

Cool Cities Growth Initiative

Initiative Name	Monitor and Measure Regional Success					
Description of Initiative	<p>Measure regional and sub-regional performance using the MDA-Catalytix 4-T model to help track and monitor success on an annual or more frequent cycle, depending on which indicators are selected. This strategy also helps answer the "<i>what's in it for me?</i>" question if MDA decides to share this information with sub-regions.</p> <p>Boston, Pittsburgh and Providence are good models for review. See Boston and Pittsburgh case study summaries below.</p>					
Action Type		Build New		Expanding Existing		Attract From Elsewhere
Timing	- Start now; continue indefinitely.					
Champions	- MDA and regional economic development agencies.					
Resources	- \$25,000 - 50,000 per year -- surveys, data collection, report generation and dissemination.					
Performance Measures	- The 22 Catalytix benchmarking metrics and the SRI metrics, plus other initiative specific measures.					
Model or Case Study References	<p>The Boston Indicators Project is a civic initiative coordinated by the Boston Foundation in partnership with the City of Boston/Boston Redevelopment Authority and the Metropolitan Area Planning Council. Its goal is to engage the general public, as well as civic and community-based institutions, the media, business and government, in better understanding Boston's key challenges and opportunities through shared access to high-quality objective data.</p> <p>The usual yardsticks by which urban communities are measured include data in categories such as unemployment, school dropout rates, teen pregnancy and infant mortality statistics. These figures tend to paint a dismal picture of urban life, even when the indicators are positive. By contrast, the Boston Indicators Report uses similar measures, but its categories are broader, are set in the context of community goals, and paint a picture that includes the community's strengths as well as its challenges. This new measurement framework was created by hundreds of Bostonians, from resident leaders to professional experts across the city, in a process that began in 1997. They constructed the Boston Indicators Report goals and measures of progress in each of 10 sectors. Some are conventional sectors, such as housing, health, education and the economy, while others were created in response to participants' demands that areas such as civic health be included, with measures of race relations, voter participation rates, the breadth of leadership across gender and race/ethnicity, neighborly trust, hate crimes, and openness to the needs of linguistic minorities and people with disabilities.</p> <p>Pittsburgh Technology Council Annual State of the Industry Report</p>					

	The State of the Industry research is commissioned by the Pittsburgh Technology Council and conducted by Carnegie Mellon University's Center for Economic Development. The report examines the economic role that technology industry clusters play in southwestern Pennsylvania. These clusters include information technology, advanced materials, biomedical and biotechnology, advanced manufacturing and environmental technology. In addition, the report reveals progress on other key indicators of economic health, such as venture capital investment and research and development.
Alternative Strategies	Outsource
Synergy with Other Initiatives	Very high -- provide this service for the new Regional Economic Development Network of entities working to build Upstate New York.
Marketability or Buy-in Potential	High
Risk Factors	Low
Supporting Documentation	The Catalytix MDA Creative Sector Benchmarking Model and Report. See www.pghtech.org/pittsburgh/report.html See www.tbf.org/indicators
Success Factors	<ul style="list-style-type: none"> - Reports are produced, used and are helping to shape regional decision- making. - Catalytix is successful in coaching and helping MDA establish an internal capability to measure and track progress. - Individual committees and project teams buy into the importance of measurement and tracking.
Tactic and Action Plan	<ul style="list-style-type: none"> - Throughout the tactics descriptions, "performance measures" have been identified. As strategies and tactics are put into action (or even before when possible), these measures should be collected, and reports generated and distributed. - Should also include the original Catalytix benchmarking measures.
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