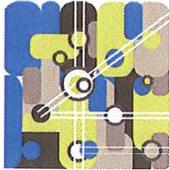


# What is Opportunity?



*“Opportunity” is a situation or condition that places individuals in a position to be more likely to succeed and excel.*

### Why map Opportunity?

Opportunity mapping provides an analytical framework to measure opportunity comprehensively in the region and determine who has access to opportunity rich areas. The maps are a tool advocates can use to ensure fair investment in all of a region’s people and neighborhoods — to improve the life outcomes of all citizens, and to improve the health of the entire region.

### Opportunity Maps

Opportunity maps assess the conditions present in neighborhoods (census tracts) across a region. With origins in social science research, the indicators of opportunity for a region are defined by broad categories like education, economy, transportation, housing, environment, and health. The indicators for each neighborhood are added together to create an overall “opportunity score”, sorted into categories of access to opportunity: very low, low, moderate, high, and very high. Maps are shaded with colors that correspond to the opportunity score and data is overlaid on the opportunity map for analysis.

### Indicators of Opportunity in Central Puget Sound Region

EDUCATION	ECONOMIC HEALTH	HOUSING & NEIGHBORHOOD QUALITY	MOBILITY & TRANSPORTATION	HEALTH & ENVIRONMENTAL
Reading Test Scores (4 <sup>th</sup> Grade)	Access to Living Wage Jobs	Housing Vacancy Rates	Transportation Cost; Cost per commute	Distance to nearest park or open space
Math Test Scores (4 <sup>th</sup> Grade)	Job Growth Trends; % Change in Jobs from 2000-2010	Housing Stock Condition	Transit access; Proximity to Express Bus Stops	Toxic waste; Proximity to Toxic Waste Release
Student Poverty	Unemployment Rate	Foreclosure Rate	Average Transit Fare Cost	Access to healthy food; % of tract in food desert
Teacher Qualifications		High Cost Loan Rate	Walkability; % of commutes by walking	
Graduation Rate		Crime Index		

In collaboration with the Kirwan Institute for the Study of Race and Ethnicity at Ohio State University a report, *Equity, Opportunity, and Sustainability in the Central Puget Sound Region* and corresponding maps were completed with input from communities and stakeholders across the region. Preliminary analysis shows:

- **Demographics** – Total population, disabled population, and foreign born population are distributed fairly evenly across the opportunity spectrum, while Whites and Asians are more concentrated in high opportunity areas, and African Americans, Latinos, and American/Alaskan Natives are more concentrated in low opportunity areas
- **Poverty** – Half of people in poverty live in low opportunity areas, but 75% of households receiving public assistance are in low opportunity areas.
- **Housing Affordability** – Total housing units, cost-burdened households, and HUD units are all distributed fairly evenly across the opportunity spectrum, but over half of Section 8 vouchers are located in low opportunity areas

Examples of how the maps can be used in the region and by Growing Transit Communities partners:

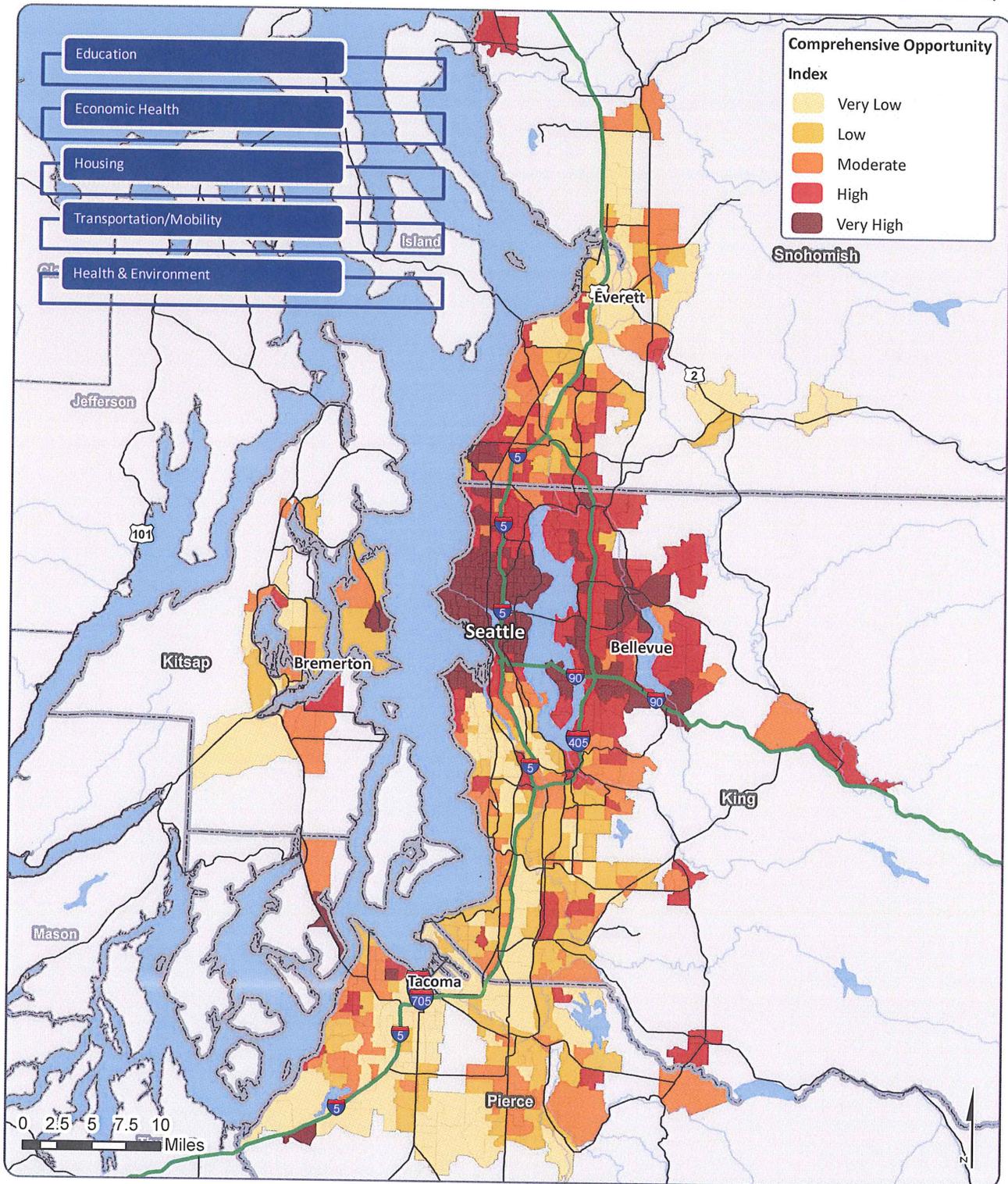
- To guide investment and prioritize funding for affordable housing
- To analyze and inform fair housing issues
- As a tool for decision making by Growing Transit Communities Corridor Task Forces and in the Corridor Existing Conditions Report and Action Strategies

To view the report, maps, and the online map viewer visit [psrc.org/growth/growing-transit-communities](http://psrc.org/growth/growing-transit-communities)

# Comprehensive Opportunity Map



**Kirwan Institute**  
Many Differences One Destiny



**For more information:**  
Please visit [psrc.org](http://psrc.org) or contact  
Tim Parham, [tparham@psrc.org](mailto:tparham@psrc.org)

SOURCES: Puget Sound Regional Council, 2011; Environmental Protection Agency, 2010; Washington Dept. of Ecology, 2011; ESRI Business Analyst, 2010; American Community Survey, 2006-2010; U.S. Census, 2010; Tetrad, Inc. PCensus Dbx, 2010; Washington State Report Card, 2010-2011

**Puget Sound Regional Council**

1011 Western Avenue, Suite 500 • Seattle, Washington 98104-1035  
206-464-7090 • FAX 206-587-4825 • [psrc.org](http://psrc.org) • April 2012