Community Storytelling Through Data

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

Agenda

- Introductions
  - About Enterprise and mySidewalk
  - Data Storytelling Warm-up
- Enterprise: **Case Studies From The Field**
  - Connecting Housing with Neighborhood Health in Chicago
  - Demonstrating Impact with the Enterprise Community Loan Fund
- mySidewalk: **Telling Your Impact Story Using Data**
  - Group Activity - Data Storytelling 101
- Q&A

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

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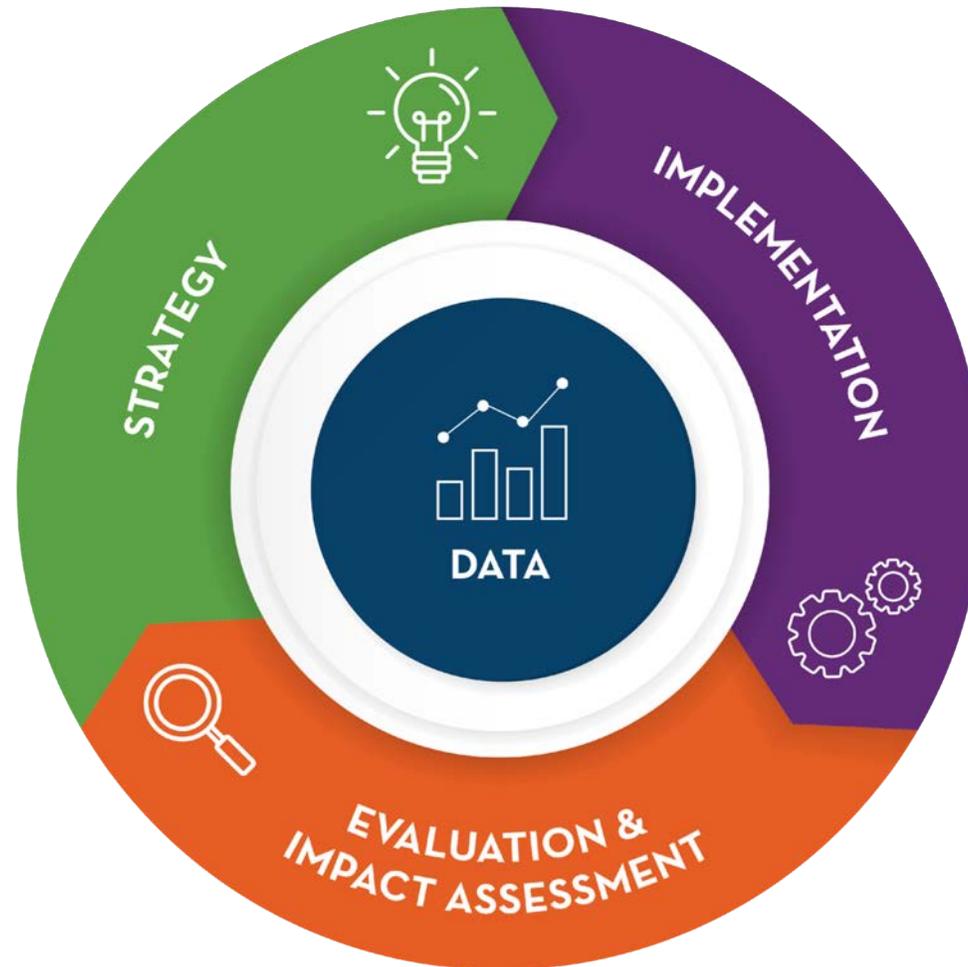
Using Data and Location Intelligence for Strategic Decision-Making & Impact Assessment

- 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

mySidewalk

Community Intelligence Platform

We're on a mission to help communities use data to improve and innovate.
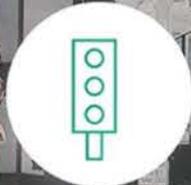
Data is not intelligence

"Data science is growing up fast. Over the past five years companies have invested billions to get the most-talented data scientists to set up shop, amass zettabytes of material, and run it through their deduction machines to find signals in the unfathomable volume of noise… But despite (some) success stories, many companies aren't getting the value they could from data science. **Efforts fall short in the last mile, when it comes time to explain the stuff to decision makers."**

([Scott Berinato](#))

Skills required for effective data science:

