

# MOTOR CITY MAPPING

## What is Motor City Mapping?

**Phase I:** In November 2013, the Blight Removal Task Force, in partnership with Michigan Nonprofit Association, Data Driven Detroit, and Loveland Technologies, began a survey to gather property condition data for all 380,000 parcels in the city. The survey utilized a mobile application in an effort to create a comprehensive database of detailed information including the condition of each and every property in Detroit.

**Phase II:** Phase II of Motor City Mapping is the creation of a centralized, public database. This database will contain information from the Motor City Mapping Phase I, plus data from 24 other datasets, including numerous municipal departments.

## What are the tools available through MotorCityMapping.org?

**Public Dashboard:** The public dashboard will be an interactive, web-based data exploration tool that is open to the public. It will give residents, academics, community groups, philanthropic organizations, and businesses a deeper understanding of the city than has ever been possible before. Users of the dashboard will be able to explore the physical aspects of the city through a multitude of publicly available datasets that focus on structure age, recent sale price, current assessments, and ownership information.

**“Blexting” Mobile Application:** The mobile app developed by Loveland Technologies, named “Blexting” (short for blight + texting), will allow users to submit photos and property condition information in real-time from the field. This will permit thousands of people to contribute to a shared, visible, and accessible database of individual property characteristics and neighborhood conditions.

**Data Integrity:** A database is only useful when it houses accurate, up to date, complete content. Data Driven Detroit’s Quality Control team will monitor and evaluate the information provided by members of the public through the mobile app and public dashboard. They will also work closely with city departments to help improve data collection processes, increasing efficiency and further enriching the MCM database.

## How are the data and tools going to be used?

**Linking People and Government:** The mobile app and public dashboard will serve as a real-time forum for discussion related to property characteristics, history, and conditions. The system is designed to allow residents to update pictures and property information by submitting their feedback online.

The public dashboard will also serve as a critical link between the residents and the City of Detroit. In addition, the dashboard will serve as a communication platform between city departments as well as related government agencies. City departments will post updated information demonstrating recent activities such as location and schedule of demolition activity and upcoming projects.

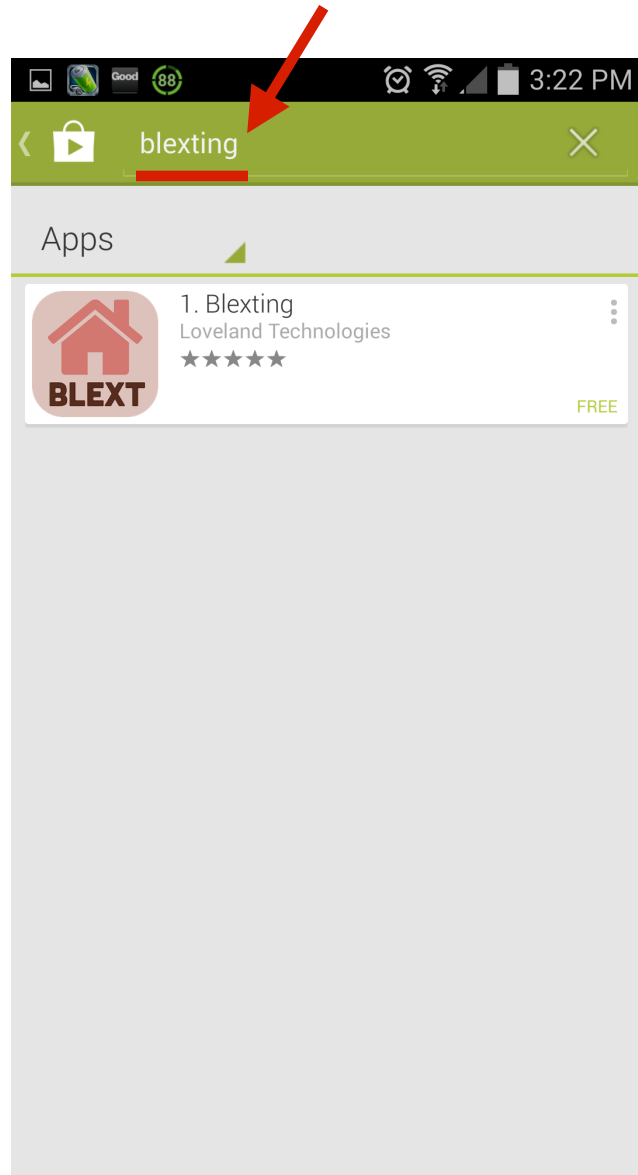
**Blexting Boot Camps:** The Department of Neighborhood’s District Managers will be coordinating with local residents and community groups to promote the collection of information by providing demonstrations of the public dashboard and mobile app training during community meetings.

