# **Expansion Locator & Data Driven Decision Making**





An education and advocacy organization for young children that includes a children's museum, robust outreach programming, a childcare center, and multiple preschools.

#### **Project Scope**

Develop a turnkey solution that Greentrike can leverage to identify and refine areas and properties for early education programs within Pierce County. The underlying model should:

- 1)Increase community access to high-quality programs
- 2)Enable Greentrike to achieve strategic and financial objectives

# **Areas of Exploration**



GROWTH (PROGRAM EXPANSION)



**SUPPLY & DEMAND** 



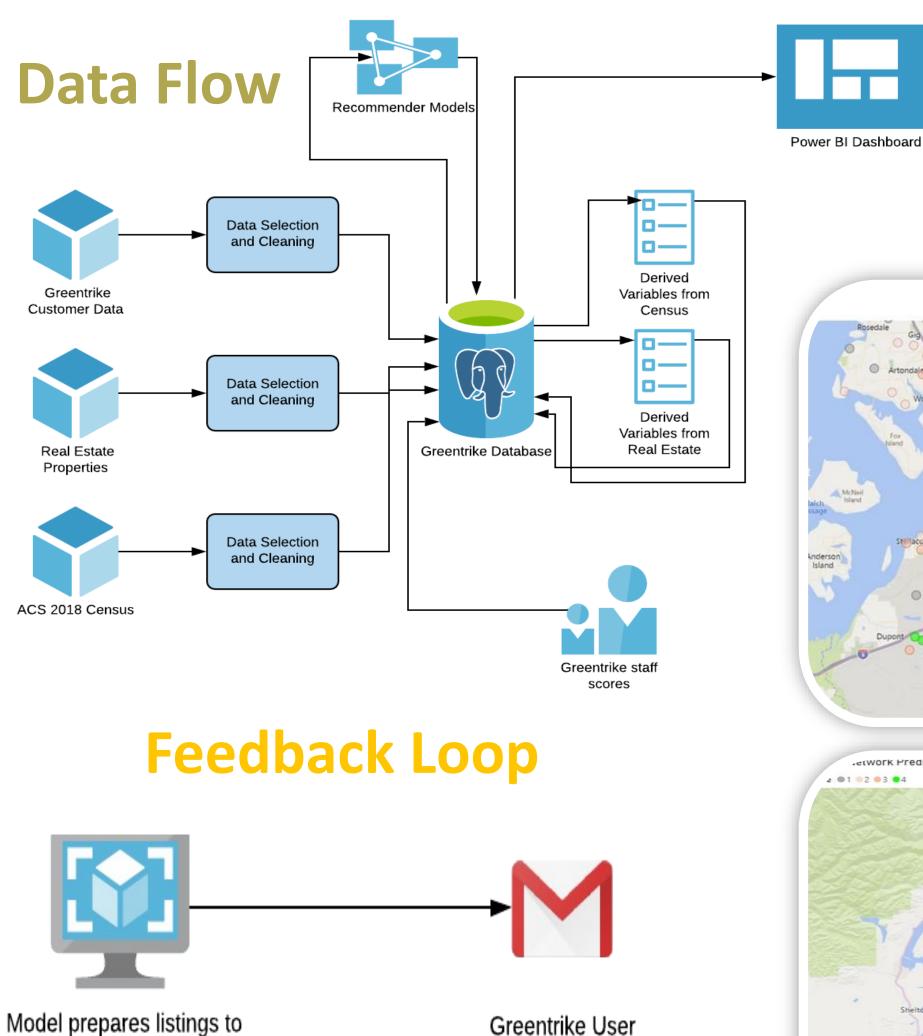


Tech Stack | Open Source | Low Cost



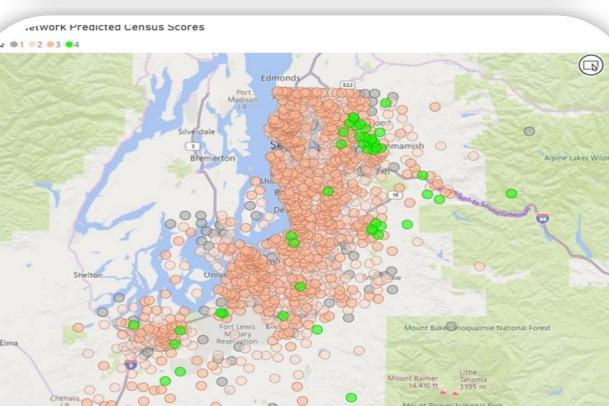
#### **INVESTMENT OPPORTUNITIES**

aws



# Predicted census scores by Block Group Score @1 02 03 04 huversity F

~		0	U	L	F	
<i>ل</i> ر	LN-22442843	LN-17472115		LN-20257323	LN-21333154	LN-1703365
JRL	Link	Link		Link	Link	Link
Address_Line	713-715 S Yakima Ave	10901 Bridgeport Way S	1506-1508 S Yakima Ave	1009-1013 Pacific Ave	120 136th St S	412 23rd St
City	Tacoma	Lakewood	Tacoma	Tacoma	Tacoma	Puyallup
Postal_Code	98405	98499	98405	98402	98444	98372
Property_Type	Multifamily	Office	Land	Retail	Multifamily	Land
Year_Built	1919/2019	1976	N/A	1928	1969/2015	N/A
Price	\$1,350,000.00	\$695,000.00	\$995,000.00	\$3,500,000.00	\$7,900,000.00	\$800,00
SquareFeet		2850		30368		
\$ per sq ft		\$244.00		\$115.00		
Sale_Type	Investment	Owner User	Investment	Owner User	Investment	Investment
Building Score						
Block Group ID	530530614002	530530718053	530530614003	530530616011	530530715031	530530734063
Population	1246	1566	1112	1899	1458	
Population: 3 Miles	99023	86931	105367	89129	80652	5
