The Opportunity Project

ADPU 2016 Annual Conference
Broadening Audiences Through Collaborative Events with Tech Experts
September 13, 2016
Mission

Create more just and equitable communities by empowering people with the ability to make more informed decisions through technology that is powered by open data.
Vision

Communities: People and communities are empowered with information that increases access to the conditions we all need to thrive

Data: The highest impact open government data is not only available, but readily accessible and used to increase equity and justice locally

Collaboration: There is a process for Federal government, non-government tech talent, and communities to collaboratively leverage their unique strengths to increase access to opportunity for all Americans.
The Opportunity Project
Let's build something amazing together.

Connect
Meet the community.

Build
Use data to improve lives.

Learn More
What is this?
# Data Inventory

Use curated data related to opportunity from across federal and local governments.

[Download this inventory](#) as a flattened CSV file.

<table>
<thead>
<tr>
<th>Location</th>
<th></th>
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<tbody>
<tr>
<td>Federal</td>
<td>+</td>
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<tr>
<td>Baltimore</td>
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<tr>
<td>Chattanooga</td>
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<tr>
<td>Detroit</td>
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<tr>
<td>Indianapolis</td>
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<td>Kansas City</td>
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<td>Los Angeles</td>
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<td>Louisville</td>
<td>+</td>
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<tr>
<td>Curator</td>
<td>Description</td>
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<td>---------------------------------------------------------------</td>
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<tr>
<td>BLS</td>
<td>Quarterly Census of Employment and Wages</td>
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<tr>
<td>Census</td>
<td>American Community Survey (ACS)</td>
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<td></td>
<td>CitySDK - American Community Survey (ACS)</td>
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<td></td>
<td>LEHD Origin Destination Employment Statistics (LODES)</td>
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<td></td>
<td>Other Developer Resources</td>
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<tr>
<td>DHS</td>
<td>Homeland Infrastructure Foundation-Level Data (HIFLD)</td>
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<tr>
<td>DOT/HUD</td>
<td>Location Affordability Index</td>
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<tr>
<td>ED</td>
<td>Civil Rights Data Collection</td>
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<td></td>
<td>ED Data Inventory</td>
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<tr>
<td>HUD</td>
<td>Environmental Health Hazard Index</td>
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<td></td>
<td>Jobs Proximity Index</td>
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<td></td>
<td>Labor Market Index</td>
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<td></td>
<td>Low Poverty Index</td>
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<td></td>
<td>Low Transportation Cost Index</td>
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<td></td>
<td>Racially/ethnically concentrated areas of poverty (RECAP)</td>
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<tr>
<td></td>
<td>School Proficiency Index</td>
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<tr>
<td></td>
<td>Strong Cities, Strong Communities Initiative Areas (&quot;SC2&quot;)</td>
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<tr>
<td></td>
<td>Sustainable Communities Regional Planning Grantees (&quot;SCI&quot;)</td>
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## User Scenarios

These scenarios were created by experts and advocates to describe the real, complex challenges that people are facing in accessing the resources they need to thrive. Use the scenarios in your design process to ensure that what you build responds to real needs.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Barb</td>
<td>Neighborhood leader needing data for effective advocacy and planning</td>
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<tr>
<td>Gerald</td>
<td>Formerly Incarcerated Person reentering society</td>
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<tr>
<td>James</td>
<td>Neighborhood leader needing data for effective advocacy and planning</td>
</tr>
<tr>
<td>Jo</td>
<td>LGBT Youth experiencing homelessness</td>
</tr>
<tr>
<td>Loretta</td>
<td>Family experiencing homelessness transitioning out of shelter</td>
</tr>
<tr>
<td>Lynn</td>
<td>Section 8 voucher holder/low-income renter searching for housing</td>
</tr>
<tr>
<td>Samira</td>
<td>Survivor of domestic violence, relocating to a new area</td>
</tr>
<tr>
<td>Supervisor Miles</td>
<td>Rural county official seeking to attract new business/industries</td>
</tr>
</tbody>
</table>
Baltimore Explorer
A tool by Zillow for exploring the opportunity and growth potential of Baltimore's neighborhoods.
Learn more

Diversitydataink.org
Story maps providing visibility into the affordability of opportunity for children in U.S. metro areas.
Learn more

Data2Go nyc
This tool from Measure of America combines various data critical to the well-being of New Yorkers.
Learn more

Open Data Network
A tool from Sacra that allows for comparison and similarity detection of geographic regions.
Learn more

Affordable Housing Finder
A tool from Fod that shows where opportunities are for low income citizens with children.
Learn more

Community Commons
A new tool for finding areas of opportunity through geographic visualizations and reports.
Learn more

Streetwize
A “ground-truthing” neighborhood navigator powered by local knowledge.
Learn more

GreatSchools
A collaboration with Zillow to help families find housing near high opportunity schools.
Learn more

Opportunity Score
This tool from Redfin shows jobs you can get to in 30 minutes, without a car, from any address.
Learn more

PolicyMap Opportunity Tool
A tool that allows users to identify areas of opportunity by
Learn more

National Equity Atlas
A PolicyLink tool to allow comparison of disaggregated demographic indicators.
Learn more

