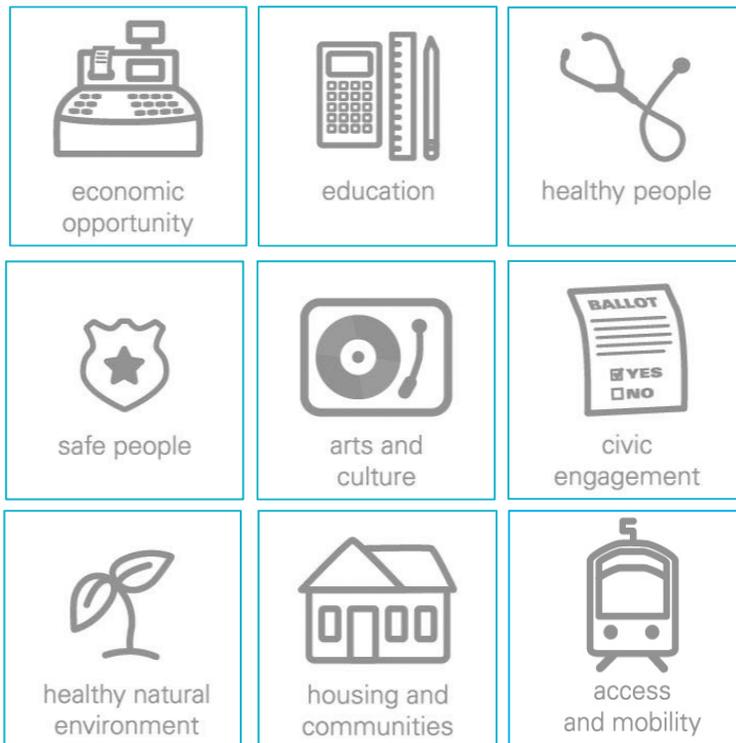


# The Path to Economic Prosperity: Equity and the Education Imperative



First-ever Greater Portland Pulse report to the people of the region on their economic, social and environmental well-being

July 2011

## Advisory Team

The GPVI Advisory Team, which met approximately every quarter since June of 2010, is responsible for overseeing the work of nine GPVI Results Teams and for establishing a permanent home for this work.

Team members are:

### Co-Chairs

**Wim Wiewel**, President, Portland State University

**Gale Castillo**, President, Hispanic Metropolitan Chamber

### Current Members

**Gail Achterman**, Chair, Oregon Transportation Commission

**Sam Adams**, Mayor, City of Portland

**Thomas Aschenbrener**, President, Northwest Health Foundation

**Rex Burkholder**, Metro Councilor, District 5

**Jeff Cogen**, Chair, Multnomah County Commission

**Denny Doyle**, Mayor, City of Beaverton

**Josh Fuhrer**, Councilor, City of Gresham

**Jack Hoffman**, Mayor, City of Lake Oswego

**Mike Houck**, Executive Director, Urban Greenspaces Institute

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**Pamela Morgan**, Management Consultant, Graceful Systems, LLC

**Marcus Mundy**, President and CEO, Urban League of Portland

**Joseph Santos-Lyons**, Director, Asian Pacific American Network of Oregon

**Bill Scott**, General Manager, Zipcar Portland

**Steve Stuart**, Chair, Clark County Commission

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**Lynn Peterson**, former Chair, Clackamas County Commission

**Robert Liberty**, former Metro Councilor

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# GREATER PORTLAND PULSE

July 2011

To the people of the greater Portland region,

We are delighted to present to you the first ever Greater Portland Pulse report on the well-being of the bi-state metropolitan region. The report is based on a set of regional “yardsticks” or indicators of how well the region is doing in economy, education, health, safety, arts and culture, civic engagement, natural environment, housing and transportation. Companion to this report is the newly-launched Greater Portland Pulse website at [portlandpulse.org](http://portlandpulse.org). There you can find, interact with and download much more detail on the data presented in this report.

The report was developed so that elected officials, community leaders, and the public can have access to the latest, consistent, measurable data in order to engage in regional and community decisions.

The report highlights key issues that cut across all categories. We believe that if the region pays attention to those issues, it is possible to strategically achieve better all-round results for the region’s future – economically, socially and environmentally.

We welcome even more input and engagement around this work than has already been so generously offered. Expert volunteers from over 100 organizations across the region, Hillsboro to Gresham and Wilsonville to Vancouver, have participated at some point in one of the many teams over the past year. Their names are gratefully acknowledged in this report.

We invite you to read through the report and offer comments on the project at [portlandpulse.org](http://portlandpulse.org). As the Greater Portland Pulse moves from a start-up to an operational phase, we will use your feedback to make Greater Portland Pulse products and services more useful for all who live, work and play in the region.

Log onto [portlandpulse.org](http://portlandpulse.org) and tell us what you think. We welcome all!

Sincerely,



**Wim Wiewel**  
Co-chair, Greater Portland  
Pulse and President,  
Portland State University



**Gale Castillo**  
Co-chair, Greater Portland  
Pulse and President,  
Hispanic Metropolitan  
Chamber

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# Executive summary

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## One region, many outcomes

The greater Portland region encompasses two states, multiple counties, dozens of municipalities and many diverse interests. Yet the region lives and breathes as a single, living whole. The parts and the whole are co-dependent. What happens in one part will inevitably, in some way, affect the whole.

A distinct set of outcomes help define the region. Greater Portland Pulse measures results and inspires action for the well-being of the whole region by listening to and learning from its many parts. Greater Portland Pulse also supports the conversations needed to bring diverse interests into coordinated action around shared outcomes to for a better future.

## The path to economic prosperity: equity and the education imperative

A pattern emerged from the first round of Greater Portland Pulse data and dialogue. As this report will show, social, natural and physical capital are critical, but the pattern reveals the *particular* importance of human capital – people – to the future of the region's economic prosperity and overall well-being.

That said, there is also a strong recognition that the region's spectacular landscapes and access to nature where we live, work and play are equally important to the region's economic and human health. It is clear that the region's residents have a strong connection to nature and the region's natural capital for its inherent value without regard to economic considerations.

It is human capital – people – who must earn their education, compete for and secure a living wage job; who keep themselves healthy (or not) by the way they eat, exercise and live their daily lives; who either protect or degrade our natural environment by their decisions and behaviors; who get drawn into criminal activity or follow society's laws; who express themselves through or are inspired by art and culture; and who engage to make society better by voting, volunteering and engaging on public policy issues like education, health care, transportation, housing, climate change and the natural environment.

## What is Greater Portland Pulse?

Greater Portland Pulse, formerly known as Greater Portland-Vancouver Indicators (GPVI), is a growing partnership that uses both data and dialogue to encourage coordinated action for better results across the region. The bi-state, multi-county, regional nature of the project is critical. Both people and wildlife live and move seamlessly across state, municipal and county boundaries. Regional issues cannot be addressed one jurisdiction at a time.

In economy, education, health, safety, the arts, civic engagement, environment, housing and transportation, Greater Portland Pulse data show where the region is successful and where it's lagging behind; where there's progress and where there's work to be done. The indicators often reflect who's being left behind and how communities – and the region – are impacted as a result.

### Benefits

Beyond measurement, indicators provide a road map for public and private action. GPVI provides a way to track progress toward a vision of desired outcomes shared by many partners, stakeholders and citizens.

### Impact

Short term, Greater Portland Pulse offers an immediate ability to improve decision-making, stakeholder/partner alignment and citizen engagement. Long term, through improved decision-making, alignment and individual choices, Greater Portland Pulse can keep the region on track to achieving desired outcomes for equitable, prosperous and sustainable communities.

What comprises the human capital in the region? The Census Bureau tells us that like the U.S., the population in the region is getting bigger, older and more diverse. Between 2000 and 2010, the adult population, at 76 percent of the population, grew 2.5 times faster than the under-18 population. In 2010, 24 percent of the population was non-white and non-Hispanic, up from 18 percent in 2000. At 11 percent of the population, people of Hispanic origin comprise our largest population of color, having grown between *four and five* times faster than the general population in the last decade. We also know that percentages for people of color in many of our K-12 student populations are higher than in the general population.

This means that children from diverse backgrounds – children of color and living in poverty – will increasingly become the region’s workforce and leaders of tomorrow. They are the key to the region’s future economic prosperity. Yet today, they and their families are more likely to experience lower levels of income and education; less access to preventive and traditional health care; higher rates of incarceration; less access to arts professionals in schools; less access to nature; less access to affordable housing and transportation options; and obstacles to civic engagement, resulting in a lack of environmental justice and an unequal voice in decision-making about public policies that affect their lives. Greater Portland Pulse data confirm and dialogue processes affirm many of these inequities.

We know that those with education and means are better able to avoid or transcend these challenges. We also know that due to no fault of their own, children from diverse backgrounds are more likely to start their academic careers from behind. Data show that when children are forced to start from behind, it is extremely difficult for them to fully catch up. Closing that education gap for *all children* is imperative for the region’s future.

We highlight equity, therefore, as a critical, cross-cutting issue and education as a critical “upstream” lever that we can use to do something about the documented inequities present in the region.

*When you include more people in your education system, when you include more people in your job training system, when you exclude more people from the criminal justice system, and make sure that you are not criminalizing young people, you are creating a base for economic success.*

*Manuel Pastor, interview with Angela Glover Blackwell, June 16, 2011*

# Introduction

## The region’s many outcomes

The greater Portland region is alive with numerous bustling counties and over 40 municipalities. Each has its own elected officials, goals and strategic agendas for a wide range of policy areas including economic development, education, human and environmental concerns. Decision-making in the region naturally reflects this diversity and robust individuality.<sup>1</sup>

Yet jurisdictions, people, businesses and organizations in the region are also a part of one, interconnected, living region. Healthy ecosystems, too, respect no jurisdictional boundaries. Bald eagles and the salmon they rely on use the entire region to sustain them.

The region is only as strong as its interconnected parts. A robust region requires *all* jurisdictions to have access to the human, social, physical and natural (environmental) capital that is critical to equitably sustain economic opportunity region-wide.

Greater Portland Pulse offers data and perspective on the region’s shared outcomes – economy, education, health, safety, civic engagement, arts and culture, the natural environment, housing and communities, and access and mobility. Just as a person’s pulse sheds light on overall health, Greater Portland Pulse data provide clues to the region’s overall well-being.



## A tool for many users

This report offers the first of many “pulse readings” of the region, point-in-time summaries of how we are doing. In addition, continually updated companion data can be found at [portlandpulse.org](http://portlandpulse.org). There you will find details on each indicator including significance of the measure, findings and data sources. You can interact in with the data in fun and interesting ways. For example, in some areas you will be

<sup>1</sup> While Metro, the regional government, provides a strong level of coordination on place-based initiatives, its scope does not include the Vancouver, Washington, area and does not match the need for coordinated action around social, economic and education issues.

able to “slide” over the data and watch how colorful charts and maps change over time or place. You can also download the data for your own use and manipulation.

Almost anyone can use this data to learn and contribute to the region’s well-being.

- As an *interested citizen, teacher, student, researcher or reporter*, you can use this data to learn more about how the region that you live in is doing. If you care deeply about an indicator, connect with like-minded groups or your elected officials to see how you can learn more and help out.
- As an *elected leader*, you can use this data to strategically make informed decisions based on a better understanding of the regional context and how all of the parts impact one another. You can let the data help you build more focused and productive alliances with your fellow elected officials and community leaders across the region.
- As a *foundation* in the role of granting resources to organizations in the region, we invite you to use this ready-made set of data to analyze your service area, set priorities and evaluate grant applications.
- As a *business leader*, the data will help you see how the region stacks up in terms of the human, social, natural and physical capital needed to stimulate and sustain a strong regional economy. The data can help with practical issues such as which new ventures to pursue for the region, or to help attract skilled employees to the area.
- As a *grant writer and planner*, you can use Greater Portland Pulse as a one-stop shop of regional and local data on a comprehensive array of desired outcomes for the region.
- As a *public agency manager* implementing the decisions of public leaders, you can use this data to find new ways to collaborate across “silos” with your counterparts from other jurisdictions and disciplines.

## The importance of partners

Partners are the key to smart, coordinated action that is more likely to yield positive results. This is because data don’t make improvements in the world. People do. When people find partners who share a passion, vision or goal, new opportunities for learning, strategic action and success emerge.

Greater Portland Pulse is designed to offer a trusted, common language of data for those diverse partners to share their interest in common outcomes for the region. The data can help those partners transcend differences and agree on where we are and where we want to go, and perhaps to see different ways to get there. Most important, the data can help track regional progress over time.

Information about partners already involved in the project is shown in Appendices A and B.

## What do you think?

Despite the many generous partners who have helped to choose, measure and analyze these data in the start-up phase, many more have not had a chance to weigh in. This first round of data and reporting is “beta” – a test to gauge how to make Greater Portland Pulse products and services more useful. More input will be encouraged in the summer and fall of 2011. The input will be catalogued and turned over to the organization that will carry the work forward.

# What's important?

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## Outcomes that define overall well-being for the region

To the extent possible, Greater Portland Pulse indicators focus on measuring results or outcomes, not efforts. Measuring results makes it easier for diverse stakeholders and potential partners to find common ground. Ideological differences often surface at the strategy level.

Before choosing indicators, the nine Results Teams (Appendix A) were asked to first identify key results or desired outcomes they felt were most important to measure regionally for their respective topics. They were then asked to identify what, in their professional opinions, were the key drivers of those outcomes. (Drivers are factors that positively or negatively impact the outcomes.) For each of the nine topic areas, outcomes, drivers and 72 indicators of progress toward the outcomes are detailed in Appendix D. The outcomes are outlined here:

### 1. Economic opportunity

- **Individual and family prosperity** – Wages, total income, unemployment and a strong social safety net are key aspects of individual and family prosperity.
- **Business prosperity** – Job growth that keeps up with the population and the availability of financial capital and land represent key factors of production and drivers of business prosperity.
- **Community prosperity** – Governments that efficiently provide value for citizens and support business development are critical to our collective, community prosperity.

### 2. Education

Without a **well-educated workforce** and **well-educated individuals**, the region lacks the human capital required to attract good employers and living wage jobs, to create the new products, businesses and industries of the future, engage in civic affairs and the arts, and to take responsibility for the welfare of ourselves, each other and the planet.

### 3. Healthy people

Research has shown that health *care* affects only 20 percent of our health status. Our health is much more affected by health behaviors, lifestyle and socio-demographic factors (40 and 30 percent respectively). **Health promotion and disease prevention** are important to measure because they target critical health behaviors like eating, exercise and smoking. **Health issues that are particularly impacted by health services**, such as prenatal care, tooth decay and immunizations, are also important to track.

### 4. Safe people

**Safety and trust** – It's important that people be able to live with minimal risk of danger, injury, harm, or damage in homes, streets, schools and work places. People should also be able to enjoy mutual trust with public safety officials regardless of skin color or any other personal characteristic. (Other important aspects of safety, such as domestic violence, will be addressed in future reporting cycles.)

### 5. Arts and culture

**Daily arts for youth** are critical to a complete education of every student in the region so that they will become productive, creative adults with 21st century skills. Community arts experiences, including those that are culturally diverse, enhance both economic development and civic engagement, an important aspect of

social capital. Broad-based community arts experiences require **equitable access** to the arts and **economic stability of arts providers**, especially those from diverse cultural backgrounds.

## 6. Civic engagement

Civic engagement consists of political and nonpolitical activities that help identify and address community concerns. A civically engaged region is one where **residents are informed**, there exists a **strong sense of community**, and **where political participation is widespread**.

## 7. Healthy, natural environment

Given the importance the region places on the inherent value of the natural environment, and the inevitable growth in population, it is important to measure ecosystem health or functioning and ecosystem services – services the natural environment provides to people. This includes:

- **Healthy soils** – maintenance of working lands; reduction of external food and fiber needs
- **Clean water** and healthy aquatic ecosystems
- **Clean air** minimizing risks to human health
- **Resiliency** – The environment of the region is able to avoid, minimize, withstand, or adapt to hazards (fire, floods, earthquakes, infestations and landslides), disasters or climate change
- **Access to nature** – All people can experience nature in their daily lives, and have easy access to parks, natural areas, trails, vegetation and wildlife.
- **Environmental justice and equity** – All people have access to clean air and water, to a clean and safe environment and to nature.
- **Native species** – native plants and animals and the habitats that support them

## 8. Quality housing and communities

Regional housing equity is a major problem with real, human consequences. The availability of affordable housing determines your transportation options, whether you live near work, who is in your neighborhood, and what opportunities and daily needs you can access. It is important to measure:

- **Enough housing** – Enough safe, decent, affordable, accessible and appropriate housing
- **Access to housing** – Access to affordable housing in all neighborhoods, fair and equitable distribution of affordable housing in all communities, and removal of barriers to choice of housing and neighborhood
- **Homeownership** – Opportunities for wealth creation through homeownership available to all
- **Renting options** – Renting is a good option – secure, safe, and affordable
- **Improved homelessness** – Improve homeless outcomes
- **Access to services** – Your neighborhood doesn't determine access to good schools, clean air or transportation options. All communities offer benefits and are places where people can thrive.
- **Connectedness** – Community connectedness in diverse communities
- **Housing choices** – Housing choices are supported
- **Parity for people of color** – People of color have the same housing choices as whites

## 9. Access and mobility

Transportation is a critical part of addressing many societal challenges including jobs, environment, energy independence, healthy, safety and access to food and essential destinations. For example, offering transportation alternatives to single occupancy vehicle travel can reduce congestion, expand economic opportunities, save money, and reduce our carbon footprint. It is important to measure:

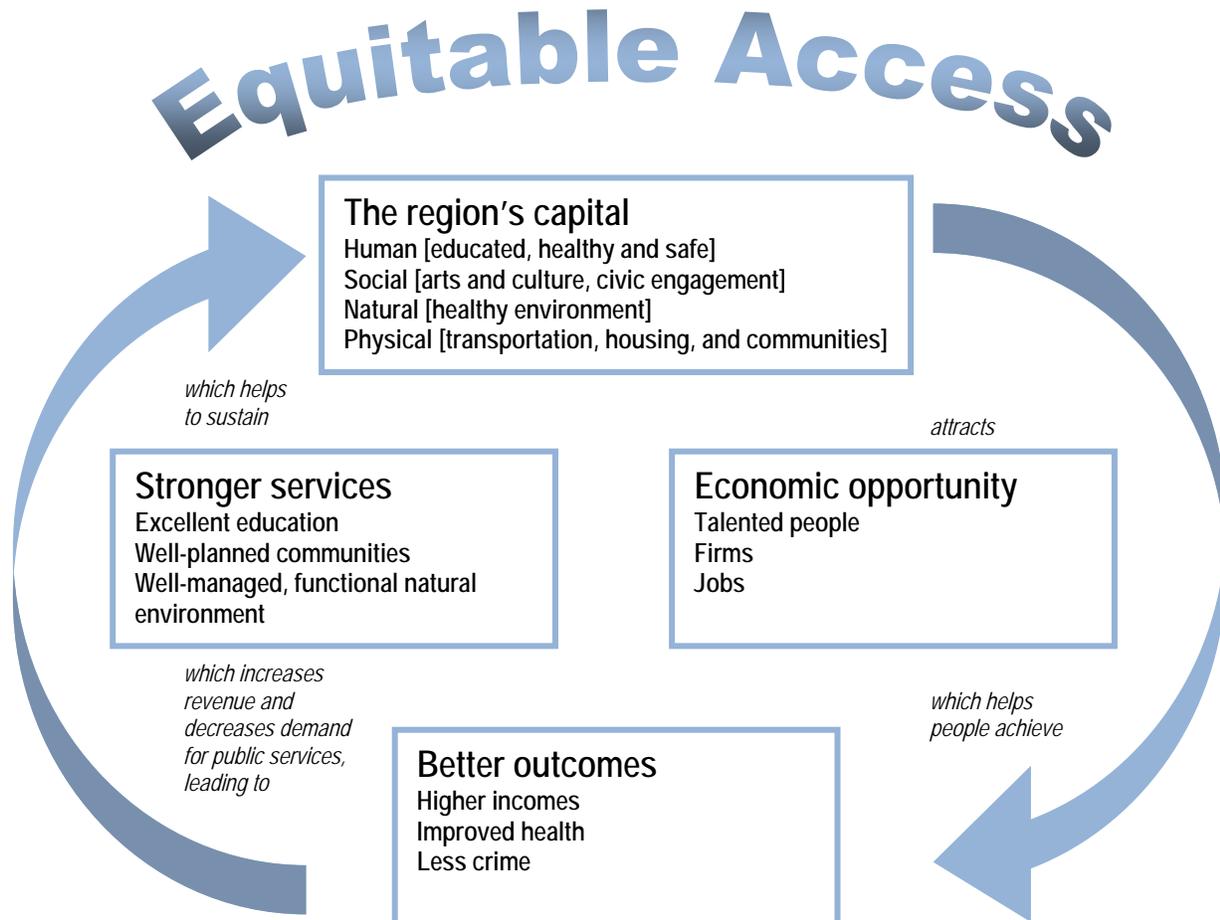
- **Access** – to essential information, goods, services, activities and destinations
- **Mobility** – safe, efficient and reliable mobility options for people, goods, and services
- **Economic prosperity** – a transportation system that promotes economic competitiveness
- **Improved environment** – a transportation system that improves environmental health
- **Health and safety** – a transportation system that enhances human health and safety
- **Equity** – a transportation system that ensures equity

## Circle of Well-being

The desired outcomes outlined above fit into a logical, dynamic “Circle of Well-being.” The region needs *human, social, natural and physical capital* to attract good employers and jobs to the area. This gives people the *economic opportunity* to achieve *better outcomes*, such as higher incomes, which increase public revenues, and improved levels of health, which decrease demand on public services. *Stronger private and public service*, such as excellent education, well-planned communities and a well-managed, functional natural environment, can then emerge to further sustain *the region’s capital*.

