INTRODUCING OPPORTUNITY360

SMARTER INVESTMENTS. THOUGHTFUL SOLUTIONS. STRONGER COMMUNITIES.
Every community is a “community of opportunity,” where the pathways to a better life are accessible to everyone.
SMARter Investments.

Thoughtful Solutions.

Stronger Communities.

How It Works

Opportunity360: Start measuring opportunity in your area

Opportunity360: A Closer Look
ENGAGING COMMUNITY

An open-access platform and supporting resources to engage communities and share ideas.
Art and Dialogue Build Understanding and Momentum for Change

Crowdsourcing Street Improvements: Re-imagine West Colfax

Engaging community processes keep people informed and allow them to shape their own vision. Engaging processes give people a chance to deeply understand the issues and challenges, offer solutions, or respond to the consequences of policies and projects.

A participative process combined with outside technical advice and activities to help residents build a shared understanding of the challenges and opportunities. Find out more about engaging and building a coalition for better opportunity.

Empowering Residents to Improve Mobility

In 2014, the West Colfax Business Improvement District worked with partners and other business to launch “WalkShop West Colfax,” a program to engage neighborhood stakeholders, gather data on walkability and transit, and create步行ability improvements. One such focused on the West Colfax Business Improvement District, which occupies and includes multiple small museums and other community spaces.

One of the underpinning themes of WalkShop was to encourage more walking and less driving, with people more encouraged to walk and drive less.

The WalkShop is one of the most successful and impactful programs in the district.

More than 3,000 residents participated in the WalkShop initiative, which offered a wide range of opportunities to engage and contribute.

Quick or slow-paced, including mobile and digital actions, allowed people to work in and off the tools to create and engage.

Opportunities included:
- Building partnerships and coalitions.
- Creating new ideas and tools.
- Mobilizing people and organizations.
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Strategic Frameworks and Strategies for Community Revitalization

Case studies of turning opportunity into success
Welcome

Amy Brisson
Enterprise Community Partners
Three Case Studies
Strategic Frameworks and Strategies for Community Revitalization

1. **Walkable Streetscapes**
   Making Denver’s West Colfax neighborhood more walkable and provide better access to transit.

2. **Neighborhood Revitalization**
   Planning out the future of Detroit neighborhoods through community talks and hands-on activities.

3. **Farm to School**
   Using system mapping, storytelling, participatory budgeting to improve education and support local food and farms in Vermont.
Presenters

Ken Snyder
Director of Programming
Radian|Placematters

Dan Shah
Executive Director
West Colfax BID

Sarida Scott
Executive Director
Community Development
Advocates of Detroit

Jeff Bross
Portfolio Manager
Data Driven Detroit

Betsy Rosenthal
Executive Director
VT-Feed
Introduction
The Power of Data, Design, Community Engagement, and Prototyping

THE DESIRE
- Improving Equity and Opportunity

THE PATHWAY
- Data & Research
- Iterative Design
- Collaborative Decision Making

THE BENEFITS
- Economic Development
- Healthy Choices
- Capacity Building
Opportunity360

Defining and Measuring Opportunity

When people have access to the essential foundations of opportunity, including affordable housing, jobs, good schools and transit, then everyone has a chance to succeed - no matter where they're starting from.

Opportunity360 measures five foundational criteria shown to have the greatest impact on how we live. The information provided by each neighborhood-level report can help us all better understand how to ensure communities are inclusive, equitable and thriving.

Enterprise’s Opportunity360 website: enterprisecommunity.org/opportunity360
As cities invest heavily in new transit systems, residents can still get left behind. In Denver, crowdsourcing and pop-up demonstrations helped residents in the West Colfax Neighborhood identify critical improvements for walkability and transit access.
In 2015, the West Colfax BID launched “Re-Imagine West Colfax,” an engagement process for residents to assess pedestrian and bike infrastructure and then test and prioritize improvements.
Design workshops with experts in pedestrian and bike infrastructure combined with pop-up demonstration events with residents helped lead to broad-base support for connectivity improvements.
Tactical urbanism and pop-up events provide critical opportunities to demonstrate and test new design ideas without commitment, while simultaneously enlivening public spaces and building momentum for action.
Key Elements of Re-Imagine West Colfax
Data, Design, and Collaboration

Partner
Project leaders built a diverse team including city planners, public works, the Department of Health, school groups, and neighborhood organizations.

Assess
This project involved assessment at every stage with pedestrian audits, GIS analysis, and pop-up demonstrations combined with community events and activities.

Engage
The team developed multiple touchpoints to involve a variety of community members at different stages of the process.

Act
Key Components of Success

- Engage residents in discussions tied to walking audits to explore and talk about their neighborhoods.
- Help people to engage with expert designers and share local insights.
- Help to gather substantive public opinions on design choices.
- With pop-up demonstrations of bike improvements along with food, music, and more, let people share visions while celebrating their community.
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**Act**
The combination of data analysis, outreach, design, and experimentation helped make the case for increases in the allocation of resources and funding and to start making improvements.
Impacts

With designs and data in hand, community leaders can easily integrate improvements into future construction efforts.