## Who are the partners working on Motor City Mapping?

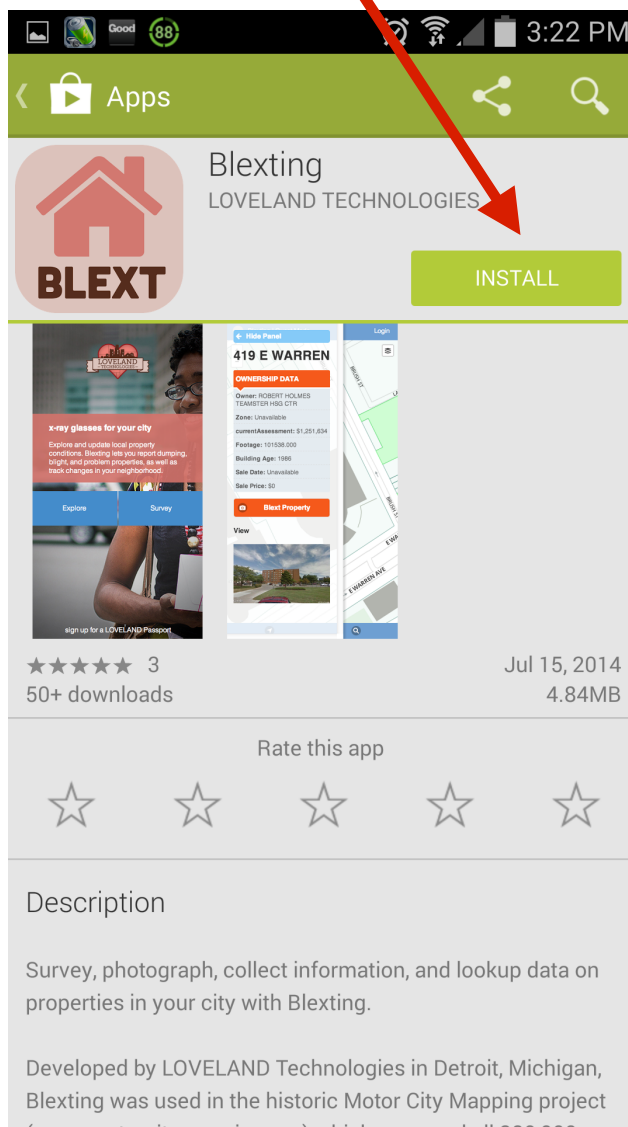
Detroit Land Bank Authority (client)  
Data Driven Detroit (database management)  
JP Morgan Chase (funder)  
Loveland Technologies (software development)  
Michigan Nonprofit Association (fiduciary)

# Let's Blext!!

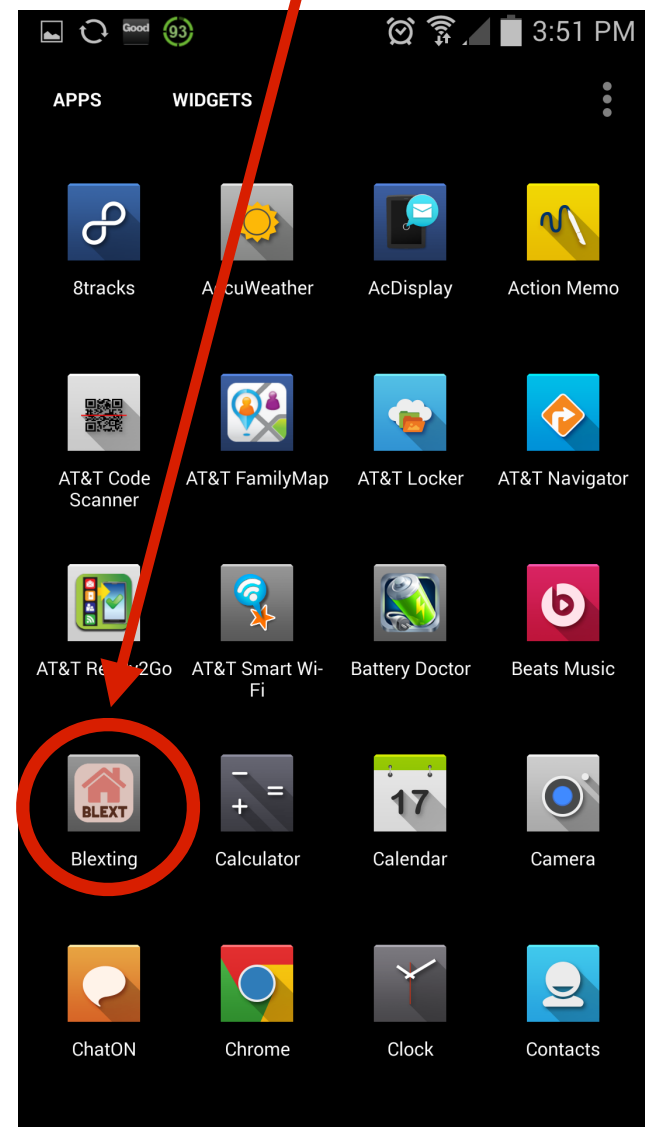
First let's download the Blexting app. Open the Google Play app store on your device and type "Blexting" in the search bar.



