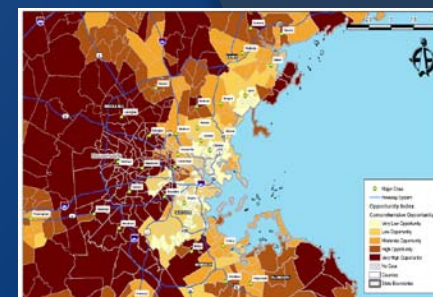
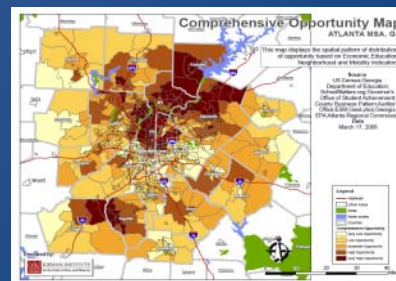
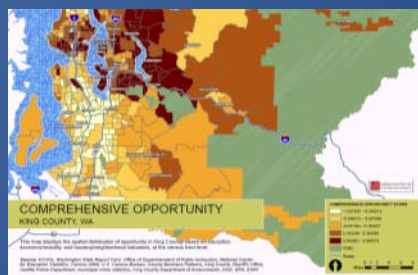
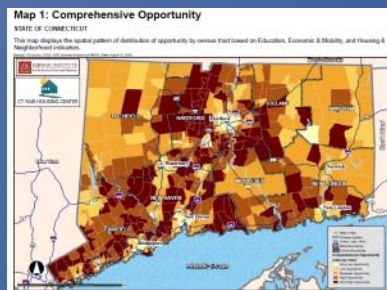


Opportunity Mapping: Using GIS for Social Equity, Racial Justice and Advocacy



*Lecture to City and Regional Planning
GIS Course
Columbus, OH
January 18th 2011*

Presented by:

Jason Reece
Senior Researcher
Reece.35@osu.edu

The Kirwan Institute for the Study of Race & Ethnicity
The Ohio State University



Introduction

Why use mapping?

Using Mapping For Advocacy: Space and Regional Equity

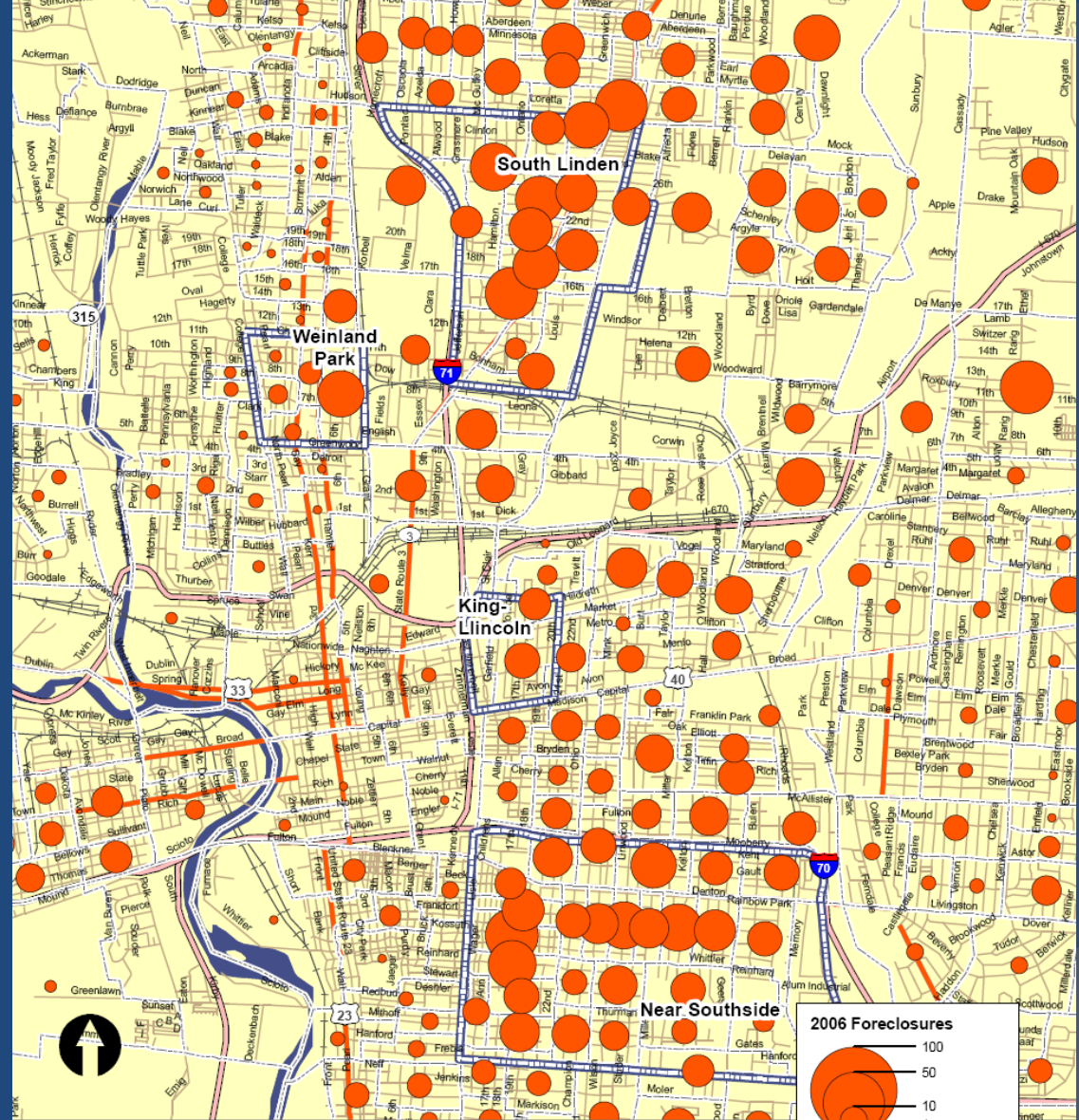
- Why are maps particularly effective in dealing with issues of equity?
 - Regional, racial and social inequity often manifest as spatial inequity
 - Maps are naturally the best tools to display this spatial phenomena
- Other disciplines and sectors are using multivariate mapping to problem solve
 - Private industry
 - NGO's (Non Profit Sector)
 - Long history in the environmental field
 - Public sector
 - Local Government
 - Federal Government
 - Recent interest in mapping by HUD for supporting sustainable communities



Why Mapping?

Communications

- Why is a map an excellent visual tool to inform someone about an issue/problem or solution?
 - Maps are incredibly efficient, compacting volumes of data into single pictures that can be understood at a glance
 - One map may contain tens of thousands of pieces of information that can be understood in seconds
 - A good map can enable you to tell a story or solve a problem
 - Research has shown that people can solve problems faster with map based information, than by looking at charts, tables or graphs



Columbus Neighborhoods:

Number of Foreclosures in 2006

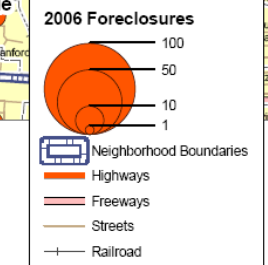
This map displays the number of foreclosures in 2006 by census block group near and within the study neighborhoods

