Where Should I Move?

Romel
Thomas Lutza
Anh
Trevor Walters

Overview

- State Selection
- Measures
- Winning Zip Codes

State Selection

- Criteria for State Selection:
  - East Coast and West Coast
  - Contains at least 2 “major” cities
  - Large Industry Presence
  - Environmental factors
- Justification for State Selection
  - California
  - Pennsylvania

- California

- Pennsylvania

Identifying Criteria for Ideal Zip Code

- Economic Prosperity
  - Wealthy and Affordable, Educated
- Safety/ Health
  - CA: Natural Disasters + Pollution
  - PA: Pollution + Public Service (Trains)
- Surrounding Area Consideration
  - Poverty
- Proximity to Urban Areas
  - Public Amenities
- Population Density (Secondary)
  - Areas passing previous measures with ≥ 1 million people were ruled out

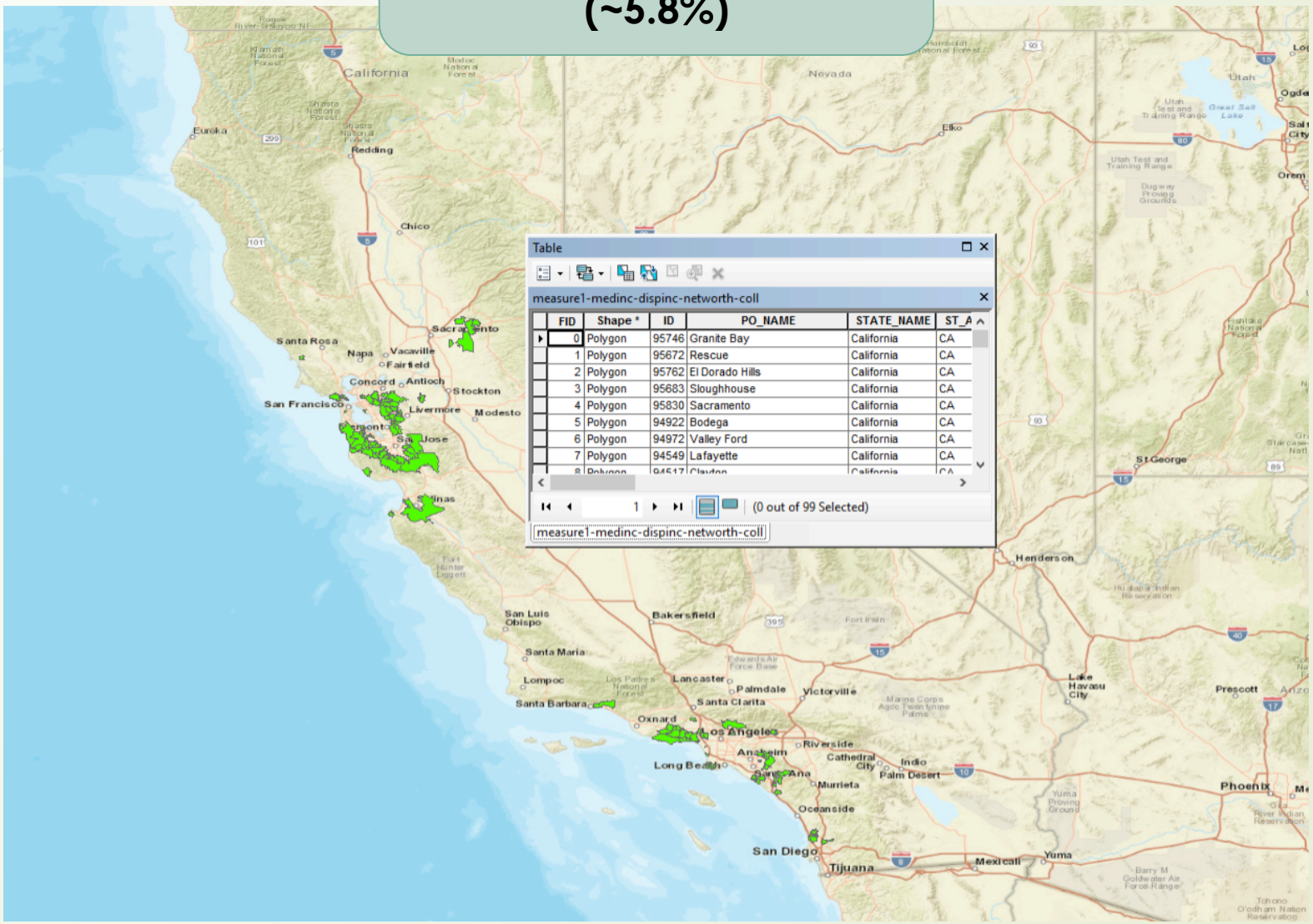
Measure 1 Recap "Socioeconomic"

~Same Methods and limits for PA & CA

- Socioeconomic:
  - Household Income (Median) ≥ $70k
  - Disposable Income ≥ $50k
    - *Adjusted from baseline (+$20k)
  - Net Worth ≥ $500k
    - *Adjusted from baseline (-$500k)
  - College Graduates ≥ 60%
    - *Adjusted from baseline (+30%)

- TARGET ZIP CODE PERCENTAGE: **5%**

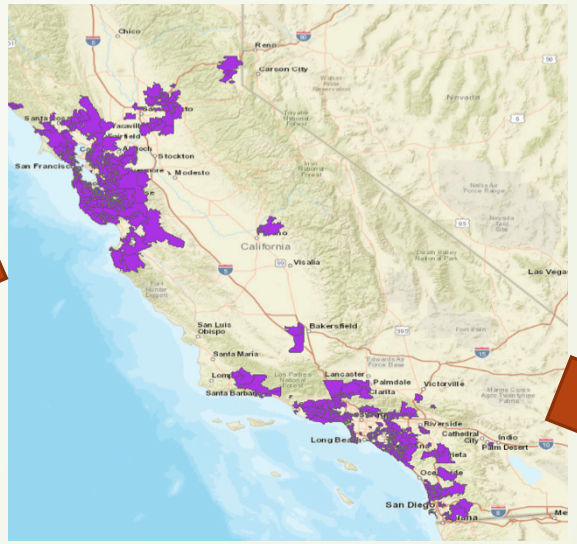
NUMBER OF ZIP CODES:
1697 → **100**
(~5.8%)



Median Income

"Cost of Living"

