OPPORTUNITY 360
Stories from the Field

October 30, 2019
OPPORTUNITY360: Webinar Panelists

- Scott Strawbridge, Director of Development and Facilities, Housing Authority of Fort Lauderdale & Founder, Center for Sustainable Healthy Equitable Communities

- Satoia Wright, Fullbright Scholar & High School Math Teacher, Mastery Charter-Shoemaker Campus
OPPORTUNITY360: Webinar Panelists

- Frank Ridzi, Vice President for Community Investment, Central New York Community Foundation & Associate Profession of Sociology, Le Moyne College
- Coleen Coyne, Manager, Community Outreach, Kaboom!
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.
Outcomes are the results of efforts undertaken within Opportunity Pathways. This framework shows our multi-dimensional approach to measuring and describing opportunity.
OPPORTUNITY360: AT A GLANCE
OPPORTUNITY TOOLKITS

**MEASURE**
Create a report for any neighborhood to find out: What are the pathways to opportunity? And what are the outcomes when opportunity is within reach?

**LISTEN**
Hear what's working and what's not directly from community members, and gain their personal insights on important local issues and actions to take.

**PARTNER**
Partner with food, health, housing, job training and education programs in neighborhoods across the country.

**EVALUATE**
Assess the metrics that matter to help decision-makers in your community create better outcomes.
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Measurement Report
Opportunity Index Scores

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

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

- At the neighborhood and network level, index scores allow a similar comparison of opportunity pathways in neighborhoods.
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Live Demonstration
Old Dillard Trail
Addressing Health Equity through the SHE Lens
'We’re here to try and infect you with this virtuous database virus, the one we call factivism. It’s not going to kill you; it could save countless lives.’ - Bono
What Does Opportunity Look Like for People Living in the NWPFH CRA?
80% of individuals’ health is determined by their behaviors and the social and environmental conditions in which they live, work and play.
CRA Neighborhoods by Census Tract

• Tract 414 – Durrs, Washington Park, Sweeting Estates, W. Dorsey Riverbend
• Tract 415 – Northwest Gardens/Home Beautiful Park
• Tract 416 – Dorsey Riverbend
• Tract 417 – Progresso
• Tract 425 – Downtown/Flagler Village
<table>
<thead>
<tr>
<th>Tract 414</th>
<th>Durrs/Wash. Pk/Sweeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Stability</td>
<td></td>
</tr>
<tr>
<td>Tract 415</td>
<td>NW Gardens/Home Beautiful</td>
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<tr>
<td></td>
<td>60</td>
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<tr>
<td></td>
<td>77</td>
</tr>
<tr>
<td>Tract 416</td>
<td>Dorsey Riverbend</td>
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<tr>
<td></td>
<td>30</td>
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<td></td>
<td>47</td>
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<tr>
<td>Tract 417</td>
<td>Progresso</td>
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<td>2</td>
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<td></td>
<td>3</td>
</tr>
<tr>
<td>Tract 425</td>
<td>Downtown/Flagler Village</td>
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<td></td>
<td>8</td>
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<td>14</td>
</tr>
</tbody>
</table>

The Housing Stability index score is based on six measures assessing housing affordability and the ability of residents to live in their home as long as they choose.¹
Tract 414
Durrs/Wash.
Pk/Sweeting

Tract 415
NW Gardens/Home
Beautiful

Tract 416
Dorsey Riverbend

Tract 417
Progresso

Tract 425
Downtown/Flagler
Village

The Education index score is based on three measures assessing the level of education achieved by residents.³
The Health & Well-Being index score is based on seven measures assessing residents' health status and ability to access care.
<table>
<thead>
<tr>
<th>Tract 414</th>
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<td>Progresso</td>
</tr>
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<td>Tract 425</td>
<td>Downtown/Flagler Village</td>
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</tbody>
</table>

The Economic Security index score is based on four measures assessing residents' ability to afford a good standard of living.⁶

