Creating a city for wellbeing:

*Key findings about wellbeing perspectives and assets in Santa Monica*

*Wave 2/Version 2.0*
Presentation roadmap

• Background
  – Why wellbeing?
  – Project design-Recap for v1.0

• Updates in process from v2.0

• Key findings in v2.0
  – Who is Santa Monica?
  – How do Santa Monica residents perceive their lives, outlooks?
  – Dimension by dimension

• Summary and next steps
Background and Project Recap
Why measure wellbeing now?

“...We don’t see this holistic person with different needs. We see someone who needs a permit. The Wellbeing Project can help create commonalities across departments.”

- Government wants to support the wellbeing of residents through policy and programs.
- We need to start measuring more holistic outcomes beyond GDP and local revenue.
- This gives an opportunity to partner across government, nonprofit, and business.
There are some wellbeing measurement dashboards, yet there is limited translation into action locally

What has been missing?

- Integration of the practice of government with science of wellbeing
- Coordination around a common wellbeing agenda
- Consideration of local resource allocation
Recap: 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

• To share findings with other cities via the Bloomberg Philanthropies partnership
Project has sought to demonstrate how different types of data collected can be funneled into a holistic, analytic view.
Recap: The initial project design had three phases

Define    Measure    Act
Recap: What did **Define** entail?

- A multisectoral, collaborative process
- Gathered wide array of expertise to create core definition & identify dimensions of wellbeing
  - Reviewed wellbeing science
  - Convened international panel of experts across disciplines
  - Met with city leaders throughout process

Timeline:

- **December 2013**: Wellbeing literature review
- **December 2013**: Dimension framework development
- **Expert panel analysis & revisions**
- **Incorporate city & partner feedback**
- **May 2014**: Finalized definition & framework
Recap: What were the initial dimensions of wellbeing?

Outlook

How are the people of Santa Monica doing?

Community

How strong is the sense of community & connection?

Place

Does the physical & social environment support & promote wellbeing?

Learning

Do people have the opportunity to enrich their knowledge & skill sets across their lifespan?

Health

How healthy is Santa Monica?

Economic Opportunity

Can a diverse population live & thrive in Santa Monica?
Recap: What did Measure entail?

• Identified dimensions and sub dimensions

• Gathered and analyzed relevant data sources
  – Mapped measurement areas to available data
  – Consulted with City leaders, staff, and external partners
  – Identified information gaps and opportunities for survey data, social data, and future planning

Data strategy development

Identify data sources; plan survey & social media

Review by city leaders, expert panel

Field survey

Implement social media analyses

Analyze & integrate all data

May 2014

January 2015
Recap: What were the core data sources for Measure?

- Adult resident survey
- Data about CSM (city and non-city sources)
- Social media
Recap: Other data sources on the City were reviewed

<table>
<thead>
<tr>
<th>CSM or other</th>
<th>Data Source (department and/or data set name)</th>
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<tbody>
<tr>
<td>CSM</td>
<td>Police Department</td>
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<td>Data on homeless population</td>
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<td>Water</td>
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<td>Code enforcement</td>
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<tr>
<td>Other secondary data from survey or administrative sources</td>
<td>American Community Survey/Census</td>
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<td>Zillow</td>
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</table>
In V1.0, we approached geographic analyses in different ways.
Recap: What did Act entail?

- Determine end uses and end users
- Identify top priorities and link to policy and programmatic solutions
- Test solutions city-wide and/or by neighborhood, as relevant

**February 2015**
- Explore potential end uses

**March 2015**
- Review with expert panel, city leaders

**July 2015**
- Conduct data mapping to solution process
- Begin piloting solutions, develop replication guide

**Fall 2015**
- Support end use programs, implement data management reforms.
Updates in v2.0
Key changes in v2.0

• Work is now part of City’s Office of Civic Wellbeing

• Updated survey
  – New fielding in late 2016
  – Additional questions about wellbeing related to work; ideas regarding community amenities in SM

• Refined Place dimension to Place and Planet
  – Incorporates more data on sustainability

• New data sources for Health and Learning
  – 500 cities data on health
  – Arts and culture data for learning
# Updated Wellbeing framework

