

Community Storytelling Through Data

Strength Matters Conference, Dallas
Sept. 16-17, 2019



Who We Are



OUR COMPASS

VISION AND MISSION

OUR VISION: One day every person will have an affordable home in a vibrant community, filled with promise and the opportunity for a good life.

OUR MISSION: To create opportunity for low- and moderate-income people through affordable housing in diverse, thriving communities.



OUR IMPACT

A TRUSTED NONPROFIT

We improve communities and people's lives by making well-designed homes affordable.

We bring together nationwide know-how, partners, policy leadership and investment to multiply the impact of local affordable housing and community development.

To Date

585,000-plus homes
created across the U.S.

1M-plus lives connected
to opportunity pathways in
communities nationwide

2018 Investments

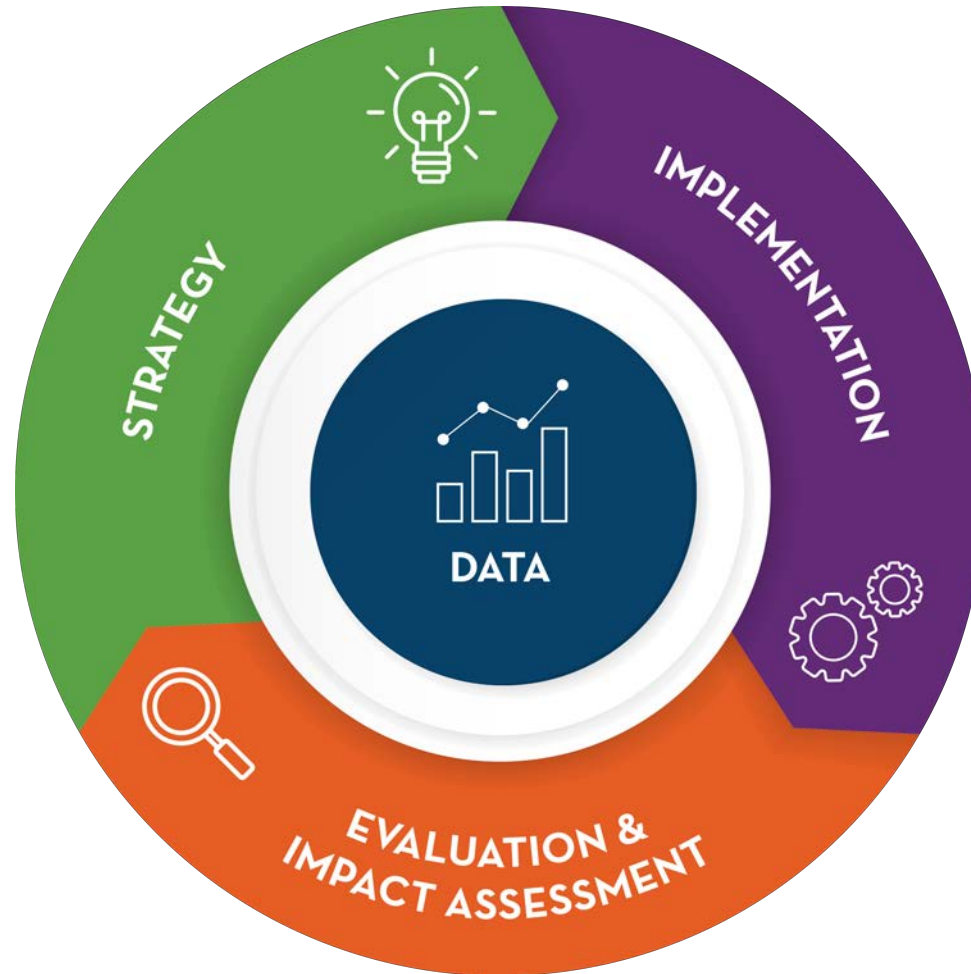
\$8.2B Total Investment

\$4.2B in well-designed
housing



What We Do

Knowledge, Impact & Strategy





Using Data and Location Intelligence for Strategic Decision-Making & Impact Assessment

- We conduct rigorous analysis of neighborhood data
- We're combining the power of OPPORTUNITY360 data with new tools and mapping platforms such as mySidewalk
- We provide consulting and build capacity for understanding and visualizing neighborhood data

WHERE WE WORK

In just the last 12 months, KIS provided hands-on evaluation training, technical assistance, community-based dashboards or housing analyses in at least 26 states, plus the District of Columbia and Puerto Rico.





