



Opportunity mapping: an introduction

JILLIAN OLINGER, PUBLIC POLICY & PLANNING ANALYST

KIRWAN INSTITUTE FOR THE STUDY OF RACE & ETHNICITY

THE OHIO STATE UNIVERSITY

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OLINGER.24@OSU.EDU

KIRWAN INSTITUTE: Solving Problems, Building Opportunity



the barriers to opportunity and the four opportunity domains we engage

Framework for Engagement & Capacity Building

Policy Law & Civil Rights

Policy Recommendations
Advocacy
Law Research & Commentary

Mapping Analysis & Engagement

Participatory Research & Surveys
Opportunity Mapping
Data Driven Decision-Making

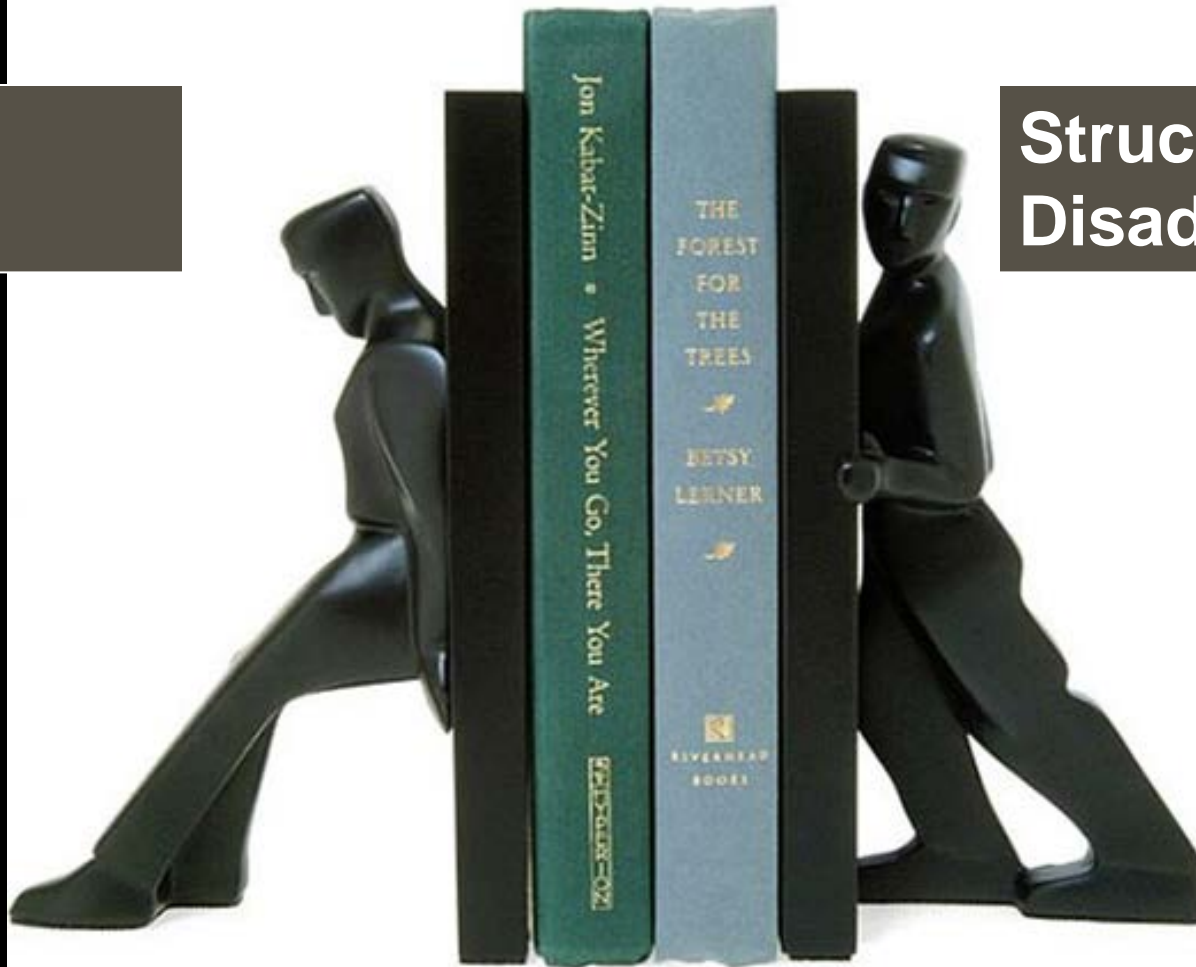
Communications, Field Building & Engagement

