



2020

URBAN INSTITUTE

ANNUAL
REPORT

Message from the President

Dear Friends,

Amid the disruption, loss, and uncertainty of 2020, the Urban Institute was a source of clarity and direction. We met the moment with work that helped local governments, nonprofits, philanthropy, and others mitigate the worst hardships for families and communities most affected by the coronavirus pandemic. And we provided meaningful, evidence-based policy insights for shaping a more equitable recovery and remedying structural drivers of longstanding inequities in our country.

Our experts produced groundbreaking research, data tools, and analyses that changemakers used to better support essential workers, children falling behind in online school, and unemployed people struggling to feed their families. Between mid-March and July 2020, Urban produced almost as much content as we did in the entire year of 2019. We also proved adept at virtual convening: From multipanel, multiday gatherings to short, intimate conversations like our Evidence to Action Series, Urban hosted more events and reached larger, more diverse audiences than ever before. We met the moment after Americans elected a new president in November, too, when many senior leaders at Urban joined the new administration's transition team to help develop evidence-based ideas for the Departments of Housing and Labor, Office of the United States Trade Representative, the Social Security Administration, and other federal agencies. And throughout the tumultuous year, Urban served as a reliable, go-to source for people seeking to understand the impact of the COVID-19 pandemic and grapple anew with structural racism.

As the country recovers, Urban's capacity to meet the challenges of this next chapter remains strong. Our deep expertise in issues we have examined for more than 50 years—including child care, criminal justice, housing, and unemployment—is in demand more than ever from policymakers, corporations, and advocates. Our 2019 commitment to confront structural racism and pursue cutting-edge research technology and data science is proving prescient as decisionmakers increasingly turn to Urban for fact-based guidance on rebuilding the economy and mitigating long-standing systemic inequities that the pandemic exposed. Indeed, many of the solutions our experts offered up in 2020, such as how to stabilize vulnerable renters and support children experiencing poverty or how to reach people with pandemic relief, have been implemented or are being debated by federal, state, and local government leaders.

I'm excited to share with you just a sampling of the ways that Urban made a difference in 2020. This work not only helped inform the national discourse, it also has the potential to ignite change for people and places in the years ahead.

Evidence and analyses that provide direction during a crisis

- **Informing and influencing pandemic relief efforts.** When the national lockdown began in March 2020, Urban fielded a [coronavirus tracking survey](#) that drew early attention to shocking [disparities in job losses](#) and particularly severe job losses in [Latinx communities](#). Urban's experts identified that by using administrative records, the government could send pandemic stimulus payments to people with low incomes without them applying for the checks. Our analysis helped convince Congress to require that this be done, and millions who might have otherwise been missed received desperately needed cash. We also issued [timely analyses](#) showing how many people would have landed in poverty without key pandemic relief provisions, including stimulus checks and expanded unemployment and Supplemental Nutrition Assistance Program benefits.
- **Shedding light on structural racism.** In the wake of George Floyd's murder and the ensuing uprisings for racial justice, Urban's deep [library](#) of content on the structural drivers of racial inequities became essential reading for policymakers, thought leaders, reporters, and the public. We also produced many new resources and analyses that shed light on potential remedies for structural racism. For example, Urban's State and Local Finance Initiative released data on [criminal justice expenditures](#) that were widely used as advocates called for governments to shift resources from law enforcement to social programs.

