



Case Study - ESRI Geospatial Solutions at HUD



Pyramid Maintains and Enhances National Geospatial Solution Supporting Community Development

The Department of Housing and Urban Development (HUD) Renewal Community/Empowerment Zone/Enterprise Community (RC/EZ/EC) initiative encourages businesses to succeed by providing valuable tax incentives to those located in designated distressed urban and rural communities nationwide.

The RC/EZ/EC tax incentives are worth approximately \$11 billion to eligible businesses. The incentives include employment credits, low-interest loans through EZ facility bonds, reduced or 0% tax on capital gains, commercial revitalization deductions, accelerated depreciation through Commercial Revitalization Deductions, and other incentives.

Businesses in the 98 RC/EZ/EC zones are able to utilize the tax incentive package to invest in distressed urban and rural communities, open new businesses and expand existing ones, hire tens of thousands of local residents, develop housing, and create new educational and healthcare opportunities for thousands of Americans.

Pyramid Systems (Pyramid) is responsible for the operational performance, maintenance, and enhancement of the core geospatial information system that enables businesses to determine their eligibility for program incentives, obtain related program information, and automatically integrate data from other government sources, based on location and other characteristics of the business. Other stakeholders – local governments, community organizations, and the public – make use of the geospatial information system as well to develop maps, visualize government information from multiple sources, and enhance their understanding of distressed communities.



Legend	Selected RC/EZ/EC area
Renewal Community	Enterprise Community
Empowerment Zone	Enterprise Zone
	Enhanced Enterprise Community
	Enterprise Zone and Enterprise Community

The RC/EZ/EC Locator is a web-enabled application developed by ESRI and now operated and maintained by Pyramid, an ESRI consulting partner. ESRI is the leading provider of GIS technology in the world. Pyramid is an ESRI consulting partner with capability and training to deploy and integrate ESRI technologies to create value for commercial and government customers through the more effective use, representation, and presentation of geospatial information.



Vital Statistics

Organization:

U.S. Department of Housing and Urban Development (HUD)

Things to Note:

- Pyramid is an ESRI consulting partner
- ESRI is the #1 provider of GIS technologies in the world

Quick Facts:

- Advanced geospatial information solution based on ESRI technologies supporting 1,600 users daily
- Locator system directly supports and contributes to neighborhood revitalization and redevelopment
- Broad and diverse user base: businesses, local government, community organizations, HUD analysts, and general public
- Pyramid maintains, adapts, enhances, and integrates the Locator system to provide the most value to HUD and the diverse user base
- Locator system is a single point of reference for 60,000 - 90,000 businesses monthly who are interested in investing in distressed communities, by enabling mapping, data visualization, government data integration, and business analytics

Web Site:

<http://egis.hud.gov/egis>





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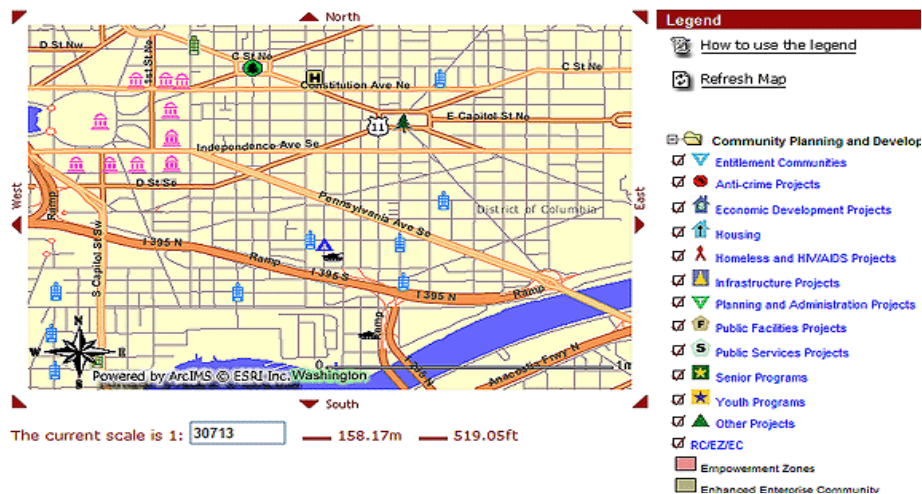
The Locator system that Pyramid maintains allows businesses to determine if they are located in a Renewal Community or Empowerment Zone. It provides users with easy access to mapping tools and HUD data to support housing and community development programs at the state, county, city, and neighborhood levels.

Because businesses are eligible for valuable tax incentives if they are located in these areas or hire employees who live in these areas, the Address Locator is critical to the 300,000 businesses located in the nation's designated RC/EZ zones. This tool has become remarkably popular among the 60,000 - 90,000 businesses and agencies who use it each month.

Pyramid uses Centrus AddressBroker, an Oracle database engine, and ESRI (ArcIMS and ArcSDE) tools to maintain the Locator system. ArcIMS is used to display dynamic maps of addresses entered into the application. ArcSDE is used to store and provide users access to geospatial data. Some of the mapping functionalities that Pyramid has incorporated or maintained include:

- **Create Your Own Personalized Map with Map Your Community** – Users are able to enter an address or click on a map and have the application take them to a map of that location.
- **Add Data to Your Map** – Users can display any combination of HUD Housing and Community Development, FEMA, EPA, and Census data for the location and surrounding area that they have mapped. Additional data available for display also includes: lakes, rivers, landmarks (parks, schools, government buildings, etc.), city streets, highways and much more.
- **Save Your Map** – Users can save the map they have created, name it, and retrieve it the next time they use Locator.
- **Create a Thematic Map** – RC/EZ/EC Locator gives users the ability to create a thematic map based on criteria and data that the user specifies. Thematic mapping allows the user to classify data into groups or classes that have similar characteristics.

As the designated operator of the Locator System, Pyramid is responsible for providing a range of consulting, information technology, and support services to HUD. Pyramid provides corrective and adaptive maintenance, including: correcting system malfunctions caused by custom software code, adding and modifying functionality in response to new or changed requirements, analyzing the business and technical impacts of recommended modifications, defining and documenting software changes, testing new code, and updating all accompanying system and user documentation. Pyramid is responsible for providing recommendations to HUD regarding the enhancement of the system and the adoption of new ESRI tools as they become available. Pyramid also provides help desk and troubleshooting assistance for this heavily-used GIS system, as well as project management support to HUD, including generating business reports for the client and developing and maintaining system documentation.



The RC/EZ/EC Locator system supports over 1,600 users a day, including HUD analysts, the IRS, state and local governments, and the public. With one system, users can integrate HUD business data, census demographics, EPA, FEMA, and Census data to produce map libraries or layers to produce visual representations of geospatial features.

The Locator system gives stakeholders a window into distressed communities and allows them to access, map, and visualize a range of government data a single integrated system built on ESRI GIS technologies. The Locator system plays a key role in the economic development and redevelopment of distressed communities by providing businesses with clear and accurate information on the types of tax incentives offered based on location and other business characteristics. Among HUD's many missions is creating programs leading to neighborhood rebirth and revitalization. The Locator system, based on ESRI GIS technologies and supported by Pyramid, is critical to achieving this mission.