Creating a city for wellbeing:

Key findings about wellbeing perspectives
and assets in Santa Monica

April 2015

This presentation outlines key findings about wellbeing perspectives in Santa Monica. The findings reflect themes that emerged from analyses from three data sources: resident survey, city of Santa Monica (CSM) administrative data as well as other supplemental administrative or secondary data from other sources about Santa Monica; and social media data.

The data were gathered by the research team for the Wellbeing Project, after extensive efforts to develop a conceptual and then data framework. In what follows, we provide a summary of the key findings. Additional information about the data sources, mapping activities, analyses and, most importantly for this effort, the translation of data into city action, will be offered in a wellbeing project "how to" or sustainability guide for use by CSM and other cities.

The briefing deck will be of interest to a wide range of stakeholders, including CSM city leaders (both public and private sector) as well as representatives from other cities interested in the findings and CSM's approach to this work. Please note that the full briefing deck will not usually be presented in entirety; rather sections of the briefing deck may form shorter presentations for City leaders and content for the Wellbeing Project website.

Presentation roadmap

- Why wellbeing?

- Project design

- Key findings
  - Who is Santa Monica?
  - How do Santa Monica residents perceive their lives, outlooks?
  - Dimension by dimension

- Summary and next steps

Slide 2

In this presentation, we outline reasons for the focus on wellbeing, give the outline of why the study was designed this way, summarize key findings by both dimension and subgroup, and outline potential next steps with regard to how findings can be applied locally and new opportunities for data gathering in the future.

An increased focus on wellbeing comes at a time when we have greater global understanding of all of the components that comprise whether an individual, community or a whole society thrives and flourishes. City leaders are learning that it is important to invest in the assets that allow each person to live a full, complete, and healthy life. In this new era, government leaders are reimagining their obligation and role as government—is it simply for government to uphold the safety net or to more proactively invest in and support the wellbeing of its residents?
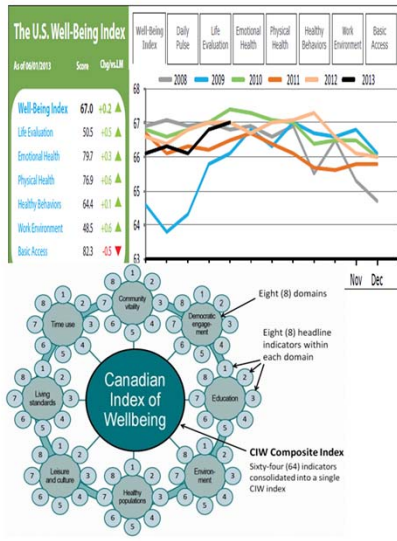
Very few projects on wellbeing (or associated wellness tracking initiatives) are moving beyond data dashboards to local translation. This project was motivated by the fact that while there is some wellbeing measurement work happening in other cities, there is rather limited work to integrate findings into day-to-day government action, to coordinate around a common wellbeing agenda, or to use findings to inform other policy and resource decisions.

Aims of project are multi-fold

- To develop a set of wellbeing indicators

- To use an expert panel and community end user process to review dimensions

- To develop a data analytic framework for use and translation of wellbeing information

- To work with city government and nongovernmental staff to interpret wellbeing information and

- To share findings with other cities via the Bloomberg Philanthropies partnership

Slide 5

To that end, RAND and the New Economics Foundation (nef) partnered with CSM to address the following aims:

- To develop a set of wellbeing indicators that maps to key dimension areas and uniquely integrates both subjective and objective assessment;
- To use an expert panel and community end user process to review dimensions and indicators, and to provide input not only on measure development but purpose and application of the wellbeing data;
- To develop a data analytic framework for use and translation of wellbeing information for local decision-making, which builds on existing Santa Monica data collection and monitoring efforts;
- To work with city government and nongovernmental staff to interpret wellbeing information and to develop a sustainability plan for use of the data; and
- To convene with the other city consultants to ensure that the final approach is developed for broad use and application in Santa Monica and will be shared with other cities via the Bloomberg Philanthropies partnership.

This presentation describes some of the results from the first three aims.
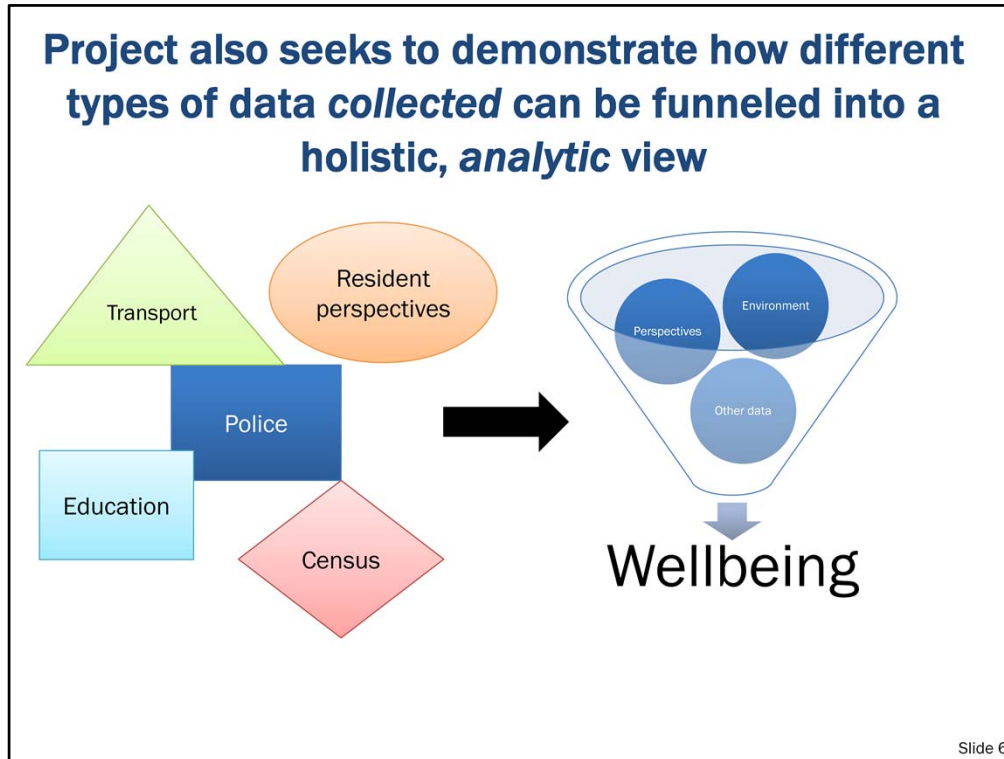
While CSM has been tracking all types of data in different forms, it has not brought together information on city wellbeing in a holistic view that merges sources and types of data. Principally, CSM has conducted various forms of resident surveys but the content has not primarily focused on wellbeing. Further, wellbeing perception information has not been merged with data that offer insight about wellbeing supports, amenities, or conditions in CSM. On the left, we illustrate the different forms of data—data from survey ("resident perspectives"), data from education, data from police, and so forth. On the right, we demonstrate how these data can be brought together – information from public perceptions, with data on the environment and other city conditions – to tell a more complete story on wellbeing.

By merging these data together, CSM can observe where it does and does not have relevant data on wellbeing constructs. Note, this presentation does not provide the detail on what data are (or are not available) currently in CSM to provide a picture of wellbeing (that is part of a more extensive data gap analysis). Please see an associated data map and "how to" guide for that information.
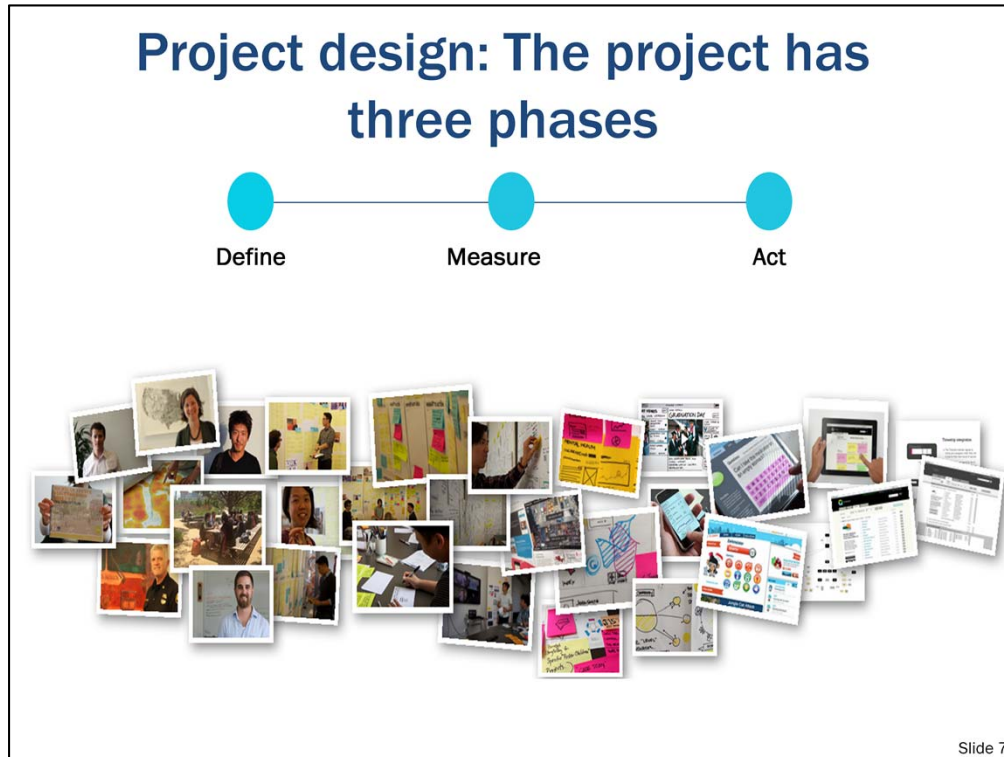
While complex, The Wellbeing Project at its most basic level can be distilled into 3 phases: Define. Measure. Act.

We *define* what wellbeing looks like at the community level. We *measure* wellbeing by bringing together diverse sources of data, including administrative data collected by CSM and other sources, subjective reports from residents, and sentiment data derived from sources such as social media. After synthesizing these data, CSM are then encouraged to *act* together with community partners and residents on strategies to actively address critical needs.

The successful uptake of this project requires a significant amount of interaction, input, and ownership among CSM staff across all departments, as well momentum within the larger community. We describe each phase of Define, Measure, and Act in the new few slides.
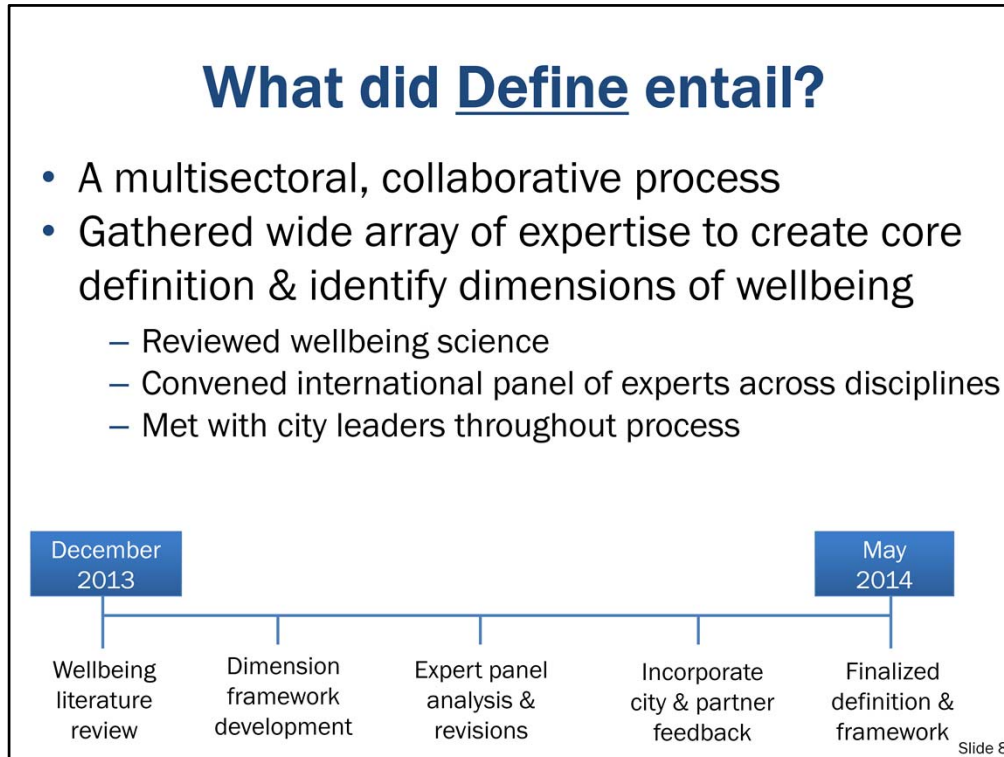
The *define* phase of the project was fairly lengthy and extended across the first six months of the project period. The research team leveraged findings from a literature review on core definitions and drivers of wellbeing. We briefly summarize some of these findings below. Then the team convened an expert panel comprised of wellbeing researchers, city leaders from various locations globally engaged in comparable health and wellbeing tracking, and other global policy leaders on the wellbeing topic. The expert panel reviewed the research team's approach to measuring wellbeing, including development of our conceptual framework. The expert panel was convened three times for the project, and individual members were engaged between meetings to review and comment on elements of the project. The study team also conducted interviews and meetings with city of Santa Monica government leaders to refine the content. Two meetings with non-government leaders were convened as well to vet the definitions and framework.

A brief summary of this research is provided below:

Wellbeing is defined both subjectively and objectively, and includes individual and community-level assessment.

Individual wellbeing can be defined as the extent to which people experience happiness and satisfaction, and are realizing their full potential. When a person is happy, believes his/her life is going well, and is functioning positively (in terms

of positive relationships, autonomy, competence, among other factors), he/she can be considered to have high levels of *individual* wellbeing. Key aspects of *community* wellbeing include community health, economic resilience, educational capacity, and environmental adaptation. In order to capture both individual and community wellbeing, subjective (e.g., perceptions of individuals and the community) and objective (e.g., availability of resources) data should be included. The US National Academy of Sciences has established a panel on *Measuring Subjective Well-Being in a Policy Relevant Framework*, which provides a template for how subjective data can be leveraged with these other data.

Making wellbeing a goal of policy-making is a new and promising approach at the local and national levels.

Any good democratic government implicitly has the goal of improving the wellbeing of its citizens/residents. But, until recently, this goal has often remained unnamed. Instead, governments have tended to focus on intermediate goals, which they believe will improve wellbeing. Such an approach can mean that policies to achieve one intermediate goal are designed without consideration of impact on other intermediate goals; can mean that key drivers of wellbeing are sometimes ignored; and can mean that opportunities for positive interactions between the drivers of wellbeing can be missed. It can also mean that patterns of wellbeing over time and within a geographical area are not fully understood.

Measuring wellbeing, and understanding the determinants of wellbeing and how they interact, can help create a more holistic and informed policy-making approach. Propositions on how to measure wellbeing, quality of life, or progress have been around since the 1960s. Early pioneers in using these approaches include the Jacksonville Community Indicators initiative in Florida, which started over 30 years ago. However, it is only since around 2008 that the idea that policy-makers can and should use wellbeing data to drive policy has gained traction. The direct measurement of experienced wellbeing has made an important contribution to this change, with academics and think tanks calling for 'National Accounts of Wellbeing' (e.g., Kahneman *et al*., 2004; **nef**, 2009). This subjective angle on measuring wellbeing has provided the area with a framework for understanding and structuring objective indicators, as well as a more readily communicable message.

Meanwhile, the French Commission on the Measurement of Economic Performance and Societal Progress, chaired by Joseph Stiglitz, Amartya Sen, and Jean-Paul Fitoussi, has given the agenda increased credibility and taken it to the level of national governments. Since then, several nations have included measures

of subjective wellbeing in official statistics, including Canada, the UK, France, Italy, Australia, Chile, and many others. Countries such as the UK and Italy have set up Measures of National Well-Being that are intended to drive policy decisions. At the same time, research has demonstrated the most immediate impacts of measuring things differently where wellbeing metrics are prioritized are often observed first at the local and sub-national level (Hak et al., 2012).

While there has been increasing national, state, and local focus on wellness and to some extent even wellbeing (see Seattle's Happiness Index, the Gallup Healthways Well-being Index), there has been far less focus on how to translate that information into meaningful action that can be executed by communities as a whole.

As fiscal resources become increasingly limited and there is more recognition of the breadth and diversity of actors in our communities, it has become more important for government and organizations outside of government to help make communities healthy and well. But there have been two challenges. First, most community initiatives have stopped short of explicitly strengthening wellbeing, instead focusing on some aspects of health, economic productivity, or wellness, with a less integrated focus on the roots of wellbeing, including the connections among residents and the organizations that support them to live full lives. Second, there has never been an initiative that explicitly pursues the goal of wellbeing at all levels of government practice in a way that has government working collaboratively with nongovernmental actors to use data on wellbeing to drive local policy decisions.

Wellbeing assessment often is only used by a few individuals in government; it tends not to engage the full range of government and non-governmental organizations that contribute to wellbeing at the community level.

Government and nongovernmental organizations must work together to improve a community's wellbeing. Communities that have strong integration and engagement of these organizations are able to support community response to any type of stress (Baezconde-Garbanati et al., 2006; Pant et al., 2008). In particular, nongovernmental organizations can help to engage local people who have vital assets (Stewart et al., 2009). Loosely organized systems of groups, networks, or organizations increase both the volume of resources (by pooling them) and the diversity of resources (by the greater amount of variation) (Norris et al., 2008). Groups that are organized ahead of time can play key roles in times of stress and in an ongoing capacity can strengthen overall wellbeing.

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

A number of groups are vulnerable based on life circumstances (e.g., a lack of economic, cultural, or social resources), and these experiences can impede wellbeing (Cutter, 2000; Mechanic & Tanner, 2007; Norris et al., 2008). When these groups are not reaping the benefits of economic resources and productivity, it becomes much more difficult for the entire community to develop and maintain resilience in the face of any stress (Morrow, 1999; Norris et al., 2008; Pfefferbaum et al., 2005). In order to build and maintain wellbeing, communities must engage in economic development and reduce social and economic inequities. According to Pfefferbaum (2005), resilience and, ultimately, community wellbeing depends on ongoing investments in physical resources including schools, health facilities, job training, and neighborhood development.

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

Social connectedness refers to the personal (e.g., family, friend, neighbor) and professional (e.g., service provider, community leader) relationships among community residents. Relationships can vary in closeness (acquaintance vs. close friend), and can be with individuals that are similar in status (i.e., horizontal or parallel) or with individuals of varying status and power (i.e., vertical or hierarchical). When residents have relationships with other members of their community, it increases their attachment to the community, access to real and perceived social support, social capital (i.e., feelings of trust and norms of reciprocity that develop as a result of relationship (Putnam, 2000); and promotes a sense of community (i.e., "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together" (McMillan & Chavis, 1986). Research has shown that individuals who live in communities with these characteristics (i.e., healthy communities) have better psychological, physical, and behavioral health (Varda et al., 2009), and are fundamentally better able to thrive. In addition, people with a greater sense of community are more concerned with maintaining their connections to the community (Yong-Chan & Jinae, 2009).

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

The underlying physical health of the population (e.g., the number of residents with

chronic conditions) can greatly affect the community's wellbeing. Understanding the pre-existing health conditions of a community is critical for wellbeing assessment. Communities with a greater proportion of residents with chronic conditions, such as obesity, kidney disease requiring ongoing dialysis, or other conditions requiring durable medical equipment, will generally require more medical support that impedes overall wellbeing and an ability to respond to stress (Kailes & Enders, 2007). In addition to physical health, psychological health is both essential for and a desired result of community wellbeing. Psychological wellness provides individuals with coping resources. Psychological wellness is defined as 1) the absence of psychopathology, 2) healthy patterns of behavior, 3) adequate role functioning at home, school, and/or work, and 4) high quality of life (Norris et al., 2008). Norris and colleagues, as well as Pfefferbaum et al. (2009), propose that population wellness, in measuring overall mental health and quality of life, serves as an appropriate indicator of community resilience and ultimately wellbeing.

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

Education wellbeing is important but often overlooked in overall community wellbeing assessment. It can include school achievement (reading, math, science literacy) and educational attainment, but in a wellbeing framework also includes items such as out of school time, employment transitions, social and emotional learning, and development of 21st century learning skills (e.g., learning and innovation skills, media and technology acquisition, life and career skills) (Bodily, 2010; Karoly 2009).

But education as measured by access and participation, service delivery, quality of care, and financing is important to capture in a wellbeing index. The presence of these supports and resources is critical to a community's overall wellbeing.

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

Local context can include everything from the availability of green space to transportation options and efforts to address or adapt to climate change. Dimensions such as urban sprawl—a measure of the built environment that encompasses residential density, land use mix, centralization, and street connectivity (the degree to which destinations can be reached in a direct pathway)—has been linked to a variety of health and wellbeing outcomes. Further, urban sprawl and street connectivity are hypothesized to affect health outcomes through their effect on the opportunity for routine, daily physical activity. Consistent

with this hypothesis, earlier studies have shown that individuals in neighborhoods with a high degree of street connectivity walk and bicycle more (Hess et al., 1999; Moudon et al., 1997). Neighborhood safety and deterioration are also linked to poor wellbeing. Finally, communities that have plans to address a range of changes in climate from rising sea levels to changes in precipitation (whether adaptation such as floodplain management or use of green or eco-approaches to construction) are often better equipped for changing demographic and economic conditions, and thus better able to withstand a range of stressors. Further, these communities tend to have individuals who view their local context more favorably.
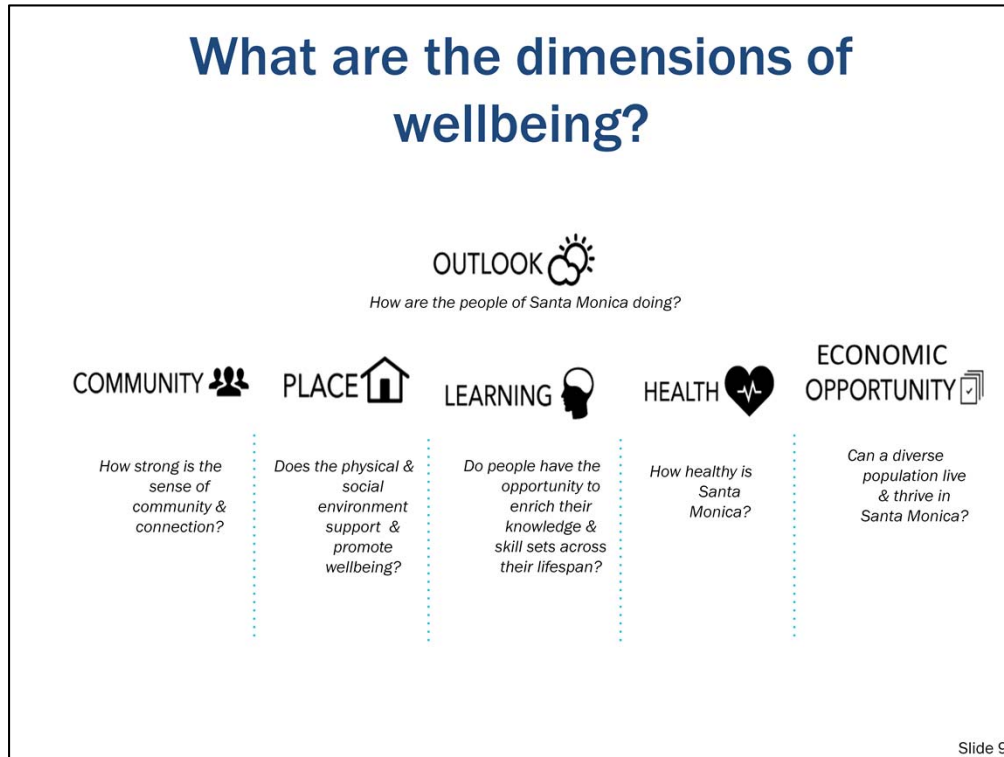
After this *define* phase, we created a dimension framework to capture core elements of wellbeing. This combined key findings from the literature review with CSM interests and priorities.

Outlook refers to the concepts of eudaimonic or subjective wellbeing – in short, how do people feel about themselves and their lives. This has been critical to wellbeing measurement, motivated by work by **nef** among other organizations. These organizations have been instrumental in considering how to measure wellbeing concepts, such as thriving and flourishing.

But the CSM project was unique in that the team did not just include measurement of outlook, or subjective wellbeing. Rather, we included five other dimensions related to wellbeing, using "objective" data on community conditions. Our dimension selections were informed by work as diverse as the Canadian Wellbeing Index and the Happy Planet Index.

Community illustrates that social connection and sense of community have a powerful influence in the overall experience of wellbeing. *Place* refers to the role of the built environment – both physical and social – to drive whether people have wellbeing and quality of life, but also to assess whether the wellbeing features or amenities in a

community can support or influence that wellbeing. *Learning* refers to an emerging field of research, suggesting that opportunities to learn across the life cycle (and not simply formal educational opportunities) contribute to a sense of thriving and flourishing. This is key to wellbeing. *Health* is long understood to be related to wellbeing, but it must include a wide range of constructs from physical to emotional and spiritual. And finally, a community that can provide *economic opportunity* contributes to whether people have a positive outlook for the future, feel they can stay in a community, and grow in their position.
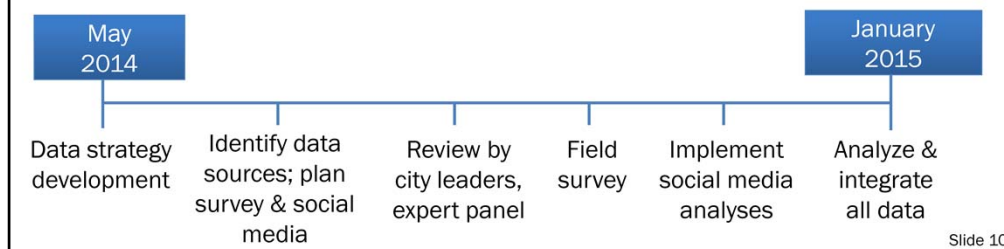
The next phase of the effort, after define, was to identify how to operationalize each dimension. The team segmented each dimension into three subdimensions and related measure areas. This was first charted in a framework document, which ensured the team thoroughly assessed whether the subdimensions covered the content of the dimension and the associated measure areas had at least some evidence or conceptual underpinning.

Then we mapped those dimensions, subdimensions, and measure areas to the likely sources and types of data – survey, administrative, and social media. While the data mapping effort started as early as December 2013 to provide ample time for CSM administrative data collection as the dimension workbook was being finalized, more strategic efforts to collect the data to complete the framework began in earnest following the completion of the framework.

We worked with the CSM team and expert panel to review and confirm how we operationalized the dimensions. We identified the measure areas that could only be assessed via survey, and identified some options for social data, and particularly social media analyses. We identified which administrative data could be collected from city and non-city sources. We then worked to collect, integrate, and analyze those data in early 2015. These efforts formed the basis of this presentation.
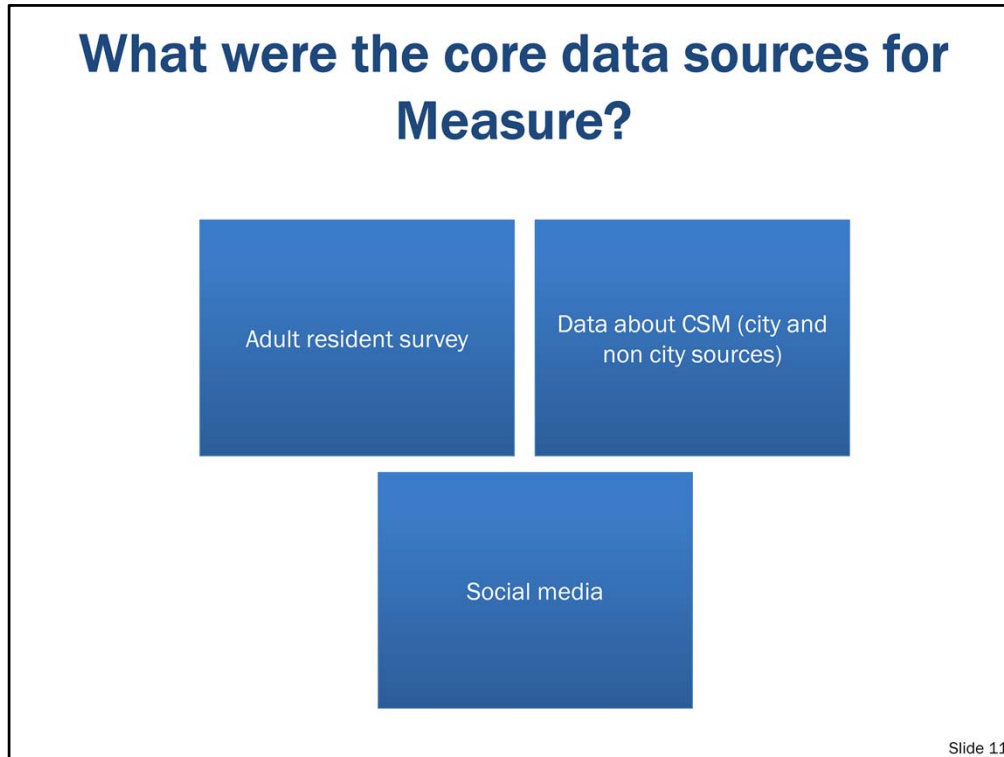
As noted earlier, there were three sources of data:
- We fielded a resident survey focused on dimensions of wellbeing in Fall 2014. The survey was designed to be approximately 15 minutes long. We drew the sample from multiple sources in the CSM (e.g., activity registrations) and then we also encouraged participation through outreach to various community based organizations. Survey respondents could also access the survey through the project website. The first City of Santa Monica Wellbeing Survey was launched in September 2014, and fielded online in both English and Spanish. Open for four weeks, we received over 2200 unique responses from Santa Monica residents, nearly four times the number of previous responses to Santa Monica resident surveys (though the response rate was approximately 11%, somewhat comparable to internet based surveys of this type). Though the Santa Monica population was well-represented overall, response rates were lower than desired for some demographic groups (e.g., Hispanic residents, residents between the ages of 18 and 24). To address this, our analysis was weighted to the population. The survey included questions spanning the five dimensions defined in the Santa Monica Wellbeing Index as well as personal wellbeing. Further, interest in the survey was reflected in the number of write-in responses we received to an open-ended question about the city and wellbeing (over 1700 responses).
- We also captured secondary data both from CSM and other sources (e.g.,

American Community Survey) where data were available at the level of city-specific geography. Administrative data were reviewed for relevance to inform the identified wellbeing dimensions including data on wellbeing resources and amenities to further illustrate or complement survey data

- Finally, we selected social media data and particularly Twitter and Foursquare data on how CSM residents were connecting and where. We also used the data to supplement the opportunity dimension.

