

# HEALTHY COMMUNITIES: A FRAMEWORK FOR MEETING CRA OBLIGATIONS

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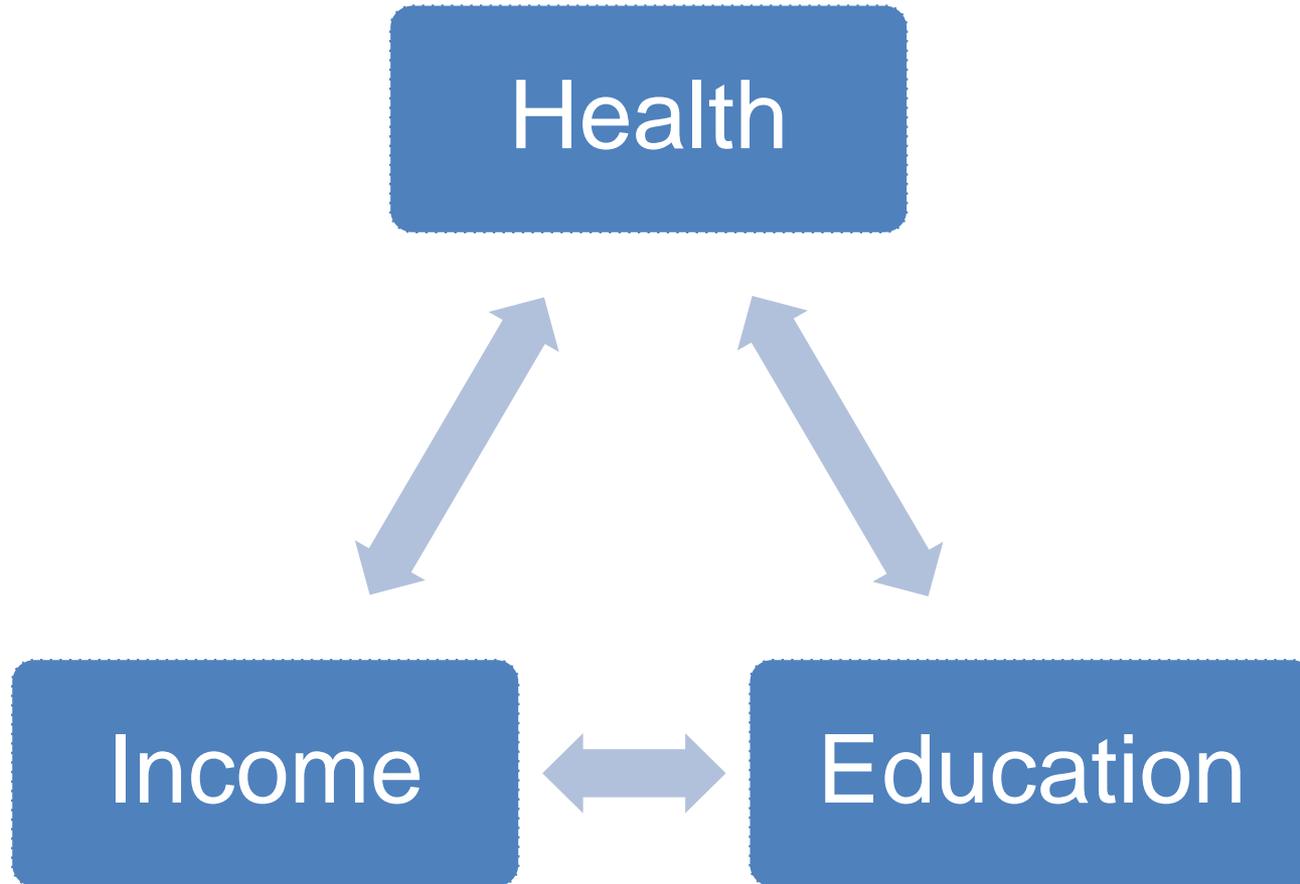
# Purpose of this Publication

1. Roadmap of best practices in community development
2. Healthy communities framework
3. List of CRA reference guides
4. Template for how financial institutions can tell their CRA story

