

OpenLine Reentry Community Program

**Improving Inclusive Growth Outcomes in
Baltimore City ($IGS < 45$)**

Mastercard Data Challenge 2025

Presented by Morgan State University
- Graves Analytical Group

Dashia Pennington & Ella Townsend



Reentry Barriers Limit Economic Mobility in Baltimore City

Problem Statement: Baltimore City's **Inclusive Growth Score** remains **below 45**, driven by structural barriers in housing access, employment opportunities, and community stability.

Key Challenges:



High incarceration and reentry rates limit access to stable income, housing, healthcare access, and financial services.



Disinvested neighborhoods are excluded from major investment pipelines and lack designated opportunity zone benefits.



Without targeted reentry support, individuals are pushed back into cycles of poverty and incarceration – suppressing economic mobility in communities and long-term inclusive growth.

Key Insights: *Baltimore cannot increase its Inclusive Growth Score without improving reentry pathways because economic mobility begins with stability.*

Where Reentry Barriers Focus in Baltimore



Many Baltimore neighborhoods have an **Inclusive Growth Score** below 45, reflecting decades of under-investment, housing instability, and financial exclusivity.



Baltimore makes up 9%-10% of Maryland but has a significantly higher crime rate over 60% of the state's annual total.



1 in 3 Baltimore residents has a **criminal record**, restricting access to housing, employment, and credit – making economic mobility structurally difficult.

