Center *for* Public Policy Priorities

Powerful Data for Advocacy: A Sneak Peek at the Texas Regional Opportunity Index

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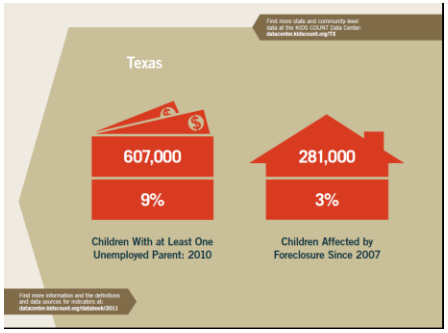
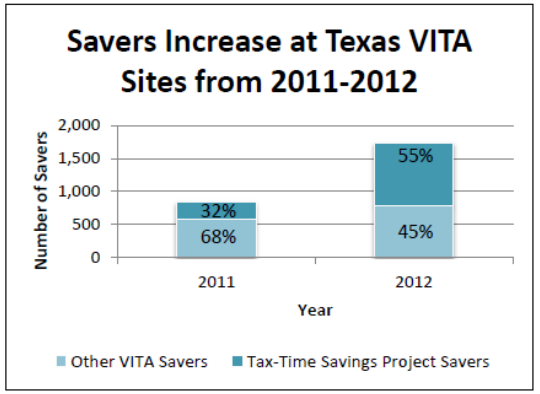
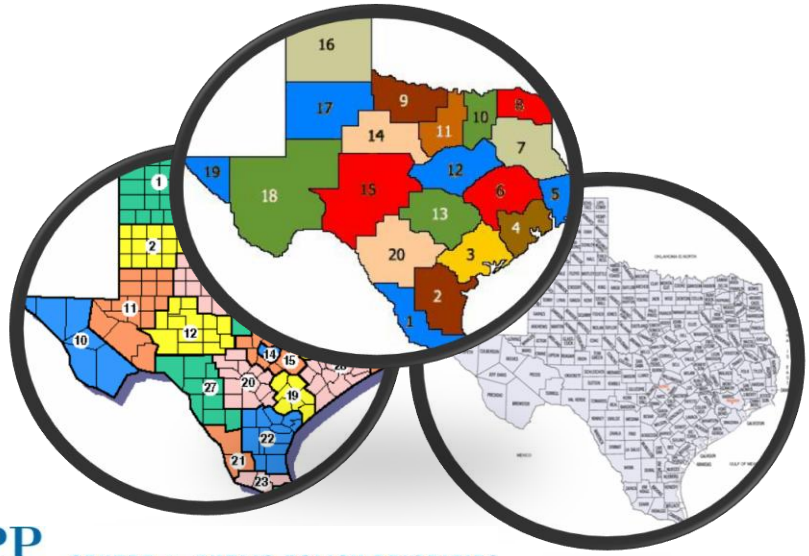
Presenting Data to Diverse Audiences

- Type of Display
  - Infographics
  - Graphs
  - Snapshots
  - Profiles





Source: IRS, 2012; United Ways of Texas, 2012; Foundation Communities, 2012



- Depth and Breadth
  - Local, regional, state, or national?
  - Overview or detailed?

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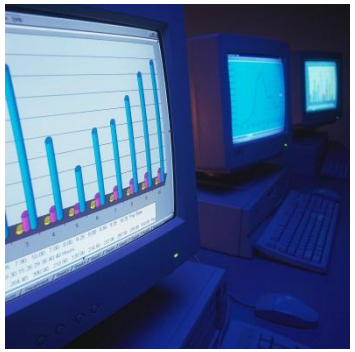
Why Shift to Solutions Oriented Data

- **Provide** better and timely data to local stakeholders to measure community impact
- **Drive** conversations toward manageable, measureable, and actionable outcomes
- **Inform** public policy debate on statewide strategies to improve and measure performance indicators
- **Cross** traditional policy silos and agency boundaries to address barriers to individual and community development
- **Generate** comparable local and regional snapshots to assess opportunity structures



Solutions-Oriented Data

Not Solutions Oriented

- Poverty Rate
  - Presents a broad picture of a social problem
  - Does not imply any sort of action
  - Measures a complex problem without a causal mechanism

Solutions Oriented

- VITA Preparation Rate
  - Provides a glimpse into a local service
  - Implies a policy action for improvement
  - Measures a single aspect of opportunity upon which community based organizations local governments can act.

