

# OPPORTUNITY360

ZACK PATTON

RESEARCH DIRECTOR  
ENTERPRISE COMMUNITY PARTNERS



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SMARTER INVESTMENTS.  
THOUGHTFUL SOLUTIONS.  
STRONGER COMMUNITIES.

# WHY OPPORTUNITY?



- Policy/Regulatory Environment: increasing attention to neighborhoods & fair housing
- Project Viability: States have/are considering opportunity criteria in QAPs
- Mission: Better match neighborhood amenities with resident needs/preferences
- Partnership: Partnering with local orgs & service providers



# EXAMPLE: IL 2018-2019 QAP



## Points for:

- Opportunity areas
- Proximity to transit/TOD/low travel time to work tracts
- Proximity to food access, schools, job training, recreation, health services
  
- Community revitalization strategies
- Affordability risk



# OPPORTUNITY OUTCOMES



A comprehensive approach developed by Enterprise Community Partners to better understand and address the challenges facing a given community, and improve outcomes for all residents including housing stability, quality education, good health and well-being, economic security and mobility.



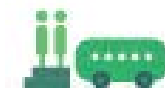
Housing Stability



Economic Security



Education



Mobility



Health and Well-being



# OPPORTUNITY PATHWAYS

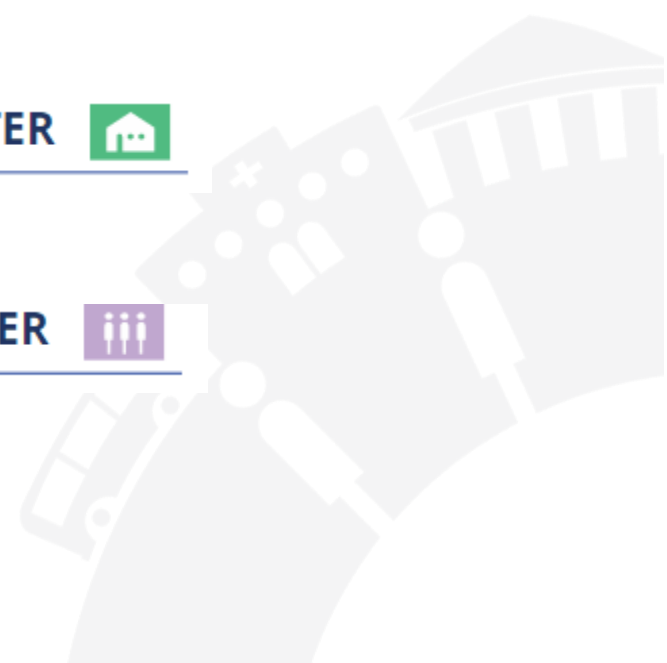


**POLICIES AND SYSTEMS MATTER** 

**NEIGHBORHOODS & NETWORKS MATTER** 

**HOMES & BUILDINGS MATTER** 

**PEOPLE MATTER** 



# OPPORTUNITY360 TOOLKIT



MEASURE



LISTEN:



PARTNER



EVALUATE



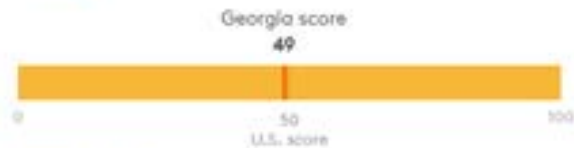
# UNDERSTANDING OPPORTUNITY



## Explore resident outcomes in [Georgia](#)



### Housing Stability



SHOW DETAILS

How do outcomes vary in each category, across states and regions? Choose a location to view how those neighborhoods compare to those nation-wide.

## Explore resident outcomes in [Georgia](#)



### Economic Security



SHOW DETAILS

How do outcomes vary in each category, across states and regions? Choose a location to view how those neighborhoods compare to those nation-wide.

Interactive tools to explore the landscape of opportunity nationwide.

Includes new research on effectively framing messages that reshape public conversations about housing and opportunity.



# MEASURING OPPORTUNITY



An online and printable report filled with opportunity-relevant data for any neighborhood.



**Enterprise**  
**OPPORTUNITY**  
MEASUREMENT REPORT **360**

SMARTER INVESTMENTS.  
THOUGHTFUL SOLUTIONS.  
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OPPORTUNITY360 provides a comprehensive approach to understanding and addressing community challenges using cross-sector data, community engagement and measurement tools. Together, we are illuminating the pathways that foster greater opportunity for people in every community.