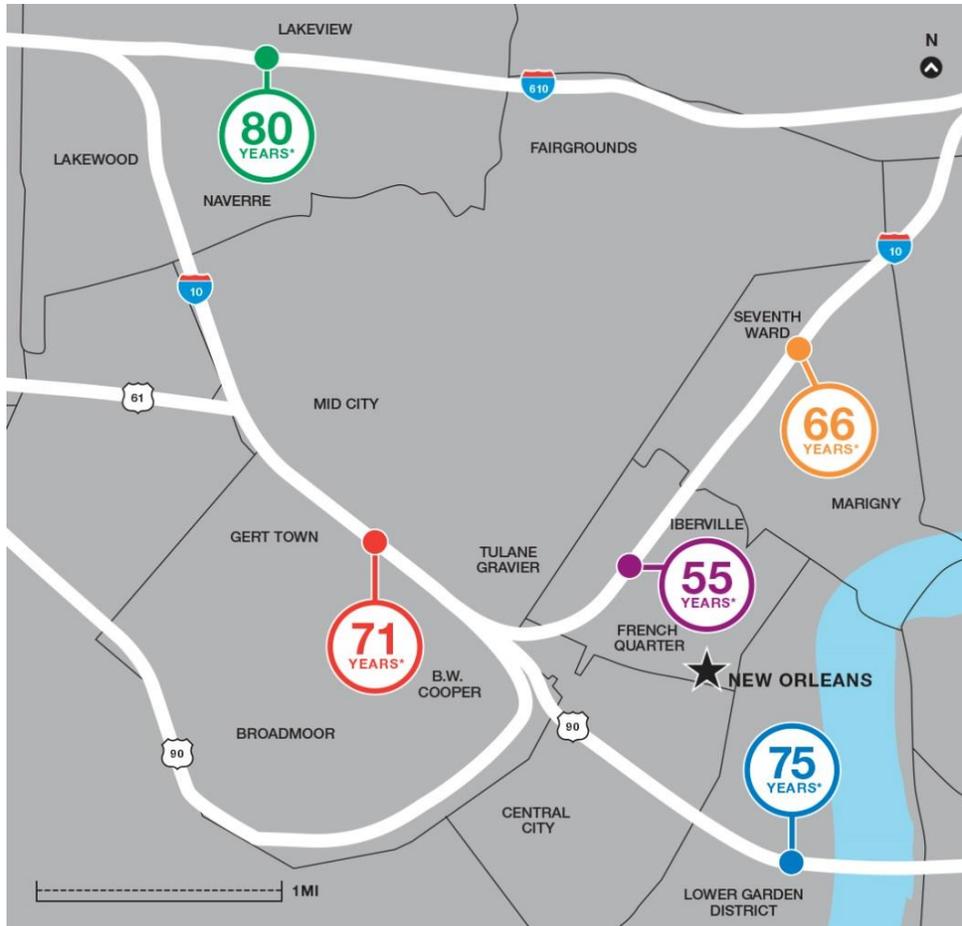
# Purpose of Healthy Communities Framework

- Make **strategic decisions** and give **comprehensive reasons** for community development activities
- Avoid the **trap of cherry-picking** community development activities
- Communicate **value of community development activities** to financial institution and its host communities

# Health is an Asset



# ZIP Code Matters



“Across America, babies born just a few miles apart have dramatic differences in life expectancy.

To improve health we need to improve people’s opportunities to make healthy choices— in the places where they live, learn, work and play.”

# STEP #1: Identifying Best Practices in Community Development

- A. Use **innovative methods** to leverage private capital.
- B. Blend **people- and place-based strategies** to realize a broader vision.
- C. Provide **equal opportunity to quality education** so that everyone can reach their highest potential.

# STEP #1: Identifying Best Practices in Community Development (*continued*)

D. **Measure outcomes** to identify what works.

E. **Invest resources** in what works.

It is recognized that inequalities start early in life, necessitating quality early childhood development resources.

# GOAL:

## Making “Healthy” the Norm

It is easier for individuals to make healthy choices when:

- **Healthy foods** are affordable and convenient,
- There are plenty of safe and convenient ways to be **physically active and socially engaged**, and
- The **environment**—air, water, homes, schools, office buildings, street design, parks, playgrounds and other public spaces—**promotes health**.

# STEP #2: Identifying Opportunities

## Become Familiar with Healthy Communities Checklist and Experts

- The components integral to healthy communities, which are listed in the **Healthy Communities Checklist**, and
- The leading experts, programs, initiatives, organizations and communities that are working in this space (*see Appendix*).

