



**Community
Development
Financial
Institutions
Fund**

Creating Target Market Maps using CIMS 3

Introduction

The purpose of this document is to provide CDFI Certification Applicants and existing certified CDFIs with specific guidance for creating the Target Market maps that are a part of a new CDFI Certification Application or a request from a certified CDFI to modify its certified Target Market.

The CDFI Certification Applicant or certified CDFI will be able to:

- ❖ Create electronic Target Market maps for Investment Areas, Low Income Targeted Populations (LITP) and/or Other Targeted Populations (OTP) Target Markets;
- ❖ Attach Target Market maps to CDFI Certification applications for electronic submission;
- ❖ Access the Applicant's or certified CDFI's saved Target Market maps through the organization's "myCDFIFund" account.

If you experience technical difficulties with the myCDFIFund system or the CIMS 3 mapping program, you may contact the CDFI Fund's IT Help Desk at ITHelpDesk@cdfi.treas.gov, or (202) 653-0422. If you have questions about the CDFI Certification process, you may contact the CCME Help Desk at CCME@cdfi.treas.gov, or (202) 653-0423. If you are sending a message via an e-mail, please identify the correspondence as "**CIMS 3 Mapping.**"

Tips to Ease Reporting

- The myCDFIFund system works best using either a corporate LAN or other broadband connections.
- Review the Training Manual to help you get a better understanding of the myCDFIFund Mapping System.
- Submit your CDFI Certification Application or Target Market Change Request well before all deadlines. The later you wait, the more likely you will experience system delays from high traffic volume.

Accessing the Systems

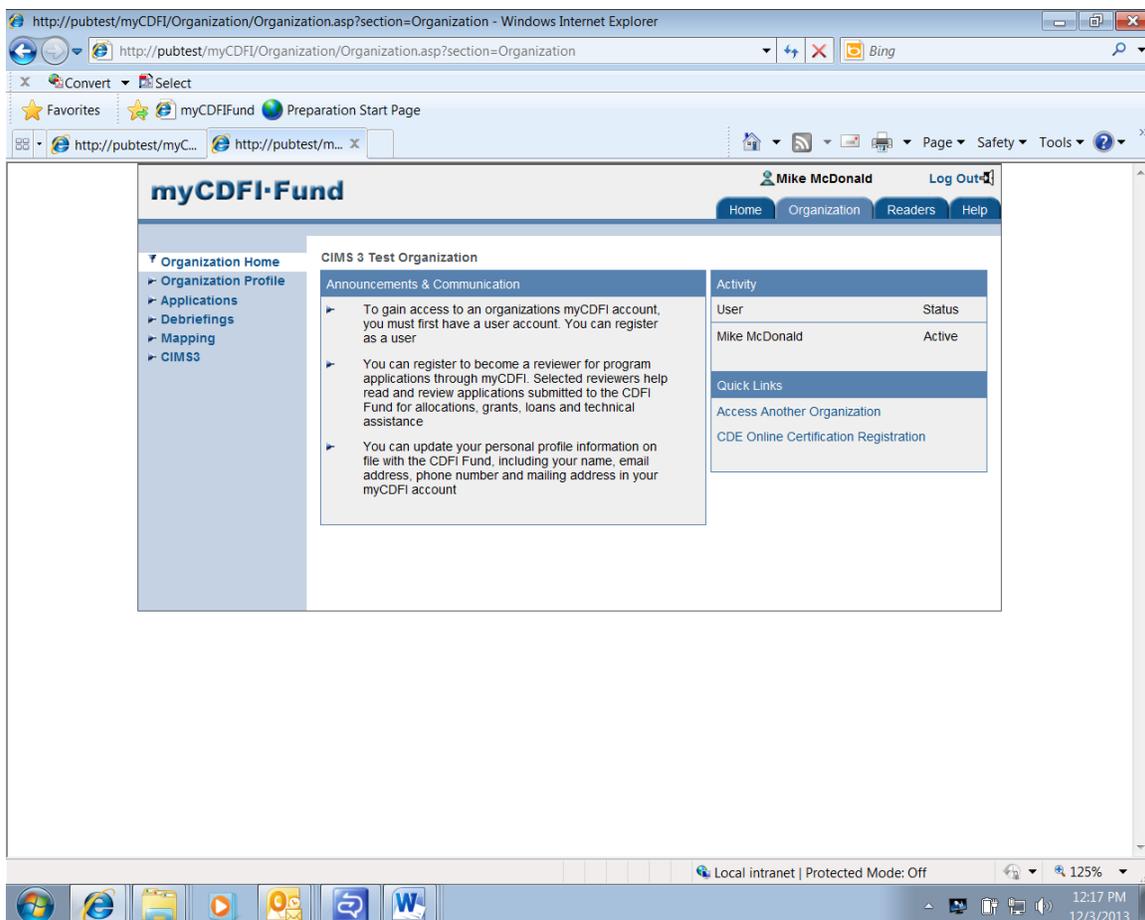
Accessing the myCDFIFund System

To create electronic Target Market maps, you will use the myCDFIFund system on the CDFI Fund's website. The instructions in this section will help you access the system.