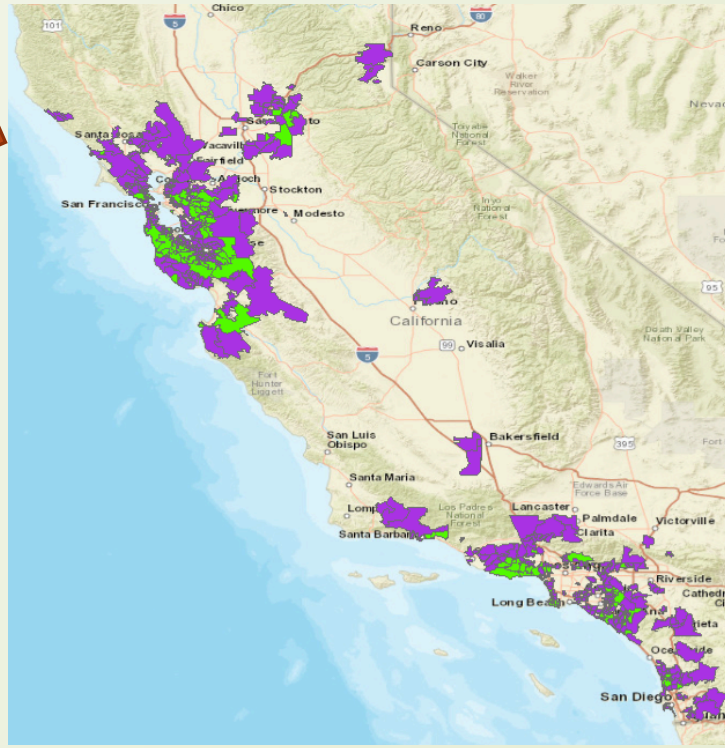
Disposable Income*

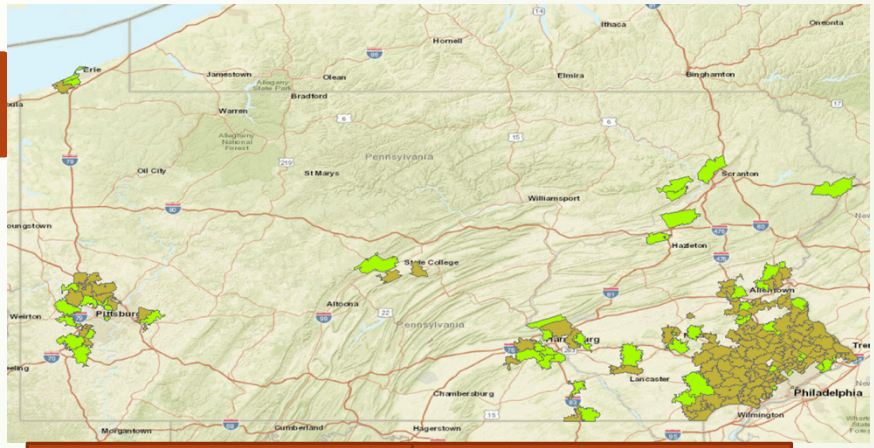


Net worth*

"Affluency"

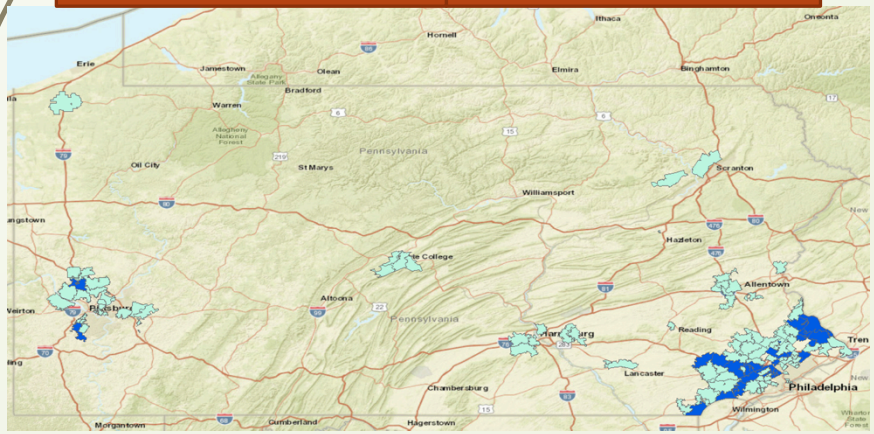
College Education*



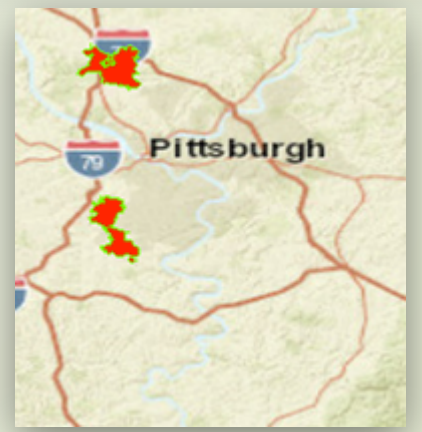


Median Income | Disposable Income

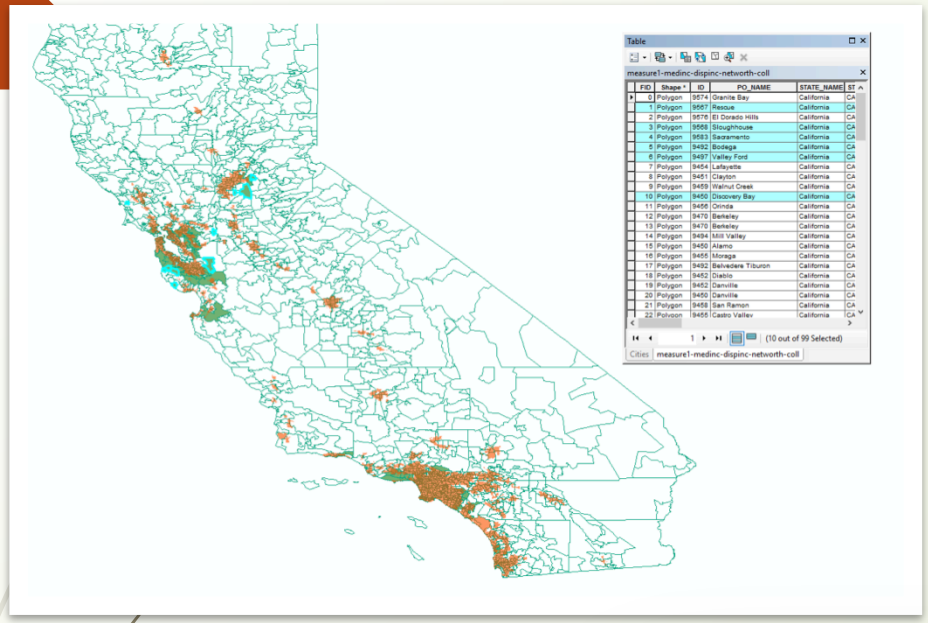
College Education | Net worth

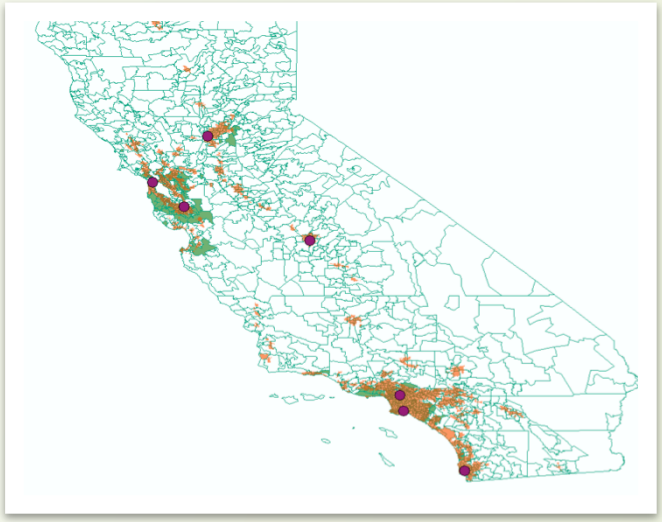


1478 → 48 (-96.7%)
(> 5%, Goal exceeded)

