



IHDA Market Analysis App (IMAA)



IHDA Market Analysis App (IMAA)

The IMAA is intended to help affordable housing practitioners analyze markets and determine the appropriateness of possible sites throughout the State.

- Summarizes economic, demographic and housing data based upon whatever census tract(s) the user chooses.
- Provides averages of the many metrics developed by IHDA.
- The data points provided in the IMAA are things that IHDA typically utilizes in their internal analyses during the PPA review.



Determining the Market Area

In urban/suburban areas the PMA for a general occupancy or age restricted development typically includes the census tract where the site is located and surrounding census tracts. In rural areas, the PMA may be only the host census tract due to the large geographic size of the census tracts. Factors include for PMA consideration include:

- Natural boundaries- highways, rivers, large swaths of undevelopable land
- Jurisdiction Boundaries- community area, city, county
- Location of competitive housing alternatives
- Market perceptions
- Regional amenities- proximity to shopping, employers, healthcare
- Transportation linkages- proximity to major traffic arteries and mass transit

**please note sites that target special populations (unhoused, veterans, disabled, etc.) will oftentimes necessitate a larger PMA and are typically tied to the service provider boundaries.*



Evaluating the Data

- General/elderly population (upward trends in targeted tenancy)
- Unemployment/labor force (Prior to COVID, decreasing unemployment and stable or increasing labor force trends)
- Poverty rate (rate under 20% and/or decreasing trend)
- College graduates/median HH income (significant increases in either of these can point to gentrification)
- Cost burdened (also an indicator of gentrification or need of affordable housing)
- Age of housing stock (may provide insight as to why rents are naturally affordable as shown by ARUS numbers)



Affordable Rental Unit Survey (ARUS)

- The ARUS in the IMAA tool shows the percentage of units in the defined area that are affordable to various income levels
- This percentage includes all rental units, not only those with a rent restriction or government subsidy.
- This helps IHDA analyze market need at various income levels.
- For example, a percentage over 60% at the 60% AMI level would indicate that the market is naturally affordable, and demand may be limited.
- In the IMAA, the ARUS data shown is an average of the selected census tracts.



Affordability Risk Index (ARI)

- Intended to demonstrate the need to preserve affordability in areas that are becoming unaffordable at a faster rate.
- Census tracts with a greater risk of loss of affordability receive a higher score (from 0 to 5).
- The ARI score shown in the IMAA is an average of the census tract(s) selected by the user.



Revitalization Impact Areas (RIAs)

- Targeted geographic areas that demonstrate the most salient market conditions suggesting that revitalization, or concerted community development planning would be beneficial within these communities.
- RIAs identify census tracts demonstrating one or more market conditions, classifying them as either Moderate or High RIAs.



Contact Info:

- For technical questions please contact Andy Donakowski at Adonakowski@ihda.org.
- For market questions please contact Jacob Rich at Jrich@ihda.org