1. Go to the CDFI Fund's website located at <http://www.cdfifund.gov>.
2. If you are already registered as a user with myCDFIFund; log in to the myCDFIFund system with the user name and password that you provided during registration. If you are having problems accessing your user account, please contact the CDFI Fund's IT Help Desk for assistance.

If you have **not** registered as a user with myCDFIFund; you must first complete the registration process.

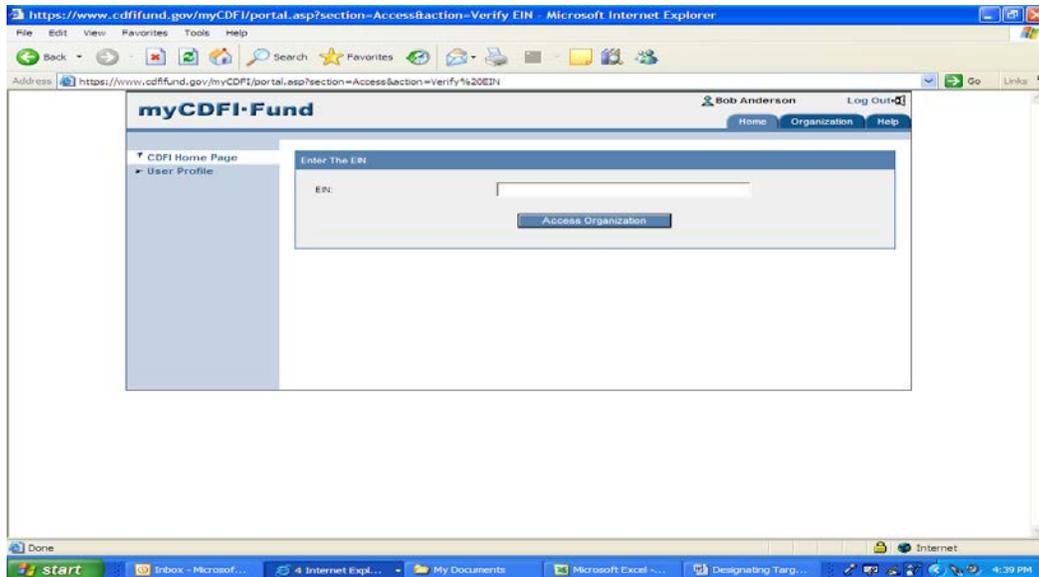
- a. To register; click on " *I do not already have a user account with myCDFIFund*". The user registration wizard will guide you through the process.



3. The organizations that the logged-in user is associated with will appear in the pull down menu of the "Organization Access" section. Select the organization for which you will make Target Market maps from the pull down menu, and then click the "Access Organization" button.

If you do not see the organization listed in the pull down menu, you must request access to this organization. You can set yourself up as a user for this organization by selecting “Request Access to an Organization” under “Options”. If the organization is already registered, then you will need to be granted access by the account administrator. Requesting access to an organization will send a notification email to the account administration informing them of your intent to access this organization’s account. If the organization is not already registered with myCDFIFund, then the system will prompt you to register at this time. The organization registration wizard will guide you through the process.

