



# Surveying Community Stakeholders: Exploring the Viability of a National Sampling Frame

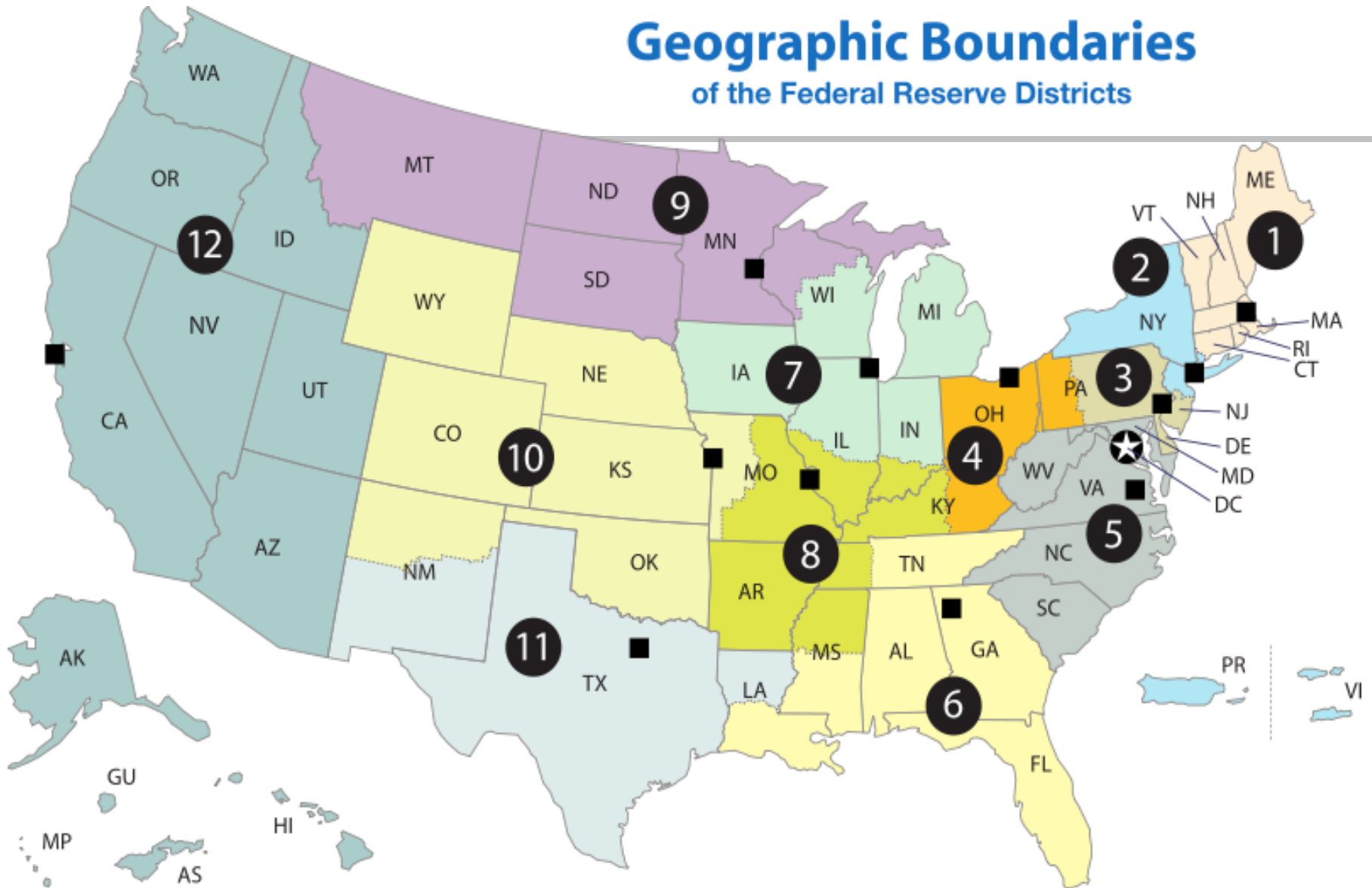
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*\*The views expressed in this presentation are not necessarily  
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# Geographic Boundaries of the Federal Reserve Districts



