

The Coordinating Council of Broward



The CCB: Working Together

The Broward Benchmarks 2002

Fort Lauderdale, Florida
December 2002



The Coordinating Council of Broward

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This document was produced with financial support from the Florida Department of Children and Families, District 10.

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June 30, 2003

Dear Broward Residents:

We are pleased to present *The Broward Benchmarks 2002* – the broadest ongoing measurement of quality of life indicators for Broward County and its residents. Created to identify County strengths as well as improvements needed to reach established quality of life goals, *The Broward Benchmarks* report brings a focused approach to progress that touches all of our lives.

As in previous editions, this report continues to break new ground by asking and answering vital questions such as:

- Are our children getting the education they need to become self-sufficient and think critically?
- Do we feel safe in our homes, communities and workplaces?
- Does Broward have the job base we need in order to prosper?
- Can our citizens access and afford good healthcare?
- Is our air clean and our water supply adequate?
- How well is local government working?

This report is available online today at www.theccb.org. Plans for the future include conversion to a searchable database to make *The Broward Benchmarks* more convenient and productive. This will add to its already demonstrated value in research, strategic planning, budgeting, grants, business assistance and other services to public and private organizations countywide.

At The Coordinating Council of Broward (CCB), we're dedicated to helping all residents become more informed about our community. With your help, *The Broward Benchmarks 2002* will serve as a model to encourage our communities and citizens to form more constructive partnerships to improve our quality of life.

We would like to thank everyone who contributed in the preparation of this fourth edition of *The Broward Benchmarks*. The countless hours by so many volunteers have given us the best path to assure continual improvement.

Please accept our invitation to help. Only by working together can we build a better, stronger Broward County, neighborhood by neighborhood, citizen by citizen. We welcome all who want to challenge Broward to be the best place to live, work and play.

Sincerely,



Kathy Koch, Chair
The Coordinating Council of Broward







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Introduction





As a citizen of Broward County, what quality of life do you want us to have? How would we define and measure it? Should we measure crime rates? Employment? Student achievement? Other factors? And, assuming we want to get better, better than what, and how much better?

This is the role of *The Broward Benchmarks* – to accurately frame where we were, where we are, and where we’re going on all issues important to Broward citizens. With advice from many hundreds of volunteers over the last five years we have divided Broward’s unique universe into seven areas that touch all parts of our lives. These areas are further divided by sections and topics. Each topic has specific benchmarks with past and present measures, along with future targets – our mutual goals for Broward. When these goals are reached, our community will be better off. We will be safer, healthier, better educated, live in an enhanced environment, and much more. However, if the numbers do move in the wrong direction, we will have the right information to change the way we do things, and successfully work together for a brighter future.

Local agencies are using *The Benchmarks* in strategic planning, resource allocation, grant making, new partnerships and other initiatives. Broward citizens don’t have to rely upon vague notions about what’s going on in our county. Knowledge is power in the information age, and this report will inform and help both individual citizens and the institutions that serve them.

Every successful business has a plan that defines its demand and supply, holds its leadership accountable and targets the “best practices” for management of its enterprise. *The Broward Benchmarks* may be seen as a business plan for Broward, guiding best practices in Health, Human Services, Education, Economic Development, Law Enforcement and many related areas. All of us, through our appropriate institutions, are held accountable for achieving these goals. Reporting outcomes in clear ways will help all of us judge how well we are doing and what we might change.

BACKGROUND

Designing and compiling this 2002 report has been a continuing project of the Quality of Life Committee of The Coordinating Council of Broward, but the final product is the work of many contributors. The general public, our business community, universities, constituency groups, government agencies, and others have contributed. They share our excitement about creating systematic ways to create a better Broward.

In the beginning, The Council examined existing benchmarking practices, such as Oregon’s *Benchmarks* and similar work being done in some other Florida counties. The greatest initial contribution came from the Florida Commission on Government Accountability to the People (GAP). Since then

we have developed customized ways to get and display the data and ideas. This new 2002 edition contains far more local information and sets more goals than ever before.

We know that one salient gap in the Benchmarks is up-to-date information on the increasing multicultural composition of Broward. How do we represent the cultural and linguistic complexity obscured by data that is categorized in blocks of white and non-white, or white, black, Asian, Native American, and Hispanic? These are categories that do not fit the reality of a county with some of the fastest growth and greatest ethnic complexity in the nation.

This is clearly a critical issue, as diversity is not so simple as language and origin, but encompasses myriad cultural beliefs and ways of being, experiences, expectations and priorities. Its significance is clear in all domains: health, education, employment, communication, safety, laws and governing. We’re working on it, and your ideas are always appreciated.