## Outlook
Life Satisfaction, Flourishing, Happiness, Autonomy

### Community
- Strong Local Networks
- Civic Engagement and Community Governance
- Community Identity and Connection

### Place & Planet
- Natural environment
- Built environment
- Mobility and access

### Learning
- Learning Status
- Access to Learning
- Learning Behaviors

### Health
- Physical & Mental Health Status
- Access to Resources
- Healthy Behaviors

### Economic Opportunity
- Affordability
- Opportunity
- Business Diversity

### Sample Measures
- Voter participation
- Public safety
- Volunteering
- Public & active transit use
- Green space access
- Use of City resources
- Service usage
- Graduation & literacy rates
- Sense of accomplishment
- Chronic disease rates
- Physical activity
- Work-life balance
- Income & employment
- Business diversity
- Sense of economic security
## Data sources on the City reviewed in v2.0

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Rent control  
Fire  
Water  
Code enforcement  
**Cultural-arts data**  
**Mobility, including resident mobility survey** |
| 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 data **including reasons for enrollment**  
Adult education  
USDA  
UCLA Extension  
BRFSS  
Zillow  
**CDC 500 cities** |
Key Findings: V2.0
Who lives in Santa Monica?
V2.0
What do we know about Santa Monicans?

7297 people (7.9%)
Median age: 39.2 y

11,661 people (12.7%)
Median age: 49.1 y

28,915 people (31.4%)
Median age: 40.8 y

24,416 people (26.4%)
Median age: 40.1 y

22,081 people (24%)
Median age: 37.6 y

Zip code population based on 5 year ACS estimates (2011-2015), rounding for percentages may result in slight over 100%.
City is predominately white, with larger minority populations in 90404, 90405

Zip code population based on 5 year ACS estimates (2011-2015)
Latino or Hispanic population concentrated in 90404, 90405

Zip code population based on 5 year ACS estimates (2011-2015)
Median income is high in Santa Monica, greater for families with children under age 18

[Bar chart showing comparison of median income between Household and Family.]
But homelessness is *increasing*

Based on 2015-2017 homeless census data (n=921 surveyed, in 2017)
How are the people of Santa Monica doing?
Outlook or personal wellbeing is comprised of...

Subdimensions:
- Life satisfaction
- Day to day emotions
- Flourishing

Sample Measures:
- Satisfaction with life
- Feelings of happiness
- Resilience

Main data source: Resident survey
Where data can be compared, benched to other US and EU data
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.
- Women report lower life satisfaction and poorer work-life balance; Hispanic/Latino residents report greater stress and loneliness than other groups.
Life Satisfaction:
Santa Monica comparable to Canada, better than U.S. overall

Life Satisfaction Average Score (0-10 score, with 10 being highest)

SM wellbeing survey, 2016; comparison data from OECD 2016
Life Satisfaction: What do residents say when asked “are you living the best possible life” (with 10 best)
Day to day emotions: How do residents feel day-to-day?

66% happy most or all of the time

6% sad most or all of the time

- 43% report having energy most or all of the time
- 72% are only stressed some of the time or not at all
- 90% are not lonely any time or rarely

SM wellbeing survey, 2016
Flourishing: How are Santa Monica residents faring?

SM wellbeing survey, 2016
2014 SM wellbeing survey data presented. These data represent cross-sectional samples.
Time for enjoyment changes with age

Seldom have time to do things I enjoy (agree or strongly agree)

SM wellbeing survey, 2016
How does Outlook vary by key demographics?

<table>
<thead>
<tr>
<th>Selected outlook items</th>
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<th>Having kids under 18 living in SM vs. not having kids or not having kids living in SM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic about future</td>
<td>Up</td>
<td>Down</td>
<td></td>
<td></td>
<td></td>
<td>Up</td>
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<tr>
<td>Resilient to challenges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Up</td>
</tr>
<tr>
<td>Feel more stress</td>
<td>Up</td>
<td>Up</td>
<td>Down</td>
<td>Up</td>
<td>Up</td>
<td>Up</td>
</tr>
</tbody>
</table>

*SM wellbeing survey, 2016*

Up arrow = greater than reference group; down arrow = lower than reference group; No arrow means difference nonsignificant at p<.05
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, among women, and among Hispanic/Latino residents?
Dimension by Dimension
Community

How strong is the sense of community & connection?

Sub dimensions

- Strong Local Networks
- Civic Engagement and Community Governance
- Community Identity and Connection

Sample Measures

- Frequency of social contact, social connectedness
- Volunteering, Voter participation
  - Belonging to neighborhood

Main data sources: Resident survey, social media
Some supplemental data: Administrative
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 who are unemployed and those who are Hispanic/Latino report less neighborhood belonging and sense of community influence.

- Many SM residents volunteer, though less voted in 2016 vs. 2012.