Communications & Outreach
Leadership Development & Civic Engagement
Teaching & Training

the work

The two bookends...

**Implicit
Bias**



**Structural
Disadvantage**

I'm more than my zip code

"Point to a group of toddlers in a low-income neighborhood, and — especially if they're boys — they're much more likely to end up dropping out of school, struggling in dead-end jobs and having trouble with the law.

Something is profoundly wrong when we can point to 2-year-olds in this country and make a plausible bet about their long-term outcomes — not based on their brains and capabilities, but on their ZIP codes."

STOCKTON
95202
Life Expectancy
73



IRVINE
92606
Life Expectancy
88

Your **ZIP Code** shouldn't predict **how long you'll live**, but it does.



www.calendow.org



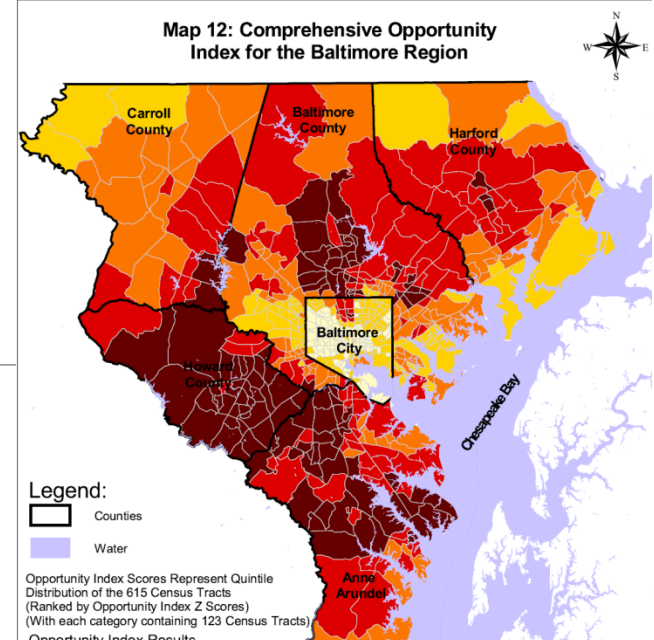
There's a map for that....



Thomson v HUD

“[T]he failure adequately to take a regional approach to the desegregation of public housing in the region that included Baltimore City violated the Fair Housing Act and requires consideration of appropriate remedial action by the Court.”

Hon. Marvin J. Garbis, Memorandum of Decision. *Carmen Thompson et. al. vs. US Department of Housing and Urban Development et. al.* January 6, 2005: 104.



Analysis

Population by Race 2000 by Opportunity Area

Neighborhood type	Total	Whites	African American
Low and Very Low Opp.	32.9%	18.3%	72.4%
Moderate Opportunity	20.3%	24.4%	9.4%
High and Very High Opp.	46.9%	57.3%	18.3%

Poverty by Race

Whites	African American
38.4%	86.2%
24.5%	5.8%
37.1%	8.0%

Income by Households for Whites in 2000

Neighborhood type	Low Income HHs	Moderate Income HHs	High income HHs
Low and Very Low Opp.	32.6%	20.9%	11.2%
Moderate Opportunity	26.4%	27.2%	21.6%
High and Very High Opp.	41.0%	52.0%	67.1%

Income by Households for African Americans in 2000

Neighborhood type	Low Income HHs	Moderate Income HHs	High income HHs
Low and Very Low Opp.	83.7%	71.9%	55.7%
Moderate Opportunity	6.8%	10.8%	14.2%
High and Very High Opp.	9.5%	17.3%	30.1%

