

# DATA TOOLS TO HELP CITIES MAKE ECONOMIC POLICY AND PROGRAM DECISIONS

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## DATA TOOLS TO HELP CITIES MAKE ECONOMIC POLICY AND PROGRAM DECISIONS

Bloomberg Philanthropies' COVID-19 Local Response Initiative is generating a robust set of supports and resources to help local leaders combat the coronavirus and protect the social and economic wellbeing of their cities.

This document is intended for local economic development leaders.

**It lists free, practical, up-to-date and easy-to-use data tools which can help leaders to understand the impact of the COVID-19 crisis on residents and businesses, and prioritize and target economic and workforce development policy and programming responses. It also lists<sup>1</sup> data reports that Bloomberg Philanthropies has procured for cities from partners.**

The list of tools is not comprehensive and will be regularly updated. If you have any feedback, or suggested other tools, please send to [econdev@bloomberg.org](mailto:econdev@bloomberg.org).

<sup>1</sup>Bloomberg Philanthropies and Slalom LLC do not endorse any of the linked websites or any product, service, or publication referenced herein or therein.

My question	What tool will answer my question?	What will the tool tell me?	How do I access the tool?	What should my response be? (See Bloomberg Philanthropies' Economic Response and Recovery Roadmap)
Which businesses are running out of working capital?	MasterCard Retail Location Insights Platform	Retail spend	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• City funded loans and grants</li> </ul>
	JP Morgan Chase Small Business Cash Flow Analysis Report	Indicative cash reserves and burn rates	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Technical Assistance</li> <li>• Connect small businesses</li> </ul>
	CNBC SurveyMonkey Small Business Index Q2 2020	How long a business can operate under lockdown conditions	<a href="#">Here</a>	
Which businesses are struggling to service their debt?	PayNet Small Business Delinquency Index	Percentage of loans that are delinquent (by state and industry)	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• City funded loans and grants</li> <li>• Technical Assistance</li> </ul>
How easy is it for a business to access finance?	Federal Reserve Small Business Credit Survey	Small business financing and debt needs and experiences	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• City funded loans and grants</li> <li>• Technical Assistance</li> <li>• Reduce barriers to accessing finance</li> </ul>
Which businesses have formal banking relationships?	FDIC National Survey of Unbanked and Underbanked Households	Percentage of households that are unbanked or underbanked	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Increase access to mainstream banking</li> </ul>
Which businesses have gone bankrupt?	Bureau of Labor Statistics Business Employment Dynamics Reports	Number of businesses contracting or closing (by state and industry)	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Help small business owners to reduce closing costs</li> </ul>
	Womply Report: How many local businesses have had to close due to COVID-19?	Business closures by state and category	<a href="#">Here</a>	
Which businesses have already received PPP loans?	SBA Paycheck Protection Program (PPP) Report	Breakdown of PPP loans by industry, loan size, state, business size	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Understand the volume of PPP loan disbursements and compare against small business needs in your city</li> </ul>
Which businesses will require renovations to operate under social distancing requirements?	CNBC SurveyMonkey Small Business Index Q2 2020	Likelihood that COVID-19 will have a permanent impact on how you run your business	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Technical Assistance</li> </ul>
Which businesses are seeing large drops in revenue/ profitability?	Womply: Which states have experienced the biggest impact on local business so far?	Average revenue last week vs same week previous year (by industry and state)	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Drive consumer spending at local level</li> </ul>
Which commercial corridors should I focus on?	MasterCard Retail Location Insights Platform	Retail spend	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Drive consumer spending at local level</li> </ul>
How is the crisis impacting the city's budget?	MasterCard Retail Location Insights Platform	Retail spend, from which you can estimate impact on sales tax	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Identify and develop alternative sources of program funding.</li> </ul>

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How long does it take to open a new business?	Arizona State University Doing Business North America	Average number of days to start a new business by city	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Reduce time to start a newbusiness to accelerate new business activity.</li> </ul>
How many permits, inspections (e.g., health and safety checks) are needed to run a business?	Arizona State University Doing Business North America	Average number procedures to complete to start a business	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Reduce red tape needed to start and run a business.</li> </ul>
Which businesses provide employment for residents from low income households?	Urban Institute Low-Income Jobs Lost to COVID-19	Estimate of low-income (<\$40,000) jobs lost due to COVID-19 by industry and county.	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Focus on industries andcounties where low-income job losses are the highest.</li> </ul>
Which businesses provide medium wage jobs (that don't require college degrees)?	Bureau of Labor Statistics Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates Bureau of Labor Statistics Education and training assignments	Total employment and mean wages by occupational title by state and metro area Education and training requirements by occupational title	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Focus on occupations that provide middle class jobs and do not require a college degree.</li> </ul>
	Bureau of Labor Statistics Education and training assignments	Education and training requirements by occupational title	<a href="#">Here</a>	
Which residents are being furloughed / laid off?	Candor: Who's freezing hiring from coronavirus	User-reported table of company hiring status, including freezes, layoffs, and furloughs	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Create a job board</li> <li>• Modified hiring events, virtual services and worker resources</li> <li>• Train and place residents to meet surge health carehiring</li> <li>• Connect unemployed residents to temporary employment</li> </ul>
Which residents are falling behind on loan / rent payments?	CFPB Mortgage Performance Trends	30-89 and 90+ day mortgage delinquency rates by state, metro area, and country	<a href="#">Here</a>	<ul style="list-style-type: none"> <li>• Extension of eviction / foreclosure moratoriums</li> <li>• Emergency rent / mortgage funds</li> </ul>