The Circle of Well-being embraces the importance of equity as a sustainable growth strategy for the region. Manuel Pastor’s research has shown that metropolitan regions prosper in the long run when they address the educational, economic and other needs of people of color and low income. Equitable access to economic opportunity requires equitable access to not only jobs, but to education, health, safety, the arts, civic engagement, the natural environment, quality housing and transportation.

Figure 1. Circle of Well-being



# Measuring what’s important

Data and policy experts from across the region propose the following indicators for Greater Portland Pulse. A summary of how we are doing on each of these indicators follows in the next chapter. They can be further explored in detail at [portlandpulse.org](http://portlandpulse.org). There you will find background information that explains the significance of each indicator, findings and analysis of the data, data charts and tables, source and methodology information and some thoughts on how the specific indicator can be used.

Out of a total of 72 Greater Portland Pulse indicators listed below, 21 are either mapped (\*) or stratified by race and ethnicity (\*\*) to shed light on the equity challenges faced by the region.

## Greater Portland Pulse Indicators

### PROSPERITY

#### 1.0 ECONOMIC OPPORTUNITY

##### Individual and family prosperity

- 1.1 Average wage per job
- 1.2 Wage distribution
- 1.3 Per capita income
- 1.4 Unemployment rate\*\*
- 1.5 Self sufficiency wage\*\*
- 1.6 Child poverty\*\*

##### Business prosperity

- 1.7 Land for business
- 1.8 Job growth
- 1.9 Business loans

##### Community prosperity

- 1.10 Government efficiency (developmental)

### HUMAN CAPITAL

#### 2.0 EDUCATED PEOPLE

##### Well-educated individuals, Well-educated work force

- 2.1 Head start access
- 2.2 Student achievement\*\*
- 2.3 High school graduation\*\*
- 2.4 Public schooling
- 2.5 Sufficient opportunity
- 2.6 Adult education levels\*\*

- 3.11 Emergency room visits (developmental)

- 3.12 Preventive clinical care (developmental)

##### Health as influenced by social context and environment

Income, unemployment, graduation rates, education achievement, good air days, proximity to nature, volunteering, voter registration, equitable access to arts

#### 3.0 HEALTHY PEOPLE

##### Health as influenced by health promotion and disease prevention

- 3.1 Obesity and overweight rates
- 3.2 Physical activity
- 3.3 Healthy eating
- 3.4 Tobacco use
- 3.5 Teen birth rates\*\*

##### Health as influenced by health services

- 3.6 Prenatal care\*\*
- 3.7 Tooth decay in children
- 3.8 Immunization
- 3.9 Mental health
- 3.10 Health insurance

#### 4.0 SAFE PEOPLE

##### Safety

- 4.1 Crime rates
- 4.2 Recidivism
- 4.3 Arrests
- 4.4 Charges
- 4.5 Perceived safety (developmental)

##### Trust

- 4.6 Parity\*\*
- 4.7 Perceived trust (developmental)

**SOCIAL CAPITAL**

**5.0 ARTS AND CULTURE**

**Daily arts for youth**

- 5.1 School arts specialists\*
- 5.2 Youth participants

**Economic stability of arts providers**

- 5.3 Funding for arts providers
- 5.4 Earned income of arts providers (developmental)
- 5.5 Financial health of arts providers (developmental)

**Equitable access (to the arts)**

- 5.6 Culturally specific arts events
- 5.7 Funding for diverse arts providers (data will be available later in 2011)

- 5.8 Diverse arts providers (data will be available later in 2011)

**6.0 CIVIC ENGAGEMENT**

**Informed community members**

- 6.1 Internet access
- 6.2 Library use

**Strong sense of community**

- 6.3 Volunteering
- 6.4 Group participation
- 6.5 Charitable giving

**Widespread political participation**

- 6.6 Voting\*\*
- 6.7 Activism

**NATURAL CAPITAL**

**7.0 HEALTHY, NATURAL ENVIRONMENT**

**Healthy soils**

- 7.1 Land cover\*

**Clean water**

- 7.2 Ecologically healthy waterways\*

**Clean air**

- 7.3 Unhealthy air days\*

**Resiliency (of environment to hazards, disasters or climate change)**

- 7.4 Protected lands

**Access to nature**

- 7.5 Proximity to nature and parks

**Environmental justice and equity**

- 7.6 Proximity to compromised environments (developmental)

**Native species**

- 7.7 Functional ecological corridors\* (data coming later in 2011)
- 7.8 Native vertebrate terrestrial species

**PHYSICAL CAPITAL**

**8.0 QUALITY HOUSING AND COMMUNITIES**

**Access to housing, home ownership and housing choices**

- 8.1 Ownership gap (between ethnic groups and income levels)\*\*

**Access to housing, connectedness and parity for people of color**

- 8.2 Racial segregation\*

**Enough housing**

- 8.3 Transportation + housing costs\*

**Homeownership**

- 8.4 High interest rate loans\*\*

**Improved (reduced) homelessness**

- 8.5 Homelessness rate\*\*

**Enough housing**

- 8.6 Housing cost burden\*\*

**Enough housing and renting options**

- 8.7 Housing-wage gap

**9.0 ACCESS AND MOBILITY**

**Access**

- 9.1 Access (to travel options and nutritious food)\*

**Mobility and economic prosperity**

- 9.2 Travel delay and congestion

**Improved environment**

- 9.3 Vehicle miles traveled
- 9.4 Emissions

**Health, safety and improved environment**

- 9.5 Environmentally friendly transportation modes (transit, carpools, walking and bicycling)
- 9.6 Fatalities and injuries

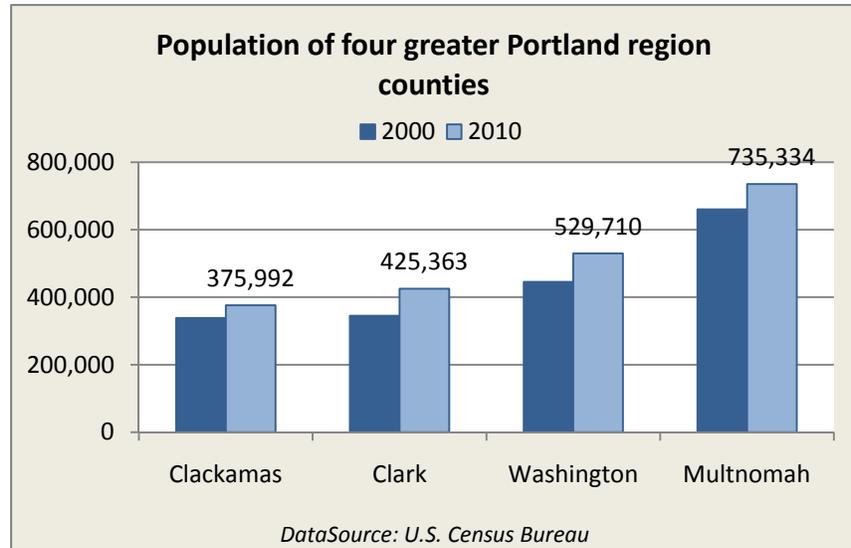
**Equity**

- 9.7 Transportation costs

# Demographics

## Size of population

Although data for numerous Greater Portland Pulse indicators are from sources that encompass the full metropolitan statistical area (MSA), Greater Portland Pulse project focuses on the four largest counties. Three are on the Oregon side of the Columbia River; Clark County is on the Washington side. The largest county is Multnomah County, but between 2000 and 2010, both Clark and



Washington counties grew at twice the rate – 23 and 19 percent respectively – of Multnomah and Clackamas counties, where the population increased by eleven percent during the decade. In 2010, total population for the four-county region was 2,066,399.

## Like the nation, the region is fast getting bigger, older and more diverse

According to the Congressional Research Service, the United States doubled in size from 152.3 million in 1950 to 308.7 million today. This is accompanied by a profound increase in the median age in the proportion of persons 65 and older.<sup>2</sup> In addition, people of Hispanic or Latino origin are now the nation’s largest population of color. If current trends continue, this subgroup will increase from 12.6 percent of the population in 2000 (about one in seven) to 30.2 percent in 2050 (approaching one in three).

The same trends generally hold true for the region.

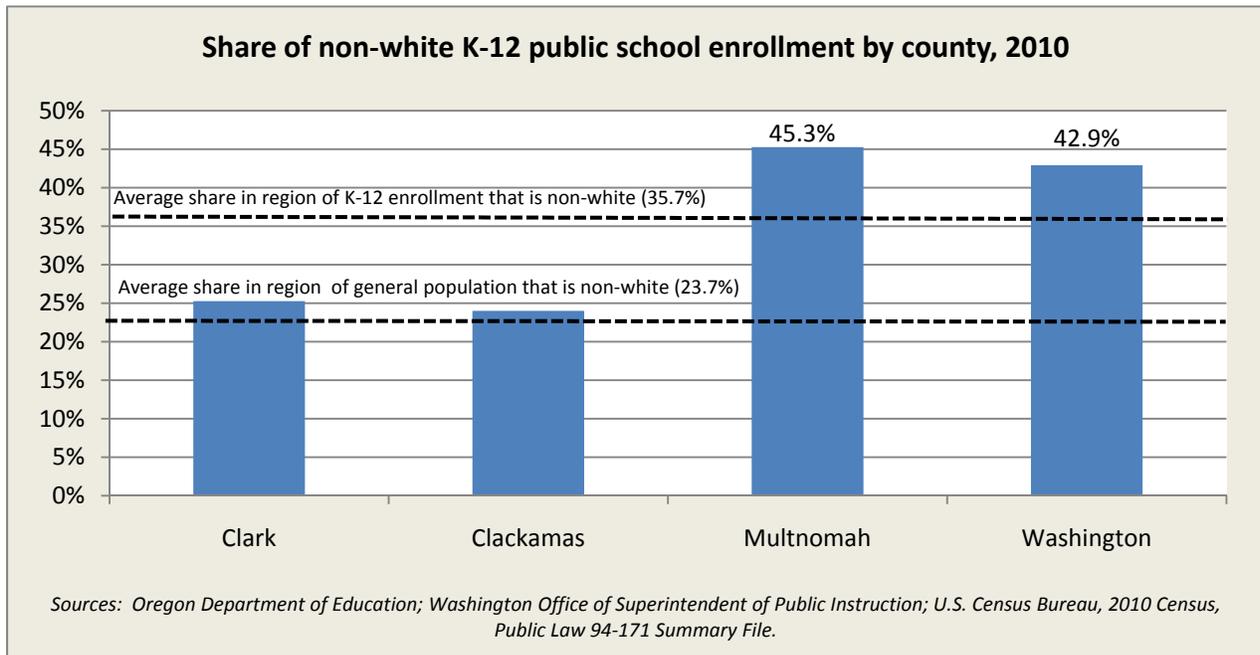
*Bigger:* The total MSA population is projected to approach three million by 2030. If projections hold, this will represent 30 percent average growth for the region, with Washington and Yamhill counties growing even faster at 45 and 43 percent, respectively.<sup>3</sup>

*Older – until about 2030:* Between 2000 and 2010, our adult population, at 76 percent of the population, grew 2.5 times faster than the under-18 population. However, by about 2030 and as diversity increases, the population is expected to start getting younger.

<sup>2</sup>Laura B. Shrestha and Elayne J. Heisler, *The Changing Demographic Profile of the United States*, Congressional Research Service, March 31, 2011

<sup>3</sup> Calculated from projections by the Office of Financial Management, State of Washington, October 2007; and Office of Economic Analysis, Department of Administrative Services, State of Oregon, April 2004

*More diverse:* In 2010, 24 percent of the population was of a race other than white, up from 18 percent in 2000. At 11 percent of the population, the Hispanic population is our largest for people of color, having grown between four and five times faster than the general population in the last decade. The Asian population, although smaller than the Hispanic population at this point in time, is growing at a similarly fast pace. The percentage of people of color in many of our K-12 student bodies are higher than in the general population, particularly in the two most populous counties in the region – Multnomah and Washington Counties.



### Implications for the region

With the relatively fast growth of diverse populations in the region, the chances of people interacting with other cultures are rapidly increasing.<sup>4</sup>

Today’s children from diverse backgrounds will increasingly become the region’s workforce and leaders of tomorrow. They and their families are critical to the region’s future economic well-being. For this reason, wherever possible, Greater Portland Pulse data will be presented by race, ethnicity and other characteristics that may be correlated with inequitable access to opportunity in this region. You will see a sampling of those cross-tabulations for child poverty, high school graduation and other indicators in the next section.

Equity-related breakdowns for more Greater Portland Pulse indicators can be found online at [portlandpulse.org](http://portlandpulse.org).

*...we need to create and/or fortify a new set of constituencies, particularly in business, that understand that leaving a large share of the population behind is actually bad for economic growth.*

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*Manuel Pastor, Growing Together: New Poverty Policy for New Times, August 2008*

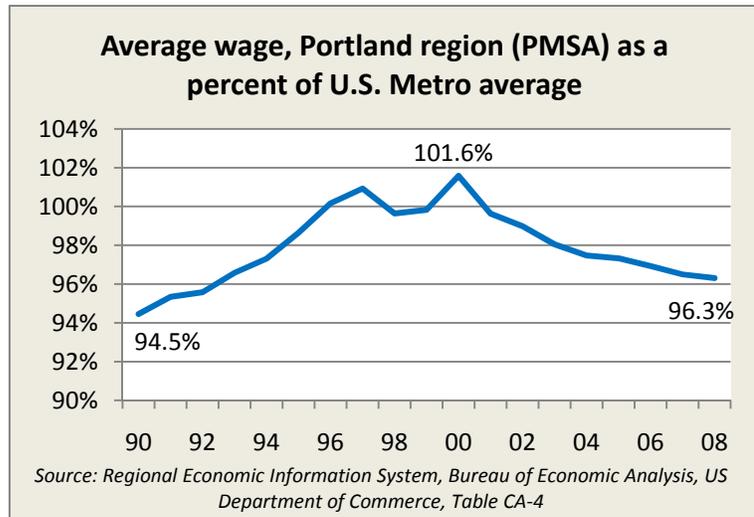
<sup>4</sup> See a map of the Diversity Index based on Census data and displayed at the website of the Oregon Office of Multicultural Healthy, <http://www.oregon.gov/OHA/omhs/soe/docs/di-map.pdf>.

# How are we doing?

## Economic Opportunity

### Desired outcomes

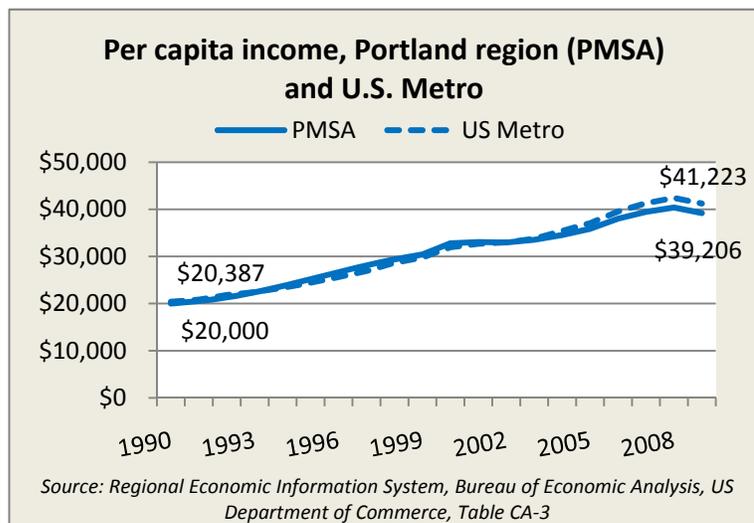
- **Individual and Family Prosperity** – Wages, total income, unemployment and a strong social safety net are key aspects of individual and family prosperity. Other factors include travel time to work and the vibrancy of neighborhoods, which affect a person’s access to opportunity and sense of well-being.
- **Business Prosperity** – Job growth that keeps up with the population and the availability of financial capital and land represent key factors of production and drivers of business prosperity. Other factors include the quality of the workforce or “human capital,” innovation, business costs and whether the region provides a friendly business environment.
- **Community Prosperity** – Governments that efficiently provide value for citizens and support business development are critical to our collective, community prosperity. An indicator on government efficiency is under development.



### How are we doing? <sup>5</sup>

- **Individual and Family Prosperity**  
Indicators #1.1 – 1.6<sup>6</sup>

The region’s average wage as a percent of the national average for metro regions fell from its 2000 peak of about 102 percent to about 96 percent in 2008, similar to what it was in the early 1990s. Our per capita income (all income, not just wages) rose over time, but like wages, began to again lag behind the U.S. average in the mid-2000s. In 2008, the region’s average per capita income was about \$39,000 compared to about \$41,000 nationwide.



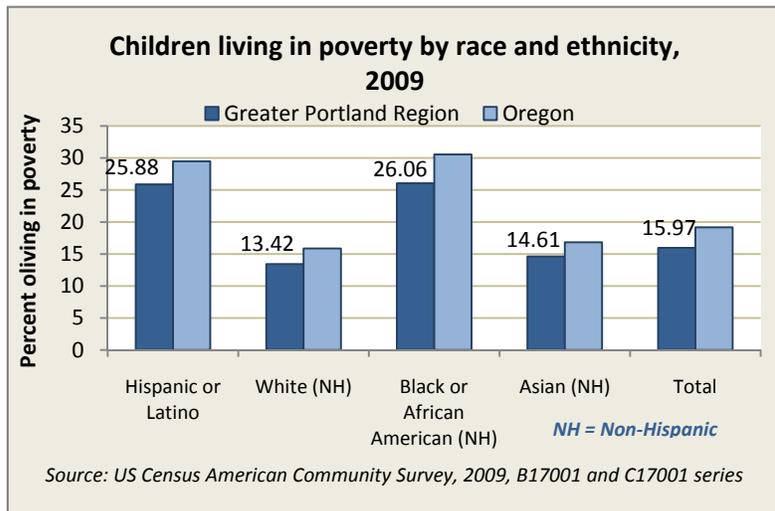
<sup>5</sup> For all Greater Portland Pulse indicators, detailed information about data-related and methodological issues such as statistical significance can be found at portlandpulse.org.

<sup>6</sup> Indicator numbers throughout this section are from the numbered list of indicators beginning on page 8.

In addition to lower wages for fewer jobs (perhaps caused by part-time work and excess supply of labor), a clear connection to the wage drop is employment. The region has experienced higher unemployment rates than the U.S. especially since 2009; this is particularly true for African American and Hispanic populations. Unemployment is higher for people of color, ranging from 16 to 18 percent. Although Asians have a higher overall unemployment rate than other communities of color, significant and persistent disparities remain for Southeast Asian and more recent immigrant/refugee communities.

Higher unemployment also occurs for those with less education. In 2009, those who did not graduate from high school were at least three times more likely to be unemployed than those with a college degree or higher.

Families in the region often experience financial distress (unable to meet basic needs) even if their incomes exceed the federal poverty level. For most counties in the metro area, many households are in financial distress according to the Self Sufficiency Standard,<sup>7</sup> even though they are above the official federal poverty line. This is especially true for single-adult households with preschoolers. Children of color are particularly at risk. In 2009, African American and Hispanic/Latino children were over 60 percent more likely to live in poverty than the general population.