Center for Sustainable Healthy Equitable Communities
<table>
<thead>
<tr>
<th>Tract 414</th>
<th>Durrs/Wash. Pk/Sweeting</th>
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</tr>
<tr>
<td>Tract 425</td>
<td>Downtown/Flagler Village</td>
</tr>
</tbody>
</table>

The Mobility index score is based on five measures assessing residents' ability to access transportation to meet basic needs.
Neighborhoods and Networks Matter
SOCIAL COHESION

Tract 414
Durrs/Wash. Pk/Sweeting

Tract 415
NW Gardens/Home Beautiful

Tract 416
Dorsey Riverbend

Tract 417
Progresso

Tract 425
Downtown/Flagler Village

Center for Sustainable Healthy Equitable Communities
## COMMUNITY INSTITUTIONS

<table>
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<tr>
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<th>Tract 416</th>
<th>Tract 417</th>
<th>Tract 425</th>
</tr>
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<tr>
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<td>NW Gardens/Home Beautiful</td>
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</tr>
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</table>

Center for Sustainable Healthy Equitable Communities
Who is Listening?

• Florida Department of Health
• Broward College
• Broward Regional Health Planning Council
• Broward MPO
• Greater Fort Lauderdale Alliance
• City of Fort Lauderdale Department of Sustainable Development
• City of Fort Lauderdale Parks & Recreation Department
Currently Under Construction: Strategies for Curating Socio-political Curriculum for Students
What are some pedagogical principles that helped us create this curriculum?
Unpacking our Essential Question
How do we as educators, create a curriculum that helps students explore social phenomena through a critical inquiry stance?
Where should you start?

- Step 1: Identify the Standard
  - (e.g. What do you want students know?)

- Step 2: Identify the Skill
  - (e.g. What do you want the students to do?)

- Step 3: Make explicit real-world connections
What are the skills students must have today in order to thrive?

**21st Century Skills:** These 4 C’s:

- **C**ommunication: Sharing thoughts, questions, ideas & solutions
- **C**ollaboration: Working together to reach a goal. Putting talent, expertise, and smarts to work
- **C**ritical Thinking: Looking at problems in a new way and linking learning across subjects & disciplines
- **C**reativity: Trying new approaches to get things done equals innovation & invention
“Education…. is the practice of freedom, the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world.”

Paulo Freire
Snapshot: Algebra Curriculum
Math A 1.2.2.2:

Analyze and/or interpret data on a scatter plot
Algebra Learning Goals: What should students be able to accomplish in this unit?

- Students will be able to:
  - Collect real world data to create authentic scatter plots
  - Accurately articulate how much one variable is impacted by another
  - Summarize, represent, and interpret data on two categorical and quantitative variables
  - Draw meaningful conclusions from one real-world data
Global Competency Skills: What should students be able to accomplish in this unit?

- Students will be able to:
  - Investigate a local phenomenon that has a direct impact on their community
  - Recognize that they have a particular perspective that others may not share
  - Effectively communicate verbally and non-verbally with diverse audiences
  - Utilize their knowledge and skills to take actions on a specific issue
Connection to Real World Phenomenon
Connection to Real World Phenomenon
Scholarship in Action

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>Percentage in poverty</th>
<th>HIV Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>19118</td>
<td>1.09</td>
<td>327</td>
</tr>
<tr>
<td>19154</td>
<td>3.8</td>
<td>384</td>
</tr>
<tr>
<td>19106</td>
<td>3.85</td>
<td>1,564</td>
</tr>
<tr>
<td>19128</td>
<td>4.25</td>
<td>332</td>
</tr>
<tr>
<td>19103</td>
<td>4.64</td>
<td>1,157</td>
</tr>
<tr>
<td>19114</td>
<td>5.09</td>
<td>487</td>
</tr>
<tr>
<td>19102</td>
<td>6.02</td>
<td>1,706</td>
</tr>
<tr>
<td>19152</td>
<td>6.98</td>
<td>464</td>
</tr>
<tr>
<td>19111</td>
<td>7.42</td>
<td>503</td>
</tr>
</tbody>
</table>