Housing and Neighborhoods

- Vacancy rate
- Homeownership rate
- Foreclosure rate
- Neighborhood poverty rate
- Cost-burdened households

Economic and Mobility

- Number of jobs within 5 miles
- Change in number of jobs within 5 miles
- Total employees in top 5 industries
- Unemployment rate
- Youth unemployment rate
- Mean commute time
- Population with public assistance
- Transit access

Education

- Reading & Math proficiency scores
- Student Poverty rate
- SAT scores
- Student drop out rate
- Graduation rate
- ESL learners
- College eligibility for UC/CSU
- Adult educational attainment
- School enrollment

Health and Environment

- Asthma rate
- Diabetes rate
- Premature death
- Low birth weight babies
- Prenatal care
- Proximity to toxic sites
- Food access
- Park access

The Opportunity Framework

PLACE-BASED

- Target resources in areas with relatively low opportunity
- Take a holistic approach to development
- Invest collaboratively

MOBILITY

- Provide quality affordable housing options for low and moderate income people who want to move to opportunity
- Improve transportation connections to job centers and places of high opportunity



**“We call
ourselves the
department of
opportunity.”**

Julian Castro, Secretary of HUD

The Opportunity Framework in Action: *The Sustainable Communities Initiative*

In a nutshell:

- Since 2009, over 140 local grantee communities and regions pushing the next generation of planning and investment in housing, transportation, economy, and environment.
- More than \$4 billion in federal investment



WHAT ARE SUSTAINABLE COMMUNITIES?

Sustainable communities have a variety of housing options, with homes near workplaces, schools, parks, stores, and amenities. Having these daily destinations close together allows people to walk, bike, take transit, or drive short distances, which can save them money while reducing pollution from vehicles. In sustainable communities, people can live closer to jobs or have easier access to more jobs in a wider region. This diversity of travel, housing, and employment options helps make communities more affordable, environmentally sustainable, and economically resilient. Rural, suburban, and urban places can all use sustainable communities strategies to create healthy, safe, walkable neighborhoods.

DAN's PRESENTATION

Lessons Learned

An effective OM process....

... is **iterative**

... is **focused**: An overabundance of indicators isn't necessary (need to identify core indicators and focus areas)

... is “**ground-truthed**”

... identifies **assets**, *even if not “mappable”*



What Did We Learn From SCI?