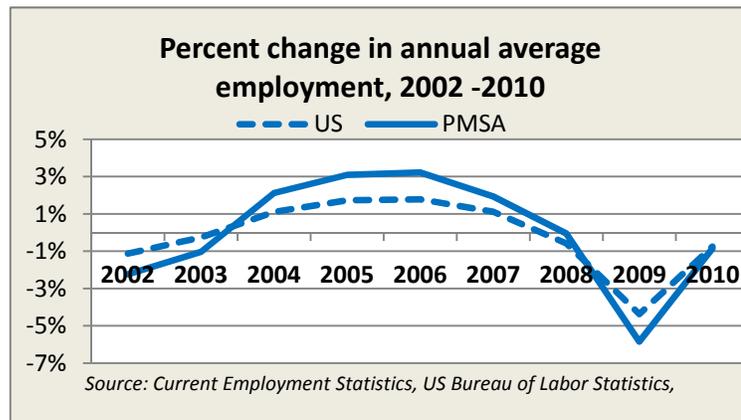
- **Business Prosperity**  
Indicators #1.7 – 1.9

A key factor of production is job growth. The recession impacted job growth here more than in other areas of the country. Data show that the region’s current supply of industrial land will last for 23.6 years; of office land for 49.8 years

One bright spot from an equity standpoint is that the percentage of SBA-backed loans that went to minority-owned businesses was higher than the percentage of all businesses in the region that were minority-owned.

**The region’s volatile employment hits vulnerable groups the hardest.**

During good times, we grow more quickly than the rest of the nation. But downturns hit us, particularly vulnerable populations, harder.



<sup>7</sup> The Self-Sufficiency Standard, developed by Dr. Diana Pearce of the University of Washington, offers a more complete and realistic picture of the amount of income required to make ends meet. The standard varies according to a number of variables that affect a household’s cost of living.

## Education

### Desired outcomes

Without a **well-educated workforce** and **well-educated individuals**, the region lacks the human capital required to attract good employers and living wage jobs, to engage in civic affairs and the arts, and to take responsibility for the welfare of ourselves, each other and the natural environment that sustains us all. We need to close existing opportunity gaps particularly for children of color, who along with all people, need a strong system of educational services from birth through adulthood, creating opportunities for life-long learning.

Because early education is critical to lifetime success, five of the six education indicators focus on children – pre-kindergarten through high school; the sixth measures educational levels of the adult (25 and over) population.

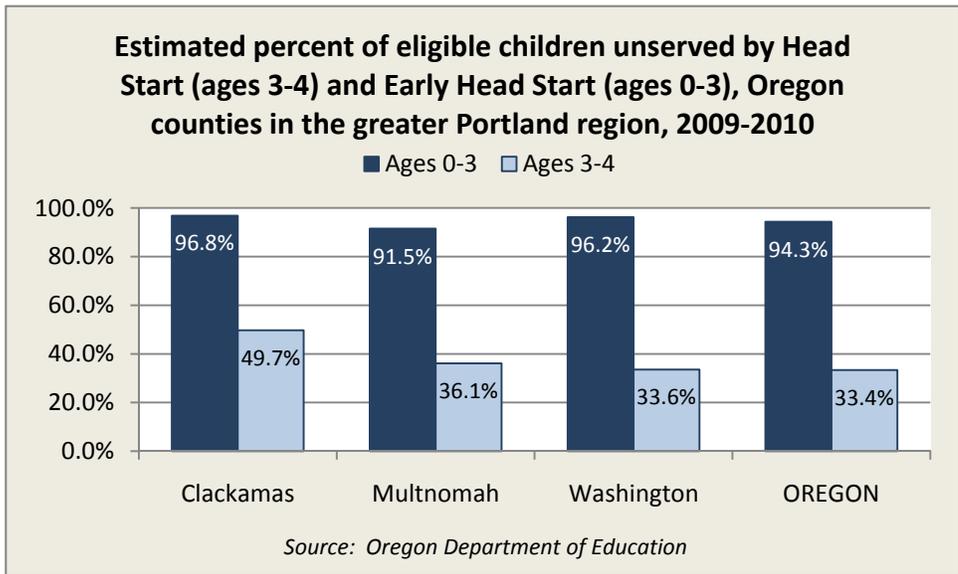
### How are we doing?

- Early Childhood Education**

Indicator #2.1

Head Start enrollment targets low income children from zero to four years of age for a leg up into the educational system. In the three Oregon counties, nearly all eligible 0-3 year olds

and over one third of eligible 3-4 year olds remain unserved, mainly due to lack of resources and capacity.

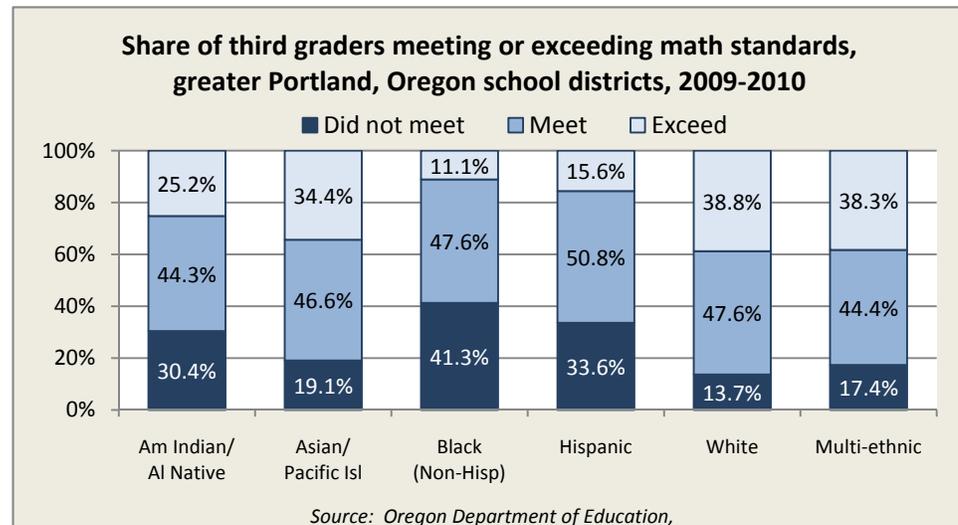


- K-12 Education**

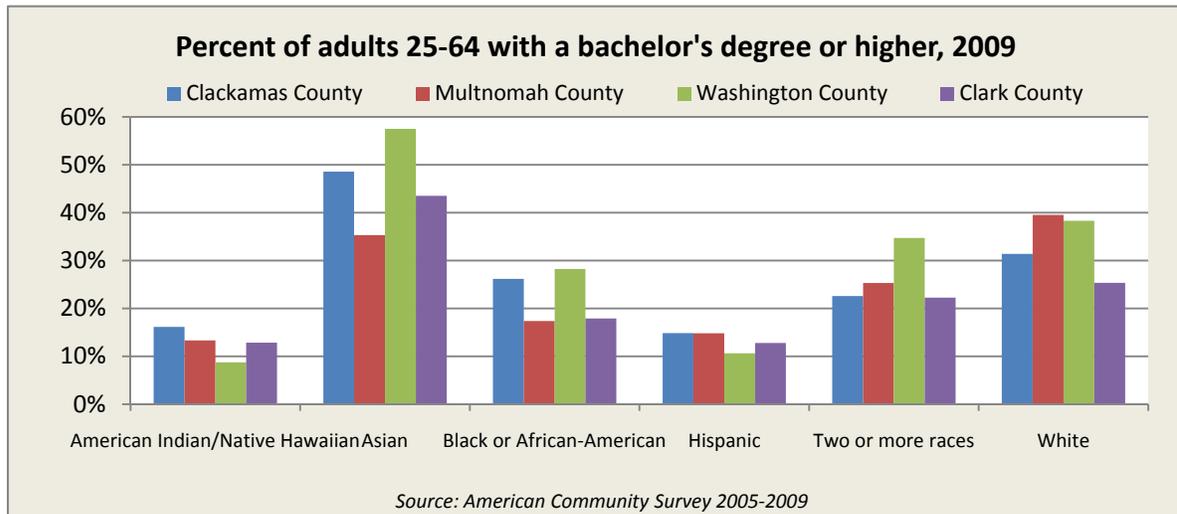
Indicators #2.2 – 2.5

In Oregon and Washington, students take the first standardized tests in third grade. Although they mask important issues, third grade reading and math scores foreshadow the challenges each class will face as they

progress through higher grades. Data show that third grade achievement varies widely by county, race and ethnicity in the region.

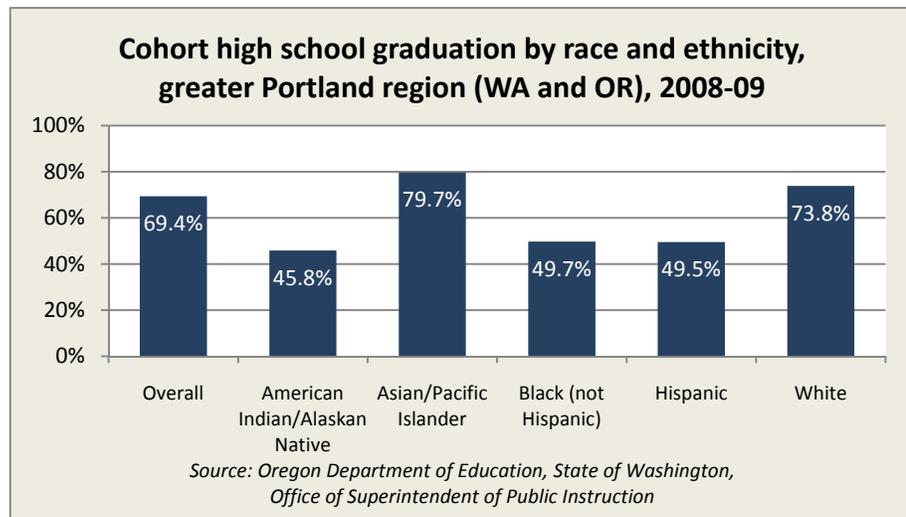


However, one thing is clear: there are undeniable racial and ethnic achievement gaps in education. Across the region, Black or African American, Hispanic, and American Indian students leave third grade with substantially lower scores than their Asian and white counterparts. It is also worth noting that English Language Learners, including Asian subgroups from Southeast Asia and immigrant/refugee populations, experience significant education disparities. Children from all of these diverse backgrounds graduate from high school at lower rates. Adults from these same groups consistently report lower education levels than Asians (overall) and whites.



Children need enough opportunity – classroom time – to learn. The available data suggests both Oregon and Washington minimum standards fall below requirements in Colorado and Montana, and are on par with standards in Idaho (states that, like Oregon, set standards in hours not days).

A key measure of support for public schools is the percent of K-12 students attending public (as opposed to private) schools. Between 2005 and 2009, that ranged between 86 and 94 percent depending on the county, with Clark County consistently a few percentage points higher than the three Oregon counties (Clackamas, Multnomah and Washington).



**Racial disparities, in terms of educational performance, appear early and patterns persist over lifetimes.**

For disadvantaged children, it’s like a race which they can rarely win. Children who fall behind by the time they get to third grade or earlier start the race of life with a handicap. As their schooling progresses, they may be able to keep up at a distance, but are rarely able to catch up completely.

## Healthy People

### Desired outcomes

Research has shown that our health is only 20 percent affected by health *care*. It is much more affected by health behaviors and socio-demographic factors (40 and 30 percent respectively). **Health promotion and disease prevention** are important to measure because they target important health behaviors like eating, exercise and smoking. **Health issues that are particularly impacted by health services**, such as prenatal care, tooth decay and immunizations, are also important to measure. Other sections of this report address **socio-demographic issues** (like education and income) that have a significant impact on health.

### How are we doing?

- **Health issues influenced by health promotion and disease prevention**

Indicators #3.1 – 3.5

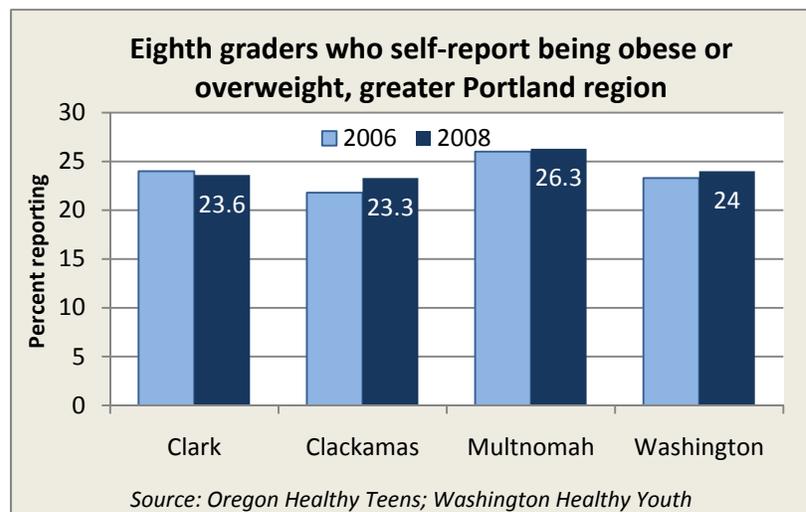
*Data for obesity, exercise, diet and smoking come from a national health survey. The most recent data available are combined from surveys for 2002-2005 and 2004-2007.*

**Obesity:** In recent years (2004-

07), about 60 percent of adults in the greater Portland region reported being obese or overweight.<sup>8</sup> For eighth graders, it was roughly one in four, varying some across the four counties. Percentages for both age groups and most counties appeared to have worsened slightly over the previous reporting period.

**Exercise:** With some variation across counties, about 57 percent of adults reported that they exercised moderately for 30 minutes five days a week or *vigorously* for 20 minutes three days a week (recommendation of the Center for Disease Control or CDC). This was a slight improvement from two years earlier. It means, however, that more than forty percent of adults in the region reported that they do not get adequate exercise.

**Diet:** One quarter of all adults in the region reported they eat five or more daily servings of fruit and vegetables, the CDC recommendation. Multnomah and Washington county averages look a bit healthier than those for Clark and Clackamas counties.



<sup>8</sup> In adults, obesity is defined as a body mass index (BMI) of 30 or greater. Adults with a Body Mass Index (BMI) of 25 – 29.9 are considered overweight. Adolescents with a BMI in the 85<sup>th</sup> to less than the 95<sup>th</sup> percentile are considered overweight and those with a BMI equal to or greater than the 95<sup>th</sup> percentile are considered obese. BMI for adolescents is calculated by gender. (CDC, 2011)

*Smoking:* In the mid-2000s, about 17 percent of adults in the region reported that they were smokers. This varied by county, with Washington County showing the lowest percentage at about 13 percent and Multnomah County the highest at nearly 20 percent.

*Teen births:* In 2006, about two to three percent of all births in the region were to teen mothers, with some variation across counties. The rates for all counties fell between the mid-1990s and the mid-2000s, but it looks like they may be on the rise again. In all counties from 2004 to 2007, the birth rate to Hispanic teens was the highest of all racial and ethnic groups.

- **Health issues influenced by health services**

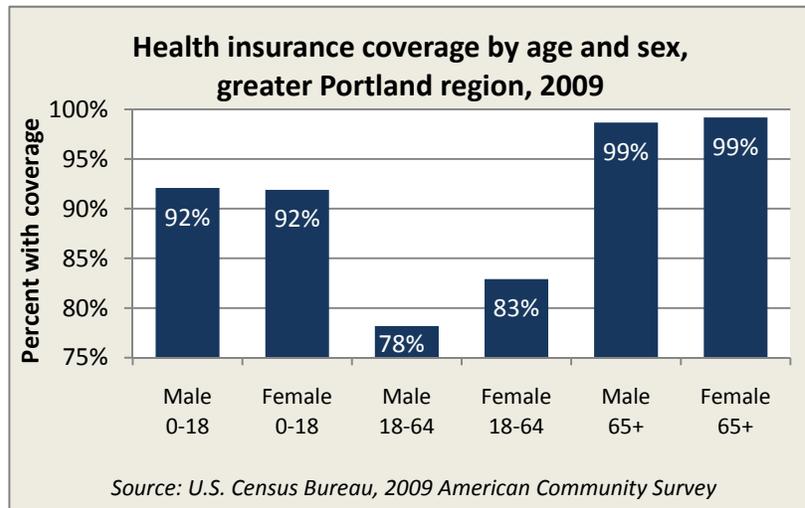
Indicators #3.6 – 3.10

*Tooth decay:* Data varies slightly across counties and years, but generally speaking roughly one in five third graders in the region suffer *untreated* tooth decay. Research has shown that poor oral health is the single most common chronic disease of childhood, five times more common than asthma. It impacts speech, eating, self esteem, social interaction and a child’s ability to learn.

*Immunizations:* Data are not available for Clark County, but for the three Oregon counties, immunizations appear to have fallen significantly, from roughly 75 to 80 percent percent (depending on the county) in 2008 to less than 68 percent in 2009.

*Mental health:* In the mid-2000s, over 60 percent of adults in the region reported having “poor mental health days” (stress, depression and problems with emotions). There is some variation across counties with Multnomah County looking a bit happier than the rest.

*Health insurance:* In 2009, thanks in large part to Medicare, nearly all adults 65 and over in the region have health insurance coverage (99 percent). Ninety-two percent of children under 18 were covered. Adults between 18 and 64 had the lowest coverage at 83 percent for women and 78 percent for men.



**Social determinants of health demand a comprehensive approach to improving the health of our population.**

Factors such as socioeconomic, race and ethnicity, environment, and social capital are critical factors in shaping health outcomes as well as health behaviors and health services. Efforts to improve the health of our population therefore require a comprehensive approach including issues from the fields of economy, education, civic engagement, arts, public safety, housing and transportation.

## Safe People

### Desired outcomes

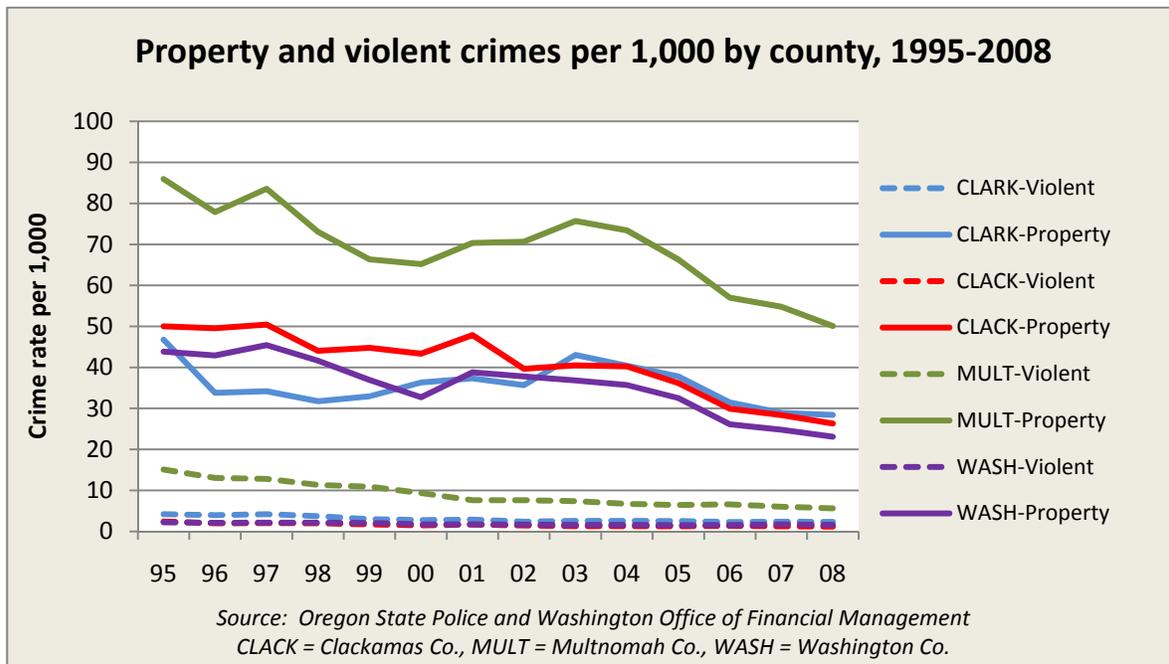
**Safety and trust** – Safe people are able to live with minimal risk of danger, injury, harm, or damage in homes, streets, schools and work places. People should also be able to enjoy mutual trust with public safety officials regardless of skin color or any other characteristic. Safety is measured by crime, recidivism and arrest rates. Trust is measure by comparing the race and ethnicity makeup of those in the system with the general population. *Perceived* safety and trust are also important and are on the list of indicators to be developed.