CASE STUDY

Understanding the Pathways Between Housing & Health in Elevated Chicago Communities

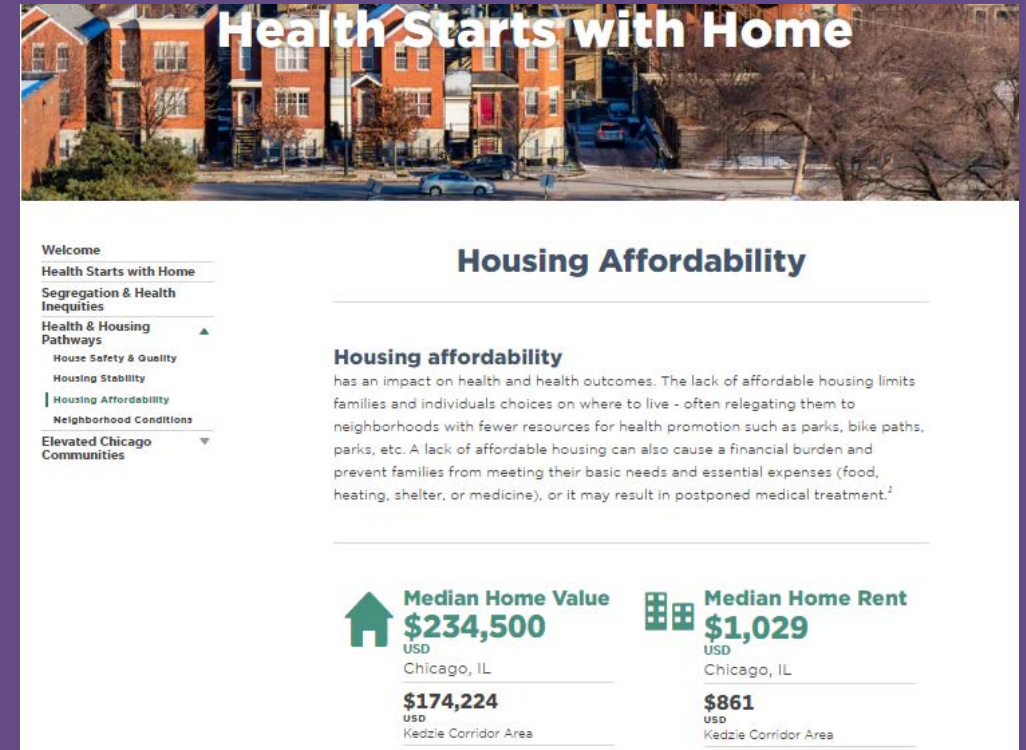
CASE STUDY

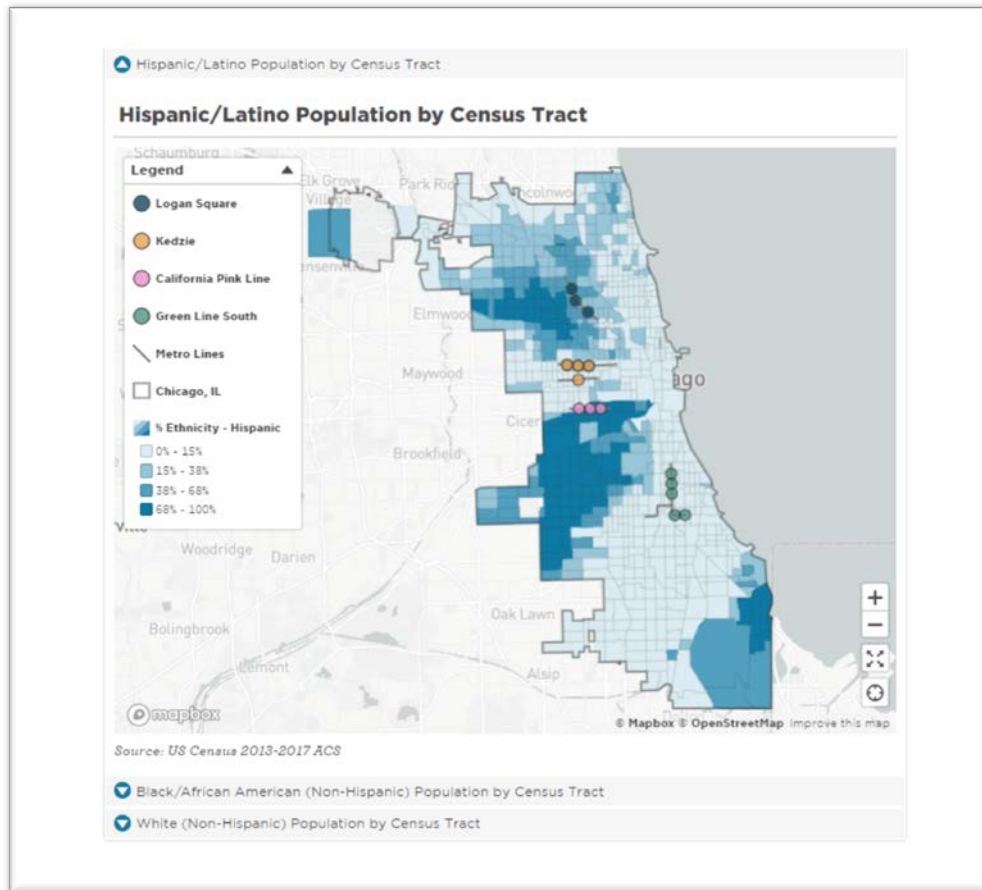


Chicago Health & Housing Dashboard

Funded by the Michael Reese Health Trust and built in