Neighborhood Revitalization Study

Columbus, Ohio

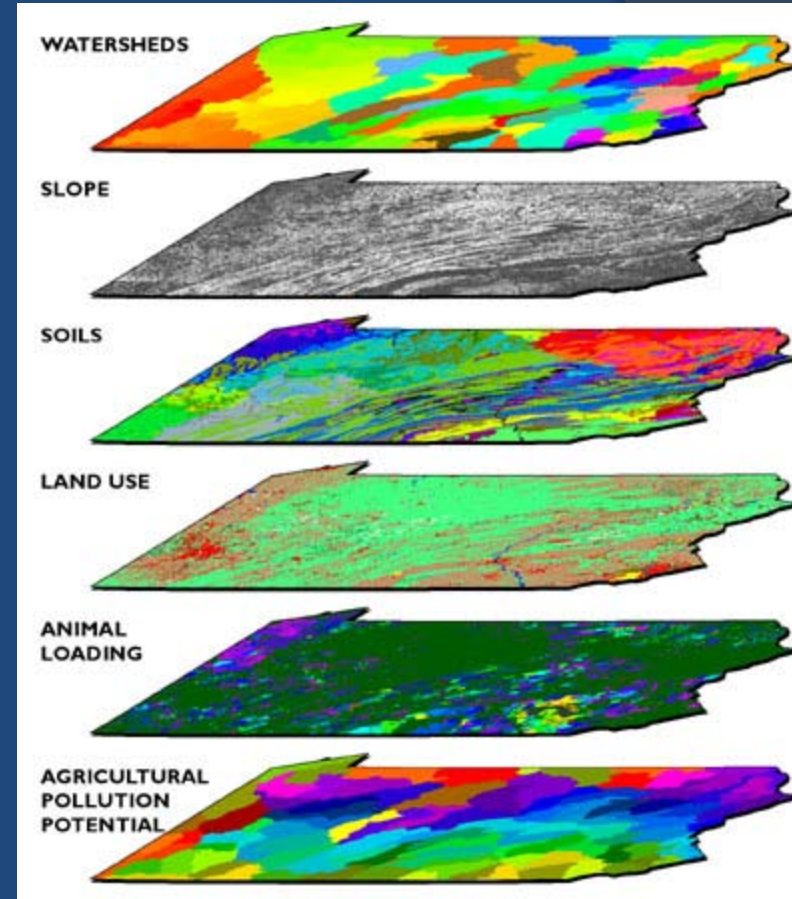
Source: Census 2000, ESRI, GeoLytics, DataSource

0 0.15 0.3 0.6 0.9 1.2 Miles



GIS/Mapping = Powerful Analysis

- The power of GIS
 - Overlays of data/information
 - Depth of analysis – because of its storage and overlay capabilities, GIS allows analysis which would be difficult or impossible without GIS technology
 - Interaction of variables: GIS allows for extensive exploration of the interaction between various factors, primarily the focusing on correlation and relationships (spatial)

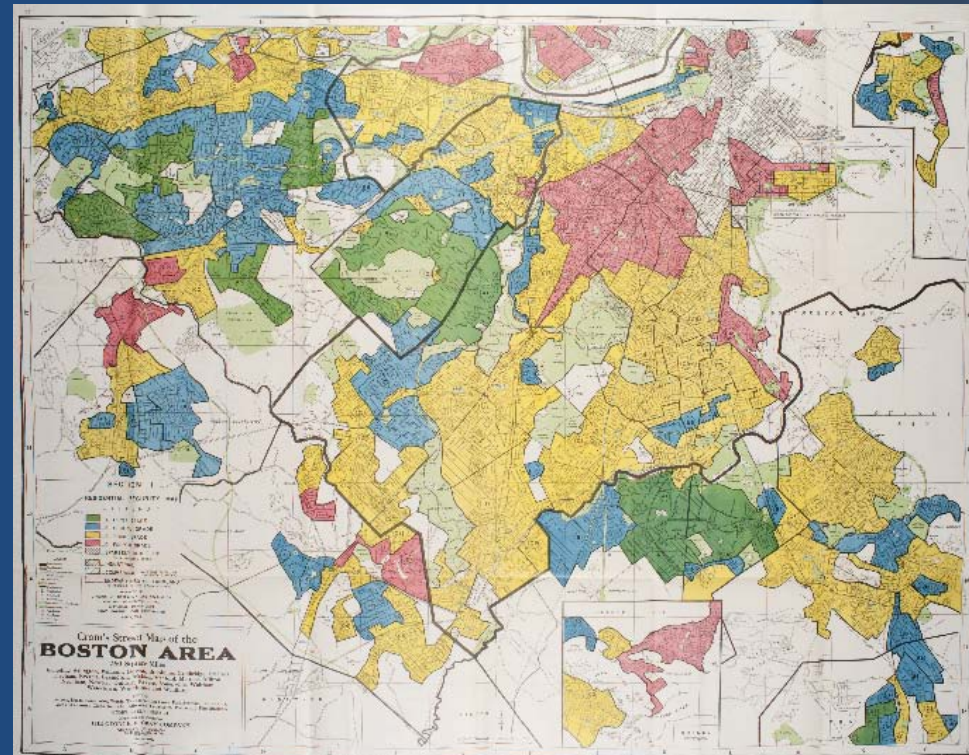
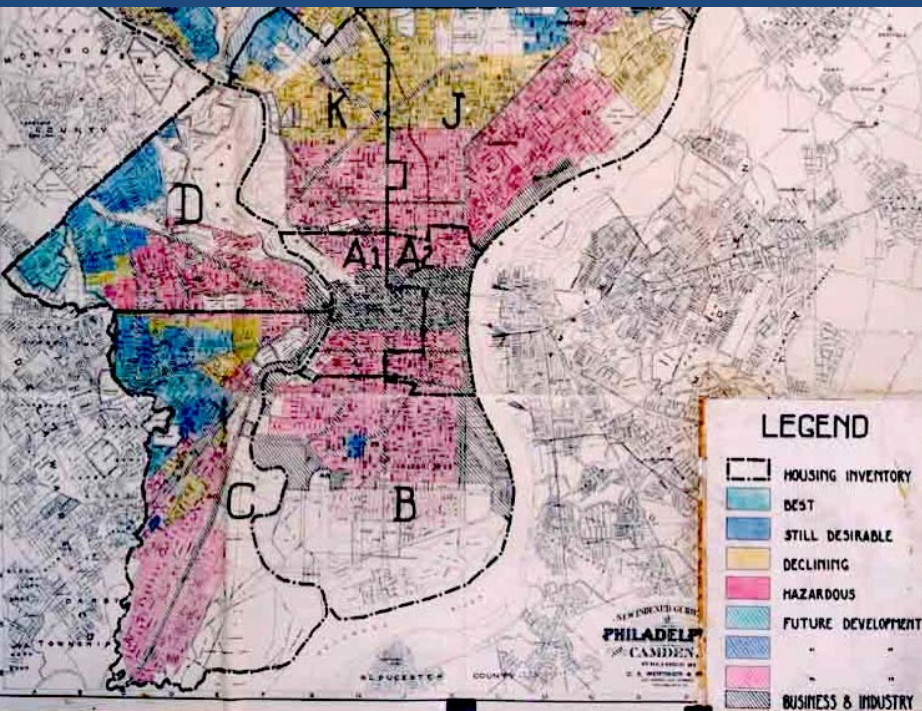


