



RCAC

Measuring Impact

Self Help National Conference 2020

Facilitators

Gina Chamberlain, Rural Community
Assistance Corporation

Barry Ramsey, USDA Rural
Development

Session Outline

- Types of Impact
- Two Truths and a Lie on your Local Impact
- Flip Chart Listing on Impacts
- Why Measure Impact?
- Small Group Break Out Discussion
- Tools and Trends on Measurement Impact
- Q&A
- Next Steps

What Impact is Measured? What Story is Being Told?

- Individual
- Community
- Organizational
- Funders
- Economic



What's Your Impact – Two Truths and a Lie

- Pair up with one other person who you do not know
- Share two truths and one lie on your 523 Self Help Program's Impact

Types of Impacts – Telling Your Story

- Share examples of impacts under each type that could be measured
 - Individual/Community
 - Organizational
 - Economic
 - Funders
 - USDA Rural Development
 - HUD
 - FHLB
 - State

Break Out Discussion

- Small Group Discussion
 - What are you currently doing and how do you use the data
 - What challenges do you face that impact measurement might address
 - Pick one challenge and create an impact measurement to address it
 - Success Stories

Individual/Community

- Reduction in % of housing cost burdened households
- How 523 has impacted community plans – growth management, 5 year plan, etc.
- What is the community need – new construction (size, location...), rehab, homelessness



Organizational

- What is important to your board and internal goals?
- Self sustaining program?
- Impact on overall organizational goals?
- Reporting Impact – board reports, internal reporting ...

Economic

- Increased property tax base
- Increased local spending (depends on % of new homeowners relocating to community)
- Individual additional disposable income
- Other



IMPLAN Methodology for Economic Multiplier (RD 502 Direct FY 2016 Study)

- 14.1 jobs per \$1 million 502 Obligated
- FY 2009-2019: \$11.97 Billion Obligated = 166,000 jobs saved or created
- FY 2019: \$1 Billion Obligated = 14,100 jobs saved or created

National Association of Home Builders

Initial Economic Impact

The estimated one-year impacts of building 100 single-family homes in a typical local area include

- \$28.7 million in local income,
- \$3.6 million in taxes and other revenue for local governments, and
- 394 local jobs.

* Based on average \$378,000 sales price

National Association of Home Builders

Ongoing Economic Impact

The additional, annually recurring impacts of building 100 single-family homes in a typical local area include

- \$4.1 million in local income,
- \$1.0 million in taxes and other revenue for local governments, and
- 69 local jobs.

* [Source: https://www.nahb.org/-/media/NAHB/news-and-economics/docs/economics/economic-impact/economic-impact-local-area-2015.pdf](https://www.nahb.org/-/media/NAHB/news-and-economics/docs/economics/economic-impact/economic-impact-local-area-2015.pdf)

Funders



- USDA RD 523 Goals – how do these translate to impact? (Do these also count as community or organizational impacts?)
- Self Help Housing Program Impacts – how do we measure these?
- HUD
- FHLB
- States – i.e. homelessness, leverage, long term affordability

Next Steps

- Write down and share with your original partner a couple of impacts that you hope to measure going forward