Community Wellbeing Index Research and Options

Presentation to the City Commission

January 28, 2021

City of
Gainesville

Overview

- Strategic Connection
- Research Findings
- Best Practice Examples
- Existing Data
- Comparisons
- Options and Request for Direction

Goal 1: Equitable Community

ACTION: COMMUNITY/NEIGHBOR "WELL-BEING" INDEX/ METRICS	**PRIORITY**
	Policy

Key Issues	*Activities/Milestones*	*Time*
• Well Being Definition	1. Define "Well Being"	10/20
• Metrics	2. Research and gather data on "best practices"	11/20
• Best Practices		
• Link to County Health Department's Community Health Plan	3. Contact County Health Department – County Health Plan, review Alachua County Community Health Assessment	11/20
• City Role		
• Use of Data	4. Report to the City Manager	12/20
• Funding	5. WORKSHOP: Presentation and Direction	2/21
• Partners		

Responsibility: Strategic Initiatives Director Roberta Griffith

Best Practices/ Research Findings

- Definition of wellbeing developed by public health researchers John Wiseman and Kathleen Brasher:
  - *"Community wellbeing is the combination of social, economic, environmental, cultural, and political conditions identified by individuals and their communities as essential for them to flourish and fulfill their potential."*

- No standard community wellbeing index that is universally used

- After extensive research, three options explored:
  - University of Minnesota Center for Spirituality & Healing
  - City of Santa Monica, California
  - Gallup/Sharecare Community Wellbeing Index

University of Minnesota Center for Spirituality & Healing

The Center's Wellbeing Model

- Wellbeing Model

- Identifies six dimensions that contribute to wellbeing:
  - Health
  - Relationships
  - Security
  - Purpose
  - Community
  - Environment

- Takes into account our interconnectedness and interdependence with our friends, families, and communities, as well as the personal and global environment we live in. It addresses the importance of security and purpose in our lives

- This model is conceptual and would need to be customized

City of Santa Monica Community Wellbeing Index

- Established custom community wellbeing index in 2017 in partnership with RAND Corporation utilizing $1,000,000 grant from Bloomberg Philanthropies

- Provides a baseline for understanding what contributes to wellbeing and how the city and community can work to improve it.

- Combines existing data, determines what new types of data needed, and integrates all of the available information. It brings together a variety of data from City measures, an extensive resident wellbeing survey and social media in six distinct yet connected categories of what research shows drives wellbeing

- RAND Corporation developed, conducted and analyzed survey

- Utilizes GARE framework

- Vision to help other cities replicate process and build an index specific for each community

- Community Wellbeing office no longer funded by City. Operates as a non-profit organization

THE SANTA MONICA OFFICE OF CIVIC WELLBEING | THE WELLBEING INDEX
Index Development Framework Overview

OUTLOOK

OVERALL STATE OF COMMUNITY WELLBEING
How are the people of Santa Monica doing?

DEFINE

Wellbeing & City End Use Research

COMMUNITY
How strong is the sense of community & connection?

- strong local networks
- civic engagement
- community identify

PLACE + PLANET
Does the built + natural environmental support & promote wellbeing?

- mobility options
- quality & access
- pride in place
- natural environment

LEARNING
Do people have the opportunity to enrich their knowledge & skill sets across their lifespan?

- learning status
- learning behaviors
- access

HEALTH
How healthy is Santa Monica?

- physical & mental health status
- access
- healthy behaviors

OPPORTUNITY
Can a diverse population live & thrive in Santa Monica?

- affordability
- opportunity
- business diversity

MEASURE

Select Indicators from Administrative, Subjective (Survey) & Social Data

Sample Measures...

- voter participation rates
- volunteering
- public safety
- frequency of social contact*
- sense of community & neighborhood identity*

Sample Measures...

- public & active transit use
- green & open space access
- shared/community space access
- healthy ecosystems
- satisfaction with transit*
- perceptions of place & community assets*

Sample Measures...

- patrons & service usage
- graduation & literacy rates
- learning activity participation rates
- sense of accomplishment & opportunities to learn*

Sample Measures...

- chronic disease rates
- emergency response calls
- health-promoting activity participation rates
- physical activity & healthy eating habits*
- work-life balance*

Sample Measures...

- income & employment
- housing affordability
- business diversity
- sense of economic security*
- satisfaction with mix of businesses*

ACT

Interpret, Publish, Use

City Budget, Policy & Operations | Collaboration (Internal & External) | Communication & Engagement

denotes measures likely to reflect subjective (survey) or social data

smgov.net/wellbeing

Gallup/ Sharecare Community Wellbeing Index

- In conjunction with Boston University's School of Public Health

- 2019 report measures states, 383 metro areas and 99.9% of counties

- Resource intensive, ongoing surveys, with each iteration refining the model

- Conducted since 2008 (over 3M surveys conducted)

Gallup/ Sharecare Community Wellbeing Index

Community Well-Being Index

Community Wellbeing Index (WBI)

- Physical
- Community
- Purpose
- Social
- Financial

Social Determinants of Health (SDOH)

- Healthcare Access
- Food Access
- Resource Access
- Economic Security
- Housing & Transportation

	University of Minnesota	City of Santa Monica	Gallup/Sharecare
Considerations	• Contains elements of social support, trust and living harmoniously • Does not include health and economic opportunity measures • Does not appear to be as widely used	• Developed in partnership with Bloomberg Philanthropies and RAND • Utilizes GARE framework • King County • High financial cost: $1,000,000 • Labor intensive • Santa Monica utilized equity office and engagement office, no capacity for data, they chose to outsource • Assistance available to replicate • Index is customizable	• Utilizes standardized measures and analytic expertise • Comparable to other cities • Survey work conducted by Gallup/Sharecare • Allows City to focus on performance in low performing areas • Level of effort determined by direction/results desired • Index not customizable
Other Points	• None of these options are comparable to each other • There is no "plug and play" option • Possible opportunity to integrate equity efforts into community wellbeing for a more holistic approach		

What Data We Have Now

- City of Gainesville Neighbor Survey (2020)
  - Satisfaction with City services
  - Perception of quality of life

- UF Bureau of Economic & Business Research (BEBR) Report (2018)
  - Economic wellbeing
  - Education
  - Family structure
  - Child welfare
  - Justice system
  - Health status
  - Housing and transportation

- Alachua County Community Health Improvement Plan (CHIP) (2017-2020)
  - Access to comprehensive healthcare
  - Promote wellness

Purpose/ Benefits of a Community Wellbeing Index

- Municipalities have always worked to provide essential services to their neighbors, a focus on community wellbeing takes that to another level

- Government leaders are reimagining their obligation and role as government—is it simply for government to uphold the safety net or to more proactively invest in and support the wellbeing of its residents?

- Putting wellbeing at the heart of local policymaking, urban planning, and resource allocation is key to helping communities thrive. But wellbeing is difficult to measure. And few efforts have measured wellbeing and integrated those results into policies and programs.

- What are our concerns?

Summary

- No standard community wellbeing index that is universally used

- Measuring community wellbeing and focusing on efforts to help the community thrive brings long-term benefits for all neighbors

- Close connection to equity efforts

- Difficult, costly and labor intensive to measure

- Once measured, commitment must be there to ensure strategies, budget dollars, policies and programs are aligned to support efforts

Options/ Request for Direction

1. Create a custom community wellbeing index for Gainesville, modeled after the City of Santa Monica, with a plan to monitor and implement programs to address shortcomings

2. Utilize the existing Gallup/Sharecare rankings and focus on development and implementation of programs to address shortcomings and increase ranking

3. Other?