### How are we doing?

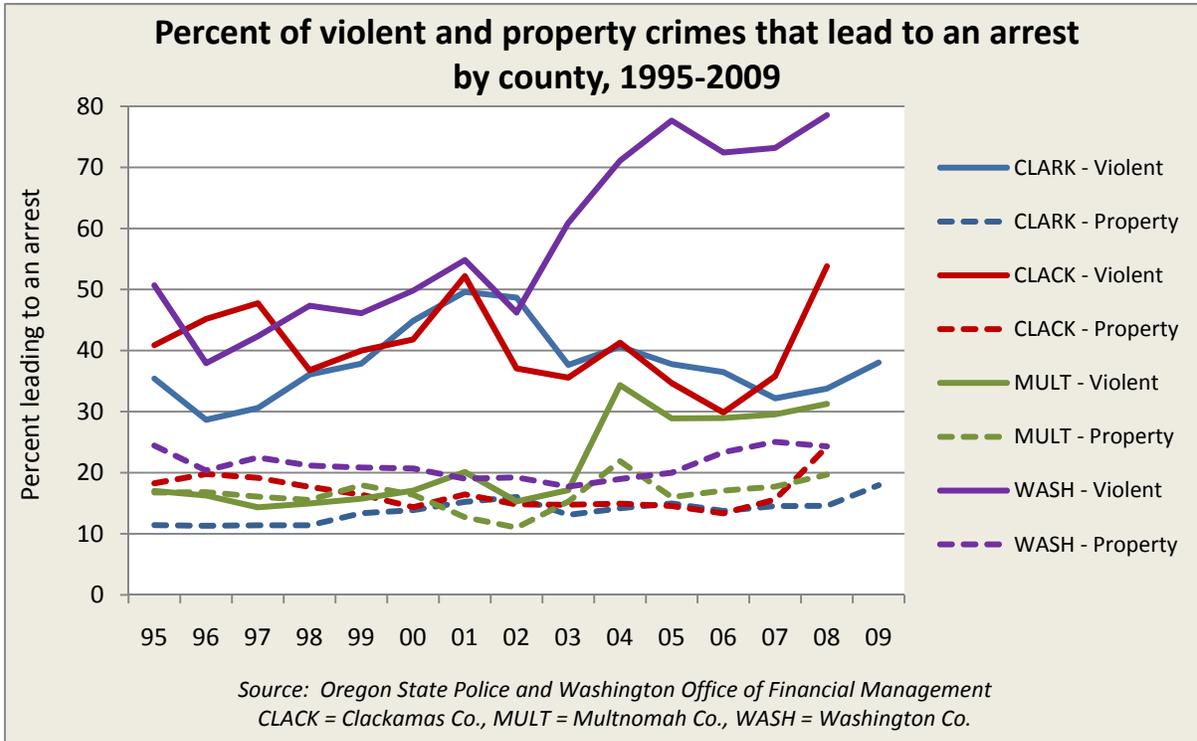
- **Safety**

Indicators #4.1 – 4.5

**The public is safer than it was 15 years ago.** Like the rest of the country, *key violent crimes against persons and property crimes* (which occur much more frequently) declined in the region between 1995 and 2009. Across the counties, violent crime dropped on average 47 percent and property crime fell 44 percent since 1995.



Persons may *recidivate* (recommit a felony) after being released from a prison, a local jail or while on probation. Data track those who recidivate within three years. Those who were released from local jails recidivate at a higher rate than those released from prison or who were on probation. Between 2000 and 2007, recidivism rates fluctuated between about 30 and 40 percent for those released from jail and between 10 and 30 percent for those released from prison or on probation. Clackamas County showed a particularly noticeable drop in overall recidivism by those where were released from jail between 2005 and 2007.



How effective is law enforcement in making *arrests*? Data show that the systems in most counties achieve a higher rate of arrests for violent than for property crimes, particularly in Washington County. Another measure of safety is the percentage of *charges that lead to a conviction*. Data for Clackamas, Multnomah and Washington counties show that the percentage of charges leading to a conviction has increased since 1991, while the percentage of charges that are dismissed declined.

- Trust**

Indicators #4.6 – 4.7

Black or African American persons are nearly six times more likely to be under correctional supervision (e.g. jail, post-prison or probation) compared to their percentage of the general population. The risk for this population increased between 2002 and 2009, while that for Hispanic, Latinos and Whites stayed at or below general population percentages.



## Arts and Culture

### Desired outcomes

**Daily arts for youth** are critical to a complete education of every student in the region so that they will become productive, creative adults with 21st century skills. School-based arts experiences strengthen the educational environment by helping students develop critical thinking skills, do better at math and science, develop insights on cultural diversity and the human experience, and build self-esteem through self-expression. Students are more likely to stay in school, graduate and stay away from gangs. Measuring the ratio of school arts specialists to students in the K-12 system tells us the availability of expert-lead arts opportunities in the region’s public schools.

Also important is measuring the extent to which youth actually participate in art programs in schools and in the community. Community arts experiences, including those that are culturally diverse, enhance both economic development and civic engagement, an important aspect of social capital. Broad-based community arts experiences require **equitable access** to the arts and **economic stability of arts providers**, especially those from diverse cultural backgrounds. Here, funding for and income of arts providers from all cultural backgrounds are important to measure.

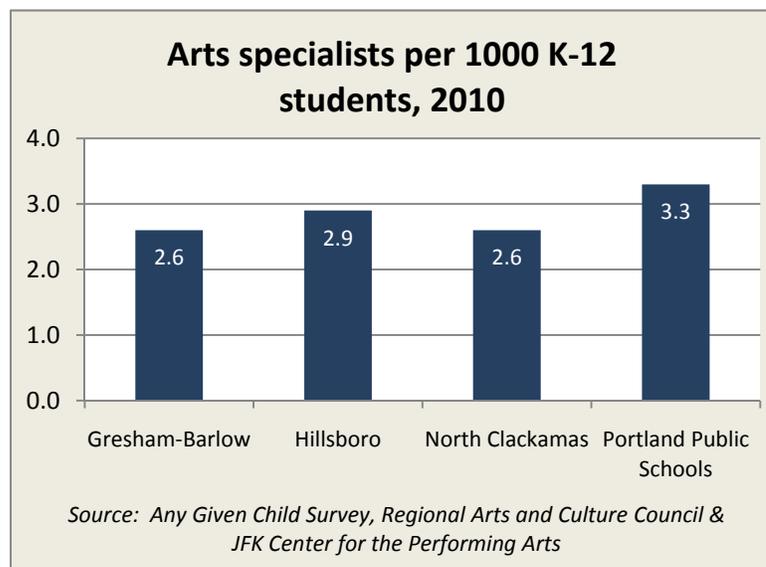
### How are we doing?

- **Daily arts for youth**

Indicators #5.1 and 5.2

Arts Specialists have been stripped from many schools and teachers have not been trained to use the arts to teach core curricular subjects in engaging ways for all types of learners.

In four major school districts from the region that participated in the survey, there are roughly three trained arts specialists on staff for every 1,000 students. This directly affects the availability and quality of arts experiences in schools. A measure of youth participation in school and community arts is on the list for further development.



- **Economic stability of arts providers**

Indicators #5.3 – 5.5

Arts providers are inadequately funded to sustain superior products due to lack of dedicated public funding, unwillingness of most private funders to support general operating costs, and a shrinking donor base

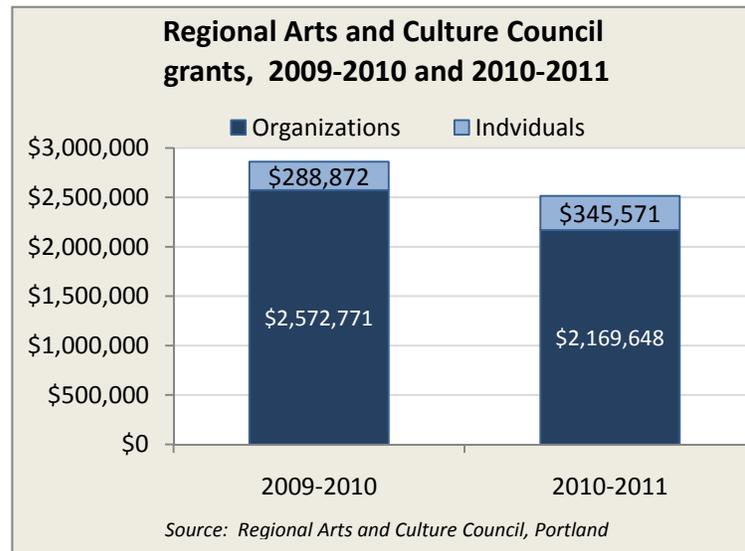
In funding years ending 2010 and 2011, Portland’s Regional Arts and Culture Council was able to increase its funding for individual arts providers by about 20 percent, from \$288,872 to \$345,471. For the bulk of the funding, which went to arts organizations, funding decreased nearly 16 percent from about \$2.6 to \$2.2 million.

- **Equitable access**

Indicators #5.6 – 5.8

Equitable access for all citizens to affordable arts offerings, and arts-based learning for all students are limited due to inadequate funding. Radically improved funding would result in culturally diverse organizations

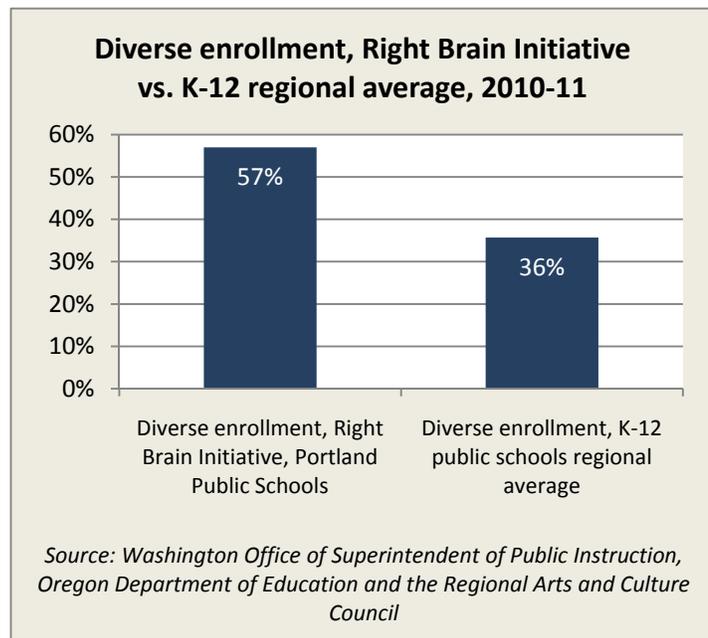
reaching more diverse audiences and would enable all children to have educational, inspirational and skill building experiences. Data on earned income, financial health and culturally specific arts events will be available in 2012.



**The region’s arts environment is thriving, but with limited access.**

The region is recognized as having a thriving arts and culture environment and for attracting young creative people. However, equitable access to the arts in our communities and schools is limited, and diverse arts providers are limited by inadequate resources and inconsistent leadership.

One bright spot: Portland Public Schools taking part in the Right Brain Initiative<sup>9</sup> have relatively high rates of diverse student populations, giving students of color access to this important program.



<sup>9</sup> You can read more about the Right Brain Initiative at <http://therightbraininitiative.org/about-the-right-brain-initiative/>.

## Civic Engagement

### Desired outcomes

Civic engagement consists of political and nonpolitical activities that help identify and address community concerns. A civically engaged region is one where **residents are informed**, where there exists a **strong sense of community**, and where **political participation is widespread**.

### How are we doing?

- Informed community members**

Indicators #6.1 and 6.2

Two important places where people get information are the *Internet* and *libraries*. In 2007, about 27 percent of Portland metro area adults frequently obtained news online, which ranked the region sixth out of the 50 largest metro areas nationwide. At nearly 30 library “circulations” per resident, per capita library use was highest in the region for Multnomah County<sup>10</sup> (2003 to 2008), while Clark, Clackamas and Washington Counties held steady in the 13 to 18 percent range.

- Strong sense of community**

Indicators #6.3 – 6.5

Compared to other large metro areas, the region has a strong sense of community. In 2009, the greater Portland metro area ranked second of 51 large metro regions for *volunteering* (mostly through educational and religious organizations); first for *group participation* (in school, sport or recreation, church or religious and other types of groups); and second for *charitable giving*.

At nearly 63 percent, the greater Portland region ranks in the top third of large metro areas on eligible *voter turnout* in presidential elections. However, when voting data is analyzed by race and ethnicity, it appears that some communities of color are not as fully engaged in the electoral process.

Percent who volunteer: top 10 of 51 U.S. metro areas		
Rank	City	2009
1	Minneapolis-St Paul	37.4 percent
<b>2</b>	<b>Portland</b>	<b>37.1 percent</b>
3	Salt Lake City	35.8 percent
4	Seattle	34.9 percent
5	Oklahoma City	33.9 percent
6	Hartford	33.1 percent
7	Kansas City	32.0 percent
8	Columbus	31.9 percent
9	Washington	31.1 percent
10	St. Louis	30.5 percent

Percent who participate in a group: top 10 of 51 U.S. metro areas		
Rank	City	2009
<b>1</b>	<b>Portland</b>	<b>46.8 percent</b>
1	Seattle	46.8 percent
3	Columbus	46.3 percent
4	Minneapolis-St Paul	45.3 percent
5	Washington	43.9 percent
6	Indianapolis	43.1 percent
7	Rochester	42.8 percent
8	Pittsburgh	42.4 percent
9	Denver	42.0 percent
10	Richmond	41.8 percent

<sup>10</sup> Multnomah County also outranks other library systems in the nation serving less than one million - <http://www.multcolib.org/news/2010/plds.html>

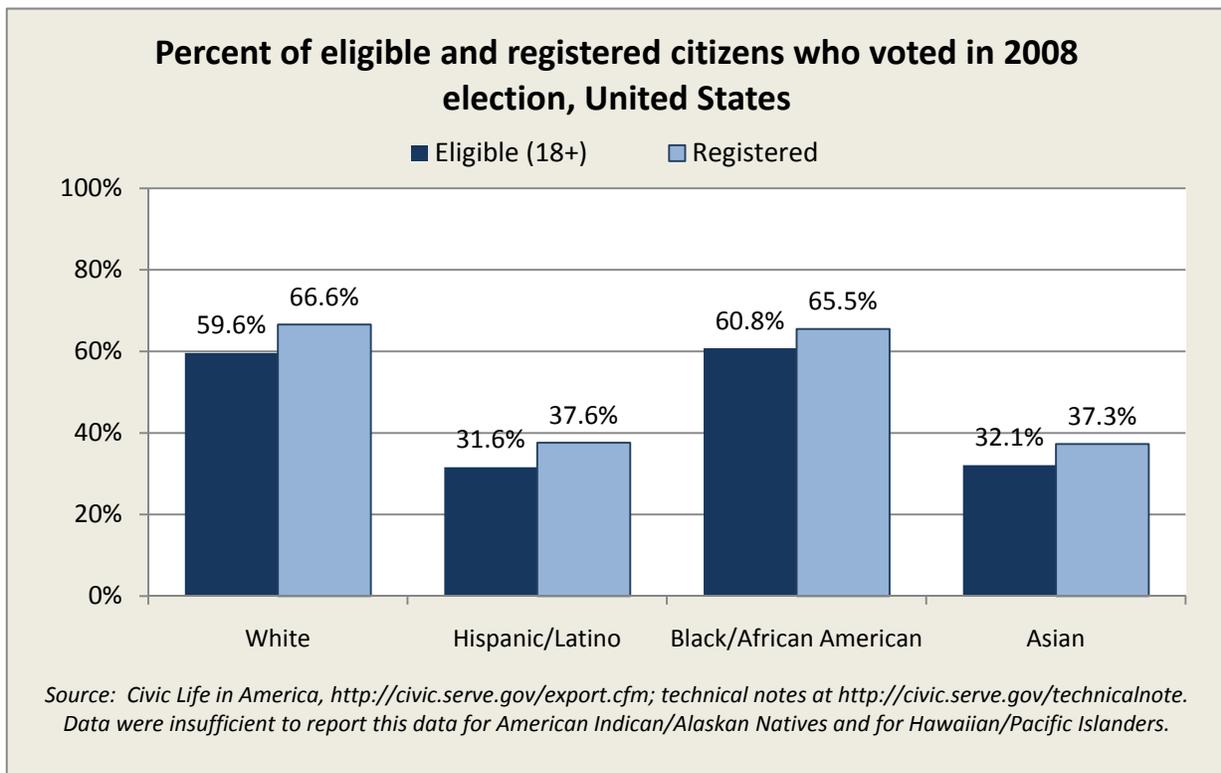
The available data on voting rates by racial and ethnic minorities at the national level suggests that most communities of color may face significant obstacles to greater participation in civic life. The data are limited and do not allow us to identify specific barriers or to develop solutions.

**We are a national leader in civic engagement, but with equity concerns.**

High rates of volunteering, group participation and political action are among several indicators of a strong, civically engaged community. In these three areas the region is a national leader. Yet there appear to be obstacles to greater engagement by most racial and ethnic minorities.

Given the relative absence of data at the regional level on the civic engagement activities of various demographic groups – racial, ethnic, age, income, and gender – it is difficult to measure the extent to which the benefits of civic engagement are widely shared. It is imperative that the region invest in improved data collection efforts to help identify better ways to engage groups that may be underrepresented.

The region should consider investing in improved data collection efforts that make such disparities more visible, while also building the civic capacity of currently underrepresented groups.



## Healthy, Natural Environment

### Desired outcomes

**By preserving nature for future generations and connecting people to nature, we can ensure a healthy environment and a healthy population.** Water resources, air quality, quality of habitat, genetic diversity, migration patterns and wildlife species will likely be altered as a result of the region’s growing population, projected to be about three million by 2030. Given the inevitable growth in population, it is important to measure ecosystem health or functioning and ecosystem services – services the natural environment provides to people – like clean air and water, cooler temperatures, flood mitigation, carbon sequestration, and pollination. Desired outcomes for natural environment include:

- **Healthy soils** – maintenance of working lands; reduction of external food and fiber needs
- **Clean water** and healthy aquatic ecosystems
- **Clean air** minimizing risks to human health
- **Resiliency** – The environment of the region is able to avoid, minimize, withstand, or adapt to hazards (fire, floods, earthquakes, infestations and landslides), disasters or climate change so it can continue to provide ecosystem services necessary to life.
- **Access to nature** – All people can experience nature in their daily lives, and have easy access to parks, natural areas, trails, vegetation and wildlife (in order to enhance their physical and mental health, sense of place, quality of life, and environmental stewardship).
- **Environmental justice and equity** – All people have access to clean air and water, to a clean and safe environment and to nature.
- **Native species** – native plants and animals and the habitats/ecological processes that support them

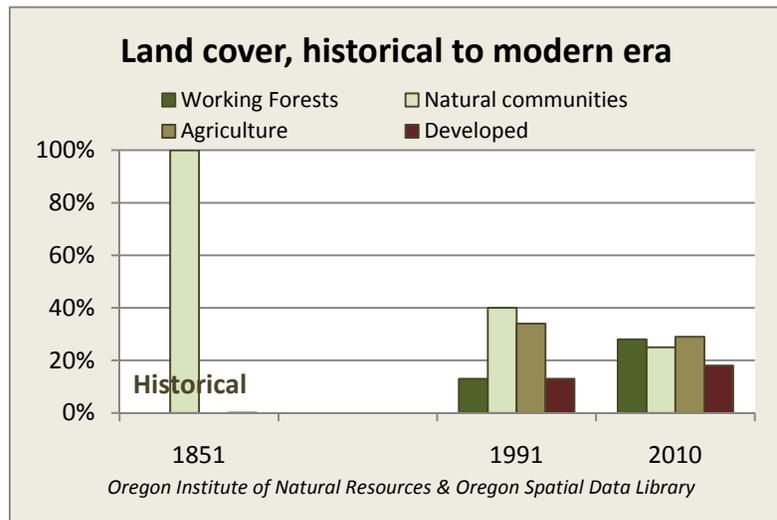
### How are we doing?