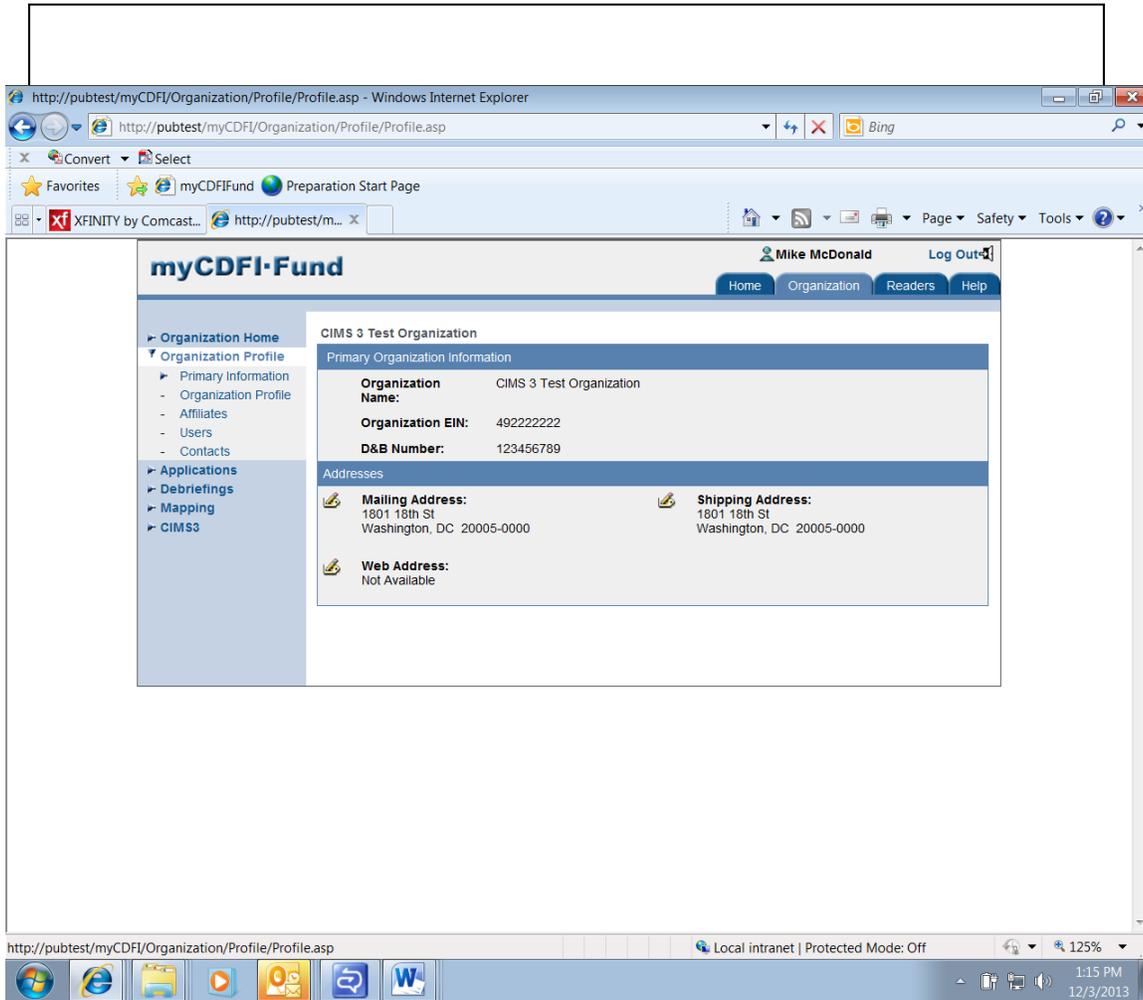
4. You will be requested to enter the EIN of the organization that you are trying to access. If you are having problems accessing your organization’s account, contact the CDFI Fund’s IT Help Desk for assistance.



5. You should now be logged into myCDFIFund with access to the organization for which you will create Target Market maps.

Verifying and Updating the Organization Profile

If you already had an existing account, at this time you should verify and update the organization Profile. From the Organization homepage, click on the “Organization Profile” link in the left column. Verify that the information recorded in the Organization Profile is correct and make corrections as necessary. To make corrections, click on the link for “Organization Profile” (below the link for “Primary Information”) and enter or correct the information as necessary.



The screenshot shows a web browser window displaying the myCDFI-Fund Organization Profile page. The browser's address bar shows the URL: <http://pubtest/myCDFI/Organization/Profile/Profile.asp>. The page title is "myCDFI-Fund". The user is logged in as "Mike McDonald" and has a "Log Out" link. The navigation menu includes "Home", "Organization", "Readers", and "Help". The left sidebar contains a tree view with the following items: "Organization Home", "Organization Profile" (expanded), "Primary Information", "Organization Profile", "Affiliates", "Users", "Contacts", "Applications", "Debriefings", "Mapping", and "CIMS3". The main content area displays the profile for "CIMS 3 Test Organization".

