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**OPPORTUNITY**360

# NCSHA Annual Conference

WE ALL WANT TO
Build and Support Communities
WITH A SENSE OF
Hope and Belonging

WE ALL WANT
Everyone to
Have a Shot
at Success

# What We Already Know from the Research:

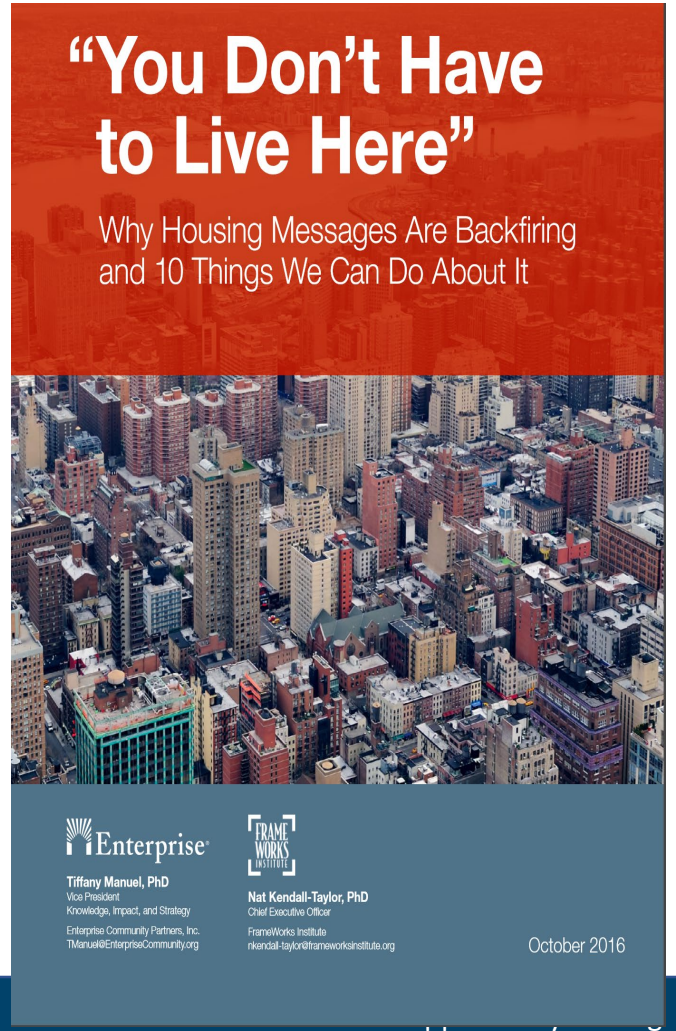
## What's Backfiring and Initial Recommendations for Action

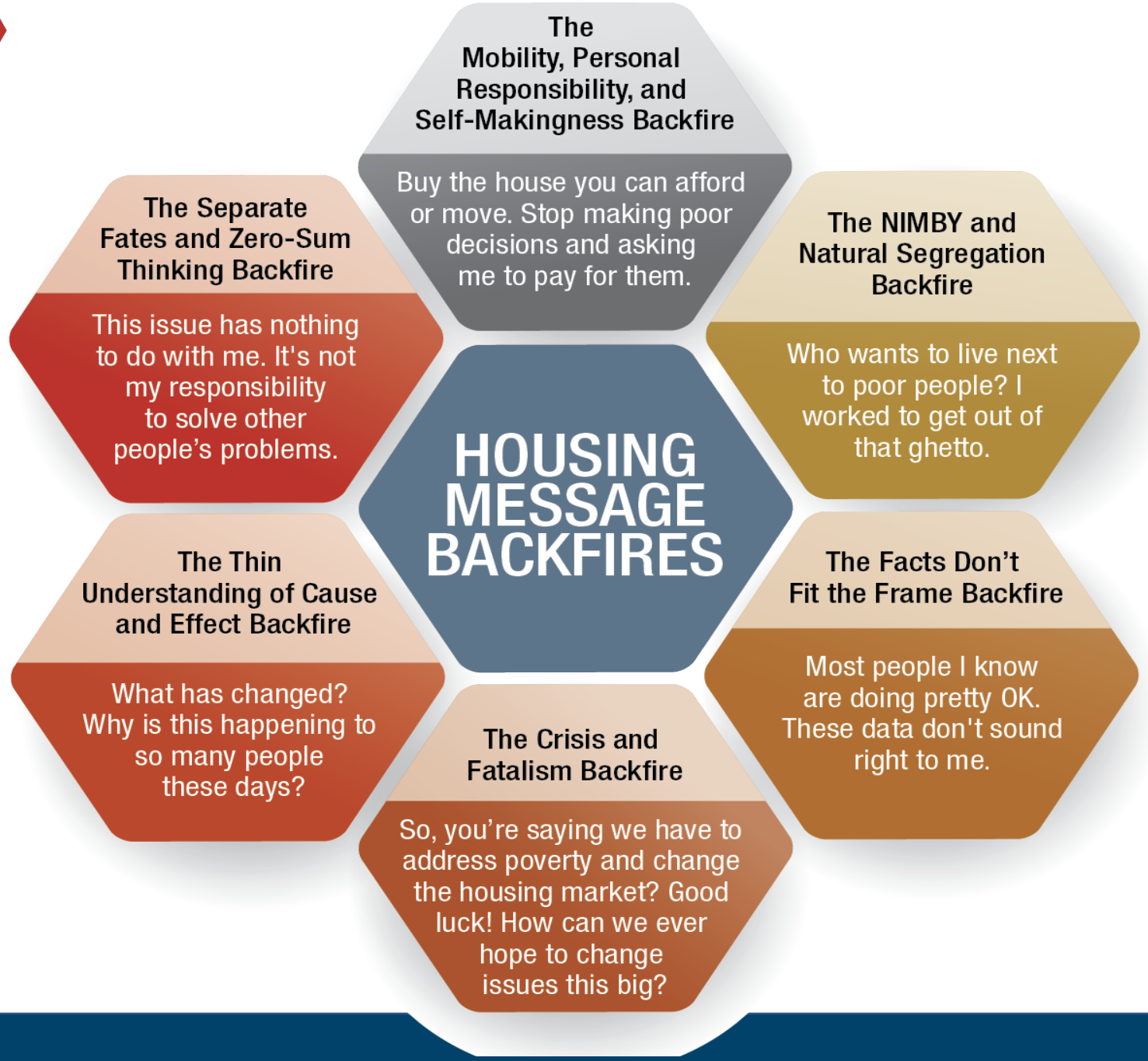
*"That's the part people don't understand. No one is forcing you to live in one of the most expensive areas in the country. If you want cheap rent, go to South Carolina or somewhere else that's dirt cheap. You don't have to live here."*