- Project management

- Data wrangling

- Data analysis

- Subject expertise

- Design

- Storytelling
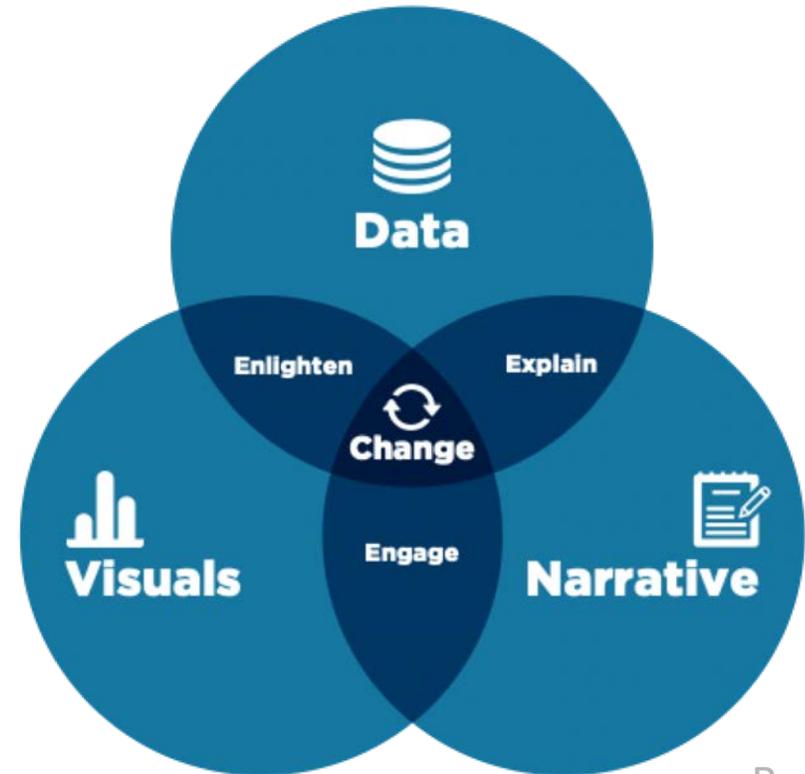
Brent Dykes

The job we help you do
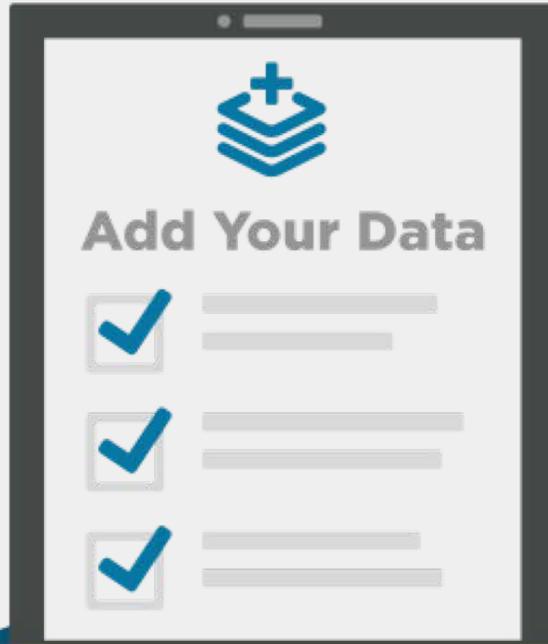

Track
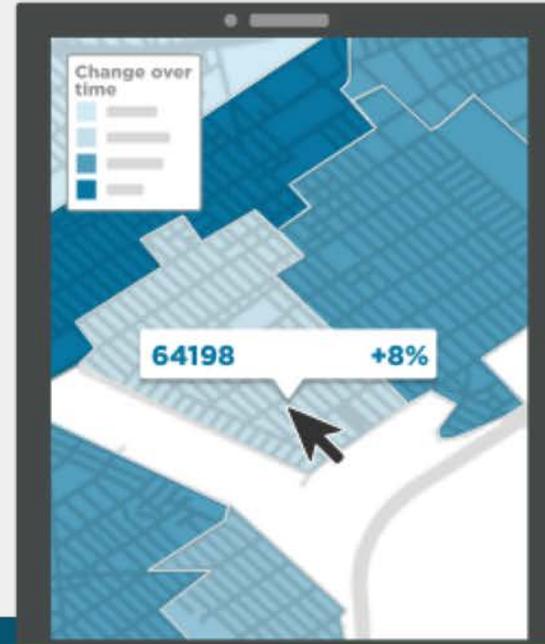
Analyze
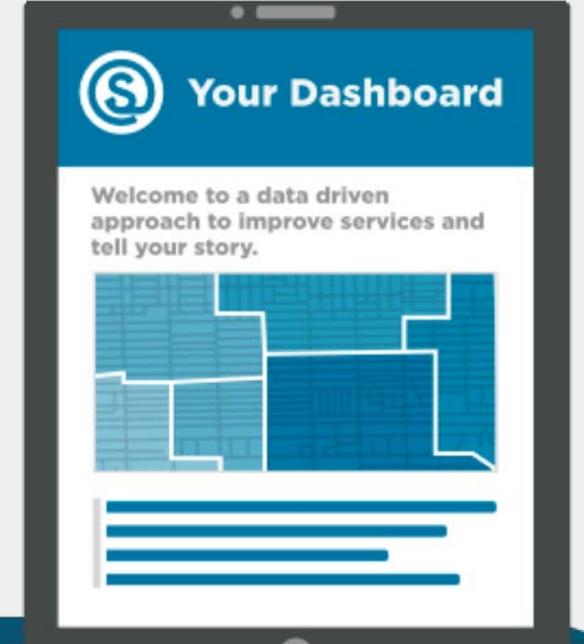
Communicate