Relationship between Poverty and HIV Prevalence in Philadelphia
“I just want to start off by saying that life itself would be hard to live without my connections and resources I have now. I always knew that people of poverty’s life wasn't where they wanted it, but after reflecting on the data it made me think about all the things I have in life. And not just things like clothes and money. Im talking about family, the love that has been giving and shared with me, my education, and even my body.” M.W.
“My initial reaction was not being really surprised at what I was researching. The data represents themes I've heard many times before. But this is just another reason to do something about this issue.” ~T.D.
Philadelphia to receive HIV funding under new Trump plan to eliminate virus by 2030

By Dana Bate • February 11, 2019
Aloha Philadelphia Tribune my name is . I'm a freshman at high located on the west side of Philadelphia. I'm writing to you today because over the year in my algebra class we've been learning about HIV and the correlation it has with poverty. You see my teacher Ms. Wright has been expanding our vision on the subject. She's even showed scatter plots; graphs that show whether two things are related which have shown a direct correlation between the subjects. It's a positive moderate correlation and is strong. Which has an increasing trend line? So as poverty increases so do the HIV prevalence. One of the crazy things about it is a factor in all this is ignorance. Health classes aren't being given to the youth. Schools aren't getting enough funding, schools aren't incorporating serious stuff like this into lesson plans. If our people aren't having stuff like this brought to their attention how are they supposed to know?
Complex Adaptive Systems: Army Ants, T Cells, Consumers


http://www.dkfindout.com/uk/animals-and-nature/insects/army-ants/

https://www.labroots.com/trending/cancer/8617/car-t-cell-101
Population Accountability

Self-Sufficient Families

- Percent of parents earning a living wage

Job Training Program

- % who get living wage jobs

RBA (Results Based Accountability)
Population Accountability

Self-Sufficient Families

Two Lessons – to turn a population curve:
- It takes many aligned programs & activities
- You cannot prove causality of any one program to turn a population curve

Performance Accountability

Population Results

Contributory relationship
Alignment of measures
Appropriate responsibilities
This is why effective Collective Impact is so important

RBA (Results Based Accountability)
Highway Data

Main street Data

Side Street/Back Road Data

Address Data
Highway Data

Main street Data

Side Street/ Back Road Data

Address Data
Highway Data

*Highway data* represents federally funded, publically available data that (as with a highway) get you to a general area but not a specific location or data point. These data are good for overall estimates of community well-being and improvement.
Highway Map

- These are data that are good for the things a highway is good for:
  - You use this to get somewhere else, not a destination in itself
  - A quick snapshot of how an entire city is doing - so you can pick areas of greatest need (i.e. highway congestion hot spots)
  - Rely on Federal Government to build these data (Census and BLS are like highway authorities)
  - Gets you to an “approximate” location - not quite to a city, store, home or neighborhood.
Sample Highway Data: Does Our County Have a High Level of Lead Poisoning?
Sample Highway Data: Does Our County Have a High Level of Lead Poisoning?

Using Highway Data for:
Guiding strategic planning and goal-setting
Maximizing fundraising, grant writing and stewardship of funds through data
# Logic Model

<table>
<thead>
<tr>
<th>Problem or issue</th>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short-term outcomes</th>
<th>Medium outcomes</th>
<th>Long-term outcomes</th>
<th>Impact</th>
</tr>
</thead>
</table>

Lead Poisoning is 3x higher than other counties

Lead Poisoning drops to normal
Main Street Data are locally collected from key community institutions such as city and county governments and school districts. As with a main street, these have local nuances but give us a much more local (or granular) sense of how a specific city or neighborhood is doing.
These are data that are good for the things a main street is good for:

- You go there because place matters
- Examining how a neighborhood is doing (thriving/struggling),
- Drilling down to see how the specific neighborhood anchors are working together to create a better neighborhood
- Not an individual, or a specific home/business but they are a part of this picture
Sample Main Street Data: Where in the City is the biggest need? Where should we focus?

