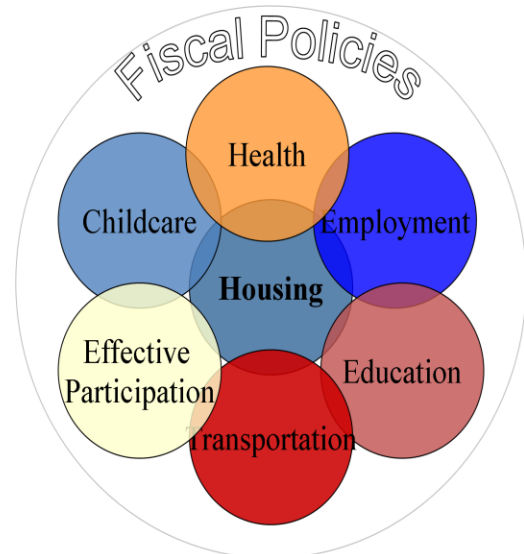




## Opportunity Mapping

Opportunity mapping is a research tool used to understand the dynamics of “opportunity” within a region. Neighborhood conditions and proximity to opportunities (such as high performing education or sustainable employment) have a critical impact on quality of life and self advancement. Opportunity maps are used to assess geographic distribution of these resources and opportunities across a region – and present this information in a way that facilitates informed, affirmative interventions. In order to direct investment into under-resourced and struggling areas – and in order to proactively connect affordable housing to high quality jobs, education, healthcare, and services – we need to be able to quantitatively model opportunities throughout our region. <sup>1</sup>



Source: Kirwan Institute

“Opportunity” is a purposely broad concept, and one that must be customized according to the needs and priorities of Clackamas County to have the greatest impact. As a result, selecting a list of the key “indicators” of access to opportunity – and the most representative data sources for those indicators – was a critical first step in the mapping process. The following table provides a list of the key proximity-based indicators that were used to create opportunity maps in the following five categories: (1) Education; (2) Economic; (3) Transportation; (4) Health Care; and (5) Neighborhood Quality:

Education	Economic	Transportation	Health Care	Neighborhood Quality
ODE Report cards, Proximity to Schools and Adult Education Opportunities	Employment Density and High-wage industry clusters	Proximity to light rail, bus service, and bike lanes	Proximity to Hospitals, Primary Care Providers, and other clinics accepting Oregon Health Plan	Proximity to parks, healthy food sources, and other community resources

### Primary Roles of Advisory Committee in Opportunity Mapping Process:

- Set policy priorities and help identify key indicators and data sources
- Help identify potential uses for maps in planning process
- Provide feedback on initial map results and identify issues for fine tuning

<sup>1</sup> Source: Kirwan Institute, <http://www.kirwaninstitute.org/research/opportunity-communities/>