Impact Measurement and Tracking Framework

Catalyst Opportunity Funds

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As a double bottom-line investment firm, Catalyst is committed to tracking the social, economic and environmental impact of its investments through a rigorous measurement and reporting framework. Through collecting, analyzing and visualizing data, Catalyst can illustrate how it's investments are impacting their communities over time.

Catalyst's framework is comprised of three, integral sections, which work together to holistically capture and track impact

Section I
(Community Needs Assessment)

- Captures administrative data on the proposed OZ investment tract

- Allows Catalyst to better understand the community and it's needs

- Provides a baseline for ongoing data tracking

Section II
(Impact Scorecard)

- Captures information about the developer partner, including their commitment to and experience in impact

- Allows Catalyst to better understand how likely the proposed investment / development will address one or more categories of needs identified in the community assessment process in section I

Section III
(Post-investment Impact Measurement)

- Draws upon data from section I (and folds in additional data) to function as an ongoing impact tracking tool

- Allows Catalyst to understand how individual and community outcomes change over time, and gauges long-term impacts

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Framework tracks impact across social, economic and environmental categories, and allows projects to expand upon and highlight priority impact areas

Baseline Impact Categories

Housing Affordability

Captures the need for lasting, affordable and workforce housing; tracks number of units preserved and number of units created in the community

Access to Services

Measures access to key services & amenities, including affordable, preventative healthcare, education, healthy food, etc.; tracks various health & wellness indicators, literacy / numeracy & completion rates, etc.

Community Engagement

Measures sponsor partner's process for engaging with the local community and other key stakeholders to deliver projects that are embraced and championed by the community

Sustainability

Measures the likely environmental impacts of the proposed investment

Economic Growth

Measures employment, income and job creation over time, including the growth of net new businesses and small business investments

Inclusion

Measures the extent to which the sponsor / development is gender- and racial-inclusive

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Catalyst Impact Scorecard (illustrative)

Commitment of Developer Partner to Impact	10/10
Proactive, developer-led strategy for incorporating impact into programming & design	
Prior track record of impact-oriented development on other projects	
Openness to incorporating other impact best practices	

Community Engagement	15/15
Relationships with local government, philanthropy, NGOs & community leaders	
Strength of the community engagement process	
Level of support for the project among local residents	
Potential for broader community impacts/connections	
Use of other state, local, philanthropic incentives	

Housing Affordability / Displacement	15/15
Creates net new or preserves existing affordable/workforce housing	
Creates/preserves deeply affordable housing units	

Inclusion	10/10
Developer inclusion of women/minorities in key management positions	
Developer inclusion of women/minority-owned business in development	

Access to Services	20/20
Health & wellness	
Education	
Nutrition	
Office space for community-based nonprofits	
Other wrap-around services (ESL financial literacy, tax prep, after school programs, etc.)	

Economic Development	20/20
Workforce training	
Entrepreneurial development/infrastructure	
Potential for net new LMI job creation	

Sustainability	10/10
Adaptive reuse of existing structure	
Developer experience/track record incorporating sustainable approaches	
Sustainable-energy management, heating/cooling, lighting elements	

Totals	
Raw Score	100/100
Impact Rating	100%/100%

Section I functions as a quantitative needs analysis, which illustrates key community demographics and data pointing to immediate community need

Section I provides a baseline for community data on health & wellness, education, food access, climate change risk and resilience, and economic development. Below, we highlight a small subsection of data points from the economic development segment of Section I, which help the Catalyst team to better understand economic wellbeing in the community.

Income, Employment and Poverty		Census Tract	County	State
1	Median Household Income	$57,250	$67,922	$65,325
2	Growth of Per Capita Income	43%	7.10%	6.80%
3	Gini Coefficient	49.61%	43.57%	42.61%
4	Labor Market Engagement Index	66.00%	37.80%	23.80%
5	Unemployment Rate	5%	4.3%	4.4%
6	% of Population Living Below Poverty Level	15.30%	10.50%	11%
7	% of Women Living Above the Poverty Line	81.60%	74.10%	64.70%

Using data gathered in Section I, Catalyst can better advocate for the needs of the community. For example, if Section I indicates that employment rates, income levels and economic opportunity are low within the community, Catalyst can leverage this data to guide the developer partner's impact focus.

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Section II focuses on the developer partner, delving into governance, supply chain, impact goals and plans for green building certification

Components of Section II

Governance

Leverages questions from GRESB and B Impact to understand how impact factors into decision making, management and strategy; includes questions on diversity, equity and inclusion; captures the developer partner's history of impact-oriented projects

Supply Chain

Leverages questions from SASB and B Impact to understand the social and environmental practices of the developer partner's suppliers

Impact Goals

Allows the developer partner to highlight the impact categories it plans to focus on and describe its approach, KPIs and goals. Scores highly if impact focus areas align with the community needs identified in Section I.

Community Engagement

Measures the strength of the community engagement process; requires varying levels of engagement based on impact development will have on the community and its stakeholders

Green Building

Captures plans for green building and/or green building certifications; includes additional questions around adaptive reuse of buildings, not included in other green building assessments

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Section III functions as an impact tracking tool, which utilizes census data and data from community partners to measure short and long-term outcomes over time

Section III focuses on tracking health & wellness, education, food access and economic development within the community. The below is a snapshot of several data points within the health & wellness component of Section III, which will help Catalyst to understand how overall health within the community changes over time.

	Health Behaviors	Baseline	2020	2021	2022	2023	2024	2025
1	Adult Smoking (% adults who are current smokers)	9%						
2	Adult Obesity (% of adults, age 20 and older, that report a body mass index (BMI) greater than or equal to 30 kg/m2)	25%						
3	Diabetes Prevalence: Percentage of adults aged 20 and above with diagnosed diabetes.	7%						
4	Number of people aged 13 years and older living with a diagnosis of human immunodeficiency virus (HIV) infection per 100,000 population.	1,860						

Rigorous, data-driven approach leverages datasets from trusted federal agencies, nonprofits, research institutions and universities

The following highlights a few of Catalyst's key data sources, which allow the firm to measure and quantify the impact of its investments over time.

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