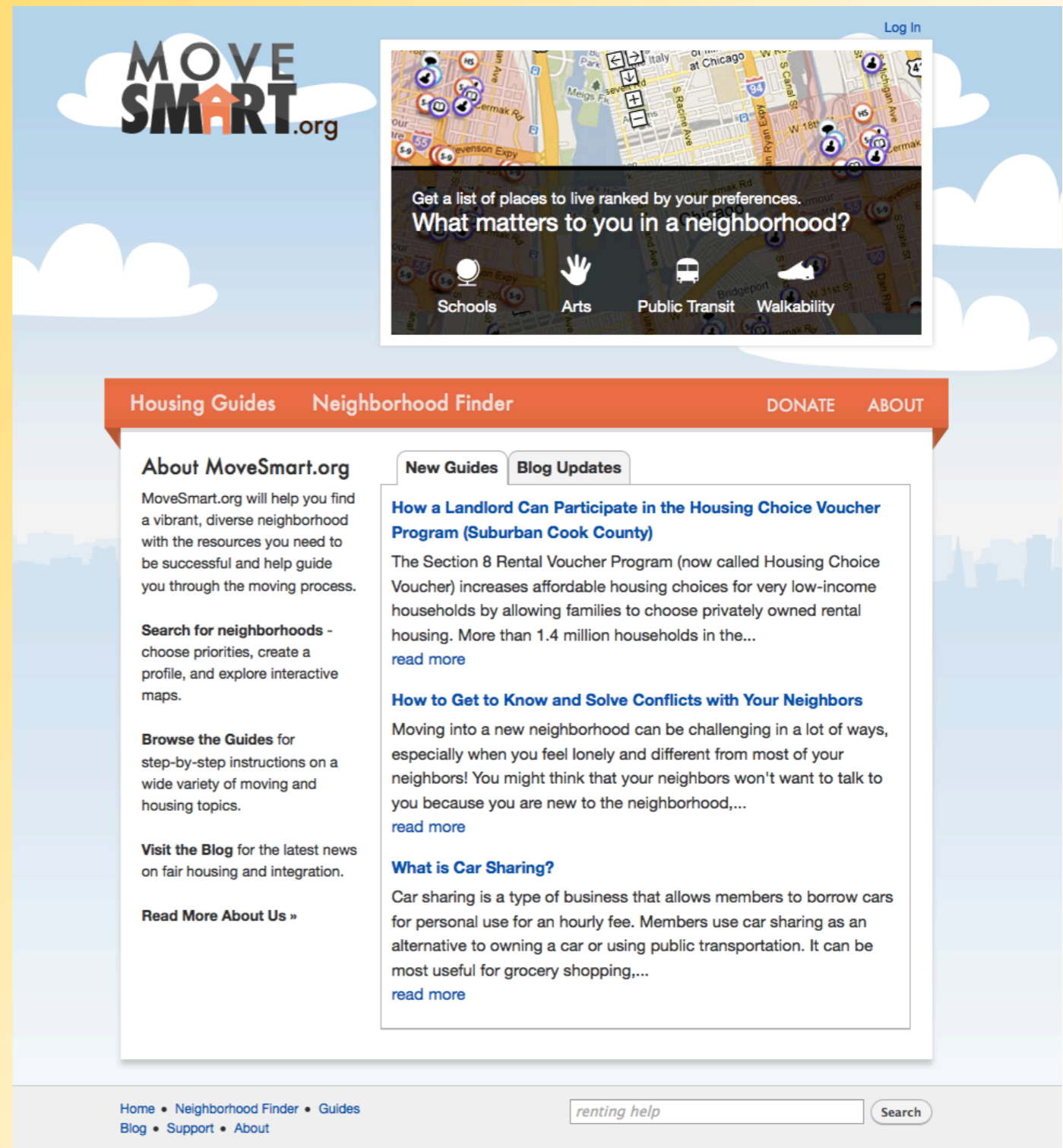
a unique approach



- *social venture*: revenue from sponsorships, branded pages for real estate agents, sponsored map layers
- *open source*: creative commons and GNU public licensed
- *Drupal-based*: same platform as Whitehouse.gov and HUD.gov
- *government-as-platform*

site overview

- Guides
- Neighborhood Finder
 - ▶ Dig Deeper*
- “My new neighborhood is...” Stories*
- Neighborhood Connections*
- Housing Counselor Tools*
- bilingual (Spanish) + W3C/WCAG 2.0 compliant* **



*pending funding

**pending published map standards

Step 1: Choose Priorities

MoveSmart.org will help you find neighborhoods of opportunity and diversity. Check no more than 3 opportunities you want in your new neighborhood.