1. **Easy to use and preloaded with data**

2. **Start from best practice. Find patterns in your data**

3. **Premier data storytelling platform**

Data Storytelling Warm-up

www.menti.com

Case Studies From The Field

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
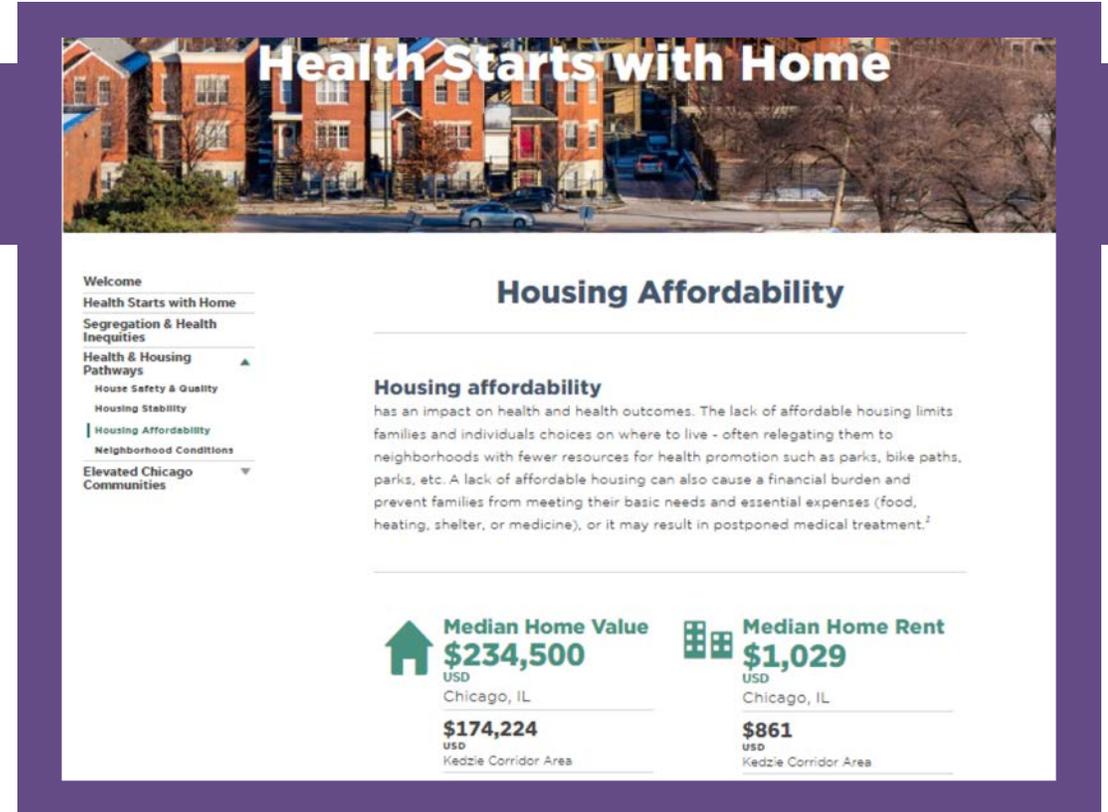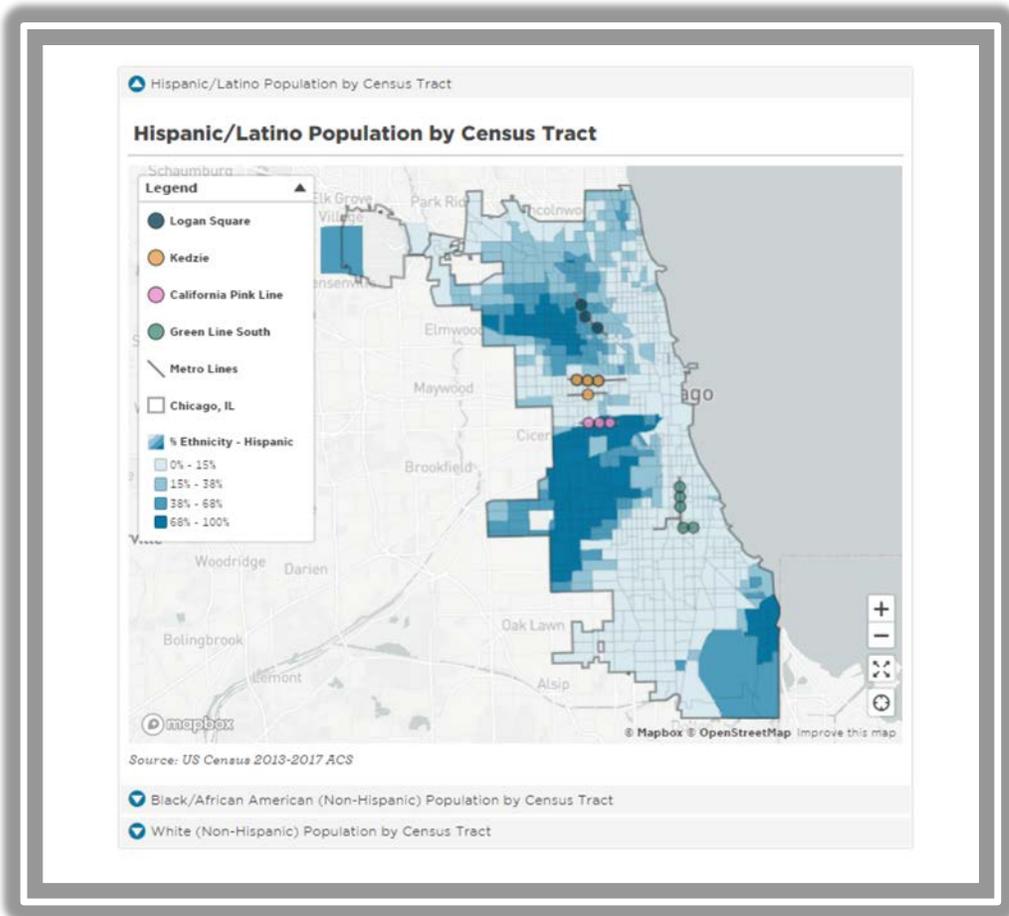
Engaging the community as co-developers