This report provides the framework and data necessary to assess both the available pathways to opportunity and the outcomes of opportunity in any neighborhood in the United States. Partners in community development will gain a deeper understanding of available resources through OPPORTUNITY360 and be better positioned to make smart investments and create collaborative solutions that transform communities across the country.


**OPPORTUNITY 360**  
For more information about this report and OPPORTUNITY360, visit us at [www.enterprisecommunity.org/opportunity360](http://www.enterprisecommunity.org/opportunity360).

### What is Opportunity?

Opportunity is the set of circumstances or pathways that make it possible for people to achieve their goals—no matter their starting point. At Enterprise, we believe that all people should be able to live in communities in which the available pathways lead to positive outcomes—housing stability, education, health & well-being, economic security and mobility. These are the outcomes we strive to achieve every day for ourselves, our friends and families, and the broader communities in which we live.

Opportunity360 offers a framework for measuring opportunity at a neighborhood level using more than 150 data indicators from both public and proprietary sources.

To help you tell the story of opportunity in your neighborhood, we created index values for each opportunity outcome. The snapshot below illustrates how the values for your census tract compare to all other tracts in the nation. A score of 50 means the tract is in the 50th percentile—half of all tracts in the country have higher scores and half have lower scores. The region and state scores reflect the percentile ranking of the selected tract as compared to all other tracts within those areas.



### What Does Opportunity Look Like for People Living in This Community?

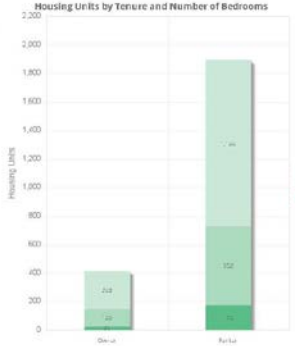
Indicator	Score	State Percentile	Region Percentile	National Percentile
Index Legend				
Housing Stability	78	75	64	54
Education	42	62	30	15
Health and Well-Being	36	15	8	15
Economic Security	29	15	29	15
Mobility	88	80	53	53

### BUILDINGS, HOMES & MORTGAGE MARKETS

#### Housing Stock

The nature and quality of the housing stock affects the types and affordability of homes that are available, and may present health risks for residents. This includes the age of the building, the share of units that are mobile homes, boat or RVs, and the number of homes that suffer from significant deficiencies.

#### Housing Units by Tenure and Number of Bedrooms



Indicator	Tract	Region (CBSA)	Nation	Average Annual Change
Total Number of Housing Units (2014-2015)	2,472	2,284,000	123,251,840	5.48% (2000)
Median Year Built (2011-2015)	1971	1970	1970	
Percent of Units that are Single-Family Homes (2011-2015)	11.17%	40.23%	43.41%	-1.98% (2000)
Percent of Units in Owner-Occupied Units (2011-2015)	6.77%	3.95%	3.23%	-1.61% (2000)
Percent of Units in Small/Multi-Family Buildings (2011-2015)	7.66%	16.82%	13.21%	-3.22% (2000)
Percent of Units in Medium/Large Multi-Family Buildings (2011-2015)	94.81%	75.30%	6.66%	1.64% (2000)
Percent of Manufactured Housing in Units (2011-2015)	0.00%	3.76%	0.44%	N/A (2000)
Percent of Population in Group Quarters (2011-2015)	9.97%	1.76%	2.55%	-0.30% (2000)
Percent of Occupied Units Lacking Significant Deficiencies (2011-2015)	8.97%	1.54%	4.95%	7.29% (2000)