partnership with Enterprise's Chicago Market office and The Chicago Department of Health

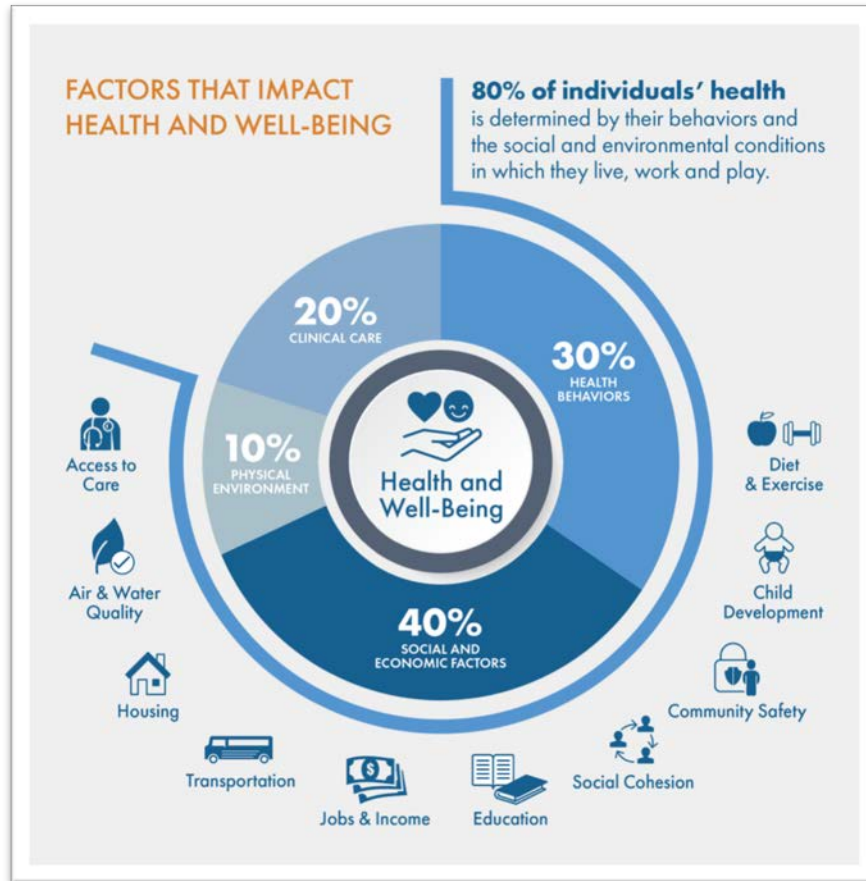
- Pilot project - four “neighborhoods” surrounding transit stops
- Focus on the pathways between health and housing





What questions are we asking?