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

FACTORS THAT IMPACT
HEALTH AND WELL-BEING

80% of individuals' health
is determined by their behaviors and
the social and environmental conditions
in which they live, work and play.

20% CLINICAL CARE

30% HEALTH BEHAVIORS

10% PHYSICAL ENVIRONMENT

Health and Well-Being

40% SOCIAL AND ECONOMIC FACTORS

Access to Care

Air & Water Quality

Housing

Transportation

Jobs & Income

Education

Social Cohesion

Community Safety

Child Development

Diet & Exercise

What story is the dashboard being used to tell:

- 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 with the dashboard?

- 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)
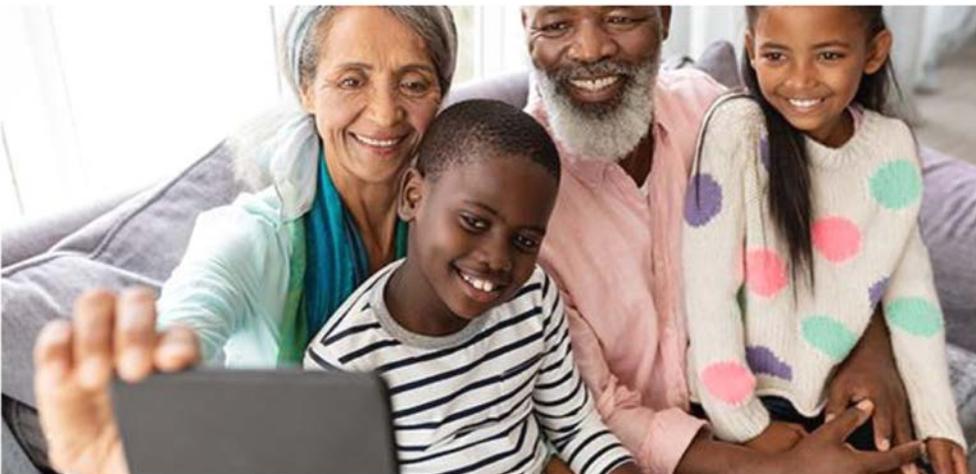
Dashboard Next Steps:

- Expand to include entire city (all Census tracts or Communities)
- Tracking changing health and housing metrics over time
- Include a resources page
- Including community data and storytelling to create a more interactive interface
- Integration with more local housing data

