



POWERED BY ENTERPRISE COMMUNITY PARTNERS



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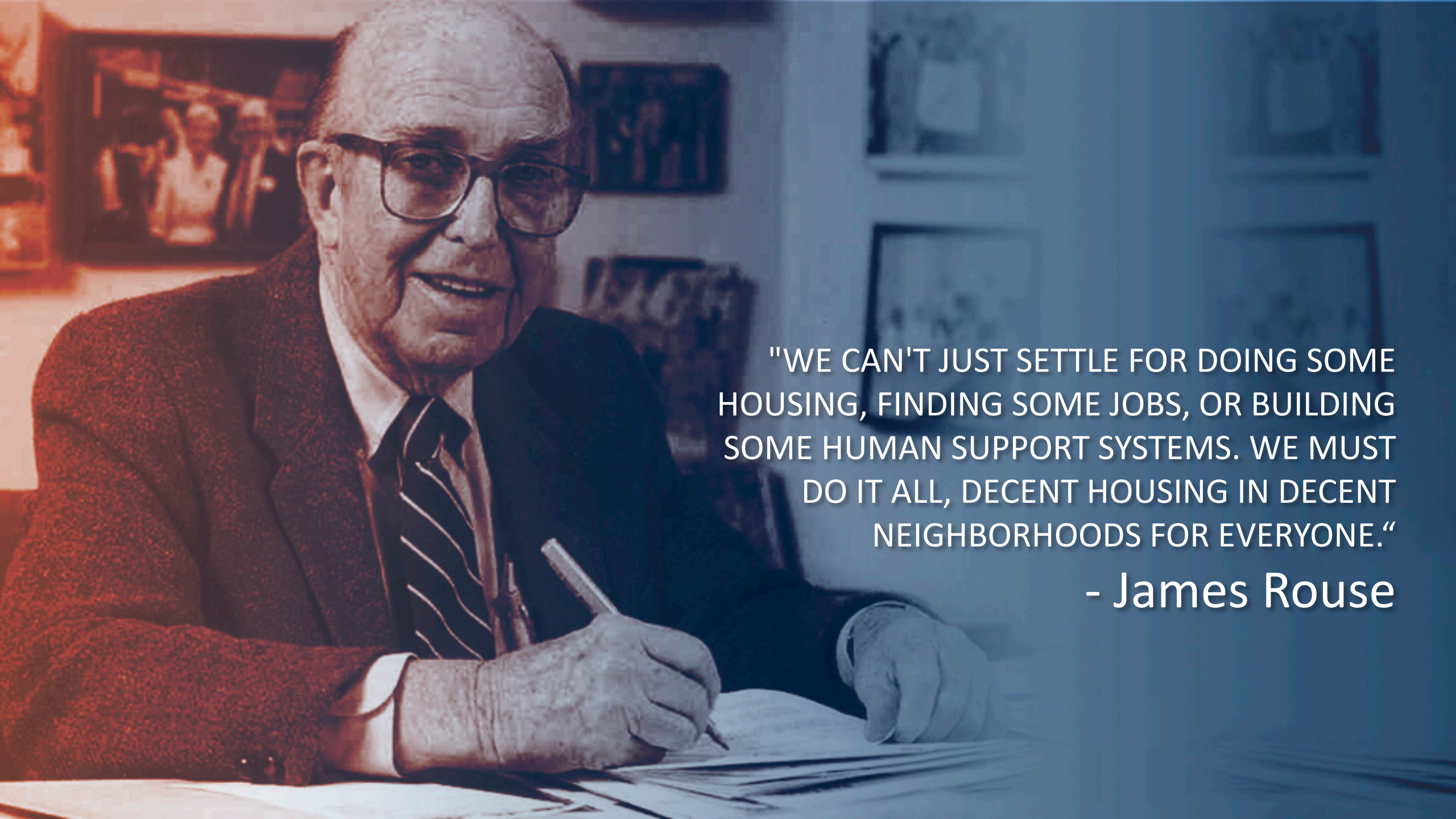
A photograph of a family of three sitting on the steps of a house. The mother is on the left, the father is on the right, and a young child is sitting between them. They are all smiling and looking towards the camera. The scene is set in front of a house with a white door and a large potted plant to the left. The lighting is warm, suggesting an evening or late afternoon setting. The overall mood is happy and family-oriented.