Other data sources on the City were reviewed

| CSM or other	Data Source (department and/or data set name)
CSM	Police Department Data on homeless population Boards and Commissions Business types Big Blue Bus Library Active Net Youth wellbeing report card (e.g., EDI) Rent control Fire Water Code enforcement
Other secondary data from survey or administrative sources	American Community Survey/Census California Healthy Kids Survey California Health Interview Survey Los Angeles County Registrar-Recorder/County Clerk Los Angeles County Department of Public Health SMMUSD SMCC Adult education USDA UCLA Extension BRFSS Zillow

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The table on this slide summarizes the sources of information from CSM as well as other administrative data sources. As noted, all of these data sources were reviewed, but not all data were ultimately used in this briefing deck of key findings, primarily due to their relevance to our wellbeing subdimension measure areas and, in some cases, data quality. For example, data from Big Blue Bus were accessed to capture transportation use and route distribution, but the team determined that the lack of unique tracking data (i.e., SmartCard data from passes) made it difficult to capture the types of data on public transport use we needed for our wellbeing framework.
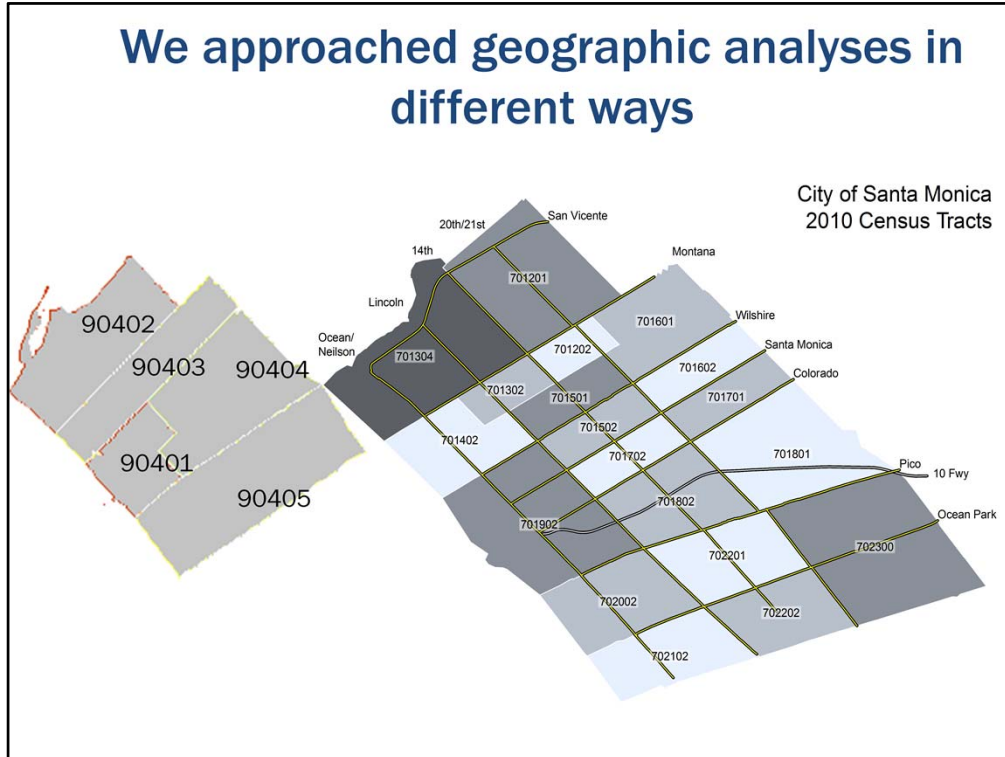
Santa Monica is pioneering the effort to measure wellbeing at the local government level. Most of the analysis focused on how the community is doing *as a whole* in six key areas: Outlook, Community, Place, Learning, Health, and Economic Opportunity. However, we also looked at the findings by the five zip codes in Santa Monica to see if any meaningful patterns arose. In some instances, the team was able to look at the neighborhood level as defined by census tracts to help enrich assessment of wellbeing assets and needs throughout Santa Monica. Although it is impossible to capture all of the variability that exists within a zip code or neighborhood, these analyses provide a greater level of detail into how wellbeing varies across the city – and where City officials, community organizations, and residents may step in to produce meaningful change.
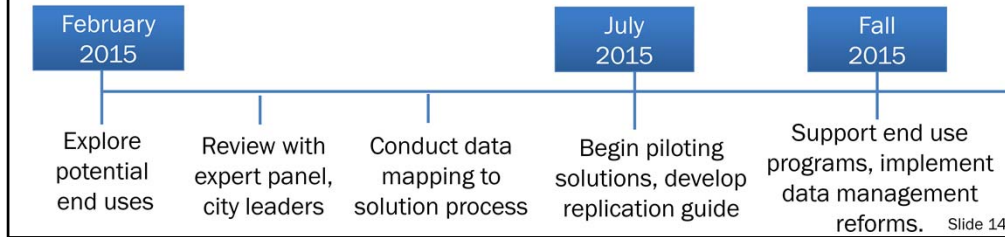
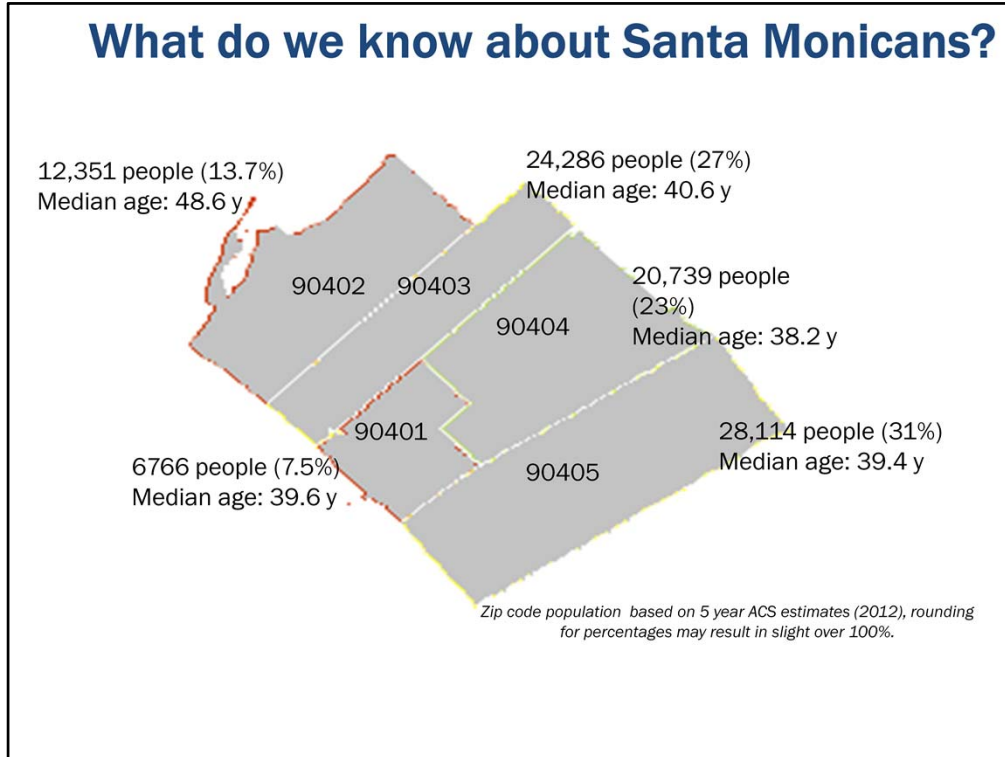Finally, the *Act* phase started early in the process as we outlined potential end uses of the data and how data would be used by CSM residents, city leaders, etc. But the phase started in earnest in February 2015. The goal of *Act* is to ensure the data motivate community discussions about potential solutions. This process is now ongoing with engagement with key stakeholders; translation of these data into the City budget development and metrics setting process is central to this effort. *Act* will also be summarized in the CSM wellbeing "how to" guide.

Who lives in Santa Monica?

The first part of the project was to summarize current socio-demographic data on the Santa Monica population. These data are only briefly captured in this briefing deck, but the study team created a longer data book solely comprised of demographic data that can be used by city government staff. There was a need to streamline and centralize what demographic data are commonly used by CSM staff, and as such we are using comparable data in this presentation for population size and demographics. The plan is for these data to be used by CSM for subsequent efforts (i.e., we agree that ACS data are the source for CSM population numbers).

What do we know about Santa Monicans?

12,351 people (13.7%)
Median age: 48.6 y

24,286 people (27%)
Median age: 40.6 y

90402   90403

20,739 people (23%)
Median age: 38.2 y

90404

90401

6766 people (7.5%)
Median age: 39.6 y

90405

28,114 people (31%)
Median age: 39.4 y

Zip code population based on 5 year ACS estimates (2012), rounding for percentages may result in slight over 100%.

The overall CSM population based on ACS 2012 five year estimates is 90,008 people. Younger residents tend to live in 90401, 90404, and 90405, with older residents living more in the other two zip codes. The majority of SM is located in 90403 and 90405.
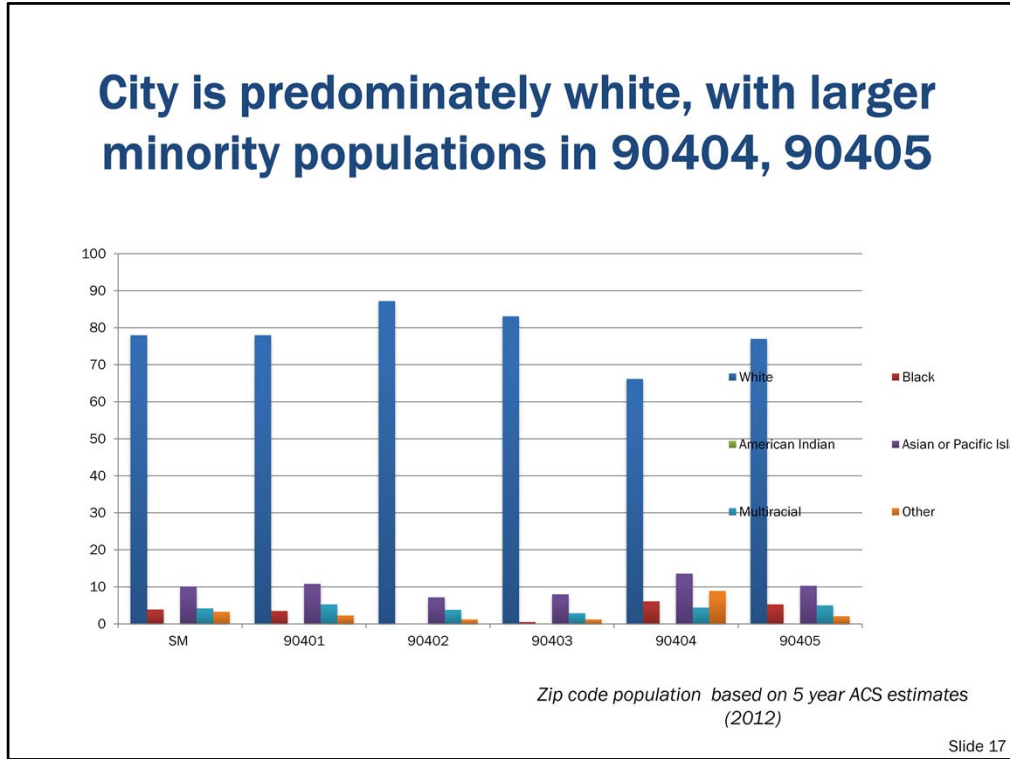
Approximately 78% of the city residents are white only. Overall, minority populations are concentrated in 90404 and 90405.
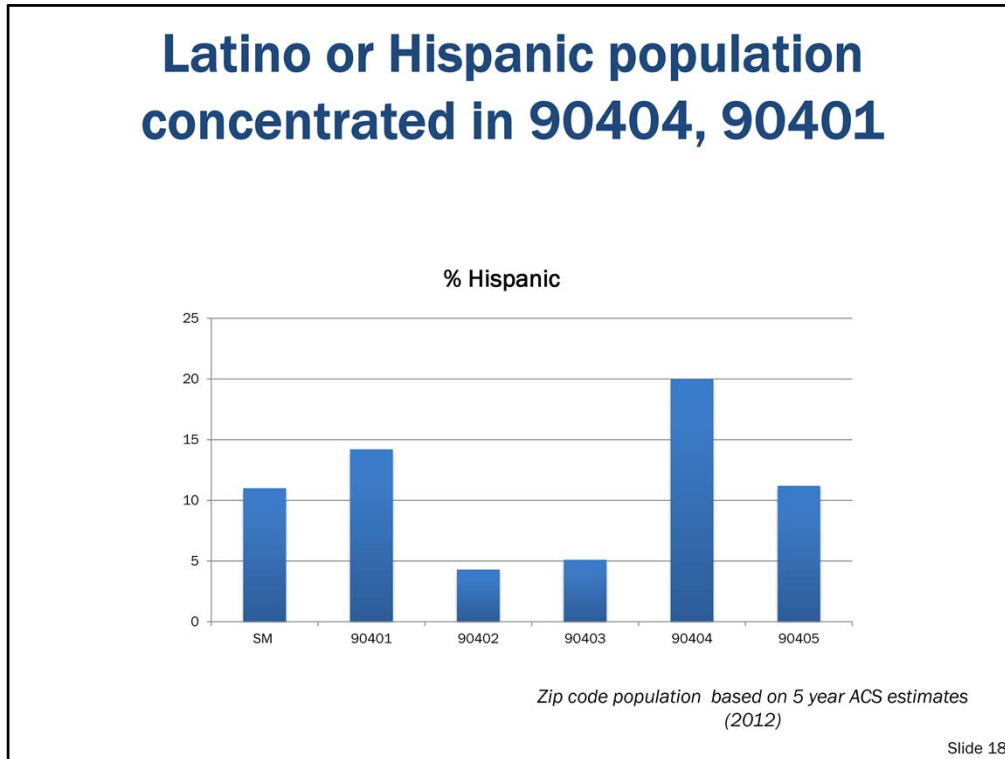
The Latino population is mostly located in 90404, followed by 90401.
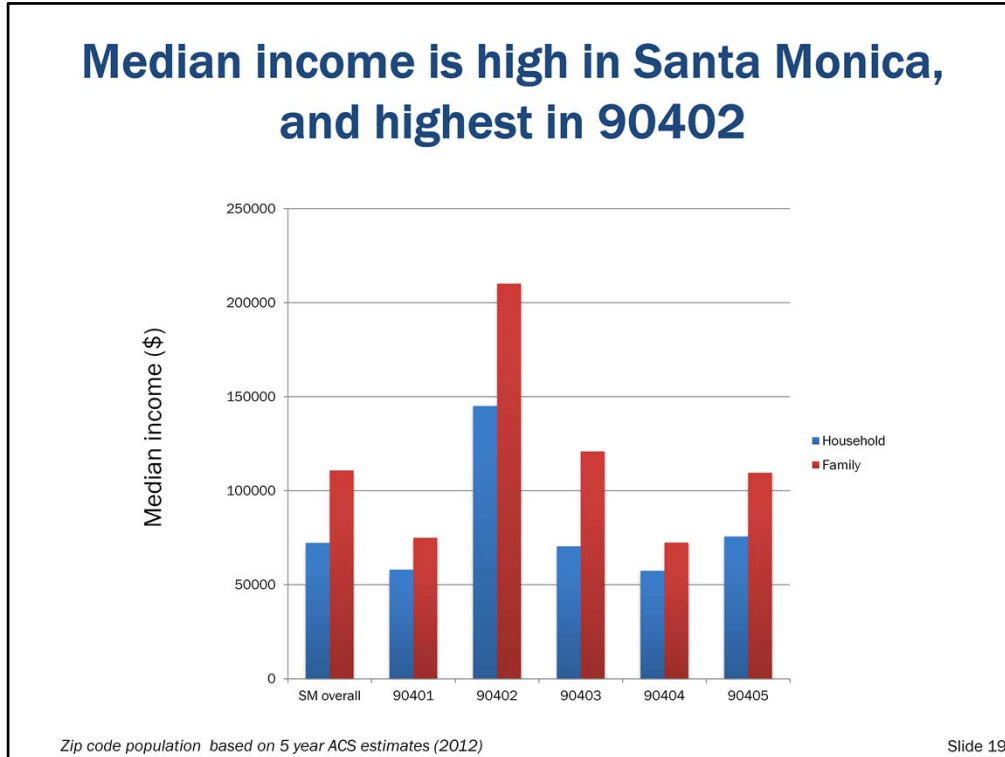
The median incomes in the city are quite high overall (greater than 100K for families as defined by households with children under age 18 years), but the incomes are particularly high in 90402. There is some disparity in income levels that tends to track other demographic differences (e.g., age, race).
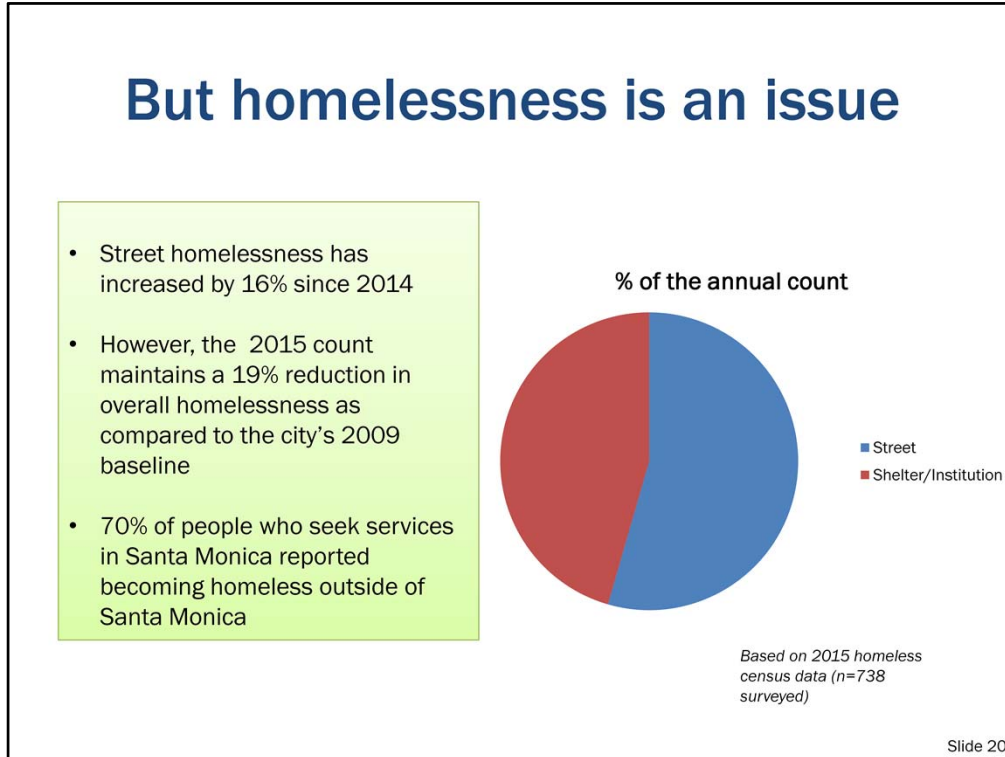
It is also important to note that while income levels are high in SM, there are income disparities and needs in the population too. Santa Monica has a relatively significant homeless population. Homelessness is a county-wide issue, however, with a 2013 count of 39,000 homeless individuals in Los Angeles County.

Wellbeing findings by dimension

- Dimension and sources of data

- Summary themes

- Key findings, by subdimension

- Opportunities for further exploration

Slide 21

The rest of this presentation addresses the key findings related to each of the well-being dimensions. We primarily organize findings by subdimension, presenting survey data first where available, then secondary or administrative sources and social media data, where relevant. Analyses are stratified by key demographic characteristics, specifically age, gender, race/ethnicity, and geography.

In this section, we provide key findings about the outlook or personal wellbeing dimension.
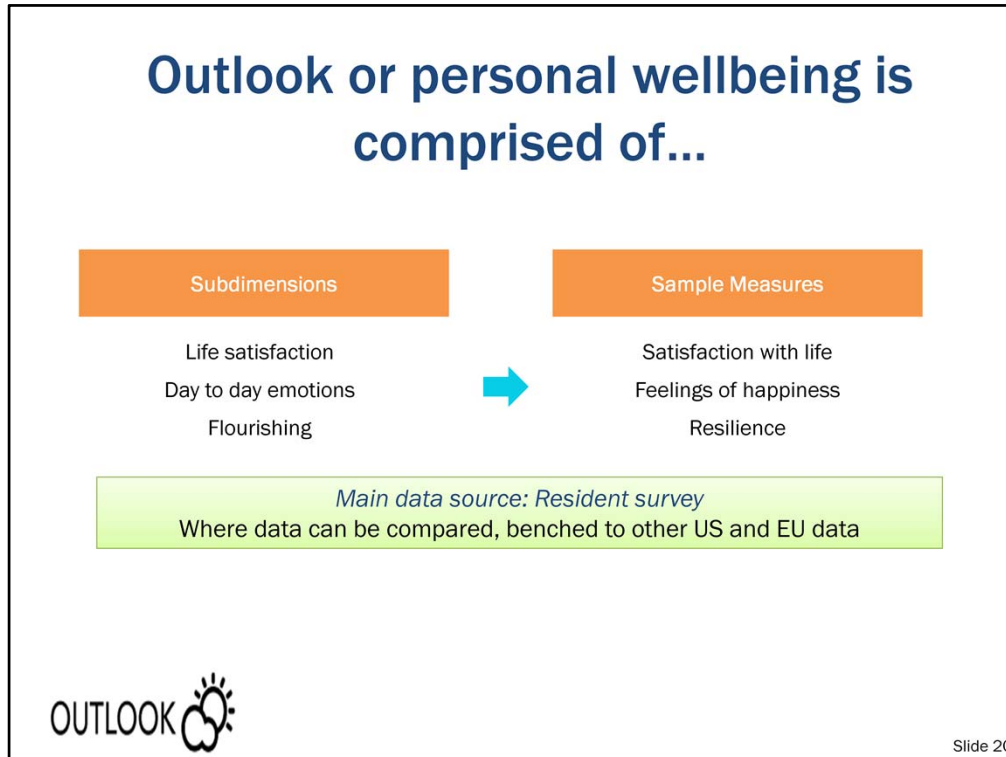
As a reminder, outlook is about personal wellbeing. It is about how people feel about their lives and their experience of life. In the U.S., Gallup has been collecting data on personal wellbeing or outlook.

How are we measuring outlook?
In the Santa Monica effort, the research team developed a resident survey to assess the subjective experience of wellbeing of its residents. We include three subdimensions:

- Life satisfaction – Overall, how satisfied are people with their lives?
- Day to day emotions – Do people feel happy? Sad? Stressed?
- How well people are flourishing – Do people feel that what they are doing in life is worthwhile? Do they feel a sense of accomplishment? Do they feel free to decide how they live their life? Research tells us that the answers to these questions are really important to people's wellbeing.

We offer comparable data from the U.S. or Europe where we can match across surveys. Note that we can more frequently make comparisons to the EU, given how commonly these types of survey items are fielded there relative to the U.S.

How are the people of Santa Monica doing?
Summary themes

- Residents are generally satisfied with life and most have time to do things they enjoy

- Middle age groups report greater stress and difficulties with work-life balance

- Engaging in more frequent social interactions and spending time outdoors are highly correlated with higher personal wellbeing

OUTLOOK

Slide 21

Overall, the analysis of personal wellbeing reveals some key findings in CSM. Most residents report high life satisfaction. Yet, there is variation that raises some concerns. Those in the middle age groups (35-50 years) report having less time for social engagement and more stress, though residents who report more time for social connection and time outdoors also report higher personal wellbeing.
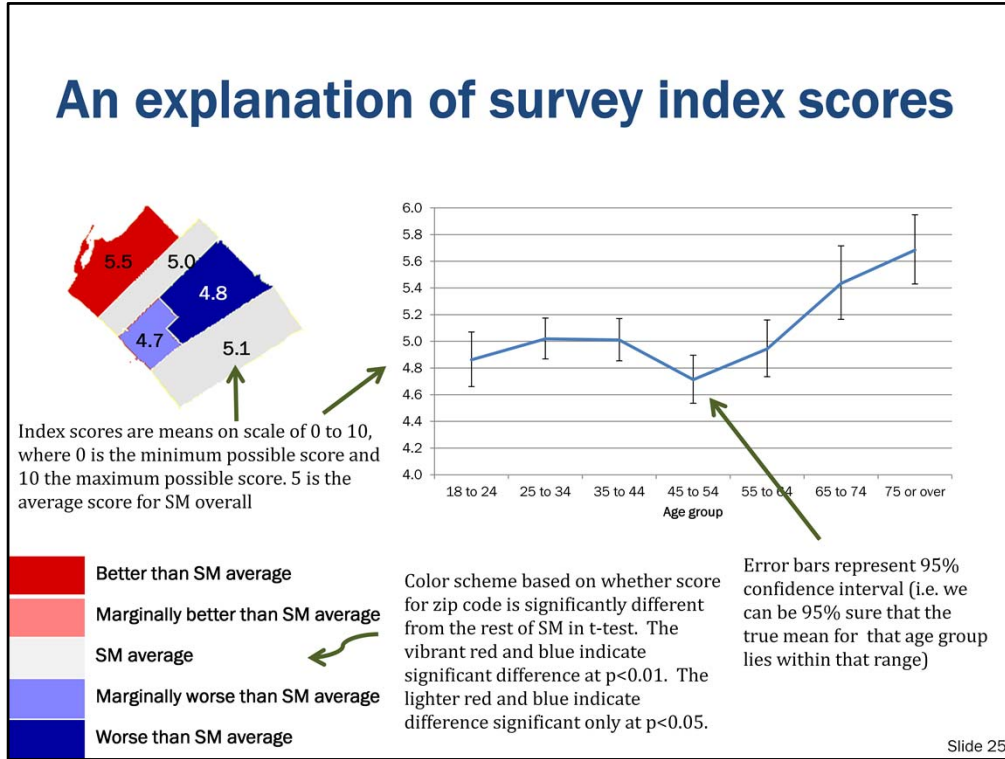
Before we proceed with presenting survey and other findings, we provide a brief explanation of the index scores. The research team was able to create index scores by dimension, using survey data only. The index scores are means on a scale of 0 to 10, where 5 represents the average score for CSM overall. The team then plotted the scores by zip code above and below the SM average – those that are marginally different are noted by light blue and red (p<.05), while those at greater significant difference above and below average (p<.01) are denoted with deeper shades of red and blue.

We also indicate the error bars or the 95% confidence intervals when plotting index scores by age, as example.
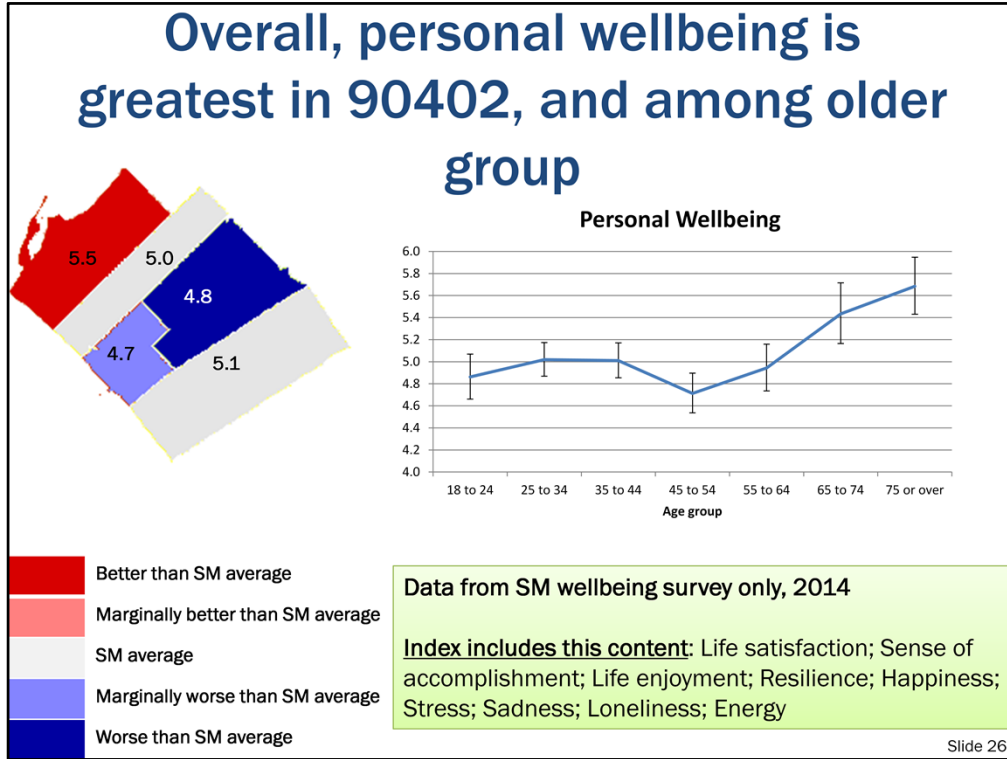
Now to the outlook data... From the survey data only, the team created a score of personal wellbeing, comprised of items related to life satisfaction, sense of accomplishment, life enjoyment, resilience, happiness, stress experience, sense of sadness, sense of loneliness, and energy level. The scale was then normalized on a 0-10 scale for interpretation ease. We set the overall CSM average to the mean of 5.0, and then plotted the values above and below by zip code. Red places have better than CSM averages, and blue have worse.
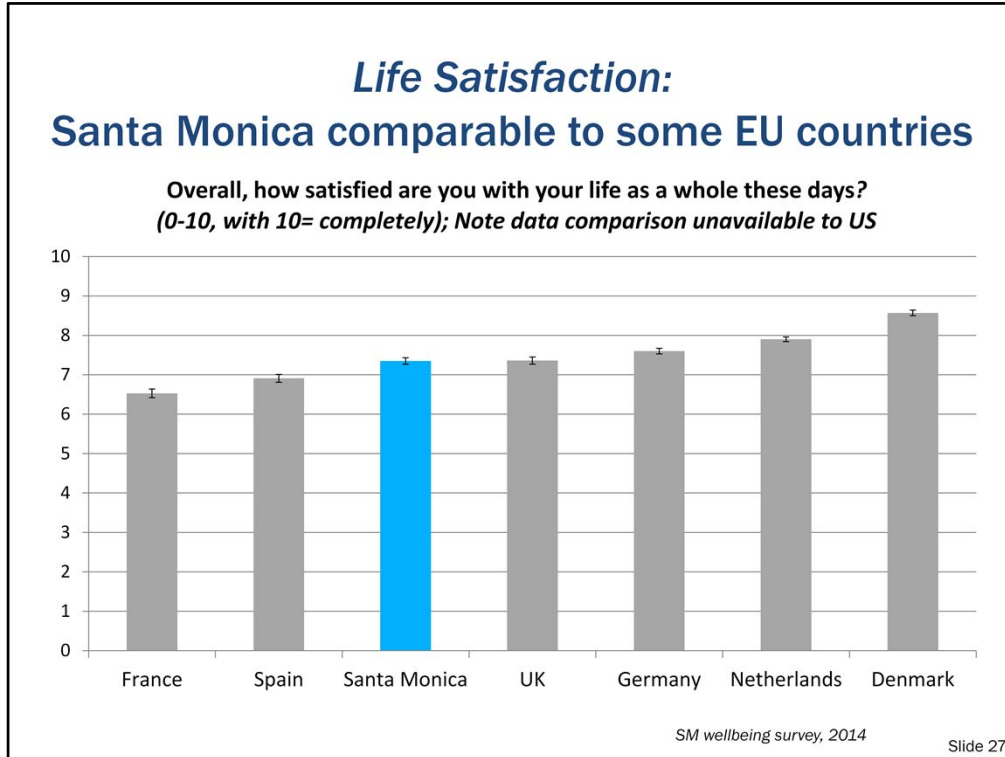
We present some single item findings to provide context for each of the core subdimensions for outlook, beginning with the subdimension of life satisfaction. Comparative data on this question are only available from the EU. In that context, residents of SM are in the middle of the pack, comparable to citizens in the UK, but not as satisfied as people in places like the Netherlands and Denmark. These places have global reputations as centers of happiness and contentment.
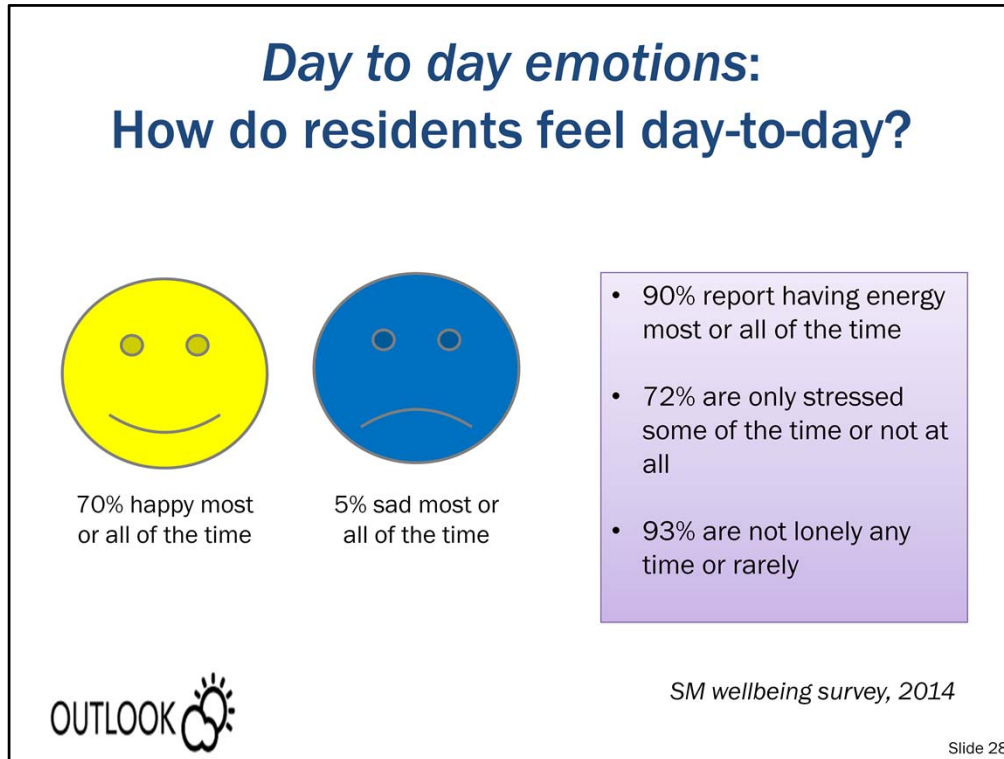
Overall, when looking at day to day emotions, another subdimension of outlook, CSM is doing well. Most residents report happiness, high energy, low stress levels, and low loneliness.
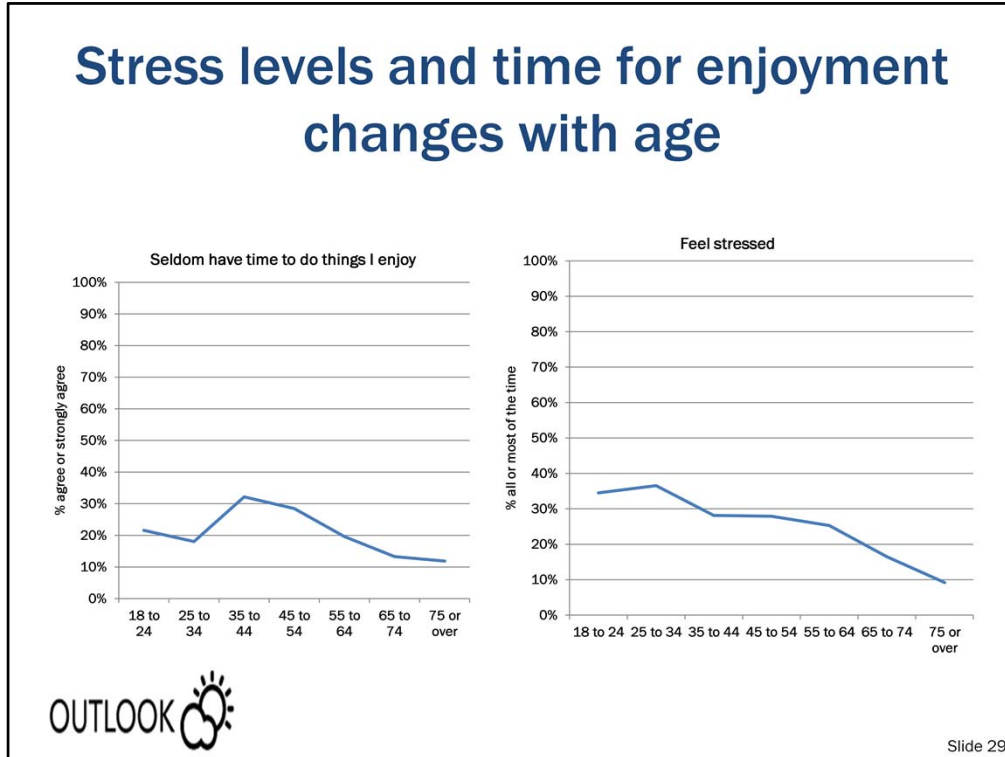
When we examine the findings about stress levels by demographic characteristics, we find some important differences by age (though not by gender). There are greater stress levels at younger ages(before 55+ years), and those who are 35-54 report having the least amount of time to do things they enjoy. Later, we provide some findings about whether there are age differences in how residents participate in relaxation activities (e.g., enjoying the outdoors).