- What is important to you?
- How would you use this dashboard?
- What questions will you use it to answer?
- Who is the primary audience, secondary audience?
- What are your communities successes and challenges?/What makes your neighborhood unique?
- What story do you want to tell, or will the data tell the story?



What questions are we answering?

- How do housing and neighborhood conditions influence health and health outcomes?
- How do data in the four communities compare to the city as a whole?



Health & Housing Pathways

How does your home or your neighborhood affect your health?

Your home, or the neighborhood where you live, can affect your health through four key pathways: *home safety and quality*, *housing stability*, *housing affordability*, and *neighborhood conditions*.¹

Economic development and community improvement efforts, particularly those related to housing and neighborhood improvements, will require policy and planning approaches that safeguard against the displacement of families and communities. It is essential that those who can benefit from housing and community development projects are able to stay in their homes and communities. Understanding health and housing pathways can aid in building partnerships and developing policies to address housing issues and improve health and health outcomes.



House Safety & Quality
[Read More](#)



Housing Stability
[Read More](#)



Housing Affordability
[Read More](#)



Neighborhood Conditions
[Read More](#)

What questions are we answering?

- How can a better understanding of the pathways between health and housing strengthen partnerships to improve health and well-being?
- How can we leverage data to inform communities concerns about gentrification and displacement around transit-oriented development in policy making?
- How will these data change over time? (ongoing engagement)



Dashboard Next Steps:

- Expansion to include the entire city (all census tracts)
- Track change over time
- Include community data and storytelling

A photograph of a family of three—a woman, a man, and a young child—sitting together on the concrete steps of a house. The woman is on the left, smiling, wearing a brown cardigan and dark pants. The man is on the right, also smiling, wearing a dark shirt and jeans. The child is sitting between them, wearing a light-colored sweater and a flat cap. The background shows a house with a red door and some greenery. The entire image has a blue and red color overlay.

