



Build Healthy
Places Network

REQUEST FOR PROPOSAL: MAKING THE “BUSINESS CASE” FOR COMMUNITY DEVELOPMENT

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PRESENTATION OUTLINE

1. Zoom Meeting Logistics
2. The Build Healthy Places Network
3. Overview of RFP
4. Q&A



ZOOM MEETING PARTICIPATION: JOINING AUDIO

Meeting Topic: Learning Webinar: Making the "Business Case" for Community Development
Host Name: Build Healthy Places Network
Invitation URL: <https://zoom.us/j/325982180>
[Copy URL](#)
Participant ID: 51



Join Audio



Share Screen



Invite Others



Click to join audio



Leave Meeting



ZOOM MEETING PARTICIPATION: GUIDELINES

During the slide presentation:

- Stay on “mute”
- Type in questions about Zoom or the RFP using the chat

During the Q&A period:

- “Unmute” yourself to ask questions directly –OR–
- Type in your questions using the chat





Build Healthy
Places Network



MISSION:

To catalyze and support collaboration across the health and community development sectors, together working to improve low-income communities and the lives of people living in them.



RFP: MAKING THE “BUSINESS CASE” FOR COMMUNITY DEVELOPMENT & HEALTH

Grant Award Duration	\$20,000 - 30,000 4 months
Deadline	August 4, 2017, noon PDT
Grantee Notifications	August 18, 2017
Preferred Start Date	September 1, 2017

The full RFP may be accessed online at: <http://www.buildhealthyplaces.org/whats-new/request-proposal-making-business-case-community-development/>



PRIMARY AUDIENCE: COMMUNITY DEVELOPMENT SECTOR

- AFFORDABLE HOUSING DEVELOPERS
- NEIGHBORHOOD PLANNERS

COMMUNITY DEVELOPMENT CORPORATIONS (CDCs)

