

Tips for Social Impact Data Collection

- **Think comprehensively**
 - If your bank has a strong commitment to serving churches, schools, health care centers, small businesses, etc. – this could all be of interest to investors. Devise metrics to track and capture this impact.
- **Define your metrics – and be consistent**
 - While many output metrics have standard definitions (\$ or # of loans by loan type), many outcome metrics do not (jobs created, affordable housing developed). Create definitions for your metrics that make sense for your bank – and stick to those metrics. Ensure all staff members are aware of the definitions and apply them consistently.
- **Distinction between what you can “take credit for” vs. what you “contribute to”**
 - Example: If over a ten year period, the value of the housing market in your target market increases, it would be difficult to “take credit” for this. But, a CDFI MDI can certainly take credit for the housing units it has developed, rehabilitated, or preserved and claim contribution to the increasing stability and value of that market (i.e. because those are correlated).
- **If you don’t have a lot of capacity currently – start with what you have and build from there**
 - If you don’t have the time, energy, staff capacity, or financial resources to undergo an extensive planning process, start with what you already collect and think about how to make the system more efficient. Then consider adding metrics over time. This can be a phased process focused on a small, core set of indicators to start and then transition to more robust data collection and reporting over time.

Resources for Primary and Secondary Social Impact Data Collection

- The Global Impact Investing Network has developed **IRIS**, a “*taxonomy*” of social impact metrics, which can be helpful for CDFI MDIs looking for guidance in selecting and defining their metrics. See: <http://iris.thegiin.org/iris-housing-community-facilities-metrics>
- **PolicyMap**, developed by the CDFI The Reinvestment Fund, is a *web-based Geographic Information System*. PolicyMap aggregates thousands of indicators – including census data, real estate data, health data, mortgage trends, school performance scores, unemployment, crime statistics and city crime rates – and allows CDFIs to layer these data on maps and in tables and reports. See: www.policymap.com and <http://www.policymap.com/our-data.html> for a directory of the available datasets. Below is a list of all of the free datasets referred and used in PolicyMap.

Free Sources of Secondary Data

- American Bankruptcy Institute
- The Brookings Institution and IRS
- Bureau of Labor Statistics Local Area Unemployment Statistics
- Bureau of Labor Statistics Quarterly Census of Employment and Wages
- Census: Decennial Census and American Community Survey (ACS)
- Census County Business Patterns
- Census Geography Division

- Census: Longitudinal Employer - Household Dynamics
- Census Manufacturing, Mining and Construction Statistics
- Census Public Elementary-Secondary Education Finance Data
- Census' Small Area Health Insurance Estimates
- Census' Small Area Income and Poverty Estimates
- Centers for Disease Control and Prevention (CDC) National Center for Health Statistics
- Centers for Disease Control and Prevention (CDC) National Diabetes Surveillance System
- Centers for Disease Control and Prevention (CDC) Infant Birth and Prenatal Care
- Centers for Disease Control and Prevention (CDC) Overweight and Obesity (BMI)
- Centers for Disease Control and Prevention (CDC) and Rollins School of Public Health at Emory University
- Centers for Disease Control and Prevention (CDC) Sexually Transmitted Diseases (STDs)
- Centers for Medicare and Medicaid Services
- CDFI Fund
- CDFI Fund and The Reinvestment Fund (TRF)
- CDFI Fund New Markets Tax Credit Projects
- CDFI Fund Persistent Poverty Counties
- CDFI Fund Priority Points
- Consumer Financial Protection Bureau, Rural and Underserved Counties
- CRA (Community Reinvestment Act) Eligibility Criteria
- Convenient Care Association
- DHS Immigration Yearbook
- Environmental Protection Agency (EPA), Brownfields Sites Reports
- Environmental Protection Agency (EPA), CERCLIS Sites Reports
- FBI Uniform Crime Reports
- FDIC
- Federal Historic Preservation Tax Incentives (National Park Service)
- FFIEC: CRA (Federal Financial Institutions Examination Council: Community Reinvestment Act)
- FFIEC: HMDA (Federal Financial Institutions Examination Council: Home Mortgage Disclosure Act)
- Glenmary Research Center and Association of Statisticians of American Religious Bodies (ASARB)
- Harvard/UC Berkeley Equality of Opportunity Project
- Head Start
- Health Resources and Services Administration (HRSA)
- HUD and USPS
- HUD Annual Homeless Assessment Report (AHAR)
- HUD's A Picture of Subsidized Households
- HUD Community Development Block Grant eligibility criteria
- HUD Fair Market Rents
- HUD Federal Block Grant Allocations
- HUD Housing Choice Voucher Housing Opportunity Index
- HUD Income Limits
- HUD Low-Income Housing Tax Credit (LIHTC) Database
- HUD's Multifamily Assistance and Section 8 Contracts Database
- HUD Neighborhood Stabilization Program Targeting
- HUD Qualified Census Tracts and Difficult Development Areas
- HUD's Real Estate Assessment Center (REAC) Physical Inspection Scores
- HUD Renewal Communities, Empowerment Zones, and Enterprise Communities

- IRS Statistics of Income - Migration Data
- Maponics ZIP Code Boundaries
- National Center for Education Statistics
- Institute of Museum and Library Services' Public Libraries Survey
- National Credit Union Administration
- National Nursing Center Consortium
- National Oceanic and Atmospheric Association (NOAA) Heating/Cooling Degree Days
- New America Foundation
- Non-Employer Statistics (NES)
- Occupational Employment Statistics (OES)
- Social Security Administration: Supplemental Security Income
- Trade Dimensions: Grocery Retail Locations
- TRF Study of Childcare Access (Philadelphia)
- TRF Market Value Analyses (MVAs)
- TRF Study of Limited Supermarket Access Areas
- TRF & American Community Survey (ACS)
- United States Department of Agriculture, Economic Research Service (ERS/USDA) Food Desert Locator
- United States Department of Agriculture, Economic Research Service (ERS/USDA) Food Access Research Atlas
- United States Department of Agriculture (USDA) Rural Development
- U.S. Bureau of Economic Analysis
- United States Department of Agriculture (USDA) Agricultural Marketing Service
- United States Department of Agriculture (USDA) Food Environment Atlas
- U.S. Election Atlas
- Urban Mapping
- CommonBond Communities