Opportunity mapping: an introduction

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KIRWAN INSTITUTE: Solving Problems, Building Opportunity

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

Structural RacIALIZATION: A barrier to opportunity

Race in Cognition: A barrier to opportunity

the barriers to opportunity and the four opportunity domains we engage
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.”
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.”

### 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

- 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

- 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.

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.