—Reader's comment, *Southern California Public Radio*, 2015

*"If you cannot afford DC, there is a simple solution, it is called moving. … No one is entitled to live here if they can't afford to do it on their own dime."*

—Reader's comment, *Washington Post*, 2016



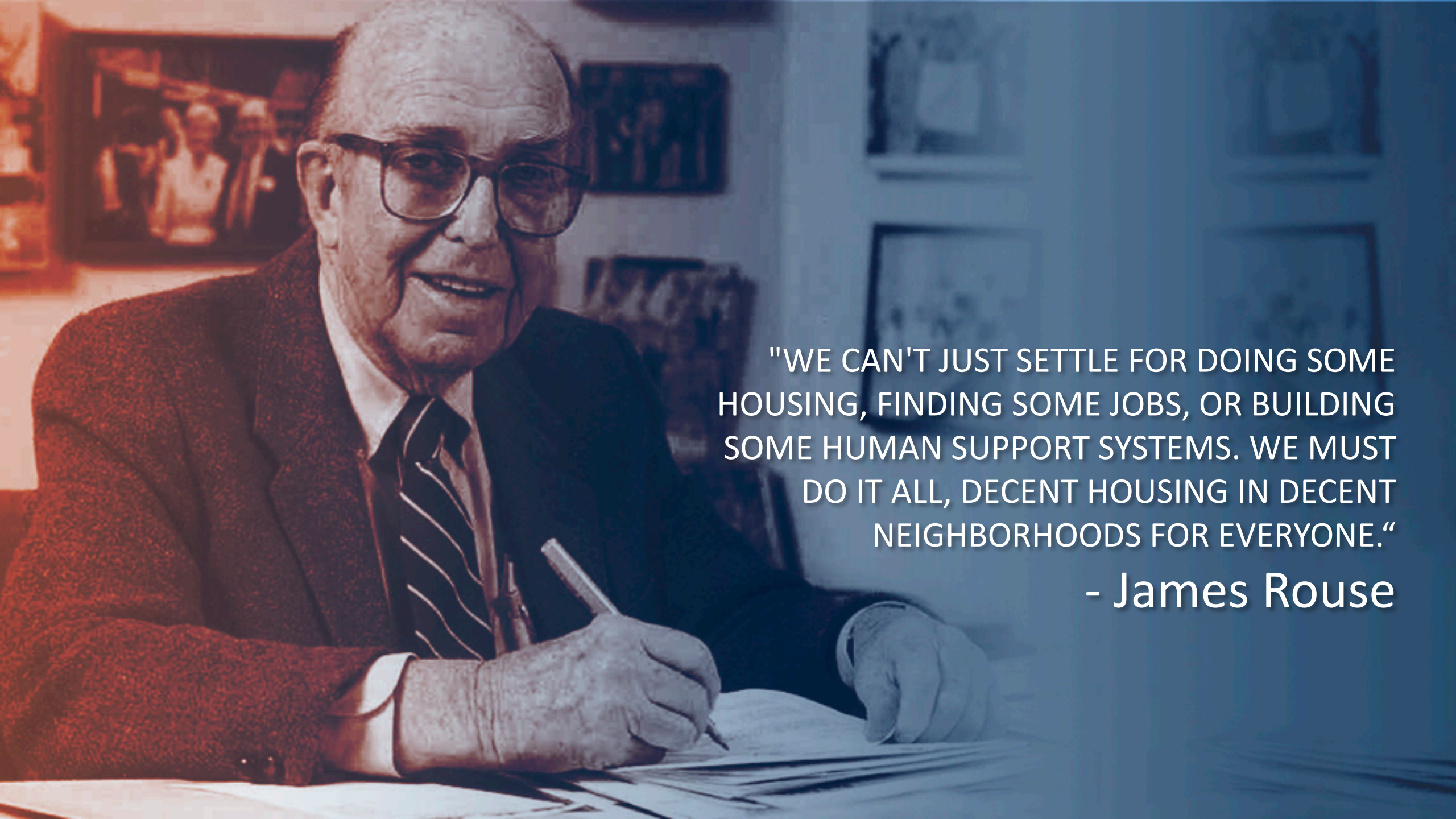

HOUSING MESSAGE BACKFIRES
The Mobility, Personal Responsibility, and Self-Makingness Backfire
Buy the house you can afford or move. Stop making poor decisions and asking me to pay for them.
The NIMBY and Natural Segregation Backfire
Who wants to live next to poor people? I worked to get out of that ghetto.
The Facts Don't Fit the Frame Backfire
Most people I know are doing pretty OK. These data don't sound right to me.
The Crisis and Fatalism Backfire
So, you're saying we have to address poverty and change the housing market? Good luck! How can we ever hope to change issues this big?
The Thin Understanding of Cause and Effect Backfire
What has changed? Why is this happening to so many people these days?
The Separate Fates and Zero-Sum Thinking Backfire
This issue has nothing to do with me. It's not my responsibility to solve other people's problems.

## The Crisis and Fatalism Backfire

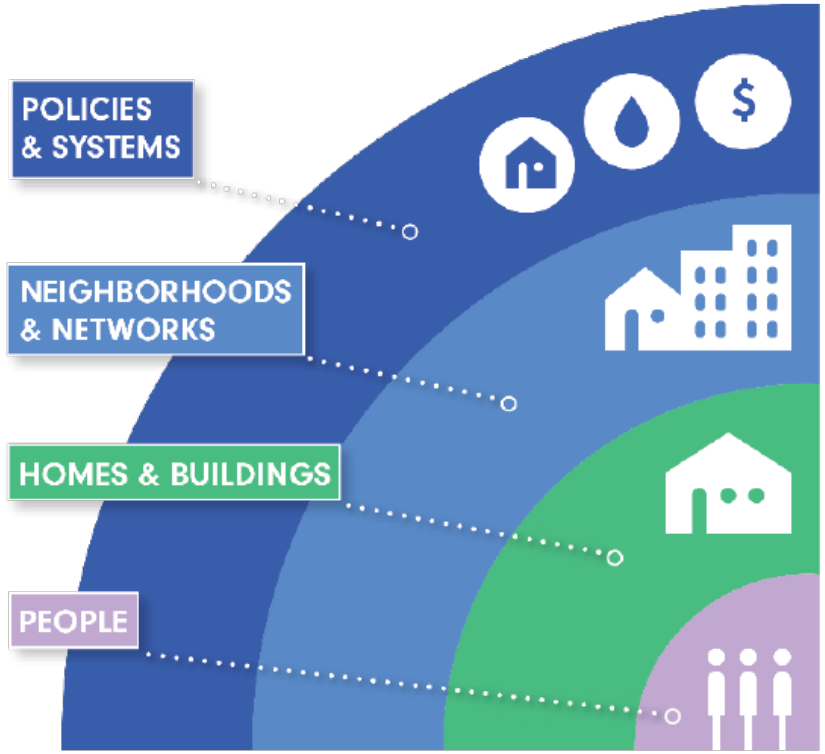
So, you're saying we have to address poverty and change the housing market? Good luck! How can we ever hope to change issues this big?

"I also think that this discussion should not ignore that housing authorities and their voucher programs have done more to perpetuate poverty from one generation to the next. They have reversed the American Dream and should not be entrusted with the new tax dollars to administer their stupid and bureaucratic voucher program."

—Reader's comment, *NPR*, 2016


"WE CAN'T JUST SETTLE FOR DOING SOME HOUSING, FINDING SOME JOBS, OR BUILDING SOME HUMAN SUPPORT SYSTEMS. WE MUST DO IT ALL, DECENT HOUSING IN DECENT NEIGHBORHOODS FOR EVERYONE.“
- James Rouse

