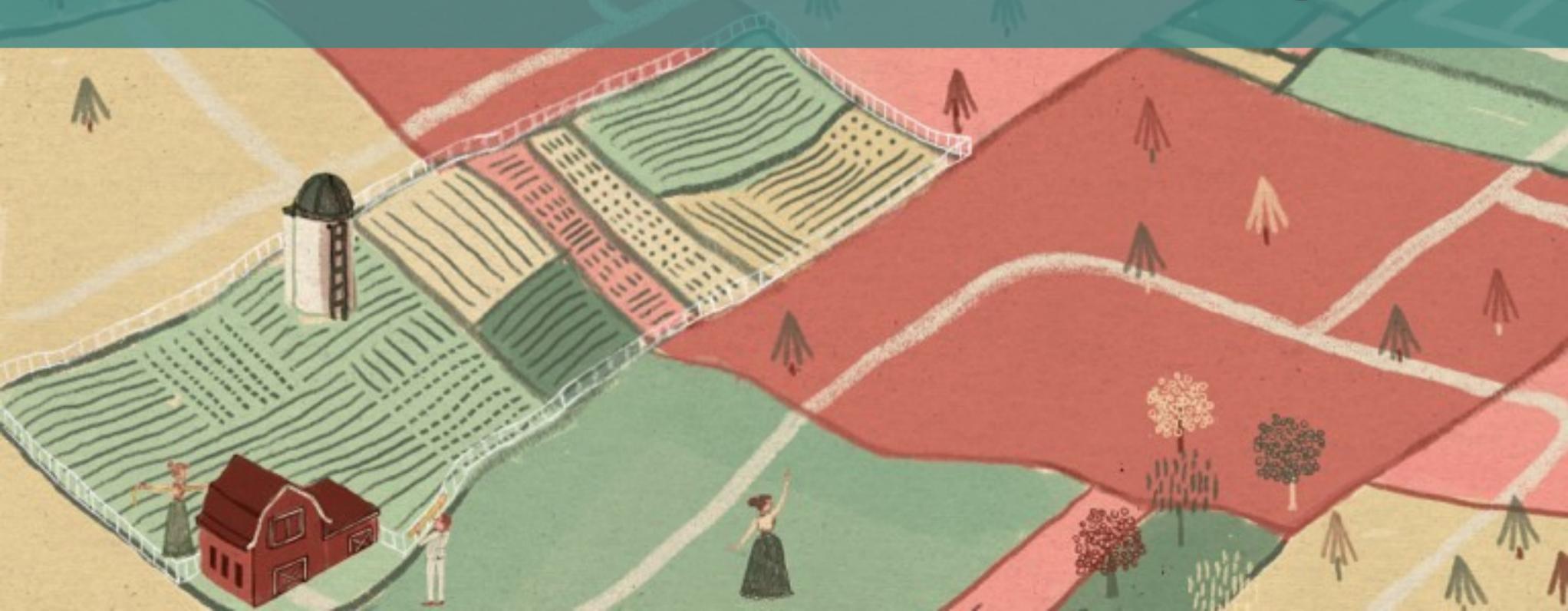




SITE CONTROL

Start thinking in parcels.





Made With Love by **LOVELAND** Technologies

1514 Washington Boulevard
Suite 201
Detroit, MI 48226

313-338-3825

team@make Loveland.com



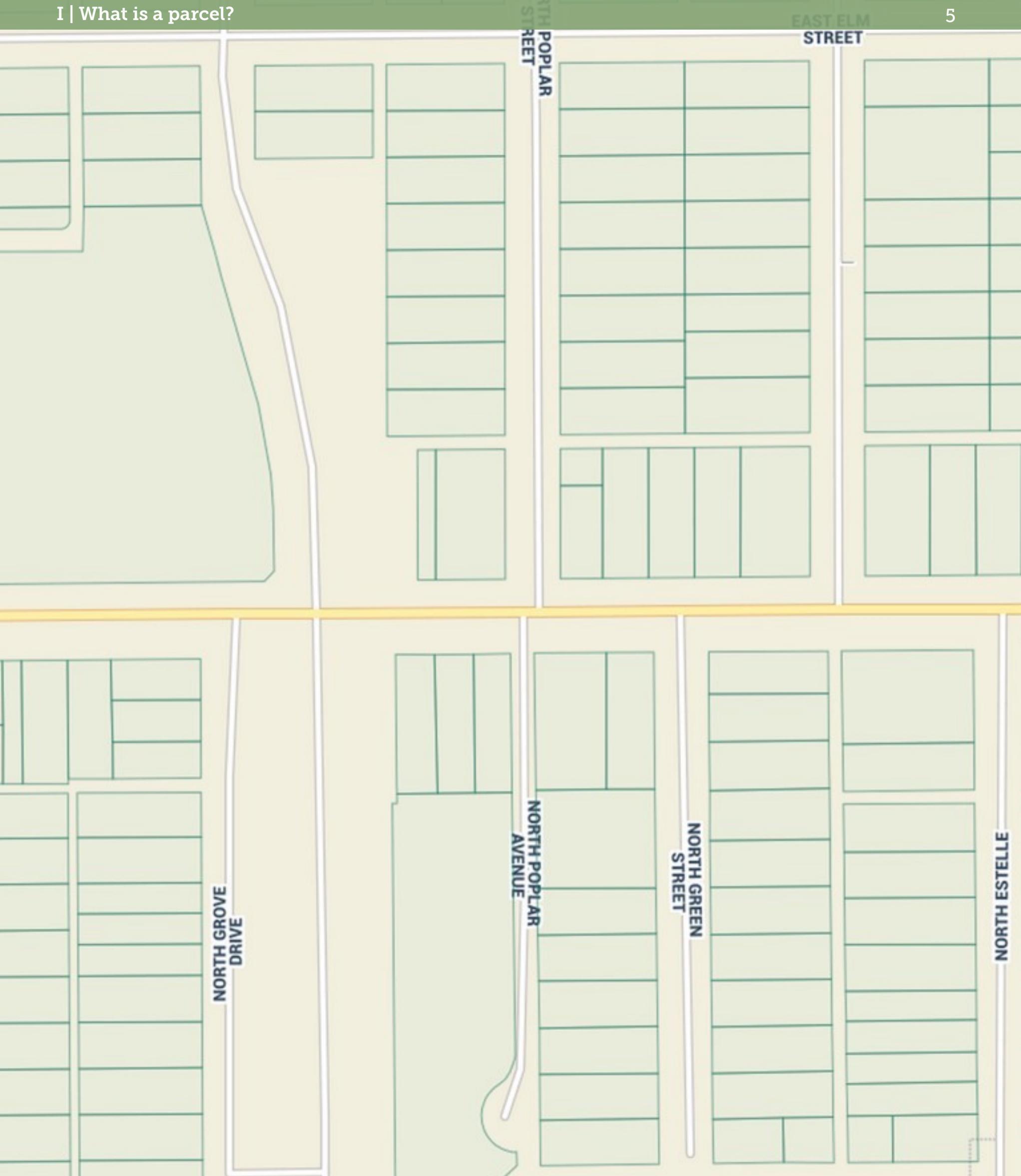


Contents

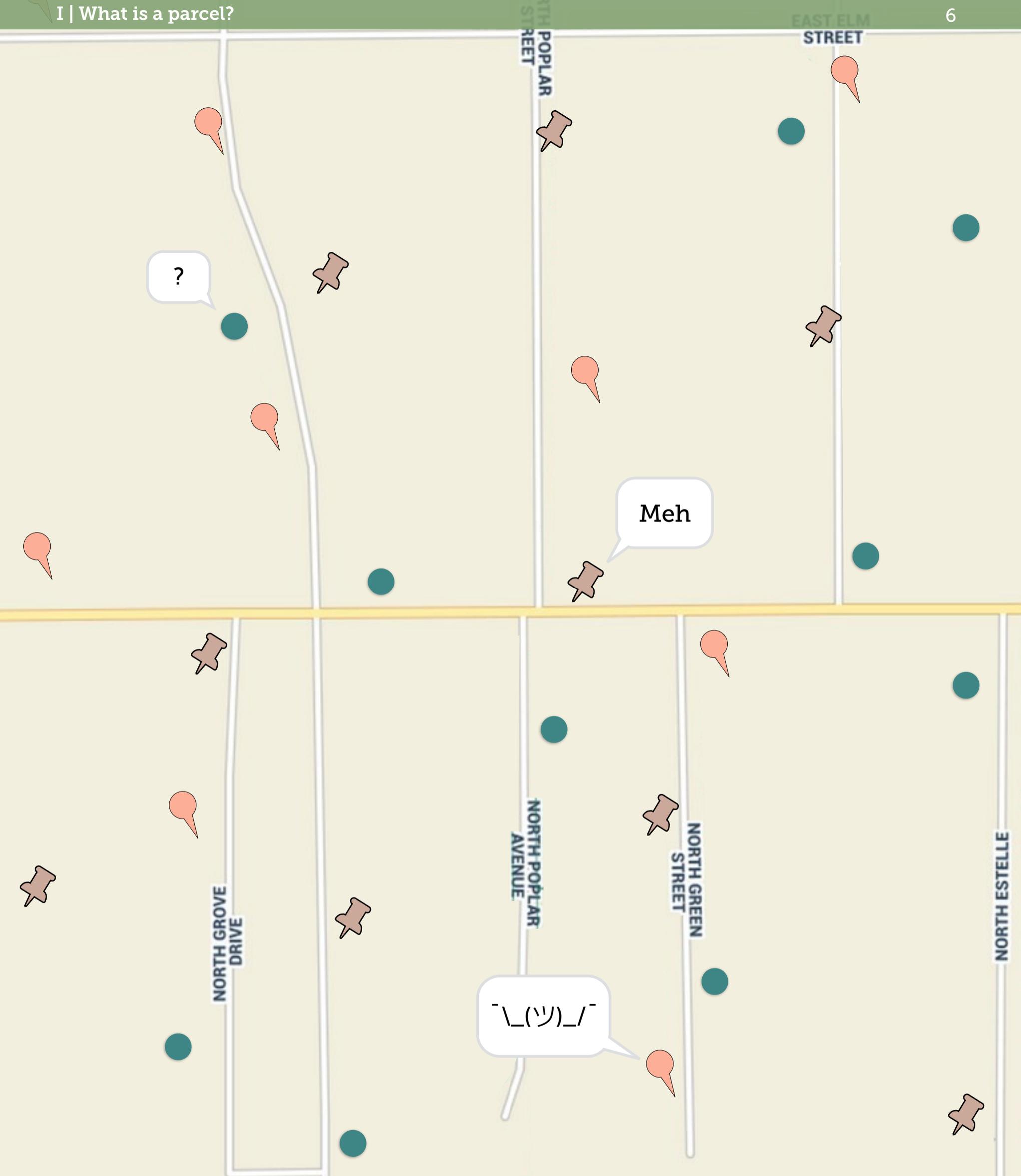
I.	What is a parcel?	4
II.	What is Site Control?	13
III.	What can I do with Site Control?	23
IV.	More about LOVELAND Technologies	38

What is a parcel?