CASE STUDY

**ENTERPRISE COMMUNITY
LOAN FUND
SOCIAL RETURN ON
INVESTMENT REPORT**

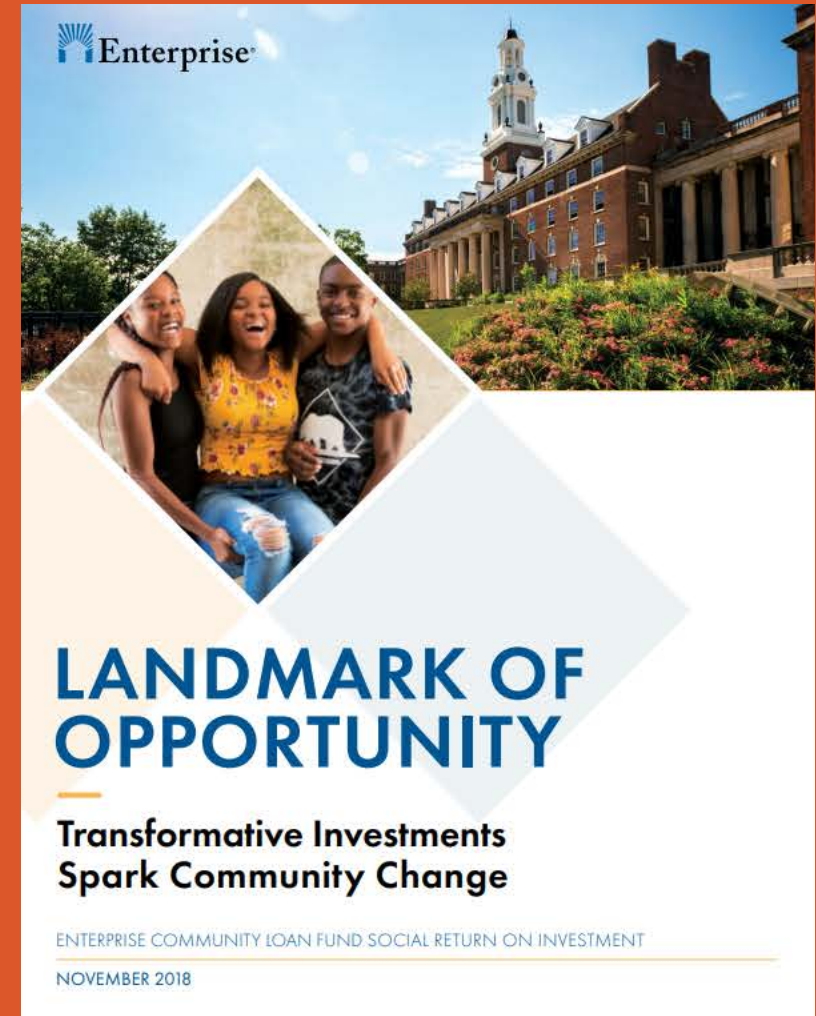
CASE STUDY



SROI Report for Enterprise Community Loan Fund

Enterprise Community Loan Fund is a national non-profit lender that has invested more than \$1.7B since 1990.

- Annual report that summarizes national impact and analyzes 1-3 specific investments
- Critical reporting instrument for impact investors





COMMUNITY IMPACT



109K+
AFFORDABLE HOMES
BUILT/PRESERVED



590K
HEALTH CARE
VISITS FACILITATED



15K
EDUCATIONAL
SEATS CREATED

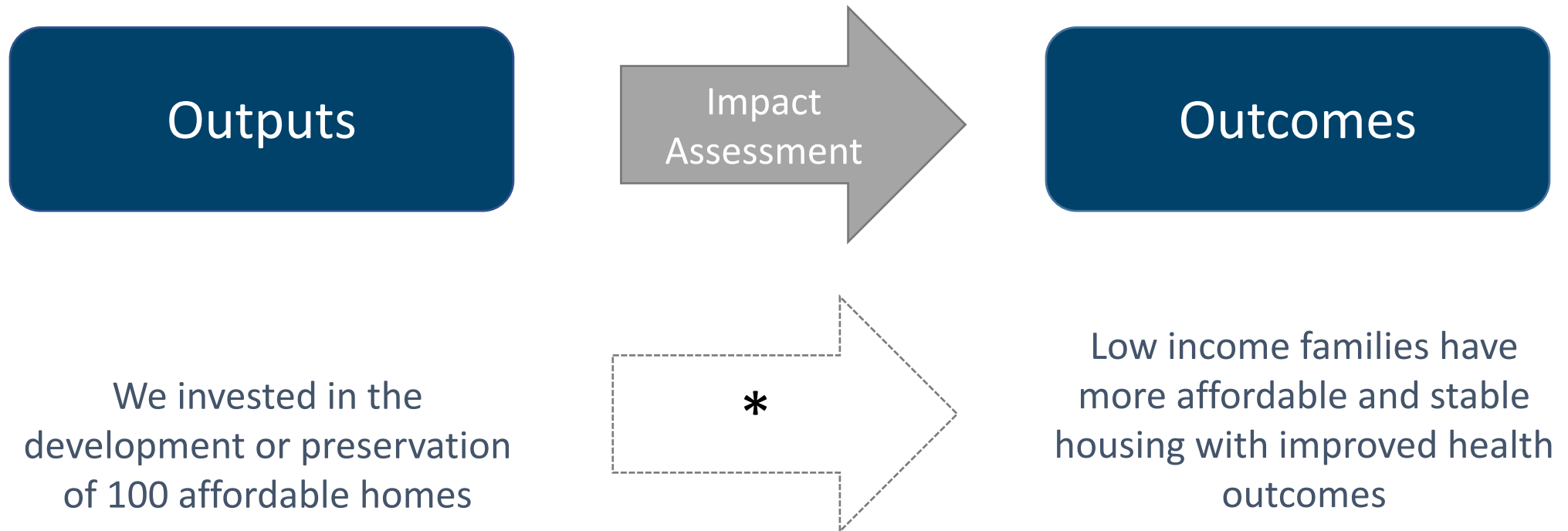


4.1M SQ. FT.
OF COMMERCIAL REAL
ESTATE DEVELOPED/REHABBED

What questions are we asking?