# OPPORTUNITY360: PATHWAYS



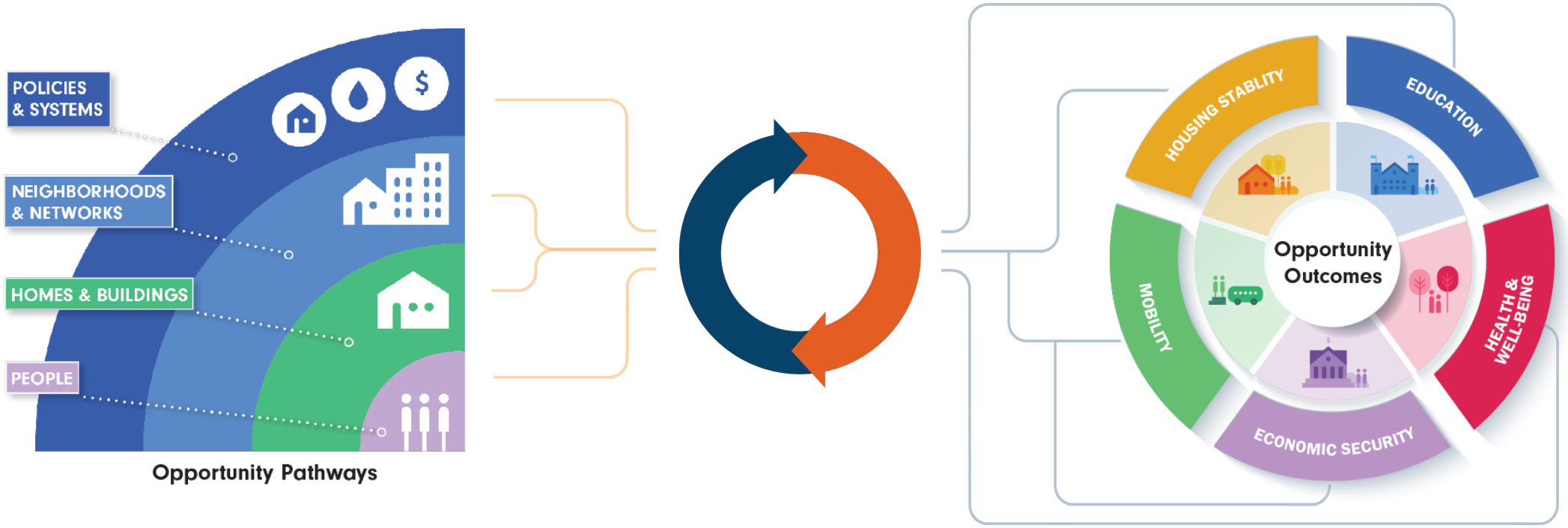

Opportunity Pathways

- Pathways are where the work towards building opportunity takes place. Every pathway connects to outcomes for people in communities. The Pathway index scores provided in the Opportunity360 Measurement Report describe the characteristics of communities and can point to possible places of intervention.

# OPPORTUNITY360: OUTCOMES

- Outcomes are the results of efforts undertaken within Opportunity Pathways. This the framework shows our multi-dimensional approach to measuring and describing opportunity.

# OPPORTUNITY360: AT A GLANCE



# USING THE

# OPPORTUNITY360 Tools

# MEASURE

## Where Do You Get Your Data?

# OPPORTUNITY360: TOOLS

## MEASURE

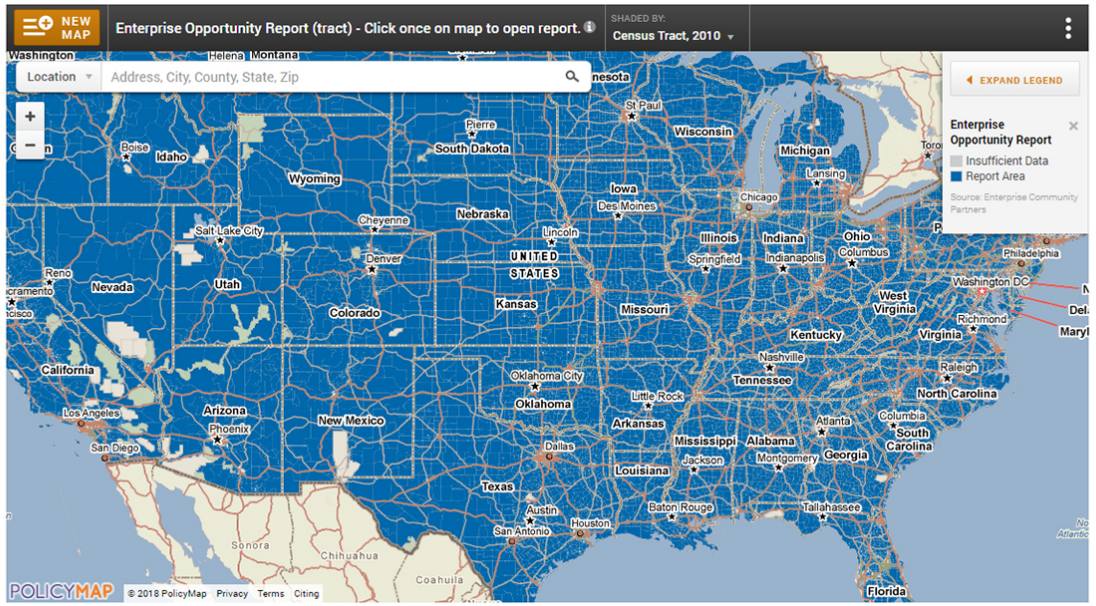
Find the **OPPORTUNITY**360 Measurement Report and other tools centered on community-level data.

### Opportunity360 Measurement Report

Opportunity360 Measurement Reports provide the information necessary to determine where action is most needed and where established programs and policies have been most successful in any neighborhood in the country.

Ready to get started? Follow the directions below to create your report.

- Create a report for any neighborhood in the United States just by entering a location or address in the map below.
- Then click on the map and click again on "Get Enterprise Opportunity Report" in the pop-up.
- Use the "Download PDF" option to save a copy of the report.
- Use the "Add Data" feature on the map to see how outcomes and neighborhood characteristics vary across places.