# Defining the Problem and the Opportunity

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- Problem:
  - Understanding economic conditions and risks at the local level and determining the extent to which microeconomic conditions are likely to have broader effects on macroeconomic conditions
  - Providing information to policymakers in a timely way and in a format that allows comparison over time and across different geographic areas in order to promote economic inclusion of low- and moderate-income community conditions
  
- Opportunity:
  - Technology allows for the real-time capture of local data in both quantitative and qualitative (mixed methods) formats
  - Leveraging low-cost data collection to complement other sources of micro and macro data available to Federal Reserve policymakers and community economic development practitioners

# Key Objectives in the Community Data Initiative

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- Implement a more systematic approach to gathering and disseminating market intelligence on the condition of and emerging challenges facing low- and moderate-income (LMI) communities in each Reserve Bank District:
  - Enables us to differentiate between anecdotes and trends over time
  - Reserve Banks can gather standard data on economic conditions as well as provide specialized data of interest to a particular district
- In addition to providing better information to policymakers, also provide useful information to the LMI communities we serve and promote economic inclusion

# Engaging Community Leaders, Stakeholders, and Organizations

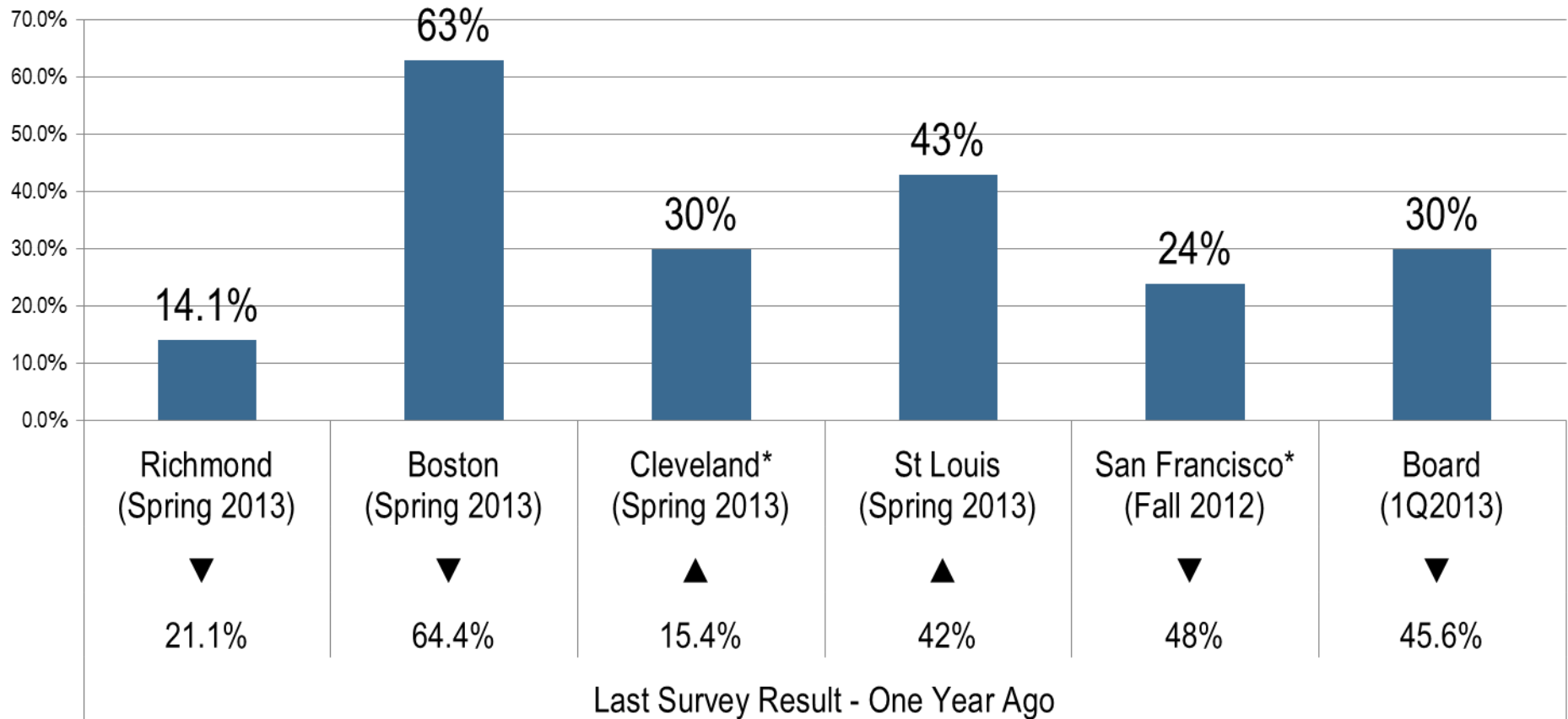
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- Each Reserve Bank uses its own community stakeholder sampling frame:
  - NGOs/Non-Profits serving low-to-moderate income communities
  - Academic Institutions, religious organizations and other public sector entities
  - Small and Independent businesses as well as community banks, credit unions, etc.
- The results of the surveys are shared with all respondents and the public
- Collating and aggregating the findings across Reserve Bank districts and triangulating the results with national Board survey results allows for quality control
- Independent secondary data sources produced by various governmental agencies provides an additional quality control check
- Survey results provide information on areas requiring further monitoring while identifying areas where economic inclusion may be fragile

