OPPORTUNITY360

Redlining and Opportunity360 Webinar

March 20, 2019
OPPORTUNITY360: AGENDA

- Welcome
  - Andy Masters, Enterprise Community Partners

- Undesign the Redline
  - Braden Crooks, Co-founder, Designing the WE

- The Cleveland Story
  - Elizabeth Richards, Enterprise Community Partners
  - Erika Anthony and Devonta Dickey, Cleveland Neighborhood Progress

- The Denver Story
  - Katie McKenna, Enterprise Community Partners
  - Rowena Alegria, City of Denver
Outcomes are the results of efforts undertaken within Opportunity Pathways. This framework shows our multi-dimensional approach to measuring and describing opportunity.
Housing Stability

- Home Ownership
- Housing Cost Burden
- Housing Affordability
OPPORTUNITY360: CITY EXHIBIT DATES

- Boston: March 12 – April 29, 2019
- Los Angeles: February 7 – March 31, 2019
- Chicago: March 4 – November 29, 2019
- Previous cities:
  - Atlanta, GA
  - Cleveland, OH
  - Columbia, MD
  - Denver, CO
  - New Orleans, LA
  - New York, NY

- For more details visit
  https://www.enterprisecommunity.org/news-and-events/undesign-the-redline
Enterprise has created a digital archive of the Undesign the Redline & Opportunity360 maps in the resources section of Opportunity360.
UNDESIGN THE REDLINE

#UndesignTheRedline

@BradenCrooks
Designingthewe.com
By design,
1930s DETRIMENTAL INFLUENCES: NEGRO INFILTRATION
Cascading forward.
1940-1950s

BUILDING VALUE/
DESTROYING VALUE

RACE AND PROPERTY VALUE ARGUMENT

Although the origin of the property value argument is not known, as early as 1910, several States and cities used it as justification for legislating racial zoning ordinances. The professional literature of the real estate industry continued to perpetuate the myth of the property value argument. As one textbook stated the argument:

The colored people certainly have a right to life, liberty and the pursuit of happiness but they must recognize the economic disturbance which their presence in a white neighborhood causes and forego their desire to split off from the established district where the rest of their race lives.
1970
~2000s

“URBAN DECAY” / “CRACK DOWN”

TRUAAMA, TORN SOCIAL FABRIC
TODAY
INVESTMENT
RETURNS?
REFRAME NARRATIVE CHANGE
REDESIGN: SYSTEMS CHANGE
RE INVEST: CHANGE RESOURCES

OPPORTUNITY
People need investment, fair pay, & a diversity of choices and livelihoods.

CREATING SHARED VALUE
Generating value with and being valued by your community is key to fuel both the ecosystem and self-worth.

EDUCATION
Knowledge, skills and talents must be nurtured and exchanged.

WELL BEING
Health and healing of diseases trauma and conflict are fundamental.

SECURE HOME
A safe, affordable and stable home is necessary for everything else.

THRIVING COMMUNITY
This is our safety net, where all contributions are valued.
Ongoing, iterative process.

#UndesignTheRedline
braden@designingthewe.com
OPPORTUNITY360: Cleveland

Elizabeth Richards
Enterprise Ohio
Senior Program Director
OPPORTUNITY360:

Cleveland

OPPORTUNITY360 is a proven and powerful approach that increases accessibility and affordability. We bring together everyday homeowners, policy leaders, and businesses to make the dream of affordable housing a reality.

Our Impact to Date:
- Raised $14 million in three years to support homeownership and accessibility
- Helped close 3,000 homes
- Created 750 permanent supportive housing units
- Developed 200 permanent supportive housing units
- Established 136 nonprofit organizations

Our Principles for the Future:
- Find diverse families and homeowners in Cleveland
- Promote access to homeownership for low-income women by making real changes
- Protect access to affordable housing
- Relocate neighborhoods and remove barriers to home ownership through housing and homeownership
- Create a more diverse mix, make clear changes
- Increase density
- Promote policies which preserve access to affordable housing and other components of housing
- Support community development initiatives, such as affordable housing, employment, and education.

