Using Data to Inform and Target Foreclosure Prevention and Mitigation Strategies in Baltimore, Maryland
Signs of A Weak Market

- Significant population decline
  1960 population 936,000
  2008 population 636,900

- 2006 first population gain in 50 years --falling again

- Average age of Baltimore Housing 50+
Signs of Recovery

- Johns Hopkins and Univ of Maryland Biotech Centers
- Housing values sliding, not plunging
- Federal Government Stimulus
Housing Market and Foreclosure

• Steady rise in prices since 2000, no dramatic fall
  – 2000 average price $86,181
  – 2007 average price $175,262

• Foreclosure severe problem, not crisis
  – 3800 filings in 2007 and 2008
  – The first quarter of 2009 1208
  – Compounded by pre-crisis stock of vacant and abandoned.
The Baltimore Homeownership Preservation Coalition (BHPC)

- Local nonprofit described problem
- Local foundation convened group
- Sense of urgency, threat to prior progress
- Building on previous experience, trust
First Step: Data

2006 and 2008 -- TRF reports for City and State

- Clarified scale, location of problem, racial dynamics
- Played role in State foreclosure legislation
- Loan data and targeted neighborhood outreach
Key Findings from TRF Report available at www.preservehomeownership.org

- Time from origination to foreclosure dropping
- 31% of loans involved a second
- Foreclosure highest in neighborhoods 35 to 49% African-American
Data Points in Maryland Foreclosure Process

- Notice of Intent to foreclose provided to borrower and MD DLLR
- Lender files order to docket
- Court is notified of sale
- Sale is ratified and title transferred to purchaser
Information in City Database

- Address, Block and Lot
- Neighborhood
- Last deed date
- Renter or homeowner
- Number of dwelling units
- Owners’ name over time
- Foreclosure filing date
Using Data for Foreclosure Prevention and Mitigation

• Marketing and Outreach

• REO Acquisition/Neighborhood Stabilization

• Renters and Foreclosure
Marketing and Outreach

- Foreclosure data used to target hard hit neighborhoods.
- City-wide consumer campaign via radio, billboards, bus ads
- Mortgage Matters – link to community and church meetings
Marketing Campaign

• Aired commercials on radio stations with large African-American audience

• 10 billboards in minority neighborhoods

• State borrowed Mortgage Late Don’t Wait

• In 2008 43% of Maryland borrowers seeking counseling current in mortgage
REO Acquisition/Neighborhood Stabilization

• Concentrations or lack thereof of REO ownership

• Identify neighborhoods in the middle for NSP Plan

• Location of REO properties for Nonprofit developers
Renters and Foreclosure

• Name and address of renters in properties with foreclosure filings

• Committee developing outreach materials including new notice provisions

• Mail to at-risk renters
Neighborhood Specific Outreach

- Funded expanded partnership between Belair-Edison Neighborhood Initiative and Community Law Center

- Data collected on acquisitions with exotic and subprime mortgages from 2005.

- BENI targeted mailing on letterhead with handwritten addresses
Results

• Despite a 27% increase in foreclosure in Baltimore City, Belair-Edison experienced a 14% decrease in foreclosure filings between 2006 and 2007.

• Attracted national media attention including NYT article and ABC News
Ongoing Data Collection

• Partnership City and BNIA

• Collect data on foreclosure filings

• BNIA maps filings with interactive spreadsheet by neighborhood

• May soon get notice of intent data from the state
Data Challenges and Lessons

• Information on Actual Number of Foreclosures

• Making data respond to day to day partners needs

• Much can be done with imperfect data
BHPC Contact Information

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