



# 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



# DEFINE



## The Wellbeing Framework & Index

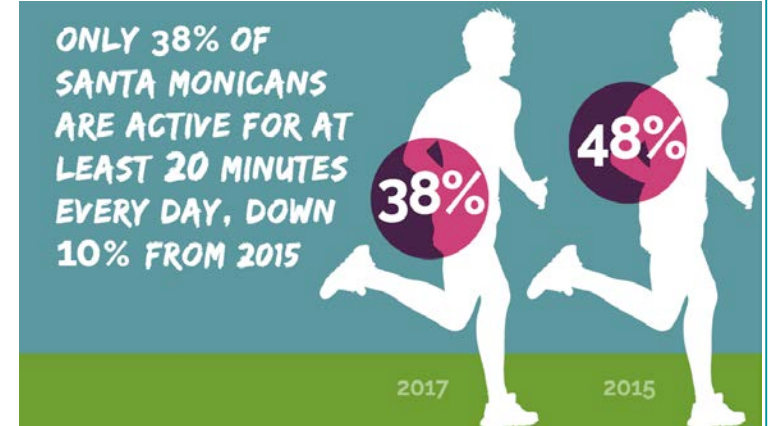
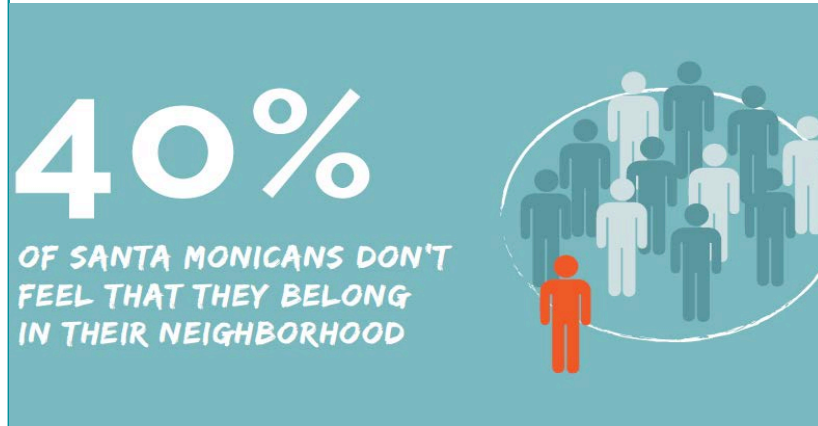
- Winner of Bloomberg Philanthropies Mayors Challenge Innovation Prize (2013) & Robert Wood Johnson Foundation Culture of Health (2016)
- Framework & Index custom-designed (2014) for local government with guidance from RAND & the New Economics Foundation, 18 member international panel of experts and indept'l City representatives
- New approaches to civic partnerships & community engagement



# MEASURE

## 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



# ACT

## 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**



### WE ASKED, YOU RESPONDED, WE LISTENED

Based on your neighborhoods' response to our survey, we learned that the residents of 90404 need more ways to stay active. We created a 90404-specific Fitbit Challenge Group to engage your neighbors & raise your activity level.



ONLY 38% OF SANTA MONICANS ARE ACTIVE FOR AT LEAST 20 MINUTES EVERY DAY, DOWN 10% FROM 2015



20%

OF 90404 RESIDENTS NEVER OR ALMOST NEVER SPEND ANY LEISURE TIME OUTDOORS.



40%

OF SANTA MONICANS DON'T FEEL THAT THEY BELONG.



@CityofWellbeing  
@SantaMonicaWellbeing  
#SaMoWellbeing