Initiatives that build field capacity and shape national debate

- **Embedding racial equity in policymaking.** Urban's new [Racial Equity Analytics Lab](#) equips equity-focused changemakers with timely data that identifies where racial inequities live, explains why they exist, and provides a pathway for designing solutions to mitigate them. In 2020, the Racial Equity Analytics Lab embarked on groundbreaking work to [develop ethical standards](#) for using cutting-edge data science techniques to supply missing data on race and ethnicity; [created a tool for tracking racial differences](#) in the COVID-19 economic recovery; worked with teams at Urban to help center racial equity in crucial policy debates; and released a set of [structural racism "explainers"](#) that provide context for, and potential solutions to, long-standing racial inequities.
- **Stabilizing vulnerable renters and landlords.** Our [Renters and Rental Market Crisis Working Group](#) created a forum for researchers, advocates, industry experts, philanthropies, and policymakers to develop options for stabilizing renters and small-scale landlords who were hit hard by the pandemic. In collaboration with working group members, Urban produced authoritative [estimates](#) of the assistance needed to support renters affected by job losses. Our findings were widely cited in debate over CARES Act policies that have helped keep renters in their homes. Urban's experts also delivered [evidence-based ideas](#) for how state and local leaders could stabilize renters affected by the pandemic, ideas that

helped set the stage for housing policy response efforts during the pandemic. We were among the first in the nation to examine state and local emergency rental assistance and eviction prevention and diversion programs in response to the pandemic, and the lessons we presented remain highly relevant. Today, Urban's work continues to inform decisions on how to support renters most at risk of housing instability and homelessness.

- **Shaping more humane and rehabilitative prison environments.** With support from Arnold Ventures, Urban's five-year Prison Research and Innovation Initiative leverages data and evidence to shine a much-needed light on prison conditions and pilot strategies to support the well-being of people who live and work behind bars. After Urban recruited state partners and began our research in early 2020, the nation locked down. Urban's experts pivoted to meet the moment, engaging stakeholders virtually and developing a promising research agenda. We also produced timely insights on navigating the COVID-19 pandemic in prisons and jails and vaccinating people who are incarcerated. Through this developing body of work, Urban is catalyzing a new generation of equity-focused prison research.
- **Influencing an equitable, resilient labor market.** WorkRise is a new national collaborative network hosted by Urban that identifies, tests, and shares bold new ideas for transforming the labor market so it better provides economic mobility for workers earning low wages, especially Black people and other people of color, women, and young adults. In 2020, the US finally saw and honored these essential workers and it was during that period that WorkRise launched its first Request for Proposals to generate evidence on promising pathways to accelerate mobility for low-wage workers. We also delivered useful insights on enduring racial inequities in the labor market and what it will take to accelerate wage growth, and we hosted a week-long public conversation series about how to rebuild the national economy. With support from WorkRise's founding funders—the Bill & Melinda Gates Foundation and the Mastercard Center for Inclusive Growth—and additional support from Walmart Foundation, Cognizant Foundation, The James Irvine Foundation, Charles and Lynn Schusterman Family Philanthropies, Annie E. Casey Foundation, and General Motors, WorkRise continues to offer potential solutions for creating a more equitable and resilient labor market.

Tools for leaders making real-time choices about people's lives and livelihoods

- **Identifying the people and places most in need of support.** Urban experts designed several tools during 2020 to inform how advocates, public officials, and other changemakers responded to challenges facing families and communities and tried to close equity gaps. Among them are a tracker that helps local leaders target pandemic relief and recovery efforts to neighborhoods where people are most at risk of losing jobs; an interactive map that identifies inequities in people's access to public transportation to jobs and services in four metropolitan areas, which policymakers can use to target resources to the neediest neighborhoods; and an index that local leaders can use to identify neighborhoods where renters are most in need of emergency financial support to stay in their homes.