Flourishing: How are Santa Monica residents faring?

I am free to decide for myself how to live my life — 84%

I am optimistic about my future — 83%

I generally feel that what I do in my life is worthwhile — 79%

Most days I get a sense of accomplishment from what I do — 72%

I seldom have time to do the things I really enjoy — 22%

When things go wrong in my life it generally takes me a long time to get back to normal — 15%

Europe ■
Santa Monica ■

0% 20% 40% 60% 80% 100%

Percentage who agree or strongly agree

SM wellbeing survey, 2014
Flourishing: Feeling meaning, purpose, and success in life; Note no US comparison available

Slide 30

Finally, the team examined the third subdimension of outlook – *flourishing*. What does flourishing mean? It means whether and the extent to which CSM residents are optimistic, express control over their lives, and whether they have time to pursue "worthwhile" pursuits. Overall, Santa Monica residents report high levels of flourishing. Compared to Europeans, they are slightly less likely to express a sense of accomplishment but more likely to be resilient (as denoted by the item "when things go wrong in my life, it generally takes me a long time to get back to normal") and have time to do things that are enjoyable. It should be noted that the 22% reporting not having enough time to do things they enjoy in CSM is still an issue to address or target with policies or programs.

## What demographic factors correlate with aspects of outlook?

	Under 35	65 and over	Female	Male	Unemployed	Housework	Retired	Hispanic	High WB zip codes	Low WB zip codes
Life Satisfaction	↑				↓↓	↑	↑↑		90402	90404
Having Energy	↓	↑				↓		↓	90402	90404
Flourishing		↑			↓↓				90402	90404
Feeling sad			↑	↓	↑↑			↑		
Feeling lonely	↑	↓	↓	↑	↑↑				90402	90403
Not having time	↓	↓	↑	↓		↑	↓↓	↑	90402	90404

Arrows indicate significant relationship, double arrows indicate very strong, down arrow=negative correlation; up arrow= positive correlation

We also explored some of the personal and community factors that were most closely associated with outlook, or personal wellbeing. The following insights emerged from multivariate analyses: being retired is related to greater life satisfaction; being older related to having energy; younger residents report less sense of community; women (relative to men) report feeling sad and not having time to do things they enjoy, but report feeling less lonely; Latino/Hispanic residents report not having enough time, are more likely to report sadness, and are more likely to report not having energy.
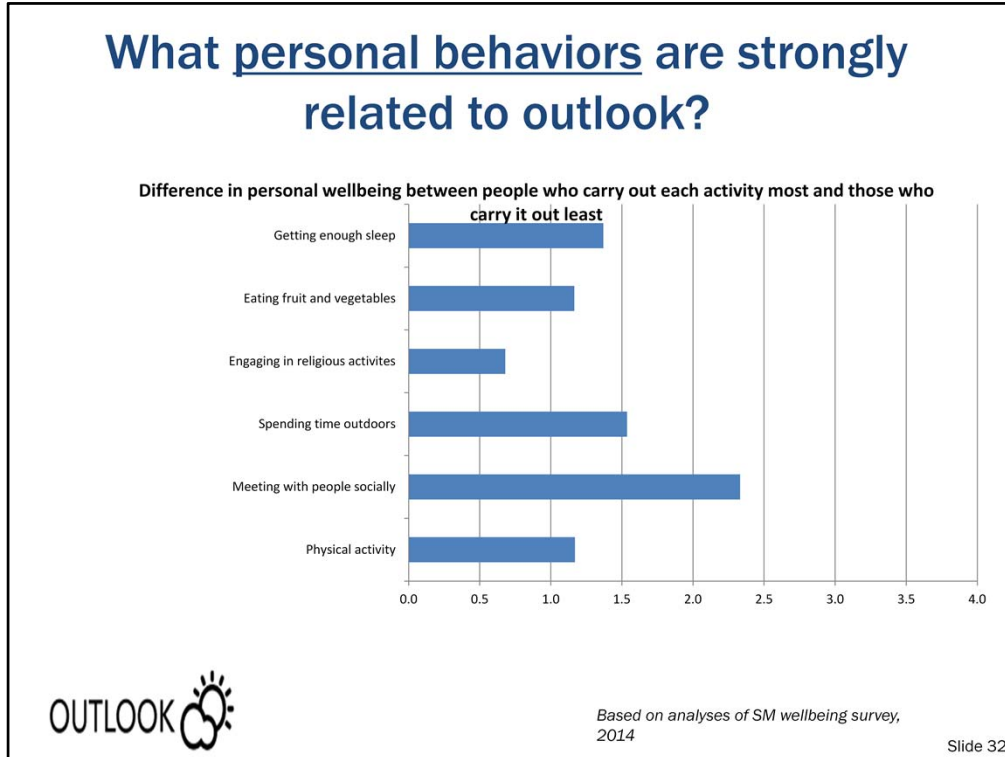
The team examined which personal activities and behaviors were most closely associated with personal wellbeing or outlook. Overall, having an opportunity to meet people socially was strongly associated with better personal wellbeing. Spending time outdoors and getting enough sleep had stronger associations as well. This analysis identifies potential intervention targets—for example, the City can consider whether helping residents spend more time outdoors may improve their overall experience of wellbeing.
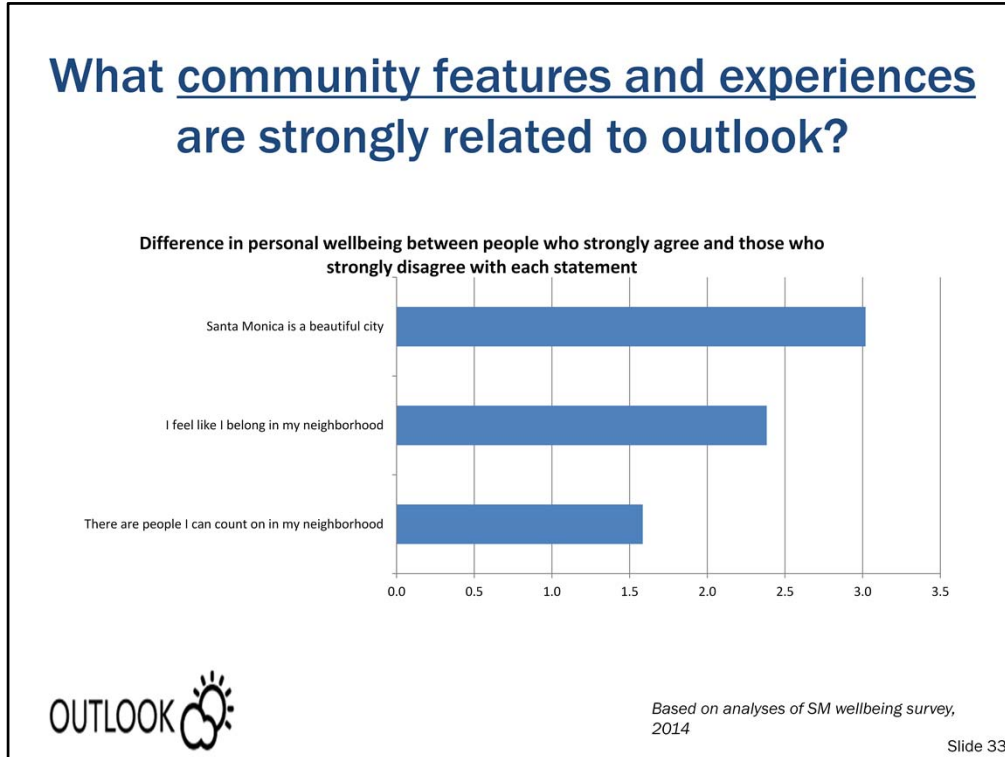
Given that CSM was interested in whether wellbeing resources and amenities could improve or influence wellbeing, the team sought to explore what community conditions were associated with personal wellbeing. Note that later in the briefing we overlap some of these personal wellbeing findings with other features of the community. But here we only note findings and correlations with the survey data. What did we find? Strong pride in place, operationalized by feeling SM is beautiful, had the strongest relationship to personal wellbeing. A feeling of belonging in a neighborhood was also key.

Outlook: Where do we go from here?

- What can the CSM do to maintain life satisfaction and generally positive reports about thriving and flourishing?

- Where can CSM support social connection and address stress levels, particularly among the middle age group?

- How do personal wellbeing findings relate to the community resources and conditions represented in the other dimensions?

OUTLOOK

Slide 30

Given these findings about outlook, it is useful to consider three things:
- What can CSM do to maintain life satisfaction and generally positive reports about thriving and flourishing?
- Where can CSM support social connection and address stress levels, particularly among the middle age group?
- How do personal wellbeing findings relate to the community resources and conditions represented in the other dimensions?

Dimension by Dimension

COMMUNITY

Slide 31

In this section, we provide key findings about the *community* dimension.
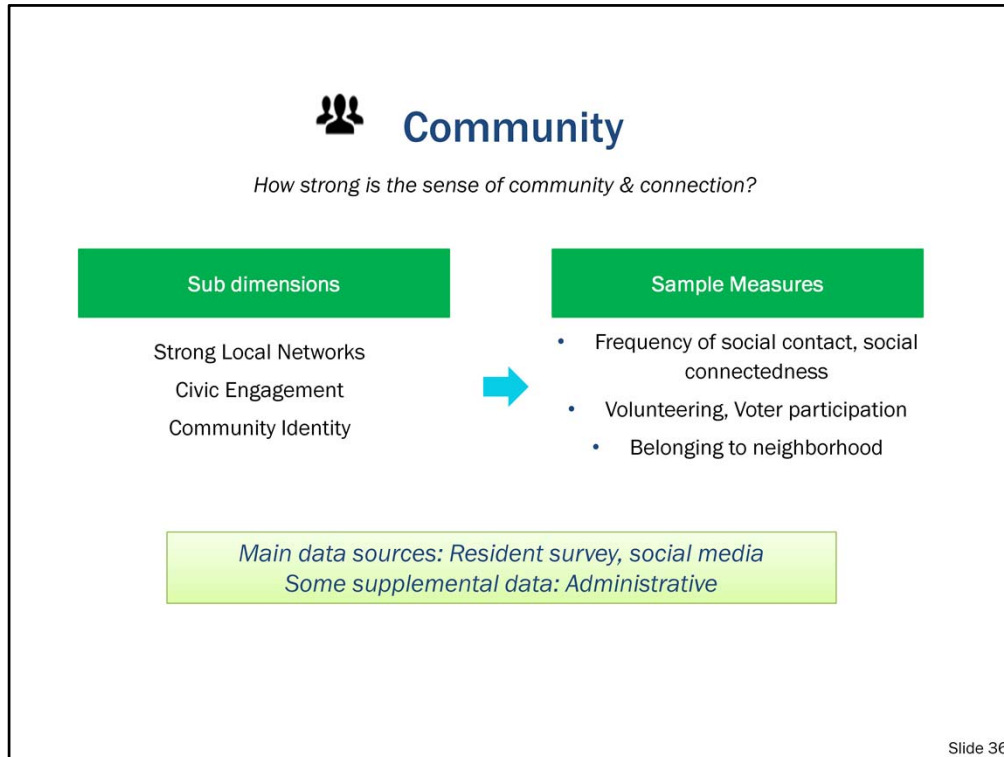
In this section, we describe the community dimension. First, we describe the value of this dimension for wellbeing measurement.

Why measure community as part of wellbeing?

Human beings are social animals. Our relationships are central to what makes us feel good or bad about life. This includes our close relationships with family and friends, but also includes our looser connections with people around us – the people who live next to us, the people who work in the store where we do our shopping, and the people we pass by walking on the street. In fact, research has shown that the key ingredient to being really happy may be social relationships. Scientists often use the term 'social capital' to describe community. A community with strong social capital can flourish into the future, and is resilient when times are tough. Community is a particularly important dimension to measure for another reason. *Bowling alone*, the famous book by sociologist Robert Putnam, describes how community has declined in the US even though the economy has grown. A flourishing place is one that is able to nourish both its economy and sense of community at the same time.

How are we measuring community?

In the Santa Monica Wellbeing Survey, the primary source of data for this dimension, the team asked residents about three elements of community. First,

we measured sense of community in a neighborhood. That includes sense of belonging to a neighborhood, trust in neighbors, and how much people feel they can rely on their neighbors. Second, we measured how much people get out and support their community. That includes voting, volunteering, and neighborhood watch. Finally, aside from asking people what they do, we also asked people how much they feel they can influence what's going on in the community around them.

In addition to survey questions, we used social media data to highlight different types of social connectedness as well as city administrative data to explore resident participation in civic engagement activities.

For this dimension, the team operationalized the dimension into three subdimensions—strong local networks, civic engagement, and community identity. The selection of these subdimensions is based on research, expert input, and stakeholder engagement.

**How strong is the sense of community connection in Santa Monica?**
Summary themes

- Most residents feel trust in their neighborhood, but less day to day connection with neighbors

- Residents, particularly those in the middle age group (ages 35-54 years), cite some difficulty in frequency of social interaction

- Many SM residents vote and volunteer, but still do not feel much connection and influence in SM

COMMUNITY

Slide 33

CSM residents reported high levels of trust in the neighborhoods in which they live, but still not enough day to day connection with neighborhoods. Related to personal wellbeing, residents in the middle age group (35 to 54 years) had the least amount of social interaction. Overall, CSM residents are engaged in civic activities, yet do not feel that they have much influence in CSM activities.
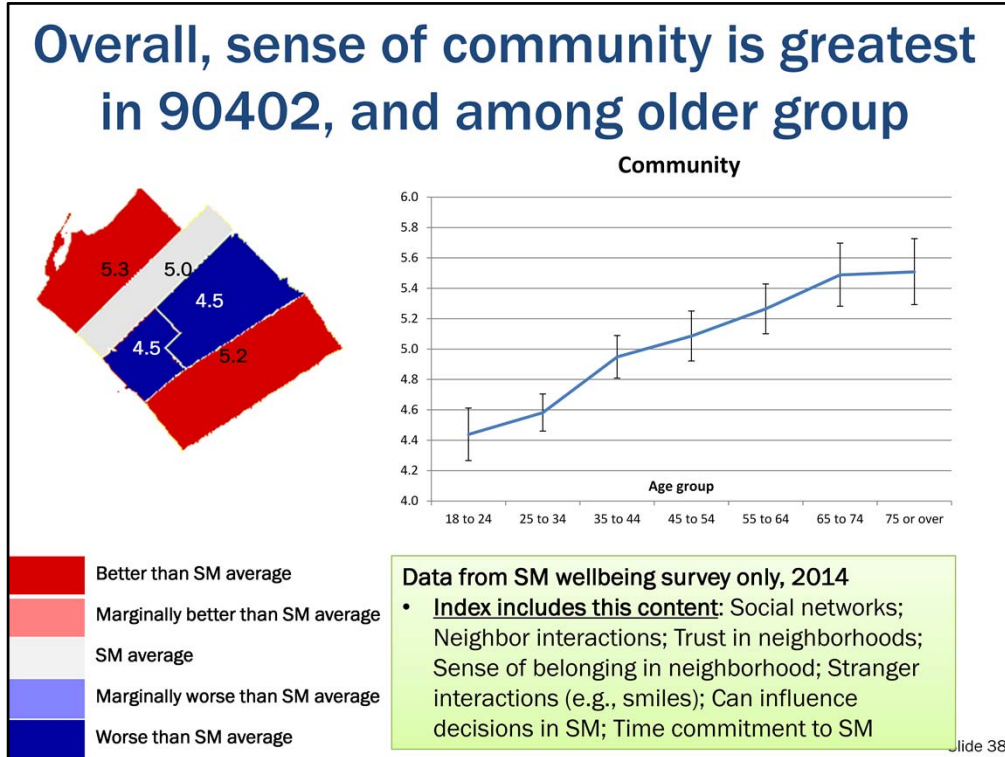
From the survey data only, we created a score of community, comprised of items related to social networks, neighbor interactions, sense of belonging, stranger interactions, and ability to influence decisions in CSM. The scale was developed to represent the three subdimensions of community from the survey. The scale was then normalized on a 0-10 scale for interpretation ease. We set the overall CSM average to the mean of 5.0 and then plotted the values above and below by zip code. Red places have better than CSM averages (at p<.05 for lighter red; p<.01 for stronger red), and blue have worse. Overall, community connection is greater among the older age group and greater among those in 90402.
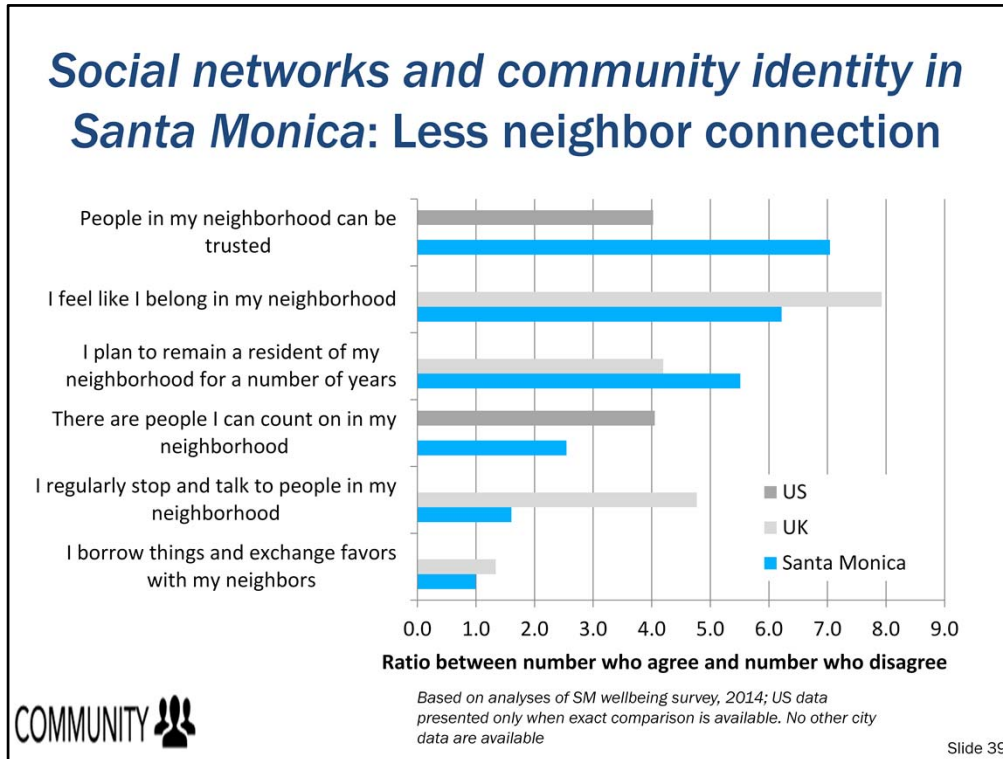
We queried survey respondents about a range of neighbor connection items. Where available, we pulled data from US average but do not have available estimates at a comparable city level. We were also able to locate comparable data from the UK for certain items. Overall, many SM resident agreed that neighbors could be trusted (more than in the US as a whole), but fewer SM residents (relative to UK where these questions are asked) report stopping to talk with neighbors or a sense of real neighborhood belonging.

When comparing items on counting on neighbors, fewer residents felt they could actually count on the people in the neighborhood (relative to US). Thus, residents noted that people generally could be trusted, but did not feel as confident when queried about whether they could actually *rely* on those neighbors. We examined other sources of data using comparable survey questions. While not the same question, in 2001, the social capital benchmark survey in LA county noted that 32% of LA county residents (vs. 17% of US overall) did not trust their neighbors.
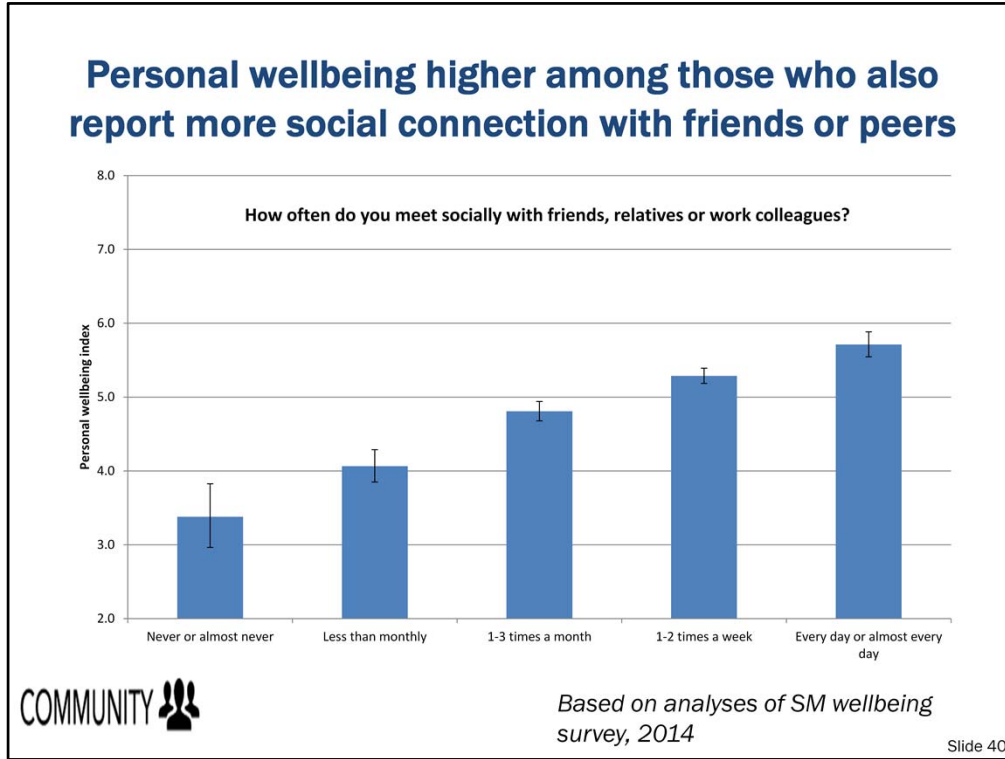
For each of the dimensions we began to relate some of the key survey findings with the personal wellbeing our outlook index described earlier. In this graph, we show the difference in wellbeing experience by how often respondents reported meeting with friends, relatives, or colleagues. As noted earlier, we provide confidence intervals, which demonstrate that we can be 95% sure that the true mean for that group lies within that range.

Twitter metadata reveal relatively high levels of SM Twitter user connectedness

- People's social connections
  - Average user has 2,542 followers (median: 260)
  - Average user is following 564 others (median: 265)
- People's social relationships (implied)
  - One-way: Users who mention another user did so 2.1 times
  - Reciprocal: Users with reciprocated relationships-average 1.25 reciprocated relationships

*based on 11 months of Santa Monica Twitter data 2013-2014*

Slide 41

We used twitter data to examine how SM residents are connected. This allowed us to explore how novel sources of information (beyond survey) can illustrate how SM residents may be connecting to each other virtually. These data are based on those who are SM residents.

We first look at the number of followers. Each user has one record per interaction so we aggregated across the dataset to get "per user stats." We also examined how many SM residents are following others. Some research has suggested that the median Twitter user has 1 follower but SM data are dramatically different. These data demonstrate that SM residents are fairly connected. These averages, however, may be skewed by the presence of celebrities (Lily Allen) or corporate accounts (Audi). Thus while there is definitely a group of highly connected, highly social users, the median number of users/followers may be more representative of SM residents.

We also examined the extent to which the relationships are one way vs. reciprocated. While the social connection analysis field is still in a developmental phase, this also suggests that SM users are pretty well-connected to each other.
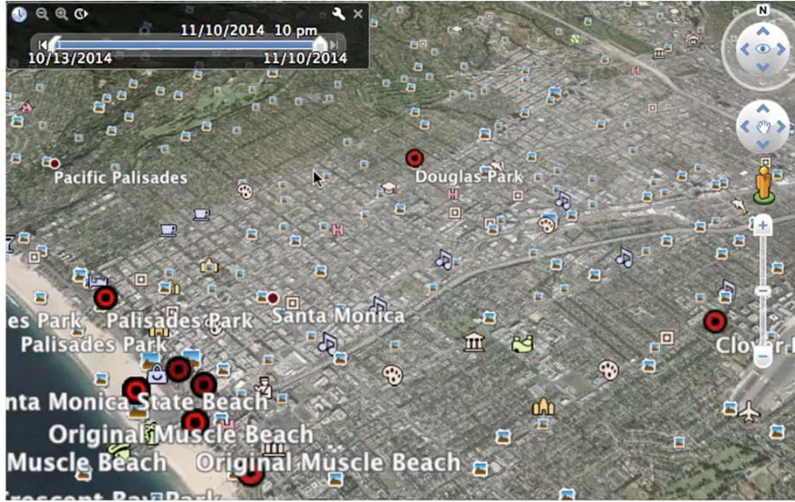
We also have information using Foursquare data on where and when SM residents visit shared spaces like parks. Perhaps not surprisingly, the beach locations are used more frequently than some of the inland park spaces.
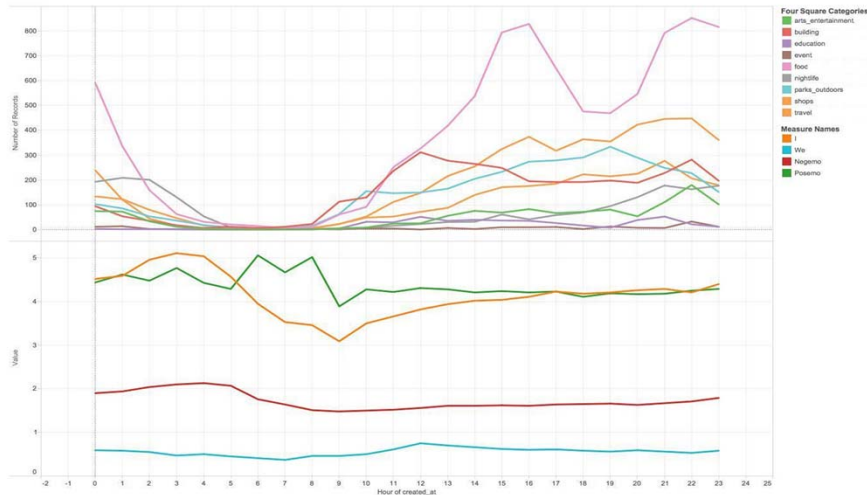
This chart shows Foursquare check-ins for a given time of day, averaged across the entire year. Social communal activities increase as the day goes on, and peak around meal times and after work hours. In the future, CSM may be able to use this information to target wellbeing promoting activities when residents are gathered. We also can look at the sentiment experienced at these places and times—as denoted by the lines on the second or bottom half of the graph.