- **6** concepts for major street improvements, created by designers.
- **610** people came to a day-long pop-up demonstration.
- **209** people filled out surveys about their experience.
- **3** priority sites emerged for improving walkability and transit access.
Impacts

Implementation Success
The Re-Imagine process has helped the West Colfax Business Improvements District raise 25% of the $20M needed for improvements for Colfax.

% of People Supporting Bike Lanes...

Before demos 60%

After demos 90%

For more information, visit: WestColfaxBID.org & Radianinc.org
Re-imagine West Colfax Became the Model for Other Projects
Neighborhood Revitalization in Detroit

Presented by: Sarida Scott & Jeff Bross
In the wake of major population loss and disinvestment, Detroit neighborhoods have needed to reinvent themselves and identify new areas of opportunity compatible with residents’ visions for the future.
A vibrant future will mean major changes to land use and development and to engagement and planning.
Partner
Organizations from across the city collaboratively developed the Strategic Framework that supports neighborhood processes to connect neighborhood plans to city and regional efforts.

Assess
Data Driven Detroit creates block-level maps for each neighborhood, showing detailed land use patterns and indicators on current conditions, and for developing strategies to overcome barriers and take advantage of opportunities.

Engage
Community Stakeholder Teams set out to engage at least 10% of their residents through activities designed to resonate locally.

Act
Community Stakeholder Teams in Action

facilitate conversations with trusted neighborhood leaders.

go door-to-door and meet people at gathering places like laundromats and bus stops to engage residents.

offer in-depth opportunities for residents to explore data, share visions and hopes and prioritize potential actions.

post recommendations in public places for comment, publishing final plans only with clear community support.
Key Elements of the Project’s Success

Data, Design, and Collaboration

Partner

Organizations from across the city collaboratively developed the Strategic Framework that supports neighborhood processes to connect neighborhood plans to city and regional efforts.

Assess

Data Driven Detroit creates block-level maps for each neighborhood, showing detailed land use patterns and indicators on current conditions, and for developing strategies to overcome barriers and take advantage of opportunities.

Engage

Community Stakeholder Teams set out to engage at least 10% of their residents through activities designed to resonate locally.

Act

Neighborhoods build capacity through the process and many take action on their own and partners help connect neighborhood plans to city or corporate investment opportunities.
Hyper-local maps help inform decisions and supporting action. Maps of current conditions share critical baseline information and asset maps help people find resources and partners.
Games are one way to engage people in conversations to help them explore trade-offs and explore alternative futures while working directly with neighbors.
Impacts

10 Neighborhood Typologies

help residents describe current and desired land uses. They cover a spectrum from natural lands to the urban core and include both traditional and innovative land uses.

**Traditional residential:**
typical residential neighborhoods

**Village hub:**
traditional mixed use Main Streets and centers

**Urban homestead:**
food production on neighborhood residential lots

**Green venture:**
new sustainable business enterprises

photo: Flickr creative commons: user sj carey
Impacts

80 Citywide partners involved in designing Strategic Framework

500 Or more residents engaged in each neighborhood

132 Organizations in the d[COM]munity online directory

5 New neighborhood visions on the way to becoming reality

For more information, visit:
CDAD-online.org
&
data drivendetroit.org
Vermont Farm to School Network

Presented by: Betsy Rosenbluth
Sixty statewide partners are collaborating to understand these complex challenges and advance solutions together—much faster than they could alone.
Vermont’s Farm to School Network started in 2009

- connect kids to hands on food and farm education
- serve health nutritious school meals
- support local farms

By 2014, there was a realization that efforts needed to be more strategic and collaborative.
Action teams are formed to launch projects to shift those leverage points.

Now, they regularly evaluate their work with a learning community that emphasizes continual assessment and adjustment.
The Network brought together stakeholders associated with a range of Farm to School programs and worked with them to map out activities and align around a common goal.

Leaders conducted interviews and research and set up a learning community for continual assessment and adjustment.

The Network engages and connects stakeholders at multiple levels.
rotating membership provides coordination and decision-making

work on collaborative projects that shift the key levers for change

coordinate activities and connect local school teams around the state

connect the school community and farmers to improve meals, curriculum, and community connections

around the state participate in events, programs and more
The Network brought together stakeholders associated with a range of Farm to School programs and worked with them to map out activities and align around a common goal.

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Hundreds of people work on Farm to School every day, from serving up healthy, local meals to running kids’ cooking competitions and organizing farm visits.
The Collective Impact Framework
Platform for Continual Assessment and Adjustment

60
Farm to School leaders joined a process to map and understand their complex system

180
Different components influence their progress and work

5
Components are key leverage points for accelerating impact

1
Common goal: strong FTS programs in 75 percent of Vermont schools by 2025
Impacts

Jr Iron Chef Vermont program (Rebecca Sanborn Stone, for Vermont FEED)
Impacts

Farm to School Collaboration and System Change Yield Statewide Results

-72% Decrease in nurse visits in schools with universal meals
-37% Reduction in statewide childhood hunger over 5 years
+83% Increase in summer meals served
+300% Increase in state budget allocation for Farm to School

For more information, visit: vermontfarmtoschool.org

For an illustrated narrative of this project, visit: strategy.vermontfarmtoschool.org
Q & A

Facilitated by: Ken Snyder & Amy Brisson
Thank You

for more information:
enterprisecommunity.org/opportunity360