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

- FOUNDATIONS
- PRIVATE BANKS
- IMPACT INVESTORS

DEVELOPMENT

FINANCING



AFFORDABLE HOUSING

BUSINESSES

JOB TRAINING

HEALTH CLINICS

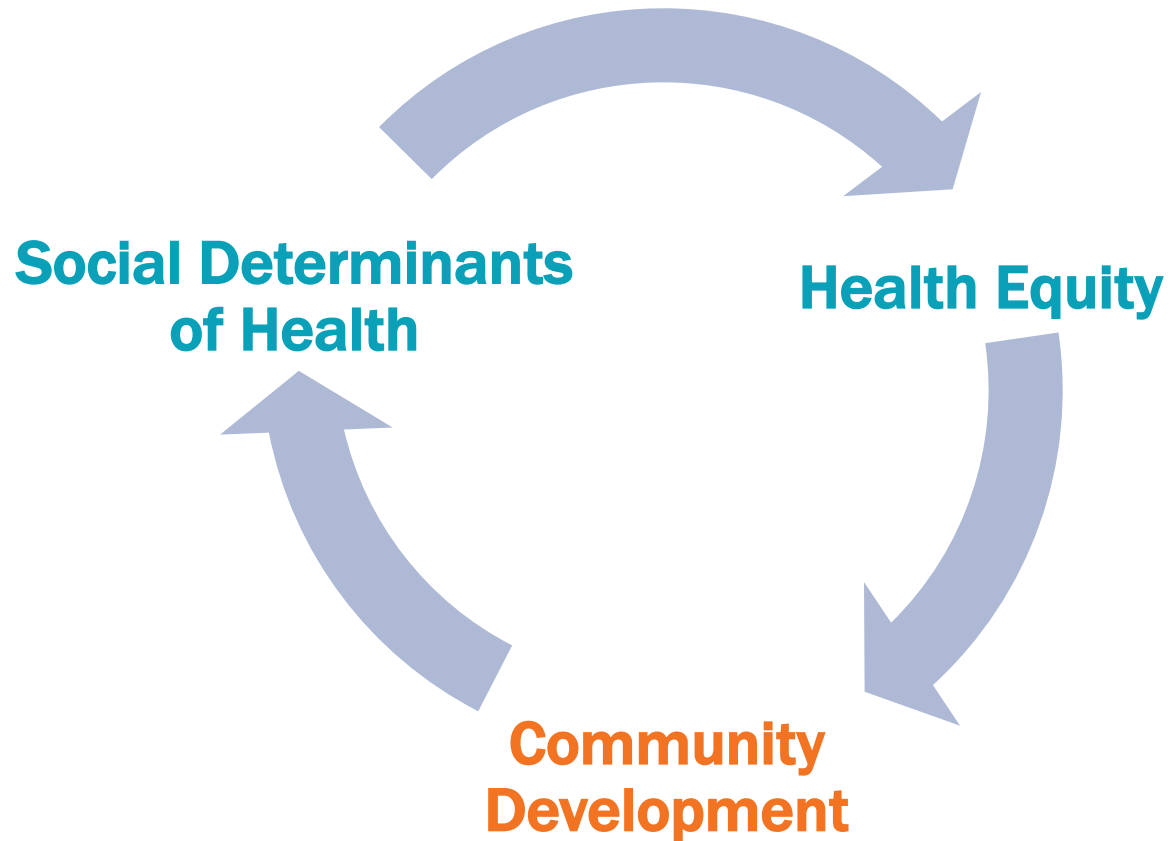
COMMUNITY BUILDING PROGRAMS

SOCIAL SERVICES

COMMUNITY CENTERS

CHARTER SCHOOLS

COMMUNITY DEVELOPMENT: AN ACTION ARM FOR HEALTH EQUITY



See *The Network's Jargon Buster* and blog posts on [the community development sector](#) and [its connections to health](#).



PROJECT OVERVIEW

RESEARCH GAP

Lacking evidence on community development's impacts

FIELD NEED

Measurable impacts → More investment

PROPOSED PROJECT

A model that estimates the social, financial, and health returns on investment of community development projects using existing research