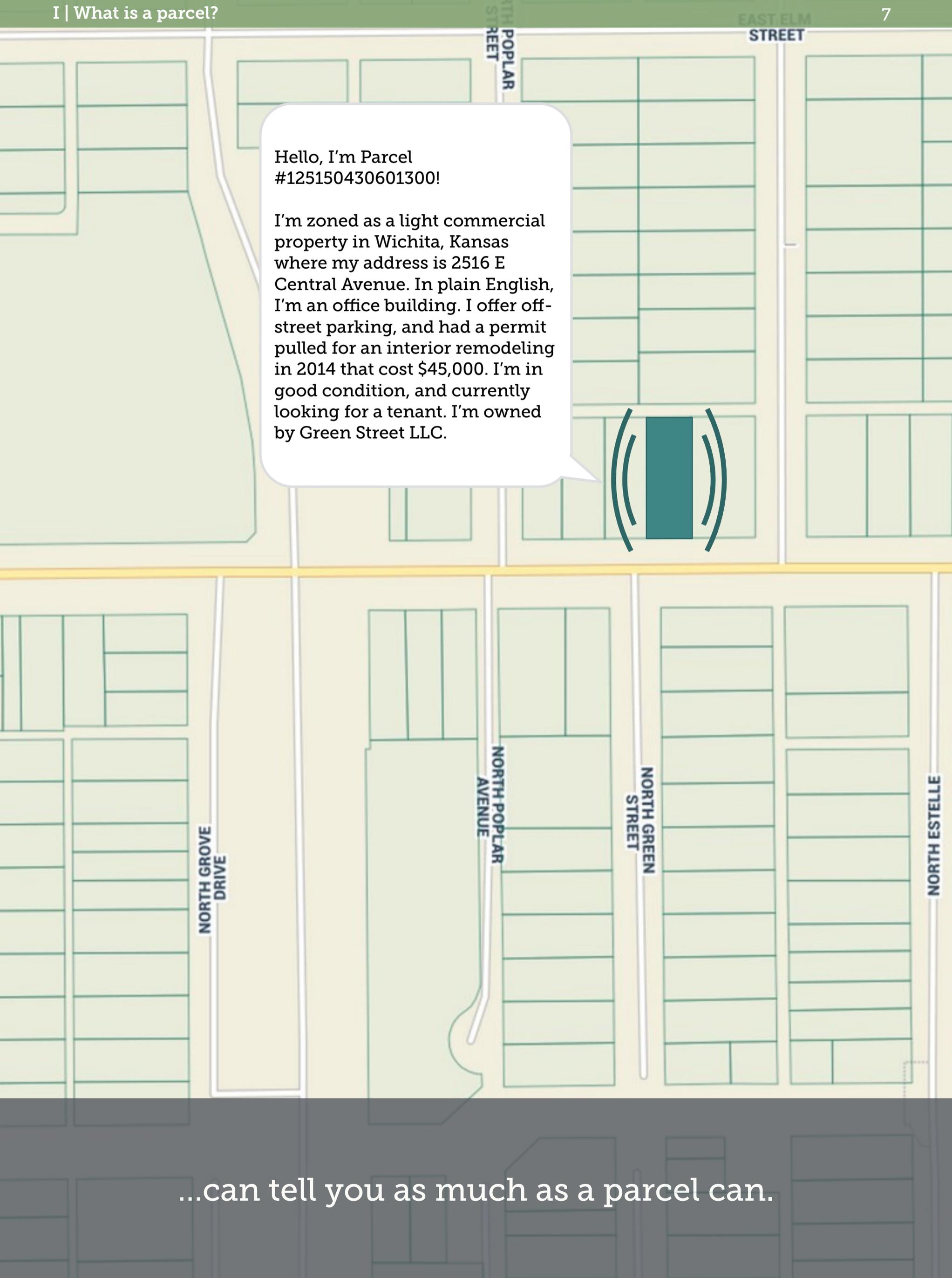
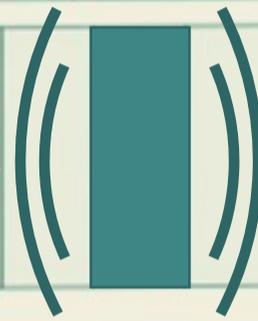
The world around us is organized by parcels.



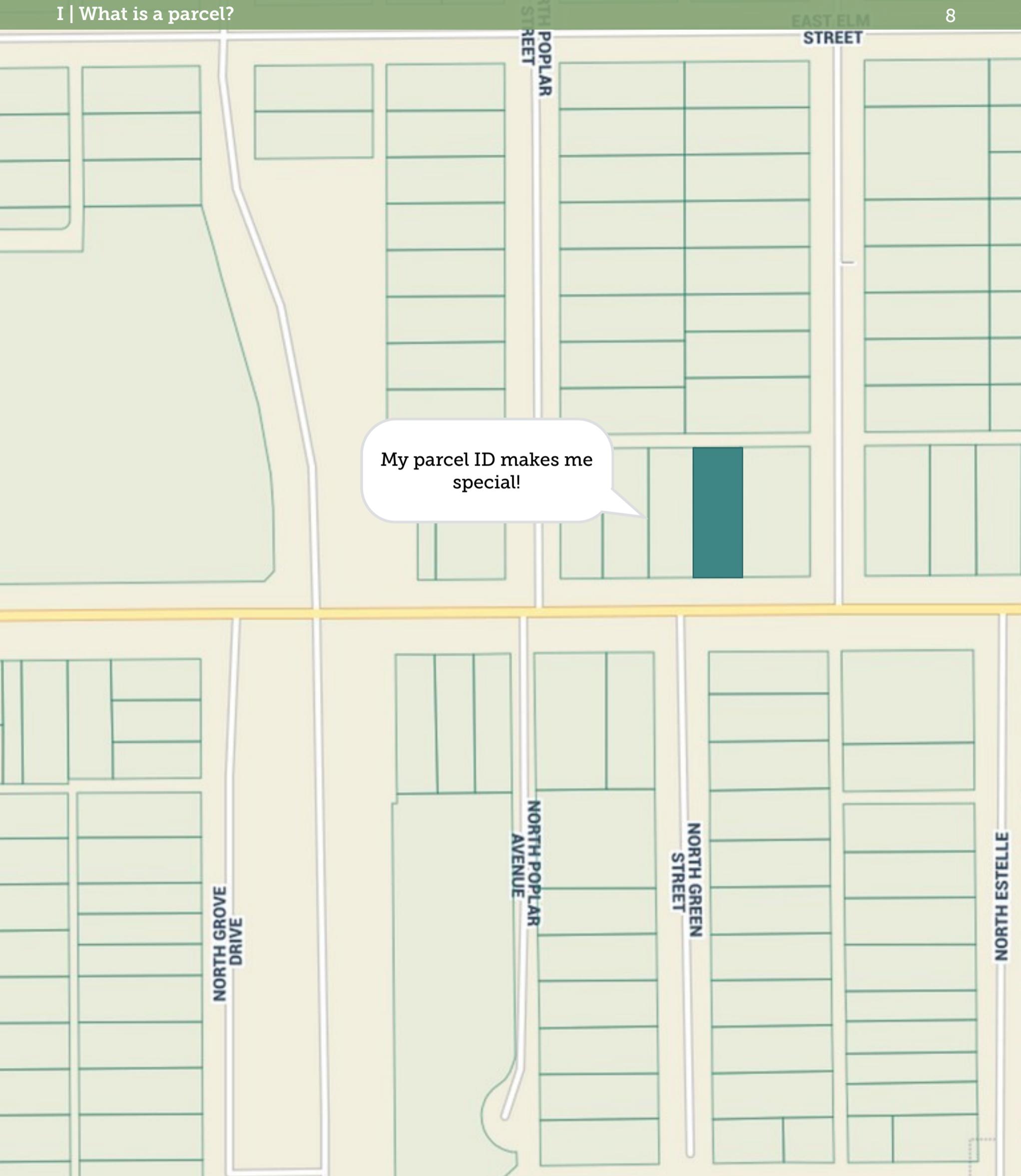
Neither **dots** on a map, nor **thumbtacks**, and certainly not **Points of Interest**...

Hello, I'm Parcel
#125150430601300!

I'm zoned as a light commercial property in Wichita, Kansas where my address is 2516 E Central Avenue. In plain English, I'm an office building. I offer off-street parking, and had a permit pulled for an interior remodeling in 2014 that cost \$45,000. I'm in good condition, and currently looking for a tenant. I'm owned by Green Street LLC.

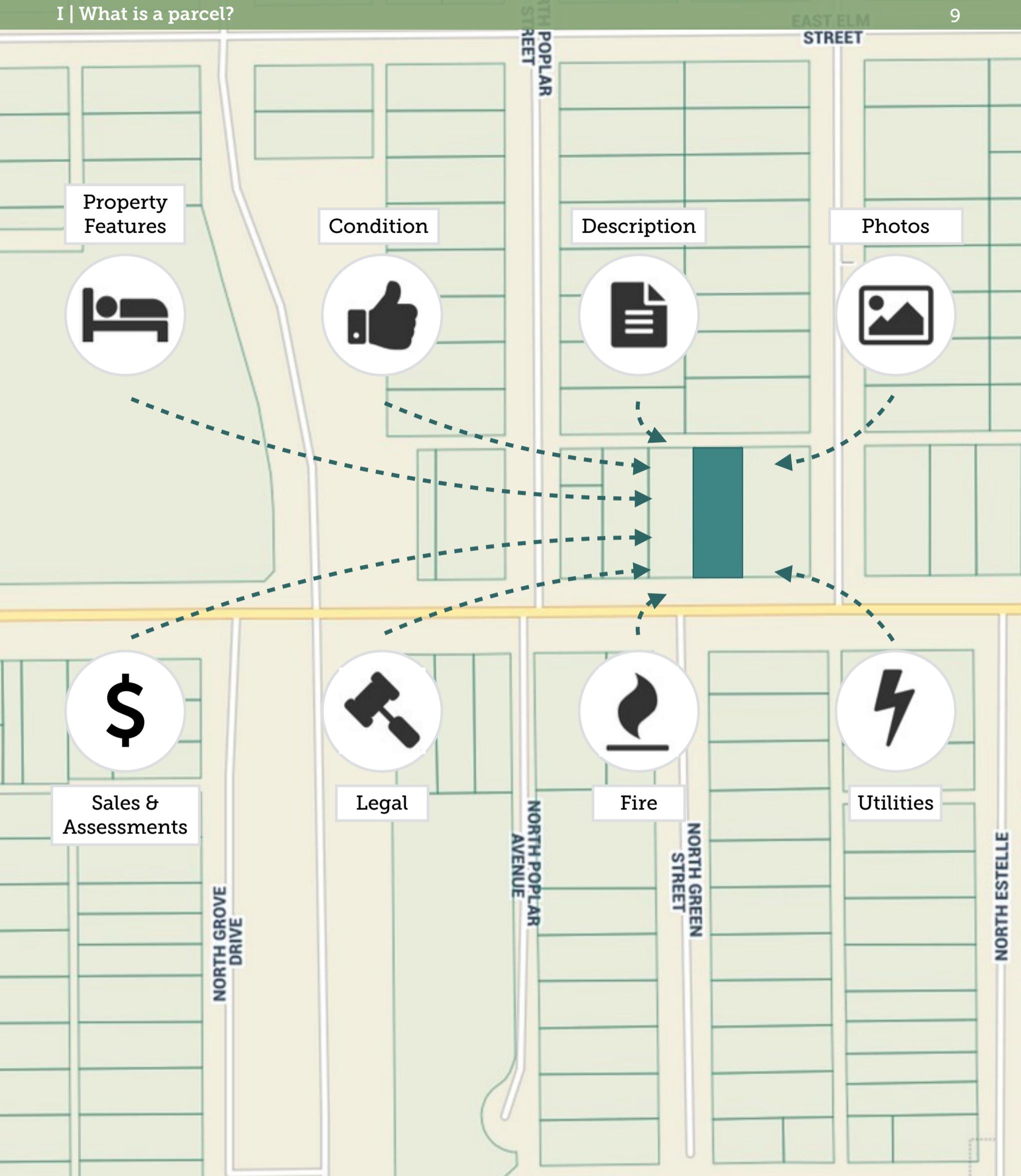


...can tell you as much as a parcel can.



My parcel ID makes me special!

LOVELAND Technologies thinks that parcels are amazing. Parcel IDs are the unique code that matches data to the legal shape or a property.



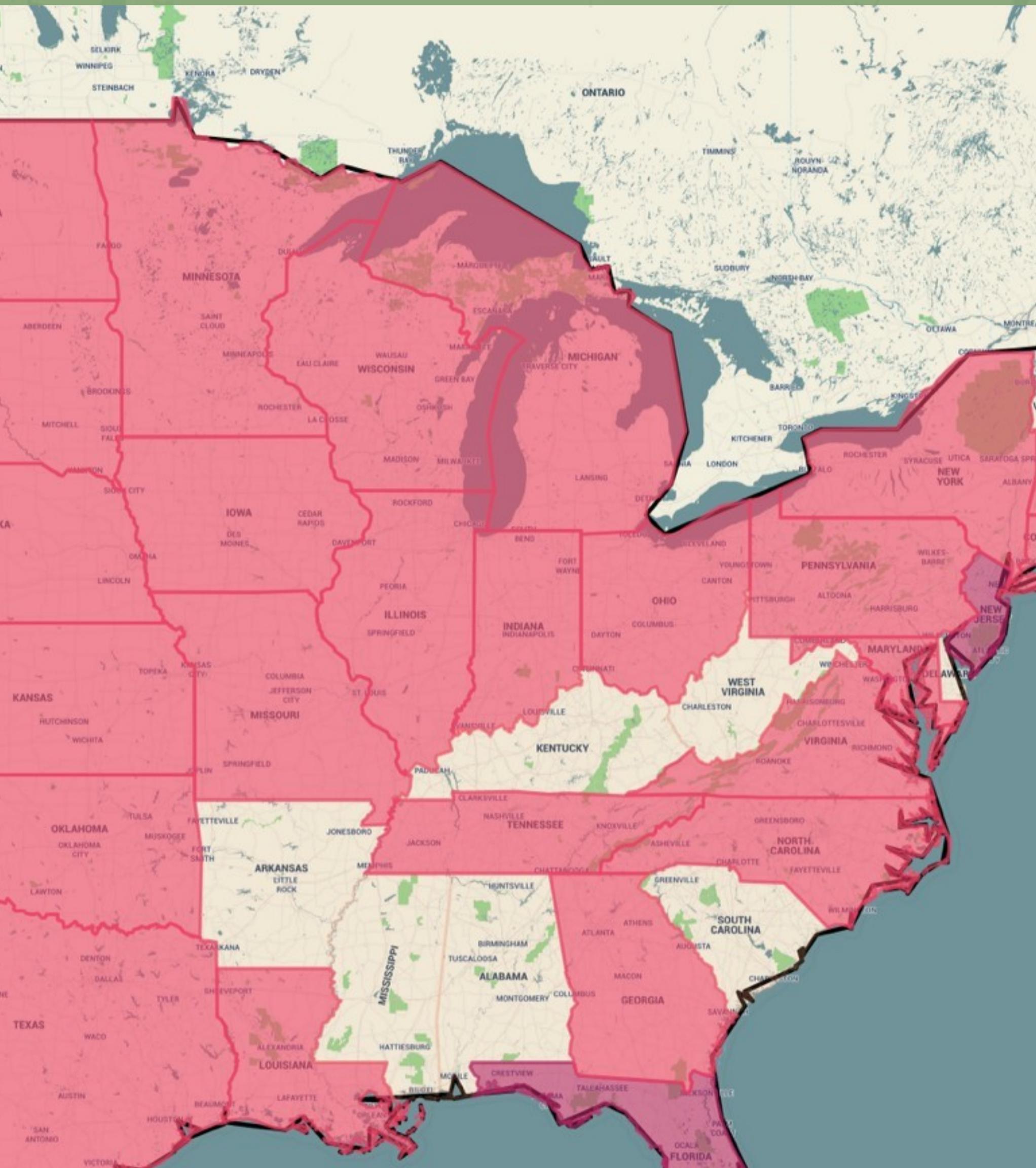
They're like a genetic code for property data. Once you have a parcel and its ID, you can efficiently organize data through the prism of a parcel.