- Residents still do not feel much connection and influence in SM.
Social networks and community identity in Santa Monica: Greater sense of trust, but less sense of belonging and neighbor engagement

% Agree or strongly agree

SM wellbeing survey, 2016, Survey 2014
though note data are cross-sectional
Civic Engagement:
Many Santa Monicans report volunteering, relative to U.S.

Volunteer at least once a month

SM wellbeing survey, 2016, Survey 2014
though note data are cross-sectional

Volunteer rates any time in the past 12 months using 2015 estimates from CNCS:
US - 25%
CA - 24%
Los Angeles - 19%

0 10 20 30 40 50 60 70 80 90 100
Survey 2014
Survey 2016
Volunteer at least once a month

0 10 20 30 40
Survey 2014
Survey 2016

Volunteer at least once a month

Survey 2014
Survey 2016

In 2016, voting rates declined in Santa Monica but on par with state, less than U.S.

Percent of eligible voters who cast a ballot by year

Based on Los Angeles County Registrar-Recorder/County Clerk as of 2017
Overall, survey respondents still report disengagement or less feeling of influence over SM decisions.

From SM wellbeing survey, 2016

SM wellbeing survey, 2016, Survey 2014 though note data are cross-sectional
## How does Community vary by key demographics?

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<th>Female vs. male</th>
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<th>Having kids under 18 living in SM vs. not having kids or not having kids living in SM</th>
</tr>
</thead>
<tbody>
<tr>
<td>People in my neighborhood can be trusted</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>I feel like I belong in my neighborhood</td>
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<td></td>
</tr>
<tr>
<td>I can influence decisions affecting SM</td>
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</tbody>
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SM wellbeing survey, 2016
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 can be done to address the lack of neighborhood belonging and connection among those with economic instability and among some groups, such as Hispanic/Latinos?
Dimension by Dimension
Place and Planet

Does the natural and built environment support well-being and align with community values?

Sub dimensions

Natural environment
Built environment
Mobility and access

Sample Measures

- Water self sufficiency
- Housing quality
- Active transit

Main data sources: Resident survey, administrative
How well does the SM environment support wellbeing?

**Summary themes**

- Most residents feel SM is beautiful, but do not use all public spaces as frequently.
- Sustainability standards are being met in key areas like transportation and green buildings, but room for improvement in air and water quality.
- Satisfaction with housing remains an area for development.
Natural environment: Water quality has room for improvement

- Dry water quality
- Wet water quality

# of warnings
- Target for 2020
- Current as of 2015
Air quality is also a concern

This bar signifies a zero

Target for 2020

Current as of 2014

# of days of exceedance

Air quality
Resource conservation: Shows citywide water use is good; use of reclaimed water has room for improvement.
All regions of the city continue to have abundant access to park land and walker/bike friendly environments

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

Housing satisfaction

• 51% of survey respondents report being very satisfied with their homes (comparable to the 2014 survey)

• White residents are more satisfied with their homes; Hispanic residents less satisfied compared with peers

• Those with children under 18 living in SM are less satisfied

Housing affordability

• 40% of housing was affordable, based on housing available to low and moderate income as percent of total housing
Green construction is on track to meet 2020 target
Community amenities: Residents highly rate Santa Monica features and are connected to the place.

Santa Monica is a beautiful city
Santa Monica has the businesses, stores and services that I would like it to have
I see myself as a member of the Santa Monica community

SM wellbeing survey, 2016, Survey 2014 though note data are cross-sectional
Mobility and Access: Most Santa Monicans drive to work alone; though slightly more use bikes compared to U.S.

ACS 5 year estimates, 2011-2015
SM Mobility Survey indicates types of trips residents take

Trip distribution (N=2977 trips)

- Work: 17%
- Shopping: 21%
- Home activities: 31%
- Social visits: 7%
- Exercise: 7%
- Other: 8%
- School: 2%
- Health care: 2%
- Child care: 5%

Santa Monica Mobility Survey- 2016
Green options in transit are mostly meeting sustainability standards

- **Sustainable modes of transport in large employers in 2015 (%)**
- **Bike network options in 2016 (completion %)**
- **Households within 1/2 mile of transit in 2014 (%)**

**Legend:**
- Red: Target for 2020
- Blue: Current status
Access and use of space: Survey respondents report not spending as much time in community or outdoor spaces

...spend time in community or public spaces such as libraries or parks?

Every day or almost every day
1-2 times per week
1-3 times per month
Less than once per month
Never or almost never

...spend your leisure time out of doors and away from home?