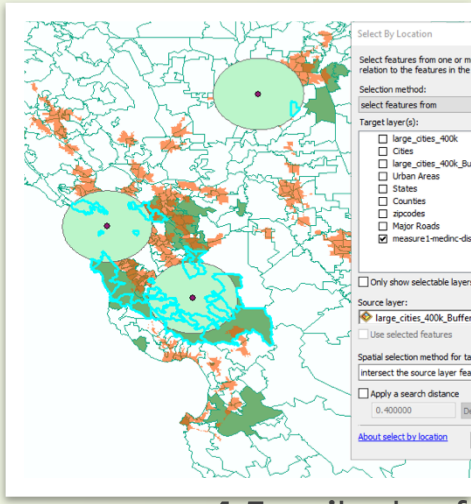


Urban Area/ Population Density Factor

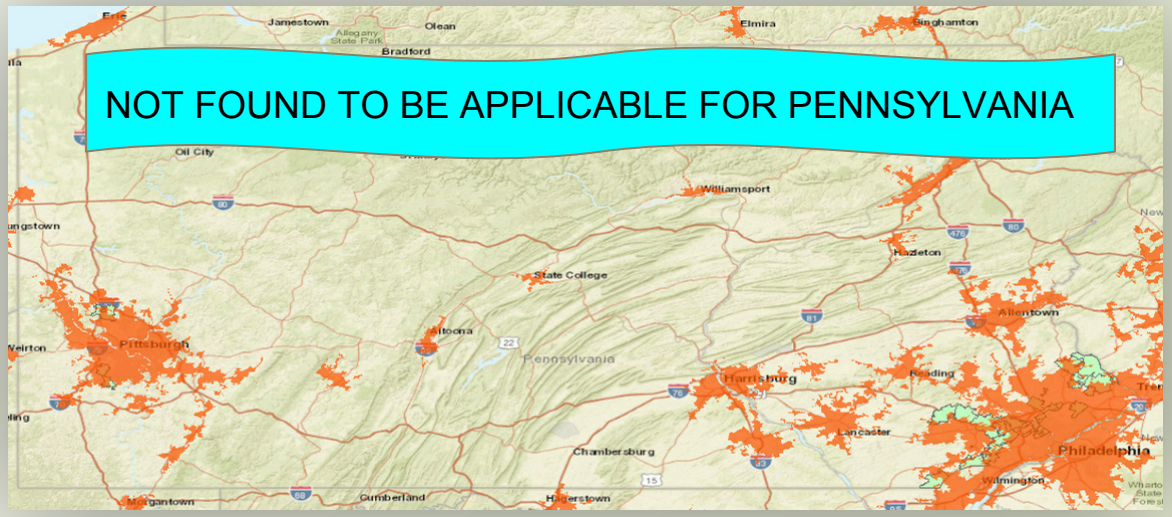




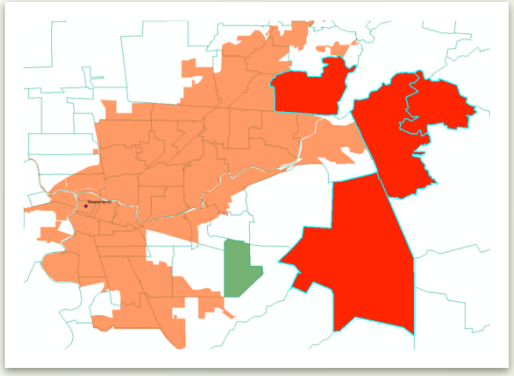
- +400k population



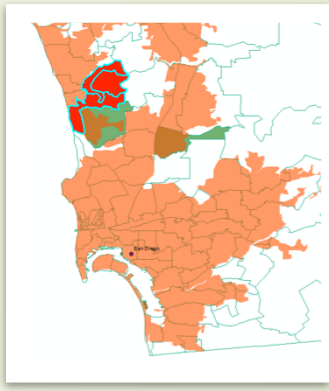
- 15-mile buf



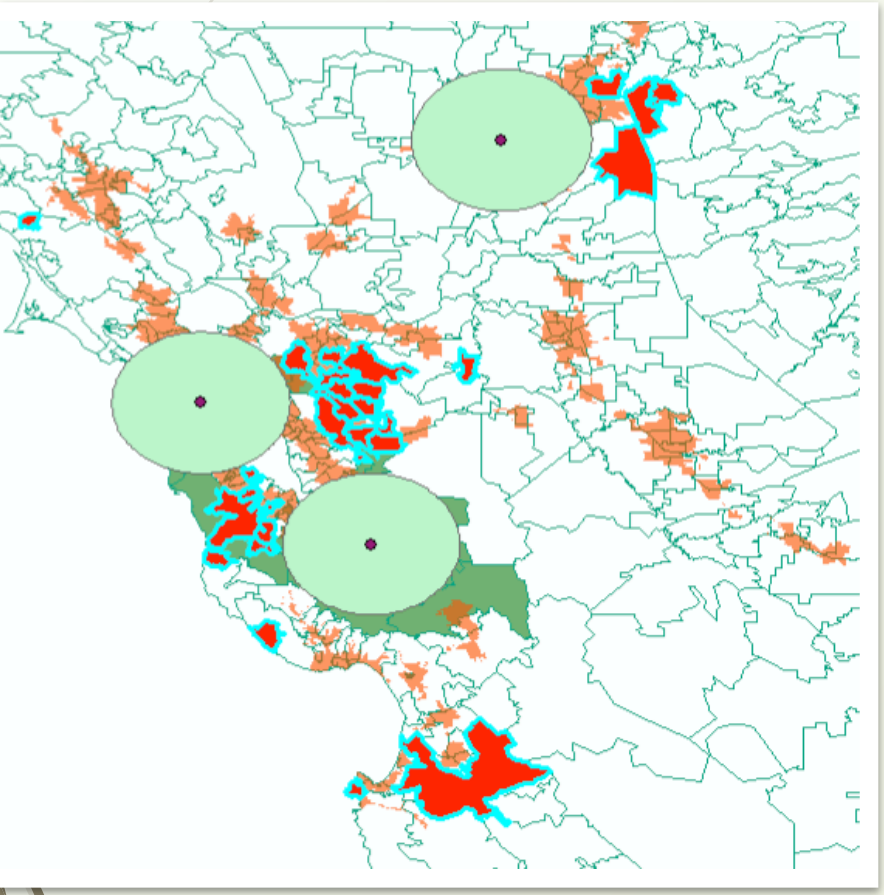
NUMBER OF ZIP CODES:
100 → **57**
(IDENTIFIED TOP ~5%)