The problem is: parcels can be hard to work with. Software for parcel management usually just stinks. Without the right tools, your parcel problems multiply.



With Site Control from LOVELAND, parcels are a joy.
Site Control gives you parcel superpowers.



Today, across the country, from Minot to Miami, LOVELAND includes more than 40 million parcels.



What is Site Control?



Site Control makes it easy to collaboratively manage your parcel data so that you can make better data-driven land use decisions.

Create custom property surveys, collect data in the field using your mobile device and the Loveland App, then integrate your findings with other data sources.

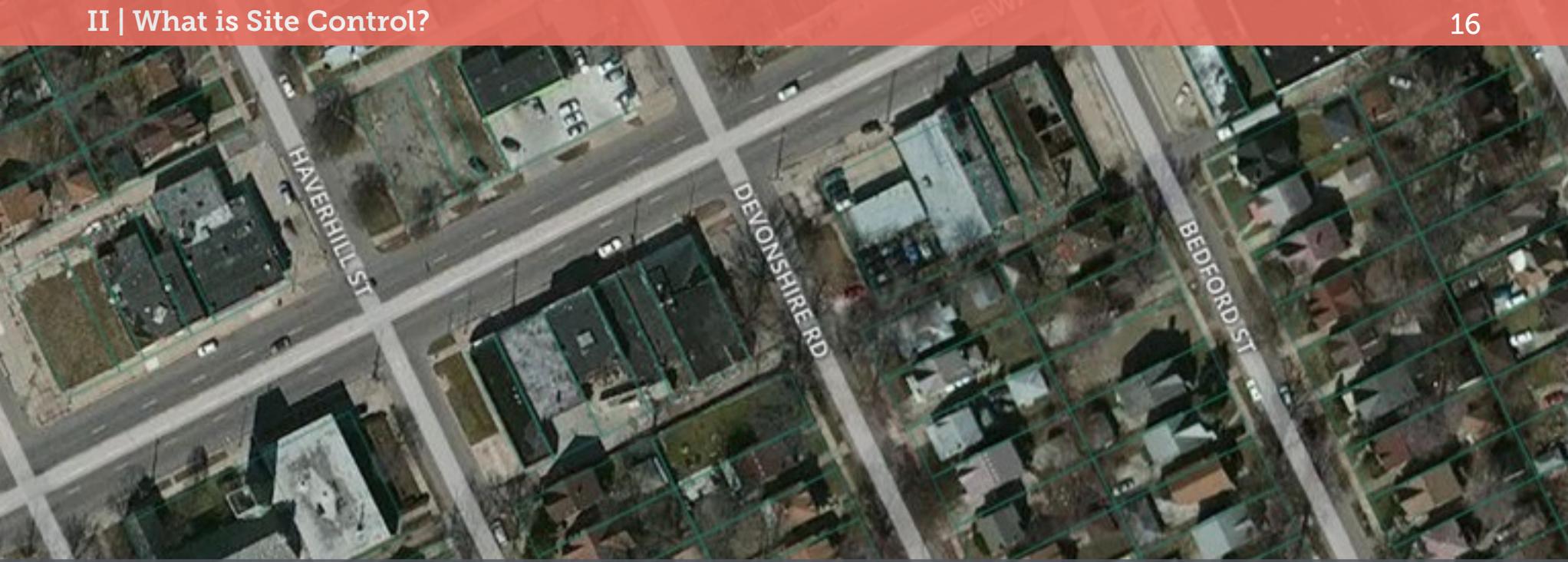
Finally, use Site Control to create beautiful, interactive parcel maps that you can share publicly or privately.

Make use of Loveland's free global parcel data with Site Control.

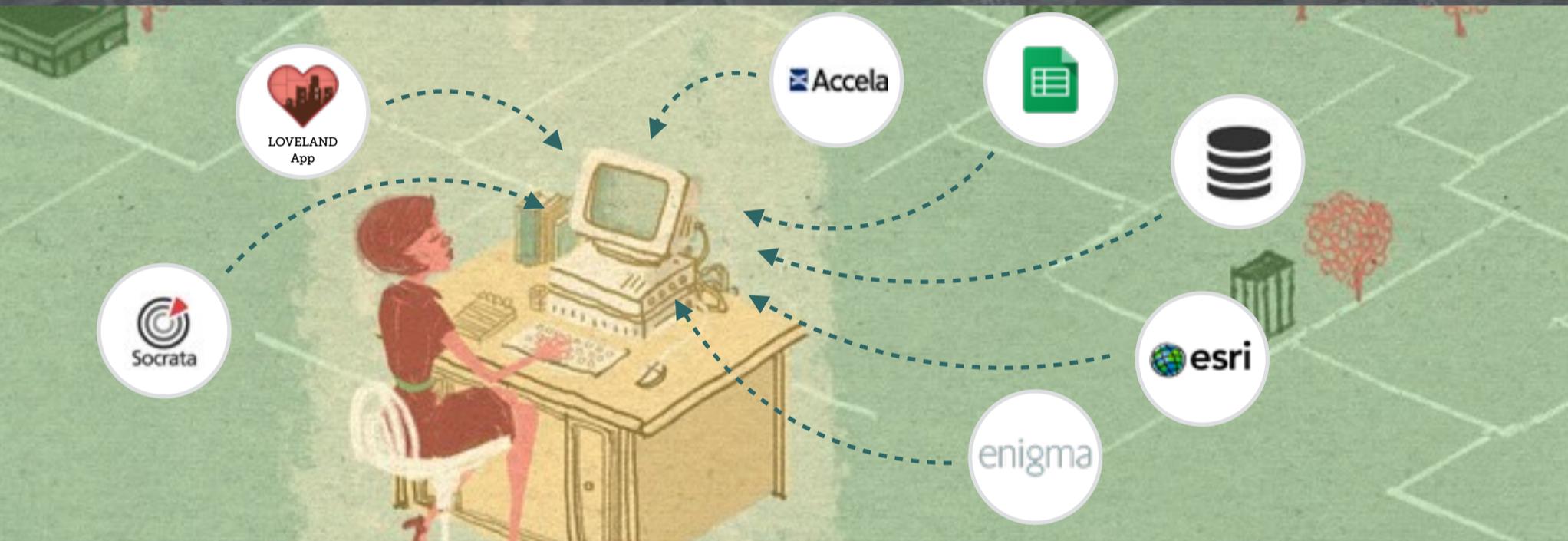




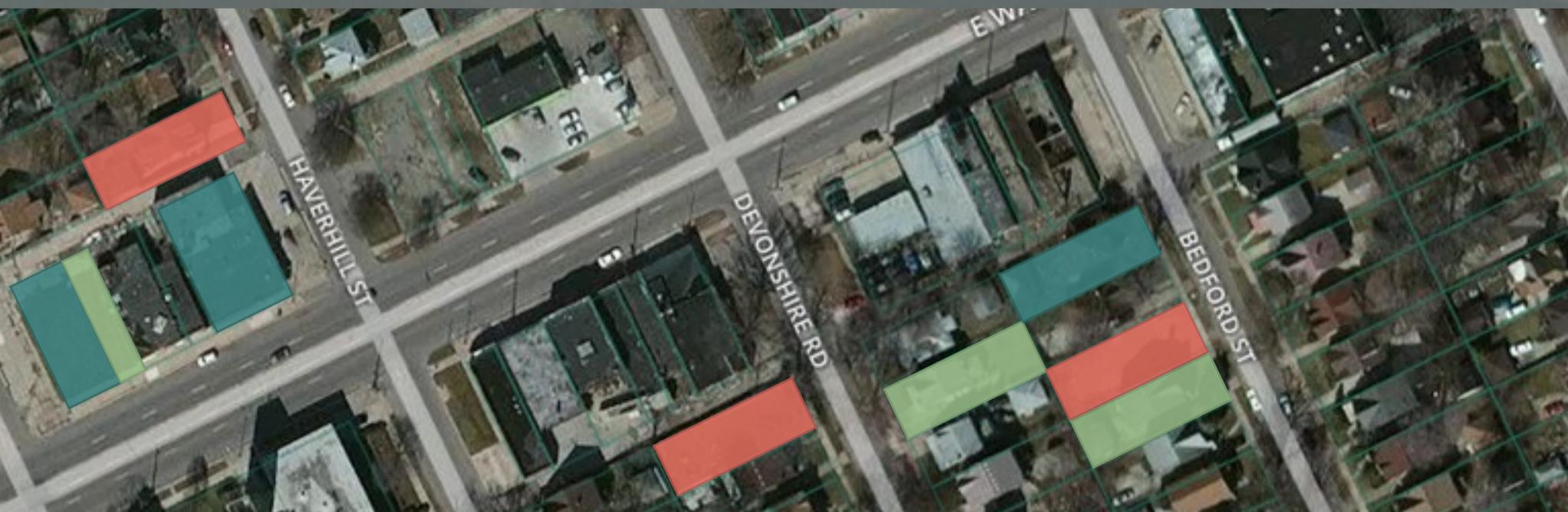
LOVELAND is putting every parcel on earth online at www.makeloveland.com — the first global cadastre. With Site Control, your parcelverse grows as ours does.



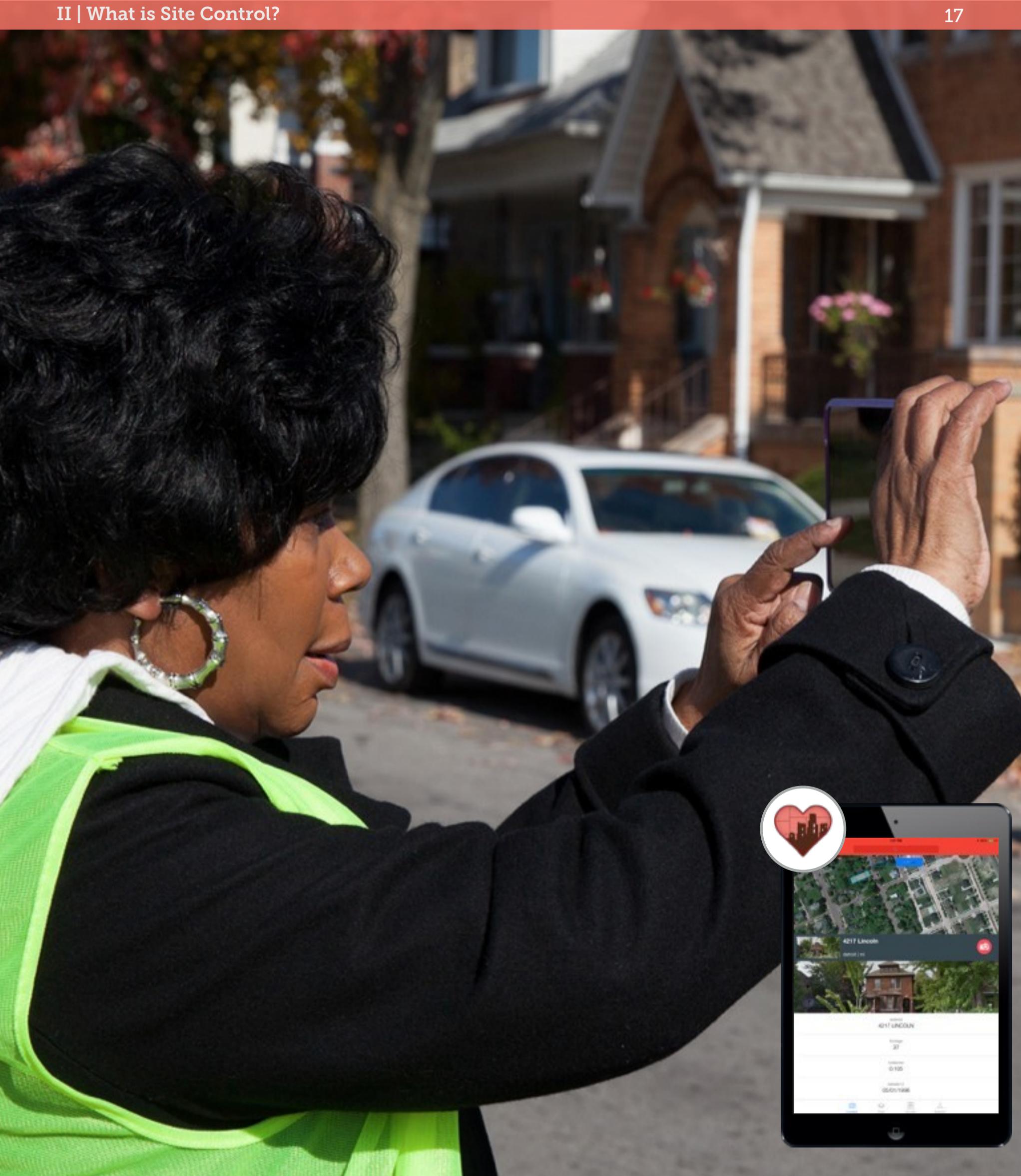
Site Control maps are fast and pretty.



