



# **Western Greater Yellowstone Consortium Annual Summit Indicators Project Dialogue**

May 2, 2013

# Today's Objectives

- Introduce the Indicators Advisory Team and consultants
- Describe the history and goals of this project
- Develop a common understanding of indicators and their purpose
- Encourage input on three types of indicators to be developed under this project
- Outline next steps for the Indicators Project



# Agenda

- Welcome and Introductions – Wendy (5)
- Project History and Progress – Jan (5)
- What Are Indicators, and Why Do We Use Them? – Judy (20)
- Participant Discussion and Feedback – Jan/Wendy (40)
- Next Steps



# WGYC Indicators Advisory Team



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**Jan  
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**Rick  
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**Tim  
O'Donoghue**



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# How We Got Here

- Team met in July 2012 to craft a participatory approach to Indicator development
- Inspired by Innes & Booher research findings:
  - Indicators must be developed with involvement of those who will use and learn from them
  - Three types of indicators are needed that reflect region's own needs and circumstances
- RFP released in October with Q&A posted online
- Brendle Group selected by Advisory Team from among the six companies that bid

# Where We're Going

- Indicator Advisory Team will work closely with Brendle Group and all other project teams to develop:
  - System Performance Indicators
  - Policy & Program Indicators
  - Rapid Feedback Indicators
- Indicator Advisory Team will ensure that reporting on HUD flagship indicator metrics occurs in parallel with this process
- Indicator development to continue as part of ultimate RPSD

# Brendle Group Project Team

Western Greater Yellowstone Consortium

Sustainability Indicators Project Advisory Team



**Project Manager**  
**JUDY DORSEY, PE, CEM, LEED-AP**  
President and Principal Engineer  
Brendle Group

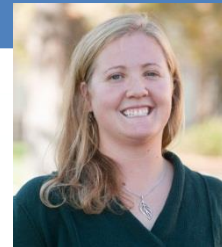
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# Indicators 101. What and Why

- What are indicators
- Why we're talking about indicators
- Where they fit in the RPSD
- What makes a good indicator
- High-level overview of indicators by topic

# What are Indicators?

- Quantitative signposts for the informed measurement and management of sustainability performance
- Realize that measurement
  - Reveals our values
  - Drives behavior
  - Can inspire us
  - Helps us learn

*From Miller, **We Don't Make Widgets***



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# Role of Indicators in Regional Planning

- Tools to help determine if region is moving toward or away from key intended outcomes
- Can help inform planning and goal/policy revision
- Indicators are typically linked to topic area goals in the plan
- Provide ability to track system change (system indicators), progress toward goals (goal-level indicators), rapid response – *what's the right mix for the region?*



# What Makes a Good Indicator? Questions to Consider

- Is it **applicable** to the entire region, or just specific communities?
- Is it **clear and concise** and not reliant on overly complex definitions or calculations that will be difficult for stakeholders and decision makers to understand?
- Is it **usable** in evaluating policy and making decisions that affect a community or the region?
- Are **reliable data** available for the region so that it can be consistently and accurately tracked over time?
- Is it a higher-level “system” indicator that **covers multiple** community, economic, and/or environmental topics in the Plan?



# Applying Indicators to WGYC Regional Plan

- Address HUD requirements and guidance
- Link to project advisory team efforts
- Help to cross-pollinate best practice in measurement among the consortium counties, cities, and agencies
- Help to inform and shape a definition of sustainability for the region
- Align with topic areas and goals that will emerge in the RPSD



# HUD Sustainable Communities – Performance Measurement/Indicators

Objectives:

- To capture data that can be used to **demonstrate the impact of the Sustainable Communities Initiative, and to answer questions regarding best practices and lessons learned;**
- To begin to **develop a common framework across the country for the measurement of progress toward making our communities more sustainable; and**
- To empower individual communities to **track progress toward their individual sustainability goals.**



# HUD Reporting Requirements

- Baseline Values for each Flagship Sustainability Indicator
  - Sustainability snapshot for policymakers and planners
    - Transportation Choice
    - Housing Affordability
    - Equitable Development
    - Economic Resilience
    - Growth through Reinvestment
- Report indicators outcomes during grant period
- Grantee Driven Performance Measures
  - Appropriate to local context
  - Created through iterative process of community engagement

# Example Indicators: Environmental

- Water supply and quality
- Fishable/swimmable miles or lake areas in the region
- Waste diversion and recycling rates
- Acres of protected land
- Presence/absence of animal, plant, or bird species



# Example Indicators: Economic

## • Socioeconomic Data

- Median household income
- Families/population below the poverty line

## • Economic Activity Data

- Gross Regional Product
- Number of businesses and employees
- Agricultural data (# of farms, acreage, types of production, etc.)
- Land use patterns (e.g., per capita land consumption, net acres of agricultural and natural resource land lost annually to development per new resident)



# Example Indicators: Community

- Measures of resident health (e.g., incidence of disease, obesity rates)
- Perception of community safety
- Transportation costs
- Access to healthy food choices (e.g., percent of total population that reside in a low income census tract AND reside more than 10 miles from a supermarket/large grocery store)
- Affordable housing measures (e.g., Percentage of renter units and owner units affordable to households earning 80% median family income)

# Feedback From You

- What social, economic and environmental indicators are we already measuring in our region?
- What will we want to measure over the long term that will reflect our quality of life or how well our system is working?



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## Next Steps: Action Items

- You can join the Indicators Advisory Team
- You can help other project teams develop suitable indicators
- You can assist the Brendle Group by alerting them to what social, economic and environmental indicators are already being monitored by your group or agency



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