From SM wellbeing survey 2016
Most areas in Santa Monica continue to have relatively low factors known to negatively affect wellbeing, with the exception of downtown 90401 and the area surrounding the Santa Monica airport.

Social environment index (factors known to negatively affect wellbeing): Vacant housing, crowded housing, violent crimes, nonviolent crimes, drug and alcohol crimes, fast food restaurants, living near airport.
Santa Monica remains a relatively safe environment

# How does Place and Planet vary by key demographics?

<table>
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<tbody>
<tr>
<td>Santa Monica has the businesses. stores and services that I would like it to have</td>
<td>![arrow_down]</td>
<td>![arrow_down]</td>
<td>![arrow_down]</td>
<td>![arrow_up]</td>
<td>![arrow_down]</td>
<td>![arrow_down]</td>
</tr>
<tr>
<td>How often do you go to neighborhoods in Santa Monica OTHER than the one you live in, for example to visit friends, go to work, attend activities, or access shops or services?</td>
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<td>![arrow_down]</td>
<td>![arrow_down]</td>
<td>![arrow_up]</td>
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<tr>
<td>How often do you spend time in community or public spaces such as libraries or parks?</td>
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*SM wellbeing survey, 2016*
Place and Planet: Where do we go from here?

- How might advances in green and sustainable transport options support alternatives to single commuting?
- How can housing satisfaction improve among parts of the city and among Hispanics/Latinos?
- Why do residents not use the outdoors or community spaces?
Dimension by Dimension
Learning

Do people have the opportunity to enrich their knowledge & skill sets across their lifespan?

Sub dimensions
- Learning Status
- Learning Behaviors
- Use of Enrichment Opportunities

Sample Measures
- Graduation & Literacy Rates
- Sense of Accomplishment
- Patrons & Service Usage

Main data source: Resident survey, administrative data
Do Santa Monicans have learning opportunities across the lifespan?

Summary themes

• Overall, educational outcomes are strong in Santa Monica, but disparities persist by race/ethnicity and readiness for kindergarten appears to have only had modest improvement year to year.

• Use of services, such as community activities, library, and SMC college enrichment is uneven.
Learning Status: Are children ready for kindergarten?

From SM Youth Wellbeing report card, 2014, 2015 (using EDI data)
Competencies at different grade points comparable to prior years

Most high school students graduate in SM, but there is variation in terms of who meets University of California entrance requirements.

As of 2016, 95% high school students graduate.

Race/ethnicity data, SMMUSD Data, class of 2016
First term college GPA (of those who graduated from Santa Monica high school and went to Santa Monica college), varies by race/ethnicity

Race/ethnicity data, SMMUSD Data, class of 2016
Reasons for Santa Monica College enrollment

% reporting reason for enrollment

- Earn a certificate or degree and transfer
- Take classes to update job skills
- Take classes for enrichment only

2016 SMC data
Adult education participation varies by zip code, with more use in 90404 and 90405

From SM adult education data, 2014
Learning Behavior and Skills:
Survey respondents continue to report more confidence in use of internet but less about “traditional” repairs

% reporting a 7 or the most confidence

SM wellbeing survey, 2016, Survey 2014 though note data are cross-sectional
Use of enrichment opportunities: Greater endorsement of social community events than other opportunities

% reporting good or very good

- The availability of arts and cultural opportunities, such as theatres, museums, and music
- The availability of social community events, such as festivals, farmers markets, parades, and street fairs
- The availability of organized events where you can learn about or engage with the natural environment
- Having a vibrant nightlife with restaurants, clubs, bars, etc.

SM wellbeing survey, 2016, Survey 2014 though note data are cross-sectional
Residents do not appear to use SM community activities regularly

Activity use as percent of population in zip code (2015 population data)

Class use by age

From City Active Net data, 2015-2016

No major difference in use by gender; 52% female
Library density and visitation strong in Santa Monica

SM data from 2016-2017 year, but note that CA and US comparison data for per capita visitation only available for 2012; number of libraries is 2014
But the number of checkouts and library activity participation does vary by SM zip code and branch.

- **Total number of checkouts**
  - Bar chart showing the variation of total checkouts across different zip codes (90401 to 90405).

- **Average number of participants by total number of programs offered by branch**
  - Chart illustrating the average number of participants for both adults and children across different branches:
    - Main library
    - Fairview Branch
    - Montana Avenue
    - Ocean Park
    - Pico Branch

  - The chart uses different colors to distinguish between adult and child participation.
The enrichment environment can also be represented by sales in arts and culture, % of workforce.

