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HOMES THROUGH COMMUNITY PARTNERSHIP



**Opportunity Mapping:
Greater Socio-Economic
Equity Thru Data**



Presentation Flow

Agenda

- Opportunity Framework
- Central Texas Opportunity Maps
- Applying Opportunity Maps
- Q & A

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Opportunity Framework

Critical Questions

- What is opportunity mapping?
- What does it tell us at different levels of analysis? E.g., individual vs. systemic?
- Why does it matter? I.e., what problem is it trying to help us solve?

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Opportunity Framework

What is opportunity mapping?

- GIS mapping research tool used to understand the dynamics of “opportunity” within metropolitan areas
- An analysis of multiple socio-economic indicators to create a comprehensive opportunity index
- Breaks census tracts into quintiles to distinguish between various opportunity levels
- Requires assessment of local indicators of opportunity
- Developed by the Kirwan Institute and implemented in over 25 different regions across US

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Opportunity Framework

What is opportunity mapping?

- Basic Premise: residents of a metropolitan area are situated within an interconnected web of opportunities that shape their quality of life
- Where you live fundamentally shapes your life prospects
- While individual characteristics matter, so does access to opportunity

Old Real Estate Motto – Location, Location, Location!

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Opportunity Framework

What is opportunity mapping telling us?

- Depends....on the level of analysis
 - ✓ Individual vs. institutional vs. structural vs. global
- What does it tell us about the web of opportunity for a child living off Rundburg Lane vs. Tarrytown?
- What does it tell us about residential and school segregation in different parts of Austin?

Income and asset inequality, as well as resource allocation, have a geographic footprint

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Opportunity Framework

Why does it matter?

- Access to opportunity is a determinative driver of life outcomes and **location** – i.e., where you live – shapes that access
- Everyone should have fair access to the critical opportunity structures needed to succeed in life

If you care about socio-economic equity, you care about access to opportunity

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Central Texas Opportunity Maps

Green Doors' Opportunity Mapping Initiative

- Mapping initiative focused on how opportunity is spatially distributed in Central Texas
- Opportunity in terms of housing, public health, public education, and economic mobility
- Partnership with Kirwan Institute
- Launched in Summer 2006
- 15 collaborating organizations

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Central Texas Opportunity Maps