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



OPPORTUNITY360

Home Remedies: Making Connections Happen




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, and residents working together.

4

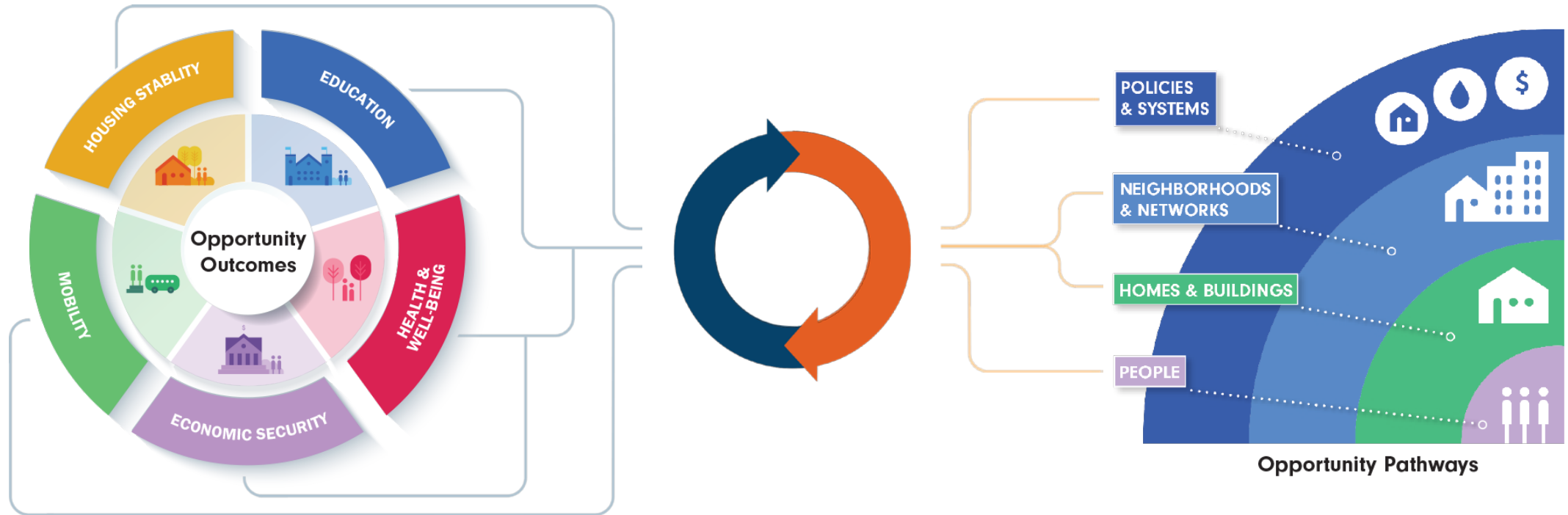
Sowing impact and sharing success.



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?

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.