Primary Organization Information	
Organization Name:	CIMS 3 Test Organization
Organization EIN:	492222222
D&B Number:	123456789

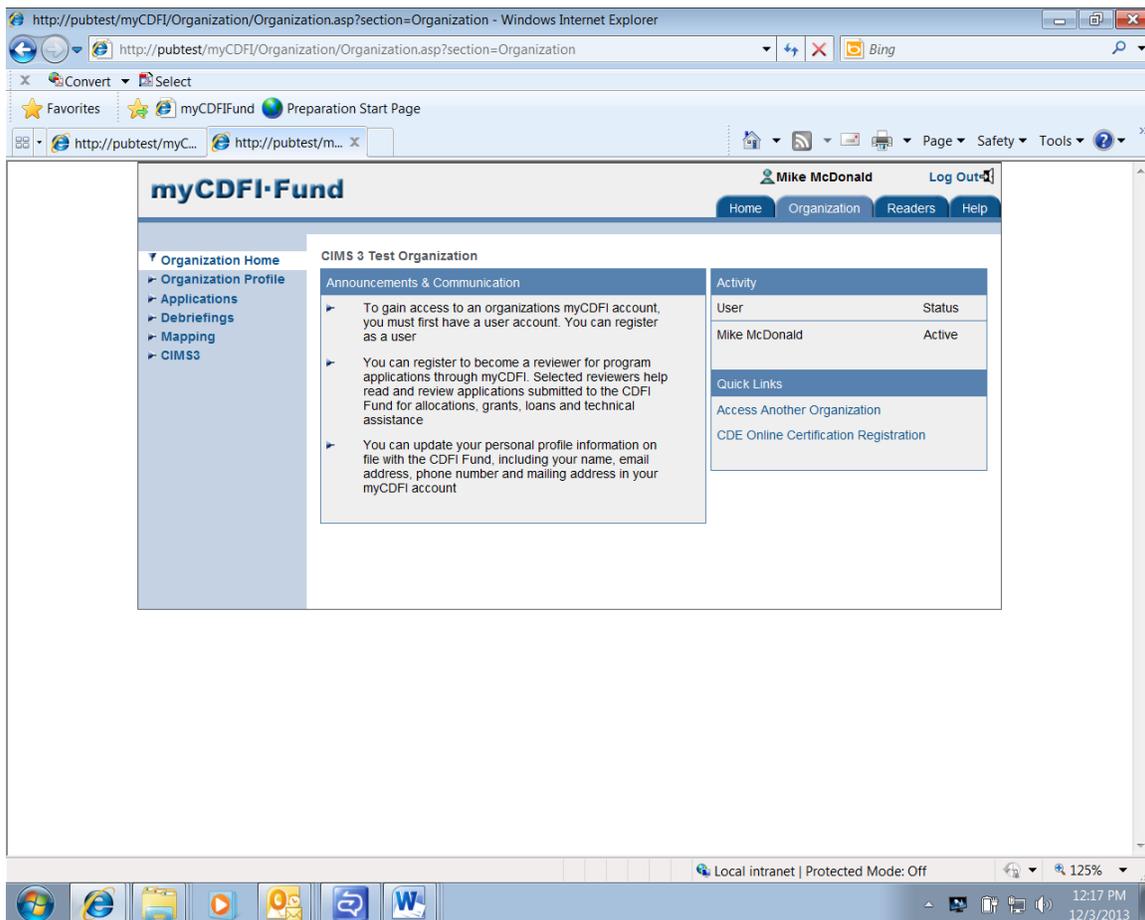
Addresses	
Mailing Address: 1801 18th St Washington, DC 20005-0000	Shipping Address: 1801 18th St Washington, DC 20005-0000
Web Address: Not Available	

The Windows taskbar at the bottom shows the system tray with the date and time: 1:15 PM, 12/3/2013. The taskbar also displays icons for Internet Explorer, File Explorer, and other applications.

Accessing the Mapping Section

You will create maps of your organization's Target Market in the CIMS 3 section of myCDFIFund. The following instructions will help you access the CIMS 3 section and allow you to familiarize yourself with navigating within this system.

1. If you have not already done so, log in to myCDFIFund. (Refer to the 'Accessing myCDFIFund' section for instructions on logging into myCDFIFund).
2. Click on the link to "CIMS3" in the left column.