## SUMMARIES OF DATA TOOLS AND REPORTS:

Data Source Name	What will the tool/report tell me?	What is the level of detail?	How often is the data updated?	How do I access it?
Arizona State University Doing Business North America	<ul style="list-style-type: none"> <li>Provides objective measures of the scale and scope of business regulations in 115 cities across 92 states, provinces, and federal districts of the U.S., Canada, and Mexico.</li> <li>Scores and ranks cities in regard to how easy or difficult it is to set up, operate, and shut down a business.</li> </ul>	Metro	Annual	<a href="#">Here</a>
Bureau of Labor Statistics: Business Employment Dynamics Reports	<ul style="list-style-type: none"> <li>Several quarterly reports on changes in employment and business openings.</li> </ul>	State	Quarterly	<a href="#">Here</a>
Bureau of Labor Statistics: Education and training assignments	<ul style="list-style-type: none"> <li>Education and training requirements by occupational title</li> </ul>	Occupation	Annual	<a href="#">Here</a>
Bureau of Labor Statistics: Metropolitan and Non-metropolitan Area Occupational Employment and Wage Estimates	<ul style="list-style-type: none"> <li>Total employment and mean wages by occupational title by state, metropolitan, and micropolitan areas</li> </ul>	National, State, MSA	Semi-Annual	<a href="#">Here</a>
CFPB Mortgage Performance Update	<ul style="list-style-type: none"> <li>30-89 and 90+ day mortgage delinquency rates by state, metro area, and country</li> </ul>	State, MSA, National	Quarterly	<a href="#">Here</a>
CNBC   SurveyMonkey Small Business Index Q2 2020	<ul style="list-style-type: none"> <li>National survey of small business owners' near-term expectations for their businesses.</li> </ul>	Industry, Business Type, Political Party	Quarterly	<a href="#">Here</a>
EarnestCOVID-19 tracker	<ul style="list-style-type: none"> <li>Online dashboard with weekly insights into near-real time consumer spending across 23 categories and 89 subcategories, representing ~2000+ national brands.</li> <li>The online dashboard shows spending at a City, CBSA, State, and National level, and can also delineate online vs in-store spending</li> <li>The data shows total spend, average transaction size, and number of transactions.</li> </ul>	The data can be broken out by channel (online vs bricks and mortar), and also show growth by state region and city	Weekly (every Wednesday) with a 7-day lag	<a href="#">Here</a> For access, please request a demo through the website. Earnest is providing free access to government entities for the next few months
FDIC National Survey of Unbanked and Underbanked Households	<ul style="list-style-type: none"> <li>Percentage of households that are unbanked or underbanked</li> </ul>	National, Regional, State, MSA	Biennial	<a href="#">Here</a>
Federal Reserve Small Business Credit Survey	<ul style="list-style-type: none"> <li>National sample of small businesses, or firms with fewer than 500 employees, aimed at providing insight into firms' financing and debt needs and experiences.</li> </ul>	Industry, Region, State	Multiple reports available, each updated every 1-2 years	<a href="#">Here</a>