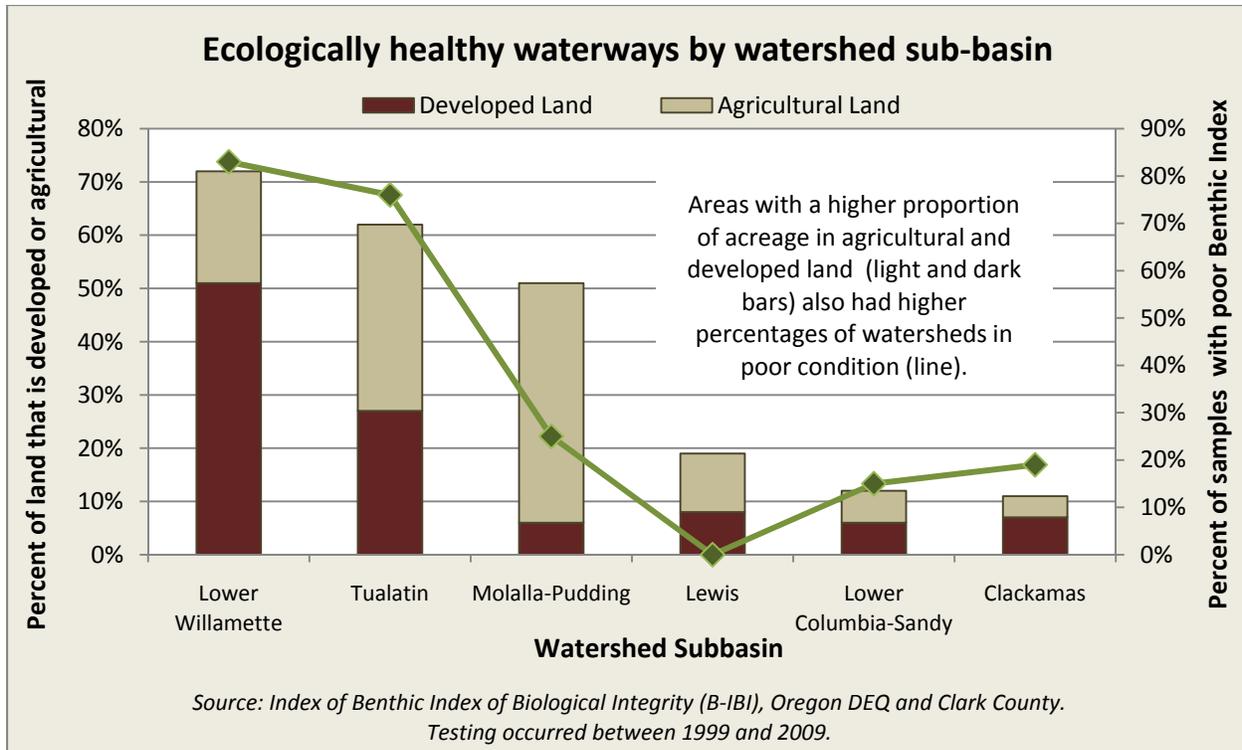
Indicators #7.1 – 7.8

*Healthy soils/land cover* – Land cover impacts the health of the region’s soils and streams. In 2010, natural land cover made up 25 percent of all land in the region, down from 40 percent in 1991. Agricultural acreage also decreased, and developed acreage increased between 1991 and 2010.

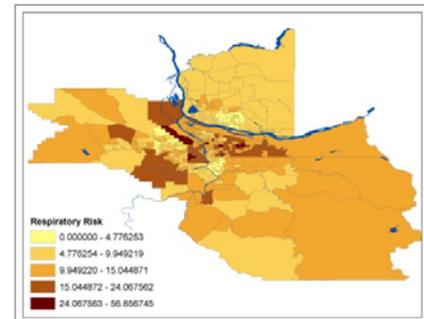
*Clean water/healthy waterways* - “Benthic” or bottom-dwelling animals like insects, clams, crustaceans and worms are the foundation for the

animal food web in streams and are a good overall gauge of stream health. Benthic data show that on average, 45 percent of the region’s watersheds are in poor health; 20 percent in fair health and 35 percent are in good health. The chart below shows that the health of waterways is impacted by land use. Areas with a higher proportion of acreage in agricultural and developed land also had higher percentages of watersheds in poor condition (poor Benthic Index).





**Air quality** – Clackamas County consistently has more good air quality days than other counties in the region. Data also show that cancer risk from air quality increases closer to central Portland. Neurological and respiratory risks vary by location but are highest in areas of southwest and outer east Portland and Gresham. At [portlandpulse.org](http://portlandpulse.org), you will be able to view maps (like the thumbnail at right) illustrating specific levels of neurological, cancer, respiratory and other health risks across the region.



**Resiliency** – Healthy functioning ecosystems help protect human and community health from expected negative impacts associated with climate change and expected population growth in the region. In our region priority is being given to protecting and reclaiming lost floodplains to provide resiliency in the face of these changing conditions. Data show that 19.2% of the region's 100 -year floodplain is developed or paved. Data related to resiliency relative to other hazards and disasters (like landslides and earthquakes) are under development.

**Native species** – A diversity and abundance of native plant and animal species are critical to a healthy natural environment. Many notable wildlife species have disappeared from the region in the past 150 years. Currently, lists of species found in each watershed can be found online at the Oregon Wildlife Explorer under the “Lists by Place” tab: <http://oregonexplorer.info/wildlife/wildlifeviewer/>. It allows people to identify where species may be disappearing from, and where a new native wildlife species may be showing up for the first time.

Data for the indicator, *access to nature*, were acquired too recently to be included in this report, but can be found online. Under development are indicators for *proximity to compromised environments* such as brownfields and *functional corridors*. The *functional corridors* indicator will include a map of critical habitat corridors that support wildlife movement throughout the region. The Regional Conservation Strategy, a project of The Intertwine Alliance, is developing data and maps that will assist in identifying ecological corridors, access to nature, and critical habitats.

## Quality Housing and Communities

### Desired outcomes

Regional housing equity is a real problem with real consequences. The availability of affordable housing determines how you can get around, whether you live near work, who is in your neighborhood, and what opportunities you can access. To understand how the region is doing, it is important to measure:

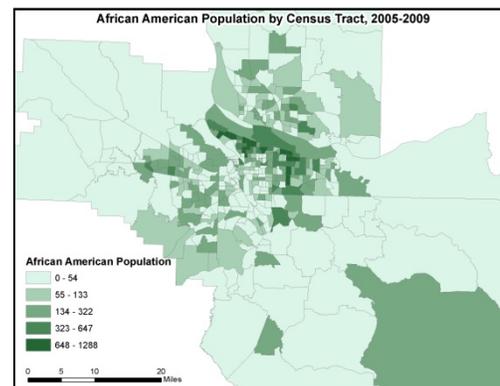
- **Enough housing** – enough safe, decent, affordable, accessible and appropriate housing
- **Access to housing** – access to affordable housing in all neighborhoods, fair and equitable distribution of affordable housing in all communities, and removal of barriers to choice of housing and neighborhood
- **Homeownership** – opportunities for wealth creation through homeownership available to all
- **Renting options** – Renting is a good option – secure, safe, and affordable.
- **Improved homelessness** – improve homeless outcomes
- **Access to services** – Your neighborhood doesn't determine your access to good schools, clean air, transportation options, and other important services and destinations. All communities offer benefits and are places where people can thrive.
- **Connectedness** – community connectedness in diverse communities
- **Housing choices** – housing choices are supported.
- **Parity for people of color** – People of color have the same housing and neighborhood choices as whites.

### How are we doing?

Indicators #8.1 – 8.7

Housing-related racial and ethnic disparities pervade the region. About 65 percent of whites and Asians enjoy homeownership compared to 35 percent of Hispanics and African Americans. Similar disparities exist for homelessness, households that are cost-burdened and households that receive high interest loans.

Maps at [portlandpulse.org](http://portlandpulse.org) (similar to the thumbnail at right) show that diverse communities are concentrated in outlying areas of the region. Transportation costs increase as you go farther from the central city due to sprawling development, longer commute times, and fewer opportunities to walk, bike, or use public transportation. Many areas in the region therefore have an average “*housing plus transportation*” cost that exceeds 45 percent of average income. These areas tend to have high levels of poverty.

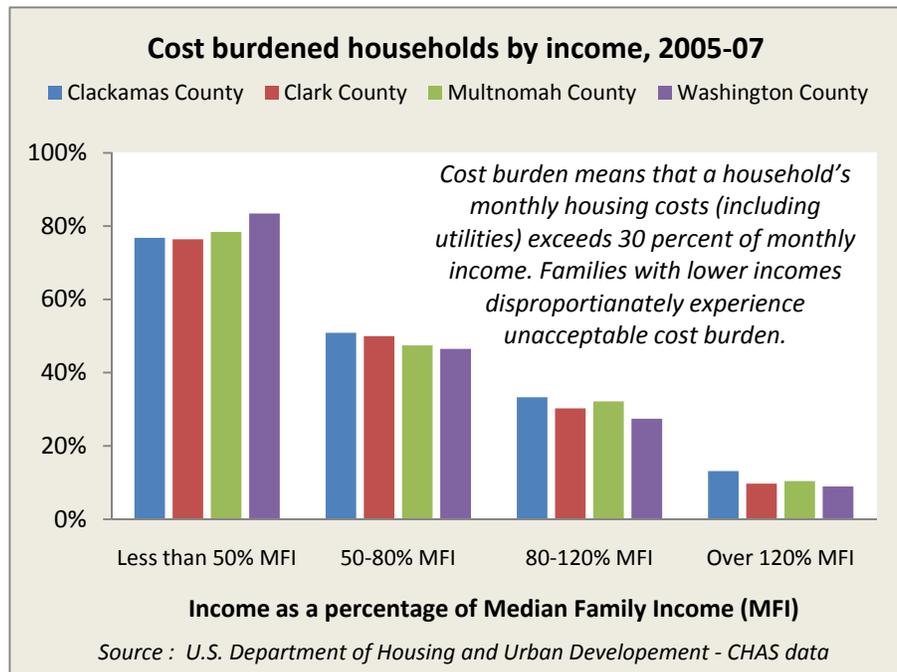


The percent of households with *high interest loans* follows a similar pattern. In 2006, about six percent of whites received high cost loans, less than half the rate of Hispanics (12.5 percent) and African-Americans (16 percent). Again, the communities of the region most impacted by high-cost loans were in outlying areas also associated with higher transportation costs.

*Homelessness* counts (2009 and 2010) found that about 15 of every 10,000 in the region are sleeping on the streets; another 30 per 10,000 in shelters. Over 5,700, total, were homeless at that time. Where race and ethnicity were tallied, people of color were overrepresented.

Over three quarters of households with less than 50 percent of median family income are *cost burdened*. Data tell us that most non-whites have much larger shares of cost-burdened households than do whites.

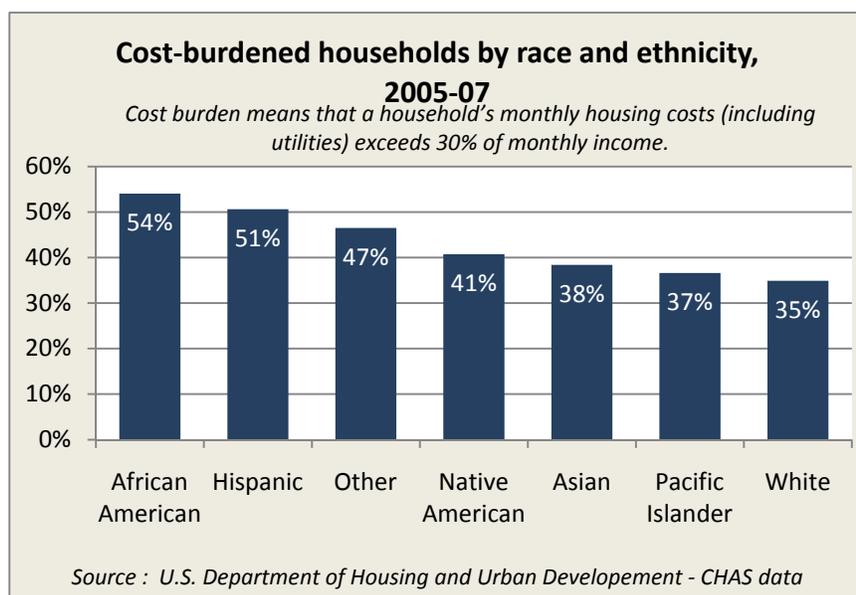
The hourly wage a 40-hour per week worker must earn to afford a two-bedroom unit at the area's fair market rent is \$16.13. This is 192 percent of the region's minimum wage (\$8.40 per hour). The disparity between the two wage levels is called a *housing-wage gap*.



**Housing determines access to opportunities.**

The distribution and availability of affordable housing, fair housing challenges, and transportation and infrastructure investment decisions all leave some Portland-area households without access to important opportunities. Current patterns of housing development create real and consequential inequities along lines of race/ethnicity, income, tenure, and disability.

Key barriers to equitable housing include current land use, transportation, and infrastructure policy and planning practices including regulatory barriers, pro-gentrification policies, and insufficient public investment; and fair housing challenges and discriminatory lending practices.

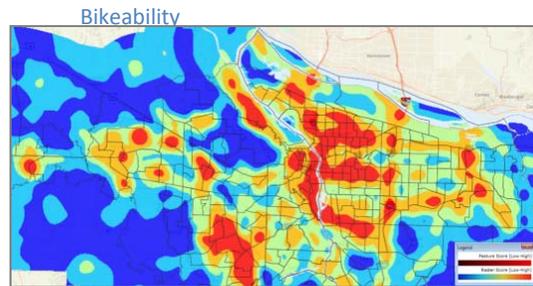


## Access and Mobility

### Desired outcomes

Transportation is a critical part of addressing many societal challenges including jobs, environment, energy independence, healthy, safety and access to food and essential destinations. For example, offering transportation alternatives to single occupancy vehicle travel can reduce congestion, expand economic opportunities, save money, and reduce gasoline consumption and our carbon footprint. To track progress, it is important to measure:

- **Access** – to essential information, goods, services, activities and destinations
- **Mobility** – safe, efficient and reliable mobility options for people, goods, and services
- **Economic prosperity** – a transportation system that promotes economic competitiveness and prosperity
- **Improved environment** – a transportation system that improves environmental health
- **Health and safety** – a transportation system that enhances human health and safety
- **Equity** – a transportation system that ensures equity

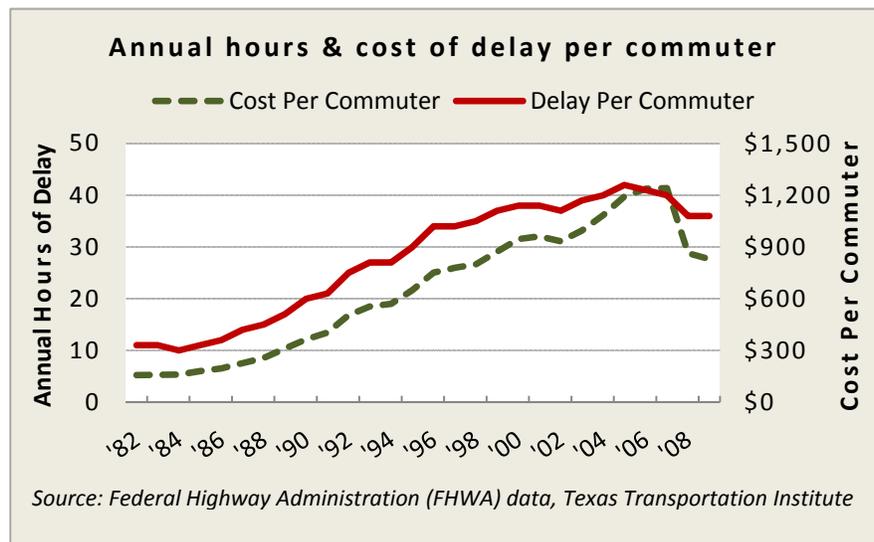


### How are we doing?

**Access** – Everyone needs food, so whether people can access nutritious food is one indicator of how well they can access essential destinations. Transit, biking and walking are important options. Available data show that nine percent of the region’s households are within a comfortable walking distance (¼ mile) of a grocery store and 23 percent are within a ¼ mile *straight line* distance of a frequent service bus or light rail stop. Metro maps at [portlandpulse.org](http://portlandpulse.org) (thumbnail) show availability of these transportation alternatives for parts of the greater Portland region. (This indicator is still under development.)

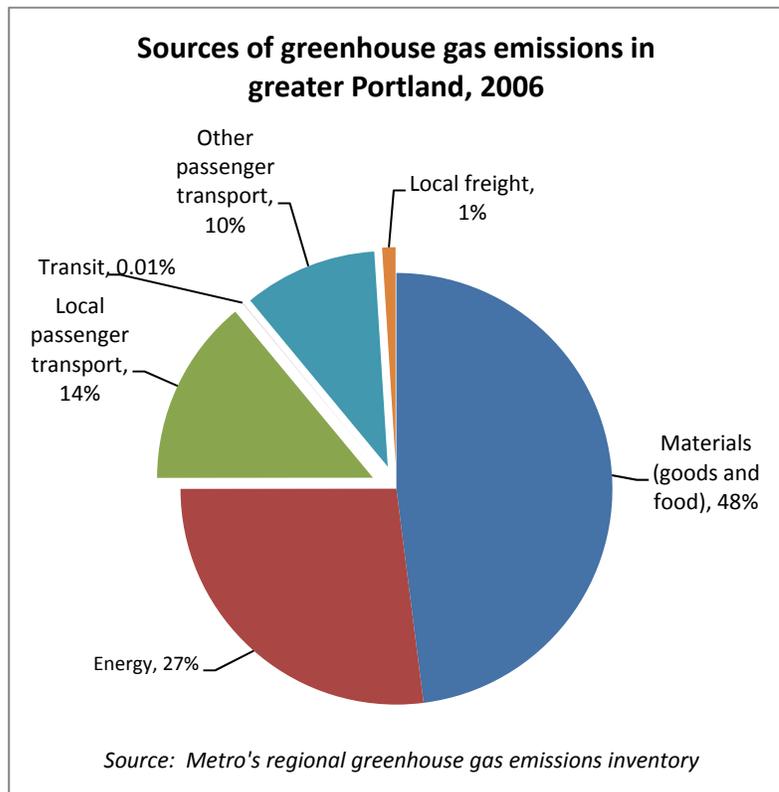
**Travel delay and congestion** - Despite the recession-caused dip in 2006-08, the typical commuter in the region sat in traffic for 36 hours or 4.5 working days in 2009, compared to 11 hours in 1982. That delay costs travelers about \$830 per-commuter annually, up from \$157 in 1982.

**Vehicle miles traveled (VMT)** – Between 1982 and 2004



average daily VMT increased from 15 million to 26 million miles. In 2005, daily VMT began a slight downward trend. VMT per capita has been on a steady decline since 1996. By 2009 VMT per capita was at 14.1 miles, which is closer to per capita VMT in the 1980's.

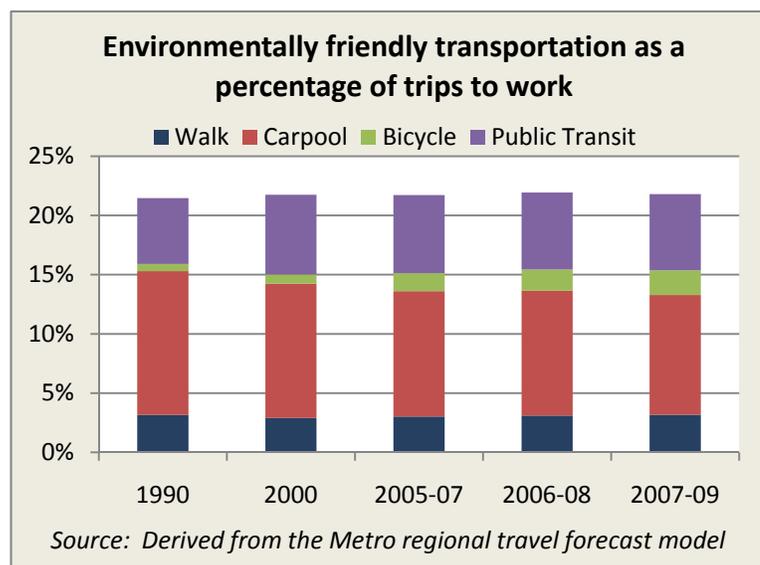
*Greenhouse emissions* – As of 2006, about 25 percent of the region's 31 million metric tons of greenhouse gas (GHG) emissions came from transportation – private vehicles (14 percent) plus other passenger modes (10 percent) and local freight (1 percent). Other sources of GHG emissions include energy (27 percent) and the production, use and disposal of goods and food (48 percent).



*Environmentally friendly modes* –

**Transportation contributes 25 percent of the region's greenhouse gas (GHG) emissions. In order to meet the regional transportation GHG emissions reduction target, we need to encourage a greater use of environmentally friendly travel options.**

Roughly 80 percent of commuters in the region continue to drive alone to work, about the same as in 1990. Public transit and bicycling increased slightly; but walking to work remained stagnant and carpooling decreased. Bicycling shows the smallest share of environmentally friendly commutes but has steadily increased since 1990.