Using Main Street Data for:
- Establishing performance measures and tracking program impact
- Building and expanding sustainable programs using diverse funding strategies such as blending and braiding based on a neighborhood focus
- Implementing a continuous improvement process
Examine Neighborhood Trends - Track Progress
## Logic Model

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Lead Poisoning drops in target locations

Census Tract 54
PERCENT OF TESTED CHILDREN WITH HIGH BLOOD LEAD LEVELS (2017)

24.30%
Side Street/Back Road Data are even more specific and in the weeds than main street data. They are typically collected by nonprofit community partners and others that are running programming beyond typical school hours. With these data we can zoom in to see how children are doing in a specific program.
These are data that are good for the things a back road is good for:
  – You only go there when you have a specific and granular thing you want to get to:
    • Such as a specific program or family, or household or client
## Logic Model

<table>
<thead>
<tr>
<th>Problem or issue</th>
<th>Resources</th>
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<th>Long-term outcomes</th>
<th>Impact</th>
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</table>

**Lead Testing Increases in target locations**

**Year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>null</th>
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<tbody>
<tr>
<td>2017</td>
<td>90</td>
<td>42</td>
<td>0</td>
</tr>
<tr>
<td>2018</td>
<td>500</td>
<td>271</td>
<td>0</td>
</tr>
<tr>
<td>2019</td>
<td>100</td>
<td>95</td>
<td>0</td>
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</table>

16. Has your home or child been tested for lead?
Address Data we can’t share this without an MOU in place
Address Data

The Resurrection of America's Slums
After falling in the 1990s, the number of poor people living in high-poverty areas has been growing fast.

ALANA SEMUELS
AUG 9, 2015

Sample Address Data - Survey
Responses for an Organization’s Clients

16. Has your home or child been tested for lead?
Organizations Can Reach out Directly to Their Clients with their Contact Info
Logic Model

<table>
<thead>
<tr>
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<th>Resources</th>
<th>Activities</th>
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<th>Short-term outcomes</th>
<th>Medium outcomes</th>
<th>Long-term outcomes</th>
<th>Impact</th>
</tr>
</thead>
</table>

Lead Testing Increases Among My Organization’s Clients

- Tract
  - What is the name of the organization?

- Year
  - 2017: Yes 55, No 19, Null 0
  - 2018: Yes 259, No 93, Null 0
  - 2019: Yes 0, No 0
**Logic Model**