- What social “return” are investors getting for their investment?
- How does Loan Fund’s investments help transform neighborhoods and benefit residents?
- What ripple effect do these investments have throughout local and regional economies?

How do we demonstrate impact?



* Types of research we conduct to connect our work with expected outcomes: analysis of neighborhood data; interviews and focus groups; resident survey; economic impact analysis

How do we demonstrate impact?



How do we demonstrate impact?





Building a Story With Evidence

- We rarely can ***prove*** cause and effect
- We focus instead on evidence that supports our conclusion
- Demonstrating impact with storytelling that draws on both quantitative and qualitative data

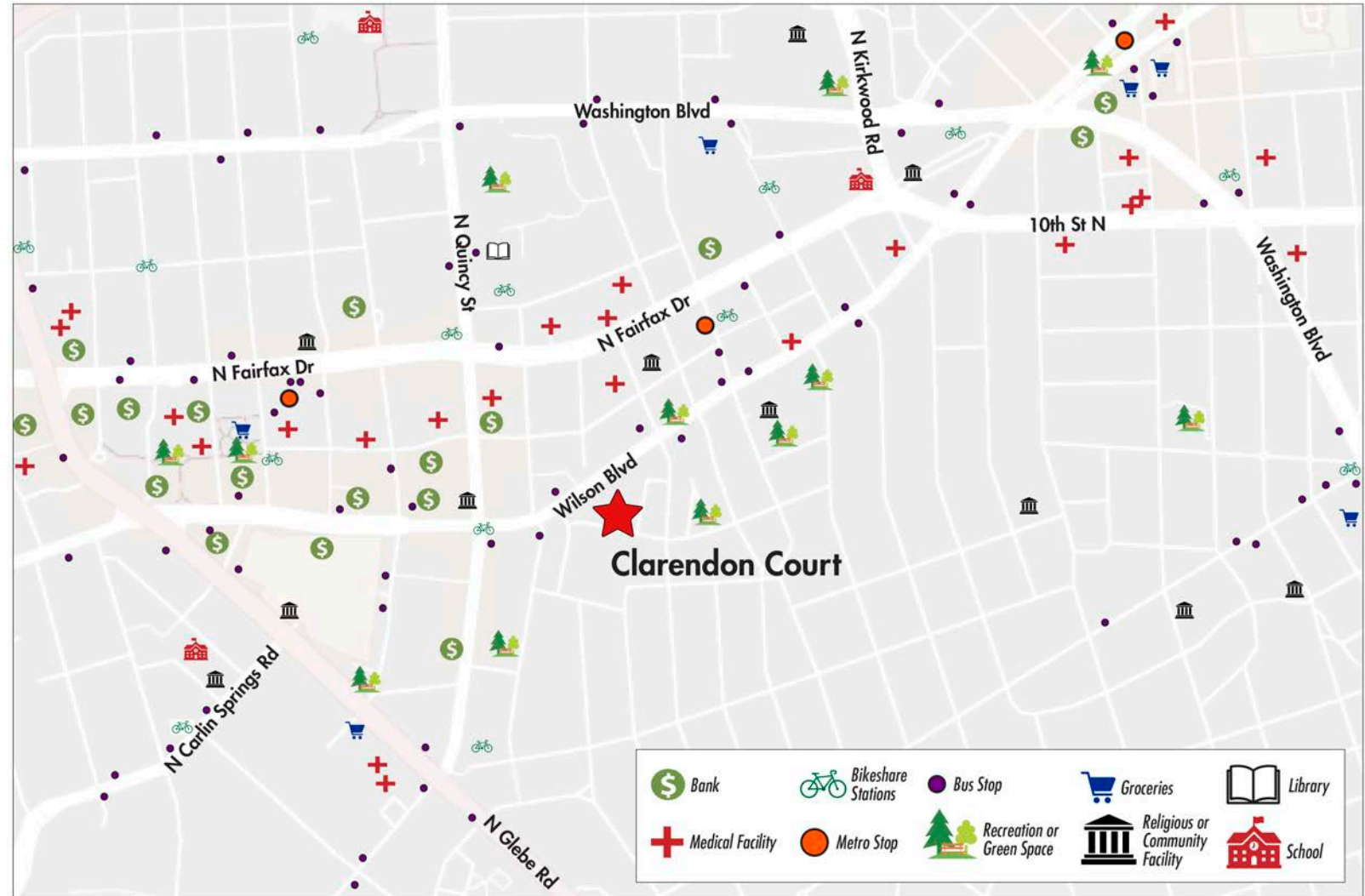
Gathering Resident Stories

"It is very important to keep affordable housing not only in Arlington but everywhere. You have people who cannot afford to live [in a community] but they are contributing to society, to that community. Without affordable housing, all of these things [that they do] could just drop away..."