1. The “3-D’s”

- Data
- Deliberation
- Decision-Making

2. Capacity-Building and Resources for Engagement are a Must

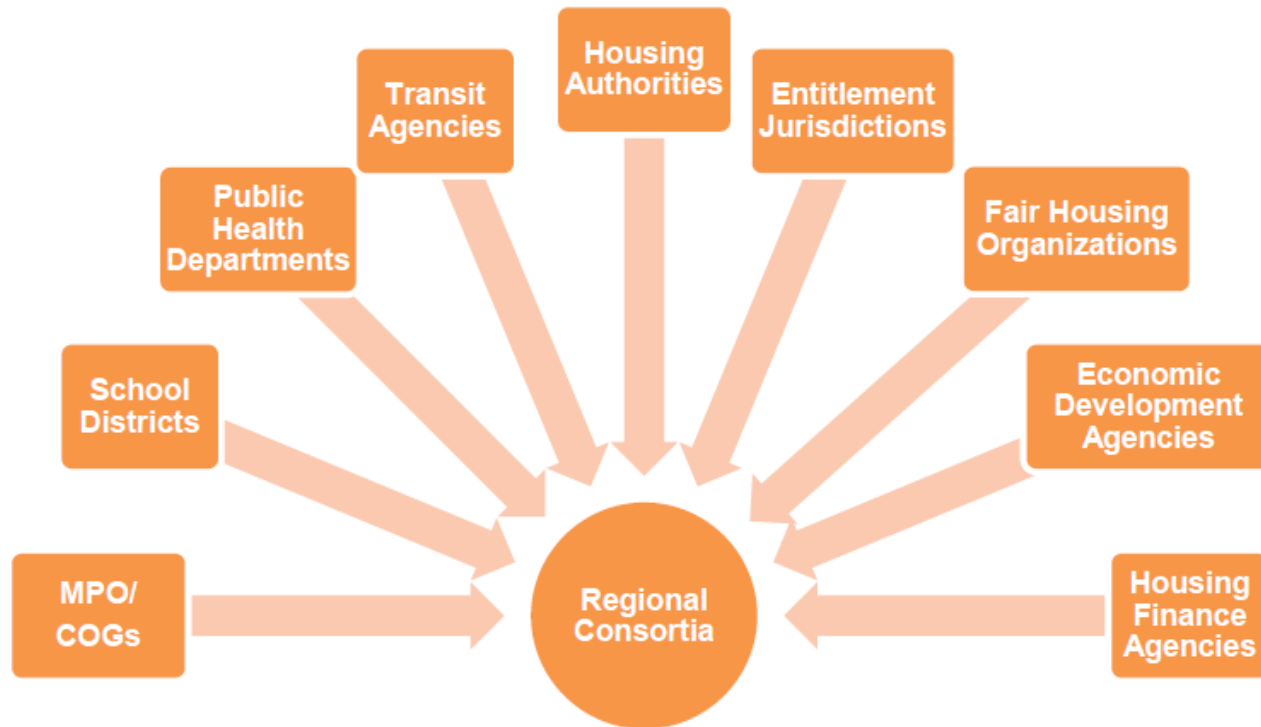
3. Capacity-Building Around Strategy is a Must

4. The “Table” Matters Immensely

5. Supplement data as needed

- Local data and administrative data
- Surveys
- Participatory research
- Interviews and narrative

Building a bigger table...



Diverse stakeholders can bring their key resources to the Fair Housing Equity Assessment, and take responsibility for implementing the resulting priorities, policies, and projects.

Thank you!

