GREEN DOORS

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

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?

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

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!

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

Opportunity Framework

Yet Another Tale of Two Cities

Child Living in Rundburg

- Key Socio-Economic Indicators
  - ✓Student Poverty Rate – 97%
  - ✓Student-Teacher Ratio – 30:1
  - ✓Unemployment Rate – 12%
  - ✓MHI - $34,145
  - ✓Poverty Rate – 25%
  - ✓Median Home Value - $157K
  - ✓Crime – 140 crimes reported

Child Living in Tarrytown

- Key Socio-Economic Indicators
  - ✓Student Poverty Rate – 3%
  - ✓Student-Teacher Ratio – 17:1
  - ✓Unemployment Rate – 2%
  - ✓MHI - $248,203
  - ✓Poverty Rate – 3%
  - ✓Median Home Value - $1M
  - ✓Crime 44 crimes reported

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

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

Central Texas Opportunity Maps

2006 Opportunity Indicators

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

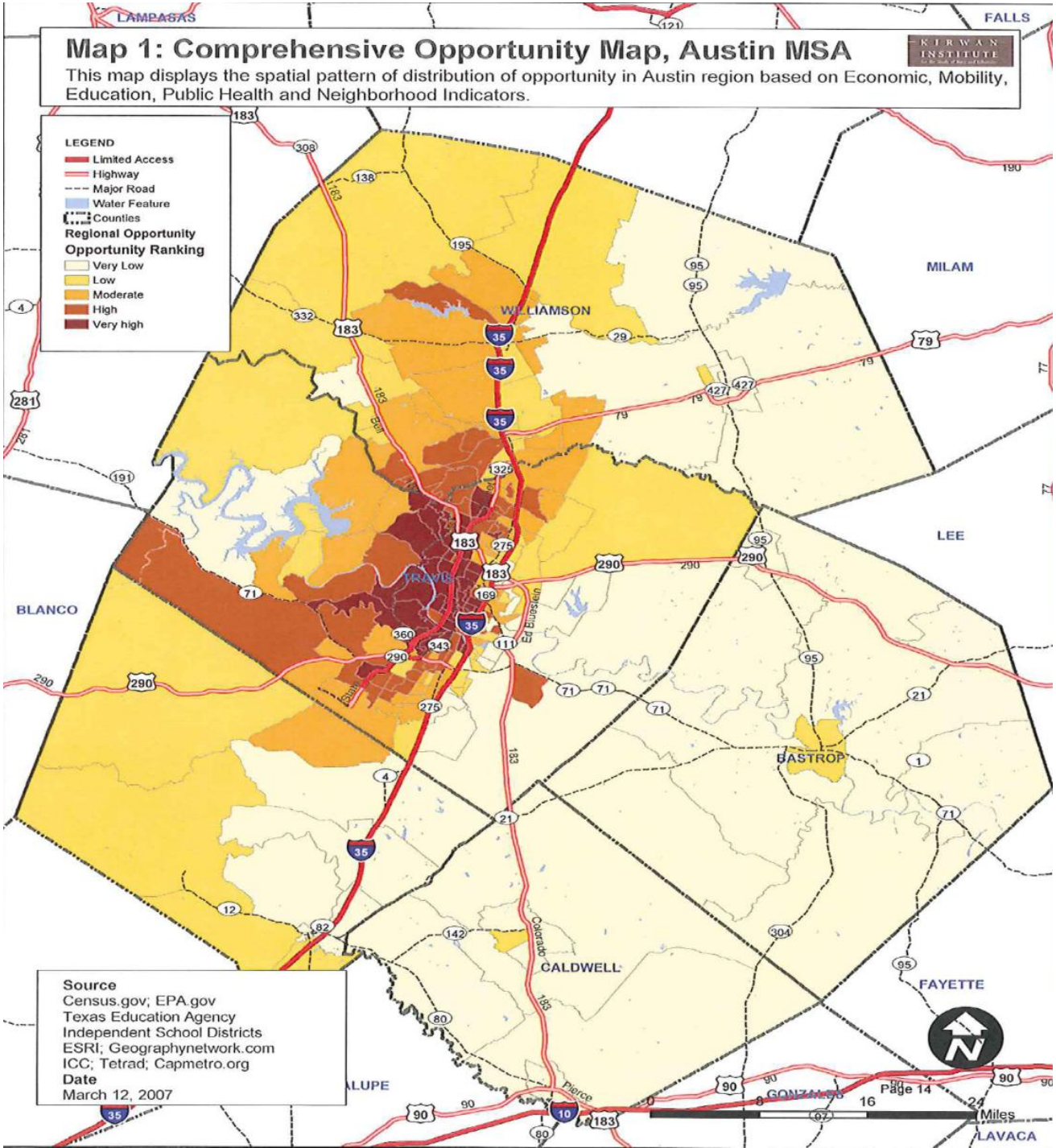
GREEN DOORS

HOMES THROUGH COMMUNITY PARTNERSHIP

GREEN DOORS

HOMES THROUGH COMMUNITY PARTNERSHIP

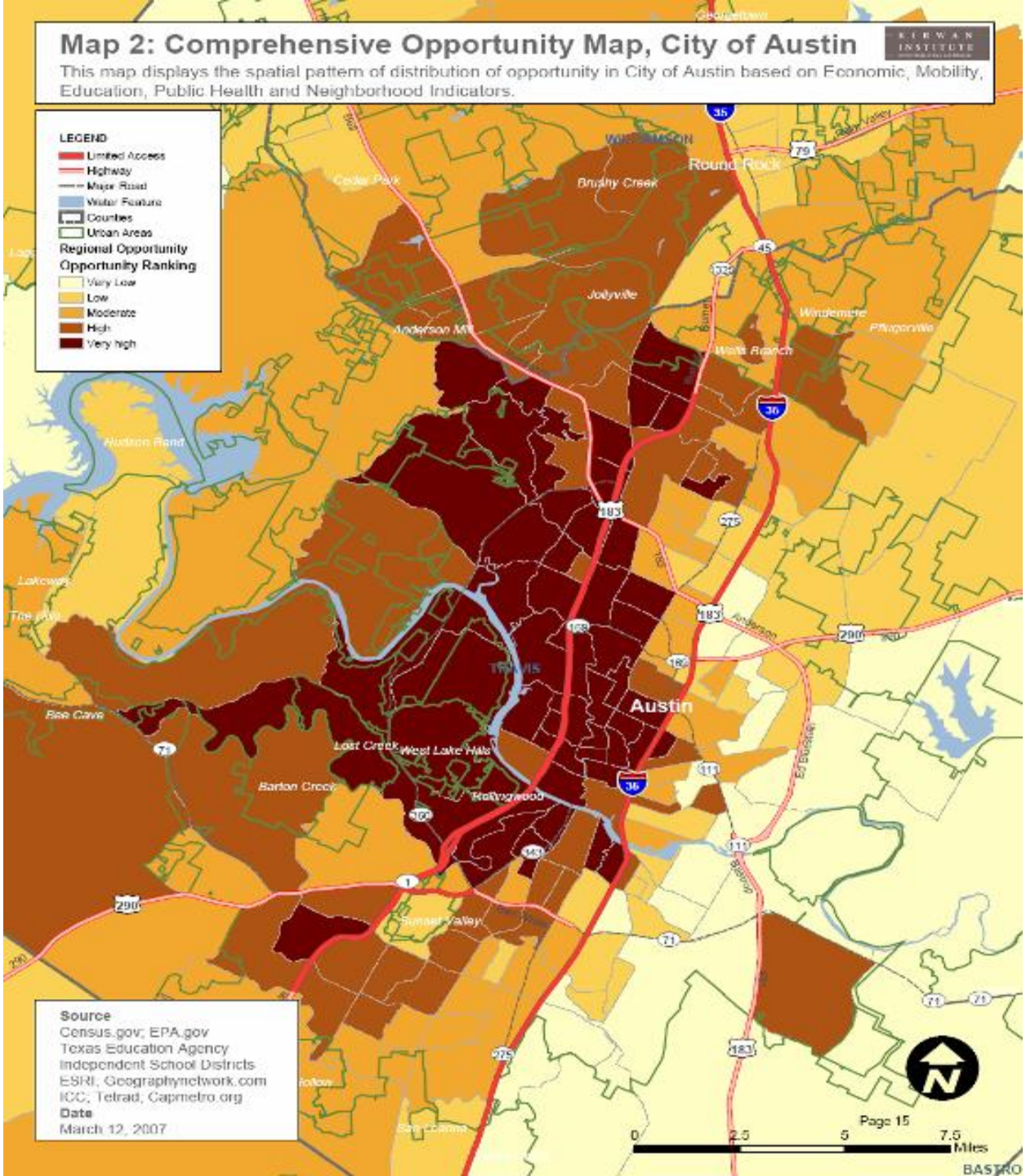
Opportunity is spatially and racially segregated in Central Texas



