

# Greater Portland-Vancouver Indicators

*Transforming Regional Data into Action*

## Why Greater Portland-Vancouver Indicators?

Cities and counties in the Portland area are bound together by the air we breathe; the land we build and play on; the water we drink; the roads we travel; businesses, goods and services that drive prosperity; and most importantly, by people who live, work and play throughout the region. Because of this connectedness, when something good or bad happens in one part of the region, it almost always impacts the wellbeing of other parts and the region as a whole.

We believe that indicators for the Greater Portland-Vancouver region can provide a shared lens to track these ups and downs of the whole region - socially, economically and environmentally - and a common language to help communities collaborate across boundaries to conserve and expand their strengths, diagnose and overcome their challenges and as a result, build a stronger and more vital metropolitan area overall.

This project is about more than creating a collection of cool indicators, great data and a slick, interactive website. It is about:

- **Choosing indicators**, a political and strategic process. What are the goals of communities and organizations across the region? How are they measuring progress? How can we leverage these efforts to form a collective vision, goals and regional indicators of progress?
- **Measuring indicators**, a technical process. How can we gather and report the data with clarity, accuracy, reliability and validity - without having to spend a lot of extra money?
- **Using indicators**, a communications and results management process. How can we best share the data, learn from each other the meaning *behind* the data and co-create the most effective paths forward? How can we use the data to drive better results and accountability?

## Co-create this project with us!

We want this 12-18 month project to yield products and services that leaders, partners and communities will use *every day* for public dialogue, planning, continuous learning and policy making at all levels. This means that the design process will require the input and active participation of partners and potential users from throughout the region. We invite you to join us.

## PROJECT PARTNERS

*We welcome additional partners!*

- Clark County
- Clackamas County
- Greenlight Greater Portland
- Metro
- Multnomah County
- The City of Portland
- Portland State University
- United Way of the Columbia-Willamette
- POSI (Portland + Oregon Sustainability Institute)

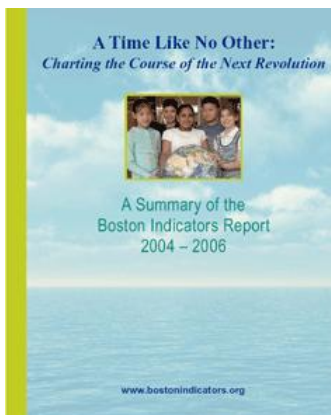
## CONTACT US

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# Four Examples of Regional Indicator Projects



**The Boston Indicators Project** reports on indicators for **civic vitality, cultural life and the arts, economy, education, environment and energy, health, housing, public safety, technology and transportation**. Supported by the Boston Community Foundation, it includes sector crosscuts for neighborhoods, children and youth, competitive edge, fiscal health, race and ethnicity and sustainable development. <http://www.bostonindicators.org/IndicatorsProject/>

**Cascadia Scorecard** offers basic scorecard trends for **health, population, economy, sprawl, wildlife and energy and pollution**. The scorecard is a product of Sightline Institute with support from the Boeing Company. <http://scorecard.sightline.org/summary.html>



**Silicon Valley Index** is the principal analytical tool of the Joint Venture Silicon Valley Network. Supported by the Silicon Valley Community Foundation, this project holds an annual State of the Valley Conference where they release the *Index* every February. The index is a composite of 40 indicators for **people, economy, society, place and governance**. <http://www.jointventure.org/publicatons/siliconvalleyindex.html>



**Twin Cities Compass** promotes the region's well-being by measuring progress, reporting findings and providing strategies for action. It is led by Wilder Research in partnership with community-serving organizations, funders and volunteers. The project reports data for indicators in **civic engagement, early childhood, economy and workforce, education, environment, health, housing, public safety and transportation**. <http://www.tccompass.org/>

## Possible Indicator Categories for the Project

### Education,

*learning that leads to opportunities and benefits for both individuals and the broader community*

### Quality Housing and Communities,

*the home foundation from which we thrive*

### Economic Opportunity,

*assets and opportunities that foster economic well-being*

### Healthy People,

*our physical, mental, emotional and spiritual well-being*

### Healthy, Natural Environment,

*care of the resource base upon which all life depends*

### Arts, Culture and Creativity,

*enjoying and interpreting the human experience*

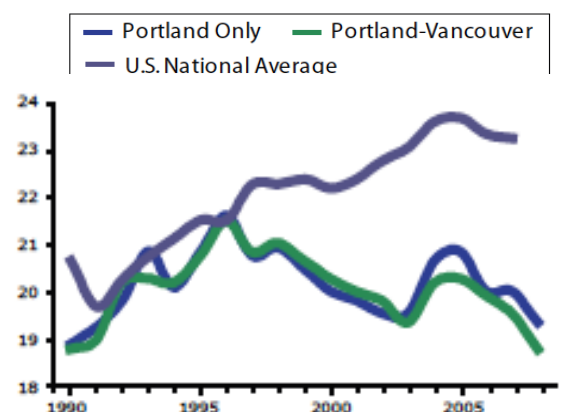
### Access and Mobility,

*real and virtual connections that help us succeed*

### Civic Engagement and Connections,

*the social infrastructure that makes a community work and residents feel safe*

### Daily VMT Per Capita, Portland MSA



Source: Metro