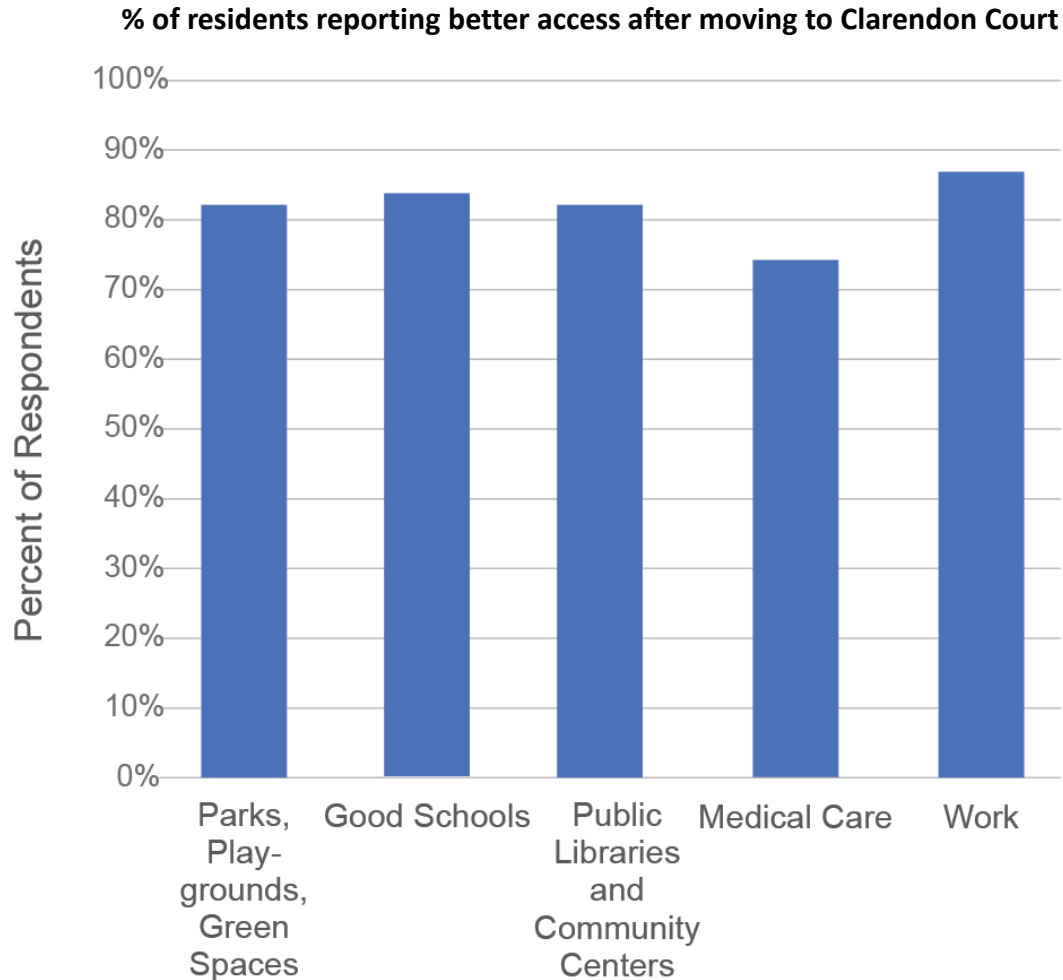
-Lee, Resident



Data Driven Case Studies



Primary Data Collection



- Site visits
- Resident surveys
- Resident interviews
- Stakeholder Interviews

Economic Impact Assessment



Pulling the Story Together through “Social Math”

When a single parent of two working as a Licensed Practical Nurse moves into affordable housing in Arlington, the \$6,500 saved on rent each year would be enough to pay for...