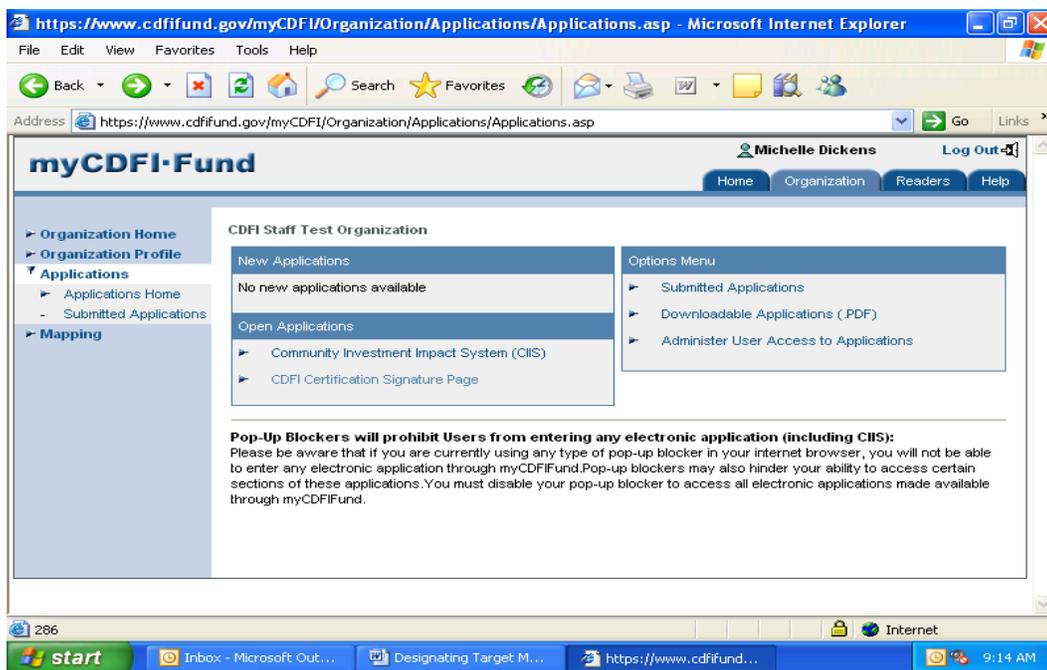


3. A screen with the "Welcome to CIMS, the CDFI Fund Information and Mapping System" banner should be displayed. From this screen you will be able to select the program(s) for which you are creating and working with maps.

CDFI Certification: Creating Target Market Maps

Create/Log-In CDFI Certification Signature Page

- In order to create Target Market maps, an organization must first open a CDFI Certification Signature Page.
 - Do not submit the CDFI Signature Page before you have finished creating and attaching your Target Market maps to the CDFI Signature Page.
1. From the Organization Home Page, create a new CDFI Certification Signature page or log into and view your organizations existing CDFI Certification Signature Page by clicking on the “CDFI Certification Signature Page” link from the “Applications” link, as depicted below.



2. The **CDFI Certification Signature Page** link will take you to an instruction page for the Signature Page interface. Please read the instructions carefully.
3. To complete the CDFI Certification Signature Page, you will need to complete each of the applicable sections, which are:
 - a. Organization Information
 - b. Contact Information
 - c. Submission Type
 - i. CDFI Certification Application
 - ii. CDFI Target Market Modification (certified CDFIs only)
 - d. Upload Documents
 - e. Submit and Print

Creating Investment Area Maps

For the purpose of CDFI certification, an eligible **Investment Area** is a geographic unit (state, county, census tract, block group, Indian/Native area), or contiguous geographic unit entirely located within the United States geographic boundaries that:

- Has a population poverty rate of at least 20%; or
- Has an unemployment rate 1.5 times the national average; or
- For a metropolitan area - has a median family income (MFI) at or below 80% of the greater of either the metropolitan or national metropolitan MFI; or
- For a non-metropolitan area - has an MFI at or below 80% of the greater either the statewide or national non-metropolitan MFI; or
- Is wholly located within an Empowerment Zone or Enterprise Community.

The instructions in this section will help you create specific Investment Area maps and attach them to a CDFI Certification Application.

From the screen with the “**Welcome to CIMS, the CDFI Fund Information and Mapping System**” banner...

Click on the “**CIMS**” button. You will be taken to the following page.

Logged in as: jappleseed@penbay.com

Welcome to CIMS, the CDFI Fund Information and Mapping System



This system is designed to help CDFI Fund customers map their target markets, Low Income Communities, or Distressed Communities for submission with CDFI applications.

For more information about CIMS, please feel free to contact the CDFI Fund's IT HelpDesk by email at ITHelpDesk@cdfi.treas.gov, or by phone at (202) 653-0300.

To start a new map or to view and edit an existing map, please choose the program that you are interested in below:

<p>CDFI Maps Create and edit maps for the CDFI program.</p>	<p>BEA Maps Create and edit maps for the BEA program</p>
<p>NMTC Maps Create and edit maps for the NMTC program</p>	

Select “CDFI Maps” from the Program Selection page. The system will load the CIMS3 web mapping application which should look like the screenshot below.