For more information, contact: info@opportunity360.org

opportunity360.org
UNDESIGN THE RED LINE
Interactive Exhibit

Connecting the history of housing discrimination and segregation to the political and social issues of today.

www.enterprisecommunity.org/undesign-the-redline

Explore the history. Share your perspective. Transform your communities.
Erika Anthony

Cleveland Neighborhood Progress, Vice President of Government Relations and Strategy

Co-Founder, Cleveland VOTES
Co-Founder, Hack Cleveland
OPPORTUNITY360: Cleveland

why CNP is working towards Racial Equity + Inclusion

• Our work is focused on People + Place and People in Place
• Understanding the lasting impact of historical, institutional, and structural racism is essential to our work.
• Our deeply held assumptions must be challenged and revised.
• Complex problems require multidimensional solutions.
• Multidimensional solutions require multidisciplinary partners.
• Multidimensional solutions require creativity and courage.
• Awareness building is Action.
• Awareness building is constant work.
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Year of Awareness Building

Purpose: To build an inclusive, interdisciplinary coalition of civic stakeholders, community development practitioners, and grassroots leaders committed to advancing Racial Equity & Inclusion (REI)

58% of participants that attended the REI training (2016-2018) are White

3100+ individuals have participated in the REI training (2016 - 2018)

700+ Organizations have participated in the REI training (2016- 2018)

Just over (51%) of the organizations represented the nonprofit sector

The REI training are hosted by the Racial Equity Institute

In partnership with

For more information, www.3rdspaceactionlab.co/
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Undesign the Redline by the Numbers

- 1500+ Participants
- 100 Organizations
- 95+ Private Tours
REDLINING maps and area descriptions bound race and real estate in 239 cities. The underwriting manual ensured it everywhere else too.

REDLINING MAPS AREA DESCRIPTIONS

The role of redlining in the post-WWII era has been widely recognized. The technique was used by banks and mortgage lenders to determine where to make loans and where not to make loans. The maps were used to classify neighborhoods as "desirable" or "undesirable," and were based on factors such as race, income, and education levels. The maps were used to exclude African Americans from neighborhoods that were considered "desirable," and to encourage them to move to "undesirable" areas. The use of redlining has been a major contributor to the racial segregation of communities and the concentration of poverty in certain areas. The practice of redlining has been widely criticized, and efforts have been made to ban it in many places. However, its legacy continues to shape housing markets today.
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Year of Awareness 2016-

Opportunity360 2017-

Undesign the Redline 2018-

Path to Undesign the Redline
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THE CONTINUING EFFECTS OF REDLINING

DEFINING AND MEASURING OPPORTUNITY

WHAT IS OPPORTUNITY?
Opportunity is the set of circumstances or pathways that make it possible for people to achieve their goals—no matter their starting point.

WHAT IS ENTERPRISE?
Enterprise is a nonprofit organization working to make its communities more vibrant, healthy, and equitable. Enterprise understands that opportunity is not a given; it requires intention, hard work, and investment. By identifying the barriers to greater opportunity using cross-sector data, community engagement, and economic analysis, Enterprise provides a comprehensive translation of the factors that affect opportunity outcomes, allowing us to understand more about why we have what we do and how we can change it.

CUYAHOGA COUNTY, OH
This image is a detailed map of Cuyahoga County, Ohio, highlighting various areas and communities. The map includes data on economic indicators, education levels, and other relevant metrics to assess opportunity.

For more information and to find tools to support your journey of community transformation, please visit: www.opportunity360.org
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- Home Ownership
- Housing Cost-Burden
- Housing Affordability

- High School Completion
- Higher Education Attainment

- Access and Affordability of Health Care
- Health Status

- Income, Wealth, and Savings
- Poverty Rate
- Employment

- Transit and Vehicle Access
- Commute Time

- Homeownership rate
  - Cost burden
  - Overcrowding
  - Renter households
  - Project and voucher assistance

- High school diplomas
  - College degrees

- Adults with doctors
  - Health status reporting
  - Health care usage
  - Chronic conditions
  - Percent insured

- Median household income
  - Poverty
  - Unemployment
  - Labor market participation

- Travel time
  - Public transit use
  - Percent walkers
  - Households with no vehicles
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EDUCATION in Cuyahoga County, Ohio

REDLINED AREA

WHAT DEFINES EDUCATION?

- High School Completion
- Higher Education Attainment
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HEALTH & WELL-BEING in Cuyahoga County, Ohio

REDLINED AREA

WHAT DEFINES HEALTH & WELL-BEING?