# LISTEN

## What About the Residents?

# OPPORTUNITY360: TOOLS

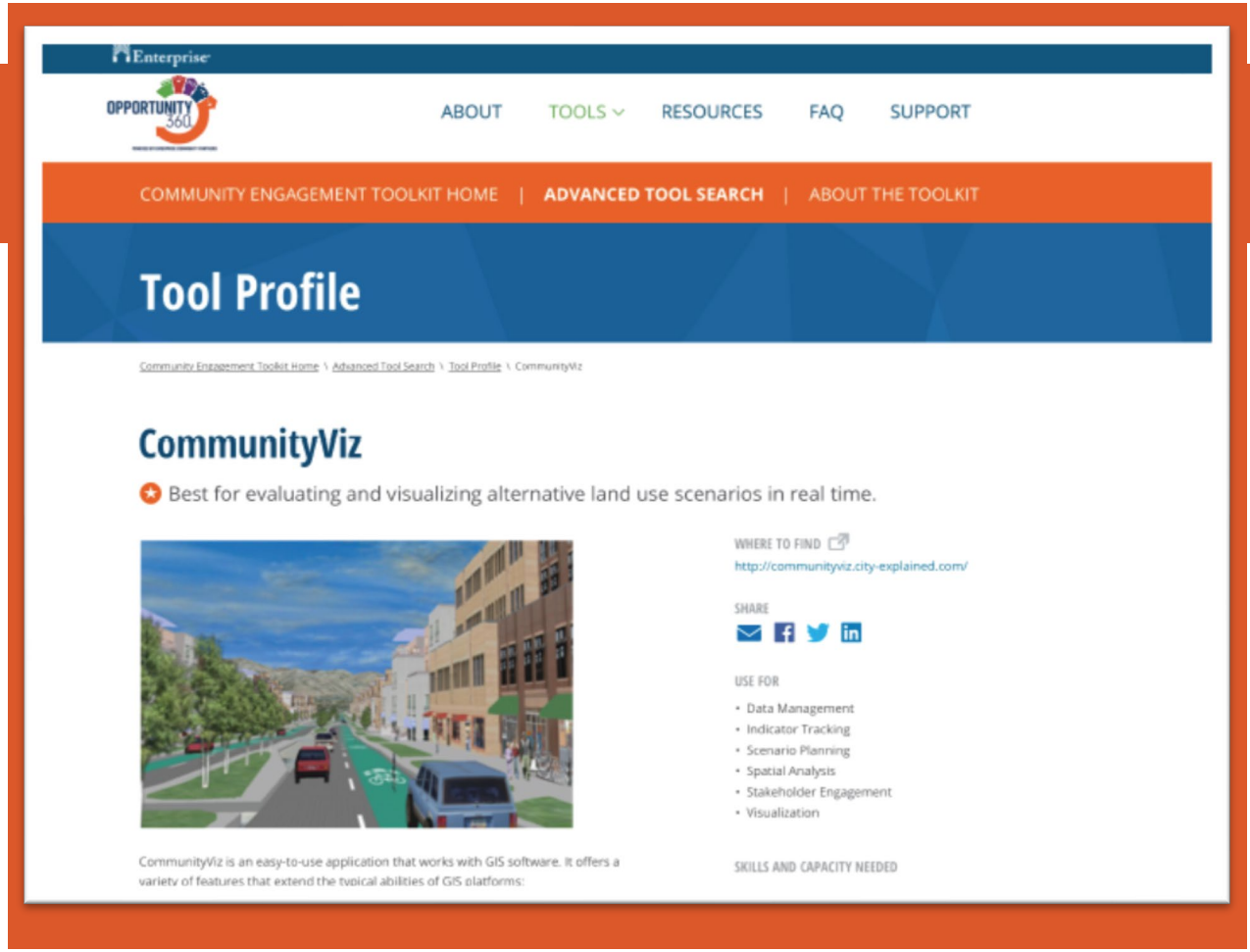
## LISTEN

Coming Soon! An enhanced community engagement toolkit with over 60 resources.

# OPPORTUNITY360: TOOLS

## LISTEN

Coming Soon! An enhanced community engagement toolkit with over 60 resources.