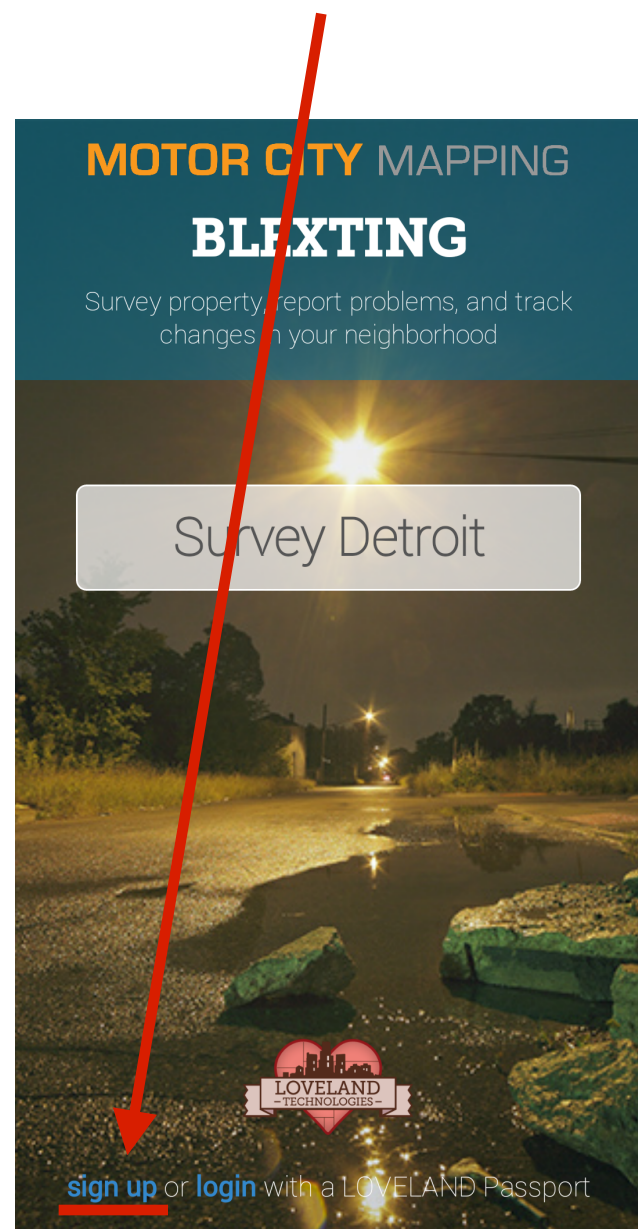
Next tap on the Blexting app and click "Install" to begin the download.