Social media check-ins at locations such as public parks, dog parks, or bars/restaurants reveal opportunities for people to socialize, make connections, and build community. They do not, however, provide information about people's experiences or satisfaction with these opportunities, which sentiment analysis may reveal. Combining data in this way can help show where people gather and how they were feeling at those times of day. Doing so can also show how to corroborate other data (e.g., administrative data on public park usage).
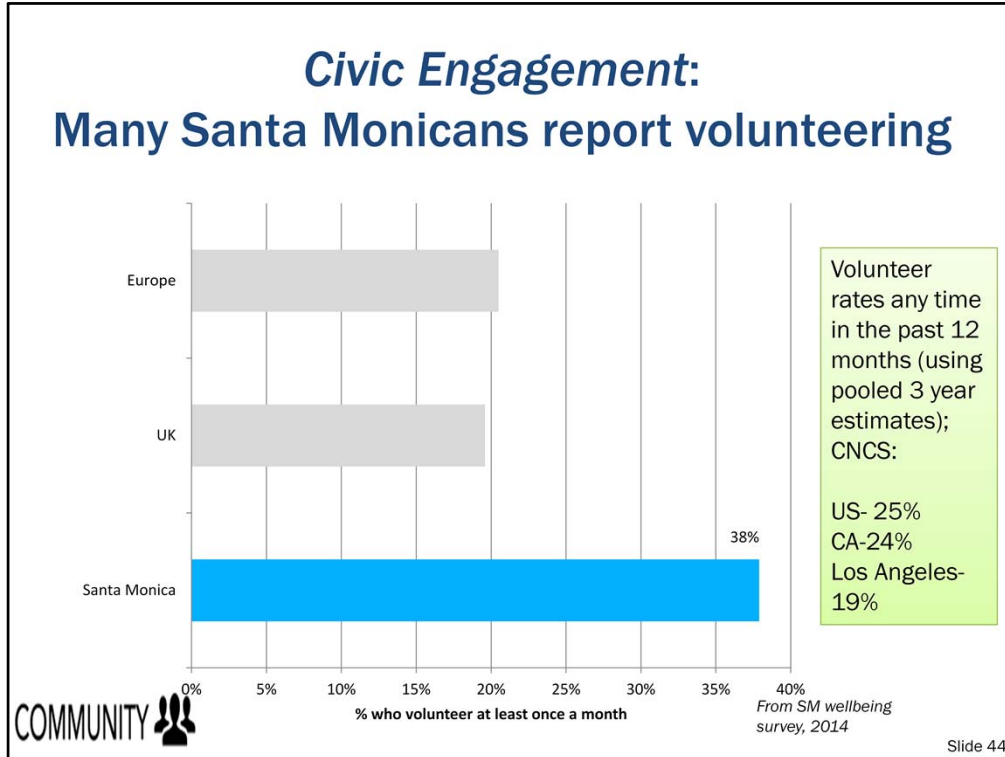
Civic engagement is another key element of community that speaks not only to social belonging but also to sense of power, voice, and influence in community. Those who feel more connected in this way tend to rate their outlook and their communities more favorably. The team took data for this subdimension from the survey first, and noted that volunteer rates are quite high in CSM. We did not ask about whether people volunteer in CSM, opting for a more general item about any volunteering. This also allowed for comparison to other countries.

While there is no direct US city comparison to the question we asked, according to the Corporation for National and Community Service in the US, the volunteer rate at any point in the last year is 25% overall in 2013, and for CA is 24%.
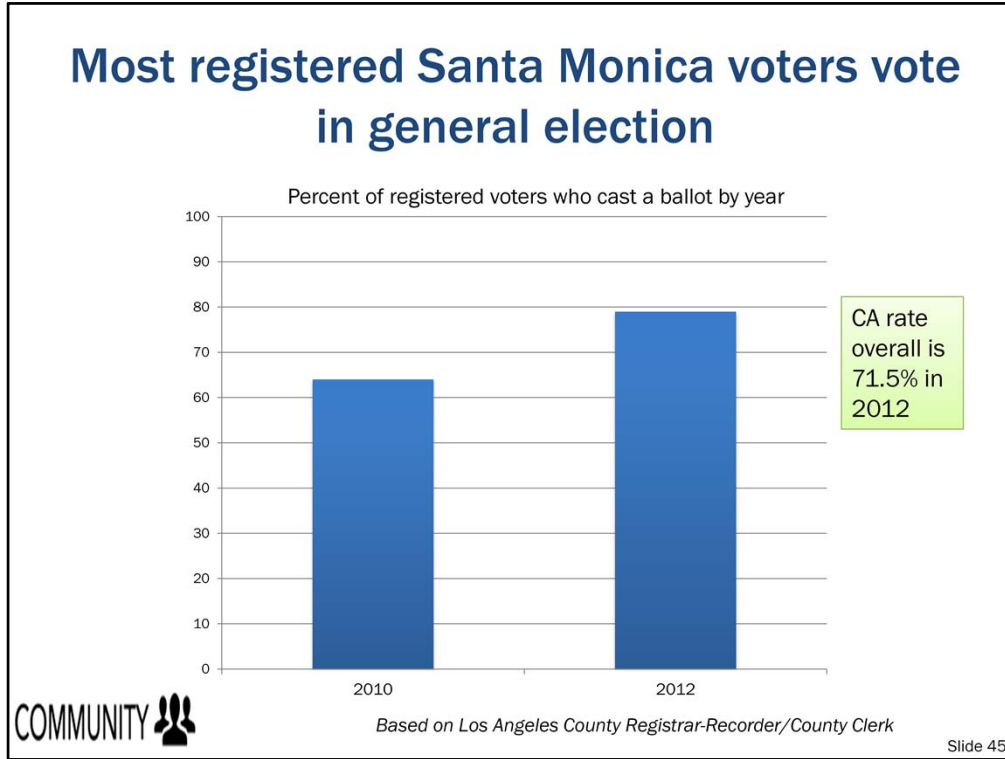
We used our available secondary data to examine civic engagement. CSM reported high voting rates, relative to the CA rate in 2012 of 71.5% overall.
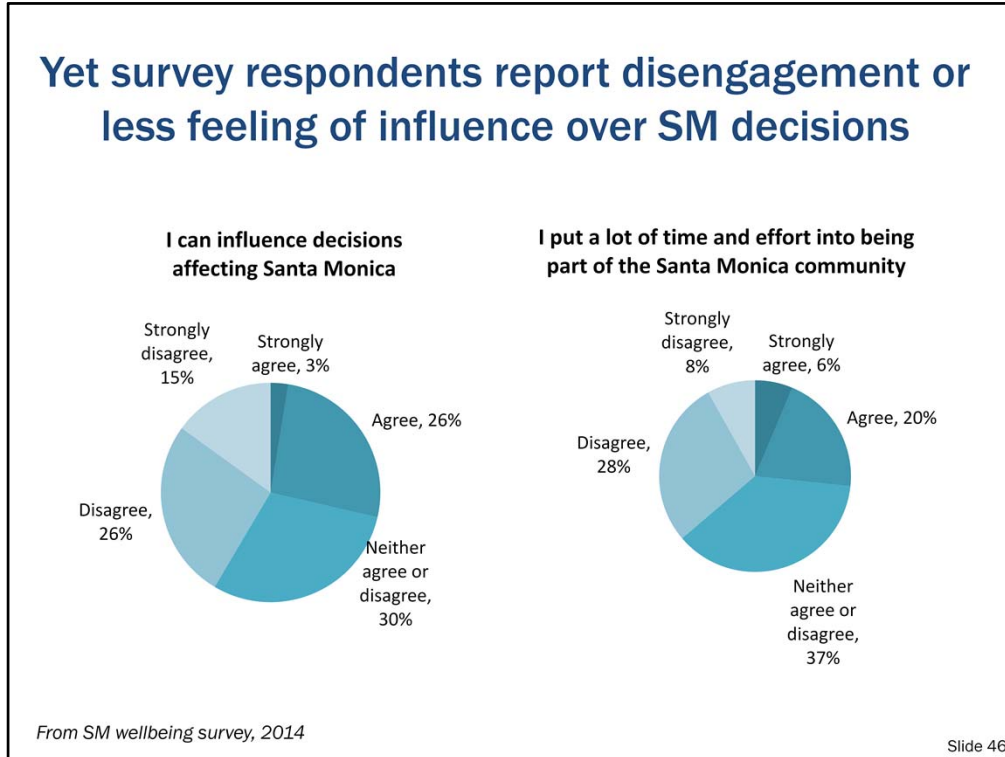
When we explored other aspects of civic engagement in the survey data, we found that while many CSM residents were engaged in volunteering and voted in general elections, relatively few felt they had influence in affecting decisions in Santa Monica. Residents also reported not putting in a lot of time to be part of the CSM community. Note that there was a high number of neutral positions on these questions, suggesting either people really have no opinion or experience, they feel a certain level of apathy with regard to these issues.

Activities like participation in neighborhood watch are uneven

From neighborhood watch data, based on lifetime participation

COMMUNITY

Slide 47
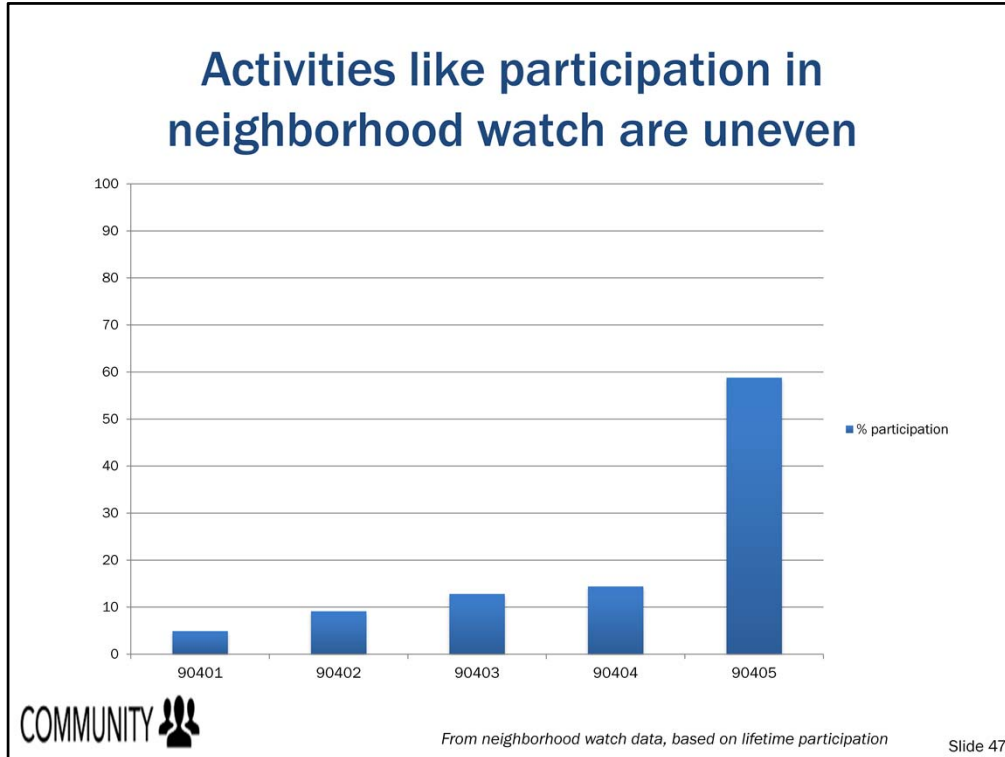
When we looked at one example of very local engagement, participation in neighborhood watch, we found uneven distribution by zip code. This could reflect differences in crime experience. A future analysis could ask those who engage in neighborhood watch whether they feel they can influence CSM decisions. (Neighborhood watch data were administrative, not from the survey, so the survey would have to be revised to allow this to occur.)

Relatedly, other data on civic engagement such as participation on boards and commissions were reviewed, but we had limited information on where members resided (to show whether civic engagement was equivalent across zip code or other demographic characteristics).
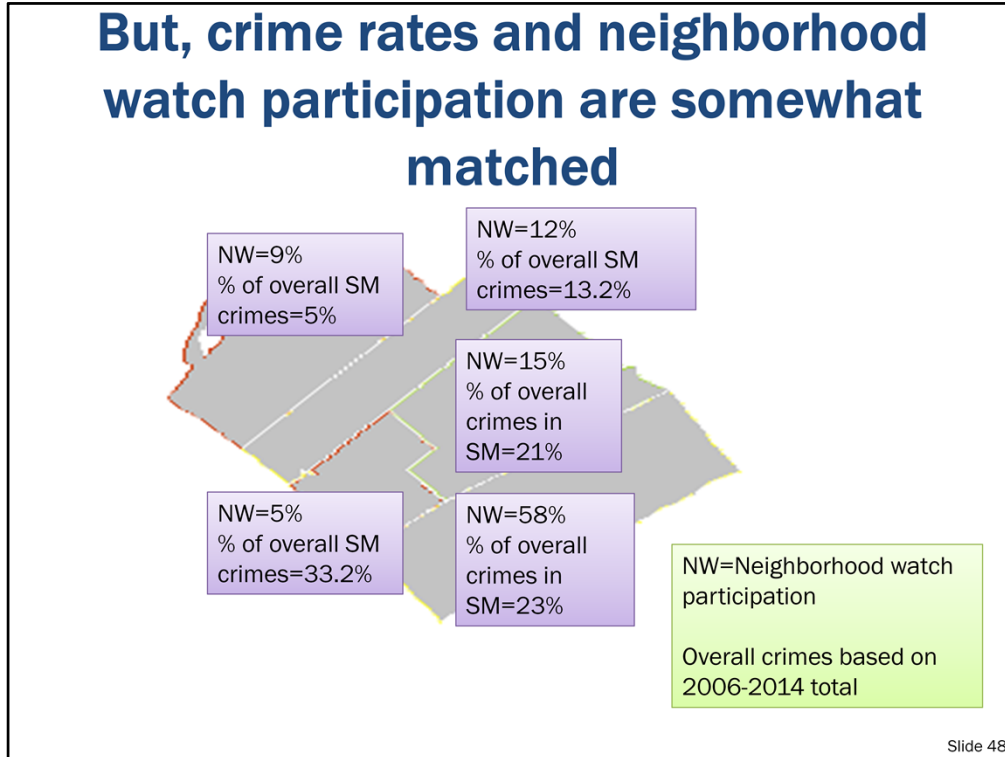
We wanted to examine whether neighborhood watch participation was associated with crime rates. Crime rates are indeed higher in 90405 and 90404 where neighborhood watch participation is higher. However, in 90401, crime rate is high yet NW participation is lower.

What demographic factors correlate with aspects of community?

	Under 35	65 and over	Female	Male	Unemployed	Housework	Hispanic	Asian	Black	High WB zip codes	Low WB zip codes
Sense of community	↓↓		↑	↓				↓↓	↑	90405	90401, 90404
Putting in time and effort	↓↓		↑	↓				↓↓	↑	90405	90401, 90404
Can influence decisions	↓↓		↑	↓		↑		↓	↑↑		
Likely to remain resident	↓		↑	↓					↑↑		
Trusts people in neighborhood	↓↓		↑	↓					↑↑	90402	90401, 90404

Arrows indicate significant relationship, double arrows indicate very strong, down arrow=negative correlation; up arrow= positive correlation

In our final analyses for community, the team examined which demographic factors may be associated with community experience, using survey data only. Younger age is associated with less sense of community, less feeling that they want to put time into being part of the SM community, and less feeling like they can influence decisions.

Women had more positive feelings about community, compared to men. Interestingly, Asians had less community connection compared to African American residents. No significant differences were found on these items for Latinos/Hispanics.

Community: Where do we go from here?

- Why is there a disconnect between high volunteering and voting behavior and other types of local engagement?

- What other community engagement and civic influence data could be captured in future CSM data collection?

COMMUNITY

Slide 49

Given these findings about community, it is useful to consider the following:
- Why is there a disconnect between high volunteering and voting behavior and other types of local engagement?
- What other community engagement and civic influence data could be captured in future CSM data collection?
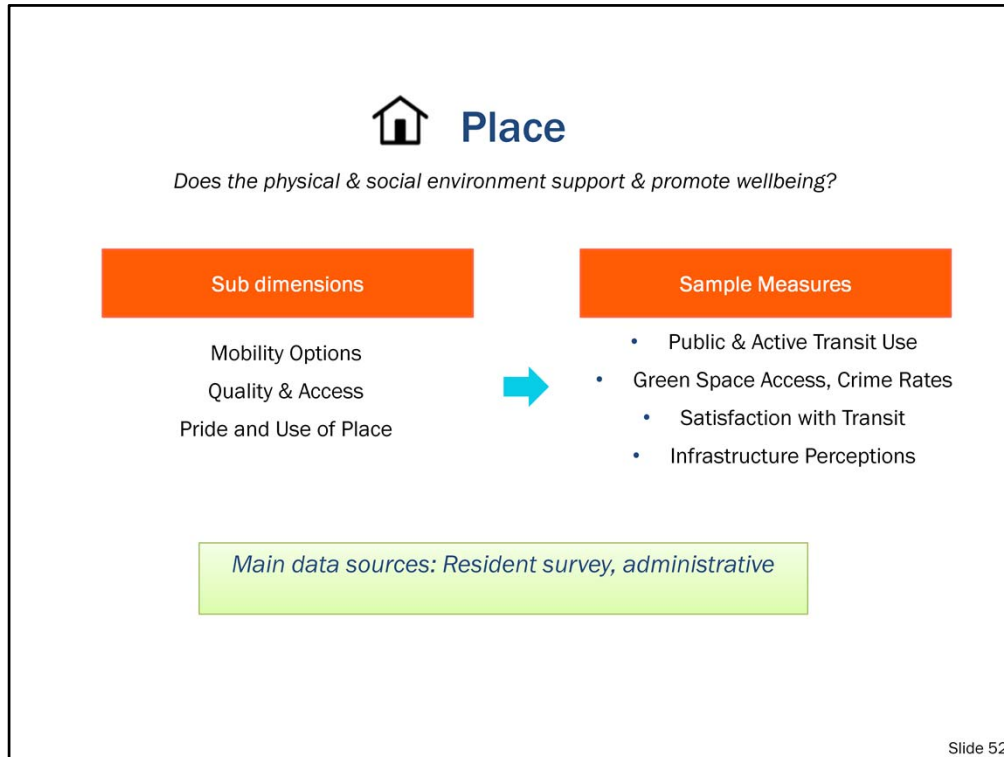
These data would help City planners determine how to improve a sense of connection in CSM and ensure that the range of diverse populations (by age, etc.) feel that they have voice and influence in the city.

Slide 50

In this section, we provide key findings about the place dimension.

In this section, we describe the place dimension. First, we describe the value of this dimension for wellbeing measurement.

Why measure place as part of wellbeing?
A substantial and growing literature indicates that the characteristics where people live carry important implications for wellbeing. In short, place matters. But what is place? Place is comprised of the physical, social, environmental, and economic factors that affect whether the natural and built environment creates conditions to foster and support wellbeing. Research shows that the answers to these questions are important to wellbeing. For example, there is strong evidence that individuals who live in neighborhoods of lower socio-economic status (such as neighborhoods that have a higher concentration of residents living in poverty or who have not completed high school) are at greater risk for poor health outcomes. Neighborhood safety is also associated with the quality of a place and the support of wellbeing. Various studies have also found an association between measures of the availability of places to exercise and physical activity. And while proximity to fast food establishments may make it difficult to opt for healthy choices, there is a growing literature on the potential benefits of access to grocery stores or fresh produce outlets. Of course, the green or natural environment also drives a strong sense of place. The extent of tree cover and other natural features are associated with positive mental and emotional health

effects among individuals. On the other hand, environmental toxins, like air pollution are associated with health problems.

How are we measuring place?
In order to measure place, we include as many inputs as possible. This includes survey information on how Santa Monica residents feel about their surroundings (e.g., whether Santa Monica is beautiful, whether noise is a problem). We also include information about the environment itself, including graphical displays of the social, economic, and physical environment. For example, we created scales to chart where there are differences in the quality of the natural environment in Santa Monica (e.g., access to green space) and where there are more features in a particular neighborhood or zip code that negatively impact wellbeing, such as having more crime or fewer economic opportunities. By integrating resident perspectives and the features of the Santa Monica community, we explore reasons why some community members may feel more or less positive about their access to resources and healthy places that will support their wellbeing.

We operationalized this dimension into three subdimensions – mobility, quality and access, and pride and use of place – based on research, expert input, and stakeholder engagement. The primary sources of data for this dimension are resident survey and City secondary or administrative data.

How well does the SM environment support wellbeing?
Summary themes

- Most residents feel SM is beautiful

- Wellbeing assets such as natural amenities, or living in high quality housing, are not well distributed across city

- Some SM residents are concerned about quality of city services, traffic, and city development

PLACE

Slide 47

SM residents reported great pride in the beauty of CSM. Features that promote or detract wellbeing are not evenly distributed across the city. Exposure to these features contributes to wellbeing. Relatedly, exposure to crime rates, poor housing, and other community features can detract from wellbeing, and people in some parts of the city are more exposed to these stressors. CSM residents report continued concerns about service, traffic, and development. Aspects such as housing satisfaction differ across ethnic communities and zip code.
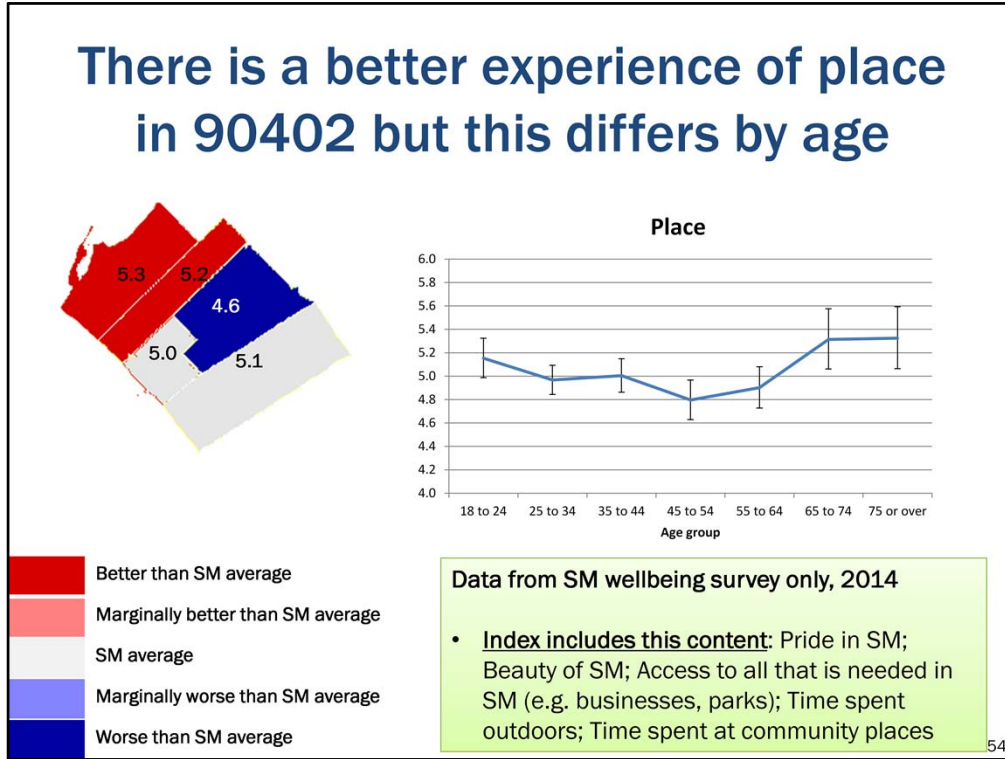
From the survey data only, we created a score of place, comprised of items related to pride in SM surroundings, access to all amenities wanted, time spent outdoors, and time spent in community places. The scale was then normalized on a 0-10 scale for interpretation ease. We set the overall CSM average to the mean of 5.0, and then plotted the values above and below by zip code. As a reminder, red places have better than CSM averages, and blue have worse averages.

Mobility: Most Santa Monicans drive <u>to work</u> alone; slightly more use bikes in 90405

Choice of transport by zip code

*ACS 5 year estimates, 2012*

PLACE

Slide 55
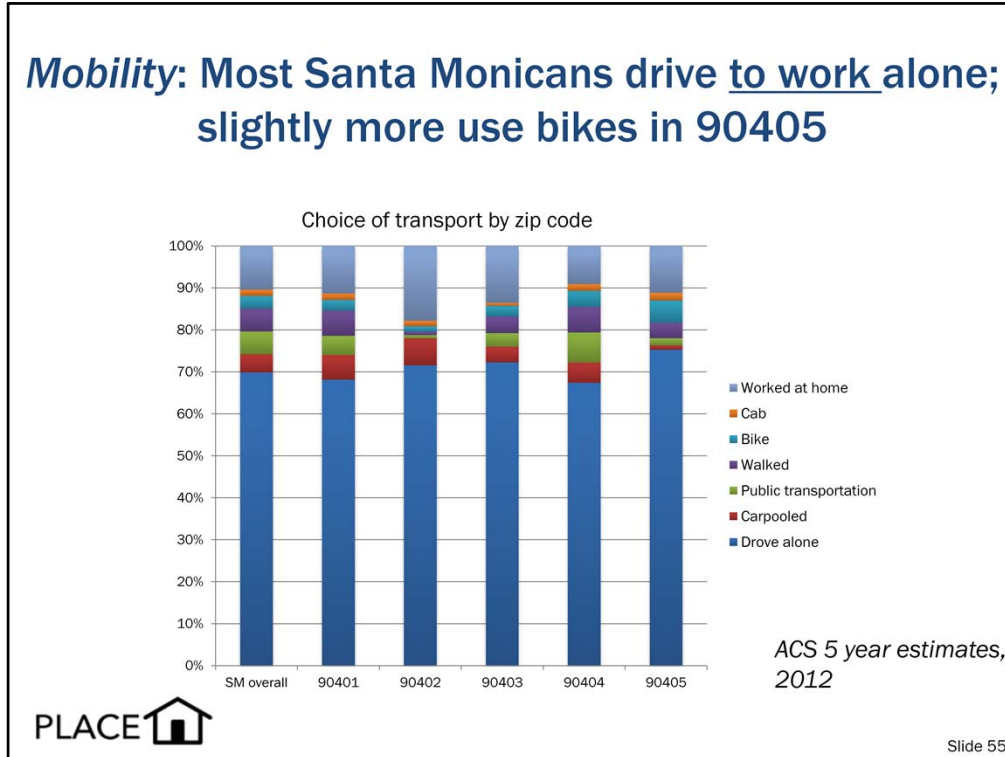
Whether people are taking advantage of all options in a community for transport is a key feature of communities (like street connectivity, availability and use of alternative forms of transport) that contributes to wellbeing. The stress of commuting and sense of community has been posited as a reason for public transport options, beyond the impact of such options on the environment.

American Community Survey data on CSM (2012) suggests that most residents report driving alone to work, but those in the 90405 region report more bike use. This may be a result of age distribution or the types of employment residents engage in that zip code, or may be an indicator of distance traveled or income. It is unclear based on available data how CSM residents travel when not commuting to work.

According to the Land Use and Circulation Element (LUCE) report which is intended to inform development decisions in SM, there was a 67% increase in bicycles counted during the PM Peak hour commute in the two years between 2011 and 2013, rising from 4,656 to 7,806 bicycles counted at signalized intersections. Residents commuting by bike rose from 2.3% to 3.7% between 2010 and 2013.

Quality and Access: Most happy with homes but some differences by race and zip code

- 82% of survey respondents report satisfaction with their homes,
- 51% report being *very* satisfied with their homes

73%   53%
31%
39%   58%

Very satisfied with their home

House satisfaction

■ Non-hispanic
■ Hispanic

0%   20%   40%   60%
% very satisfied
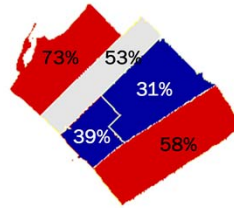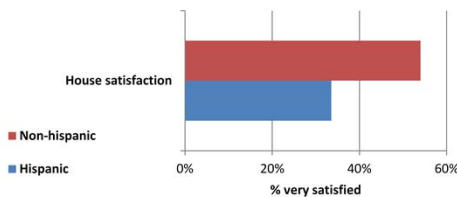
From SM wellbeing survey, 2014

Slide 56

For quality and access, another subdimension of place, we had the benefit of both survey and administrative data. Survey data suggest that CSM residents were very happy with their homes, but that satisfaction differed by zip code and ethnicity. Housing satisfaction was lower for those who are Hispanic and among those living in 90404, an area with a higher concentration of Hispanic residents as well.
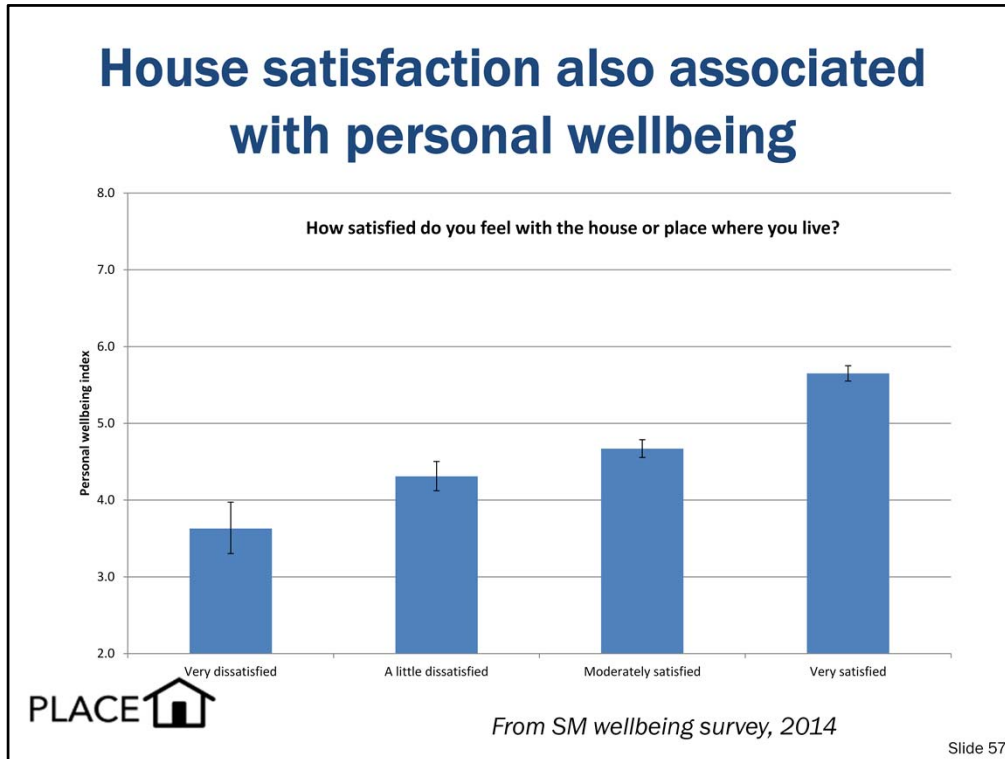
the key factor from the survey that related place to personal wellbeing was housing satisfaction – greater satisfaction was associated with higher scores on the personal wellbeing index.
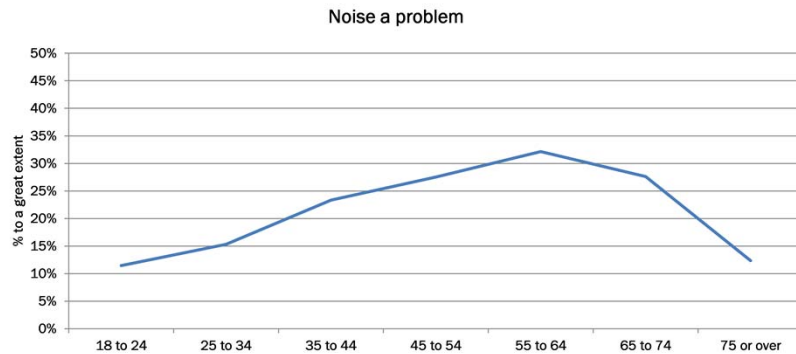
We also queried survey respondents about other aspects of place that can make living conditions more or less attractive or enjoyable. Noise was an issue of interest when we sought input from stakeholders on the design of the CSM wellbeing framework and resident survey. Overall, about 1/5 of residents noted noise issues, higher in the middle age groups. This may be related to the fact that many in this age group live near the commercial district where development is greater (90401, 90405).
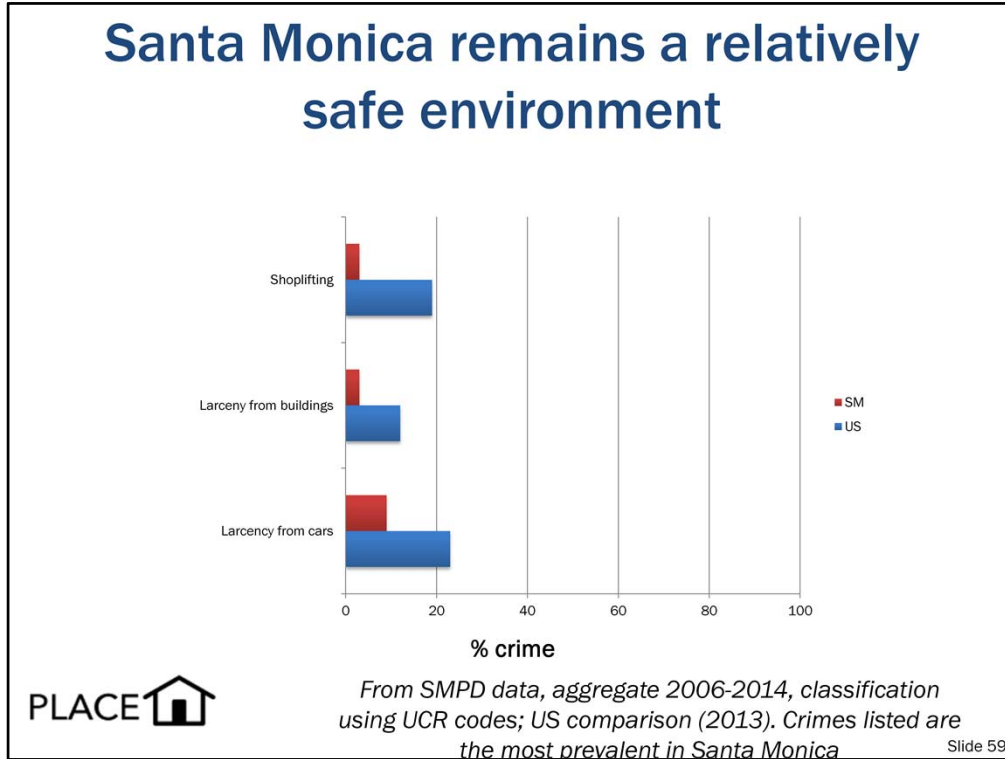
Crime rates are another contextual factor related to quality and access of place. SM is a safe environment, with fewer crimes relative to the U.S. as a whole across the core classifications (using Universal Crime codes). Even in the highest classifications of crime in SM – larceny and shoplifting – rates are much lower than US averages. The rest of crimes are very low prevalence in SM, including both violent and nonviolent offenses.