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

Enterprise

LANDMARK OF
OPPORTUNITY

Transformative Investments
Spark Community Change

ENTERPRISE COMMUNITY LOAN FUND SOCIAL RETURN ON INVESTMENT

NOVEMBER 2018

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
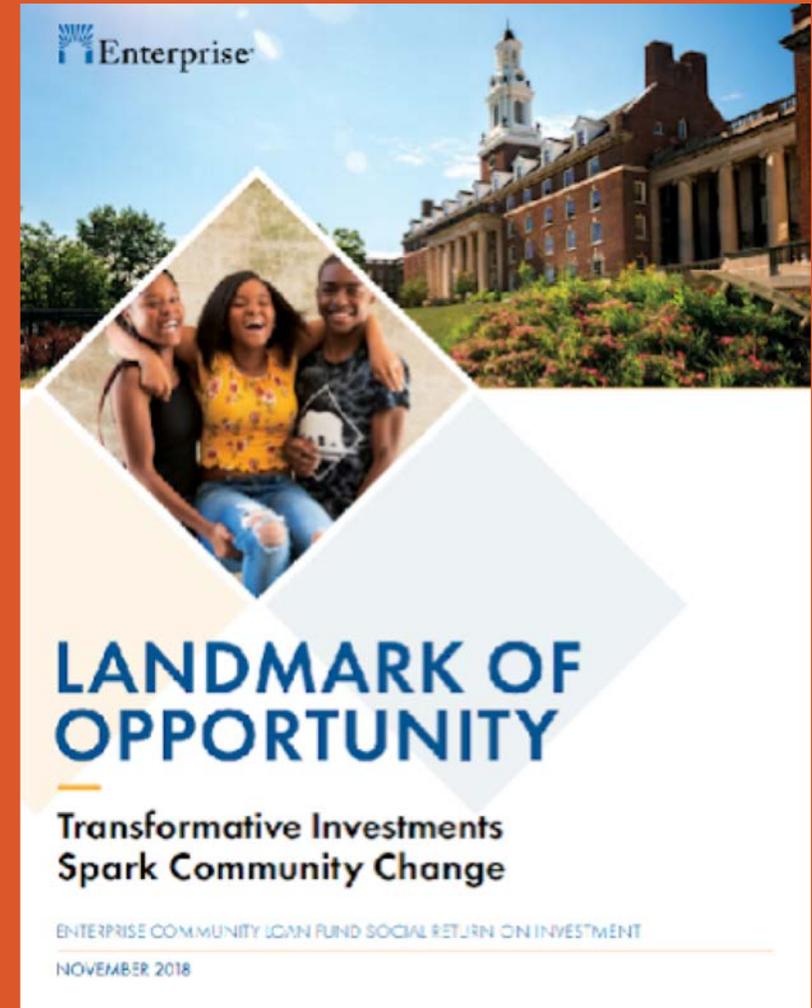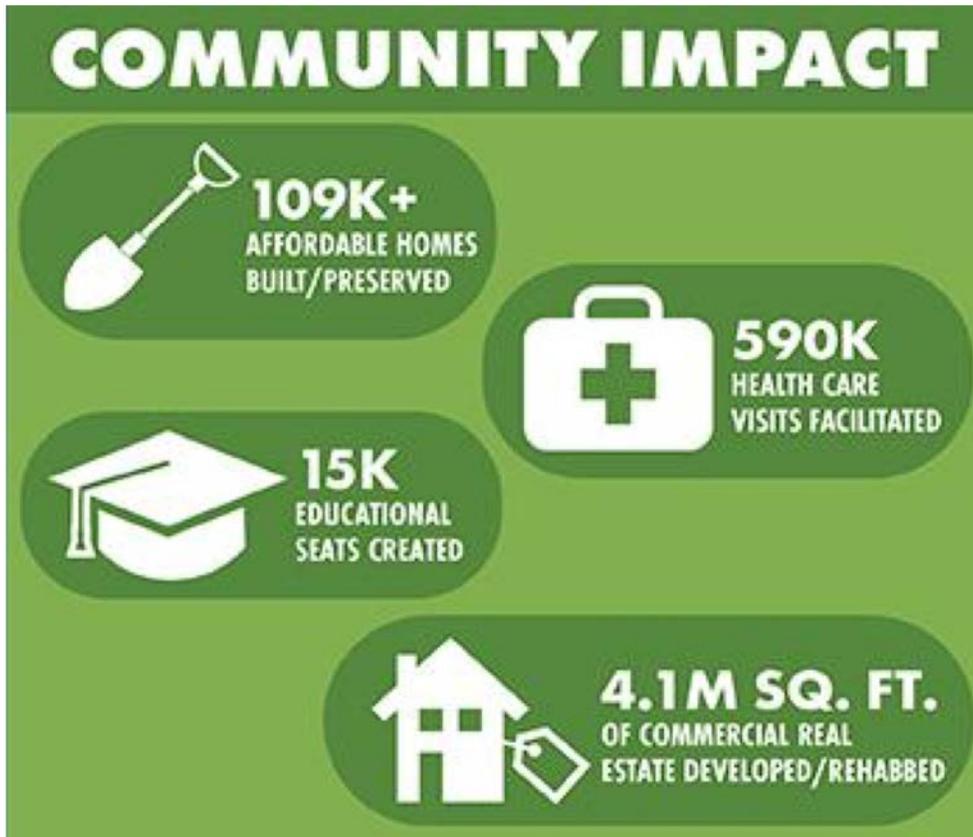
What questions are we asking?