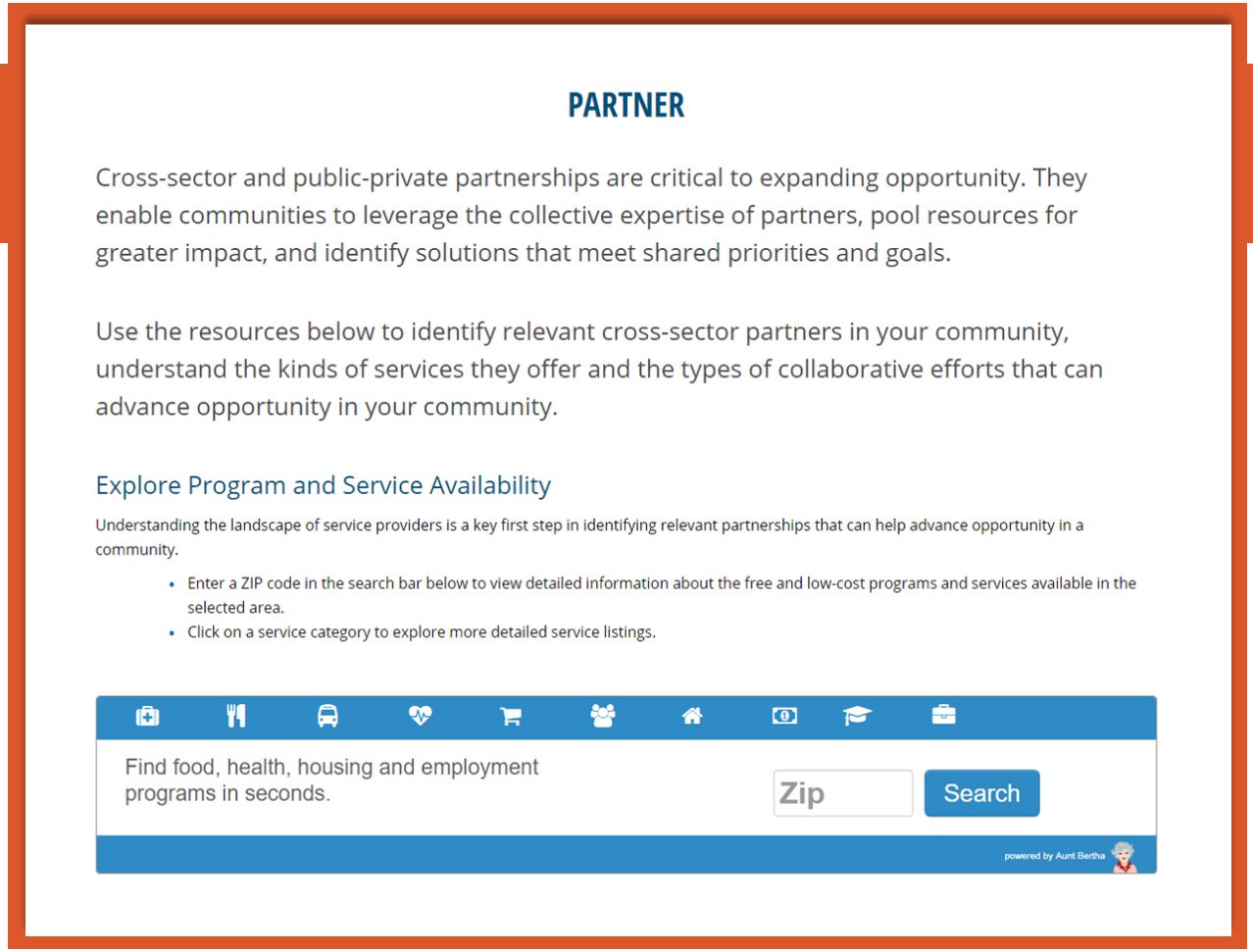
# PARTNER

## Who Is in It With You?

# OPPORTUNITY360: TOOLS

## PARTNER

Find low and no cost partners in your neighborhood.



### PARTNER

Cross-sector and public-private partnerships are critical to expanding opportunity. They enable communities to leverage the collective expertise of partners, pool resources for greater impact, and identify solutions that meet shared priorities and goals.

Use the resources below to identify relevant cross-sector partners in your community, understand the kinds of services they offer and the types of collaborative efforts that can advance opportunity in your community.

#### Explore Program and Service Availability

Understanding the landscape of service providers is a key first step in identifying relevant partnerships that can help advance opportunity in a community.

- Enter a ZIP code in the search bar below to view detailed information about the free and low-cost programs and services available in the selected area.
- Click on a service category to explore more detailed service listings.

# EVALUATE

## How Are You Telling Your Story?

# OPPORTUNITY360: TOOLS

## EVALUATE

Tell the story and show the impact of your work in communities and neighborhoods.

### EVALUATE

#### Measuring What Matters

For far too long, community development organizations have measured their impacts in terms of their widgets or outputs, e.g., number of housing units built, number of commercial square feet created, number of small businesses created, etc. Opportunity 360 can add more substantive context to evaluate investments by examining the underlying conditions and community dynamics in the places where they are making investments. While not all of the changes in the community can be attributed to a single organization or actor, as cross-sector collaborations make concerted and aligned investments in places, over time, they can use the data in Opportunity360 to evaluate how those communities are changing.

Opportunity360 can help community organizations and investors:

- **Benchmark** neighborhood conditions at the time a community investment is made
- **Monitor** neighborhood conditions and dynamics over time
- **Make the case** for a comprehensive investment strategy that is cross-sector in orientation
- **Align** investments with organizational strategy through portfolio assessments
- **Monitor** community investment portfolios over time

See examples of how community organizations and investors are applying a comprehensive opportunity framework to their work:

**Better Understand Outcomes for Residents and for the Neighborhood**
Foundation for Success: Section 4 Capacity Building Report, 2015-2016

**Measure Impact**
Miller's Court: An Enterprise Impact Case Study

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# THANK YOU

Enterprise®
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Smarter Investments. Thoughtful Solutions. Stronger Communities.