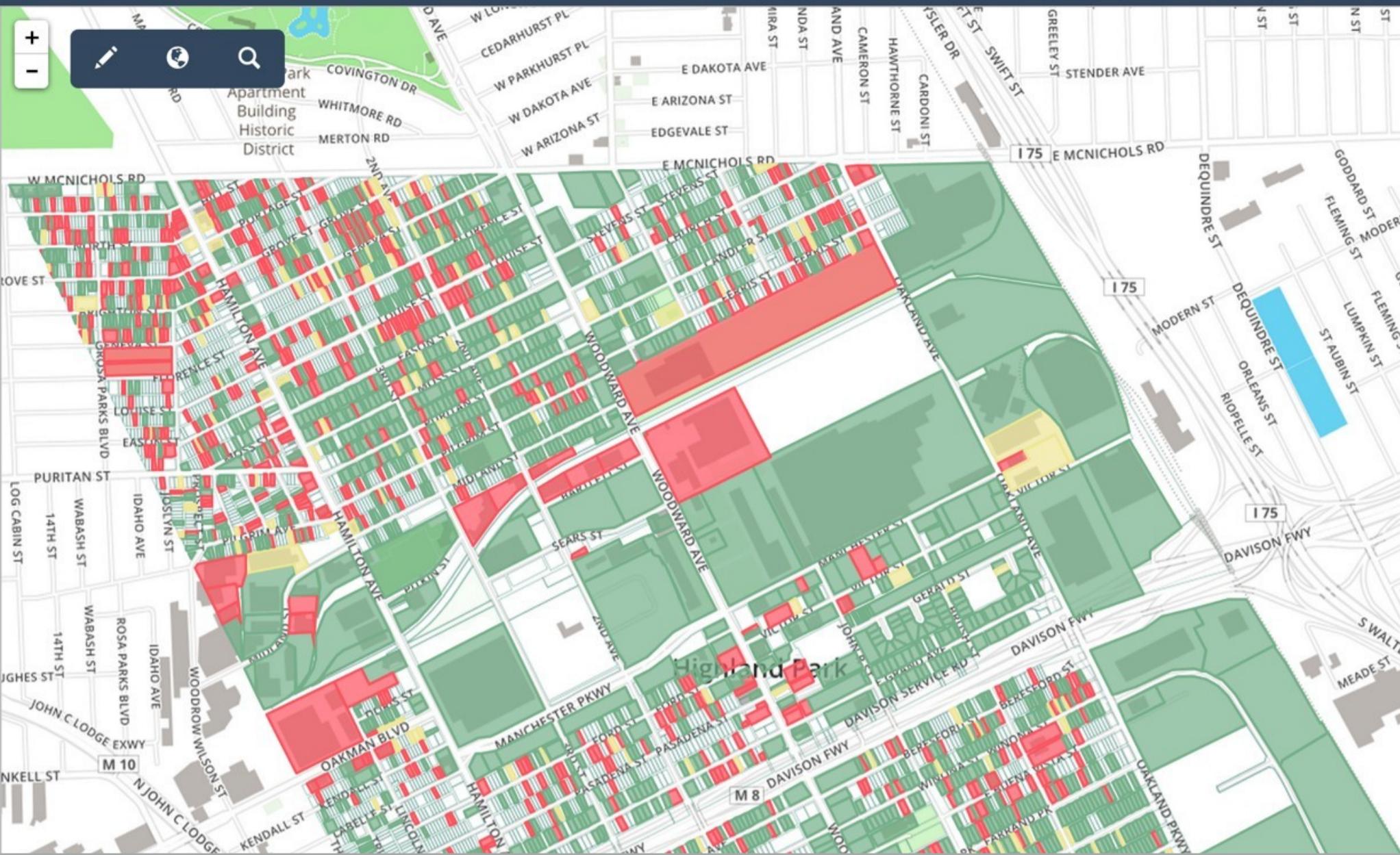
It's easy to source and collect data...



...then filter, customize, and share maps.

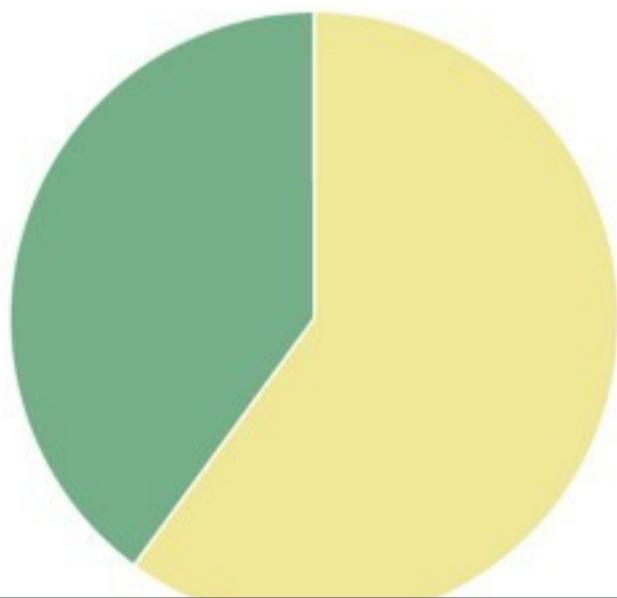


With a Site Control account, you can survey properties with the LOVELAND App & see the data in Site Control. (iOS & Android)

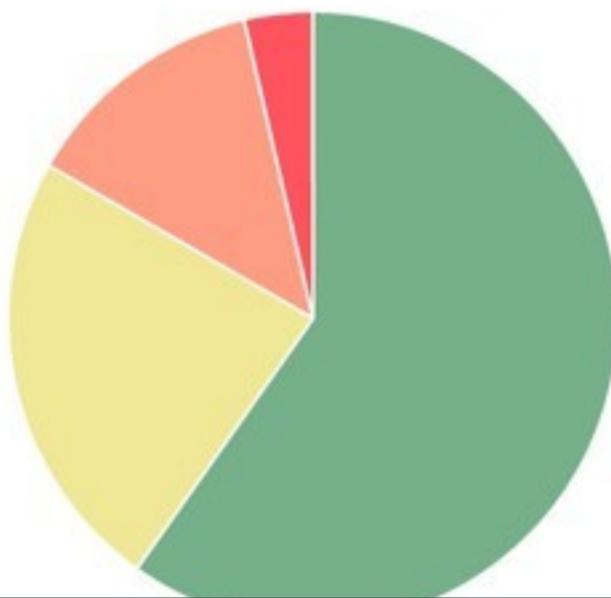


6,358 properties surveyed

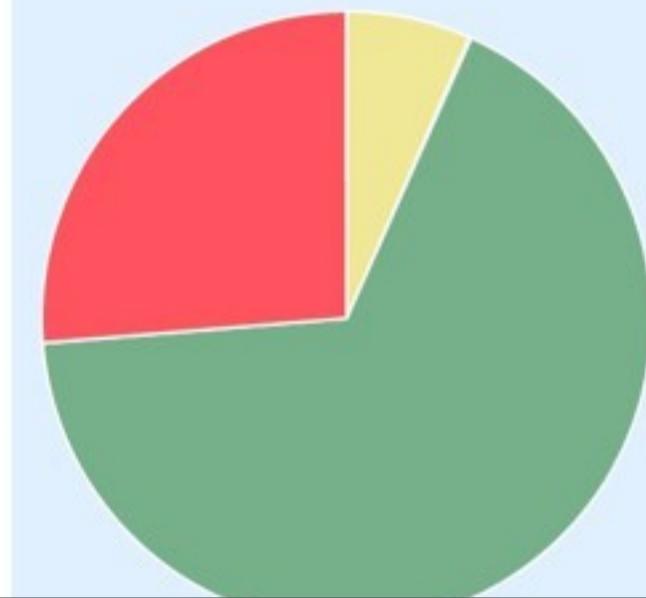
Structures vs Lots



Structure Condition



Structure Occupancy

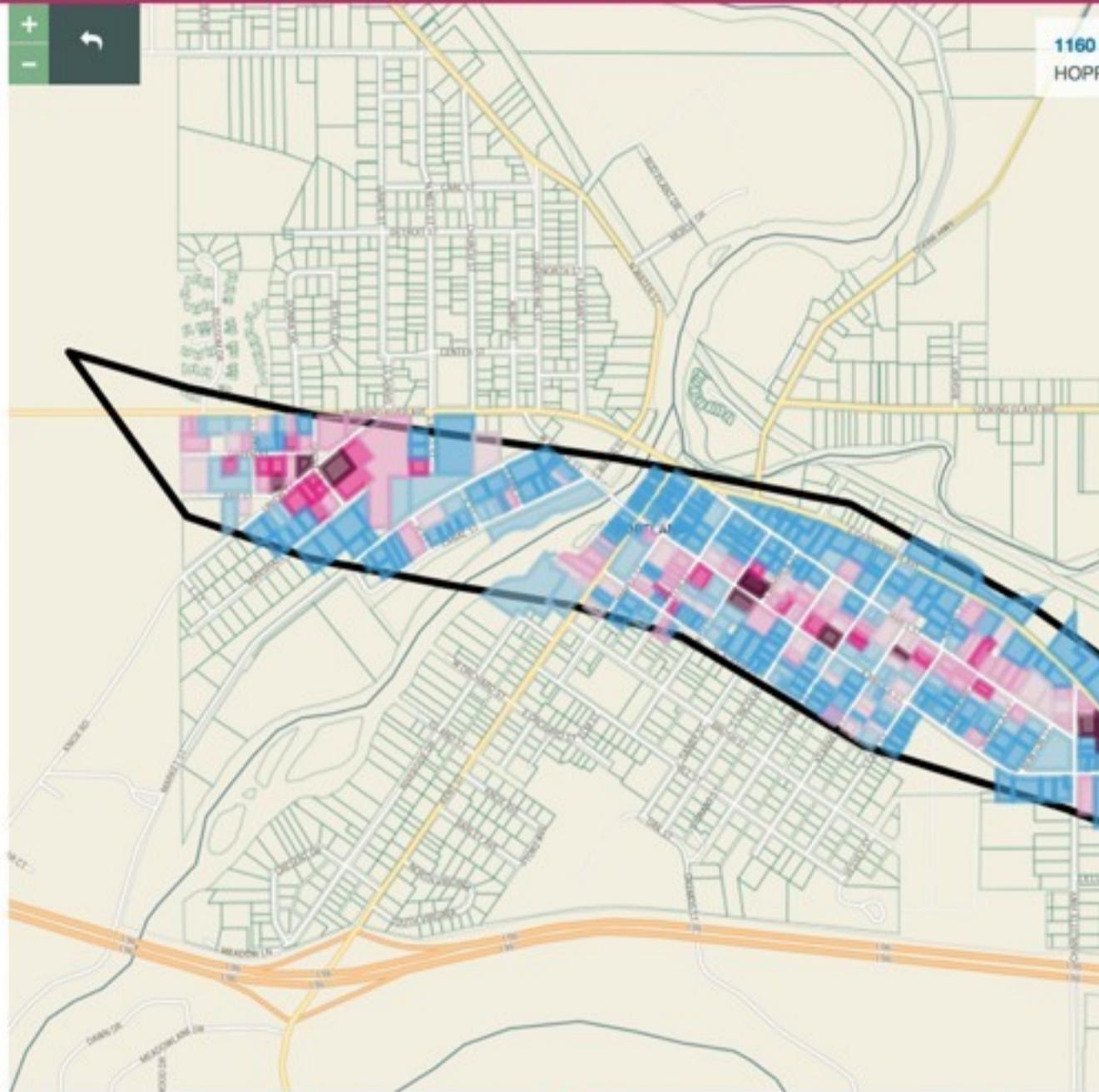


From comprehensive property surveys...

