THE WELLBEING PROJECT

WORKING TOGETHER TO DEFINE, MEASURE, and actively IMPROVE Wellbeing IN SANTA MONICA
WHY WELLBEING?

- Economic growth/GDP insufficient community success measure
- Growing body of science/research about individual & community wellbeing, across many disciplines & sectors
- Important to quantify understanding of community assets
- Reveals race and equity disparities
- Comprehensive framework for communication, measurement, action of government functions/roles
- Local government = urban innovation lab
- Data-driven decisions for effective use of limited $/resources
- People & Planet: A Sustainable City of Wellbeing
The Wellbeing Framework & Index

- Framework & Index custom-designed (2014) for local government with guidance from RAND & the New Economics Foundation, 18 member international panel of experts and indept’l City representatives
- New approaches to civic partnerships & community engagement
Wellbeing Index Combines and Analyzes Data from:

- Resident Wellbeing Survey: 3800 responses
- City Department data
- Data from state, federal, private, non-profit sources
- Social Data
CITY OF SANTA MONICA

A SUSTAINABLE CITY OF WELLBEING

FY 2017-19 PROPOSED BIENNIAL BUDGET

SaMoStat
using data to drive performance

LOCAL AND REGIONAL GOVERNMENT ALLIANCE ON RACE & EQUITY

ACT

CITY OF SANTA MONICA FITBIT PROJECT

WE ASKED, YOU RESPONDED, WE LISTENED

Based on your neighborhood's responses to our survey, we sorted that the residents of Santa Monica have easy access to any active. We involved a place-specific Fitbit Challenge Group to engage your neighbors & take your activity count.

PLACEx

4 out of 5 people consider Santa Monica to be a beautiful place.

What's beautiful about Santa Monica to you?

Tag a photo @SAMopoly