- 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?

Outputs

Impact Assessment

Outcomes

We invested in the development or preservation of 100 affordable homes

*

Low income families have more affordable and stable housing with improved health outcomes
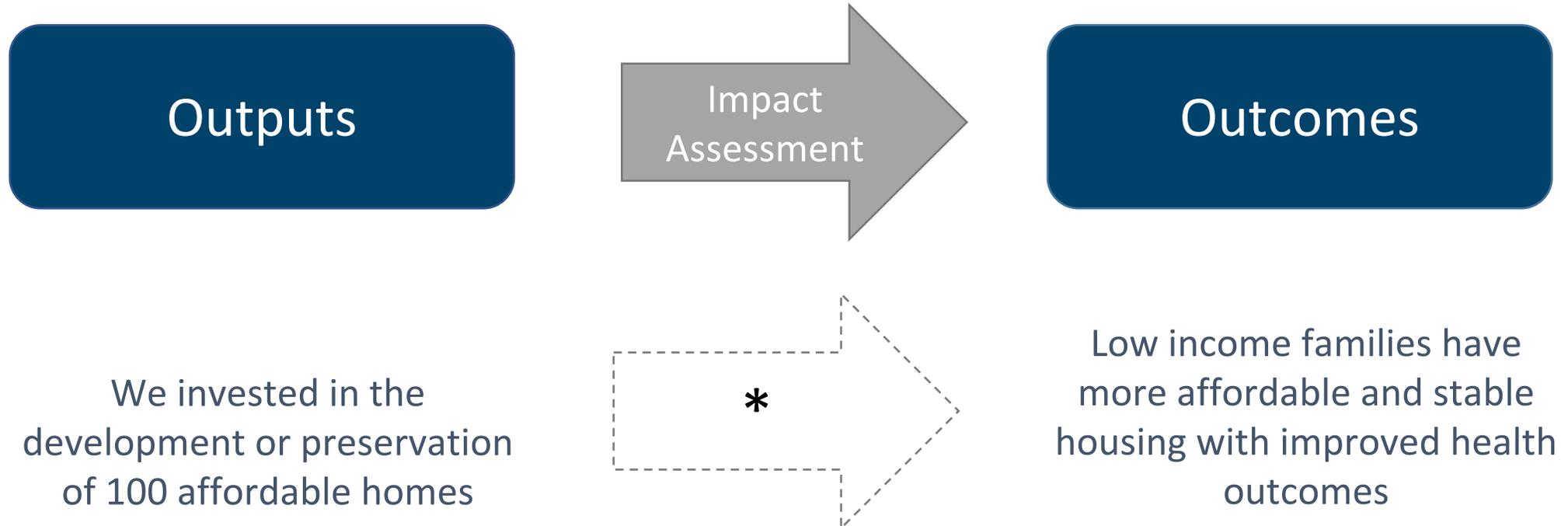
* Types of research we conduct to connect our work with expected outcomes: analysis of neighborhood data; interviews and focus groups; resident survey; economic impact analysis

How do we demonstrate impact?

Outputs

Impact Assessment

Outcomes

We invested in the development or preservation of 100 affordable homes

75 percent of residents report a significant improvement in their child's safety compared to their previous neighborhood

Low income families have more affordable and stable housing with improved health outcomes

How do we demonstrate impact?

Outputs

Impact Assessment

Outcomes

We invested $10,000,000 in this community

Local businesses report substantially increased foot traffic since the development became occupied

