



Community Indicators Criteria

Last Revised: July 2014

Determining What to Measure

There is an incredible amount of data available community-wide from which to select community indicators for the Action Plan. To ensure an effective selection process, staff reviewed current best practices in improving organizational performance and sought guidance from the Washington State Department of Commerce Center for Local Government Performance to identify key considerations for developing effective community indicators.

Based on the research and other needs unique to Olympia, City staff developed a set of criteria by which to consider possible community indicators. Only those potential indicators that ranked high in several or all of the criteria listed below were included as a draft indicator.

Community Indicator Criteria

- **Is the indicator significant and meaningful?** Does this indicator help us determine if we are achieving the goals and policies identified in the Comprehensive Plan, and is the data meaningful for making decisions?
- **Is the indicator understandable?** Does the indicator tell a clear and easy-to-understand story?
- **Can the City or a community partner impact the indicator?** Does the City or a community partner have a significant enough impact over the indicator that we can make a difference in what is reflected by the data?
- **Is the data available long-term?** Can the indicator be replicated and maintained by the City if the original owner of the data is no longer available?
- **Are the five 'Action Areas' represented in a balanced way?** Are there any significant Comprehensive goals and policies that are not represented by the list of draft community indicators?