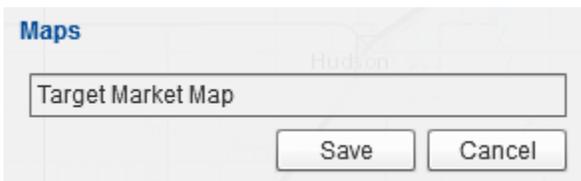
From the map, you can perform a variety of basic map navigation and search functions. For help on how to perform any of these functions, click on the application help in CIMS itself as shown here, or you may browse directly to the help by going to <https://www.cims.cdfifund.gov/preparation/help/>.



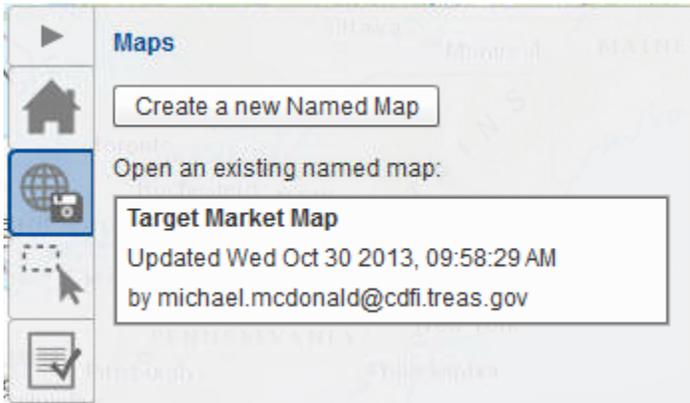
To create a new map begin browsing to “Maps” tab and clicking “Create a new Named Map”, as shown below.



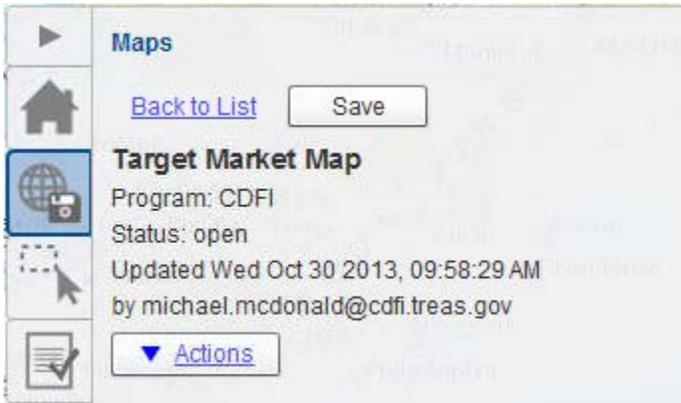
You may provide an identifying name for your map, then click “Save”.



Next, open the map by single-clicking on the map name in the list of maps.

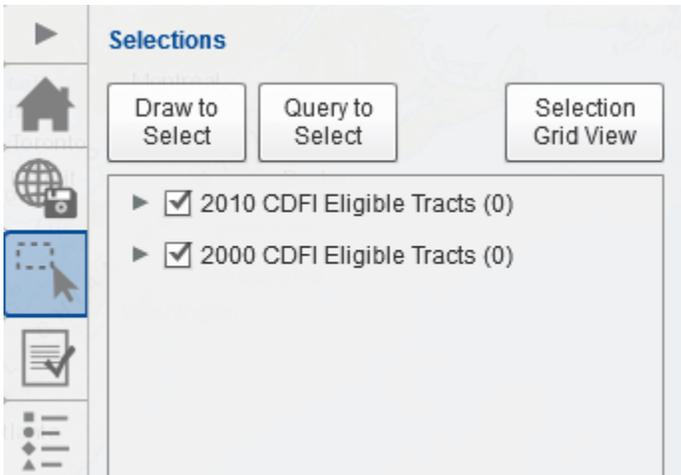


The map will open and you will see summary information about the map.



Please note that you may save your map at any time by clicking the "Save" button shown above.

To create a Target Market map, open the "Selections"  tab in the menu on the right hand side of the screen. The following will appear:



Please take note that two types of Census Tracts are available for selection; “2010 CDFI Eligible Tracts” and “2000 CDFI Eligible Tracts.”

Whether you are creating maps for a new CDFI Certification Application, a CDFI Recertification Application, or modifying your existing certified Target Market, in all cases you must use the “2010 CDFI Eligible Tracts” option.

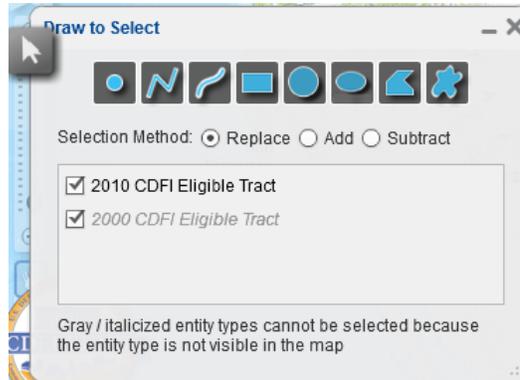
Do not create maps with the “CDFI Program Target Markets – 2000 Data” option.