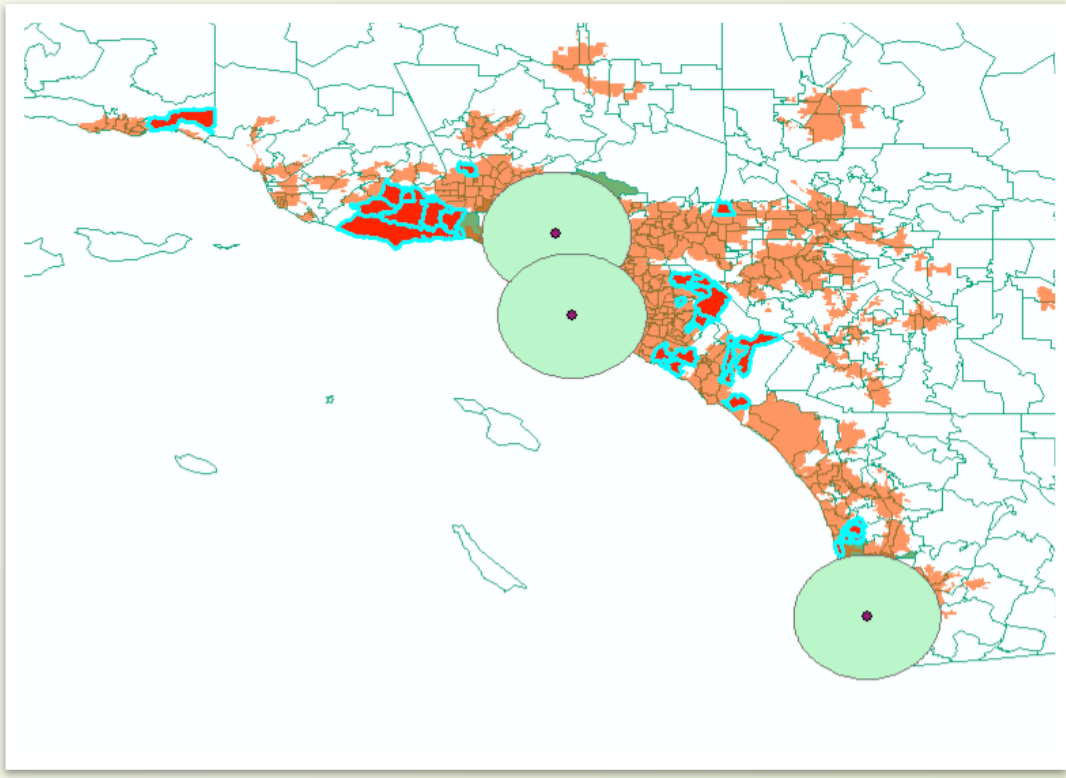
- Sacramento



- San Diego



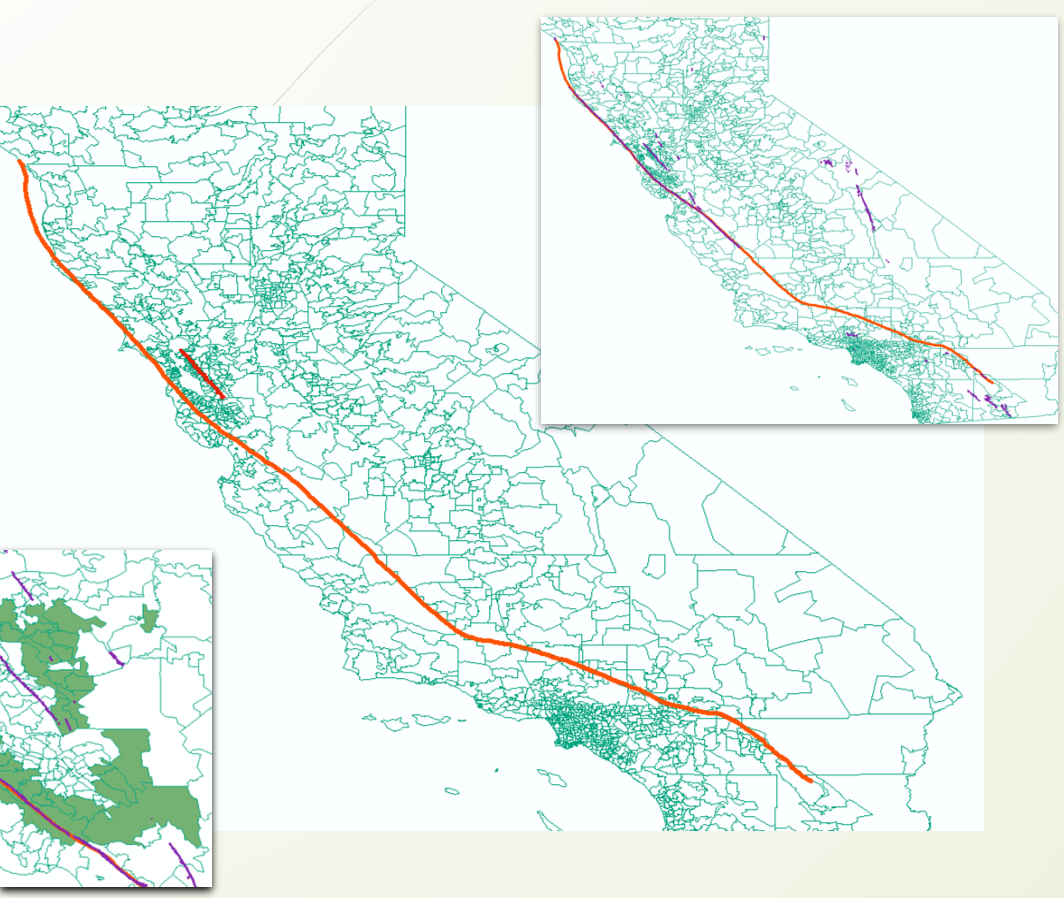
- Greater San Francisco Area



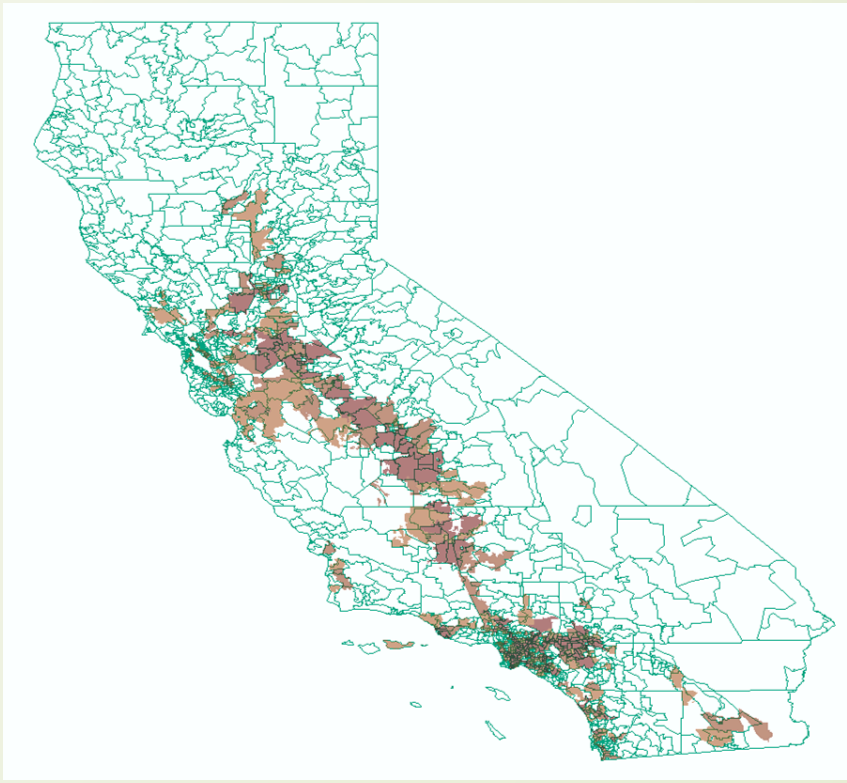
- Greater Los Angeles Area

MEASURE 2: Environmental Safety

California Only



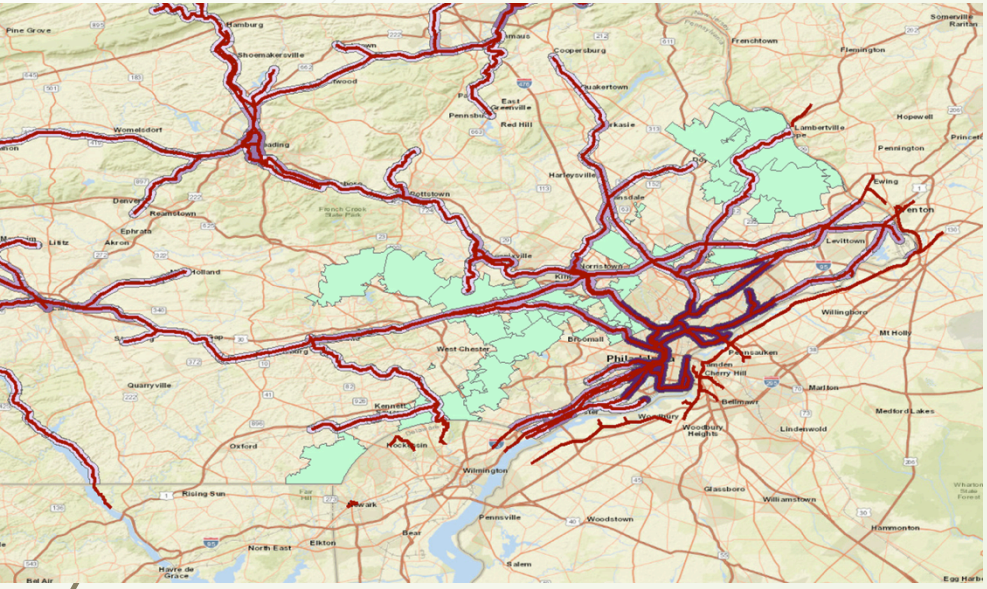
1. 20 mile buffer of San Andreas Fault line (57 → 45)
2. 20 mile buffer Hayward Fault Line
3. Landslide Risk considered but found to be to localized
4. Next 15 miles intersection within 150 year earthquake records
5. (57→ 27)