Data Sources: Where to Find Good Data?

Public:

- Census Data
  - DataFerret
  - American Fact Finder
- Federal & State Agency Data
  - HUD User
  - IRS data
  - PEIMS
  - Look in databases AND written reports

Proprietary Data:

- Contributions from other non-profits and CBOs
- Paying for Data

Requesting Data:

- When you can't find it, ask
- Knowing the keepers of the Data

Pulling it all Together

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Adapted from CFED Household Security Framework

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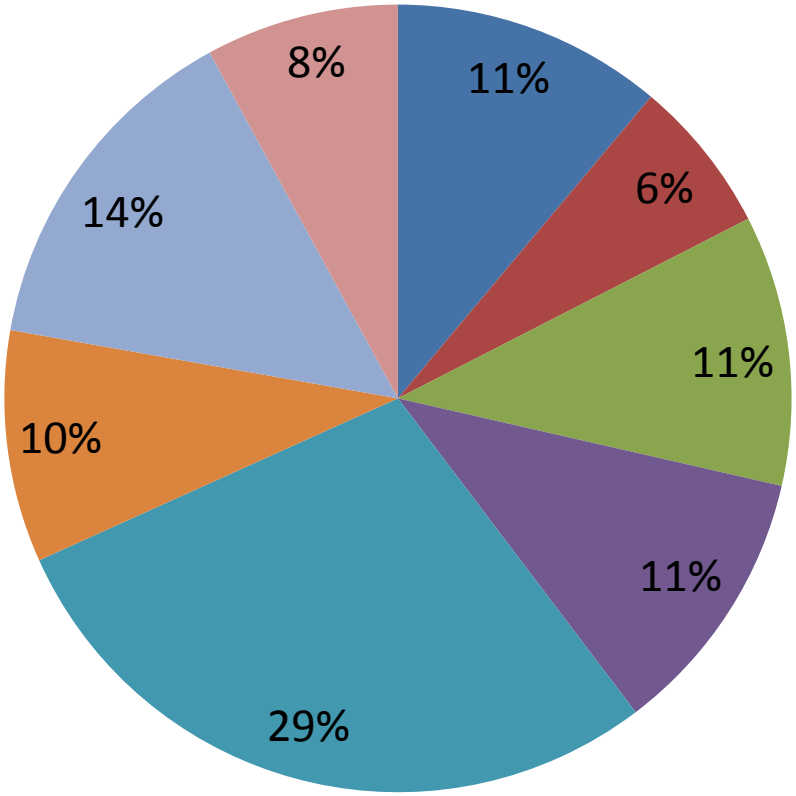
TROI by Opportunity Cluster



- Credit & Debt
- Economic Development & Jobs
- Family Budgets
- Health
- K-12 Education
- Nutrition
- Postsecondary Education & Skills Development
- Savings & Assets

* 63 Total Indicators

Getting the Local Data in Your State: TROI Sample Indicators

Clusters	Examples of Available Indicators
Credit and Debt	Average Credit Score, Credit Card Debt, **Payday & Auto Title Lender Density**
Economic Development and Jobs	Business Establishment Rate, Labor Force Participation Rate, Long-Term Unemployment
Health	CHIP Renewal Rate, Primary Care Providers, Uninsured Rates for Children and Adults
Family Budgets	Child Care's Share of Family Budget, **VITA Preparation Rate,** Underbanked Households Rate
Nutrition	SNAP Participation Rate, % Food Desert, Summer Meals Participation Rate
K-12 Education	AP and Dual Credit Rates, Public Pre-K Enrollment, ED Student Dropout and Graduation Rates
Post-secondary Education & Skills Development	Degree Completion Rates (2-yr colleges), **FAFSA Completion Rates** Enrollment Rates, **Student Loan Default Rate** (3yr cohort)
Savings and Assets	Foreclosure Rate, **Prepaid College Savings Rate,** Financial Institution Density

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