Improved economic vitality in the area

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

Clarendon Court

Legend:
- $ Bank
- Bikeshare Stations
- Bus Stop
- Groceries
- Library
- Medical Facility
- Metro Stop
- Recreation or Green Space
- Religious or Community Facility
- School
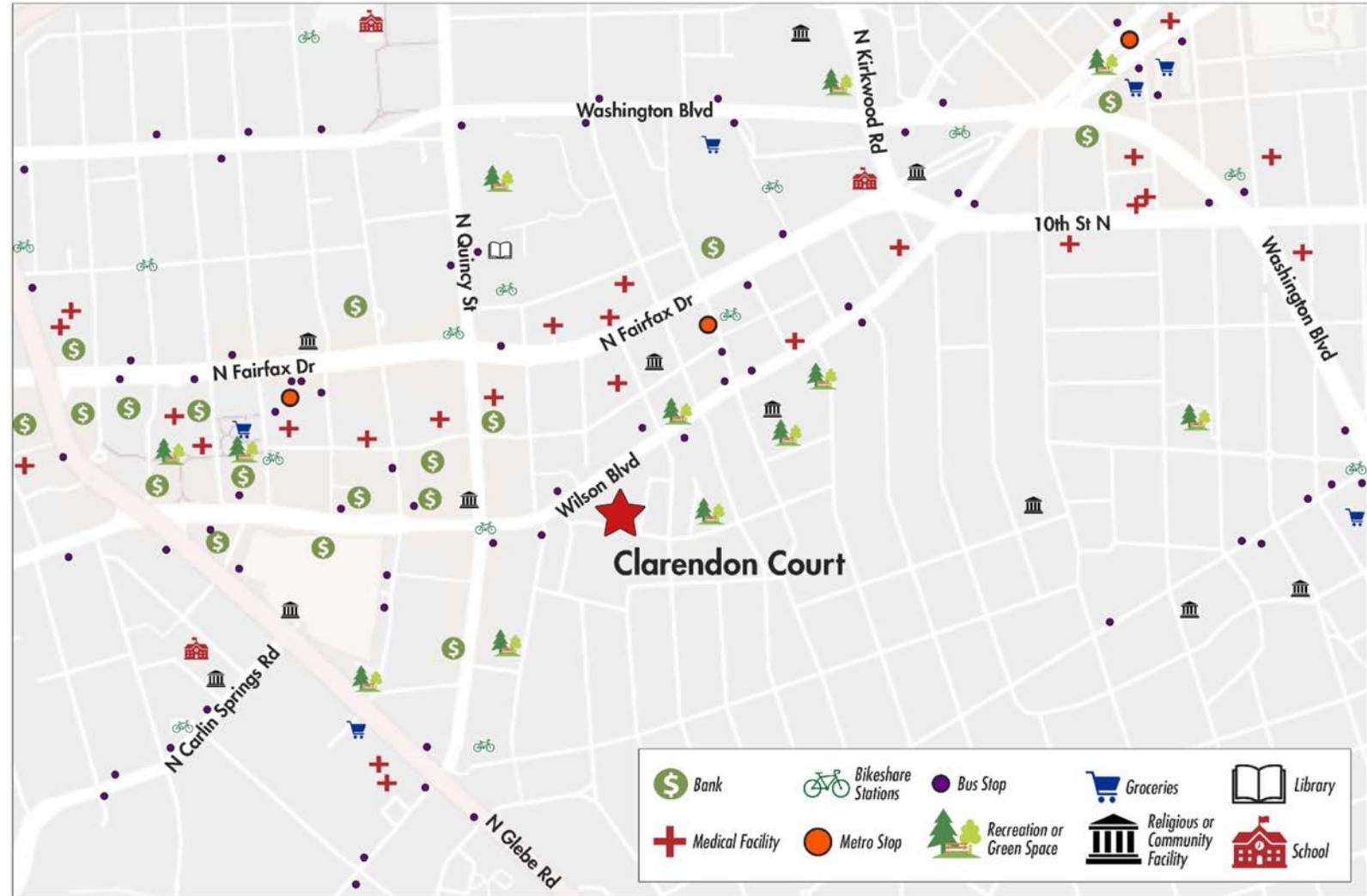
Primary Data Collection