TORNADO PATH

Portland, MI

Focus Areas



structure_damage = no level_of_damage = collapsed level_of_damage = major_immediate_repairs level_of_damage = moderate_repairs_needed level_of_damage = minor_cosmetic

TOP OWNERS

243 ACRES
 0.38 SQUARE MILES
 436 PROPERTIES
 376 DIFFERENT OWNERS

CITY OF PORTLAND	14
ST PATRICK'S CATHOLIC CHURCH	6
T & J FREWEN RENTALS LLC	3
K & L ENTERPRISE LLC	3
MAYSTEAD, IVAN III & SUZANNE	3
KLEIN, JOSEPH FAMILY TRUST	3
PAINTER, RICHARD D & ROSEMARY	2
LAWLESS, DANIEL & DENISE	2
LIND, PATRICK G GORDON K	2
FIRST CONGREGATIONAL CHURCH	2
BODDU ENTERPRISE LLC	2
TORP-SMITH, ROBERT TRUST	2
BOERGER, MARSHA K	2



...to natural disaster data collection...

ALEX'S SITE CONTROL View Map Manage Map Group Maps Account Settings Support

MIAMI BEACH RESIDENTIA... Overview Feed List Query Search Layers Bounds - Satellite Draw

- co_no Miami Dade
- file_t R
- asmnt_yr 2013
- bas_strt 10 01 04 05
- 06 02 07 03
- atv_strt 1 6 8
- grp_no 1 2 3 4 5
- doc_uc Single Family Undefined - Reserved for future use
- Multi-family - less than 10 units Parking lots (commercial or patron) mobile home parks
- Vacant Residential Mobile Homes
- Multi-family - 10 units or more Condominiums
- Stores, one story Hotels, motels
- pa_uc 10 11 03 00
- 13 65 02 06
- 81 01
- lv 0 3750 900000
- 65936 1000000
- 262500 1140000
- 720000 1200000
- 800000
- lv_chng 8923 -390000
- 375000 -585000
- 175000 -233100
- 350000 -5297
- 750000
- lv_chng_cd Revised valuation by a Revised valuation by a

...to real estate prospecting and development planning...



...Site Control will help you tackle the gnarliest land use problems, get a grip on lots of data fast, and find the opportunity needles in the parcel haystack.



Site Control is waiting.
Join us in the parcelverse today.
sitecontrol.us

SITE CONTROL

MORE POWER FOR YOUR PARCELS



SURVEY

The LOVELAND App has surveyed more than half of a million parcels. With Site Control, you can customize questions and survey anywhere LOVELAND has parcels online.



REAL-TIME FEED

Watch data from your collaborators who are using the LOVELAND app in the field. Live updates allow you to use quality control tools to communicate with your team to get the data you need.



CUSTOM MAPS

Customize how you search, organize, and color your parcel maps. Site Control gives you extensive controls over the presentation of your maps and data.



SHARE AND INTEGRATE

Share maps with collaborators and connect to your own data sources. Embed interactive parcel maps in news stories, blog posts, and websites.



GLOBAL PARCEL DATA

LOVELAND is assembling the most comprehensive global parcel data collection on earth. We are putting this data online in order to make public information more accessible than ever.



MADE WITH LOVELAND

LOVELAND Technologies is a Detroit-based tech startup. Learn more about our team at makeloveland.com.

FIND OUT MORE OR GET A QUOTE AT
sitecontrol.us

LOVELAND Technologies | makeloveland.com | 313-338-3825
team@makeloveland.com



What can I do with Site Control?

Motor City Mapping

As the bankruptcy addressed Detroit's financial condition, the federally appointed Blight Task Force tackled the city's physical state. LOVELAND proposed a citywide property survey that would collect and present data on every one of the city's 385,000 properties. Commissioned by the Blight Task Force, LOVELAND's Site Control platform and the LOVELAND App provided the technological foundation that allowed for the successful survey of Detroit, now updatable by any resident with a smartphone.

Context

Housing blight- also known as urban decay- can be a deadly disease in neighborhoods and communities. Not only is it unsightly, but it also deters economic investments and threatens public safety. Unless it is properly managed and abated, blight spreads rapidly. Detroit has been suffering from housing blight for decades. This self-perpetuating epidemic has caused some Detroit neighborhoods to be all but abandoned.



Blext of 81 Peterboro St

In 2013 the Obama Administration convened the Detroit Blight Removal Task Force to identify a plan to rid Detroit of all blighted structures and lots. LOVELAND proposed a citywide property survey to collect and present data on every one of the city's 385,000 properties. Commissioned by the Blight Task Force, LOVELAND's Site Control platform and the LOVELAND App provided the technological foundation that allowed for the successful survey of Detroit.



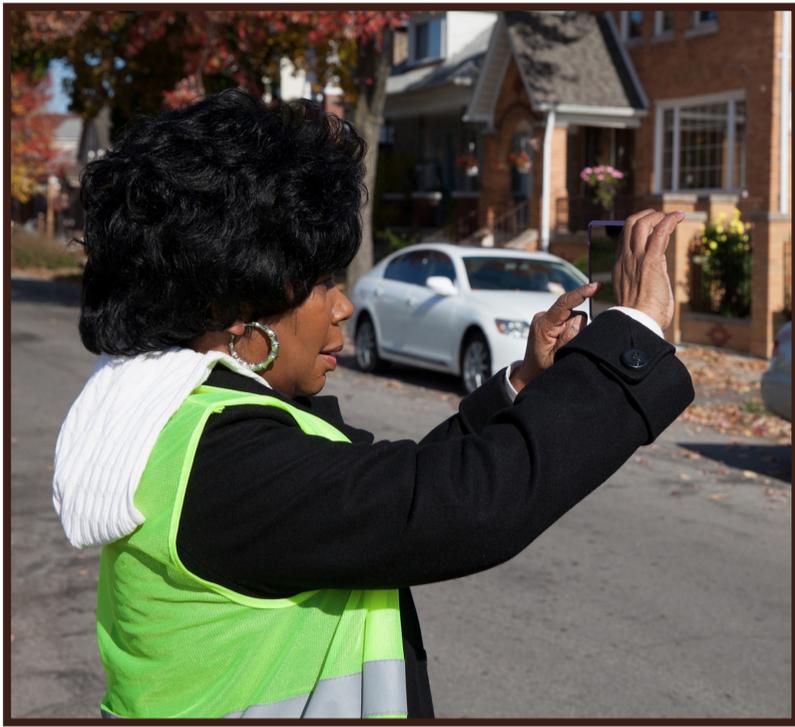
Blext of 12066 Pinehurst Ave



Blext of 13110 Meyers Rd

Methodology

Between November 2013 and January 2014, a team of more than 150 local Detroiters surveyed the entire city. These volunteers used the LOVELAND mobile app (formerly known as “Blexting”- a combination of “blight” and “texting”) to photograph each property and answer questions related to occupancy, fire damage, dumping, and land use. Once submitted via the LOVELAND app, survey data was instantaneously uploaded into LOVELAND’S Site Control platform to be verified by associates.



Findings

The Motor City Mapping Project identified a total of 84,641 blighted structures and vacant lots in the City of Detroit. An additional 38,429 structures had indicators of blight, meaning that although they may currently appear to be in good or fair condition, they are predicted to deteriorate in the near future. Of the roughly 45,000 vacant lots, at least 7,403 showed evidence of dumping.

30% of Detroit properties are vacant or at risk

- 40,077 blighted structures
- 38,429 structures with blight indicators
- 44,564 vacant lots



Lots with Dumping:
7,403



Structures with Fire Damage:
9,445



Structures needing Boarding:
29,763

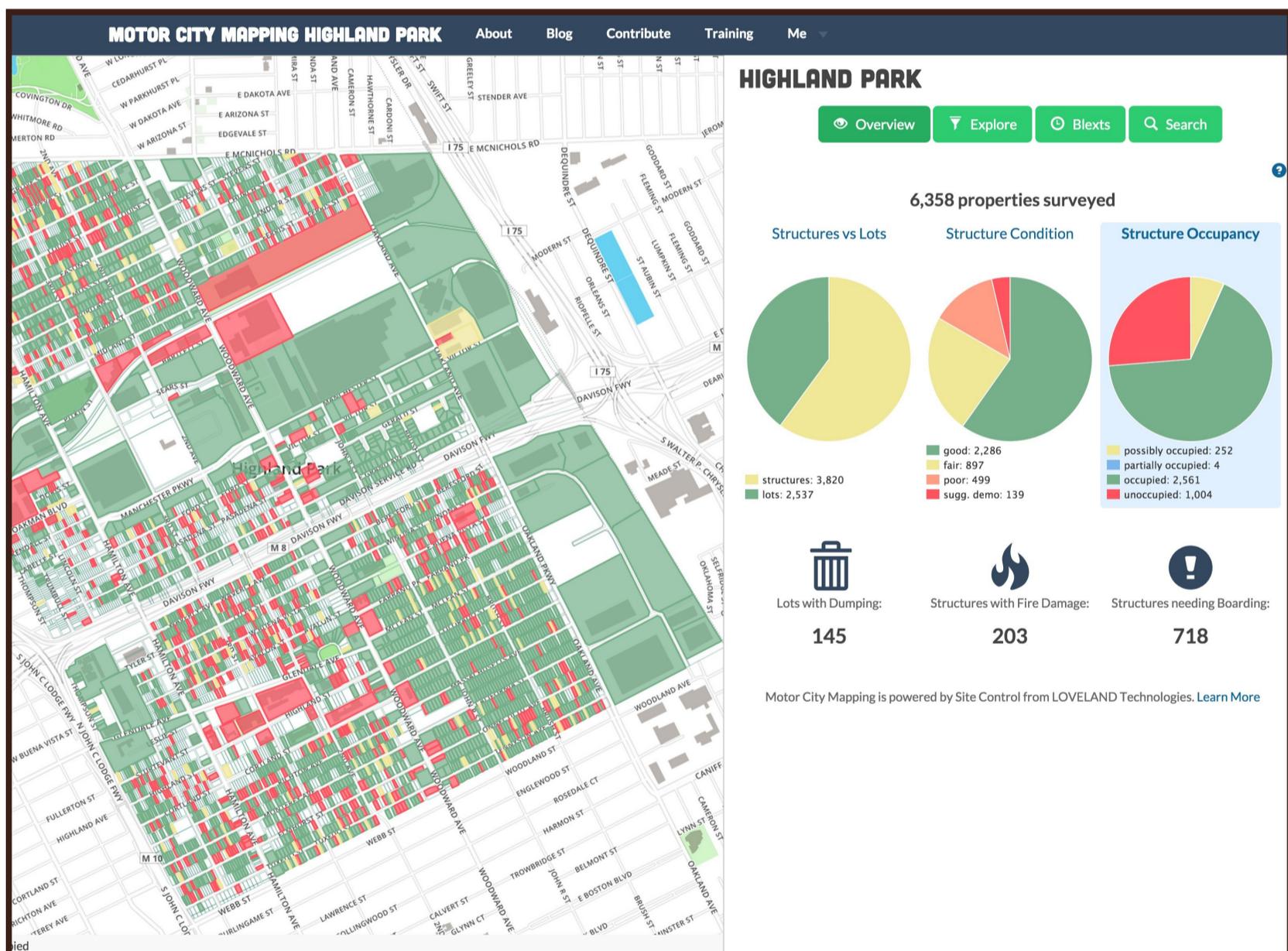


Impact

The Motor City Mapping Project is, according to the NY Times (2014), “perhaps the most elaborate survey of decay conducted in any large American city.”

The information collected through the Motor City Mapping project was used in the Detroit Blight Elimination Task Force’s report at timetoendblight.com. This, in turn, has shaped the future of Detroit’s blight management strategy, and has informed the spending of over \$1 million dollars in demolition funding.

In a broader sense, the Motor City Mapping Project has become a tool used by nearly anyone who touches property in Detroit. This includes public utility departments, private real estate investors, neighborhood non-profits, and non-governmental organizations like the Detroit Land Bank.



Screenshot of the MCM user interface

For more information, check out
Motor City Mapping:
motorcitymapping.org

Portland, MI Tornado Damage Survey

In June of 2010, the town of Millbury, Ohio was hit by an EF-4 tornado that killed seven and left over 50 buildings destroyed. As one of thousands of volunteers who helped with the cleanup, I saw firsthand the incredible damage caused by the tornado, and also the incredible efforts of first responders to bring order to a chaotic situation. Police, Fire, and EMS worked long days and nights to identify homes, help the residents, and coordinate cleanup efforts. The experience left a very deep impression on me.