Health

- ☒ **Free & Affordable Health Clinics** ?
- ☐ **Farmer's Markets** ?

Education

- ☐ **Near a Preschool** ?
- ☒ **Near an Above Average Elementary School** ?
- ☐ **Near an Above Average Middle School** ?
- ☐ **Near an Above Average High School** ?

Other

- ☐ **Banks & Financial Institutions** ?
- ☒ **High Density Neighborhood** ?
- ☐ **Low Density Neighborhood** ?
- ☐ **Libraries** ?

[Go to Step 2: Create a profile](#)

Step 2: Create a profile for personalized search results

My email address is .*

This e-mail address will be used to send you log in information. You may choose to subscribe to our news and notifications. If you have already created a profile, [Log In](#).

My current zip code is .*

This is required.

My work address is .

This is optional but makes the site more useful.

I commute to work by ☐ car ☐ bus ☐ train ☐ bike ☐ foot.

This is optional but makes the site more useful.

My household income is about \$.

This is optional but makes the site more useful.

There are people who live in my house with me.

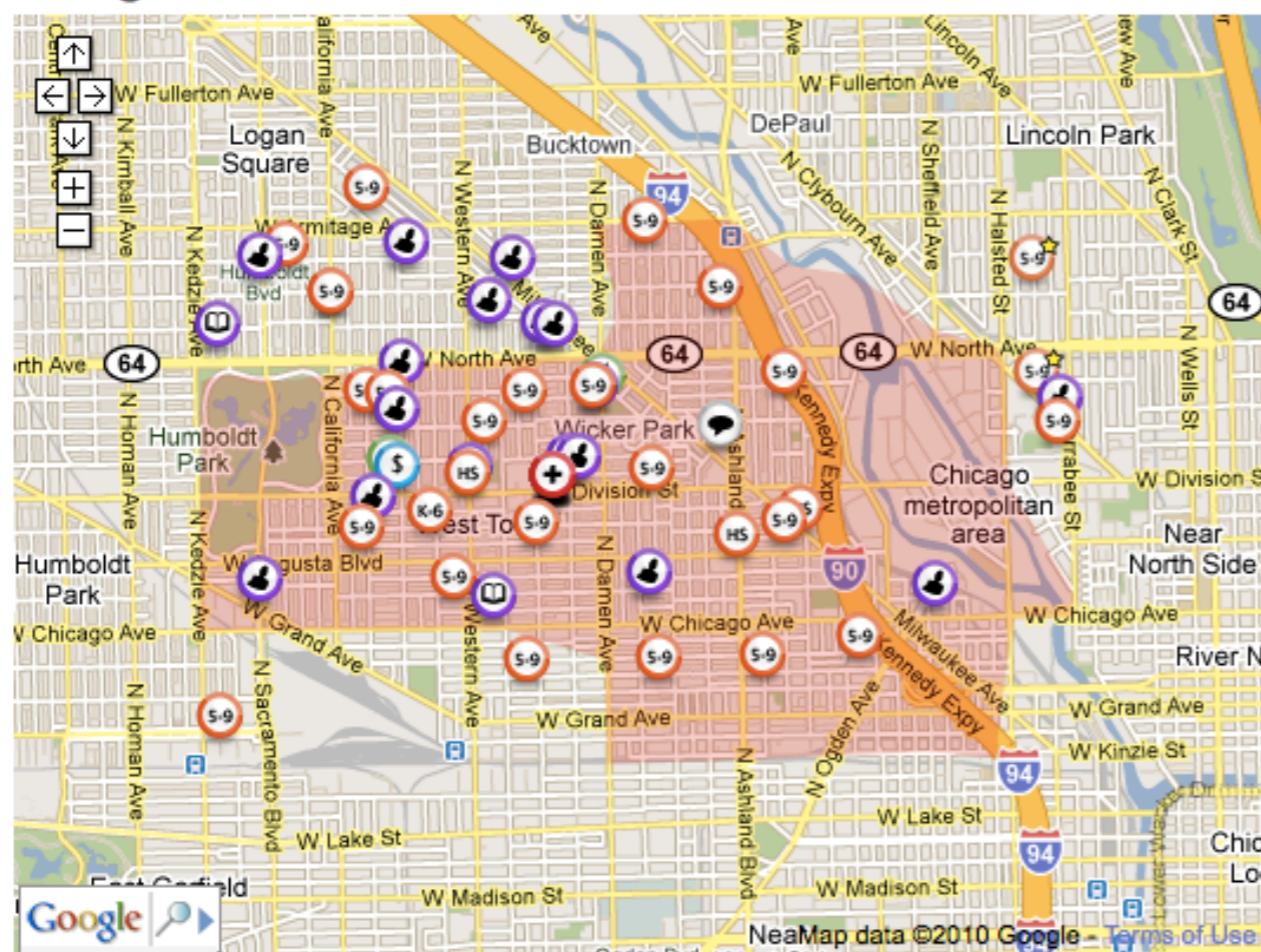
This is optional but helps us evaluate the site's impact.

