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

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*The views expressed in this presentation are not necessarily
the views of the Federal Reserve Board of Governors
Geographic Boundaries
of the Federal Reserve Districts
Defining the Problem and the Opportunity

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

- 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

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

Top Ranked CURRENT Issue: Job Availability

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richmond (Spring 2013)</td>
<td>21.1%</td>
<td>▼</td>
</tr>
<tr>
<td>Boston (Spring 2013)</td>
<td>64.4%</td>
<td>▼</td>
</tr>
<tr>
<td>Cleveland* (Spring 2013)</td>
<td>15.4%</td>
<td>▲</td>
</tr>
<tr>
<td>St Louis (Spring 2013)</td>
<td>42%</td>
<td>▲</td>
</tr>
<tr>
<td>San Francisco* (Fall 2012)</td>
<td>48%</td>
<td>▼</td>
</tr>
<tr>
<td>Board (1Q2013)</td>
<td>45.6%</td>
<td>▼</td>
</tr>
</tbody>
</table>

*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

Year-over-Year Change: 4Q2011 to 4Q2012

- Kansas City: 7.5
- Dallas: -8
- Philadelphia: 9.2
- Boston*: -5.8
- Minneapolis*: 13

Year-over-Year Change: 4Q2011 to 4Q2012

- Kansas City: -1.4
- Dallas: 4
- Philadelphia: -2.8
- Boston: -12.8
- Minneapolis*: 5

Job Availability

Financial Well-Being
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.)
  - **Public Sector Agencies** = Municipalities, County, State, and Federal agencies with an Economic Development mission

*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.
## Current Distribution of IRS 990 Organizations Across Reserve Bank Districts

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

- Religious Activities
- Schools, Colleges and Related Activities
- Cultural, Historical of 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

Gov. Census Master File → General Purpose, School Districts & Special Districts → 12 Reserve Bank Districts → Population/Enrollment or Employment Size
Stratification Process: 990 IRS Masterfile

- IRS 990 Master File
- 12 Reserve Bank Districts
- National, Regional, State, and Local
- Sector/Industry Categories:
  - Health, Educ., Housing, Banking, Elder Services, Youth, Food Pantry, Farmer’s Markets, etc.
- Asset/Revenue Size
Data Sources – Nat’l Community Stakeholder Sampling Frame

IRS 990 Master-file:

- Listing of different Tax Exempt Organizations:

Code Book and Record Layout:


Census of Governments Master-file:

http://www.census.gov/govs/cog/
Additional Resources

- Video case studies on neighborhood stabilization: http://www.federalreserve.gov/communitydev/stablecommunities.htm
Questions?

- Contact info:
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