There are two methods of selecting tracts; Draw to Select and Query to Select.

Draw to Select

Click the “Draw to Select” button in the system will display a window titled “Draw to

In the “Draw to Select” window, select a the “Rectangle” and click and drag to create around the desired area. When you release notice that the features will be highlighted, they’ve been selected.

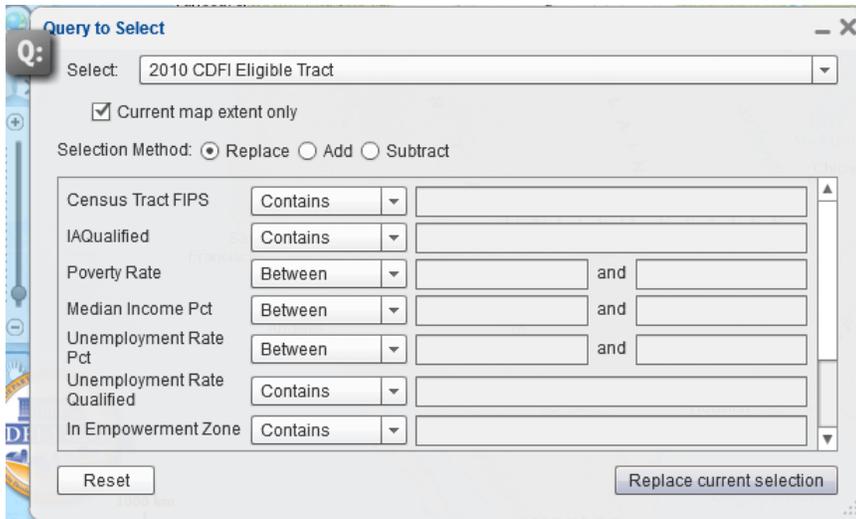


Selections tab. The Select”.

drawing tool (e.g., a selection area the mouse, you’ll indicating that

Query to Select

In the “Selections” tab, in the menu on the right hand side of the screen and select the “Query to Select” option. The following window will appear:



Select “2010 CDFI Eligible Tract” from the drop-down and specify you selection criteria using the field names provided.

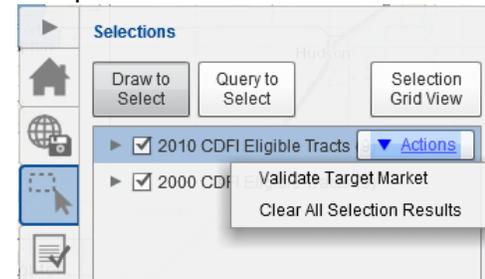
Please note that the default selection method is “Replace, which will create a new selection set each time you click the “Replace Current Selection” button. There are two other modes of selection: “Add” which will add to an existing selection, and “Subtract” which will remove from an existing select, based upon the criteria provided.

Once you have

created a selection set, you can validate your selection set against CDFI program eligibility rules by clicking the “Actions” menu next to “2010 CDFI Eligible Tract” and selecting “Validate Target Market” as shown here. Wait a few seconds for the process to complete, then click on the “Analysis” tab



to view the results of the analysis.



The qualification calculation service will return an Analysis Result containing summary (text) information.

Sample "Qualified" Analysis Result	Sample Non-Qualified Analysis Result
<p>Analysis</p> <ul style="list-style-type: none"> • <i>More than 85% of the population is in qualified tracts.</i> • <i>The tracts are contiguous.</i> <p style="text-align: center;">Qualified</p>	<p>Analysis</p> <ul style="list-style-type: none"> • At least 15% of the population is in unqualified tracts. • <i>The tracts are contiguous.</i> <p style="text-align: center;">Not Qualified</p>

You can continue to use the Selection tools to change your Target Market map. When you have finished, you should click the "Save" button in the "Maps" tab. When you do, you will be prompted to provide a Revision Comment indicating the changes you made.

From here, you may click the "Save" button to save it without attaching the map to an application.

Alternatively, however, you may wish to attach your map to a signature page and identify that the map represents a LITP or OTP Target Market. If so, then you must click on the "Associate my map with an application" checkbox.

Please note that when you do attach a map to a signature page, it will change from an "Open" status to a "Submitted" status and will no longer be available for editing.