Transit Analyst
An interactive tool from Asavea for exploring transit accessibility to target resources from focus
Learn more
SeaTac Airport

**Opportunity Score**

- **SeaTac/Airport Station, SeaTac, WA**
- **Score**: 67

**Jobs In 30 Minutes Without A Car**

- **Jobs from LEHD LODES Workplace Area Characteristics**

**Job Type**

- Health Care: 18%
- Finance and Insurance: 17%
- Accommodation and Food Services: 12%
- Retail Trade: 11%

**Home Prices**

- **SeaTac Median**
  - $135K (1 Bedroom)
  - $191K (2 Bedrooms)
  - $250K (3 Bedrooms)
  - $355K (4+ Bedrooms)

**Rental Prices**

- **SeaTac Median**
  - $895 (1 Bedroom)
  - $1265 (2 Bedrooms)
  - $1465 (3 Bedrooms)
  - $3265 (4+ Bedrooms)
Promise Neighborhood where daycare access could be improved.
High poverty neighborhood that could benefit from having more healthy corner stores.
High poverty neighborhood that could benefit from improved transit access to recreation centers.
Step 1: Select Characteristics of Ideal Area
Step 2: Visualize Locations of Ideal Areas

Identify locations in Philadelphia that match up to three criteria. Blue areas show intersections of data layers. For more public data, go to PolicyMap.

Blue areas on the map show locations where all criteria are met.
Step 3: Search for an Address and Identify Amenities in Ideal Area
Oak Grove High School
9-12  |  Public district  |  2,117 students

GreatSchools Rating
7 out of 10
Schools serving similar student populations most often got a: 7.

SCORES ARE 1 THROUGH 10

5 Test scores for low-income students

ELA Proficiency (state avg 44%)
49%

Student Group Comparison

Looking at how this school serves different groups of students

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>49%</td>
</tr>
<tr>
<td>White</td>
<td>64%</td>
</tr>
<tr>
<td>African American</td>
<td>48%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>36%</td>
</tr>
</tbody>
</table>

2117 students
53% of the population
20% of the population
9% of the population
Abraham Lincoln High School

9-12 2.7 mi

This school is providing strong educational opportunity for students, when compared to schools in similarly-priced neighborhoods.

GreatSchools Rating

Schools serving similar student populations most often got a: 6.

OST OPPORTUNITY BADGE

SCORES ARE 1 THROUGH 10

Test scores for low-income students

Comparison

Looking at how this school serves different groups of students

English Test Scores

Ethnicity

All Students 64%
1754 students

Hispanic 57%
70% of the population

White 90%
15% of the population

Asian 82%
4% of the population

African American 47%
4% of the population

STEM Course Enrollment

ELA Test Scores
Math Test Scores
Graduation Rate
Graduates Eligible for UC/CSU
Test Score Rating

AP Course Enrollment
Discipline Rate

White 1.7 courses
state avg is 1.3

Asian 1.7 courses
state avg is 1.5

African American 1.0 courses
state avg is 0.8

Filipino 1.6 courses
BEFORE STREETWYZE "GROUNDTRUTHING"
AFTER STREETWYZE “GROUNDTRUTHING”
New Sprint: Federal & Tech Sector Collaboration

- 6 Federal Agencies: HUD, ED, DOT, USDA, DOL, the Office of the Surgeon General (with support from the VA and DOJ).
- 25 Tech Teams
- 70 subject matter experts.
- Coordinated rollout of new tech tools
- Elevate the important role that non-gov tech talent can play in advancing federal priorities in communities.

<table>
<thead>
<tr>
<th>Federal Agency</th>
<th>Problem Statements</th>
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<tbody>
<tr>
<td>U.S. Department of Housing and Urban Development (HUD)</td>
<td>Mobility (joint with ED) Rapid Rehousing</td>
</tr>
<tr>
<td>U.S. Department of Education (ED)</td>
<td>(1) School information for specific subgroups (e.g. foster youth, housing voucher holders) (2) Equity Score</td>
</tr>
<tr>
<td>U.S. Department of Transportation (DOT)</td>
<td>Transit accessibility in low-opportunity communities</td>
</tr>
<tr>
<td>U.S. Department of Agriculture (USDA)</td>
<td>(1) Small town resource guide (2) Summer food programs</td>
</tr>
<tr>
<td>U.S. Department of Labor (DOL)</td>
<td>(1) Apprenticeship (2) Skills</td>
</tr>
<tr>
<td>U.S. Department of Health and Human Services, Office of the U.S. Surgeon General (OSG)</td>
<td>Emotional wellbeing Suicide prevention and invisible illness (joint with VA)</td>
</tr>
</tbody>
</table>
The Future of The Opportunity Project

Sustainability inside and outside government:

- **Secure permanent staffing** and infrastructure to coordinate the Opportunity Project
- **Document** process and outcomes.
- **Grow collaborations** with outside organizations such as universities, foundations, and civic technology organizations to provide additional infrastructure and scale.

Improved Data accessibility and digital platform

- Create a broader platform for engagement and capturing demand at opportunity.census.gov.
- Collaborate within and outside of government to increase the usability of relevant federal and local open data.
Thank you!

Contact: Drew Zachary, drew.a.zachary@hud.gov