2006 Opportunity Indicators

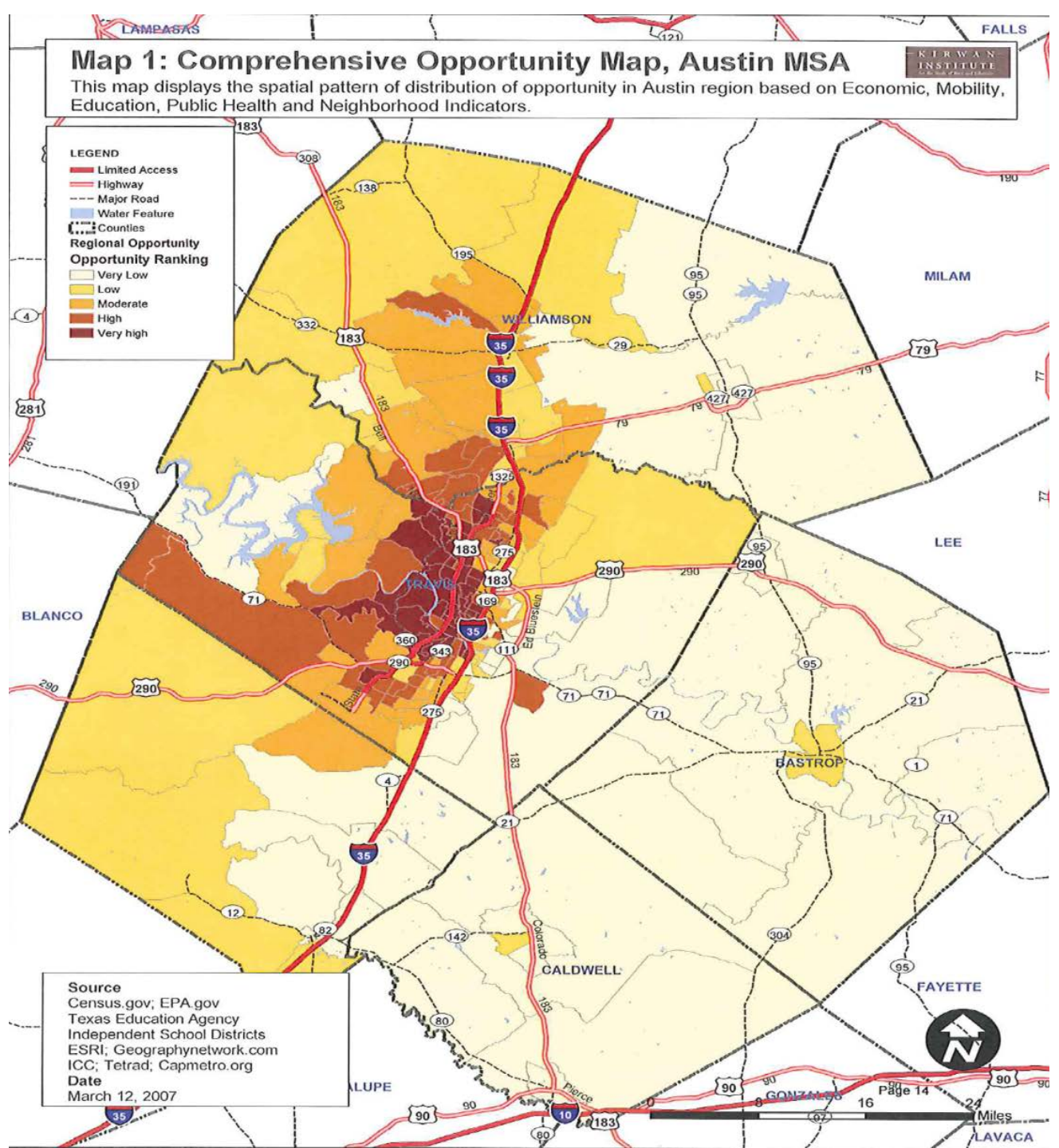
EDUCATION	ECONOMIC	MOBILITY & TRANSPORTATION	HEALTH & ENVIRONMENT	NEIGHBORHOOD QUALITY
<p>School Poverty</p> <p>Teacher Experience</p> <p>Student/ Teacher Ratio</p> <p>Math & Reading Scores</p> <p>Student Retention</p>	<p>Unemployment</p> <p>Dependence on Public Assistance</p> <p>Proximity to Employment</p> <p>Ratio of jobs to residents</p> <p>Job growth trends</p>	<p>Commute Time</p> <p>Access to public transit stops</p> <p>Frequency of public transit service</p>	<p>Proximity to toxic waste</p> <p>Access to parks and open space</p> <p>Proximity to health care facilities and physicians</p> <p>Access to grocery stores</p> <p>Insurance access</p>	<p>Neighborhood poverty rates</p> <p>Housing vacancy rates</p> <p>Crime rates</p> <p>Home ownership</p> <p>Median income</p> <p>Home values</p>