GREEN DOORS

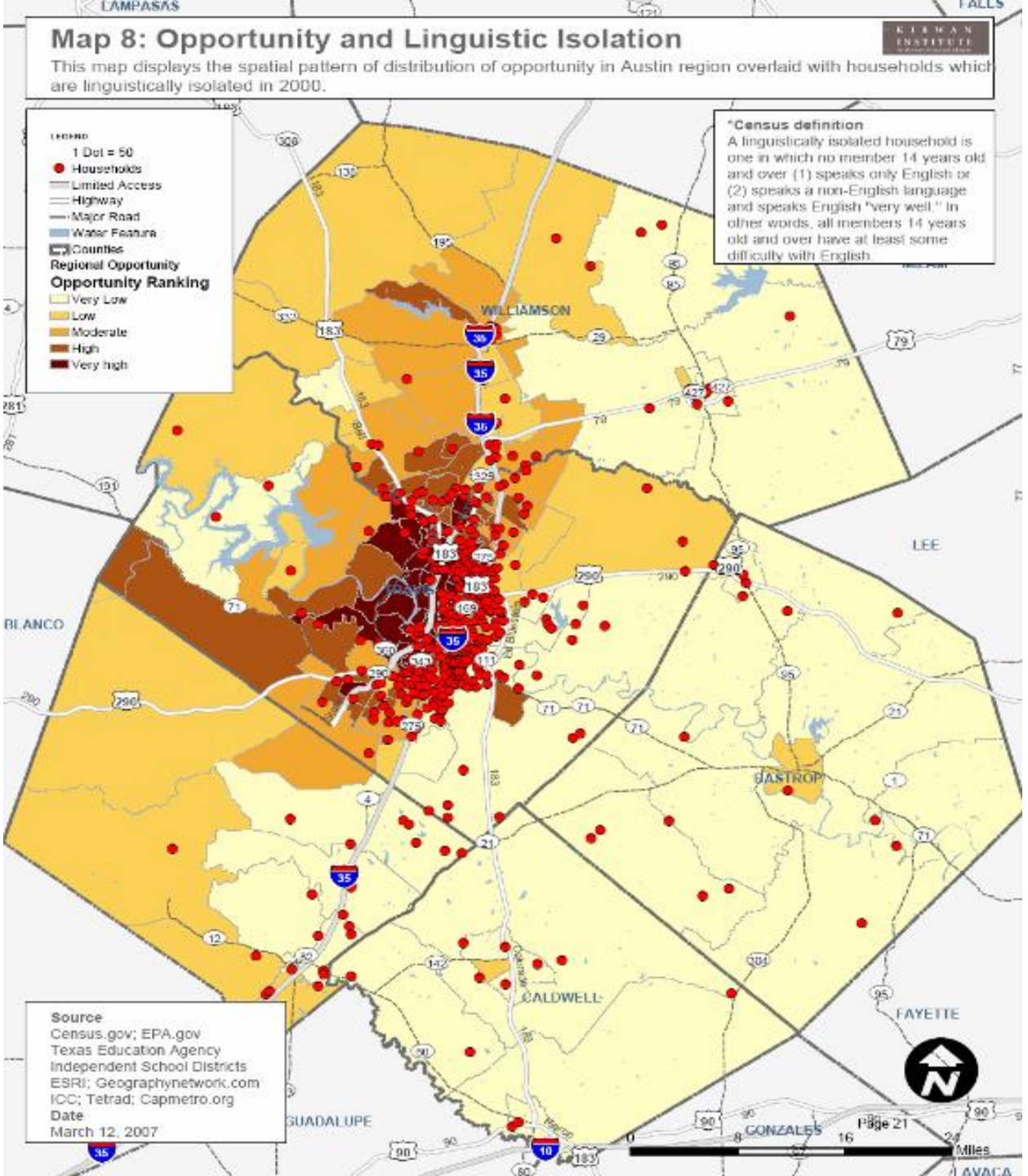
HOMES THROUGH COMMUNITY PARTNERSHIP

Opportunity is spatially and racially segregated in Central Texas