# STEP #2: Identifying Opportunities

## *Healthy Communities Checklist*

- Access to Healthy Food
- Access to Medical Care
- Aesthetics: Landscaping, Art, Culture
- Air, Soil and Water Quality
- Building Financial Capacity
- Built Environment
- Early Childhood Development
- Education
- Employment
- Entrepreneurship
- Personal/Public Safety
- Physical Activity
- Public Transportation
- Senior Needs: Accommodation, Care, Services
- Social Networks/  
Social Environment
- Social Services

**These components are integral to healthy, vibrant, resilient communities.**

# STEP #2: Identifying Opportunities

## *Appendix: List of Experts*

### **Corporation for Enterprise Development (CFED) *Assets & Opportunities Scorecard***

#### **Programs**

- The 1:1 Fund
- Children's Savings Accounts (CSAs)
- Individual Development Accounts (IDAs)
- Innovations in Manufactured Homes
- Self-Employment Tax Initiative (SETI)

#### ***Healthy Communities Checklist:***

- Access to Medical Care
- Building Financial Capacity
- Built Environment
- Education
- Entrepreneurship

# Appendix: List of Experts

	Access to Healthy Food	Access to Medical Care	Aesthetics	Air, Soil, Water Quality	Building Financial Capacity	Built Environment	Early Childhood Development	Education
<b>ACCION Texas</b>					x			
<b>Active Living Research</b>	x					x		
<b>American Institute of Architects</b>			x	x		x		
<b>Annie E. Casey Foundation</b>					x		x	x

# Appendix: List of Experts

	Employment	Entrepreneurship	Safety	Physical Activity	Public Transportation	Senior Needs	Community Engagement	Social Services
<b>ACCION Texas</b>		x						
<b>Active Living Research</b>			x	x	x		x	
<b>American Institute of Architects</b>			x	x				
<b>Annie E. Casey Foundation</b>	x		x				x	x

# STEP #2: Identifying Opportunities (*continued*)

- ***Community Health Needs Assessments***  
(CHNAs)
- ***STAR Communities***, [www.starcommunities.org](http://www.starcommunities.org)
- ***Healthy Communities Institute***,  
[www.healthycommunitiesinstitute.com](http://www.healthycommunitiesinstitute.com)

# STEP #3: CRA Reference Guides

## *Community Reinvestment Act (CRA) Reference Guides*

“Community Development Decision Flow Chart,” e-Perspectives, Volume 7, Issue 4, 2007,  
[www.dallafed.org/microsites/cd/epersp/2007/4\\_3.cfm](http://www.dallafed.org/microsites/cd/epersp/2007/4_3.cfm)

“CRA Toolkit,” e-Perspectives, Volume 7, Issue 4, 2007,  
[www.dallasfed.org/microsites/cd/epersp/2007/4\\_2.cfm](http://www.dallasfed.org/microsites/cd/epersp/2007/4_2.cfm)

A Banker’s Quick Reference Guide to CRA, Federal Reserve Bank of Dallas, Sept. 1, 2005,  
[www.dallasfed.org/assets/documents/cd/pubs/quickref.pdf](http://www.dallasfed.org/assets/documents/cd/pubs/quickref.pdf)

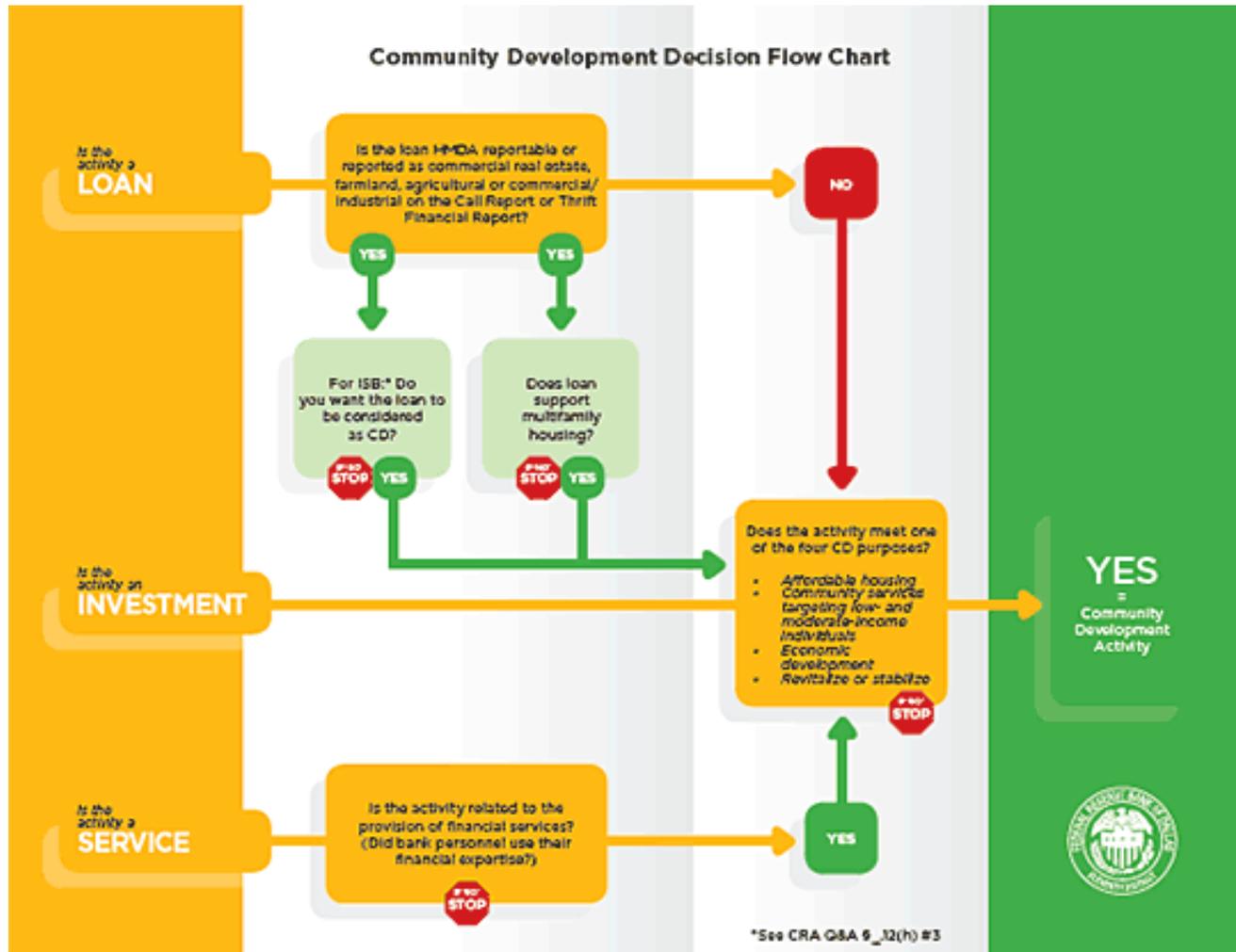
CRA Loan Data Collection Grid, Federal Reserve Bank of Dallas, September 2006,  
[www.dallasfed.org/assets/documents/cd/pubs/craloan.pdf](http://www.dallasfed.org/assets/documents/cd/pubs/craloan.pdf)