*Fatalities and injuries* – From 2006 to 2009, total pedestrian, bicycle fatalities and injuries in the region decreased, as did auto fatalities.

*Transportation costs* -Costs as a percentage of income are much higher [26 to 43 percent] in areas near downtown Portland, outer East Portland, North and Northeast Portland and central Vancouver, which correspond with the areas that have high rates of poverty.

# Key cross-cutting issues

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Data can't tell the whole story. The experience of people is necessary to more fully understand the meaning behind the data. Greater Portland Pulse is grateful for the many volunteers on the Advisory Team, the nine Results Teams and Equity Panel who candidly shared their views on the inter-relationship between the many outcomes, drivers and indicators at a day-long event in April 2011. The following patterns emerged from a detailed analysis of notes from those mixed-team conversations, and of each Result Team's outcomes, drivers, indicators (Appendix D) and indicator data.

The broad patterns revolve around: 1) education, 2) equity and 3) venues for action – both *public* policies and programs and *private* practices and behaviors. The patterns are compelling because they touch nearly all indicator categories either directly or indirectly. People are the common denominator of policies, programs, practices and behaviors. To improve those, we need to go “upstream” and change the attitudes and awareness level of people.

The three patterns are inextricably inter-related. People with education and means are much more likely to modify their own private practices and behaviors, or to engage civically to help change public policies and programs. The equity issue emerges for our region when we acknowledge that people of color and low income lack access to the same educational opportunities as the general population, and therefore are less able to sustain prosperous, healthy, safe and civically engaged lives.

## Education

Greater Portland Pulse data and mixed-team dialogues support the notion that people with education and means are more likely to:

- Be economically mobile with higher earnings and less unemployment
- Have the discretionary funds and time to support, access and participate in the arts and cultural activities
- Be informed, a key civic engagement outcome
- Have better health outcomes
- Lead a life free of engagement with the criminal justice system
- Demonstrate higher levels of environmental literacy and stewardship
- Engage in public debate around access, mobility, housing and other issues of public concern
- Have easier access to quality housing and communities

## Equity

Greater Portland Pulse data and mixed-team dialogues also support the notion that people of color or other race/ethnicity, people with a disability and people of low income are more likely to experience:

- Greater disparities in income and educational achievement

- Less access to good schools and schooling
- Less access to affordable preventive traditional and non-traditional health and medical services
- Higher rates of criminal supervision, less cultural appropriateness through and less trust in the public safety system
- Less access to arts professionals in public schools and communities and less capacity and economic stability for diverse arts providers
- Obstacles to civic engagement, networks and pathways to greater social inclusion, including a lack of culturally-specific social capital and leadership within and outside of their communities
- A lack of environmental justice and equal voice in decision-making about issues that affect the quality of the environment in their neighborhoods, including clean air and water
- Less access to affordable, safe housing, fair and location-efficient lending, non-predatory credit/capital, renting options, and housing choices; greater rates of homelessness
- Less access to opportunities for physical activities in parks and greens spaces and to safe, affordable transit to essential destinations

### People are the key to progress.

How do we make progress toward the region’s desired outcomes? *Public* policies and programs and *private* attitudes, behaviors and practices were a significant part of the thinking as most teams identified “drivers” (things that impact an outcome positively or negatively – see Appendix D). Both the public and private venues of action involve people, our human capital.

Some illustrative venues of action are outlined below. They are not necessarily highest priority. Rather, they highlight the fact that across the board, *people* are at the heart of making the choices and taking the actions required to achieve better results.

#### *Public policies and practices – examples:*

- **Economic opportunity:** efficient public institutions and regulations for public funding that is allocated efficiently to produce the outcomes that citizens want
- **Education:** policy makers that see education as a priority
- **Safe people:** reinvestment of limited public safety funds to prevention and rehabilitation; enforcement of the rule of law; public safety system accountability
- **Arts and culture:** school board and administration commitment and active leadership in providing daily arts experiences for youth; commitment and action by elected officials to create a dedicated funding stream for the arts
- **Civic engagement:** robust structures and processes to facilitate community engagement; public (and private) investments that help communities of color to self-organize, network, develop pathways to greater social inclusion, and build culturally-specific social capital

- **Quality housing and communities:** public policy decisions including UGB, land use, integrated coordinated housing and transportation, affordable housing incentives; enforcing lending and CRA practices; robust landlord-tenant laws (and other laws that support renters); building code enforcement beyond tenant reporting; planning/zoning regulations that do not impede affordable, mixed-income housing; accountability of service providers, regulators and agencies
- **Healthy, natural environment:** policies and programs relating to conservation (including water and air), preservation, restoration, regulations; institutional barriers to working at home; regional strategic planning and economic development; infrastructure design and impacts (sanitary/stormwater, water supply, transportation); applying a triple-bottom-line analysis to public policy and investment decisions
- **Access and mobility:** land use and development – public policy drives where investments locate housing and transit; posted travel speeds; amount and quality of educational campaigns for traffic laws, fitness and health

### *Private attitudes, behaviors and practices - examples*

- **Education:** school-home partnerships; community sees education as a priority
- **Healthy people:** civic, arts and culture participation; healthy behaviors, including physical activity, nutrition, tobacco use, substance abuse, and sexual behavior
- **Safe people:** schools that provide social support to entire families, not just students; objective media reporting
- **Arts and culture:** parental advocacy for daily arts experiences for youth and for a dedicated funding stream for arts; community initiatives to improve access to the arts in diverse communities; business leadership and investment in the arts
- **Access and mobility:** driver behavior, car ownership and how much people use vehicles
- **Quality housing and communities:** mobility counseling; fair housing and lending; financial literacy education in schools and community organizations
- **Healthy, natural environment:** land use development practices and patterns; legacy practices and pollutants including environmental justice and cultural practices; working land management practices including the welfare of farm and forest workers; business practices; environmental and health literacy; individual behaviors; stewardship and civic engagement in environmental protection

### **We need them all.**

The region's human capital – citizens, stakeholders, partners and leaders - are the key to making progress. And we know that those with education and means have better access to the basic requirements of life and to the information needed to make better choices for themselves and the greater good.

In the region's quest for a sustainable and prosperous future, it is imperative that we not leave large swaths of the population behind, educationally or economically. To make sustainable progress toward a prosperous region, we need them all.

## Appendix A – List of Results Team members

### **ACCESS AND MOBILITY RESULTS TEAM**

John MacArthur (Co-LEAD), *PSU Sustainable Transportation Program*  
Deena Platman (Co-LEAD), *Metro - MRC*  
Courtney Duke, *City of Portland*  
Martin Dieterich, *Clackamas County*  
Scott Drumm, *Port of Portland*  
Denny Egner, *City of Lake Oswego*  
Patty Fink, *Coalition for a Livable Future*  
Sorin Garber, *T. Y. Lin International*  
Bob Hart, *SW Regional Transportation Council*  
Eric Hesse, *Trimet*  
Jon Holan, *City of Forest Grove*  
Peter Hurley, *City of Portland*  
George Hudson, *Alta Planning*  
Alan Lehto, *TriMet*  
Margaret Middleton, *City of Beaverton*  
Alejandro Queral, *Healthy Communities by Design*  
Lidwien Rahman, *ODOT*  
Joseph Readdy, *JR Architect*  
Mathew Rohrbach, *Portland State University*  
Chris Smith, *City of Portland Planning Commission*

### **ARTS AND CULTURE RESULTS TEAM**

Chris Coleman (Co-LEAD), *Portland Center Stage*  
Eloise Damrosch (Co-LEAD), *Regional Arts & Culture Council*  
Alan Alexander, *City of Portland Bureau of Technology Services*  
Elaine Orcutt, *Beaverton Arts Commission*  
Bonita Oswald, *Washington County Dept. of Land Use & Planning*  
Melissa Riley, *Westside Cultural Alliance*  
Olga Sanchez, *Miracle Theatre Group*  
Jayne Scott, *Beaverton Arts Commission*  
Lina Garcia Seabold, *Seabold Construction Co.*  
Cheryl Snow, *Clackamas County Arts Alliance*  
Laurel Whitehurst, *Arts of Clark County*  
Robyn Williams, *Portland Center for the Performing Arts (PCPA)*

### **CIVIC ENGAGEMENT RESULTS TEAM**

Carol Ford (Co-LEAD), *Independent Consultant*  
Tony Iaccarino (Co-LEAD), *City Club of Portland*  
Adam Davis, *Davis, Hibbitts & Midghall, Inc.*

Joyce DeMonnin, *AARP*  
Brian Hoop, *City of Portland Office of Neighborhood Involvement*  
Sia Lindstrom, *Washington County*  
Julia Meier, *Coalition of Communities of Color*  
Su Midghall, *Davis, Hibbitts & Midghall*  
Andy Nelson, *Hands On Greater Portland*  
Kelly Sills, *Clark County*  
Kathleen Todd, *Multnomah County Office of Citizen Involvement*  
Robb Wolfson, *Multnomah County Office of Citizen Involvement*  
Greg Wolley, *City of Portland*

**ECONOMIC OPPORTUNITY RESULTS TEAM**

Sheila Martin (Co-LEAD), *PSU Institute of Portland Metropolitan Studies*  
Dennis Yee (Co-LEAD), *Metro*  
Henry Alvarez, *Bank of the Cascades*  
Gary Barth, *Clackamas County Economic Development*  
Margaret Butler, *Jobs with Justice*  
Mark Childs, *Capacity Commercial Group*  
Corky Collier, *Columbia Corridor Association*  
Radcliffe Dacanay, *City of Portland*  
Rey Espana, *NAYA*  
Ray Guenther, *RAEL Enterprises, LLC*  
John Haines, *Mercy Corps*  
Chris Harder, *Portland Development Commission*  
Christian Kaylor, *Oregon Employment Dept.*  
Steve D. Kelley, *Washington County Long Range Planning*  
Mary King, *PSU Dept. of Economics*  
Steve Kountz, *City of Portland Bureau of Planning & Sustainability*  
Mary Li, *Multnomah County Office of School & Community Partnerships*  
Colin McCormack, *United Way of the Columbia-Willamette*  
Renate Mengelberg, *Clackamas County Business & Economic Development*  
Deanna Palm, *Hillsboro Chamber*  
LeRoy Patton, *Fair Housing Council of Oregon*  
Adriana Prata, *Clark County Budget Office*  
Paul Reise, *Independent Consultant*  
Colin Rowan, *United Fund Advisors*  
Aquila Hurd-Ravich, *City of Tualatin*  
Jonathan Schlueter, *Westside Economic Alliance*

**EDUCATION RESULTS TEAM**

Patrick Burk (Co-LEAD), *PSU Graduate School of Education*  
John Tapogna (Co-LEAD), *ECONorthwest*

Andrew Dyke (Alt. Co-LEAD), *ECONorthwest*  
Maxine Thompson (Alt. Co-LEAD), *Leaders Roundtable*  
Evelyn Brzezinski, *Portland Public Schools*  
Tamra Busch-Johnsen, *Business Education Compact*  
Nina Carlson, *Oregon PTA*  
Darlene Farrar-Long, *Northwest Regional School District*  
Sue Hildick, *Chalkboard Project*  
Ron Hitchcock, *Multnomah ESD*  
Sue Levin, *Stand for Children, Oregon*  
Carol Middleton, *Clackamas Education Service District*  
Midge Purcell, *Urban League*  
Jada Rupley, *ESD 112 (Clark County)*  
James Sager, *NW Regional Education Service District*  
Nate Waas Schull, *Portland Schools Foundation*  
Sho Shigeoka, *Beaverton School District*  
Bob Turner, *Oregon University System*  
Courtney Vanderstek, *OEA*  
Mark Walhood, *City of Portland*  
Carol Wire, *Oregon PTA*

**HEALTHY PEOPLE RESULTS TEAM**

Betty Izumi (Co-LEAD), *PSU School of Community Health*  
Nancy Stevens (Co-LEAD), *Community Health Consultant*  
Cindy Becker, *Clackamas County Dept. of Health, Housing & Human Services*  
Art Blume, *WSU-Vancouver*  
Noelle Dobson, *Oregon Public Health Institute*  
Leda Garside, *Tuality Hospital, Washington County*  
Sandy Johnson, *Multnomah County Health Dept.*  
Deborah John, *OSU Extension Family & Community Health, Clackamas Co.*  
Michelle Kunec, *City of Portland*  
Julie Marshall, *Cascade Centers*  
David Rebanal, *NW Health Foundation*  
Jennifer Reuer, *Washington County*  
Eric Ridenour, *Sera Architects*  
Daniel Rubado, *DHS, Environmental Health*  
Marni Storey, *Clark County Public Health Dept.*  
Tricia Tillman, *State of Oregon, Office of Multicultural Health*  
Phil Wu, *Kaiser Permanente*

**NATURAL ENVIRONMENT RESULTS TEAM**

Linda Dobson (Co-LEAD), *City of Portland Bureau of Environmental Services*  
Jimmy Kagan (Co-LEAD), *Institute for Natural Resources, OSU*

Jonathan Belmont, *Independent Consultant*  
Brent Davies, *Ecotrust, Community Ecosystem Services*  
Doug Drake, *Oregon DEQ*  
Steven Fedje, *USDA-NRCS*  
Jeff Goebel, *Portland State University*  
Queta González, *Center for Diversity & the Environment*  
Kevin Gray, *Clark County Dept. of Environmental Services*  
Mike Houck, *Urban Greenspaces Institute*  
Marie Johnson, *City of Portland*  
Jim Labbe, *Audubon Society of Portland*  
Gillian Ockner, *Ecosystems Independent Consultant*  
Jeff Schnabel, *Clark County*  
Matt Tracy, *Metro Sustainability Center*  
Pam Wiley, *Meyer Memorial Trust*

**QUALITY HOUSING AND COMMUNITIES RESULTS TEAM**

Trell Anderson (Co-LEAD), *Clackamas County Housing Authority*  
Lisa K. Bates (Co-LEAD), *PSU School of Urban Studies & Planning*  
Antoinette Pietka (Co-LEAD), *City of Portland Housing Bureau*  
Kate Allen, *City of Portland Housing Bureau*  
Jesse Beason, *Proud Ground*  
Cathey Briggs, *Oregon Opportunity Network*  
Michael Buonocore, *Housing Authority of Portland*  
Jean DeMaster, *Human Solutions*  
Maxine Fitzpatrick, *Portland Community Reinvestment Initiatives*  
Ellen Johnson, *Legal Aid Services of Oregon*  
Uma Krishnan, *City of Portland*  
Daniel Ledezma, *Nick Fish's Office*  
Mary Li, *Multnomah County Office of School & Community Partnerships*  
LeRoy Patton, *Fair Housing Council of Oregon*  
Andree Tremoulet, *Washington County Office of Community Development*

**SAFE PEOPLE RESULTS TEAM**

Scott Taylor (Co-LEAD), *Multnomah County Department of Community Justice*  
Brian Renauer, *Chair, Criminology and Criminal Justice, Portland State University*  
Elizabeth Davies (past Co-LEAD), *Multnomah County Public Safety Coordinating Council (LPSCC)*  
Heather Ackles, *Metropolitan Public Defenders*  
Wendi Babst, *Clackamas County Sheriff's Office*  
Bill Barron, *Clark County*  
Steve Berger, *Washington County*  
Jim Bernard, *Clackamas County Commission*  
Maya Bhat, *Multnomah County Health Department*

Lane Borg, *Metropolitan Public Defenders*  
Mary Jo Cartasegna, *Clackamas County Commissioners Office*  
Ann Christian, *Clark County Public Defense*  
Marley Drake, *Multnomah County Sheriff's Office*  
Matt Ellington, *Clackamas County Sheriff's Office*  
Pat Escamilia, *Clark County Juvenile Court*  
Bill Feyerherm, *Portland State University*  
John Harding, *Portland Fire and Rescue*  
Chris Hoy, *Clackamas County Probation and Parole*  
Barry Jennings, *Multnomah County Circuit Court*  
Garry Lucas, *Clark County Sheriff's Office*  
Jodi Martin, *Clark County Juvenile Courts*  
Diane McKeel, *Multnomah County Commission*  
Monte Reiser, *Multnomah County Sheriff's Office*  
Karen Rhein, *Multnomah County Department of Community Justice*  
Reed Ritchie, *Washington County*  
Pete Sandrock, *Independent Government Administration Professional*  
Michael Schrunck, *Multnomah County District Attorney*  
Linda Shaw, *Clark County Misdemeanor Probation and Parole*  
John Shoemaker, *Clark County Juvenile Court*  
Greg Stewart, *Portland Police Bureau Crime Analysis Unit*  
Mike Ware, *Multnomah County Chair's Office*

## Appendix B – Equity Panel

The Advisory Team approved the creation of an Equity Panel to educate the Advisory and Results Teams about race, ethnicity, age, gender and income-related weaknesses in our data systems; and provide, from an equity perspective, feedback to each Results Team on data sources, method of analysis and presentation for their indicators within the constraints of available resources and timelines.

### Members

Thomas Aschenbrener, *Northwest Health Foundation*

Ron Carley, *Coalition for a Livable Future*

Gale Castillo, *Hispanic Metropolitan Chamber*

Ronault LS (Polo) Catalani, *Portland Office of Human Relations*

Andy Cotugno, *Metro*

Christopher Dunnaville, *US Trust*

Francisco Garbayo, *Regence BlueCross BlueShield of Oregon*

Queta González, *Center for Diversity & the Environment*

Howard Klink, *United Way of the Columbia-Willamette*

Kalpana Krishnamurthy, *Western States Center*

Julia Meier, *Coalition of Communities of Color*

Olga Sanchez, *Miracle Theatre Group*

Bandana Shrestha, *AARP Oregon*

Rekah Strong, *Clark County Workplace Diversity*

Tricia Tillman, *State of Oregon Office of Multicultural Health*

## Appendix C – Brief overview of the process

### Overview of meetings and big events

On June 24, 2010, the Greater Portland-Vancouver Indicators Advisory Team meet for the first of six pre-scheduled quarterly meetings, each with a specific purpose:

1. Thursday, June 24 2010: Getting Started
2. Monday, September 27th, 2010: Best Practice Review
3. Monday, November 29, 2010: Organization, Funding and Governance
4. Wednesday, February 2nd, 2011: Sustaining the Effort & Indicator Preview
5. Thursday, April 7th, 2011: Results Teams Presentations: Indicators & Data
6. Wednesday, June 29th, 2011: First Report & Organizational Footing

On July 30, 2010, an all-team, all-day “Big Event #1” kicked off the Results Team process. A similar big event was held on April 8, 2011 to wrap up the team process and to engage all members in mixed team conversations about linkages between indicators and issues.

The Results Teams began meeting in August of 2010. Results Team co-leads also attended quarterly meetings of the Advisory Team throughout 2010 and 2011. The Advisory team reviewed their deliverables and provided feedback.

Early in 2011, the GPVI Equity Panel created a process for meeting with each of the Results Team co-leads in groups of three. Those learning dialogues are reflected in many of the indicators in this report, and are summarized in the Equity Panel Proceedings at [portlandpulse.org](http://portlandpulse.org), reports tab.

### Deliverables

The nine Results Teams were asked to deliver for each of their topic areas:

- **Outcomes:** What, based on each team’s best professional judgment, were the most important results or outcomes to measure for the region?
- **Drivers:** What factors affect the achievement of those outcomes, positively or negatively?
- **Indicators:** What is the best way to measure progress toward the outcomes?
- **Data:** What do the data say and what do they mean? This deliverable required data collection and research. Each team’s co-leads provided guidance to graduate research assistants who helped complete that task.

The outcomes, drivers and indicators are summarized in the next appendix. The data are highlighted in this body of this report and displayed in detail online at [portlandpulse.org](http://portlandpulse.org).

