OPPORTUNITY 360®

POWERED BY ENTERPRISE COMMUNITY PARTNERS
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.
We know that **there are many pathways** to get there.
"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
How Can We Support Pathways to Success?

1. Projects grounded in rich and varied data.
2. Projects that actively seek community support and buy-in.
How Can We Support Pathways to Success?

3
Developers, investors, public agencies, community-based organizations and residents working together.

4
Sowing impact and sharing success.
So What’s Stopping Us?

- We are all in our own silos.
- These are complex problems that need collective solutions.
- “How do I get this on everyone's list of things to care about?”
Pathways are where the work towards building opportunity takes place. Every pathway connects to outcomes for people in communities.
Outcomes are the results of efforts undertaken within Opportunity Pathways. This framework shows our multi-dimensional approach to measuring and describing opportunity.
OPPORTUNITY360: MEASURING OPPORTUNITY

Opportunity Outcomes + Pathways
OPPORTUNITY TOOLKIT

MEASURE
Create a dashboard 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.
Find the OPPORTUNITY360 Community Dashboard, a tool centered on community-level data.
An enhanced community engagement toolkit with nearly 50 resources.
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.

Find food, health, housing and employment programs in seconds.

opportunity360.org
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. Opportunity360 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
NEW OPPORTUNITY 360 COMMUNITY DASHBOARDS
NEW OPPORTUNITY 360
COMMUNITY DASHBOARDS

NEW Community Dashboards enable users to select a primary census tract and up to two comparison tracts. Dashboards will be sent directly to the users’ email address.
Community Dashboard will include national, state, and regional percentile scores. These scores have been updated to include 2014-2018 American Community Survey Data.
Community Dashboards weave a narrative through the inclusion of additional context, description, and time-series data.
New indicators have been added throughout the dashboards, including income inequality, climate change, and racial disaggregation.
OPPORTUNITY360
Live Demonstration
JOIN US
Be Part of the Solution

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