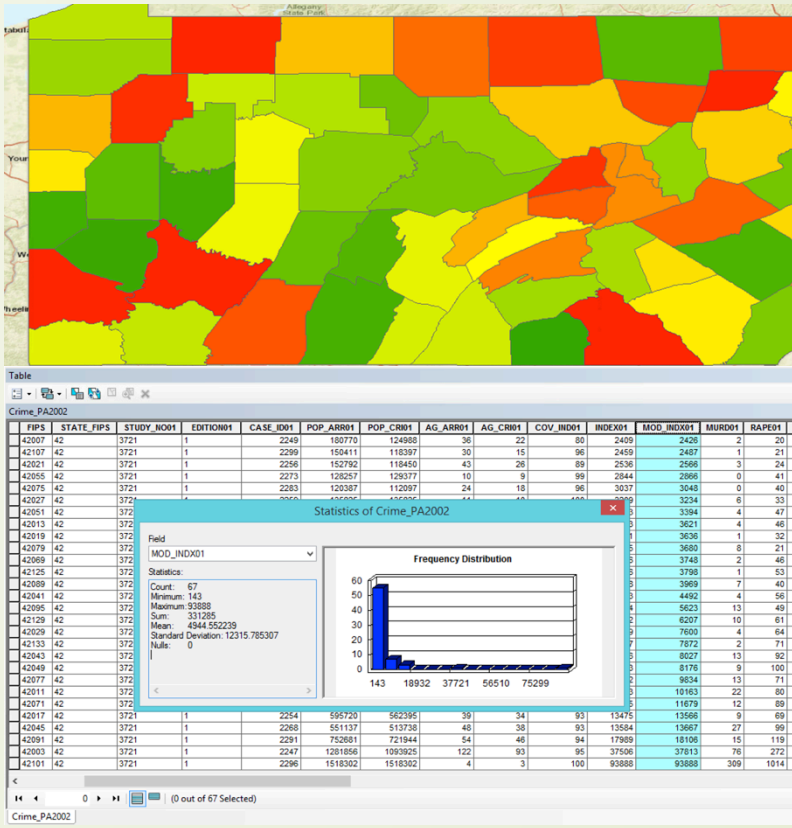


1. California Environmental Protection Agency (Cal/EPA) and the Offi
   of Environmental Health Hazard Assessment (OEHHA)
2. Pollution Burden Number greater than 5 removed
   a. 1-10 scale, Averages ranging from 1.5 to 3.5, +4 undesirabl
3. (27-->8)

MEASURE 2: "Public Service"

Pennsylvania Only



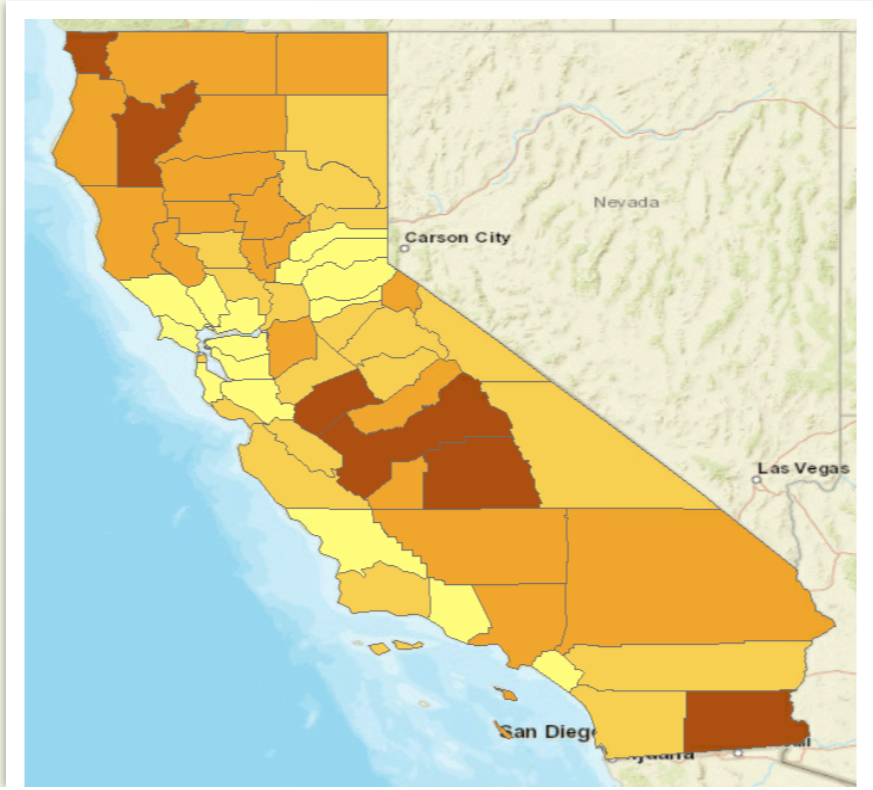


1. Proximity to Train (Highly Desirable)
   a. Buffer set at 3 miles
2. (48 → 37)

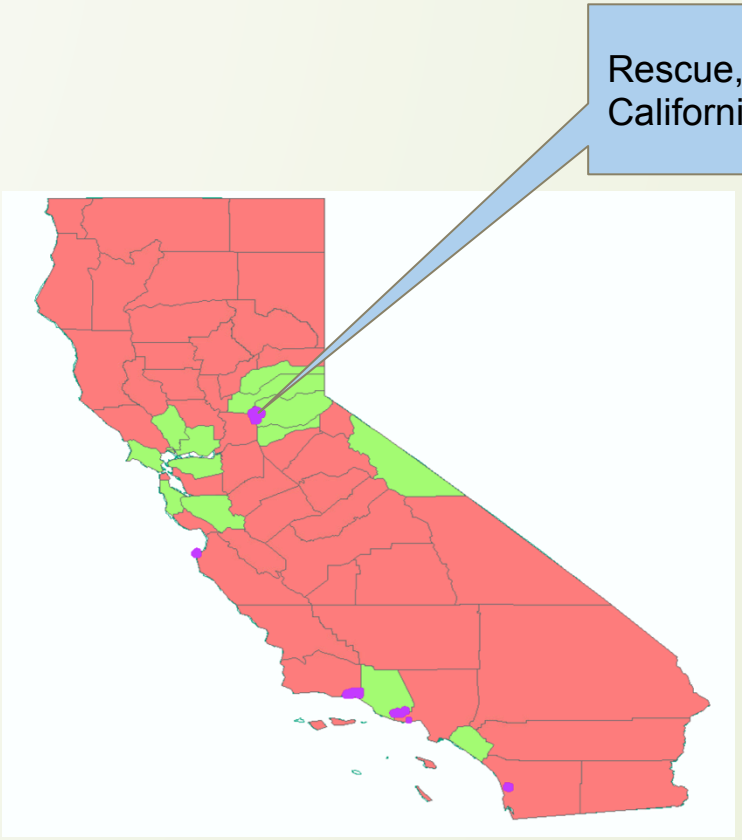
1. SAFETY /CRIME
2. Crime data are reported by county and are provided for eight crimes:
   a. murder, forcible rape, robbery, aggravated assault, burglary, larc
      motor vehicle theft, and arson.
3. Statistics Function used to determine cut-off point of Modified Index
   a. 2.5x the mean (10163)
4. (37 → 8)

MEASURE 3: Surrounding Area Consideratio

- **Poverty within Counties**
  - Rating method is used to determine desirable living areas
  - Any rating below 12.6 – 18.6% is rated "-1"
  - This distinguishes between below to the mid well off ranges