Lake High School, destroyed in the Millbury 2010 tornado

One of the guiding principles at Loveland has been how we can take parcel data and use it to improve accessibility to data. After the April 2015 earthquake in Nepal, we started to look into how parcel data and surveying could be used in disaster relief situations. First responders often lack basic information about structures damaged by storms or earthquakes, making it difficult to accurately assess damage. How could our survey technology and methodology be used to improve disaster response?

On June 22nd, 2015, a large complex of thunderstorms moved across the midwestern United States, spawning 27 tornadoes, six of which touched down in Michigan. At about 2:30PM, an EF-1 tornado touched down about 3 miles west / northwest of Portland, MI, a small city of around 3,800 people, and cut across the city, severely damaging homes, businesses, and churches.



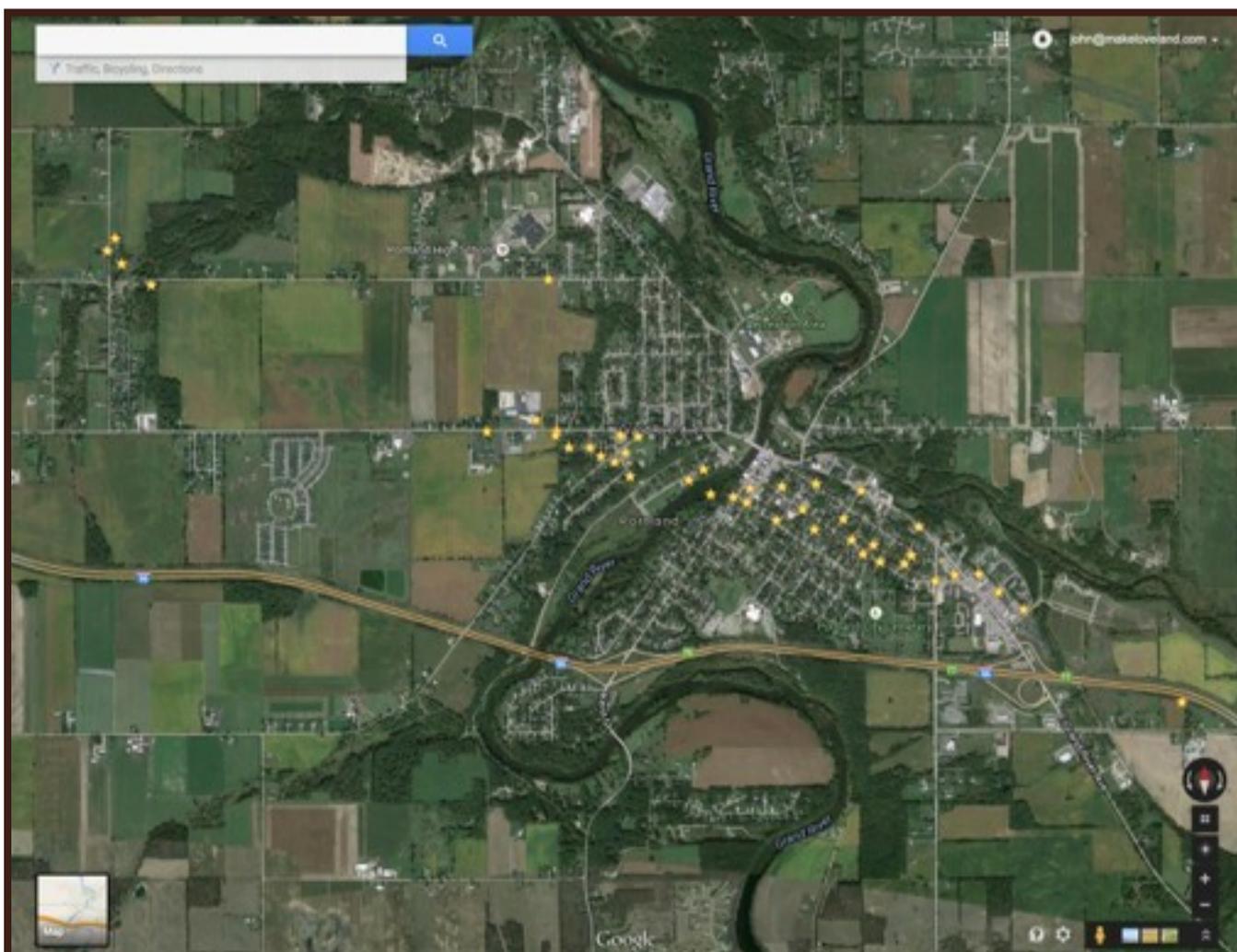
Drone footage of the tornado damage (Adam Dabaja/Soap Box Pictures)

The first images from the city were stark and haunting: roofs ripped off of churches, collapsed houses, huge trees snapped in half or uprooted. Fortunately, only two people were injured, and there were no fatalities. The National Weather Service estimated wind speeds of up to 100 MPH.

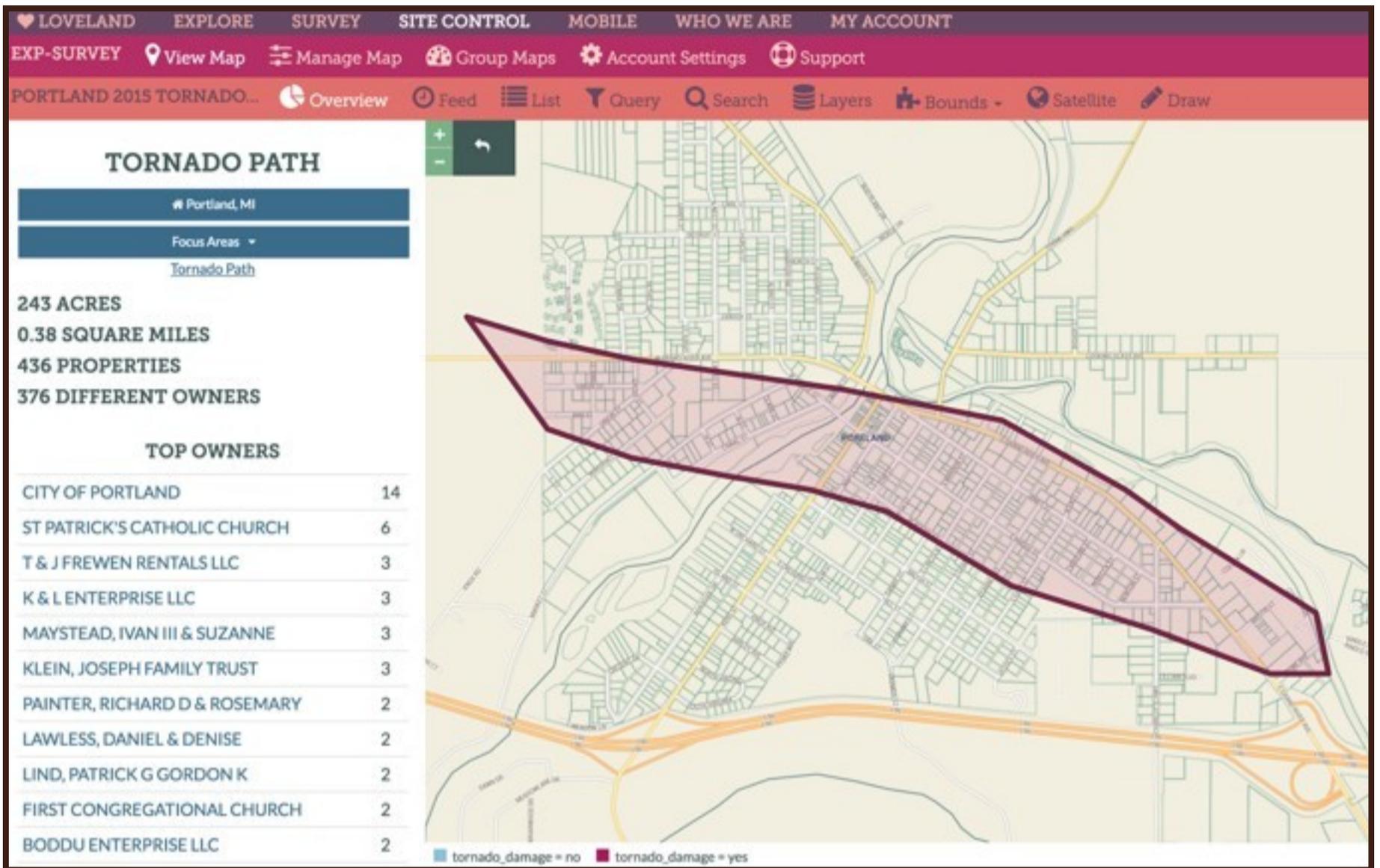
As with the Millbury tornado five years prior, our first instinct was to help. To that end, we began planning a survey of the tornado damage in Portland, with the goal of making this information available at no cost to first responders, academics, and the general public.

Scope

The first step was determining the scope of the damage and what parts of the city would need to be surveyed. As the parcel-hunting team worked to secure the parcel map of Portland, we considered our survey options. Ultimately we decided against going immediately to Portland unless we could get authorization from a local agency, otherwise we might end up obstructing recovery efforts. Four days after the tornado, we drove to Portland to conduct a preliminary survey to establish the rough geographic boundaries of the damage and what types of damage we would need to survey.

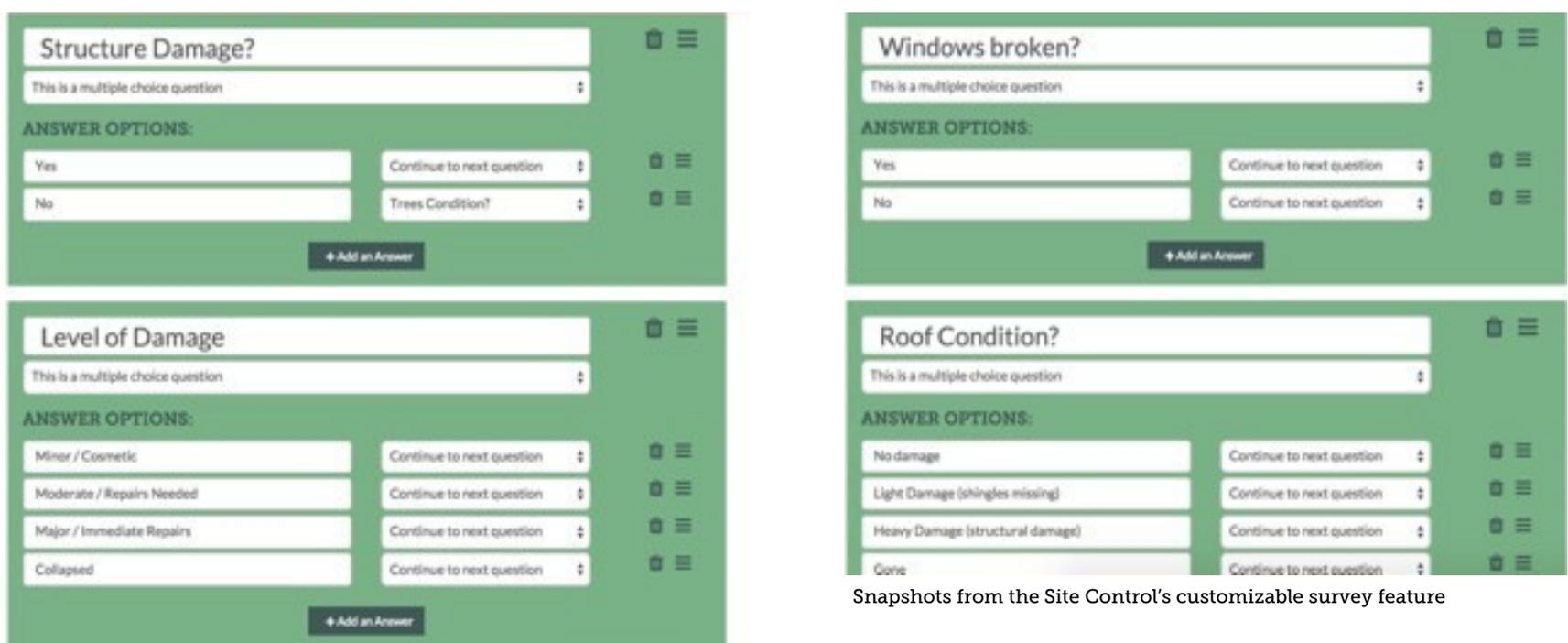


Using the information collected, we were able to draw an outline of where the tornado damage was located. Out of the 1,574 parcels in the city, about 500 were located in the path of the tornado. These would be the properties to survey. The parcel team contacted Ionia County and got the parcel shape file for Portland. With this uploaded to Site Control, we could now set up a survey area and questions.



