Social Impact Measurement Model (SIMM) case study
Predicting changes in social metrics in Huntsville, Alabama

Cities clamor for corporate investment, even as the social impact of such spending typically remains uncertain. Increasingly, companies want to be able to demonstrate such benefits to shareholders and other stakeholders. Our new machine learning measurement model, SIMM, seeks to bring data-backed social impact measurement tools to companies that can generate insights to drive decision making.

Social impact measurement that can communicate such benefits to shareholders and other stakeholders is still nascent. Predicting changes in social metrics is particularly challenging when the social impacts of corporate investment can take many years to materialize. Companies that want to be able to demonstrate such benefits to shareholders and other stakeholders need more than the traditional financial accounting tools. They need tools that can measure changes in social metrics and bring such data-backed social impact measurement into discussions around ROI, trade-offs between capital-intensive projects, and other capital allocation decisions.

Our new machine learning measurement model, SIMM, seeks to bring data-backed social impact measurement tools to companies that can generate insights to drive decision making.

Deloitte Risk and Financial Advisory created a Social Impact Measurement Model (SIMM) to measure and predict the incremental social impacts of eight investment projects in the region that totaled nearly $3 billion. Here is a sample of some of the output.

### Social Impact Measurement Model (SIMM) Case Study: Predicting Changes in Social Metrics in Huntsville, Alabama

**National Achievement expected rise**
- **Limestone County** +2.3% Madison County +1.3%

**Math Achievement expected rise**
- **Limestone County** +2.7% Madison County +1.8%

**Housing**

- **Owner Occupied**
  - **Limestone County** +3.5% Madison County +1.9%
- **Rental Occupied**
  - **Limestone County** +1.2% Madison County +0.7%

**Income & Employment**

- **Median Income**
  - **Limestone County** +3.2% Madison County +1.5%
- **Unemployment rate**
  - **Limestone County** +2.3% Madison County +1.9%

**Transportation (carpool commuters)**

- **Households in Limestone County** +1.2% Madison County +1.6%
- **Single mother households in Limestone County** -0.5% Madison County +0.5%

**Family & Migration**

- **3.3% increase**
  - **Limestone County** Madison County

**Industry**

- **Manufacturing**
  - **Limestone County** +1.9% Madison County +3.5%
- **IT**
  - **Limestone County** +1.2% Madison County +0.7%
- **Healthcare**
  - **Limestone County** +2.3% Madison County +1.6%

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