When you click the "Associate my map with an application" checkbox, the following dialog will appear.

From here, you must select a signature page on the left by clicking on it. You must also select one or more targeted populations on the right by clicking the checkboxes next to the names of the targeted populations.

If the map represents an Investment Area Target Market, you must click the “None” and only the “None” box.

Note: Some Other Targeted Populations (e.g. Asian American, Women, Other) require additional narrative support in the CDFI Certification application and are not automatically eligible. Be sure to consult CDFI Certification application and guidance materials before selecting these OTPs.

When finished, click the “Save” button.

For the purpose of CDFI Certification, a low-income targeted population (LITP) for a geographic unit is comprised of individuals whose family income is:

- For metropolitan areas not more than 80% of the metropolitan area MFI; or
- For non-metropolitan areas, not more than the greater of 80% of either the area or statewide non-metropolitan MFI.

Serving an Other Targeted Population (OTP) requires providing financial products to an identifiable group of individuals that lack adequate access to capital and have historically been denied credit.

Due to the functionality of the mapping system, noncontiguous areas should be designated on separate maps (i.e., only one Investment Area per map).

Accessing a Previously Saved Target Market

Log in to the organization's MyCDFIFund account. (Refer to the "Accessing the myCDFIFund" section for instructions, if needed).

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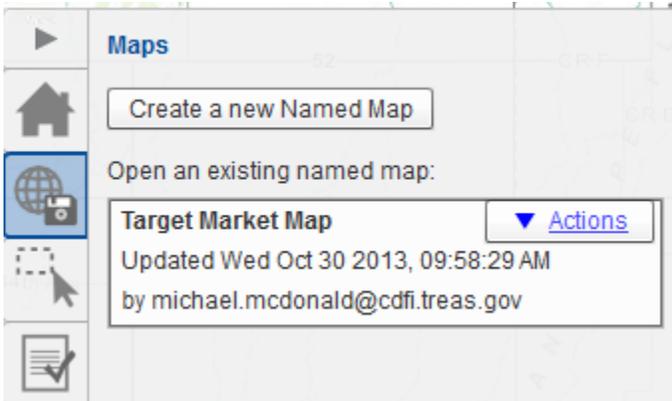
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Select "CDFI Maps" from the Program Selection page. The system will load the CIMS3 web mapping application which should look like the screenshot below.



Open the “Maps” tab and locate your named map in the list of maps.



Single-click on the map name in the list. The map will open and zoom to the geographic extent of the features you selected.

If the map is in an “Open” status, you may click “Save” to save a new revision of the map. If your map is in a “Submitted” state and you want to use the map as a basis for making a new map, you can save the map with a new name using the “Save As” feature.

Deleting Previously Saved Maps

Log in to the organization's MyCDFIFund account. (Refer to the "Accessing the myCDFIFund" section for instructions, if needed).

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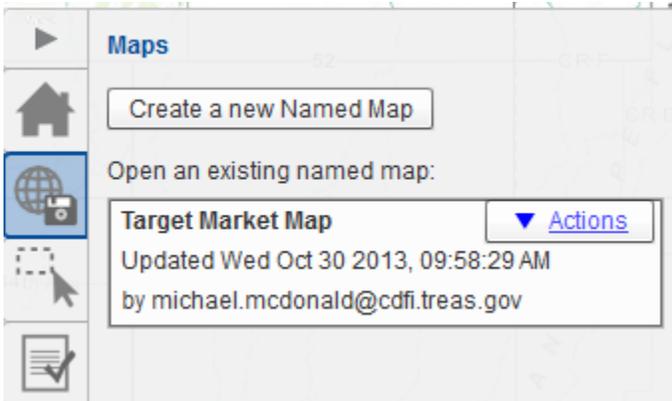
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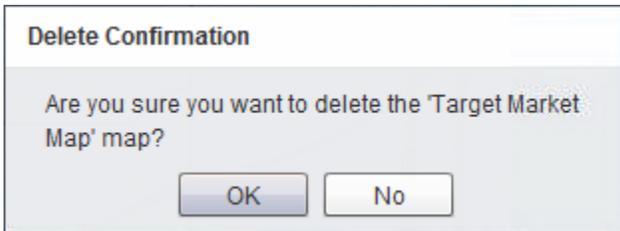
Select "CDFI Maps" from the Program Selection page. The system will load the CIMS3 web mapping application which should look like the screenshot below.



Open the “Maps” tab and locate your named map in the list of maps.



Select the “Actions” dropdown shown above and click “Delete”. You will receive the following message asking you to confirm that you want to delete the map.



Click “Ok” to delete the map.