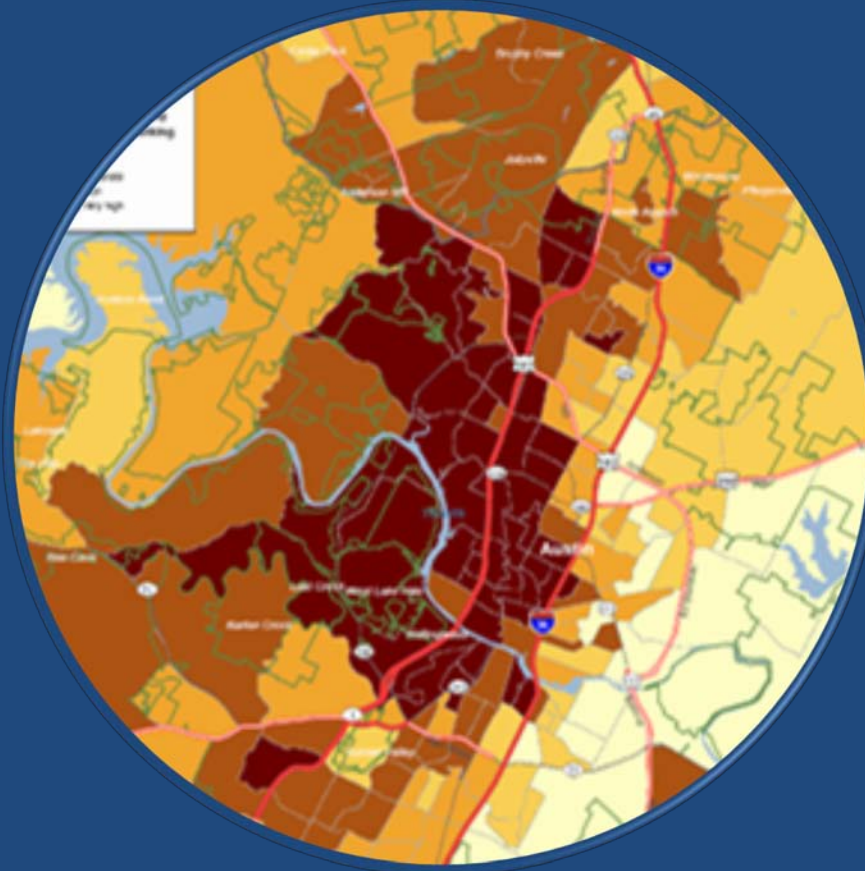
Think of Mapping as a Tool:

It can be used for positive or negative purposes.

E.g. Mapping for Inequity – Redlining to support institutionalized disinvestment

How can we use this tool and effectively use maps to advocate for equity?





Opportunity Mapping & Advocacy

What is it?

What can it be used for?

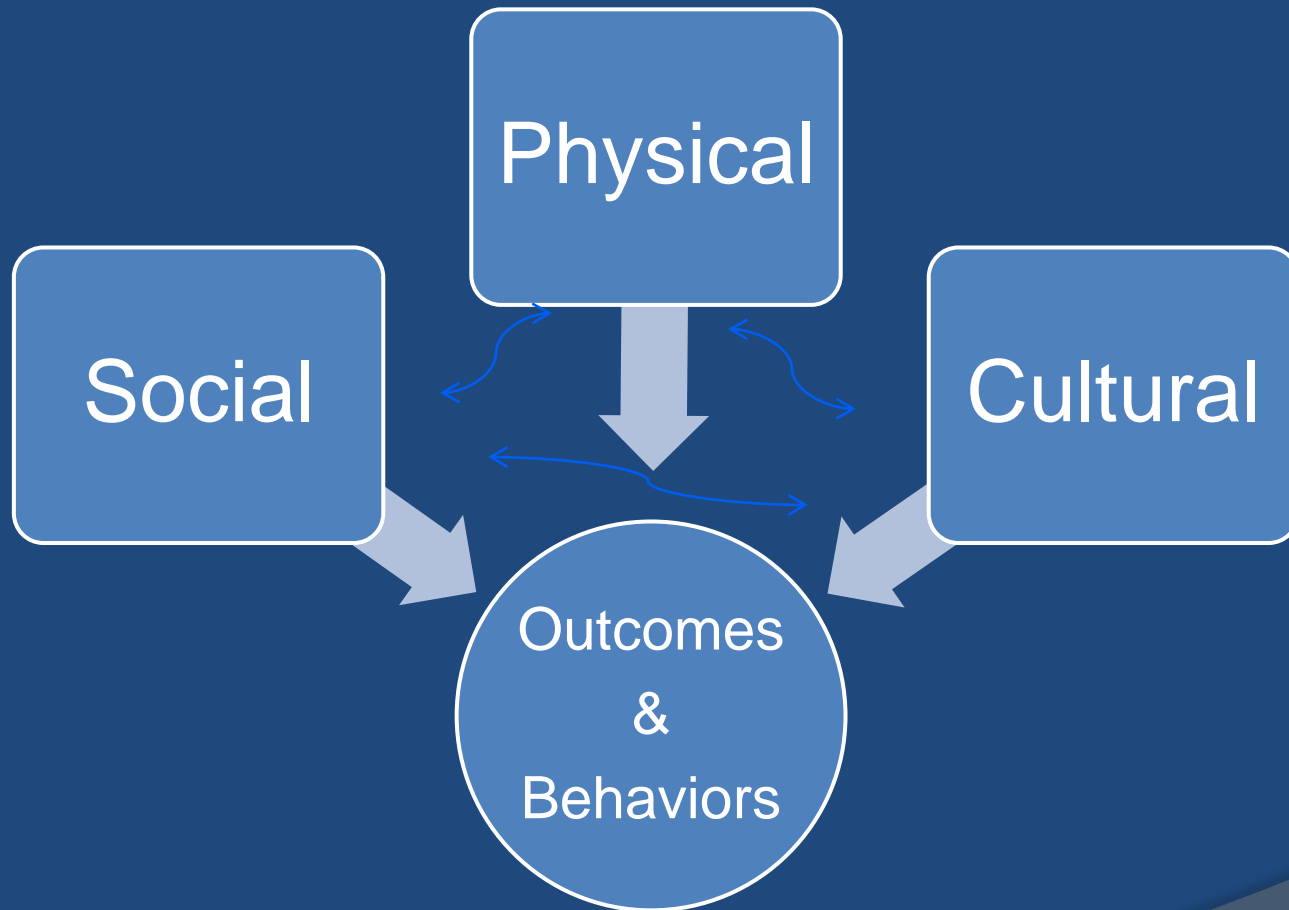
Outcomes?

Opportunity Matters: Space, Place, and Life Outcomes

- “Opportunity” is a situation or condition that places individuals in a position to be more likely to succeed or excel.
- Opportunity structures are critical to opening pathways to success:
 - High-quality education
 - Healthy and safe environment
 - Stable housing
 - Sustainable employment
 - Political empowerment
 - Outlets for wealth-building
 - Positive social networks



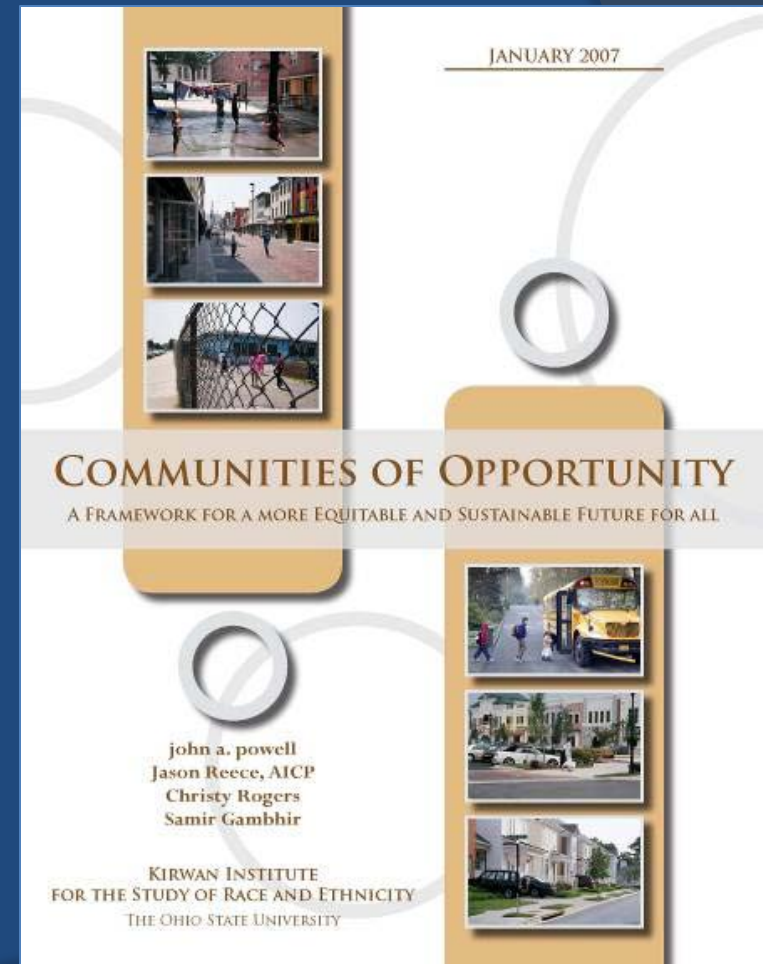
Systems Thinking: We are all situated within “opportunity structures”