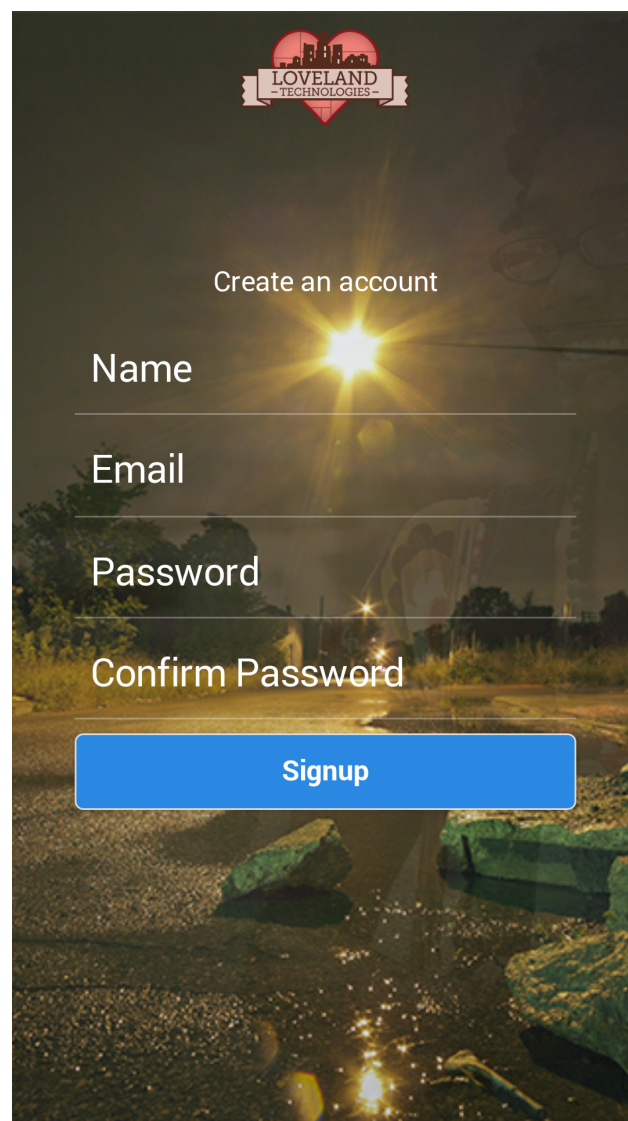
Once downloaded, find the Blexting app in your app folder and click the icon to open the app.



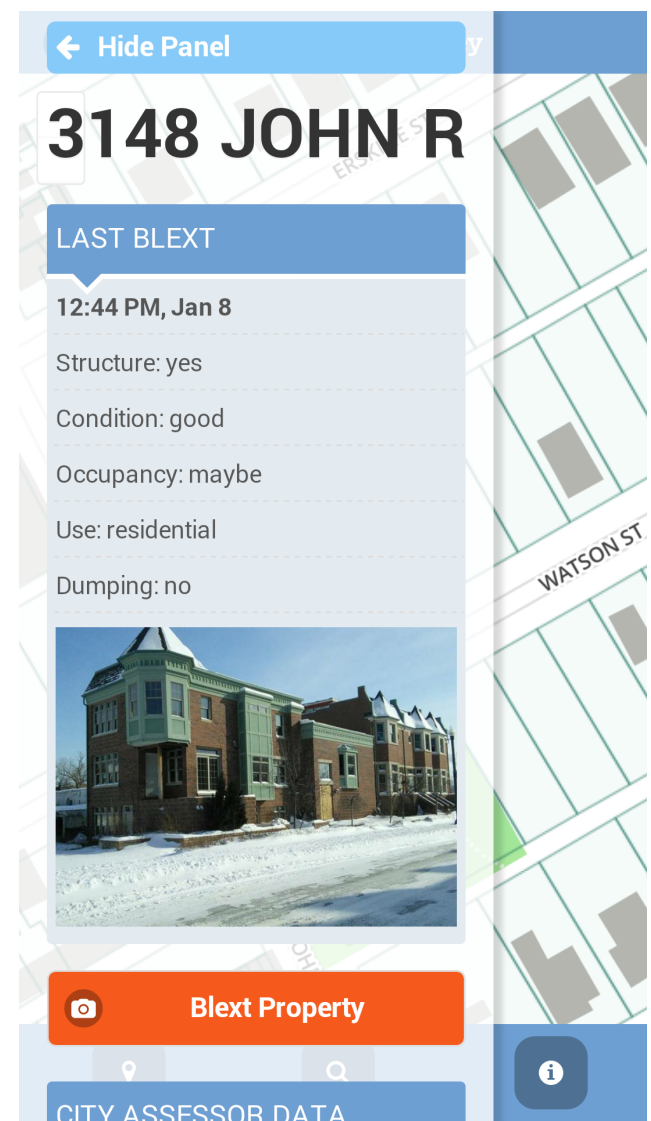
From the Blexting home screen, tap on "sign up" in the bottom left of the screen.