<table>
<thead>
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<th>Problem or issue</th>
<th>Resources</th>
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<th>Outputs</th>
<th>Short-term outcomes</th>
<th>Medium outcomes</th>
<th>Long-term outcomes</th>
<th>Impact</th>
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<tr>
<td>Lead Poisoning is 3x higher than other counties</td>
<td>Lead Testing Increases Among My Organization’s Clients</td>
<td>Lead Testing Increases in target locations</td>
<td>Lead Poisoning drops in target locations</td>
<td>Lead Poisoning drops to normal</td>
<td></td>
<td></td>
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<tr>
<td>Data Level</td>
<td>Role in Ecosystem</td>
<td>Optimal Logic Model Use</td>
<td>Optimal User</td>
<td>How to Get It</td>
<td>Cost</td>
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<td></td>
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<tr>
<td>Highway</td>
<td>Identify Major Community Social Problems</td>
<td>Social Problem and Impact</td>
<td>Funders</td>
<td>U.S. Census Data USA Opportunity 360</td>
<td>Typically Free unless you want to customize display</td>
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<tr>
<td>Main Street</td>
<td>Identify moveable needles</td>
<td>Long-Term Outcome</td>
<td>Coalitions</td>
<td>Local Government request</td>
<td>Typically free but requires social trust</td>
<td></td>
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<tr>
<td>Side Street</td>
<td>Use data to coordinate partners</td>
<td>Intermediate (middle) outcome</td>
<td>Grantwriter/Program Designer</td>
<td>Coordinated data collection across organizations</td>
<td>Can range from free to millions annually</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>Use data to serve residents</td>
<td>Short-Term Outcome</td>
<td>Frontline implementation staff</td>
<td>Organization data collection in programs</td>
<td>Can range from free to thousands annually</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Need</td>
<td>Activities or Services</td>
<td>Outputs</td>
<td>Outcomes</td>
<td>Community Impact</td>
<td></td>
<td></td>
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<td>Highway: Funders</td>
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<td>Main Street: Coalitions</td>
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<td>Side Street: Nonprofit Providers</td>
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<td></td>
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<td></td>
<td></td>
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<td>Address: Case Managers</td>
<td></td>
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<tr>
<td>Community Need</td>
<td>Activities or Services</td>
<td>Outputs</td>
<td>Outcomes</td>
<td>Community Impact</td>
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<td>-----------------</td>
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<td></td>
<td></td>
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<tr>
<td>Kids Suffering from Lead Poisoning</td>
<td>RFP regarding lead</td>
<td># of grants made</td>
<td>↓ in lead poisoning in the county</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coordinate work in targeted areas</td>
<td># of organizations with coordinated services</td>
<td>↓ in lead poisoning in targeted areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provide Coordinated Services</td>
<td># of clients served</td>
<td>↑ in clients with lead safe homes</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Address: Case Managers</td>
<td>Outreach &amp; recruit participants</td>
<td># recruited</td>
<td>↓ in clients untested for lead</td>
<td></td>
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</tbody>
</table>
Opportunity360 @ KaBOOM!
What is KaBOOM!?

KaBOOM! is the national nonprofit dedicated to play!

We partner with communities across the county to transform play infrastructure (e.g., playgrounds, multi-sports courts, adventure courses, and more) into innovative safe places for kids and families to play.
Our Process

SCREENING
- Application submitted
- Community call with KaBOOM! outreach staff
- Community approves contract and submits follow up documents (letter of intent, deed or permission)
- Internal review
- KaBOOM! recommends applicant to Funding Partner

CONFIRMATION
- Design day and build day dates confirmed
- Formal contract signed
- Introduction to Project Manager

DESIGN & PLANNING
- Weekly planning calls with project manager and planning committee
- Site preparation completed
- Permit obtained (if necessary)
- Committees mobilized: play, recruitment, fundraising food, tools and logistics

BUILD WEEK
- Prep day one: playground equipment and mulch arrive, volunteers prepare site for build day
- Prep day two: additional preparations if needed

PLAN
- Design
- Build
Identifying Community Partners

serve kids from low-income population
Examples of Opportunity360 at KaBOOM!

<table>
<thead>
<tr>
<th>Housing</th>
<th>47</th>
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</thead>
<tbody>
<tr>
<td>Education</td>
<td>18</td>
</tr>
<tr>
<td>Health</td>
<td>15</td>
</tr>
<tr>
<td>Economic</td>
<td>10</td>
</tr>
</tbody>
</table>

- Census Info: $43K, $55K, $51K
- Free Lunch: 08
- Great Schools: 09%
- Additional Socioeconomic Info

Opportunity Assessment

which is located in the lowest income census tract in and has an over 10% unemployment rate, is the only park within walking distance for many residents. The park boarders a high risk flood zone and was severely impacted by Hurricane Harvey. Since the impact of the storm, this community has struggled to recover as private and federal funds are allocated to other large cities/communities in the area.
JOIN US
Be Part of the Solution

opportunity360@enterprisecommunity.org
@Opp360
opportunity360.org