These structures interact in ways that produce racialized outcomes for different groups, but also in ways that influence identity

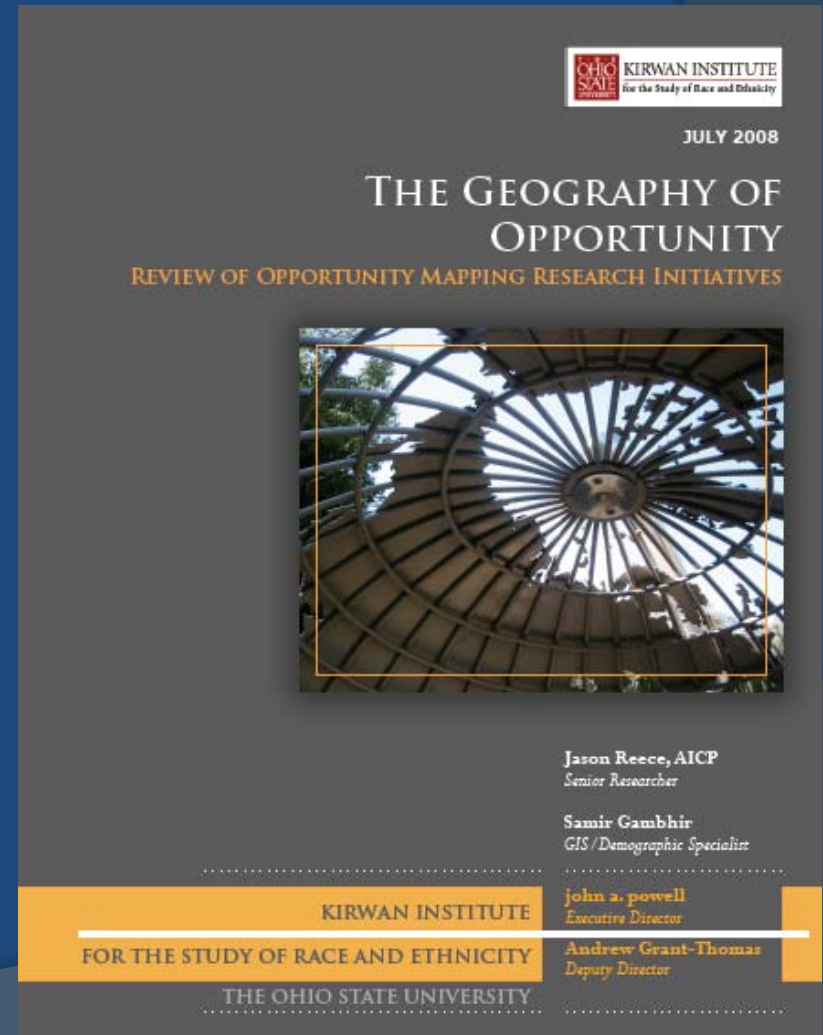
The Communities of Opportunity Model and Fair Housing

- Everyone should have fair access to the critical opportunity structures needed to succeed in life.
- Low Opportunity neighborhoods limit the development of human capital
- A Community of Opportunity approach can develop pathways that result in increased social and economic health, benefiting everyone
 - Looking at people, places and linkages
 - Linkages = building connections to areas of opportunity
 - Example: Opportunity based fair housing



Mapping Opportunity: Why and How

- The Kirwan Institute has conducted “opportunity mapping” for states and metropolitan regions across the US
 - Projects in at least a dozen states
 - Full State Analysis: MA, CT, OH, FL
 - Regions: Seattle, San Francisco, Chicago, Atlanta, Baltimore, Washington D.C., Detroit, Austin, Sacramento, Los Angeles, New York, Houston, New Orleans
- Why identify the “State of Opportunity”
 - How are low-income groups situated in the State?
 - How are racial and ethnic groups situated?
 - How does housing intersect with race, class and opportunity
 - What can be done to improve the opportunity landscape?



Sample Indicators: From Recent King County Opportunity Mapping Analysis

Education

- ◉ **Student poverty rates**
- ◉ **Reading/Math test scores**
- ◉ **Adult educational attainment**
- ◉ Teacher qualifications
- ◉ Graduation rate

ECONOMIC HEALTH

- **Proximity to employment**
- Commute times
- **Job growth trends**
- Business start trends
- Unemployment rate
- **Public assistance rate**

Housing & Neighborhood Health

- ◉ Home ownership rates
- ◉ Crime incidence
- ◉ **Vacancy rates**
- ◉ **Home value appreciation**
- ◉ **Neighborhood poverty rates**
- ◉ Population change
- ◉ Proximity to parks/open space
- ◉ Proximity to toxic waste release sites

All indicators grounded in social science research literature, also indicators can be more narrowly tailored to meet the needs of particular populations (e.g. public housing residents).