- **Opening new frontiers for policy research and design.** This past year, the IRS released its first synthetic dataset—that is, data that mimics the statistical properties of real, confidential data without disclosing individual information. Urban’s data science team partnered with our Tax Policy Center and the IRS Statistics of Income division to develop this breakthrough approach, which has the potential to unlock troves of data for fine-grain demographic analysis and powerful estimates of policy impact. As part of this project, we are working with the IRS to develop a validation server, a safe way for researchers to access the confidential tax data for statistical analysis. Estimates are modified slightly in a way that protects privacy while preserving the statistical validity of parameters. Urban experts are also advising other federal agencies on generating their own synthetic datasets, which could allow the use of administrative data to evaluate the disparate racial impacts of federal programs and policies. State and local governments are also interested in these tools, which we plan to make freely available and accessible.
- **Illuminating inequities in cities.** Urban’s Spatial Equity Data Tool provides city equity officers, planning staff, technology personnel, and other local decisionmakers with an instant readout of spatial and demographic inequities in their communities. Designed in consultation with potential users, our tool has been featured by the National League of Cities, the Harvard Kennedy School’s Data-Smart City Solutions project, and the American Planning Association’s podcast. And the tool has been used by public agencies, experts, and nonexperts to, for instance, assess equity in traffic camera placement in Chicago; 911 request locations in Denver; and access to child care centers in Marin County, California.

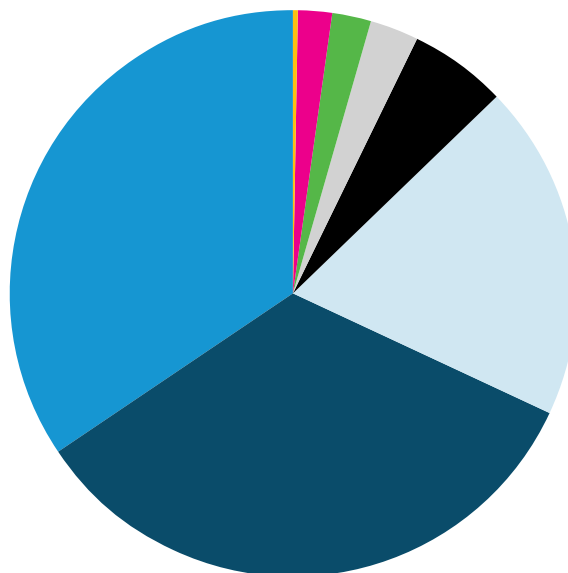
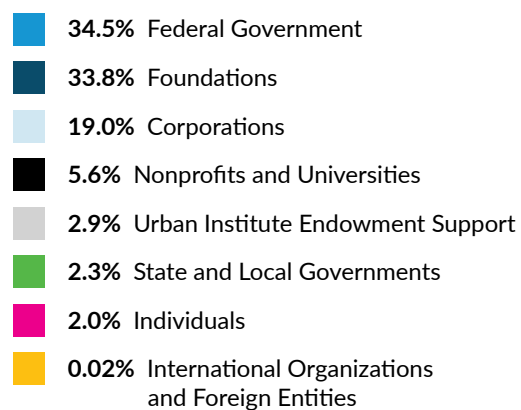
With each turn in the story of 2020, Urban sprang to action, pivoting some of our efforts and accelerating others to meet the moment. I am enormously proud of my colleagues. While working from their living rooms, home offices, and kitchens; juggling caregiving responsibilities; grieving loved ones lost to COVID-19 or otherwise; and wrestling with the trauma of violence against Black and Asian Americans, they delivered.

Urban was founded during an era of great turmoil in the US. We were built to provide relevant insights and practical solutions for that moment, we have continued to do so during times of national crisis like 2020, and we will continue do so for as long as some struggle to make a life of dignity and opportunity. Our success is in large part because of your unwavering support of our mission. I am deeply grateful for both and look forward to continuing our purposeful collaboration with you.