Data Source Name	What will the tool/report tell me?	What is the level of detail?	How often is the data updated?	How do I access it?
JP Morgan Chase Small Business Cash Flow Analysis Report (2016)	<ul style="list-style-type: none"> <li>• 2016 survey information on cash outflows and reserves for small businesses. Divided by 12 industries and 24 metro areas</li> <li>• We have included this report, which was published in 2016, because there are no other sources for this data. Given its age, its findings should be merely directional</li> </ul>	Industry, MSA	One-time, as of 2016	Here
MasterCard Retail Location Insights Tool	<ul style="list-style-type: none"> <li>• Location intelligence to evaluate the sales, ticket size, customer accounts, frequency, growth, and contraction for your cities</li> <li>• Spend \$, number of transactions, and number of customers at retail businesses across your state, city, as well as in particular neighborhoods, commercial corridors and city blocks.</li> <li>• Also, where customers travel from and their average spend amounts</li> <li>• Divided by 5 large industries (Grocery, Eating Places, Fuel, Accommodations and Apparel) and up to 100 segments</li> <li>• Updated weekly, with 2 week lag, going back to Jan 2016</li> </ul>	City, neighborhood and block	Weekly, with a 2-week lag	Here Reach out to Michael. Capozzi @ mastercard.com. Michael will support next steps to gain access to the MasterCard platform.
Opportunity Insights Economic Tracker	<ul style="list-style-type: none"> <li>• Statistics on consumer spending, employment rates, incomes, business revenues, job postings, and other key indicators. In particular: <ul style="list-style-type: none"> <li>• Employment and earnings - hourly employment, comparison to quarterly census of employment and wages, hours worked, average hourly wages, individual earnings</li> <li>• State unemployment - benefit claims and claim rate</li> <li>• Consumer spending - comparison to consumer expenditures survey</li> <li>• Business activity - job postings, comparison to Bureau of Labor Statistics' Job Openings and Labor Market Turnover, small business revenue, comparison to consumer expenditures survey, small businesses open</li> <li>• Education - online math participation, student progress in math</li> <li>• Public health - COVID-19 cases, death rate, tests, time outside home</li> </ul> </li> </ul>	Some data is available at metro or county level, some is only available at state or national level	Reported in "Real Time" (typically with a lag of three days or less)	Here
Paynet Small Business Delinquency Index (SBDI)	<ul style="list-style-type: none"> <li>• Designed to gauge small business financial stress and default risk at the national and state levels, including industry segmentation.</li> <li>• Provides insight to financial services executives, economists, policy makers and regulators in order to understand the stage of the business cycle and to set credit oversight policies.</li> </ul>	National, State, Industry	Monthly	Here

Data Source Name	What will the tool/report tell me?	What is the level of detail?	How often is the data updated?	How do I access it?
SBA Paycheck Protection Program (PPP) Report	<ul style="list-style-type: none"> <li>Breakdown of PPP loans by industry, loan size, state, business size</li> </ul>	National, State, Industry	Regularly (approx every 2 weeks)	<a href="#">Here</a>
Urban Institute Low-Income Jobs Lost to COVID-19	<ul style="list-style-type: none"> <li>Estimate of low-income (&lt;\$40,000) jobs lost due to COVID-19 by industry and county.</li> </ul>	Industry, County	Monthly	<a href="#">Here</a>
Womply: How many local businesses have had to close due to COVID-19?	<ul style="list-style-type: none"> <li>Dashboard with business closure rates at city and industry levels.</li> </ul>	City, Industry	Daily,	<a href="#">Here</a>
Womply: Which states have experienced the biggest impact on local business so far?	<ul style="list-style-type: none"> <li>Dashboard with revenue data for small, local businesses across the US.</li> <li>Contains several reports and maps based on credit card transaction data. Updated daily, representing current data minus 4 days.</li> </ul>	State, Industry	Daily, with 4-day lag	<a href="#">Here</a>

## ABOUT BLOOMBERG PHILANTHROPIES COVID-19 RESPONSE

Bloomberg Philanthropies' multi-pronged COVID-19 Response is supporting public health professionals and local leaders around the world in their efforts to mitigate the health, economic, and social consequences of the pandemic. Our response includes immediate support in low- and middle-income countries most at-risk, resources for mayors and other local leaders, and support for social services and cultural organizations in the communities where the Bloomberg L.P. and Bloomberg Philanthropies' team lives and works.

- Globally, we are funding rapid response efforts - including equipment and training for frontline healthcare workers - in Africa and low- and middle-income countries around the world. We are also supporting vulnerable refugee populations around the world.
- In the U.S., we are working with New York Governor Andrew Cuomo to launch a COVID-19 contact tracing program to help control the infection rate of the disease. We've also created a robust platform through our COVID-19 Local Response Initiative to support mayors and other local leaders.
- In New York and London, we've helped launch funds to support local cultural and social service organizations affected by the pandemic and provided funding to feed frontline healthcare workers in 16 NYC hospitals.
- We are also supporting research, including studies at Johns Hopkins University and NYU Langone Health.

Learn more about our efforts at [bloomberg.org/covid-19-response](https://bloomberg.org/covid-19-response)

## ABOUT BLOOMBERG ASSOCIATES

Bloomberg Associates is the philanthropic consulting arm of Michael R. Bloomberg's charitable organization, Bloomberg Philanthropies. Founded in 2014, we work side by side with client cities to improve the quality of life for residents, taking a strategic, collaborative and results-oriented approach to make cities stronger, safer, more equitable and efficient. Our team of globally recognized experts and industry leaders has worked with cities across the globe on hundreds of projects in order to ignite change and transform dynamic vision into reality.

## ABOUT SLALOM

Slalom is a collaborative consulting firm focused on strategy, technology, and business transformation. In over 35 markets across the US and around the world, Slalom's teams have autonomy to move fast and do what's right. They're backed by regional innovation hubs, a global culture of collaboration, and partnerships with the world's top technology providers. Founded in 2001 and headquartered in Seattle, Slalom has organically grown to over 8,000 employees. Slalom was named one of Fortune's 100 Best Companies to Work For in 2020 and is regularly recognized by employees as a best place to work.

Learn more at [slalom.com](https://slalom.com).



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