Detroit PMSA Neighborhood Opportunity Map

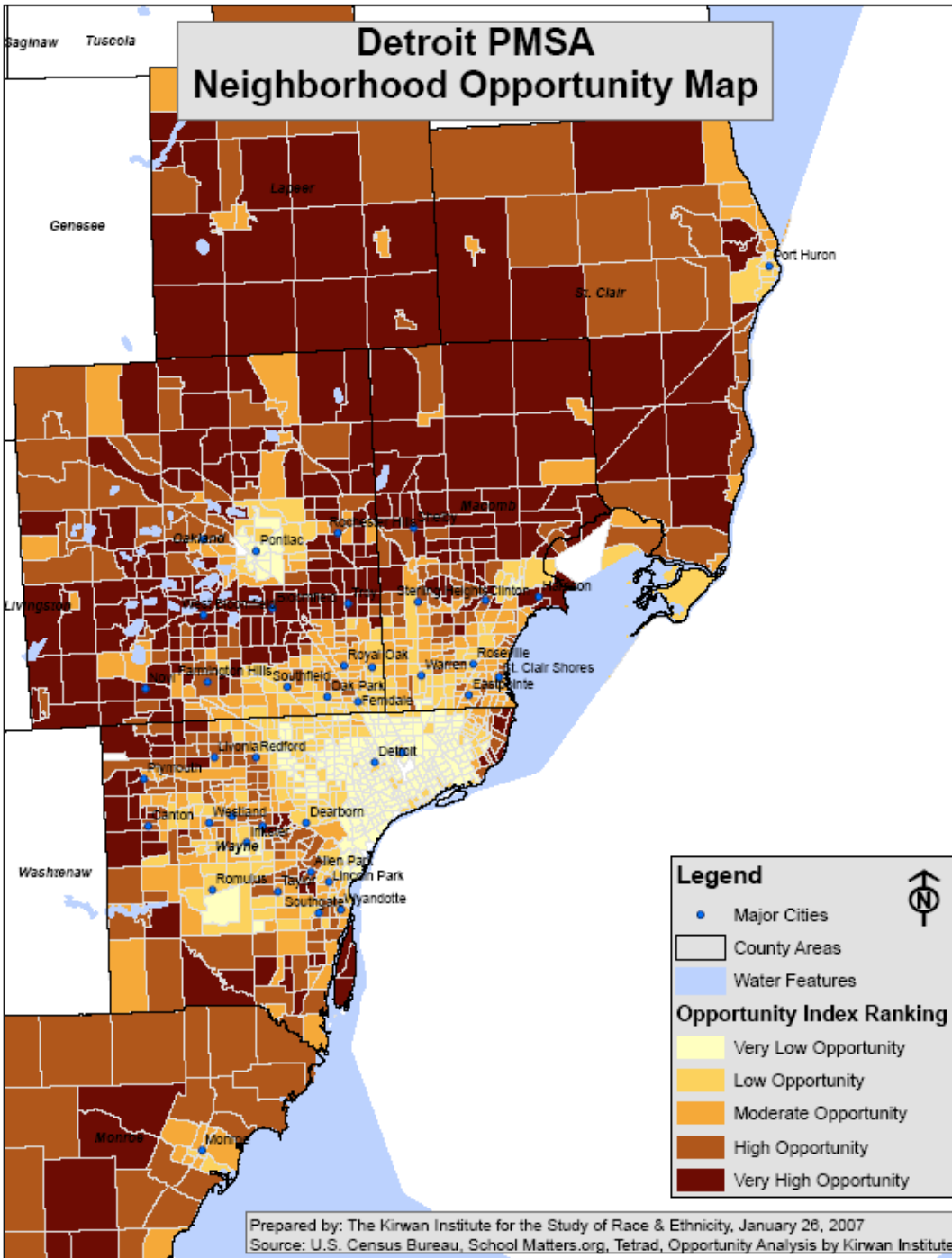


KIRWAN INSTITUTE
for the Study of Race and Ethnicity

Example of an Opportunity Map:
Detroit MI

(Dark Areas = Most Opportunity
Rich Communities)

(Light Areas = Most Opportunity
Deprived Areas)



MA Legal Services and Opportunity Communities

- Background on this project
 - Originated from effort to incorporate mapping analysis into legal services
- Partners
 - Massachusetts Law Reform Institute, MA Legal Assistance Corp (foundation) and other Legal Services Entities
 - Year long process of meeting with stakeholders to understand mapping needs and issues
 - Training with service providers & agencies (using mapping for programming)

THE GEOGRAPHY OF OPPORTUNITY

BUILDING COMMUNITIES OF OPPORTUNITY IN MASSACHUSETTS



Funded by
Massachusetts Legal Services Programs

Jason Reece, AICP
Senior Researcher

Samir Gambhir
GIS/Demographic Specialist

KIRWAN INSTITUTE

FOR THE STUDY OF RACE AND ETHNICITY

THE OHIO STATE UNIVERSITY

John A. Powell
Executive Director

Andrew Grant-Thomas
Deputy Director



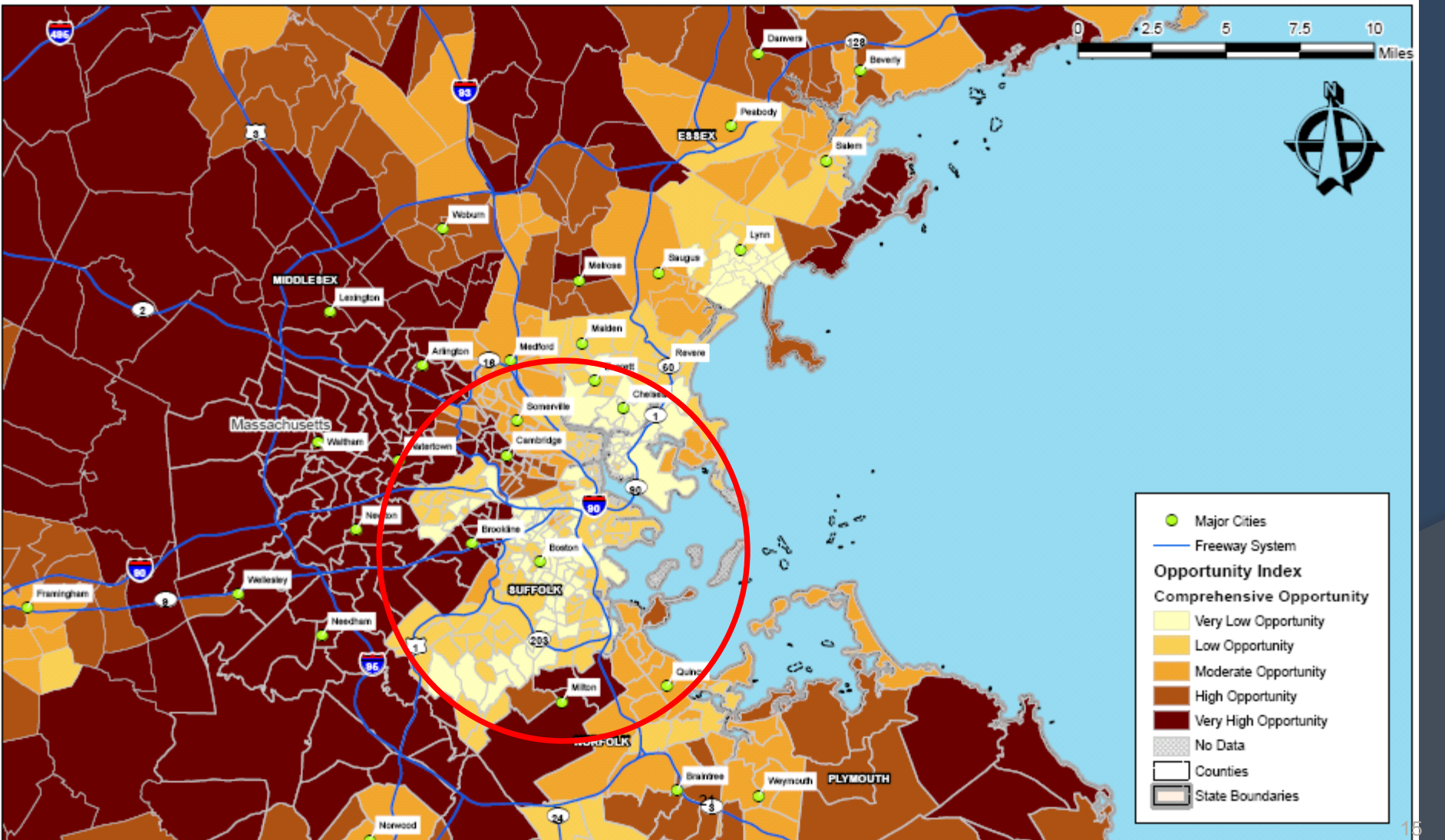
Massachusetts Law Reform Institute *Working for Justice*

Map 1A: Comprehensive Opportunity Map

GREATER BOSTON

This map displays the spatial pattern of distribution of opportunity based on Education, Economic & Mobility, and Housing & Neighborhood indicators

Source: US Census 2000; County Business Pattern; ESRI; EPA; Massachusetts Department of Education; MA State Police Date: July 17, 2008