My race or ethnicity is .

This is required.

[Show me zip codes](#)

Neighborhood: 60622



Map Key

- Banks
- Farmer's Markets
- Health Clinics
- Housing Counseling Agencies
- Libraries
- Public Art and Public Spaces
- Public Schools

* Datasets with no points in this neighborhood are not displayed.

Budget

Based on your income, your combined housing and transportation costs should be no more than \$2866/month

Commute

From 60622 to 2150 S Canalport, Chicago IL is about 4.9 mi.

- 11 mins by car
- Public transit routes on

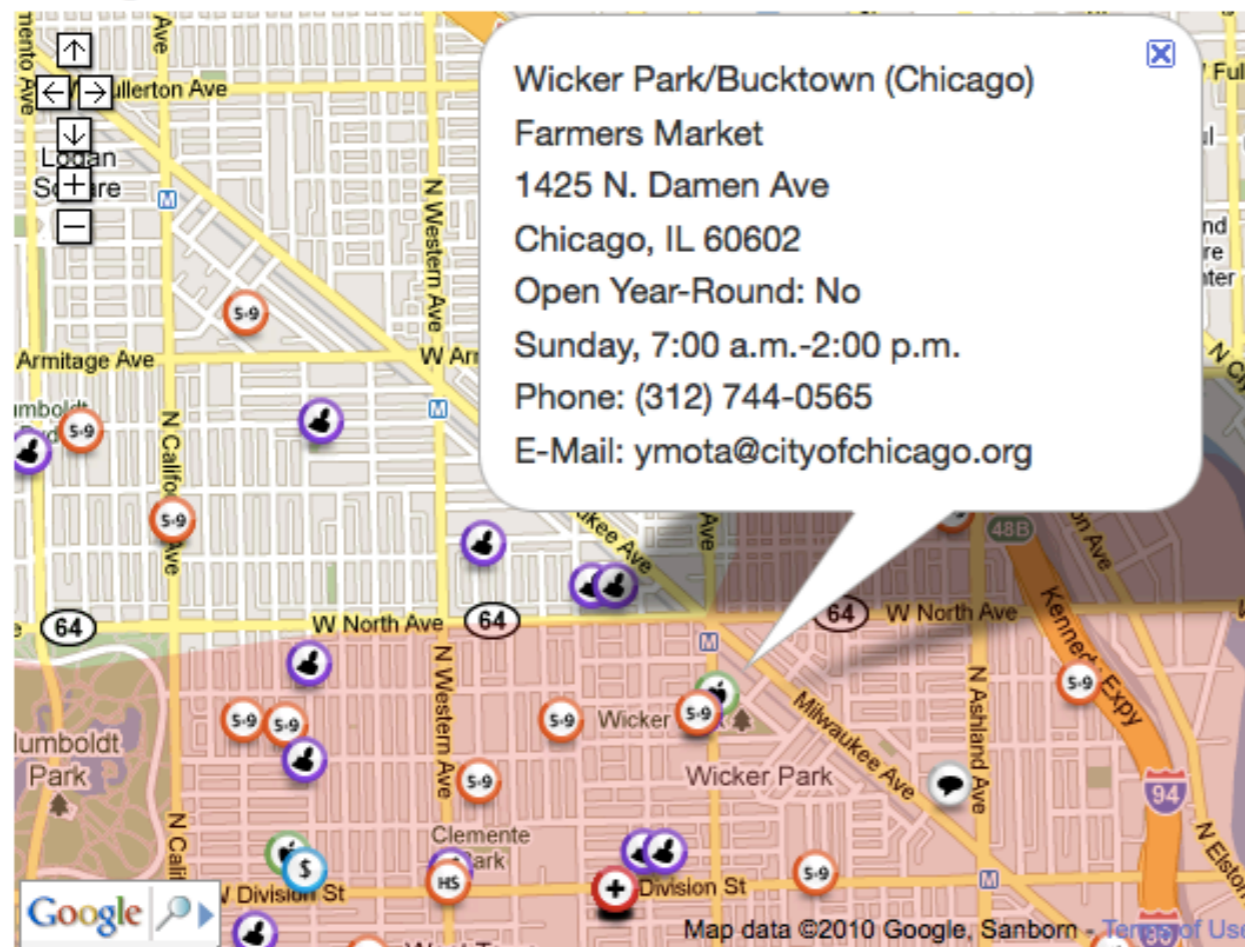
[Google Maps](#)*

* Why we can't display public transit data

Rental Units

- [Sun Times](#)
- [ForRent.com](#)
- [Chicago Tribune](#)
- [Chicago Reader](#)
- [HUD.gov Affordable Housing](#)
- [Craigslist](#)
- [RentBits.com](#)

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Guides are step-by-step or question-and-answer instructions on a wide variety of housing-related topics. You can browse Guides through the list below, by clicking on the Timeline or Keyword links to the right, or by searching in the box above. Don't see a guide on a topic you're searching for? [Let us know](#) and we'll start writing one.

How a Landlord Can Participate in the Housing Choice Voucher Program (Suburban Cook County)

The Section 8 Rental Voucher Program (now called Housing Choice Voucher) increases affordable housing choices for very low-income households by allowing families to choose...

[read more](#)

Online Housing Discrimination

As more and more people use the Internet to find rental housing, purchase a home or condo, or acquire a home loan or homeowners' insurance, it is important to remember that...

[read more](#)

Sexual Harassment and Housing

Sexual Harassment

If your landlord is making unwanted sexual advances that are severe or pervasive enough to create an intimidating,...

[read more](#)

Leases and Subleases (City of Chicago)

Does every tenant have a lease agreement?

Browse by Timeline

- [Finding a New Neighborhood](#)
- [Buying a Home](#)
- [Renting an Apartment](#)
- [Moving](#)
- [Settling Into a New Neighborhood](#)