## **Appendix D – Outcomes, drivers and indicators**

**Economic Opportunity**

Desired Outcomes	Proposed Key Indicators	Drivers
<b>INDIVIDUAL &amp; FAMILY PROSPERITY</b>	1. <b>AVERAGE WAGE PER JOB.</b> Compared with the U.S.	Wages are the primary source of income for most people.
	2. <b>WAGE DISTRIBUTION.</b> Percent of jobs by wage.	Income Disparity; Economic Mobility
	3. <b>PER CAPITA INCOME.</b> Total income earned in the region divided by the population.	Includes other sources of income aside from wages, such as social security and investment income.
	4. <b>UNEMPLOYMENT RATE.</b> The percentage of people looking for work who are not working, by race and education level.	Unemployment removes most people’s source of income.
	5. <b>SELF SUFFICIENCY WAGE.</b> Wage required to meet the basic needs of a family of one adult and two children.	Provides context to wage and income data; residents can increase their well-being by either increasing income or reducing costs.
	6. <b>CHILD POVERTY RATE.</b> Percent of children living in poverty, by race.	
<b>BUSINESS PROSPERITY</b>	7. <b>LAND FOR BUSINESS.</b> Months of inventory of available industrial and nonindustrial land, separated out by land that is “shovel ready.”	Land that is ready to develop is a primary resource and economic input in business development.
	8. <b>JOB GROWTH.</b> Net Employment Growth by industry and minority owned businesses	Employment growth must keep up with population growth to ensure residents can find jobs.
	9. <b>BUSINESS LOANS.</b> Availability and use of SBA loans.	Sufficient capital is available for businesses to grow.
<b>COMMUNITY PROSPERITY</b>	10. <b>GOVERNMENT EFFICIENCY.</b> (Developmental Indicator)	Efficient public institutions and regulations: Public funding is allocated efficiently to produce the outcomes that citizens want.

**Comments:**

The indicators we have chosen tell only part of the story we want to tell, but by necessity we had to choose those that we felt were the strongest indicators of family, business, and community prosperity. We debated a number of other indicators, which we would like to continue to consider:

The Path to Economic Prosperity: Equity and the Education Imperative

**Appendix D – Outcomes, drivers and indicators**

**Individual and Family Prosperity:** We also considered the following additional indicators:

- *The Unemployment rate*, which would tell us whether sufficient jobs are available to keep up with population growth. Since work is most family's primary source of income, the availability of jobs is an important driver for individual and family prosperity. This indicator can also be broken down by location and race.
- *Travel Time to Work*, and indicator of the driver Jobs/Housing Proximity. This would tell us whether community members are able to find a good job fit for their skill and abilities without enduring long commutes.
- *Metro Score*, a community index based on seven community attributes. This score gives us a measure of vibrant neighborhoods, which can affect a person's access to opportunity and their sense of well being.
- *A Strong Social Safety net* is important to ensure that families can weather economic downturns. However, we felt that the other indicators were stronger overall measures.

**Business Prosperity:** Our primary indicators tell us about the availability and condition of land, labor and capital, the primary factors of production. However, we recognize that there are additional important factors that did not make our short list, including the following:

- *Human Capital* is certainly important to business and individual prosperity; this important driver connects us to the Education team.
- *Innovation* is key to growing the economy without increases in land, labor or capital. However, few indicators of innovation are available at any level of geography smaller than the state. We are still working on this.
- *Jobs due to new Business Starts* would tell us about the region's environment for starting and growing new businesses. However the data are noisy and we felt that they did not really tell us what we wanted to know.
- *Business Costs* tell us whether the region can offer a supportive cost environment for businesses. We decided that employment growth was a stronger indicator of the outcome of that environment.

**Community Prosperity:** Our primary indicator in this section, government spending per capita or per \$1000 of personal income, is an imperfect measure of government efficiency. What we are really trying to capture is whether government's actions provide value for citizens and support business prosperity. This is not an easy thing to measure. Other measures we considered were:

- *Philanthropic Giving*, because this contributes to a supportive community environment not offered by government or the private sector. This offers us a strong tie to the Civic Engagement Team, which will publish this indicator.
- *Government Revenue Stability and reserves* would tell us whether the public sector has the reserves to withstand economic downturns while serving the increased social service needs of the public. We are trying to capture stability in our government revenue number. We are still struggling with this.

**Education**

Desired Outcomes	Proposed Key Indicators	Drivers
<p><b>WELL EDUCATED WORKFORCE</b></p> <p><b>WELL EDUCATED INDIVIDUALS</b></p>	<p>1. <b>HEAD START ACCESS.</b> Percent of eligible children, ages 0-3 and 3-4, served by Head Start</p>	<ul style="list-style-type: none"> <li>• Equity</li> <li>• Sufficient opportunity</li> </ul>
	<p>2. <b>STUDENT ACHIEVEMENT.</b> Percent of 3rd Grade students who meet or exceed math and reading assessment standards, by race and ethnicity</p>	<ul style="list-style-type: none"> <li>• Equity, Quality human capital,</li> <li>• Quality curriculum</li> </ul>
	<p>3. <b>HIGH SCHOOL GRADUATION.</b> Cohort High School Graduation Rate, by race and ethnicity</p>	<ul style="list-style-type: none"> <li>• Stable home relationships</li> <li>• Home-school partnership</li> <li>• Motivated learners</li> <li>• Equity</li> <li>• Quality human capital</li> <li>• Quality Curriculum</li> <li>• Safe and civil environment</li> <li>• Sufficient opportunity, Education is a priority</li> </ul>
	<p>4. <b>PUBLIC SCHOOLING.</b> Percent of school age population attending public school</p>	<ul style="list-style-type: none"> <li>• Home-school partnership</li> <li>• Quality human capital</li> <li>• Quality curriculum</li> <li>• Safe and civil environment</li> <li>• Sufficient opportunity</li> <li>• Education is a priority</li> </ul>
	<p>5. <b>SUFFICIENT OPPORTUNITY.</b> Minimum hours of instructional time per year</p>	<ul style="list-style-type: none"> <li>• Sufficient opportunity</li> <li>• Education is a priority</li> </ul>

The Path to Economic Prosperity: Equity and the Education Imperative

**Appendix D – Outcomes, drivers and indicators**

Desired Outcomes	Proposed Key Indicators	Drivers
	<p>6. <b>ADULT EDUCATION LEVELS.</b> Percent of adults 25 years and older with Education Attainment level of Bachelor’s degree or higher, by race and ethnicity</p>	<ul style="list-style-type: none"> <li>• Stable home relationships</li> <li>• Home-school partnership</li> <li>• Motivated learners, Equity</li> <li>• Quality human capital</li> <li>• Quality Curriculum</li> <li>• Safe and civil environment</li> <li>• Sufficient opportunity</li> <li>• Education is a priority</li> </ul>

**Comments:**

Whenever possible the Education Results Team intends to disaggregate data by race and ethnicity.

**Healthy People**

Desired Outcomes	Factors Influencing Outcomes	Key Indicators	Drivers
<p><b>Healthy People based on low morbidity, high quality of life, and life expectancy.</b></p> <p>Indicators of health status could include life expectancy and infant mortality (no tracking of these indicators)</p>	<p><b>Health promotion and disease prevention</b></p>	<ul style="list-style-type: none"> <li>• <b>OBESITY RATES.</b> Percent of adults and children who report being overweight or obese.</li> <li>• <b>PHYSICAL ACTIVITY.</b> Percent of adults who report meeting the Center for Disease Control and Prevention (CDC) recommendations for physical activity.</li> <li>• <b>HEALTH EATING.</b> Percent of adults who report an average fruit and vegetable consumption of five or more servings per day, meeting the Center for Disease Control (CDC) recommendation.</li> <li>• <b>TOBACCO USE.</b> Adults who report being current smokers.</li> <li>• <b>TEEN BIRTH RATES.</b> Percent of Total Births in County to Teen Mothers (Ages 10 - 17).</li> </ul> <p style="text-align: center;"><u><b>LINKAGES WITH OTHER TEAMS</b></u></p> <p>→ <b>ACTIVE TRANSPORTATION</b></p> <p>→ <b>EMISSIONS</b></p> <p>→ <b>VEHICLE MILES TRAVELED</b></p> <p>→ <b>20 MINUTE NEIGHBORHOOD (include food access services?)</b></p> <p>→ <b>SAFE STREETS (?)</b></p>	<ul style="list-style-type: none"> <li>• PHYSICAL ACTIVITY</li> <li>• NUTRITION</li> <li>• TOBACCO USE</li> <li>• SUBSTANCE USE</li> <li>• SEXUAL BEHAVIOR</li> <li>• ACCESS AND MOBILITY</li> <li>• HOUSING AND COMMUNITY</li> <li>• PUBLIC SAFETY</li> </ul>
	<p><b>Health Services</b></p>	<ul style="list-style-type: none"> <li>• <b>ADEQUATE PRENATAL CARE.</b> Percent of babies whose mothers received prenatal care prior to third trimester, by county, 1997-2006.</li> <li>• <b>TOOTH DECAY IN CHILDREN.</b> Percent of children in third grade with tooth decay experience (treated or untreated).</li> <li>• <b>IMMUNIZATION.</b> Percent of 24 month old children who have had the following vaccinations: 4 DPT (diphtheria/tetanus/pertussis), 3 Polio, 1 MMR</li> </ul>	<ul style="list-style-type: none"> <li>• MEDICAL CARE</li> <li>• DENTAL CARE</li> <li>• BEHAVIORAL/MENTAL HEALTH</li> <li>• PUBLIC HEALTH</li> <li>• LONG TERM SUPPORT</li> </ul>

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**Appendix D – Outcomes, drivers and indicators**

Desired Outcomes	Factors Influencing Outcomes	Key Indicators	Drivers
		<p>(measles/mumps/rubella), 3 Hib (Haemophilus influenzae type b), 3 Hepatitis B, and 1 Varicella (chickenpox) vaccines (4:3:1:3:3:1).</p> <ul style="list-style-type: none"> <li>• <b>MENTAL HEALTH.</b> Percent of adults reporting one or more poor mental health days within the past 30 days.</li> <li>• <b>HEALTH INSURANCE.</b> Percent of adults with health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare.</li> <li>• <b>ER VISITS.</b> (Developmental Indicator)</li> <li>• <b>PREVENTIVE CLINICAL CARE.</b> (Developmental Indicator)</li> </ul>	
	<p><b>Social Context and Environment</b></p>	<p style="text-align: center;"><u><b>LINKAGES WITH OTHER TEAMS</b></u></p> <p>→INCOME</p> <p>→UN/EMPLOYMENT</p> <p>→GRADUATION RATES/EDUCATIONAL ACHIEVEMENT</p> <p>→GOOD AIR DAYS</p> <p>→PROXIMITY TO NATURE</p> <p>→VOLUNTEERING/VOTER REGISTRATION</p> <p>→EQUITABLE ACCESS TO THE ARTS</p>	<ul style="list-style-type: none"> <li>• ECONOMICS</li> <li>• EDUCATION</li> <li>• NATURAL ENVIRONMENT</li> <li>• CIVIC PARTICIPATION</li> <li>• ARTS AND CULTURE</li> </ul>

Safe People

Desired Outcomes	Proposed Key Indicators	Drivers
<p><b>SAFETY</b> Community members are able to live with minimal risk of danger, injury, harm, or damage in homes, streets, schools and work places,</p>	<ol style="list-style-type: none"> <li>1. <b>CRIME RATES.</b> Trends in violent and property crimes known to the police.</li> <li>2. <b>RECIDIVISM.</b> Percent of persons who commit a crime within three years of release: a) persons on probation, b) persons released from jail and prison</li> <li>3. <b>ARRESTS.</b> Percent of crime known to police that result in an arrest.</li> <li>4. <b>CHARGES.</b> Percent of charges that: result in a conviction of the original charge, result in a conviction of a lesser charge, result in a dismissal, and remain open.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>ENFORCEMENT OF THE RULE OF LAW.</b> The rule of law is enforced in order to protect community safety and the safety of those involved with the incident.</li> <li>• <b>REHABILITATION.</b> Violators of laws receive evidence-based services, treatment and opportunities that prevent future violations.</li> <li>• <b>SHARED VISION.</b> Shared public safety goals across the system inform decisions and activities</li> <li>• <b>COLLABORATION.</b> Public safety agencies and partner agencies collaborate and coordinate prevention, planning and response across jurisdictional and fiscal boundaries</li> <li>• <b>INFORMATION SHARING.</b> Public safety agencies and partner agencies share information about clients when the release of that information would benefit (and not negatively impact) clients, victims or other members of the community</li> </ul>
<p><b>TRUST</b> Mutual trust exists between members of the community and public safety leaders and officials regardless of the demographics of either party.</p>	<ol style="list-style-type: none"> <li>5. <b>PERCEIVED SAFETY.</b> (Developmental Indicator)</li> <li>6. <b>PARITY.</b> Community demographics (age, race &amp; ethnicity) compared to persons a) arrested, b) charged, c) convicted and d) under supervision</li> <li>7. <b>PERCEIVED TRUST.</b> (Developmental Indicator)</li> </ol>	<ul style="list-style-type: none"> <li>• <b>OBJECTIVE REPORTING.</b> The number of crime-related media reports is proportional to the actual frequency of crime in the community.</li> <li>• <b>FAIRNESS.</b> Consequences of committing a crime are not influenced by age, race, gender, income or position.</li> <li>• <b>CULTURAL APPROPRIATENESS.</b> Public safety leaders and officials understand and know how to appropriately respond to different individuals and communities</li> <li>• <b>SYSTEM ACCOUNTABILITY.</b> The public safety system routinely reviews its law for disproportional impact and fairness, and revises accordingly.</li> </ul>

**Arts and Culture**

Desired Outcomes	Proposed Key Indicators	Drivers
<b>DAILY ARTS FOR YOUTH</b>	1. <b>SCHOOL ARTS SPECIALISTS.</b> Ratio of enrolled K-12 students to the number of Full-time and Part-time Music, Visual Art, Theater and Dance Specialists	Teacher training; advocacy of parents; school board and leadership commitment
<b>ECONOMIC STABILITY OF ARTS PROVIDERS</b>	2. <b>FUNDING FOR ARTS PROVIDERS.</b> Regional Arts and Culture Council grants to organizations and individuals	Business community leadership and investment; dedicated funding stream; commitment of elected officials; awareness of economic value of the arts
	3. <b>EARNED INCOME.</b> Average annual earned income of the region’s a) arts organizations, b) individual artists* (developmental)	Build capacity of emerging arts providers; business community leadership and investment; dedicated funding stream; commitment of elected officials; awareness of economic value of the arts
	4. <b>FINANCIAL HEALTH OF ARTS PROVIDERS.</b> Average debt-to-reserves ratio of the region’s arts provider-organizations* (developmental)	Build capacity of emerging arts providers; business community leadership and investment; dedicated funding stream; commitment of elected officials; awareness of economic value of the arts
<b>EQUITABLE ACCESS</b>	5. <b>FUNDING FOR DIVERSE ARTS PROVIDERS.</b> Total funding for culturally diverse arts provider-organizations, a) total, b) by source *	Build capacity of emerging arts providers; diminish perception barriers; diminish cultural barriers; diminish economic barriers; public art funding reflects diversity in the region; direct outreach
	6. <b>DIVERSE ARTS PROVIDERS.</b> Number of culturally diverse arts provider-organizations in the region*	Build capacity of emerging arts providers; diminish perception barriers; diminish cultural barriers; diminish economic barriers; public art funding reflects diversity in the region; direct outreach

\*Data will be available in late 2011.

**Civic Engagement**

Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
<b>INFORMED COMMUNITY MEMBERS</b>	1. <b>INTERNET ACCESS.</b> Percentage of adults in Portland metropolitan area frequently obtaining news from the internet.	Access to information; access to education
	2. <b>LIBRARY USE.</b> Per capita library circulation rates for Multnomah, Washington, Clackamas and Clark Counties	Access to information; access to education
<b>STRONG SENSE OF COMMUNITY</b>	3. <b>VOLUNTEERING.</b> Percentage of adults in Portland metropolitan area, age 16 or older, volunteering with or through one or more organizations	Sense of responsibility for the public good; possession of economic means to meet basic needs; existence of structures and processes to facilitate community engagement; access to information
	4. <b>GROUP PARTICIPATION.</b> Percentage of adults in Portland metropolitan area, age 18 or older, participating in a group	
	5. <b>CHARITABLE GIVING</b> to nonprofit organizations located in the Oregon portion of the Portland metropolitan area	Sense of responsibility for the public good; possession of economic means to meet basic needs
<b>WIDESPREAD POLITICAL PARTICIPATION</b>	6. <b>VOTING.</b> Percent of eligible voters in the Portland metropolitan area voting in presidential elections	Sense of responsibility for the public good; possession of economic means to meet basic needs; existence of structures and processes to facilitate community engagement; access to information
	7. <b>ACTIVISM.</b> Percentage of adults in the Portland metropolitan area, age 18 or older who contacted or visited a public official	

**Comments:**

The Civic Engagement Results Team proposes five "**developmental**" indicators.

1. **County library circulation figures for foreign language materials**

Outcome: INFORMED COMMUNITY MEMBERS

The availability of foreign language materials can increase access to relevant information for immigrants and/or non-native speakers, enhancing their prospects for informed and meaningful participation in the larger community. Some county libraries in the Portland metropolitan area gather and provide such information, but the information is not collected consistently.

**Appendix D – Outcomes, drivers and indicators**

**2. Percentage of charitable donations to nonprofit organizations that primarily benefit ethnic and racial minorities**

Outcome: STRONG SENSE OF COMMUNITY

According to *Grantmaking to Communities of Color in Oregon* (a recent report issued by the Foundation Center for Grantmakers of Oregon and Southwest Washington), it is possible to identify the percentage of grant dollars specifically designated for organizations (based in particular counties) that benefit ethnic and racial minority groups.

<http://foundationcenter.org/gainknowledge/research/pdf/oregon2010.pdf;jsessionid=WI1SAXHHLDTHTLLAQBQ4CGW15AAAACI2F>. However, this research is still in its early stages and it is not at all clear that such research will continue, regularly, into the future.

**3. Corporate giving**

Outcome: STRONG SENSE OF COMMUNITY

Charitable donations by corporations may serve as an important indicator of the business community’s commitment to building a strong sense of community and supporting civic life. However it is difficult to collect data uniformly across the region.

**4. Healthy ethnic and racial relations**

Outcome: STRONG SENSE OF COMMUNITY

A region’s sense of community is strengthened by effective communication, positive relationships and a sense of trust among different race and ethnic groups. However, measuring the “health” of these relationships is complex and multi-faceted. There is limited data available and it has not been collected systematically. Specific data might include charitable giving to nonprofit organizations that primarily serve ethnic and racial minorities; public dollars dedicated to sustaining the civic engagement capacity of communities of color, including immigrants and refugees; or a perception survey of the status of race and ethnic relations. The Civic Engagement Results Team is requesting assistance from the Equity Panel to identify reliable indicators for the region that would measure healthy race and ethnic relations.

**5. Elected and non-elected public officials racially and ethnically represent the communities they serve**

Outcome: STRONG SENSE OF COMMUNITY; POLITICAL PARTICIPATION

When individuals can identify with a public official that represents their specific community, it enhances their sense of connection to the public process and increases their likelihood of participating in community activities and problem solving. Understanding this data might also promote culturally specific leadership development and innovative employment practices. There is currently no mechanism for data collection. The Civic Engagement Results Team is requesting assistance from the Equity Panel to identify reliable indicators in this area.