Respondent Sample	Publication	Instrument Type	Collection Frequency
<i>Broad Community Stakeholder Sample</i>			
San Francisco FRB	<u>Vantage Point</u>	Ranking	Biannual
Richmond FRB	<u>Community Pulse</u>	Ranking	Biannual
St. Louis FRB	<u>Community Development Outlook Survey</u>	Ranking	Annual
Boston FRB	<u>Community Outlook Survey</u>	Combination	Biannual
Cleveland FRB	<u>Issues Insight Survey</u>	Combination	Biannual
Minneapolis FRB	<u>Ninth District Insight Report</u>	Combination	Biannual
<i>Non-Profit/NGO Stakeholder Sample</i>			
Kansas City FRB	<u>Low-to-Moderate Income (LMI) Index</u>	Diffusion Index	Quarterly
Dallas FRB	<u>Community Outlook Survey (COS)</u>	Diffusion Index	Biannual
Philadelphia FRB	<u>Community Outlook Survey</u>	Diffusion Index	Quarterly
Board of Governors	<u>Community Indicators</u>	Combination	Quarterly
<i>Small Business Stakeholder Sample</i>			
New York FRB	<u>Small Business Survey</u>		Annual
Atlanta FRB	<u>Small Business Survey</u>		Biannual

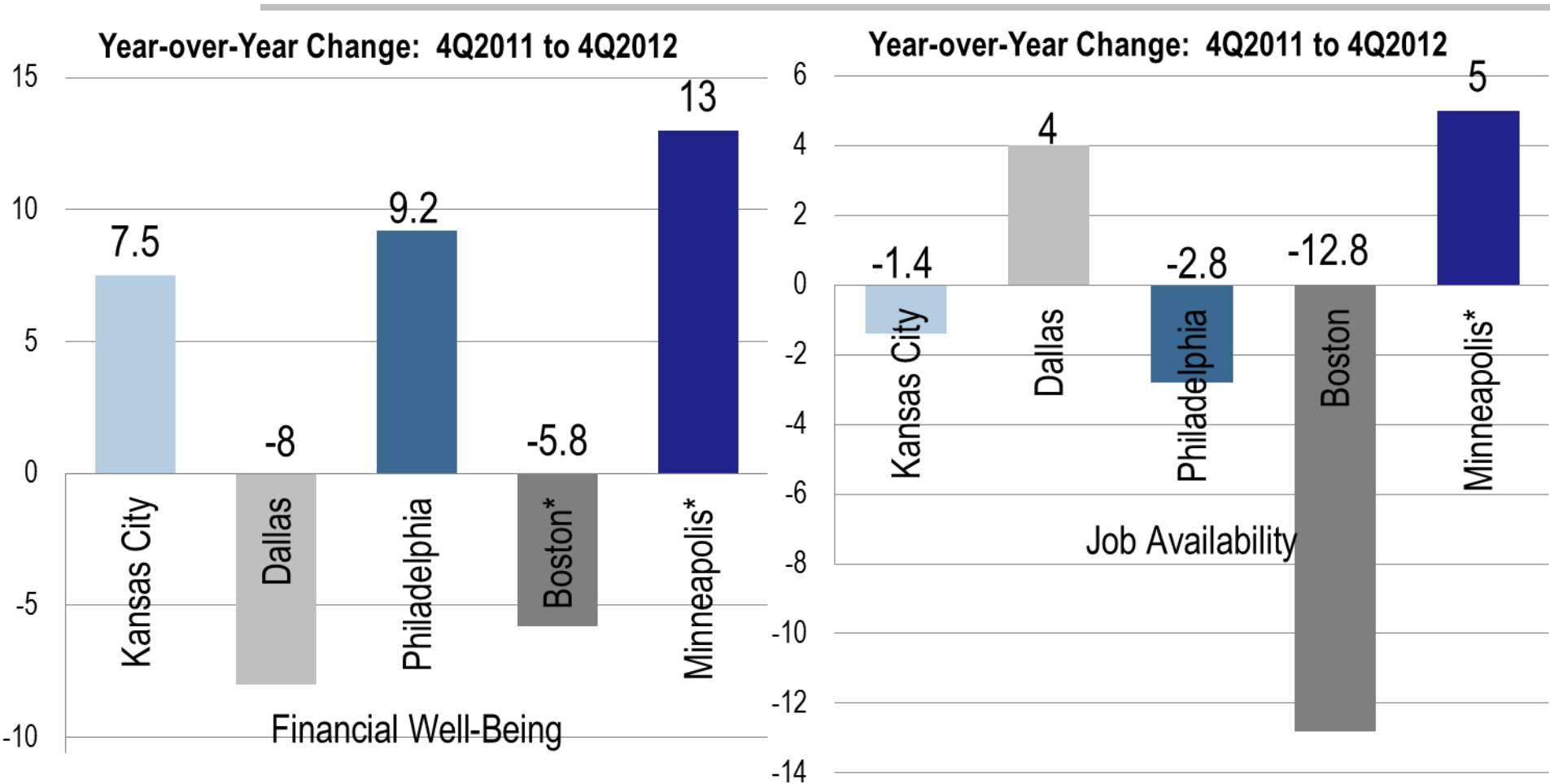