APPLICATIONS

The Broward Benchmarks will be valuable to at least five groups:

1. **The Coordinating Council of Broward** will use *The Benchmarks* as a tool to focus the community on higher system performance and accountability.



2. **Citizens** who wish to participate in improving their communities will find information and concrete measures of outcomes that help shape public opinion and gather support to make Broward a better place to live, work and play.
3. **Public officials and business executives** can use *The Benchmarks* in setting priorities, allocating resources and creating partnerships.
4. **Cities and neighborhoods** may use this countywide information and develop their own localized benchmarks to help guide to local solutions.
5. **Provider and Service Agencies** should use the *Benchmarks* as a constant reminder of the bottom line. Citizens want employment, not just job training programs; skills for life, not just a high school diploma, and other positive outcomes. Local agencies need to show how their programs and services help improve that bottom line. They need to demonstrate how and why tax dollars and private resources are being used to benefit the daily lives of Broward residents. In short, they must effectively contribute if we are to create a measurably higher quality of life for all.

SCOPE

The Council has consistently selected issues that affect Broward broadly and can be easily

understood producing benchmark measures that are both compelling and actionable.

The Broward Benchmarks measure results, not efforts. For example, successful health outcomes, not just number of hospital visits. A few definitions in the language of performance measurement may be helpful:

Inputs tell us the volume of resources used to produce services or achieve a goal. Most often inputs are measured by dollars, number of staff or the like. This is the traditional frame of reference for line-item budgets.

Outputs are measures of services and products, such as number of children vaccinated, level of voter turnout or quantity of waste recycled.

Outcomes, the specific indicators, tell us how we have benefited in some definitive way from services provided. Outcomes are pervasive in this document since they are the core measures of our quality of life.

It is tempting to measure inputs because they are easily obtained and described. However, simple data on budgets, numbers of teachers or how many counselors are available for children in foster care tell us only about our commitment, and even then incompletely. We need information about what really counts: the *results* of our commitment. In some cases, you will see benchmarks that do not measure outcomes, since direct measures are not available. Examples include school class sizes

or estimates of people without health insurance. What we really want to know is whether students are learning and if people are healthy, and we are striving to get to all of this information. These additional measures are included because we believe they illuminate important elements in our understanding of the issues.

We encourage you to read the endnotes for each benchmark before you try to interpret the numbers. The endnotes help explain what has been measured and provide information to help understand why each benchmark has been included. The endnotes are also useful for those who want additional detailed information about a topic, since all available data sources are listed.

BENCHMARKS, PRESENT AND FUTURE

As noted earlier, this fourth edition contains more as well as increasingly precise information. Access to information will continue to improve. Conditions and priorities will continue to change. We need to consistently review the type and number of benchmarks. We invite your comments and suggestions. Should topics be added, modified or dropped? Could the format or wording be made clearer? Do you have other suggestions? It's *your* report – help us shape it to your needs. Thanks.





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CCB Priorities



CCB PRIORITIES

TIER I ISSUE TOP PRIORITIES AND DESIGNATED CONVENERS OF STAKEHOLDER GROUPS

Jobs, Better Pay and Benefits.....	The Broward Alliance
Healthcare Access.....	Broward Regional Health Planning Council
Mobility / Transportation Access	Broward County Metropolitan Planning Organization
Education.....	Broward Workforce Development Board
Neighborhood Projects	The CCB Neighborhood Projects Committee
Children	Children’s Services Council of Broward County
Seniors	Area Agency on Aging of Broward County
Multicultural Population.....	The CCB Multicultural Board

TIER II ISSUE PRIORITIES (ALPHABETICAL LISTING)

Abuse, Elderly	Homelessness	Nursing Home, Access to Quality
AIDS / Communicable Diseases	Housing, Affordable	Poverty Level, Percent of Population
Business Development	Independent Living	Recreational Facilities
Crime, Juvenile	Infant Mortality	Redevelopment
Crime Rate	Injuries, Unintentional	Relations (Race, Cultural, Religious)
Day Care, Subsidized	Jail Overcrowding	School-to-Work Programs
Domestic Violence	Job Creation	Sense of Community
Environmental Issues	Life Cycle Job Training	Substance Abuse
Government Accountability	Low Birth-Weight Babies	Suicide Rate
Growth Rate - Infrastructure	Mental Health, Access to	Teenage Unemployment
Guidance, Internship	Mental Health, Adolescent	Unwed / Teenage Motherhood

TIER III BASIC COLLABORATION – INFRASTRUCTURE PRIORITIES

Broward Information Network	Quality of Life Indicators / Benchmarks
Community Resource Inventory	System Evaluation
Targeted Needs Assessments	Targeted Collaborative Support





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