PLEASE VISIT KIRWANINSTITUTE.OSU.EDU FOR
MORE RESOURCES

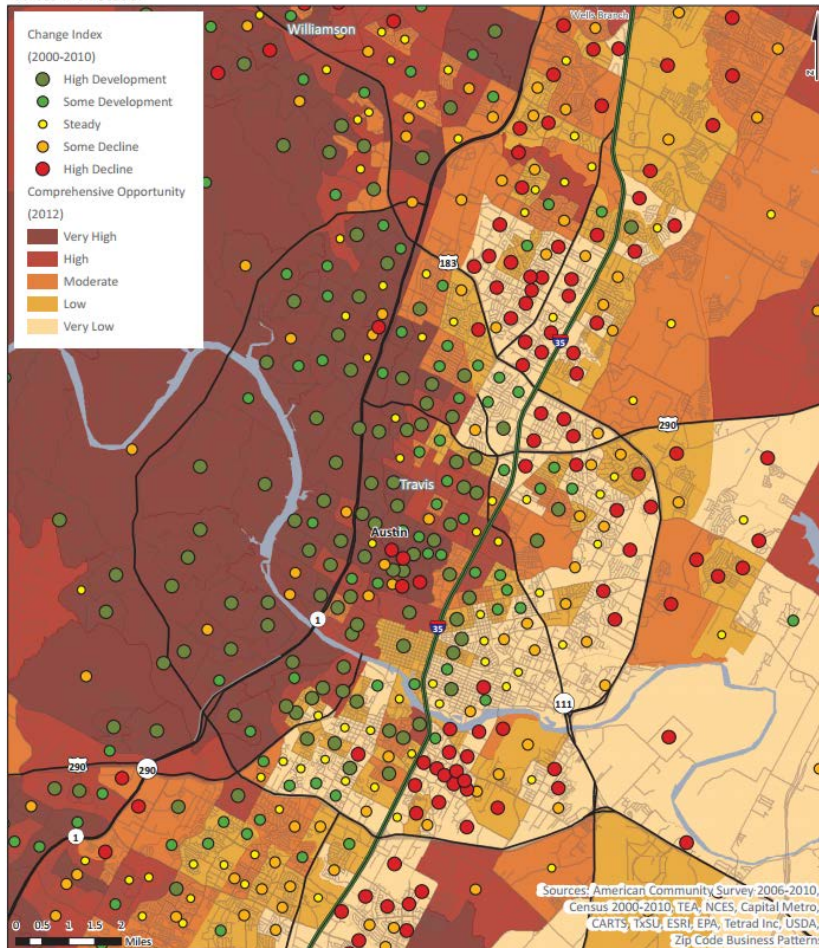
Appendix: Additional examples

Austin, TX

Map 12: Austin Opportunity and Change

Kirwan Institute
Many Differences One Destiny

Description: This map provides a snapshot of existing community opportunity, as well as an overlay of neighborhood trends from 2000 to 2010. The opportunity dataset is based on indicators of Education, Economics & Mobility, and Housing & Environment. The change index compares features such as housing vacancy and median home value across the decade.



- Assessing neighborhood change, getting ahead of the “gentrification curve”
- prioritizing locations for property acquisition to support affordable housing preservation/development in both high and low opportunity neighborhoods
 - Rapid re-development east of I35 poses displacement threat if aff. h. not preserved/developed in these changing communities

Additional contd. Puget Sound region, WA

Light Rail Corridor Analysis

In addition to examining the opportunity landscape across the region, a closer look at the three light rail corridors extending from central Seattle provides valuable insights for planning efforts.

Figure 8 illustrates these corridors and their station locations with respect to opportunity.

Figure 8. Light Rail Corridors

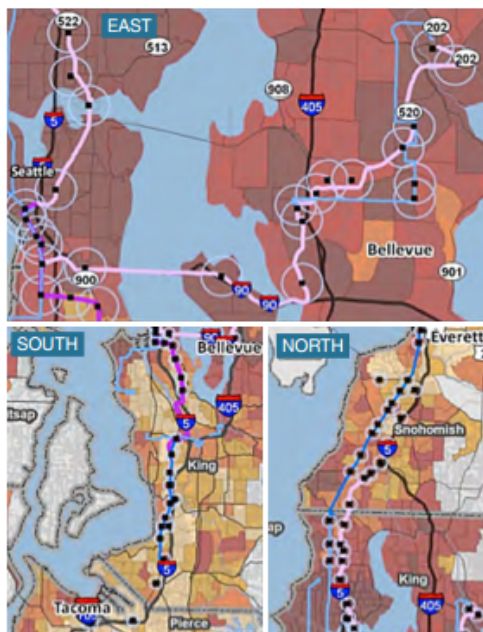
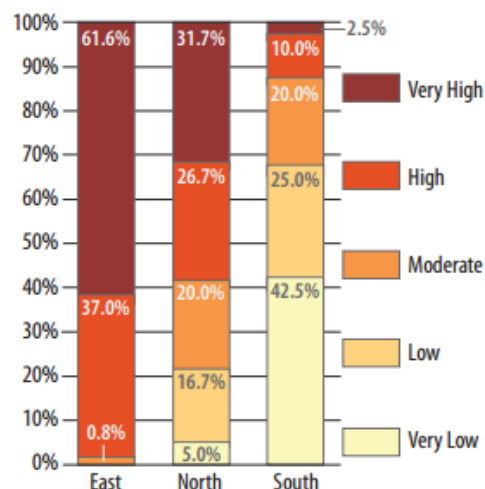


Figure 9. Light Rail Corridor Opportunity Analysis



The overlay analysis quantifies the differences in proximity to opportunity among the corridors. The data in Figure 9 show that the east corridor is almost entirely comprised by areas of high or very high opportunity, while most areas in the south corridor have low or very low opportunity. The north corridor is characterized by the most even distribution of different levels of opportunity.

- Assessing opportunity and TOD

- King County Housing Authority also used the opportunity maps when acquiring new properties, placing project-based S8 subsidies, and developing mobility counseling programs