In 2015, it is estimated that 14% of SM residents held creative occupations.
# How does Learning vary by key demographics?

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SM wellbeing survey, 2016
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?
Dimension by Dimension

HEALTH
How healthy is Santa Monica?

Sub dimensions

Healthy Behaviors
Physical & Mental Health Status
Access to Health-Promoting Resources

Sample Measures

- Physical Activity
- Work-life Balance
- Chronic Disease Rates
- View of health resources

Main data sources: Survey, administrative data
How healthy is Santa Monica?

**Summary themes**

- Most SM residents report good health and getting enough sleep
- Mental health among youth remains a concern
- Fewer than half report engaging in enough physical activity and healthy eating, and those differences persist across gender, employment status and race/ethnicity
Health status:
SM residents generally report fewer chronic health conditions than U.S.

CDC, 500 cities, 2014 data
Health behaviors: Survey respondents report better sleep than physical activity and produce consumption.

From SM wellbeing survey, 2016
Binge drinking is slightly higher in Santa Monica but physical activity better than U.S.
Health status and Health Behaviors: SM residents generally report fewer chronic health conditions and better health behaviors (vs. California)

**Poor health status (%)**

1. Ever diagnosed with asthma (18+)
2. Ever diagnosed with diabetes (18+)
3. Ever diagnosed with heart disease (18+)
4. Obese (BMI ≥30) (18+)
5. Fair or poor health (18-64)
6. Serious psychological distress (18+)

**Health behaviors (%)**

1. Walked at least 150 minutes (18+)
2. Current smoker (18+)
3. Currently uninsured (18-64)
4. Delayed prescriptions/medical services...

*CHIS Survey, 2014*
Rate of uninsured varies by zip code

Truven Analytics, 2016 estimates
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%

From SMMUSD, fitness data, 2016
Youth mental health and connectedness remains a concern, though improvements in caring adult presence.

- Students who report they have a caring relationship with a teacher or other adult at school.
- Students who report they feel safe at school.
- Student who report being harassed on school campus.
- 11th graders who report they experienced significant periods of extreme sadness and hopelessness over the previous 12 months.
- 11th graders who report they have used alcohol over the previous month.
- 11th graders who report they have used substances over the previous month.

% reporting

2014-2015

2015-2016
Access to health resources: Most survey respondents noted that SM health amenities are good

From SM wellbeing survey, 2016
How does health vary by key demographics?

<table>
<thead>
<tr>
<th>Selected Health items</th>
<th>Female vs. male</th>
<th>Older age (as age increases)</th>
<th>Unemployed (vs. employed or retired)</th>
<th>White vs. other racial groups</th>
<th>Latino vs. other racial groups</th>
<th>Having kids under 18 living in SM vs. not having kids or not having kids living in SM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eat 5 a day fruits and vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sleep at least 6 hours a night</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Up arrow = greater than reference group; down arrow = lower than reference group; No arrow means difference nonsignificant at p<.05

SM wellbeing survey, 2016
Health: Where do we go from here?

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

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

ECONOMIC OPPORTUNITY
Economic Opportunity

Can a diverse population live & thrive in Santa Monica?

**Sub dimensions**
- Affordability
- Sense of Opportunity
- Business Diversity

**Sample Measures**
- Income & Employment
  - Sense of Economic Security
    - Local hire

*Data sources: Survey, social media, some 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 varies by race/ethnicity, gender.
- Job opportunities are primary focus on social media.
- Business diversity is strong relative to sustainability standards in Santa Monica.
Affordability: Higher SES areas are concentrated in 90402

SES Index includes:
- Median income for tract,
- HS completion, poverty level

Note: SM overall median income is: $76K for HH, $115 for families

ACS, 5 year estimate 2015
Many Residents Face Housing Burdens

Residents paying 30% or more on housing costs

ACS data, 2015, Southern California Association of Govt report, 2017
Sense of Opportunity: One out of four survey respondents worry about paying rent/mortgage

From SM wellbeing survey, 2016, Survey 2014 though note data are cross-sectional
Unemployment rate somewhat higher than US average and varies by zip code*

From ACS data, 5 year estimates (2011-2015), to allow for zip code analysis.

*Note that Bureau of Labor Statistics unemployment estimates are generally lower than ACS estimates (see annotation for more detail)

Comparable US rate from ACS was 8.3%, in 2015
Commonly-used keywords in tweets suggest interest in the economy, especially jobs.