All regions of the city have abundant access to park land and walker/bike friendly environments

City of Santa Monica Natural Amenities

Natural amenities index (factors known to positively influence wellbeing): bike path, park space, street connectivity, tree coverage, and beaches

Slide 60
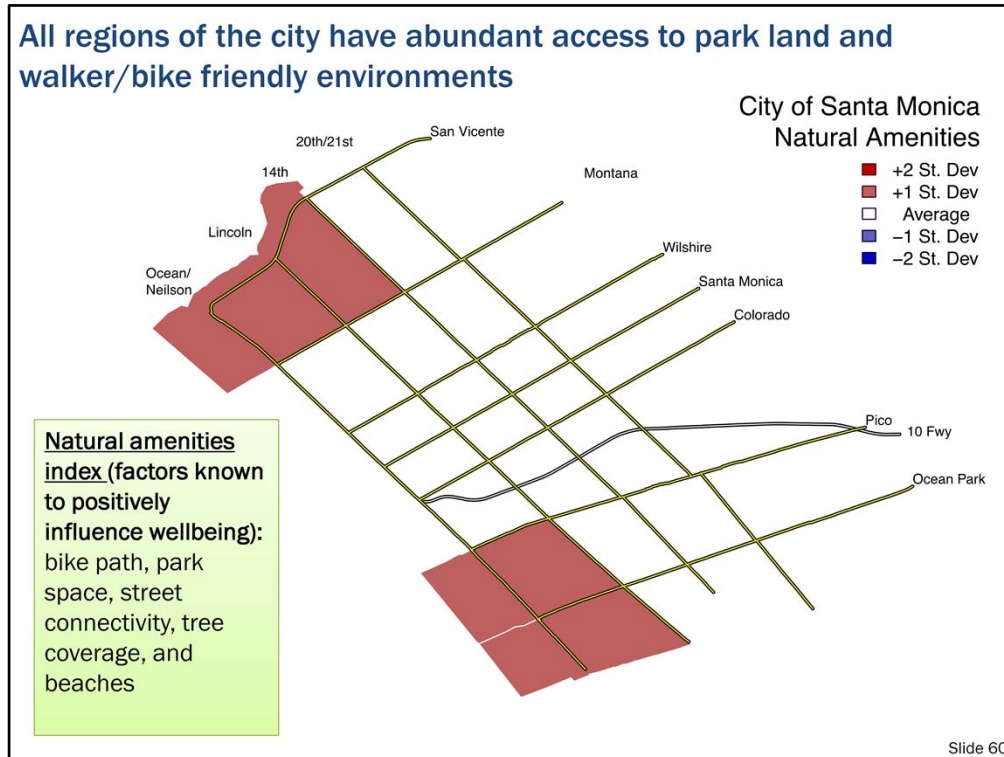
Natural amenities are included in the following index created by the study team. There is evidence that these are related to wellbeing. Parts of 90402 and 90405 rate especially high on the natural amenities index – scoring over a standard deviation above the average census tract. All other tracts score within a standard deviation of the average. No tract falls more than a standard deviation below average, as natural amenities are abundant throughout the city.

This index approximates the amount of natural and clean environment amenities:
- The linear miles of bike path per square mile
- The total square miles of space zoned for parks
- The number of streets that pass within 40 ft of each other
- The number of trees per square mile
- Whether the tract contains a beach

Index creation:
We took a factor analysis approach to calculating this index. First, we collected a variety of variables that previous studies suggested contribute to environmental effects on wellbeing. Next, we used factor analysis to calculate how strongly each variable "loads" on a single concept (or how they cluster in given content area, like park space). Then, we calculated a weighted average of variables, with the weights determined by the factor analysis "loadings." This ensured we included

an index where variables that were strongly connected were included.

Most areas in Santa Monica have relatively low factors known to negatively affect wellbeing, with the exception of downtown 90401 and the area surrounding the Santa Monica airport

City of Santa Monica Wellbeing Detractors

■ +2 St. Dev
■ +1 St. Dev
☐ Average
■ −1 St. Dev
■ −2 St. Dev

Social environment index (factors known to negatively affect wellbeing): Vacant housing, crowded housing, violent crimes, nonviolent cries, drug and alcohol crimes, fast food restaurants, living near airport

Slide 61

We also captured factors that evidence suggests can detract from wellbeing. 90401 is over 2 standard deviations above the average census tract in crime, access to unhealthy food, and prevalence of low quality housing. The inland area of 90405 is also on the wrong side of average, due to the wellbeing detracting effects of the airport. No census tract falls more than a standard deviation below the average, and most census tracts have very few environmental factors that detract from wellbeing.

This index approximates the amount of "wellbeing risk" from all sources - crime, pollution, malnutrition, low quality housing, etc.:
- Percentage of housing units that are vacant
- Percentage of housing units with >1 resident per room
- Total number of violent crimes reported
- Total number theft/burglary/larceny/etc. crimes reported - proxies for non-violent crimes
- Total number of drug and alcohol crimes reported
- Total number of fast food restaurants
- Dummy variable for the SM airport

Index creation:
We took a factor analysis approach to calculating this index, as in the previous

slide. Similar approaches were used.
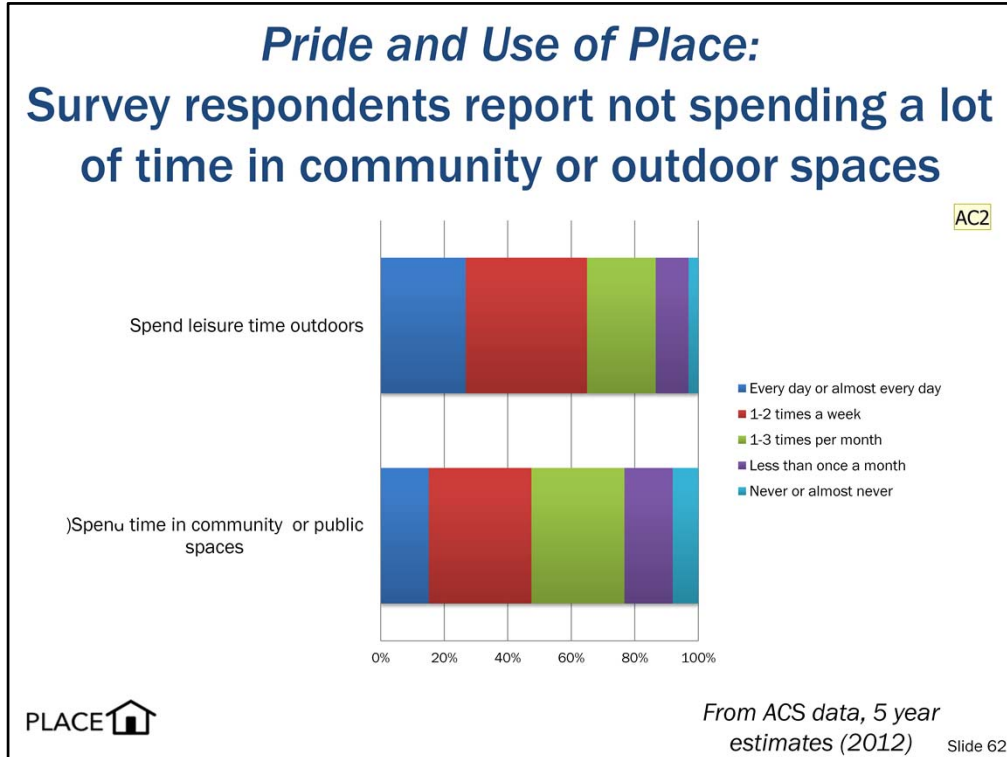
We asked about pride and use of place in our survey. Ideally, given what we know about the relationship between outdoor use and personal wellbeing, people should be spending time outdoors or in public spaces daily, at least for outdoor leisure time. A sizeable group reported only using these spaces – both public facilities or outdoor spaces – a few times or less a month.
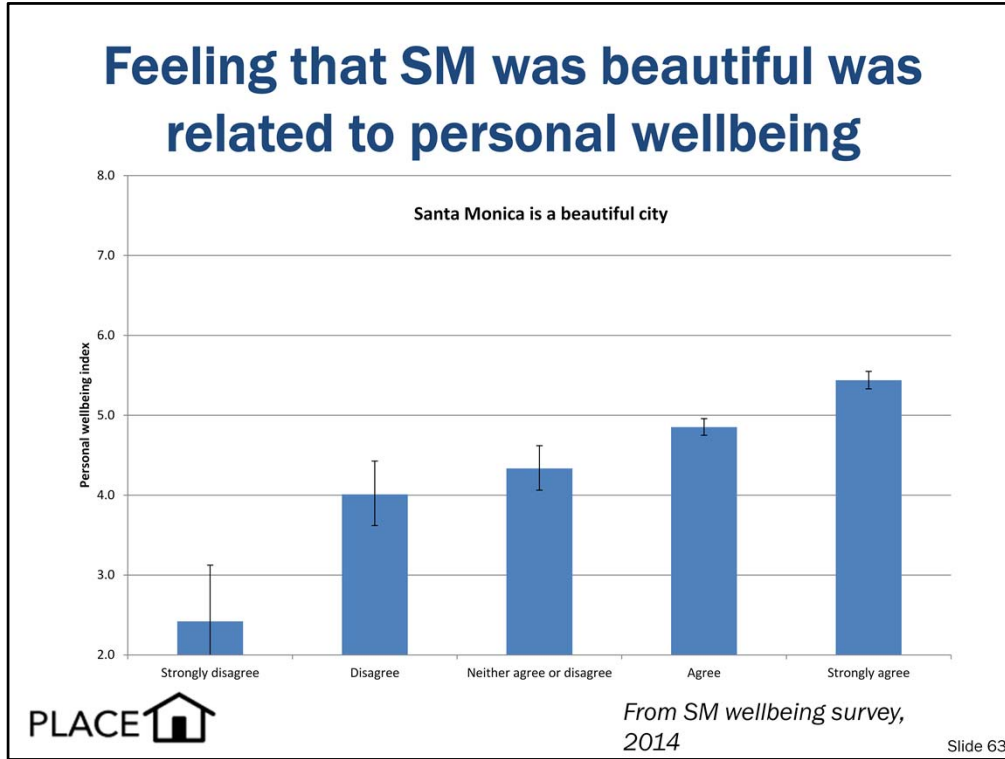
Pride in place is correlated with personal wellbeing, as noted in this graph. When residents reported more pride in place, they also had higher outlook or personal wellbeing scores. This is consistent with prior research, indicating that a sense of pride in ones physical surroundings can have a positive influence on subjective wellbeing.
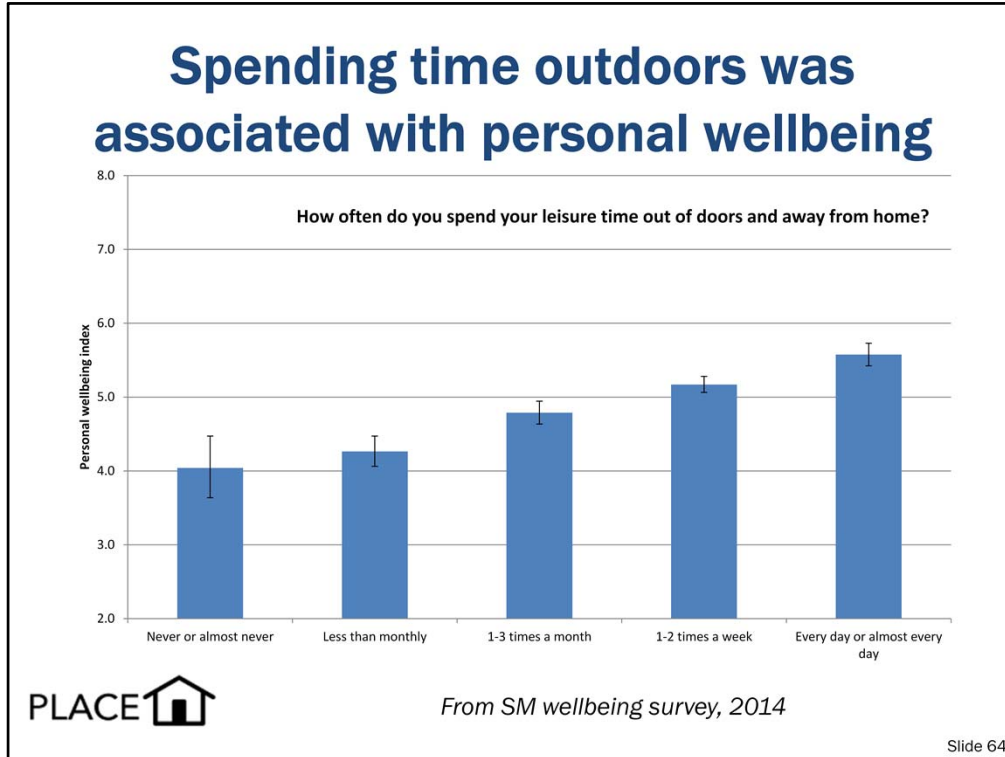
Outdoor engagement for leisure also contributes to personal wellbeing. As noted here, more time outdoors is associated with better subjective wellbeing. This is consistent with prior research indicating that time spent outdoors helps with physical and emotional wellbeing.

Given these findings about place, it is useful to consider three things:
- What is driving the choice of driving alone for commuting and how will new transportation options in the city help?
- How can housing satisfaction improve in certain parts of the city and among Hispanics/Latinos?
- Why do residents not use the outdoors or community spaces?

We have very little information on whether certain community spaces are more or less beneficial to resident wellbeing, and the aspects of those spaces that promote wellbeing. We also do not know the extent to which particular aspects are in need of bolstering. This information could help determine where to target more resources or invest in environmental improvements.

In this section, we provide key findings about the learning dimension.
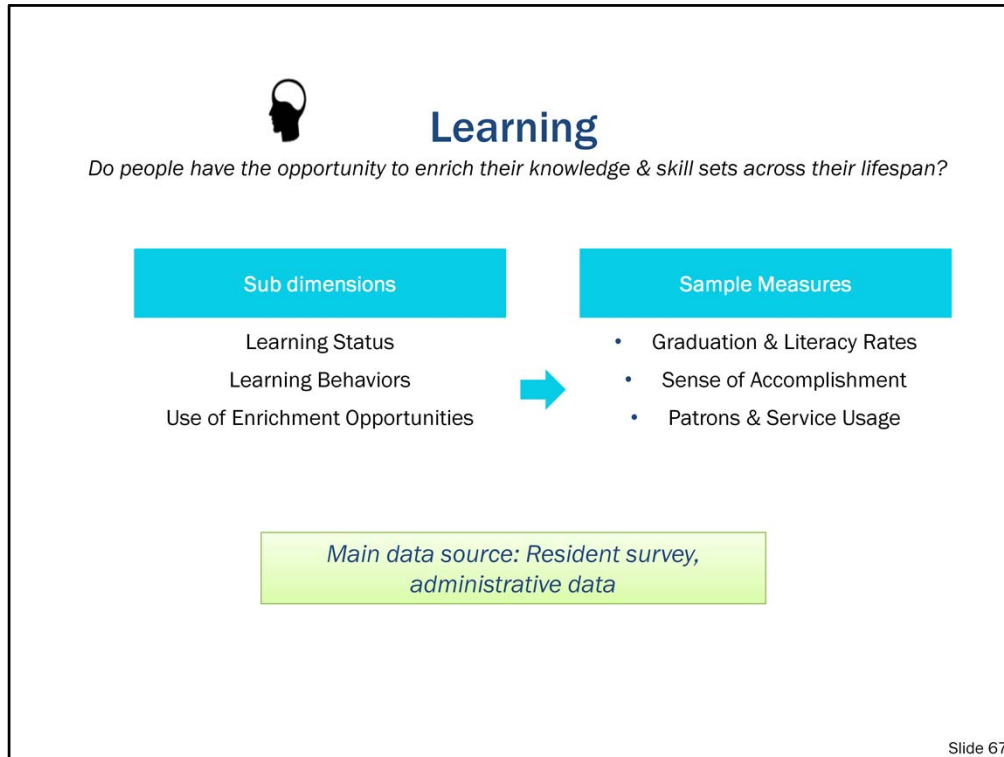
In this section, we describe the learning dimension. First, we describe the value of this dimension for wellbeing measurement.

Why measure learning as part of wellbeing?
We know that education is important for a productive life. In fact, education has been linked to outcomes across the wellbeing spectrum – higher incomes, better health, longer lives, and lower rates of risk behaviors. But we also know that completing high school or college is not the only part of learning that matters. In fact, *lifelong* learning both in and out of the classroom has been found to be a key determinant of wellbeing. Models of psychological wellbeing stress the importance of constant development, personal growth, and challenge. Cultural and participatory learning activities are one of the key ways that individuals seek to intentionally improve their wellbeing, so it is important to understand both the availability of these types of enrichment activities and the interest and ability of people to use them. Are activities accessible and available to a diverse range of residents? Research also demonstrates that learning and sharing practical skills such as cooking or gardening may increase wellbeing and strengthen communities.

How are we measuring learning?

The Wellbeing Project seeks to understand Santa Monica residents' experiences with learning throughout the lifespan. For example, the team used school district data to examine standard educational outcomes such as early literacy rates, graduation rates, and rates of Santa Monica students meeting university entrance requirements. To understand more about learning activities in which older residents may be participating, we examined the rates of class-taking among the adult population of Santa Monica. In the Santa Monica Wellbeing Survey we also asked residents how confident they are in carrying out different activities such as using the internet or cooking a meal.

For this dimension, the team operationalized the dimension into three subdimensions – learning status, access to enrichment opportunities, and learning behaviors – based on research, expert input, and stakeholder engagement. As described above, the primary sources of data for this dimension are the resident survey, as well as city and other secondary data.

Do Santa Monicans have learning opportunities across the lifespan?
Summary themes

- Overall, educational outcomes are strong in Santa Monica

- But, there are some important disparities in educational outcomes by zip code and race/ethnicity

- Use of services, such as community activities, library, and SMC colleges are uneven by zip code

LEARNING

Slide 68

Educational level and status is high in Santa Monica, but completion of specific educational milestones and proficiencies does vary by zip code and race/ethnicity. Use of other enrichment activities, based on available data only, is uneven, though more data from the private sector would round out the analyses in future versions of the wellbeing work.
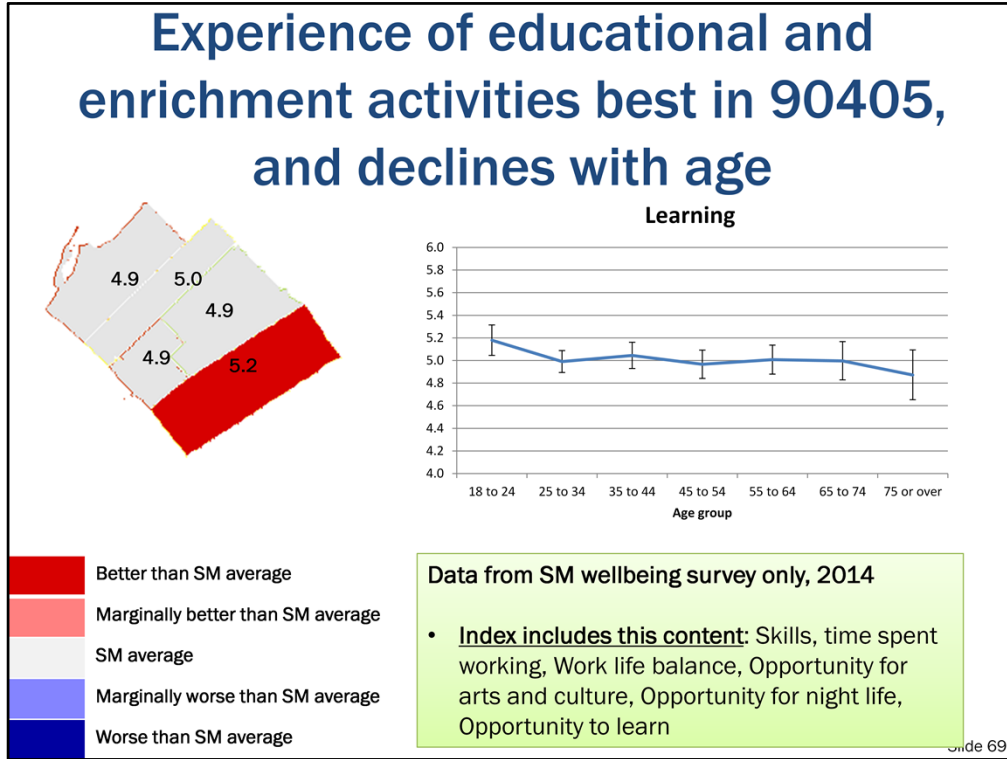
From the survey data only, the research team created a score of learning, comprised of items related to skill capacity, time spent working (i.e., over 40 hours per week), work life balance, opportunity for arts and culture, opportunity to learn, and opportunity for night life. The scale was then normalized on a 0-10 scale for interpretation ease We set the overall CSM average to the mean of 5.0, and then plotted the values above and below by zip code. Red places have better than CSM averages, and blue have worse averages. Overall, 90405 was above the average. This may be related to the age distribution in that zip code and the availability of options for arts, culture, and night life as well.
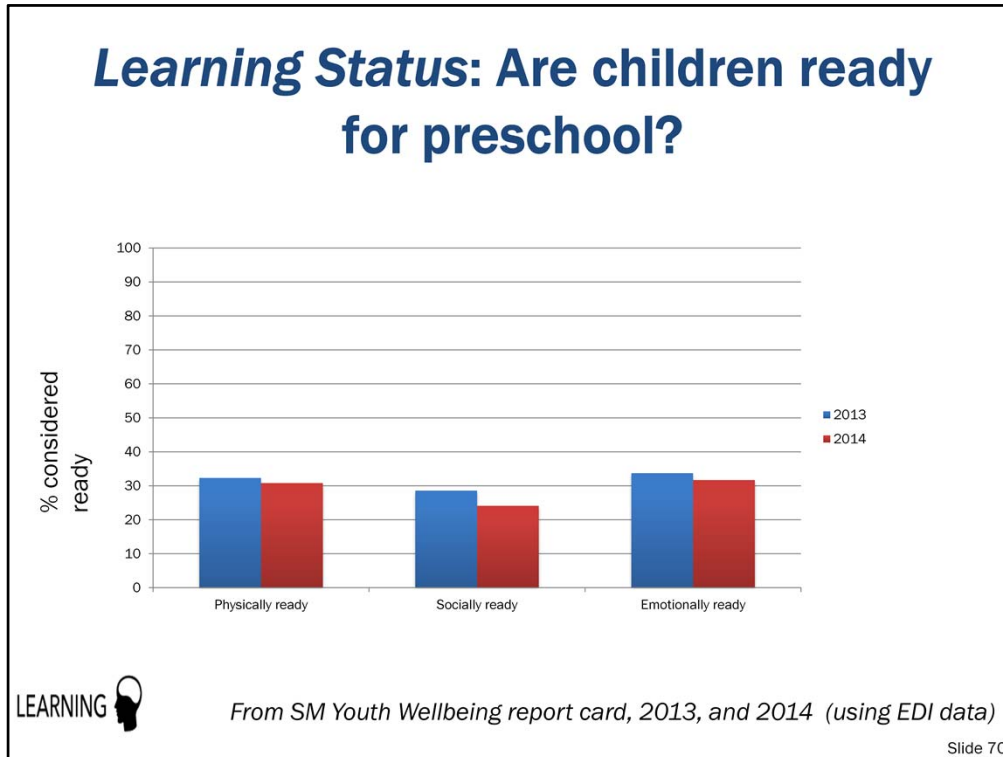
The team explored the subdimension of learning status by employing a lifespan approach, from preschool to college.

We used data from UCLA's Center for Healthier Children, Families & Communities Early Development Instrument (EDI), a standardized measurement tool (survey) used by communities nationwide and in Canada and Australia. The EDI helps identify how ready children are for school within a given geographic location. The number of kindergartners identified as very ready physically, socially, and emotionally was calculated and divided by the total number of children rated using the EDI (along factors such as agility, communication, etc.). Children at or above the 75th percentile were considered very ready. These data are presented in more detail in SM's Youth Wellbeing Report Card, but briefly summarized here.

As noted, out of the sample administered the EDI, less than half are considered physically, socially, or emotionally ready for school. Improvements were not observed from 2013 to 2014.
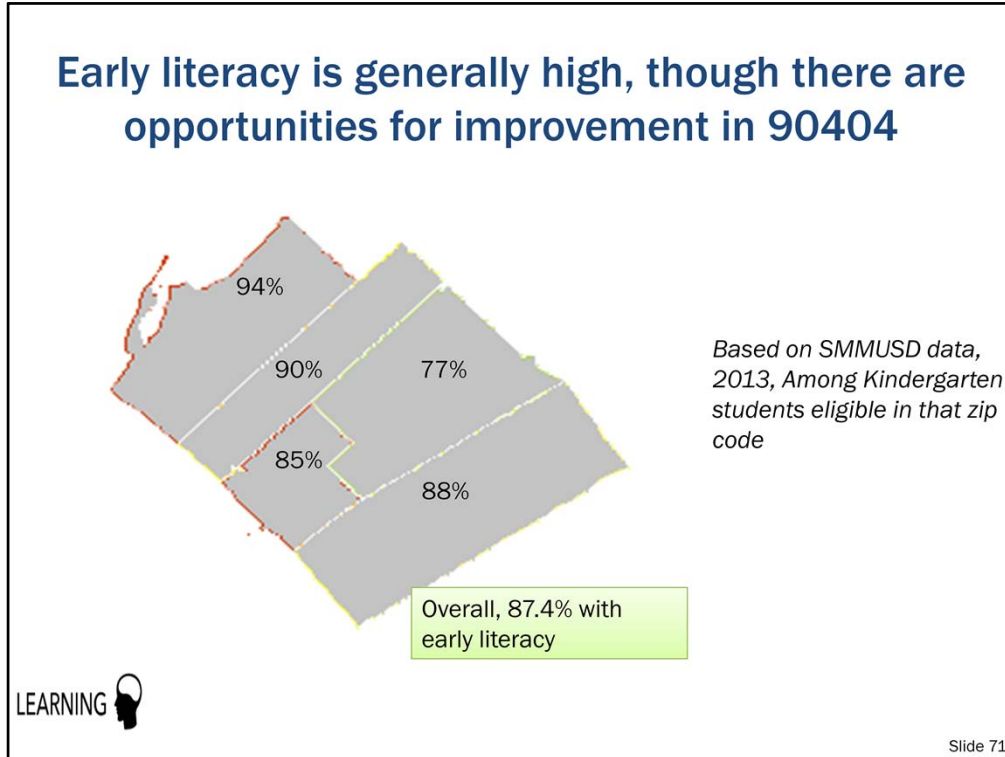
In an assessment administered by the SM Unified School District (SMMUSD), literacy is captured in the early literacy survey for kindergarten students (in the spring of the school year). The findings are based on eligible students in each zip code. Overall, 87% of SM kindergarteners have early literacy. 90402 scores are highest, while scores are lowest in 90404.
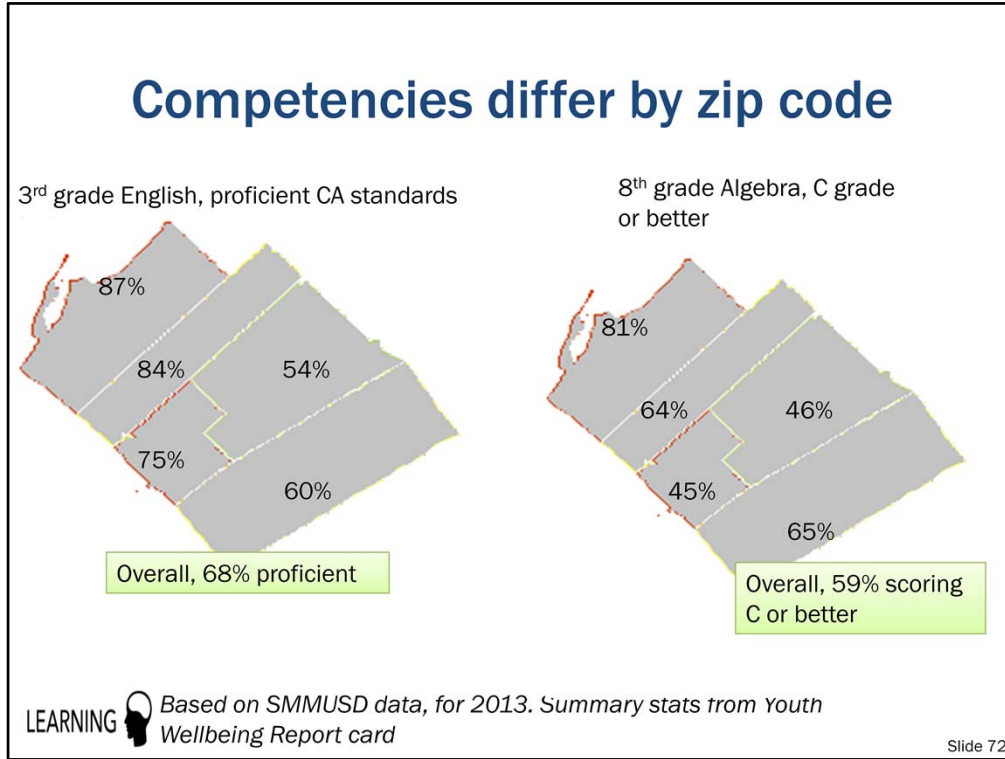
We also summarized data on English proficiency or advanced level by zip code at 3rd grade (CA test), and algebra proficiency (noted by C grade or better) at 8th grade. Results are comparable to early literacy with 90404 scoring the poorest relative to other zip codes.