Enter your name, email, and create a password. Then click "Signup"



## Let's Blext!!!!

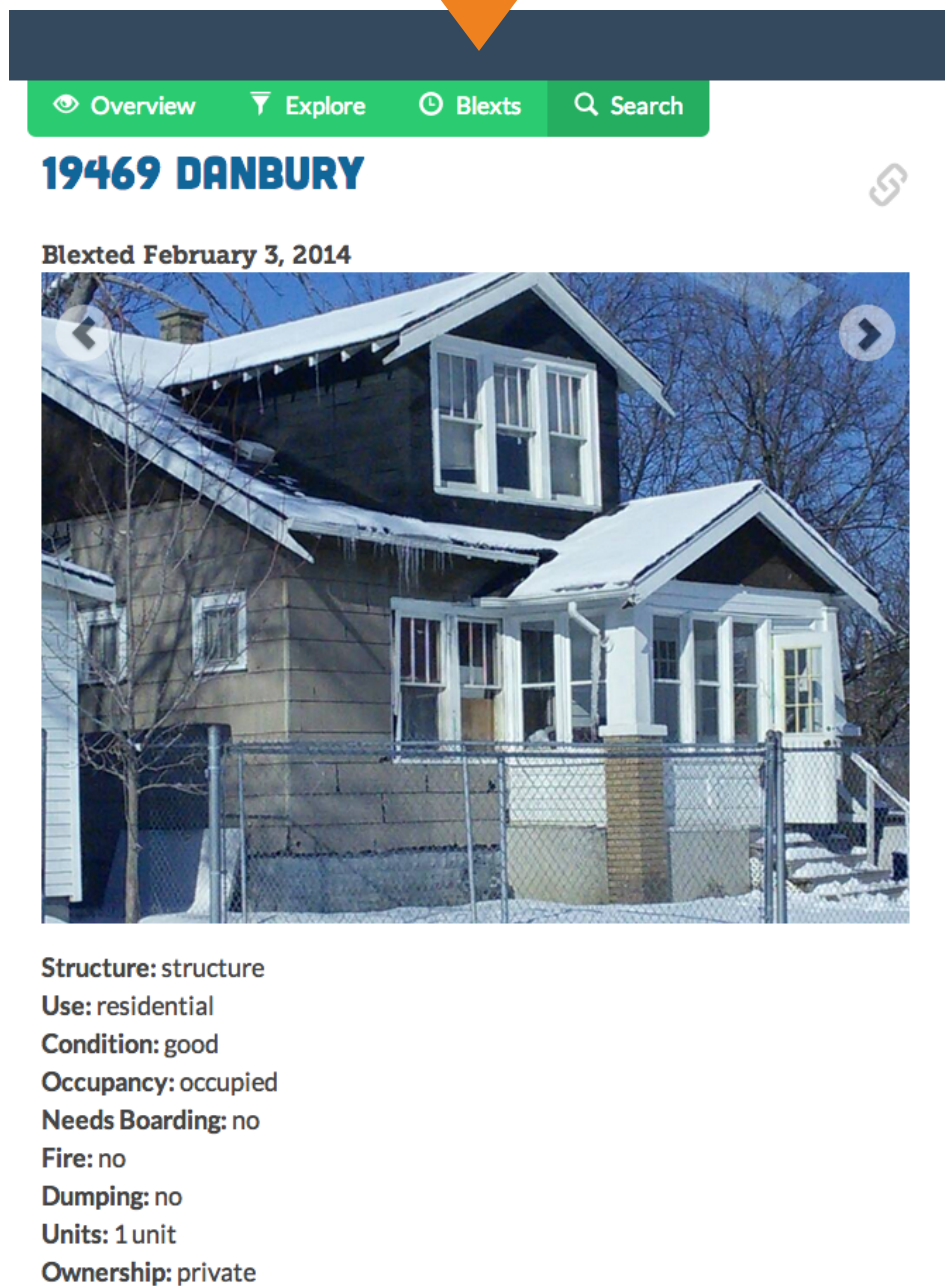


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## Why does this matter?

Properties are constantly changing and up until recently it was extremely difficult to keep up to date condition-based information in large cities like Detroit.

Home at 19469 Danbury on February 3rd 2014.



The same home just 5 months later...



The Blexting mobile application allows Detroiters to "Blext" the conditions of the properties in their own neighborhoods and will help steer city decision-making from the ground up.

# BLEXTING FIELD SURVEY PROCESS

Updating the data collected in Motor City Mapping will help the city and people of Detroit understand where we are making progress, and where problems persist. Depicted below is the process Blexted properties will go through to make sure we are collecting the most accurate and valuable data possible.