- [I Have a Problem](#)
- [Improving Your Community](#)
- [For Small Landlords](#)

[more](#)

Browse by Keyword

- [MTO](#)
- [renting](#)
- [landlord](#)
- [neighbors](#)
- [health](#)

[more](#)

[Donate](#)



support for MoveSmart.org provided by



maptogether

*Mapping and
geo-applications for
nonprofit and community
groups*

dig deeper

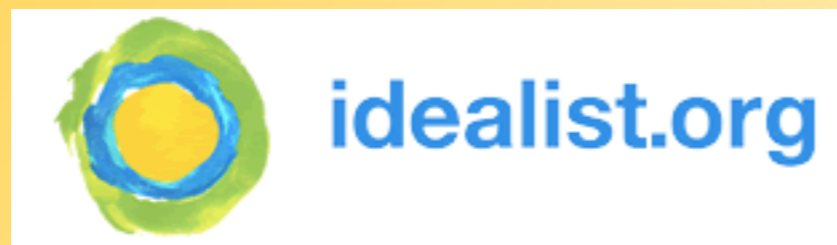
- explosion of geo-tagged content across the web
- upcoming events, purchase and rental average price data, average lending rates by zip code, municipal services, pictures and videos, green issues, hyper-local news - all aggregated by zip code
- empowers a smarter consumer and provides richer snapshot of a neighborhood



my new neighborhood is...

- stories of integrative moves and their impact in response to a prompt
- written by registered users and edited by MoveSmart.org staff and volunteers
- rich media - videos, pictures, text, and a map
- displayed throughout the site

neighborhood connections



- goal: rebuild social capital and put down roots
- internal database of neighborhood-based organizations
- pull data from wide variety of websites
- one-click submission to neighborhood orgs + printable directory



housing counselor tools

- create printable and share-able maps, easily upload nearly any type of place-based data and browse by any geography
- add, edit, and tag *Guides* and neighborhood organizations
- branded, printable *Guides* and zip code search results
- *closed counselor-only system*: access and share user files, link to internal file management system
- *closed client-and-counselor system*: customizable search filters, full control over client access, links to actual housing unit listings

evaluation

Site Analytics

registered users count,
time on site, bounce rate,
completed searches



User Neighborhood Opinions

pre-results neighborhood quiz
matched to saved favorites,
evaluate if changed attitudes



Successful Affirmative Moves

post-move users return to site,
confirm new location for comparison
to starting neighborhood



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