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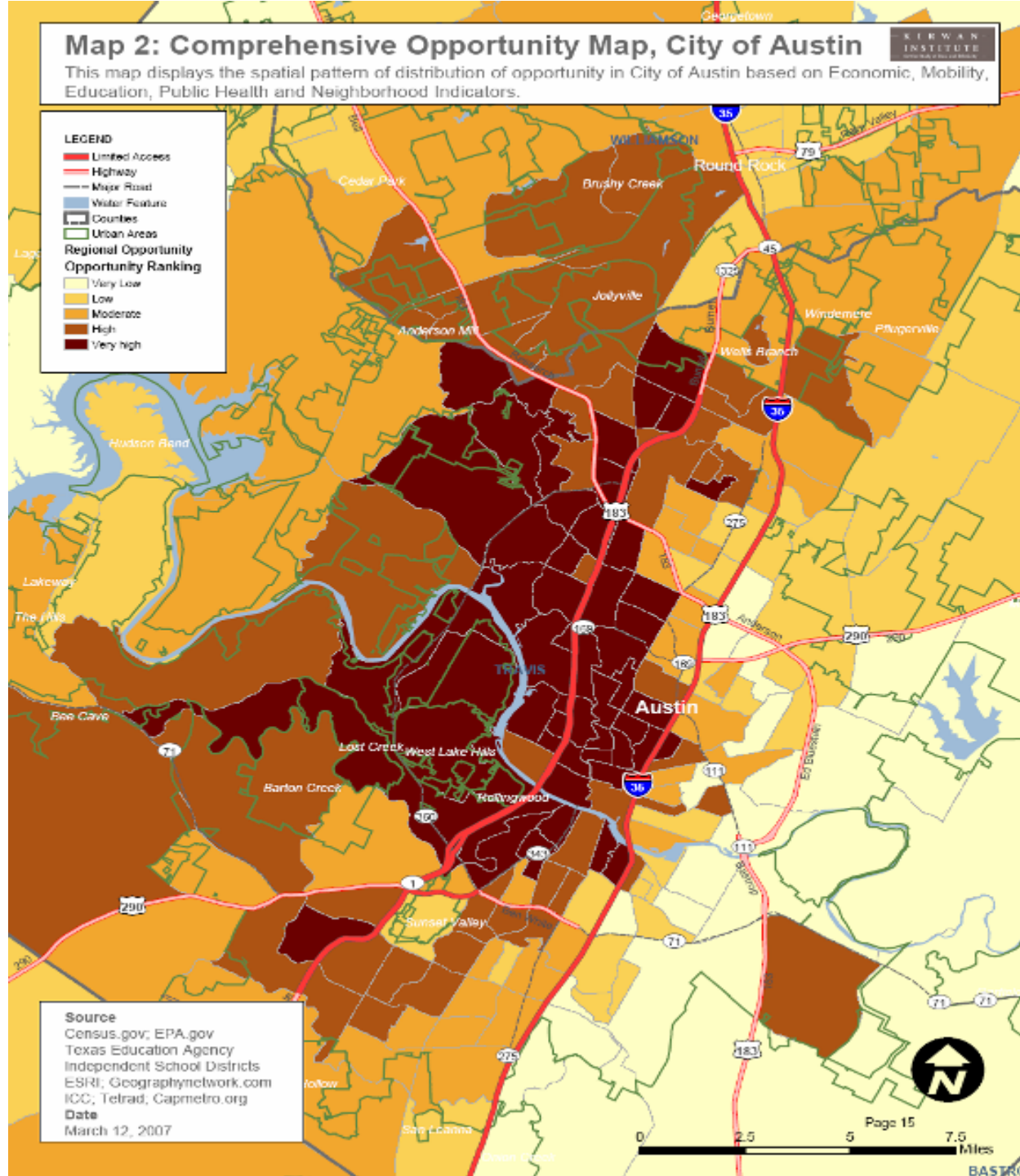