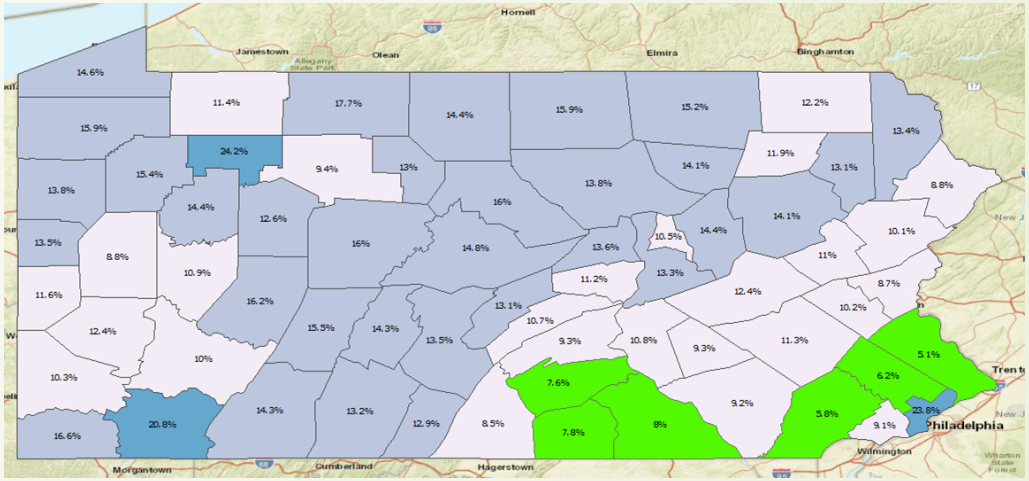
MEASURE 3: Surrounding Area Considerati



1. Eliminated all zip codes located entirely within counties with poverty > 10% (8 → 1)

RESULT: ID: **95672** PO NAME: RESCUE, EL DORADO COUNTY (GREATER SACRAMENTO)

MEASURE 3: Surrounding Area Considerati



1. Eliminated all zip codes located entirely within counties with poverty > 8*% (8 → 3)

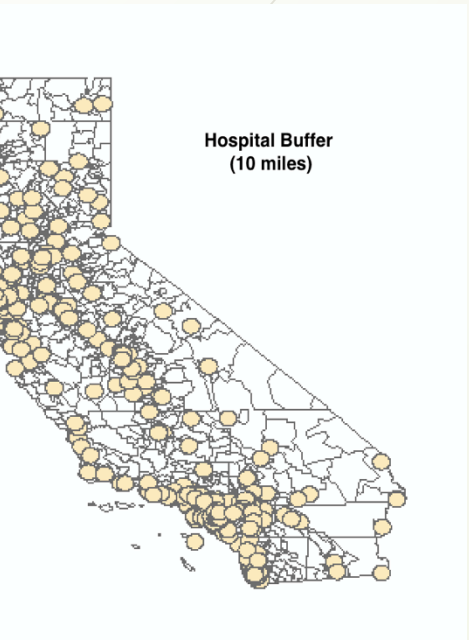
RESULTS: 19343 (Glenmoore), 19425 (Chester Springs), 19355 (Malvern)

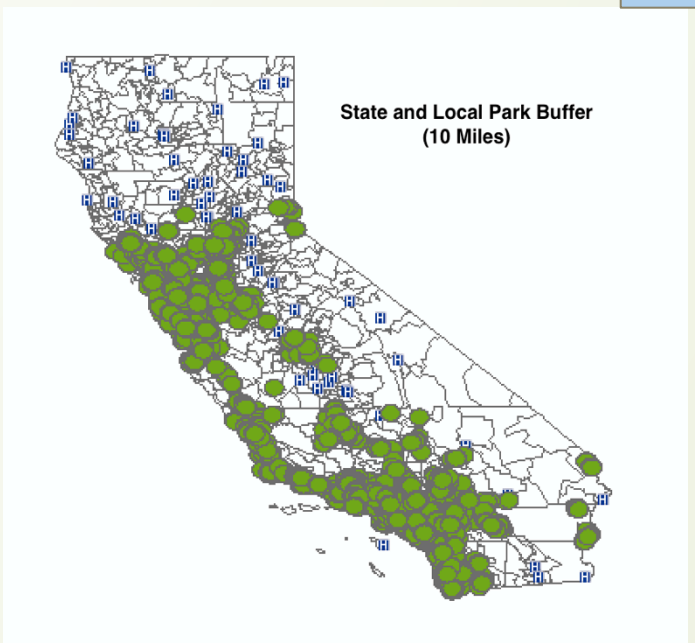
MEASURE 4: Quality of Life *~used for verification*

- Health & Recreation
  - Hospital within 10 miles of zip-code
  - State or city park within 10 miles of zip-code

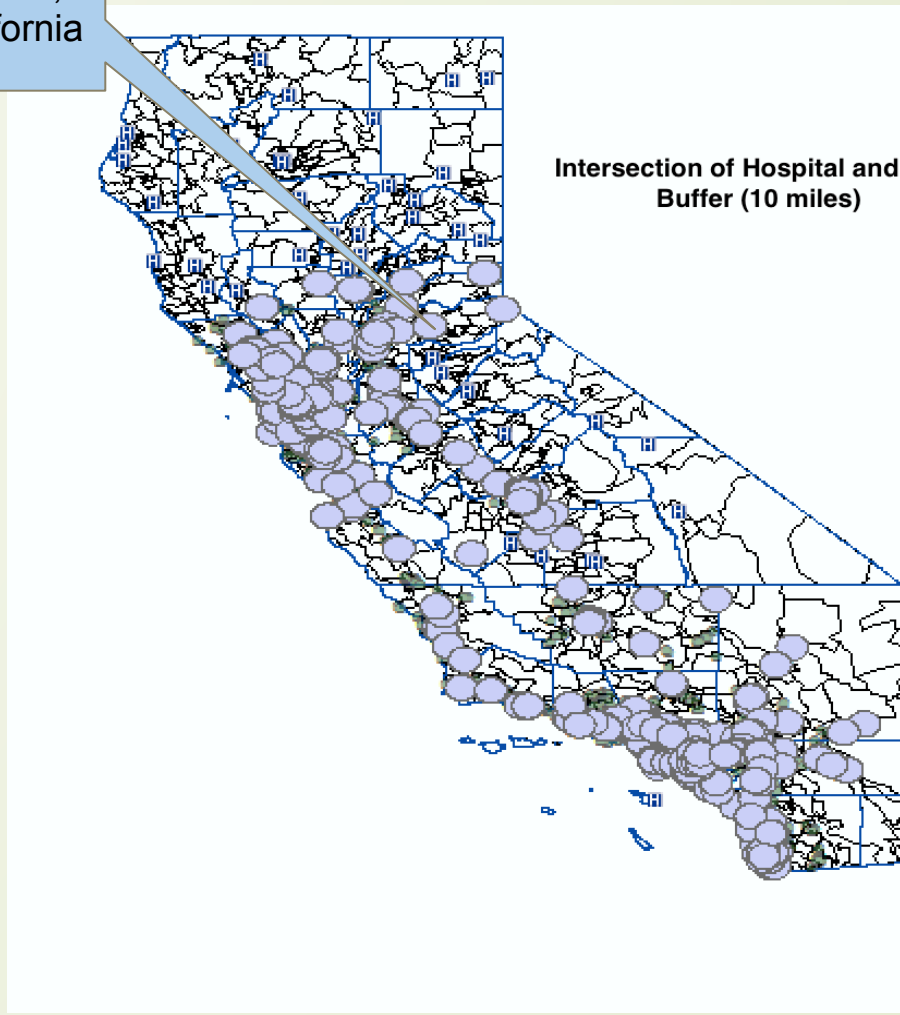
- Found spatial intersection of hospitals and park buffer zones for CA
- Found spatial overlay of hospitals and park buffer zones for PA

MEASURE 4: Quality of Life (California)