Over the next few months District Managers and community organizations will be holding Blexting trainings across the city. These will familiarize you with the Blexting application and survey process. Contact your District Manager for times and locations.

1

You will survey properties by using Blexting to take a photograph and then answer a series of questions about the property. You will need to create a Blexting account below in order to use the app.

2

Completed survey results will be sent to Data Driven Detroit for Quality Control. Trained QC staff will ensure that accurate data is collected in the field.

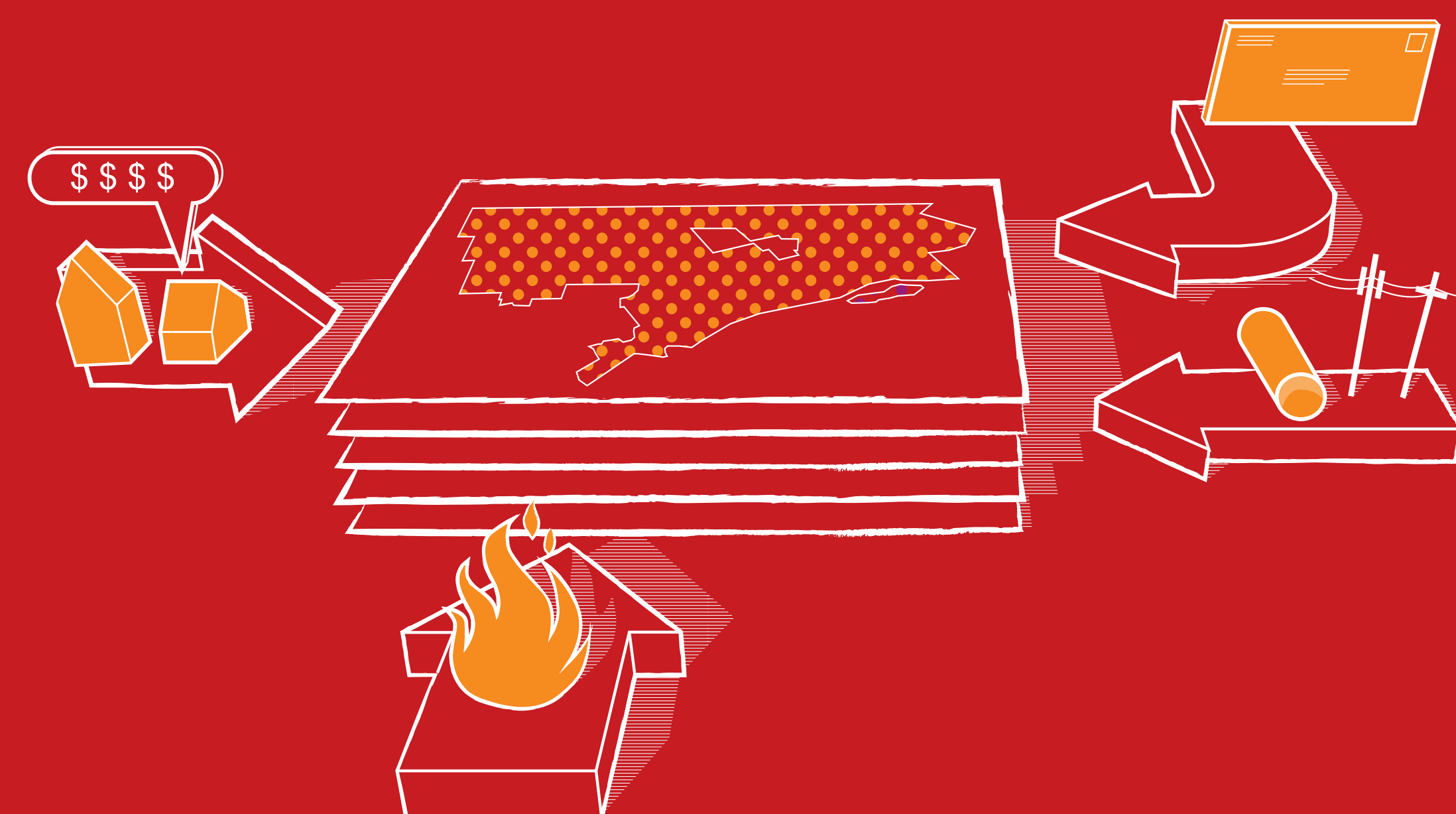
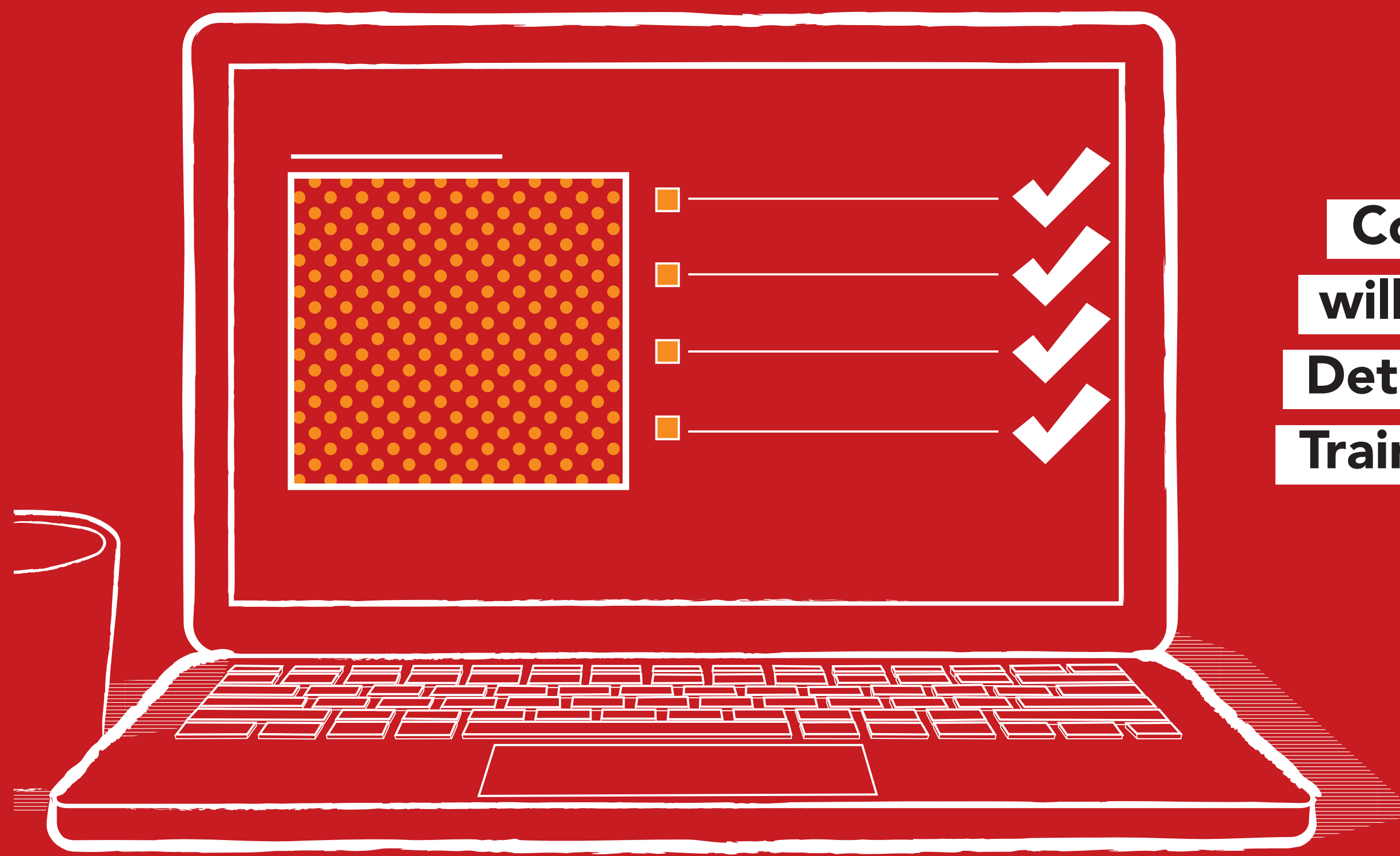
3

Information collected via Blexting from all over the city will be collected in a single database, and presented back to the public via Motor City Mapping. All information collected via Blexting will be public.