- Access and Affordability of Health Care
- Health Status
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HOUSING STABILITY in Cuyahoga County, Ohio

REDLINED AREA

WHAT DEFINES HOUSING STABILITY?
- Home Ownership
- Housing Cost-Burden
- Housing Affordability
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Devonta Dickey

Advocacy and Engagement Coordinator, Cleveland Neighborhood Progress

Member of Cleveland VOTES & Hack Cleveland
OPPORTUNITY360: Cleveland

Participants Engaging with the Exhibit
What are the significant findings as communities engage with the exhibit?

- Most people have not learned about the pervasive and explicit government sanctioned policies that were enacted in the early 1930s.
- The value of the lived experience.
- The importance of historical contextualization.
- While redlining pertains to housing, we can draw synergies with issues such as the racial wealth gap, lead poisoning, and voter suppression, etc.
- The importance of engaging youth.
- Opportunity360 elevates and connects the policies of the past with the issues of today.
“But as I learned from the Undesign the Redline exhibit; knowing where we’ve been helps to explain where we are today. So, my goal is to keep digging, learning, and understanding so that our work today is better informed by the work we did in the past.”

- John Corlett, The Center for Community Solutions

“I liked how applicable this content is to my internship. I am at the Prevention Research Neighborhood Center where we look at food deserts in the St. Clair/Superior neighborhood.”

- Student

“The wealth of information and space to explore on our own and ask question; I learned a lot about the local information that I didn’t previously know.”

- UDTR Participant
“Fundamentally, equitable civic engagement is about leveling the power dynamics of a place, giving voice to those previously alienated and excluded from the civic process. The importance of understanding power structures, how to build power, and how to leverage power all are vital to creating equitable civic engagement initiatives and facilitating real community change...”

-Kip Holley, *The Principles for Equitable and Inclusive Civic Engagement*

Undesign the Redline provides a platform to educate, connect, and empower communities to acquire **NEW POWER**

-Henry Timms and Jeremy Heimans, *New Power*
Advancing Racial Equity in Denver

3.20.19
• Advancing Racial Equity
• Undesign the Redline
• Partners, events, education
• I am Denver Storytelling Lab
"WE CAN’T ACCEPT life as it is in this country. It has got to be changed radically, by us."

- ENTERPRISE FOUNDER JAMES ROUSE
HOME AND COMMUNITY MATTER

MORE THAN A PLACE TO LIVE

IT'S HARD TO
DO YOUR
HOMEWORK
WHEN "HOME" IS
ALWAYS CHANGING.

IT'S HARD TO
EAT A
BALANCED
MEAL
WHEN THE RENT GETS
THE BIGGEST BITE.

IT'S HARD TO
MAKE A
LIVING
WITHOUT A PLACE TO
MAKE A LIFE.
MORE THAN A PLACE TO LIVE
DENVERITE MAPS

This shape explains Denver’s past, present and likely its future

“We are very familiar with the L because you see that same configuration show up in a lot of different ways.”

Denver is divided.
HOW WE PUT IDEAS INTO ACTION
OUR PROPRIETARY METHODOLOGY

OPPORTUNITY FRAMEWORK

▪ A unique approach to identifying and strengthening opportunity pathways in communities

▪ Five dimensions of opportunity correlated with positive long-term outcomes for families

▪ A methodology that promotes and facilitates cross-sector collaboration in communities
I AM DENVER
STORYTELLING PROJECT

A Citywide Multimedia Storytelling Project
- Engages community
- Gives voice to underrepresented residents
- Captures Denver’s yesterday and today for tomorrow
Many ways to participate

- **SUBMIT** your I Am Denver story at IAmDenver.com
- **NOMINATE** someone whose I Am Denver should be told by the city’s Office of Storytelling
- **ATTEND** an I Am Denver Storytelling Lab – Come for a little inspiration and instruction to find your I Am Denver story, write and/or record it via video, podcast and photo
- **HOST** a Storytelling Lab with community or organization
- **SHARE** your fave #IAmDenver stories on social
Follow us at #IAmDenver

I AM DENVER
STORYTELLING PROJECT

Learn more at IAmDenver.com
JOIN US
Be Part of the Solution

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