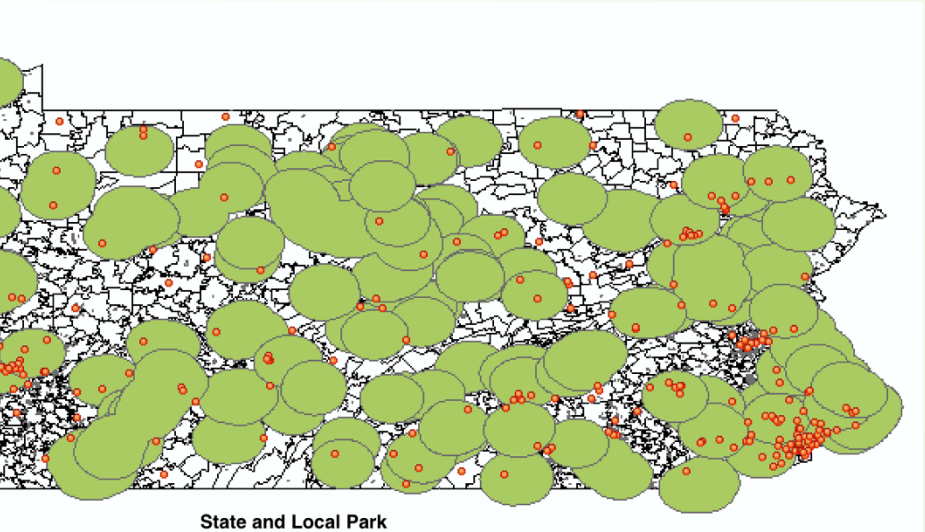


Rescue, California

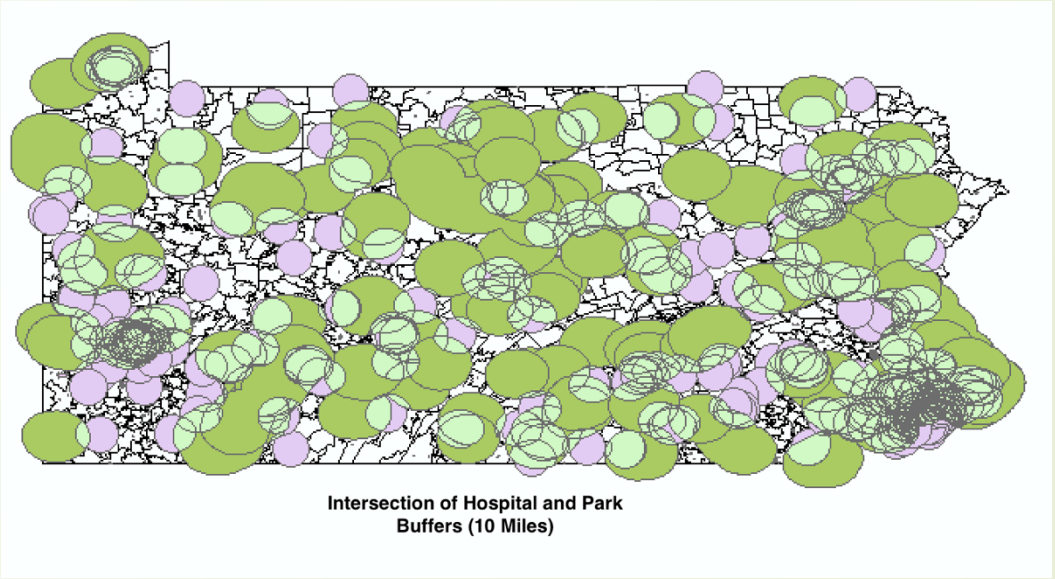


After Verification Results: 95672 (Rescue)

MEASURE 4: Quality of Life (Pennsylvania)

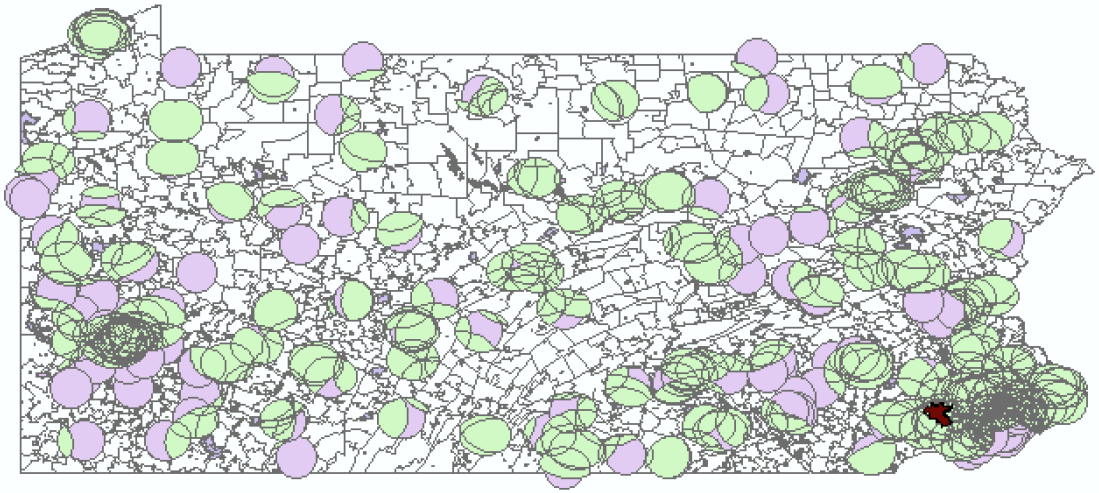


State and Local Park
Buffer (10 Miles)



Intersection of Hospital and Park
Buffers (10 Miles)

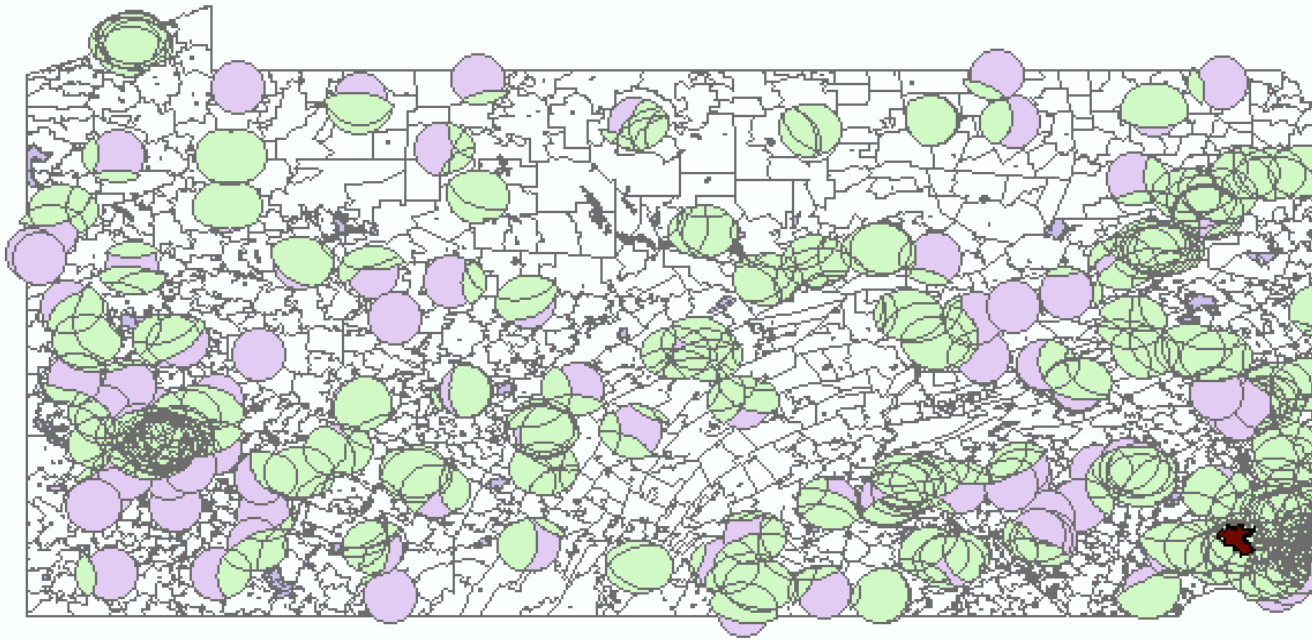
After Verification Results:19355 (Malvern)