In Santa Monica's 2013 Youth Wellbeing Index, 3rd Grader competency (% scoring proficient in English) ranged from ~54-87% proficient by zip code. Overall, 68% of 3rd graders are proficient or higher in language arts; with 32% not proficient in language arts.

For algebra, on average 59% score a C or better in 8th grade, though this differs by zip code (higher scores in 90402).
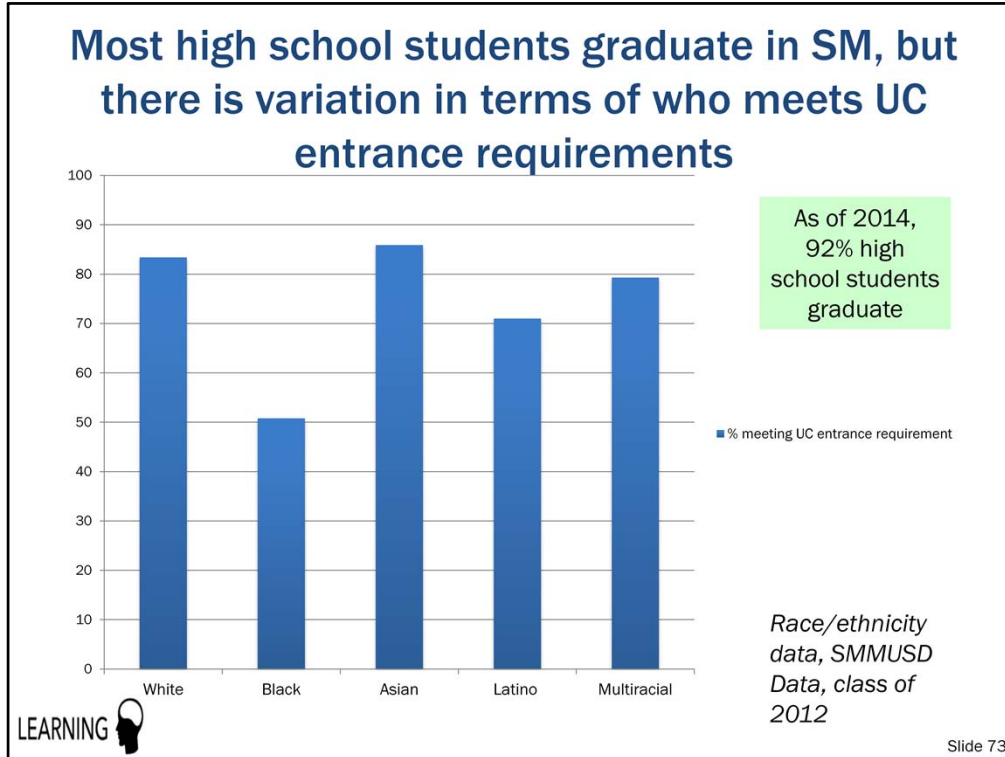
Overall, high school graduation rates are high in Santa Monica (92% graduate).

We also examined high school entrance requirements for the UC system by race/ethnicity with the most recent data from 2012. More Asians meet entrance requirements for UC, followed by White students. Overall, Latino and Black students do not perform as well. Recall that more Latino students live in 90404, which also reports poorer average literacy scores at kindergarten, 3rd grade in English, and 8th grade in algebra.

Adult education users vary by zip code, with more use in 90404 and 90405

From SM adult education data

Slide 74
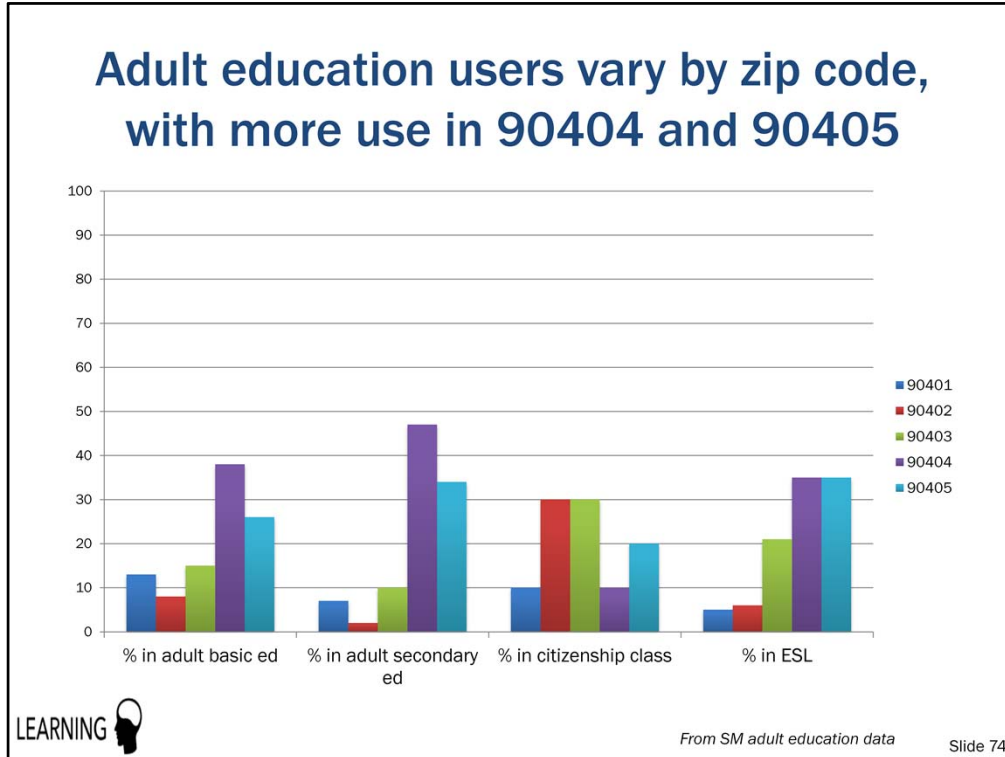
We also captured data from the SM adult education programs, which serves CSM residents mainly for citizenship, GED, and ESL reasons. As noted, most use for these classes is in 90404 and 90405, but we do not know whether there are opportunities for other secondary education not fully accessed by residents in other zip codes, for example. We do know that adult education classes are used in the lower income zip codes, particularly 90404, which is logical given that many of these classes are for high school completion. However, the city does not currently have enough granular data on other classes related to adult learning or enrichment.
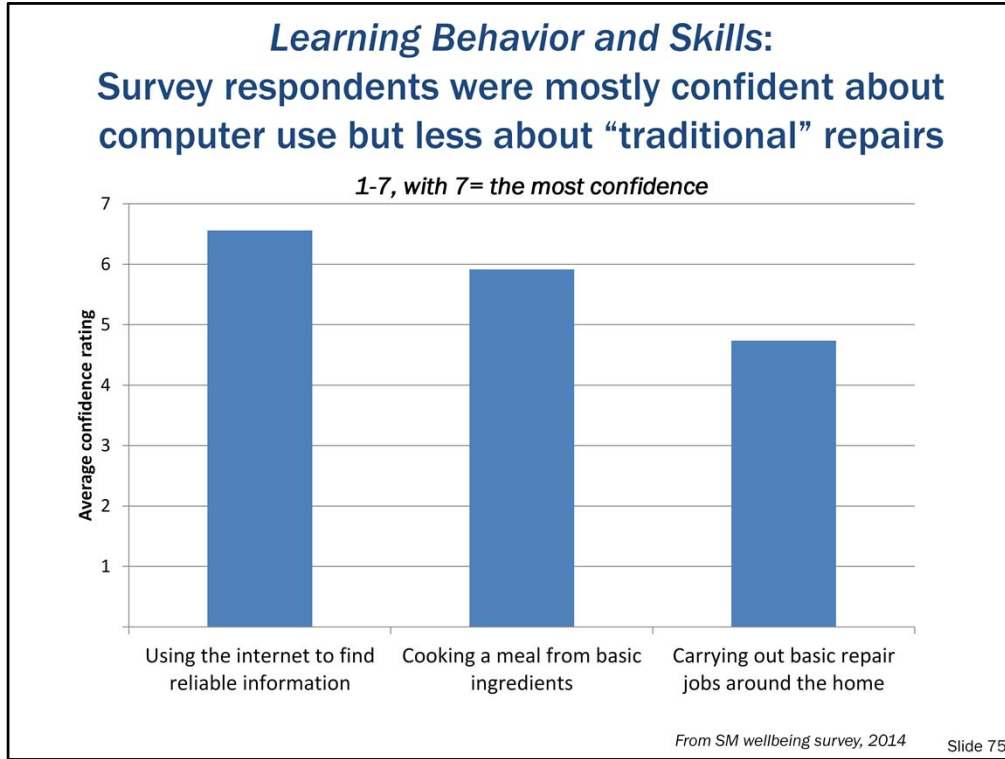
The second subdimension of learning is general learning behavior and skills. Based on survey data, internet confidence is high, but as other communities are observing, confidence in the use of basic skills like cooking and home repair is not as high.
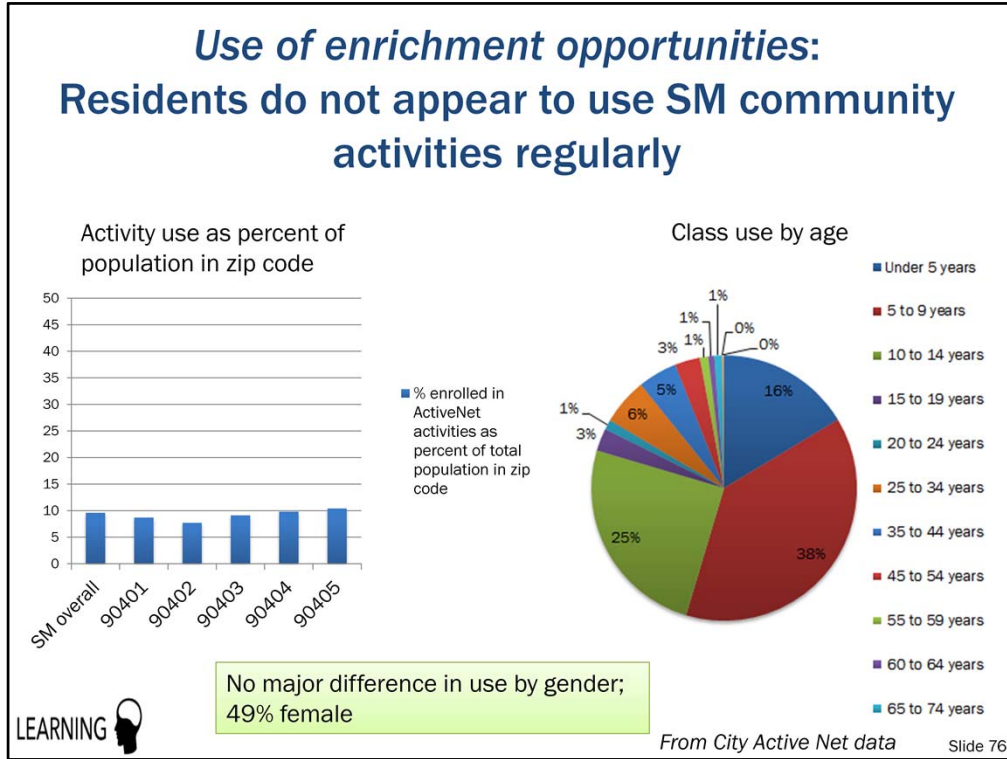
Active Net tracks engagement in city funded classes and camps. Overall, use of these classes is a bit higher in 90401, 04, and 05, but general participation is low. The greatest use is among young children, with no differences by gender. Data on the distribution of class offerings is spotty; additional data collection and systematic monitoring of this is needed to fully assess both access and use.
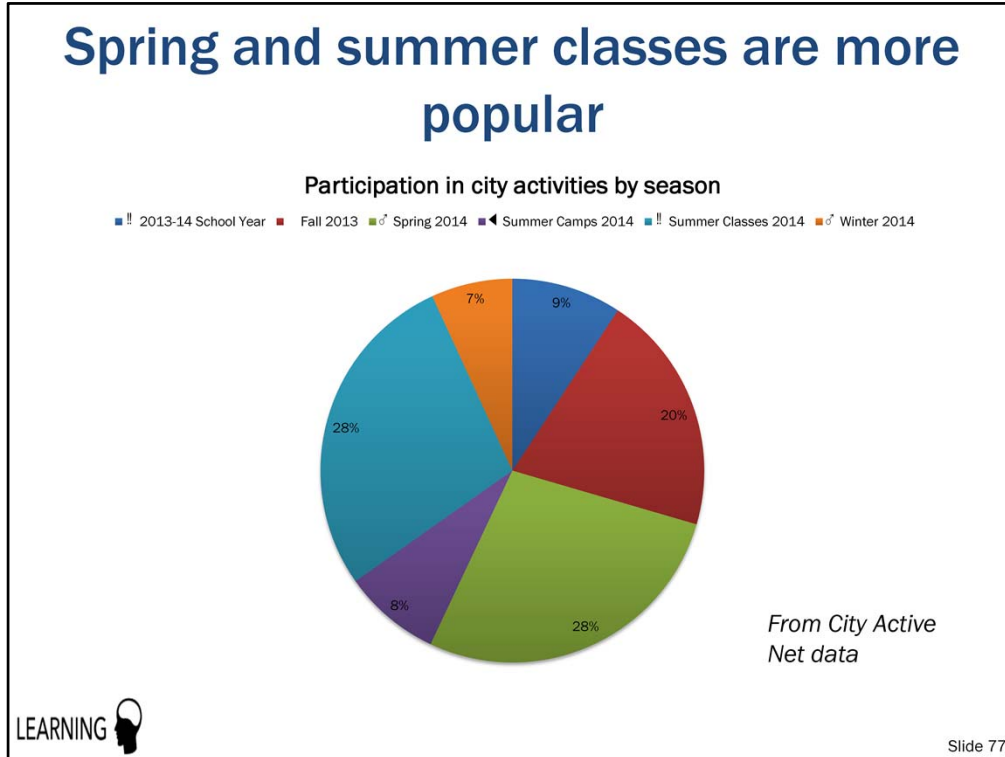
Programs in spring and summer are more frequently used. But the use of programs tends to be concentrated in general classes rather than camp registration. We might have expected more camp not class registration during these seasons.

Note that for both this and the previous slide, our research team only has the benefit of data on city sponsored classes. This does not reflect resident engagement in private or nonprofit sector activities. Future data collection would ideally capture these data.
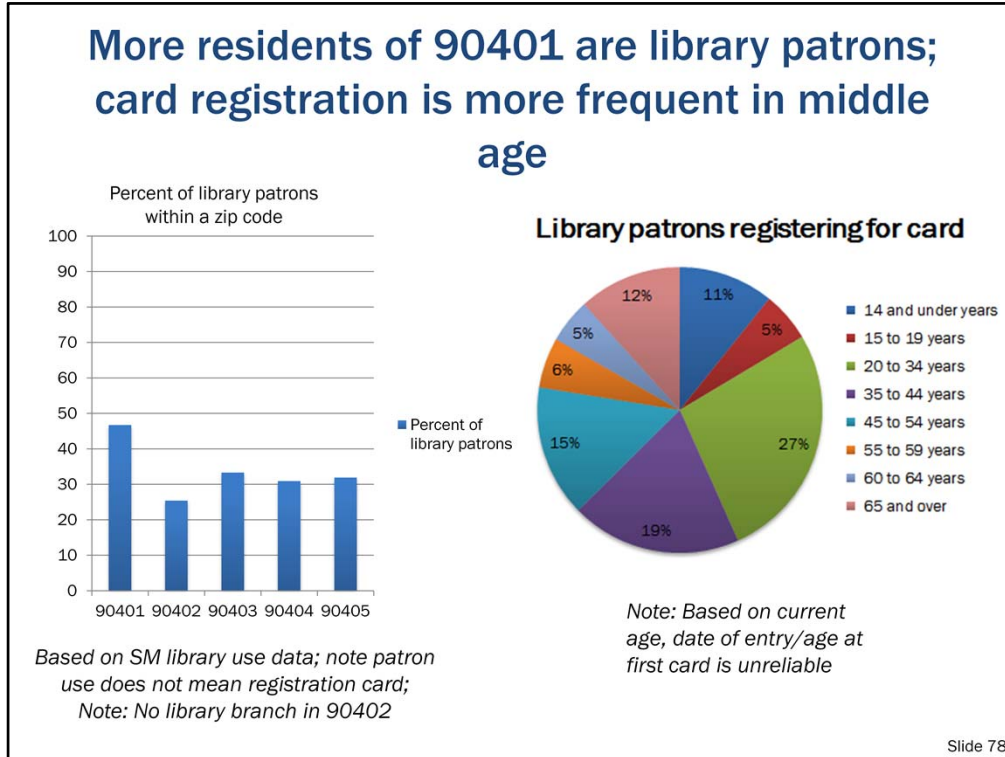
We also captured data from the SM library system to understand the use of library-related enrichment opportunities. We calculated patronage by zip code population to explore differences. The highest use was in 90401. We wanted to capture age at first library card as an indicator of early literacy, but we do not have reliable data on this at this point. We did, however, note the age of those registering for cards, and registration appears concentrated among those 44 years and younger.

Learning: Where do we go from here?

- Where can we target programs to support learning proficiency across race/ethnicity and zip code?

- Where can we capture more information about learning behaviors, including support skill development—both modern and traditional?

- What additional private sector data can explain use of enrichment opportunities, and why are more Santa Monicans not engaging in the city supported classes?

LEARNING

Slide 79

Given these findings about learning, it is useful to consider three things:
- Where can we target programs to support learning proficiency across race/ethnicity and zip code?
- Where can we capture more information about learning behaviors, including support skill development-both modern and traditional?
- What additional private sector data can explain use of enrichment opportunities, and why are more Santa Monicans not engaging in the city supported classes?

For example, it would be useful to know what types of learning activities are offered through private facilities, including the range of arts and cultural activities for which the study team had limited data. We also have very little information on the range of classes offered and whether some activities are considered more or less enriching or effective.

Dimension by Dimension

HEALTH

Slide 69

In this section, we provide key findings about the health dimension.
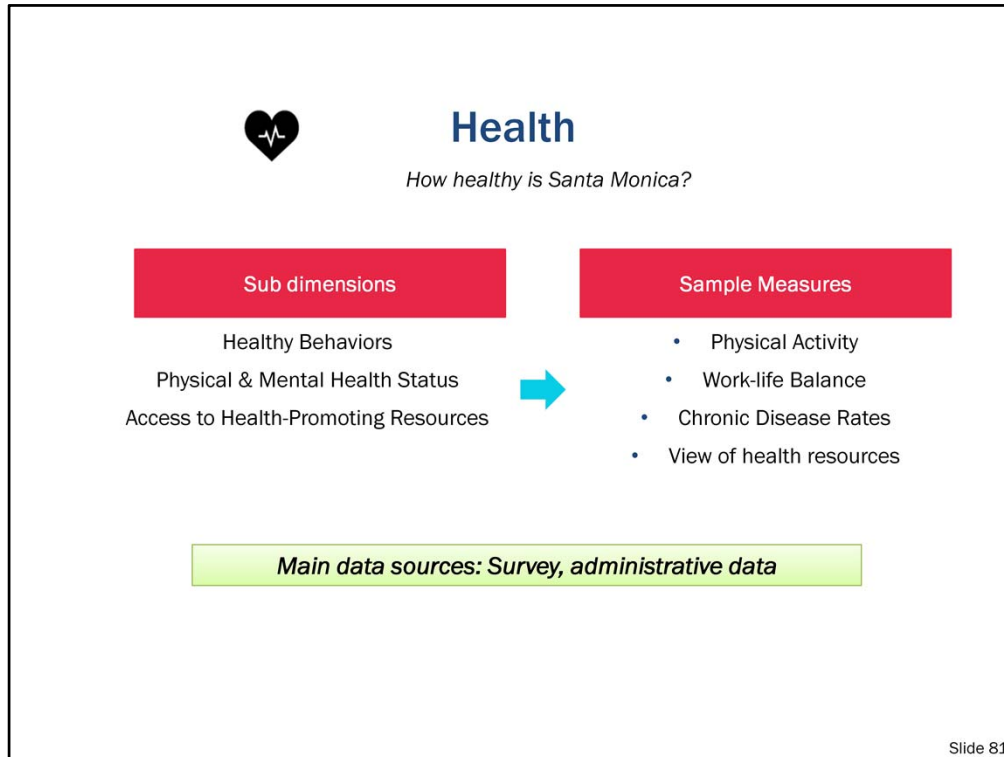
In this section, we describe the health dimension. First, we describe the value of this dimension for wellbeing measurement.

Why measure health as part of wellbeing?
Being and feeling healthy is essential to an overall sense of wellbeing, life satisfaction, and an ability to lead a productive and happy life. Health encompasses many facets of life, including the physical, the emotional, and the spiritual. Further, the World Health Organization notes that health is not just about the *absence* of a disease like diabetes; health means feeling *good* physically, emotionally, and spiritually. Health does not mean that you are in perfect condition, but rather you have the tools and resources to live successfully, managing whatever health challenges you may have. And health is not just about what you experience as an individual. The health of your family, your neighborhood, and your city influences your health, and you influence your community's health as well. When individuals, families, and neighborhoods are healthy, a community can move towards greater wellbeing.

How are we measuring health?
Like in other areas of wellbeing, The Wellbeing Project is taking a broad view on how to measure health. It is not simply tracking the number of people who feel

healthy or don't have a disease. Rather, the team seeks to understand how amenities in the broader Santa Monica community are being used to promote health, and whether the environment is supporting physical, emotional, and spiritual health. To start, the team includes information from our wellbeing survey – this information provides a sense of what residents note about their health behaviors. We also included data from state level surveys and the county health department to provide an overview of health in Santa Monica. Over time, the team plans to include other aspects of health as well. For example, using data from social media as we do in other dimensions, can we explore whether Santa Monica residents talk about how they take care of their health on a daily basis, such as exercising, eating well, and managing stress? Or can we start to include more information on the health facilities being used in Santa Monica, not just the government funded services but all of the resources provided by the nonprofit and business community? There are many ways to understand whether people feel healthy, whether they use tools to keep themselves healthy, and how they contribute to the health of their neighborhood. More information in all of these areas will help us explore the health and wellbeing of Santa Monica and its residents.

We operationalized this dimension into three subdimensions – physical and mental health status, access to health promoting resources, and healthy behaviors – based on research, expert input, and stakeholder engagement. As described above, the primary sources of data for this dimension are resident survey and City and non-city sources of secondary data (mostly survey and data from the public health department).

How healthy is Santa Monica?
Summary themes

- Most SM residents report good health and getting enough sleep

- One-third of residents report feeling stress

- Fewer than half report engaging in enough physical activity and healthy eating
  - Differences exist by age, zip code, and race/ethnicity

HEALTH

Slide 71

There are three key findings about health. First, most SM residents report good health, both in survey responses and in administrative data. But there are some deficits in nutrition and physical activity level that differ by zip code, age, and race/ethnicity. Further, about one-third of residents report feeling stress.
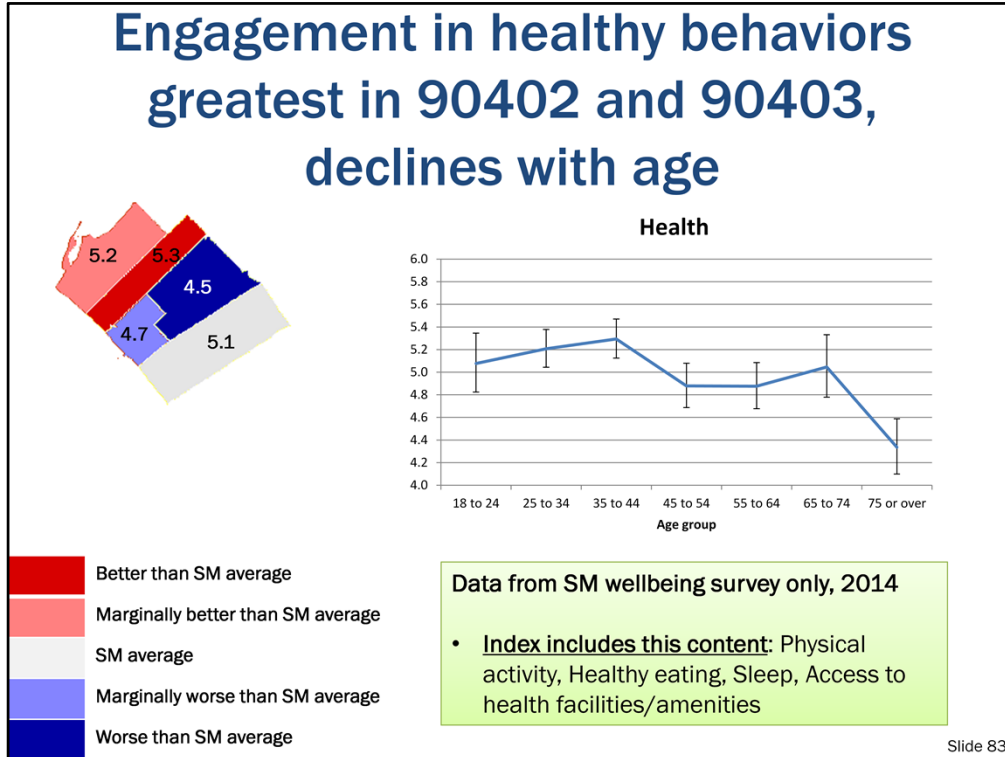
From the survey data only, we created a score of health, comprised of items related to physical activity, healthy eating, sleep, and positive access to health facilities or amenities. The scale was then normalized on a 0-10 scale for interpretation ease. We set the overall CSM average to the mean of 5.0, and then plotted the values above and below by zip code. Red places have better than CSM averages, and blue have worse. As noted earlier, marginally better is significant at p<.05, and better is noted at p<.01.

Engagement in these healthy behaviors was above average in 90402 and 90403, but differed by age. The greatest dip in healthy behaviors appears to occur around 45 years, with a slight peak in the 65-74 year range, and a clear decline in later adulthood.
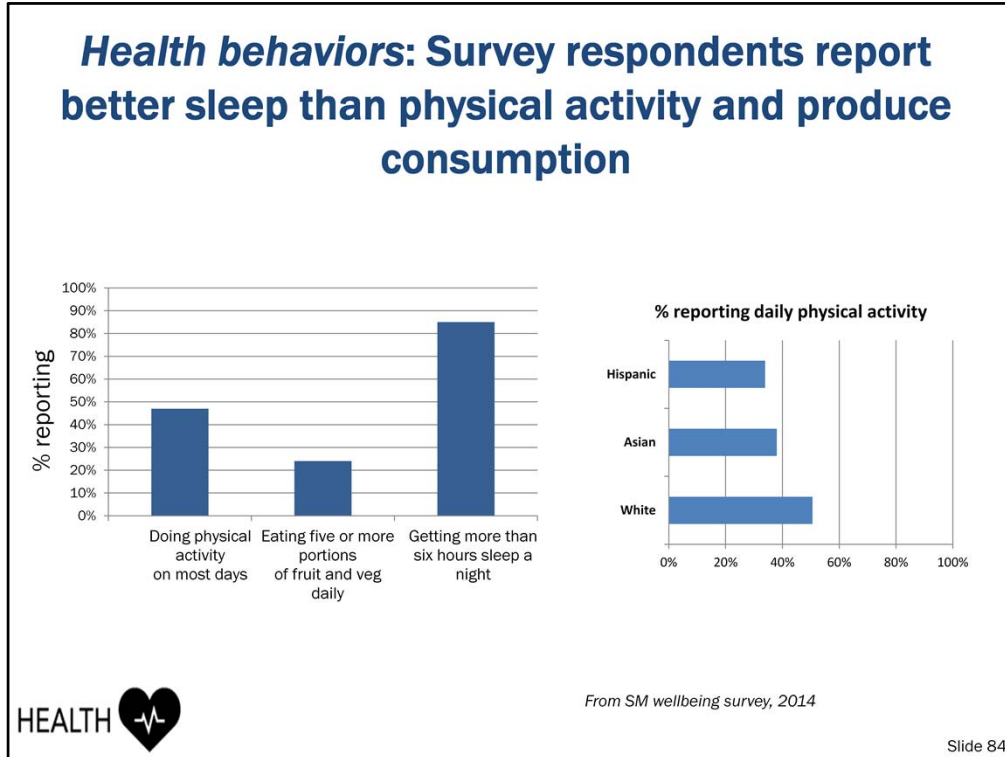
Overall, survey respondents reports suggest that adequate sleep was more common than daily physical activity or adequate produce consumption. This differed by race/ethnicity, with Hispanic residents reporting the least amount of physical activity.
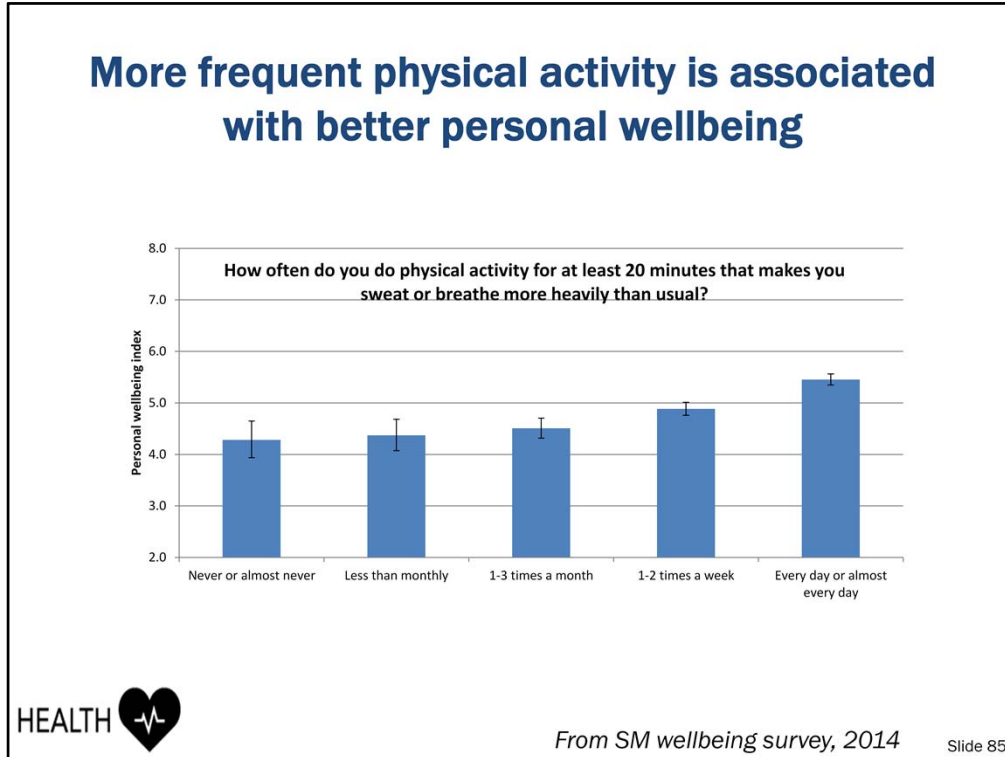
How does physical activity relate to the subjective experience of wellbeing? We explored the relationship between wellbeing and health behaviors like physical activity and found that more physical activity (operationalized as weekly to daily) was associated with higher scores on personal wellbeing or outlook.
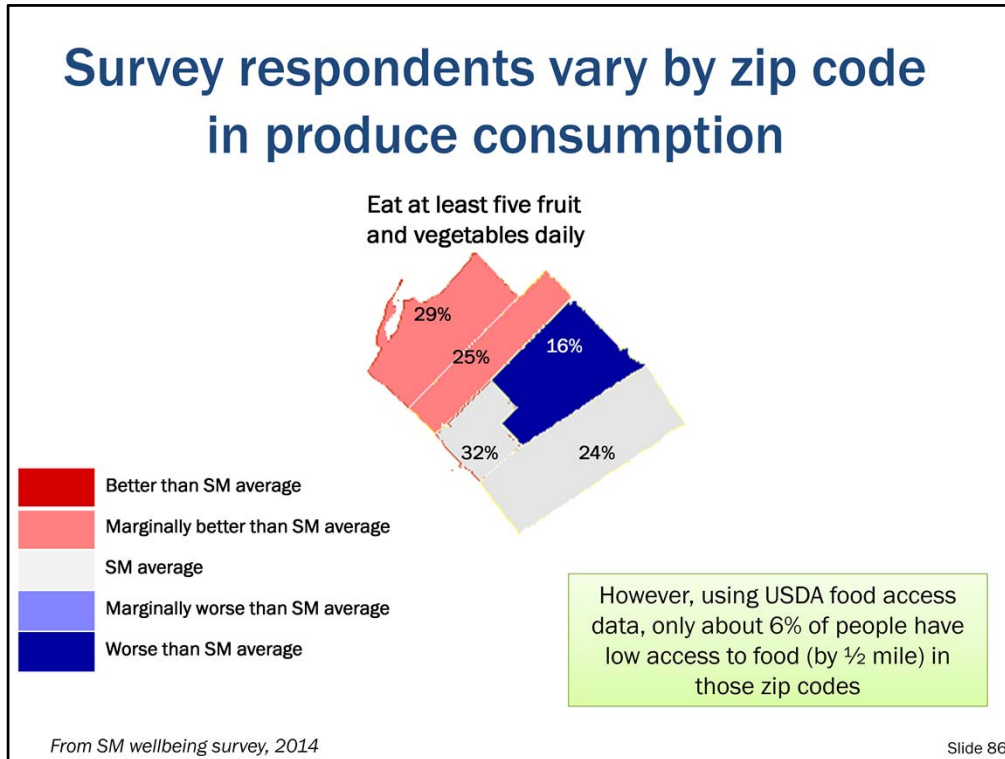
In order to examine what may explain produce consumption findings, we used USDA food desert data to explore access issues. There is some variation in consumption of produce by zip code (90404, with the least), this cannot be explained by access to grocery stores and/or farmer's markets. Note that produce consumption in 90402 is not as good as it might appear fruit and vegetable consumption in that zip code is quite polarized. For instance, 32% reporting eating five or more, but 37% eat two or less (compared to 26% who eat two or less, for example, in 90405).
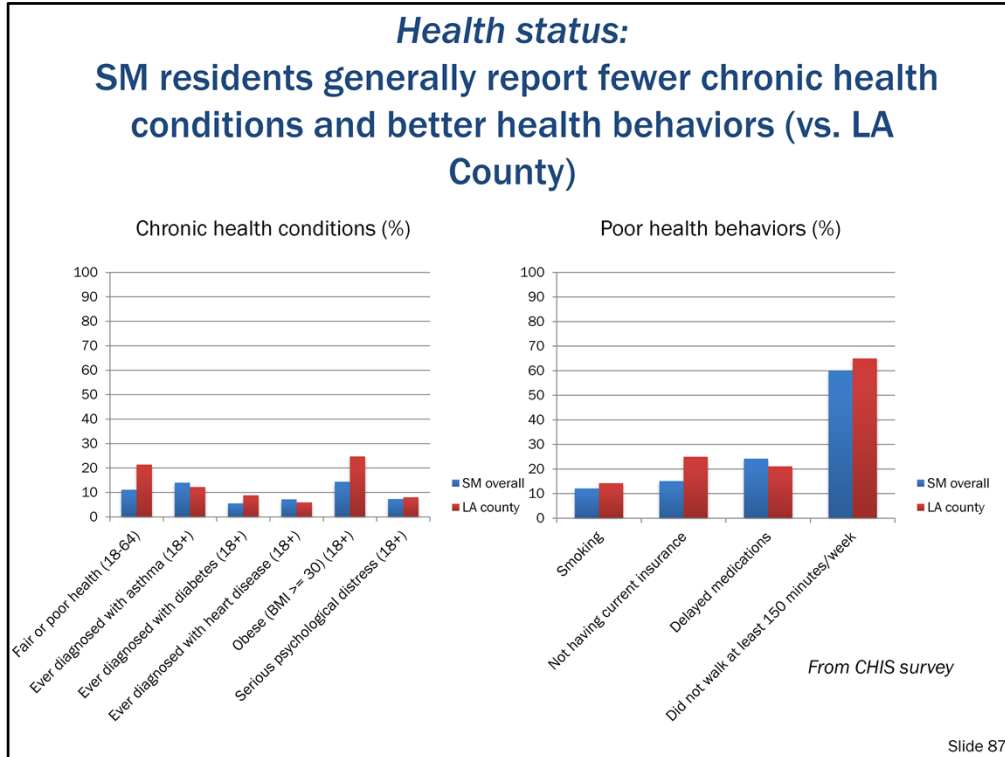
Using California Health Interview Survey data we also explored chronic health conditions and engagement in healthy behaviors. Overall, chronic health conditions are low in Santa Monica, relative to LA County. Fewer people in CSM report being in only fair or poor health, or a diagnosis of diabetes or obesity. On the other hand, slightly more SM residents report ever being diagnosed with asthma and ever being diagnosed with heart disease, though the median age in SM may explain the latter finding.

