



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 communicate such benefits to shareholders and other stakeholders.

Our new machine learning measurement model, SIMM, seeks to bring data-backed insights to the discussion. SIMM helps measure and predict the incremental effect of a large corporate investment—above and beyond what would likely happen without the investment—on up to 75 social impact measures at a location-specific level. SIMM measures four years out from the initial investment date and can take a rearview look and analyze investments made up to five years earlier.

The Huntsville Madison County Chamber in Alabama leveraged the 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.

Industry

Investments are expected to increase employment opportunities in manufacturing, IT, healthcare



Manufacturing

+1.9%

Madison County

+3.5%

Limestone County



IT

No change

Madison County

+1.2%

Limestone County



Healthcare

+2.3%

Madison County

+1.6%

Limestone County



Family & Migration

↓ 1.5%

decrease in single mother households in Limestone

Education



National Achievement expected rise

+6.2%

Madison County

+2.3%

Limestone County



Math Achievement expected rise

+2.7%

Madison County

+1.8%

Limestone County



Income & Employment

1%

reduction of unemployment rate in Limestone County



Median income

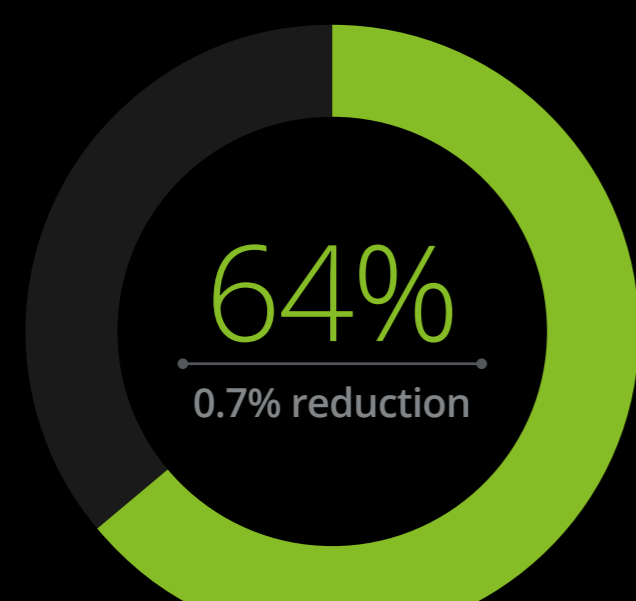
+3.2%

Madison County

+1.5%

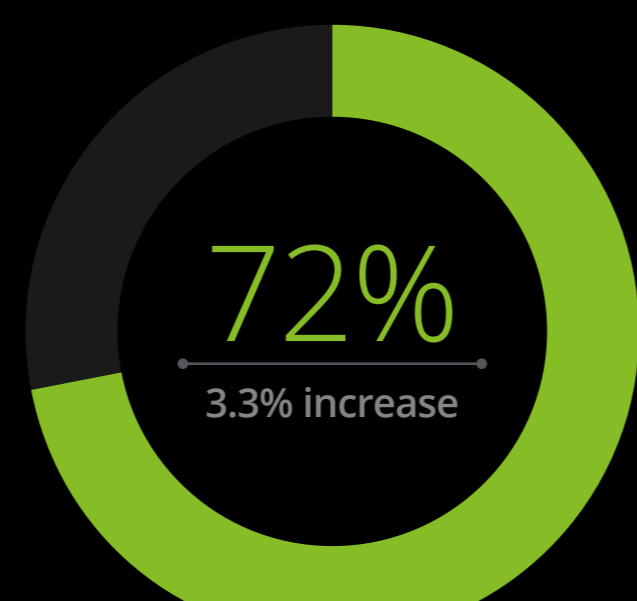
Limestone County

Housing



Owner Occupied

Madison County



Owner Occupied

Limestone County



Transportation (carpool commuters)

+2.5%

Madison County

+0.5%

Limestone County

Social impact measurement that can generate insights to drive decision making.

Are you a(n)...

- **corporate real estate (CRE) or corporate social responsibility (CSR) leader** wanting to measure the social impact of existing operations and estimate the potential impact of future investments in a particular location?
- **senior finance leader or impact investor** wanting to make location-specific capital allocation decisions by bringing social impact into ROI discussions, to help make trade-offs among key capital intensive projects?
- **marketing, branding, and communications leader** wanting to communicate the social impact of your company's investments to shareholders, collaborators, customers, and special interest groups to demonstrate the company's influence on social outcomes?
- **economic developer or policymaker** wanting to quantify the expected change in social outcomes when evaluating projects to access funding, report back to stakeholders, and be accountable for social causes?
- **NGO executive director** wanting to understand drivers for social determinants and evaluate contributions to social causes, at a local level?



Contact Deloitte's Location Strategy and Monitor Institute team to discover how social impact measurement can help generate insights to drive decision-making:

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