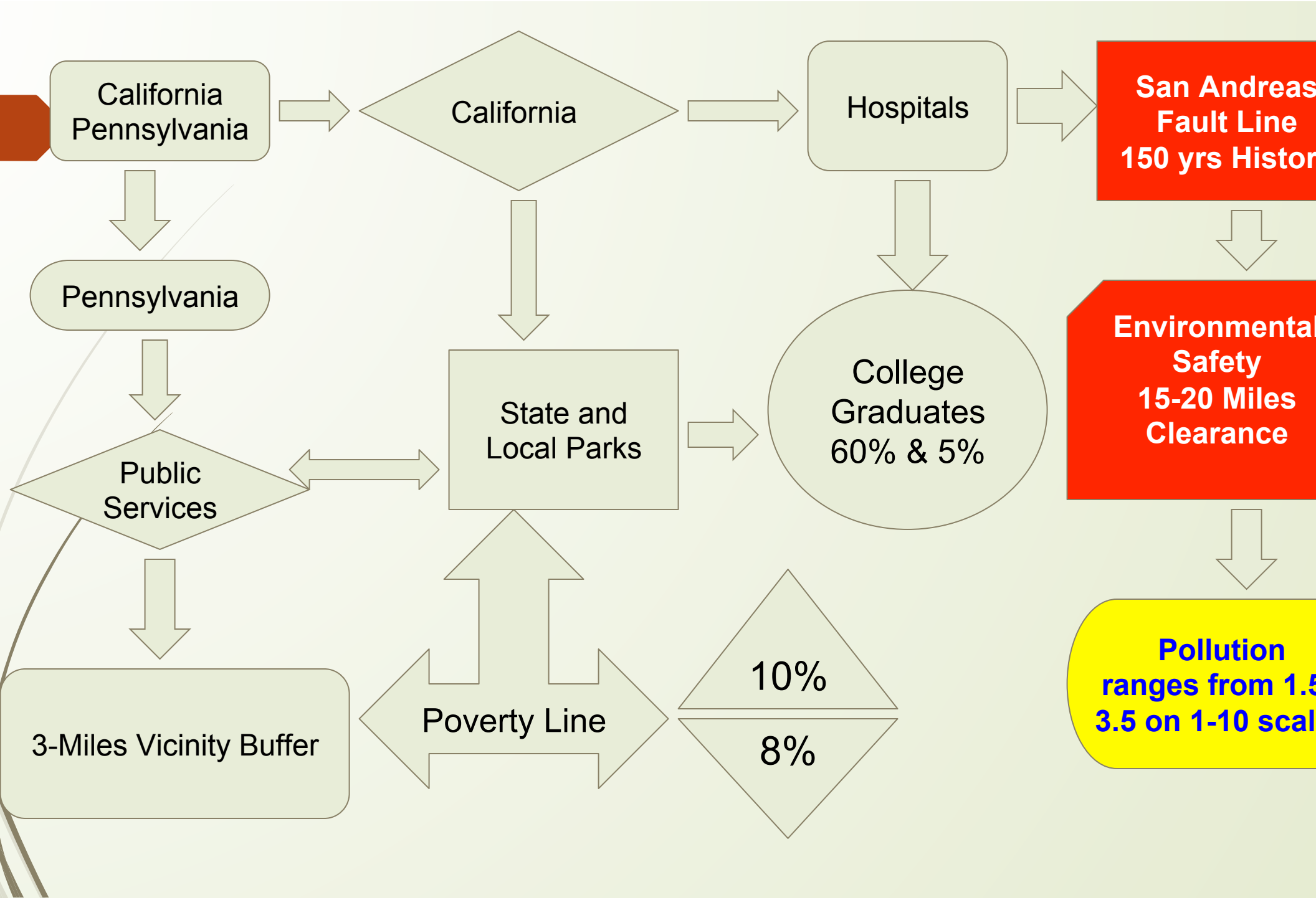
Malvern PA
(zip code: 19355)

Selection Tools

- Utilize GIS buffer capabilities
- Intersections
- Scaled method
- Proximity
- Measures
- Overlap



Malvern PA
(zip code: 19355)


California Pennsylvania
California
Hospitals
San Andreas Fault Line 150 yrs Histor
Pennsylvania
State and Local Parks
College Graduates 60% & 5%
Environmental Safety 15-20 Miles Clearance
Public Services
Pollution ranges from 1.5 3.5 on 1-10 scal
3-Miles Vicinity Buffer
Poverty Line
10%
8%

Urban Vs. Suburban Vs. Rural Life

City living

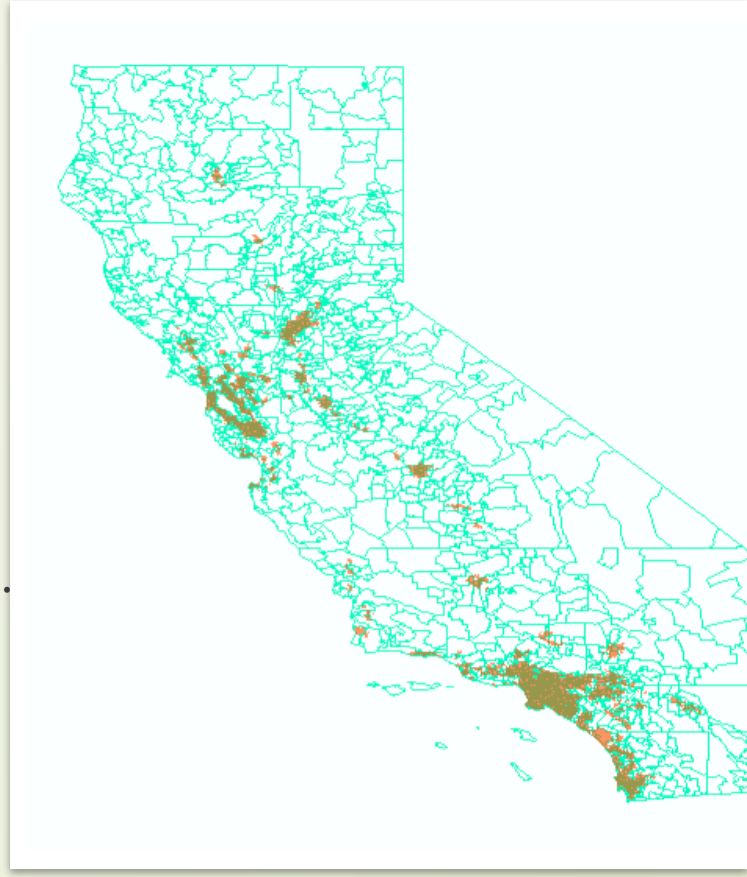
- Population density (+400K)
- Transit system (trains, buses)
- Modes of transportation (transit, bus, bike, etc…)

Suburban Living

- More attractions (parks, trails, education centers, etc.
- More Affordable

Rural Living

- Open Space
- More Affordable Land
- Might require commute for work, healthcare, etc



RESULTS

RESCUE, CALIFORNIA (Zip Code 95672)

- This zip was a surprise
- Quiet, scenic rural countryside
- Residents commute or own local vinyard
- 20 minute drive from Sacramento, CA

MALVERN, PA (Zip Code 19355)

- Quiet, suburban town
- "Historic area"- abundance of parks
- 35 minutes outside of Philadelphia