

Examining the Application of Social Wellbeing Framework/Techniques to the Region Forward Process



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Today's Objective

- ✦ Describe tentative approach to using the MWCOCG Regional Executive Development Program (REDP) to examine Region Forward targets and indicators
- ✦ Overview of the social wellbeing concept
- ✦ Seek your reactions/input

Idea Origination

- ✦ Two graduate students under guidance of Michael Lennon (GWU) and MWCOG staff found the Wellbeing approach:
 - Had increasing interest to government and researchers
 - Had demonstrated benefits to community outcomes
 - Aligned well and might complement the NCR's Region Forward effort
- ✦ Recommended the MWCOG REDP program as an appropriate vehicle to examine the possibility more closely

Introduction

The GWU Public Leadership Student Team has been studying the Region Forward Goals, and Wellbeing approaches around the world with the goal of assisting the MWCOG increase the attractiveness of the greater Washington area through non-economic indicators.

A Case for Using Wellbeing to Advance the Region Forward Goals

Opportunities for improving the region using Non-economic Indicators

1. Many well-being indicators are already incorporated into the Region Forward (RF) goals.
2. Use lessons learned from other cities around the world who have applied the Wellbeing approach.
3. Explore additional working models for the Greater Washington Area to achieve its economic and social prosperity goals

Driving for improvement of non-economic indicators will:

- Improve the lives of Greater Washington Area Residents
- Make the Greater Washington Area more attractive to non-residents

The Importance of Wellbeing



Video Link: <http://wellbeing.smgov.net/about/wellbeing-project>

Objective Measures Used by Santa Monica to Define Wellbeing

COMMUNITY

- Social connections are an important dimension of wellbeing, often overlooked in city planning efforts yet vital to feelings of optimism and resilience.

PLACE

- Local context or place can impact resident perceptions of their wellbeing and drive engagement in healthy behaviors.

LEARNING

- Education resources are central to a community's overall wellbeing and support of the growth and development of its residents across the lifespan.


HEALTH

- Community health also contributes to wellbeing, particularly aspects of emotional wellness, trust and belonging, resilience and vitality.

ECONOMIC OPPORTUNITY

- Economic vitality is essential to community wellbeing and can include indicators such as employment rates and productivity.

Santa Monica's Efforts Gaining National Attention



Helping Communities Thrive

March/April 2016

THE WALL STREET JOURNAL

On Gauging the Pursuit of Happiness

August 2015

theguardian

How Santa Monica became the first city to measure its residents' wellbeing

August 2015

THE HUFFINGTON POST

Why cities are redesigning to enhance wellbeing (Video)

August 2015

Los Angeles Times

Santa Monica found some surprises in creating well-being index

April 2015

Forbes

Tweets, Foursquare Check-Ins, Merge With City Data To Enhance Santa Monica's Wellbeing Index

April 2015




Santa Monica Wellbeing Project Key Findings Released

April 2015



Wellbeing Project to weave science into government decisions

April 2015



Customer-Driven Government: How to Listen, Learn and Leverage Data for Service Delivery Improvement

August 2015

FAST COMPANY

Can you run a city based on happiness?

July 2015

theguardian

Santa Monica: the city that wants to design itself happier

July 2015

Deseret News

6 ways to increase your happiness, from the 2015 World Happiness Report

July 2015

LOS ANGELES BUSINESS JOURNAL

Santa Monica Wellbeing Study Finds Unease

April 2015

Santa Monica Lookout

New Study Pinpoints How Well Santa Monicans Feel About Living Here

April 2015




Wellbeing index shows the perks and warts of Santa Monica

April 2015



Santa Monica's Wellbeing Project: Rethinking the Role of the City in the 21st Century

September 2014



The Meaning of Wellbeing

May/June 2015



Wellbeing Index paints portraits of Santa Monica's five ZIP codes

May 2015




The Wellbeing Launch

April 27, 2015

BROOKINGS

Tackling opportunity and well-being, Santa Monica-style Brookings

April 2015



Stressed out? Unhealthy? Can your city government improve your quality of life?

September 2014



Santa Monica Spends \$1 Million to Assess Wellbeing

September 2014

FAST COMPANY


How A Wellbeing Index For Cities Is Taking Shape In California

April 2014



Santa Monica spends \$1 million to assess well-being

April 2014



Are you happier than a Santa Monica resident?

April 2015

Canyon News

Santa Monica's Wellbeing Project

April 2015



Living Well in Santa Monica

April 2015



Wellbeing Index: Santa Monica satisfaction behind Spain, ahead of UK

April 2015

THE HUFFINGTON POST

The 'Wellbeing Index': Santa Monica Joins US Cities Tracking Happiness

April 2015



Should California measure wellbeing when setting policy?

April 2015

How Wellbeing Fits with Region Forward

Many Region Forward Indicators and targets are already supporting wellbeing

- Support parents (18)
- Create a built environment that is sociable and green (17)
- Promote economic growth (14)
- Reduce unemployment through active welfare (11)
- More wellbeing at work (22)



(#) – the number of region forward indicators that help support top wellbeing interventions recommended by the Legatum Institute

When we meet
Region Forward
Goals



The Region's
Wellbeing
Improves

The REDP Program is a Well-suited Vehicle

- † Year long program with a strong public policy analysis component
- † 32 managers viewed as high-potentials by their jurisdictions
- † Project teams work under the guidance of GWU faculty coaches and MWCOCG project sponsors
- † Have used Region Forward Framework as a guiding framework for REDP policy analysis projects in the past

What We Need from You

✦ Ongoing

Input and advice re: feasibility and appropriateness

Evaluation of team deliverables and appropriate next steps

✦ Today

What are your initial reactions?

Have you or your organizations utilized social wellbeing approaches?

Do you see application to what you or your organizations are trying to achieve?