Opportunity
is spatially
and racially
segregated in
Central
Texas



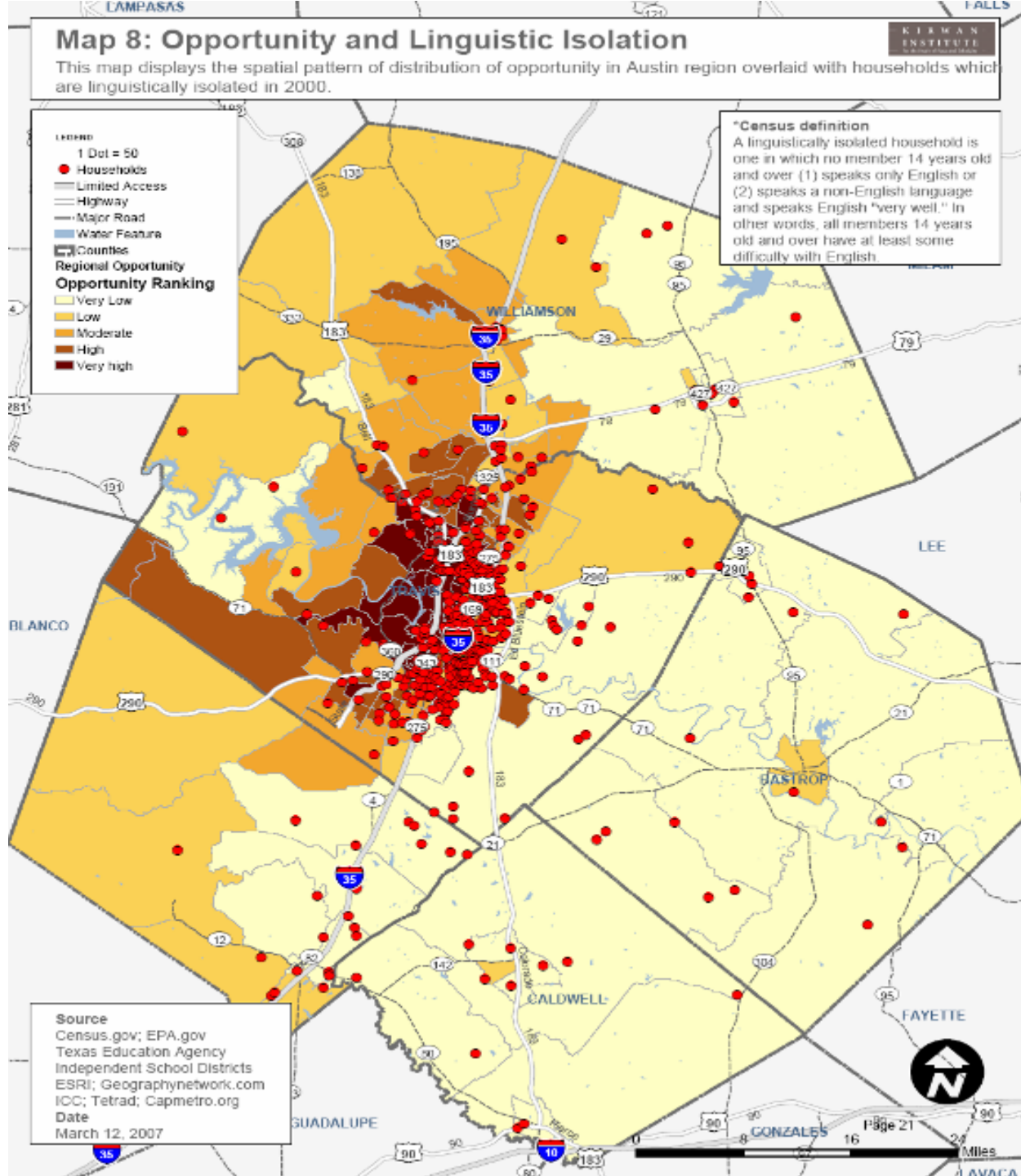


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