GREEN DOORS
HOMES THROUGH COMMUNITY PARTNERSHIP

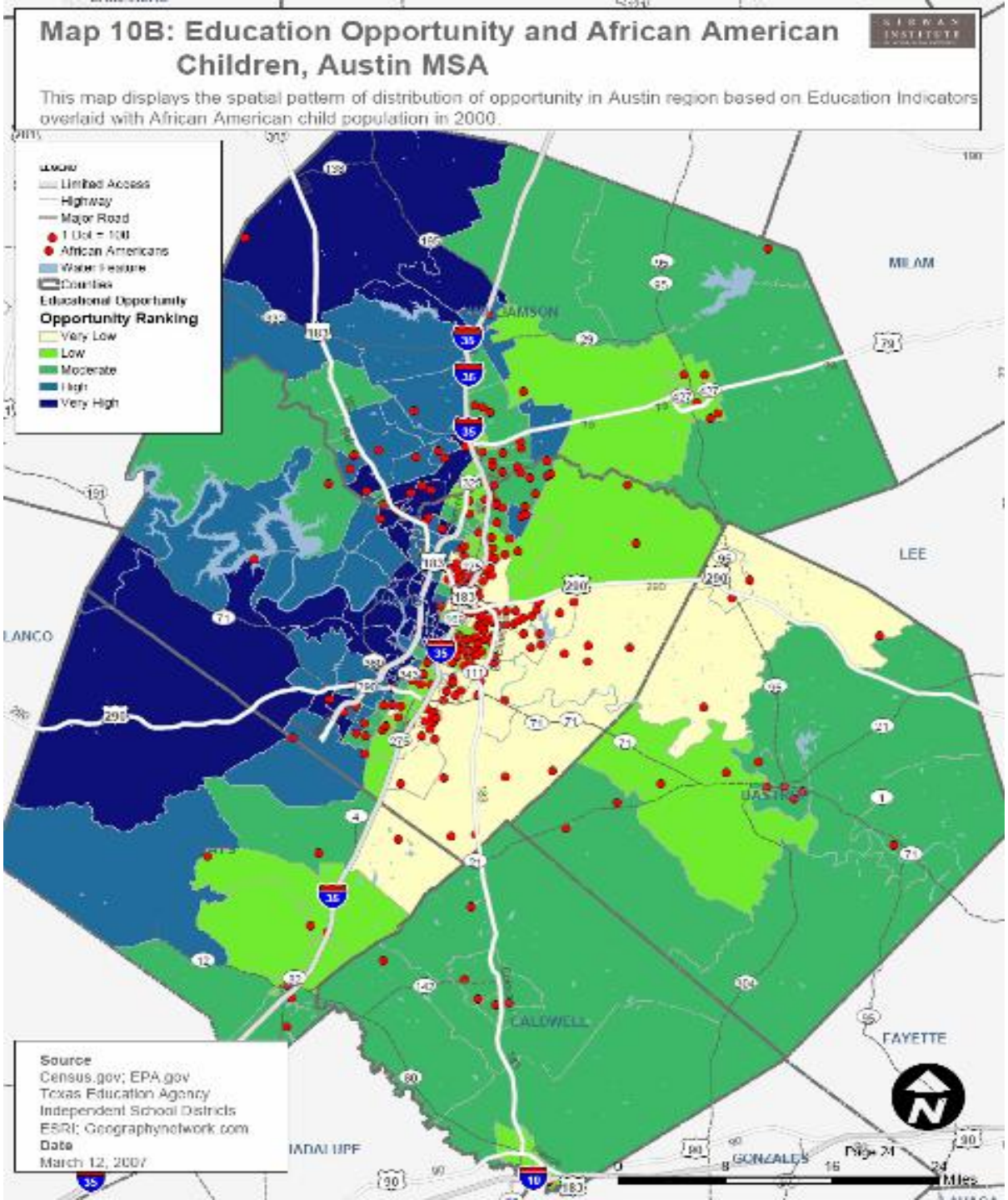
Opportunity is spatially and racially segregated in Central Texas