**Healthy, Natural Environment**

Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
<p><b>HEALTHY SOILS.</b> Maintenance of working lands. Reduction of external food and fiber needs of the region.</p>	<p>1. <b>LAND COVER.</b> Acres of land devoted to natural ecological communities, forest, and farm/agriculture.</p>	<ul style="list-style-type: none"> <li>• Working land management practices (including welfare of the health and safety management practices of farm and forest workers)</li> <li>• Land conversion or preservation of working lands</li> <li>• Land use and development practices and patterns</li> <li>• Local markets for food, fiber and products</li> <li>• Environmental literacy</li> <li>• Policies and programs (conservation, preservation, restoration, regulations)</li> <li>• Economic viability of urban forest and farms</li> <li>• Legacy practices and pollutants (includes environmental justice and cultural practices)</li> </ul>
<p><b>CLEAN WATER and healthy aquatic ecosystems.</b></p>	<p>2. <b>ECOLOGICALLY HEALTHY WATERWAYS.</b> Benthic Index of Biological Integrity, a measure of the health of invertebrate species in our waterways.</p>	<ul style="list-style-type: none"> <li>• Land use and Development patterns (impervious coverage)</li> <li>• Extent and distribution of tree canopy, green streets, ecoroofs and other natural features that provide ecological function</li> <li>• Abundance, diversity, complexity and health of riparian and wetland habitats</li> <li>• Environmental literacy</li> <li>• Individual behaviors (household and landscape chemicals, driving habits)</li> <li>• Infrastructure design and its impacts (Sanitary/stormwater, water supply, transportation)</li> <li>• Working land management practices</li> <li>• Business practices, large and small</li> <li>• Policies and programs (e.g. restoration/conservation/protection programs, institutional barriers)</li> <li>• Legacy practices and pollutants</li> </ul>
<p><b>CLEAN AIR</b></p>	<p>3. <b>GOOD AIR DAYS.</b> Percent of days with “good” air quality index and air toxics health risks.</p>	<ul style="list-style-type: none"> <li>• Environmental Literacy</li> <li>• Individual behaviors: burning wood for home heat; driving choices</li> <li>• Fuel emissions (heavy duty diesel)</li> <li>• Transportation management</li> <li>• Business practices, large and small</li> <li>• Programs and policies (e.g. institutional barriers to working at home)</li> <li>• Extent and distribution of tree canopy, green spaces and vegetation</li> <li>• Availability of alternative fuels, Bio-methane</li> <li>• Land use and development patterns</li> <li>• Sources and efficiency of energy</li> </ul>
<p><b>RESILIENCY.</b> Environment of the region is able to avoid, minimize, withstand, or adapt to hazards (fire, floods, earthquakes, infestations and landslides),</p>	<p>4. <b>PROTECTED LANDS.</b> Acres of sensitive lands protected or restored (vs. developed).</p>	<ul style="list-style-type: none"> <li>• Diversity, complexity and health of habitats (plant and animal species)</li> <li>• Extent /distribution of tree canopy and vegetation</li> <li>• Cumulative effect and extent of climate change (e.g. increased CO2 inputs, deforestation) carbon mgmt resulting in increased rainfall and decreased snow pack and subsequent increased dependence on natural and engineered water storage (e.g., groundwater, cisterns)</li> <li>• Policies and programs (water conservation, energy conservation, emergency response, regional strategic planning and economic investment)</li> </ul>

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Appendix D – Outcomes, drivers and indicators

Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
<p><b>disasters or climate change so it can continue to provide ecosystem services necessary to life.</b></p>		<ul style="list-style-type: none"> <li>• Land use and development practices and patterns</li> <li>• Sources and efficiency of energy (where we get energy and how we use it).</li> <li>• Historical influences and affects – hydrology and geology</li> </ul>
<p><b>ACCESS TO NATURE. All people can experience nature in their daily lives, and have easy access to parks, natural areas, trails, vegetation and wildlife (in order to enhance their health, sense of place, quality of life, and environmental stewardship).</b></p>	<p><b>5. PROXIMITY TO NATURE AND PARKS.</b> Percentage of the population within ¼ mile walking distance of dedicated open space; ½ mile walking distance to a public park, trail corridor, or natural area; and ¼ mile of a natural area (public or private).</p>	<ul style="list-style-type: none"> <li>• Accessibility and proximity of parks, trails, and natural areas (especially for children, seniors, differently-abled and lower income households).</li> <li>• Extent and distribution of tree canopy, green streets, ecoroofs and other natural features that provide ecological function.</li> <li>• Health and diversity of the regional ecosystem.</li> <li>• Affordability of transportation choices to reach community and regional parks, trails and natural areas</li> <li>• Health and environmental literacy</li> <li>• Connectivity of natural areas, trails and parks.</li> <li>• Stewardship and civic engagement in environmental protection (volunteerism and charitable contributions)</li> <li>• Community walkability</li> <li>• Policies and programs</li> <li>• Land use and development patterns</li> </ul>
<p><b>ENVIRONMENTAL JUSTICE AND EQUITY. All people have access to clean air and water, to a clean and safe environment and to nature.</b></p>	<p><b>6. PROXIMITY TO COMPROMISED ENVIRONMENTS.</b> Developmental Indicator.</p>	<ul style="list-style-type: none"> <li>• Accessibility and proximity of parks, trails, and natural areas (especially for children, seniors, differently-abled and lower income households).</li> <li>• Land use and development practices and patterns</li> <li>• Working land management practices (including welfare of the health and safety management practices of workers)</li> <li>• Legacy practices and pollutants (includes environmental justice and cultural practices)</li> <li>• Extent and distribution of tree canopy, green streets, ecoroofs and other natural features that provide ecological function.</li> <li>• Stewardship and civic engagement in environmental protection (volunteerism and charitable contributions)</li> <li>• Policies and programs</li> <li>• All residents are fully involved as equal partners in decision making about issues that affect the quality of the environment in their neighborhoods, including clean air and water</li> </ul>
<p><b>NATIVE SPECIES. Native Plants and Animals and the habitats/ecological processes that support them.*</b></p>	<ul style="list-style-type: none"> <li>• Percent (acres/miles) of <b>FUNCTIONAL CORRIDORS</b> as defined by the Regional Conservation Strategy.</li> <li>• Number of <b>NATIVE VERTEBRATE TERRESTRIAL SPECIES</b> by watershed.</li> </ul>	<ul style="list-style-type: none"> <li>• Abundance, diversity, complexity and health of habitats</li> <li>• Land use and development patterns (economic pressures)</li> <li>• Regional and local scale anchor habitats, connectivity and wildlife corridors</li> <li>• Policies and programs (e.g. restoration/conservation/protection programs, institutional barriers)</li> <li>• Protection, restoration and expansion of special status habitats and plant and animal species (manage invasive plants and animals)</li> <li>• Environmental literacy</li> <li>• Cumulative effect and extent of climate change</li> <li>• Altered fire and water regimes</li> <li>• Stewardship</li> <li>• Individual behaviors</li> </ul>

**Quality Housing and Communities**

Outcome Definitions	Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
<p>1. <b>ENOUGH HOUSING.</b> Enough safe, decent, affordable, accessible and appropriate housing</p> <p>2. <b>ACCESS TO HOUSING.</b> Access to affordable housing in all neighborhoods, fair and equitable distribution of affordable housing in all communities, and removal of barriers to choice of housing and neighborhood</p> <p>3. <b>HOMEOWNERSHIP.</b> Opportunities for wealth creation through homeownership available to all</p> <p>4. <b>RENTING OPTIONS.</b> Renting is a good option--secure, safe, and affordable</p> <p>5. <b>IMPROVED HOMELESSNESS.</b> Improve homeless outcomes</p> <p>6. <b>ACCESS TO SERVICES.</b> Your neighborhood doesn't determine your access to good schools, clean air, transportation options, etc. All communities offer benefits and are places where people can thrive</p> <p>7. <b>CONNECTEDNESS.</b> Community connectedness in diverse communities</p> <p>8. <b>HOUSING CHOICES.</b> Housing Choices are supported</p> <p>9. <b>PARITY FOR PEOPLE OF COLOR.</b> People of color have the same housing and neighborhood choices as whites</p>	<p>#2. <b>ACCESS TO HOUSING</b></p> <p>#3. <b>HOMEOWNERSHIP</b></p> <p>#8. <b>HOUSING CHOICES</b></p>	<p>1. <b>OWNERSHIP GAP.</b> Homeownership rate gap between ethnic groups and income levels</p>	<ul style="list-style-type: none"> <li>• Race doesn't determine your access to resources via housing and neighborhoods</li> <li>• CRA enforcement, redlining eliminated</li> <li>• Fair housing, fair lending</li> </ul>
	<p>#2. <b>ACCESS TO HOUSING</b></p> <p>#7. <b>CONNECTEDNESS</b></p> <p>#9. <b>PARITY FOR PEOPLE OF COLOR</b></p>	<p>2. <b>RACIAL SEGREGATION.</b> Geographical distribution of African American, Hispanic, and Asian populations.</p>	<ul style="list-style-type: none"> <li>• Race doesn't determine your access to resources via housing and neighborhoods</li> <li>• Creation of mixed-income communities</li> </ul>
	<p>#1. <b>ENOUGH HOUSING</b></p>	<p>3. <b>TRANSPORTATION + HOUSING COSTS.</b> Housing plus transportation costs</p>	<ul style="list-style-type: none"> <li>• No household is cost-burdened</li> <li>• Healthy and balanced housing market</li> <li>• Neighborhoods are accessible</li> </ul>
	<p>#3. <b>HOMEOWNERSHIP</b></p>	<p>4. <b>HIGH INTEREST RATE LOANS</b> as a share of home purchase loans by race/ethnicity</p>	<ul style="list-style-type: none"> <li>• Fair housing, fair lending</li> <li>• CRA enforcement, redlining eliminated</li> <li>• Access to non-predatory credit/capital</li> </ul>
	<p>#5. <b>IMPROVED (REDUCED) HOMELESSNESS</b></p>	<p>5. <b>HOMELESSNESS.</b> Rate per 10,000 and one night shelter and street counts</p>	<ul style="list-style-type: none"> <li>• Sufficient housing</li> <li>• Emergency housing assistance</li> </ul>
	<p>#1. <b>ENOUGH HOUSING</b></p>	<p>6. <b>HOUSING COST BURDEN.</b> Share of households paying 30 percent or more of income for housing</p>	<ul style="list-style-type: none"> <li>• No Household is cost-burdened</li> </ul>
	<p>#1. <b>ENOUGH HOUSING,</b></p> <p>#4. <b>RENTING OPTIONS</b></p>	<p>7. <b>HOUSING WAGE GAP</b> – Income needed to afford fair market rent versus median income, wage needed to afford fair market rent versus minimum wage</p>	<ul style="list-style-type: none"> <li>• Healthy and balanced housing market</li> </ul>

**Access and Mobility**

Outcome Definitions	Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
<p>1. <b>ACCESS.</b> Access to essential information, goods, services, activities and destinations</p> <p>2. <b>MOBILITY.</b> Safe, efficient and reliable mobility options for people, goods, and services</p>	<p><b>#1 ACCESS</b></p>	<p>1. <b>ACCESS.</b> Access to travel options and nutritious food: Percent of households within ¼ mile of high frequency transit service. Percent of households within ¼ and 1 mile of grocery store. Bikeability. Sidewalk density.</p>	<ul style="list-style-type: none"> <li>• Degree of connectivity of streets, trails, sidewalks, bike lanes &amp; travel modes</li> <li>• Density of street intersections</li> <li>• Compactness &amp; density of land use pattern</li> <li>• Availability and use of non-single occupant vehicle travel options</li> </ul>
<p>3. <b>ECONOMIC PROSPERITY.</b> Transportation system that promotes economic competitiveness and prosperity</p>	<p><b>#2 MOBILITY</b> <b>#3 ECONOMIC PROSPERITY</b></p>	<p>2. <b>TRAVEL DELAY AND CONGESTION.</b> Annual hours of delay per traveler, total hours of delay, and total cost of delay within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Reliability</li> <li>• Cost of congestion for traded sector travel</li> <li>• Traffic Congestion</li> </ul>
<p>4. <b>IMPROVED ENVIRONMENT.</b> Transportation system that improves environmental health</p>	<p><b>#4 IMPROVED ENVIRONMENT</b></p>	<p>3. <b>VEHICLE MILES TRAVELED.</b> Daily vehicle miles traveled per person and total daily vehicle miles traveled within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Vehicle miles traveled</li> <li>• Car ownership</li> <li>• Access to other modes of transportation beyond single occupant vehicle</li> </ul>
<p>5. <b>HEALTH AND SAFETY.</b> Transportation system that enhances human health and safety</p>	<p><b>#4 IMPROVED ENVIRONMENT</b></p>	<p>4. <b>EMISSIONS.</b> Tons of transportation-source GHG emissions, carbon monoxide (CO), nitrogen oxide (NOX), volatile organic compounds (VOC), particulate matter 10 exhaust (PM10) within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Vehicle miles traveled</li> <li>• Pollution from vehicles</li> <li>• Car ownership</li> <li>• Fuel efficiency/energy use</li> <li>• Access to other modes of transportation beyond single occupant vehicle</li> </ul>
<p>6. <b>EQUITY.</b> Transportation system that ensures equity</p>			

**Appendix D – Outcomes, drivers and indicators**

Outcome Definitions	Desired Outcomes	Proposed Key Indicators	Drivers (policy considerations)
	<p><b>#5 HEALTH AND SAFETY</b></p> <p><b>#4 IMPROVED ENVIRONMENT</b></p>	<p>5. <b>ENVIRONMENTALLY FRIENDLY MODES.</b> Percent mode share of non-SOV travel (transit, carpools, walking and bicycling) within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Walkability</li> <li>• Opportunities for physical activity</li> <li>• Quality and level of access to bike infrastructure</li> <li>• Infrastructure design</li> <li>• Access to other modes of transportation beyond single occupant</li> </ul>
	<p><b>#5 HEALTH AND SAFETY</b></p>	<p>6. <b>FATALITIES AND INJURIES.</b> Number of pedestrian, bicyclist, and vehicle occupant fatalities and serious injuries within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Walkability</li> <li>• Perception of transportation system safety</li> <li>• Quality and level of access to bike infrastructure</li> <li>• Infrastructure design</li> <li>• Driver behavior</li> <li>• Posted travel speeds</li> <li>• Amount and quality of educational campaigns for traffic laws, fitness, health</li> </ul>
	<p><b>#6 EQUITY</b></p>	<p>7. <b>TRANSPORTATION COSTS.</b> Average cost of transportation as a percentage of income within the metropolitan planning boundaries of Portland and Vancouver region</p>	<ul style="list-style-type: none"> <li>• Affordability of transportation and housing</li> <li>• Equitable access for all incomes, ethnicities, ages, abilities and geographies</li> <li>• Distribution of benefits and burdens</li> </ul>

## Appendix E – Developmental indicators and other issues to address

We will hand off several streams of work to the organization that will carry this work forward: 1) developmental indicators, 2) other issues by team, and 3) feedback issues on the work in general.

### Developmental indicators

Data are unavailable for many outcomes the teams wanted to measure. Where the teams feel the importance is high but the data non-existent, they identified the desired indicator as “developmental.” They are listed below.

#### *Economic Opportunity*

- Indicator #1.10 – Government efficiency

#### *Healthy People*

- Indicator #3.11 – Emergency room visits
- Indicator #3.12 – Preventive clinical care

#### *Safe People*

- Indicator #4.7 – Perceived trust

#### *Arts and Culture*

- Indicator #5.4 - Earned income of arts providers
- Indicator #5.5 - Financial health of arts providers

#### *Civic Engagement* (see explanation beginning on page 49)

- County library circulation figures for foreign language materials
- Percentage of charitable donations to nonprofit organizations that primarily benefit ethnic and racial minorities
- Corporate giving
- Healthy ethnic and racial relations
- Elected and non-elected public officials racially and ethnically represent the communities they serve

#### *Healthy, Natural Environment*

- Indicator #7.6 – Proximity to compromised environments

## Other issues by team

### *Economic Opportunity*

Data issues: The only data source that offers unemployment rate by race for the Portland Metro is the American Community Survey. The racial categories “Black Alone,” “American Indian or Alaska Native Alone,” and “Asian Alone” do not include people of multiple races but they do include Hispanics that also identify with one of those races. Thus, there will be some people in the “Hispanic” category that will also be represented among the other categories.

The Economic Opportunity team debated a number of other indicators, including:

#### **Individual and family prosperity:**

- *Travel Time to Work*, and indicator of the driver Jobs/Housing Proximity. This would tell us whether community members are able to find a good job fit for their skill and abilities without enduring long commutes. [Editor’s note: This relates to Access & Mobility indicator #9.2.]
- *Metro Score*, a community index based on seven community attributes. This score gives us a measure of vibrant neighborhoods, which can affect a person’s access to opportunity and their sense of well being.
- *A Strong Social Safety net* is important to ensure that families can weather economic downturns. However, we felt that the other indicators were stronger overall measures.

**Business prosperity:** Our primary indicators tell us about the availability and condition of land, labor and capital, the primary factors of production. However, we recognize that there are additional important factors, including:

- *Human capital* is certainly important to business and individual prosperity; this important driver connects us to the Education team.
- *Innovation* is key to growing the economy without increases in land, labor or capital. However, few indicators of innovation are available at any level of geography smaller than the state. We are still working on this.
- *Jobs due to new business starts* would tell us about the region’s environment for starting and growing new businesses. However the data are noisy and we felt that they did not really tell us what we wanted to know.
- *Business costs* tell us whether the region can offer a supportive cost environment for businesses. We decided that employment growth was a stronger indicator of the outcome of that environment.

**Community prosperity:** Our primary indicator in this section, government spending per capita or per \$1000 of personal income, is an imperfect measure of government efficiency. What we are really trying to capture is whether government’s actions provide value for citizens and support business prosperity. This is not an easy thing to measure. Other measures we considered were:

- *Philanthropic Giving*, because this contributes to a supportive community environment not offered by government or the private sector. This offers us a strong tie to the Civic Engagement Team, which will publish this indicator.

- *Government Revenue Stability and reserves* would tell us whether the public sector has the reserves to withstand economic downturns while serving the increased social service needs of the public. We are trying to capture stability in our government revenue number.

### **Education**

The team identified no developmental indicators. All indicators in this section are operational and will be broken down by race and ethnicity wherever possible.

However, the team states that while a large amount of education data is available, the opportunity to use individual tracking numbers could help us better understand a student's success along the educational pathway by linking K-12 with post-secondary outcomes

### **Healthy People**

Much of the available health data comes from the Behavioral Risk Factor Surveillance System (BRFSS). BRFSS estimates pertain only to the adult population aged 18 years or older, living in households. Households without a land-line phone do not have the opportunity to participate in the survey. Interviewers are occasionally unable to contact some households despite repeated attempts. Weighting partially takes into account the non-response pattern. The survey is administered in English and Spanish, only. BRFSS data are self-reported and are subject to the limitations of all self reported data.

### **Safe People**

The FBI's Unified Crime Report, the source for much of the Safe People data, does not reflect all crimes as they can only list crimes reported to law enforcement agencies. Also, should a number of crimes be connected, they only list the most serious one.

### **Arts and Culture**

While some data are available more is being gathered through current projects such as the Local Arts Index, the Economic Impact of the Arts study, the Right Brain Initiative, and Any Given Child.

### **Civic Engagement**

Given the relative absence of data at the regional level on the civic engagement activities of various demographic groups – racial, ethnic, age, class, income, and gender – it is difficult to measure the extent to which the benefits of civic engagement are widely shared. It is imperative that the region invest in improved data collection efforts to help identify better ways to engage groups that may be underrepresented.

### **Healthy, Natural Environment**

Good environmental data are available. One challenge is getting data to tell a regional story that includes all counties in the region on both sides of the Columbia. Data collection procedures often differ in Oregon and Washington.

### **Quality Housing and Communities**

Each indicator requires data from a different source and some are combinations from multiple sources. Some of the data sources do not disaggregate or focus in by income or racialized minority group. A more complete picture could emerge with a combination of quantitative and qualitative data.

### **Access and Mobility**

Data on travel modes from the American Community Survey include only work trips, which represent about 14 percent of all trips. It is likely that the percentages using environmentally friendly travel choices would be higher if all trips were included.

## Feedback on the work in general

We will encourage, receive and catalog feedback during the summer and fall of 2011 during a broad outreach and fundraising campaign. We have already begun to collect and catalog feedback about indicators, existing and desired. Here is a beginning list:

### *Data issues*

- Lack of data to study equity issues renders some communities of color and low income populations invisible. Data are inadequate for racial and economic subgroups of the population in many indicator areas. For example, racial and ethnic breakdowns are unavailable for many civic engagement indicators. For example, health data, much of which comes from a national survey (called BRFSS) that uses land line phones often overlooks people of color who are more likely to live in cell phone only households. Since BRFSS is administered in English and Spanish only, those who do not speak those languages are also overlooked. In housing, some of the data sources do not disaggregate or focus in by income or racialized minority group.
- Data for Asian and Pacific Islanders are particularly problematic given the lack of disaggregation. For example, the Asian community, which looks as well or better educated than whites on average, dominates the data for more recent immigrants and refugee populations, which experience significant and persistent education disparities.<sup>11</sup>
- Clark County data is sometimes calculated or collected differently than in the Oregon Counties (Multnomah, Clackamas and Washington). When that occurs, show the data on the chart, but clearly mark it as separate from the Oregon data series.
- If a statewide comparator is shown for Oregon, include the corresponding Washington data point(s) as well.

### *Indicator issues*

- Happiness or well-being index – There is interest in collecting opinion data from the region’s residents on how satisfied they are with their lives. This may provide an opportunity to “ground-truth” many of the indicators with how people feel, a useful tool for policy makers.
- Social support outcomes and indicators, such as domestic violence, are absent.
- Social issues are more closely correlated with income *disparity* than with income levels.
- Racial health disparities are not addressed.

***This list will continue to grow. To add your feedback, please log onto [portlandpulse.org](http://portlandpulse.org) to join the email list and offer your comments.***

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<sup>11</sup> Data on refugee arrivals by state and by nationality can be found at [http://www.acf.hhs.gov/programs/orr/data/refugee\\_arrival\\_data.htm](http://www.acf.hhs.gov/programs/orr/data/refugee_arrival_data.htm).

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