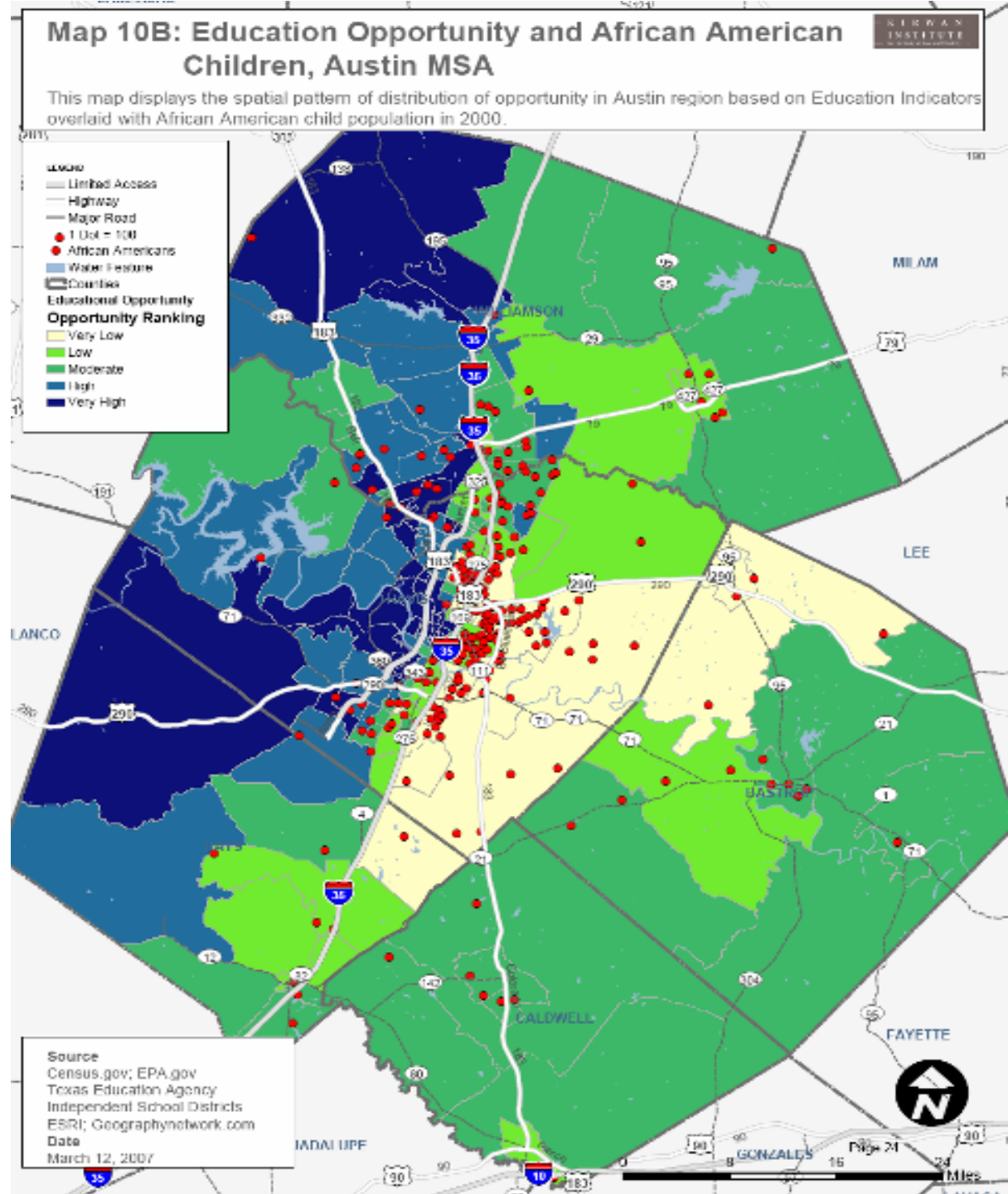


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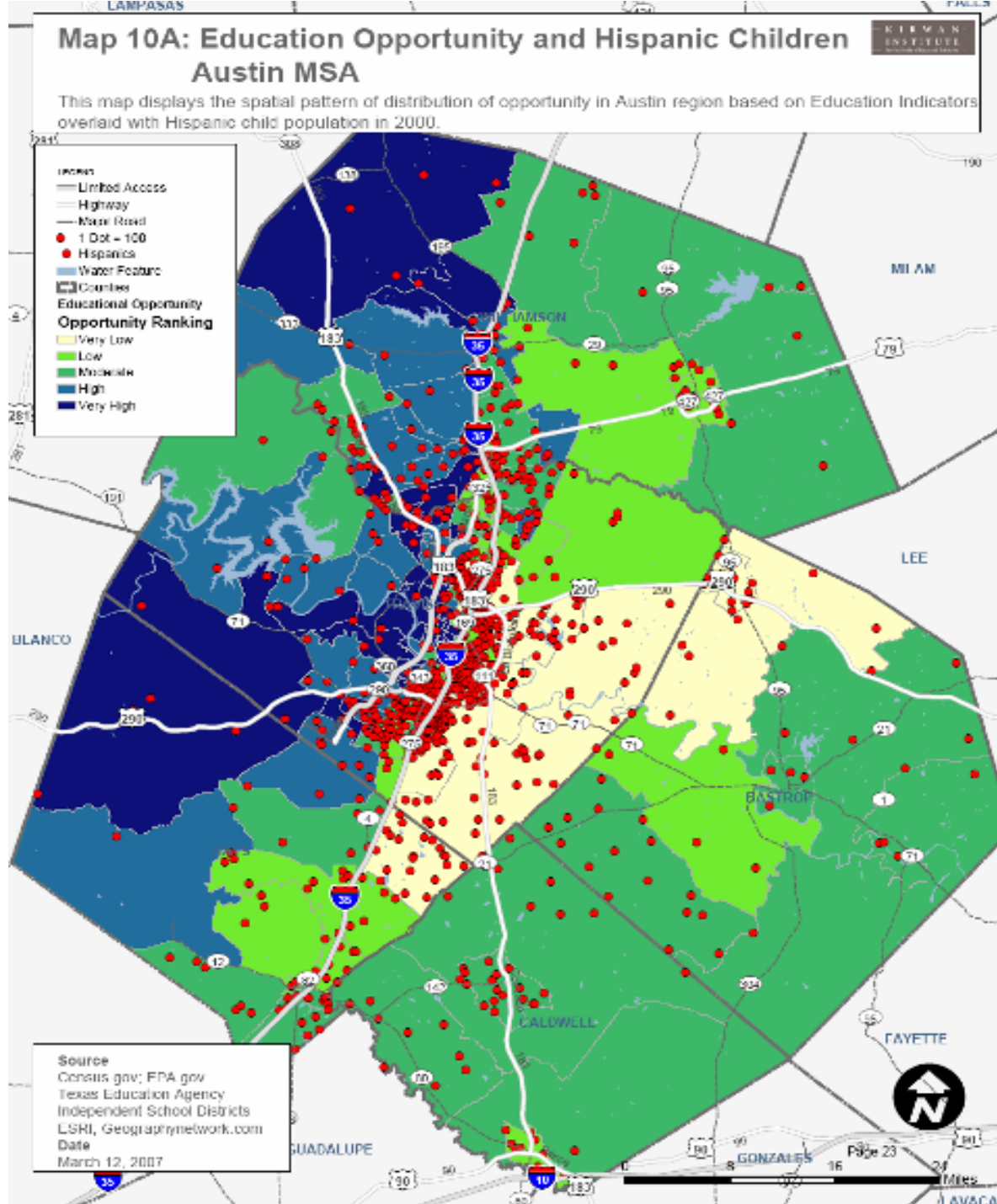