Households: 3 Miles	40420	33381	42552	36525	28830	2
Kids under 5	0	163	50	55	116	
Kids under 5: 3 Miles	5397	6997	6177	4880	5955	
Kids 5 to 9	0	156	16	8	131	
Kids 5 to 9: 3 Miles	6406	6037	6845	5710	5652	
Percent Kids under 5	0.0%	10.4%	4.5%	2.9%	8.0%	1
Percent Kids under 5: 3 Miles	5.5%	8.0%	5.9%	5.5%	7.4%	
Percent Kids 5 to 9	0.0%	10.0%	1.4%	0.4%	9.0%	
Percent Kids 5 to 9: 3 Miles	6.5%	6.9%	6.5%	6.4%	7.0%	
Average Age	35.9	31.1	47	41.4	33.4	
Household income under 40K: 3 Mile	34.5%	41.4%	34.9%	107.3%	36.2%	2
Household income 40K to 50K: 3 Mile	9.5%	10.5%	9.6%	26.2%	11.4%	
Household income 50K to 60K: 3 Mile	7.9%	10.5%	8.0%	22.7%	11.1%	
Household income 60K to 75K: 3 Mile	10.3%	11.1%	10.5%	29.9%		
Household income 75K to 100K: 3 Mile	13.4%	11.3%	13.5%	39.8%	14.1%	
Household income 100K to 125K: 3 Mile	9.5%	6.7%	9.2%	27.4%	6.3%	
Household income 125K to 125K: 3 Mile	5.0%	4.2%	4.9%	15.5%	3.9%	
Household income 150K to 200K: 3 Mile	5.8%	2.4%	5.6%	18.3%	3.9%	
Household income 200K+: 3 Mile	4.2%	2.4%	3.8%	12.8%	1.5%	
Block Group Score	4.270	2.0%	5.670	12.0%	1.5%	





**COPERTY FACTS** 



recommend on the next iteration

Model assesses user preferences and updates

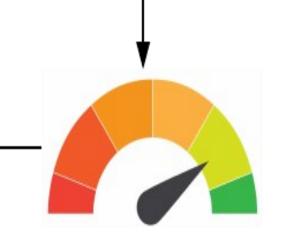


Greentrike User Scores Properties and sends back email



**Receives Email** 

Greentrike User Accesses Google Sheet with Properties



Greentrike user reviews census and property data for each listing

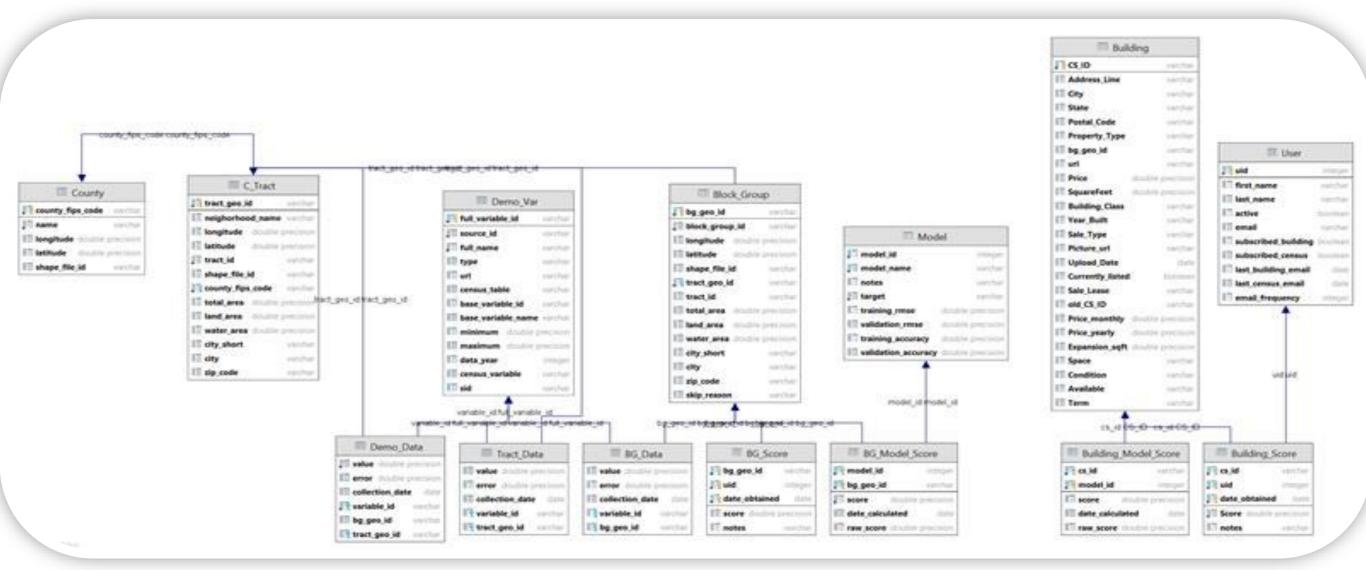


Owner Use Office 2 850 SE

\$695,000 \$244 Price Per SF

Typical Floor Siz Slab To Slab Buildin

### **Predictive Power | Dynamic | Forced Multiplier**



## **Opportunities & Next Steps**



MARKETING



FUNDING



**COMMUNITY EXPANSION**