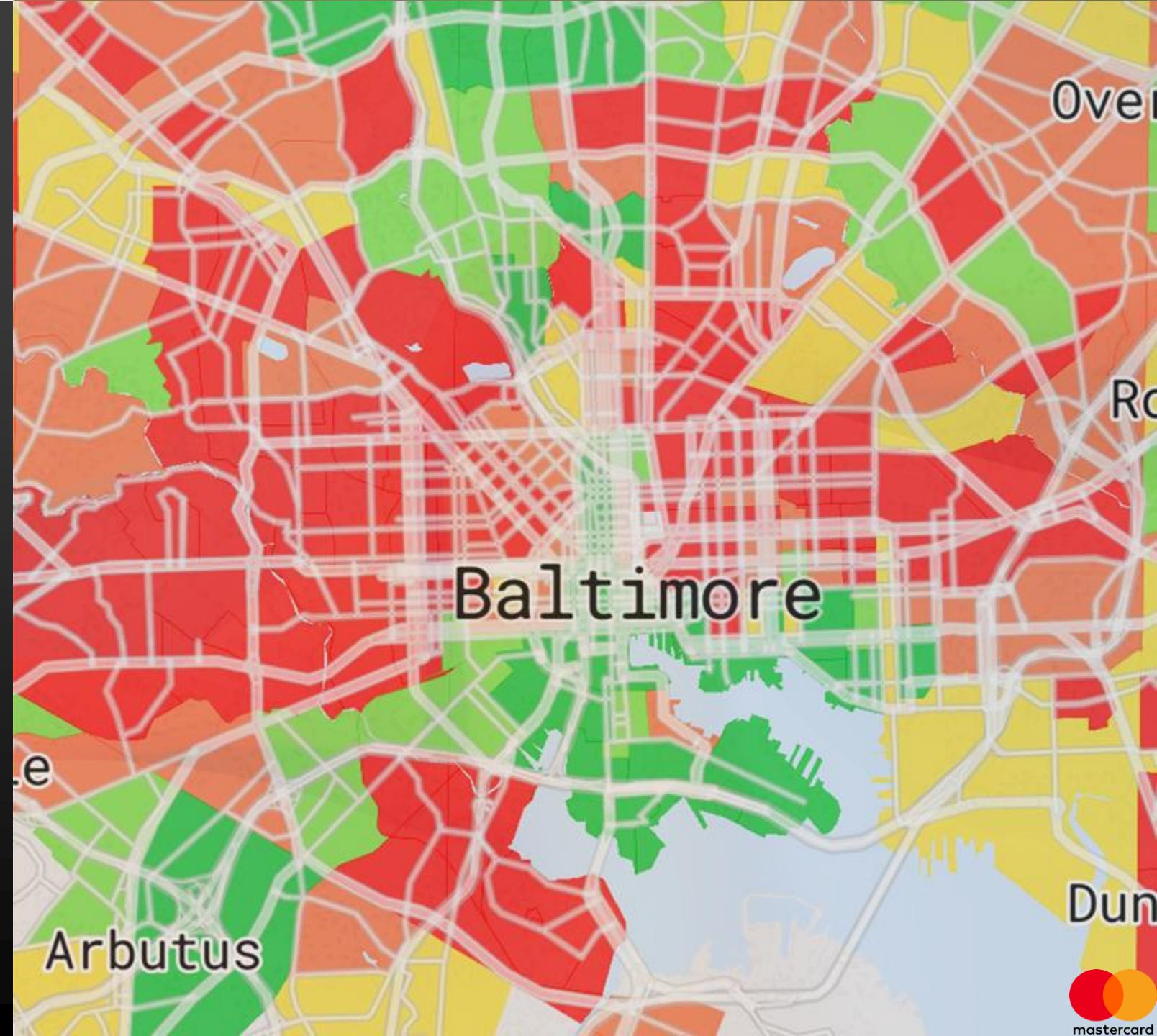


Around 20% of residents live below the poverty line, with the highest poverty rates concentrated in the same neighborhoods with high reentry rates.



Baltimore faces **one of the highest opioid overdose rates in the U.S.**, which increases when individuals reenter communities without stable housing, healthcare access, or income.

Key Insights: Recidivism reflects environmental conditions, not individual character.





Reentry Outcomes Depend on Neighborhood Conditions

Baltimore City (Park Heights/Penn North)	Montgomery County (Bethesda/Silver Spring)
IGS Score: < 45	IGS Score: > 60
High housing vacancy & instability, limited residential stability. 15,000 vacant homes/20,000 vacant lots	Stable housing markets, low-displacement. No data.
Limited job-access corridors & transit gaps. Unemployment rate is 5.6%	Dense business districts & reliable transit. Unemployment rate is 2.7%
Lower education attainment & fewer training pipelines. 35.7% bachelor's degree or higher.	Higher educational access & strong workforce development pipelines. 61% bachelor's degree or higher.
Higher recidivism of returning citizens & overdose exposure. Over 60%	Lower recidivism less than 22%. Greater economic mobility.

Place and Economic Conditions does not influence reentry – it determines it.





Baltimore City

The Physical Environment Shapes What Reentry Looks Like



Montgomery County



Key Findings from Inclusive Growth Score Analysis

Key Findings (IGS Data – Baltimore City Reentry Clusters)

Neighborhoods with **IGS Scores below 45** show the lowest performance in **Place, Economy, and Community pillars**, specifically:

Housing instability and high vacancy turnover

Limited local job access and low business presence

Extremely high health and overdose risk

These conditions are **concentrated** in the same neighborhoods where returning citizens live.

Predicted Outcomes (If Stability Pathways Are Implemented)

Increasing housing stability decreases recidivism and probation violations

Expanding job pathways + employment access improves economic mobility

Strengthening community support provides a sense of belonging and reduces the odds of returning to the system

Key Insights: *Inclusive growth begins when stability is possible – when people have a foundation, futures can expand.*



Our Solution: OpenLine Reentry Community Program

*When instability closes futures,
reentry needs an open line -
creating a new path for growth.*



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OpenLine Ecosystem

Mobility

- Maryland spends over **\$1.1B** annually on incarceration.
- ~8,700 residents are incarcerated for non-violent offenses.
- **Average cost per inmate:** \$60,000/year.
- A 10% reduction in recidivism = **~\$52M annual savings**

\$850/month reloadable Mastercard credit card for essentials.
Restricted to authorized merchant categories only.

- **\$450/month structured rent** in subsidized transitional housing.

Stability

- Non-reentry workers fill continuity roles for **stable programming + employer reliability.**
- Job placements aligned to participant's **skills, experience and chosen trade track.**

- **Payment history = Future Borrowing Power:** Establishes financial identity needed for **business credit, auto loans, and apartment leases.**

Identity

- Returning citizens within **12 months of release.**
- **Ages 18-45**
- **Non-violent convictions only** (no gang affiliations or fraud).
- **On probation or supervised release.**
- **Completion of Intake + Reentry Bootcamp (ID restoration, financial coaching, drug testing, compliance orientation)**

Authorized merchant categories + financial coaching = **accountable spending.**

- **Real-time** transaction monitoring prevents fraud + policy violations.
- Program operates under **GDPR/CCPA** financial transparency standards.