The survey area

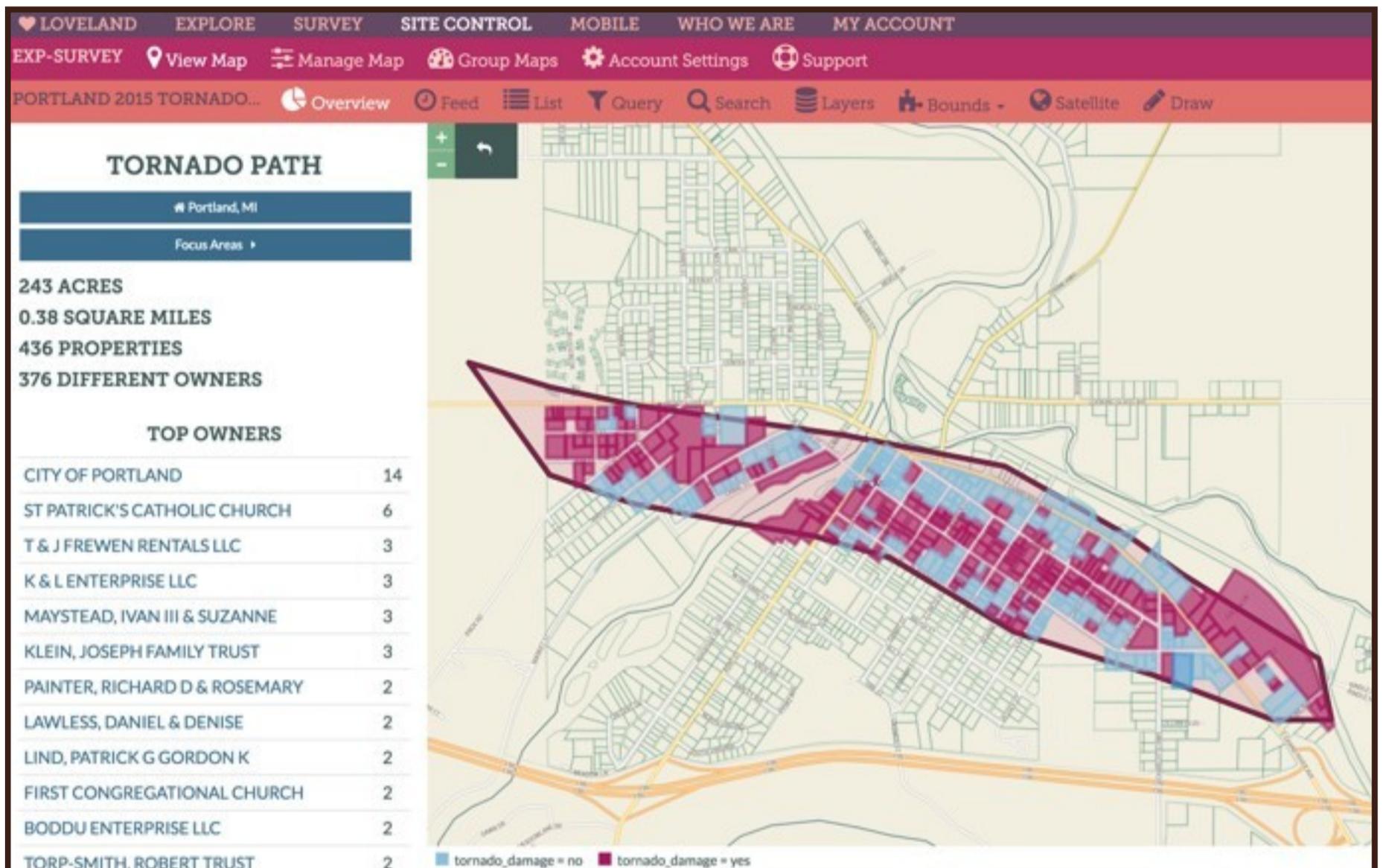
For the purposes of this survey we used the standard question set with a few additional questions to quantify specific types of damage - whether a structure had been damaged, how badly, condition of the roof and windows, and if trees had been damaged.



Snapshots from the Site Control's customizable survey feature

Surveying

Nine days after the tornado, we sent a crew of eight surveyors out to survey over 500 parcels in and around the path of damage left by the tornado. Teams of two surveyors fanned out across the city and surveyed all of the properties within a specific zone, taking pictures of each property, talking to residents, and looking for visible damage. This information was logged with wireless tablets using the Loveland app. It took about six hours to survey 500 parcels.

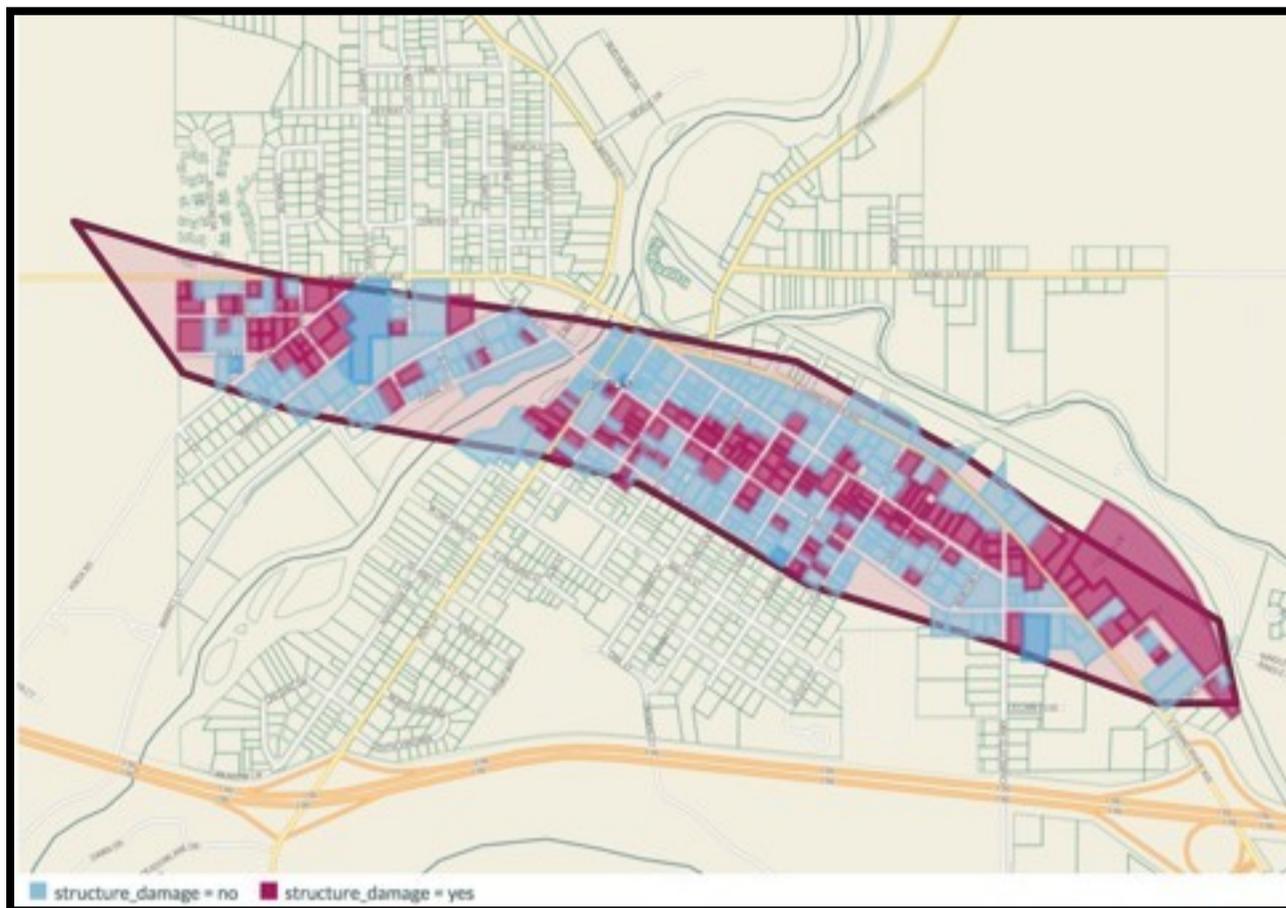


The survey area, color coded according to survey responses

What the surveyors found was damage ranging from broken tree branches to structures that had totally collapsed. Of the 505 properties surveyed, 225 properties had tornado damage of some sort.



First Baptist Church, which dates back to 1840

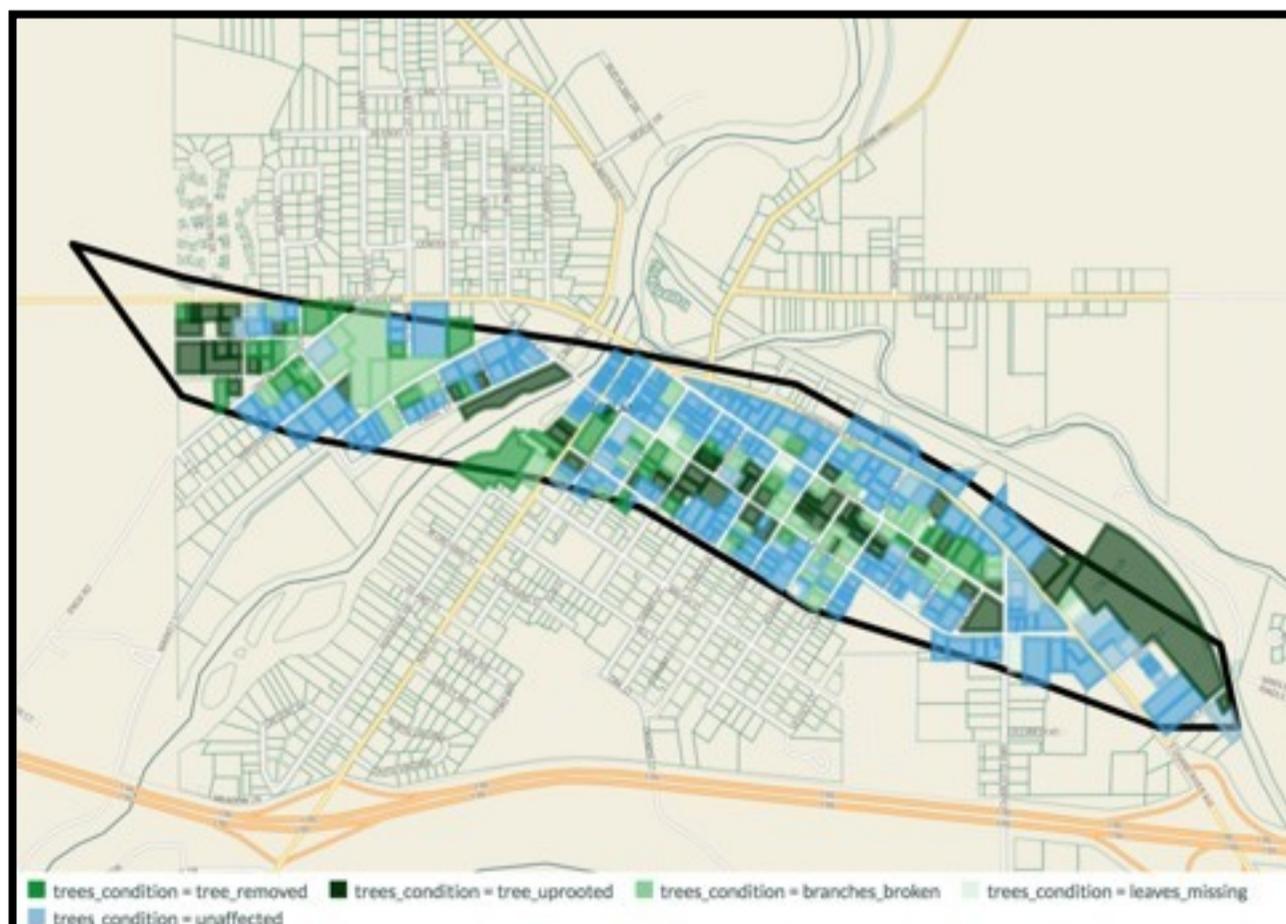


Structural damage due to tornado

156 out of 207 structures had suffered some structural damage.

The severity of damage was concentrated along a thin corridor through the damage path. Buildings just outside the this path suffered minor or no damage.

The level of tree damage was fairly consistent with structure damage severity. Properties that had uprooted trees suffered the worst structural damage, although some properties on the periphery with especially tall trees escaped major damage.