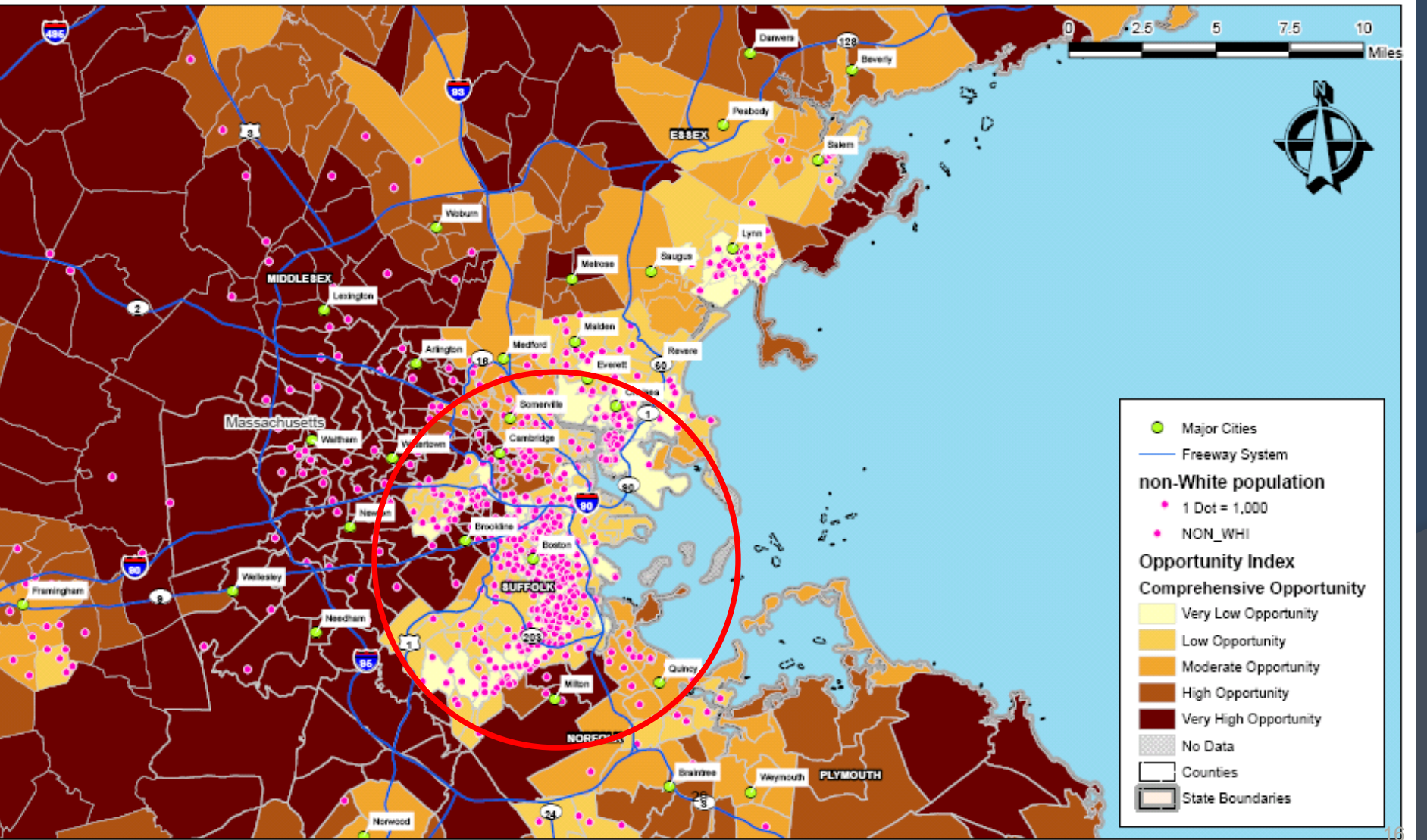


Map 3A: Comprehensive Opportunity Map with non-White population overlay

GREATER BOSTON

This map displays the spatial pattern of distribution of opportunity based on Education, Economic & Mobility, and Housing & Neighborhood indicators overlaid with non-White population.

Source: US Census 2000; County Business Pattern; ESRI; EPA; Massachusetts Department of Education; MA State Police Date: July 17, 2008

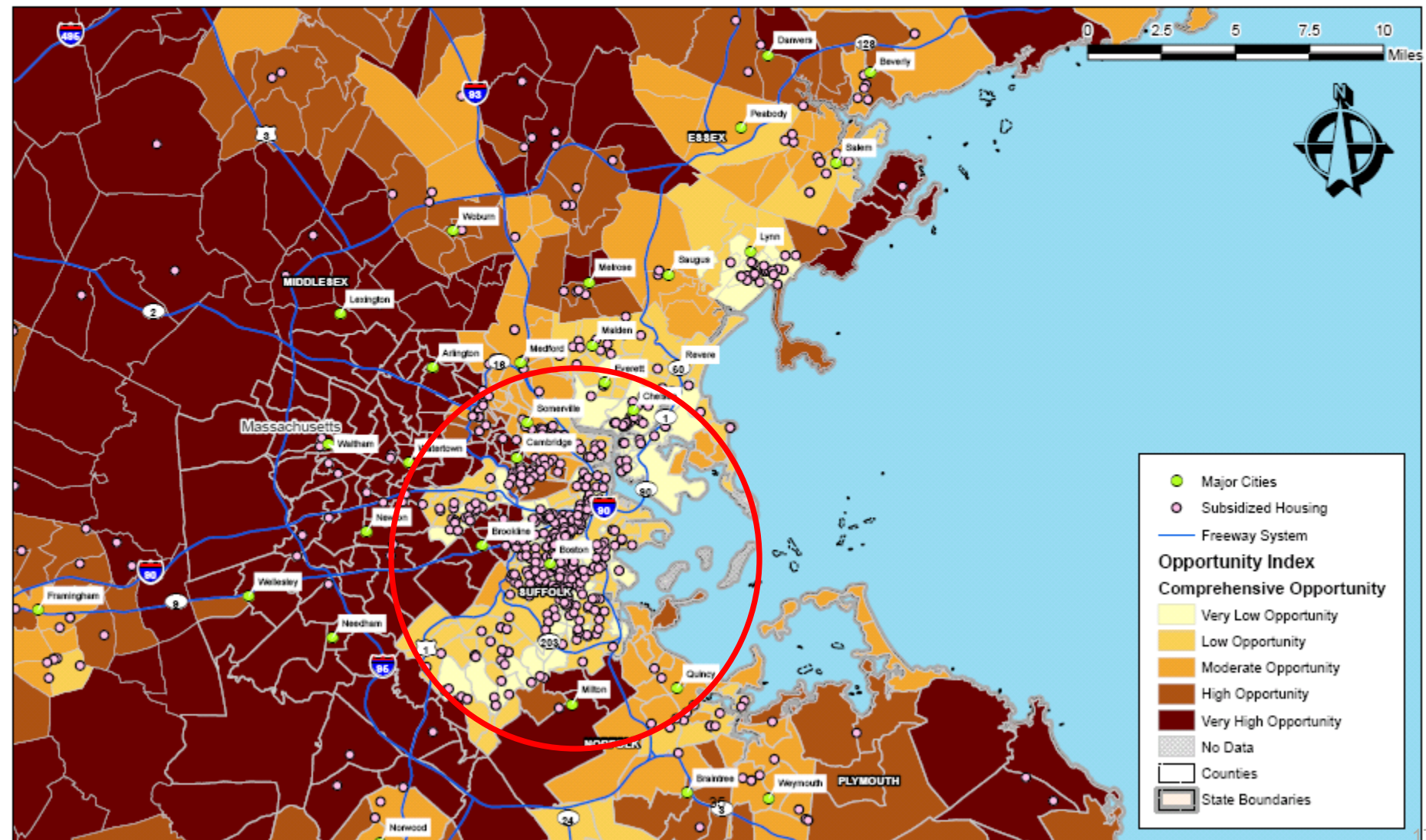


Map 4A: Comprehensive Opportunity Map with Subsidized Housing overlay

GREATER BOSTON

This map displays the spatial pattern of distribution of opportunity based on Education, Economic & Mobility, and Housing & Neighborhood indicators overlaid with subsidized housing locations.