Mastercard Opportunity

- Individuals **without stable housing or rental history.**
- Individuals with **low or suspended credit scores.**
- Individuals **pursuing vocational skill development.**



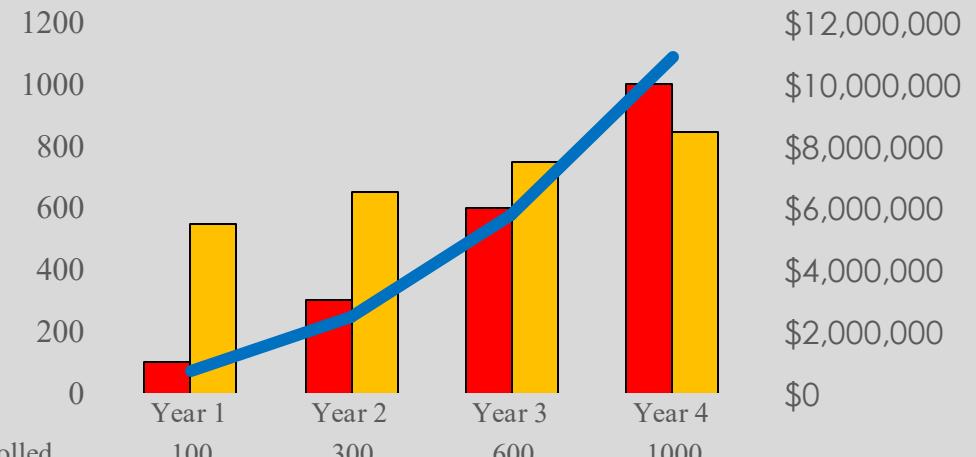
Mastercard ROI: Expanding Financial Access & Driving New Consumer Markets

Revenue + Growth Opportunity

- As returning citizens stabilize, their spending and credit behavior become consistent, trackable, and bankable – converting an excluded population into active cardholders.
- Participants are employed under structured contracts, with program payments automatically deducted from paychecks, ensuring repayment reliability and building strong credit discipline.
- Each card functions as a reloadable credit account, generating interchange revenue 2% and 7% interest rate on revolving balances.
- Year 1-4 enrollment growth drives higher monthly swipes and sustained repayment cycles – increasing lifetime card value and building a predictable revenue stream Mastercard.
- The program doesn't just support reentry – it activates a new consumer credit market and embeds Mastercard in long-term financial participation.

In short: Inclusive Growth becomes sustainable when the business model and the social mission reinforce each other. OpenLine does both.

Projected Enrollment & Transaction Volume (4 Year Model)



Program Year



Key Assumptions: Assumes 3% monthly interest on revolving balances and 2% interchange revenue per transaction.

Key Insight: Each participant's \$850 monthly card circulation generates interchange revenue (2%) and 7% interest on paycheck deducted repayments turn financial rehabilitation into a scalable ecosystem. As volume grows, Mastercard's long-term ROI compounds through recurring transaction fees and interest income.



Conclusion:

Stability is the Foundation for Growth.

Place:

- When neighborhoods are stable – with housing, transit access, and safe spaces – returning citizens can rebuild without displacement.

Economy:

- When employment pathways and financial identity are restored, individuals become active earners, taxpayers, and participants in local economic growth.

Community:

- When support networks are strengthened, people stay connected, avoid cycles of re-incarceration, and contribute to well-being of their families and neighborhoods.

Mastercard Opportunity:

- By stabilizing reentry, Mastercard gains access to a historically excluded consumer market, expands transaction volume, and builds long-term brand loyalty through financial inclusion.



Methodology, Data Sources & Acknowledgements

Methodology:

- Comparative neighborhood analysis using Mastercard Inclusive Growth Score (IGS)
- Identified reentry cluster zones in Baltimore with IGS < 45
- Compared IGS components in Place, Economy, Community to Montgomery County reference region (IGS > 60)
- Cross-analyzed reentry data with environmental indicators (housing, employment access, education, financial opportunities)

Data Sources:

- Mastercard Inclusive Growth Score Dataset (2024)
- U.S. Census Bureau (ACS 5-Year Estimates)
- Maryland DPSCS Reentry & Recidivism Reports (2023)
- BLS County-Level Employment & Wages Data
- OpenLine Program Prototype Data

Acknowledgments:

- Mastercard Center for Inclusive Growth
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- Baltimore community partners + reentry advocates

GitHub Repository:

- https://github.com/dashduzit/inclusive_growth_md_recidivism_analysis