There is substantial discussion among Santa Monica Twitter users regarding economy and opportunity, particularly about jobs.
# Results: Descriptive Statistics

<table>
<thead>
<tr>
<th>Domain</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Discussion and Solicitation</td>
<td>32,711</td>
</tr>
<tr>
<td>Earnings and Affordability</td>
<td>32,119</td>
</tr>
<tr>
<td>Opportunity</td>
<td>87,569</td>
</tr>
<tr>
<td>Opportunity Excluding “Santa Monica” and “#santamonica”</td>
<td>6,054</td>
</tr>
<tr>
<td>All Three Categories</td>
<td>152,399</td>
</tr>
<tr>
<td>All Three Categories Excluding SM Terms</td>
<td>70,884</td>
</tr>
</tbody>
</table>

### Number of Mentions by Domain

*January-December 2016 tweets*
Most tweets continued to focus on job discussions, particularly when opportunity not linked to SM specifically.

January-December 2016 tweets
Sample Tweets in 2016: Job Discussion and Solicitation

• My job: I honestly really despise my job lol

• My job: I’m so lucky. My house mates are rad, my classes are rad, my job is groovy, and I get to skateboard EVERYWHERE. I’m so happy. S/o to life.

• New job: Time to start applying for a new job... #aftercollege #thestruggle #business #igotthis

• New job: Loving this new job in Santa Monica. Laid back vibe and the beach isn’t too far away

• #lovemyjob: tried on bathing suits for 3 hours today #lovemyjob

• #ilovemyjob: Great tour tonight! Birthdays, laughs, dogs, and boos! #ilovemyjob #santamonica #ghosttour

• #job: If you’re a #IT professional in #Santamonica, CA, check out this #job: URL #ExploreOracle #Hiring

• #job: This #job might be a great fit for you: Digital Media Planner – URL #IT #SantaMonica, CA URL
Sample Tweets in 2016: Earnings and Affordability

• Afford: @SaMoCole @OurSantaMonica @nytimes I used to pay $1805 for “affordable housing” 400 sq. feet. Huh?

• Afford: A homeless woman approached me on my break & asked if I could buy her a sleeping bag – it broke my heart that I couldn’t afford to.

• Moving: I’m definitely moving back to Santa Monica #SantaMonica

• Moving: I’ve eaten an #avocado every single day since moving to #California. #Blessed

• Buy a house: Last night I dreamed I was mad at everyone for not insisting we buy a house in LA 4 yrs ago when it was affordable. My dreams are so grownup

• Buy a house: Don I can’t buy a house because Chinese investors own l of them, been that way for awhile too. American families can’t compete, so sad.
Sample Tweets in 2016: Opportunity

- Startup: Gave a speech on #games / #startups at Pacifica Christian HS. Great students working on some cool projects! #startup URL

- Startup: I find that many of the startup lessons I’ve learned help me lead a more fulfilling personal life. I just wish I had more time to enjoy it.

- Talent: Just had a kick ass meeting with a talent manager & new friend. Love meeting awesome people in Hollywood. #actorslife #ontherise

- Talent: #swimming after work with talented and creative @hulu team. Thank you for inviting me today. URL
Business diversity: Santa Monica consistent with diversity and sustainability goals

• Wage diversity: 23% of the wages earned in Santa Monica are attributed to the top earning sector (the economic sector), which is below cap of 25% set by city

• Green economy:
  – 137 business certifications (in 2015), of 200 certifications goal by 2020

• Buy local businesses:
  – 800 businesses (in 2014) of goal of 880 businesses by 2020
### How does opportunity vary by key demographics?

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<th>Selected Opportunity Items (more worry)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>...about not being able to make the minimum payments on your credit cards?</td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="down-arrow.png" alt="Down arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
</tr>
<tr>
<td>...about not being able to pay your rent, mortgage, or other housing costs?</td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
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<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
</tr>
<tr>
<td>...that you might lose your job in the next six months?</td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
<td><img src="up-arrow.png" alt="Up arrow" /></td>
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*SM wellbeing survey, 2016*
Economic Opportunity: Where do we go from here?

- What policies will address affordability issues, particularly by age, race/ethnicity, and city location?

- How can social data and social media data in particular, continue to be used to inform interventions to help with economic opportunity and to track changes over time?
THE WELLBEING PROJECT

WORKING TOGETHER TO
DEFINE, MEASURE,
and actively IMPROVE
Wellbeing
IN SANTA MONICA

www.wellbeing.smgov.net