In terms of health behaviors, SM does better than LA Count. There are fewer people who report not having health insurance, smoking, or not walking at least 150 minutes/per week. Given the survey finding on physical activity, it will be important to reconcile the two findings, though the survey findings set a higher bar for daily physical activity.

Most students pass health fitness exam
(5th, 7th, 9th data aggregate)

Note only aggregate data provided to study team for SM, so comparisons are not exact

But sample context for CA state:

5th grade, % by component in Healthy Fitness Zone:
- Aerobic capacity-63%
- Body composition-60%
- Abdominal strength-75%
- Trunk extension strength-85%
- Upper body strength-66%
  Flexibility-72%

% scoring in healthy fitness zone (4 ore more components)

90401 90402 90403 90404 90405

From SMMUSD, fitness data, 2013.   Slide 88

We also captured health data on youth using SMMUSD fitness data on the percent of children who report scoring in the healthy fitness zone or at least four or more components of the CA physical fitness exam (this definition comes from SMMUSD). Overall, SMMUSD children seem to be very healthy relative to CA, though we do not have data that allow us to make a direct comparison between SM and CA overall, given the way that the SM system chooses to summarize the findings. As such, we cannot directly compare the % scoring in healthy fitness zone by 4 or more components. However, when we looked at the 5th grade CA data, we were able to look at the average percent considered healthy by each physical category. For most components, the state averages were lower than the overall average in SM.
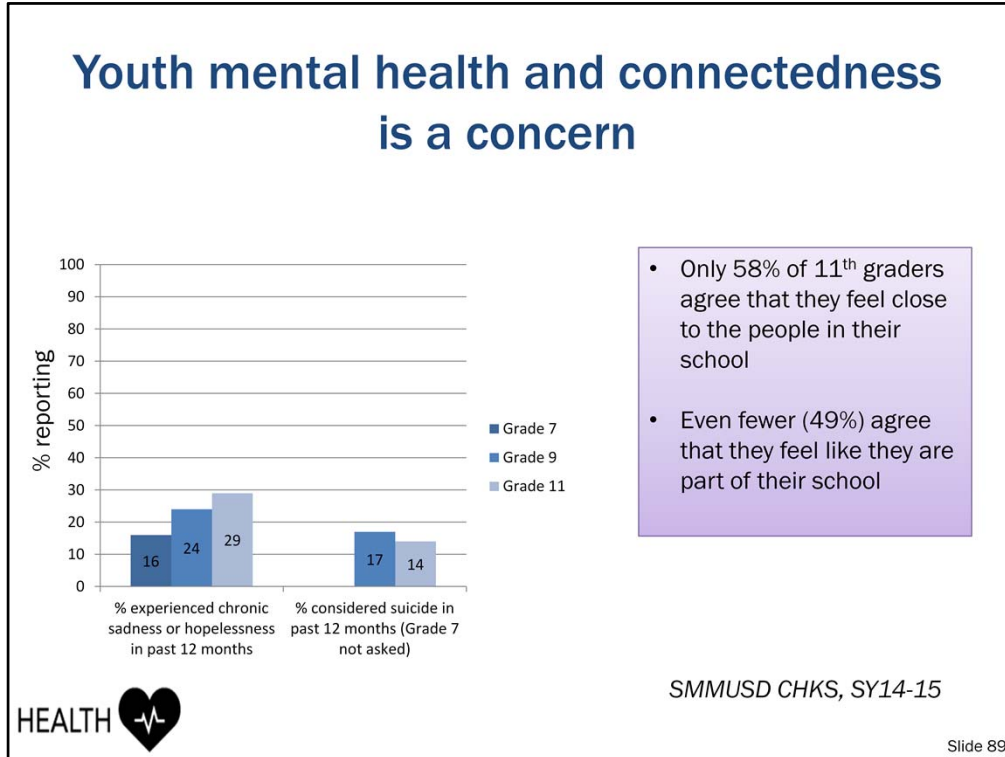
We also examined youth mental health given interest by CSM in this topic and findings from the youth wellbeing report card effort. According to the SY14-15 California Healthy Kids Survey, 17% of 9th graders reported considering suicide in the past year and nearly 30% of 11th graders experienced chronic sadness or hopelessness in the last year. School connection is also an issue, with only 58% reporting feeling close to people in school.

***Access to health resources*: Most survey respondents noted that SM health amenities are good**

From SM wellbeing survey, 2014

Slide 90
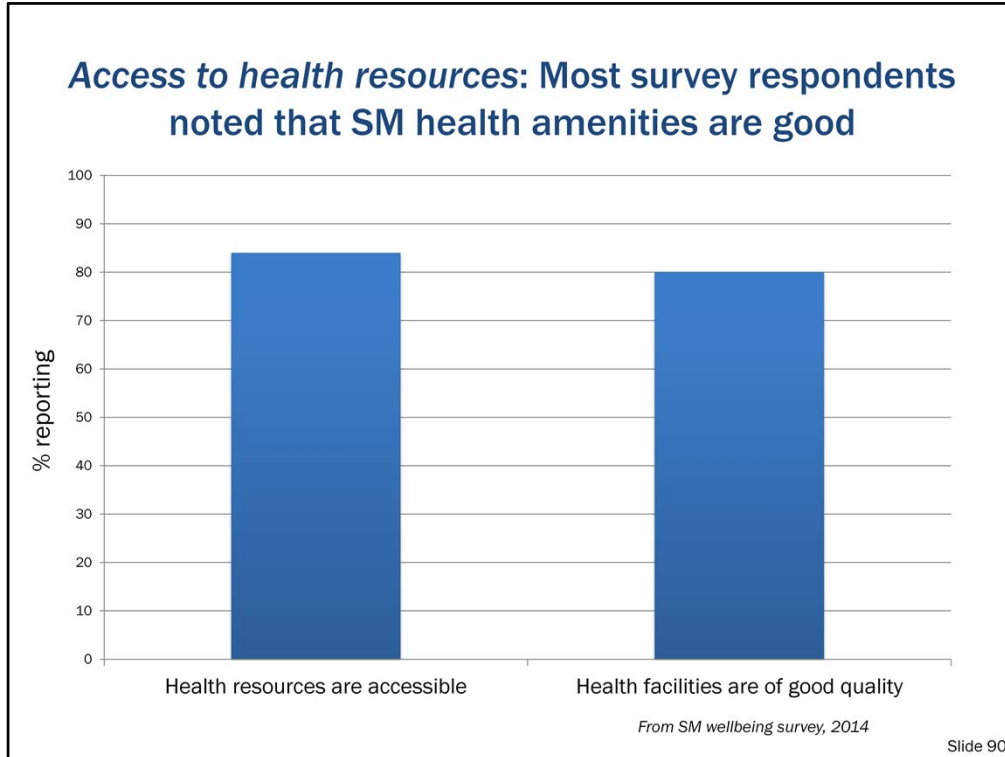
The final subdimension on health includes access to and use of health facilities. Given the lack of administrative data to fully address this subdimension, we relied on survey items. Overall, SM residents report high accessibility to health resources. About 80% of these residents also note they believe health facilities are of good quality.

Health: Where do we go from here?

- What additional information can we capture about engagement in wellbeing activities, such as stress management or reduction?

- How can CSM capture more data on resident health status that does not rely on the larger LA County Department of Public Health or CHIS data?

- What other information can we capture about government supported and private sector health resources and related amenities?

HEALTH

Slide 91

Given these findings about health, it is useful to consider three things:
- What additional information can we capture about engagement in wellbeing activities, such as stress management or reduction?
- How can CSM capture more data on resident health status that does not rely on the larger LA County Department of Public Health or CHIS data?
- What other information can we capture about government supported and private sector health resources and related amenities?

For example, we could begin to capture information from private facilities regarding the health activities they offer, who uses these activities or services, and whether these services are considered effective. Further, we could benefit from more information on resident health status, particularly data on emotional and spirtiual wellbeing. To date, those data are not available for Santa Monica specifically.

Dimension by Dimension

ECONOMIC
OPPORTUNITY

Slide 92

In this section, we provide key findings about the economic opportunity dimension.
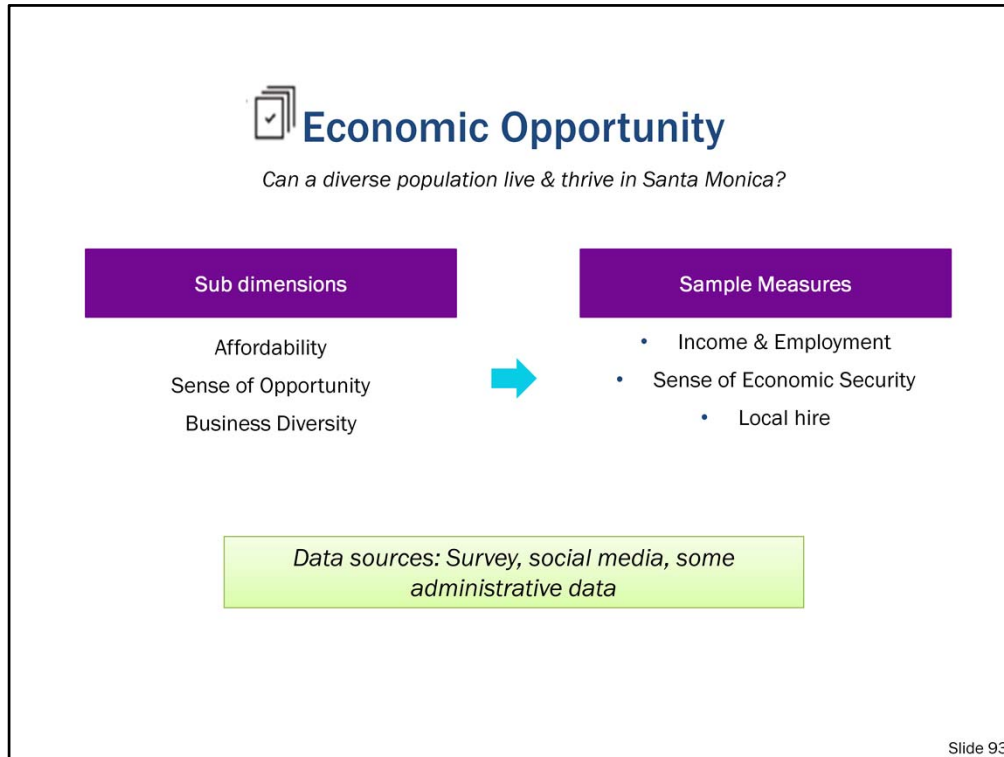
In this section, we describe the dimension of economic opportunity. First, we describe the value of this dimension for wellbeing measurement.

Why measure economic opportunity as part of wellbeing?
The Wellbeing Project recognizes the importance of economic viability and its relationship to subjective wellbeing experience, or feeling good about life. We also know that there is a strong tie between income inequality and wellbeing. British epidemiologists Richard Wilkinson & Kate Pickett published *The Spirit Level* in 2009, which shows that countries with higher income inequality had poorer physical and mental health, education outcomes, social mobility, trust and community life, and child wellbeing, and they had higher rates of drug abuse, obesity, violent crime, and teenage pregnancy. They demonstrate that negative impacts affect everyone, not just the poor. Harvard economist Alberto Alesina and colleagues in 2004 showed that inequality was associated with lower levels of happiness. The paper argued that the effect is mediated by perceived social mobility – i.e. high inequality is associated with poor perceived mobility, which in turn is associated with low levels of happiness. (It is interesting to note that Alesina is not associated with left-wing politics – he's seen as one of the main advocates for austerity). A more recent analysis by psychologist Shigehiro Oishi and colleagues (2011) looked at data from 1972 to 2008 and confirmed that Americans are happier in years in which there is lower income inequality.

Economic opportunity is usually assessed in these ways:

Affordability. Can people afford to live in Santa Monica? Being able to make ends meet, to keep a roof over your head and not be worried about bills are some of the key determinants of wellbeing. We also look at whether residents believe the city will be affordable for their children.

Opportunity. But the economy is not just about money. Jobs pay wages, but they are also a fundamental part of an individual's identity, social networks, and sense of purpose. A good economy is one that creates opportunities for meaningful jobs.

Business diversity. Lastly, we look at the economy from the perspective of a consumer. Does Santa Monica provide the goods and services that its residents need? Is there a sharing economy that gives residents access to goods and services outside the market? Business diversity is not only key to ensuring Santa Monicans can get all the services they need in town, which contributes to satisfaction in community but that the city is investing in local businesses.

How are we measuring opportunity?
Using data from the Santa Monica Wellbeing Survey and other data sources available in Santa Monica, we measured each of these three aspects of the economy. For example, how does socio-economic status and unemployment vary throughout Santa Monica? Do residents find their jobs meaningful, secure, and satisfying? Are people able to live comfortably without worrying about paying the rent or their credit card bills? We also considered some of the frequently overlooked aspects of the economy – for example, do people in Santa Monica feel they can borrow from and exchange favors with their neighbors?

As noted, we operationalized this dimension into three subdimensions– affordability, opportunity, and business diversity – based on research, expert input, and stakeholder engagement. The primary sources of data for this dimension are survey, social media, and administrative data.

Can people live and thrive in Santa Monica?
Summary themes

- Most residents are able to afford life in Santa Monica, but do worry about housing payments

- Economic worry declines with age

- Hiring and job related opportunity are key issues for early and middle age groups

ECONOMIC
OPPORTUNITY

Slide 94

We noted several findings, namely, residents report being able to afford Santa Monica life but not without worries, particularly housing costs. Survey, administrative, and social media data all suggest that employment and hiring is key for those in the early and middle age groups.
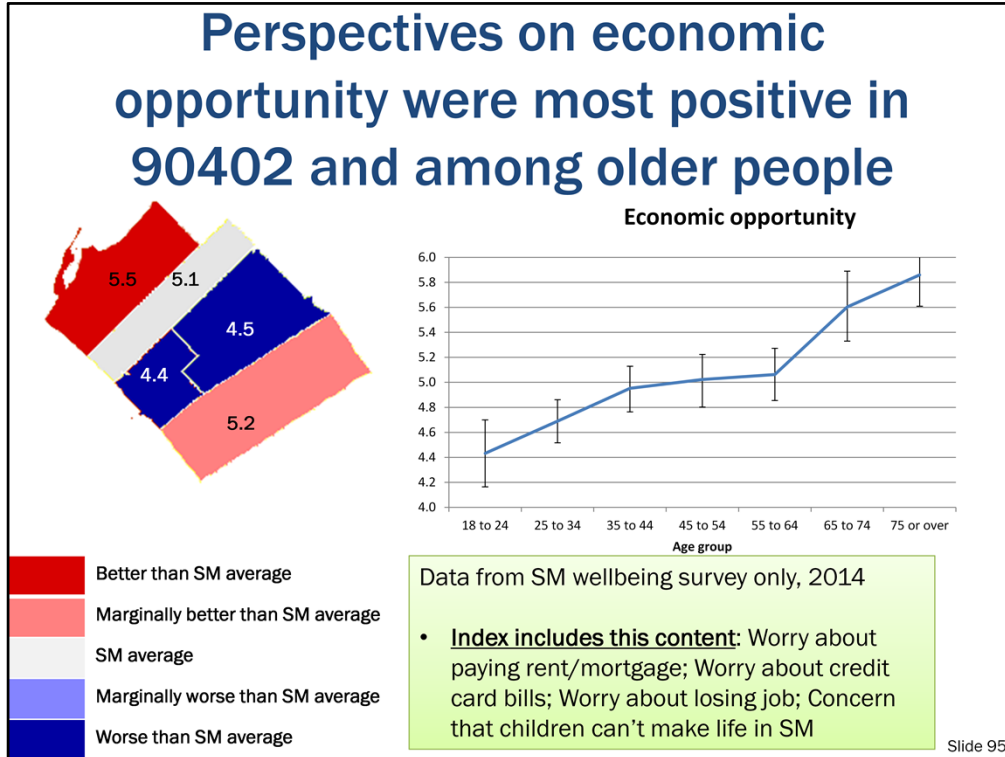
From the survey data only, we created a score of economic opportunity, comprised of items including worries about paying rent or credit card; worry about losing job; and concern that children can't make it in CSM (i.e., cannot live and work in SM as adults). The scale was then normalized on a 0-10 scale for interpretation ease We set the overall CSM average to the mean of 5.0, and then plotted the values above and below by zip code. Red places have better than CSM averages, and blue have worse.

Overall, economic opportunity was rated higher in 90402 and increased with age. The places of greatest concern are 90401 and 90404.
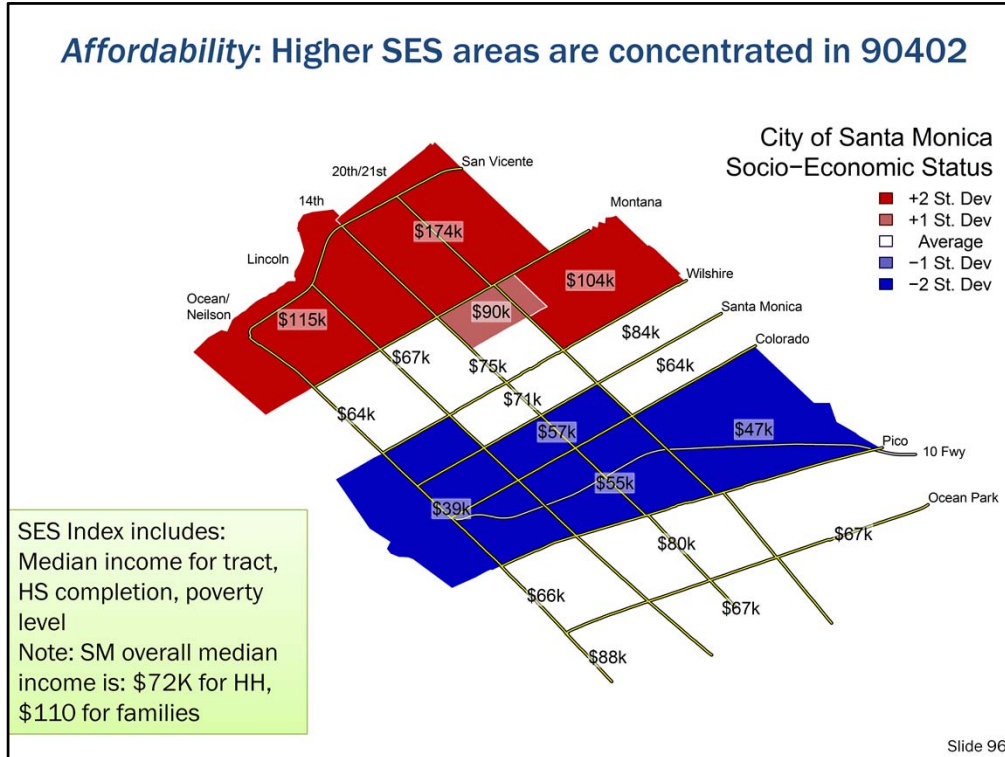
We created a SES index, comprised of:

The median income of residents in a census tract
The percentage of residents without a HS degree in a census tract
The percentage of residents with incomes below the federal poverty line

Overall, SES is high in CSM, but some areas near the business district are below CSM's average of $72K (closer to $60K in that region). This, however, is not below the US average as median household income in US is $51K. We know that income inequality can impact a community's overall wellbeing and the satisfaction of residents.

Index creation:
We took a factor analysis approach to calculating this index. First, we collected a variety of variables that previous study suggests contribute to economic effects on wellbeing. Next, we used factor analysis to calculate how strongly each variable "loads" on a single latent concept (or concept like income inequality). Then, we calculated a weighted average of variables, with the weights determined by the factor analysis "loadings."
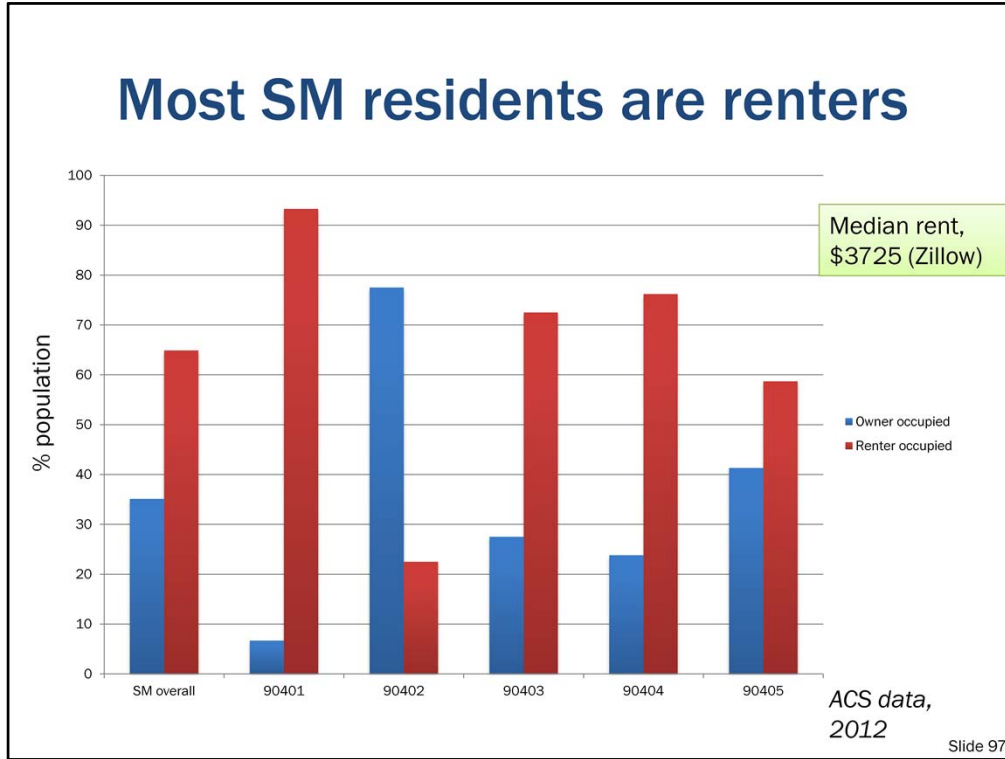
Related to affordability, we also used ACS data to explore the number of home owners vs. renters. More than 60% of Santa Monica residents report renting. Renting is most prevalent in zip codes with younger populations, such as 90405.

Sense of Opportunity:
One out of five survey respondents worry about paying rent/mortgage

Concerns greatest among those in early to middle adulthood- at least one economic worry (18-24 years: 38%, 25-34 years: 31%; 35-44 years: 35%; 45-54 years: 37%)

% worried about...

From SM wellbeing survey, 2014

Slide 98
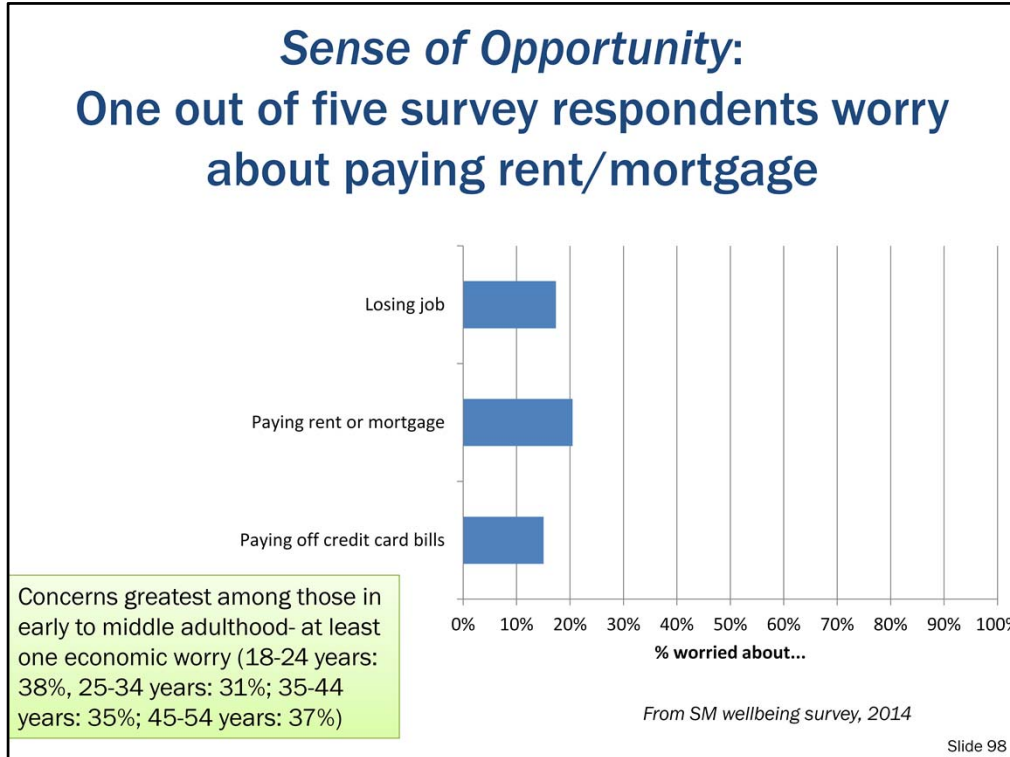
The second subdimension of economic opportunity was the sense of opportunity, which included difficulties meeting basic expenses.

Approximately 1/5 of survey respondents noted worry about paying rent/mortgage. About 18% reported worry about losing a job, and 15% reported worry about paying credit card bills. These economic worries disproportionately affected those in early and middle adulthood. For example, 35% of 35-44 years of age reported at least one economic worry compared to 12% of those 65-74 years of age.