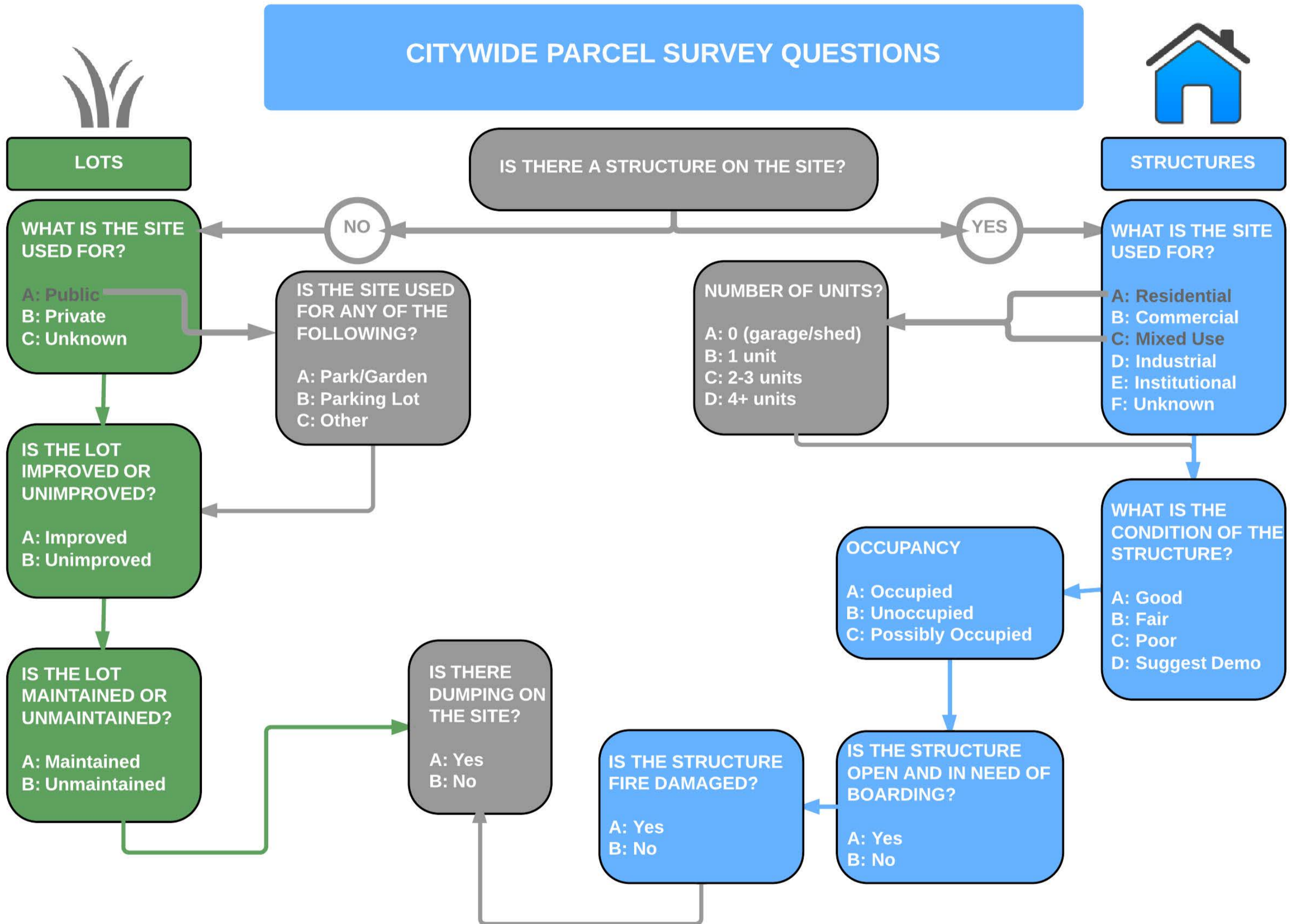
4

Information from 24 separate databases (ex. tax information, ownership postal, etc) will be utilized to enhance the information collected in the field for every property in the city.

5



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You can also explore and download parcel based condition data within the city through the Data Explorer tool on MotorCityMapping.org. This interactive map allows users to dive down to the individual parcel level and set their own layers and boundaries so that they can explore their neighborhood or the city as a whole.

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**DETROIT**

Overview Explore Blexts Search

All Publicly Owned Privately Owned

**378,723 properties surveyed**

Structures vs Lots Structure Condition Structure Occupancy

Category	Value
structures	263,739
lots	114,983
good	218,846
fair	30,788
poor	9,119
sugg. demo	4,760
occupied	203,546
maybe	11,003
unoccupied	48,953

Lots with dumping: **6,255**

Structures with fire damage: **6,845**

Structures needing boarding: **27,730**