Using the Capital for Communities Scorecard to Boost Social Impact and Equity

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Today’s Webinar

- Why we created the Scorecard
- How we built it
- How it works
- How and by whom it can be used
Why We Created the Scorecard

- Often the **benefits** of new development projects are too abstract
- When faced with choices about what to do with vacant land or a redevelopment opportunity:
  - **community members** need tools to compare project ideas to their wants/needs;
  - **city leaders and impact investors** need tools to prioritize finite resources and incentives to projects that will make a positive impact
How We Built the Capital for Communities Scorecard

- 1.5 years of beta testing
- Over 600 unique entries
- Collected data on project types and users
- Gathered feedback about usability
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How the Scorecard Works

- Enter project information and receive a 1-100 score
- Answer questions tailored to project type
  - Residential
  - Commercial
  - Industrial
  - Operating businesses
  - or any combination of these
- Score weighted by community priorities
Capital for Communities Scorecard Overview

- Community goals and priorities
- Accessible, quality jobs
- Community wealth building
- Affordable and accessible housing
- Environment and open spaces
- Health, social services, and cultural amenities
- Transportation and connectivity
Survey Overview

Community goals and priorities

Accessible, quality jobs
Community wealth building
Affordable and accessible housing
Environment and open spaces
Health, social services, and cultural amenities
Transportation and connectivity

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Who Can Use the Scorecard?

- Project sponsors
- Mission-driven investors
- Local policymakers and public officials
- Community-based organizations
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www.urban.org/C4CScorecard