Unemployment rate somewhat higher than US average and varies by zip code

US rate in 2013 was 8.4%

% unemployment 16 years and over

From ACS data, 5 year estimates (2012)

Slide 99
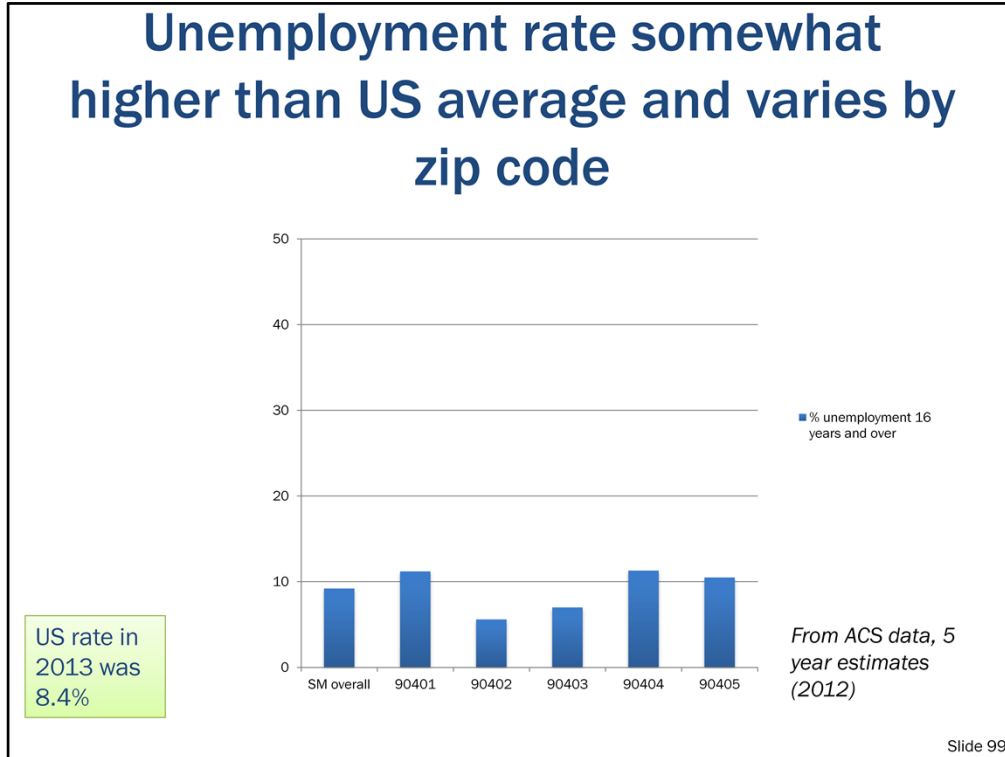
We also examined the unemployment rate. Overall, the 16+ rate of unemployment in 2012 (5 year estimates) is slightly higher than the US rate in 2013. The unemployment rate is most pronounced in those zip codes with the highest percentage of younger adults – 90401, 90404, 90405 -- and among minority residents.
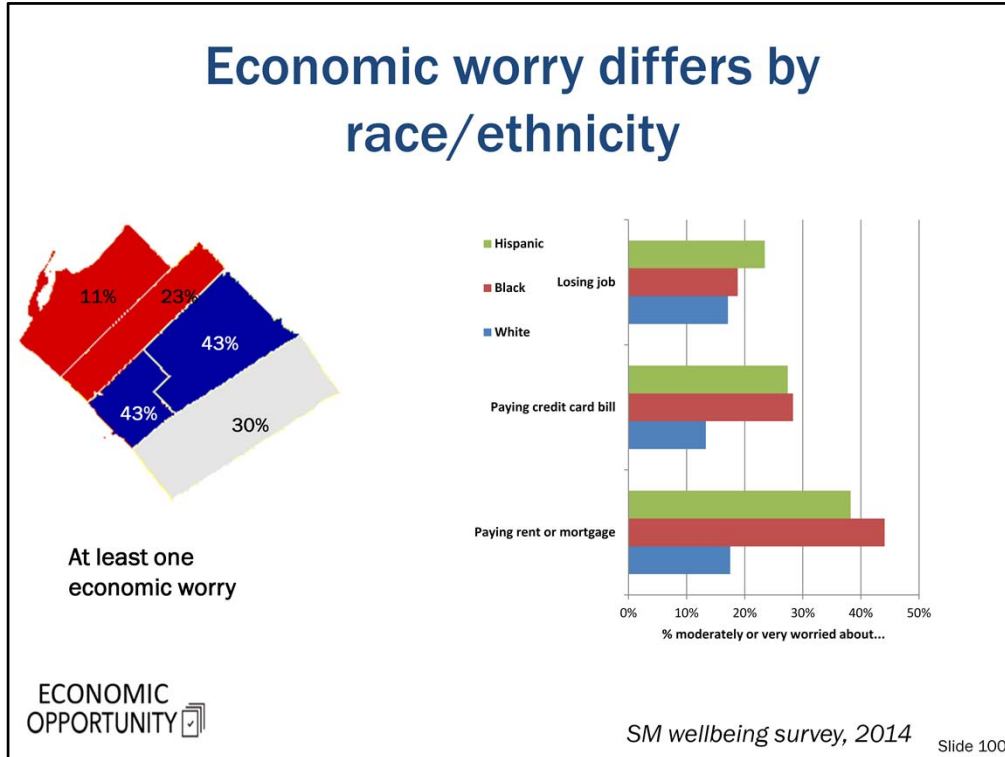
We also used our survey data to explore whether those economic worries differed by race/ethnicity. More minority respondents (Black, Hispanic) were worried about losing jobs and paying bills.

The team also leveraged social media data to explore this economic opportunity dimension further.

This indicator describes how much people in Santa Monica discuss topics related to jobs, affordability, and opportunity. We built sets of frequently used keywords that described affordability, business, or investment (e.g., "hiring," "jobs") to measure the amount of discussion related to jobs, hiring, or affordability. For each of these keyword sets, we started with a narrow set of keywords from the initial data set, then looked for relevant tweets and refined the keyword set. Then we used these sets of keywords to filter tweets from the overall data set (tweets sent in SM).

Like the sense of community indicator, this indicator assumes that more usage of these words reflects general interest in the topic being discussed. For instance, in the jobs discussion we identified and then accounted for tweets about prospective employers/employees as well as general opinion about jobs in Santa Monica.

There is substantial discussion among Santa Monica Twitter users regarding economy and opportunity, particularly about jobs. Keyword grouping analyses pointed out tweets that may reveal insight about residents' job sentiments, as

well as businesses' practices.
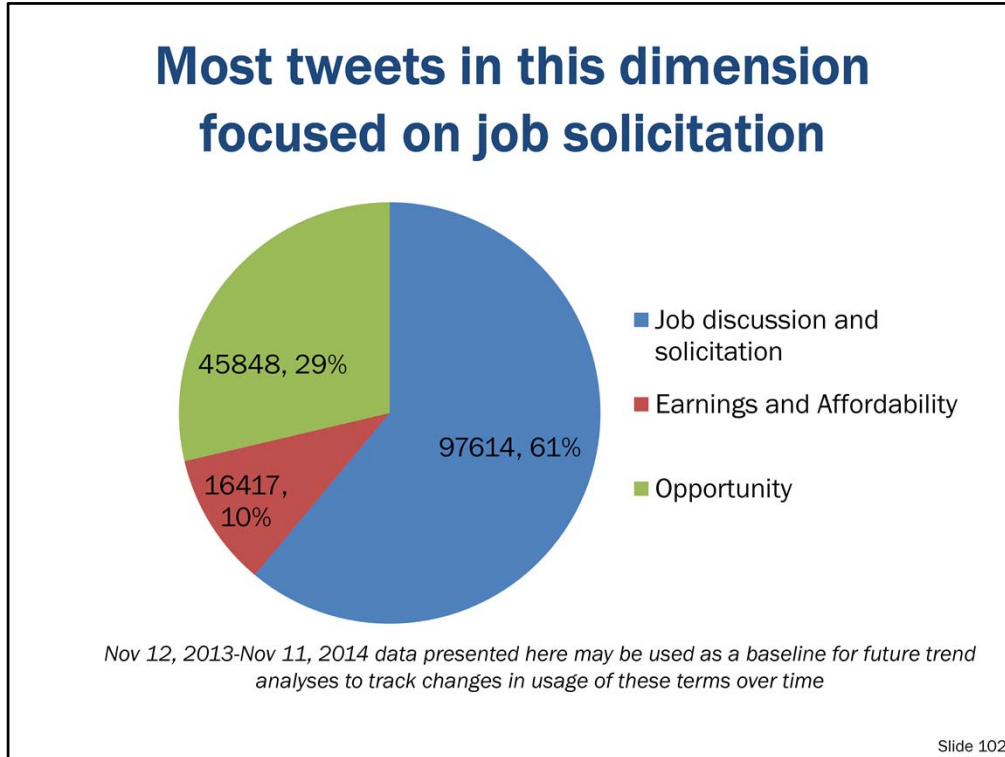
We analyzed 159,879 tweets in each of the three subdimensions. Job solicitation was the most commonly-discussed category out of the opportunity-related tweets, with 61% of the sample.

Other tweets also focused on housing and promotions

Example: Earnings and affordability tweets

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This example word cloud reflects underlying frequencies of words used in these tweets to visually represent the most-frequently used words. Bigger words are those most frequently mentioned or cited.

For example, there were tweets about job discussion and solicitation, both from individuals describing their jobs and from companies seeking to hire. In these tweets, there was also a great emphasis on homes, but also to terms like earnings, raises, and promotions.

Many other tweets appear to focus on the cost of living in SM, particularly around housing. In the other subdimensions, tweets about earnings and affordability discussed the extent to which residents felt they could afford daily expenses as well as larger ones (e.g., home ownership). Finally, tweets about opportunity focused on building businesses, including Santa Monica's burgeoning tech startup culture.

Example tweets: Job discussion & solicitation

- **My job:** *My job just got a little bit easier by chance. Thank you, universe.*

- **New job:** *5 min walk from my new job at truecar. :) @ Santa Monica Pier*

- **#lovemyjob:** *Learning material for a fun vocal session tomorrow :) #lovemyjob*

- **Solicitation, #job:** *#Writing #Job in #SantaMonica , CA: Journalism/PR Internship at startup*

ECONOMIC
OPPORTUNITY

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These are sample tweets on job solicitation. These tweets, for instance, demonstrate how jobs discussion may include individuals discussing their current jobs, new jobs, or companies posting job ads.

Example tweets: Earnings & affordability

- **Afford:** *I couldn't afford therapy, so I just made myself a twitter again.*

- **Moving:** *It's settled. I'm moving here when I'm out of college.*

- **Buy a house/Afford:** *Our bank keeps trying to get us to buy a house but why would we do that...we'd never find a HOUSE we could afford THIS close to the beach!*

ECONOMIC
OPPORTUNITY

Slide 105

These are sample tweets on earnings and affordability.

Given these findings about economic opportunity, it is useful to consider three things:
- What policies will address affordability issues, particularly by age, race/ethnicity, and city location?
- How can social data and social media data in particular be used to inform interventions to help with economic opportunity and to track changes over time?
- What additional information can we capture on business diversity, since we had limited data for this subdimension?

For example, we need more information on when businesses start in CSM, who they employ, how long employees stay or get promoted, and whether residents can make a wage consistent with the cost of living in CSM. To date, we are missing elements of data that would address all of these issues. We could also more deeply examine a range of social media data, beyond Twitter, to further assess the issue of job solicitation and hiring. This may guide job training or hiring approaches in the city with an eye toward reducing economic worry.

**Summary and Next Steps:
Action**

In the next sections, we provide summaries of the overall wellbeing scores, and trends by zip code, age, ethnicity, and gender. Then we provide sample recommendations about how these data can inform local action.

Overall, analyses revealed areas of Santa Monica strength and opportunity

Key Strengths	Key Opportunities
Residents are generally satisfied with life and have time for the things they enjoy. Older age group has strongest personal wellbeing overall. Residents report high levels of trust in their neighborhood and volunteer at high rates.	Social interaction, connection, and sense of community could be improved for middle-aged and younger residents. Almost one third of residents are stressed some or all of the time. One-fifth are concerned about their housing costs. Some groups could benefit from targeted support: Younger age groups, Hispanic, unemployed

Slide 108

Our analyses indicated some key strengths in Santa Monica that promote wellbeing, such as high life satisfaction, strong volunteering rates, and strong trust in the neighborhood. But there are opportunities for improvement in Santa Monica. For example, the level of social interaction and sense of community could be improved. Some groups could benefit from targeted support in CSM, namely those in the younger age groups (particularly those 44 years and younger), those who are seeking employment, and those that are Hispanic or Latino.

Areas of Santa Monica strength and opportunity differ by zip code

Zip code	Key strengths	Key opportunities
90401	Use of outdoor spaces, produce consumption, use of cultural activities/nightlife	Higher presence of wellbeing detractors ; Below average on four out of six dimensions, particularly economic opportunity and community
90402	High wellbeing scores, particularly outlook and economic opportunity	Poor use of community or public spaces
90403	Highest score on health dimension, good use of outdoors	Work-life balance (e.g. time spent working) could be improved
90404	Second lowest rate of working long hours, spends more time visiting other neighborhoods	Below average on all dimensions except for learning
90405	Highest on learning dimension, second highest on community and opportunity	Does not feel can live in SM for long time, more noise complaints

Slide 109

Areas of Santa Monica strength and opportunity differ by zip code.

90401 is below average on four of the six dimensions and has the worst scores in economy and community. This zip code had the worst scores on many of the community items, such as trusting people in ones neighborhood, borrowing from neighbors, and feeling likely to remain a resident of CSM; as well as questions related to jobs – job security and job satisfaction. Those in this zip code were less likely to meet friends socially.

Conversely, respondents in 90401 were the most satisfied with cultural events and nightlife in CSM, as well as the range of businesses available. They were the least likely to drive. They were the most likely to eat 5 fruits and vegetables a day but a high proportion of 90401 residents ate no fruit and veg, bringing the average down so that it is only the second highest in CSM. They are also second highest in terms of use of outdoor spaces (behind 90403)

90402 reported the highest index scores on four of the six dimensions (particularly personal wellbeing and economy), second highest in terms of health, and only slightly below average on learning. The biggest differences between 90402 and the rest of SM were seen in terms of very low economic worries, high satisfaction with home, high trust of people in neighborhood, highest likelihood to

remain a CSM resident, high levels of energy, low levels of stress, and few complaints about noise in the neighborhood. While 90402 does best on feelings about community, 90405 ranks higher on some of the indicators related to do community-related behaviors such as talking to neighbors. Two places where 90402 does significantly worse than the rest of SM are use of community and public spaces, and confidence cooking. This zip code is also below average on attendance of classes, cycling and walking rates, use of outdoor space, confidence doing repair jobs, visiting other neighborhoods, and time and effort into SM community.

90403 has the best score on the health index. Aside from that, it is also above average on place but average on the other four dimensions. The indicators where 90403 does significantly better than the rest of SM paint a clear picture of healthy lifestyles: highest use of outdoor space, significantly above average physical activity, highest cycling rates, highest percentage who consider SM a beautiful city, most confident cooking, and above average fruit and vegetable consumption. Subjective health is rated highest, the area has the lowest rates of illness, and health facilities are rated best. Aside from the health nexus, economic worries in the area are also significantly below average. The only indicator where 90403 scores significantly worse than average is on the percentage of people who work very long hours.

90404 is significantly below average on all dimensions except learning. This zip code also performs worst on community, health, and economic opportunity. The largest gaps can be seen in terms of satisfaction with home, many of the community variables such as trusting people and belonging to neighborhood, use of outdoor space, fruit and vegetable consumption, physical activity, and credit card debt. The zip code does not do significantly above average on any individual indicator, but it ranks second best on a few indicators, including attendance of classes, confidence carrying out repair jobs, visits to other neighborhoods, and walking to work. It's also the neighborhood with the second lowest rate of people working very long hours.

90405 has the highest index score on learning, second highest on community and economic opportunity, and is just above average on the other three dimensions. The zip code ranks highest on many indicators in the community and learning dimensions, including stopping and talking to neighbors and being able to count on them and borrow things from them (though it comes in second to 90402 in terms of trust and belonging), number of classes attended, confidence doing repair jobs, and satisfaction with events such as community events. It also ranks highest in terms of use of community spaces, time and effort put into SM community, and

feeling able to influence decisions. The zip code is not on the bottom on any indicators, but does come second to the bottom on a few, for example complaints about noise, where it is significantly worse than 90404. Other areas for improvement include fruit and vegetable consumption, cycling, feeling free to decide how to live life, satisfaction with local businesses, and expectation that children will be able to remain in SM.
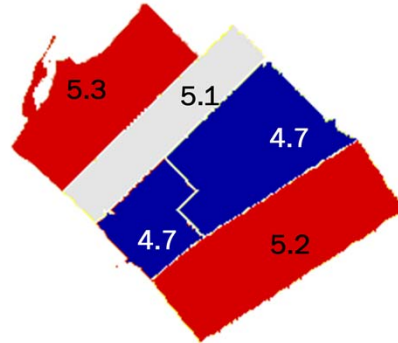
The City of Santa Monica Wellbeing Project

Here is an example of the wellbeing findings by zip code. For the wellbeing **survey** score (a roll up of personal wellbeing and the other five dimensions across the six survey indices only), 90402, followed by 90405, fare the best.
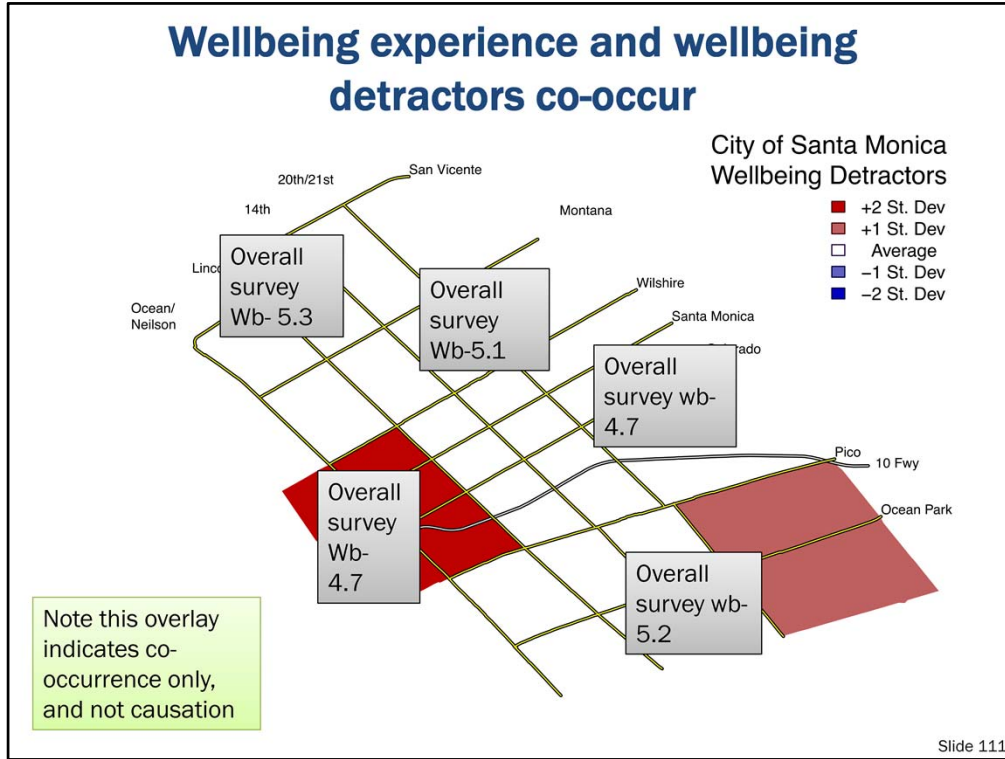
Here is an example of the overlay of wellbeing across dimensions and community conditions or assets. While we cannot assert causation, the co-occurrence of low reported wellbeing and the existing of community features that detract is worth paying attention to.

Areas of Santa Monica strength and opportunity differ by age

Age	Key strengths	Key opportunities
18-34 years	Outlook is strong-optimism, pride in SM	Less social connection and difficulties with economic worry
35-64 years	Stronger sense of community, and better feelings about place	Less time to socialize or time for enjoyment
65+ years	Highest wellbeing experience	Room for improvement in health status and behaviors

Slide 112

We examined findings by age of the city residents. For ease of summary, we collapsed groupings into early adulthood (18-34), middle adulthood (35-64) , and older age (65+).

18-34 The youngest residents score particularly poorly on community and economy. The very youngest (18-24) score slightly above average for learning, while 25-34 year olds are just above average on health. Under 35s very rarely stop and talk to neighbors, are least likely to plan to remain residents in Santa Monica, or to be able to count on their neighbors. They are least positive about environmental events in the city, and are most stressed. On the positive side, they are optimistic about their future, meet friends and family socially more regularly, and are more likely to rate Santa Monica as a beautiful city.

35-64 Broadly speaking, middle-aged respondents scored above average on community and below average on personal wellbeing and place. But these differences tend to be driven by particular age bands. For example, it was the 45-54 age group that had lowest personal wellbeing and place scores, while it was the older groups that brought up the community index score. People in middle age groups rarely meet their friends socially and report not having time to do the things they enjoy. They complain the most about noise and are less happy. Economic worries are on average high, including worries about paying credit card bills and not losing one's job.

Conversely, many rank relatively highly on community indicators, particularly stopping and talking to neighbors, and making time and effort to be part of the SM community.

65+ The oldest residents had by far the highest scores on personal wellbeing, community, place, and economy. The only dimension where they scored poorly was health, but that was only for 75+ residents. This group is the least worried economically, least stressed, least overworked, and least time pressured. This group is most likely to remain a resident and to feel they belong in the community. However, they are unlikely to cycle and are the least confident with internet and cooking.

The overall wellbeing experience increases with age. These findings reflect the survey scores across all six wellbeing dimensions.

Areas of Santa Monica strength and opportunity differ by race/ethnicity

Age	Key strengths	Key opportunities
Hispanic/Latino	Use of education services strong Use of community spaces strong	Below average on all dimensions, particularly economic opportunity and health
Asian	High life satisfaction	Less neighbor to neighbor connection, less resilience
African American/Black	Somewhat better on community, learning, and place dimensions	Room for improvement in produce consumption

Slide 114

We examined findings by ethnicity of the city residents. We present findings for each ethnic minority group; differences are presented relative to all other groups, including white residents.

Hispanics score significantly below average on all dimensions except learning, with the biggest differences being in the economy and health. Looking at individual questions, the biggest deficits are in terms of economic worries (particularly regarding rent), engaging in physical activity and spending time outdoors, having time to do the things they enjoy, fruit and vegetable consumption, and being able to count on people in the neighborhood. There are a few questions where Hispanics do marginally better than other ethnic groups – specifically, feeling happy, considering CSM to be a beautiful city, use of community and public spaces, and getting enough sleep.

Asians score marginally lower on the community index. We were unable to find many significant differences for individual indicators. However, Asians did score above average on life satisfaction, confidence cooking, and satisfaction with the range of businesses available in SMs. Asians do worse on stopping and talking to neighbors, physical activity, confidence doing repair jobs, having time to do what they enjoy, and feeling able to get back on their feet after challenges.

African Americans. Black SMs scored significantly or marginally significantly above average on three dimensions – learning, place, and community. African Americans scored significantly above average in terms of confidence cooking and using the internet, time and effort in the SM community, and feeling happy. They are less worried about rent and credit card debts, and carry out more voluntary activities. They also feel more able to influence decisions in the city. Surprisingly, there were only two questions where black respondents scored even marginally significantly lower than others – fruit and vegetable consumption, and satisfaction with environmental events.

Areas of Santa Monica strength and opportunity differ by gender

Gender	Key strengths	Key opportunities
Female	Strong sense of community Strong health behaviors and engagement in learning	More time for physical activity, enjoyment Address feelings of sadness and economic worry
Male	Physical activity	Less community connection, more time to spend talking with neighbors and volunteering

Slide 115

We examined findings by gender.

Females scored highest on community, followed by health and learning. As for individual questions, women score particularly highly on fruit and vegetable consumption (30% eating 5-a-day compared to only 19% for males). Areas of improvement include physical activity, feeling like they don't have time to do the things they enjoy, economic worries, and feeling sad more often than males.

Men reported much lower confidence cooking and much higher confidence doing repair jobs. Men did particularly poorly on community, but also health and learning. Looking at individual questions, areas where men score particularly worse than women include fruit and vegetable consumption (only 19% eating 5-a-day compared to 30% of females). They also scored worse than females on a range of community questions, including not volunteering as much, not putting time and effort into the community, not stopping and talking to neighbors. A strength is physical activity.

Some action ideas by key theme

Key Theme	Underlying Findings	Ideas for next steps
Social interaction is limited, particularly among those in the early to middle age groups	People who said they never met their friends or relatives socially scored 3.4 out of 10 on personal wellbeing, compared to 5.7 for those who met their friends every day or almost every day. 19% of residents aged 18 to24 – that's one in five young people -- reported loneliness	Create spaces in community for social engagement, particularly targeting those in the early and middle age group Develop programs that may support or enhance neighbor-to-neighbor activity or connection

Slide 116

Finally, the team linked key findings and potential actions. First, social engagement and interaction is not optimal despite its relationship to overall wellbeing and personal wellbeing in particular. This finding was particularly pronounced among younger age groups, who reported poorer overall wellbeing. This suggests targets for city action: to find opportunities to enhance interaction, support neighbor to neighbor connections, and create spaces for people to get together. Doing so might also address general work-life balance and economic worries, also more pronounced in younger age groups and critical to wellbeing.

The data we have offer some clues as to why at least some people have little social life – time. 28% of residents are stressed most or all of the time, and the problem is especially severe among young and middle-aged people, and people in zip codes such as 90401. The general population might be sufficiently well-served if the City were to simply communicate these findings and highlight the links between making time for social relationships and wellbeing. For those at the more acute end of the spectrum, like the 8% who said they felt very lonely, the City may want to explore interventions aimed at directly tackling the problem. The UK has recently set up a team in the Cabinet Office to work with community partners to address loneliness. There, the focus has been on older people, whereas in Santa Monica the focus should be younger people.

Some action ideas by key theme (2)

Key Theme	Underlying Findings	Ideas for next steps
Reported use of outdoor space is not strong despite benefits for wellbeing	• 89% of respondents said they considered Santa Monica to be a beautiful place, yet there was relatively low usage of the outdoors. 35% spend leisure time outdoors less than once a week, and 55% spend leisure time in community or public space less than once a week. • The lowest rates were found in 90404, among the Latino population and older respondents	Identify reasons for use of outdoor space Create citywide activities that better leverage outdoor space

Slide 117

The use of outdoor space for leisure activities was less than optimal, particularly in a place like Santa Monica. The lowest rates were among the Latino population, older respondents, and those living in 90404. Differences are not pronounced by region of the city, so use may be determined by other life issues that preclude leisure time. Natural amenities were generally well-distributed across the city, but concentrated in 90402 and 90405.

The City could consider potential interventions to increase use of community and public space, as well as outdoor activities, with a particular focus on the three segments of the population most affected: Latinos, 90404 residents, and the older population. In the case of the first two, focusing on getting children outdoors has great potential. Further research would help us understand *why* residents are not taking advantage of outdoor and public spaces. Do people lack the time? Do they lack awareness? Are there negative perceptions about the opportunities available?

Some action ideas by key theme (3)

Key Theme	Underlying Findings	Ideas for next steps
While volunteering rates and other engagement are high, experience of civic influence is not great	Volunteer rates are higher than many US cities; and voting rates in general elections are higher than CA overall But most survey respondents report not feeling like they had influence over decisions in Santa Monica, or at best were ambivalent; survey open ended responses confirmed this sentiment	Leverage volunteer spirit and use that energy to create more shared decisionmaking opportunities for residents

8

SM residents volunteer and vote in high numbers, something to be praised. Yet there appears to be a disconnect between that high engagement and reported sentiments about influence over decisions affecting CSM. There may be ways to harness that sense of civic engagement and put it toward including residents in shared decision making. We know that civic engagement is key to a sense of community, which in turn is a core dimension of wellbeing.

Some action ideas by key theme (4)

Key Theme	Underlying Findings	Ideas for next steps
Health behaviors are unevenly distributed, particularly sleep, physical activity, and produce consumption	Rates of healthy eating are surprisingly low; only 24% eat 5 or more fruit and vegetable portions daily Zip code 90403 scores highest in terms of health (based on the survey), with 90405 and 90402 doing more poorly. Healthy eating is strongest in downtown 90401 – 32% eat five or more portions. Produce consumption is lowest in 90404 (only 16%), and among the Hispanic population (19%).	Create supports that make it easier to be healthier, to have better nutrition daily, and to be more active Consider partnerships with workplaces and other organizations to promote these behaviors

9

Residents of CSM generally have good health outcomes but findings about reported nutrition and physical activity suggest the need for further attention. Food access is generally good in CSM, so the limits on produce consumption and daily physical activity noted in survey responses are better explained by other variables, for example poor work-life balance (e.g., time to prepare healthy meals or work out).

The biggest room for improvement appears to be in healthy eating. Further work is needed to validate our surprising finding. If it is confirmed, then possible solutions include awareness raising programs, working with schools to improve menus, and interventions to help people on lower incomes get access to healthy fresh produce (for example, through pop-up markets in lower income neighborhoods, and cooking courses).

Some action ideas by key theme (5)

Key Theme	Underlying Findings	Ideas for next steps
Wellbeing differs by race/ethnicity, particularly for Latino respondents	Levels of wellbeing among Latinos are significantly lower than among whites on most dimensions • 13% of Latinos were very worried about paying their housing, compared to 6% of non-Latinos. • 30% of Latinos felt they seldom had time to do the things they enjoyed, compared to only 21% of non-Latinos • 21% of Latinos engaged in physical activity less than once a month, compared to 11% of non-Latinos.	Explore the reasons for this and the role of zip code/place Partner with Latino serving agencies to create opportunities for wellbeing enhancement

0

The finding that wellbeing overall was lower among Latino respondents suggests the need to partner with organizations serving this population to enhance wellbeing – perhaps assisting with issues like housing, helping with social connection and use of outdoors, or engaging this population to strengthen wellbeing assets. The City could work to understand these inequalities in wellbeing, particularly given that they appear not to be explained by economic factors alone. Further analysis of the data, together with a process of engagement with representatives of the Latino community and Latino residents to identify the reasons for these low levels of wellbeing, will facilitate solutions informed both by the data and by community voices.

Some action ideas by key theme (6)

Key Theme	Underlying Findings	Ideas for next steps
Development and economic opportunity continues to be an issue for SM, as evidenced by survey and social media data.	Development can be both positive and negative (noise, joblessness) for community 56% of residents said that there are people in their neighborhood they could count on, but • 53% of respondents felt that it was unlikely that their children would be able to stay in Santa Monica. • 20% are concerned about missing mortgage or rent payments – even higher among the Hispanic population and younger people,	Consider developing an an assessment tool on tradeoffs of development Consider how to increase opportunities for job placement Implement programs to facilitate financial literacy and mitigate financial stress

Slide 121

The wellbeing index measures factors that one might expect to be adversely affected by development (e.g., sense of community, noise), as well as things that might be positively affected by development (e.g., economic opportunity, access to amenities, satisfaction with housing). On some measures, CSM did not score highly on sense of community. 56% of residents said that there are people in their neighborhood they could count on, compared to 80% in a national survey. 48% said they regularly stopped and talked to neighbors compared to 65% in a UK survey. On others, such as trust, CSM scored relatively well. Sense of community varied extensively by zip code, with the highest levels of community being reported in 90402 and 90405, and the lowest in 90401.

There were also challenges expressed about economic opportunity (53% of respondents felt that it was unlikely that their children would be able to stay in Santa Monica) and housing. A significant minority in the City suffer from housing-related issues. 20% are concerned about missing mortgage or rent payments – a problem that is particularly prevalent in the Hispanic population (38% of Hispanic respondents), for younger people (36% of those aged 18 to 24), and for those who are not working full-time. 18% of residents across the city are dissatisfied with their housing, a finding that is more pronounced in zip codes 90401 and 90404 (24% and 26% of respondents in each zip code respectively).

Planning and development can give rise to conflicts of interest between citizens of any city. Wellbeing analysis, which takes into account both economic and quality of life impacts, can provide the basis for relatively impartial assessments regarding the impact a plan or particular development projects have on residents. We recommend the creation of a wellbeing assessment tool to assist with city planning and decisions on developments. This would facilitate consideration of both the positive and negative impacts of development and, for each segment of the community, determine whether the positive impacts outweigh negative ones or vice versa. Depending on resources, this could ultimately be a form of cost-benefit analysis, where the benefit is measured in terms of wellbeing. The OECD and the UK government are exploring the potential for such a tool, but it would be an innovation to apply it at the local level. RAND and nef notes that findings on housing highlight that any further development should lead to net improvements in the availability and quality of housing.

Some action ideas by key theme (7)

Key Theme	Underlying Findings	Ideas for next steps
Data on wellbeing assets are relatively thin	We had more data on certain community features, like libraries and use of city enrichment classes (e.g., Active Net), but relatively little information on quality of services, why residents use (or don't use) them, and what benefits they offer Also needed more information from private sector, or nongovernmental sources of assets	Identify 1-3 new measures that city agencies can take to provide more information about exposure to, use of, and/or quality of wellbeing amenities

2

There were limited data, particularly from administrative sources, on wellbeing assets. Most data came from sources such as the library or the cultural and community services office (Active Net data). More information from all city offices, as well as the private sector, are needed.