**Smarter Investments.
Thoughtful Solutions.
Stronger Communities.**



USING THE

OPPORTUNITY360 Tools

OPPORTUNITY360: TOOLS



MEASURE

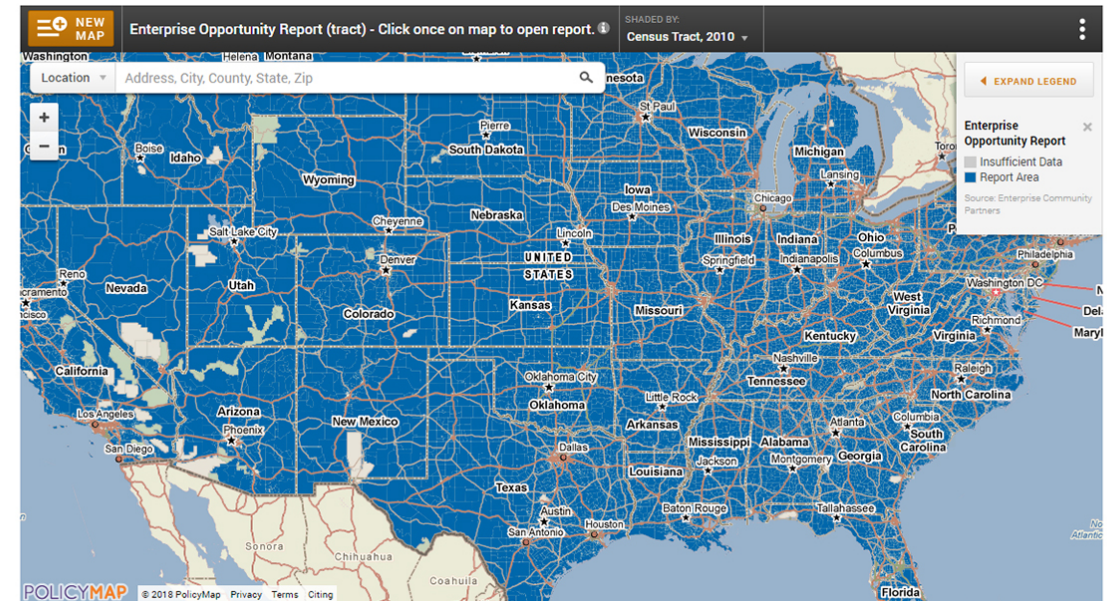
Find the **OPPORTUNITY360** Measurement Report and other tools centered on community-level data.

Opportunity360 Measurement Report

Opportunity360 Measurement Reports provide the information necessary to determine where action is most needed and where established programs and policies have been most successful in any neighborhood in the country.

Ready to get started? Follow the directions below to create your report.

- Create a report for any neighborhood in the United States just by entering a location or address in the map below.
- Then click on the map and click again on "Get Enterprise Opportunity Report" in the pop-up.
- Use the "Download PDF" option to save a copy of the report.
- Use the "Add Data" feature on the map to see how outcomes and neighborhood characteristics vary across places.



OPPORTUNITY360: TOOLS



LISTEN

Tools and resources to spark creative and engaging community conversations.

LISTEN

Community engagement is one of the most effective ways to get people involved in the growth and development of their communities.

Tools for Community Engagement

Listening to the perspectives of the people in a community is critical to the change process. The tools below allow you to engage with residents, stakeholders and community developers to better advance meaningful strategies to address the challenges in your community.

Story Mapping Tools

Story mapping is the process of mapping a community's valued places, people and resource. Residents' narratives create a map that tells the story of the community from their perspective. By leveraging the shared values and meanings among residents and building upon them in planning processes, story mapping can increase the opportunities available in disadvantaged neighborhoods and help residents better access opportunities around their cities and regions.



- **REDLINING LOUISVILLE: THE HISTORY OF RACE, CLASS AND REAL ESTATE** — This interactive story map illustrates the historic and modern-day consequences of redlining in Louisville, Kentucky. Redlining, which takes many forms, is commonly associated with the practice of denying loans in certain neighborhoods because of racial or socioeconomic characteristics. Louisville Metro Government is using the project to convene a year-long community dialogue and formulate recommendations that support wealth-creation and development opportunities in disinvested areas.
- **ENGAGING COMMUNITIES AROUND OPPORTUNITY THROUGH STORY MAPPING TOOLKIT** — Help residents become co-creators of their communities with this story mapping guide. Learn about the different story mapping approaches and how to select the best method for a project. Discover the best methods for getting people to share their stories, and how to pick the best platform for sharing those stories.
- **STORY MAPPING IN ACTION: ENGAGING AN IMMIGRANT COMMUNITY IN PLANNING FOR A NEW LIGHT RAIL** — Discover how the University of Maryland's National Center for Smart Growth and CASA, Maryland's largest immigrant rights advocacy group, used story maps to bring a community together, making the addition of a new transit system possible.

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.

A screenshot of a web interface. At the top is a blue navigation bar with icons for a briefcase, fork and knife, bus, heart, shopping cart, group of people, house, camera, graduation cap, and briefcase. Below this is a white search area with the text "Find food, health, housing and employment programs in seconds." To the right of the text is a text input field labeled "Zip" and a blue "Search" button. At the bottom right of the interface, it says "powered by Aunt Bertha" with a small cartoon character icon.

OPPORTUNITY360: TOOLS



EVALUATE

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. Opportunity 360 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](#)



JOIN US

Be Part of the Solution



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THANK YOU



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