TODAY’S DIALOGUE

- Regional Indicators Presentation
- Clarifying Questions
- Group Discussion & Input Session
This year, our region will create a set of shared, objective metrics to track the Greater MSP region’s overall success on critical economic, environmental and social outcomes.

The RESULT for our region will be:

• More effective regional **priority-setting**
• Greater **coordination** across regional initiatives
• Better visibility & use of existing data assets
• Increased economic **competitiveness**
“Wait . . . I thought we did that already?”
“Wait . . . I thought we did that already?”
THE PUSH TO ACT

Consensus accelerator
A shared dashboard helps leaders in the public, private and nonprofit sectors manage growth, focus investment, set strategic priorities and act more quickly in areas requiring cross-sector collaboration.

Global best practice
High-performing regions around the globe use indicators to track progress in the areas that matter most to their long-term success.

Regional Economic Development Strategy
Shared indicators are an early action item in the region’s 3-5 year competitiveness strategy for the reasons explained above.
MEASURE TOGETHER

Our region lacks a common set of measurements – this is a barrier as we try to move from data to action.
SOLID FOUNDATION

An Intercity Leadership Visit to Boston inspired the creation of MN Compass. A detailed indicator set for the state as a whole.
FINISH THE JOB

This **capstone effort** will draw upon all the related indicators work to create a shared dashboard that is:

- Objective (*not relative rankings*)
- Comprehensive (*economic, social, environmental*)
- Compact (20-25 *key measures in 5-6 categories*)
- Benchmarked against peer regions
- Clearly and consistently communicated
- Endorsed and used by organizations across the region
**PROCESS**

**CONVERGE**
- Evaluate & Share

**DESIGN**
- Evaluate & Share

**COMMUNICATE**

<table>
<thead>
<tr>
<th>MARCH</th>
<th>JULY</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ What is the “market” for this “product”?</td>
<td>□ What 3-4 metrics will we use to measure each category?</td>
<td>□ What are your reactions to draft dashboard?</td>
</tr>
<tr>
<td>□ What are the 5-6 categories all leaders in our region should track?</td>
<td>□ How should our dashboard look and function?</td>
<td>□ Who will be involved in the roll-out of the dashboard &amp; how?</td>
</tr>
<tr>
<td>□ What models from outside the region resonate most?</td>
<td>□ How should we communicate the roll-out of the product?</td>
<td></td>
</tr>
</tbody>
</table>

Shared Prosperity Work Group
PROJECT TEAM

Julia Silvis  Val Vannett  Todd Klingel  Todd Graham
Itasca Project  GREATER MSP  Minneapolis Regional Chamber of Commerce  Met Council

Mary Kay Bailey  Craig Helmstetter  Peter Frosch
Partnership for Regional Opportunity  Wilder Research  GREATER MSP

POTENTIAL ADDITIONS

Minneapolis Federal Reserve  DEED
Great Plains Institute for Sustainable Development  University of Minnesota
# REGIONAL INDICATORS

## Input Sessions

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREATER MSP Partner Advisory Council</td>
<td>April 11</td>
</tr>
<tr>
<td>Itasca Project Working Team</td>
<td>April 18</td>
</tr>
<tr>
<td>GreaterMSP Ahead</td>
<td>April 25</td>
</tr>
<tr>
<td>Partnership for Regional Opportunity</td>
<td>April 30</td>
</tr>
<tr>
<td>Regional Council of Mayors</td>
<td>May 12</td>
</tr>
<tr>
<td>Minneapolis Chamber of Commerce</td>
<td>May 30</td>
</tr>
<tr>
<td>African American Leadership Forum</td>
<td>June 21</td>
</tr>
<tr>
<td>Saint Paul Area Chamber of Commerce</td>
<td>TBD</td>
</tr>
</tbody>
</table>
## MODELS: SAN DIEGO

### Explore Industry Data & Statistics

#### Demographic

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Metro</td>
<td>3,177,083</td>
</tr>
<tr>
<td>Median Age</td>
<td>34.8 years old</td>
</tr>
<tr>
<td>% Population Ages 18-64</td>
<td>27.2%</td>
</tr>
<tr>
<td>% of Population Born Outside of US</td>
<td>23.4%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$59,500</td>
</tr>
</tbody>
</table>

#### TALENT

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Population w/ Bachelor's Degree or Higher</td>
<td>33.7%</td>
</tr>
<tr>
<td>% Population w/ Advanced Degree or Higher</td>
<td>12.7%</td>
</tr>
<tr>
<td>% Population w/ Ph.D or Higher</td>
<td>1.9%</td>
</tr>
<tr>
<td>% College Grad w/ Science or Engineering Majors</td>
<td>51.4%</td>
</tr>
<tr>
<td>% of Population Multi-Lingual English-Speaking Residents</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

#### Economic

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment Rate</td>
<td>7.8%</td>
</tr>
<tr>
<td>Gross Domestic Product</td>
<td>$172.6 billion</td>
</tr>
<tr>
<td>Export Value</td>
<td>$17.2 billion</td>
</tr>
<tr>
<td>Patents per 1,000 Workers</td>
<td>2.3 patents</td>
</tr>
<tr>
<td>Annual Total VC Dollars Raised</td>
<td>$1.1 billion</td>
</tr>
</tbody>
</table>

#### Quality of Life

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Capita Income</td>
<td>$46.8k</td>
</tr>
<tr>
<td>Foreclosure Rate</td>
<td>2.44%</td>
</tr>
<tr>
<td>Median Home Price</td>
<td>$469k</td>
</tr>
<tr>
<td>Mean Travel Time to Work</td>
<td>24.1 min</td>
</tr>
<tr>
<td>Sunshine Hours</td>
<td>3,055 hours</td>
</tr>
</tbody>
</table>

### Additional Points
- Engaging, inviting, simple design
- Displayed on the homepage of the regional economic development organization
- Designed to tell a positive story

**Source:** SanDiegoBusiness.org/Research; Io.inc, McKinsey Cities Initiative
MODELS: LONDON

- Quality of Life indicators
- Strong emphasis on “sustainability”
- Some unusual categories (e.g. bird populations)
How will our region define success?
We need your help to build a comprehensive regional dashboard.

My Dashboard

- Workforce
- Education
- Children & Youth
- Health
- Innovation
- Economy
- Business Climate
- Talent
- Equity
- Culture & Arts
- Health
- Infrastructure
- Technology
- Community
- Sustainability
- Environment
- Public Safety
- Mobility
- Innovation
- Government
- Children & Youth
- Civic Vitality
- Education
- Equity
- Quality of Life
- Community
- Sustainability
- Environment
- Mobility
- Other?

Criteria
The dashboard you create should be:
- Comprehensive (include categories on economy, society & environment)
- Relevant for leaders in all sectors (public, private & nonprofit)
- Relevant for all parts of the region (urban, suburban, ex-urban)

NAME: __________________

Comments
_____________________
_____________________
_____________________

Other?
Creating shared regional indicators is part of the regional strategy led by GREATER MSP

In addition, the Partnership for Regional Opportunity has a workgroup dedicated to supporting the regional strategy by creating shared indicators.
TODAY’S DIALOGUE

• Presentation

• Clarifying Questions

• Group Discussion & Input Session