



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

#LiveAtUrban

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- Hide captions or adjust settings with the Live Transcript button
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- All participants are muted
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- Please complete the survey at the end of the event



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

PROJECT Opportunity Zone Community Impact Assessment Tool



The Opportunity Zone Community Impact Assessment Tool assesses the potential social impact of a local development project using evidence-based indicators. The tool is available for any stakeholder interested in the social impact of an eligible investment in an Opportunity Zone, whether an operating business; a residential, commercial, or industrial development; or some combination of these types.

We hope public officials, philanthropists, community organizations, and mission-driven investors use the tool to target support to projects that strengthen communities and benefit residents. Project sponsors can use the tool to assess how well their proposed project aligns with community priorities and identify areas for improvement. Public sector and community leaders can use the tool to identify projects that risk harming communities and negotiate with project sponsors to make improvements. The [user guide](#) provides information about the tool, including how to interpret project scores, how we derived our indicators, and where to find additional resources.

This version of the tool is designed for beta testing. Urban will collect information from users to improve the tool. We encourage users to answer the questions at the end of the tool to help us make improvements.

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

U Capital for Communities Scorecard

Welcome to the Capital for Communities Scorecard!

Thank you for your interest in assessing the potential impact of your project or business on the surrounding community.

To proceed to the Assessment Tool, please enter your email address in the box below. A survey link will be sent to this email.

The link you will receive is a **unique project link**. This means you can share it with others on your team and with partners in your community to work together to respond to the questions about this project. However, you cannot use this link to assess other projects. If you would like to assess a different project, you must enter your email address again to receive a new link.

If you misplaced your link or are having difficulty accessing the tool, please contact the Capital for Communities Scorecard team at C4CScorecard@urban.org.

Submit



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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



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