RESEARCH OBJECTIVES



IDENTIFY
TYPES OF
RETURNS



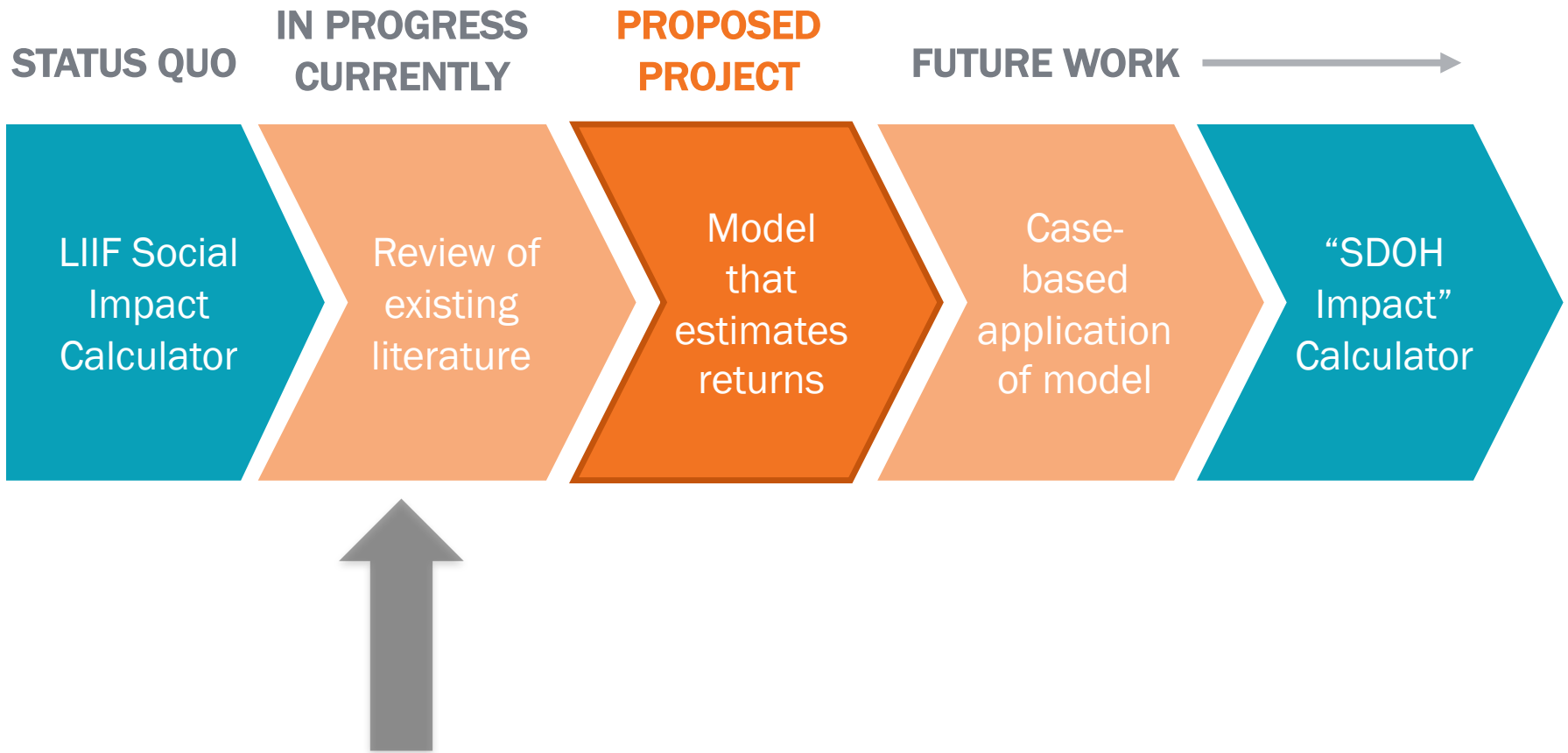
DETERMINE
WHO
BENEFITS



MODEL ROI



WHERE THIS PROJECT FITS IN



KEY PRECEDENT: LIIF SOCIAL IMPACT CALCULATOR

Project1

Do you want to calculate the internal rate of social return (IRR)^(?) for this project? YES NO

Choose your social discount rate^(?) 0% 3% 5% 7%

🏠 Affordable Housing

👤 Early Childhood

🎓 Education

⊕ Health Centers

Increased Food Expenditures from Affordable Housing

Family Units^(?)

Non-Family Units^(?)

Affordability Term (years)^(?)

Subtotal^(?) **\$0**

Medical Cost Savings from Permanent Supportive Housing for the Homeless

Affordability Term (years)^(?)

Units^(?)

Subtotal^(?) **\$12,331,283**

Methodology: Medical Cost Savings from Permanent Supportive Housing for the Homeless

Permanent supportive housing is well known as an effective strategy for improving life outcomes for the chronically homeless—particularly those with chronic and complex illnesses. This intervention also generates significant public cost savings, primarily from reduced health services. We draw from a 2009 study¹ by the Economic Roundtable to estimate medical cost savings². The study specifically found that incremental monthly cost savings to public agencies (e.g., County health services outpatient clinics) and agency sub-departments (e.g., corrections medical services)³ providing physical and mental health services were \$1,853 per month, or \$22,242 per year, for the chronically homeless living in permanently supportive housing. We use this figure to estimate medical cost savings over the course of a project's affordability restriction term, assuming a 6 percent annual nominal growth rate in savings due to rising medical costs (the same rate of increase that the Centers for Medicare & Medicaid Services projects for the next 10 years).

For more detail on the literature and assumptions for this calculation, download the full [methodology documentation](#)

BACKGROUND RESEARCH: SOCIAL RETURNS OF EDUCATION

Sector	Study type	Study	Return
Early education	Cost benefit analysis	“The High/Scope Perry Preschool Program cost–benefit analysis using data from the age-40 follow-up” (Belfield, et al. 2006)	\$12.90 gains for every \$1 invested in early education
Education	Cost benefit analysis	“The economic value of improving the health of disadvantaged Americans” (Schoeni, et al. 2011)	\$1.02T accrued to less-educated Americans if their health and longevity improved to that of college-educated Americans

BACKGROUND RESEARCH: SOCIAL RETURNS OF HOUSING

Sector	Study type	Study	Return
Housing	Cost savings	Health Care and Public Service Use and Costs Before and After Provision of Housing for Chronically Homeless Persons with Severe Alcohol Problems (Larimer, et al. 2009)	\$3569 per month reduction in total costs per individual housed ¹
Housing	Cost effectiveness	The Effects of Exposure to Better Neighborhoods on Children: New Evidence from the Moving to Opportunity Experiment (Chetty, et al. 2016)	\$3500 (31%) increased future annual income; 2.5% increased college attendance

¹Also analyzed reduction in shelter days, jail days, etc. which could be further costed

SCOPE OF WORK

ADDITIONAL CLARIFICATIONS

THIS PROJECT WILL:

- Draw upon the methodology of tools like the LIIF Social Impact Calculator
- Apply an economic approach to a public health question
- Generate a generalizable model used by a wide range of community development practitioners



SCOPE OF WORK

ADDITIONAL CLARIFICATIONS

THIS PROJECT WILL NOT:

- Require primary data collection (quantitative or qualitative)
- Estimate returns for a particular site/set of sites
- Serve the evaluation purposes of a single organization



EXPECTED DELIVERABLES / OUTPUTS

- Comprehensive white paper (e.g., [Community Development Investment Review](#))
- Two-page Executive Summary
- Slide deck
- Framework for an interactive tool*
- Participation in at least one conference*

* May take place following the grant period





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**QUESTIONS &
COMMENTS?**



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