



OPPORTUNITY

POVERTY

January 2019

Ensuring Opportunity Campaign to End Poverty
in Contra Costa County

What is Ensuring Opportunity?



- A countywide initiative to end poverty in Contra Costa by addressing root causes
- Goal: Achieve equity and opportunity for all residents
- Change systems & policies, so that every community member has an opportunity to thrive



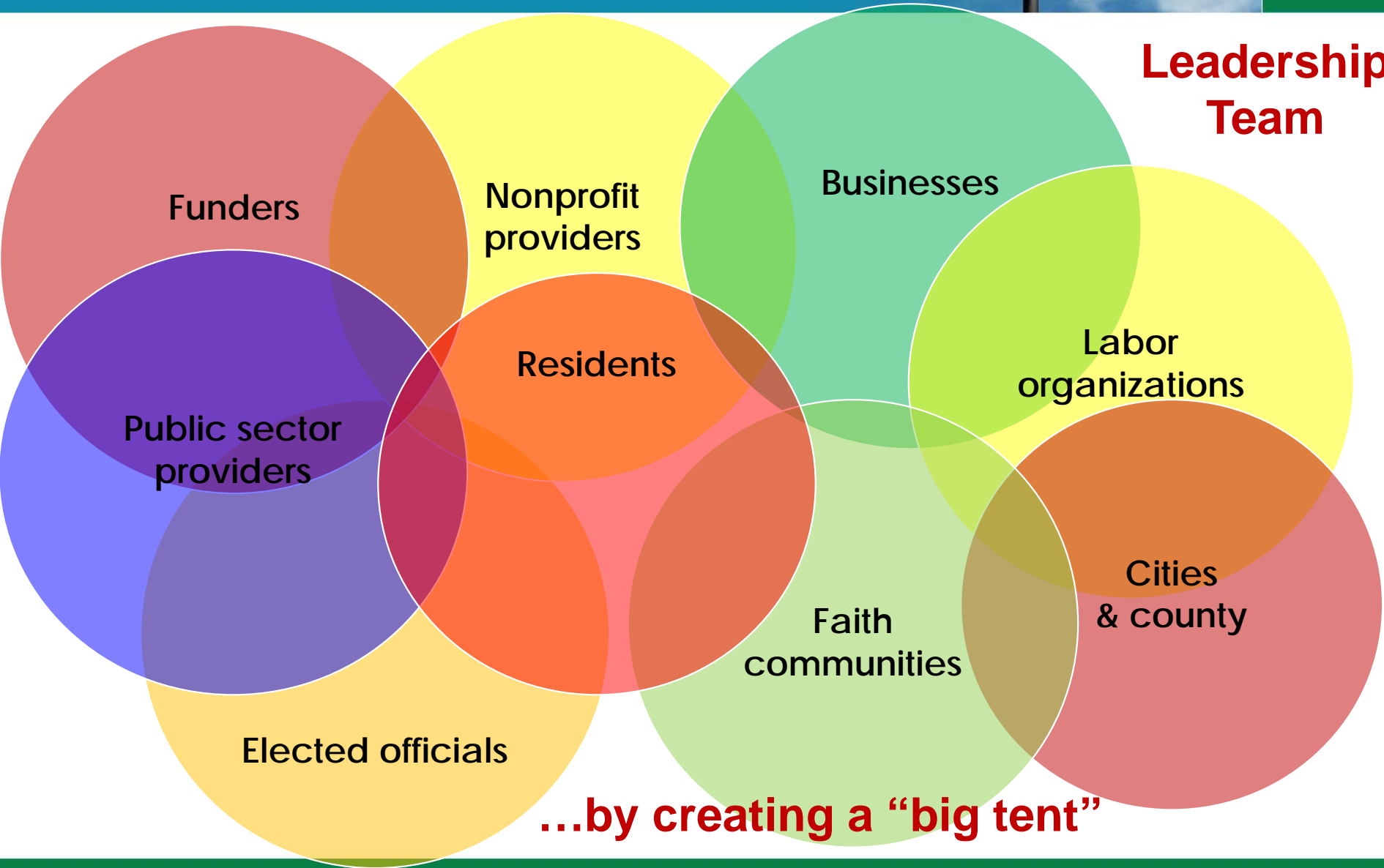
POVERTY

OPPORTUNITY

We engage diverse stakeholders...

3

Leadership Team



...by creating a “big tent”

We believe that everything is connected ...



... and EQUITY is at the heart of our work

Contra Costa snapshot

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5

- 1.1 million residents, 804 square miles, 19 cities
- Three distinct regions (West, Central, East)
- Majority people of color (46% White, 25% Latino/Hispanic, 15% Asian, 9% Black)
- Mix of rural, suburban & urban sensibilities



Contra Costa Housing crisis index



6

- **1 in 6:** Residents are struggling to make ends meet
- **30,939:** Additional affordable units needed
- **\$7,667:** Monthly income to afford median rent
- **75%:** ELI* renters spend > 50% of income on rent
- **2,234:** People experiencing homelessness (PIT count)
- **66%:** Decrease in housing funding, 2008-2016

* *ELI = Extremely Low Income: earning 30% or less of Area Median Income*



Join Ensuring Opportunity's campaign!

- www.endpovertycc.org
- [@endpovertycc](https://twitter.com/endpovertycc)
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