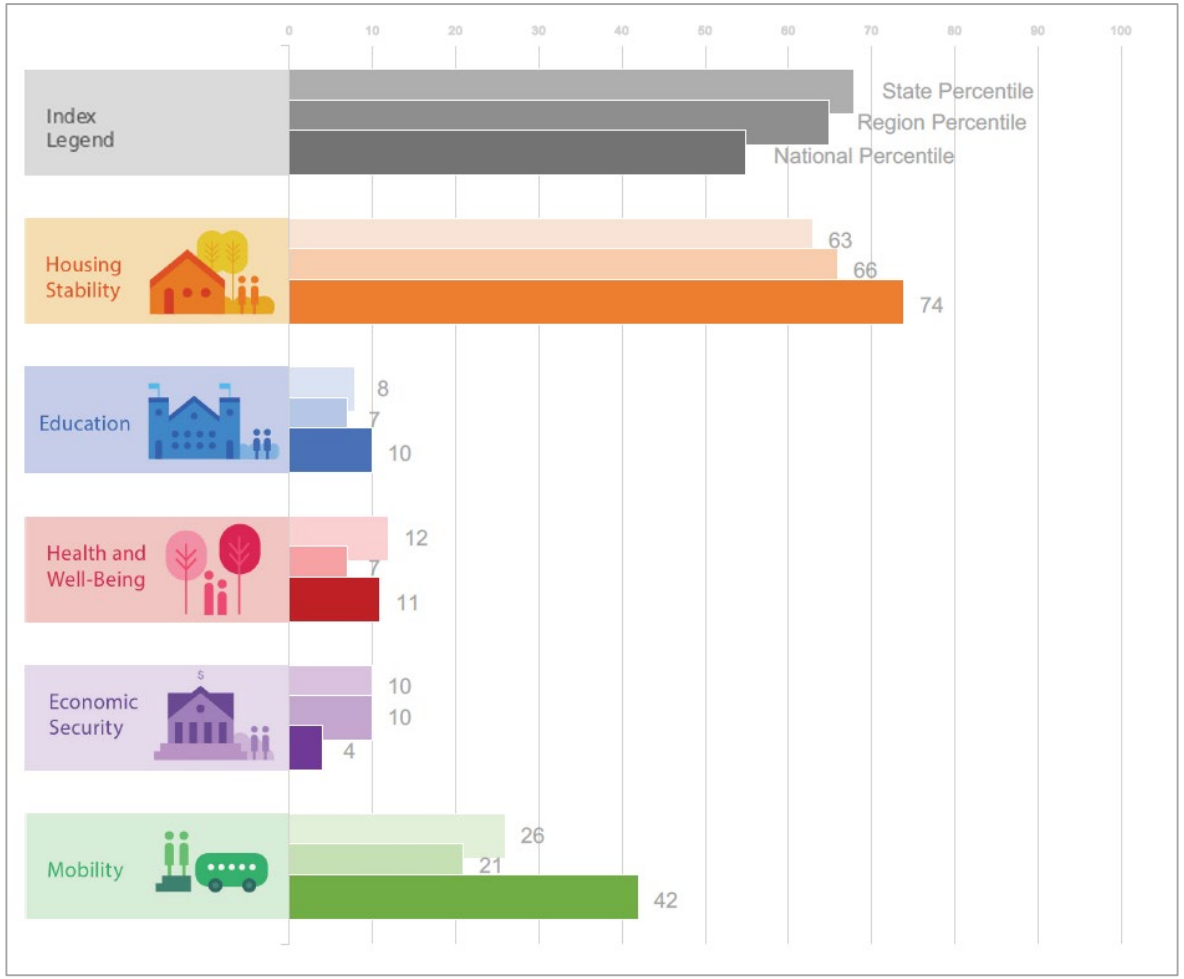
OPPORTUNITY360

# OPPORTUNITY360 Measurement Report

# OPPORTUNITY360: MEASUREMENT REPORT

## Opportunity Index Scores