GREEN DOORS

HOMES THROUGH COMMUNITY PARTNERSHIP

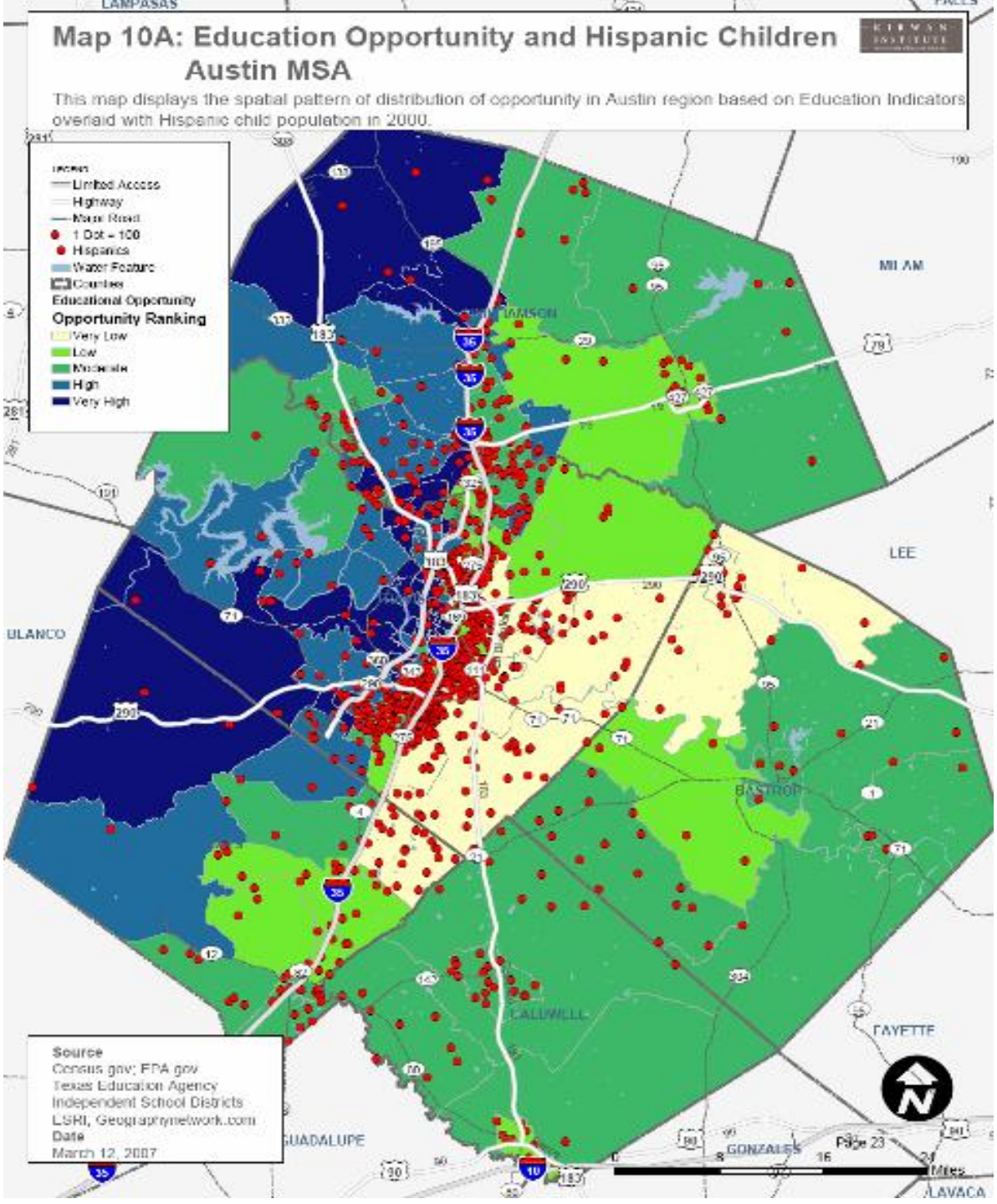
Opportunity is spatially and racially segregated in Central Texas



GREEN DOORS

HOMES THROUGH COMMUNITY PARTNERSHIP

Opportunity is spatially and racially segregated in Central Texas



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

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

GREEN DOORS
HOMES THROUGH COMMUNITY PARTNERSHIP

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

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

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

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

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?

Q & A

Questions?