Damage to trees due to tornado

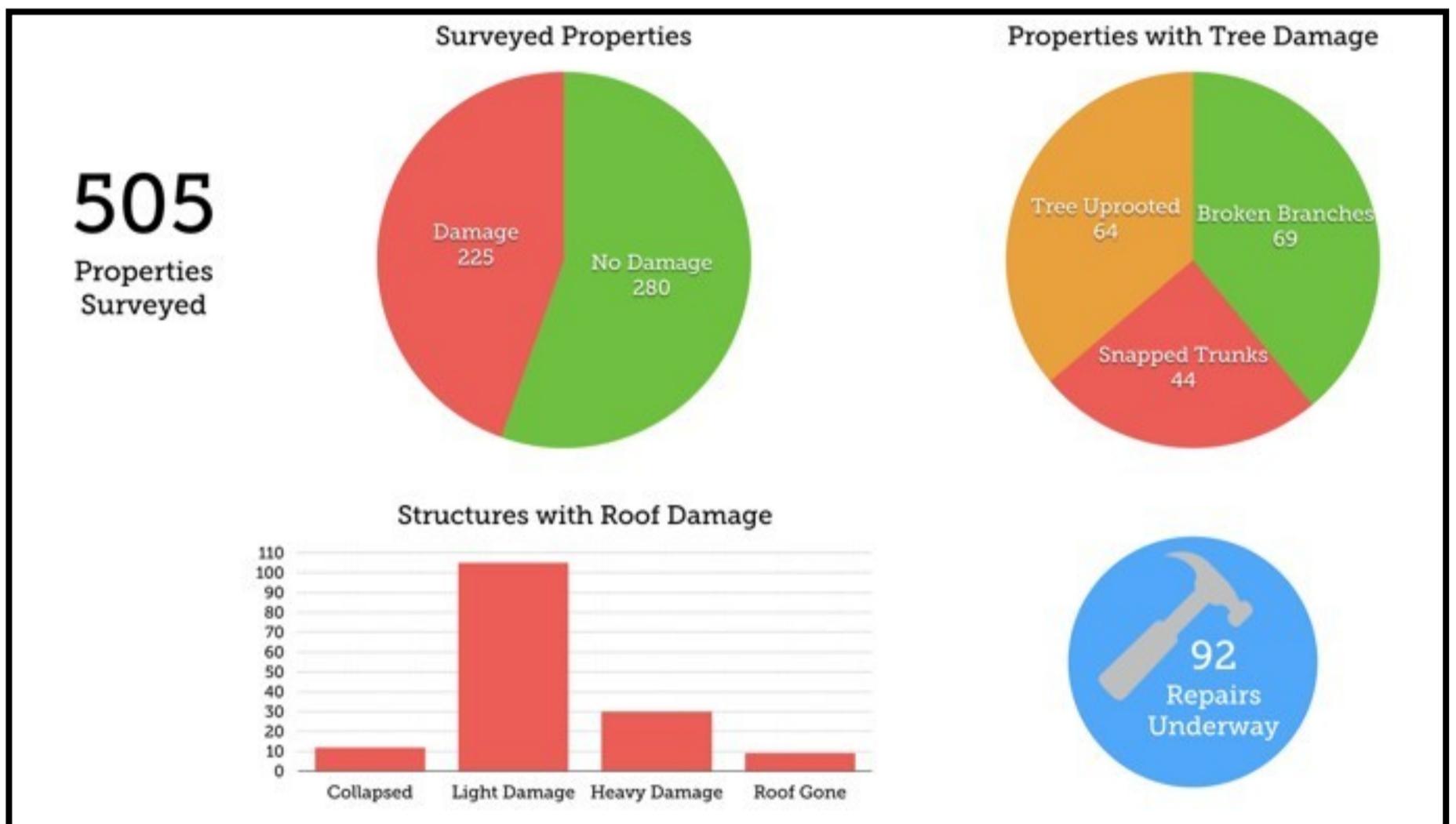
Portland has a lot of old growth trees, many of which were snapped at the trunk or completely uprooted.



Tree damage, coded by severity

Tree damage due to tornado

Findings



What We Learned

Based on survey results, we found 156 structures damaged in and around the path of the tornado. Damage followed a fairly concentrated path, through which trees were uprooted and houses sustained severe damage. In other areas though the tornado seemed to have “skipped” over houses or streets, leaving them relatively undamaged - most notably on the west bank of the Grand River.

There were limitations to the survey that make qualifying the accuracy of the data collected difficult. Not all structure damage was visible from the outside, as we found with some properties where the owners were able to give us more detailed accounts.

The amount of time between the tornado and the survey - nine days - meant that much of the damage, especially tree damage, was already cleaned up by the time that surveyors got there. A more accurate picture of the damage would have been gained had we surveyed just a few days after the tornado, however, our presiding concern was that we not interfere with recovery efforts and give the residents of Portland some time to decompress.

The experience we gained through this survey led to us making some changes to how we approach natural disasters and the questions we ask. Specific questions about roofing and tree condition can provide useful information about wind speed. Future surveys will use more detailed questions, and also work with local residents to survey and upload real time information via the Loveland mobile map.

For more information, check out the
full story on our blog:

make Loveland.com/blog/portland-tornado-damage-survey

Detroit: After the Fire

Using Site Control to assess the impact of fire in Detroit

January 1, 2015-July 31, 2015

Introduction

Why does Detroit have so many fires? What causes them? What are the consequences of fires on the fabric of the city?

Starting September of 2014, Loveland Technologies began tracking all structure damaging fires as part of an effort to quantify the causes of fires and the impact that fires have on residents, structures, neighborhoods, and the city. The goal of this report is to clearly and accurately visualize the impact of fires in Detroit, using data that was collected from January 1st to July 31 2015 by recording and transcribing fire radio audio, and following up fire reports by Loveland surveyors photographing and evaluating properties in the field.



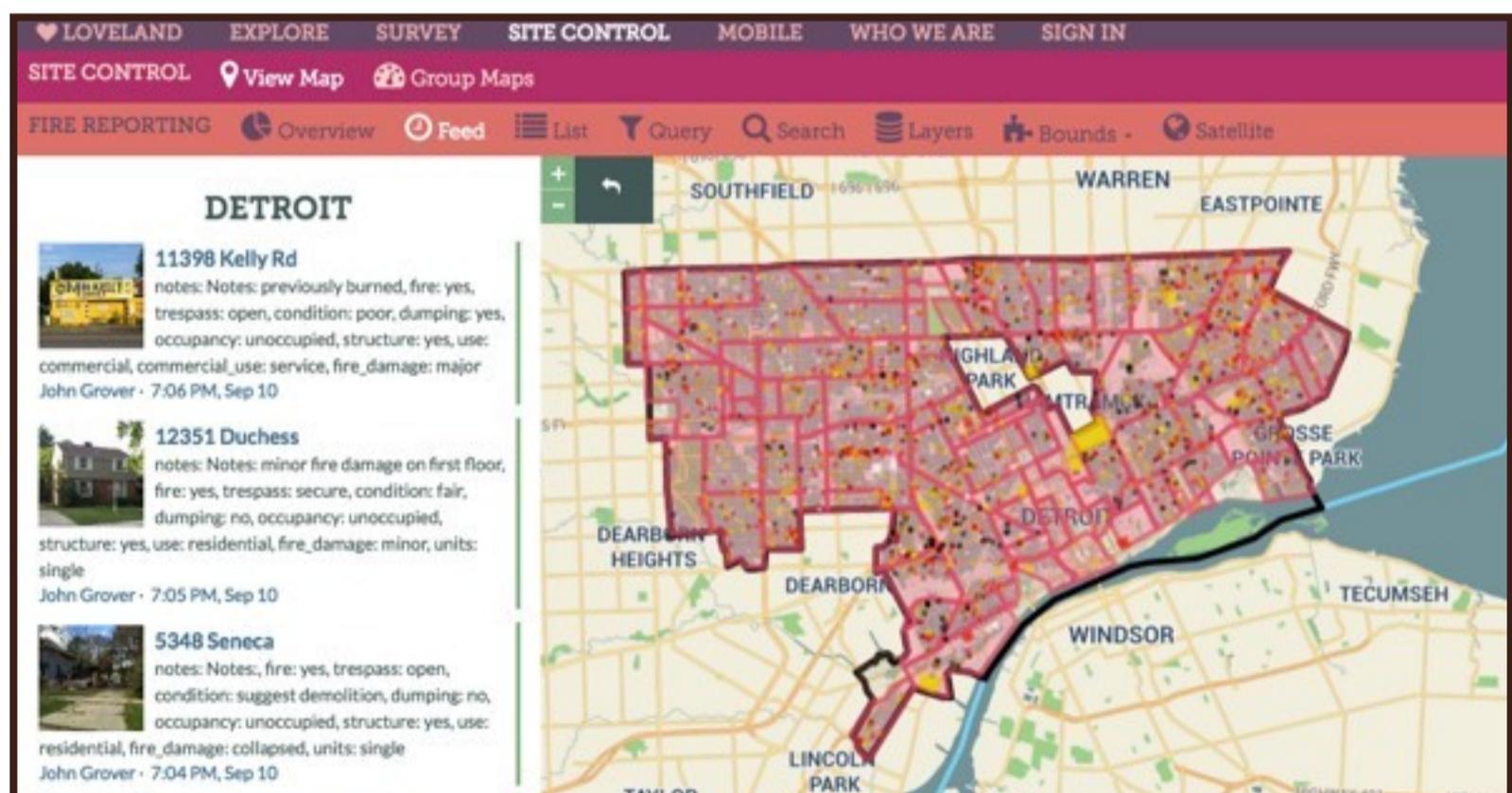
Context

**“Speramus meliora;
resurgent cineribus.”
“We hope for better
things; it will arise
from the ashes.”**

The motto of the City of Detroit dates back to 1805, when a great fire burned nearly the entire city to the ground. Father Gabriel Richard, a French Roman Catholic priest who had moved to Detroit in 1798 wrote these words in the hope that the city would be rebuilt.

In the 210 years since, Detroit has undergone a tumultuous rise and decline. After peaking at the height of the auto industry in the 1960's, the city has struggled with shrinking population and financial resources. Today over 50,000 buildings stand vacant - about 1 out of every 5 buildings in the city. These vacant buildings, unwatched and unsecured, breed crime, vice, and most devastating of all - fire.

For over 155 years, the Detroit Fire Department has stood watch over the city of Detroit and its residents. On an average night, the women and men of the Detroit Fire Department respond to anywhere between 5 and 15 structure fires.



Surveying and Site Control

The initial fire data is collected by recording the digital radio channel used by the Detroit Fire Department to dispatch and direct fire operations. Once the recorded instances of fire are transcribed, a surveyor is dispatched to the scene of the fire to verify details and assess the level of damage. The surveyor photographs the fire, talks with neighbors and property owners, and takes notes on all details of the fire that may be of value. This information is collected and sent back to Site Control using the LOVELAND mobile app, where it is checked as part of the quality control process.

Findings

Between January 1st and July 31st 2015, 1,486 fires broke out in structures across the city. Including fires that spread to other buildings, 1,653 structures are damaged in some way by fire. Residential structures, in particular single family dwellings, made up the majority of buildings that burned.

Over half of all structures were vacant or had unknown occupancy. Damage severity ranged from minor to collapsed, with 790 or 48% causing severe damage.

Arson was the leading cause of fires in the city, with 58% of fires being suspicious in nature or confirmed arson. 64% of suspicious/arson fires were in vacant structures and caused significantly higher levels of damage than fires with other causes.



58% of fires were arson or suspicious in nature



10% of fires were exposure fires*



5% of fires were electrical fires

*Exposure fires are caused when fires spread from one building to an adjacent building.



The majority of fires were in residential buildings, including houses and apartments.



1,495
Residential
Structures



135
Commercial
Structures



23
Churches, Schools,
and Hospitals

Over half of all residential fires were in structures that were occupied.

For the full report and live updates, check out:
www.make Loveland.com/fire



More about LOVELAND Technologies

LOVELAND Technologies

Putting the world online
one parcel at a time



LOVELAND is based in Detroit, Michigan and the San Francisco Bay Area with a growing team dedicated to putting America online parcel by parcel. We work with governments, real estate developers, neighborhood groups, and passionate individuals to gather and present information about property in clear, actionable ways.

In Detroit, our community missions include arming people with information to battle a plague of tax foreclosures and running an ongoing survey of property conditions to help fight blight.

**CONTACT US FOR MORE
INFORMATION**

makeloveland.com | 313-338-3825 | team@makeloveland.com



"It's really, truly one of the most remarkable pieces of technology I've ever seen, the way the user interface works."

-Dan Gilbert, Quicken Loans' founder/chairman, one of Detroit's most active developers, and a co-chair of Detroit's Blight Removal Task Force

"Star Wars wizardry"

- Mike Duggan, Mayor of Detroit, describing Motor City Mapping, a database of parcel information created by Loveland Technologies

"An excellent tool in the rebirth of this great city."

- Wayne County Deputy Treasurer, David Szymanski

"The Loveland website saves us a lot of time on the [data] collection end and makes it much easier to zero in on certain target areas."

- Tom Goddeeris, Executive Director of the Grandmont-Rosedale Development Corporation, when asked how an increase in available data has made his job easier

"It's my favorite website. I don't use Facebook, I don't use Twitter, I don't use nothin'... I use [www.makeloveland.com]!"

- A non-web-savvy caller who used Loveland to save neighborhood properties at auction