# Example of CDI Data & Analysis

## Top Ranked CURRENT Issue: Job Availability



\*For Cleveland, the #1 top ranked issue was Federal Budget Cutbacks (32%) and San Francisco had a #1 top ranked issue of Household Financial Stability (28%), with Job Availability/Conditions ranked #2 .

# Example of CDI Data & Analysis





# National Community Stakeholder Sampling Frame

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**GOAL:** Create a sampling frame that provides geographical, legal, sector and size stratification for Local Development Organizations and Public Sector Agencies.

- The internet allows us to create the universe of all community development stakeholders (defined primarily as non-profit community based organizations with a community development or services mission and public sector agencies with an economic development and community well-being mission);
- Allows for stratifying by:
  - each FRB District
  - by type/category/sector of Community Stakeholder;
  - By size (asset/enrollment/population/employment); and
  - by legal (IRS) entity: local, state, regional, or national

# National Community Stakeholder Sampling Frame

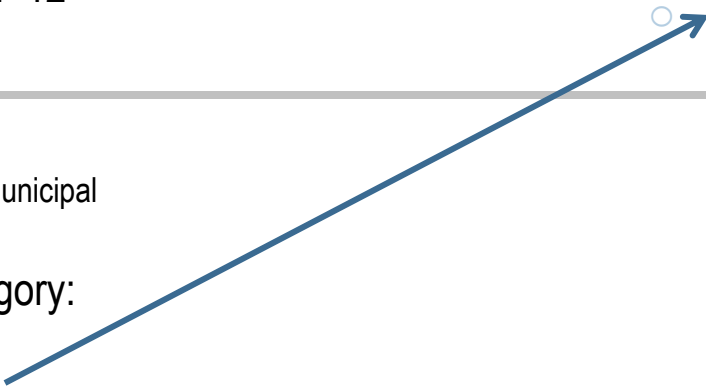
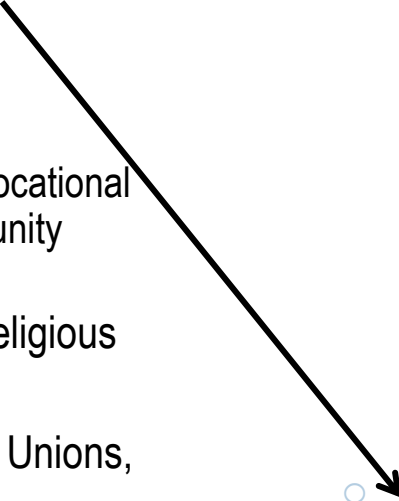
## Geographical Distribution:

- 12 Reserve Bank Districts
  - Population density
  - IRS legal entity: local, state, regional or national

## Data Sources:

- 990 IRS Master Files for 2012: **1.409 million**
- Government Census Master Files, 2012:
  - School Districts: **12,844**
  - Special Districts: **37,240**
  - Municipalities: **38,910**

# National Community Stakeholder Stratified Sampling Frame

- FRB District: 12
  - Legal Entity:
    - ✓ Federal
    - ✓ State
    - ✓ County/Municipal
    - ✓ City
  - Sector/Category:
    - **NGOs** 
    - **Public Sector Agencies** 
    - *Small Business\**
    - Higher Education
      - 4yr Public + Private
      - 2yr Public, Private, Vocational (these are the community colleges)
    - K-12 Public + Private + Religious
    - Faith Based (all faiths)
    - Financial Services (Credit Unions, *Community Banks\**, etc.)
- \*not included in the sampling frame coverage*
- NGOs = Non-Governmental Organizations/Non-Profits/ Community Based Organization (CBOs):**
- Foundations
  - Health Centers/Organizations
  - Housing Services
  - Youth Services
  - Elderly Services
  - Food Banks
  - Workforce/Apprentice/Unions
  - Community Development Corporations (CDCs)
  - Com Dev Financial Institutions (CDFIs)
  - Workforce Development/Training
  - Small Business Incubators/Technical Assistance Organizations, etc.
- Public Sector Agencies = Municipalities, County, State, and Federal agencies with an Economic Development mission**

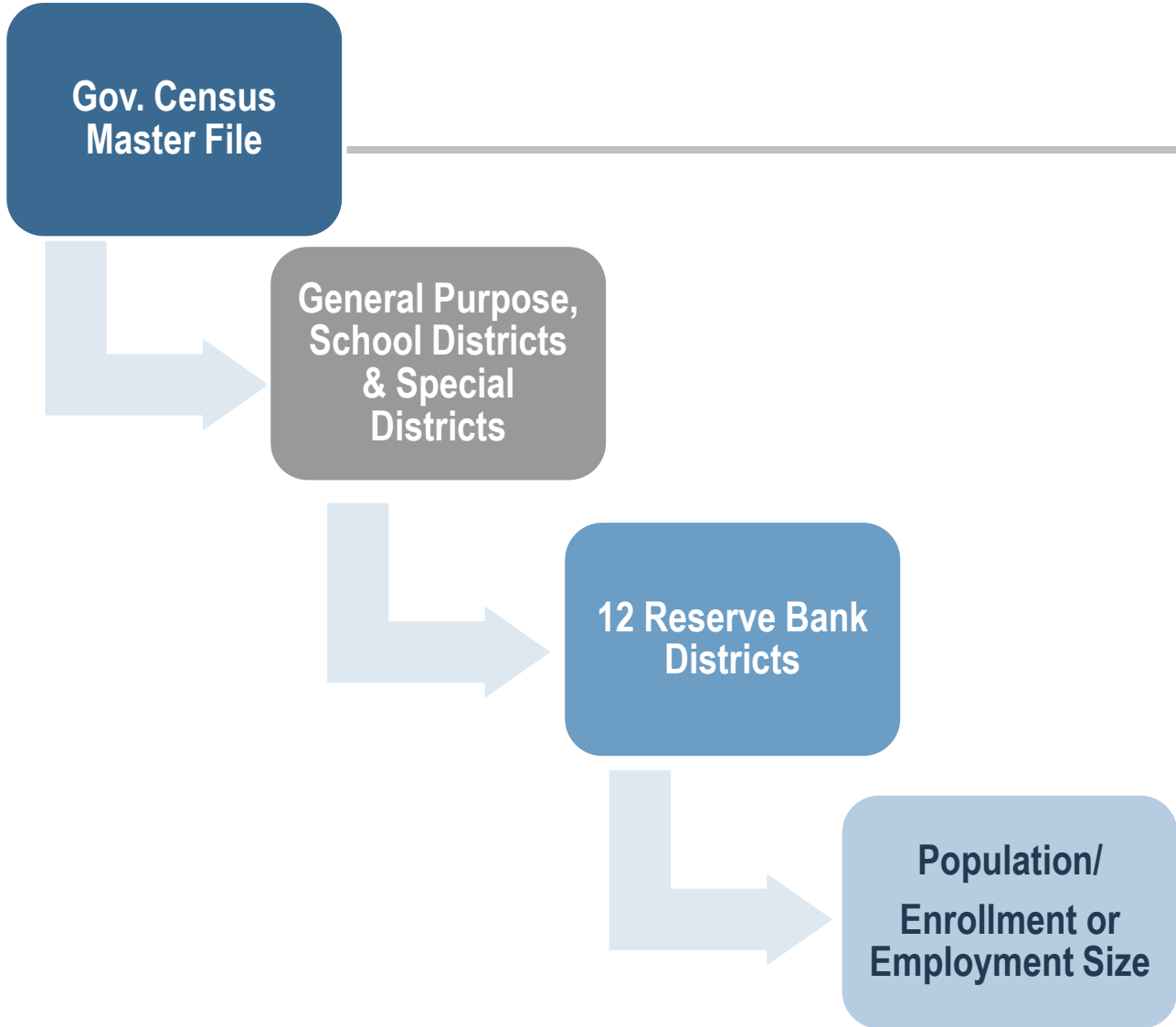
# Current Distribution of IRS 990 Organizations Across Reserve Bank Districts