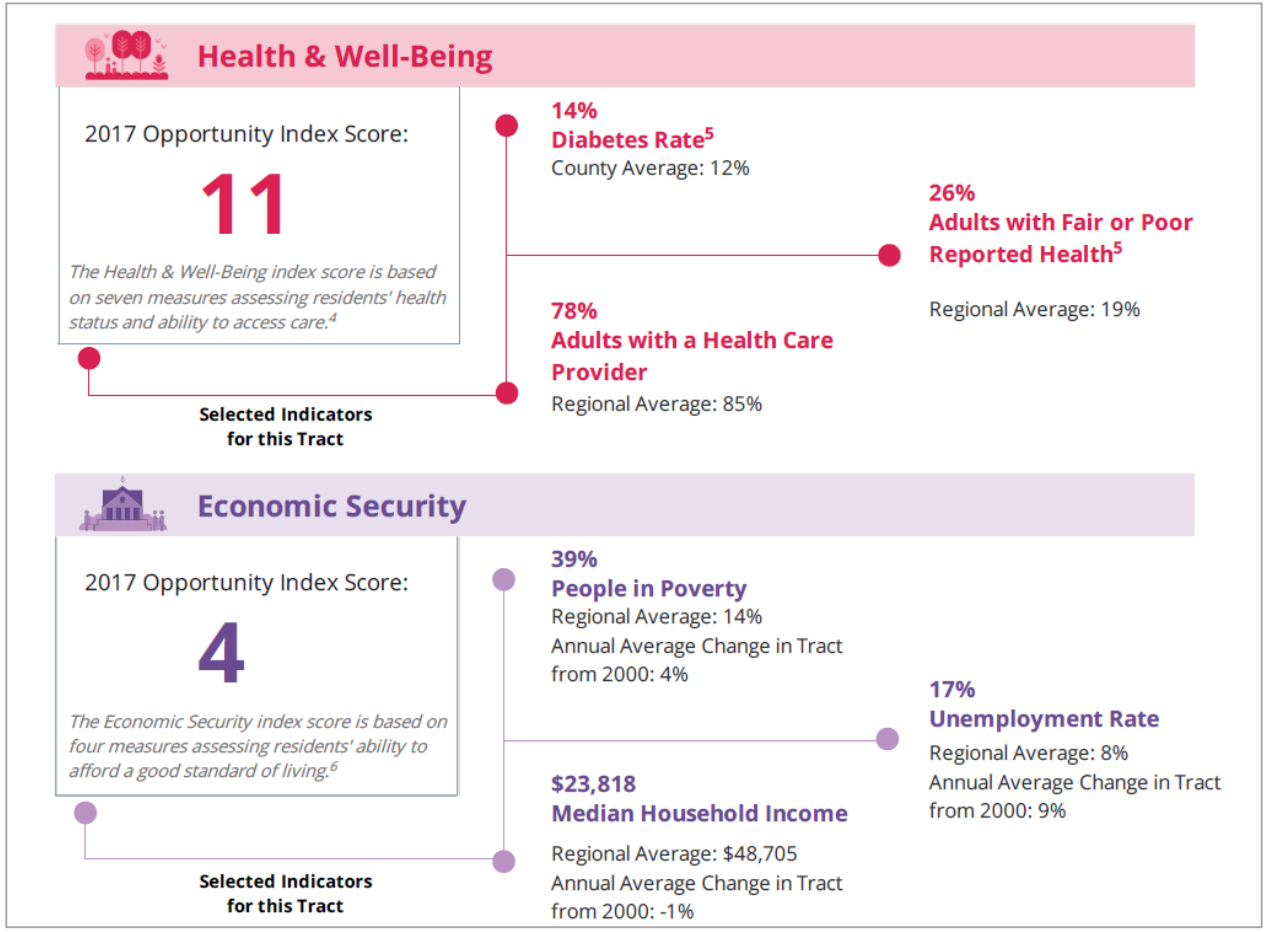
- Opportunity index scores provide a quick way to compare outcomes in census tracts across the state, region, and country.