Source: US Census 2000; County Business Pattern; ESRI; EPA; Massachusetts Department of Education; MA State Police Date: July 17, 2008

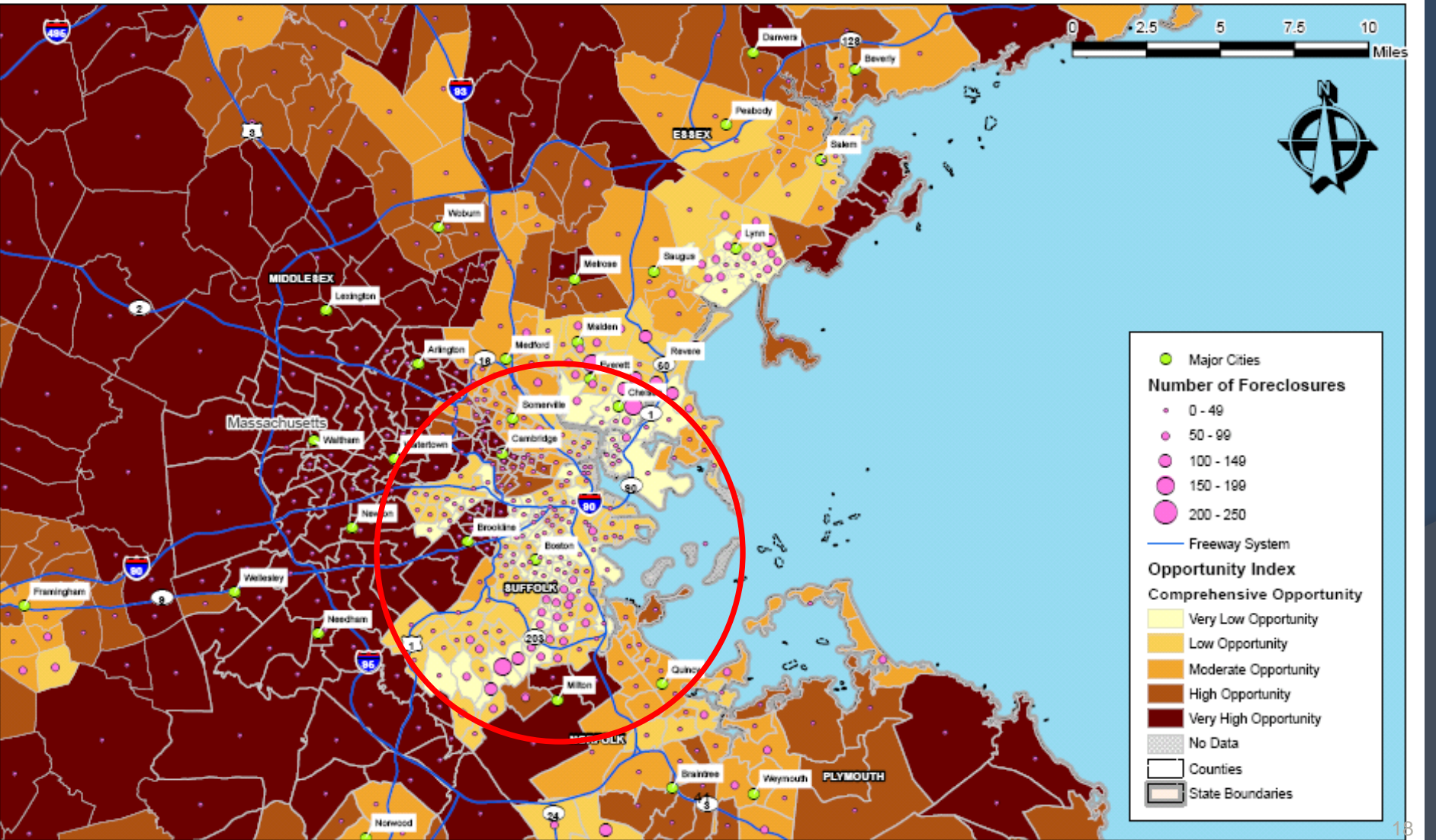


Map 5A: Comprehensive Opportunity Map with Foreclosure overlay

GREATER BOSTON

This map displays the spatial pattern of distribution of opportunity based on Education, Economic & Mobility, and Housing & Neighborhood indicators, overlaid with the number of foreclosures.

Source: US Census 2000; County Business Pattern; ESRI; EPA; Massachusetts Department of Education; MA State Police; HUD Date: January 7, 2009



Applications and Impact

- ⦿ Program design and use within legal services
 - New programming – proposed “Adopt A Zip Code” program
 - Use in exploring client concerns/challenges
- ⦿ State level program design (public sector)
 - New \$5 million state affordable housing program, targeted to high opportunity communities (see press release)
 - Targeting of \$21 million in NSP funds to low opportunity communities by the MA Department of Housing and Community Development
- ⦿ Implementation still unfolding



COMMUNITY INITIATIVES

[► Distressed Properties](#)[► Municipalities & HAs](#)[► Programs](#)[► E-Bulletins](#)[► MHP News](#)[► Resources & Links](#)

MHP News

MHP sets 2 application rounds for new subsidy program

\$5M in zero-interest funds targeted at high-opportunity communities

December 23, 2009

BOSTON, Dec. 23, 2009 --- The Massachusetts Housing Partnership (MHP) announced today that it has committed \$5 million in zero percent interest, second-mortgage financing to support the development of affordable rental housing in suburban and high-opportunity communities.

The new Neighborhood Rental Initiative Program (NRI) is targeted toward [225 communities](#) characterized by such factors as good schools, proximity to jobs, higher housing costs and a shortage of affordable housing.

1st round applications due in Jan.

MHP expects to review the applications for financing twice a year. The deadline to apply for the first round of funding is Jan. 22, 2010. Applicants are encouraged to seek additional local and state funding sources. Projects requiring tax credits are not eligible for this program.

Applicants may request up to \$75,000 per affordable unit, which for this program is defined as units serving households at or below 50 percent of area median income (AMI). The maximum amount of NRI financing per project is \$750,000. The minimum



The NRI program is aimed at helping communities produce housing similar to Main Street Apartments in

Other Project Impacts: CT

⦿ Connecticut

- “The mapping is guiding our next round of fair housing testing...our mapping report has been identified by the CT Department of Economic and Community Development as one of the three central principles that will guide its planning over the next five years.”
 - Erin Boggs, CT Fair Housing Center



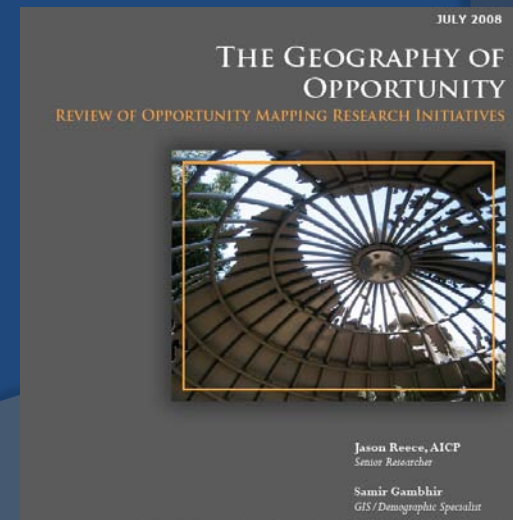
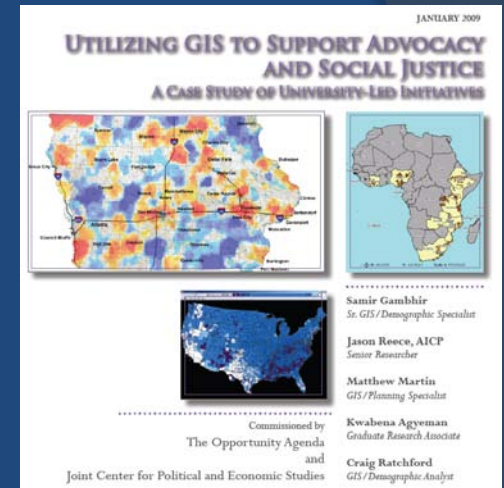
Other Projects Impacts & Activities