FRB Districts	IRS 990 Organizations	Census Pop 2012
Atlanta	180,522	44,393,689
Boston	88,703	13,628,869
Chicago	193,467	34,472,443
Cleveland	98,650	16,962,116
Dallas	105,866	27,730,230
Kansas City	83,224	17,645,485
Philadelphia	66,090	13,153,889
Minneapolis	109,544	9,094,002
New York	72,788	26,570,167
Richmond	161,575	30,877,596
San Francisco	281,406	64,724,758
St Louis	63,718	14,660,796

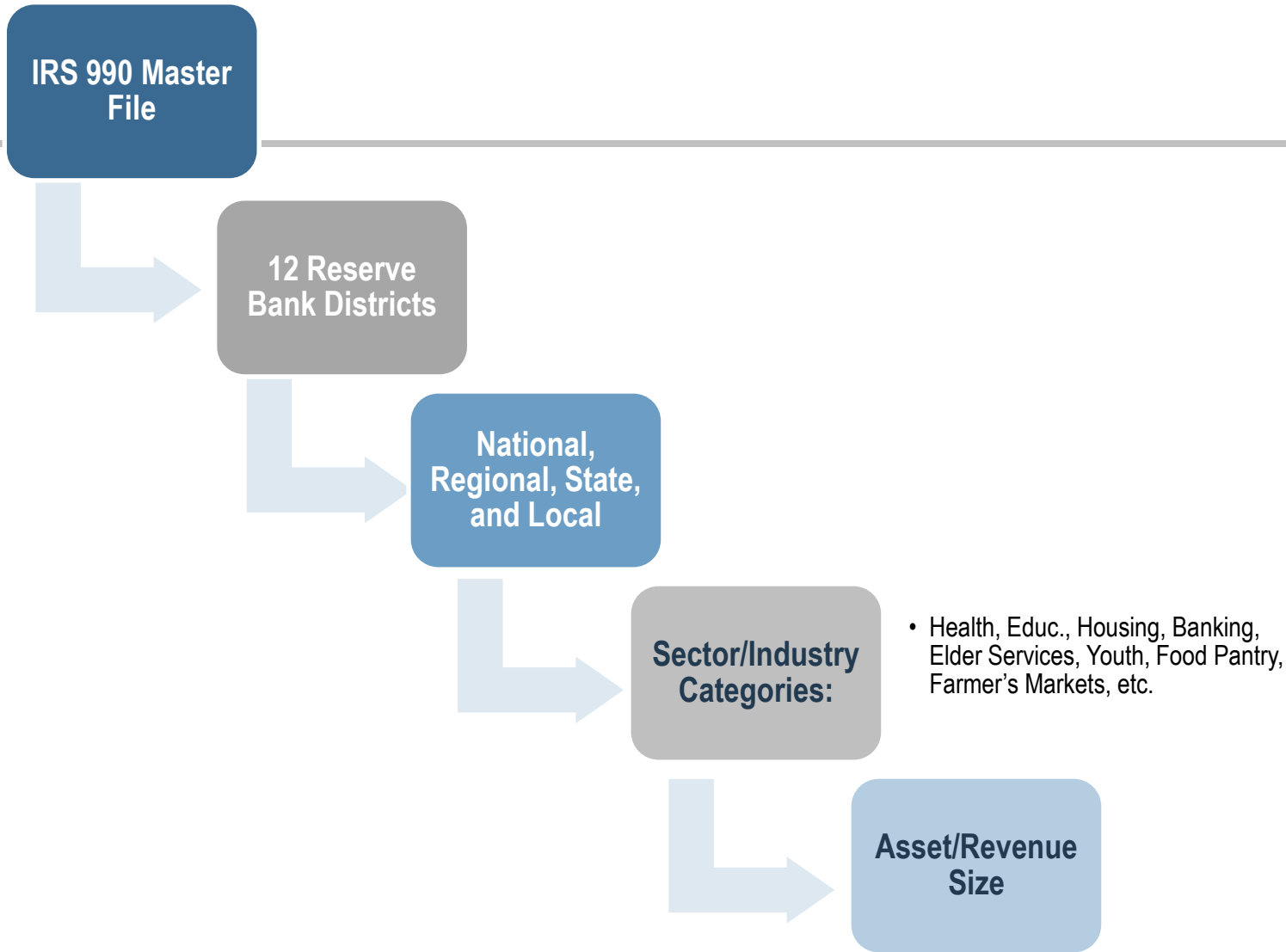
# IRS Activity Codes

- Religious Activities
- Schools, Colleges and Related Activities
- Cultural, Historical or Other Educational Activities
- Other Instructions and Training Activities
- Health Services and Related Activities
- Scientific Research Activities
- Business and Professional Organizations
- Legislative and Political Activities
- Advocacy
- Activities Purposes and Activities
- Other Purposes and Activities
- Farming and Related Activities
- Mutual Organizations
- Employee of Membership Benefit Organizations
- Sports, Athletic Recreational and Social Activities
- Youth Activities
- Conservation, Environmental and Beautification Activities
- Housing Activities
- Inner City or Community Activities
- Civil Rights Activities
- Litigation and Legal Aid Activities
- Other Activities Directed to Individuals

# Stratification Process: Government Census Master-file



# Stratification Process: 990 IRS Masterfile



# Data Sources – Nat'l Community Stakeholder Sampling Frame

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## IRS 990 Master-file:

- Listing of different Tax Exempt Organizations:

[http://www.irs.gov/uac/SOI-Tax-Stats-Exempt-Organizations-Business-Master-File-Extract-\(EO-BMF\)](http://www.irs.gov/uac/SOI-Tax-Stats-Exempt-Organizations-Business-Master-File-Extract-(EO-BMF))

Code Book and Record Layout:

[http://www.irs.gov/file\\_source/pub/irs-soi/eobk13.doc](http://www.irs.gov/file_source/pub/irs-soi/eobk13.doc)

## Census of Governments Master-file:

<http://www.census.gov/govs/cog/>



# Additional Resources

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- July 2010 Monetary Policy Report to Congress in Chairman Bernanke's testimony:  
<http://www.federalreserve.gov/newsevents/testimony/bernanke20100721a.htm>
- Reserve Bank regional information on community labor market issues  
<http://www.federalreserve.gov/communitydev/long-term-unemployment-and-workforce-development.htm>
- Video case studies on neighborhood stabilization:  
<http://www.federalreserve.gov/communitydev/stablecommunities.htm>
- Edmiston, K., (2013), "The Low- and Moderate-Income Population in Recession and Recovery: Results From a New Survey," Kansas City Federal Reserve Bank, *Economic Review*, First Quarter:  
<http://www.kc.frb.org/publicat/econrev/pdf/13q1Edmiston.pdf>

# Questions?

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