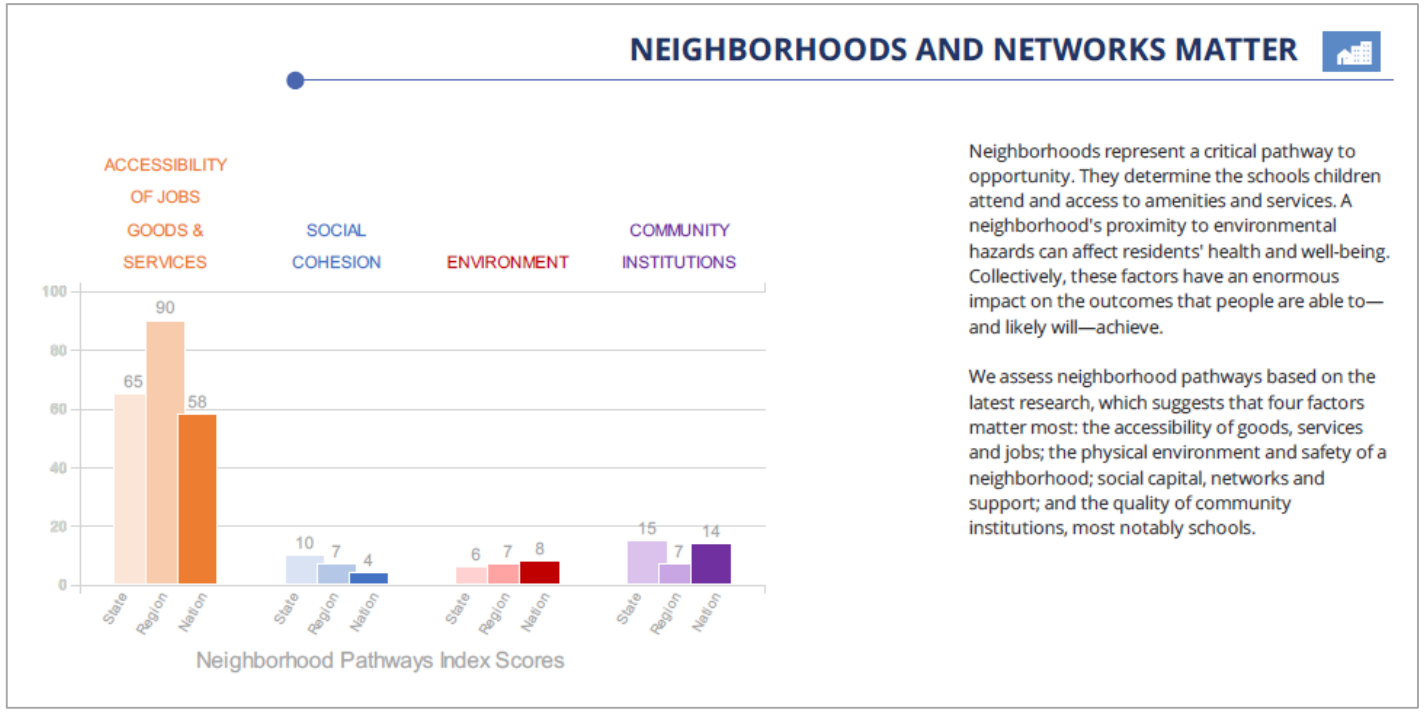
# OPPORTUNITY360: MEASUREMENT REPORT

## Index Scores Explained

- Each index score is a composite of a set of indicators that closely related with each dimension.



# OPPORTUNITY360: MEASUREMENT REPORT

## Pathway Scores

- At the neighborhood and network level, index scores allow a similar comparison of opportunity pathways in neighborhoods.