- ⦿ Baltimore
 - Remedial proposal in Thompson v. HUD
- ⦿ Chicago (Leadership Council for Metropolitan Open Communities)
 - Use in advising voucher holders in neighborhood selection
- ⦿ Austin
 - Use in evaluating city's affordable housing investments
- ⦿ Related Project: Washington County, OR
 - Advised on opportunity map created by the County included in recent consolidated plan for County
 - Exploring application in planning activities for the broader Portland region
- ⦿ Child Development
 - Jacksonville, FL & the Duvall County children's commission
- ⦿ Organizing diverse stakeholders
 - San Francisco Bay Area, Open Society Institute Black Make Achievement Program

Want to Learn More?

Resources & Reference Materials

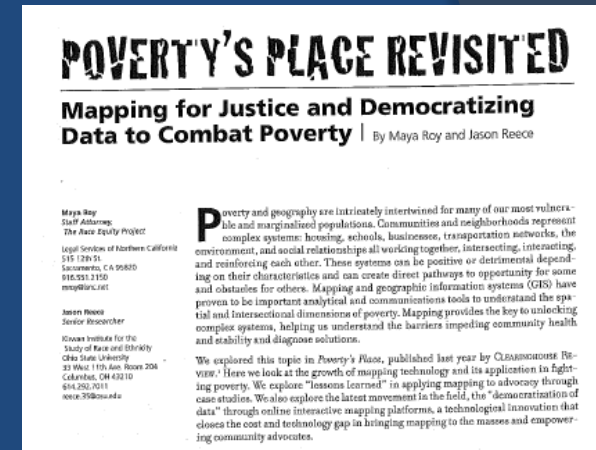
- Mapping for Social Justice
 - The Kirwan Institute Study:
 - Utilizing GIS to Support Advocacy and Social Justice
- More on Opportunity Mapping
 - The Kirwan Institute Reports
 - Communities of Opportunity: A Framework for an Equitable & Sustainable Future
 - The Geography of Opportunity: A Review of Opportunity Mapping Research Initiatives
 - All Available on-line at: kirwaninstitute.org



Want to Learn More?

Resources & Reference Materials

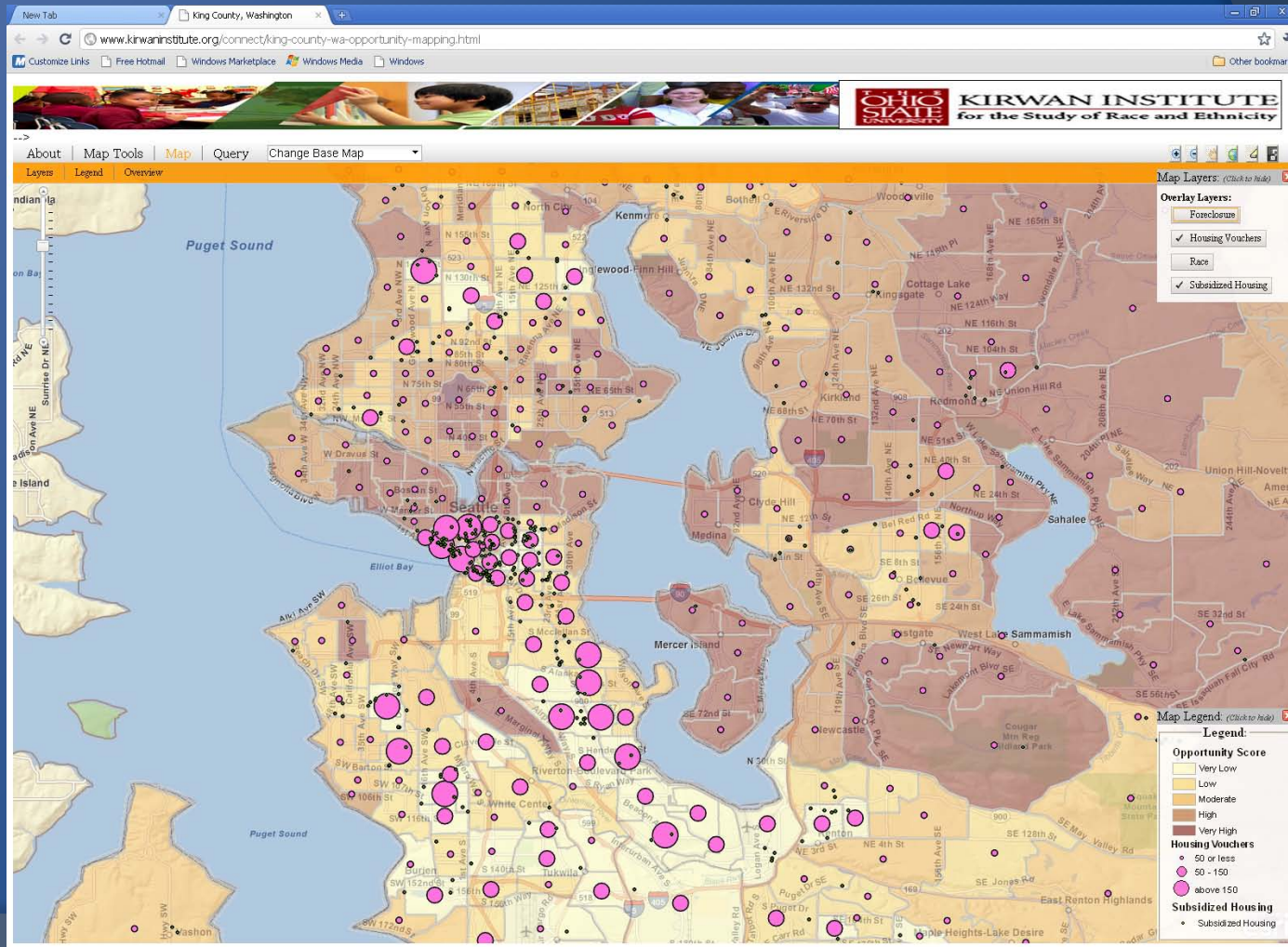
- Mapping & Advocacy – Two recent articles from Clearinghouse Review
 - Jason Reece and Eric Schultheis. *Poverty's Place: The Use of Geographic Information Systems in Poverty Advocacy*. Clearinghouse Review Journal of Poverty Law and Policy. January-February 2009.
 - Maya Roy and Jason Reece. *Poverty's Place Revisited: Mapping for Justice & Democratizing Data to Combat Poverty*. Clearinghouse Review Journal of Poverty Law and Policy. July/August 2010.
- To access, visit Clearinghouse Review at:
 - www.povertylaw.org/clearinghouse-review



The Future: Democratizing Data

Web Based and Interactive Opportunity Maps

<http://www.kirwaninstitute.org/connect/king-county-wa-opportunity-mapping.html>



Thank You!

www.KirwanInstitute.org

race-TALK

www.race-talk.org



KirwanInstitute
on:

facebook

twitter