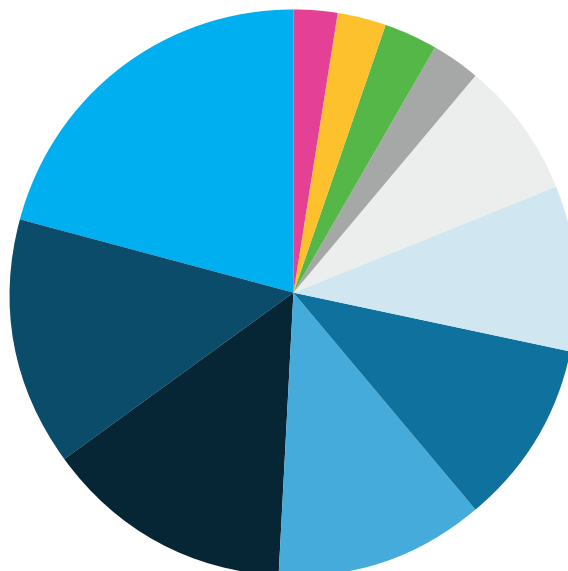
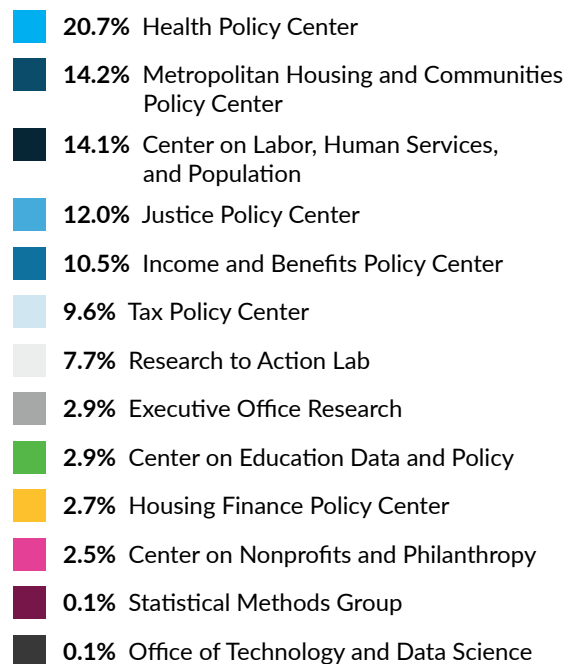
Warmly,
Sarah Rosen Wartell
President

2020 Financials

Revenue



Program Expenses



Statement of Activities

OPERATING REVENUES	
Contract amounts earned	37,706,087
Program and project grants	68,613,335
General support grants and contributions	2,452,482
Publication income	11,620
Investment return designated for operations	3,189,300
Other income	(80,341)
TOTAL OPERATING REVENUES	111,892,483

OPERATING EXPENSES	
Research expenses	
Incurred under contracts	34,435,478
Incurred under grants	19,250,191
Incurred for other research	41,314,461
Total program costs	95,000,130
Development	842,339
Publication and public affairs costs	191,680
Other costs	799,504
TOTAL OPERATING EXPENSES	104,029,153

NONOPERATING ACTIVITIES	
Investment (loss) return, net	17,568,272
Investment income allocation	(3,189,300)
Contributions received	19,060
TOTAL NONOPERATING ACTIVITIES	14,398,032
Change in net assets	22,261,362
NET ASSETS AT BEGINNING OF THE YEAR	190,662,281
NET ASSETS AT END OF THE YEAR	212,923,643

Statement of Financial Position

ASSETS	
Cash and cash equivalents	29,423,245
Endowment-related cash and cash equivalents	6,569,895
Contract receivables, net	17,272,224
Other receivables	7,300,573
Contributions receivable, net	32,490,961
Prepaid expenses and other assets	2,185,951
Property and equipment, net	18,401,639
Long-term investments	136,249,391
TOTAL ASSETS	249,893,879

LIABILITIES	
Accounts payable	4,231,116
Accrued payroll	1,506,656
Accrued paid time off	4,166,216
Other accrued expenses	190,125
Deferred revenue	5,644,963
Deferred rent	21,231,160
TOTAL LIABILITIES	36,970,236

NET ASSETS	
Without donor restrictions	139,991,739
With donor restrictions	72,931,904
TOTAL NET ASSETS	212,923,643
TOTAL LIABILITIES AND NET ASSETS	249,893,879

Thank You to Our Funders

We are grateful for your support, which helps Urban's scholars transform evidence into solutions.

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