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Central Texas Opportunity Maps

What did the 2006 maps tell us?

- Confirmed what most folks already knew/suspected
- Austin's "Crescent of Inequality"
- Notable differences between urban and rural contexts
- Disproportionate negative impact on communities of color, especially African American & Latino children

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Central Texas Opportunity Maps

2012 Opportunity Indicators

Education

- Adult Educational Attainment
- Student Poverty
- Student/Teacher Ratio
- School Reading Proficiency Rate
- School Math Proficiency Rate
- High School Graduation Rate
- Enrollment Rate

Economics & Mobility

- Unemployment Rate
- Jobs Within 5 Miles
- Mean Commute Time
- Transit Access
- Median Household Income

Housing & Environment Conditions

- Neighborhood Poverty Rate
- Vacancy Rate
- Proximity to Parks
- Proximity to Toxic Release Sites
- Proximity to Brownfields
- Crime Index
- Food Deserts
- Proximity to Health Care Facilities

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Opportunity
is still
spatially and
racially
segregated in
Central
Texas

See map handouts...



Central Texas Opportunity Maps

What do the 2012 maps tell us?

- Austin's "Crescent of Inequality" is still very stark
- Opportunity appears to be accruing even more so in the western parts of the city and region
- Disproportionate negative impact on communities of color, especially African American & Latino children

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Applying Opportunity Maps

How have maps been used in other communities?

- Allocating money for affordable housing in high opportunity areas
- Assisting voucher holders with residential searches
- Targeting “adopt-a-zip code” program efforts
- Prioritizing transportation investments

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Applying Opportunity Maps

How should we think about using them?

- Understanding and communicating about the opportunity landscape
- Community goal setting
- Siting resources, investments, and programming
- Policy analysis and review

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Applying Opportunity Maps

Prospective applications for 2012 Central Texas maps

- City of Austin: using maps as part of AHFC's scoring criteria for its affordable housing investments (current)
- HACA: sharing opportunity maps with voucher-holders & landlords
- Travis County: using maps to inform social service and affordable housing investments
- CAMPO: using maps to inform transportation infrastructure investments
- CapCOG: using maps as part of regional AI study

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Applying Opportunity Maps

Other local possible applications

- City of Austin (Capital Planning Office): using maps as part of evaluation criteria for city infrastructure investments
- Identify 10 worst census tracts/neighborhoods in Austin (for opportunity) and target resources more strategically
- Democratizing the data should allow public entities, community members, and others to apply in a myriad of ways currently not considered?

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Q & A

Questions?

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