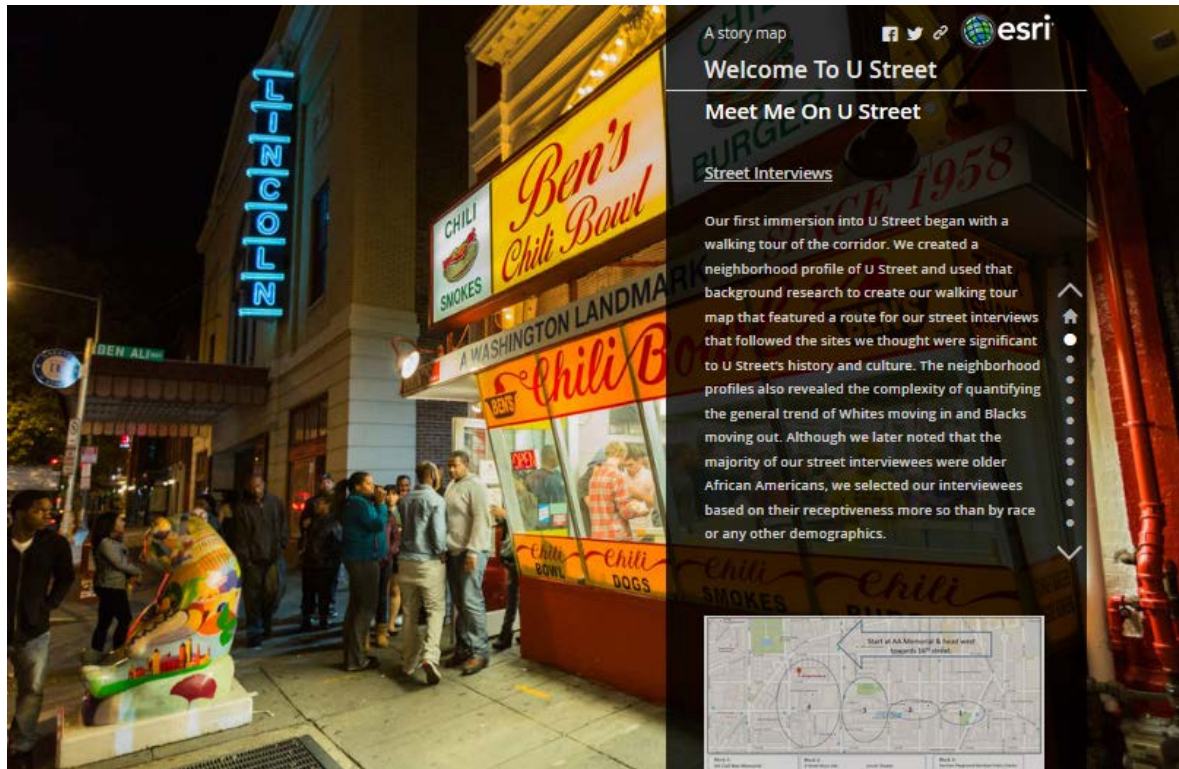
Source: Census.gov

Note: Ranking 'Year' indicator data not available for this location. Other indicator data not available for any location. Region is derived as the Core Based Statistical Area (CBSA) if the tract falls outside a CBSA, then it defaults to county.





# ENGAGING COMMUNITY



Community engagement is one of the most effective ways to get people involved in the growth and development of their communities

Opportunity360 provides tools and case studies to spark creative approaches to involve all residents.

- Engage communities through story mapping.



# ENGAGING PARTNERS



**Aunt BERTHA** | Connecting People and Programs

Zip or keyword (e.g. rent, clothing)

Select Language

FOOD HOUSING GOODS TRANSIT HEALTH MONEY

**Serves your state**

- Ohio Works First**  
by Ohio Department of Job and Family Services

0.84 miles away 1641 Payne Avenue, Cleveland, OH, 44114 [\(Get Directions\)](#) **Open Now:** 08:00 AM

**What:** government benefits, financial assistance, help pay for food, help pay for housing

**Who:** all ages, families, with young children, low-income

Next Steps Description Hours & Location Reviews

**Serves your local area**

- Basic Needs**  
by Catholic Charities - Diocese of Cleveland

Get insight into local services and providers across a wide array of social sectors.

Identify service gaps in communities and access social service demand and referral data.



# EVALUATING IMPACT



Impact Case Study

## Miller's Court

Baltimore

 Enterprise

March 2015

Opportunity360 can help community organizations and investors:

- **Benchmark** neighborhood conditions
- **Monitor** neighborhood conditions and dynamics over time
- **Make the case** for an investment strategy
- **Align** investments strategy through portfolio assessments
- **Monitor** community investment portfolios over time

[WWW.OPPORTUNITY360.ORG](http://WWW.OPPORTUNITY360.ORG)

[zpatton@enterprisecommunity.org](mailto:zpatton@enterprisecommunity.org)