16 

months of public transit use
for the whole family

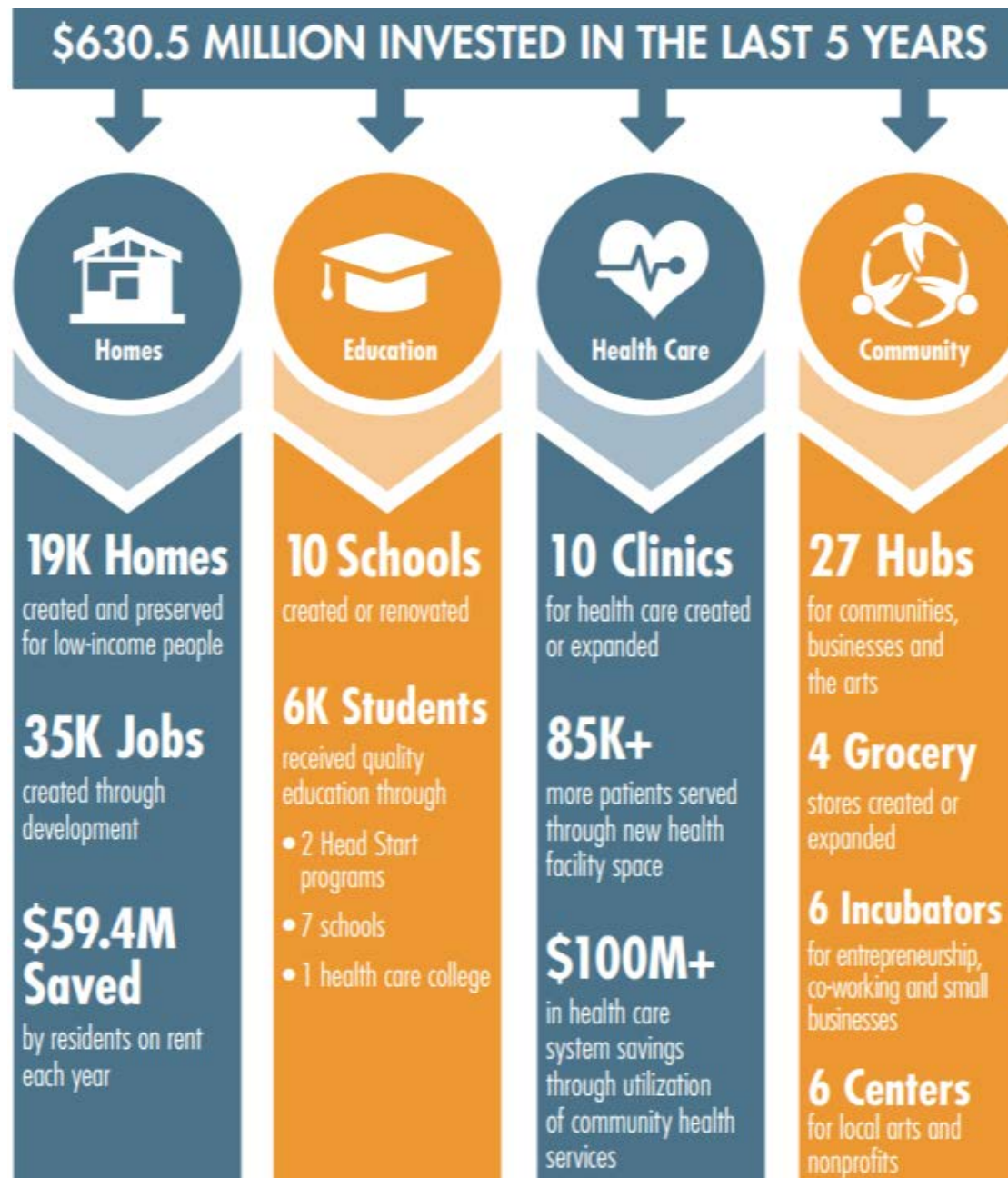
2 

years of extended-day
after-school programs for
two children

35 

credits toward a Registered
Nurse degree at Northern
Virginia Community College

Pulling the Story Together Through Impact Frameworks



Questions?

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