% of residents reporting better access after moving to Clarendon Court
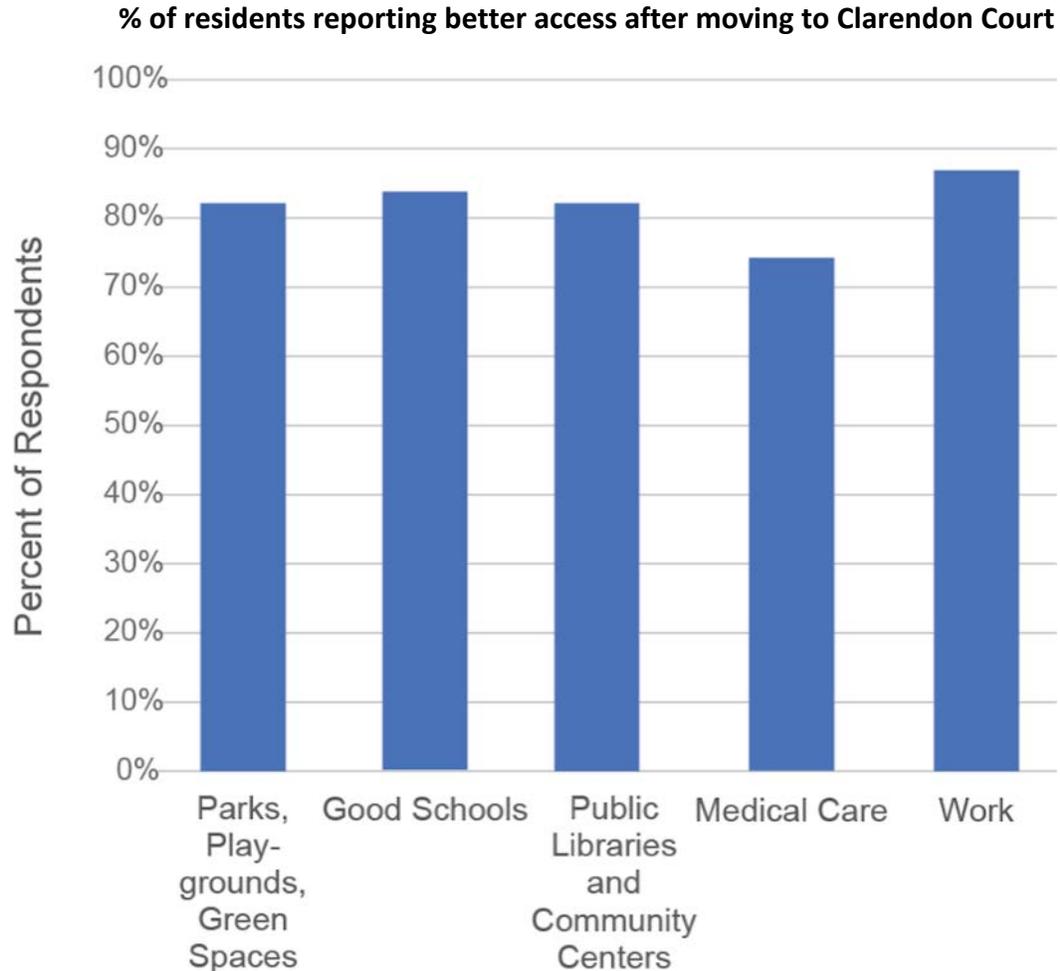
- Site visits
- Resident surveys
- Resident interviews
- Stakeholder Interviews

Economic Impact Assessment

Local Investment Leads to Results

RAISED → **LEVERAGED** → **SUPPORTED** → **SAVED AND IMPROVED**

$12M — Local Investments through *Our Region, Your Investment*

$20.9M — Financing from Loan Fund

$266.4M — Total Development Costs

488 — Homes in Five Affordable Housing Properties

The impacts of these investments include...

$3,070 — Saved per household on rent each year, on average

$15.7M — Annual government revenue and local economic activity generated through construction

630 — Construction jobs created through the rehabilitation of homes

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

$630.5 MILLION INVESTED IN THE LAST 5 YEARS

Homes
19K Homes
created and preserved for low-income people

35K Jobs
created through development

$59.4M Saved
by residents on rent each year

Education
10 Schools
created or renovated

6K Students
received quality education through
- 2 Head Start programs
- 7 schools
- 1 health care college

Health Care
10 Clinics
for health care created or expanded

85K+
more patients served through new health facility space

$100M+
in health care system savings through utilization of community health services

Community
27 Hubs
for communities, businesses and the arts

4 Grocery
stores created or expanded

6 Incubators
for entrepreneurship, co-working and small businesses

6 Centers
for local arts and nonprofits

Telling Your Impact Story Using Data

Steps to make data driven change

1. Create your problem statement

2. Compile the data

3. Conduct data analysis / insight identification

4. Support your insight

   a. Marie Kondo your data and KPIs

5. Craft the story

   a. Find the emotion

   b. Design the experience

   c. Sloganeering - power statement creation - common language solidification

6. Launch

7. Monitor, iterate, and improve - REPEAT

1. **Power Statement**
   a. The firm belief you know to always be true
   b. Data insight that introduces the topic

1. **Problem Statement**
   a. The gap that you are trying to fill
   b. Data insight that identifies the gap

1. **Resolution Statement**
   a. What you're doing today and in the future to fill the gap
   b. Imagine the future with a KPI and goal/target

1. ~~Power Statement~~ **Celebratory Statement**

    a. Advocate for your community by sharing their successes first

    b. Data insight that visualizes current success

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    a. The opportunity your community has in front of them
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1. ~~Resolution Statement~~ **Call to Action**
   a. Provides resources for how to get involved
   b. Places your organization as one of the many resources for change
   c. Data insight for how your outcomes meet this opportunity

Examples

1. **Plot Data Across Time**
   a. Demonstrates the history of place

1. **Compare Data With Other Places**
   a. Creates urgency and motivation for change

1. **Find Relationships Between Datasets**
   a. Frames and contextualizes your story

1. **Map Everything You Can**
   a. Highlights opportunities and local successes

Time To Practice

Your Turn

Community Storytelling Through Data

Q&A