Interagency Questions and Answers (Q&A) Regarding Community Reinvestment, March 11, 2010,  
[www.ffiec.gov/cra/qnadoc.htm](http://www.ffiec.gov/cra/qnadoc.htm)

[Information Useful in Developing a Performance Context](#)



# Community Development Decision Flow Chart



# STEP #4: A Template to Tell CRA Story

## 1. Background

- a. Mission/Purpose
- b. Geographic market(s)
- c. Below are examples of how we have met our CRA obligations...

## 2. Current area of focus

## 3. Projected impact

- a. ROI
- b. Savings generated
- c. Positive regulatory impact & intangible goodwill
- d. Involvement in a healthy communities collaborative

## 4. Leadership role

# STEP #4: A Template to Tell CRA Story

“We provide financial guidance to organization(s) that serve LMI communities. Specifically, we serve as the treasurer on the board of the local **community health center**. The majority of clients at the community health center are low- and moderate-income (*give the specific percent*).”

“We help our LMI customers who have **thin or no credit files to build credit**. Building a credit score is important because it is often used to determine loan terms such as APR (annual percentage rate) and the down payment amount, and rates charged for insurance products such as motor vehicle insurance. Here are examples of how we help them build credit...”

“We provide financial support (*list dollar amount in specific time period*) to **entities that provide financial products and/or services to LMI microbusinesses and small businesses**. These entities are...(*list the organizations, such as SourceLink, Small Business Development Centers, ACCION Texas, a local community development financial institution, etc.*)”

# Recap

This publication is available on the Dallas Fed's online Healthy Communities Resource Center: [www.dallasfed.org/cd/healthy/index.cfm](http://www.dallasfed.org/cd/healthy/index.cfm).

*Click on "CRA" tab for [report](#), [appendix](#) and [checklist](#) of experts.*

**Report:** "Healthy Communities: A Framework for Meeting CRA Obligations"

**Appendix:** [Experts in Healthy Communities](#) (In Their Own Words)

- Lists over 50 healthy communities experts across the U.S. — highlights their purpose and which "healthy communities" activities they engage in

**Checklist:** 2 versions: PDF and Excel

- Grid that categorizes which healthy communities activities each expert engages in.
- In Excel, data can be sorted by type of healthy communities activity.
  - So, you can see which of the 50 experts invest in "building financial capacity"; which of them engage in "building financial capacity" AND "employment," etc.

# HEALTHY COMMUNITIES: A FRAMEWORK FOR MEETING CRA OBLIGATIONS

Publication is available online at [www.dallasfed.org/cd/healthy/index.cfm](http://www.dallasfed.org/cd/healthy/index.cfm).  
Select the “CRA” tab for report, appendix and checklist.

***For questions or comments, please contact:***

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